

Melbourne Street

Master Plan

DRAFT FOR COMMITTEE
DECEMBER 2021



Adelaide. Designed for Life.

We look after the world's only city in a park, thoughtfully and purposefully designed with people in mind.

Melbourne Street is the focal point for lower North Adelaide, characterised by its provision of medical services at its west, and quirky cafés and dining at its east. It is valued for its atmosphere and heritage charm, as well as being a link to the city core from the north-eastern suburbs.



Acknowledgement to Country

City of Adelaide tampinhi, ngadlu Kurna yartangka panpapanpalyarninhi (inparrinhi). Kurna miyurna yaitya mathanya Wama Tarntanyaku. Parnaku yailtya, parnaku tapa purruna, parnaku yarta ngadlu tampinhi. Yalaka Kurna miyurna itu yailtya, tapa purruna, yarta kuma puru martinhi, puru warri-apinhi, puru tangka martulayinhi.

City of Adelaide acknowledges the traditional country of the Kurna people of the Adelaide Plains and pays respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kurna people living today.



Melbourne Street



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Part one

Project Overview



Project Overview

Background

'Master Plans for Melbourne, O'Connell & Hutt Streets' was a CoA Integrated Business Plan 2019/20 project.

The Master Plans will provide a holistic approach and consider three core aspects of the streets:

- Public space improvements
- Business precinct positioning
- Engagement with local businesses and community.

The 'Place model' approach was applied to the Master Plans. This included a program of undertaking of research and engagement through focus groups, stakeholder sessions, surveying and coordination of round table meetings.

The research results have directly informed the preparation of the Master Plans for each street, including draft long-term vision and objective.

The objectives and outcomes have been assessed and prioritised to ensure alignment with Strategic Asset Management Plans and related (and to be revised) service level planning, asset renewal program, current endorsed budget, future and potential funding opportunities and long-term financial planning.

The 'Place model'

A **'Place model' approach** is about experiencing and evaluating what works, doing something quickly to make a difference, before investing in long term change. It allows people to see streets in a new light and from a different perspective

Council's proposed approach to Place is designed to build capacity, capability and resilience both in our community and organisation.

It is based on listening to and asking questions of the people who live, work and play in our places (Main Streets and surrounding areas) to discover their needs and aspirations and then developing and implementing solutions together.



Cultural

- Street life & activation
- Creativity & innovation
- Place attachment
- Place significance

Physical

- Accessibility & connectivity
- Safety & comfort
- Attractiveness

Environment

- Sustainable practices
- Green infrastructure

Economic

- Investment
- Trends in numbers of employees & business
- Types of businesses

Social

- Place leadership
- Inclusiveness
- Community wellbeing

2021 Update

Since February 2021, the following was achieved:

- Place audits for each of the streets
- Single Point of Contacts (Place Coordinators) allocated to the Streets to building relationships and community connections
- Designed and delivered program of engagement, marketing, activation outcomes in each priority main street
- Holistic engagement and research completed, the outcomes of this work have informed the development of the draft long-term visions and objectives.

There have been a number of factors that have influenced the progress of each of the streets including but not limited to:-

- The commencement of the main street revitalisation work
- The development and implementation of the Lord Mayor round-tables
- Stakeholder engagement and commitment to the projects.

Next steps

The next Melbourne Street Master Plan update to Council will be in February 2022 and will include draft short, medium and long term action plans and associated budgets.

Concept drawings and delivery plans for these actions will be presented in April 2022.





Public consultation and community and stakeholder engagement will commence in 2022 regarding the Master Plan's draft long-term vision and objectives. The results will help inform the medium and long term action plans.

Executive Summary

Vision

Melbourne Street is an appealing destination of choice for locals and visitors. Known for its polish, Melbourne Street provides a range of artisan experiences and celebrates its dining culture to its east, while providing specialist services to its west.

Objectives

- 
1. Create a unique brand and identity
 Work with our communities to create and promote a positive and unique mainstreet identity for Melbourne Street.
- 
2. Curate the business and commercial mix
 Support initiatives that assist in driving high value, destination tenants to the street.
- 
3. Refresh the public realm
 Asset renewals and upgrades that respond to community feedback.
- 
4. Accessibility
 Promote available parking and explore options to calm traffic.
- 
5. Introduce more vibrancy and creative connections
 Provide a range of coordinated cultural projects and activities to increase activation, drive visitation and improve the visitor experience.

Actions

- 1. Create a unique brand and identity**
 - 1.1** Collaborate with stakeholders to deliver a successful dedicated brand for Melbourne Street that is consistent with the vision.
 - 1.2** Seek opportunities to leverage the Melbourne Street brand through campaigns to build affinity and loyalty with locals and promote Melbourne Street as a destination of choice.

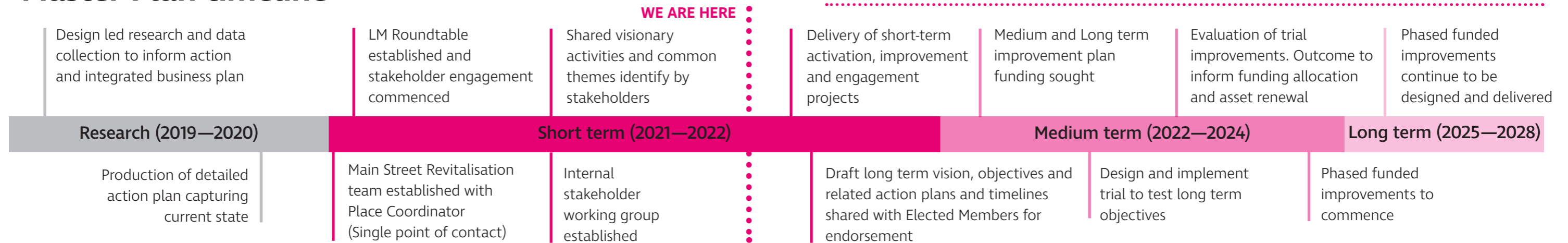
- 2. Curate the business and commercial mix**
 - 2.1** Partner with agencies (e.g. Renewal Adelaide, AEDA) to support attraction of new bespoke artisan businesses and to champion the vision and identity of Melbourne Street.
 - 2.2** Attract and retain new and unique shopping experiences through short term activations of vacant tenancies.

- 3. Refresh the public realm**
 - 3.1** Design and deliver a program of asset renewals aligned with the streetscape improvement plan.
 - 3.2** Reduce on-street clutter and identify bespoke greening and potted colour alternatives (Living Mannequins).

- 4. Accessibility**
 - 4.1** Investigate and trial traffic calming measures.
 - 4.2** Deliver footpath extension trials to inform long term infrastructure changes.
 - 4.3** Promote existing car parking and improve street signage to Dunn Street car park.

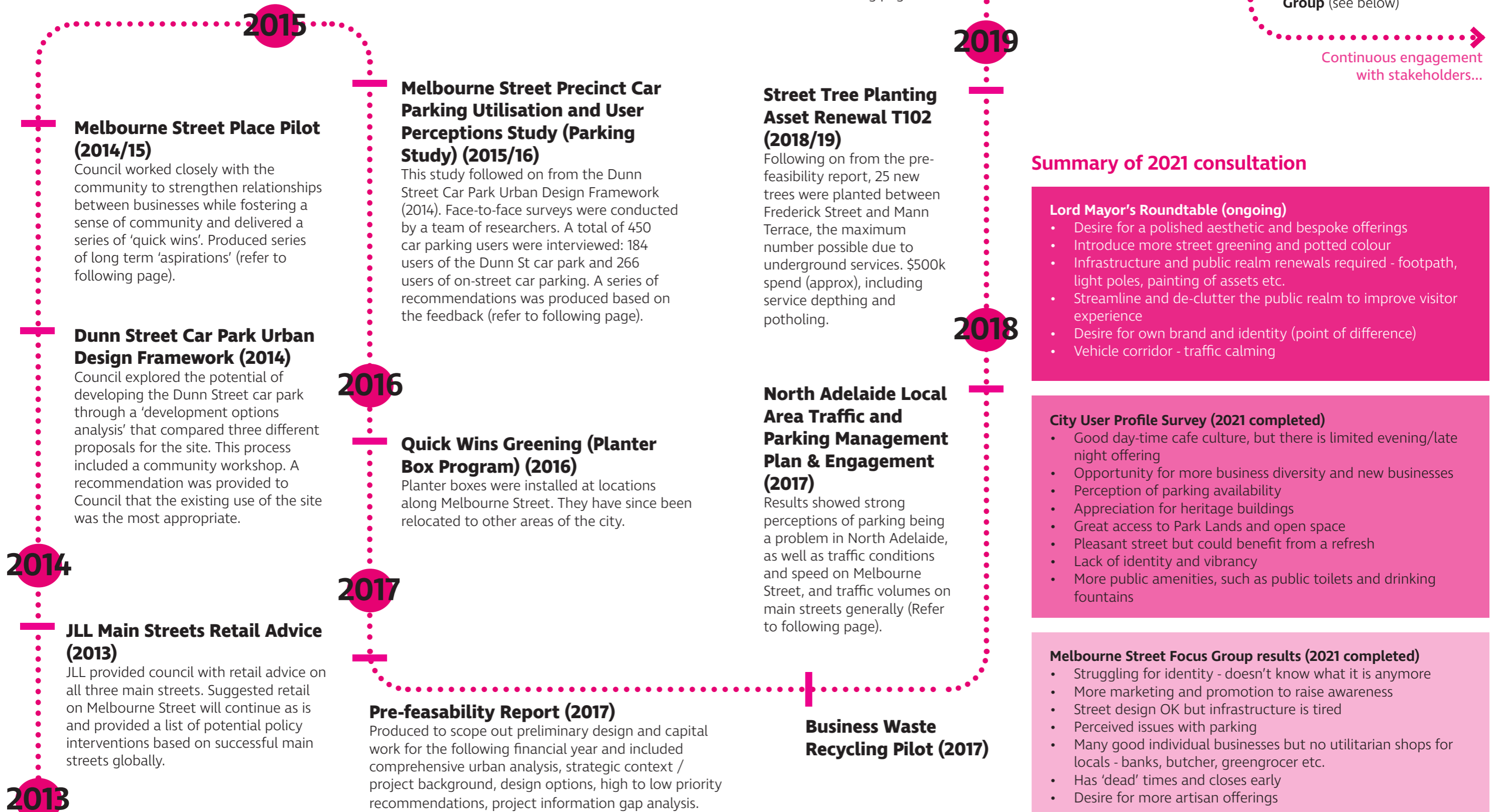
- 5. Introduce more vibrancy and creative connections**
 - 5.1** Create high profile art and cultural experiences in the street.
 - 5.2** Produce and deliver with partners an annual program of urban interventions and events.

Master Plan timeline



Research & engagement

A number of studies and community/business engagements have been undertaken in Melbourne Street in the last five years.



Summary of 2021 consultation

Lord Mayor's Roundtable (ongoing)

- Desire for a polished aesthetic and bespoke offerings
- Introduce more street greening and potted colour
- Infrastructure and public realm renewals required - footpath, light poles, painting of assets etc.
- Streamline and de-clutter the public realm to improve visitor experience
- Desire for own brand and identity (point of difference)
- Vehicle corridor - traffic calming

City User Profile Survey (2021 completed)

- Good day-time cafe culture, but there is limited evening/late night offering
- Opportunity for more business diversity and new businesses
- Perception of parking availability
- Appreciation for heritage buildings
- Great access to Park Lands and open space
- Pleasant street but could benefit from a refresh
- Lack of identity and vibrancy
- More public amenities, such as public toilets and drinking fountains

Melbourne Street Focus Group results (2021 completed)

- Struggling for identity - doesn't know what it is anymore
- More marketing and promotion to raise awareness
- Street design OK but infrastructure is tired
- Perceived issues with parking
- Many good individual businesses but no utilitarian shops for locals - banks, butcher, greengrocer etc.
- Has 'dead' times and closes early
- Desire for more artisan offerings

Research & engagement (continued)

Summary of previous consultation

2014

Melbourne Street Place Pilot(2014/15)

Top 10 Community Aspirations

- **Markets:** Sunday morning markets, street markets, kids market, a market street.
- **Public art:** Art linked to the history of the area, local street art, Melbourne Street to be known as an art precinct, more creativity on the street
- **Events:** More street events!
- **Activities:** Fun venues for Fringe, more vibrancy, more life on the street, a theme for Melbourne Street
- **Artists**
- **Variety of stores:** More fashion boutiques & clothing stores, galleries, more shops open on Sundays, op shops and factory seconds.
- **Parking & traffic:** More free parking, better car parking, paved roads and restricted speeds, less traffic on Melbourne Street.
- **Evening economy (food & wine):** Small bars, more things to do in the evenings, create a nice atmosphere in the evenings.
- **Live music:** Buskers, music events on the street.
- **Play spaces and activities for children**

Top 10 Trader Aspirations

- **Identity:** What is Melbourne Street? Who are we? How can we show our pride in our history?
- **Street art:** Beautifying Melbourne Street, temporary street art, creative paintings on side streets, fake doors & books.
- **The Yellow Brick Road:** How do we connect to other areas of the city? The stadium? Enliven footpath, create a trail.
- **Cycling and alternative transport:** Funky bicycle stands, cycle friendly street, bike events.
- **Markets:** Local produce swap, potted plants for the nearby apartments, fresh produce, monthly markets, fundraising and community markets.
- **Kids activities:** Activities and events for kids. Involving kids groups in the street.
- **Live music venues:** Buskers, Fringe.
- **Family friendly:** A family friendly activity centre, sustainable playground, outdoor cinema, kids spaces in store setbacks.
- **Pop up food stalls by local eateries:** Moveable feast, alleyway dinners with long tables, food trucks, Fork on the Road, progressive dinners.
- **Greening & productive gardens:** Community garden pot by pot, street plants & colour, greening the Cibo/Lion intersection, vertical gardens, secret produce trail.

2015

Melbourne Street Precinct Car Parking Utilisation and User Perceptions Study (Parking Study) (2015/16)

Key Recommendations:

- Notes the important role that the Dunn Street car park plays in the Melbourne Street Precinct, and the community value it provides.
- Notes that the Melbourne Street Precinct has adequate on-street car parking capacity.
- Resolves not to proceed with further investigations into the re-development of the Dunn Street car park.
- Notes that the key parking issue identified from the User Perception Surveys is insufficient long term (and free) parking provision for workers of the precinct.
- Consult on the following short term parking improvements:
 1. **Time limit all unrestricted parks and improve signage to and within Dunn Street car park**
 2. **Provide more long term on-street parking:** To improve parking provision for workers in the precinct, and discourage workers from parking in prime customer parks (e.g. Dunn Street car park and Melbourne Street), it is recommended to increase some of the time limits for parking spaces that are currently underutilised on the outskirts of the precinct (but still in walking distance).
 3. **Create a 2 hr Area Parking Area along the precinct's main streets:** To better assist customers to the Melbourne Street precinct, as well as reduce the amount of poles/signs on-street it is recommended to convert Melbourne Street and Jerningham Street to a 2 hour Area parking zone.
 4. **Apply the "Smarter Travel @ Work" program to the precinct**
 5. **Create more parks on Stanley Street as part of planned road resurfacing works**

2017

North Adelaide Local Area Traffic and Parking Management Plan (2017)

Key Recommendations:

The NALATPM Plan contained a number of high level recommendations spread across the entirety of the North Adelaide area. A number of these recommendations were relevant to the precinct as a whole while there were a few specific recommendations for Melbourne Street:

- To reduce the occurrence of crashes along Melbourne Street a safe systems approach could be to implement a lower speed limit such as 40km/h. This would reduce travel speed which allows for a greater reaction time and lower stopping distance. This would require more detailed analysis but would likely fit with the 'High Street' feel of these locations.
- Consider balance between long and short term parking on Melbourne Street

Research & engagement (continued)

Summary of previous consultation

2019

Melbourne Street Precinct Parking Study

Scope: Intercept surveys were conducted over two days for on-street parking and Dunn Street car park users, revealing perceptions, trends, habits and what informed visitor's parking related decisions. 450 car parking users interviewed in total: 184 Dunn Street car park users and 266 on-street parking users. Sought recommendations for improving car parking in the precinct.

