Executive Summary

Vision

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

Objectives

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

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

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

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

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

Actions

1. Create a sense of vibrancy & community	**1.1** Deliver a welcoming entrance to O'Connell Street with atmospheric lighting. **1.2** Produce and deliver with partners an annual program of urban interventions and events.
2. Increase commercial mix and unique offerings	**2.1** Partner with agencies (e.g. Renewal Adelaide) to support new business offerings. **2.2** Attract and retain new and unique shopping experiences.
3. Celebrate Heritage	**3.1** Work with building owners to access Shopfront Improvement Scheme and Heritage Incentive Scheme grants to upgrade and light heritage facades. **3.2** Align asset renewals and street improvements to the Heritage Strategy 2021-2036.
4. Update accessibility and engaging public spaces	**4.1** Create a central heart of O'Connell Street for the community. **4.2** Deliver an upgraded northern gateway. **4.3** Upgrade and deliver new public realm amenities.
5. Embrace art and culture	**5.1** Support and create a program of high profile art and cultural experiences in the street. **5.2** Extend and promote the program of heritage plaques recognising heritage listed buildings in the street.

Master Plan timeline

