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Melbourne Street Revitalisation Project

Concept Design

Engagement Summary Report

CITY OF ADELAIDE

URPS

Melbourne Street Revitalisation Project

25 May 2026

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We acknowledge the Kaurna people as the Traditional Custodians of the land on which we work and pay respect to their Elders past, present and emerging.

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Executive Summary

Melbourne Street is the final street to be revitalised as part of the City of Adelaide's Main Streets Program. The Melbourne Street Revitalisation Project aims to upgrade ageing infrastructure while supporting a vibrant business community, improving safety and accessibility, increasing greening, and reinforcing the street's distinctive local identity.

With design principles and a master plan endorsed in 2022 and several short-term improvements already delivered, the City of Adelaide (CoA) is now progressing toward endorsement of a streetscape concept design to enable detailed design and construction.

Between 25 February and 25 March 2026, the CoA undertook community and stakeholder engagement on the proposed concept design for Melbourne Street. This report summarises the feedback received and identifies key themes to inform Council decision-making.

Engagement approach

A four-week engagement program was delivered using multiple methods to ensure a broad range of perspectives were captured. Engagement activities included:

- An online survey hosted on the Our Adelaide platform
- Two on-street community pop-up events
- A dedicated business forum
- Stakeholder meetings with representative organisations.

In total, 109 survey responses and 12 written submissions were received. This was complemented by attendance at in-person events, stakeholder meetings, and individual enquiries. Participants included residents, businesses, visitors, commuters, and advocacy groups.

Overall sentiment

Overall feedback indicates moderate to strong support for the proposed concept design and the broader intent of revitalising Melbourne Street. Around two-thirds of survey respondents indicated they were either supportive or very supportive of the concept. Support was driven by a shared aspiration to see Melbourne Street evolve from a car-dominated corridor into a more people-focused, attractive and vibrant main street that encourages visitation, social activity and economic vitality.

At the same time, feedback revealed concerns and areas of contention, particularly among business owners and some residents. Some respondents placed value on parking and traffic flow, while others placed value on increased activation, and safe movement of pedestrians and cyclists. This highlights the importance of balancing placemaking outcomes with access, parking and traffic function.

What the community supports

The strongest and most consistent areas of support across engagement channels included:

- Improved pedestrian safety, including safer crossings, wider footpaths and traffic calming
- Public realm upgrades, such as improved paving, lighting, street furniture and a more cohesive streetscape
- Reduced vehicle speeds, to improve safety and reinforce Melbourne Street's role as a destination street
- Outdoor dining and activation, where well managed and balanced with residential amenity
- Greening initiatives received the highest level of support, with participants expressing support, provided planting is durable, appropriate and well maintained.

Key concerns raised

The most prominent and polarising issue raised throughout the engagement was on-street car parking. Many businesses and some residents expressed concern that any loss of parking particularly through flexible kerbside spaces could negatively impact business viability, short-stay visits and accessibility for customers, service vehicles and vulnerable users. There were repeated calls for certainty around parking retention, transparency about potential parking losses, and clear management of flexible zones.

Other key concerns included:

- The potential impact of traffic calming and speed reductions on congestion, through-traffic and spill-over into local streets
- Mixed views on flexible kerbside spaces, with support for activation balanced by concerns about safety, parking loss and practical implementation
- Recognition that Melbourne Street is a narrow, high-traffic corridor, presenting challenges to providing safe and adequate cycling treatments
- Questions about whether bus stop consolidation would effect accessibility for older people, those with mobility challenges and those accessing professional services
- Construction impacts on businesses, including disruption, access and project timing.

1. Introduction

Melbourne Street is the final street to be revitalised in the City of Adelaide's (CoA) main street program. This project will see the upgrade and renewal of above and below ground infrastructure and renew ageing assets. Critically, it will also deliver on key objectives of supporting a vibrant business community, safe and accessible streets, increased greening and reflecting local identity.

With design principles and a master plan endorsed in 2022, the design for the revitalisation is now underway.

Several short-term improvements have already been completed or have commenced, including rationalisation of street furniture, footpath extensions and planter boxes, and lighting.

The CoA is now ready to engage on and endorse a concept design for the streetscape, to proceed to detailed design and construction

Between 25 February and 25 March 2026, the community was invited to provide feedback on a proposed concept design for revitalising Melbourne Street.

The feedback received is summarised in this report and can be used to assist Council decision making and consideration of a concept design for the streetscape, to proceed to detailed design and construction.

1.1 Project background and previous engagement

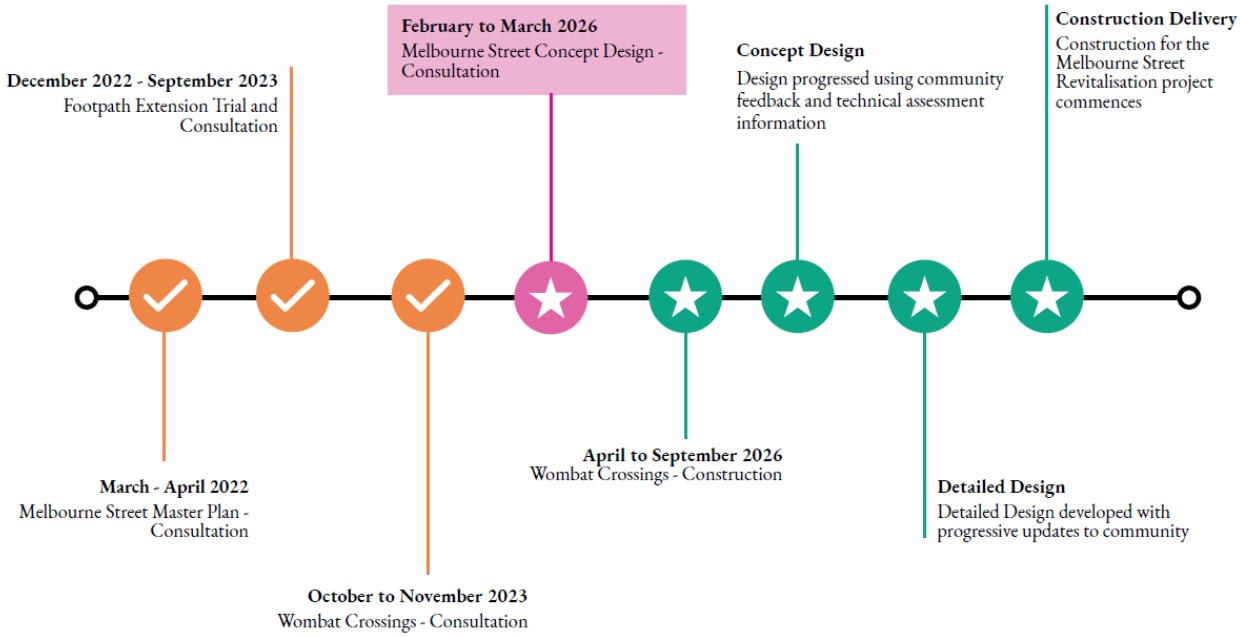
Several studies and community and business engagements have been undertaken by CoA about revitalising Melbourne Street over the last few years. This has improved understanding of the community's views on the priorities, needs and expectations for Melbourne Street and informed the development of a proposed concept plan.

Key milestones are outlined below and demonstrated in Figure 1.

- Phase 1 – Benchmarking and research (February 2021-June 2021)
  - Place audits for each of the streets
  - Single Point of Contact (Place Coordinator) allocated to build relationships and community connections, and to identify opportunities that are place specific
  - Lord Mayor Round Tables with stakeholders
  - City User Profile Survey
  - Focus group with Square Holes to understand people's perceptions regarding the Melbourne Street precinct, including how people visiting the street felt, how often they visited and how they believe it could be improved.
- Phase 2 - Vision and Design Principles (March - April 2022)
  - Stakeholders reviewed and commented on proposed vision for Melbourne Street and ranked and prioritised design principles to create a series of themes for the street.

- Temporary Footpath Extension Trial (December 2022 – September 2023)
  - Feedback was sought on the installation of temporary footpath extensions at three locations along Melbourne Street. Feedback on the trial has been used to inform development of the concept design.
- Phase 3 - Concept Design
  - Stage 1: Wombat Crossings Public consultation was undertaken between 18 October and 15 November 2023. Two wombat crossings, creating bookends to the Melbourne Street precinct will be constructed in 2026.

Figure 1: Key project and engagement milestones



2. How we engaged

A range of engagement methods were used to share information with and seek feedback from Melbourne Street businesses, key stakeholders, local residents and the wider community during the engagement period.

2.1 Purpose of engagement

The objectives of this engagement were:

- Gather meaningful community feedback to support Council in making informed decisions about the Melbourne Street Revitalisation design, while recognising that these views will be considered alongside technical requirements and budget constraints.
- Design and deliver an engagement process to capture a broad range of perspectives, including input from Melbourne Street businesses, local residents, key stakeholders, and the wider community.
- Accurately and faithfully report the feedback to the project team and the public to close the loop.

2.2 Engagement undertaken

The engagement was open for a period of 4 weeks, commencing Wednesday, 25 February and concluding on Wednesday, 25 March 2026. Table 1 outlines the engagement activities delivered. Table 2 outlines the ways in which the engagement was promoted and the tools used to engage. The outcomes of engagement activities are provided in Sections 3 to 7. Copies of engagement materials are provided in Appendix A.

Table 1: Engagement activities delivered

Details	Target audience
Online survey (Our Adelaide)	
An online survey was developed to capture feedback on the key elements of the concept design. This was available through the Our Adelaide engagement platform.	All interested community.
Business forum	
A specific business forum was held to provide the opportunity for local businesses to hear about the proposed concept design, ask questions and understand how to participate in the engagement.	Melbourne Street businesses

Details	Target audience
The format of the business forum included a slide presentation by senior project management and CoA staff. The session was facilitated by URPS, including a Q&A session. All businesses on Melbourne Street were hand-dropped a letter inviting them to attend the forum and were asked to RSVP Where available, email invitations were also provided.	
Community events	
Two community pop-up sessions were held on Melbourne Street, featuring key information and graphics of the concept design. These sessions offered interactive opportunities for community members to speak with project team members and share their feedback. To support accessibility and encourage participation, the sessions were held at different times.	All stakeholders who live, work, visit commute and own property in and nearby Melbourne Street.
Stakeholder meetings	
Meetings were held with key stakeholders including North Adelaide Precinct Association, Walking SA, Bicycle SA and Bike Adelaide. An invitation was also extended to the North Adelaide Society however couldn't be accommodated during the engagement period. These invite-only sessions provided an opportunity for representative groups to hear about the concept plan and ask questions of the project team relevant to their area of interest.	Key stakeholders identified with the CoA who may have an interest in the concept design.
Other ways to provide feedback	
As well as using the online survey, community members and stakeholders were able to share their feedback with the project team through written submissions, emails, and phone calls. This input has been documented in Section 7.	All interested community.

Table 2: Promotion and engagement tools

Method	Details and audience	Metrics
Our Adelaide webpage	A link to the project page was provided on CoA's Our Adelaide page. Our Adelaide also hosted the survey, fact sheet and concept design.	22 December 2025 - 25 February 2026 (pre-consultation period) • 240 views 25 February – 25 March 2026 (consultation period) • 1614 views
Fact sheet	A fact sheet was developed to outline key information about the engagement and how to provide feedback. It was uploaded to Our Adelaide, delivered via letterbox drop to residents and businesses surrounding Melbourne Street, and posted to property owners.	See **Appendix B** for catchment areas • Australia Post direct Mail: 763 • Letterbox distribution: 1325
Promotion through CoA social media channels	Posts were made across CoA's social media channels (Facebook, Instagram and LinkedIn) to promote the engagement. All social media posts directed traffic to Our Adelaide webpage.	Refer **Appendix C** for detailed social media metrics 22 December 2025 - 25 February 2026 (pre-consultation period) • Posted on 22/12/25 and 12/2/26 25 February – 25 March 2026 (consultation period) • Posts on 25/2/26, 12/3/26, 23/3/26 and 25/3/26
Corflute promotional signs	Promotional signs advising commuters, visitors and other passers-by of the engagement.	30 promotional signs installed along Melbourne Street
Business forum invite	All businesses on Melbourne Street were hand delivered an invite to the business forum. Where possible invitations were also distributed via email.	About 50 invitations

3. Our Adelaide survey results

This survey was available on Our Adelaide during the engagement period and received 109 responses.

The survey consisted of 20 key questions (refer Table 3) categorised as follows:

- **Demographic information** - The first four questions sought basic demographic information about the respondent.
- **Current and future use of Melbourne Street -** Six questions then sought to understand current and future use and priorities of respondents.
- **Sentiment toward proposed concept plan and key design elements -** Eight questions then focused on their overall sentiment toward the proposed concept plan and the key design elements.

An optional open-ended question provided the opportunity for respondents to comment and make other suggestions for project consideration.

Each question is analysed in detail in Sections 4 to 6 of this report, with verbatim comments included in **Appendix D**.

Table 1: Survey questions

Question number	Question	Question structure
1.	How do you participate in city life?	Select from 7 options and as many as applied
2.	Are you a CoA ratepayer?	Yes/no response
3.	Age group	Select from 17 preset age cohorts mostly within 5 year age brackets
4.	Postcode	Number response
5.	Which of the following best describes your connection to Melbourne Street?	Select from 6 options (including 'Other') and as many as applied
6.	How do you usually travel to or through Melbourne Street?	Select from 7 options (including 'Other') and as many as applied
7.	What are your main reasons for visiting Melbourne Street?	Select from 7 options (including 'Other') and as many as applied
8.	How often do you visit Melbourne Street?	Select from 5 options

Question number	Question	Question structure
9.	Ona typical visit, how long do you usually spend on Melbourne Street?	Select from 5 options
10	What would encourage you to visit Melbourne Street more often or stay longer?	Select from 9 options.
11	Overall, how supportive are you of the proposed concept design for Melbourne Street?	Select from 6 options Opportunity to add free form comment regarding reason for response.
12	Flexible kerbside spaces The concept proposed flexible kerbside spaces that can support parking, outdoor dining or activation depending on what it needed. How supportive are you of this approach?	Select from 6 options Opportunity to add free form comment regarding reason for response.
13	Reduced speed limits The concept proposed reducing vehicle speeds along Melbourne street to create a safer and calmer street. How supportive are you of this change?	Select from 6 options Opportunity to add free form comment regarding reason for response.
14	Bus stop consolidation To enable more on-street carparks and create more accessible space on the footpath for pedestrians the concept proposed to combine bus stops 3 and 3a into a single bus stop, How supportive are you of this approach?	Select from 6 options Opportunity to add free form comment regarding reason for response.
15.	Street trees and greening The concept proposes new trees , garden beds and integrating greening at various locations along Melbourne Street.	Select from 6 options Opportunity to add free form comment regarding reason for response.

Question number	Question	Question structure
16.	Cycling treatments The concept includes changes to support safer cycling. How supportive are you of these changes to support cycling.	Select from 6 options Opportunity to add free form comment regarding reason for response.
17.	Public art and identity elements The concept includes new public art and identity features to strengthen Melbourne Street's character.	Yes/ No response Logic directing to additional question depending on response: • 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)	Choose up to 3 of 9 options
19.	Do you have any other comments or suggestions for the Melbourne Street Revitalisation Project?	Free form response
20.	If you would like to receive updates on the project, please enter your email below	Email response

A note on interpreting the survey data

While the high number of survey responses can provide increasing confidence as to the reliability of the data received, it is important to note that this survey was part of an opt-in engagement process and does not represent statistically valid market research. That is, respondents chose to participate, and the respondent group may not be statistically comparative to the impacted community.

As a result, caution should be applied to the use of quantitative data (i.e. numbers and percentages) throughout. It is recommended that it be viewed as one source of data and balanced amongst feedback received through other mechanisms (including at community events – refer Section 7).

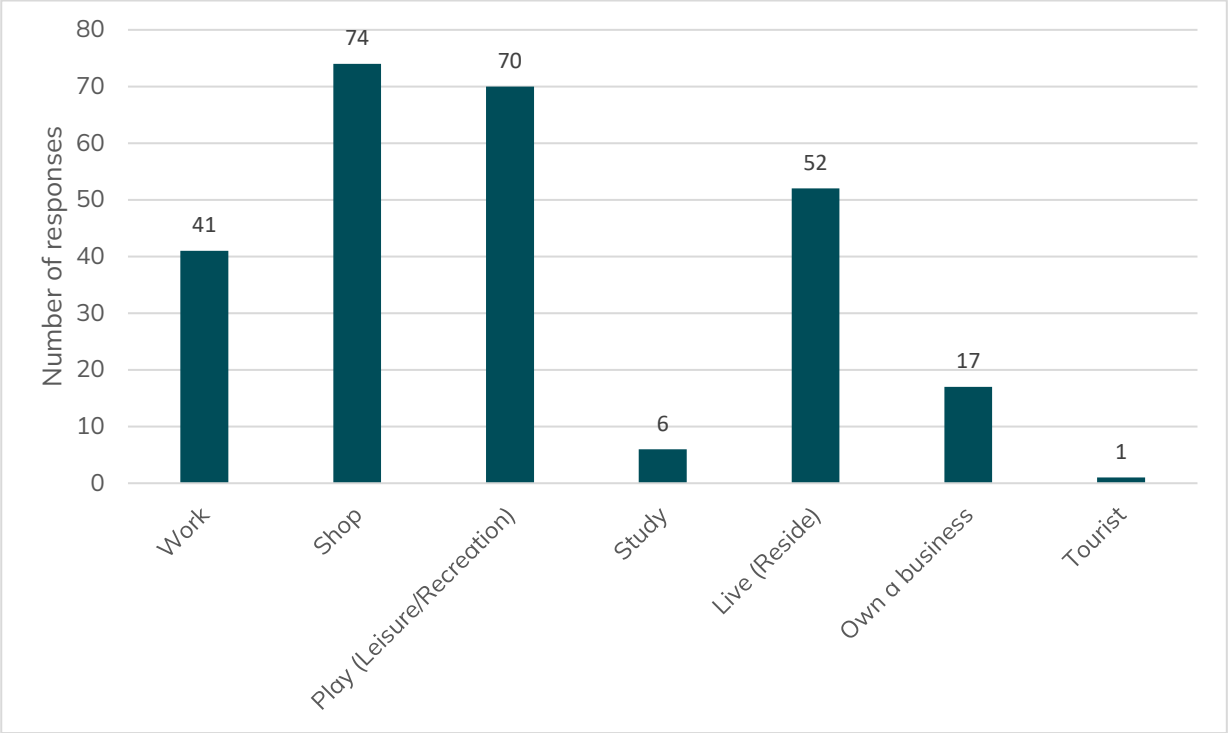
4. Demographic Snapshot

Question 1: How do you participate in city life?

Respondents were invited to indicate the ways that they participate in city life. Seven choices could be selected from, and respondents could choose as many that applied to them.

The most commonly selected choices (refer Figure 2) were shop (74 responses) and play (leisure/ recreation) (70 responses). Strong numbers of respondents also indicated that they live (reside) (52) or work (41) in the area. Smaller numbers of respondents indicated that they own a business (17), study (6) or are a tourist (1). All choices received a response, indicating a wide range of respondent types.

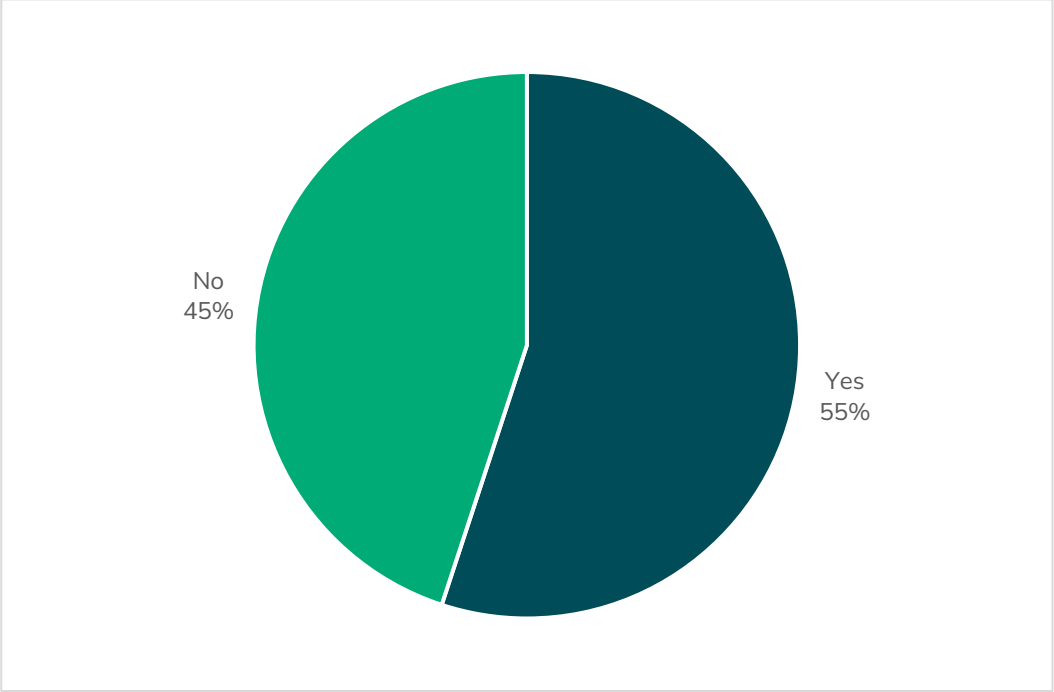
Figure 1: Participation in city life (more than one response allowed)



Question 2: Are you a City of Adelaide ratepayer?

Respondents were invited to indicate whether they were a City of Adelaide ratepayer. The proportion of ratepayers to non-ratepayers within the respondent group was evenly split (refer Figure 3).

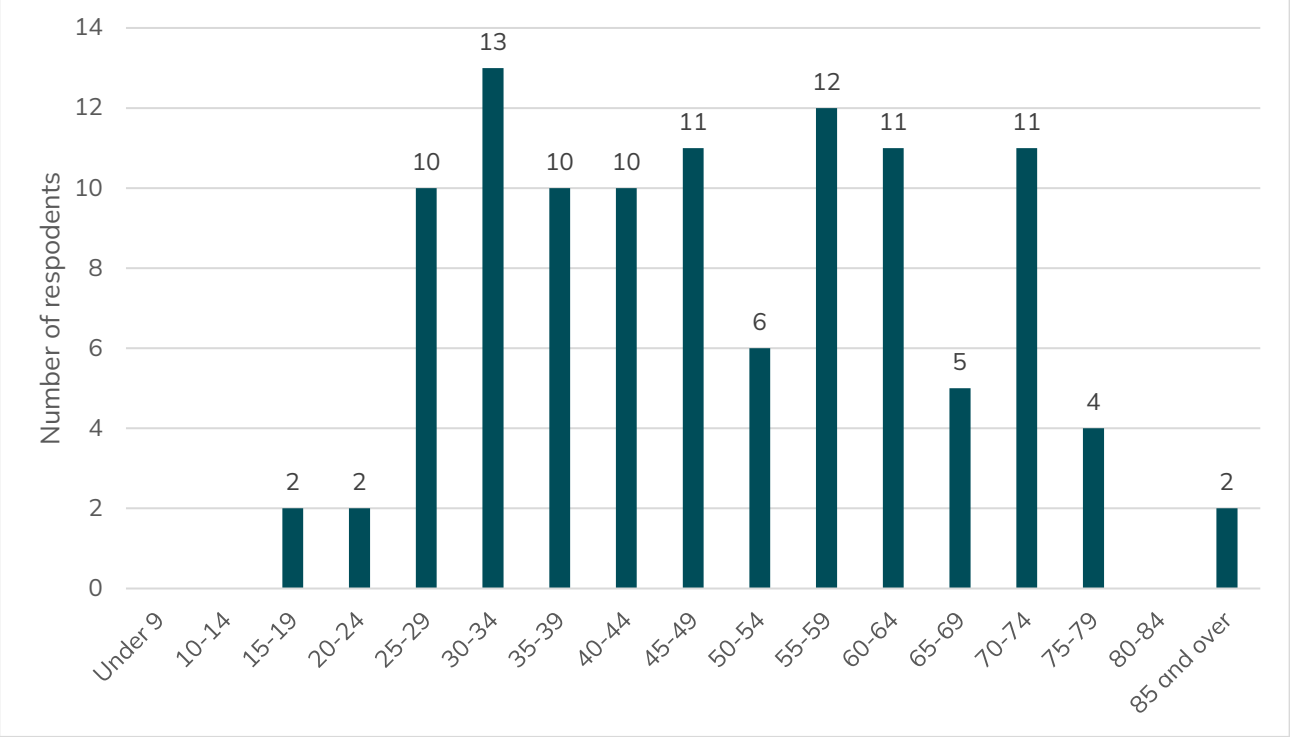
Figure 3: City of Adelaide Ratepayer as proportion of all respondents



Question 3: Age group

Seventeen preset age cohorts could be selected by respondents, mostly within 5 year age brackets. The survey responses indicate a high level of age diversity with almost all cohorts having some level of participation (except for 14 years and under, and between 80 and 84 years old) (refer Figure 4).

Figure 4: Age distribution (all respondents)



Question 4: Postcode

Respondents were required to provide their postcode. The data is presented in terms of whether respondents indicated a North Adelaide (5006), Adelaide (5000) or other South Australian or Interstate postcodes (refer Figure 5). The data indicates that over half of respondents have North Adelaide postcodes (59 55%). Table 2 shows the other post codes provided along with the number of responses received. Many of the suburbs selected are considered inner-city.