Some key findings:

- Street users who weren't locals travelled significant distances (10.75km)
- People were willing to walk significantly further from where they parked to their destination while the majority of people found a car park without travelling additional distances.
- A significant proportion of people were workers with large average duration of stay in the precinct reinforcing this (7 hours for Dunn Street and 9 for on-street).
- 40% of people did not think any changes were required to parking in the precinct.
- The majority (58%) of the on-street parking user group were not aware of the Dunn Street car park.
- Visiting cafés was the most popular activity (41% and 33%) followed by 14% of Dunn Street users visiting shops and 12% visiting medical practitioners, and 14% of on-street users visiting medical practitioners followed by 13% visiting the W&C hospital
- Almost half of workers went to work without engaging in any other activity.

Key takeaway: Reasonably high levels of overall satisfaction for visitors parking in the precinct, however insufficient long term car parking provision for workers.

North Adelaide Business Leaders Forum

Following the high profile closure of the Archer on O'Connell Street, Council facilitated a forum on the 12th December 2018 to address concerns facing both O'Connell and Melbourne Street, and a follow up meeting on 20th February 2019 at the Lion Hotel.

Key discussion points:

- Short, Medium and Long term options model discussed
- Melbourne Street has a high proportion of service businesses with no obvious on street visibility, high frequency clients who need a reason to stay longer and wander the street.
- Need to create visibility on the street – create experiences, a reason to stop
- Bike lane through Frome Street and introducing a vertical garden has changed perception, added visible interest and increased business
- Placemaking: a lot of time and effort went into the placemaking in Melbourne Street – then just stopped. There needs to be an ongoing program of placemaking and activations
- Hard to create atmosphere in a very aggressive traffic flow
- Change the loop buses back to smaller more ecofriendly buses. Currently the larger buses park near the outdoor dining area and the smoke, fumes and noise adversely affect the patrons and ambience of the alfresco experience
- Create spaces, reason to come, / revisit and make it easier
- Landowners with unused space behind them, back laneways developed, like in Prospect
- Need for Improved Public Realm of O'Connell/Melbourne Streets
- Discussion acknowledged the impact of traffic quantity and noise on the ability for O'Connell/Melbourne to be inviting and to have a sense of place and destination. Melbourne Street feels tired with limited new investment, and lack of public toilets.
- Several businesses want to see more inviting spaces as destinations, with more greening, better managed traffic and green elements between pedestrians / outdoor dining and road. John Culshaw outlined experience of uplift at his restaurant on Frome Rd since bike way / footpath upgrade. General parking was discussed but mixed views.

Key takeaways: Main Street Masterplans stemmed from these meetings. Acknowledgement of traffic (including buses) as a barrier to creating a positive atmosphere. Overall concern from business owners about the future of the street, emphasis on an improved public realm with more inviting spaces as destinations and incentives for high frequency clients who need a reason to stay longer and wander the street. Mixed views on parking.

North Adelaide Local Area Traffic and Parking Management

Scope: Surveys, interviews, pop-up workshops and community workshops were undertaken for 1,249 people in total providing 5,028 comments. Undertaken for all of North Adelaide.

Some key findings:

- Top five issues for Melbourne St: Traffic conditions, car parking, amenity, traffic speed, walking conditions
- Car parking provision was seen to be a problem for all car parking types. However, opinions on who was worst affected varied significantly depending on the respondent group
- High traffic volumes in main streets was perceived as a problem (23% major problem, 33% minor problem)
- Public transport, walking conditions, street amenity, and cycling conditions generally perceived as good / great / fine / OK / not a problem
- Connector bus is good
- Traffic volumes are excessively high with frequent congestion during peak hour periods.
- Not enough car parking for visitors and workers of commercial properties; time limits are too short for workers resulting in loss of productivity for businesses.
- The street looks tired and old; landscaping lighting and street furniture need to be improved to make it more attractive and vibrant.
- Traffic speeds are too high creating an unpleasant environment for street visitors.
- More pedestrian crossings are needed.
- Open ended feedback received on car parking included: more car parking for workers (11%), no changes needed (11%), more parking permits for residents and / or visitors (11%), more car parking for visitors (9%), more car parking in general (8%), and increase car parking time limits (8%)

Key takeaways: Car parking remains a highly contentious issue however opinions on who is worst affected varied significantly depending on the respondent group, suggesting a large part of the issue is about perceptions.

North Adelaide Parking Changes

Following consultation with the community, Council endorsed a range of parking control changes across North Adelaide with the aim of improving flexibility for residents.

With a view to reducing commuter parking, time-limited parking controls were installed in what were previously ten-hour parking (10P) bays and approximately half the unrestricted parking areas across North Adelaide, and Trial Parking Permits were made available to residents.

Following the assessment of all feedback, particularly from workers from the Women's & Children's Hospital and long term parkers, Council approved a Motion on Notice on 24 September 2019 to: "Reinstate the bays which were unrestricted & 10P parking zones adjacent to the Park Lands (approximately 340 parking spaces) as a priority"

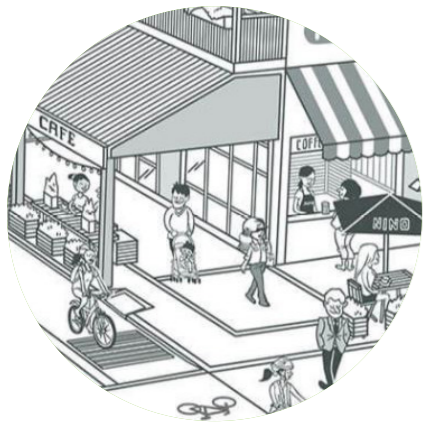
The North Adelaide Parking Permit Trial has now been discontinued due to the Council decision on 24 September 2019.

The 12 month Trial Parking Permits already issued to residents until 30 June 2020 will be honoured; no further Trial Permits will be issued.

Key takeaways: there is an expectation from hospital workers that Council (rather than their employers) should be catering for their individual parking needs. Issues surrounding parking are often subject to media coverage. The tension between parking for different user groups persists.

Strategic context

Adelaide Design Manual (ADM) City of Adelaide



Melbourne Street is a **Local Activity Retail Street**

- Local Activity Retail Streets are located adjacent to residential and mixed use areas and provide a commercial, retail and social focus for the surrounding community.
- Elements should complement and contribute to the local area's distinctiveness
- Movement should be safe, comfortable and ideal for a mixed-use environment
- Should create a welcoming and inviting space for people to interact and participate in local life.

STATUS:
The ADM will be work-shopped with Council in February 2022 for review.

Adelaide Park Lands Management Strategy (APLMS) City of Adelaide



Vision

The Adelaide Park Lands will be a globally recognised park system which surrounds and permeates out city and is central to our identity.

Relevance

Melbourne Street is bookended to the east and west by Park Lands, while also being in close proximity to Park Lands in the north and south.

Relevant Key Moves:

- Consider creating a community farm in Park 6 to service adjacent communities
- Create a medium hub in Park 9 incorporating a playspace which complements the existing community courts, petanque piste and oval. Consolidate existing buildings to accommodate community use, including sports, with public toilets, new access paths, entry points and public art elements (done).

STATUS:
The APLMS is currently undergoing statutory review by the Adelaide Park Lands Authority.

Community Land Management Plans (CLMP) City of Adelaide



Relevant CLMPs:

- Community Land Management Plan Chapter 10, for Nantu Wama (Park 6, Kuntingga (Park 7 and Parngutilla (Park 8) and Community Land Management Plan Chapter 11, for Park 9, 10, 11**
 - These parks surround and are in close proximity to Melbourne Street. Working alongside the APLMS there is potential for rejuvenation of these parks proposed in these documents to increase patronage to Melbourne Street and the Park Lands, and act as attractive gateways to the city.

STATUS:
The Adelaide Park Lands CLMPs are currently undergoing statutory review.

Strategic alignment



The Master Plan seeks to align to:

- City of Adelaide Strategic Plan 2020-2024
- Adelaide Economic Development Agency (AEDA)
- Strategic Asset Management Plans
- Planning & Design Code (PlanSA)
- City Access Strategy (in draft)
- City Plan (in draft)
- Building Interface Guidelines
- Cultural Strategy
- Public Art Action Plan
- Smart Move Strategy
- Green City Plan
- Outdoor Dining Guidelines
- Carbon Neutral Strategy
- Disability Access and Inclusion Plan
- Safer City Policy 2019-2023
- Retail Strategy

Relevant Council decisions

12 March 2019 Council Decision 2019/00464 – Motion on Notice - Council's 19/20 Budget

That Council:

Requests the Administration consider in the Council's draft 19/20 budget the following initiatives for North Adelaide and the City, along with the estimated cost of:

- The development of a master plan for the Melbourne Street Business Precinct
- The development of a master plan for the O'Connell Street Business Precinct
- The development of a master plan for the Hutt Street Business Precinct.

28 May 2019 Council Decision 2019/19334 – Motion on Notice - Atmospheric Lighting

That Council:

Requests that Administration investigate options for atmospheric lighting (similarly to that on Rundle Street) for O'Connell Street and Melbourne Street in North Adelaide, with prioritisation given to solar options.

Undertaking – Atmospheric Lighting

Ensure that the atmospheric lighting would be complementary to the Splash program.

28 January 2020 Council Decision 2019/00951 – Motion on Notice - Hutt Street Masterplan

That Council:

Requests that Administration adapts the model underpinning creation of the Hindley Street Masterplan, includes the presentation of "quick wins" to Council for approval.

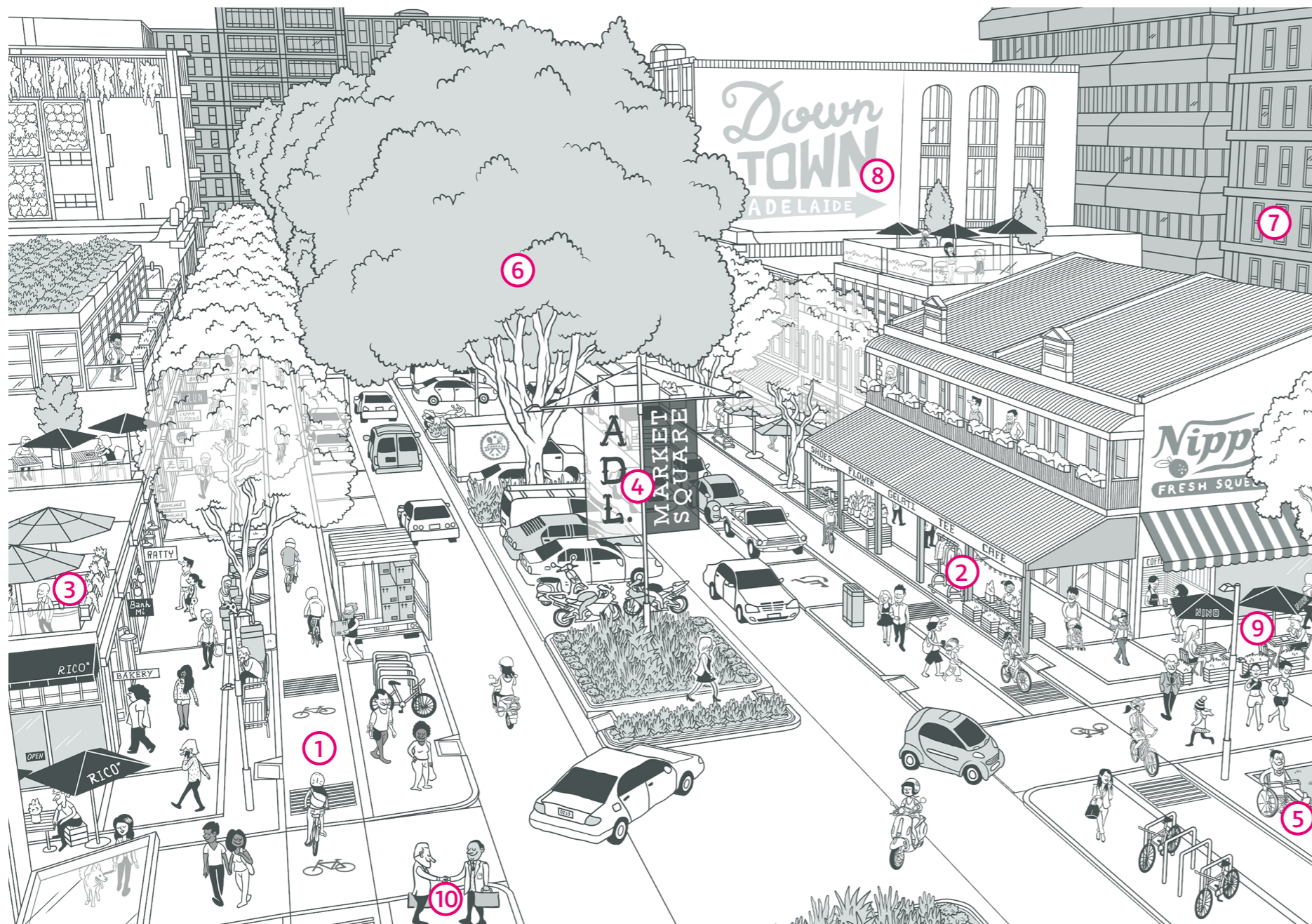
Requests that those "quick wins" are identified and included for consideration in the 2020/21 budget and be completed by the end of Q1 in the 2020/21 financial year.

Part two

What Makes a Great Main Street?



10 key ingredients of main streets



An integration of design and place-led approaches will lead to a successful, thriving, beautiful and connected main street.

1. High quality public realm and amenities

2. A diverse and competitive commercial mix with active frontages and attractive shopfronts

3. Public spaces / gathering spaces that encourage active and passive activity

4. Authentic marketable and identifiable destination branding on-street and online

5. Accessible and safe for all users, including pedestrians, cyclists and vehicles

6. Green, connected canopies, shaded and pleasant

7. People living close by, servicing and supported by the local population, with a human scale density and a "heart"

8. Celebration of the unique local and heritage character

9. Tailored events and activations that act as an anchor for visitation by locals and external visitors

10. Connected stakeholders working collaboratively towards a common vision

10 ingredients - what's the current state of Melbourne Street?

