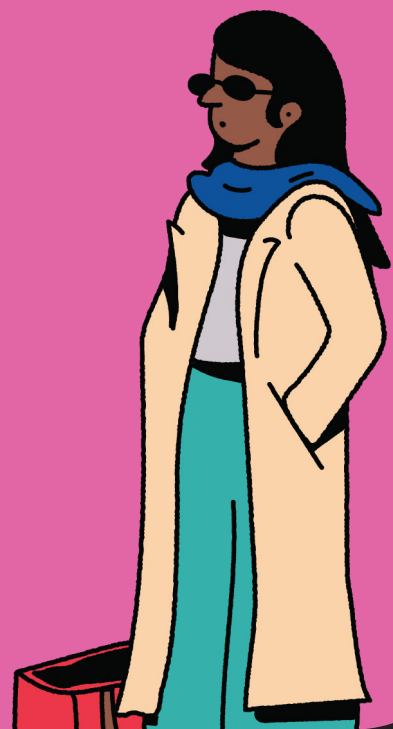


February 2026

Melbourne Street Main Street Revitalisation

Streetscape Concept Design Consultation

Consultation closes 11:59pm, Wednesday 25 March 2026



**Our
Adelaide**



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Tell us what you think.
ouradelaide.sa.gov.au

February 2026

Help shape the future of Melbourne Street

As part of the City of Adelaide's Main Street Program, we are revitalising Melbourne Street.

We are progressing plans to lift the appearance and functionality of Melbourne Street to elevate its appeal as a well-loved and attractive destination. Melbourne Street serves as an important northern gateway to the city and is a distinctive main street within North Adelaide, celebrated for its mix of hospitality venues, boutique shops, medical services, and heritage character. The Melbourne Street Revitalisation Project has been allocated \$6.5 million in new and upgrade funding, supported by additional renewal budgets and external funding from the Government of South Australia. The aim of the project is to strengthen Melbourne Street's identity as a vibrant destination and create an attractive environment that supports local businesses, residents, and visitors.

Guided by a shared vision, design principles and a Master Plan shaped through previous engagement, the plans include short-term improvement works and a long-term upgrade to the streetscape.

Improvements are already underway, with two wombat crossings soon to be established at each end of Melbourne Street.

We are now seeking your feedback on a proposed concept design for the streetscape. We want to hear your thoughts on key design features including street furniture, trees and landscaping, and proposed safety improvements.

Your feedback will help to refine the streetscape concept design and inform the next phase of design and construction.



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Melbourne Street - Main Street Revitalisation

Why is Melbourne Street being revitalised?

Melbourne Street is the focal point for lower North Adelaide with the Adelaide Park Lands as its bookends. It serves as a busy road link from the north-east suburbs into the central CBD.

It has long been valued for its diverse mix of cafés, restaurants, specialist medical practices, and boutique retailers. It has strong foundations, with opportunities to improve the streetscape to support a more consistent and connected experience.

What is the design based on?

Community input gathered through previous consultation shaped the Melbourne Street Master Plan. This plan identified community priorities for Melbourne Street as:



Creating a unique brand and identity



Refreshing the public realm



Introducing more vibrancy and creative connections



Curating a diverse business and commercial mix



Improving accessibility and connectivity for all users

What are the key features of the proposed concept design?

The concept reimagines Melbourne Street as a vibrant destination that celebrates local culture and supports businesses to thrive.

The Melbourne Street Revitalisation will see:

A more accessible, comfortable and welcoming street

- Additional greening with more street trees and landscaped areas
- New furniture including seating, rubbish bins and bike racks
- Balancing customer access and business needs with safety by retaining or reconfiguring most of the existing parking spaces
- Introducing flexible kerbside spaces and activity zones within the main strip that can be used for parking, outdoor dining or events

A safer street for all

- Pedestrians prioritised with wider footpaths and a shorter crossing distance at Jerningham Street
- Reductions to speed limits
- Traffic calming through paved intersections, kerb extensions and textured road surfaces that signal slower speeds and create safer crossing points
- Clearer road markings at intersections and along key routes to help drivers better see cyclists and understand where cyclists are likely to travel
- New improved street lighting for the precinct

Improved connectivity

- Upgraded footpaths with linkages to active transport networks and public transport amenities
- Road markings for cyclists on side streets to connect to wider cycling network
- Bike racks at bus stops to support active transport

Melbourne Street - **Main Street Revitalisation**

What else is happening?

