

O'Connell Street

Master Plan

DRAFT FOR COMMITTEE
DECEMBER 2021



Adelaide. Designed for Life.

We look after the world's only city in a park, thoughtfully and purposefully designed with people in mind.

O'Connell Street is a stylish street with an architectural heritage dating back to the 1830s. The street has English style pubs, luxury furnishing outlets, iconic food outlets, chic cuisine and an atmosphere of bustling sophistication.

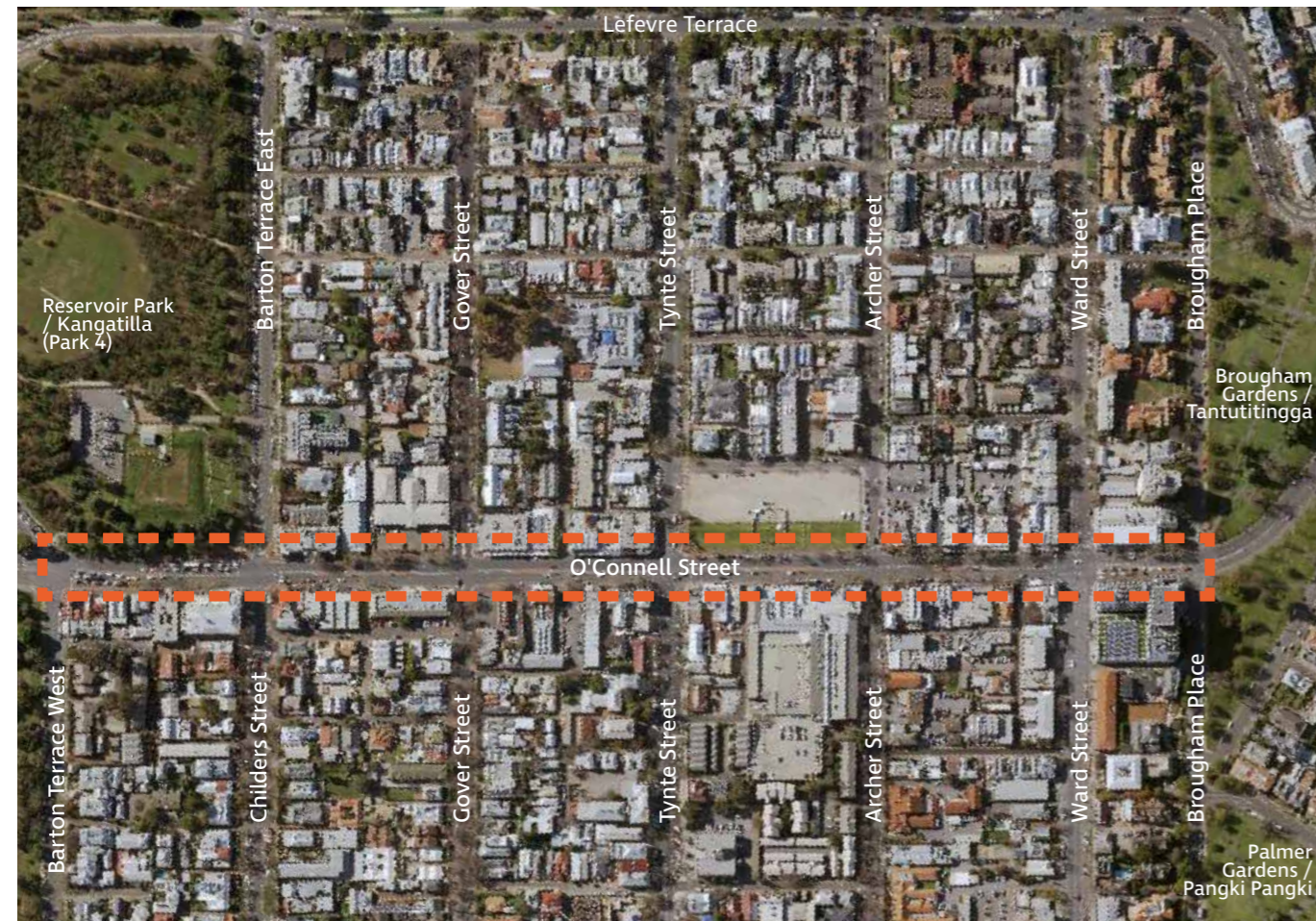
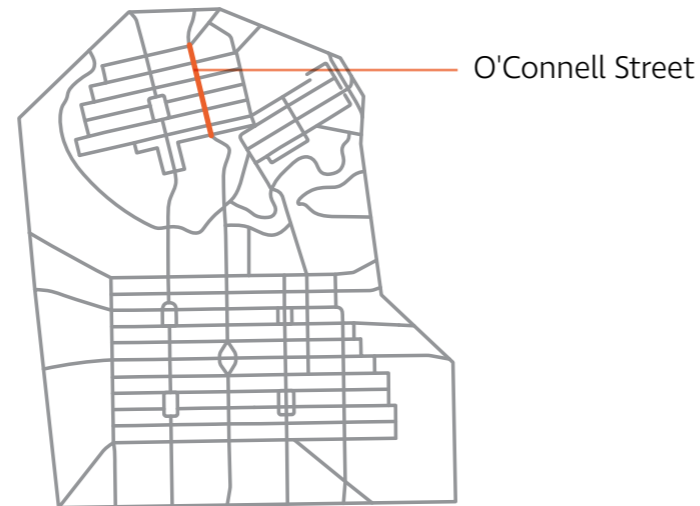
HOTEL ARCHER



Acknowledgement to Country

City of Adelaide tampinhi, ngadlu Kurna yartangka panpapanpalyarninhi (inparinhi). Kurna miyurna yaitya mathanya Wama Tarntanyaku. Parnaku yailtya, parnaku tapa purruna, parnaku yarta ngadlu tampinhi. Yalaka Kurna miyurna itu yailtya, tapa purruna, yarta kuma puru martinhi, puru warri-apinhi, puru tangka martulayinhi.

City of Adelaide acknowledges the traditional country of the Kurna people of the Adelaide Plains and pays respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kurna people living today.



O'Connell Street in North Adelaide



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Part one

Project Overview



Project Overview

Background

'Master Plans for Melbourne, O'Connell & Hutt Streets' was a CoA Integrated Business Plan 2019/20 project.

The Master Plans will provide a holistic approach and consider three core aspects of the streets:

- Public space improvements
- Business precinct positioning
- Engagement with local businesses and community.

The 'Place model' approach was applied to the Master Plans. This included a program of undertaking of research and engagement through focus groups, stakeholder sessions, surveying and coordination of round table meetings.

The research results have directly informed the preparation of the Master Plans for each street, including draft long-term vision and objective.

The objectives and outcomes have been assessed and prioritised to ensure alignment with Strategic Asset Management Plans and related (and to be revised) service level planning, asset renewal program, current endorsed budget, future and potential funding opportunities and long-term financial planning.

The 'Place model'

A **'Place model' approach** is about experiencing and evaluating what works, doing something quickly to make a difference, before investing in long term change. It allows people to see streets in a new light and from a different perspective

Council's proposed approach to Place is designed to build capacity, capability and resilience both in our community and organisation.

It is based on listening to and asking questions of the people who live, work and play in our places (Main Streets and surrounding areas) to discover their needs and aspirations and then developing and implementing solutions together.



Cultural

- Street life & activation
- Creativity & innovation
- Place attachment
- Place significance

Physical

- Accessibility & connectivity
- Safety & comfort
- Attractiveness

Environment

- Sustainable practices
- Green infrastructure

Economic

- Investment
- Trends in numbers of employees & business
- Types of businesses

Social

- Place leadership
- Inclusiveness
- Community wellbeing

2021 Update

Since February 2021, the following was achieved:

- Place audits for each of the streets
- Single Point of Contacts (Place Coordinators) allocated to the Streets to building relationships and community connections
- Designed and delivered program of engagement, marketing, activation outcomes in each priority main street
- Holistic engagement and research completed, the outcomes of this work have informed the development of the draft long-term visions and objectives.

There have been a number of factors that have influenced the progress of each of the streets including but not limited to:-

- The commencement of the main street revitalisation work
- The development and implementation of the Lord Mayor round-tables
- Stakeholder engagement and commitment to the projects.

Next steps

The next O'Connell Street Master Plan update to Council will be in February 2022 and will include draft short, medium and long term action plans and associated budgets.

Concept drawings and delivery plans for these actions will be presented in 2022/2023.

Public consultation and community and stakeholder engagement will commence in 2022 regarding the Master Plan's draft long-term vision and objectives. The results will help inform the medium and long term action plans.

Executive Summary

Vision

O'Connell Street is a bustling, sophisticated and metropolitan main street, that acts as the heart of North Adelaide and the inner northern suburbs.

Objectives

- 

1. Create a sense of vibrancy and community
Activate spaces and places to reflect the street's unique identity and complement activity around the main street for families, community and visitors.
- 

2. Increase commercial mix and unique offerings
Provide a diverse, attractive and interesting business mix to service locals and provide visitors with a unique shopping experience.
- 

3. Celebrate heritage
Embrace and work with our communities to connect people, historical buildings, build capacity and create local solutions and initiatives.
- 

4. Update accessibility and engaging public spaces
Create a well-balanced social and safe public space that has been designed for a diversity of provisions.
- 

5. Embrace art and culture
Provide a range of coordinated art and cultural projects to increase activation and improve the visitor experience of the street.

Actions

- 1. Create a sense of vibrancy & community**

 - 1.1** Deliver a welcoming entrance to O'Connell Street with atmospheric lighting.
 - 1.2** Produce and deliver with partners an annual program of urban interventions and events.

- 2. Increase commercial mix and unique offerings**

 - 2.1** Partner with agencies (e.g. Renewal Adelaide) to support new business offerings.
 - 2.2** Attract and retain new and unique shopping experiences.

- 3. Celebrate Heritage**

 - 3.1** Work with building owners to access Shopfront Improvement Scheme and Heritage Incentive Scheme grants to upgrade and light heritage facades.
 - 3.2** Align asset renewals and street improvements to the Heritage Strategy 2021-2036.

- 4. Update accessibility and engaging public spaces**

 - 4.1** Create a central heart of O'Connell Street for the community.
 - 4.2** Deliver an upgraded northern gateway.
 - 4.3** Upgrade and deliver new public realm amenities.

- 5. Embrace art and culture**

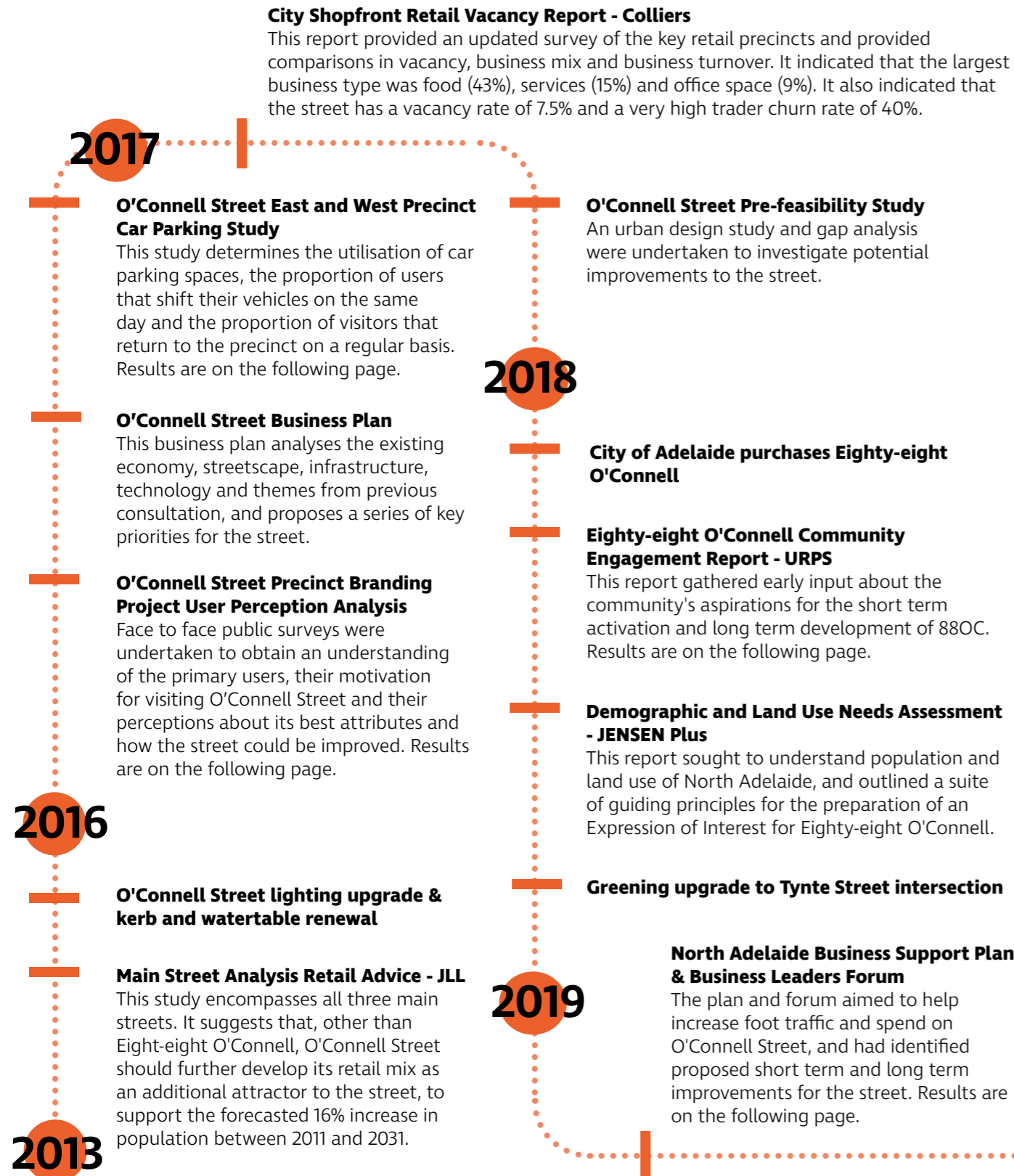
 - 5.1** Support and create a program of high profile art and cultural experiences in the street.
 - 5.2** Extend and promote the program of heritage plaques recognising heritage listed buildings in the street.

Master Plan timeline



Research & engagement

A number of studies and community/business engagements have been undertaken in O'Connell Street in the last five years.



O'Connell Street Focus Group (see below)

Continuous engagement with stakeholders...

Summary of 2021 consultation

Lord Mayor's Roundtable (ongoing)

- Heritage and character, more frontage upgrades
- Diverse and quality restaurant offering (no franchises)
- Convenient offerings for locals – local loyalty
- Health & beauty sector well serviced
- Concern over rate of business turnover and empty shops
- More cluster retail needed as well as shops of interest & new concept stores
- Desire for more on-street amenity e.g. bottle refill stations dog water bowls
- Street not seen to be particularly unique and missing an artisan feel
- Traffic and pedestrian intersections speed to be reassessed and pedestrian crossings analysed

City User Profile Survey (2021 completed)

- Great diverse and popular dining options
- Convenient shopping precinct for locals
- Great café culture – buzzing on the weekends
- Perceived safety risk on the street at night
- More interesting retail needed, a greater business mix
- Vacant shops impacting street atmosphere
- Could be more pedestrian friendly
- Easy parking on and around the street
- Desire for more street atmosphere through activation, art and celebrating heritage

O'Connell Street Focus Group results (2021 completed)

- Is functional and convenient but not very exciting
- Appetite for more live entertainment and calendar of events particularly for families
- Some areas of street appear worn or dated
- Desire for pop-up stories and short-term activation
- Streetscape could be more consistent
- Traffic feels fast moving and is not cyclist-friendly
- Could be more pedestrian friendly
- Walkability could be improved
- Generally, a safe area, although some security concerns at night

Common themes

1. Desire for more vibrancy
2. Brand and identity
3. Increase commercial mix and unique offerings
4. Provide a safe, accessible and high quality public realm

Research & engagement

Summary of previous consultation



2016
January 2016
O'Connell Street Precinct Branding Project User Perception Analysis [CoA]
Surveyed: 105 members of the public - Intercept survey

Some key findings:

- What do you like about the street?
- Cafés and restaurants are the best attribute (sometimes only attribute) **43%**
- Good mix of shops and services **15%**
- Attractive and walkable streetscape **14%**.
- Purpose of visit
- Most come to eat/drink/socialise **57%**
- Shopping/specialists/hairdressers **32%**
- To work **5%**.
- Comments
- Visitors did not rate the street highly
- The street's character had eroded over time
- The street needs to be modernised and given a makeover
- 88OC and high vacancy were highlighted
- Lack of decent commercial mix highlighted
- "Don't appear to have a strong emotional attachment with the street which was made evident through an overriding theme of disappointment"
- "Not much, it seems to have lost its soul"
- "It's like grandma's house, cosy but needs a makeover"
- "A missed opportunity, needs more retail"
- "It's not as good as the Parade... get more retail like the Parade and King William Road".
- There are 1,195 public car parking spaces available within a 5 mins walk to O'Connell Street (2016).

Takeaway:
O'Connell Street needs a makeover with a better commercial mix and an updated identity.

February 2016
O'Connell Street East and West Precinct Car Parking Study [Intermethod]
Surveyed: 1,926 car parking spaces in and around O'Connell Street

Some key findings:

- East of O'Connell Street to Lefevre Terrace
- Moderate level of car parking occupancy
- **70%** of the on-street parking spaces (or 700 spaces) were **occupied below 85% of the time** (considered "optimal occupancy")
- **21%** of the on-street parking spaces (or 188 spaces) were **occupied 50% or less of the time** (considered "significantly underutilised")
- Highest occupancy are on unlimited parking / 4hr parks, especially along Barton Terrace East (67% susceptible to overstaying)
- Least occupancy are on 1hr parks or less at 22%; 2hr = 25%, 3hr = 28%.
- 13% of users shift cars in the same street or precinct
- Occupancy rates for O'Connell Street itself is moderate, but high on side streets.
- West of O'Connell Street to Jeffcott Street
- Moderate level of car parking occupancy
- **80%** of the on-street parking spaces (or 836 spaces) were **occupied below 85% of the time** (considered "optimal occupancy")
- **15%** of the on-street parking spaces (or 160 spaces) were **occupied less than 50% of the time** (considered "significantly underutilised")
- Highest occupancy are on unlimited parking (75%), 1-3hr = 60-62%
- 14% of users shift cars in the same street or precinct
- 1hr parks are most susceptible to overstaying at 24%, then loading zones = 22%, 2hr = 21%, 3hr = 17%.