Figure 5: Postcode by respondent (all respondents)

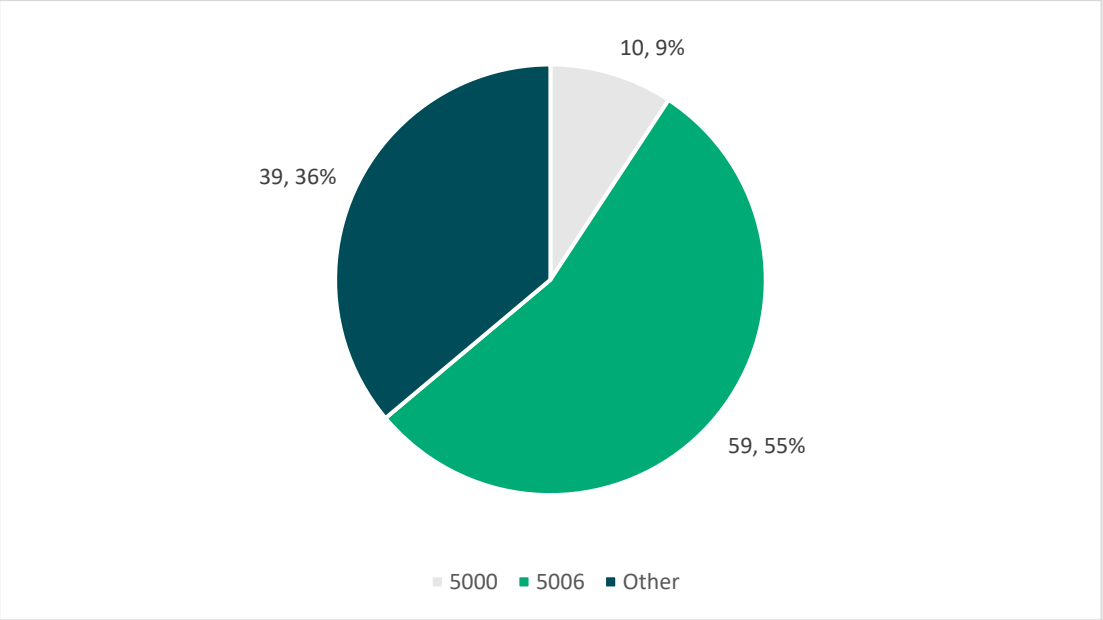


Table 2: Other postcodes by respondent (39 respondents)

Postcode	Example suburb	No. of responses	Postcode	Example suburb	No. of responses
5007	Bowden	3	**5068**	Kensington	1
5008	Croydon	4	**5069**	Hackney	1
5011	St Clair	1	**5070**	Glynde	2
5016	Largs Bay	1	**5081**	Walkerville	3
5022	Grange	1	**5082**	Fitzroy	1

Postcode	Example suburb	No. of responses	Postcode	Example suburb	No. of responses
5031	Mile End	1	**5083**	Nailsworth	2
5037	Glandore	1	**5084**	Kilburn	1
5039	Clarence Gardens	1	**5085**	Clearview	1
5052	Belair	1	**5086**	Oakden	1
5061	Unley	1	**5087**	Klemzig	1
5062	Clapham	1	**5089**	Highbury	1
5065	Dulwich	2	**5126**	Wynn Vale	1
5066	Burnside	1	**5136**	Norton Summit	1
5067	Kent Town	1	**5152**	Stirling	1
5068	Kensington	1	**3161**	Victoria	1

5. Melbourne Street Use and Priorities

Question 5: Which of the following best describes your connection to Melbourne Street?

Respondents were invited to describe their connection to Melbourne Street from six choices, including an 'other' option. More than one option could be selected by respondents.

The most selected choice was **visiting Melbourne Street** (e.g. shopping, dining, services) (76 respondents). Strong numbers of respondents also indicated that that they **live on or near Melbourne Street** (50 respondents) and they **travel through Melbourne Street to get somewhere else** (47 respondents).

Smaller numbers of respondents indicated that they **own or operate a business** (14 respondents) or **work** (12 respondents) on Melbourne Street.

A small percentage of respondents selected **other** (7 respondents). These respondents provided further information to support this selection including visiting family, owning investment property, working at the Women's and Children's Hospital and being a market stallholder.

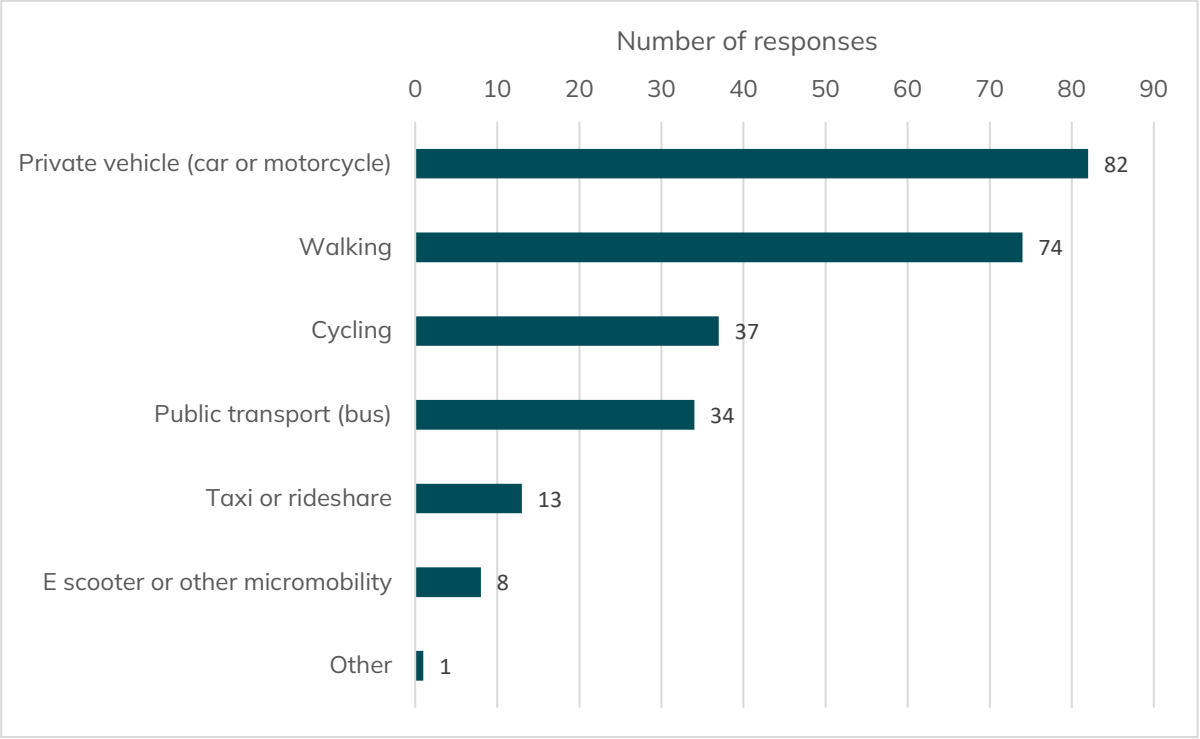
Figure 6: Connection to Melbourne Street (more than one response allowed)

Question 6: How do you usually travel to or through Melbourne Street?

Respondents were invited to share the mode of travel used to travel to and through Melbourne Street (refer Figure 7). More than one response option could be selected, from seven choices, including 'other'.

The most selected choices were **private vehicle** (car or motorcycle) (82 responses) and **walking** (74 responses). Strong numbers of respondents also selected **cycling** (37 responses) and **public transport** (34 responses). One respondent selected **other** stating that they didn't travel to or through Melbourne Street.

Figure 7: Travel to or through Melbourne Street (more than one response allowed)



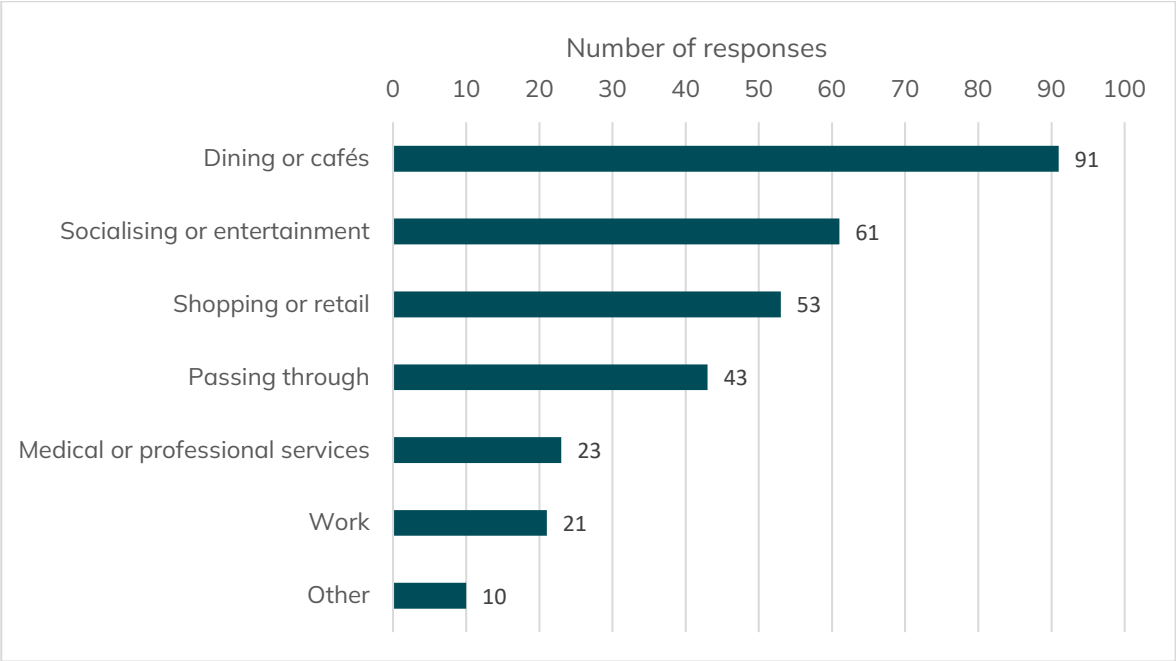
Question 7: What are your main reasons for visiting Melbourne Street?

Respondents were invited to identify how they currently use Melbourne Street and could select more than one response option from seven choices including 'other' (refer Figure 8).

'**Dining or cafes**' was the most common reason for visiting Melbourne Street (91 responses). Socialising or entertainment (61 responses) and shopping and retail (53 responses) were other key reasons given by respondents.

43 respondents indicated that they passed through Melbourne Street, while smaller numbers suggested they visited to access medical or professional services (23 responses) or for work (21 responses). 10 respondents selected 'other' and indicated that their main reasons for visiting Melbourne Street was to walk home, to access public transport, to visit friends, go to the gym or stay in hotels.

Figure 8: Main reasons for visiting Melbourne Street (more than one response allowed)

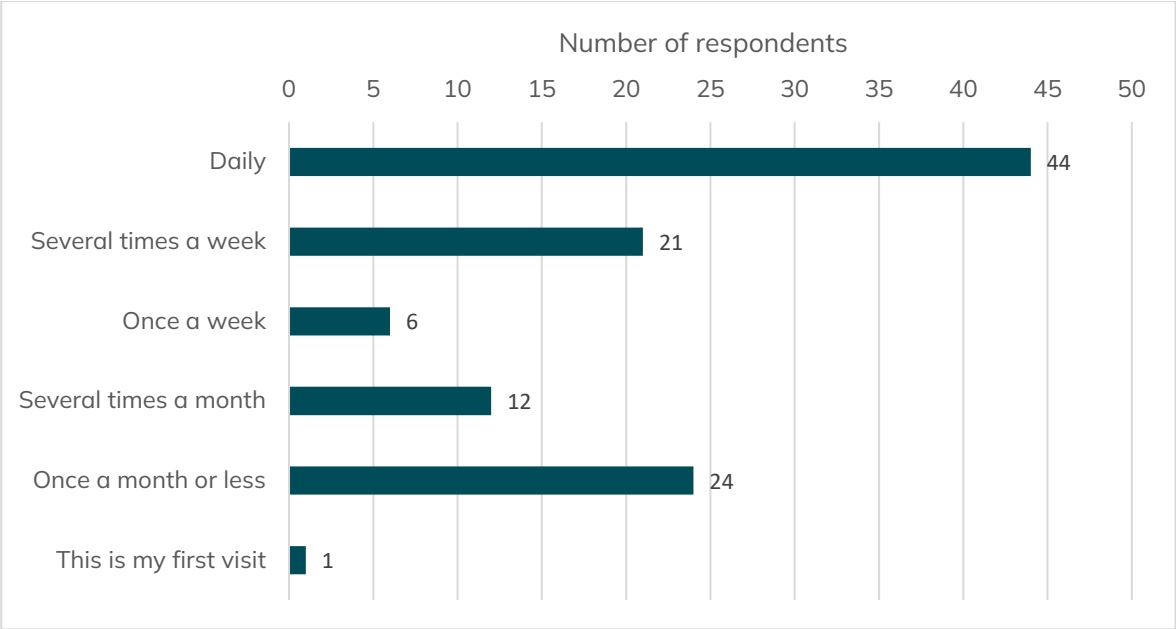


Question 8: How often do you visit Melbourne Street?

Respondents were invited to indicate the frequency of their visits to Melbourne Street from six response options. All except one respondent provided a response to this question (refer Figure 9).

Almost half of respondents (44 respondents) visit Melbourne Street daily. Another 21 visit several times a week.

Figure 9: Frequency of visiting Melbourne Street

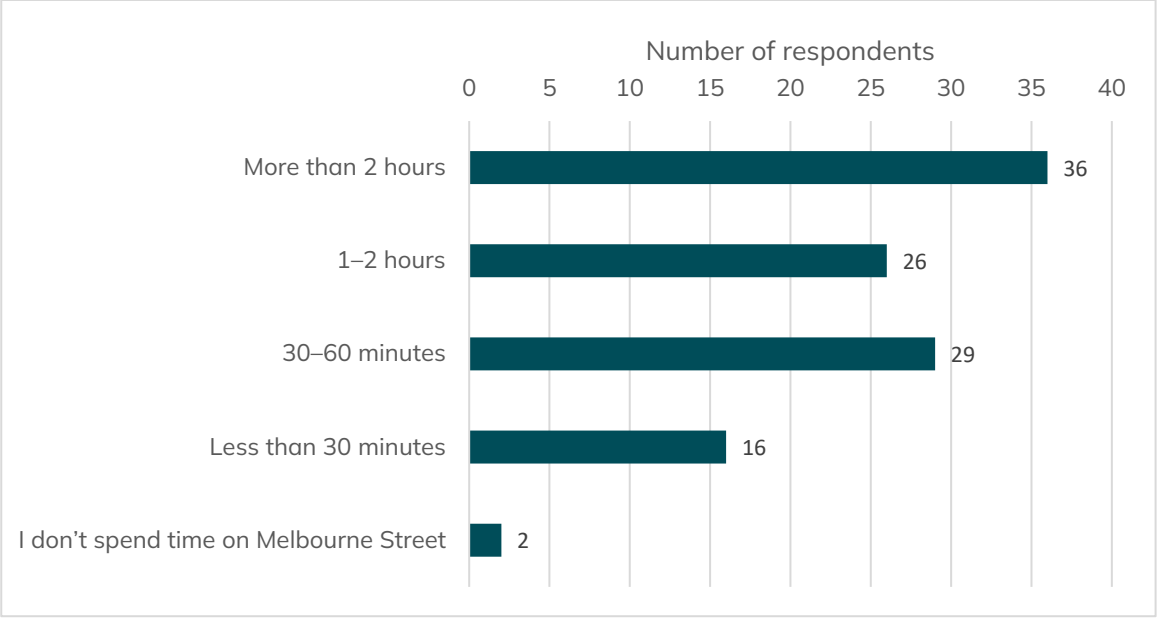


Question 9: On a typical visit, how long do you usually spend on Melbourne Street?

Respondents were invited to indicate how long they typically spend on Melbourne Street when they visit. All respondents answered this question (refer Figure 10).

Over half of respondents indicated that they typically spend **more than two hours** (36 respondents) or **between one and two hours** (26 respondents). Two respondents indicated that they don't spend time on Melbourne Street.

Figure 10: Duration of Melbourne Street visits



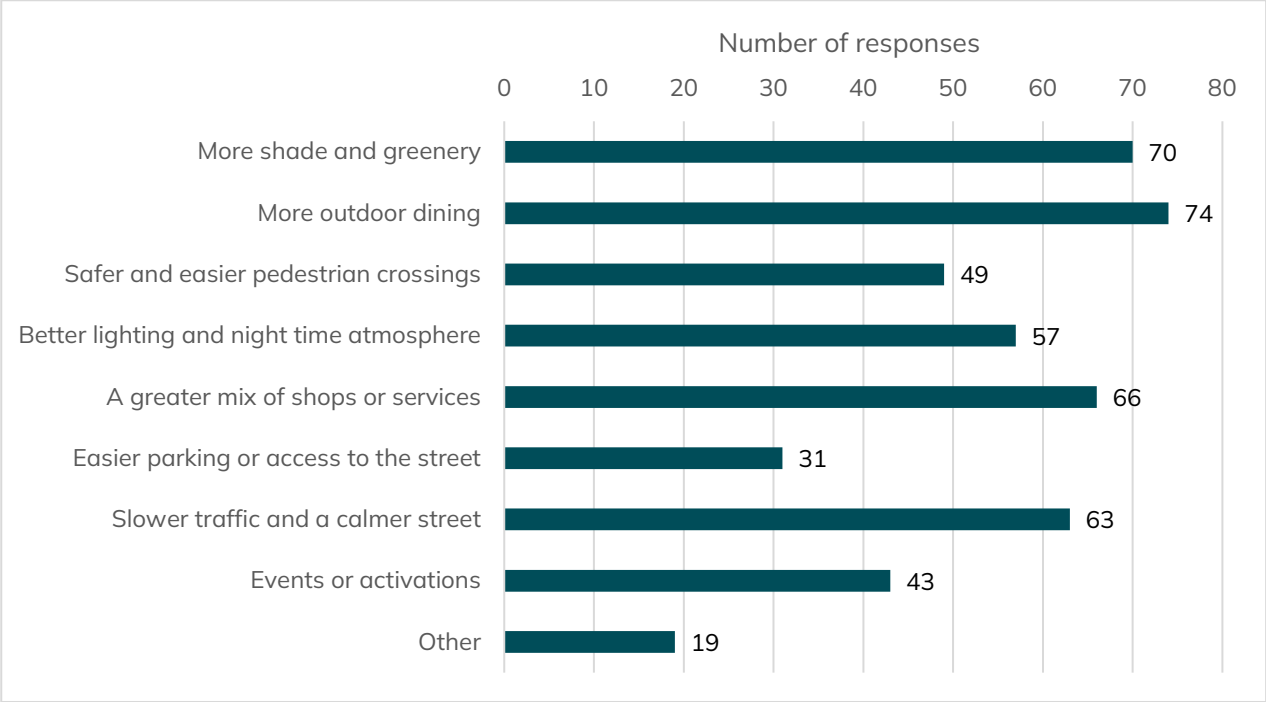
Question 10: What would encourage you to visit Melbourne Street more often or stay longer?

Respondents were invited to identify what would encourage them to increase their visitation to Melbourne Street or to stay longer. Respondents could choose as many of the nine options that apply to them including 'other' (refer Figure 11).

'**More outdoor dining**' and '**more shade and greenery**' were the most common choices that respondents thought would encourage greater visitation to Melbourne Street (104 responses). '**A greater mix of shops or services**' (66 responses) and '**slower traffic and a calmer street**' (63 responses) were also common responses.

19 respondents included '**other**' in their response selection and were prompted to provide comments. The most common responses related to cycling infrastructure (8 respondents), with many saying that they would visit more frequently if there were a bike lane and more bike racks. Others suggested that more parking would make them visit and stay longer. Several comments expanded on the choice selections - for example ensuring that new plants are watered and maintained and that traffic controls are enforced.

Figure 11: Reasons for increased visitation



6. Concept design elements

A note on interpreting the survey data in Section 6.

There was an omission of a response option within the survey (a moderate **unsupportive** choice) for respondents to select.

The response options for the questions in this set included:

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

For this reason, neutral responses should be interpreted cautiously as some respondents who may have selected unsupportive, may have selected neutral instead.

The support sentiment (very supportive and supportive choices), however, is robust.

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

The first question in this section aimed to understand the overall level of support for the proposed concept design. Respondents were invited to indicate their level of support from five response options (refer Figure 12).

Supportive overall

Over half of respondents (71 respondents) indicated that overall they are '**very supportive**' or '**supportive**' of the proposed concept to revitalise Melbourne Street.

Those respondents that indicated overall support thought that the proposed concept design represents a clear shift in the role of Melbourne Street from a car dominated traffic corridor to a more people focused space. Some respondents described the street as dated, under-activated, and oriented toward through traffic. Respondents supported the concept design believing that it demonstrates an intent to prioritise safety, comfort, and everyday use by pedestrians, cyclists, residents, and visitors.

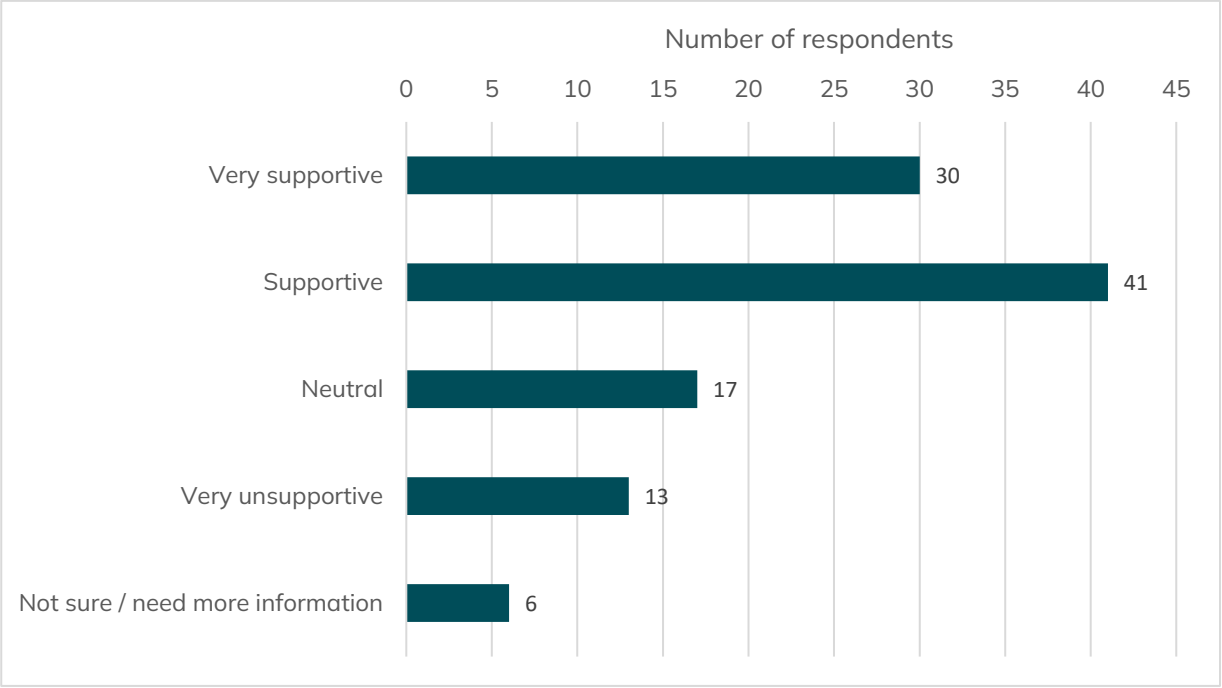
Support was also driven by a shared aspiration for Melbourne Street to become a lively, social destination that reflects contemporary expectations of successful main streets. Respondents value the emphasis on creating a calmer, more welcoming environment that encourages people to linger, socialise, and spend time in the area. The concept was seen as aligned with modern urban design principles and comparable to other thriving local streets, offering hope for renewed civic pride and economic activation.

Other levels of support

30 respodents indicated that overall they are **neutral or very unsupportive** of the proposal. A further 6 respondents indicated that they aren't sure or need further information prior to indicating their level of overall support.

Those that don't support the concept design suggested that there was not sufficient underlying need for change or the value it would deliver. Some said the concept lacked a clear, shared problem definition and did not sufficiently respond to Melbourne Street's established role as a working main street and key thoroughfare. Some respondents perceived the concept design as generic rather than tailored to local conditions,.

Figure 12: Overall level of support for the proposed concept plan



Question 12: Flexible kerbside spaces

Respondents were invited to indicate their level of support to introduce flexible kerbside spaces that can support parking, outdoor dining or activation depending on what is needed (refer Figure 13).

Sentiment was mixed, with 62 respondents indicating that they were either very supportive or supportive of flexible kerbside spaces and 38 respondents giving a neutral or very unsupportive response.

Equally, when analysing the data by respondent type, the sentiment toward introducing flexible kerbside spaces was also divided amongst business owners/operators. Of the 16 business owner/operators who responded to this question eight indicated that that they were either very supportive or supportive and eight gave a neutral or very unsupportive response (refer Figure 14).

There was greater support for the introduction of flexible kerbside spaces from respondents in North Adelaide (5006). 37 respondents with North Adelaide postcodes indicated that they were **very supportive or supportive** of flexible kerbside spaces compared to 25 respondents residing elsewhere (Figure 15).