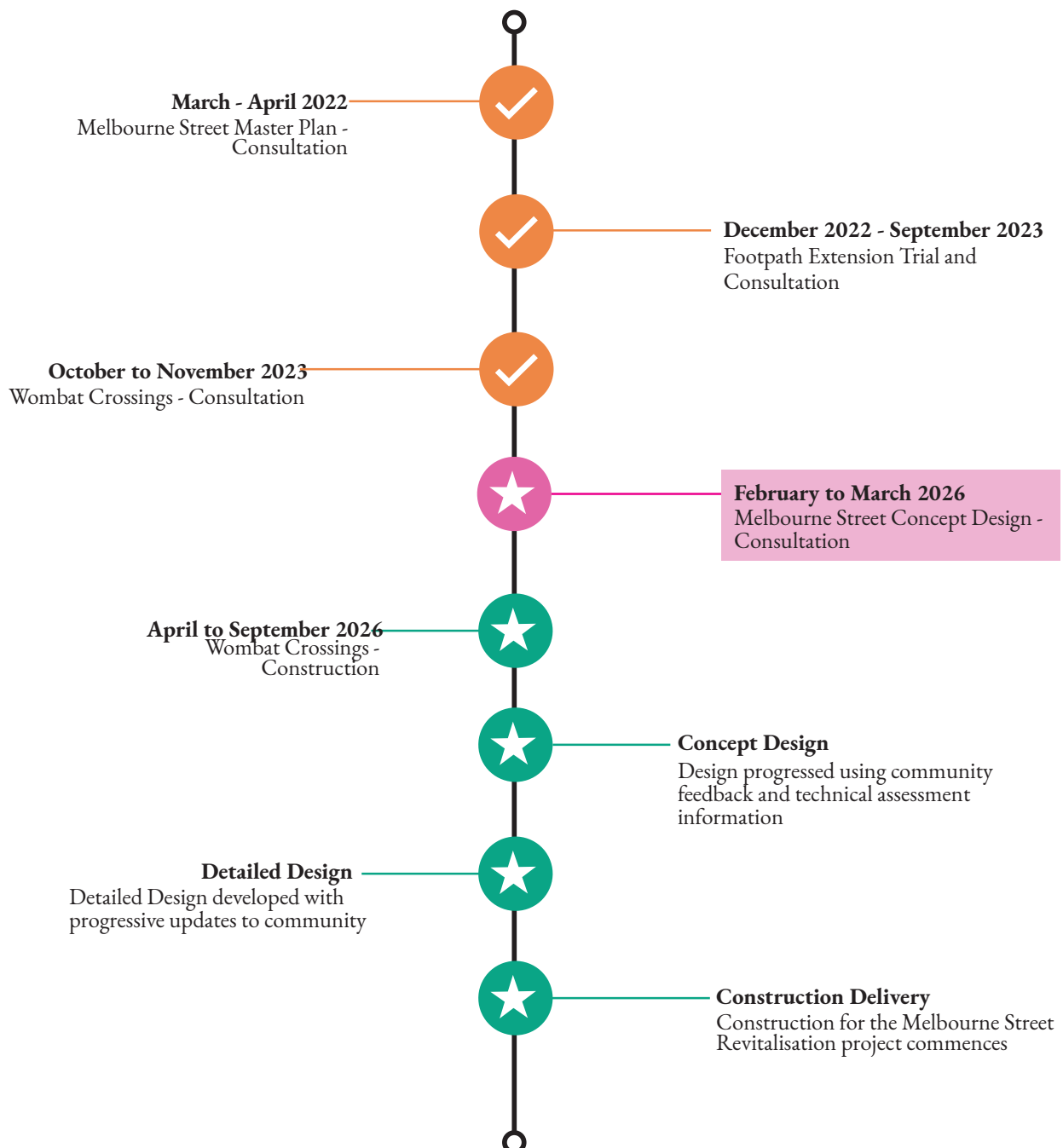
A range of short-term improvements have already been delivered on Melbourne Street, including updating and streamlining street furniture, temporary footpath extensions, lighting and greening initiatives.