Takeaway:
Although parking might be perceived to be insufficient in and around O'Connell Street, data shows that parking ranges from being at its optimum to being significantly underutilised.

2018
June 2018
Eighty-eight O'Connell Community Engagement Report [URPS]
Surveyed: 216 people across five community sessions, 25 responses on Yoursay Adelaide, 6 written submissions

Some key findings:

- Services most needed in North Adelaide
- Community infrastructure **most needed 96% agree**
- Other popular services: Retail 86%, leisure 79%, tourist accommodation 70%, parks and gardens 68%
- **Least needed** are parking 22%, education 17%, offices 13%, public transport 7%.

Takeaway:
88OC should be a space for / a leader in community, technology, sustainability and arts. North Adelaide need more retail, leisure and tourist accommodation.

Throughout 2019
Splash 2.0 Ideas Hub in 88OC and across the city
Surveyed: City of Adelaide visitors, residents etc.

Some key findings:

- O'Connell Street ideas
- Market stalls, themed activation and live music in 88OC
- Outdoor films, foodtrucks and lighting in 88OC
- Better communication on 88OC development.
- City-wide ideas that could be implemented on O'Connell Street
- Better lighting in laneways with music and outdoor activities
- Artwork to raise awareness on mental health
- Vertical garden with book library at bus stops
- Free wall for murals
- Dog drinking fountains / dog friendly areas
- Bicycle decoration / artwork trail
- Bike storage facilities with lockers and showers
- Water play and activities
- Pop-up photography exhibition
- Public spaces to sit / read a book / coffee / relax with simple tables and chairs in an inviting and comfortable space
- "Use an empty shop front as a 'vintage' clothing shop and cafe, staffed by people who are homeless"
- Sensory regulation spaces for children who need to calm down
- Transparent boxes for performances.

Takeaway:
The community are keen and excited for activation.

February 2019
North Adelaide Business Leaders Forum [CoA]
Surveyed: North Adelaide Precinct Association (NAPA)

Some key findings:

- O'Connell Street challenges
- Customers seek unique experiences; retail operators can no longer set up and await customers to come
- Weight of NAPA to influence will be lessened
- Significant North Adelaide spend is from visitors, with local resident spend much smaller
- Dining/entertainment, professional services, and specialised/luxury goods have experienced slow growth. Personal services and grocery stores experienced slow decline
- Impact of traffic quantity and noise on the ability for O'Connell Street to be inviting and to have a sense of place and destination
- Several businesses want to see more inviting spaces as destinations, with more greening, better managed traffic and green elements between pedestrians / outdoor dining and road
- Importance to get business operators that offer a point of difference to attract customers.
- Ideas for rejuvenation
- Work with State Government on transport options
- Programs like Renew Adelaide important to enable new offers through start ups with low exposure to risk, add vibrancy and let entrepreneurs test ideas
- NAPA preparing a precinct wide website with a business directory and using new brand
- NAPA aims to stay united and with one voice
- Businesses working together to collectively market their offerings
- Activating O'Connell Street during non-Fringe months and capitalising on the offerings in the Park Lands and the appeal of North Adelaide's built heritage.

Takeaway:
O'Connell Street requires long term vision, planning and collaboration to achieve an integrated outcome, short term activation and improvements to attract visitors, and develop 88OC to be a destination.

April 2019
Pedestrian Safety at Traffic Signals Report [Colmar Brunton]
Surveyed: Pedestrians using O'Connell Street, city residents and key stakeholders

Some key findings:

- Survey was done on Ward, Archer and Tynte Streets
- 75% of pedestrians felt that crossing times were "about right", but only 50% with mobility impairments agreed
- Most felt that feelings of unsafe comes from drivers not giving way and being impatient
- Those aged >70 more likely to want better sequencing of lights
- Where change is desired, most wanted dedicated turn movements and improving crossing times
- 41% users cross at signalised crossings, 16% cross wherever convenient, 43% a bit of both
- What can be done
- Reducing / removing filtered turns at crossings
- Implementing all pedestrian phases (crossing at the same time)
- Promoting 'age friendly' intersections with greater accessibility and safety to impaired pedestrians
- Reducing speed limits
- Trail technology such as puffin crossings (sensors to detect pedestrians), improving 'green man' times, installing count down timers, smart meters etc.

Takeaway:
Considering the ageing population of O'Connell Street and North Adelaide, more improvements could be made to increase pedestrian safety at crossings and mid-way informal crossings. Technology could also be trialled to increase safety.

Strategic context

Adelaide Design Manual (ADM) City of Adelaide



O'Connell Street is a **Local Activity Retail Street**

- Local Activity Retail Streets are located adjacent to residential and mixed use areas and provide a commercial, retail and social focus for the surrounding community
- Elements should complement and contribute to the local area's distinctiveness
- Movement should be safe, comfortable and ideal for a mixed-use environment
- Should create a welcoming and inviting space for people to interact and participate in local life.

STATUS:
The ADM will be work-shopped with Council in February 2022 for review.

Adelaide Park Lands Management Strategy (APLMS) City of Adelaide



Vision

The Adelaide Park Lands will be a globally recognised park system which surrounds and permeates our city and is central to our identity.

Relevance

O'Connell Street is bookended to the north and south by Park Lands, a few that are undergoing significant changes and development recently and in future.

- Changes and upgrades to the Park Lands, particularly to Parks 2, 3 and 4, could affect the dynamics of O'Connell Street.

STATUS:
The APLMS is currently undergoing statutory review by the Adelaide Park Lands Authority.

Community Land Management Plans (CLMP) City of Adelaide



Relevant CLMPs:

- Community Land Management Plan Chapter 9, for Pardipardinyilla (Park 2), Kantarilla (Park 3), Kangatilla (Park 4) and Ngmapa Yarta (Park 5)**
 - Park 2, 3 and 4 abuts O'Connell Street. There is potential for rejuvenation of these parks to increase patronage to O'Connell Street and the Park Lands, and act as attractive gateways to the city.
- Community Land Management Plan for Lombard Street Community Open Space**
 - The land held for use as a public space, with potential for limited and appropriate active uses like:
 - Restricted (non-exclusive use) outdoor dining, subject to licenses
 - Council activation projects and initiatives
 - The land must provide a convenient thoroughfare for pedestrians, is aesthetically pleasing, and a place to meet people and relax.

STATUS:
The Adelaide Park Lands CLMPs (this excludes the Lombard Street CLMP) are currently undergoing statutory review.

Strategic alignment



The Master Plan seeks to align to:

- City of Adelaide Strategic Plan 2020-2024
- Adelaide Economic Development Agency (AEDA)
- Strategic Asset Management Plans
- Planning & Design Code (PlanSA)
- City Access Strategy (in draft)
- City Plan (in draft)
- Building Interface Guidelines
- Cultural Strategy
- Public Art Action Plan
- Smart Move Strategy
- Green City Plan
- Outdoor Dining Guidelines
- Carbon Neutral Strategy
- Disability Access and Inclusion Plan
- Safer City Policy 2019-2023
- Retail Strategy

Relevant Council decisions

12 March 2019 Council Decision 2019/00464 – Motion on Notice - Council's 19/20 Budget

That Council:

Requests the Administration consider in the Council's draft 19/20 budget the following initiatives for North Adelaide and the City, along with the estimated cost of:

- The development of a master plan for the Melbourne Street Business Precinct
- The development of a master plan for the O'Connell Street Business Precinct
- The development of a master plan for the Hutt Street Business Precinct.

28 May 2019 Council Decision 2019/19334 – Motion on Notice - Atmospheric Lighting

That Council:

Requests that Administration investigate options for atmospheric lighting (similarly to that on Rundle Street) for O'Connell Street and Melbourne Street in North Adelaide, with prioritisation given to solar options.

Undertaking – Atmospheric Lighting

Ensure that the atmospheric lighting would be complementary to the Splash program.

28 January 2020 Council Decision 2019/00951 – Motion on Notice - Hutt Street Masterplan

That Council:

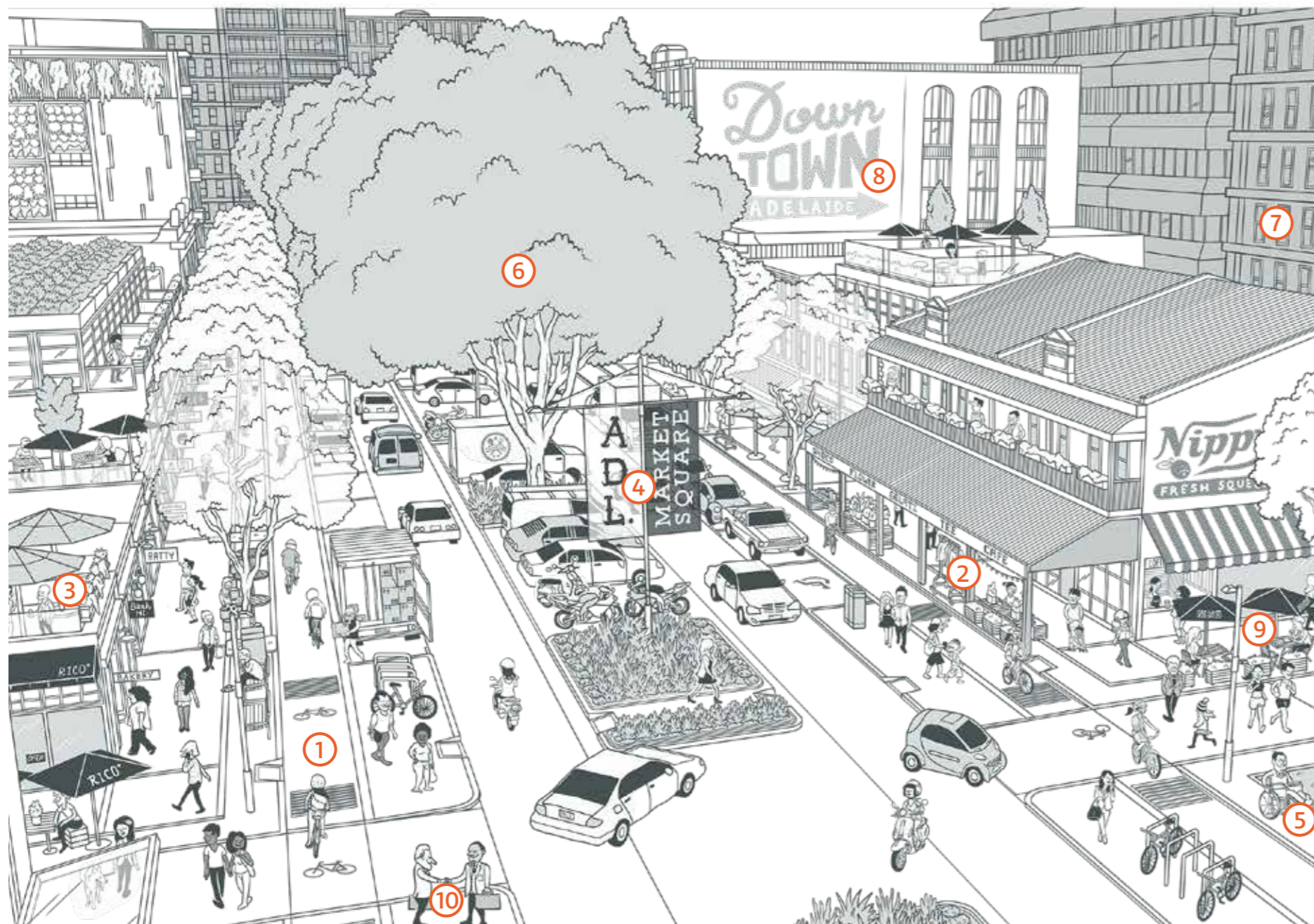
Requests that Administration adapts the model underpinning creation of the Hindley Street Masterplan, includes the presentation of "quick wins" to Council for approval. Requests that those "quick wins" are identified and included for consideration in the 2020/21 budget and be completed by the end of Q1 in the 2020/21 financial year.

Part two

What Makes a Great Main Street?



10 key ingredients of main streets



An integration of design and place-led approaches will lead to a successful, thriving, beautiful and connected main street.

1. High quality public realm and amenities

2. A diverse and competitive commercial mix with active frontages and attractive shopfronts

3. Public spaces / gathering spaces that encourage active and passive activity

4. Authentic marketable and identifiable destination branding on-street and online

5. Accessible and safe for all users, including pedestrians, cyclists and vehicles

6. Green, connected canopies, shaded and pleasant

7. People living close by, servicing and supported by the local population, with a human scale density and a "heart"

8. Celebration of the unique local and heritage character

9. Tailored events and activations that act as an anchor for visitation by locals and external visitors

10. Connected stakeholders working collaboratively towards a common vision

10 ingredients - what's the current state of O'Connell Street?

	Poor	Okay	Good	Excellent
High quality public realm				
Diverse commercial mix with good shopfronts				
Public spaces that promote activity				
Identifiable branding				
Accessible & safe for all users				
Green				
Connected, human focused with a 'heart'				
Celebration of local & heritage character				
Tailored events & activations				
Stakeholder collaboration				

Notes

- The street's assets (including roadway, footpath, paving, kerb ramps and gutters) are mostly in good condition.
- While it is a good "Eat Street", the street does not offer substantial retail (e.g. fashion and homeware), community infrastructure or other services, with potential for a larger supermarket to cater for the large catchment. High shop vacancies disrupt the visual flow of the street. Some shopfronts inactive/unattractive. General tidiness and aesthetics can be improved.
- The street lacks a public "heart" for activities to occur. 88OC will be developed as a key public gathering space and the new central focus. However, outdoor dining areas are common along the street.
- The street suffers from a lack of cohesion. Its identity is challenged by emerging suburban main streets, and may be seen as "dated" or "in need of a makeover". Some of its best known pubs, cafes and the cinema would benefit from renovation or restoration. 88OC provides an opportunity to tie the whole street together.
- The street is very wide, with four to six lanes of traffic. High traffic volumes impact on the street's atmosphere. Traffic signal phasings are favourable to through traffic, but not the safest for pedestrians or turning vehicles. Kerb ramps could be improved. Business accessibility and inclusion overall could also be improved.
- The street is very leafy, with large canopies provided by deciduous Plane trees. However, additional greening could be provided. There is also a lack of cohesion of planter boxes on the street.
- The street is within a well-populated catchment of North Adelaide and the inner northern suburbs. It also benefits from an affluent neighbourhood with high disposable income, and has a healthy student population from nearby colleges and schools. The relatively low, mostly two storey buildings against a very wide roadway provide limited intimacy and connectivity to the street. However, the wide footpaths offer good opportunities for public space activation and to interact with shopfronts.
- With multiple State and Local Heritage Listed buildings, the street has great potential to express its rich history. However, its heritage places could be better preserved, restored and celebrated.
- O'Connell Street focused events and activations throughout the year, especially on 88OC site.
- Strong collaboration through CoA Place Coordinator, North Adelaide business / precinct associations and others.

Local state of play - the city context

O'Connell Street is categorised as a Local Activity Retail Street by the Adelaide Design Manual. While providing a commercial, retail and social focus for the local community is the priority of Local Activity Retail Streets, wider city influences are impacting how these streets function.

Modest population growth of Greater Metropolitan Adelaide, increased competition from shopping options within and outside of the city and changing spending patterns and behaviour of consumers, influenced by wider global trends, are all changing the ways in which people interact with their local shopping streets.

NOTE on the Adelaide Design Manual: The ADM will be workshopped with Council in February 2022 for review.

- 

Static population growth
- 

Deregulation of shop trading hours
- 

Increased suburban competition
- 

Changing consumer behaviours

City of Adelaide's Retail Street Hierarchy*

"High Activity Retail Street"

Rundle Mall

Rundle Street

Gouger Street

Hindley Street

"Local Activity Retail Street"

O'Connell Street

Hutt Street

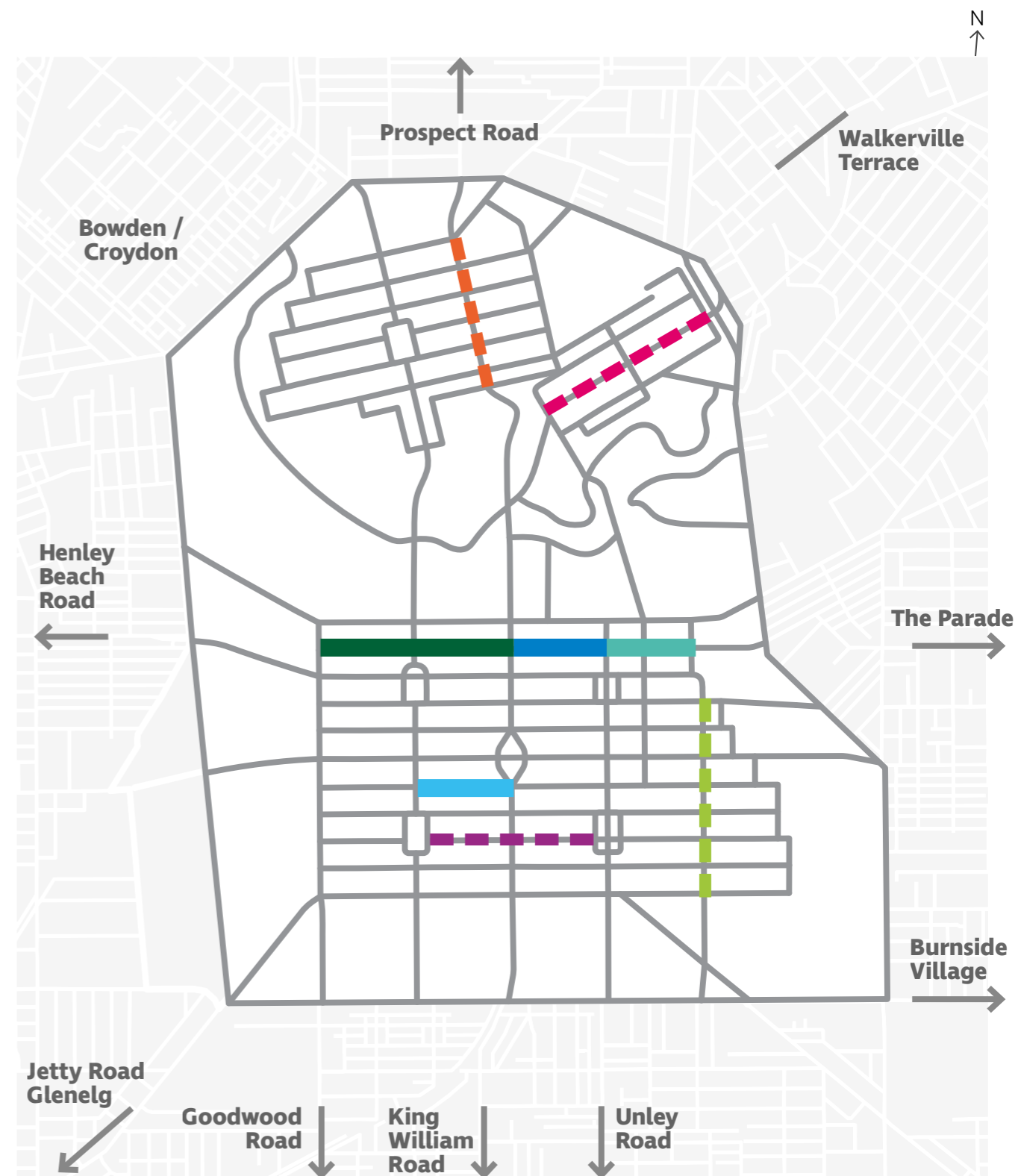
Melbourne Street

Sturt/Halifax Streets

*From the Adelaide Design Manual

"City Streets" - Emerging?

