CITY OF ADELAIDE

Gouger Street

Concept Plan

JUNE 2024



City of Adelaide

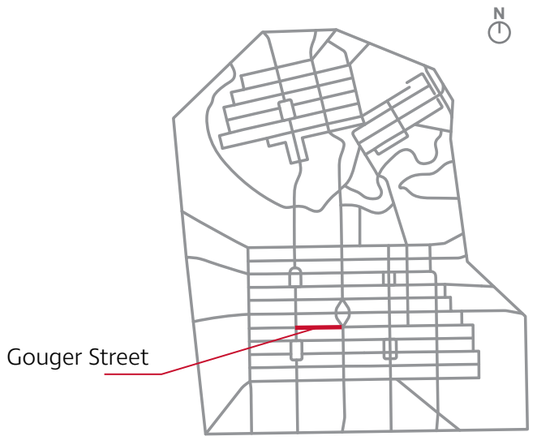
We look after the world's only city in a park, thoughtfully and purposefully designed with people in mind.

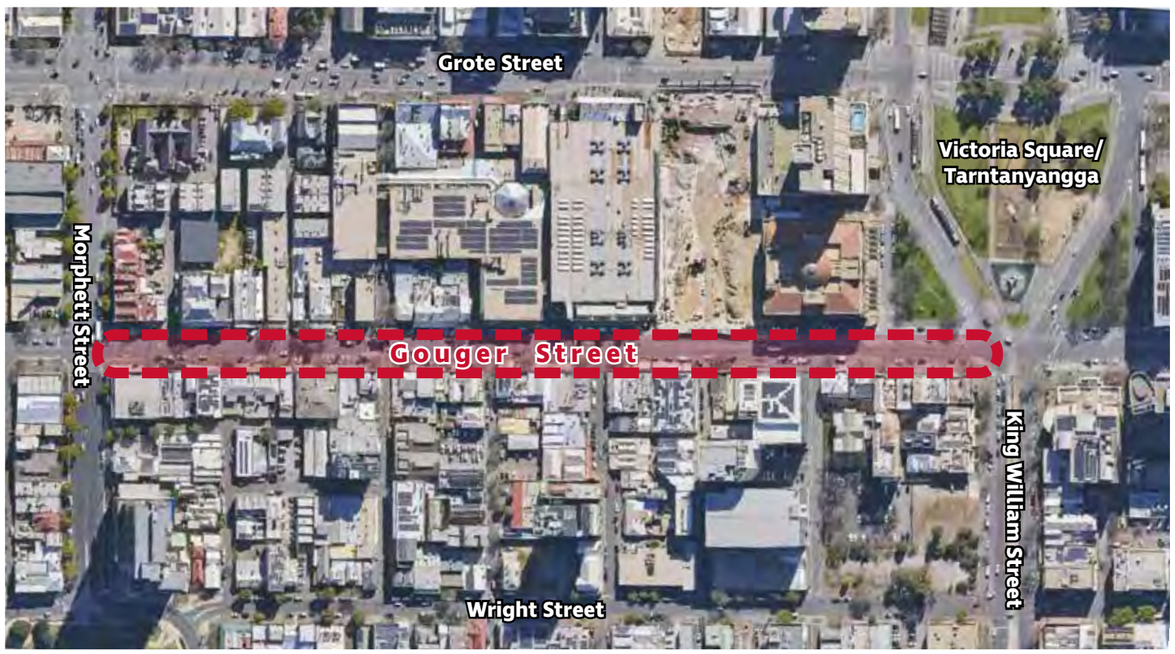
Content

Acknowledgement of Country

City of Adelaide tampinthi, ngadlu Kaurna yartangka panpapanpalyarninthi (inparrinthi). Kaurna miyurna yaitya mathanya Wama Tarntanyaku. Parnaku yailtya, parnaku tapa purruna, parnaku yarta ngadlu tampinthi. Yalaka Kaurna miyurna itu yailtya, tapa purruna, yarta kuma puru martinthi, puru warri-apinthi, puru tangka martulayinthi.

City of Adelaide acknowledges the traditional country of the Kaurna 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 Kaurna people living today.





	Page
1. What Makes a Great Main Street	**4**
What Makes a Great Main Street?	5
Executive Summary	6
Vision	7
Guiding Principles	8
Key Design Strategies to respond to challenges and future growth	9
2. Project Context	**10**
City Context	11
Street Context	12
Existing Street Dynamics	13
Key Statistics	14
Opportunities	15
Asset condition - Planned Renewal	16
3. Concept Design	**17**
Design Overview	18
Design Facts	19
Design Benefits Statistics	20
Concept Design	21
Cross Sections	25
Artist's Impressions	29
4. Community Engagement	**34**
Community Engagement Process	35
Engagement Snapshot	36
Community Feedback	37
5. Appendices	**38**
A. Benefits of Reallocating Public Space	39
B. Mill Street intersection options	40
C. Gouger Street Traffic Access	42
D. On-Street Precinct Car Parking Opportunities	43

Part one

What makes a Great Main Street



What Makes a Great Main Street?