Figure 13: Level of support for flexible kerbside spaces

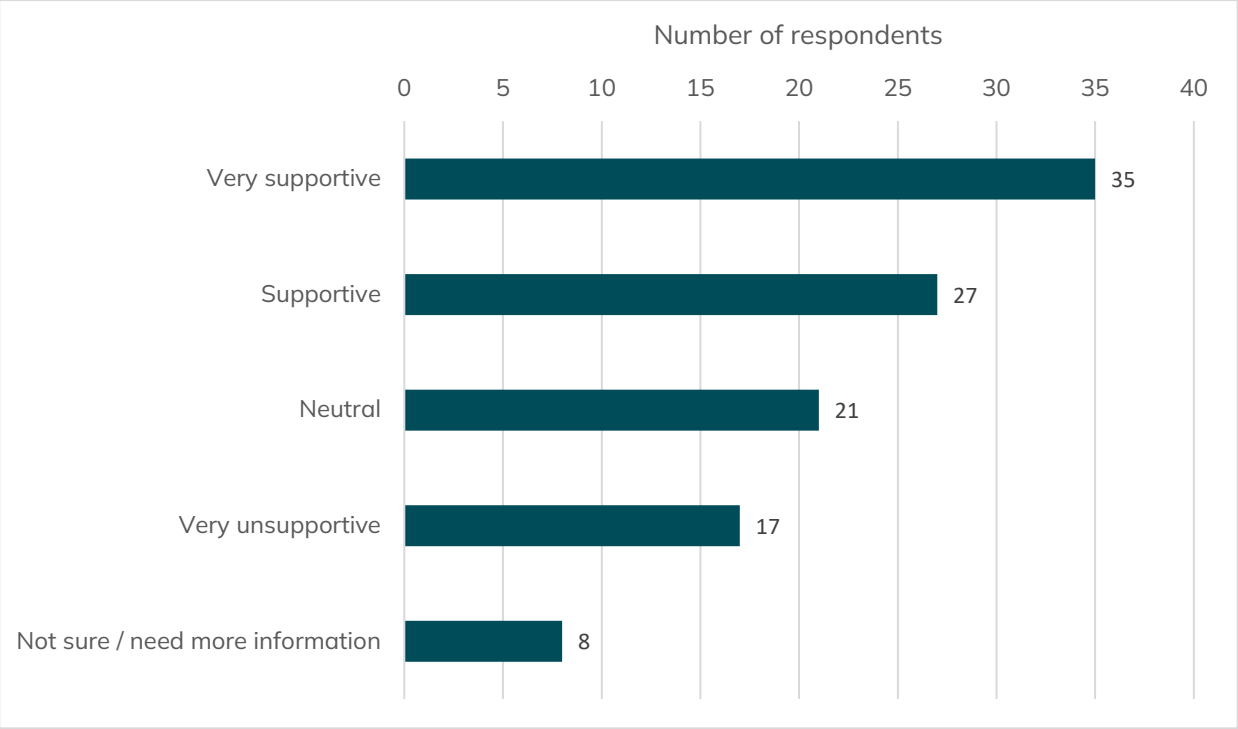


Figure 14: Level of support for flexible kerbside spaces (business owners)

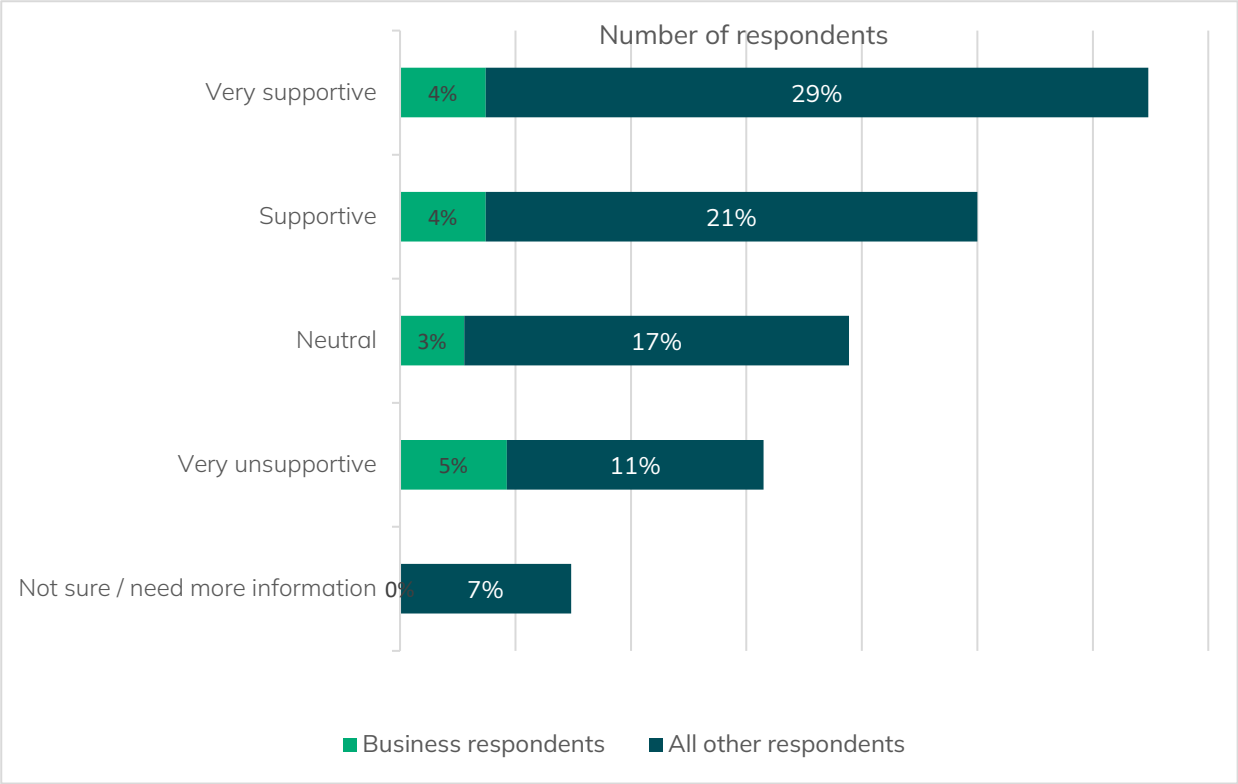
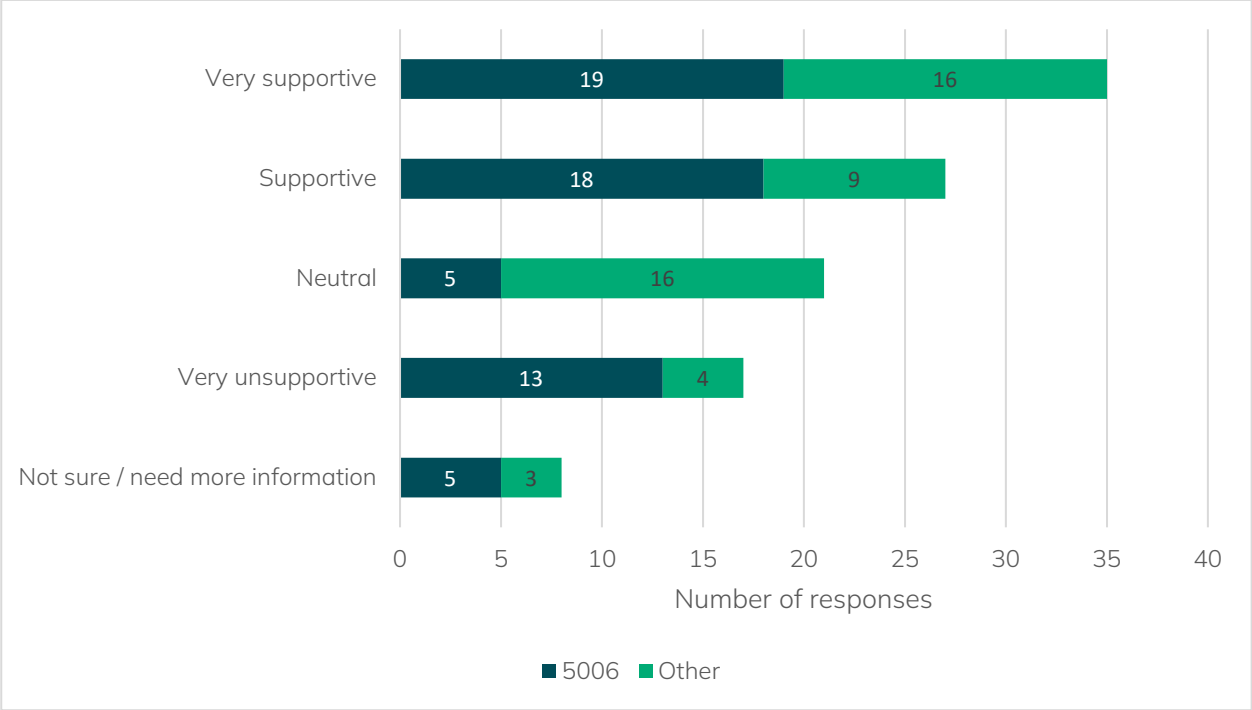


Figure 15: Level of support for flexible kerbside spaces (post codes)



Those that support the introduction of flexible kerbside spaces, reasoned that it allows street space to be used more effectively and helps create a more vibrant, people focused environment. Respondents value that flexible areas '**don't have to be one thing or another'** and can '**multitask'**, making them '**a more efficient use of space for different uses at different days of the week and times of day'**. Some see flexible kerbside spaces as key to activation, noting it will '**bring the street alive**' and that similar treatments '**have been shown to work elsewhere**.' Supporters liked the balance it offers, with one noting they '**appreciate the flexibility and hope it is utilised instead of defaulting to parking only**,' while others highlight that flexible kerbs '**increase the footpath width when not in use and allow businesses the opportunity to have outdoor dining**.'

Respondents that do not support flexible kerbside parking focused on parking loss, safety concerns, and doubts about how the concept would work in practice. Some respondents reasoned that Melbourne Street does '**not (have) enough parking already**' and worry that '**reducing car parking without offering parking elsewhere is detrimental to business**,' with fears that customers will '**go elsewhere**'. Others point to poor experiences with similar layouts, saying the model on King William Road is '**terrible**,' '**too difficult to park in**,' and '**clearly hasn't worked**.' There is also distrust of the flexibility itself, with some believing it '**will never be put into practice**' and will either stay as parking or push cars into '**small side streets**.' Safety is another key concern, with kerbside dining described as '**too close to the road**,' feeling '**very vulnerable without separation**,' and creating risks for diners, staff, cyclists and drivers.

Question 13: Reduced speed limits

Respondents were invited to indicate their level of support for reducing vehicle speeds along Melbourne Street to create a safer and calmer street. It is important to note that while a reduction to 30 km/h was referenced elsewhere in the proposed concept plan, the survey question did not specify a particular speed limit. Accordingly, responses reflect sentiment toward speed reduction in general unless respondents explicitly referred to a specific speed (9 specific mentions).

65 respondents indicated that they were **very supportive** of reduced speed limits on Melbourne Street, with a further 13 indicating support. This level of support was evenly shared between those residing in North Adelaide and those residing elsewher (refer Figure 16).

Those respondents that use private vehicles to travel to or through Melbourne Street were very supportive or supportive of reduced speed limits (49 respondents, refer Figure 17).

Commentary also shows strong support for lowering speed limits, with respondents viewing this as essential to improving safety, amenity and reinforcing Melbourne Street's role as a destination rather than a traffic corridor. Many respondents emphasised pedestrian safety and comfort, noting that slower speeds would '**make it safer for pedestrians,**' particularly for respondents such as a '**mum of two young children**' and for '**an elderly couple**' who find current traffic conditions intimidating. Reduced speeds were also widely linked to creating a place people want to spend time, with respondents noting that '**this is a street not a road. Throughput shouldn't be a priority**'. Supporters highlighted benefits for local businesses and street life, suggesting slower traffic would '**enable people to see what is available and possibly stop to**

visit businesses' and reduce the '**loud, fast traffic [that] makes the road uncomfortable and discourages outdoor dining.**'

Neutral and very unsupportive responses made up 28 responses. Opposition to reduced speed limits centred on concerns about congestion, traffic function and the necessity of change, with many respondents suggesting that Melbourne Street already operates slowly under current conditions. Several questioned the value of lowering speeds when '**during the peak hour times…the speed is already about 30 km/hr.**' Others expressed concern that reduced speeds would worsen congestion and driver frustration, warning that '**slowing traffic increases congestion**' and could create '**phantom traffic jams.**' Melbourne Street was viewed by this group as an important connection to the CBD, with some stating that '**it's a main route, traffic should flow quickly.**' There was particular resistance to a 30 km/h limit, described by several respondents as '**too slow**' or '**impractically low,**' with concerns it would '**divert traffic to other roads.**'

Figure 16: Level of support for reduced speed limits

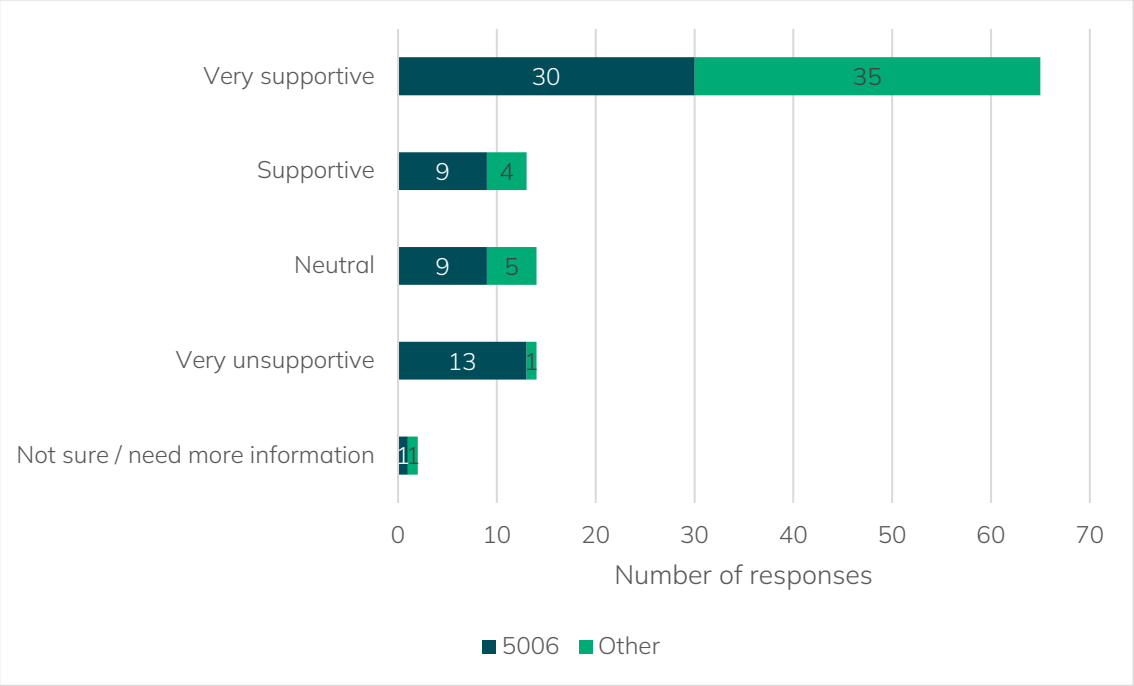
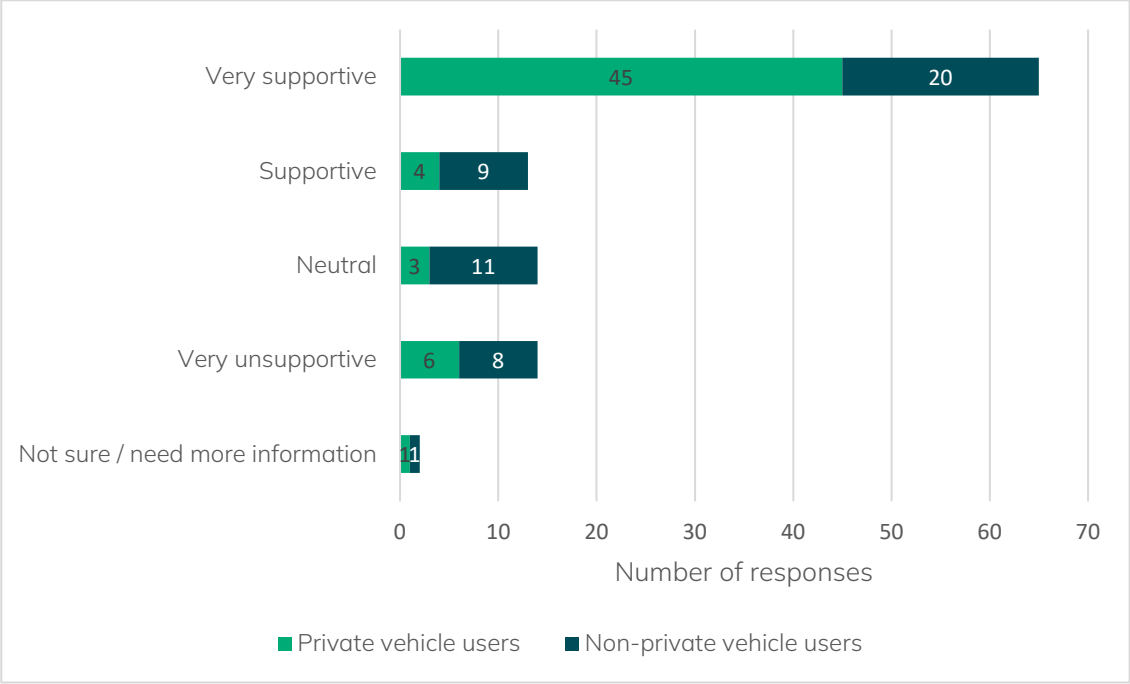


Figure 17: Level of support for reduced speed limits (private vehicle users)



Question 14: Bus stop consolidation

Respondents were invited to indicate their level of support to combine bus stops 3 and 3a into a single bus stop (refer Figure 18).

65 respondents indicated they were very supportive or supportive of bus stop consolidation.

Respondents that gave support to bus stop consolidation viewed the change as practical and efficient. Respondents repeatedly said the proposal '**makes sense**' and would result in '**less traffic holdups**' by reducing frequent bus stopping along a short stretch of road. Others supported consolidation because it would '**free up more space**' for wider footpaths or '**extra parking**,' helping the street function better overall. Some respondents supporting the consolidation indicated that they use the affected stop and were generally accepting, noting it was '**slightly less convenient, but I understand the need to move it**' and that it '**requires only a few extra steps**.' Many who do not regularly use the bus felt it '**doesn't impact me but seems logical**'.

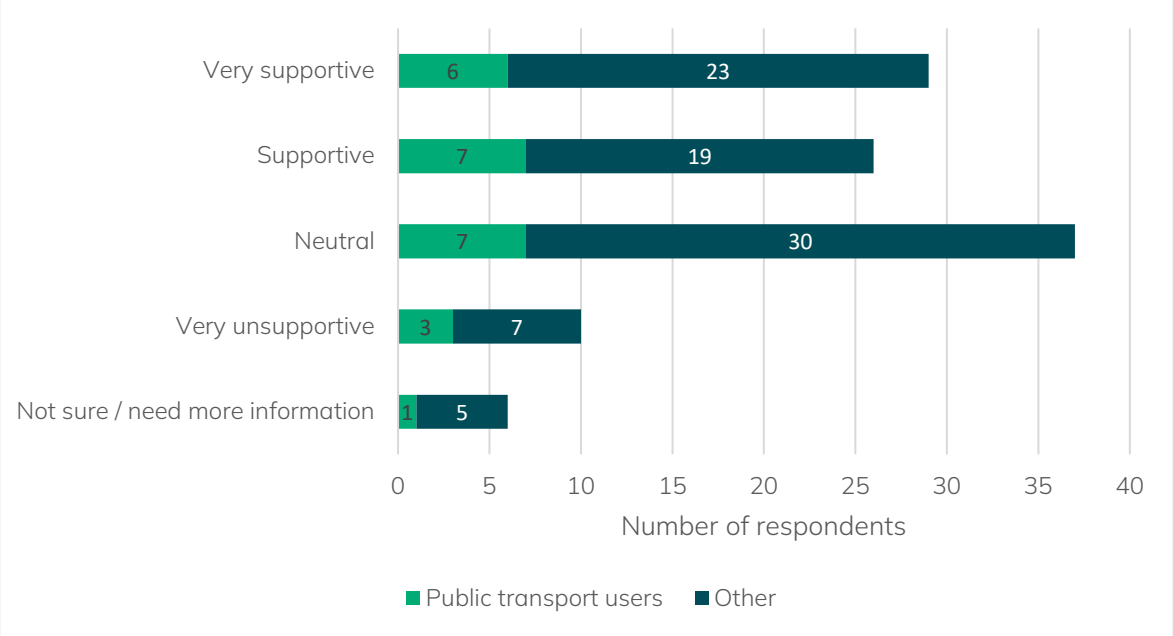
Neutral responses were indicated by 34% of respondents. Most of these respondents indicated that they don't catch the bus along Melbourne Street and therefore didn't want to comment.

9% of responses indicated that they were very unsupportive of consolidating bus stops many of these respondents indicated that they regularly catch buses from the affected stops.

Those that did not support the consolidation mentioned that they rely on the stop to access medical services with one respondent highlighting that the affected bus stops are '**the stops I use regularly to go to and from the City**'. Concerns about accessibility were raised, noting that '**lots of older people use this area and shouldn't be made to walk too far**' and that moving the stop would make trips '**less easy**' for those already vulnerable. Some expressed that public transport should be prioritised over parking, with

comments describing the change as '**reducing public transport options for the sake of a couple of car parks**,' which was called '**ridiculous and retrograde**.' Others argued that '**we should be supporting more public transportation use, not removing bus stops**,' warning that making buses harder to access '**does not promote not using your car**.'

Figure 18: Level of support for bus stop consolidation



Question 15. Greening

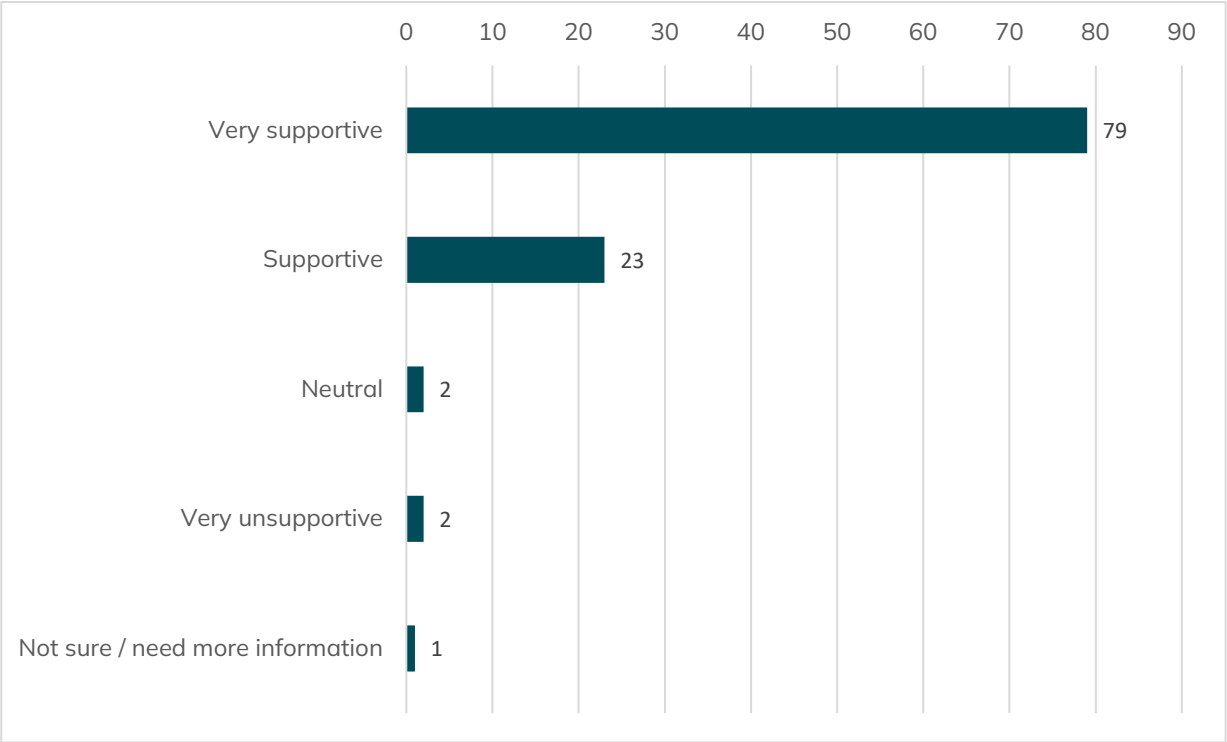
Respondents were invited to indicate their level of support for proposed greening initiatives along Melbourne Street including new trees and garden beds (refer Figure 19).

Almost three-quarters of responses to this question (79) indicated that respondents were very supportive of including greening initiatives as part of the proposed concept design. A further 23 respondents indicated support.

Respondents that support increased greening, saw the benefits in shade, cooling, and a more pleasant public space. Some described the street as '**so hot to walk down in summer**' and said that trees would '**cool the street, counteract the heat from the built environment**' and provide '**valuable cooling**.' Respondents emphasised environmental and wellbeing benefits, noting that trees '**do wonders for the local environment**,' '**absorb CO_2, create oxygen**,' and support birds and wildlife. Respondents also linked greening to comfort, inclusion, and economic vitality, saying shaded, green streets are '**more inviting**,' '**prettier**,' and '**attract diners**.' While support for greening is strong, it is conditional on quality and care, with frequent calls for '**the right trees, in the right places, properly maintained**,' reflecting a shared desire for large, consistent canopy trees that make the street cooler, greener, and more enjoyable to spend time in.

There were small percentages of respondents that were neutral or very unsupportive of proposed greening inclusions. Respondents that were unsupportive of greening initiatives were more focused on retaining or increasing parking saying, **'this will just eat up more room for parking**' and '**not if it (greening) reduces parking**'.

Figure 19: Level of support for greening



Question 16. Cycling treatments

Respondents were invited to indicate their level of support for cycling treatments included in the proposed concept design (refer Figure 20).

Over half of responses (35 responses) indicated that respondents were very supportive or supportive of the proposed cycling treatments. This support was evenly distributed between cyclists and non-cyclists.

A high level or respondents selected neutral as their chosen response (30 responses).

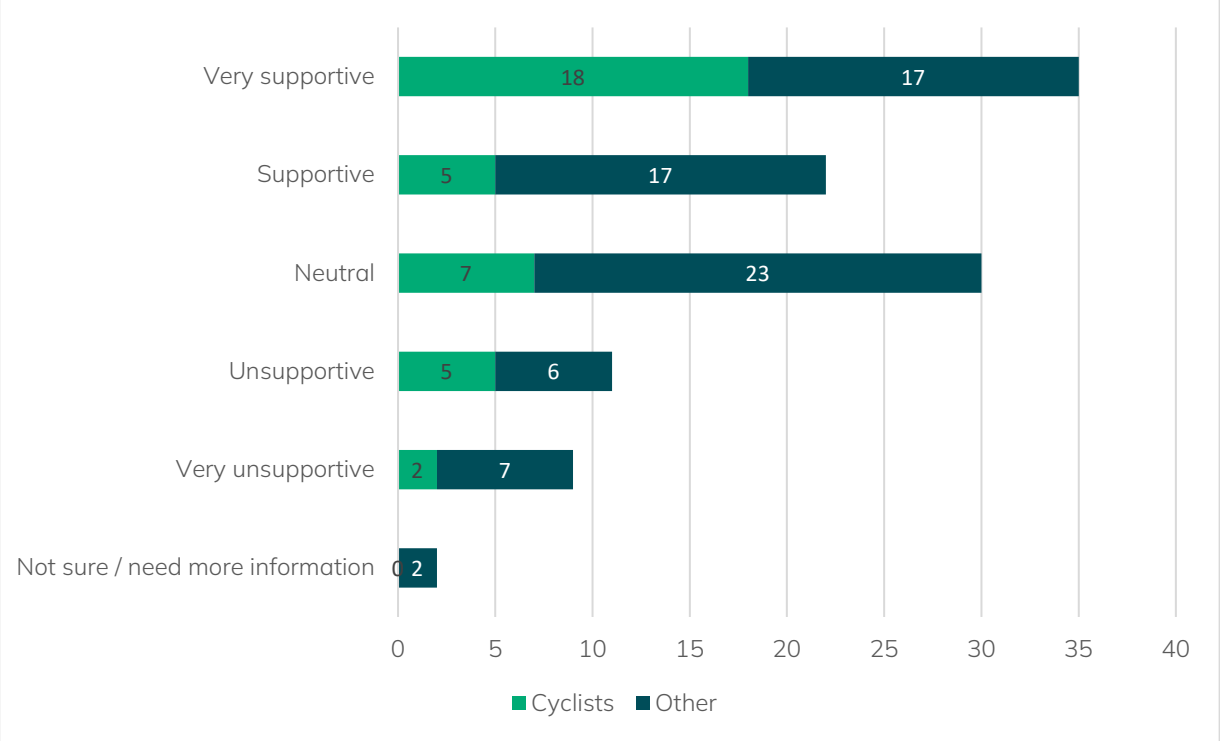
Respondents who indicated their support for proposed cycling treatments indicated that they are necessary to improve safety, accessibility and everyday usability of Melbourne Street. Current conditions were described as unsafe with respondents stating it is a '**busy and dangerous bike route'** and that '**the current road is hostile to cycling, and dangerous to ride through**.' Respondents felt that clearer space for cyclists and lower speeds will encourage more people to ride, including those who currently avoid the street: One respondent said that '**I am too scared to ride my bike but if the streets are made safer this will encourage me**,' and '**as a bicycle user, I tend to not use Melbourne St due to the poor bike lanes and busy traffic**.' Comments also noted that '**more and more people are using the bicycle as everyday transport,**

especially with more e-bikes being available,' and that it '**should be made as safe as possible**.' Many also link cycle improvements to broader community benefits, including reduced car traffic and emissions, with one respondent saying the changes will '**help promote cycling hopefully leading to a reduction to motor traffic**'.