Pirie/Waymouth Streets
Flinders/Franklin Streets
Frome Street North etc.



Part three

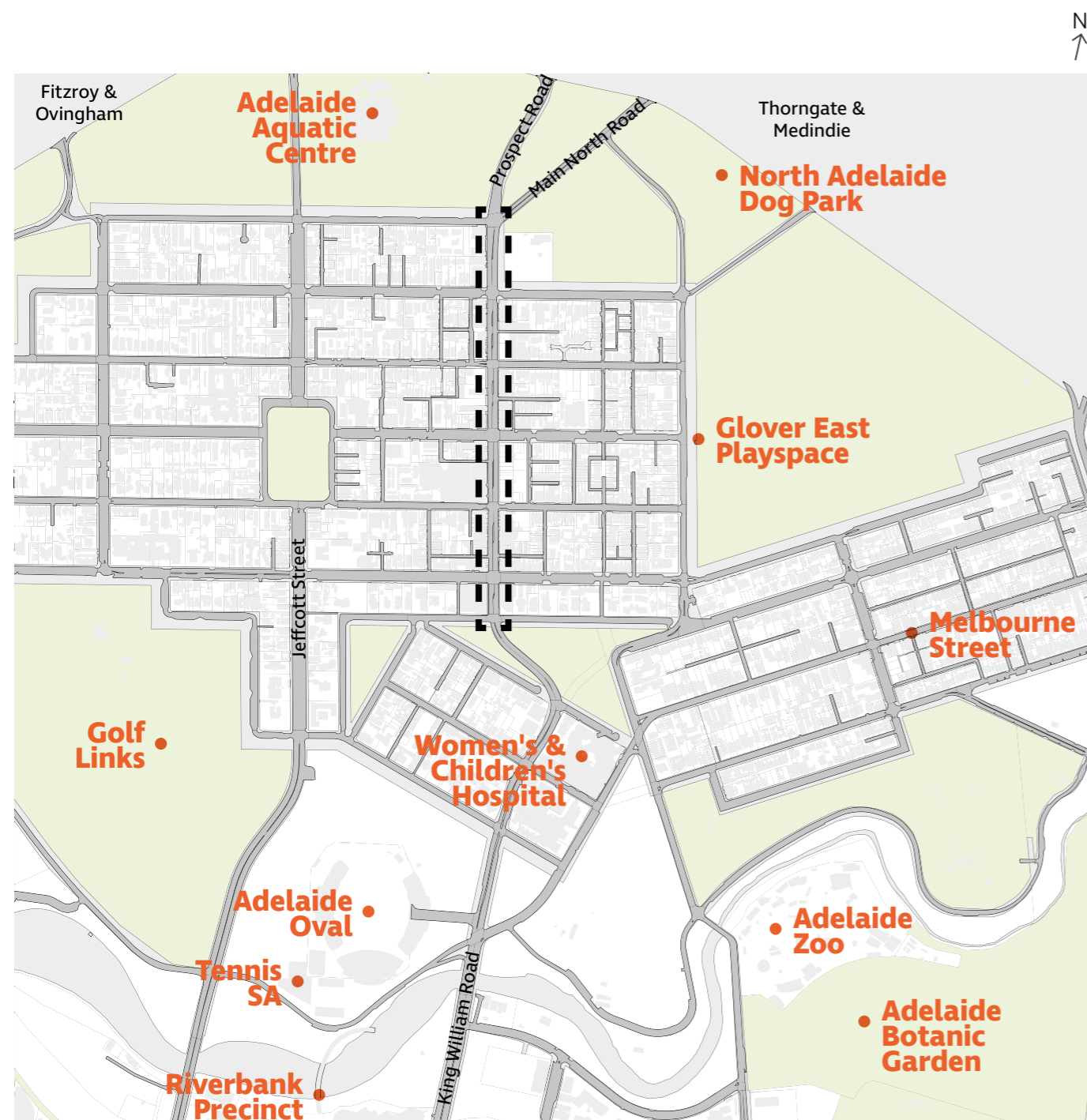
Existing Conditions

NOTE: Data in this section may not reflect existing conditions. Updated information has been procured as much as possible, but outdated information might still be represented. Some data may have changed due to the impacts of COVID-19.



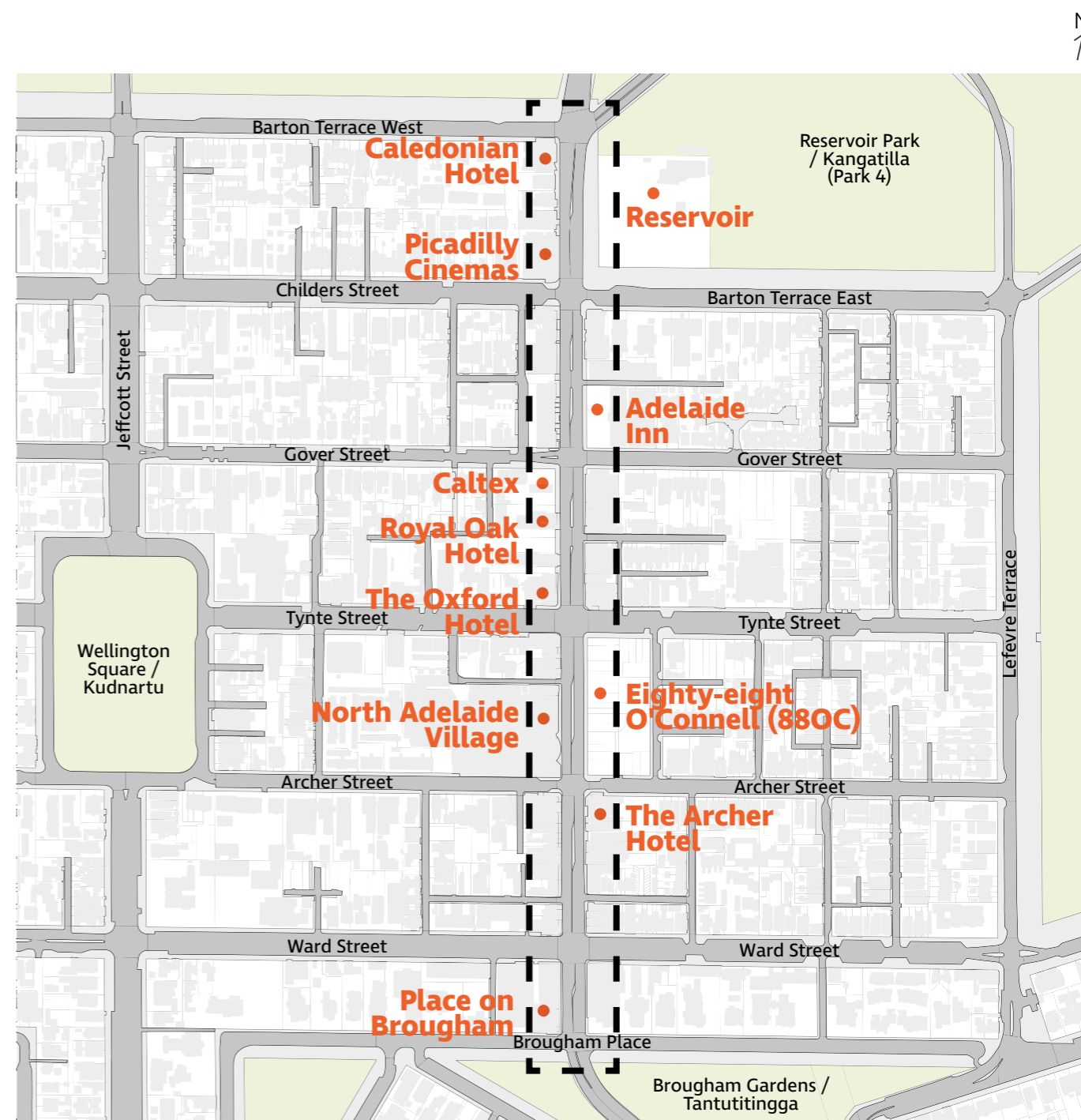
Locality

O'Connell Street connects into the major transport corridors of Prospect Road and Main North Road. It is the key north-south link in North Adelaide as it is centrally located and joins up with King William Road to the south. Major adjacent Park Lands offerings include the Aquatic Centre, an iconic playspace, a prominent hospital and the Adelaide Oval.



Site

O'Connell Street is an arterial road that connects the city to the northern suburbs. There are a number of east-west residential streets that bisect O'Connell Street, connecting it to Lefevre Terrace on the east, and Jeffcott Street and Wellington Square / Kudnartu to the west.



Planning and Design Code

The Planning and Design Code is the cornerstone of South Australia's new planning system, which came into effect in 2020. O'Connell Street lies within the 'City Main Street' zone and 'City High Street' subzone.

'City Main Street' zone

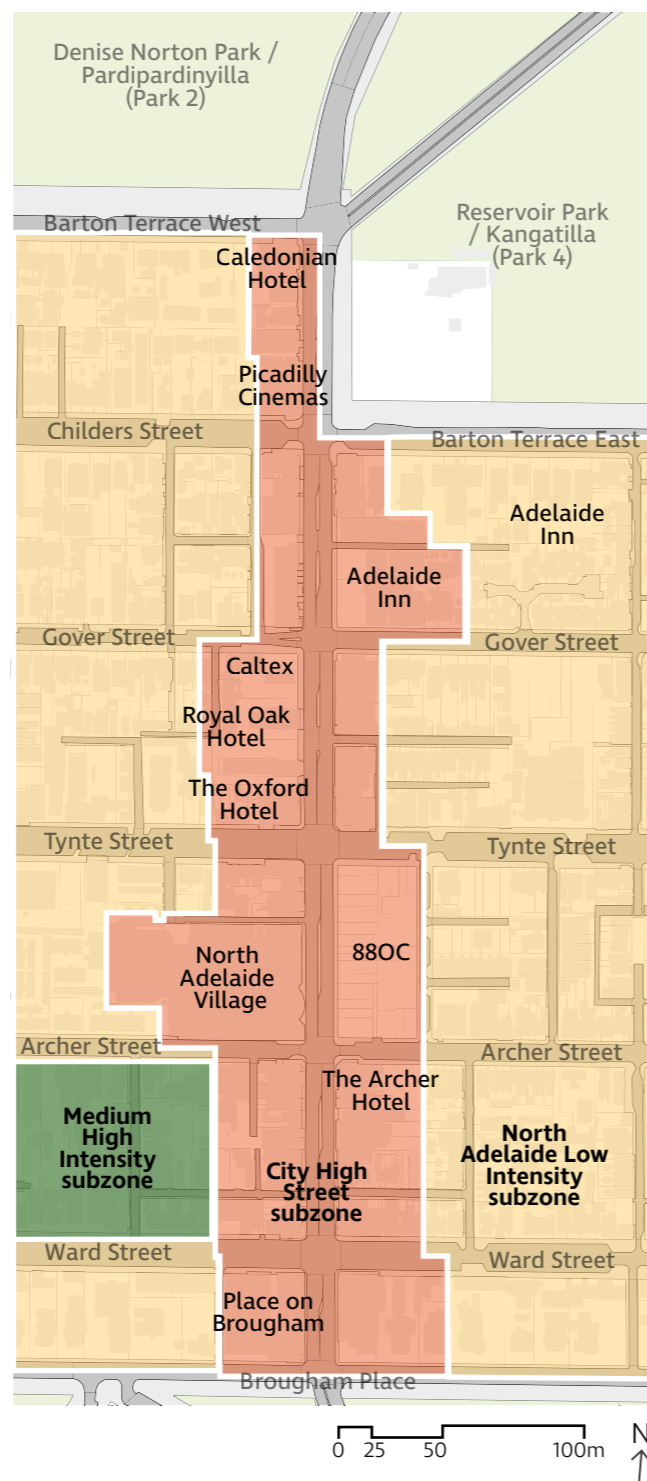
Desired outcome

1. A mixed use zone providing important shopping, hospitality, commercial, community, cultural and entertainment facilities for the city supported by medium to high-density residential development. Non-residential activities including shops, restaurants and licensed premises positively contribute to the day and evening economies, public safety, walkability and city vibrancy.
2. The built form positively contributes to:
 - a) A streetscape that is visually interesting at human-scale, comprising articulated buildings with a high level of fenestration and balconies oriented towards the street.
 - b) A fine-grain public realm comprising buildings with active frontages that are designed to reinforce the street rhythm and intimate character, that consider the façades, articulation and massing of existing buildings and any spaces between them, and provide narrow tenancy footprints at ground level.

'City High Street' Subzone

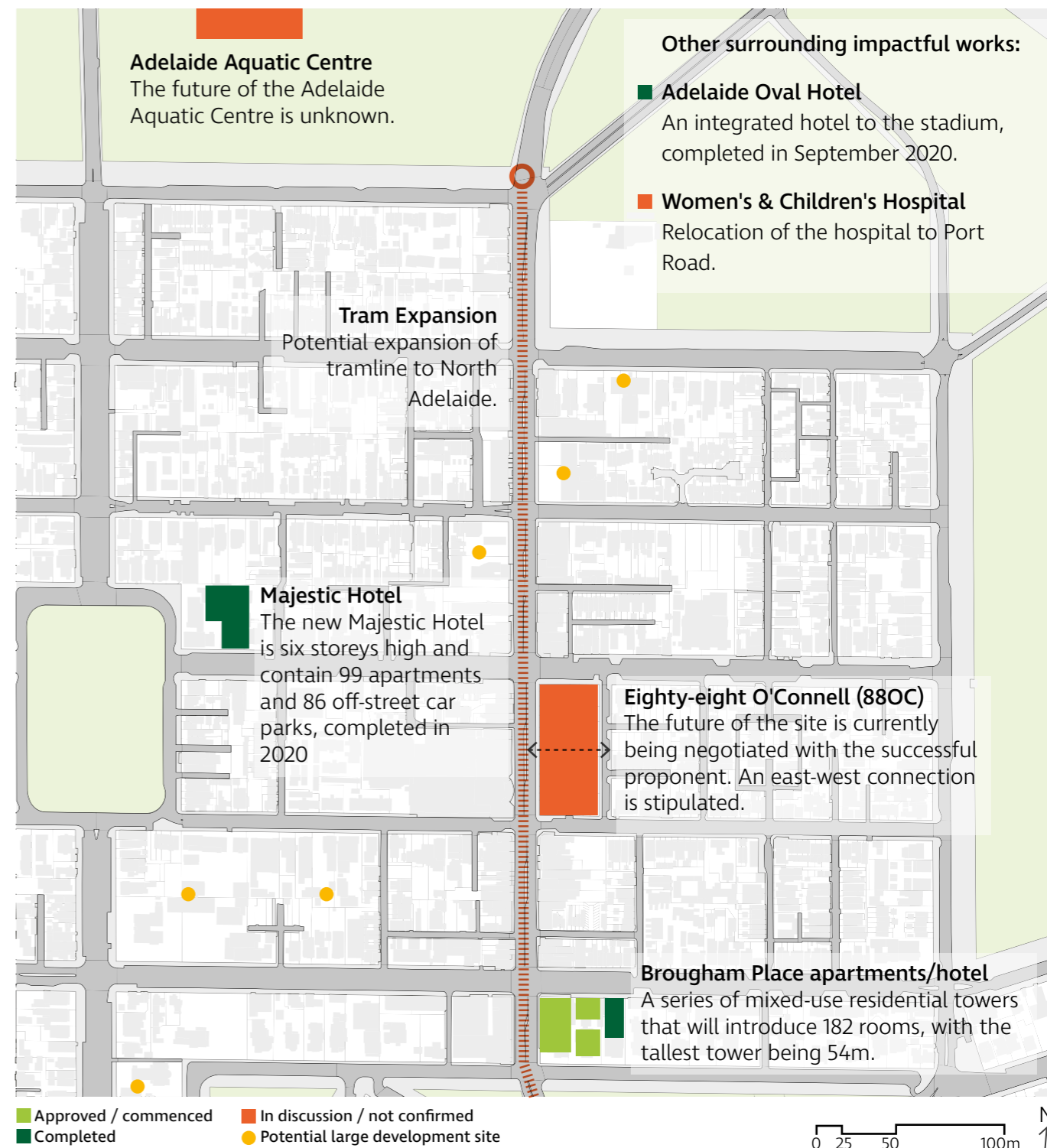
Desired outcome

1. A safe, walkable and vibrant shopping, entertainment and commercial high street precinct with an active day and evening economy supported by medium density residential development.
2. Development along a city high street that contributes to an intimate public realm with active streets.
3. Integrated developments on catalyst sites to assist in the transformation of a locality and facilitate an increase in the residential population of the City, while also activating the public realm and creating a vibrant main street feel.



Current developments

A few developments have been approved in and around O'Connell Street. Major site developments like Eighty-eight O'Connell and the new Majestic Hotel will inject footfall, trade, visitors, and further investment into the street.



Neighbourhood context

O'Connell Street is categorised within 'CAD West' by the Australian Bureau of Statistics/Profile ID, which is the central western part of the City of Adelaide. The area is bound by Barton Terrace East, O'Connell Street and Barton Terrace West in the north, Lefevre Terrace in the east, Brougham Place, Palmer Place, Montefiore Place and Strangways Terrace in the south, and Mills Terrace in the west.