Targeted safety upgrades are also progressing. Public consultation on proposed wombat crossings showed strong community support. The result will see two raised pedestrian-first crossings established at the eastern and western ends of Melbourne Street. With a 40km/h speed limit at and on approaches to the crossings, safer pedestrian crossing points will be established as bookends to the precinct.

Construction of the wombat crossings is planned for 2026 and will be delivered during the concept and detailed design stages of the broader revitalisation project.

Indicative Project Timeline

The figure below outlines the project timeline, highlighting the current consultation phase.



FAQs

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?

In 2020 City of Adelaide identified Hindley Street, Hutt Street, Melbourne Street and O'Connell Street as priority main streets for an intensive program of Main Street Revitalisation.

Successful main street revitalisation plans deliver initiatives that are tailored to place and Council values the knowledge and aspirations of our community members and stakeholders. To progress main street revitalisation Place Coordinators were appointed as single-point-of-contacts for each of these main streets in March 2021, and commenced a process of targeted data gathering and stakeholder engagement. What we heard from the community informed the development of the Vision and Master Plans and an ongoing program of activation with initiatives implemented to add vibrancy.

The Main Street Master Plans reflect and respond to the individual character, circumstances and aspirations of each of the priority main streets.

What engagement has taken place so far about Melbourne Street?

The revitalisation of Melbourne Street is underpinned by community and stakeholder feedback. Since 2020, we have been inviting feedback to help shape the future of Melbourne Street. This has included:

- Focus groups to understand people's perceptions of Melbourne Street
- Seeking feedback on vision and design principles to inform the Master Plan
- Feedback on a temporary footpath extension trial
- Consultation on wombat crossings at both ends of Melbourne Street.

What are the design principles?

Informed by community feedback, the design principles for the Melbourne Street revitalisation are:

- Creating a unique brand and identity
- Refreshing the public realm
- Introducing more vibrancy and creative connections
- Curating a diverse business and commercial mix
- Improving accessibility and connectivity for all users.

What is a concept design?

A concept design is the first stage of design that maps the key design features to approximately 30% of detail. A concept is then developed further with more details added to become the 'detailed' or 'final' design for construction.

Can I provide feedback on the concept design?

We strongly believe in working collaboratively with the community to influence and craft the path ahead for Melbourne Street. We value your input and perspective, and we're committed to including the community in the decision-making process, ensuring that Melbourne Street's transformation resonates with the desires and needs of the residents and businesses that make this street their own. To provide feedback, on the streetscape concept plan, view the concept design [here](#) and complete our online survey [here](#).

When will construction start and how long will it take?

Stage 1 wombat crossings will commence construction in early 2026 with a target completion date by 30 June 2026.

Construction for Stage 2 streetscape upgrade will commence in 2027. Works will be undertaken in stages to plan and manage impacts to business, residents and the broader community.

How are we making Melbourne Street safer for everyone?

Improving safety is a key part of the Melbourne Street Revitalisation Project. A range of traffic calming and street design measures are being considered to support safer, more comfortable movement for everyone.

These include textured road surfaces, new compliant kerb ramps and improved pedestrian crossing points, which will enhance accessibility and safety. These measures will complement the wombat crossings being installed at both ends of Melbourne Street. As part of this broader approach, a safer speed limit is also being considered.