A further 20 respondents did not support the proposed cycling treatments, with 11 indicating they were unsupportive and 9 indicating that they were very unsupportive.

Respondents that did not support the proposed cycling treatments expressed concern that Melbourne Street is '**not suitable for bikes**,' describing it as '**too narrow**' and a '**busy thoroughfare**' with high traffic volumes and ambulance movements. A recurring theme was that the changes could '**clog up the major thoroughfare**' and create '**chaos**,' particularly if traffic lanes or turning movements are reduced. Participants questioned the effectiveness of the proposed measures, noting that '**road markings don't make it safer for cyclists**' and that bike racks alone are '**not good enough**,' with some stating the changes '**won't help me feel safe to cycle**.' Concerns were also raised about the loss of '**valuable parking**' and increased risks from vehicles pulling out or '**dooring cyclists**.' Several respondents suggested cyclists should be '**directed onto other streets in parallel**' where routes already exist, while others felt investment was unjustified because '**very few cyclists use this route**.'

Figure 20: Level of support for cycling treatments



Question 17. Public art and identity element

Respondents were invited to indicate whether they were aware of the existing art and design features in Melbourne Street (i.e., ash tree memorial, fork sculpture and murals).

Of those that responded, over two thirds were aware of the existing art and design features (refer Figure 21). Respondents who were aware were then asked to provide feedback on what they liked and what could be improved to inform future art and design themes.

What do you like about these existing art and design features?

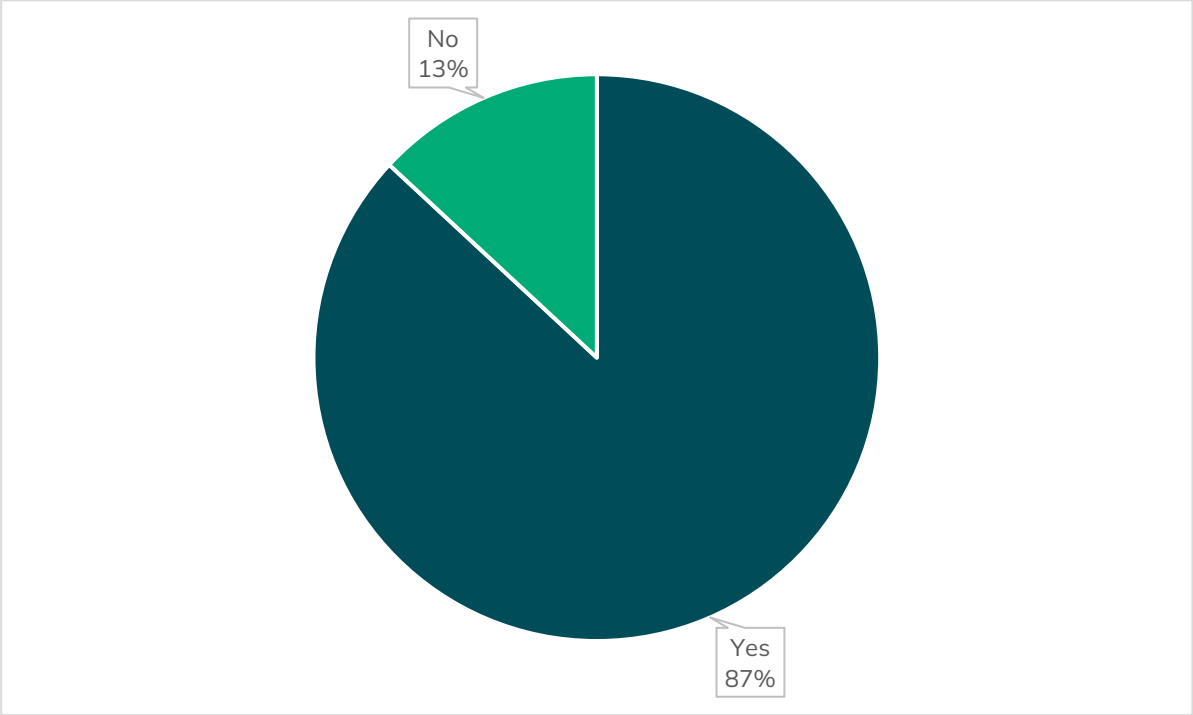
Many respondents value the existing art and design features for the character, identity and visual interest they bring to Melbourne Street. The street was frequently described as feeling '**quirky and unique**' and '**very Melbourne Street**,' with respondents appreciating that the artworks help distinguish the street from other destinations. Artworks were seen as adding colour, personality and moments of interest that encourage people to slow down, stop and engage with the street, with comments noting they reflect '**a caring, proud and civilised community.**'

The playful, changing nature of the art is also widely liked, particularly the mannequins and seasonal elements. Many people enjoy how they evolve across the year, calling them '**fun**,' '**whimsical**,' and something that '**makes me smile**'. Families and children were noted as especially engaged, with comments such as '**kids love seeing the mannequins change for events and seasons**' and '**I took so many photos along all year round!**'.

What do you think could improve art and design featured in Melbourne Street?

Art and design could be improved by making it more modern, local and changeable, with strong links to greenery and community use. Many respondents felt that '**more of it**' would improve streets, particularly when it '**adds colour, character, life and interest**' and helps '**create a unique environment**'. There was clear support for '**giving preference to local artists**' and for '**active and changing art spaces**' that are refreshed regularly, rather than permanent installations. Several people suggested combining art with nature, noting that '**more greenery… plant-based art like gardens**' would make spaces more cheerful and welcoming. Others highlighted the potential of art to manage graffiti, suggesting it be placed '**anywhere you think graffiti might show up**', while sceptical voices stressed the need for care and purpose, describing poorly executed art as an '**absolute waste of money**'.

Figure 21: Respondent awareness of existing art and design features

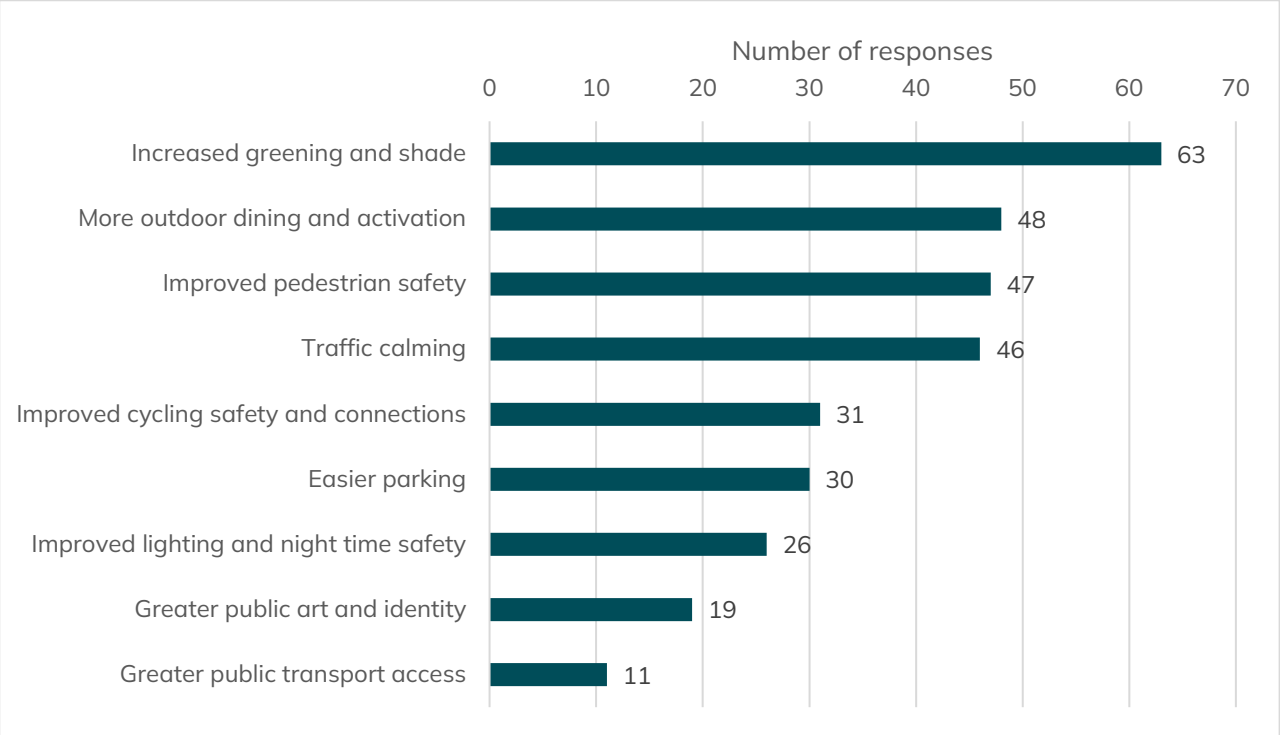


Question 18: What element of the concept plan would you most like to see in revitalising Melbourne Street?

Respondents were invited to select up to three elements of the proposed concept plan that they would like included in revitalising Melbourne Street (refer Figure 22)

The most selected response was **increased greening and shade** (63 responses). Respondents also wanted to see **more outdoor dining and activation** (48 responses), **improved pedestrian safety** (47 responses) and **traffic calming** (46 responses).

Figure 22: Concept plan elements prioritisation



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

The final survey questions provided the opportunity for respondents to provide additional comments or suggestions for the revitalisation project. The majority of respondents took this opportunity with many reiterating their sentiment overall and on particular design elements within the concept plan.

This feedback is summarised thematically below.

Pedestrian Priority and Safety

There was strong and consistent support for prioritising pedestrians through safer, more legible streetscape design. Many respondents emphasised the importance of raised, continuous (at grade) footpaths across side streets, with one stating that '**continuous footpaths across the side streets would be better – make the cars go over the footpath rather than require people to go down to the asphalt level**.' Others reinforced this view, noting that raised crossings '**at the footpath grade/level**' are essential to alert drivers that Melbourne Street is '**designed more for pedestrians than vehicles**.' Slower vehicle speeds were also widely supported, which several respondents felt would '**make the biggest difference**' to safety and comfort.

Cycling Infrastructure

Feedback on cycling infrastructure was mixed. A number of respondents felt the proposed cycling measures were inadequate, with comments such as '**try again on the cycling infrastructure, what you have planned here is very poor/disappointing**' and '**I'm not sure how the plans support improved cycling safety and connections when they do the very opposite**.' Many called for '**dedicated bike lanes**' or '**grade-separated bike paths**' to provide genuine safety improvements. Conversely, others argued that pedestrians are already safe and that cyclists '**have many alternatives**.'

Traffic Flow and Vehicle Impacts

Concerns around traffic flow and network performance were prominent, particularly at key intersections. The Jerningham Street intersection was repeatedly identified as problematic, with one respondent noting it is '**a very busy intersection**' and questioning the impacts of footpath widening. Others raised concerns about traffic diversion, asking CoA to '**speak to your traffic engineers about how to prevent cars cutting through Stanley and Sussex Streets to avoid Melbourne Street**.' Emergency access was also a concern, particularly in relation to the Women's and Children's Hospital, with one respondent suggesting pedestrian prioritisation '**should wait until the WCH moves location**' to avoid detrimental impacts.

Parking Provision and Management

Parking generated the most polarised feedback. Some respondents advocated strongly for reducing or removing on street parking, stating that '**to achieve the stated aims of the project, on-street parking must be minimised**' or that CoA should '**just remove 100% of all the parking spaces**.' Others, however, warned against parking loss without replacement, stressing that it is '**critical to not reduce parking without replacing it**.' Several respondents noted that existing parking is under-utilised due to lack of visibility, suggesting '**a sign with available park numbers would be great**.' Comparisons were frequently drawn to the flexible kerbside parking along King William Road, Hyde Park, with mixed views, including that '**people absolutely hate the parking spaces, bollards etc there**,' while Prospect Road was cited as a more successful example.

Business Viability and Economic Activation

Many respondents expressed concern about declining business activity and vacant shops along Melbourne Street. Comments highlighted that '**many restaurants have closed in 2025 and nothing is taking their place**,' with others noting the street is increasingly '**replaced by an office not another retailer**.' There were calls for CoA intervention, including rent subsidies and incentives, with suggestions that '**Council should subsidise rents and encourage businesses to set up**.' Fees for pavement use were also criticised, with one respondent stating that '**charging for pavement use for cafés has killed several already - review your fees**.' Avoiding prolonged construction disruption was a strong theme, with repeated warnings not to '**have another Jetty Road saga**.'

Outdoor Dining, Amenity and Residential Impact

Outdoor dining was viewed as a key opportunity for revitalisation, with respondents suggesting that '**by increasing outdoor dining and reconsidering strict licensing bounds, Melbourne Street could become the**

centre for enjoying eating and drinking with friends.' At the same time, nearby residents emphasised the need for balance, warning that '**outdoor dining must have strict closing times and noise limits to protect nearby residents, especially families with young children**.' These comments highlight the importance of managing the night-time economy to ensure vibrancy does not come at the expense of residential amenity.

Streetscape Quality, Identity and Experience

Some respondents expressed a desire for a more cohesive, attractive streetscape. Many called for '**more street trees**' and fewer planters, with some noting that '**excess planters just promote dead plants and do nothing to improve the area**.' A consistent theme was the aspiration for a distinctive identity, with references to a '**more cohesive, European-inspired feel that puts people first, not traffic**.' Requests also included better lighting, street art, music, public Wi-Fi, and improved e-scooter management to enhance the overall visitor experience.

Overall Vision and Confidence in Delivery

Overall, there was strong support for the intent of the project, with many respondents expressing optimism that '**the plans look great**' and describing Melbourne Street as '**gorgeous and charming**.' However, this optimism was tempered by scepticism, with some respondents stating they '**really hope Council listens to the consultation results**' and expressing concern that previous feedback in other projects had been ignored. A recurring message was the importance of ensuring the key pedestrian-focused elements '**survive the concept phase**' and are delivered as promised.

Heritage, Built Form and Development Control

While outside of the scope of the Melbourne Street Revitalisation Project, some respondents took the opportunity to express their views on heritage protection and building heights. Some expressed their opposition to large scale redevelopment, with comments such as '**do not let developers build ghastly towers - three storeys should be the max on all sites**' and '**stop knocking down beautiful old buildings**.' Respondents emphasised that Melbourne Street's heritage character '**draws tourists and is why we love North Adelaide**,' and several expressed distrust of future development controls, warning that boundary-pushing developments '**go against efforts to greenify and humanise the street**.'.

7. Community events feedback

7.1 Community pop up events

Two pop-up events were held during the engagement period on:

- Friday 13 March 2026, 12-2pm
- Saturday, 14 March, 9am – 11am

Both pop-up events were held on the corner of Jerningham and Melbourne Streets (outside TerryWhite Chemmart pharmacy) and promoted in all engagement collateral and through CoA social media channels.

The pop-up events provided the opportunity for interested community members to view the concept design and ask questions of the project team.

About 61 people participated across the two pop-up events. Most attendees were local residents or business owners and had intentionally planned to attend. There were only a couple of attendees who happened to be visiting Melbourne Street at the time of an event.

Across the two events, attendees expressed strong views about the overall function and vibrancy of Melbourne Street and about particular design elements of the concept plan. The below sections summarise the feedback received at these events. As it is drawn from staff notes, it is thematic in nature and is intended as a high-level summary rather than a verbatim transcript.

- Overall sentiment
  - Strong support for revitalising Melbourne Street to improve pedestrian amenities, enhance street vibrancy, and better support local businesses
  - Broad endorsement for upgrades to street furniture, lighting, greening, and paving treatments. Many participants noted that 'Melbourne Street is due for an upgrade', citing tripping hazards, inconsistent street furniture, and need for beautification
  - Consistent support for increased tree canopy to improve footpath shading and comfort.
  - Interest in precinct banners and signage to help establish Melbourne Street as a stronger 'destination.' Many expressed a desire for this treatment to continue along the full length of the street, similar to Unley Road or Hahndorf.
  - Support for bus stop consolidation, with many noting that the current stops feel too close together. Participants felt consolidation could improve bus efficiency and free kerbside space for other uses.
  - Mixed views on flexible kerbside spaces. Many felt these could increase street vibrancy through outdoor dining, events, and activations (provided they are managed well.
  - Some support for a reduced speed limit, with the belief that it would improve pedestrian safety and encourage visitors to spend more time in the precinct.

- Concerns about design elements
  - Potential impacts of lowering the speed limit on traffic flow and spill-over into surrounding residential streets. Some suggested installing speed bumps to discourage rat-running. A reduction to 40 km/h was seen as more acceptable to some.
  - Challenges at the Jerningham Street intersection, particularly the right-turn movements that currently cause traffic to queue.
  - Concerns about flexi zones reducing parking availability, particularly if too many are allocated to outdoor dining or activation rather than parking. Some asked whether the CoA would set a maximum number.
  - Parking availability more broadly was a significant concern for both residents and business owners. Many felt that limited parking could deter visitors.
  - Uncertainty about how engagement feedback will influence the detailed design, with some expressing concern about how decisions will ultimately be made.
- Suggestions for improvement
  - Extend pedestrian crossing times at signalised intersections, especially at Jerningham Street, and introduce visible countdown timers.
  - Ensure accessible kerb ramps and pathways are integrated into final designs.
  - Introduce recycling bins alongside standard waste bins.
  - Apply consistent place-marking signage along the full length of Melbourne Street, including a prominent banner at the Jerningham intersection.
  - Ensure motorists can clearly identify whether a flexi zone space is operating as a parking space versus other uses.
  - Increase footpath shading through additional tree planting wherever possible.
  - Install more drinking fountains, including dog-friendly options, as the area is popular with dog walkers.

7.2 Business Forum

14 representatives from local businesses attended the dedicated business forum held at the Lion Hotel between 5-7pm on Monday 16 March 2026. The forum brought together a diverse mix of retail, hospitality and boutique businesses, providing an opportunity for operators with different trading models and perspectives to discuss the proposed concept design.

The session outlined the proposed concept design for Melbourne Street, including key elements such as parking, access, pedestrian safety, public space and street activation, as well as providing an overview of the engagement process and opportunities for feedback. The forum featured a slide presentation and was supported by senior project management and City of Adelaide staff. It was facilitated by an experienced URPS facilitator and included a Q&A session to enable questions to be asked, clarification sought about the proposed concept design and feedback provided.

Feedback highlighted strong concern regarding the potential loss of on-street parking, questions about the purpose and implementation of flexible kerbside spaces, mixed views on speed limits and safety measures, and a range of detailed questions about design intent, fees, construction disruption and project timing. Participants also raised broader concerns about business viability, access, lighting, streetscape quality and the ability of the upgrade to attract new businesses. This feedback is summarised below.

- Car parking

  Parking was the most prominent concern, with many participants highlighting its vital role in supporting business viability. Key points raised included:

  - A strong belief that if customers cannot park easily on Melbourne Street, they will choose to continue driving to the city or other precincts.
  - Concerns that removing even a small number of spaces would have a disproportionate impact, given the lack of 'depth' for parking in surrounding side streets.
  - Repeated questions about where customers would park if outdoor dining were expanded or if additional flexi-zones were introduced.
  - Requests for certainty about whether there would be a cap on the number of car parks that could be converted to non-parking uses, and how this would be controlled over time.
  - Questions about whether CoA views parking as a priority and whether the proposed approach assumes businesses are willing to lose spaces.
  - Concerns from service-based businesses about access requirements for clients, including those with mobility or health-related needs.

- Concerns about flexible kerbside spaces

  Participants expressed scepticism about the rationale for flexible kerbside spaces and their suitability for Melbourne Street. Points raised included:

  - Questions about why flexible kerbside spaces are being proposed and where the idea originated.

- Concerns that outdoor dining would reduce parking without delivering proportional benefits for the wider business mix.
- Comparisons to King William Road, with participants noting that flexi-zones there are difficult to access and have coincided with business closures.
- Questions about what fees would be charged for outdoor dining and how costs would be distributed fairly between businesses.

- Traffic and speed limits

  There were mixed views on traffic calming and speed reductions. Issues raised included:

  - Discussion about whether Melbourne Street should continue to operate as a key thoroughfare rather than a slower, pedestrian-focused street.
  - Suggestions that reducing the speed limit to 40 km/h initially may be more appropriate than a drop to 30 km/h.
  - Confusion about how wombat crossings would operate and their implications for traffic flow.

  - Concerns about encouraging cycling on Melbourne Street, with questions about whether nearby streets such as Finniss Street and Stanley Street might be safer alternatives.

- Streetscape and maintenance

  Participants raised several detailed comments about streetscape quality and presentation, including:

  - Concerns about planter boxes attached to poles, described by one participant as 'coffins for dead plants,' with suggestions that planting needs to be practical and well maintained.
  - Questions about whether additional lighting is proposed and requests for improved illumination, particularly given reports that the street is currently very dark at night.
  - Suggestions that lighting poles and other infrastructure could be refreshed or repainted to improve the street's appearance.

- Construction impacts and project delivery
  - Whether construction would occur outside business hours to minimise disruption.
  - How CoA will prevent extended disruption similar to that experienced during works on Jetty Road.
  - Questions about the project timeline, including whether a lengthy delay between consultation and construction could occur.

7.3 Stakeholder meetings

7.3.1 North Adelaide Precinct Association

Project team representatives met with five members of the North Adelaide Precinct Association (NAPA) on Monday 2 March 2026. At the meeting, the proposed concept design was presented and discussed.

Discussion focused on:

- **Greening:** Tree selection to prioritise shade, using evergreen and native species. Example given of Plane Trees along Stanley Street causing a maintenance issue and damage from leaf litter.
- **Crossing points:** Clarification of number and type of crossing points and questioning whether there is too many and what traffic movement impact could result.
- **Bike infrastructure:** Support given to cycling treatments, including the absence of a dedicated bike lane noting that Melbourne Street is too narrow
- **Flexible kerbside spaces:** Some concern expressed about the loss of parking from the introduction of flexible kerbside spaces with some members equating loss of parking as detrimental to business operations. Also questions about how they would operate, with a desire expressed to have business owners determine how the spaces are used.
- **Reduced speed limits:** Some reservation around speed reductions to 30km/h. While members saw benefit in increased safety and noise reduction, there was a view that drivers many be discouraged from using Melbourne Street and that this may cause a detrimental impact to business.
- **Asphalt treatment:** Support for treatment at intersections to improve safety. Want to ensure that it wears well and doesn't cause adverse impacts (i.e. noise).

Following the meeting, a formal submission was made by NAPA (refer Section 8.1).

7.3.2 North Adelaide Society

An invitation to meet was provided to the North Adelaide Society. Due to unavailability of members and conflicting priorities, the offer was declined. Other engagement opportunities, including the survey and pop up events were promoted to members as an alternative option to participate.

7.3.3 Cycling and walking advocacy groups

A meeting with representatives of Bicycle SA, Bike Adelaide and Walking SA was held on 4 March 2026. The meeting was held online via MS Teams.

At the meeting, the proposed concept design was presented and discussed, with a particular focus on design elements to support walking and cycling. Members of the project team were in attendance, including traffic subject matter experts.

Feedback provided at the meeting is summarised below:

- Overall sentiment

  Overall support was provided for the design elements focused on walking and cycling. Participants suggested that the treatments, together with speed reductions would provide a safer environment for cyclists and pedestrians visiting Melbourne Street.

  There was acceptance that Melbourne Street is narrow which does not facilitate a dedicated bike lane and that there are other nearby alternative routes more suitable for cycling commuting through the area.

  Attendees encouraged the 'network thinking approach' in relation to walking and cycling treatments applied to Melbourne Street.

- Road treatments

  There was a request for a 'scramble' crossing to be considered for the Melbourne Street / Jerningham Street intersection to prioritise pedestrians.

- Speed reductions

  Support was given to reducing the speed to 30km/h. It was viewed that this was critical to the success of the treatments being applied to support cyclists and pedestrians. To this end, enforcement of the 30km/h speed limit was also viewed as mandatory.

- Flexible kerbside spaces

  There was some resistance to the introduction of flexible kerbside spaces and the conflicts that this may create between vehicles, cyclists and pedestrians. It was noted that a narrower carriageway would result in difficulty for vehicles (including buses) to overtake cyclists safely. However, it was also acknowledged that a narrower carriage way will encourage improved driving behaviours which in turn should provide better safety outcomes for cyclists.

  Comparisons were drawn to King William Road and the project team encouraged to learn from the City of Unley's experience when it comes to delineation of spaces, kerb gradients and space allowance between the flexible kerbside space and the carriageway.

- Connection to Mann Terrace

  A suggestion was made to look at improvements at the intersection between Mann Terrace and Melbourne Street. Safety risks were highlighted for pedestrians and cyclists at this location and an opportunity seen to address these as part of the project.

8. Submissions

12 submissions were received during the engagement period. These can be read in full in **Appendix E**. A summary of each submission with key issues raised is outlined below.

8.1 North Adelaide Precinct Association

The North Adelaide Precinct Association (NAPA) supports the revitalisation of Melbourne Street, particularly improvements that enhance pedestrian safety, greenery, amenity and the street's identity. Acknowledging Melbourne Street's role as a neighbourhood main street serving hospitality, retail and health services, NAPA stresses that upgrades must balance urban design improvements with the everyday needs of traders and customers.

A central concern is the retention of on-street parking, which NAPA views as essential for short, purpose-driven visits such as takeaway food, medical appointments and quick shopping. The submission strongly opposes any reduction in parking supply, including through the introduction of flexi-zones, which it considers costly and unsuitable for the street's scale.

NAPA supports traffic calming measures, including raised pedestrian crossings and a reduced 40 km/h speed limit, to improve pedestrian safety and comfort. While recognising the importance of cycling, the Association recommends directing cyclists to nearby alternative routes rather than positioning Melbourne Street as a primary cycling corridor.

The submission also supports improved night-time lighting, increased street tree planting and consistent streetscape elements to strengthen Melbourne Street's character. More broadly, NAPA advocates presenting Melbourne Street as a distinct destination precinct, using cohesive furniture, lighting, greenery and heritage storytelling to enhance its appeal while maintaining accessibility for local businesses.

8.2 Walking SA

Walking SA recognised Melbourne Street as **'a key main street in North Adelaide, serving as an important destination for hospitality, retail, services, and local community activity'.** They described the project as an opportunity to strengthen Melbourne Street as **'a vibrant, people-focused destination'** and to create a more attractive and welcoming environment for residents, businesses, and visitors.

Walking SA gave support for the City of Adelaide's objectives, particularly initiatives that improve pedestrian outcomes. Walking SA stated that it **'fully supports the City of Adelaide's objectives to revitalise the street and enhance its public realm'**, with a specific focus on pedestrian safety, accessibility, comfort, and place activation.

Walking SA supported the proposed raised wombat crossings at the eastern and western ends of Melbourne Street, encouraging early delivery of these crossings to provide safety benefits as soon as possible, rather than waiting for the full street upgrade.