Key statistics

Based on ABS Estimated Resident Population 2018, Profile ID

Population



4,898

people live in Upper North Adelaide (incl. O'Connell St)



34.93

persons per hectare (or persons per 10,000m²)

1st

The most populous

area in the City of Adelaide

Age Groups & Background



Very low percentage of people under 15 years old & people between 15-30



Very high percentage of people over 50 years old (an ageing population)



5.4%

require assistance, compared to 2.9% in the city



35.7%

residents lived alone, followed by couples without children at 25.8%



32.7%

residents claimed English heritage, followed by "Australian" at 25.8%

Income



Nearly 65%

of the population have a household income of over \$1,204/week (categorised the "highest groups" of earners)...

... Compared to the City of Adelaide's average of

Around 50%

suggesting an affluent neighbourhood with higher disposable income



Key trends

between 2016 and 2031



5,345

projected population in Upper North Adelaide by 2031



2.6% increase in people under working age;
3.3% increase in people of working age



29.8%

increase in people of retirement age

Primary catchment

The primary catchment for O'Connell is identified as **all of North Adelaide and residents in the suburbs to the north of the Park Lands, also including Melbourne Street**. According to a retail study done by JLL, O'Connell Street is **expected to have a greater pull than Hutt Street and Melbourne Street**, given it is a much larger retail market with an emphasis on convenience shopping meeting the weekly (rather than daily) needs of residents. Most North Adelaide residents are within a 1.5km radius of O'Connell Street's core shopping area around the North Adelaide Village.



Heritage

O'Connell Street is lined with heritage listed places, which contribute to Adelaide and South Australia's architectural, social, technological or scientific history.

State Heritage Listed



(S1) The Archer Hotel



(S2) (S3) The Oxford Hotel (2 buildings)



(S4) Piccadilly Cinemas

Local Heritage Listed



(L1) 21 O'Connell Street



(L2) (L3) (L4) 45-55 O'Connell Street



(L5) Royal Oak Hotel



(L6) 207 O'Connell Street



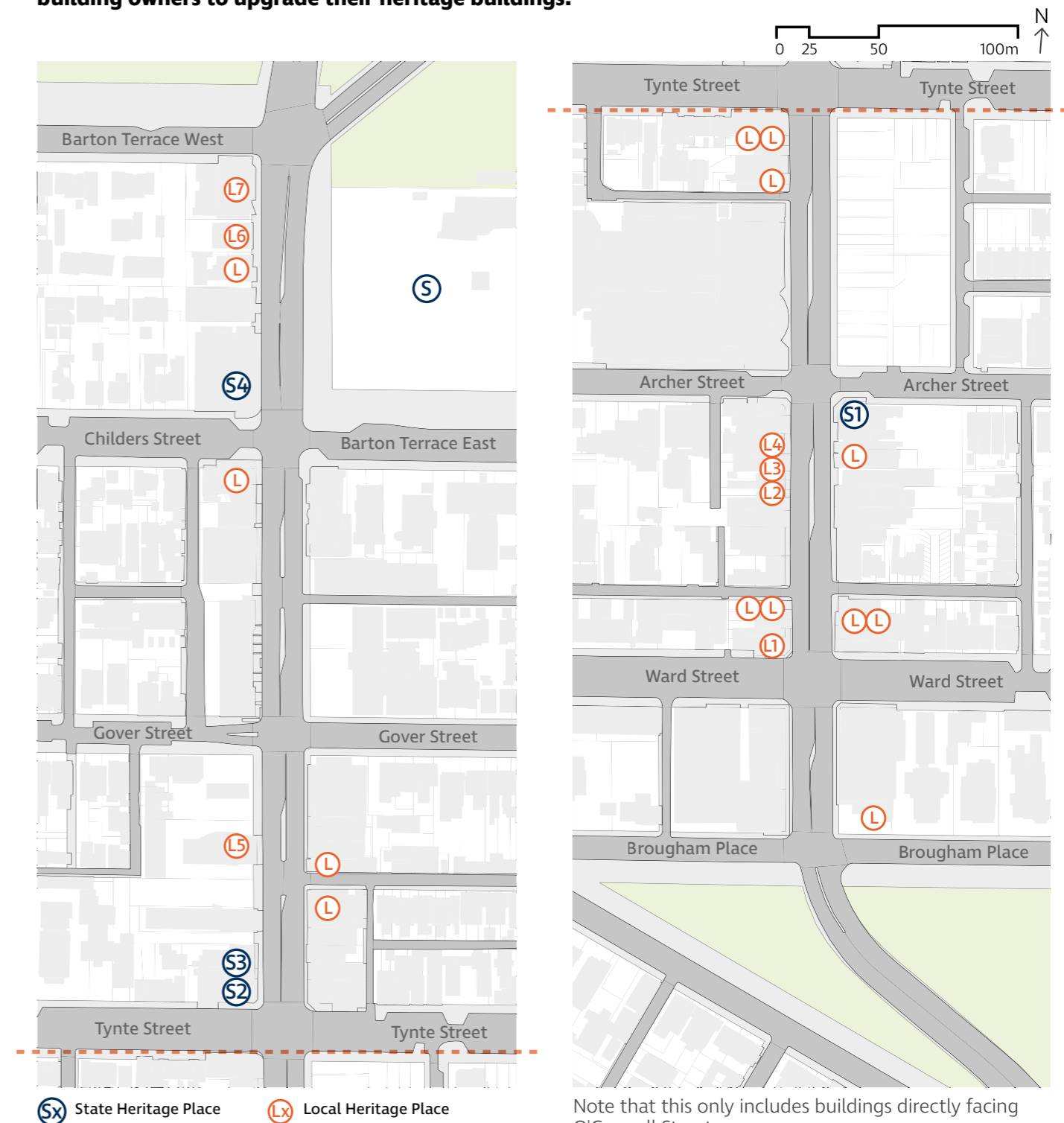
(L7) The Caledonian Hotel

There is more that can be done on O'Connell Street to highlight the historic streetscape, including to prominent and richly detailed heritage places, such as hotels, pubs and groups of late 19th/early 20th century residential and commercial buildings.

Council offers a Heritage Incentive Scheme for interested building owners to upgrade their heritage buildings.



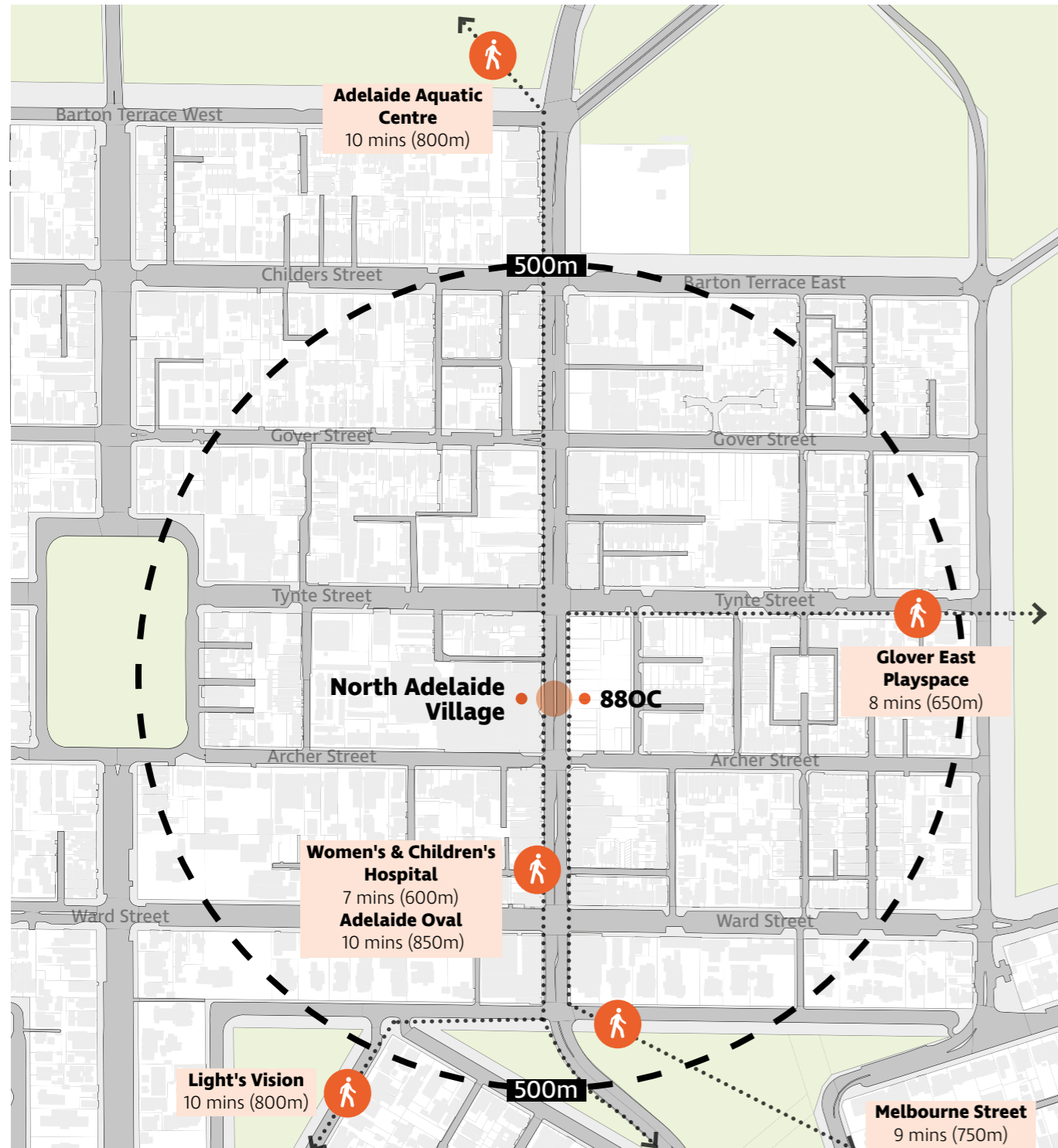
There are...
5 State Heritage Places
20 Local Heritage Places



Note that this only includes buildings directly facing O'Connell Street.

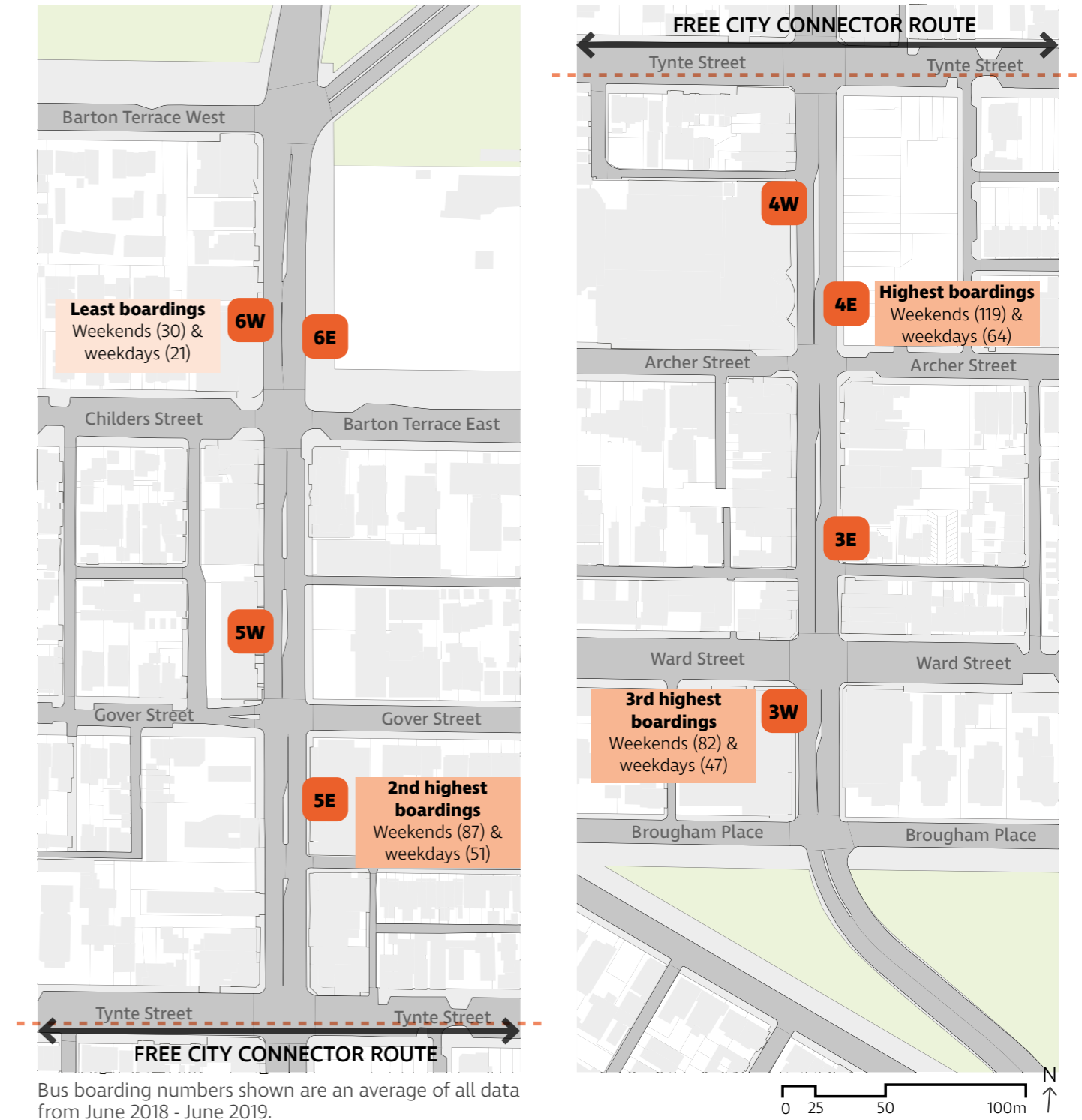
Walkability & connectivity

According to Active Healthy Communities, walkable catchments should be within a five minute walking distance from any centre, or ten minutes from any major transport stop. The centre or "heart" of O'Connell Street is North Adelaide Village (current) and 88OC (future). **Most of the street is within this ideal catchment area. It is also only a 10 minutes walk to adjacent attractions and destinations.**



Public transport

Currently, O'Connell Street is only serviced by bus. The free City Connector bus traverses through O'Connell Street (via Tynte Street) instead of along it. **A future tram expansion to O'Connell Street, or a free shuttle along the street could greatly increase connectivity and patronage to the area.**



Pedestrian movement

Pedestrian counts on O'Connell Street are typical to other similar streets in Adelaide. Based on the numbers, it is obvious that pedestrian movements are higher in concentrated areas with high activity, such as along the North Adelaide Village, key hotels and some rows of shops. Higher numbers also correlate to bus patronage numbers at popular bus stops. **The centre of activity converges around the North Adelaide Village, the geographical and metaphorical "heart" of O'Connell Street.**

For the side streets, Barton Terrace East recorded higher pedestrian numbers due to the presence of a number of tourist accommodations and crucially, long term on-street car parking. Tynte Street and Archer Street are popular for a number of community centres, churches, businesses and organisations. Gover Street East presented an interesting contrast: the northern end is highly underutilised, while the southern end is immensely well traversed due to proximity to a popular bus stop and nearby shops.

In the south, numbers coming into O'Connell Street from King William Road and the Park Lands are relatively low, suggesting that visitors most probably chose to get to O'Connell Street via bus or private vehicles, instead of walking in from the Central Business District.



Bus stop 5E is well utilised and the row of shops between Gover and Tynte Streets East are popular.



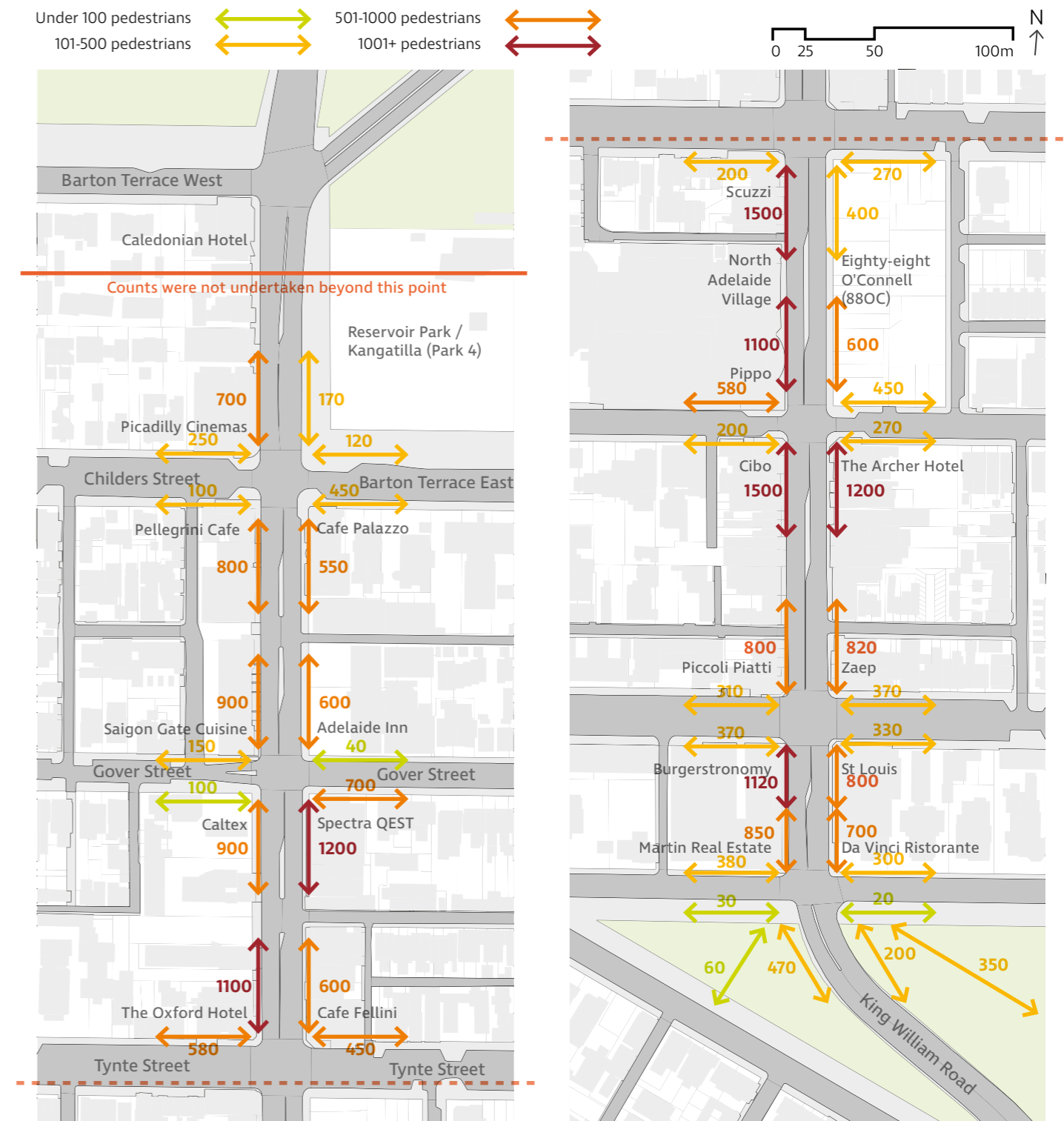
The footpath between Gover and Tynte Streets West recorded high numbers despite being car dominated.