Through the Citywide Speed Limit Review, Council identified:

- a higher incidence of pedestrian crashes in the northern half of the central city and along main streets in North Adelaide, including Melbourne Street
- average vehicle speeds along the Frome–Melbourne Street corridor (between Mann Terrace and North Terrace) are already below 30 km/h during morning and afternoon peak periods
- a 30 km/h speed limit may be an appropriate option to consider, based on these findings and alignment with the Safe System approach

A reduced speed limit may also contribute to a street environment that feels more comfortable for people to spend time in.

Your feedback will help us understand local perspectives, address concerns, and consider how different safety and traffic calming measures can support the overall revitalisation of Melbourne Street.

How are we supporting cyclists to use Melbourne Street?

The proposed concept plan includes changes to support safer cycling. These changes include: The proposed concept design includes changes to support safer cycling, including:

- safer speed limits and traffic calming measures such as kerb extensions, threshold treatments and wombat crossings
- bike boxes at major signalised intersections, which are road markings that reduce conflict with vehicles and allow cyclists to move ahead at red lights
- sharrow markings on side streets to strengthen connections to the wider cycling network
- bike racks for bicycle storage, including near bus stops, to support trips that combine cycling and public transport
- a greener, more welcoming street with new trees, seating and upgraded public lighting

Melbourne Street - **Main Street Revitalisation**

How will on-street car parking be managed?

There are currently 129 car parking spaces along Melbourne Street. The proposed concept plan looks to retain 127 of these car parking spaces. Of the 127, 41 car parking spaces within the main strip will become flexible kerbside spaces. This means that they can be used for parking, outdoor dining or activations depending on need. Accessible car parking spaces are included at key locations.

How will loading zones be managed?

There are currently 11 designated loading zones on Melbourne Street. These will remain, however there may be some changes to location.

What are activity zones?

Activity zones are areas aligned to footpaths that create space for uses such as outdoor dining, retail display and activation. They add vibrancy to streets and support businesses to thrive.

How many new trees and garden beds will be planted?

85 street trees exist on Melbourne Street. A further 40 new trees and 500 square metres of garden beds, are proposed in the proposed concept design. This greening will add extra appeal to the street and provide a cooler and more comfortable environment to linger longer.

What street furniture will feature in the revitalisation?

New seats, rubbish bins and planter boxes will declutter the footpath and activate building frontages to uplift Melbourne Street.

Will there be new paving throughout Melbourne Street?

Within the main strip of Melbourne Street there will be new paving to provide a refreshed and modern look. Existing red pavers will feature in the design to maintain the heritage feel that visitors know and love.

Outside of the main precinct, existing pavers will be retained, with new feature banding established to provide consistency throughout the street.

Why is the footpath being upgraded in the main strip only?

Existing paving outside of the main precinct remain in good condition and will be retained. Some feature paving will be included to provide connection to the main strip.

Within the main precinct, the pavers are worn and at the end of their life and need to be replaced.

Will there be new lighting along Melbourne Street?

Improved lighting throughout the street and highlighting iconic building facades will add more elegance to the street and make it safer when visiting at night. Reusing some of the existing light features will help to retain calm and add atmosphere to this iconic street.

Melbourne Street - **Main Street Revitalisation**

How is the use of public transport being supported?

The project supports access to public transport by improving walking, cycling and streetscape connections along Melbourne Street. While bus shelters themselves are not a City of Adelaide asset, Council will explore opportunities to support public transport infrastructure as part of the project where feasible.

This includes improvements to the public realm around bus stops, such as seating, bins and bike racks, to make it easier and more comfortable to use different transport options.

How will I be impacted during construction?

The City of Adelaide will endeavour to minimise disruption to traffic but may require occasional road closures. Stakeholders will be notified in advance, and pedestrian access will be maintained whenever possible.

Given the busy nature of the street, construction works are likely to cause some disruption to businesses and people using the street. In the lead up to construction, we will work with businesses to understand individual requirements which will inform the staging and method of delivery to minimise impacts where we can.

Melbourne Street - Main Street Revitalisation

Survey

Please ensure you have viewed the concept design to help you respond to this survey.
About you and your relationship with Melbourne Street.