Waking SA expressed support for widening footpaths through the narrowing of the carriageway, particularly between Jerningham Street and Dunn Street. They emphasised the importance of prioritising pedestrian comfort in areas with high levels of café and dining activity, noting that **'prioritising wider, accessible, and uncluttered footpaths will significantly enhance the pedestrian experience'.**

Walking SA also supported increased street greening and shade, describing tree planting and landscaping as measures that '**provide shade for pedestrians, reduce urban heat, enhance comfort, encourage longer dwell times, and improve streetscape character**'.

In relation to traffic management, Walking SA supported the proposed reduction of the speed limit to 30 km/h, encouraging further consideration of lower speeds in high-activity areas.

8.3 Businesses

5 submissions were received from Melbourne Street businesses during the engagement period, including Paws Emporium, Majestic Hotel, Elder Fine Art, The Cut House and Yakitori Takumi.

- Support for revitalisation

Across submissions, businesses expressed general support for the revitalisation of Melbourne Street and acknowledged the value of improvements that enhance the street's appearance, amenity and overall attractiveness. Respondents recognised the potential benefits of streetscape upgrades, greening, improved lighting and public realm enhancements in creating a more appealing environment for visitors.

However, this support was consistently conditional, with businesses emphasising that beautification and revitalisation measures must complement the functional needs of the street. Submissions stressed that aesthetic improvements alone would not offset negative impacts associated with reduced parking, access or visibility, and that revitalisation efforts must be carefully balanced with the operational requirements of existing businesses to be successful.

- Car parking

Submissions from businesses voiced strong concerns regarding the removal of on-street parking, with all respondents identifying parking availability as critical to business viability, customer access and short-stay visits. Several submissions warned that any reduction in parking would directly lead to lost trade and, in some cases, business relocation. There was consistent opposition to flexible kerbside spaces, with businesses noting that the removal of parking spaces for outdoor dining and other uses would not deliver benefits that outweigh the loss of parking. Questions were also raised about whether the number of flexi-spaces converted to non-parking uses would be capped.

- Construction impacts

Some business submissions raised concerns about the potential impacts of construction on day-to-day operations, particularly noise, access restrictions and disruption to customers, deliveries and servicing. Accommodation and retail operators emphasised the need to maintain safe and continuous access to premises at all times, including for pick-up and drop-off, guest movements and waste collection.

Businesses also requested clear communication during the construction phase, including advance notice of works, management of disruption and access to a direct point of contact to address issues.

8.4 Residents

5 submissions were received from residents of the Melbourne Street area.

- Support for revitalisation

Overall, residents expressed support for the revitalisation of Melbourne Street and acknowledged the need for investment to improve amenity, safety and the street's role as a key main street. Several submissions welcomed efforts to enhance the public realm, improve planting and deliver a more inviting environment for residents, visitors and businesses. There was also strong support for design features that improve pedestrian safety such as the wombat crossings and decreased crossing distances. Residents also emphasised the importance of ongoing maintenance, including upkeep of planting and general cleanliness.

- Car parking

Residents raised concerns about existing parking pressures and the potential for these to worsen if on-street parking is reduced through implementation of flexible parking spaces. Submissions noted that nearby public car parks are already at capacity during peak periods and expressed concern that the loss of on-street parking would create additional challenges for residents, visitors and local businesses.

- Traffic management

Views on traffic management and speed limits were mixed. Some residents supported slower speeds and additional traffic calming to improve safety and pedestrian comfort, while others expressed concern that further speed reductions could increase congestion and negatively affect traffic flow without clear benefit. Additionally, some residents raised that reducing the speed limit on Melbourne Street may inadvertently encourage drivers to shortcut along side street. It was suggested that traffic calming measures be considered on relevant side streets to manage potential traffic redistribution and protect the safety and amenity of local residents.

- Public transport

Public transport, particularly bus traffic, was also raised by some residents. Concerns focused on the volume of buses using Melbourne Street and the impacts of noise, emissions and frequent stopping and starting on street amenity and the outdoor dining environment. While residents recognised the importance of public transport access, suggestions were made to review bus frequency, routing or vehicle type to ensure less impacts on pedestrian amenity.

9. Enquiries

Throughout the consultation period, contact points including email and phone were promoted to receive enquiries.

Five enquiries were received during the engagement period including two phone calls and three emails. All enquirers were provided responses and encouraged to provide written feedback via the survey or written submission.

These enquiries focused on the following aspects of the concept design:

- Environmental and biodiversity considerations including application of water sensitive urban design principles
- Greening initiatives including maintenance of existing and new plantings
- Adequacy of cycling treatments
- Clarification on timing for wombat crossing construction
- Confirmation of number of parking spaces
- Clarification on how flexible kerbside spaces would operate and the number of spaces
- Safety risks at Melbourne Street/ Park Terrace intersection
- Traffic calming treatments including pedestrian crossings, speed limit reductions and potential impacts on traffic flow and visitation
- Strategies to address vacant premises, attract new business and support existing businesses
- Concern about cycling treatments within side streets to Melbourne Street
- Management approach to construction impacts including access and noise
- Specific locations of treatments/ design in relation to businesses.

10. Key considerations

A strong participation rate was received during engagement on the proposed streetscape concept design to revitalise Melbourne Street. This included good representation from local residents, business and key stakeholders.

The engagement demonstrates broad community interest in the future of Melbourne Street and a shared desire to see it revitalised as a safer, greener and more vibrant main street.

While support for the proposed concept design is strong, the feedback calls for some elements to be refined through the next stages of design to ensure the streetscape renewal benefits businesses, residents and visitors alike.

The following key insights can be drawn from the engagement outcomes:

- Pedestrian prioritisation is supported through traffic calming initiatives, increased crossing points and wider footpaths
- There is strong support for greening initiatives to create a cooler and more inviting environment
- Art is seen as important to maintain and build on the streets unique identity
- There is broad acceptance that Melbourne Street does not facilitate safe commuter cycling, with support given to the cycling treatments proposed
- There are mixed views on the introduction of flexible kerbside spaces, with some raising the importance of on-street parking to enable businesses to thrive and others encouraging greater outdoor dining and activations to create vibrancy
- Careful design of flexible kerbside spaces was called for with many drawing negative comparisons to King William Road
- Bus stop consolidation was generally supported, however there was concern raised from those that use the bus service in relation to the impact this may have on accessibility
- There is support for lowering speed limits along Melbourne Street however there were mixed views on the level of reduction
- Some concern was raised about the potential for commuters to avoid or bypass Melbourne Street which may result in adverse impacts to business and surrounding residents.

The findings in this report provide a robust foundation to inform Council's consideration and of the streetscape concept design and progression to detailed design and construction.

Appendices

- Appendix A – Collateral
- Appendix B – Letterbox catchment areas
- Appendix C – Social Media metrics
- Appendix D – Survey verbatim comments (redacted)
- Appendix E – Submissions (redacted)

Appendix A

Collateral

February 2026

Melbourne Street

Main Street Revitalisation

Streetscape Concept Design Consultation

Help shape the future of Melbourne Street

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

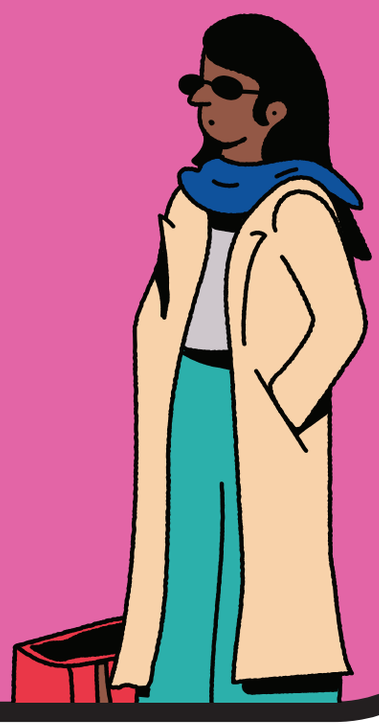
We are progressing plans to lift the appearance and functionality of Melbourne Street to elevate its appeal as a well-loved and attractive destination.

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.



Our Adelaide

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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

What else is happening?

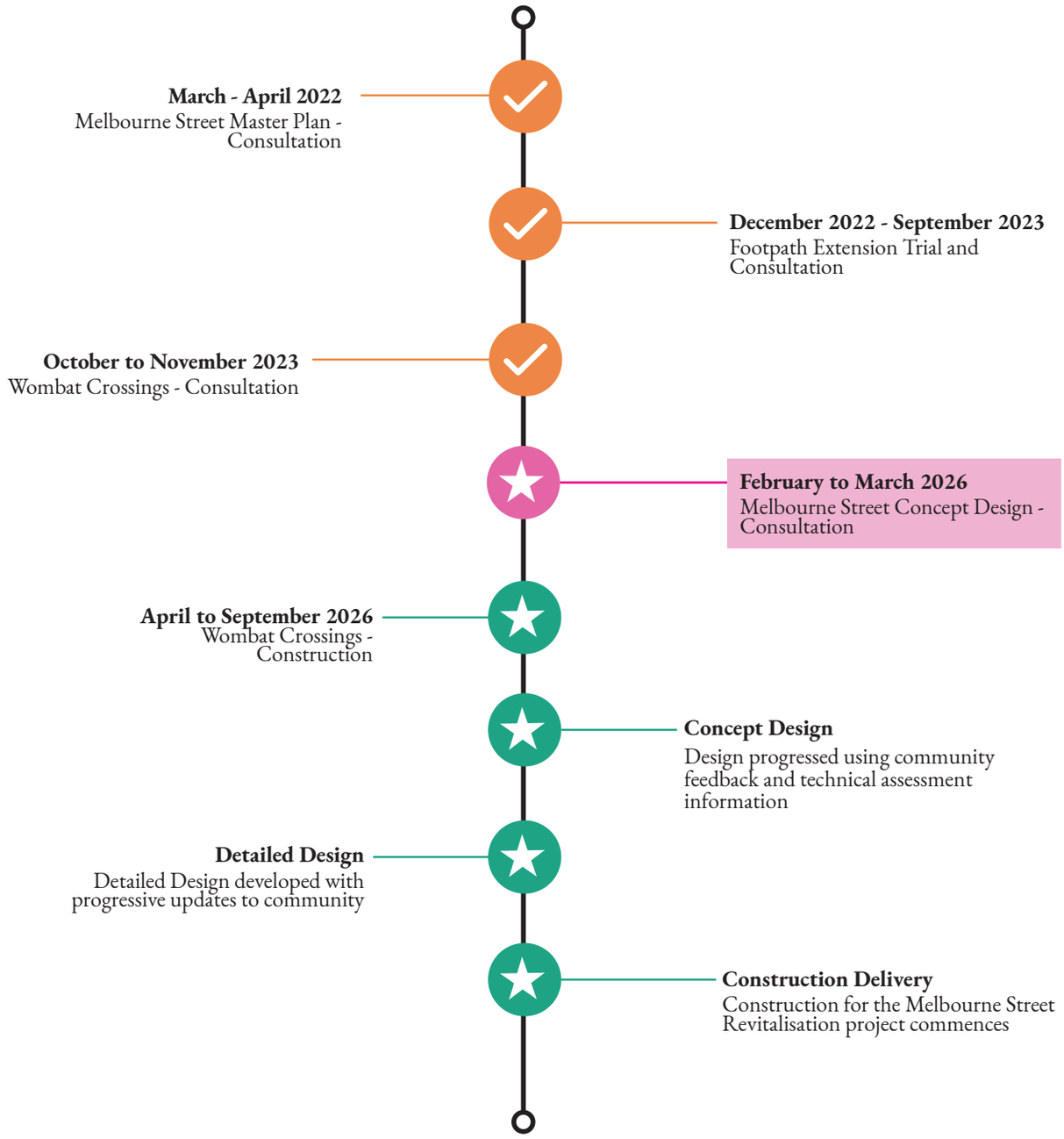
A range of short-term improvements have already been delivered on Melbourne Street, including updating and streamlining street furniture, temporary footpath extensions, lighting and greening initiatives.

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.



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.

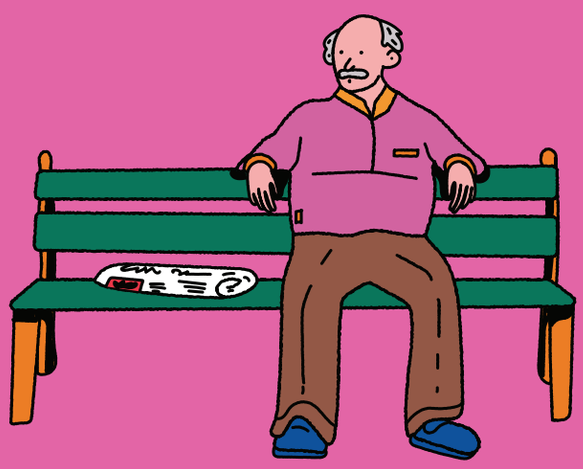
Find out more

Got questions or need more information?

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

Email
feedback@melbournestreetupgrade.com.au

Call
1300 848 423



Consultation closes at 11.59pm Wednesday 25 March 2026

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Concept Design Consultation

Help shape the future of Melbourne Street

You are invited to learn more about the revitalisation of Melbourne Street and provide feedback on the proposed concept design.

Visit us at a pop-up session

- Friday, 13 March, 12-2pm
- Saturday, 14 March, 9-11am

Corner Jerningham & Melbourne Streets
(Outside TerryWhite Chemmart)

Share your feedback by
11.59pm, Wednesday 25 March 2026

Scan the QR or visit
ouradelaide.sa.gov.au/melbourne-street

Our Adelaide

CITY OF ADELAIDE

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

Appendix B

Letterbox catchment area

Appendix C

Social Media metrics

Content performance

1 filter | Missing Data

DATE	POSTS	IMPRESSION	REACH	ENGAGEMEI	ENGAGEMEI	REACTIONS	COMMENTS
-	10	89,85K	56,73K	604	0,67%	477	28
23 Mar 4:36 PM	Last chance to have your sa... City of Adelaide Melbourne Street Revita...	2,15K	1,48K	3	0,14%	3	0
12 Mar 3:00 PM	Have your say on the future... City of Adelaide Melbourne Street Revita...	12,58K	7,39K	96	0,76%	66	2
12 Mar 3:00 PM	Have your say on the future... City of Adelaide Melbourne Street Revita...	6,22K	4,47K	29	0,47%	21	5
25 Feb 12:00 PM	Community consultation has of... City of Adelaide Melbourne Street Revita...	13,39K	8,02K	103	0,77%	77	6
25 Feb 12:00 PM	Community consultation has of... City of Adelaide Melbourne Street Revita...	12,87K	7,44K	51	0,4%	31	7
12 Feb 3:54 PM	Changes are coming to Mel... City of Adelaide Melbourne Street Revita...	17,64K	11,82K	105	0,6%	92	4
12 Feb 3:52 PM	Melbourne Street Revitalisation... City of Adelaide Melbourne Street Revita...	3,97K	2,76K	44	1,11%	42	2
12 Feb 3:50 PM	Changes are coming to Mel... City of Adelaide Melbourne Street Revita...	10,8K	6,51K	113	1,05%	91	0
22 Dec 2 5:19 PM	Community consultation will st... City of Adelaide Melbourne Street Revita...	2,61K	1,8K	28	1,07%	28	0
22 Dec 2 5:18 PM	Community consultation will st... City of Adelaide Melbourne Street Revita...	7,62K	5,05K	32	0,42%	26	2

Appendix D

Survey verbatim comments

What would encourage you to visit Melbourne Street more often or stay longer?

- Traffic able to pass through quicker and not be a bottleneck
- Better bike access from Linear Park, better cycle facilities (lane and racks)
- More parking
- nothing would
- Better cycling access. 30kmh would be fantastic for me to visit, as I don't drive. Continuous footpaths would also be good.
- more parking
- Please plant trees and water them
- Safe cycling!
- bicycle lanes along the street
- Historic buildings walking tours highlighting preserved buildings
- Safe and easy bike access by way of clear, wide bike lanes
- Improved bicycle access
- Safe cycling/bike lane and MORE bike racks - add what you think you need and then double it and it will be about right. There is never enough room to park your bike but empty carparks - insanity!
- Less street parking
- Slower traffic flow along Melbourne Street. Cars speed along with little regard to the 50 speed limit
- more car parks, much more
- Pedestrianised road would be nice or as close as you can get it
- Dedicated cycle path
- The street would benefit from stronger heritage consistency.

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

- I like the 30kmh vibe you are trying to create, wider footpaths and the increased shading.
- not enough car parking for working people and visitors in the area!! Especially during event / football at the oval

- Speeds limit is ridiculous and does not need to be changed and we do now want our road to look like king William road with wider footpath and harder parking
- I agree many good ideas, disagree with some, and missing some.
- Firstly the removal of bus stops #3 (both sides). I am elderly & use these regularly - NO!! Removing those stops is unacceptable. And for 2 carparks! Ridiculous. Restrictions at Jerningham, activity zones, bike lanes, new pavers - all totally unnecessary.
- Please ensure bus stops have shaded seating areas.
- I've loved Melb St for years but it's turned into a car thoroughfare. This tries to turn it into a people place. I'd hope more outdoor dining follows, often want to go there but there aren't many choices.
- I don't know enough about the project, or its history, or if designers looked at what works in other cities, budgeting and source of funding.
- Melbourne Street looks tatty and uncared for. This plan should make it feel cared for and purposeful.
- Some good elements but changes to car parking is diabolical
- Melb st has 127 parks, proposing to remove 41 parks in a 200m congested location of the road will have a crippling impact to long standing businesses. surrounding parking not available due no depth of residential parking, due to surrounding parklands
- You are removing far too many carpark spaces this pushing additional cars onto a tiny one way street that is Sussex Street, residents can't get a carpark in their own street now as it. Please make Sussex st residential only. Allow people to park onStanley
- Response is really 'somewhat unsupportive but there was no option for that. Carparking is an issue and we'd be losing spaces, need more retail/dining. Footpaths don't need widening. Footpath carparks are no good. 30km per hour speed limit not necessary
- Parking is already an issue and has been for many years. This proposal will reduce the number of parks. They need to do something about parking.
- Are current multi level apartment approvals on the street in line with "human scale density??"
- It's another not super exciting revitalisation. Just more of the same without anything bold or innovative
- 30 kms speed limit is ridiculous for a major thorough fair especially all the buses, will resllly clog up the system
- Prioritisation of cars and car parking - the speed limit is good as are the wombat crossings but it's not much.
- I completely align with you in regard to the reduced speed, quieter traffic and better use of the pedestrian area(s) but am a little concerned given I have to drive and park , people like me still need good carparking access
- the merging of bus stop 3 and 3A is good; the 2 wombat crossings are good to implement

- It’s a wasted street at present largely due to considerable lack of parking. If I am meeting friends in Melbourne St they find it very hard to find a park. It looks like there will be even less if footpaths are widened & bicycle lanes are added
- The concept is good but i have concerns with some elements, especially the placement of outdoor dining.
- I support slower speeds
- It's a total waste of money
- It is not clear if there would be any reduction in street parking which I would be against. I often just pop in or come for a coffee chat with friends and don't want to have problems finding a park.
- It is a street design that is not solely focused on motorised traffic. It caters quite well for active transport, and for the amenity of people spending time on Melbourne St. Bike lanes west of Jerningham St would be an improvement though.
- Raised wombat crossing should be the council’s default pedestrian crossing standard. It forces the cars to slow down and makes pedestrian crossing much safer, unlike the crossing on Gouger St at the markets which is the most unsafe crossing in the city
- I think there should be a 30km/h speed limit and a fully separated bike lane
- I strongly support the proposed changes.
- Some good improvement.
- Any change like this is good, but it doesn't go far enough. Pedestrianise the street and start attracting people. 30km/h is good though if you have cars.
- I like the expanded footpaths.
- Too many unexpected results out of the plan
- Sensible and creative ideas that meet the needs of a wide range of residents and visitors.
- I would like to add that the flexi parking on the northern side of Melbourne Street is not necessary because the footpath is wide enough to accommodate seating & pedestrians. Greater benefit to traders for car parks to be maximised- not reduced.
- I would like to see an increase in outdoor dining, venue licensing and overall promotion of food and beverage along Melbourne St.
- I detest wombat crossings
- Not too fussed.. as long as we have the same or more parking, and ideally not 30km!! That’s sooo slow
- Excellent step to evolve Melbourne St to be a diverse, local main street. Support the concept. 2 comments. Pay very close attention to the risk of cars rat running through Sussex and Stanley Streets when complete. Reduce bus numbers on Melb St

- I find the fast and volume of traffic problematic both as a commuter and visitor. It also a great street that seems to be under serviced only offering a narrow range of offerings the vision presented would promote business activation. Bike path is a must
- There are aspects of the design improvements that do not improve the environment in the long term. Planter boxes - Plants die and add cost to maintain. More trees needed. NO Wombat x'ing - its a Main Street.
- More lively street
- The excessive parking provides no benefit and compromises amentiy. Parking should be limited to loading zones and disabled parking only to maximise space for pedestrians.
- Today in conversation with Council staff got the impression they were focusing on attracting more pedestrians. While this is great I would like the focus on giving Melbourne Street a "point of difference" that is why come to Melbourne St ?
- Melbourne Street doesn't compare to lively streets across Europe where people are out every night. I live here and want that same energy, but the strip is dull and cluttered. The revamp is needed to create a street worth walking out the door for.
- Encourages better dinning options on melbourne st
- I live on Melbourne Street and believe that the East End Strip has massive potential to be an incredible social hub and changing the layout of the footpath to be wider allowing for more outdoor dining will help motivate that.
- Melbourne Street needs a facelift, businesses are failing so councils and landlords need to find away to help them thrive and survive!! We love where we live and our little village community but sometimes it feels dead.
- Very happy about reducing speed to 30kph. Would like No smoking — including shells bars on the street
- The concept appears to support revitalisation with a emphasis on pedestrian saftey and expereince. The reduction in speed limit is welcome. The lack of bike lanes is disappointing. Council should consider the merits of a dedicated bikeway or sharrows
- Slowing traffic and making it more pedestrian friendly, particularly with young children will make it safer and more enjoyable. Greening the street is important.
- There should be bicycle lanes along the street. While the existing ones have been removed. They could be informal edge line that narrow the carriageway width. Diagonal chevrons could create a buffer in this area, include sharrows, giving users options.
- Do not reduce speed to 30km as will increase frustration of drivers as Melbourne st is a THOUGHFAIR AND WILL KILL THE BUSINESS AS DID THE RING ROUTE WHEN ESTABLISHMENT as all streets are one way, no through and dead end already, limit out door dining
- improves most amenities, pedestrian access, calms the traffic and improves the look and feel of the area.

- Just visiting ! But charmed !
- It’s a nice area with a lot of unlocked potential
- Melbourne St needs passing traffic if it's going to get back to the vibrant street it was 40 years ago. Redcucing the speed limit is going to make commuters divert around it. Reducing the speed limit on King William Road has not worked
- I like that the design will make for a safer, more friendly street, with more room for people (dining, walking, socialising)
- Why do the bike lanes that enter Melbourne Street suddenly disappear? Other than this, it is a reasonable plan.
- Making the plans more bike friendly would increase visitation by bike e.g. for coffee, increasing business for F&B traders in the area, reducing parking woes and creating a cleaner environment.
- It's disappointing to see the bike lanes being removed. A similar design is used at West Hindley Street and it doesn't work. Cars aggressively drive close to bikes. This will be more of an issue on Melbourne Street as it is a main thoroughfare for cars.
- I would love for Melbourne St to become more like King William Rd in Hyde Park. The changes there in the past few years have been amazing, and I’d love to see similar on Melbourne St
- All looks good - really important to boost carparking, not decrease it like other strips
- Absolute measly bike lane. ACC goes on about active transport and yet does this. Make it make sense. Every urban design study shows the benefits of pedestrianisation. Yet you listen to a few angry businesses who would benefit from dedicated bike lanes.
- Overall there are some good changes to make Melbourne St a more pleasant and inviting place, but I feel council could be more ambitious as some things could be done better.
- I like the pedestrian crossings and 30km/hr. These signal that Melbourne St is a DESTINATION, not a thoroughfare. There should be more of the flexible outdoor dining/parking zones.
- The street is dated and not aesthetically cohesive. I would love to see a cosmopolitan street with diverse offerings for retail and dining. I would like to see a high end approach to the materiality of the concept eg cobblestones, elegant plants etc
- Melb Str is currently outdated and needs to become more modern/vibrant
- I think it’s long overdue. It used to be a vibrant restaurant and cafe strip and now it’s a ghost town
- less concrete pls
- The proposed changes to traffic on Melbourne St will make the area less noisy and calmer, and it makes cycling and walking safer. Wider footpaths and better use of space are also welcome.
- Would be more supportive if the cycling infrastructure was more evident rather than just paint on the road

- The project looks absolutely amazing — well done to everyone involved. Great effort from the whole team, you should be proud!
- There is too much space given to possible car parking on the main street. A bus stop is being removed to add is a couple extra carparks. Car parking is a waste of valuable public space for private storage.
- The concept for the street feels so cozy and nice! I'd love to have a seat under the shade to read my book. Thank you!
- Hoping car parking isn't compromised. Another car park needed if street parking is reduced. Improvements in buildings (incentives) as some looking shabby.
- The cycling line marking design looks sensible and will greatly add to safety. The wombat crossings look well placed, although more pedestrian priority crossings are needed.
- Overall concept plan is good. Speed reduction seems unnecessary & excessive
- The proposed design doesn't seem to prioritise public or active transport.
- I love that more greenery is being added. I think additional lighting at night while unnecessary is fine provided it is all warm toned.
- Traffic needs to be slower, reduce speed limit, feel unsafe as a cyclist
- Supportive of some aspects, unsupportive of others.
- It's not clear if Bus stop 4 will be retained and no indication on checking 24/7 lower speed limits. Melb St is currently a super speed zone and Sussex St [my residence] will take its place during construction.
- I like the pedestrian humps, the outdoor dining and the trees
- Pedestrian focus is how most major cities around the work have successful streets with shopping and dining, maybe need less on street parking
- I think you are wasting money as all the businesspeople I talk to comment on the lack of foot traffic and that's because of the lack of parking spaces
- The street will be safer and more pleasant to walk and cycle along and visit restaurants and shops
- Some parts are very good like the 30kph, other parts I have concerns around noise for residents especially as it relates to outdoor dining permits and amplified music
- Som great elements. A bit concerned about the impact on cycling. I would like to cycle around north Adelaide but will not without safe bike lanes.
- What it adds I really like and agree with (raised pedestrian crossing, trees, etc.). But I feel it still has far too many shortcomings to really make this a place I'd actually go and spend time in (e.g. actually safe cycling infrastructure)
- I don't support the 30km speed limit, it's much too slow and to many carpark losses in plan will impact accessibility of business, push cars to residential streets, increase walking distances to Melbourne St for elderly

- This seems like a sensible, balanced and attractive proposal. I strongly support the reduced speed limit, the extra crossings and the increased lighting and tree plantings. This will improve safety, as well as being prettier and more sustainable.
- The speed of the cars is reduced to make it safer
- Its clear and future directed but would love to see fewer parking
- I am happy about the proposed traffic controls, both speed and crossings
- Love to see the Street come alive again 😄
- It has not provided enough safety and emmenity for people and is similar to the current design that prioritieses private car vehicles
- Good minor improvments to make the street nicer and to encourage more outdoor dining and shopping, nothing ground breaking but a good step for the strip.
- I support the upgrade, but stronger design guidance is needed so buildings reflect North Adelaide's heritage character and restore the street's appeal.