Footpaths on the 88OC side are much less used than the footpaths on the North Adelaide Village side.



Pedestrian numbers are lower from the southern end of the street coming from the CBD.



Most intersections counts undertaken on Wednesday 30 October 2019 6am-8pm
Brougham Place intersection counts undertaken on Thursday 22 August 2019 6am-8pm

Cyclist movement

O'Connell Street recorded average to low numbers of cyclists, showing that **it is not a popular cycling route due to the lack of cycling infrastructure and the street being a car / bus transport corridor.**

Most movements showed a north-south directional focus for cyclists instead of east-west, suggesting that the street might be used as a commuter route to get in and out of the city. Minimal cyclists chose to ride on the footpath, probably due to obstacles such as outdoor dining and other fixed furniture.



With six lanes of traffic, including on-street car parking, there is no separated cycling infrastructure or painted bike lanes visible on O'Connell Street.

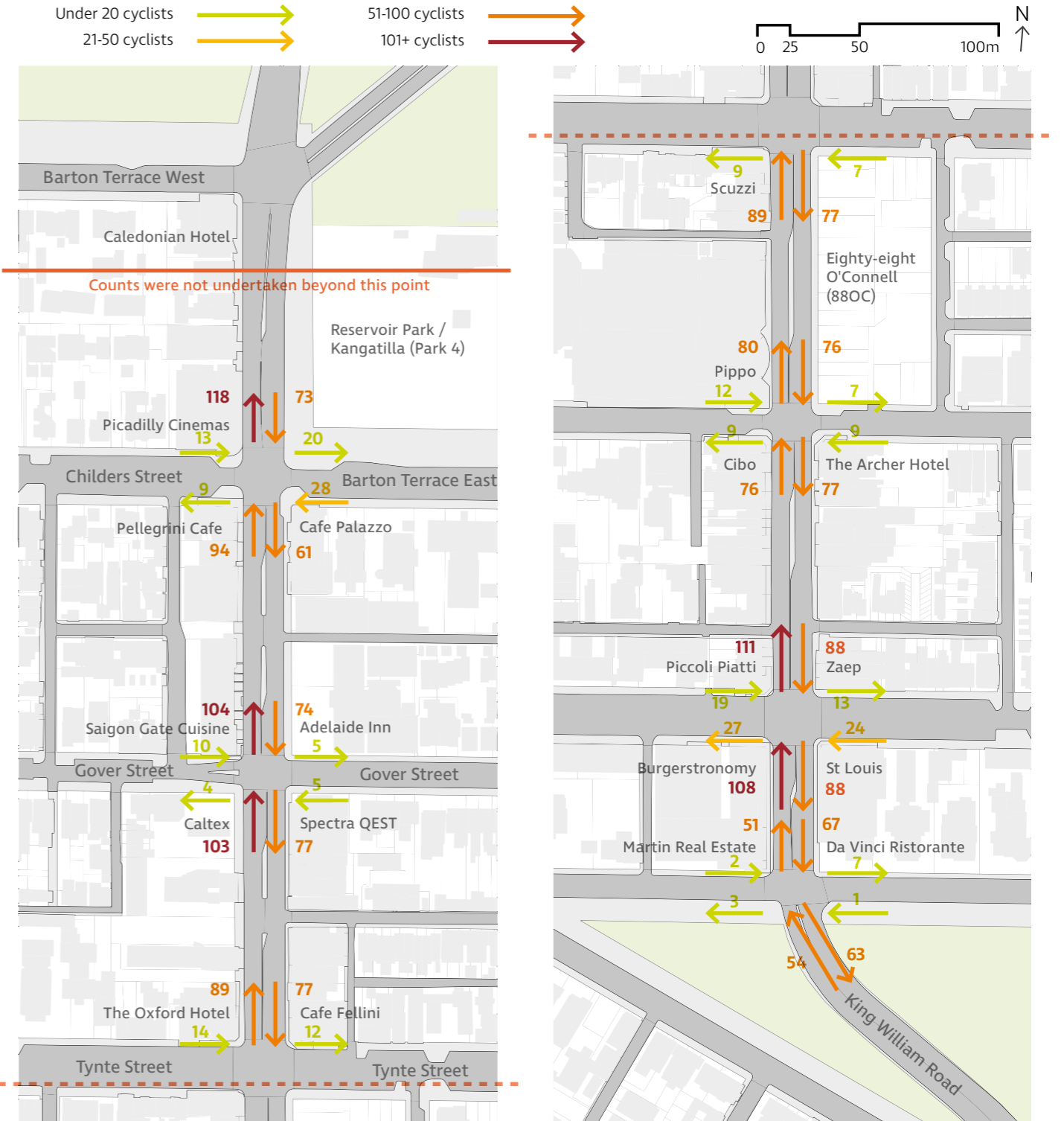


A few side streets have painted bike lanes, such as Ward Street (shown here), Childers Street, Barton Terrace East and Archer Street.



The footpath along Park 4 forms part of the City of Adelaide Bikeway, but this is not well utilised.

Note: Due to the low numbers of cyclists on the footpath, the below figures show on-street cyclists only.



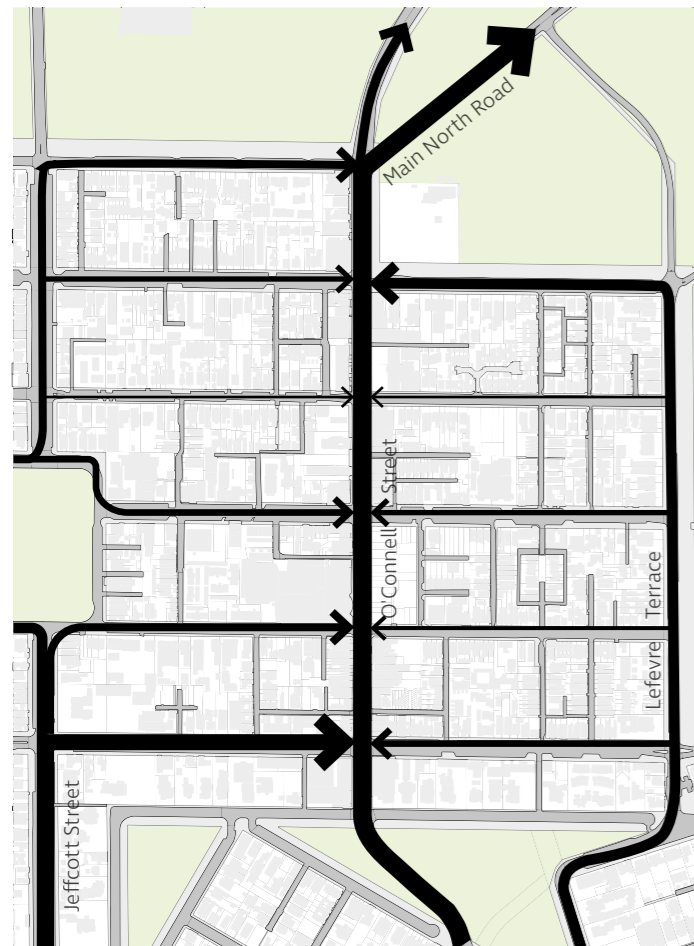
Most counts undertaken on Wednesday 30 October 2019 6am-8pm
Brougham Place counts undertaken on Thursday 22 August 2019 6am-8pm

Vehicle movement

As a major arterial road that connects the city to the northern suburbs, O'Connell Street records large numbers of vehicles daily. **On average, it receives approximately 32,500 vehicles a day.** This is the second highest volume of vehicles in the City of Adelaide, just behind West Terrace. **The high and constant traffic is not conducive to a main street environment.**

Vehicles gradually increase in numbers from south to north, as most vehicles from Jeffcott Street and Lefevre Terrace funnel into O'Connell Street to head out of the city. Main North Road is the key through road in and out of O'Connell Street, channelling two-thirds of vehicles to and from the northern suburbs.

On the side streets, vehicle numbers are highest on Ward Street and Barton Terrace East/West, as they are wider roads that are signalised on the Jeffcott Street entrances, which facilitate easier movement. The more popular side streets act as thoroughfares to O'Connell Street, while most lower numbers suggest local traffic only. Numbers are particularly low on Gover Street as it is not signalised. Similarly, Brougham Place leads to a dead end. However, Archer Street West recorded higher numbers due to the presence of the North Adelaide Village and its underground car park.

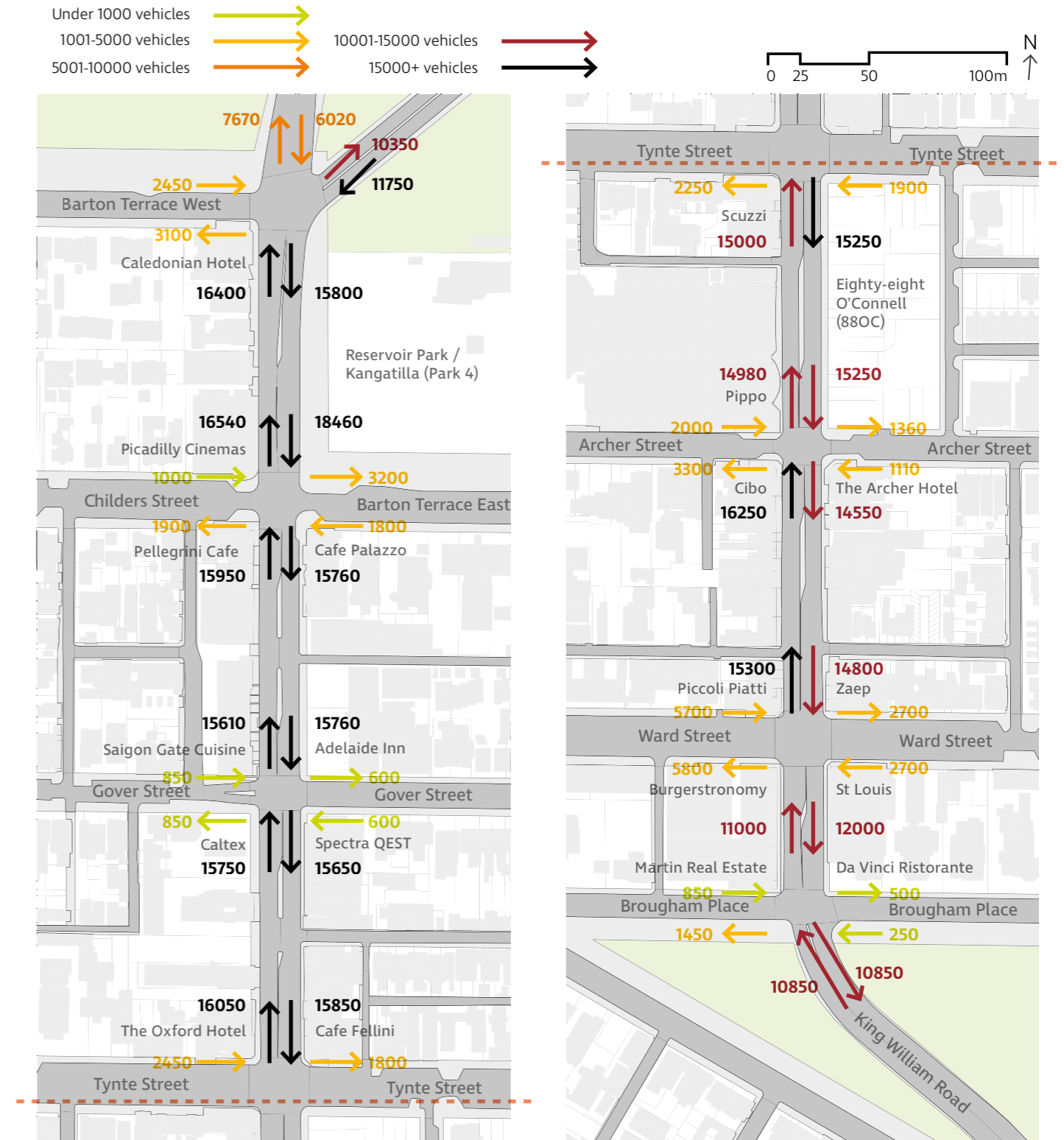


Main North Road and Prospect Road are very highly utilised.



Gover Street recorded lower numbers as it is not signalised on O'Connell Street, Jeffcott Street and Lefevre Terrace.

Commuters utilise O'Connell Street as the key thoroughfare in and out of the city, mainly via Jeffcott Street and Lefevre Terrace.



Most counts undertaken on Wednesday 30 October 2019 6am-8pm
Brougham Place counts undertaken on Thursday 22 August 2019 6am-8pm

Parking

A 2019 study identified that **parking utilisation on O'Connell Street is 'average', at around 60%*** over a three day study period. This figure is lower for parking on the street during work hours (55%*) and much higher after work hours (78%*), suggesting that visitors might park overnight on the street. Conversely, the side streets are highly utilised day and night as they offer longer term and unrestricted parks. Due to the average utilisation, some parking zones on O'Connell Street itself may be reviewed for optimal use.

*Note: These figures do not include utilisation of bus stop / taxi / loading zones.



Image courtesy of Google Maps

The 1 hr parks adjacent Brougham Plaza recorded the highest utilisation during and after work hours (both 89%)



The motorcycle parks adjacent the Caltex site are extremely underutilised. Of the three recorded days, it only had a usage rate of 7% (or 2 motorcycles)



Image courtesy of Google Maps

The 1/4 hr parks adjacent the Village (75%) and Royal Oak Hotel (67%) are popular day and night



Image courtesy of Google Maps



The 1/4 hr parks adjacent 88OC are extremely underutilised in the day (19%), but well used after work hours (78%)



The 2 hr parks adjacent the Quality Inn are also underutilised in the day (30%) perhaps due to its location, but well used after work hours (73%)



- 80** On-street parking bays
- 18** Loading / mail zones
- 7** Motorbike parks

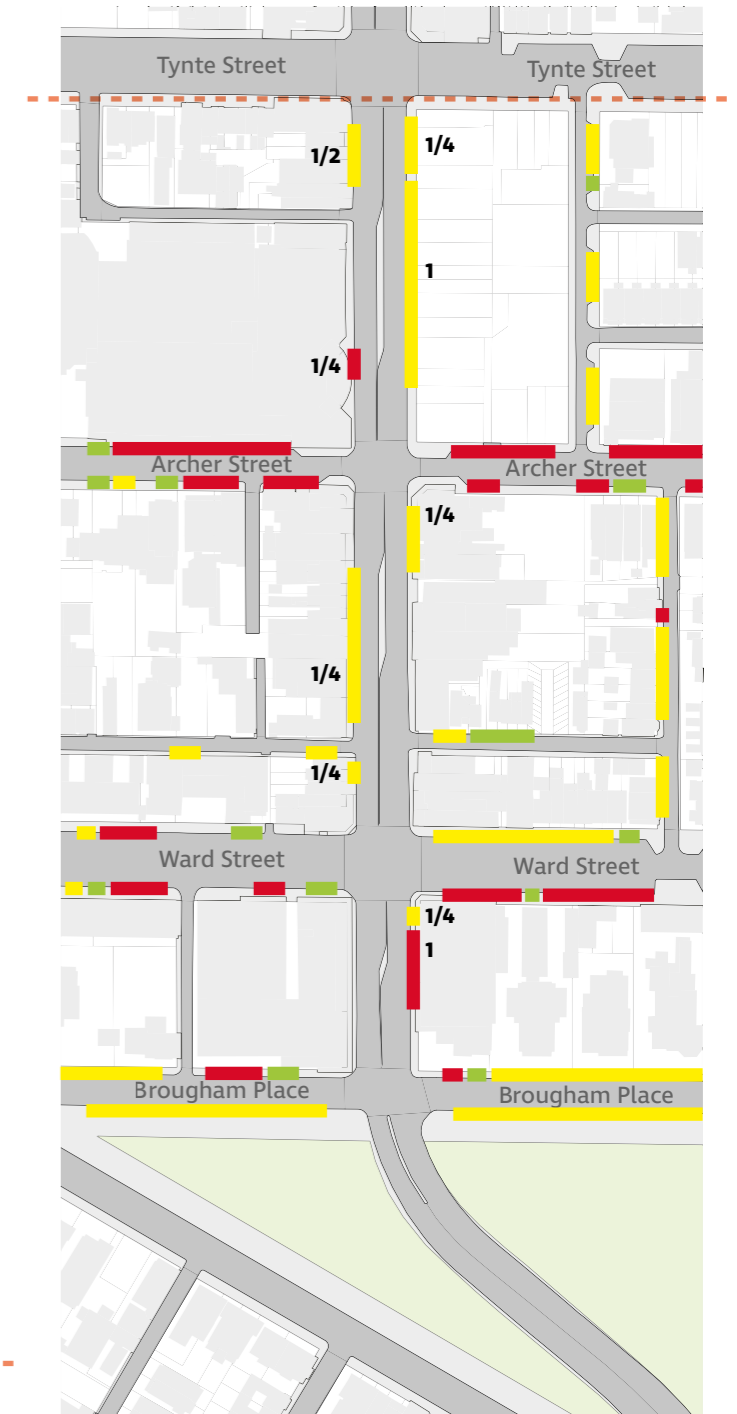
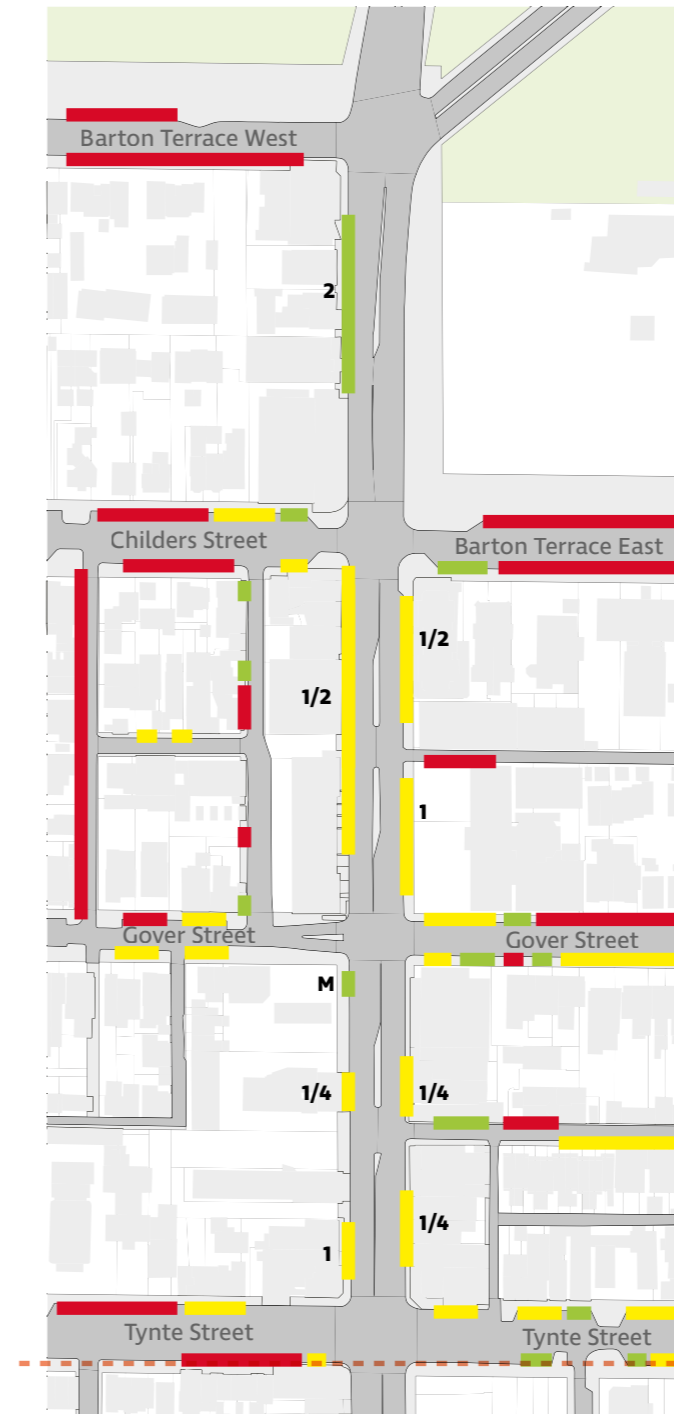
On O'Connell Street, there are approximately...