1. How do you participate in city life? (Required)

Tick all that apply

- ☐ Work
- ☐ Shop
- ☐ Play (Leisure/Recreation)
- ☐ Study
- ☐ Live (Reside)
- ☐ Own a business
- ☐ Tourist

2. Are you a City of Adelaide ratepayer?(Required)

- ☐ Yes
- ☐ No

3. Age Group (Required)

- ☐ 0-14
- ☐ 15-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75-84
- ☐ 85 and over

4. Postcode

5. Which of the following best describes your connection to Melbourne Street? (Required)

(Select all that apply)

- ☐ I live on or near Melbourne Street
- ☐ I own or operate a business on Melbourne Street
- ☐ I work on Melbourne Street
- ☐ I visit Melbourne Street (e.g. shopping, dining, services)
- ☐ I travel through Melbourne Street to get somewhere else
- ☐ Other (please specify)

Melbourne Street - **Main Street Revitalisation**

Survey

6. How do you usually travel to or through Melbourne Street?
(Select all that apply)

- ☐ Private vehicle (car or motorcycle)
 - ☐ Public transport (bus)
 - ☐ Walking
 - ☐ Cycling
 - ☐ E scooter or other micromobility
 - ☐ Taxi or rideshare
 - ☐ Other (please specify)
-

7. What are your main reasons for visiting Melbourne Street?
(Select all that apply)

- ☐ Medical or professional services
 - ☐ Dining or cafés
 - ☐ Shopping or retail
 - ☐ Work
 - ☐ Socialising or entertainment
 - ☐ Passing through
 - ☐ Other (please specify)
-

8. How often do you visit Melbourne Street?

- ☐ Daily
- ☐ Several times a week
- ☐ Once a week
- ☐ Several times a month
- ☐ Once a month or less

9. On a typical visit, how long do you usually spend on Melbourne Street?

- ☐ Less than 30 minutes
 - ☐ 30–60 minutes
 - ☐ 1–2 hours
 - ☐ More than 2 hours
 - ☐ I don't spend time on Melbourne Street
-

Melbourne Street - **Main Street Revitalisation**

10. What would encourage you to visit Melbourne Street more often or stay longer?
(Select all that apply)

- ☐ More shade and greenery
 - ☐ More outdoor dining
 - ☐ Safer and easier pedestrian crossings
 - ☐ Better lighting and night time atmosphere
 - ☐ A greater mix of shops or services
 - ☐ Easier parking or access to the street
 - ☐ Slower traffic and a calmer street
 - ☐ Events or activations
 - ☐ Other (please specify)
-

11. Overall, how supportive are you of the proposed concept design for Melbourne Street?

- ☐ Very supportive
- ☐ Supportive
- ☐ Neutral
- ☐ Unsupportive
- ☐ Very unsupportive
- ☐ Not sure / need more information

Why did you give this response?

12. Flexible kerbside spaces

The concept proposes flexible kerbside spaces that can support parking, outdoor dining or activation depending on what is needed.

How supportive are you of this approach?

- ☐ Very supportive
- ☐ Supportive
- ☐ Neutral
- ☐ Unsupportive
- ☐ Very unsupportive
- ☐ Not sure

Why did you give this response?

Melbourne Street - Main Street Revitalisation

Survey

13. Reduced speed limit

The concept proposes reducing vehicle speeds along Melbourne Street to create a safer and calmer street.

How supportive are you of this change?

- ☐ Very supportive
- ☐ Supportive
- ☐ Neutral
- ☐ Unsupportive
- ☐ Very unsupportive
- ☐ Not sure

Why did you give this response?

14. Bus stop consolidation

To enable more on-street carpark spaces and create more accessible space on the footpath for pedestrians, the concept proposes to combine bus stops 3 and 3a into a single bus stop (both sides of Melbourne Street). The new bus stop (bus stop 3) would be located about 50 metres south of the current bus stop 3a.

How supportive are you of this approach?