	Poor	Okay	Good	Excellent
High quality public realm		█		
Diverse commercial mix with good shopfronts		█		
Public spaces that promote activity		█		
Identifiable branding		█		
Accessible & safe for all users		█		
Green			█	
Connected, human focused with a 'heart'		█		
Celebration of local & heritage character		█		
Tailored events & activations		█		
Stakeholder collaboration			█	

Notes

- The street's assets (including roadway, footpath, paving, kerb ramps and gutters) are all in reasonably good condition.
- High concentration of food and dining in the east and medical services in the west means street lacks diversity in offerings. Lack of everyday convenience retailing does not provide for daily needs of residents. Vibrant and active shop fronts in large sections of the eastern portion, however the western portion is largely blank and inactive. There are some examples of good architecture.
- Active shopfronts and outdoor dining in the eastern portion help nurture activation of the public realm. This is lacking in the western portion. There is also no clearly defined heart of the street. Driveways to buildings also create conflicts on footpaths at times.
- Prominent buildings such as the Lion Hotel help to give Melbourne Street an identity, however the street would benefit from a renewed focus on coordinated marketing and promotion with strong input from local businesses.
- Mainly accessible by private vehicle. Limited pedestrian crossing points and non-DDA compliant pedestrian ramps along the street limit overall accessibility. Frequent bus connectors to the street mean there is constant traffic.
- Sections of decent greening in parts, with a mix of street trees, planter boxes and arbours with vines, however overall greening opportunities are limited.
- Small local population and distance plus poor connectivity to neighbouring suburbs means local catchment area is small. Intimate and human scale setting in the eastern portion is lacking in the western portion.
- Good quantity of State and Local Heritage buildings, however these could be further highlighted, while the street itself lacks an obvious connection to its history.
- Melbourne Street focused activations present but could do more to attract a wider catchment.
- Strong collaboration through CoA Place Coordinator, North Adelaide business / precinct associations and others. However more coordination required for western portion of the street.

Local state of play - the city context

O'Connell Street is categorised as a Local Activity Retail Street by the Adelaide Design Manual. While providing a commercial, retail and social focus for the local community is the priority of Local Activity Retail Streets, wider city influences are impacting how these streets function.

Modest population growth of Greater Metropolitan Adelaide, increased competition from shopping options within and outside of the city and changing spending patterns and behaviour of consumers, influenced by wider global trends, are all changing the ways in which people interact with their local shopping streets.

NOTE on the Adelaide Design Manual (ADM): The ADM will be work-shopped with Council in February 2022 for review.

- 

Static population growth
- 

Deregulation of shop trading hours
- 

Increased suburban competition
- 

Changing consumer behaviours

City of Adelaide's Retail Street Hierarchy*

"High Activity Retail Street"

Rundle Mall

Rundle Street

Gouger Street

Hindley Street

"Local Activity Retail Street"

O'Connell Street

Hutt Street

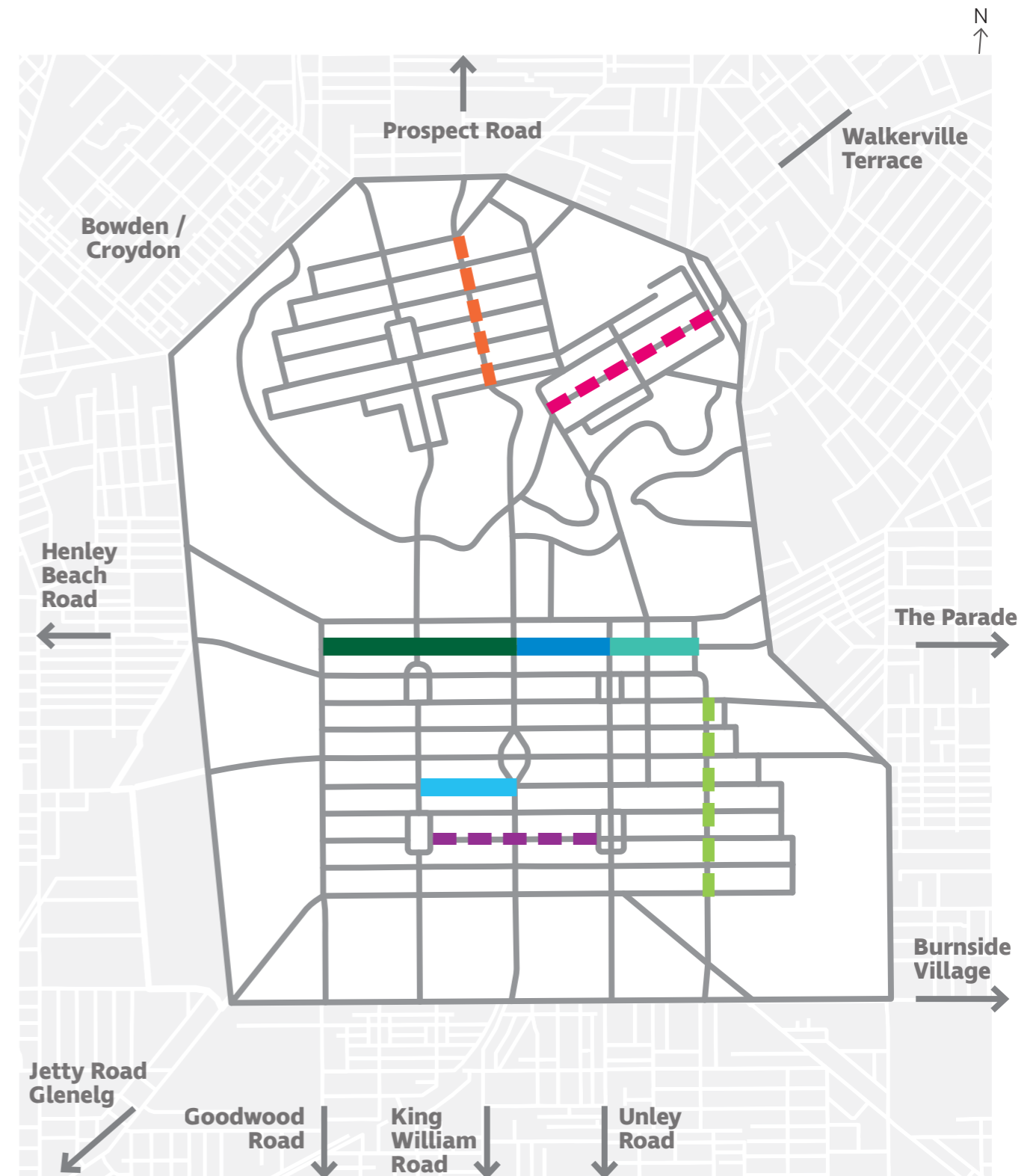
Melbourne Street

Sturt/Halifax Streets

*From the Adelaide Design Manual

"City Streets" - Emerging?

Pirie/Waymouth Streets
Flinders/Franklin Streets
Frome Street North etc.



Part three

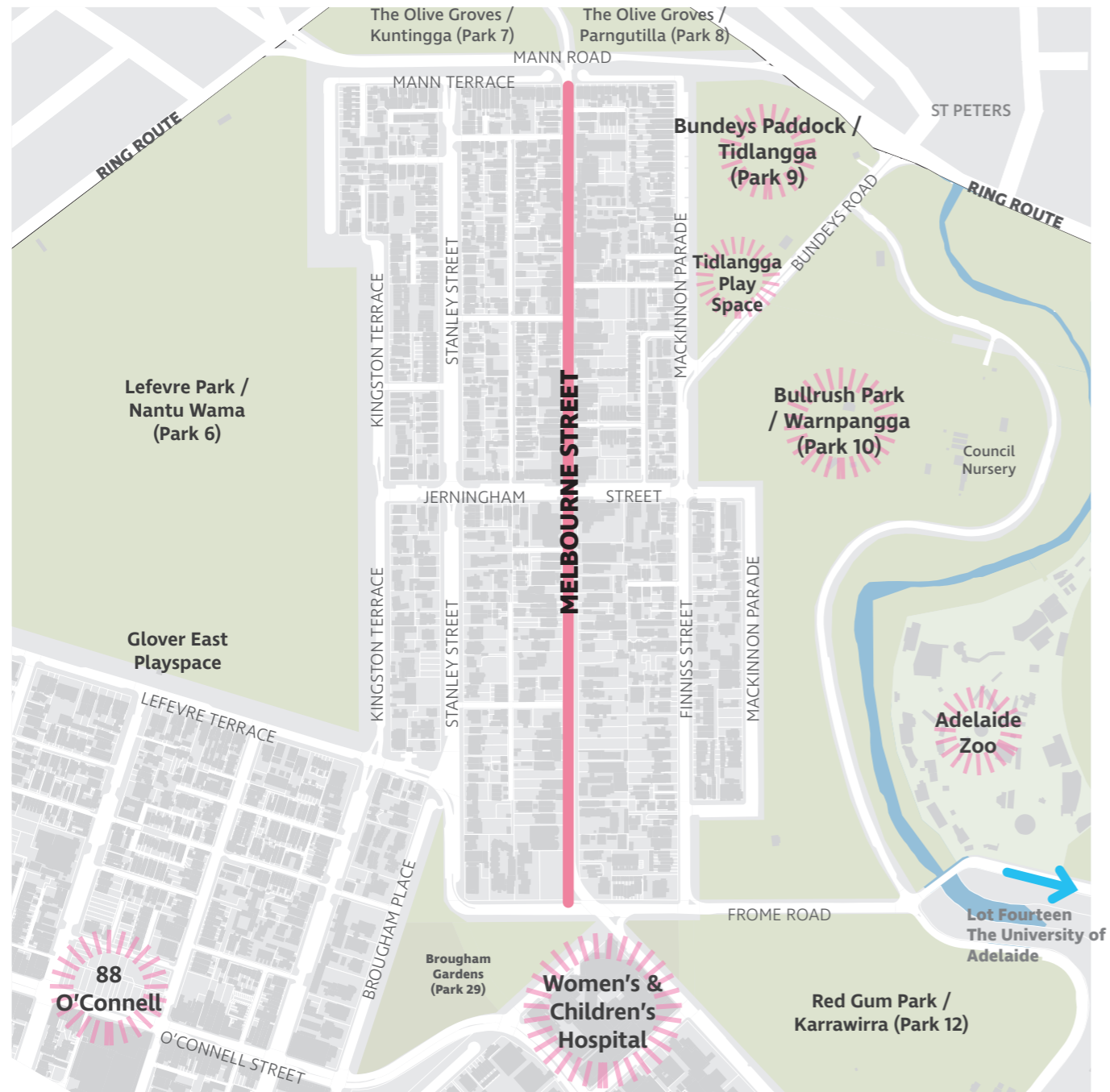
Existing Conditions

NOTE: Data in this section may not reflect existing conditions. Updated information has been procured as much as possible, but outdated information might still be represented. Some data may have changed due to the impacts of COVID-19.



Locality

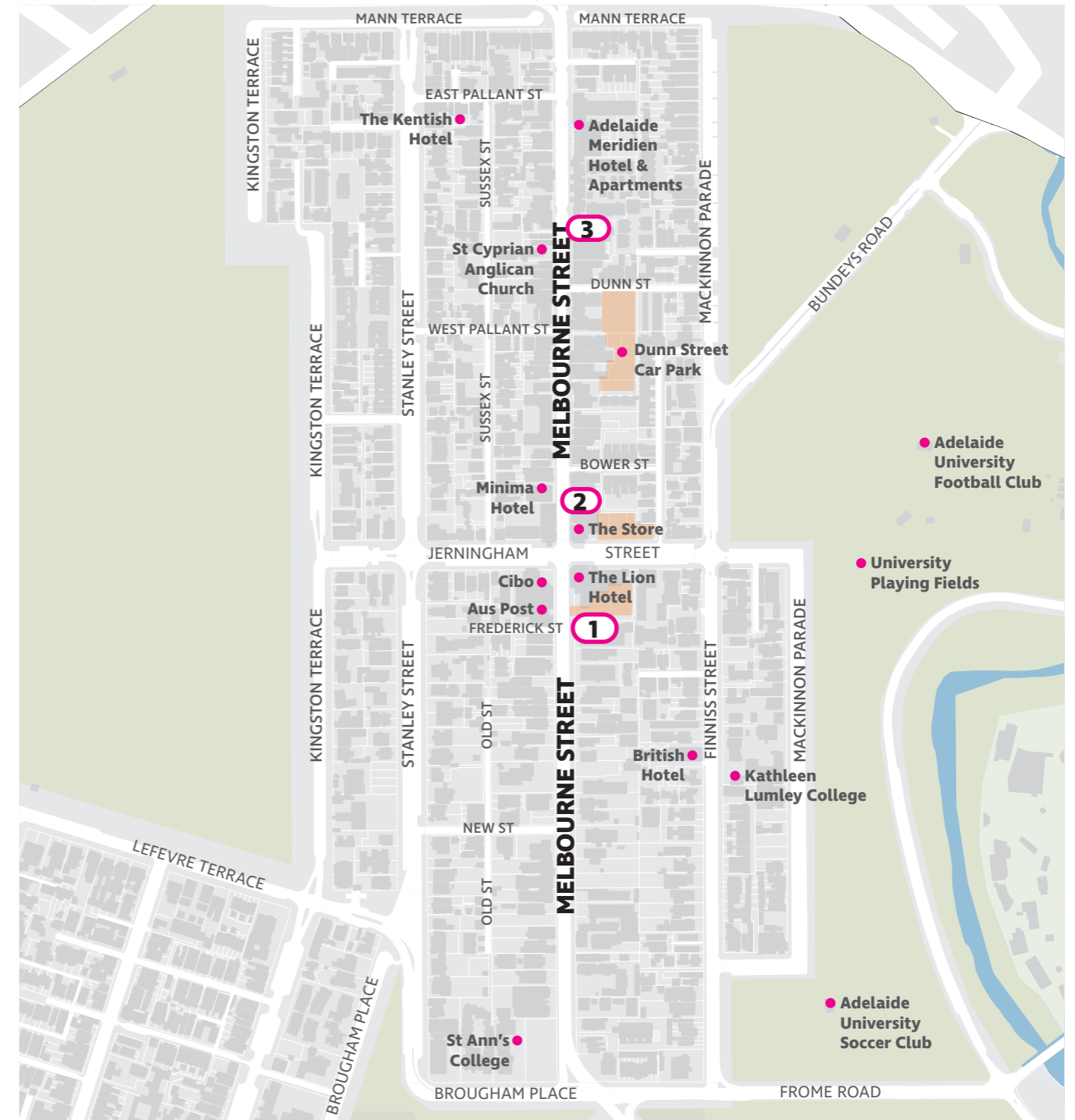
Melbourne Street is located within Lower North Adelaide, uniquely surrounded by Park Lands, in close proximity to the Park Lands Trail, River Torrens, sports and recreation facilities and the Women's & Children's and Memorial Hospitals. There is intent from the State Government to relocate the Women's & Children's hospital in 2025. This relocation could have long term implications on the future of Melbourne Street, and in particular the western portion, where there is a high concentration of medical services.



- Place of interest
- Park Lands Trail
- River Torrens Linear Park Trail

Site

Melbourne Street is bisected by Jerningham Street where some of the more prominent buildings, businesses and key landmarks in the area are located. Several pubs and university residential colleges are situated in close proximity to the street. Currently there is limited development potential, however, the Lion Hotel and adjoining office block is on the market and offers a significant development opportunity.



- 1** 8 storey apartment building
Value: \$9m
Status: Commenced
- 2** 5 storey mixed used development
Value: \$2.4m
Status: Lodged
- 3** 7 storey apartment building
Value: \$12m
Status: Approved
- Car Park

Neighbourhood context

The following summarises the population and housing characteristics of Melbourne Street and surrounds. This area is defined as Lower North Adelaide by the Australian Bureau of Statistics/Profile ID.