OCCUPANCY AVERAGES (7:30AM - 9:30PM)

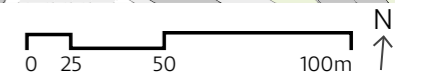
- **Well used**
Occupied over 75%
- **Average**
Occupied 41%-74%
- **Underutilised**
Occupied less than 40%

TYPE OF PARK

- 1/4** 1/4hr park (15 min)
- 1/2** 1/2hr park (30min)
- 1** 1 hr park
- 2** 2 hr park
- M** Motorcycle



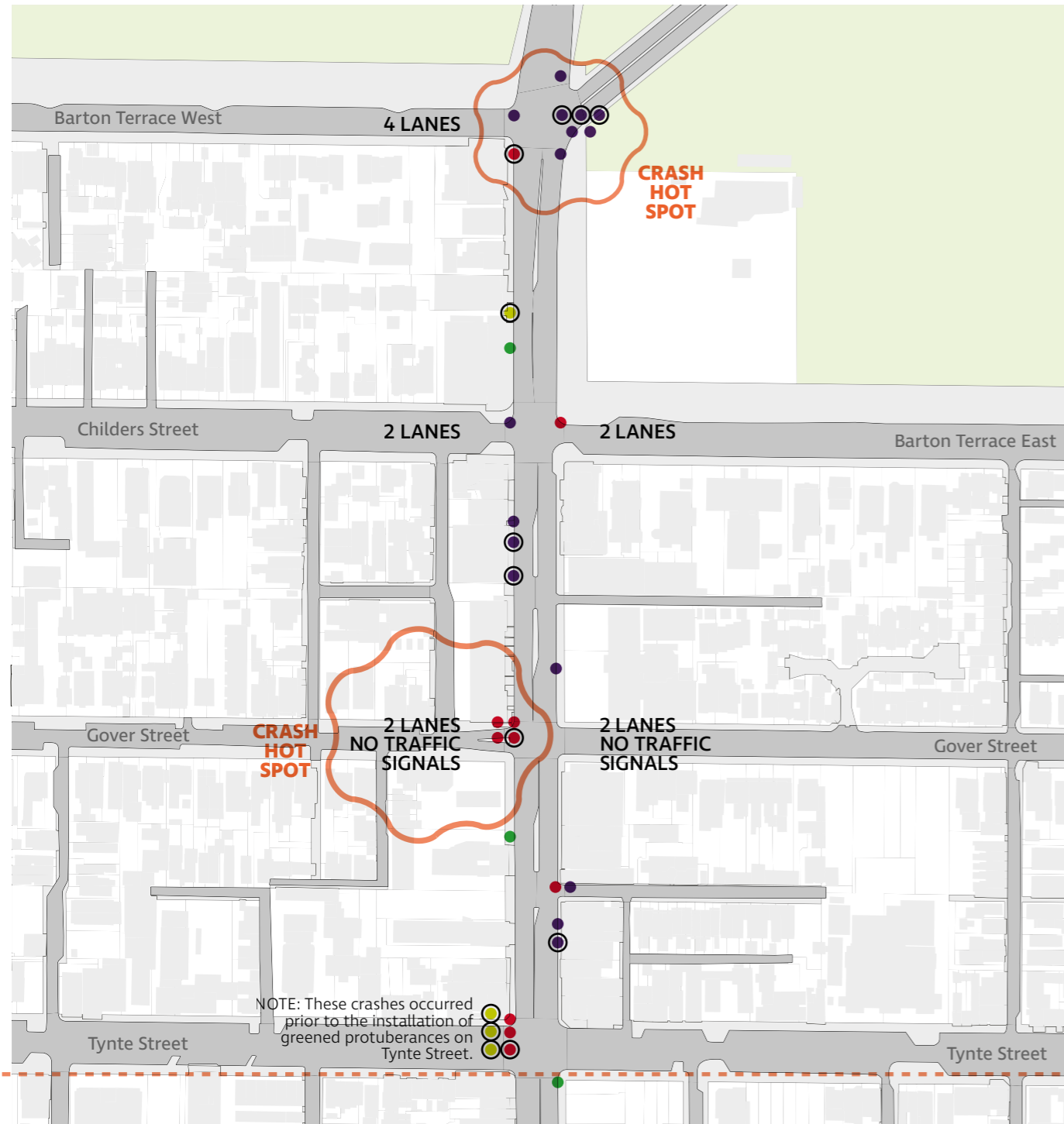
Parks shown diagrammatically only. Statistics for O'Connell Street are from a December 2019 study. Statistics for side streets are from a 2016 parking study.



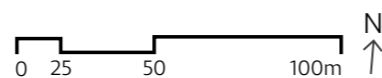
Road safety

Safety should be paramount on all streets, but in particular main streets due to the higher pedestrian numbers. The map below highlights pedestrian and vehicle crash hot spots from 2017 till 2019.

- Pedestrian crash
Crossing mid-block / due to inattention
- Pedestrian crash
From vehicles performing right turn movement
- Vehicle crash (into another car)
Right turn movement
- Vehicle crash (into another car)
Through movement / rear end / changing lanes / other
- Severe crash
Required treatment

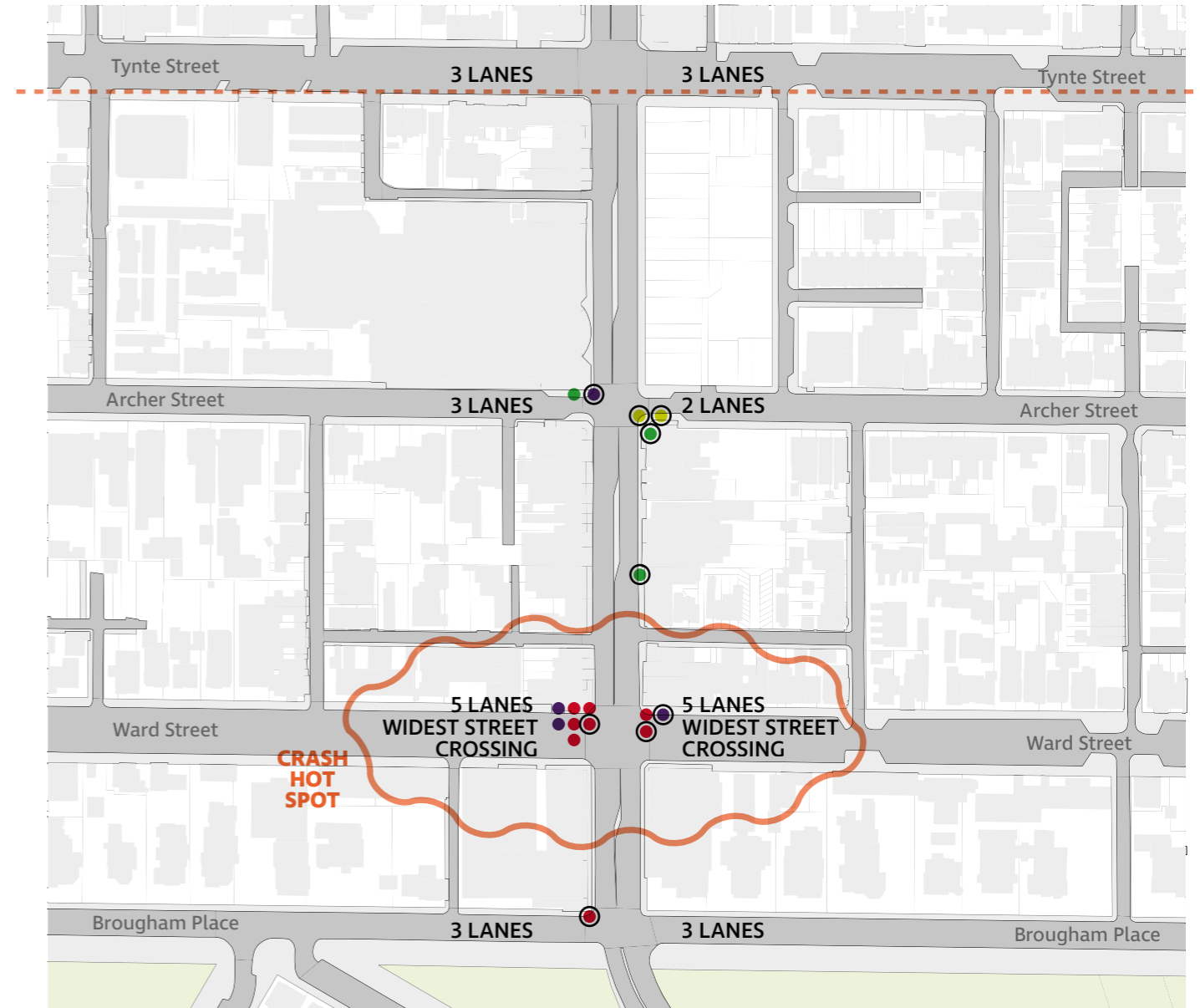


NOTE: These crashes occurred prior to the installation of greened protuberances on Tynte Street.



- Pedestrian crash
Crossing mid-block / due to inattention
- Pedestrian crash
From vehicles performing right turn movement
- Vehicle crash (into another car)
Right turn movement
- Vehicle crash (into another car)
Through movement / rear end / changing lanes / other
- Severe crash
Required treatment

Crash data from the last three years (2017-2019)
NOTE: This does not include crashes involving one vehicle only (eg. vehicle out of control / car hitting fixed objects / car hitting parked vehicle)



Right turn movements, especially filtered right turn movements (i.e. turning without a dedicated right turn signal phase) increase the risk of crashes. **A majority of crashes on O'Connell Street are due to right turn movements. All right turns on the street are filtered.**

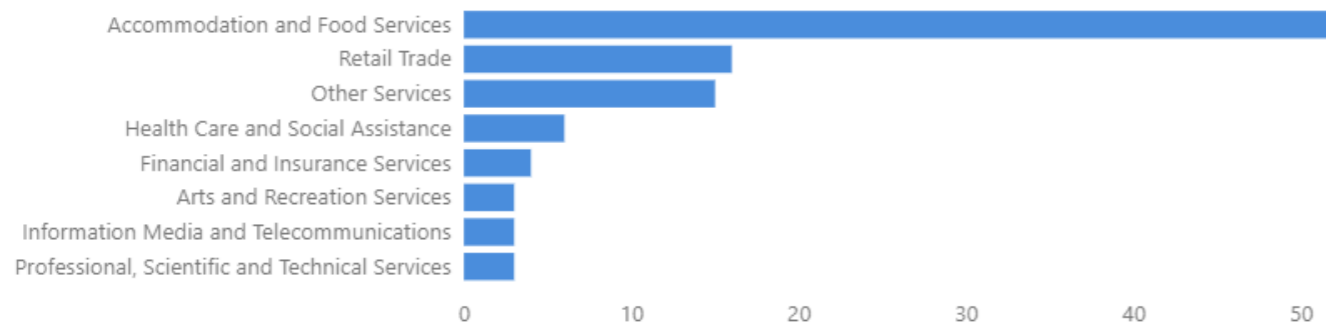
The introduction of a dedicated right turn signal phase would significantly reduce right angle/turn crashes by 69%, rear-end crashes by 10% and serious injury crashes by 58% (Chen HY, Meuleners L 2013, Curtin University).

Commercial mix

A good commercial mix is crucial to address the needs of a target market. As a "Main Street", O'Connell Street needs to have a diverse range of retail and commercial functions, with a strong local community focus that accommodates a range of facilities.

Cafés, restaurants, pubs and bars make up slightly more than half of the street, consistent with its reputation as being one of Adelaide's "Eat Streets". Worryingly, there is a 14% vacancy, which does not present well as a positive on-street experience.

Top 6 Shop Fronts by Business Type



Some trends on O'Connell Street over the last four years:



Positive impact on footfall and on food traders before and after events at the **Adelaide Oval**



A mix of unique and distinctive food traders with more traditional restaurants and cafes

A small number of traders doing significantly well



High trader churn rate

among retailers

Growing spend in dining and entertainment in North Adelaide

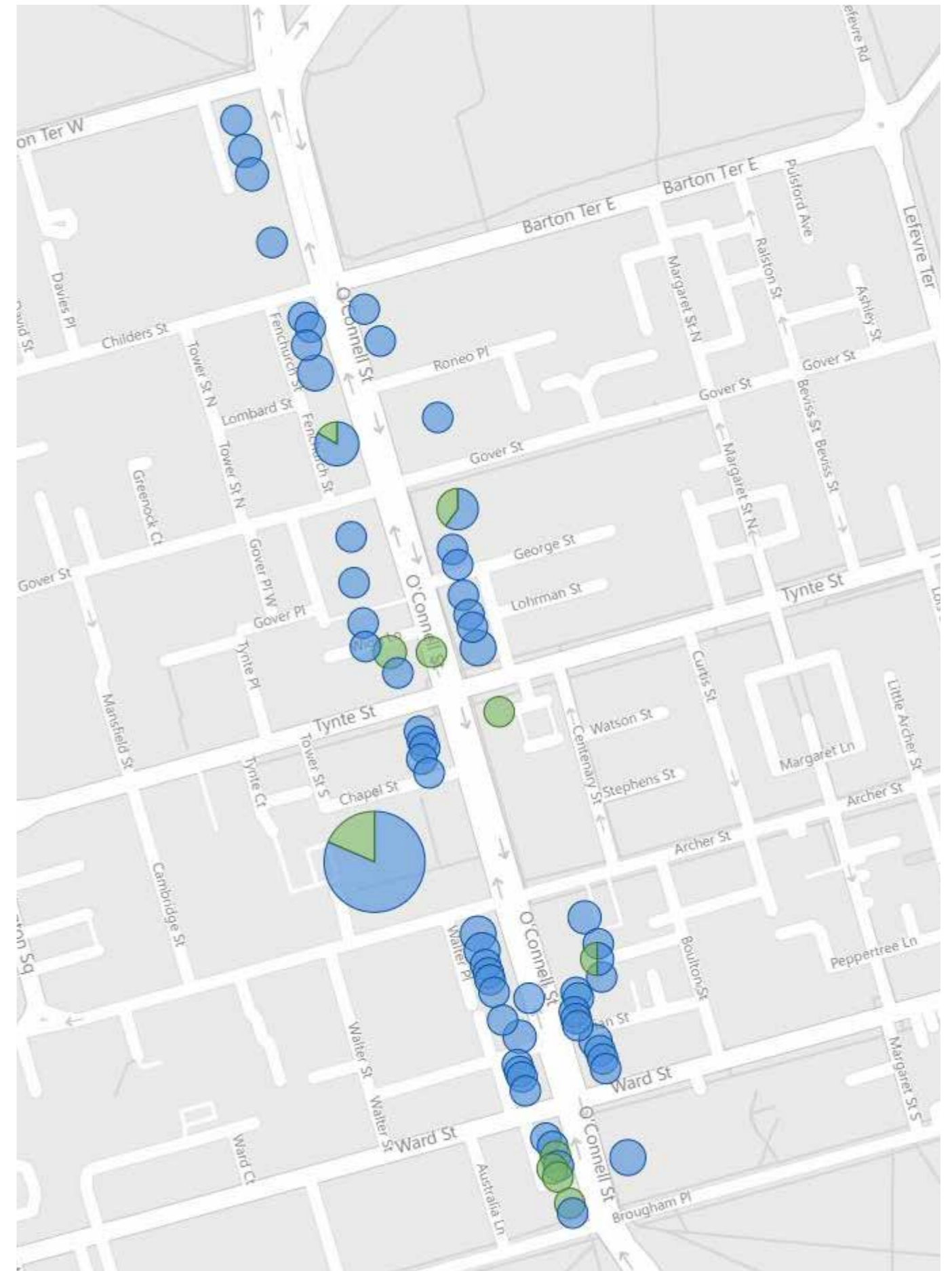


Vacant shops on O'Connell Street

(including street level and upper levels) compared to Hindley Street at 14%, Gouger Street at 13%, Hutt Street at 12% and Melbourne Street at 11%