Flexible kerbside spaces

- Dislike the parking on King William Rd. Worry that this will make patrons go elsewhere.
- it will provide more opportunities to maximise the value of space
- FLEXIBLE? still not enough car park
- Not necessary
- Parking is necessary to allow local businesses to get customers. With the v.high rental rates here it's tough enough for them. Prospect Rd is as vibrant as they come (lower rents) - they haven't resorted to restricting traffic flow by widening footpaths.
- I appreciate the flexibility and I hope it is utilised instead of defaulting to parking only
- Good for markets but not there all the time. They're a bit big in places - want bike lanes and bike parking.
- Alfresco dining activates a space. People like to see others having a good time. Problems with protection from weather, traffic noise, smell, exhaust heat during peak hour), keeping space clean (it can be very dusty and dirty on the streets here)
- Reducing street parking will make it difficult for people to visit my business. This has been the experience at King William Road, Hyde Park. If there isn't easy parking, people will not come.
- Parking is already limited and taking more parking away deters potential customers as they find it too difficult to park. This hybrid space system is harder to reverse park in for drivers and clearly hasn't worked on King William Rd.

- if people cannot see parks on the street they will pass through and go to the CBD as the street is a thoroughfare from the north to the city. how does a business thrive when customers have no where to park eg with ease/convenient.
- The idea is good but will never be put into practice, they will just remain up and not allow for parking pushing cars on to small side streets
- Too difficult to park in
- Parking will be an issue
- Providing more places to sit or hold activations is very positive
- Don't take away car parking that is why people shop in Melbourne st. 30 kms spread limit is absolutely ridiculous being this is a major thoroughfare for all the buses from the cut and machines in general, it will definitely create a real blockage
- These are used in Pitt St and Bentham St and in reality are carparks and make the area unsafe for pedestrians and other users.
- I guess I would like (as the above answer states) more information. For example, how often would you turn a table and chairs scenario into a parking bay, random or set day and time rotation, etc
- it is more efficient use of space for different use at different days of the week and times of day
- Still need more parking... perhaps a parking station as the carpark across from the Lion is being turned into apartments
- Kerbside outdoor dining places diners alongside traffic increasing danger to diners. Wait staff have to cross footpaths carrying food and drinks in order to provide table service exposing them to risk from cyclists, scooters and other mobility devices.
- Outdoor dining is nice, especially if traffic is slower
- why would you?
- It still looks like a reduction in street parking. What is the point in providing more outdoor seating if it results in less parking and so is a disincentive for people like me to visit?
- Because it considers that areas don't have to be one thing or another. They can multitask.
- Gives the shop front a choice
- This will bring the street alive. These sorts of treatments have been shown to work elsewhere. Prospect Road is a perfect example. Plus, people want to enjoy their city this way
- Permanent parking removal would be better.
- Just make it permanent outdoor use, no parking.
- I like the expansion but it could be 100% for dining and activations. The parking is not needed.
- I am assuming it is like King William Road Hyde Park. If so that mode of parking is terrible. I avoid them and I do not know of one person who lives or works in that area who is in favour of them.

- If it enhances the quality and viability of restaurants it is good, but given what restaurants exist currently, very few warrant outdoor dining as they are mostly cafes or coffee shops.
- I prefer that no cars can park on Melbourne Street!
- Reducing car parking without offering parking elsewhere to accommodate is detrimental to business in the street.
- Additional outdoor dining is crucial to the success of the hospitality businesses and the overall sense of community.
- Not enough parking already
- Interactive. Be wary of sloe angles so people can safely get out of cars when parked
- It is already hard to find a seat at times during the day and the footpaths become congested.
- More outdoor cafe's bring more people BUT car parking must the respond to Monroe people
- I am concerned that the process to close off an activity zone will be too lengthy. Council should either make the process simple, or eliminate the parking space
- Because I'm not sure
- I think it is working well on King William Road, Hyde Park.
- Similar to King William Rd Hyde park, then again because there are alot of backstreets around Melbourne St we could do without parking on Melbourne st
- Need this
- we still need some parking but allowing the local businesses (cafes, restaurants) the option to have street side dining is crucial in making the vibe of Melbourne street more welcoming and pleasant to spend time in.
- This will feel more inviting but needs to have shade for all weather conditions
- Those chairs and tables look crappy. Seating areas need protection from cars and traffic
- Just commit to permanent activity zones if you wish to truly support pedestrian access and improvement.
- If there are slower cars this would be good to increase capacity of places and to enjoy the outdoors.
- Because they increase the footpath width when not in use and allow businesses the opportunity to have outdoor dining.
- Need to limit out door dining to allow for pedestrians to walk on footpaths, need more parking spaces rather than dinners, allow only outdoor dinning if space permits
- outdoor dining greatly improves the area's attractiveness
- I'm supportive in theory but I would never support Melbourne St being blocked off like Rundle St in the Fringe due to it been an important access route to WCH
- It's what Melbourne St need badly. Right now it's dark, closed in and generally uninviting.

- I would prefer dedicated outdoor dining which can't be removed in favour of car storage
- Reducing traffic and vehicle movements and therefore noise/air pollution would only boost amenity.
- Needs dedicated bike lanes
- These kerbside spaces are also on West Hindley Street. The spaces are not used by the businesses nearby and when cars attempt to park in them, they hold up traffic as they are a tight space to get into. We don't need so much parking on Melbourne Street.
- As long as this doesn't get rid of the bus stop area
- Vital to creat an atmosphere, and also essential for visitors to be able to park near the business they are going to.
- Stop trying to appeal to a few businesses and listen to experts in design. Should priortise pedestrians/dining all the time.
- Reclaiming space from cars for dining/events is always a big plus but these spaces should be permantly reclaimed for outdoor dining etc.
- Very good and work well in King William Rd Unley! But I think there should be more of these in the concept. Why not extend it to the entire eastern half of Melbourne St?
- It will enhance the street and increase my desire to spend more time shopping and socialising on the strip
- Melb Str has so much potential to become more lively
- too close to road, feels very vulnerable without seperation
- Only if the flexible parking part is at certain hours i.e. early morning for deliveries (like in Europe)
- Better than carparking but far worse than no parking at all as once carparking is normalised drivers become entitled to their free private property storage space.
- Very nice!
- As mentioned earlier, if roadside carparks are removed, extra parking elsewhere required.
- It would be good if this was permanant public space, rather than being given up to car parking sometimes
- Seems reasonable though I don't understand how this works or who decides what is needed
- It should be a full-time space for people.
- I think it's so smart to have multi use spaces to maximise their utility.
- Will slow down regular traffic and cause accidents with unexpected and tricky parking actions. Such parks are not usr friendly to drivers. Melb St is currently a speed zone.
- Want it to be permanent outdoor dining. Off street car parking preferred, major cities around the world, I.e. Japan do not let people park right out the front of a restaurant for example. Car parks are where people cannot see the car from the shops

- dining spaces are not the problem as businesses are leaving, people need parking spaces so they can make Melbourne street a destination...its currently only a route from north eastern suburbs to the city and back
- This is a good transition approach. But I'd prefer no on street parking.
- Deends on how much parking is lost
- If the choice is parking or flexkerbs, I strongly support flexkerbs. If the choice is footpath or flexkerbs, I'd vote for footpaths.
- I support more out door dining but it looks like most carparks will not be available around the Jerningham intersection
- I like the balanced option that allows increased flexibility. As a resident of Stanley Street, I worry about increased visitors parking in the residential area instead.
- Good idea!
- Footpath usage
- I hope it brings life to the street
- More pedestrian space and narrowed road space will promote slower safer through traffic speeds and encourage more people to shop and spend time in Melbourne street.
- Make them always outdoor dining
- The bollards are a nice touch. If installed, consider using a heritage style

Reduced speed limits

- Slowing traffic will enable people to see what is available and possibly stop to visit businesses. Hopefully will reduce traffic noise. Make it safer for pedestrians.
- Nobody likes streets that are dominated by traffic. This should make traffic more quiet and make it easier to cross the road.
- this is one of the main street connecting city to the out skirt. what will it make any different if the speed limit is slowed down? no parking, still wont encourage people to stop in Melbourne Street
- This is absolutely ridiculous, Melbourne street flows well as it stands and reducing the speed limit would only further congestion at non peak times
- There is no problem with the existing speed limit. There are several bus lines on the street, so reduced speed limit will lenghten the time of the trip. Actually I can't imagine the idea of reduced speed limit comes from someone who lives here or nearby.
- That's crazy. Have you visited at peak hour?? There's enough of a bottleneck caused by that decades long lane occupation at WCH!!! Nearly all the strategies proposed in this concept design will make the Melbourne St bottleneck worse.

- This is a street not a road. Throughput shouldn't be a priority.
- Would go a long way to changing the character to a people place. Cars are so threatening on roads, it's like it's just another arterial ATM. Even Hobart has 30km/h.
- Encourages drivers to find another route (though the traffic on major arterials is surprisingly bad here)
- During the peak-hour times I travel, the speed is already about 30km/hr. I think people will just go around North Adelaide via side streets to avoid the slow crawl.
- To help with safety of pedestrians and enable people to slow down and see what is available to people on the street.
- But yet tiny Sussex Street which is a one way lane with residential parking is still 50, Sussex Street should have been reduced to 25 years ago. I have nearly been hit on many occasions trying to get children out of my car parked on the street.
- Supportive but make it 40km not 30
- The street is already used too much as a bypass from Dequetteville Tce and traffic is increasing. Slwoing the speed would deterr thoroughfare traffic and allow a more human-centred main street.
- If you're serious about being a walkable city, then pedestrian-centric policy and development decisions need to be made (like lower speed limits)
- Excellent but I am not sure it will be adhered too without barriers to speeding
- If you are going to have more people walking, crossing the road, or sitting down outside for a "coffee & cake" it makes it more people friendly
- slower speeds are safer for walking and cycling and improves the amenity and reduces the noise at the outdoor dining areas
- Speed limit is irrelevant as traffic doesn't flow
- Slowing traffic increases congestion. It can always be argued that slowing traffic increases safety due to lower impact speeds but it increases frustration and reduces attentiveness.
- Safety and amenity
- I have no iintention of going there
- I think 40kph is slow enough.
- I am not a car driver, so it invites me to use Melbourne St. It also provides for a calmer area for people who are on the street dining or shopping, actually using the area rather than just passing through.
- Default speed should be 30 along this street and 40 across the rest of the city. It's safer for all
- Slower traffic means a safer, more pleasant environment for everyone. Melbourne Street is more than a traffic thoroughfare - it is a destination. Plus, journey times for motorists will not increase at all
- Reduced speed for inner city roads is a great safety initiative and will save lives.
- Speed reduction encourages people, and is safer. More of this please.

- It has no material impact on traffic flow and will improve comfort and safety for visitors.
- I believe the speed limit is going to be reduced to 30km/hr. Ridiculous ! Why not make it 40 like other areas. As a motorist there are too many speed limits to observe already.
- You will create a continual car park situation for Melbourne St and access to the CBD from the north is already limited.The new crossings should be able to do this speed control. And why is this being done?
- Safety, safety, safety
- friendlier for retail and more enjoyable for outdoor diners.
- I believe the current speed limit is appropriate and there are no current speeding issues
- It is slow enough already
- 30kmph is too slow
- Critical to developing local main street environment
- The whole project will fall apart without it the statistics speak for them self this has been effective in other city locations.
- The street is already slow. Too narrow and too many cars for speed. Traffic lights regulate numbers already.
- safer
- Speed should be further reduced, given the width of the road corridor drivers may naturally drive faster
- It's a main route, traffic should flow quickly
- Slower traffic so hopefully safer and a deterrent for people cutting through to and from work as is the case now.through
- Lower speeds are crucial for transforming Melbourne Street into a safer, calmer place where people actually want to walk, meet and spend time.
- In order for the East end strip to be a calm, welcoming but bustling area the patrons need to feel safe. and lowering the speed of vehicle traffic through that area helps reduce the tension and heightened energy that cars racing through street create.
- This will help make the street feel more like a village and be safer for crossing the road
- The speed of traffic, including buses and trucks is quite intimidating for us as an elderly couple
- It would be very rare to travel in excess of 30km'h consistently on Melbourne street given the traffic lights and current parking arrangements. A reduction in speed is logical and supports pedestrian and cyclist saftey.
- Yes, as a mum of two young children this is important.
- Reducing the speed makes it safer for everyone in the street and reduces noise.

- No need to reduce speed as already 50km and wombat crossing and traffic lights will sole traffic, my concern is if you steer traffic away from Melbourne street will suffer and loses life and business need to rely and own promotion and not rely on street
- very important - there has been an increase in drivers racing down the street late at night
- A 40km/h zone in a short section a better compromise as this road will otherwise become a nightmare in peak hour due to reduced flow and traffic will only divert itself though Finniss St, Bundeys Road and Stanley St. Something similar Magill better
- Melbourne St functions more as a corridor and less of a North Adelaide access road. Through-traffic gives the street visibility and exposure to the business and lifestyle there. The street needs MORE through traffic, not LESS.
- This is a key reason why Melbourne St is currently uninviting. Loud, fast traffic makes the road uncomfortable and discourages outdoor dining
- Sorely needed - help reduce this as a thoroughfare.
- Safer for pedestrians and cyclists
- We need to encourage more active transport and make it easier and safer for pedestrians to get around Melbourne Street.
- If Melbourne St wants to increase pedestrian shoppers and diners then the speed limit should be lowered to 40 km per hour
- I think 50 is fine
- This is an excellent change that should be applied to all of the CBD and North Adelaide. There is no reason that cars (especially when they are getting larger) should be travelling at high speeds through the city centre.
- Great idea. Will make it safer for everyone and a more pleasant atmosphere.
- It will improve safety
- Think it's ok currently
- It's already congested so this will create phantom traffic jams
- i hate cars
- The intersection of Melbourne & Jerningham Streets can be a bit dangerous to cross as a pedestrian or cyclist, particularly during peak hour. Lower speed limits would help make it less dangerous.
- Anything to get motorists to slow down. Would love to see this enforced
- Great spaces need to be great for people not for cars. People patronise businesses not cars.
- We need to feel safe to enjoy the life.

- Melbourne St is a bit of a thoroughfare so reducing limits will hopefully reduce traffic flow as there are other ways to get from A to B aside from Melbourne St. However, am concerned that it may then increase traffic through Finniss Street
- This creates a nicer, quieter and safer space for those using the shops and services along Melbourne Street.
- 30 is too low & will divert traffic to other roads (Stanley st)
- 25 would be an appropriate speed for a shared street as shown in the proposal.
- I don't think it's necessary but I don't think it's a bad thing given that typically I end up driving around d the 30 mark when passing through anyway. It will help avoid unpredictability fast cars.
- No indication of speed checks. Melb St is a speed zone and akin to a major highway to and from Adelaide. I'm worried that drivers will deviate and speed along Sussex St, my residence area as they do when Melb St is under construction
- Increase in pedestrian friendly design, trees and outdoor lighting and dining
- Incentivised public or active transport
- there is no reason to reduce the speed limits as there are very few incidents/accidents now. Most vehicles are driving quite slowly in any case
- Hoon driving is a big issue on melbourne street. For real impact, it must be backed by enforcement such as fixed speed cameras, so speeding is actually deterred. Be worth messaging NSW to see if their hoon cameras were effective.
- This is critical to feel safe and comfortable on the street. This will make a huge difference and make me far more likely to spend time here.
- Lots of walkers, kids etc
- If Melbourne Street wants to be a nice place to visit and spend time, it has to be quieter and have lower speed limits.
- It's over the top. There is NOT a speed issue on Melbourne Street currently. No need to change to this impractially low speed.
- This improves safety and may re-direct people using the street as an unnecessary thoroughfare.
- This is very important!! Great work
- Safer, and would encourage more people to walk and shop
- Cyclist and pedestrian protection
- I lie in bed at night hearing people go at high speed down the road.
- Will bring more people to the street, families

- To create a safe design that acknowledges human drivers can and do have lapses in concentration, slower speeds mitigate serious injuries and desths to pedestrians, especially children. It also encourages more active transport use for local trips.
- It's Melbourne street, one of the few very short stretches of pedestrian forward streets in the city, it should be a destination not a highway, capacity and travel speed is not constrained by the speed anyway, it won't change the average travel times.
- Used as a common thoroughfare but no incentive to stay as no quality establishments. Streets are narrow and not an appealing place to be.

Bus stop consolidation

- Seems sensible.
- Bus stops do not have to be as frequent as they are. Take up space and add noise.
- no comments
- The change has no advantage for the people. They will have to walk more.
- The current stops #3 are the stops I use regularly to go to and from the City. They are used for patients of Benson Radiology and the medical services at #226 also.
- I hope this will on average reduce walking distance to places of interest.
- I don't use the bus stop. It seems a lot to add in distance.
- the bus stops are important to the older demographic using the medical practices. Too far for less mobile to walk in the weather
- There is only a small difference in distance. Will not impact bus travellers significantly, will create street-side space and help the traffic to flow better.
- Seems fine
- There are currently too many bus stops outside of main shopping/dining area and too close together.
- There's no 'unsupportive' option here... this is dumb, there doesn't need to be more on-street parking
- What will happen without bus stop 3 we quite often used this for medical appointments
- I regularly travel by bus through the area and there are many bus users which need to access medical services and the extra distance makes that less easy.
- I vary rarely use the bus, this has little to no impact on me
- it improves the bus service with one less stop for passengers to wait at; it allows for more length of the kerbside space to be use for other purposes
- I don't use public transport to access the area
- Lots of older people use this area and shouldn't be made to walk too far
- I have no intention of going there

- I do not use the bus.
- I don't use the bus stops and probably won't in future. I have no view on it.
- Being closer to business is better for bus passengers and brings added social safety
- Reducing public transport options for the sake of a couple of car parks is ridiculous and retrograde
- I don't use the bus.
- Good idea as the one opposite the Lion is in a bad space.
- It makes sense and requires only a few extra steps!
- makes sense
- Less traffic holdups
- Extra parking is good
- Should reduce bus numbers on Melbourne st
- Does not impact me
- Bus stop should be retained. There is plenty of parking, and public transport should be prioritised
- I don’t use the bus
- Further for me but ok especially if you have the wombat crossing by McDonalds House
- support combining bus stops 3 and 3a. It frees up more on-street parking and creates wider, safer footpaths for pedestrians, which will make the street more accessible and inviting.
- It doesn't really affect me but I see how this can be a good change via increased efficiency of the buses stopping less. I can also see how this could be a negative in a very niche way where old or physically compromised people may have to walk further.
- I don’t use this stop so I can’t really comment
- I think bus stops near the PO and Lion were good
- I don't use this bus route, but it appears to make sense.
- The stops look good.
- Increasing access for public transport is always beneficial and shouldn't be removed if it is intended to increase car parking.
- Many busses travel down Melbourne street
- I don't use bus stop 3 very often so doesn't affect me
- Don’t mind either way, current bus stops are fine but as long as the number along stays the same I don’t think it matters that much to bus users
- I don't use public transport

- Removing a bus stop in favour of a couple of car parks seems counterproductive, but I agree with the consolidation
- This will help deliver visitors into the heart.
- The location of the bus stop doesn't really matter as long as there is a proper sheltered bus stop for people to wait safely, protected from the weather
- We should be supporting more public transportation use. Not removing bus stops for more car parking.
- There are lots of elderly people in North Adelaide who need the number of bus stops we have
- Need buses, but there may be one or 2 too many that would be better for car parking.
- "Very unsupportive" is a bit strong here as I realise the changes here are somewhat negligable. However I don't agree with increasing the amount of car parks. We need to be encouraging people to use PT as much as possible, not mostly single-occupant cars
- I do not catch the bus to Melbourne St.
- I dont take public transport and have no personal views on this
- Not sure
- Looks like it will support better traffic flow and safety
- I dont catch the bus
- It makes it slightly less convenient for me to catch the bus (currently from Stop 3A), but I understand the need to move it.
- Whilst ADL doesn't have all electric buses centralise the pollution
- it is a poor choice to move the bus stop further from your development zone
- Don't impact too much on walking time, but will be better as the traffic flow will be better without too many stops there.
- Makes complete sense
- I don't use these bus stops and can't comment
- The bus stops clutter the street scape and make it inconvenient to drive through. One is reasonable for such a short distance.
- Stop 3 is rarely used during my regular travel along Melbourne street.
- Makes no difference I use bus stop 2 and 3
- Making it more difficult for public transport does not promote not using your car
- I dont take the bus
- Doesn't impact me but seems logical.
- Doesnt affec me

- How much more of a walk does this create for bus riders? Is there any improvement?
- Seems fair enough
- I don't catch the bus regularly so I don't have an opinion.
- Sensible
- It makes sense
- I support removal so more parking can be reinstated as I am sure spaces will be lost with the wombat crossing
- We need better public and alternative active transportation options to discourage car use in the area.
- Good idea

Street trees and greening

- Greening is important visually and for temperature control. Creates a pleasant environment.
- nice
- Trees are so important for shade and counteracting the heat from the built environment. But please select trees wisely. Those "peppercorn" trees are so dangerous. When they fall, it's like walking on ball bearings.
- Generally very supportive of greenery, but it's often added badly. Maybe make tree guards also usable as bike parking thru signage?
- Thinking of the care needed to ensure they thrive. There are people that regularly come through and pull the plants out and throw them about. Maybe include cctv on the streets as these people are often aggressive, lashing out at others, unpredictable,
- It is so hot to walk down the street during summer, very little shade. Means I avoid going out for lunch when it is hot.
- cool the street, encourage wildlife, create more oxygen and absorb C02
- current proposal shows loss of park to Jerningham St, which again decreases parking to existing traders.
- Why do we need to spend more money on new green zones, there are plenty of establish trees already on Melbourne street. This will just eat up more room for parking.
- Good idea but seems like this happens every couple of years and we get new planters and then different planters and then more planters. Also think the planters half way up the light poles are useless - too high and not the right plants
- Not if it reduces parking
- the more greenery , the better

- As long as they're not bloody London Plane trees
- Boring street
- I get despondent in hearing trees being cut down to make way for roads or other infrastructure, finally someone wants to put more in
- more trees and low shrubery will improve the amenity of the street and keep it cooler in summer
- Love greenery
- Trees = shade
- I have no intention of going there
- Any proposal to increase street trees has my suppport
- More trees are always good
- More tree cover is needed
- We cannot have enough trees. They do wonders for the local environment, including valuable cooling
- Trees are good
- It will help provide urban cooling.
- ON THE PROVISO that whatever street greening is done is MAINTAINED by the council. You cannot rely on shop traders as sadly it does not appear to be a priority. The plantings all need to be the same ie consistent and must be watered and maintained.
- This is a good initiative if it is quality, consistent and maintained.
- This is a no brainer. How could anyone not support it!
- As long as plants are watered and maintained instead of letting them die and look worse than if you did nothing.
- I sunburn easily.
- As long as we don't lose parking
- The ammenities of the street and aesthetic are all attached to the tree lined street adding to this will only make it all cohesive
- Greening Very good BUT do not install planter boxes. Who will maintain them - Council will pay a cost a huge cost to maintain them and they do amount and further crowd the footpath with dead plants...install more significant trees instead and provide water
- more trees and green
- Strongly support, however excessive car parking will limit the benefits and cause urban heating
- Get rid of the planter boxes, they look messy .plant advance trees
- North Adelaide is becoming hotter especially with the building of more apartments with their hard surfaces so established trees with canopies important as are new trees

- I support more trees and integrated greening, but the current planter boxes look messy and inconsistent. The plants don't match, the concrete bases are cracked and unsafe, and some trees still have broken fairy lights hanging off them. We need cohesive pl
- More trees and Greenery is always good. It helps increase the beauty of the area which makes the area a more pleasant are to spend time in.
- Trees and plants will help soften the streetscape, add shade and maybe lighting can be added in the trees once mature enough
- Great as long as they are maintained— don't like dead tree boxes
- The council must commit to urban greening.
- Yes, currently it is sparse and adding greenery will make it more shaded and enjoyable to sit outside.
- Helps to keep the street cool and more enjoyable to spend time.
- Greet if always appreciated
- great improvement
- Green always good but would insist on careful planning on junctions/corners. The existing planter boxes on the corner of E Pallant St and Melbourne St are disastrous & unsafe, obstructing drivers' view when they are trying to pull out of the side street
- The streetscaping is outdated and uninviting as is. It needs opening up.
- Increased greenery is needed, especially if this is the right choice.
- The greener the better
- There is very little shade on Melbourne Street. A number of trees have been removed recently and have not replaced.
- Greenery attracts diners
- Vital to keep the place green, attractive, and cooler.
- Awesome!
- It will enhance the beauty of the strip and provide much needed shade. Please be sure to plant the trees where benfit can be had when sitting along the strip.
- Yes needs more greenery
- It needs more greenery
- Quite unpleasant to walk down in the summer
- More tree canopy is badly needed, it's so hot with the sun reflecting on all that concrete
- green space makes places nicer to be in there is not enough of this in the plan
- Please, more trees in! Butterflys, birds, colour, flowers are all that Melbourne Street needs.
- Please consider the trees being planted! Non allergenic trees so no plane trees!

- Greening supports healthier air, better connection to the environment and cooler streets. It also buffers from cold winds in winter
- Additional greening is much needed
- This is essential to improving the look and feel of Melbourne street. There is a proven benefit to mental health and reducing summer temperatures.
- These are urgently required to provide a concerted approach to greening the street. Not adhoc as at present.
- I use bus stops 2 and 3.
- Greenery makes a street more beautiful
- more trees are always good, garden beds take up space and are not appreciated
- I seek out cool spaces in summer so anything to reduce temperatures is good.
- Use existing footpaths.
- More trees for birds and shade is great
- This is prettier, will reduce street temps and promotes sustainability and environmental friendliness.
- Cooling
- It helps create a warming and loving atmosphere
- Trees are good
- current trees are a mess
- Will improve the look of the street, far more inviting
- We need more tree canopy to keep pedestrian spaces cooler in warming climate conditions
- Everyone loves more greenery and is a clear improvment
- I support the proposed greenery, but encourage large, uniform trees that could form arches over the road to improve visual appeal and create a more cohesive streetscape.
- Desperately in need of this

Cycling treatments

- We should encourage safe cycling. Cycling may become more popular as petrol prices skyrocket. Reduced traffic speed could increase cycling safety and popularity
- Not that happy with the assumption that cyclists will be happy to share space with vehicles travelling 30kph. All the side streets should allow for counterflow cycling as a traffic calming measure. More bike parking.
- do this means, less off street parking?