Key statistics

Based on ABS Estimated Resident Population 2018, Profile ID

Population



LOW POPULATION

2,416 People



LOW POPULATION GROWTH

From 2011 to 2016, population increased by 70 people equating to a change of 0.63% per year over that period.

Age Groups & Background



LARGE STUDENT POPULATION

Larger percentage of 'Tertiary education & independence' compared to the rest of metro Adelaide (25.8% compared to 9.5%) and a larger percentage of 'Young workforce' (20.7% compared to 13.8%)



HIGH PROPORTION OF YOUNG PEOPLE

High proportion of 20-34 year old residents (36.9%) compared with metropolitan Adelaide (20.5%)

Housing + Income



HIGH INCOME LEVELS

20% above metropolitan Adelaide average



GROUP & SINGLE PERSON HOUSEHOLDS

High levels of group households and single person households

2nd least

populated area in the City of Adelaide, just ahead of the 'South West Corner' (i.e. area west of Morphett Street/south of Grote Street)



FEW CHILDREN

Children 14 and under account for 6.2% of the population compared with an average of 17.7% across metropolitan Adelaide

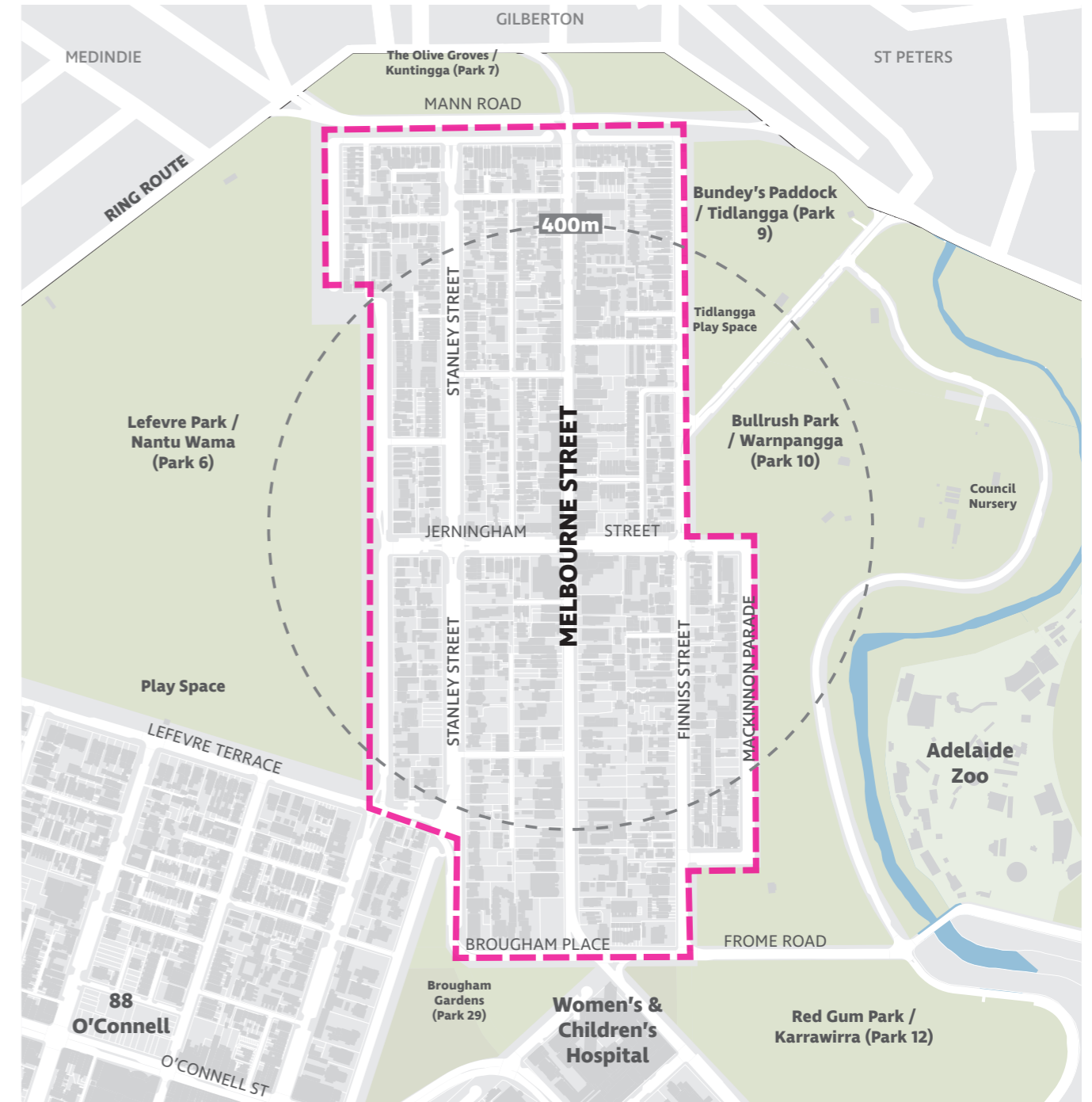


MEDIUM & HIGH DENSITY DWELLINGS

A high proportion of medium and higher density dwellings, accounting for 72.3% of all dwellings

Catchment

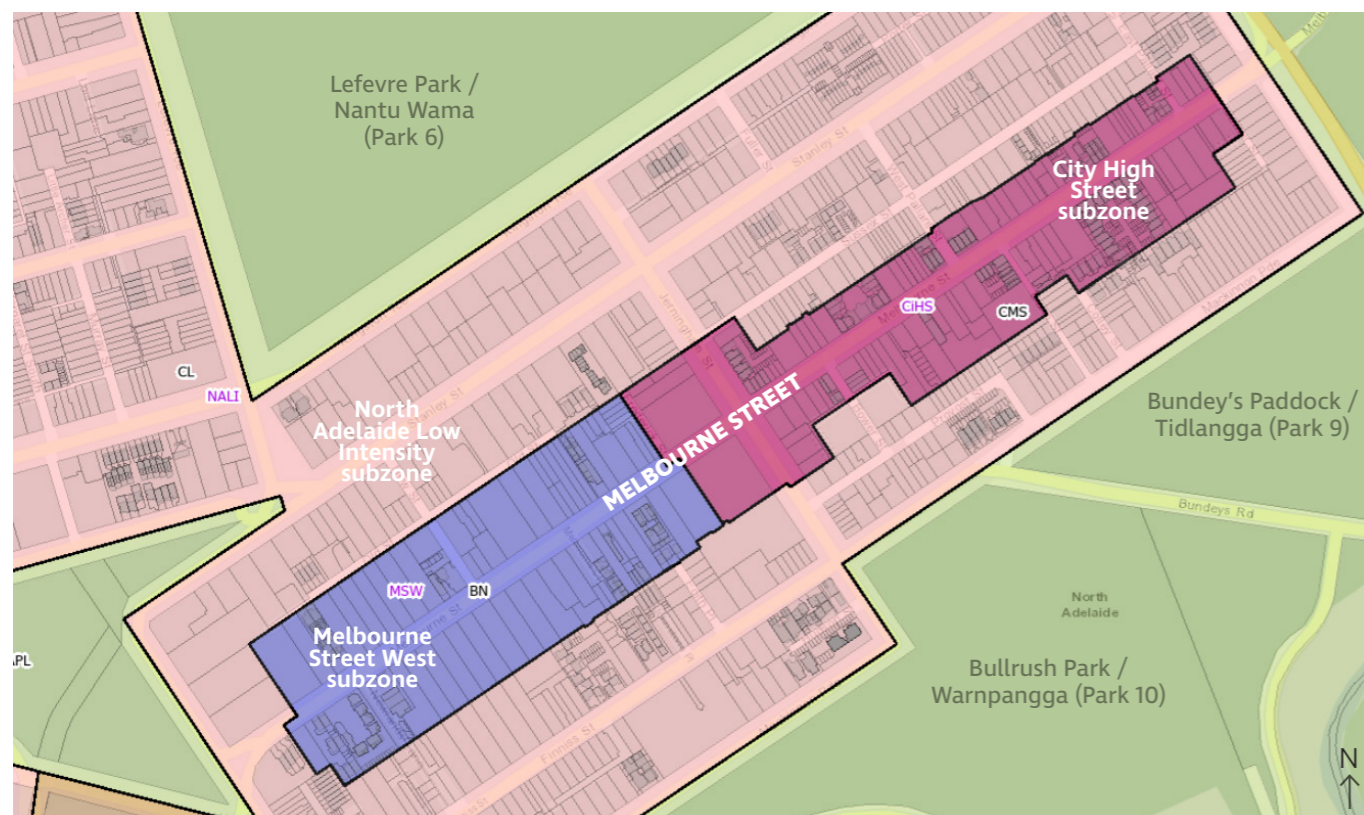
Melbourne Street has a very low catchment area, due to its low population, proximity to O'Connell Street (which captures a wider and larger population in North Adelaide), and its unique positioning between the Park Lands. According to the JLL Main Streets Retail Report 2013, Melbourne Street's catchment area is limited to the Park Lands and terrace boundaries.



--- PRIMARY CATCHMENT BOUNDARY (JLL Main Streets Retail Report, 2013)

Planning and Design Code

The Planning and Design Code is the cornerstone of South Australia's new planning system, which came into effect in 2020. Melbourne Street lies within three zones: 'City Living', 'Business Neighbourhood' and 'City Main Street' zones. Within it, there are three subzones: 'North Adelaide Low Intensity', 'Melbourne Street West' and 'City High Street' subzones.



For Melbourne Street East

'City Main Street' zone

Desired outcome

1. A mixed use zone providing important shopping, hospitality, commercial, community, cultural and entertainment facilities for the city supported by medium to high-density residential development. Non-residential activities including shops, restaurants and licensed premises positively contribute to the day and evening economies, public safety, walkability and city vibrancy.
2. The built form positively contributes to:
 - a) A streetscape that is visually interesting at human-scale, comprising articulated buildings with a high level of fenestration and balconies oriented towards the street.
 - b) A fine-grain public realm comprising buildings with active frontages that are designed to reinforce the street rhythm and intimate character, that consider the façades, articulation and massing of existing buildings and any spaces between them, and provide narrow tenancy footprints at ground level.

'City High Street' subzone

Desired outcome

1. A safe, walkable and vibrant shopping, entertainment and commercial high street precinct with an active day and evening economy supported by medium density residential development.
2. Development along a city high street that contributes to an intimate public realm with active streets.
3. Integrated developments on catalyst sites to assist in the transformation of a locality and facilitate an increase in the residential population of the City, while also activating the public realm and creating a vibrant main street feel.

For Melbourne Street West

'Business Neighbourhood' zone

Desired outcome

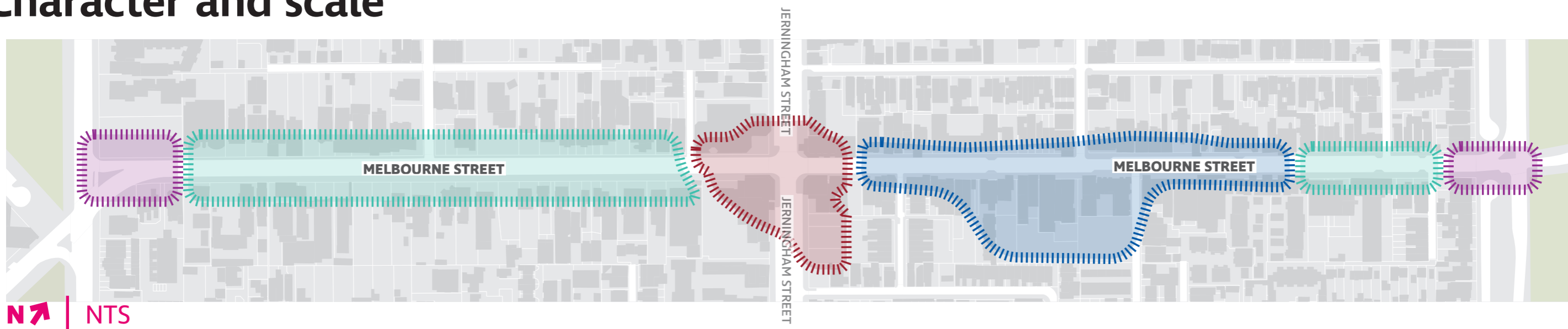
1. A variety of housing and accommodation types and compatible employment-generating land uses in an environment characterised by primarily low-rise buildings.
2. Buildings of a scale and design that complements surrounding built form, streetscapes and local character and provide for landscaping and open space.

'Melbourne Street West' subzone

Desired outcome

1. A mixed use area accommodating low-impact employment-generating activities and a range of low to medium density housing.

Character and scale



WESTERN ENTRY



Arrival from west feels gradual and undefined due to curve of the road.

Travelling east, views are framed by W&C hospital.

Space is not easy to traverse for pedestrians.

PROFESSIONAL SERVICES



Large building footprints set back from street with lots of high walls.

Health, professionals & services with day time trade.

Off-street and undercroft parking.

Limited interaction between adjacent businesses and properties, disconnected.

Large residential properties.

The quiet end of Melbourne Street.

VILLAGE HEART



Main intersection and prominent corner buildings suggest possible heart of street, however, large road widths at intersection means the area feels more like four separate quadrants.

Significant building set back on north-west corner and limited street activation on north-east corner limit street activation and limit the potential for the space.

MAIN STRIP



Small scale, high density mix of hospitality and service businesses emphasise retail heart and main strip feel.

Eclectic mix of fine grain building designs and typologies with verandahs and awnings.

Outdoor dining, street furniture and planter boxes scattered throughout.

Street feels more intimate due to active frontages, and urban elements.

Good walking conditions however only one formalised crossing point.

SLEEP + STAY EASTERN ENTRY



Single storey heritage residential on one side.

On the other, large blocky hotels which do not contribute to the presentation or activation of the street.

Arrival through Olive Grove is unique to Melbourne Street.

Connection to ring route means space is largely given over to vehicles.