* Data above from April 2021

● Occupied
● Vacant



Outdoor dining

* All data from late 2019 and may not reflect impacts of COVID-19

As an "Eat Street", O'Connell Street has numerous offerings when it comes to food and hospitality. A number of establishments offer outdoor dining opportunities or fixed furniture to activate their shopfronts. Businesses need to apply for permits to have objects on footpaths. Having fixed outdoor dining furniture has an impact on the overall usability and accessibility of a footpath and might lead to physical and visual clutter. As such, to reduce this, **Council has a transition plan that facilitates the removal of fixed furniture to flexible, removable furniture.**



There are...
12 Businesses with fixed furniture
27 Businesses with removable furniture



Example of flexible and removable outdoor dining furniture, A-frames and floral displays



Example of fixed outdoor dining furniture and screens that create obstacles on the footpath



Outdoor furniture can attract visitors and encourage activity

Fixed furniture that has not been removed after a business has been vacated is unsightly

#	Business Name	Fixed or removable	Furniture item							Number of settings	Notes
			T	C	S	B	P	U	H		
1	Cafe Palazzo	Fixed	✓	✓	✓		✓	✓		83	Permanent screen facing street
2	Cafe Pellegrini	Fixed	✓	✓	✓		✓	✓		139	Permanent screen facing street
3	Zaep Tastes of Thailand	Removable	✓	✓		✓				36	
4	Caledonian Hotel	Fixed	✓	✓	✓		✓	✓	✓	76	
5	Meixin Cafe	Removable	✓	✓						20	Now operates as KungFu Express
6	The Archer Hotel	Removable	✓	✓				✓		87	
7	Beyond India	Fixed	✓	✓	✓		✓		✓	84	Permanent screen facing street
8	The O'Connell Inn	Removable	✓	✓			✓	✓		27	
9	Pasta Go Go	Removable	✓	✓						15	
10	Tynte Flowers	Removable							✓	N/A	Flower trolley displays on ground
11	Pippo	Removable	✓	✓				✓		88	
12	Marrakech	Removable	✓	✓	✓		✓			31	Permanent screen facing street
13	Chocolatree	Removable	✓	✓		✓	✓		✓	26	
14	Tony Tomatoes	Fixed	✓	✓	✓	✓			✓	65	Permanent screen facing street
15	Royal Oak Hotel	Fixed	✓	✓	✓	✓				65	
16	Cibo O'Connell	Fixed	✓			✓				22	
17	L'Italy	Removable	✓	✓	✓					31	
18	Sapore Dolce	Removable	✓	✓	✓		✓	✓		24	
19	Chuck Wagon 175	Fixed	✓	✓				✓		14	Narrowing of footpath due to furniture
20	Gin Long Canteen	Removable	✓	✓				✓		30	
21	Fellini Cafe	Fixed	✓	✓	✓		✓		✓	110	Disconnected to new protuberances
22	St Louis	Removable	✓	✓					✓	49	
23	Lonestar Rib House & Brews	Removable	✓	✓	✓		✓	✓		81	
24	Blue & White Cafe	Fixed	✓	✓	✓			✓		27	
25	Da Vinci Ristorante	Removable	✓	✓	✓		✓			75	Permanent screen facing street
26	Zambrero	Removable	✓	✓						16	
27	Bakery on O'Connell	Removable	✓	✓		✓			✓	55	
28	Yang Chow	Removable	✓	✓			✓			14	
29	Cliche	Removable	✓	✓	✓	✓				39	Now operates as Koshō
30	Black Eye Coffee	Removable	✓	✓	✓					13	
31	Piccoli Piatti	Fixed	✓	✓						44	
32	North Adelaide Burger Bar	Removable	✓	✓				✓		27	Fixed tables located close to centre of footpath
33	Pink Pig	Removable	✓	✓		✓	✓	✓		23	
34	Lucky Lupitas	Removable	✓	✓			✓		✓	32	
35	Burgastronomy	Removable	✓	✓						14	
36	Drunkn Monkey	Fixed	✓	✓	✓					36	Permanent screen to street
37	Foros	Removable							✓	N/A	
38	Thai by 3 Monkeys	Removable	✓	✓						20	
39	The Oxford Hotel	Removable	✓	✓						15	

T = Tables C = Chairs S = Screen B = Blinds P = Planter Boxes
 U = Umbrella H = Heaters F = Flower displays

Shopfronts

The design of ground floor frontages has high impact on the attractiveness of the public realm. Good ground floor frontages are active, rich in detail and exciting to walk by. **O'Connell Street offers a mix of attractive, active shopfronts, and some dull, inactive frontages that do not contribute positively to the public realm.** High vacancies also lead to long stretches of inactive and blank window displays.



Caltex (car prioritised) and the Adelaide Inn (fenced and exclusive) are not interactive or friendly to passers-by



Outdoor dining spaces, openable windows and intimately spaced businesses are active and cluster activity



Vacancies, blank walls and advertisement plastered shops reduce the quality and experience of the public realm

Lighting

Good public and private lighting enhance the atmosphere of a street. **As a key transport corridor, O'Connell Street is well lit for vehicles on the road, but does not offer much for creativity, the public realm and businesses.**



Minimal lighting of public art

Functional but non-creative and unattractive lighting of outdoor dining



Some lighting of heritage façades

Well lit shopfronts and displays that still interact with passers-by even after opening hours

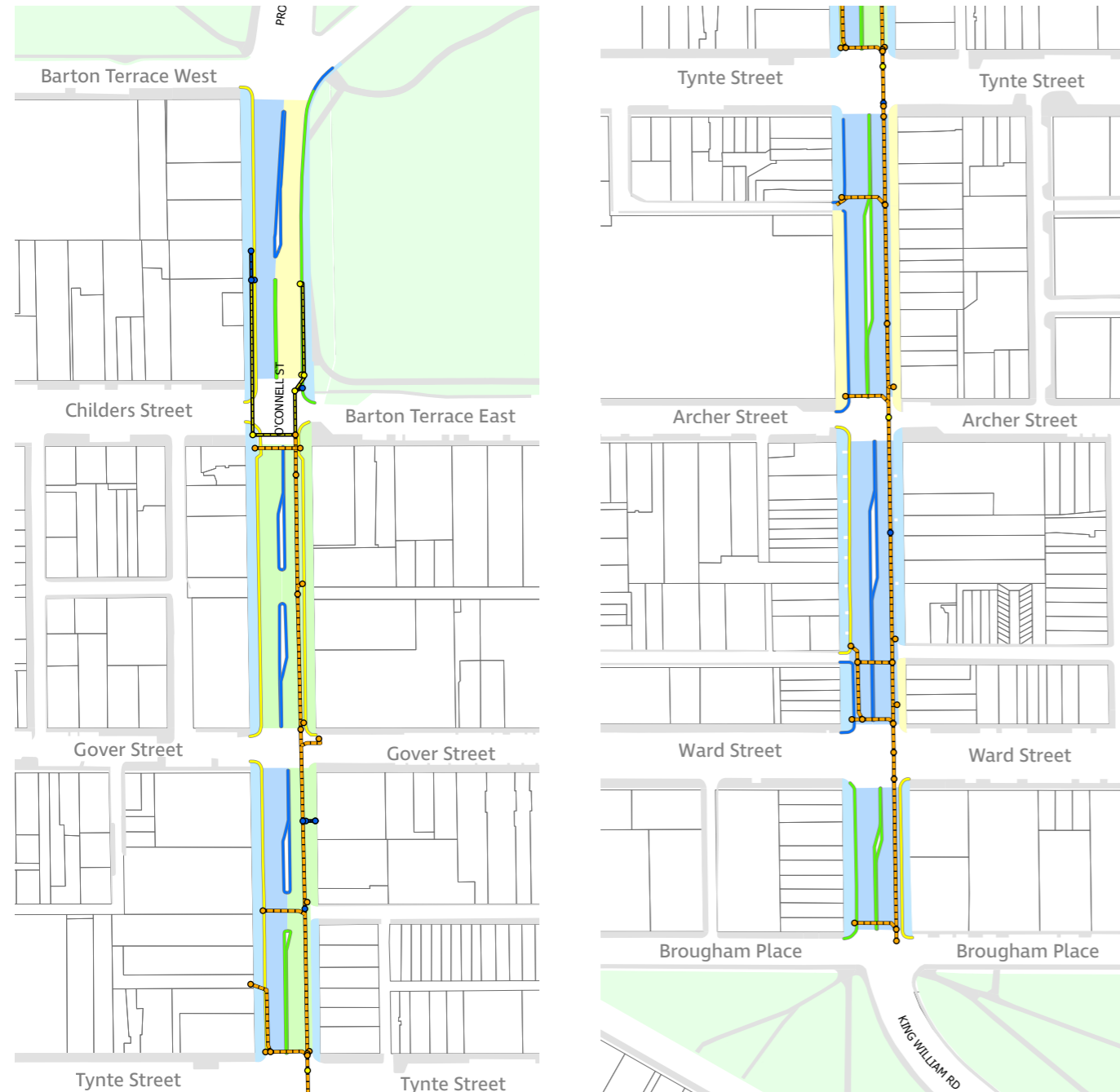


Dark and under-lit spaces around bus stops and community spaces are uninviting and unsafe

Road, kerb, footpath & services

Good management of the public realm reduces the risk of asset failures, resulting in reduction in potential safety risks to the community and a high quality and welcoming street. **O'Connell Street is generally in a very good condition due to recent infrastructure works and upgrades to kerbs and footpaths.**

- Very good
- Good
- Fair
- Poor (stormwater only)
- Very poor (not shown)



Analysis from City of Adelaide Infrastructure Team

Planned renewals

Road & lighting

- Planned renewal 2027-2031
\$650,000

Footpath

- Planned renewal 2032-2036
\$2,200,000



2018 upgrade of Tynte Street intersection with increased greening and upgrades to kerb, footpath and gutter



While in good condition, some kerb ramps are not ideal due to restrictions with service pits and columns



O'Connell Street is characterised by historic red brick pavers, while the side streets have grey flagstones

Greening

Street trees

O'Connell Street is lined with an avenue of mature Plane trees (*Platanus orientalis*).
Tree planting in the median is generally discouraged to future proof the street for a potential tramway.



O'Connell Street is a tree lined boulevard



(LEFT) Trees pits on O'Connell Street are generally wide and open without a kerb surround or edging to encourage maximum tree growth. However, roots in some areas have led to uneven footpaths, but are generally in good condition overall.

(RIGHT) Tree pits on side streets like Archer Street utilise Water Sensitive Urban Design to capture stormwater runoff from the street to passively irrigate the trees.

Greening vs buildings vs footpath spaces

Trees on O'Connell Street co-exist with building façades, awnings, frontages, precious footpath space and outdoor dining. **There are some opportunities to increase greening on the street.**

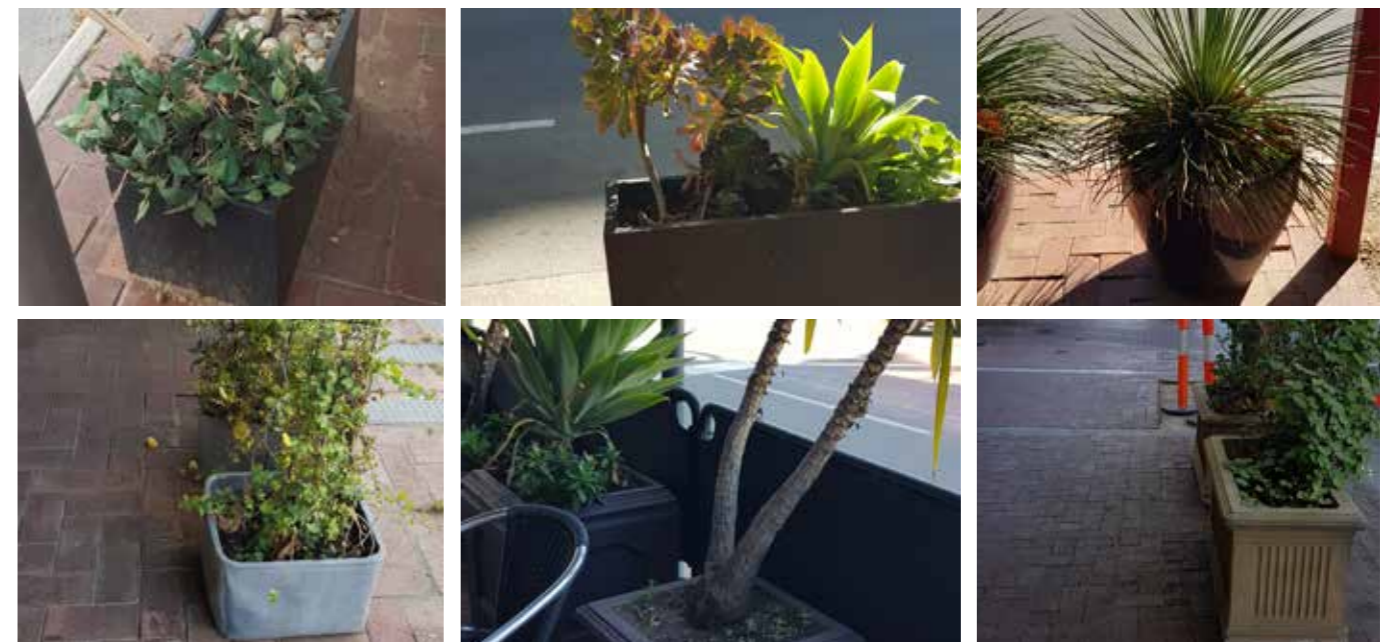


Opportunities to plant between trees and vines to buildings

Awnings that prohibit tree placements

Planter boxes

Currently, all businesses display their own planter boxes at shopfronts, on the footpath or in their permitted outdoor dining area. There are more than **20 different types** of planter boxes along the entire street. There are a few Council-owned sandstone planter boxes, inconsistently scattered along the street.



* All data from late 2019 and may not reflect impacts of COVID-19

Street furniture & amenities

Seating

The "Adelaide Suite" bench can be found along O'Connell Street, and are all in good condition. There could be some opportunities to better locate benches near bus stops, intersections, popular shops and areas with high pedestrian numbers.



Seating at regular intervals is useful to cater towards the needs of an ageing community



A bench on Tynte Street with a plaque celebrating Amin Chehade, a community leader

Bins

The street is well serviced by maroon-coloured bins, unique to O'Connell Street.



"Tasman" 140L bin with butt-out tray



There is currently only one solar bin on the street

Drinking Fountain

There currently are no drinking fountains located on O'Connell Street.



The nearest drinking fountain / water outlet is located in Brougham Gardens / Tantutittingga

Signage

A new suite of contemporary wayfinding signs were rolled out on the street in 2018. There are also interpretive signs located in parks adjacent to the street, celebrating the Park Lands' rich heritage. Blue heritage plaques can be found on heritage buildings, but these can sometimes be hidden from plain view.



City of Adelaide "Urban Plinth" wayfinding signs



Blue heritage plaques located on building shopfronts

Bike Rack

A majority of bike racks on the street are under-utilised or placed at not-so-ideal locations.



"Mrs Robinson" by Tanya Court outside the North Adelaide Village is usually in use



Some bike racks are not well placed, which might attribute to their lack of use

Bus shelters

Bus stops that are not under building awnings are serviced with bus shelters.



Bus stop 4E, the most popular bus stop on O'Connell Street

Public art

Good public art is for everyone, encouraging people to engage with a place. It adds vibrancy, and reflects the street's unique identity, its people and their stories. Some businesses or property owners on O'Connell Street have also dressed up their shopfronts, furniture or properties to interact with passers-by. **There are more opportunities for art on the street, as well as partnering with building and business owners to inject more art and creativity to enliven the area.**

Murals



A1 By Positive Signs



A2



A3 By Nils Westergard



A4 By Fredrock & Leah Grant

Public art pieces



A5 "Mrs Robinson" by Tanya Court

Privately owned artistic elements



A6



A7



A8



A9

Lucky Lupitas

Royal Oak Hotel

Beyond India

Chuck Wagon 175

Blank walls / opportunities



B1



B2



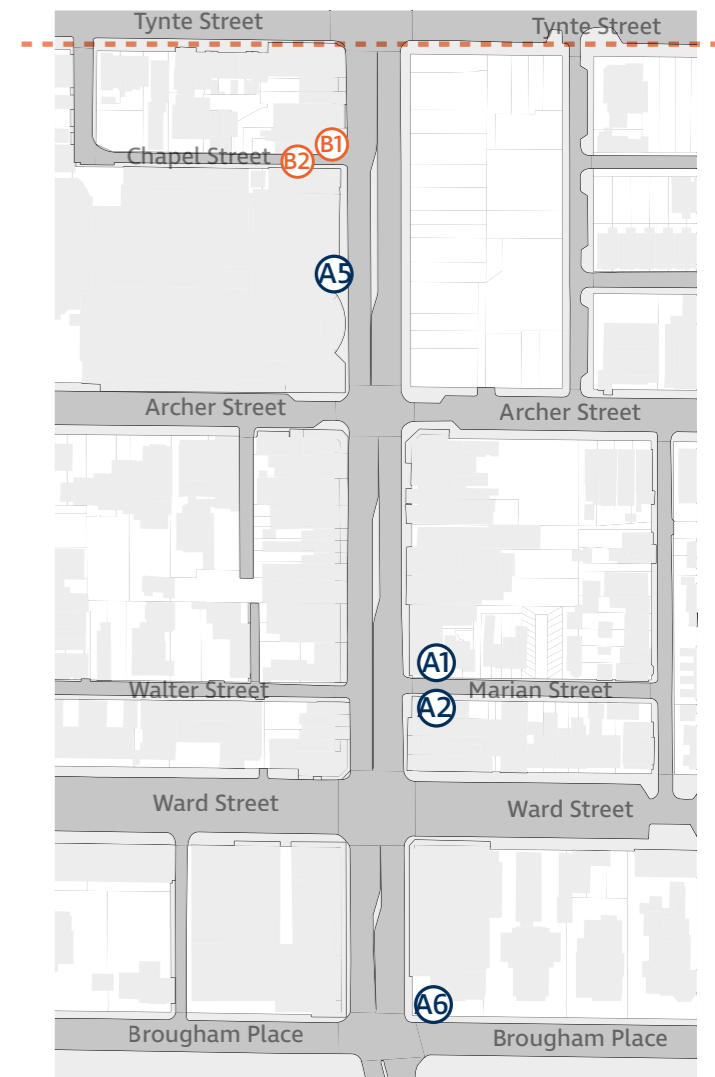
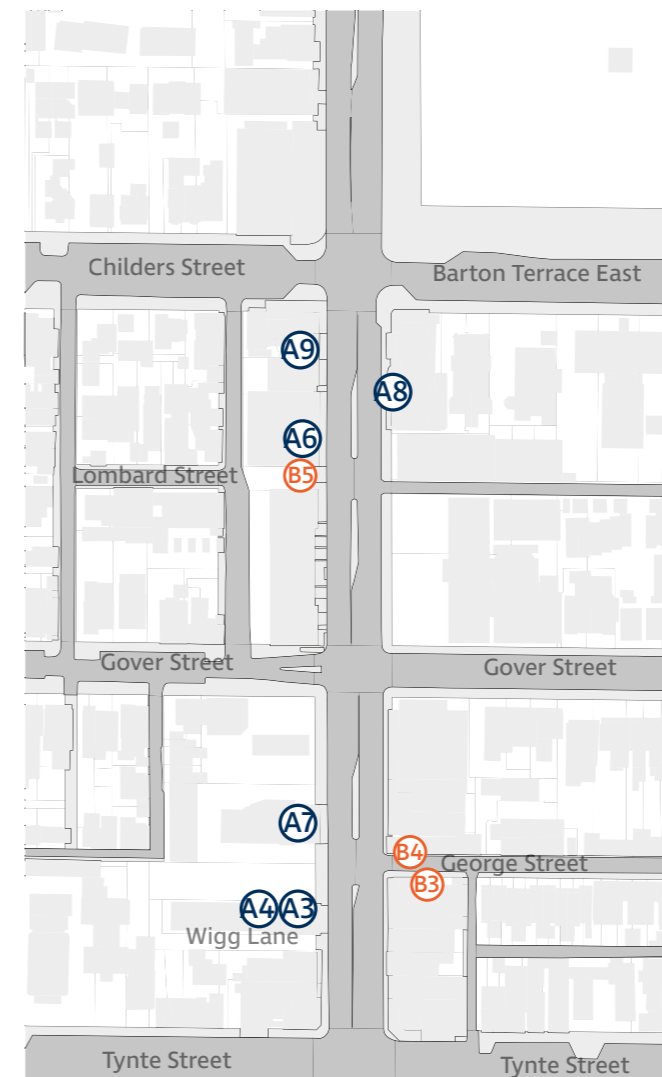
B3



