

Gouger Street Revitalisation

Concept Design Consultation

Consultation closes 5:00pm, **Monday, 19 August 2024.**



**Our
Adelaide**



Customer Centre
25 Pirie Street, Adelaide
(08) 8203 7203
ouradelaide.sa.gov.au

Project Information

Gouger Street Revitalisation is a major project as part of City of Adelaide's Main Streets Revitalisation Program. The project offers an exciting opportunity for improvements and upgrades to the area and the City of Adelaide is dedicated to ensuring that the project's outcomes align with the present and future needs and desires of the community.

We encourage input from the community to maintain Gouger Street's distinctive vibrancy, renowned for its dynamic dining scene, cultural icons like the Adelaide Central Markets and Chinatown, and its appeal to residents, visitors and tourists.

Your valuable ideas and feedback will shape the Gouger Street project and help deliver project success for the community.

Background

Since November 2023, when the project's planning and investigations commenced, we have actively engaged with key stakeholders and community leaders to gain insights into their roles within the broader Gouger Street community and identify areas of vested interests and potential risk.

As the project entered the pivotal phase of concept design, introductory letters were issued to all residents and businesses within the project area in February 2024. One on one engagement continued and subsequently, interested businesses, residents and community members were invited to participate in collaborative Concept Design workshops which commenced an intensive program of engagement in March.

Continuing into the second round of engagement in May 2024, the process enabled the project team to acquire a thorough understanding of community priorities and concerns and capture a wide range of design comments. This informed the development of the project's vision, design principles and design strategies in response. Based on community inputs, the design development evolved into a draft Concept Plan which was presented to and endorsed by Council's Elected Members on 25 June 2024. You can review the Concept Plan Engagement Pack at the back of this engagement pack and read the Engagement Report for details of engagement activities and key findings on <https://ouradelaide.sa.gov.au/>.

We are pleased to share the complete draft Concept Plan with the community, demonstrating how the stakeholder feedback we gathered has informed and been incorporated into the plan.

Considering technical feasibility, budget constraints and existing Council assets, consultation responses will guide us in refining key elements of the Concept Plan as it progresses to the next phase of Detailed Design. Your feedback is appreciated to ensure that the Gouger Street project achieves optimal outcomes for the entire community.

Timeline

- **Planning and Investigations** – commenced in July 2023
- **Project Engagement** – from November 2023 throughout the project
- **Concept Design Development** – January to June 2024
- **Public Consultation on the draft Concept Plan** – July to August 2024
- **Detailed Design Development** – from October/November 2024 for a period of approximately 12 months
- **Construction** – late 2025/early 2026

Frequently Asked Questions

Why are you doing this project?

The Gouger Street project is part of the City of Adelaide's Main Streets Revitalisation Program, an intensive program of upgrades progressively rolled out since 2020. In line with the City of Adelaide Strategic Plan 2024-2028, the Gouger Street Project will contribute to a safe, desirable, accessible and well-connected city for people of all ages and abilities.

What is the Gouger Street project vision?

Strengthen the vibrant and distinctive character of Gouger Street as the heart of multicultural dining in Adelaide and thriving city market gateway, enhancing its existing heritage while fostering a safe and more inviting destination for community and visitors to explore anew.

What are the Gouger Street design principles?

Activate and Attract

Elevate the appeal of the street as an exciting destination to visit and spend time in, with events and festivals, vibrant and welcoming spaces, public art, decorative lighting, and dynamic responses to the precinct's diverse character. Maintain a clean, safe, and attractive street through tailored waste management and hygiene strategies.

Connectivity

Pursue opportunities to safely accommodate all modes of transport supporting Gouger Street as an attractive and accessible destination. Improve convenience and comfort for people to walk/wheel and cycle. Balance the functional needs of commercial activity promoting convenient parking, loading and access to services throughout the precinct, vital for a successful main street and busy market district.

Organise and declutter

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Rationalise business signage and street furniture on footpaths for increased accessibility and inclusion. Work with businesses to remove fixed outdoor dining and replace with removable furniture. Locate urban elements within activity zones.

Better Street = Better Business

Develop a more pedestrian friendly main street attracting and accommodating increased customer flow for businesses, with appealing seating and outdoor dining spaces, opportunities for enhanced social interactions, community activities, and safer overall movement.

Celebrate culture and identity

Celebrate the diversity and history of the area and promote connection with the street's unique identity as the bustling southern gateway to the Adelaide Central Market and Chinatown, through engaging urban elements, wayfinding and public art experiences. Create flexible public spaces to host cultural events and festivals.

Greener Street

Revitalise and introduce new greening to provide shade, cooling, and visual amenity for increased comfort and well-being, encouraging more people to enjoy the street for longer.

What is the project scope?

The Gouger Street project area extends from King William Street to Morphett Street, including the space between buildings but excluding their facades and adjoining side streets. The width of the road will remain unchanged.

The project scope will encompass a variety of design elements including upgrades to roads and footpaths, public art opportunities, improvements to parking, safety and connectivity enhancements, landscaping and more. The design will be developed through community and stakeholder engagement, along with a review of existing Council assets, taking into account technical feasibility and budget constraints.



What is the project cost?

The Gouger Street Revitalisation project has an allocated capital budget of \$15m. Additional contributions may be received from asset renewal funding and other relevant grants.

Will there be any changes to parking?