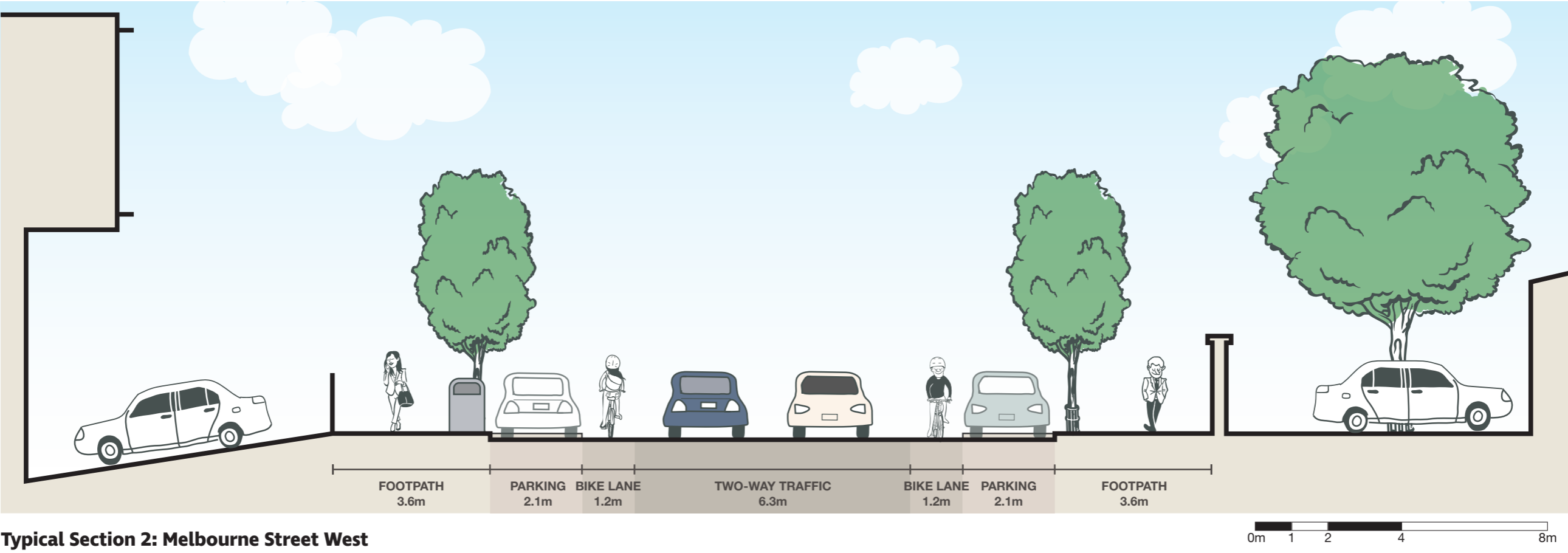
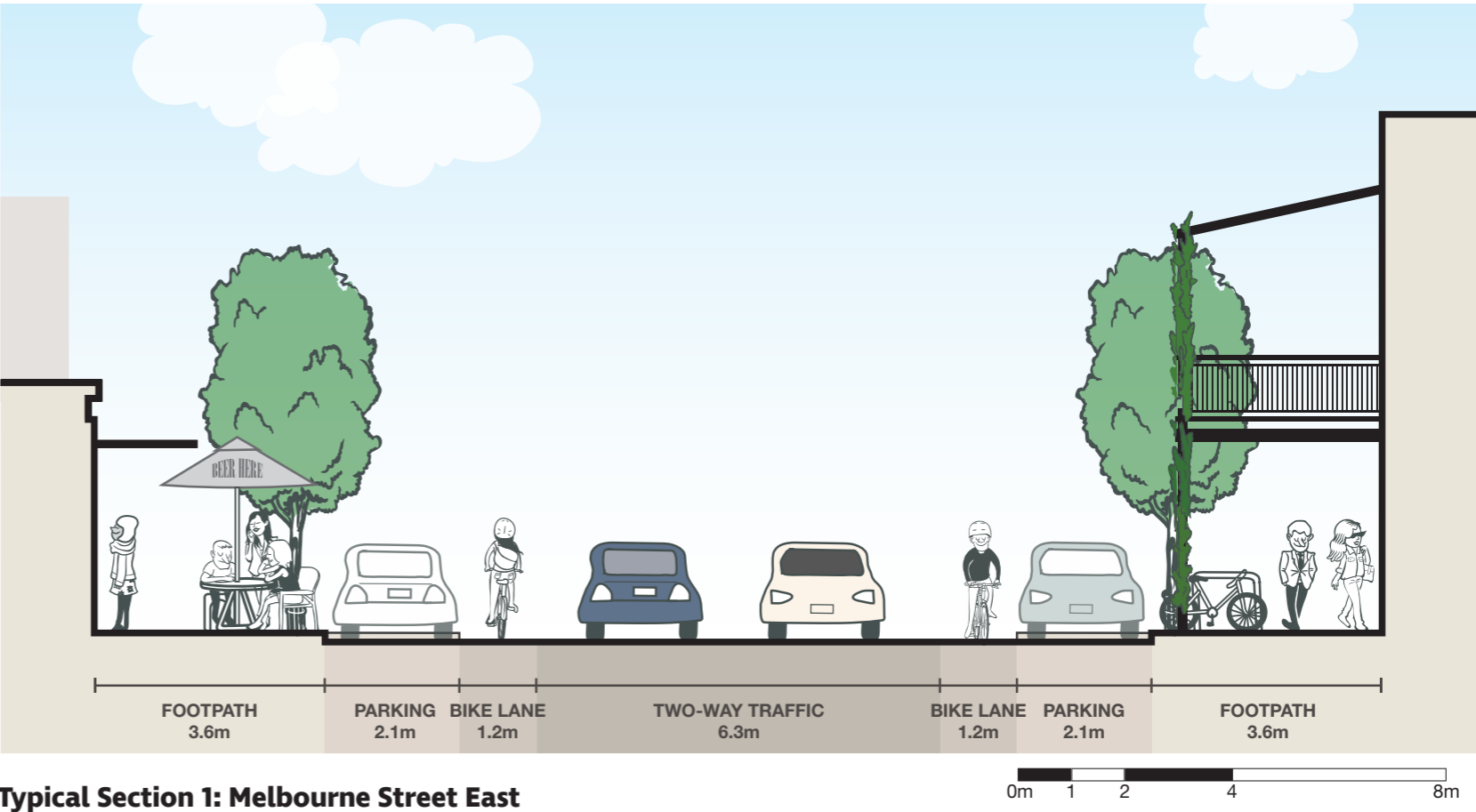
Pedestrian and cycling access from neighbouring suburb is limited.

Character and scale (continued)

Though Melbourne Street's width is consistent along its entire length, the two development zones have created two areas with very separate and distinct characters and scale.

Melbourne Street east (right image)) feels very intimate and welcoming, with its mostly smaller buildings with active façades abutting the public realm.

Melbourne Street west (bottom image) feels wide and exposed, with its buildings setback from the public realm, while high walls and passive façades feel disconnected from the street.



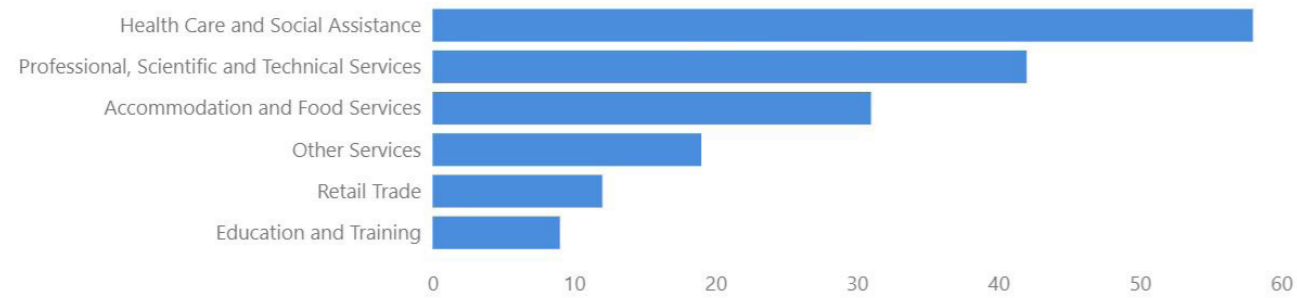
Commercial mix

A good commercial mix is crucial to address the needs of a target market.

Melbourne Street's distinctive functions are easily seen by the divide in its development zoning and character. The western half prioritises healthcare, social assistance, professional services and medical services, while the eastern half houses accommodation, food services and retail.

Melbourne Street boasts the lowest percentage of vacancies at 11% when compared to other City of Adelaide main streets.

Top 6 Shop Fronts by Business Type



Some trends on Melbourne Street over the last four years:



High trader churn rate
among retailers

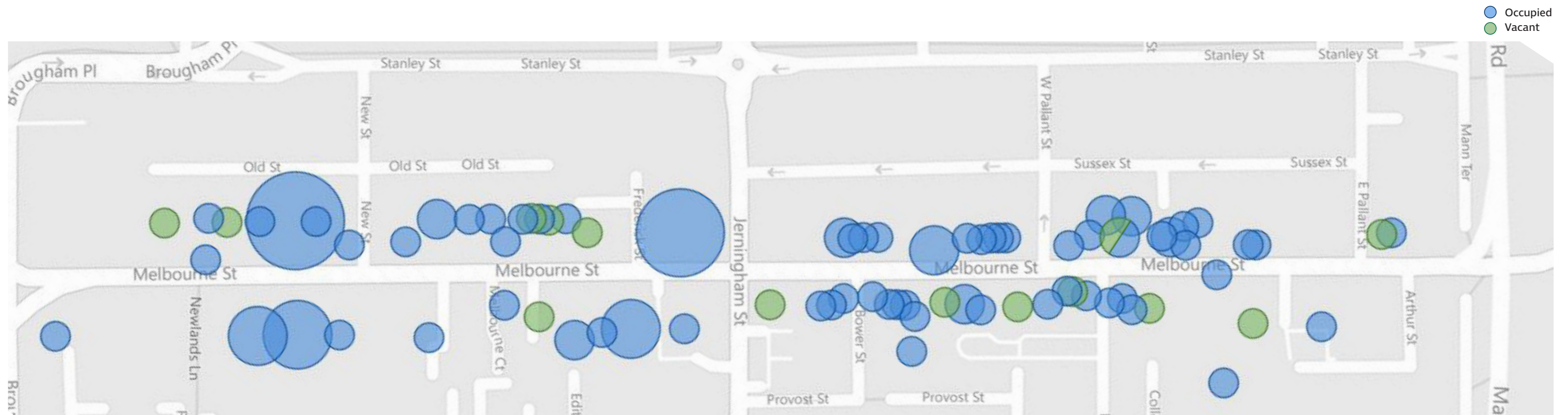


Growing spend in dining and entertainment
in North Adelaide



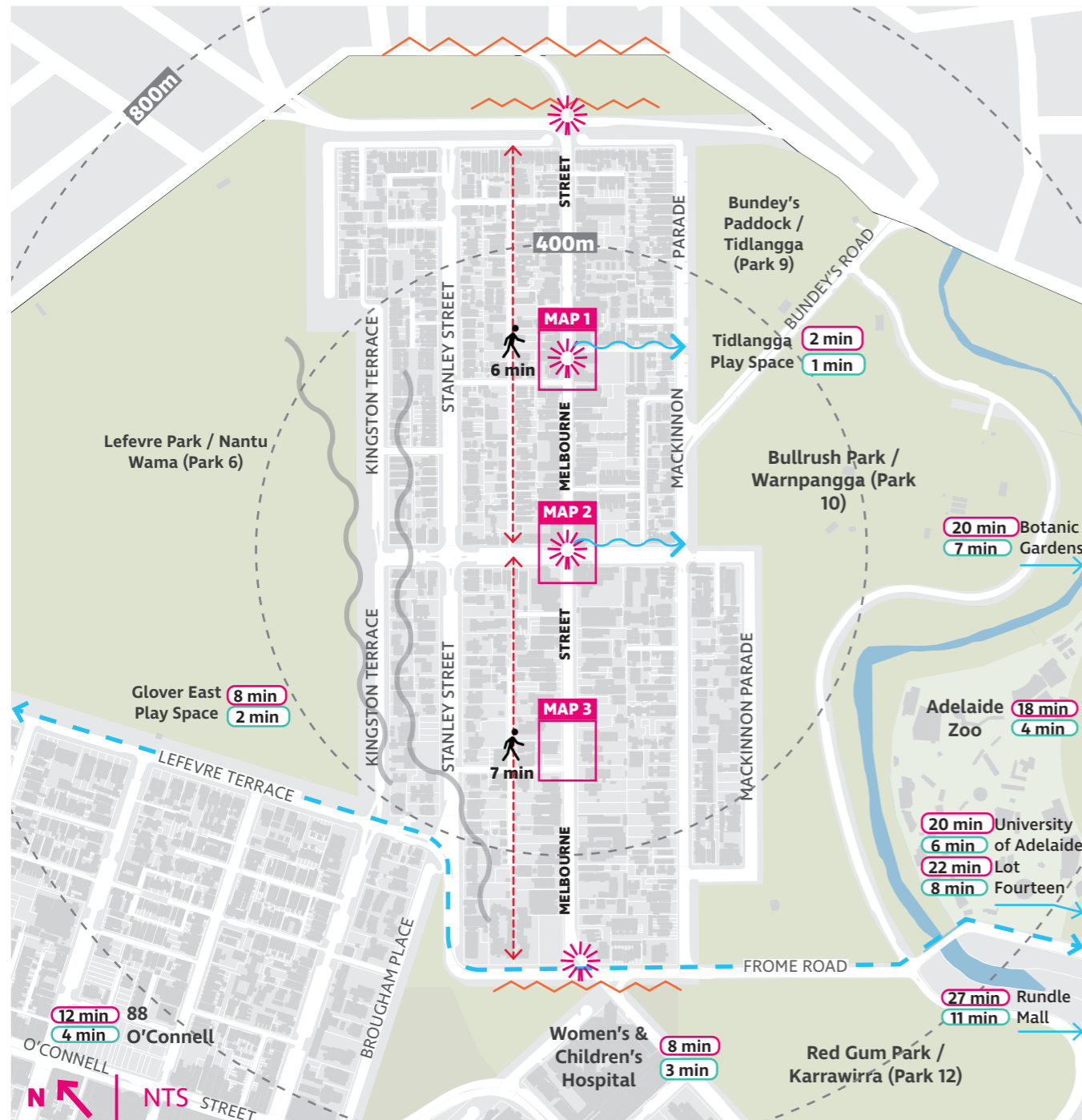
Vacant shops on Melbourne Street
(including street level and upper levels) compared to O'Connell Street at 14%, Hindley Street at 14%, Gouger Street at 13% and Hutt Street at 12%.

* Data above from April 2021



Walking & cycling movements

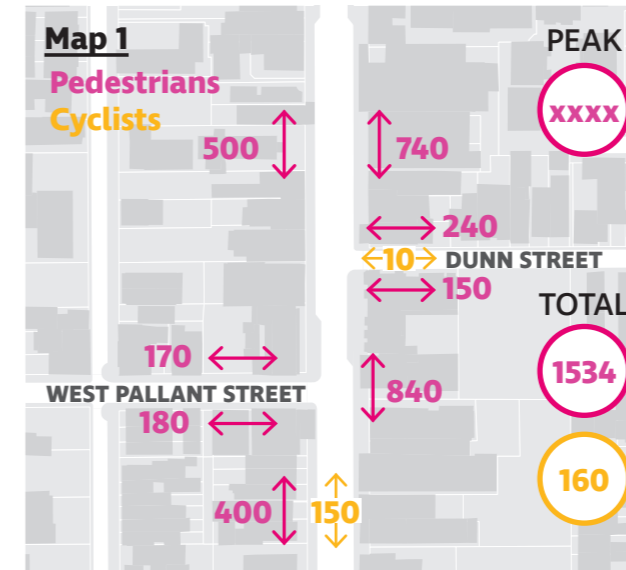
Pedestrian and cycling connectivity with neighbouring areas is limited by the precinct's positioning within the Park Lands, and vehicular-dominated entry points. Walkability in the East end is good, with wide footpaths, verandahs, active shopfronts and greening, while the West lacks active frontages and shade and is dominated by vehicle crossovers. High vehicle volumes, including buses, and no medians makes mid-block crossing difficult and also creates poor conditions for cycling.