B4



B5



Character & scale

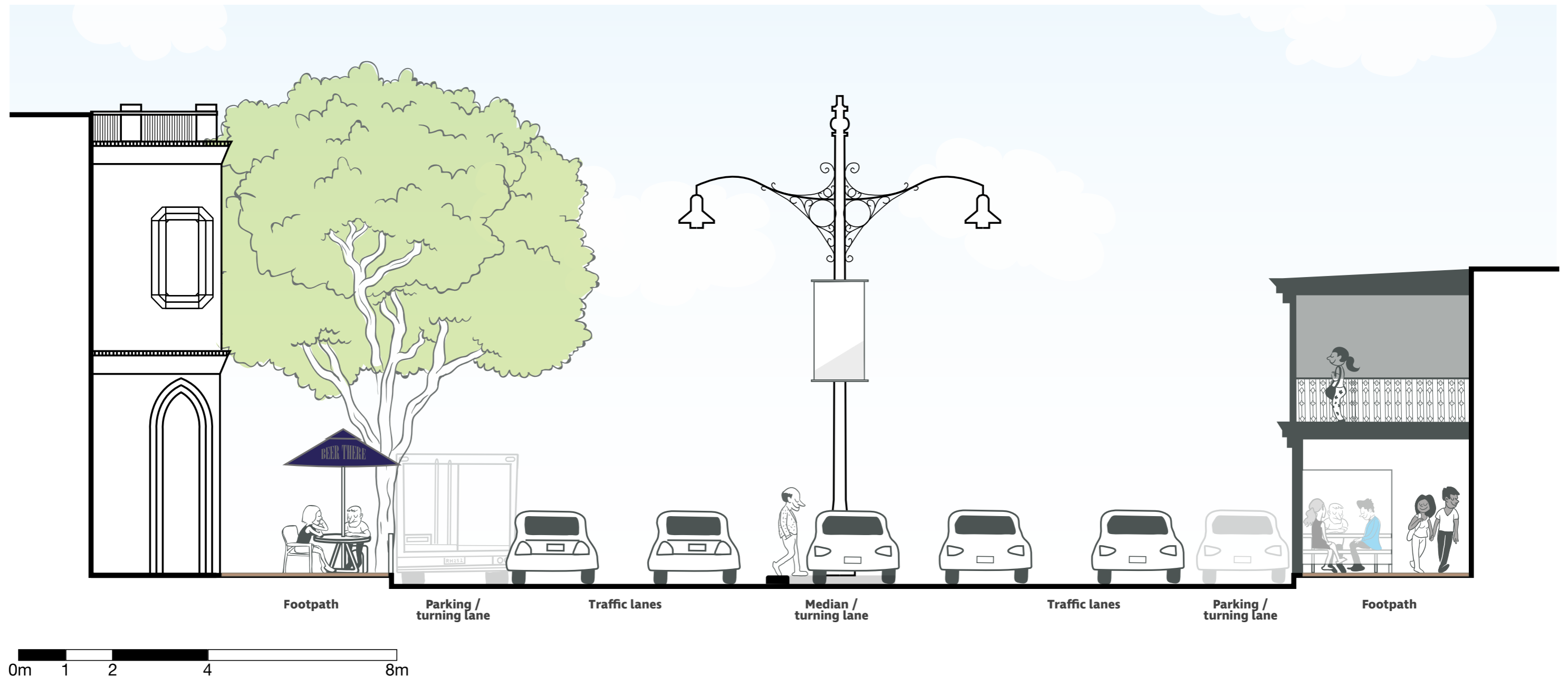
Typical street cross section at O'Connell Street / Tynte Street

Red brick paved, the footpaths are typically 3-4m wide. They generally house building columns, outdoor dining, permanent screens and fixtures, tree pits or service infrastructure, which can reduce the traversable footpath to around 2m.

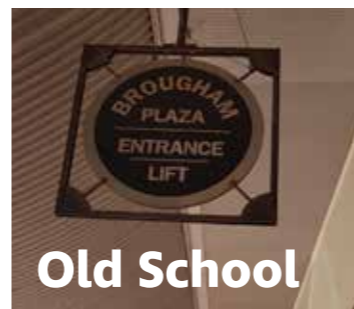
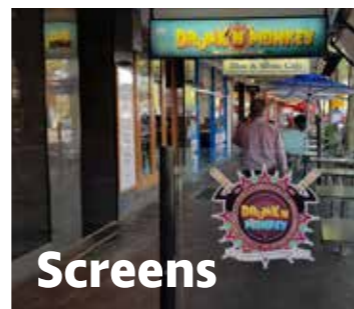
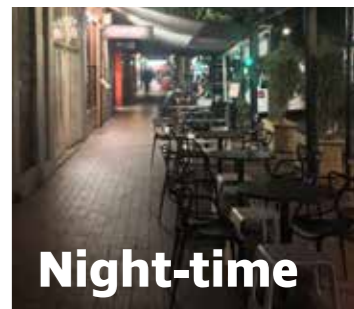
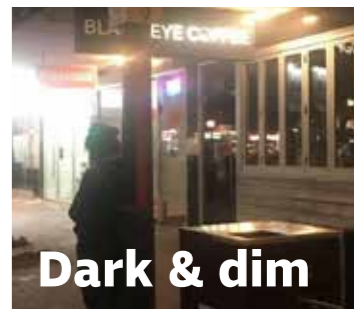
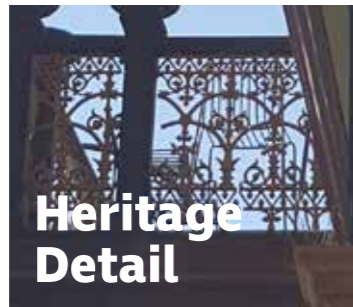
Buildings with heritage awnings and balconies, whilst providing invaluable spaces for activity underneath, concurrently prohibit tree planting. This causes overexposure to the afternoon sun at some parts of the street. However, there are many private planter boxes which provide additional greening along the street.

Rows of short, two storey buildings, against a 20m wide road with six traffic lanes, give the impression of a vehicle-dominated, wide street bisecting the smaller groups of buildings. As a result, it is not very pedestrian friendly or sympathetic to a typical main street feel: an intimate, human scale street that is well connected, accessible and cohesive.

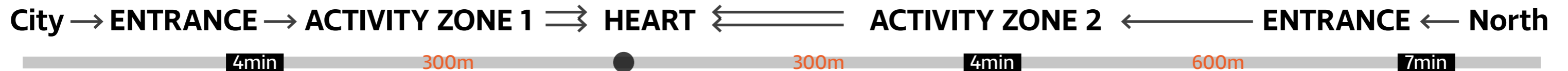
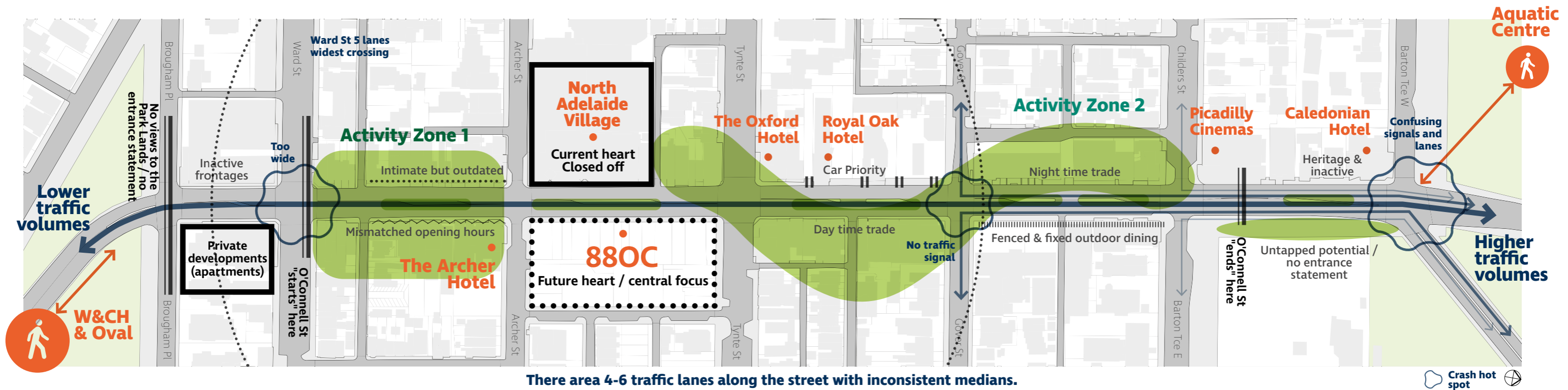
While attractive in the daytime, the faux heritage lamps located within the street's median strips do little to provide ambiance at night. There is little attractive creative or accent lighting along the street to activate public spaces, outdoor dining areas, trees and building façades in the evening.



Character & scale



Street structure



4,898
projected to increase to 5,345
by 2031 in Upper North Adl



↑ High percentage of
people **over 50 years old**,
projected to increase in
29.8% by 2031 (ageing)



Nearly 65% in two top
"high earner" quadrant, compared
to 50% in the city (affluent)



14%
of the shopfronts are vacant
(~12 businesses out of 102)

1st The most
populous



5.4%
require assistance, compared
to 2.9% in the city



45,000
average weekly visitors, with
Friday and Saturday evenings
most popular (5-9pm)



32,500
average number of vehicles
on the street daily

* All data from late 2019 and may not reflect impacts of COVID-19

Summary of key tensions



Commercial Mix

Views

"Not as good as it was", "not much of a point of difference"; but "unique offering" is top attractor

Facts

High emphasis on weekly and convenience shopping, not daily needs; no strong key retail anchor(s); street attracts external visitors more than local spend

Aim

Encourage stronger and more competitive commercial mix to cater for large and local catchment area; encourage diversity in offerings to increase street attraction

Views

Many visitors feel that the street "needs to be modernised, upgraded, cleaned up or given a makeover"; parking is insufficient

Facts

Old and tired furniture and awnings hide the heritage building façades; but street is green and high quality; parking utilisation is only average

Aim

Present as a modern, 21st Century main street but celebrate its heritage places, character and architecture; increase ambiance, atmosphere and site connectivity; review parking



Character & Street Feel



Identity

Views

Street appeal has "eroded over time"; food offering is its best attribute

Facts

Lacks strong and unified street-wide marketing or digital presence; some businesses slow on digital uptake

Aim

Promote a strong street-wide identity and consistent approach; encourage street's strength as food & dining precinct



Activated Zones

Views

The street is not activated or feels "dead" due to activity being stretched out over long street

Facts

High vacancy rate with inconsistent pockets of activity; 88OC unrealised

Aim

Provide consistent and clear grouping of activities offering similar services; realise 88OC to its fullest potential



Traffic & Safety

Views

Traffic improvements do not favour vehicle movements and will lead to road congestion

Facts

Wide streets are unfavourable to pedestrians; some signal phasings lead to increased risk of car crashes

Aim

Facilitate safer pedestrian and vehicle movements

References

Previous studies

1. Retail and Business study for Hutt, Melbourne and O'Connell Street – Alinea Group – June 2020
2. O'Connell Street Parking Survey, December 2019
3. O'Connell Street Traffic, Cyclist and Pedestrian Volumes, October 2019
4. Pedestrian Safety at Traffic Signals Report - Colmar Brunton, April 2019
5. Eighty-eight O'Connell Community Engagement Report — URPS, June 2018
6. Demographic and Land Use Needs Assessment — Jensen, August 2018
7. City Shopfront Retail Vacancy Report — Colliers, January 2017
8. O'Connell Street East & West Precinct Car Parking Study — Intermethod, February 2016
9. Main Street Analysis Retail Advice — JLL, January 2013

Internal documents

1. Splash 2.0 Ideas Hub in 880C and throughout the city, November 2019
2. Age Friendly Business Project, 2019
3. North Adelaide Business Support Plan, February 2019
4. North Adelaide Business Leaders Forum Meeting Notes, February 2019
5. North Adelaide Business Leaders Forum Presentation "What We Know Data", February 2019
6. O'Connell Street Pre-feasibility Study, February 2017
7. O'Connell Street Business Plan, June 2016
8. O'Connell Street Precinct Branding Project User Perception Analysis, January 2016

Data

1. Parking utilisation — Austraffic, September-November, 2019
2. Traffic turning movement data (vehicles, cyclists, pedestrians) — Austraffic, September-November, 2019

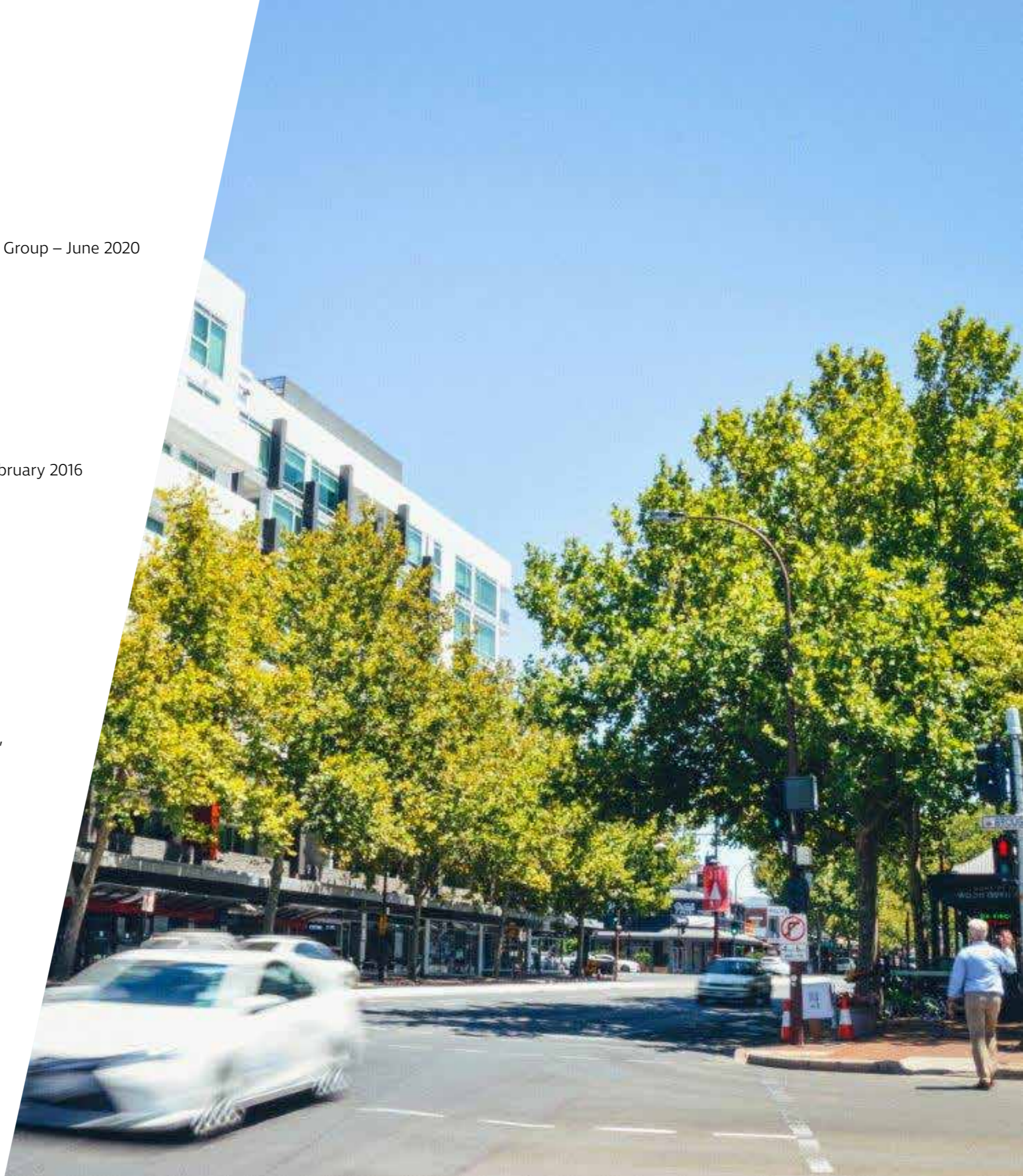


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