- Look what a mess the bike lanes in Frome Rd have caused. Whoever came up with THAT stupid idea?Frome Rd from the High School to N.Tce had a shared bike lane on the v.wide East side footpath. Perfect! As they say 'if it ain't broke don't try to fit it'.
- Sharrows aren't great but hopefully low speed will make it safer for cyclists. Not confident that there is enough bike storage in this design
- Green boxes good. But markings only at intersections? Where are the bike lanes?! Especially connection at western end. And every one way street should have contraflow.
- cleaner than petrol and diesel vehicles.
- Cyclists need a fair go and greater ease of cycling
- Public consultation at Old Lion noted cyclists being directed to path on McKinnon Parade not clear in the concept design how this will work?
- I'm more in favour of bikes than cars though I find the changes on Frome Road far outweigh the advantages for cyclists over motorists. These changes have created a deadlock.
- road markings don't make it safer for cyclists.
- Will clog up the major thoroughfare of all the traffic from the city stop the flow and narrow tve tartaric flow
- These will not promote safer cycling or multi-use transport, it's window dressing while you actually prioritise cars.
- This proposal has little to no relevance for me. Having said that, I do not see any real negative in it
- these measures improve space for cyclists; I am a regular daily cyclist and this is a good idea
- Makes sense
- Negative view of cyclists adherence to road rules. Their use of footpaths in lieu of provided road space negates improved marking.
- bike lane should be reintroduced in western half of Melbourne St where footpath widths will not be widened
- I have no intention of going there
- As a non-driver, this makes it more likely that I will use Melbourne St. More bike parking is needed though, as cyclists need parking just like motorists do. Contraflow on the one way streets near Melbourne St would also be good.
- Not as good as a physical barrier, but it's a start
- There should be a fully seperated bike path
- More and more people are using the bicycle as every day transport, especially with more e-bikes being available. It should be made as safe as possible

- Still on road non separated cycle lanes. Also not sure that bike storage at these locations will be used so close to the CBD for multi-mode trips.
- Magic road paint to protect cyclists is the usual cheap and ineffective approach. Safe cycling and pedestrianisation attracts people to businesses, that's what the studies show.
- It's a busy and dangerous bike route as is. Improvements are desperately needed.
- There are many avenues for cyclists already like Lefevre Terrace for example. I oppose considering cyclists for that reason.
- Too much emphasis for cyclists already that don't exist! Rarely see a bike on a bike rack in Melbourne St now!
- Anything to make PA more convenient and safe.
- Enough cycling chaos already.
- I ride through and up the street and it is not well organised. Anything allowing for more space and demarcating this would be appreciated
- Direct cyclists (i am one) onto other streets in parallel (stanley or MacKinnon Pde) Don't reduce the size of melbourne St more. Defiantly do not add any concrete edged lane (a hazard for cyclists pedals) and it would take valuable parking.
- dont cycle or bike
- While a bike lane is not necesary given the proposed speed limit. The excessive on-street parking will be a major hazard as drivers pull out into or "door" cyclists
- Melbourne st is not suitable for bikes ,Way to many cars , the street is too narrow and also has a lot of Ambulances
- Cycling a mixed blessing because of safety of all and space they occupy. Suggest they are encouraged to cycle on the perimeter of Melbourne St and bike stands /water stands located there
- I support the cycling improvements, but the bigger issue is scooters scattered across footpaths. Any new bike storage or markings should be paired with proper scooter parking near bus stops, traffic lights and pedestrian crossings to keep pathways safe
- these changes will help promote cycling hopefully leading to a reduction to motor traffic along Melbourne St
- Bikers need to feel safe
- Does this include all the scooters that are left all over the sidewalks — they are a nuisance
- I marked very supportive but would think the council can do more such as a considering a dedicated bikeway, painting bike sharrows (or a similar visibility measure) throughout Melbourne street and maximising access to bike parking outside shopfronts.
- I am too scared to ride my bike but if the streets are made safer this will encourage me.

- Yes active transport is how residents move about the city and any improvements should be encouraged and included.
- Not sure
- improving cycling accessibility and safety is vital
- North Adelaide is a great spot to link in to the city and always support changes that make cycling safer
- The current road is hostile to cycling, and dangerous to ride through. The speed limit change will make the biggest difference, but I'd like to see more safety improvements at the Mann Tce end
- Proper cycling lanes would be better, and would help to calm traffic and encourage better driver behaviour.
- No use having bike storage if there are no bike lanes for cyclists to have a safe way to get into north Adelaide. It's incredibly unsafe cycling next to cars who don't give second thought to hitting cyclists
- Road markings and a bike rack do not make for safer cycling. Removing the bike lanes will make cycling more dangerous.
- Cyclists are often their own worst enemies, and often disregards signage, and are abusive towards cars.
- Not good enough. Needs dedicted bike lanes for safety. This does not change anything
- While I'm very much in favour of improvements I find some changes highly questionable. Chiefly the complete lack of bike lanes (even with the speed limit reduction), and future propsed layout of the Jerningham St intersection bike lanes.
- Good, but the cycling provisions could go further. Please add bike parking along the length of the street for people to access businesses etc.
- Safety at all times.
- Stop investing in cyclists!!
- As a bicycle user, I tend to not use Melbourne St due to the poor bike lanes and busy traffic (instead taking Finniss St to get to Frome Rd). I strongly support any changes to improve conditions for cyclists..
- Need more bike parks near cafes. Need safer routes for bikes using and crossing Melbourne st
- It's not enough + bike storage near bus stops is impractical and not safe (particularly at night). We want bike racks accessible in all parts of the street so we don't have to park down one end and than walk the entire strip.
- Bike boxes are great but paint is not infrastructure. Sharrows are not a recommended treatment as they provide no safety to riders nor force any change of behaviour to drivers they are just a feel good paint symbol for planners
- Stanley st it's nicer and quieter for cycling. Melbourne there's bus route which is not good for cyclists. I think is better to have rest areas and seats and bike hoops to assist cyclist to stay at Melbourne st, not passing by.

- Very disappointed with the Frome Road changes. Supposedly improvements but it has caused major congestion in the area. As a result, I'm not sure how I feel about road markings for cyclists?
- The line markings look sensible and address many of the concerns I have in this area currently
- Good quality cycling infrastructure needs to be separated.
- Cyclists create very dangerous situations when they don't have suitable infrastructure.
- Safer cycling, generally, is a good idea. The changes to the Jerningham Rd intersection are going to cause chaos. Some days the southern side is already banked up past the roundabout, having a left turn only lane heading north will make it more congested.
- Good to assist cyclists but what about the current bikes for hire? Do such riders need to wear helmets and ride safely?
- Cyclists and buses integrated
- Increases active transport. Proven in Europe
- very few cyclists use this route as it is a busy thoroughfare for vehicles, waste of money
- This won't help me feel safe to cycle.
- But dint squeeze car lanes out!
- It's an improvement but I don't think this does nearly enough to make me feel comfortable on Melbourne Street. With a slower speed limit (e.g. 30) I'd be more supportive
- I am supportive in principle but don't regularly cycle.
- Not much to encourage families here. We will be sticking to the footpath annoying the pedestrians unfortunately
- Supporting different options to travel
- If all able bodied people cyclised instead of using cars, the world would be a better place
- I would not support making Jerningham Street single lane at the intersection by making a bike lane. The junction would be chaos, and from your plans it looks like that is proposed.
- Less emissions from cars
- No where near enough changes to encourage and improve safety for cycling and active transport. Families should feel safe cycling for transport, not just recreational cyclists.
- it's an important step seeing as you're not putting in a proper lane
- I am not supportive of introducing cycling treatments. Based on examples like Frome Road, such changes can detract from the streetscape and create visual clutter, though I understand it is ultimately the Council's decision.

What do you like about these existing art and design features?

- Create interest to stop and look. Create a unique streetscape.
- Sorry, didn't notice it enough to like anything in particular.
- i do not think this will actually attrack people attentions and do nothing to the area. money spend for what?
- Enjoy the art and mannequins how they change with seasons and events
- Modern art. Plus some changes in every season and occasion
- OK, I guess. But do we really need more? Residents & business owners who live and work here get rather tired of this "new plants, paving and flags" that crops up each year. It's such a waste of ratepayer's money.
- Local identity
- I like how the mannequins change. But, they're on a big buid out - surely bike rails could have fit behind them? The fork was designed as bike parking, but who remembers that?.
- They are lovely, adding colour, character, life and points of interest in the street.
- That it is quirky and unique. Adds interest and character. Makes me smile.
- I do not like any of these, mural on Appartments is depressing and not in keeping with the current times compared to other apartment murals around adelaide. Mannequins that hold flowers do not appeal to everyone. Ash Tree Memorial serves no purpose.
- They look cheap and nasty and are a waste of rate payers money
- Add character
- Artwork in the street is a sign of a caring, proud and civilised community.
- The old Arts school used to be in Stanley Street, I see any art in Melbourne street as a relationship / reference to the old school
- they are interesting and unique
- They make the street scape interesting
- Adds to interest
- They add interest to the street
- The mannequins are just ok right now with petunias in situ but when they are dressed up for occasions like the football they are an embarrassment. So no I don’t like them
- Some are totally inept.....mannequins are very poor.....replace with year round properly maintained greenery.
- I like most public art.
- brings a creative feel to the street instead of making it 'bland'

- They provide interest to the street however I wouldn't suggest that more are required, what we have now is great.
- I appreciate the natural materials offerings more. My daughter reallyLikes interacting with them.
- Complete wast of space and money. They do nothing to improve the ambiance of the street.
- different and colourful
- I don't like the bike art trail, this has generally resulted in non-functional bike parking
- Absolutely hate they , they in poor taste
- Really like the mannequins and the art work on some of the buildings
- The existing art and design features feel very random and not cohesive. The mannequin planters look tacky, the flowers have been pulled out, and the placement doesn't make sense. The street needs coordinated, well-maintained art that actually enhances the
- I like them
- Love the mannequins on Jerningham St — they are well watered and cared for. And the fork is iconic. Mural on the bottle shop wall, Majestic Hotel and especially the twin murals on the high rise near The Melbourne Hotel
- They add character and points of interest.
- They are unique to Melbourne street. Also the fork sculpture can be used as a bicycle rack.
- Need to maintain art work and refresh often
- makes the place a beautiful environment to live and enjoy, more art is needed
- Add to the character of the street
- The existing art is fine but should be extended to show the arts culture of North Adelaide
- They are a small nod to past local history.
- They feel a bit dated and could use a clean
- They aren't amazing but I do like them as they are now part of the character and charm of Melbourne Street. I do wonder about the expense of maintaining the mannequins.
- They are fine. More greenery would be a higher priority than this
- Good fun - interesting !
- Love them, needs more!
- The fork is amusing!
- They add personality and character to the street however I would like to see stronger works at a larger scale at key locations.
- Again it needs more vibrancy

- fork makes me giggle, flowers make the street more pleasant
- MUrals are colourful and cheerful, as are the flowers
- It's not really representative of present day residents.
- I took so many photos along all year round! So nice!
- I like the murals but not fond of the others. They look tacky. As do the planter boxes that all vary and plants dying. Also find there is inconsistency with current art/design features that look haphazard. A more classy and unified streetscape is desired.
- I dont think the current street art stands out at all. The mannequins blend into the background and don't add anything to the intersection. Bolder and brighter street art would be nice. I like the facade of UR Caffe
- I don't like the mannequins but others are good
- I like the flower basket dress things, they're quite whimsical. Very Melbourne St.
- The mannequins.
- Aesthetically pleasing
- They improve the street look and feel
- They are unique.
- Love the mannequins and their seasonality. They are fun!
- It adds identity and colour to the street. Kids love seeing the mannequins change for events and seasons.
- They provide some focal points and whimsy that are unique to the area.
- Good art is good bad art is cringe
- I dislike them intensely. They are not sophisticated in any way.
- Add interest and colour
- More murals and street art is welcomed
- that they exist, they are nice to look at and help establish what the street is for.

What do you think could improve art and design featured in Melbourne Street?

- Nothing
- Unsure. I'm not the artistic type.
- Your approach sounds good.
- More of it
- Giving preference to local artists, encouraging active and changing art spaces (e.g. dedicated graffiti art walls)

- Make it more modern and creative so that younger people are engaged
- I like art im just not good at noticing it more art and more greenery and maybe even some plant based art like gardens
- Put art anywhere you think graffiti might show up, to prevent graffiti
- absolute waste of money; no-one appreciates it. they will not add to foot traffic and vibrancy
- Big fussed about that
- yes

Any other comments or suggestions?

- Planter boxes should remain and be consistent along the entire length of Melb St. Waste management and recycling needs to be considered. Light pole planter boxes are too high. Signage along full length of street should be upgraded to identify the district
- The sides streets don't look like continuous footpaths. Are they? If so they should look like them.
- Council should control the numbers of particular business in the area. should encourage more dining / bars where attrack more people to the area, rather than medical or other offices only
- Changing speed limits and adapting parking to create other opportunities is not needed on this street. The street flows well and is only busy for 1-2 hours in AM and PM peak times otherwise flows well throughout the dayThe greenery and shade is important.
- What is missing mostly in Melbourne Street is a proper shop, like a small Coles or Woolworth.
- How about rent relief for businesses. That's what will "revitalise" the street. Not these "bread and circuses" ideas. Or re-route peak hour traffic - but that's just a dream as we're stuck with that unless a viaduct is built over R.Torrens to Hackney Rd!
- Traffic calming= pedestrian safety= improved cycling safety. Stupid square build outs - street sweepers go in curves. Combine poles with bike parking. Sad not to see continuous footpaths at side streets.
- CCTV in the street would be good as safety is hugely important. See previous comments - eg: accountability for poor behaviour of people who often sleep in tent in park near tennis courts. Aggressive, violent speech as they walk past families, elderly,
- Would be lovely to be able to sit on a street-side bench and eat lunch, watch the world go by. At the moment there is no way to linger once your food (or other errand) has been completed. Makes it a transactional street rather than a welcoming place.
- The loss of carparks cannot be traded for increased activity and revitalisation of the street, it is counter productive. Street traders are crying out for increased parking and your proposal is to ultimately remove carparks to try to increase growth.
- Please lower the speed limit on Sussex Street to 25 before someone is killed. Please also think about ratepayers living in the area and make Sussex Street residential only, we pay a fortune in taxes and can't even get a park in our own street.

- Look at Prospect Road and what they have done for a successful revitalisation
- "select up to three"... selects one.... "(!) This question must have 3 items... wow you've really stuffed up the mechanics of this survey.
- You should have continuous (raised) footpaths and cycle paths at all lanes along the street (act as speed bumps) and remove parking except for short terms for commercial vehicles. If you want to make the street more than a feed road to the city.
- No
- I support the two wombat crossings for the proposed locations. I look forward to using them as a pedestrian and cyclist. The north-south bicycle route in Jerningham Street is a good idea. Merging bus stops 3 and 3A is a good idea.
- New st off Melbourne st should be 1 way from south to north to stop the through traffic from Le Fevre Tce
- I have no intention of going there
- No
- It's a good start. Continuous footpaths across the side streets would be better. Make the cars go over the footpath rather than require people to go down to the asphalt level.
- I hope this goes ahead in accordance with the plan
- Cycling safety should be further improve with grade separated bike paths.
- Pedestrians are perfectly safe already, cyclists have many alternatives. My concerns are traffic flow especially at the Jerningham St intersection as i believe you intend widening the footpath there ? It is a very busy intersection.
- People I know use King William Rd Hyde Pk a lot and absolutely hate the parking spaces, bollards etc there. Prospect Rd is a better example. Also I feel for the traders whilst this is all happening. We do not want another Jetty Rd saga!
- None. The plans look great!
- More parking is required, especially if you are planning to remove parking spaces by way of businesses coming into the street because they are attracted by the use of the flexi parking space. Critical to not reduce parking without replacing it.
- To reiterate, providing support to hospitality venues by increasing outdoor dining and reconsidering strict licensing bounds, Melbourne St could become the centre for enjoying eating and drinking with friends, life's simple pleasure.
- No wombat
- Speak to your traffic engineers about how to prevent cars cutting thru Stanley and Sussex streets to avoid Melbourne St and can you deduce bus numbers. They are loud and pollute which is at conflict when trying to bring more Street activity

- This has been to long communing and with the new residential buildings mooted for the strip it is essential this happens sooner rather than later. GoodLuck Love the plans.
- The retail presence needs reinvigorating. Charging for pavement use for cafe's has killed several already - review your fees. Get rid of excess planters as they promote dead plants and do nothing to improve the area.
- To acheive the stated aims of the project, on-street parking must be minimised
- We need to encourage better business to the street
- Thanks for this. Benchmark for two vital precincts in Adelaide are King William Road Hyde Park and Rundle Street City. These two have great mix of wining and dining. Really grateful to David Roach Foundation. Currently its safe from developers hands
- More cohesive, European-inspired feel that puts people first, not traffic. A clear theme, better lighting, consistent planting, more outdoor seating outside of stores, music, solution to the scooters, free street wifi now that Nokia plans an Upgrade thate
- Do not let developments build ghastly towers, we need to keep the heritage feel. Stop knocking down beautiful old buildings, 3 should be the max on all sites!! Don't ruin the tourist appreciation of Eastern end Heritage Vista!!!!
- The business mix is not great currently. Two shisha bars is too much. Hope it doesn't degrade to sex and drugs strip at night.Thank goodness One Rundle Street brought some boutique vibes to the corner. Disappointing that restaurants have closed
- Do not let developers come in & build ghastly towering buildings of obscene heights. Maintain & enhance our unique heritage of Nth Adelaide - it draws tourists & is why we love Nth Adelaide. Their boundary buildings go against efforts to "greenify"!
- the linemarking should provide an edge line to narrow the carriageway width. It doesn't have to marked as bicycle lanes. Allowing for an informal bicycle lane. Sharrows could be installed to the standard. This would give users options on what feels safe.
- N/A
- ThanksFor asking ! Gorgeous and charming
- I think prioritising pedestrians and slowing everything down on Melbourne St should wait until the WCH moves location. Doing it now will affect the current ease of access and be detrimental to patients when teams are called back in for emergencies
- There is a good open parking area on the south side of Melbourne St which not many people know about. Commuters might be more likely to stop and use the amenities if they knew there was easy parking. A sign with available park number would be great.
- I hope that the most important parts of this design survive the concept phase. The 30km/h limit and footpath expansions will make the biggest difference.
- Dedicated bike lane

- I'm not sure how the plans support "Greater public transport access" and "Improved cycling safety and connections" when they do the very opposite.
- King William Road in Hyde Park is a great example of what Melbourne St could become
- no, i think ive covered it!
- The footpaths really should be raised and 'continuous' over the minor side streets. This has been successfully adopted elsewhere and really makes the walking experience better.
- Encouraging small businesses to invest in the area. There seems to be a great deal of empty space along the retail strip. Is Renew Adelaide an option?
- Council should subsidise rents and encourage businssses to setup. Many restaurants have closed in 2025 and nothing is taking their place. O'Connell street is now busier
- Safer crossings on access route to Melbourne st. In particular crossing McKinnon parade between jerningham st and packer court. Crossing the road here can be very difficult at sunrise or sunset when the sun in right in your eyes - this makes it very dif
- Try again on the cycling infrastructure, what you have planned here is very poor/disappointing
- More Seats, please
- deprioritise cars with a future goal of pedestrianizing the area for greater human scale development
- Creating a more sophisticated approach to Melbourne St. Less traffic, good parking and more greenery. We need to encourage great retailers/cafes/restaurants to the area with better outdoor dining options.
- The plan looks really good, more street trees would be great!
- Traffic speed cameras all along Melbourne Street St. No kerb parking type as suggested. Feel that the later are dangerous additions to busy streets and impede traffic flow Melbourne St is now treated as a freeway for speedsters!
- More street art
- Tram line
- think foot traffic - melbourne street used to be a bustling part of Adelaide, now its dead, with businesses changing hands, going broke. We need supermarkets, butchers, stationers, clothing retailers, night clubs, bars
- Outdoor dining must have strict closing times and noise limits to protect nearby residents, especially families with young children. Without firm cut-offs and enforcement, late-night noise will significantly disrupt sleep and quality of life.
- Nice to see some positive changes for Melbourne street.
- Make sure that turning lanes are maintained, not like the idiocy of a single lane at Rundle St/East tce and Barton Tce opposite the Picadilly
- I really hope CoA listens to the consultation results. I can't help but feel that I'm wasting my time filling out this form given consultation results were completely ignored for Hutt Street.

- On the north side of Melbourne Street near St Ann's College pedestrians often take a short cut through the middle flower bed. I would suggest making a path there that follows the curve OR putting in some type of fence to prevent this to improve safety.
- Make it nicer for the people visiting not the people passing through
- I understand the Council cannot control this, but every time a retailer leaves the street it is replaced by an office not another retailer. The street will not revitalise with a street full of offices.
- More retail shops
- Will the wombat crossing and other pedestrian crossing be at the footpath grade/level? This is an important step towards safe pedestrian access and alerts car drivers that the area is designed more for pedestrians then vehicles. It is important for safety
- Would be better if you just removed 100% of all the parking spaces.
- I strongly encourage a review of the existing building façades on Melbourne Street. The current eclectic mix lacks cohesion and appeal, and thoughtful upgrades would help restore the street's character and attractiven

Appendix E

Written submissions (redacted)

NAPA Position on Melbourne Street Streetscape Revitalisation

The North Adelaide Precinct Association (NAPA) supports the revitalisation of Melbourne Street and welcomes improvements that enhance pedestrian safety, greenery, clear identity and the overall attractiveness of the precinct.

Melbourne Street plays an important role as a neighbourhood main street serving hospitality, boutique retail, health care and local services. Revitalisation should therefore balance urban design improvements with the practical needs of traders and customers.

NAPA proposes the following principles to guide the final streetscape design.

Key Principles NAPA Could Advocate

1. Retain Existing On-Street Parking

Convenient short-stay parking is essential for Melbourne Street businesses.

Many visits to the street are brief and purpose-driven, including:

- takeaway coffee and food
- pharmacy, medical and dental visits
- quick retail purchases
- short business meetings

These trips rely on easy parking close to shops and health care facilities.

NAPA therefore recommends:

- retaining or adding to the existing number of on-street parking spaces
- prioritising 15-minute and 30-minute high-turnover bays
- improving parking signage and turnover management

Removing parking spaces could reduce accessibility and will divert customers to competing retail and service areas.

2. Avoid “Flexi-Zones” That Remove Parking

Flexible kerbside zones that replace parking with temporary uses are better suited to larger CBD streets. For Melbourne Street, NAPA believes revitalisation should focus on streetscape quality improvements without reducing parking supply. We strongly oppose the expensive introduction of flexi-zones.

These improvements may include:

- upgraded paving

- improved seating areas
- better landscaping
- enhanced pedestrian crossings

3. Divert Cycling Routes to Alternative Streets

While cycling connectivity is important, Melbourne Street's limited width and strong retail focus make it less suitable as a primary cycling corridor.

NAPA suggests the City consider:

- directing cyclists to nearby quieter parallel streets
- strengthening cycling connections through the Park Lands network
- allowing Melbourne Street to operate as a slow-speed shared street environment

This approach supports cycling safety while preserving kerbside access for traders and customers.

4. Support Traffic Calming Measures

NAPA supports measures that make Melbourne Street safer and more comfortable for pedestrians.

In particular, the Association supports:

- installation of raised pedestrian "wombat" crossings
- introduction of a 40 km/h speed limit
- design measures that encourage slower traffic speeds

These initiatives will improve pedestrian safety and street amenity without restricting access to the precinct.

5. Improve Night-Time Lighting

Melbourne Street has strong evening activity due to its restaurants, cafés, and bars. Improved lighting would enhance both safety and ambience.

NAPA supports:

- improved pedestrian-scale street lighting
- feature lighting for trees and landscaping
- warm lighting that enhances the evening dining atmosphere

Well-designed lighting can significantly improve the night-time economy of the street.

6. Plant Attractive Street Trees

NAPA strongly supports additional street tree planting to improve shade, beauty, and comfort.

Suggested tree types could include attractive flowering species (such as crepe myrtles, jacaranda, SA blue gum etc) or similar varieties that:

- provide seasonal colour
- suit the scale of the street
- do not overly obstruct shopfront visibility

Tree planting should aim to create a cohesive and visually appealing boulevard effect along Melbourne Street.

7. Position Melbourne Street as a Destination Precinct

Melbourne Street should be positioned not just as a local shopping street, but as a distinct destination within Adelaide.

Possible positioning themes could include:

- North Adelaide's Café & Dining Boulevard
- Adelaide's Village High Street
- North Adelaide Lifestyle Precinct

A clear identity helps:

- attract visitors from across Adelaide
- shaping retail and service mix
- strengthen trader collaboration
- support events and marketing campaigns.

Streetscape Elements that Create Identity (some already incorporated in Concept Design)

<u>Gateway Features</u>

Introduce subtle entry markers at both ends of Melbourne Street (near Jerningham Street and Mann Road).

Examples:

- heritage-style signage: *"Melbourne Street – North Adelaide"*
- banner poles
- distinctive lighting elements

These visually signal that visitors are entering a special precinct.

Consistent Street Furniture and Materials

A strong identity often comes from consistent design language.

Council could adopt a unified palette for:

- benches / lighting poles / bike racks / bins /paving materials

This creates a cohesive visual character.

Seasonal Banners and Decorations

Banner poles along the street could display:

- Melbourne Street branding
- seasonal themes
- festival promotions
- art or heritage imagery

This helps keep the street visually dynamic and recognisable.

Tree-Lined Character

If planted consistently along the street, attractive flowering trees (such as crepe myrtles) could become a signature visual feature.

Benefits:

- seasonal colour
- strong visual rhythm along the street
- improved shade and comfort

Over time the street becomes known for its distinctive tree canopy.

Lighting Identity

Lighting can dramatically define a street's atmosphere.

Possibilities include:

- warm pedestrian lighting
- tree uplighting
- festoon/string lights in dining areas

This would strengthen Melbourne Street as an evening dining destination.

Public Art and Heritage Storytelling

Melbourne Street has rich local history.

Council could include:

- small heritage plaques
- sculptures
- artistic pavement inlays
- murals celebrating North Adelaide's culture

This adds character and storytelling.

Summary Position

NAPA supports the revitalisation of Melbourne Street and welcomes improvements that enhance safety, greenery and pedestrian comfort.

However, revitalisation should:

- create a strong visual and cultural identity for Melbourne Street
- retain or extend existing on-street parking
- avoid costly flexi-zones completely (that remove parking spaces)
- direct cycling routes to nearby alternative streets
- introduce traffic calming measures such as wombat crossings and a 40 km/h speed limit
- improve night-time lighting
- plant attractive street trees such as crepe myrtles

These measures would help Melbourne Street become a more attractive, safe and vibrant destination while protecting the accessibility that local businesses depend upon.