We understand the significance of parking in maintaining accessibility to Gouger Street for all customers and the community. The project will undertake a thorough review of parking in the precinct and implement improvements in response to feedback received and what delivers the best outcome for the whole of community.

Where can I find details of the draft Concept Plan?

You can review the Concept Plan Engagement Pack at the back of this pack.

Can I learn more about the Concept Design engagement activities and key findings?

You can read the Engagement Report on ouradelaide.sa.gov.au.

How will you consider my feedback?

Throughout the project, we are committed to engaging with the community and collecting valuable feedback to guide design development and shape outcomes for the community.

During Concept Design engagement, stakeholder inputs informed the project's vision and design principles, and identified key priorities and concerns which were incorporated into the draft Concept Plan.

Feedback from the consultation on the draft Concept Plan will help us refine key elements of the project's design to align with the needs and aspirations of the community as we progress towards Detailed Design.

Where possible, we will look to implement stakeholder feedback and the project team will assess the feasibility of responses with consideration to cost and technical constraints. We recognise that Gouger Street is culturally diverse, with a wide variety of project stakeholders having complex needs. It is therefore critically important that design responses balance and best represent all stakeholders within the community.

Will the design change between Concept and Detailed Design?

The Concept Plan has been developed by incorporating stakeholder feedback and aligning with the vision and design principles of the Gouger Street project. The project will retain core street functionalities and the key design elements identified. Details such as the number and location of

furniture items, opportunities for public art, and materiality choices will evolve naturally as the project design progresses and continues through to construction.

Will Gouger Street be accessible during construction?

Yes, Gouger Street will remain open for business and will continue to be accessible throughout construction.

Council is committed to maintaining access for all traders and community and will implement comprehensive traffic management strategies to ensure the safe movement of people and multi-modal transport vehicles within the area. Before construction commences, we will work closely with businesses and community to communicate temporary changes in access and minimise disruption during the works.

How long will construction take?

Construction is currently expected to begin in late 2025/early 2026 and anticipated to take approximately 18 months to complete. We will update the community with more details as information becomes available.

How can I get involved in the project?

Throughout the project, we are dedicated to engaging with the community and gathering valuable feedback.

We will offer various avenues for participation including one on one conversations, face to face meetings, information sessions, construction drop-ins, surveys and regular updates.

Stay updated with the latest information on the project's Our Adelaide website, sign up for project updates <https://www.cityofadelaide.com.au/development-infrastructure/infrastructure-projects/gouger-street-revitalisation/> or get in touch with us using the contact details provided for more information.

How do I provide my feedback?

There are a number of ways in which you can provide feedback:

Online

ouradelaide.sa.gov.au

Contribute your feedback via the **Online Feedback Form**.

Email

You can provide your feedback by email no later than 5pm, Monday 19 August 2024 to gougerstreetupgrade@cityofadelaide.com.au

Meet with the project team

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If you would like to meet with the project team to better understand the draft Concept Plan or discuss any queries or concerns, please contact us by telephone on 8203 7203 or email at gougerstreetupgrade@cityofadelaide.com.au to arrange a suitable meeting time between 24 July and 16 August 2024.

Customer Centre

Return a copy of the completed Feedback Form by dropping it to the Customer Centre at 25 Pirie Street.

Written Submissions

All written submissions must be received by 5.00pm on the date advertised and should be addressed to:

Concept Plan Consultation
Gouger Street Revitalisation
GPO Box 2252, Adelaide SA 5001

What happens next?

Thank you for your participation. We will acknowledge your feedback either by email or with an instant submission confirmation.

Feedback from the draft Concept Plan consultation will help us refine key elements of the project's design to align with the needs and aspirations of the community.

We will provide an update on key responses and any significant changes from the consultation process on the Our Adelaide project page.

For enquiries or further information, please contact:

The Gouger Street Engagement Team

T: (08) 8203 7203

E: gougerstreetupgrade@cityofadelaide.com.au

Or visit ouradelaide.sa.gov.au



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Feedback Form

Feedback closes **5:00pm, Monday, 19 August 2024.**

This form can also be completed online at ouradelaide.sa.gov.au.

Q1. Do you agree with the Gouger Street project vision and design principles? (please circle)

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Q2. Is there anything not captured in the design principles that would meet your overall needs and aspirations for the upgrade of Gouger Street?

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Q3. Please let us know your feedback on any design elements shown on each of the four Key Plan concept design maps.

a) ☐ Key Plan 1 comments:

b) ☐ Key Plan 2 comments:

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c) ☐ Key Plan 3 comments:

d) ☐ Key Plan 4 comments:

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Q4. Please let us know if you have any other comments regarding the Gouger Street Revitalisation project.

Comments

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Contact Details

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	☐ Business Owner/Operator
☐ Study	☐ Tourist	☐ Play (e.g. leisure, recreation, entertainment, dining)	
Please indicate your main areas of interest (tick all that apply):			
☐ Our Community	☐ Our Economy	☐ Our Environment	☐ Our Places
Please indicate the locations that are of interest to you (tick all that apply):			
☐ East End	☐ North Adelaide	☐ South East	
☐ South West		☐ West End	

OurAdelaide.sa.gov.au 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 sign up to Our Adelaide to receive the monthly newsletter and be notified of new projects that match your interests?

☐ Yes ☐ No **Please provide your email address above*