- ☐ Very supportive
- ☐ Supportive
- ☐ Neutral
- ☐ Unsupportive
- ☐ Very unsupportive
- ☐ Not sure

Why did you give this response?

15. Street trees and greening

The concept proposes new trees, garden beds and integrated greening at various locations along Melbourne Street.

How supportive of this are you?

- ☐ Very supportive
- ☐ Supportive
- ☐ Neutral
- ☐ Unsupportive
- ☐ Very unsupportive
- ☐ Not sure

Why did you give this response?

Melbourne Street - Main Street Revitalisation

Survey

16. Cycling treatments

The concept includes changes to support safer cycling. These changes include:

- road markings at signalised intersections to improve visibility of cyclists
- road markings to show cyclists the connection to other cycling routes
- bike storage near bus stops to support multi-use transport.

How supportive are you of these changes to support cycling?

- ☐ Very supportive
- ☐ Supportive
- ☐ Neutral
- ☐ Unsupportive
- ☐ Very unsupportive
- ☐ Not sure

Why did you give this response?

17. Public art and identity elements

The concept includes new public art and identity features to strengthen Melbourne Street's character. Are you aware of the existing art and design features in Melbourne Street (i.e mannequins, ash tree memorial, fork sculpture, murals)?

- ☐ Yes
- ☐ No

If yes, what do you like about these existing art and design features?

If no, what do you think could improve art and design featured in Melbourne Street?

18. What element of the concept plan would you most like to see in revitalising Melbourne Street?

(Select up to three)

- ☐ Improved pedestrian safety
- ☐ Easier parking
- ☐ Increased greening and shade
- ☐ More outdoor dining and activation
- ☐ Traffic calming
- ☐ Improved lighting and night time safety
- ☐ Greater public transport access
- ☐ Improved cycling safety and connections
- ☐ Greater public art and identity

Melbourne Street - Main Street Revitalisation

Survey

19. Do you have any other comments or suggestions for the Melbourne Street Revitalisation Project?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

20. If you would like to receive updates on the project, please enter your email below:

How do I provide my feedback?

Take our survey

Scan the QR Code to view the concept plan and take our online survey.



Visit us at a pop-up session

Come and meet the project team, view the streetscape concept plan and ask questions at one of our pop-up events.

When: Friday, 13 March
12.00 - 2.00pm

Saturday, 14 March
9.00 - 11.00am

Where: Corner Jerningham & Melbourne Streets
Outside TerryWhite Chemmart, North Adelaide

Written Submissions

All written submissions must be received by 5.00pm on Wednesday 25 March 2026 and should be addressed to:

Community Consultation
Melbourne Street Revitalisation Project
GPO Box 2252, Adelaide SA 5001

How will my feedback be used?

We are committed to working with stakeholders and the community on the future of Melbourne Street.

Your feedback will help refine the streetscape concept design and inform the next phases of design and construction, alongside the need to balance technical and budget considerations.

Find out more

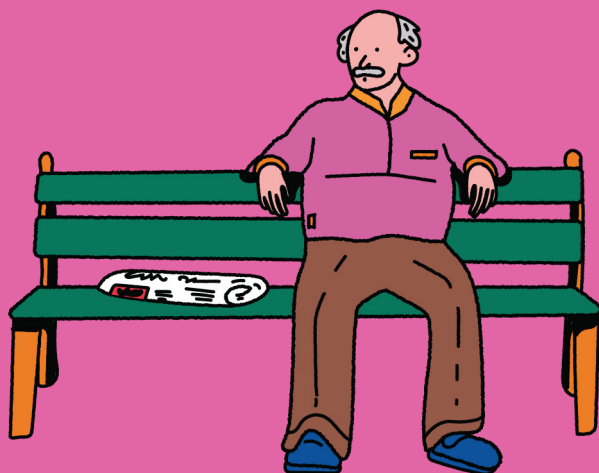
Got questions or need more information?

Visit
ouradelaide.sa.gov.au/melbourne-street

Email
feedback@melbournestreetupgrade.com.au

Call
1300 848 423

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