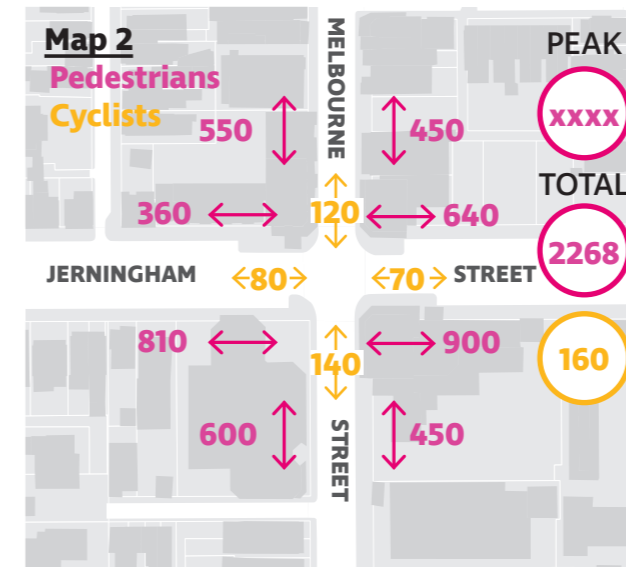
- LEGEND:**
- North-South Bikeway (future)
 - River Torrens Linear Park Trail
 - Pedestrian connections to Park Lands
 - Poor pedestrian connectivity: Gradient
 - Poor pedestrian connectivity: Traffic
 - Park Lands Trail
 - Signalised Pedestrian Crossing
 - Walking time
 - Cycling time

Pedestrian & Cyclist Volumes

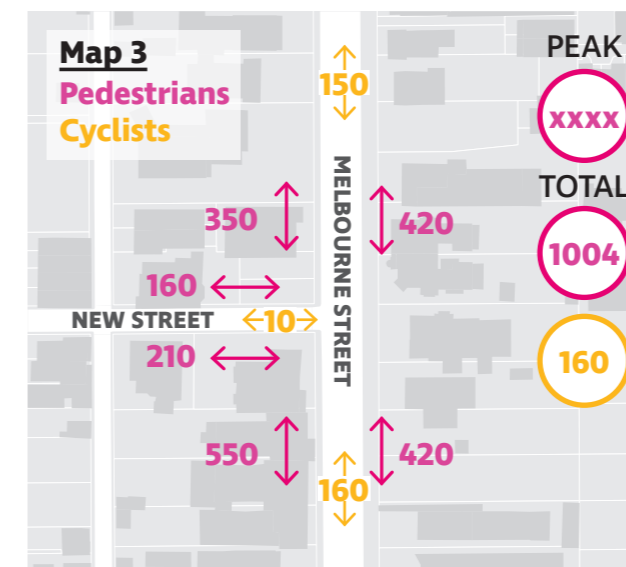
*Wed 30th Oct 2019 between 6am and 8pm



West Pallant, Dunn & Melbourne Streets



Jerningham & Melbourne Streets



New & Melbourne Streets



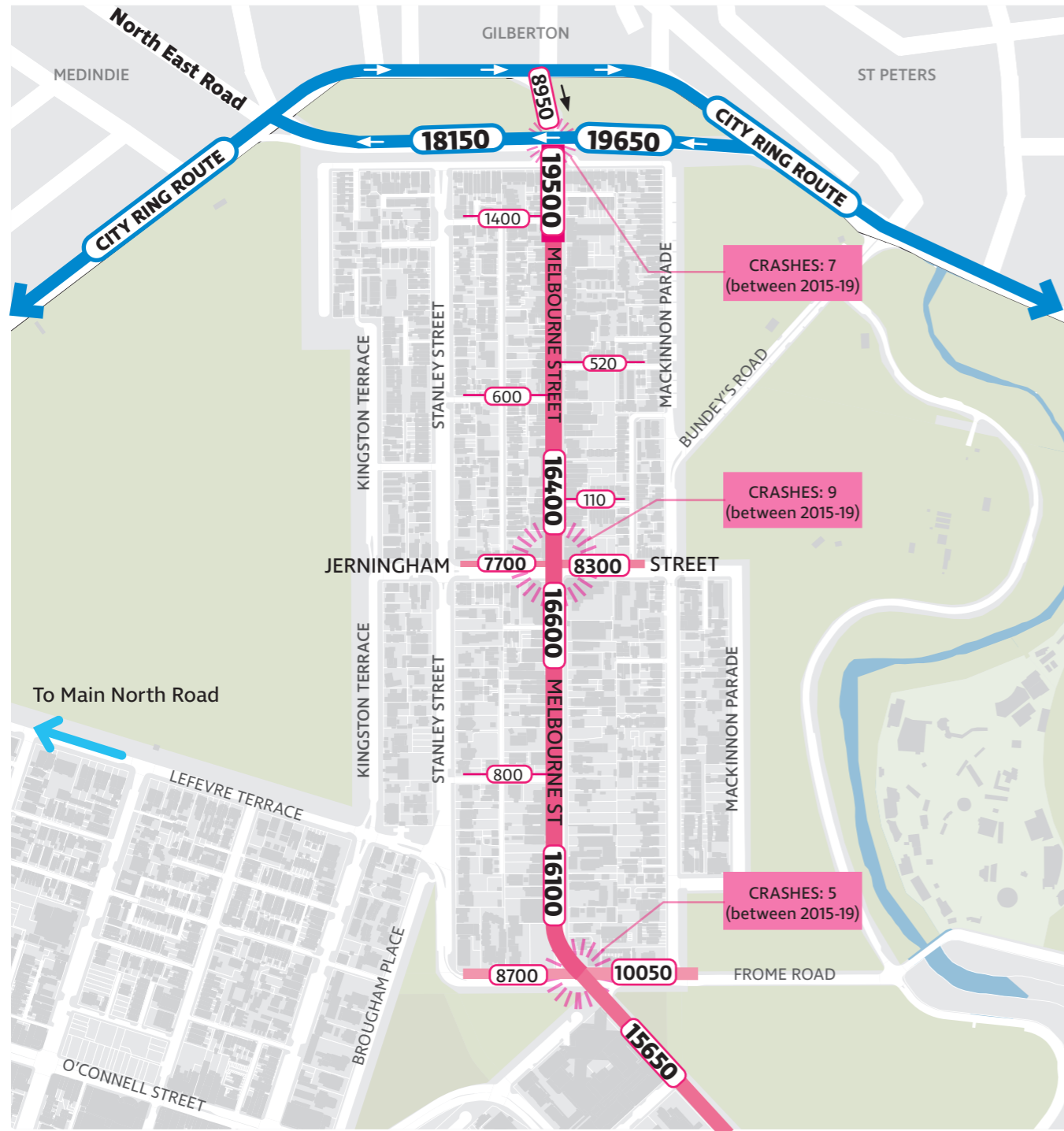
Melbourne Street East - Wide footpaths, activated frontages and awnings make for good walkability. Cycle lane bordered by parked cars on one side and traffic on the other creates an uncomfortable and unsafe environment for cyclists.



Melbourne Street West - Wide footpaths but inactive and passive frontages with no awnings and minimal tree canopy coverage and shade create an environment that can feel unpleasant for pedestrians.

Vehicle movements

Melbourne Street acts as a major vehicle thoroughfare connecting the city core with the north eastern suburbs. The street consists of a single lane of traffic, parallel parking and a bike lane in each direction. Traffic volumes are medium to heavy for a dual carriageway street, particularly in peak times with traffic often backing up at the main intersections. The high vehicle volumes negatively impact the amenity of the street but are also the main mode of access for people coming from beyond Lower North Adelaide.



Public transport

Melbourne Street is part of an important bus link between the City centre and the Northern Suburbs. However, its role in the bus network is predominately as a thoroughfare with very low bus boarding numbers on the street itself. Melbourne Street is also serviced by the City Connector, with a stop located on Jerningham Street close to the main intersection. The amenity of most bus stops along the street is poor, with most lacking shade and a pleasant waiting experience.



Bus stop with minimal shelter



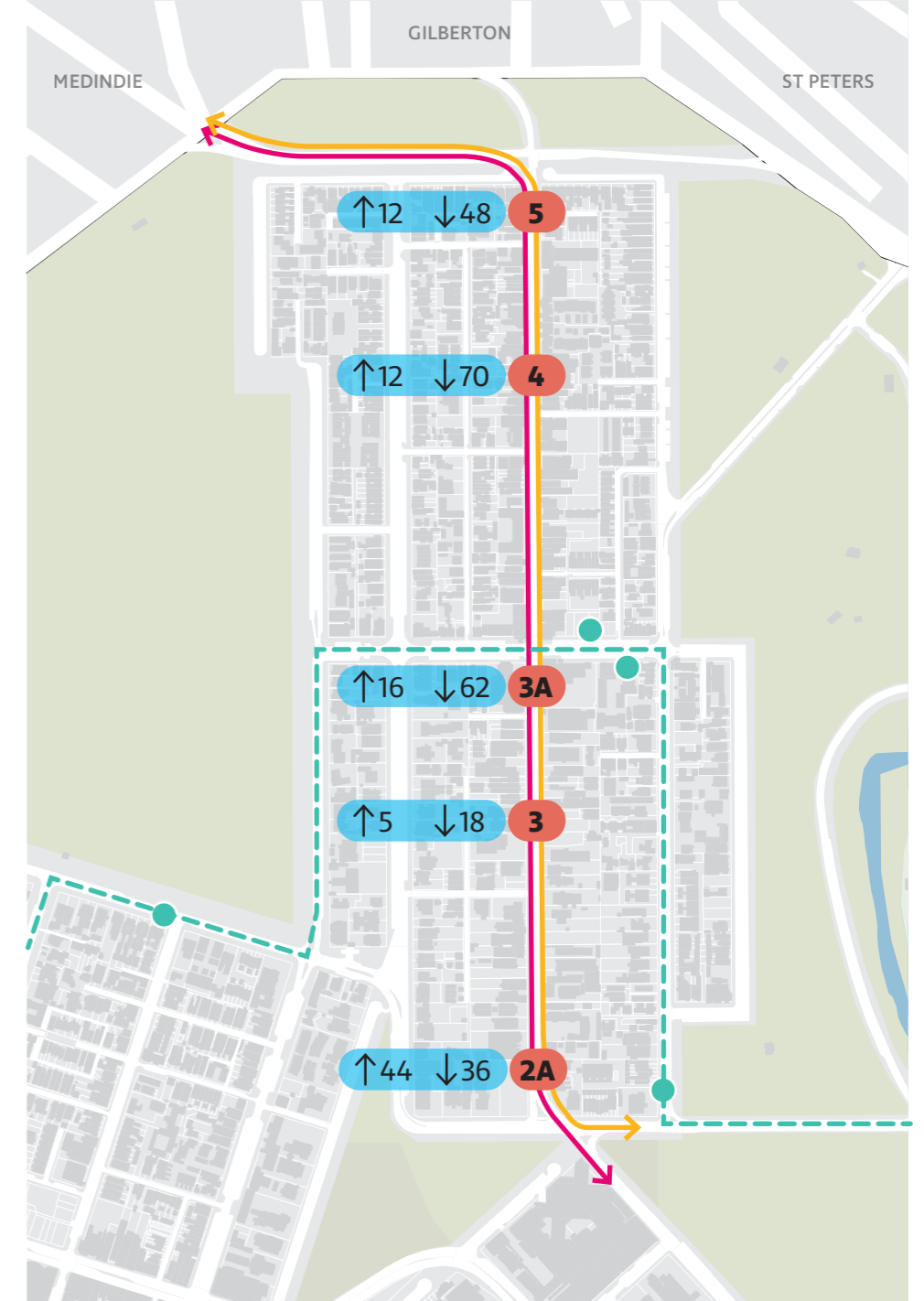
Bus stop with no shelter

BUS ROUTES:

- Paradise, Northgate & Broadview to City
- Tea Tree Plaza, Ingle Farm & Northfield to City (Victoria Sq via King William St)
- Tea Tree Plaza & Paradise to City (via Frome St & Currie St)

LEGEND:

- Bus Boarding Numbers (↑XX ↓XX)



Parking (continued)

A parking utilisation survey was undertaken for Melbourne Street in late 2019, capturing occupancy data from 7:30am to 8:30pm on Thursday 12th, Friday 13th and Saturday 14th of December. The key findings for Thursday the 12th and Friday the 13th are as follows (data for the 14th is TBC):



- The survey looked at:
- 171** On-street parking bays
 - XX** Loading / mail zones
 - X** Motorbike parks

Thursday 12th December		
Supply	Average Occupancy	Maximum Occupancy
171	63%	72%
Average Duration of stay	Maximum Duration of Stay	Total Vehicles
96 min	600 min	938

Thursday 12th Key Findings:

Peak times were from 12:30 - 2:30, however occupancy only dropped below 60% at 7:30am and 4:30pm

Maximum occupancy for a number of spots was 100%

Friday 13th December		
Supply	Average Occupancy	Maximum Occupancy
171	60%	74%
Average Duration of stay	Maximum Duration of Stay	Total Vehicles
121 min	720 min	719

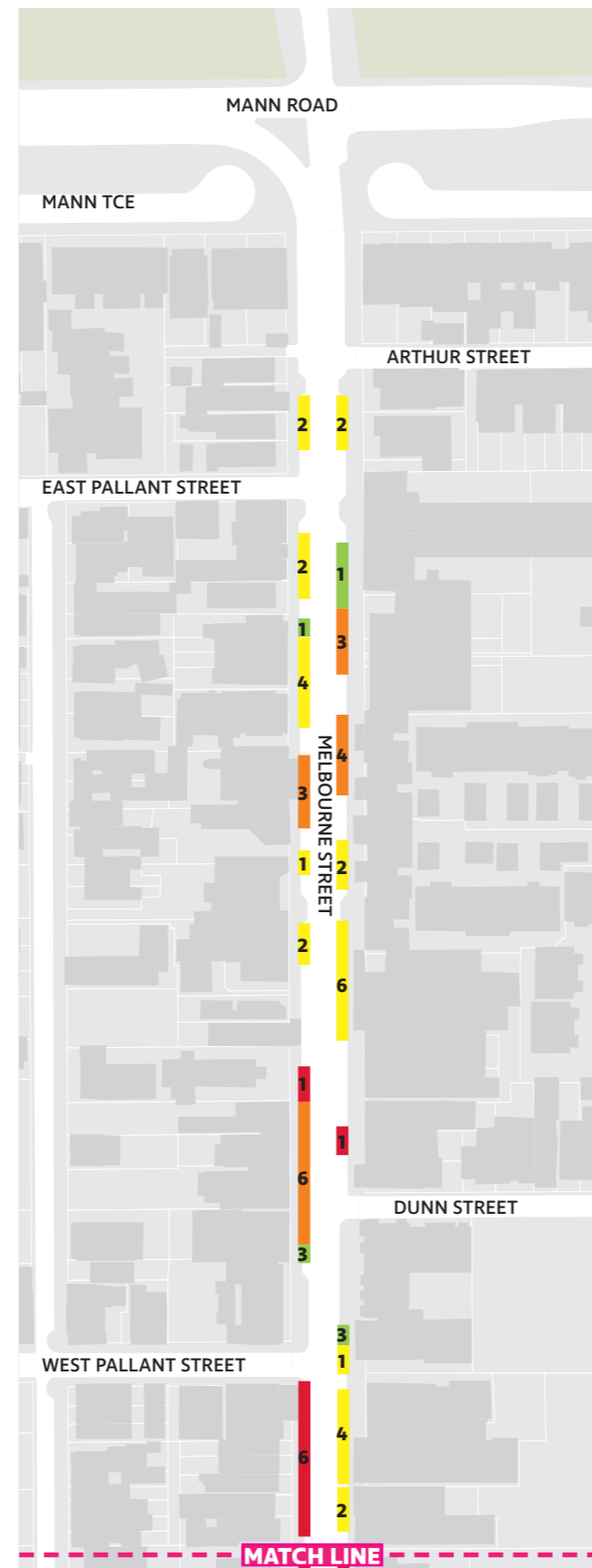
Friday 13th Key Findings:

Peak times were 12:30pm and 7:30pm, however occupancy only dropped below 60% at 7:30am and 4:30pm

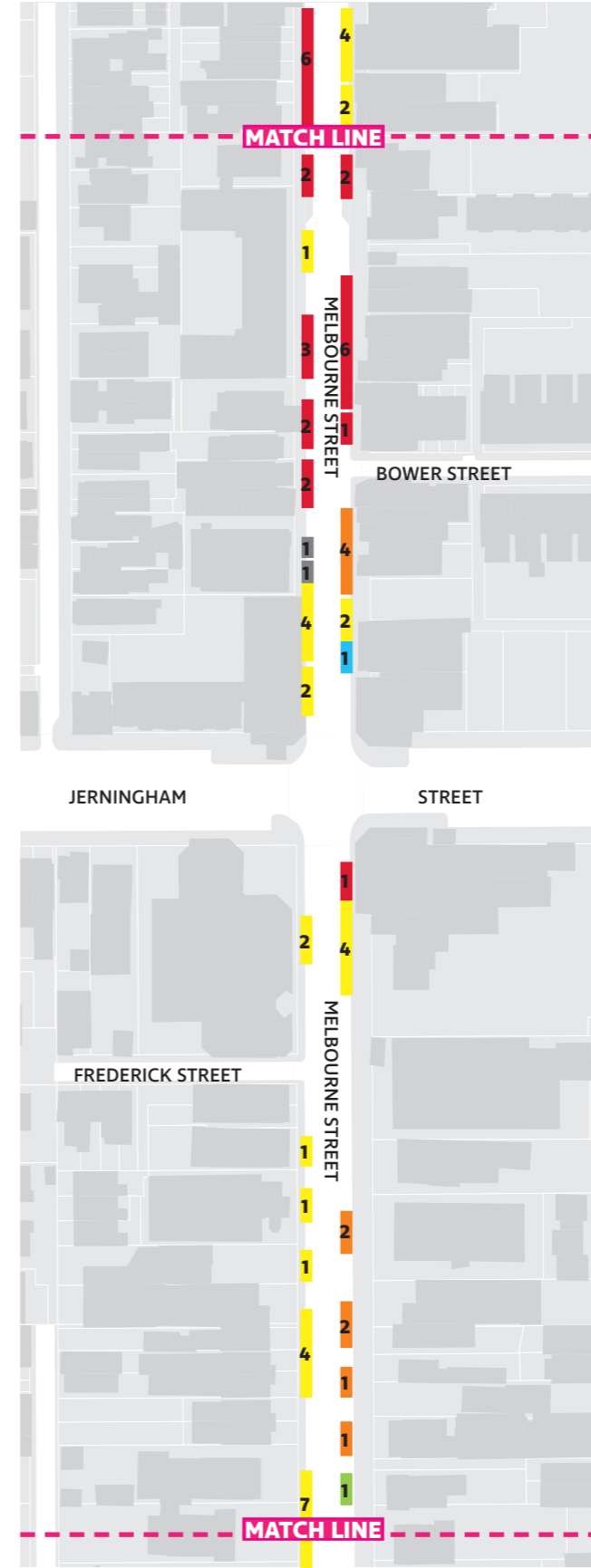
Maximum occupancy for a number of spots was 100%

OCCUPANCY AVERAGES (7:30AM - 9:30PM)

- **Very well used**
Occupied over 85%
- **Well used**
Occupied 71%-85%
- **Average**
Occupied 41%-70%
- **Underutilised**
Occupied 21% - 40%
- **Very underutilised**
Occupied less than 20%



Map 1: Average Weekday Occupancy Rates



Map 2: Average Weekday Occupancy Rates



Map 3: Average Weekday Occupancy Rates

Outdoor dining

Melbourne Street has a mix of outdoor dining types, mostly in Melbourne Street east. Though the outdoor dining is concentrated in certain sections, overall it doesn't feel cluttered due to generally low numbers of pedestrians. The fixed outdoor dining in certain areas helps to give the street life even when not in use.

Number	Business Name	Fixed or Removable	Items									
			P	C	PB	S	T	U	B	BL		
1	Saint Garde	Removable	•	•				•	•			
2	UR Caffe	Removable	•	•				•	•			
3	The Store Cafe Bistro	Fixed	•	•	•			•	•			
4	The Lion Hotel	Fixed / Removable	•	•				•	•	•		
5	Bononia Gelato	Removable	•	•				•	•			
6	Mazaya Restaurant & Cafe	Removable	•	•	•			•				
7	Zapatas Mexican Restaurant	Removable	•	•				•	•			
8	First Pour	Removable	•	•				•	•			
9	23rd Street on Melbourne	Removable		•				•	•			
10	Lord Melbourne Hotel	Fixed						•		•	•	
11	Evea	Removable	•	•				•	•			
12	Coco Flamingo	Removable		•				•				
13	Monsoon Indian Restaurant	Fixed	•	•				•	•	•		
14	Yakitori Takumi	Removable	•	•				•				

* Data from November 2019

P = Planters, C = Chairs, PB = Plastic Blinds, S = Screens, T = Tables, U = Umbrellas, B = Benches, BL = Bollards



Large benches at Twenty Third Street Distillery



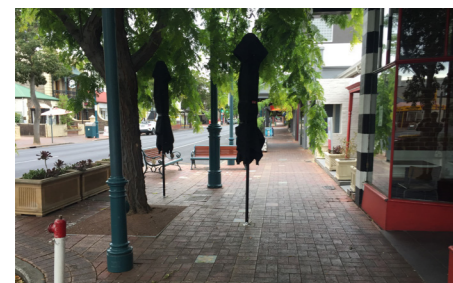
Undercover outdoor dining at Mazaya



Fixed, raised outdoor dining at the Lion



Umbrellas under an awning at the Lord Melbourne Hotel



Semi-fixed umbrellas and clutter at UR Caffe



Large outdoor dining area at the Lion Hotel



Outdoor dining set up at Australian Pizza House

Urban elements

Melbourne Street contains a suite of urban elements that includes light poles, bins and benches unique to the street. It is reasonably well covered by bins and benches, particularly in the east. However, there are no drinking fountains or public toilets.

 19 Bins

 21 Seats



Bin



Flag poles near Mann Rd



Melbourne Street logo



Welcome sign



Wayfinding sign



Unutilised flag poles



Defibrillator with artistic signage



Phone box



Bike racks



Post boxes



Benches

Heritage

Laid out by Colonel Light in 1837 as an urban satellite of Adelaide with 341 acre blocks surrounded by Park Lands, Upper North Adelaide soon became primarily a dormitory suburb for the well-to-do business and professional class. Lower North Adelaide, around Melbourne Street, by contrast was inhabited by mostly labouring classes, artisans, and tradesmen who lived in cottages on small allotments.

During the late 19th century the area around the eastern half of Melbourne Street was known as "Irish Town" which reflected the rough and tumble character of the predominantly working class population.

From 1909 to 1957 two-way electric tram lines ran down the centre of Melbourne Street, being the main public transport thoroughfare from the Adelaide CBD to the tram terminus in front of the Buckingham Arms Hotel at Walkerville.

Continuing commercial encroachments, increasing subdivisions, and conversion of many houses to professional rooms, restaurants, and other types of entertainment venues, together with rising volumes of through traffic during the postwar years affected the precinct's traditional residential character.



Derek Jolly was a local businessman, entrepreneur, and a major force in developing the upmarket commercial character of Melbourne Street in the 1960s-1970s starting with the opening of Decca's Place restaurant in 1963. Pictured here is his Futuro house, or 'flying saucer building' as it was often referred to. Originally designed by a Finnish man as a ski cabin, it is a testament to 'Decca's' adventurous spirit.



A Saturday morning street market (1970s to 1990s).



From 1965 to 1979 the RAA had its Road Services headquarters, workshops and roadside assistance fleet located at 41-59 Melbourne Street next door to the Meridian Lodge Motel which was built in 1988.



Tram lines on Melbourne Street in the early to mid 1900s.



There are...
7 State Heritage Places
32 Local Heritage Places



Apartments - State Heritage Listed



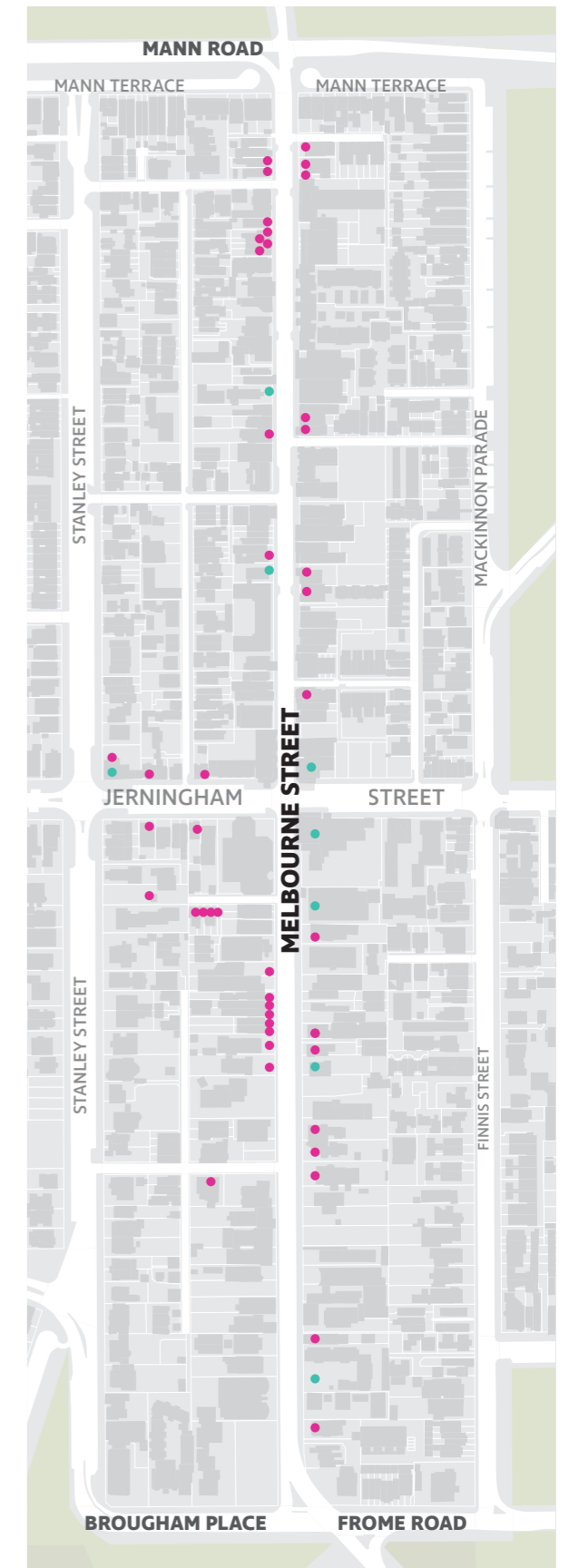
The Store - State Heritage Listed



The Old Lion Hotel - State Heritage Listed



Many of the Local Heritage places are row houses and cottages similar to the above



● State Heritage Place
 ● Local Heritage Place



Greening

Melbourne Street contains an array of different greening types. There is a lack of consistency to the street tree planting with trees varying in species, form, scale and level of maturity. Along the street, arbours with or without climbers/ vines, are present. There is an eclectic mix of planter boxes throughout. In 2019, 25 new trees were planted in Melbourne Street east between Mann Road and Frederick Street. This was the maximum number possible without impacting parking or services. There is currently minimal connected tree canopy along the street with trees often at inconsistent spacing and alignment.



Existing tree planting in Melbourne Street west



Mature trees in Melbourne Street west



Recent tree planting with bonded aggregate and tree vents



Recent tree planting with mulched tree surrounds



Existing mature trees in private property



Existing greening to pergola/ arbour structure



Lack of low-level verge planting



Pergola with potential for greening



Planter boxes in Melbourne Street east



Planter boxes outside the Lion Hotel



Planter boxes in Melbourne Street east

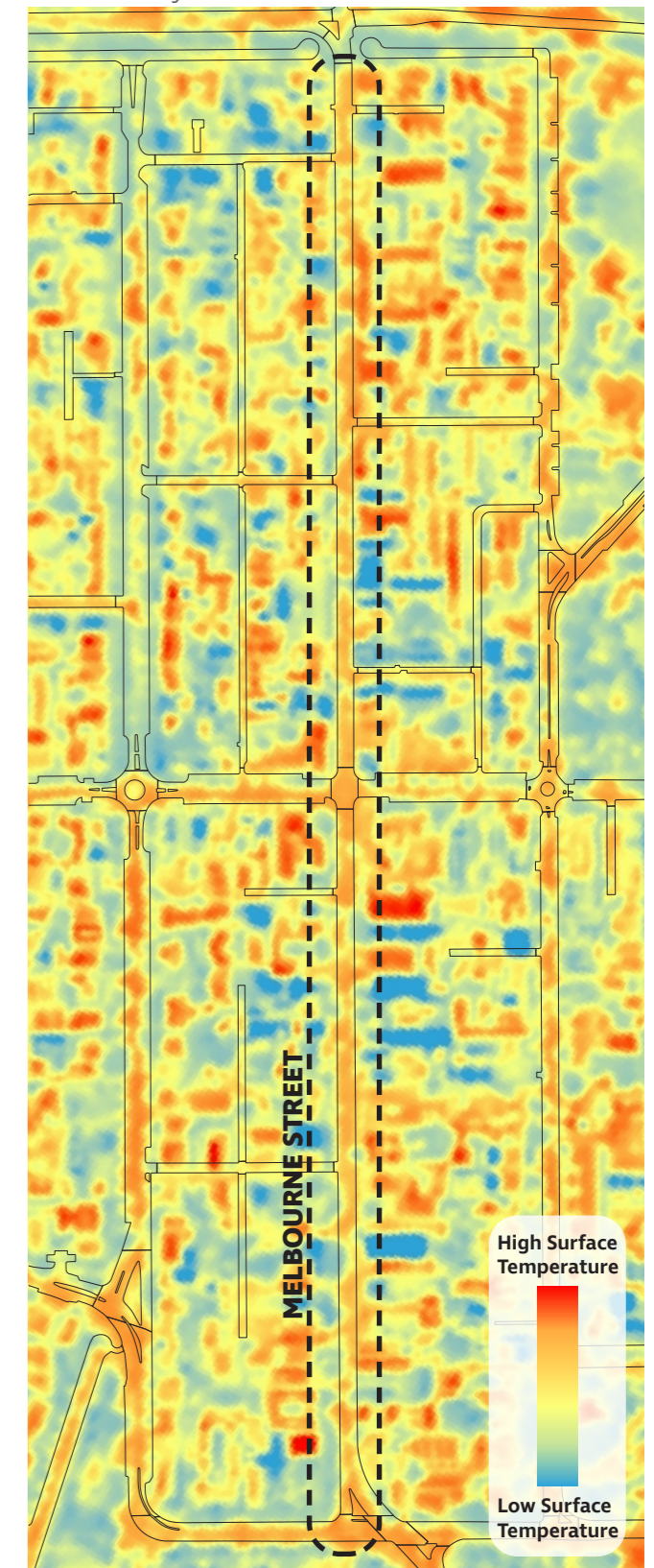


Canopy cover

Melbourne Street's canopy coverage, measured in 2015, was approximately 16%. Planting of new trees has been carried out in the east portion of the street, however until these new trees mature, it is unlikely that canopy coverage would reach 20%. The western portion of the street remains low, and is vulnerable to extreme heat, impacting on liveability, walkability and overall viability of the street.