On behalf of North Adelaide Precinct Association members

President, North Adelaide Precinct Association

From:
To: Melbourne Street - Upgrade
Subject: Melbourne Street Revitalisation Enquiry
Date: Tuesday, 17 March 2026 11:40:51 AM

I'm opposing these changes as it's not going to benefit or help my business it's going to give us less parking & loss of customers for us small businesses only ones that may benefit r the cafes & restaurants, if this goes through I be leaving the street & move else we're.

Sent from my iPhone

From:
To: Melbourne Street - Upgrade
Subject: Carparking
Date: Thursday, 19 March 2026 9:57:52 AM

Good morning,
As a Melbourne St.resident I am concerned with the lack of parking and if we lose street parks with the upgrade it will create a g
bigger problem.The Dunn St., Carpark is full at peak times. I am also concerned for the cafe's during this time, some will go broke. At the moment most have footpath dining anyway so I'm not sure extending the footpaths achieves that much.
Regards

18 March 2026

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

Dear Melbourne Street Revitalisation Team,

On the weekend we attended your information and feedback session on Jerningham Street. This was our first opportunity to examine the entire project in detail. We congratulate ACC on this initiative and are fully supportive of the initiative, its objectives and outcomes.

We have however found two very concerning issues that we wish to raise; firstly bus traffic in the Melbourne Street transport corridor and secondly the high likelihood that there will be unintended traffic consequences for Sussex and Stanley Streets that can be remedied if included in the design phase.

Our concern is that these issues are directly at odds with what the project is striving for and will seriously detract from the outcomes that could otherwise be achieved. We raised these concerns with the team on the weekend but want to ensure they are fully understood and the necessary actions are taken to ensure the project is a success.

Bus Traffic on Melbourne Street
Our first concern is the fact that creating a safe and inviting atmosphere for customers and families to restaurants, cafes and shops on Melbourne Street will be difficult to achieve with the bus noise and pollution. Having done further research since the weekend, we are concerned about the exorbitant number of buses that travel the one-kilometre corridor of Melbourne Street every day.

We have sourced information from the Adelaide Metro website and its route information section. A reasonably accurate estimate is that there is up to 440 buses each weekday, 260 buses each Saturday and 200 buses each Sunday travelling that short one-kilometre section of road. That is an estimated total of at least 2,660 buses per week, at a frequency of one bus every 3-4 minutes during peak, plus the 49 bus services the City Connector provides from Jerningham Street. There are simply too many buses travelling down this small street when the primary objective for this project is to reduce and slow traffic to make the atmosphere conducive to outdoor dining and growing the diversity of shopping.

This equates to Co2 emissions of 586.8 kgs per day (214,182kgs per year) along Melbourne Street, impacting the atmosphere and environment for customers, retail and office workers and nearby residents. To put this amount into perspective, it is the equivalent of burning 250 litres of diesel/petrol per day (91,250 litres per year), from the buses alone, and not accounting for the other cars and trucks traversing this route.

In addition to the fumes, the buses are very loud as they accelerate, decelerate and stop/start. On may occasions we have been at various restaurants and cafes only to have the outdoor setting overtaken by noise and fumes from buses.

The Wombat crossings, the first improvement in the program, are an excellent idea. However, has anyone from ACC calculated the general emissions on Melbourne Street and the increase in CO2 emissions resulting from more stopping and starting of buses and other traffic? Here are the statistics for your consideration:

Emission breakdown:
20-25% of a bus's total trip emissions are generated within the immediate vicinity of bus stops.
Idling accounts for 15-25% of total nitrogen oxide emissions (wombat crossings and crosswalks).
In addition to CO2 the stop-start cycle generates high levels of local pollutants, with nitrogen oxide emission factors being very high.

There is an opportunity for this project to contribute to ACC key green objectives (Integrated Climate Strategy 2030).

Comparing Melbourne Street to King William Road in the Hyde Park precinct—which features beautiful outdoor restaurants, retail shops, and traffic calming devices—only 133 bus trips occur on its similar length (1.3km) strip from Mitchell/Park Street to Hughes Street every day.

If the ACC is committed to making this worthwhile investment a success and bringing people back to shop and eat, and encouraging business investment in this area, the bus situation should be at the very top of the list for creating a pleasant and clean atmosphere where residents and visitors can enjoy themselves without choking on fumes or having to cover their ears as buses continuously rumble past.

Lobbying the state government to use low emissions and quieter buses on this route would be an opportunity to start with now, followed by ways to reduce overall bus numbers.

Vehicles Shortcutting to Avoid Traffic Calming
The second issue is the very high risk that well designed traffic calming and slower speed limits on Melbourne Street inadvertently encourage drivers to short cut along Sussex and/or Stanley Streets to avoid the initiatives put in place. We believe that this can easily be headed off via minor redesign of Stanley and Sussex Street traffic flows and (potentially) adding traffic calming measures to one or both streets.

Including the investigation and addition of appropriate measures to prevent short cutting in the design phase, will avoid retro fitting and the extra, later expense of what are likely to be necessary measures.

Melbourne Street can genuinely, once again become one of Adelaide's premier shopping strips and we support your endeavours to achieve this.

We look forward to receiving advice on this matter and are open to discussing these concerns in more detail to assist achieve the best outcome possible for this project.

Kind Regards

From:
To: Melbourne Street - Upgrade
Cc:
Subject: RE: Attendance for Business forum- CoA Melbourne Street revitalization
Date: Thursday, 19 March 2026 4:10:18 PM
Attachments:

Hi Jane,

Thanks for the online meet and for sharing with us the details about the Melbourne street revitalisation plan.

Below are the main points that we would like lodged with Council regarding the Melbourne Street upgrade:

- Street frontage / landscaping: We would prefer that no trees are installed directly in front of XXXXXX Hotel. We have spent lots of money painting artwork on the front of our building and don't want trees blocking this. We also have a canopy that is needed so that there is cover from rain as people pick-up/drop-off in front of our hotel. We would be open to alternative options such as low-level planting or planter boxes on the footpath, provided these do not reduce the number of car parks available.
- Car parking configuration: It is important that the car parks directly in front of the hotel remain at standard road level rather than being converted to raised or multi-use spaces. Our property does not utilise outdoor dining, and the majority of vehicle movements are short stay (pick-up/drop-off). Raised or shared-use zones would likely create challenges for taxis, rideshare services and guests requiring quick access.
- Short-term parking / drop-off zones: We request the inclusion of 15–30 minute parking bays directly in front of the hotel, ideally signed to support guest pick-up and drop-off. Without this, there is a strong risk of vehicles double parking on the road, which would create safety and traffic flow concerns.
- Construction impacts: To minimise disruption to guests we request no night works that would cause noise and continuous access to the hotel entrance and on-site car park must be maintained at all times. We have large deliveries for linen trolleys and skip bins.
- Post-construction: We request that the building frontage is cleaned upon completion of the works due to expected dust and debris from construction.
- Communication during works: It would be appreciated if we could be provided with direct contact details for the site manager during the construction phase, so any issues can be addressed promptly.

We are supportive of improvements to the streetscape, however, given the nature of our business, above are the key considerations we would appreciate being incorporated into the planning.

From:
To: Melbourne Street - Upgrade
Subject: Feedback
Date: Monday, 23 March 2026 4:00:38 PM

The proposed shared use of parking spaces as business seating areas is not suitable for King William Road and, for the same reasons, will not work for Melbourne Street.

Parking in these areas is already extremely limited, and removing additional spaces will only place further strain on local businesses, customers, and residents. These parking spaces are essential for accessibility and convenience, particularly for those who rely on close proximity parking.

There is no clear evidence that converting parking into seating will increase foot traffic or attract more people to the street. On the contrary, it risks discouraging visitors who depend on available parking to access shops and services.

Overall, this proposal takes away far more than it gives and is not a practical or beneficial solution for either location.

Regards

Suggestion for Melbourne Street Revitalisation 2026

Introduce very low speed limit in Melbourne Street - among other things - to get more North East Road traffic onto Hackney Road both to and from the City.

Provost Street townhouse owner

Community Consultation
Melbourne Street Revitalisation Project
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ADELAIDE SA

ST. MARYS
16 MAR 2026
S.AUST 5097

5001

From:
To: Melbourne Street - Upgrade
Cc:
Subject: Feedback RE: Melbourne Street Upgrade Wednesday, 25
Date: March 2026 10:47:10 PM

Dear Melbourne Street Revitalisation Project Team,

Please accept this as additional feedback to my comments submitted in the online survey. I feel it was unfair to narrow the word count of the survey responses to 200 words on high level queries within the survey.

Because we have two premises at both 106 / 110 Melbourne Street, I feel as a long standing business owner on the street that we have a right to speak further outside of the survey.

Acronymns Used in the below:
MS = Melbourne Street
KWR = King William Road

My family has been active and trading on Melbourne Street (MS) since the mid 1970's, having multiple shops on MS and Jerningham Street in the 70's and then finishing our purpose built gallery in 1982.

We know MS just as well as any long standing resident in this area.

Our main objection:

- Is to Flexi-Parking, removal of parking for green space and the removal of any on-street parking.

- We are extremely concerned and disappointed with the councils thought process on the Flexi-Park System on Melbourne Street. In our view, the council has simply now run out of ideas on how to invigorate, and wants to now carbon copy the failing KWR street precinct project and drop it into MS.

- It is extremely mis-leading by the Council and the project team to say that we will only lose 2 carparks. It is not clear in the proposal exactly how many Flexi-parks will eventually become outside dining areas. That is a high loss of

car parks. No where in the documentation is it stated the official number in writing? Which means we could lose over half our available on-street parking to your design.

Key Reasons why this wont work and why we need on street parking:

Residential Street Depth - We have four parallel streets to MS. No more, no less. Thats all we have. Parklands on one side, parklands on the other. Our Customers (let alone staff) cannot simply drive into the backstreets to get a park and then walk back to the shops, cafes or restaurants. We don't have that depth of parking/residential buffer backing onto MS.

CBD is just a stone throw away - If you cant park on the street, why stop? It is human nature to keep driving. If you're coming the other way, then you will just head home to the North. Why stop? This is just the way it is. We have heard it from our clients since the 90's. Over and over again. If you have not experienced actually working on this street, you don't hear it.

No Rear Business Car Parks Blocks - Go to Google Maps and please visit KWR and have a look to see how many buildings along the strip, actually have car parking at the rear. Almost every second building has car parking at the rear, for either staff, customers or for the public. Plus they have the suburban streets surrounding KWR to act as feeder parks for the street.

Residential Permit Parking - MS parallel streets have even less available parking due to residential permit zones, which means less parking for the general public. Try getting a park on Sussex Street…?

Here is the craziest part - The reason why KWR has the Flexi parks is because their footpaths were too narrow. It did not allow for quality outside dining pre development. MS has wide footpaths with the majority of the cafe/restaurant businesses already having ample room for outside dining. We have dining outside already along the street. The council simply wants to use the Flexi-parks to make it appear bigger and more amplified to try make it look like a busy and attractive square/space. To create atmosphere. Atmosphere at the expense of on-street parking. Why create a busy thriving area with no where to park?

Have you visited KWR and compared our streets - This week I went down to KWR and walked down from Mitchell Street through to Thomas Street. This is the exact length of street that you plan to place Flex-Parks on MS. Like for Like. In that length of KWR, only 23 parks were available public parking spots. All other parks were screened off by Bollards for Restaurant and cafe use. Flexi-park design for MS will simply reduce our street parking in the main section of MS by half, If not more? How is this feasible?

Dunn Street Carpark - Did you know that if you are driving down MS and miss the turn to Dunn Street when heading South, you will then have to go the full block around to then re-enter off MacKinnon Parade? What happens if there are no carparks available within this hardstand? You then need to come out of the carpark, but you cant turn left back into MS? No, you cant enter MS, its a no through/no access road. You have to go all the way around the block again, right at the round-a-bout onto Jerningham Street, past the Old Lion and then turn back onto MS. What would you do? What would most people do, keep driving and head to the CBD, The Parade, O'Connell Street. People will instinctively just keep driving. I certainly would, it is just too hard to get a park.

Please come down to Melbourne Street and Elder Fine Art, I request the opportunity as part of this review period to walk the street with your team and show you the back streets. The closed shops. The lack of parking. The business owners. The Busy mornings, the dead afternoons.

Green the street, change the speed limit, put in wombat crossings, BUT don't take away street parking. It will be the final nail in the coffin for MS

There are other alternatives for this unique street. I implore your team to please explore them!

Regards,

From:
To: Melbourne Street - Upgrade
Subject: Feedback
Date: Wednesday, 25 March 2026 10:42:48 PM

> You don't often get email from yakitori.takumi@gmail.com. Learn why this is important

To Whom it may concerns,

This is solely my personal point of view, i hope it can be a useful input to the project

I own the business and the building on Melbourne Street since 2007. The nature of our business is a XXXXXXX where we trade only at night time from 6pm. We do preparation in the shop during the day time.

from my observation for almost 20 years on Melbourne Street

1. Car Parking:
This is a main problem, there is not enough car parking area. We are still lucky, as we are a small restaurant with a capacity of 30 people only. For the last few years, we do have many booking customers who are late due to hard finding a parking spot, and some will just call in and cancel, because no car park
This problem is getting frequent after the new 6 stories accommodation completed, and whenever there is an event at the Oval, football match / concerts
Many claim the oval will bring more traffic to Melbourne street, but from my personal experience, no one can get parking on Melbourne street during an event at oval, and it is too far to get food and drinks from Oval to Melbourne St. is closer to walk across the bridge for food and drinks in the city.
Businesses, at least to me, are dead whenever the oval has an event on.
the only bigger parking area on Melbourne street now is behind the bottle shop, used to be Melbourne Street Cellar.

2. Flexible Kerbside Space:
The idea is great, to encourage more outdoor sitting / activities from a restaurant / bar. I think this is only another way for the council to make some extra money. because these are NOT free spaces for the business to use.
- regardless, off street parking numbers are cut down
- if the business can afford the space, less parking on Melbourne St, IF 10 businesses can afford the space, NO parking available on Melbourne St.
- No parking, No traffic, No customers .. business will be dead at the end but council can still collect RENT. Personally, I don't see the point. The Parklet project is very similar. What problem are we solving here? attracting more traffic in, then keep them away because they can not find a car park.

3. Melbourne Street Future:
Personally, I do really hope Melbourne street can be better and restore its glory like 30 - 40 years ago. my bald opinion is, if Melbourne street gets better, my property value will go up as will my business. To make Melbourne street better, is my utmost interest.
I am trying very hard to make our restaurant a reason for people to travel to Melbourne street at night, but I need more businesses to work together, and give people a reason to visit Melbourne street.
The problem now is, there are not enough businesses on Melbourne street that attract

visitors / traffic. We mostly have medical and finance offices on the street. Regardless, day or night time, the street is dead.
To make the street visually better, does it really give reasons / can attract interesting business operators to invest in Melbourne Street?

4. Solutions:
i think the council should limit the numbers of particular businesses in the area, i.e cap a number for medical practices or financial offices. but allow restaurants or bars, fashions ease to set up in the area. These policies, in conjunction with the street upgrade, will attract more visitors and business operators to the street.

5. Melbourne Street Challenges:
- lack of parking space
- lack of businesses that attract people into the street
- slowing down the speed limit, for what purpose? so drivers can see an interesting shop to visit, but can't get a parking spot?
- Wombat Crossing, do we have that much walking traffic on Melbourne Street now? What are they doing in Melbourne Street?

These are my thoughts. I appreciate your team for taking up this uneasy project. I have talked about problems that you all already know, but no solutions.

How are we solving the parking issue during the oval event? how to increase more parking space in the area? how to attract more business investors into Melbourne Street, i don't know. but these are the current problems, that few more trees and art work display will not solve the problem.

thank you for reading

regards,

Melbourne Street - **Main Street Revitalisation**

Survey

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

Melbourne St needs to have 3 Zebra crossings and one traffic light crossing. One near Donald McDonald House, one where the existing pedestrian lights are near the Barber Shop and one between there and the lights at the entry to Melbourne St from the East.

Petty Road redevelopment has created a major problem for the profitability of traders. Be aware of this and plan accordingly.

Melbourne St needs some proper downcard shops and restaurants. Most food outlets are really just cafes.

Slowing the traffic down to 30 kmph is a bad idea and will create bigger traffic problems. It is not an issue now, so why change it.

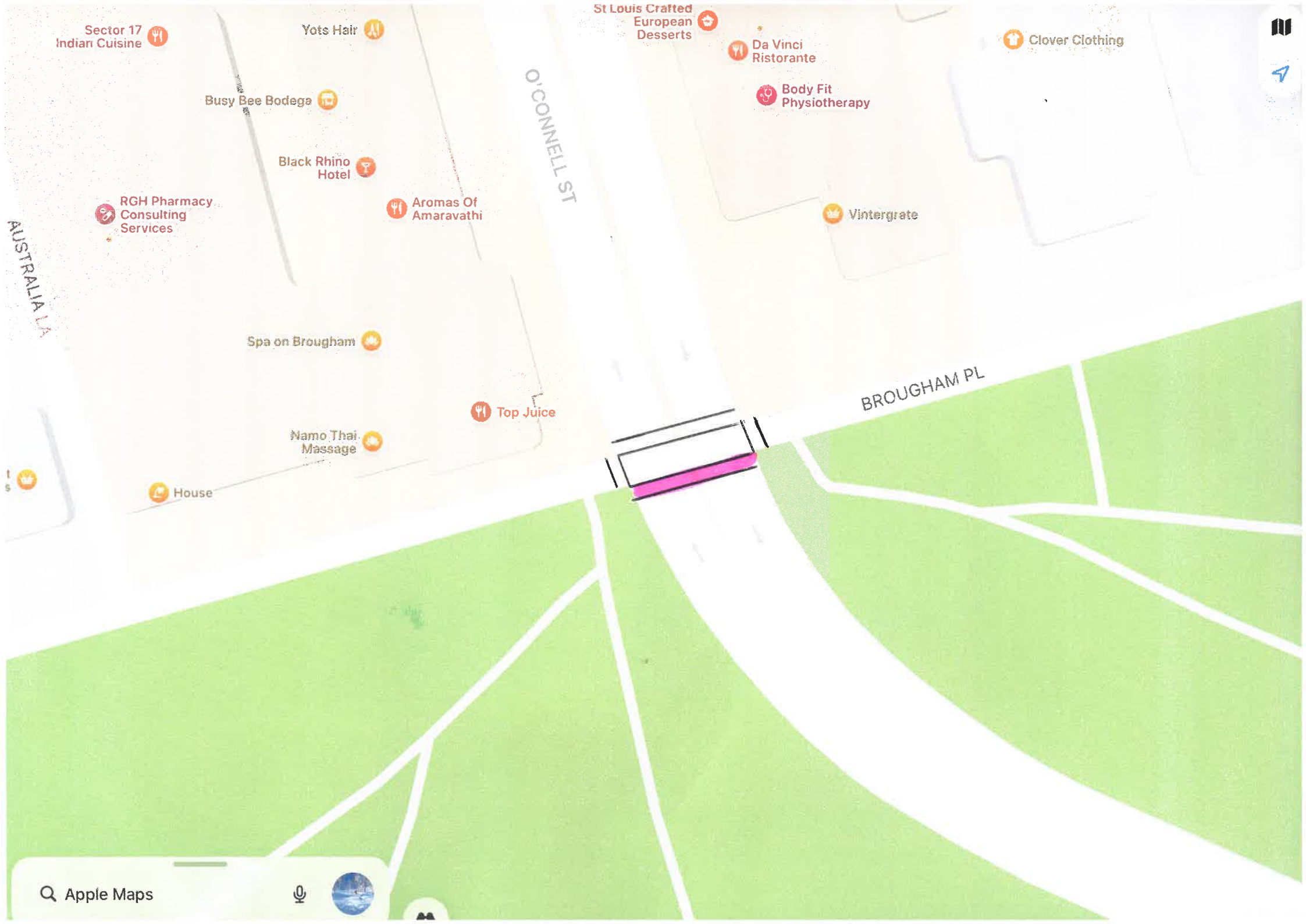
The addition of new planter boxes has been a good thing. However these need to have consistent plantings in them, and be watered and trimmed regularly. The silly things halfway up a pole are ridiculous!. All of the street light poles need to be painted a more pleasant colour than green. This alone will enhance the streetscape.

Melbourne St needs revitalisation! It is a major road into the city and will always be, unless other options are found. By doing what you plan you will make bigger problems than currently exist!

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

at the corner of Brougham Place and O'Connell St there needs to be an additional pedestrian crossing installed. There are currently 3, but a fourth needs to be installed on the southern side. With more apartments, Uni colleges etc, pedestrian traffic is going to increase.

* Please see the diagram.


Sector 17 Indian Cuisine
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Busy Bee Bodega
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Aromas Of Amaravathi
Vintergrate
AUSTRALIA LA
Spa on Brougham
BROUGHAM PL
Top Juice
Namo Thai Massage
House
Apple Maps

Survey

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

Need to address easy parking ~~as~~ for a destination street. Currently some businesses haven't thrived on Melb St as people can't park easily + pop in to shops. Being an arterial like road hasn't helped + this needs to be discouraged (hence your proposed speed limit change).

Would love to see revitalisation like King William St + encouragement for new cafes etc but need to work on keeping mafia type element out and money laundering. We don't want to end up like O'Connell St with fire bombs + shootings in the past!

Love the free connector bus!!

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

walkingsa.org.au
Ph 0457 006 620 | office@walkingsa.org.au
NEW OFFICE: 55 Exchange Place, Adelaide SA 5000
Walking SA Inc. ABN 78 019 005 437

feedback@melbournestreetupgrade.com.au

10 April 2026

Dear Sir/Madam,

Walking SA appreciates the opportunity to provide feedback on the Melbourne Street Revitalisation Project.

Melbourne Street is a key main street in North Adelaide, serving as an important destination for hospitality, retail, services, and local community activity. The revitalisation project presents an opportunity to strengthen Melbourne Street as a vibrant, people-focused destination and create an attractive, welcoming environment for residents, businesses, and visitors alike.

Walking SA fully supports the City of Adelaide's objectives to revitalise the street and enhance its public realm. We particularly endorse initiatives that improve pedestrian safety, accessibility, comfort, and overall place activation.

About Walking SA

Our vision is for a world-class, walkable South Australia, where cities and communities are designed to encourage more people to walk more often. This vision is supported by the four pillars outlined in our Walking SA Strategic Plan (2023–2025): walkability, walk experiences, socially responsive and sustainable growth.

As an advocacy organisation dedicated to promoting walking as a primary mode of transport and a cornerstone of healthy, sustainable, and accessible communities, Walking SA is committed to ensuring that walking remains central to the cities future transport planning.

Our Response

Walking SA appreciated the opportunity to meet with the project team on 3 March 2026 and to gain a deeper understanding of the project, including its opportunities and constraints. In response to the concept design currently under consultation, Walking SA provides the following comments.

· Support for Safer Pedestrian Crossings

Walking SA strongly supports the delivery of the raised wombat crossings proposed at the eastern and western ends of Melbourne Street. We acknowledge that, combined with the signalised crossings, this provides safe crossing points approximately every 200 to 400 metres along the

street between Brougham Place and Mann Terrace, significantly enhancing both safety and accessibility.

Best practice recommends providing crossing points at least every 80 to 100 metres along main streets. However, Walking SA considers the proposal a significant improvement on the existing situation, noting that priority crossings help create gaps in traffic and make it easier to cross at uncontrolled locations. Raised crossings are proven to improve pedestrian visibility, reduce vehicle speeds, enhance accessibility for people with mobility impairments and create a safer environment for people walking.

We also strongly support the early installation of the wombat crossings, rather than waiting for the full main street upgrade, to deliver safety benefits to pedestrians as soon as possible.

Given Melbourne Street's role as a busy hospitality and retail precinct, Walking SA also recommends that, where small unsignalised side streets intersect with Melbourne Street, the Council take the opportunity to include continuous footpaths as part of this significant upgrade. This would further strengthen Melbourne Street's position as one of the premier main streets in the City of Adelaide.

Walking SA also strongly supports the widened kerb build outs at Jerningham and Melbourne Street signalised intersection. We also encourage Council to consider a scramble crossing arrangement at this location. A scramble crossing design would improve access not only for pedestrians but also for cyclists using Melbourne Street or Jerningham Street, noting that Jerningham Street will serve as the main thoroughfare for cyclists accessing Melbourne Street. A scramble crossing would also allow for the inclusion of bike boxes at the Jerningham Street approaches, further enhancing safety and accessibility for cyclists.

· Support for Wider and More Comfortable Footpaths

Walking SA supports measures that increase pedestrian space and improve footpath amenity. We endorse the proposal to narrow the carriageway and widen the footpath along the section between Jerningham Street and Dunn Street.

Walking SA also recommends the inclusion of bike parking nodes to support cyclists. This would allow through-riders to use the parallel bicycle routes while providing visitors to Melbourne Street with safe and convenient locations to park their bikes before walking to their destinations.

We encourage the City of Adelaide to:

· Maximise footpath widths wherever possible.

· Maintain clear pedestrian through-routes that are accessible for all users.

· Provide sufficient space for outdoor dining without obstructing pedestrian movement, noting that flexible parking spaces support this objective.

· Ensure footpaths comply with universal access standards.

Pedestrian comfort is particularly important on streets with high levels of café and dining activity, where congestion and clutter can occur. Prioritising wider, accessible, and uncluttered footpaths will significantly enhance the pedestrian experience and help establish Melbourne Street as a vibrant and welcoming main street..

· Support for increased street greening and shade

Walking SA supports increased greening as part of the revitalisation works. Street trees and landscaping provide shade for pedestrians, reduce urban heat, enhance comfort, encourage longer dwell times, and improve streetscape character.

Given Adelaide's increasingly hot summers, shaded walking environments are essential to support active transport and vibrant street life. It is also important that greening and shade are provided near bus stops to make waiting in hot weather more comfortable and enjoyable.

· Support for lower speed limits and slower vehicle speeds

Main streets function best when vehicle speeds are low and pedestrian activity is prioritised. Walking SA strongly supports the City of Adelaide's proposal to reduce the speed limit along Melbourne Street to 30 km/h and encourages consideration of a further reduction to 25 km/h.

This is particularly important on the section between Jerningham Street and Dunn Street, where cyclists will be required to share the roadway with vehicles due to the narrowed carriageway needed to accommodate widened footpaths.

Lower vehicle speeds improve safety and create a more comfortable, inviting environment for people walking. They also better support cyclists, particularly given the proposed removal of the existing non-standard advisory bicycle lanes.

Conclusion

Evidence consistently shows that walkable streets support local economies. Streets designed for people encourage longer dwell times, increased visitation, higher retail activity, and stronger street life and vibrancy.

Walking SA strongly supports the Melbourne Street Revitalisation Project and commends the City of Adelaide for investing in improvements to one of North Adelaide's key main streets. While it is appreciated that funding constraints may necessitate the removal of some elements, such as continuous footpaths across side streets, Walking SA strongly recommends reconsidering this, noting that once constructed, opportunities for future improvements may be decades away.

Thank you for the opportunity to contribute to this important and much-needed project.

Yours sincerely

Rod Quintrell
Executive Director

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