

GOUGER STREET REVITALISATION

PROJECT INFORMATION

The City of Adelaide has identified Gouger Street as a major project as part of its Main Streets Revitalisation Program.

Located in the heart of Adelaide, Gouger Street is a lively and diverse cultural centre that attracts both locals and visitors. Known for its dynamic dining scene, bustling markets, and rich cultural heritage, including the iconic Adelaide Central Markets and Chinatown, the project will ensure Gouger Street remains an inviting destination into the future.

The Gouger Street project area spans from King William Street to Morphett Street, considering technical feasibility, budget constraints and existing Council assets. 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.

Throughout the duration of 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.

You can find out the latest news and how to get involved by visiting:

- <http://www.cityofadelaide.com.au/gouger-street-revitalisation>
- <https://yoursay.cityofadelaide.com.au/gouger-street-revitalisation>

Gouger Street Revitalisation

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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.

Guiding/Design Principles

(in no particular order of importance)

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.

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.

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.

Better Streets = 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.

Organise and Declutter

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

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.

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Example Design Responses

Please refer to the **Concept Design Engagement Pack** at the back of this pack to see how the above vision and Guiding/Design Principles are reflected in some example design responses.

It is important to note that these designs are not proposed for construction; they are simply conceptual illustrations of how the feedback received could be applied to a streetscape for discussion purposes. Further investigation is required to determine the most appropriate application of the Guiding/Design Principles, taking into account infrastructure, budget, and stakeholder impact.

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 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.



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What is the project timeframe?

Planning and investigations are underway including soil analysis, urban design, movement and transport studies, and environment and heritage assessments.

Concept and Detailed Design will commence in 2024, followed by procurement in 2025. Construction is expected to begin in the 2025-26 financial year.



More information will be shared with the community as the project progresses.

What is the project cost?

The Gouger Street Revitalisation project has an allocated budget of \$15m.

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.

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 will this project affect me?

The Gouger Street project offers an exciting opportunity for improvements and upgrades to the area. 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.

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How can I provide feedback?

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.

- **Submission Form** (attached to this information pack)
- **Online**
yoursay.cityofadelaide.com.au
Contribute your feedback via the **Online Survey**
- **Phone** (08) 8203 7203 to speak with a staff member
- **Email** your comments to gougerstreetupgrade@cityofadelaide.com.au

Where can I find more information

For more information, please visit the Gouger Street Project website (<http://www.cityofadelaide.com.au/gouger-street-revitalisation>) where you can also register for Project updates.

For enquires please contact:

Gouger Street Engagement Team

T: (08) 8203 7203

E: gougerstreetupgrade@cityofadelaide.com.au

Or visit yoursay.cityofadelaide.com.au

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FEEDBACK FORM

Feedback closes **5:00pm, Friday 31 May 2024**

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

Q1. Does the Vision meet your overall aspirations for the Gouger Street Revitalisation project?

☐ Yes

☐ No

☐ Unsure

Q2. Is there anything not captured in the Vision and Guiding/Design Principles for the Gouger Street Revitalisation project?

Your Say Adelaide

□ Connectivity

☐ Celebrate Culture and Identity

☐ Activate and Attract

☐ Better Streets = Better Business

☐ Organise and Declutter Connectivity☐ Celebrate Culture and Identity

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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.