Canopy Coverage, March 2018



Heat Map, March 2018

Lighting

The street lighting suite on Melbourne Street consists mainly of a custom 'heritage look' pole in a teal green finish. Lights at main intersections are traditional 'goose neck' poles in a variety of finishes. There may be an opportunity to upgrade the existing lights to more efficient LEDs as part of the City of Adelaide's LED roll out.



Melbourne Street has a number of buildings of architectural and historical significance that could benefit from improved accent lighting. There is also currently very little creative lighting or light art on Melbourne Street, so there is potential for new lighting to have a significant and immediate impact.



Overlit areas next to underlit areas.



Building and artwork lighting with room for improvement.



Effective under-awning business lighting.



An overlit area.



An underlit and intimidating area near Mann Terrace.



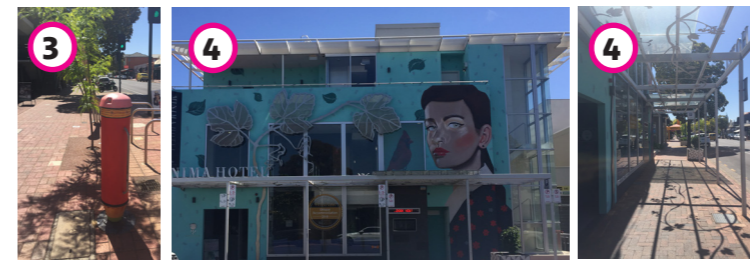
Business lighting creating an enticing atmosphere.

Public art

Melbourne Street's existing public artwork is made up of mostly small and minimal impact pieces. The one exception to this is the high impact Minimal Hotel facade, which sets an ideal standard for any future public art. Opportunities for further artwork could include making use of private awnings and pergolas, light art, or making use of existing light poles, furniture and suspended artwork using existing flag poles.



Artwork inset into paving
Rock mushrooms?
Fork - Bike Art Trail
Adelaide City Bike Art Trail Plaque



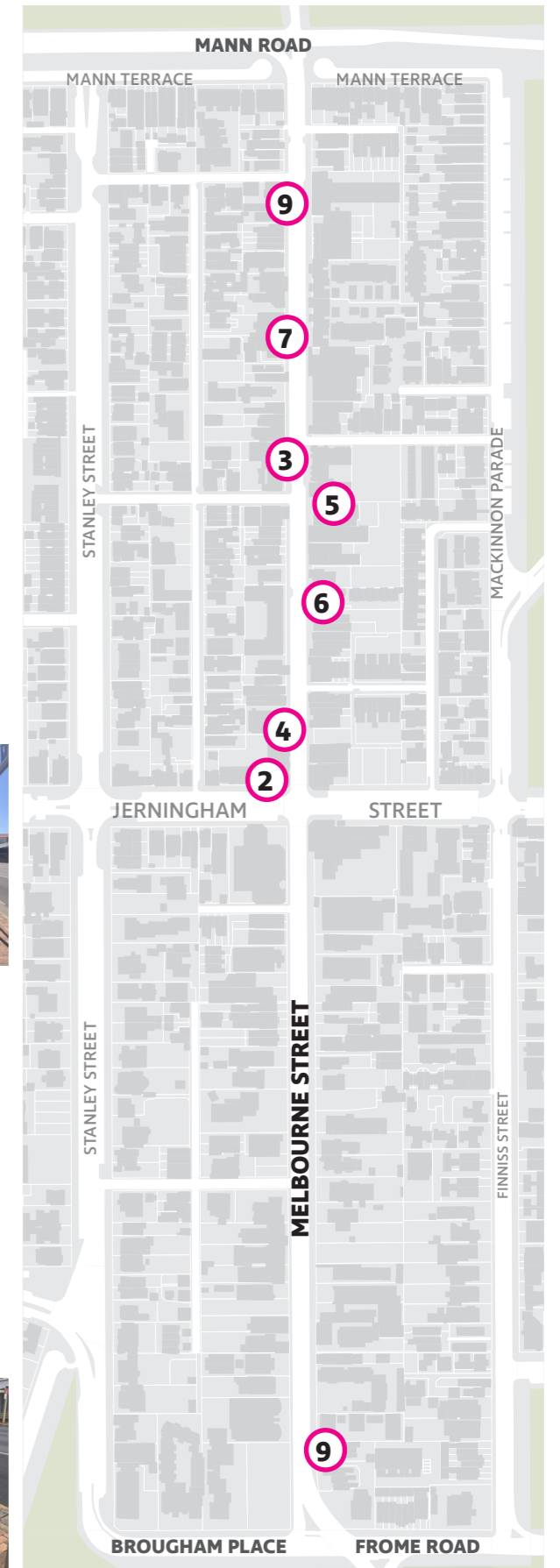
Painted telecom pillar
Minima Hotel facade
Minima Hotel awning



Opportunity - blank wall at Melbourne St Cellars
Plaque for 'Decca'
Remnant of Place Pilot - chess board



Remnant of Place Pilot - bathtub
Opportunity - unutilised flag poles
Planter box art
Patterned planter box



Road, footpath, kerb & services

Most of Melbourne Street’s road and kerbing is considered to be in “Fair” to “Good” condition with recent assessments highlighting that only the stormwater infrastructure is considered in ‘Poor’ condition, and the road-surfacing on Jerningham Street assessed as ‘Fair’. The footpath is considered to be in “Good” and in some cases “Very Good” condition. While the streetscape materials meet requirements for functionality, the perception is that the street is ‘outdated’ and ‘tired’. The distinctive red brick paving has inconsistencies (mismatched pavers around service pits and interfaces of private property, varying paving patterns and colours, and concrete infill/ reinstatement) that detract from the street’s unique character. Fading light poles, luminaires that cannot be updated without full replacement, unused flag poles that clash with tree canopies, are examples of issues that add to the perception that the street offers low amenity and does not meet the current service levels required for increased liveability and a thriving street economy.

Footpath/ Kerb and Water table

- Planned renewal 2032-2036
\$3,750,000

Road/ Lighting

- Planned renewal 2027-2031
\$2,800,000



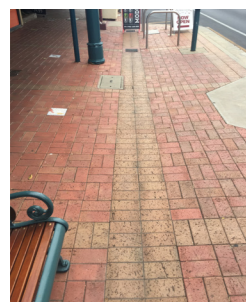
Alternate paving pattern in front of Elders Fine Art



Mismatched paver reinstatements around a pit lid



Recently resurfaced Corner Jerningham Street



Banding



Slate kerb and water table



Non DDA kerb ramps



Private stormwater outlets

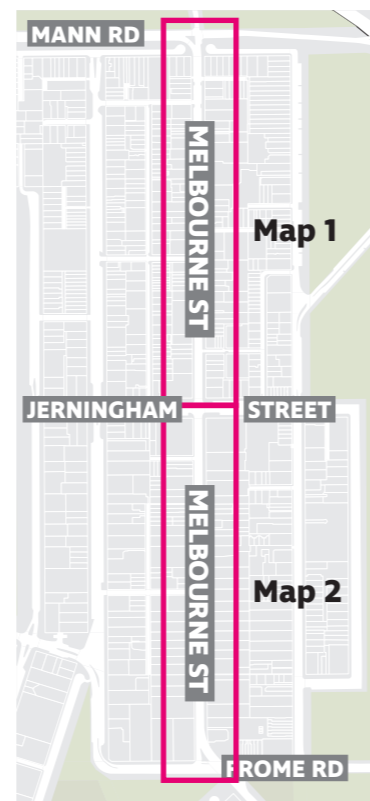


Contrasting private and public paving patterns



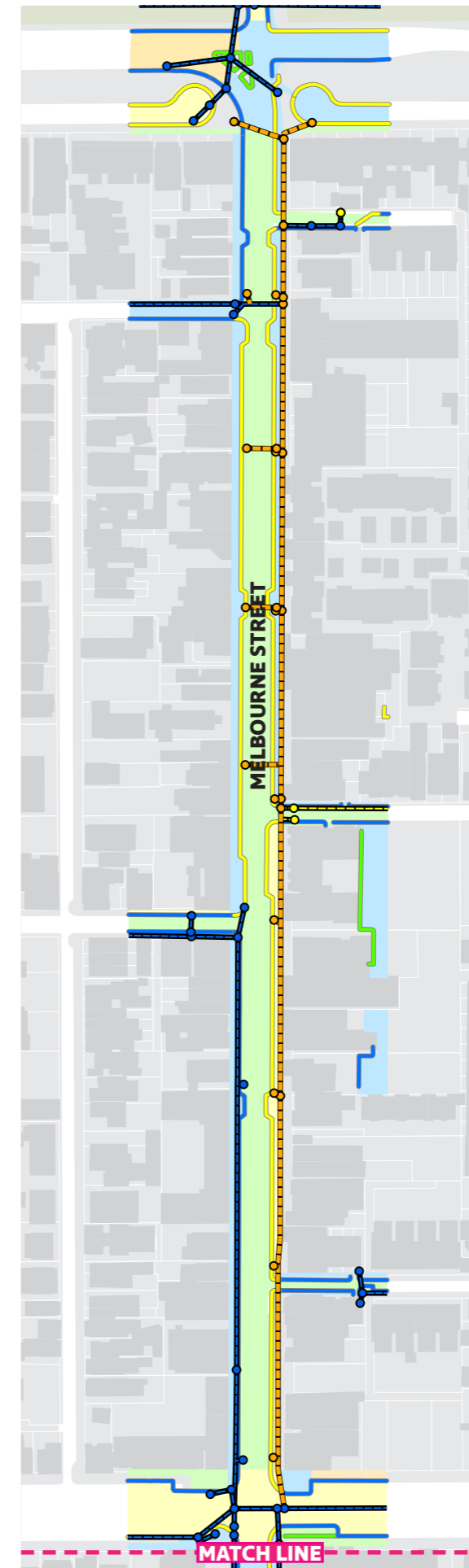
Protuberances occur along the street

Key Map:

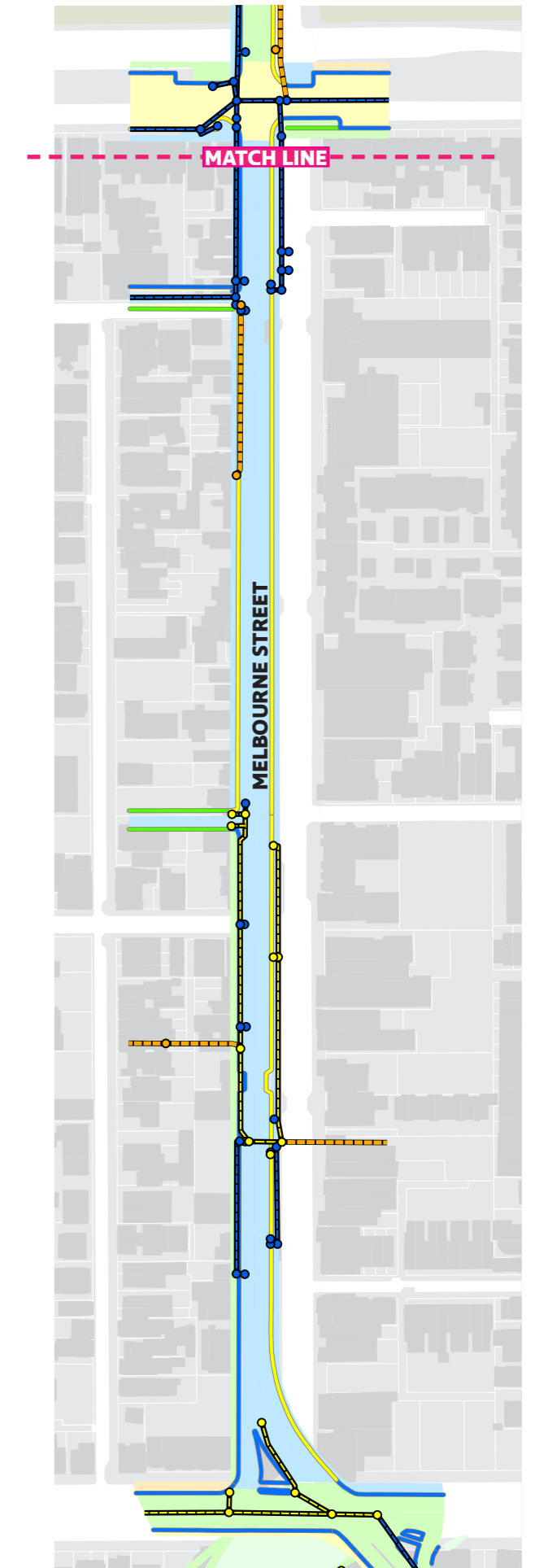


Legend:

- Very good
- Good
- Fair
- Poor (stormwater only)
- Very poor (not shown)



Map 1: Asset Rating - Mann Road to Jerningham Street



Map 2: Asset Rating - Jerningham Street to Frome Road

Summary of key tensions



PARKING

Views

Visitor demands for short-term parking to service businesses conflicts with long-term parking for residents and hospital workers.

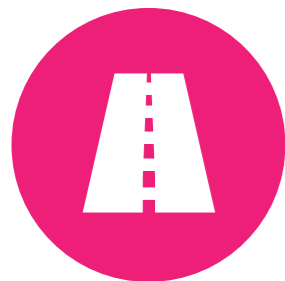
Facts

Small primary catchment area necessitates attracting trade from beyond local catchment.

Poor public transport, cycling and pedestrian links lead to over reliance on private vehicles for access.

Aim

As a priority, enhance the street as a welcome and enjoyable experience for pedestrians. Explore opportunities to improve and balance parking, cycle and public transport infrastructure to reduce the reliance on private vehicles.



FUNCTION OF THE STREET

Views

High traffic volumes detract from the pedestrian friendly atmosphere of the street, and impedes accessibility for pedestrians.

Facts

Small local population and low public transport usage necessitates more private vehicle access.

Giving up so much of the street to private vehicle usage limits other possible uses and outcomes from the space such as greening and recreation spaces.

Aim

Determine appropriateness of progressing the street's function from a link (thoroughfare) to a main street destination.



AMENITY

Views

Street looks 'tired' and 'old', with landscaping, lighting and street furniture in need of an upgrade to make it more attractive and vibrant.

Facts

Potential for additional greening is limited by path and road layout and extensive underground services, existing public realm assets are in good condition, variety of urban elements can be viewed both positively and negatively.

Faces competition for funding from other main and retail streets within the city and North Adelaide. Large focus currently on 88 O'Connell Street.

Aim

When it comes to developing an approach to improving the public realm, be willing to show ingenuity and take risks.



BUSINESS IDENTITY

Views

Melbourne Street has lost its identity as a retail street and faces competition from O'Connell Street and other main streets as a retail destination.

Facts

33% decline in retail from 2008 - 2014, including half of the clothing retail and fashion businesses.

Surveys undertaken for Dunn Street Car Park indicate cafés are now the most popular destination in the precinct followed by medical practitioners.

Aim

Create a public realm that supports and reinforces existing strengths of the street.

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MELBOURNE ST

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