An integration of design and place-led approaches will lead to a successful, thriving, beautiful, and connected main street.
Here are some of the key ingredients that make a great main street:

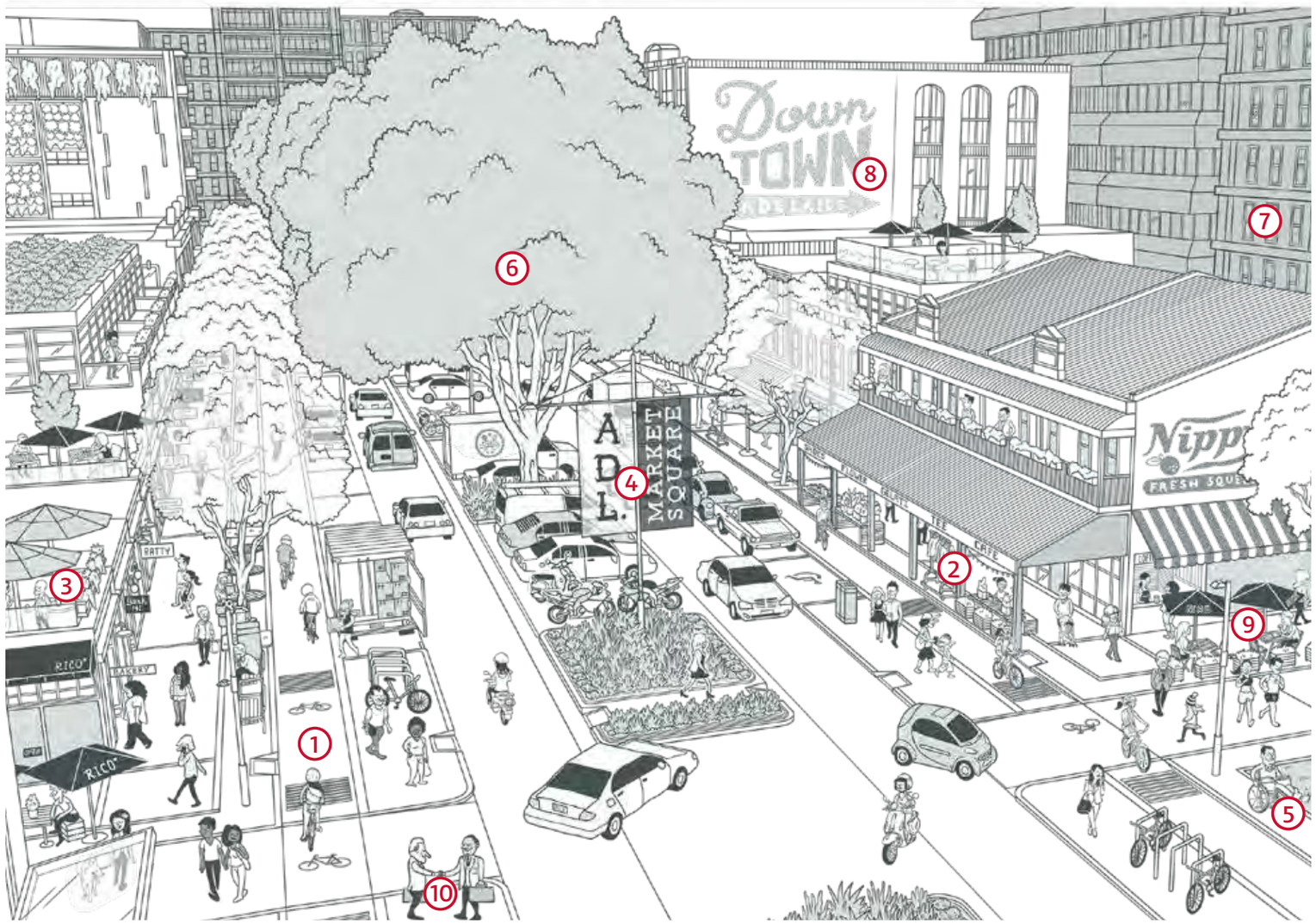


Image: CoA Adelaide Design Manual (https://www.adelaidedesignmanual.com.au/)

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

Executive Summary

Gouger Street

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

The dominant activities of this established major retail street depend heavily upon vehicles using the street to deliver both goods and customers with convenient on and off-street parking. However, consultation with internal and external stakeholders, and local community members identified a major shared concern about Gouger Street's existing traffic dynamics as the competition for access space between motorists and people walking and wheeling becomes increasingly fraught.

This is particularly apparent at the street's only signalised and busiest intersection outside the Adelaide Central Market which mixes through traffic, entry and exit for the Upark parking station, loading zones, and pedestrians accessing the market. The similarly busy pedestrian court precinct bookending the street at Victoria Square is also experiencing serious conflict between vehicle and pedestrian movement across Gouger Street.

Addressing this competition for space on the street is made more critical by increasing development in the area including the significant Central Market Arcade Redevelopment (CMAR) attracting thousands of people into the area to live, work, stay and play. More large scale integrated developments within easy walking distance of Gouger Street along with a forecast 118% residential population increase within the South West Corner over the next twenty years will place more pressure on the public realm beyond a focus on traffic and transport.

Predictions the population will increasingly live alone, identify a social need for public space which facilitates positive face-to-face interactions as well as recreation. Safe, walkable neighbourhoods within a well designed urban framework encourage residents to walk and wheel rather than drive for local trips creating increased social opportunities to develop local connections; and community cohesion with many flow-on benefits. Gouger Street will remain a focal point as the key local retail and dining street for this area as well as a tourist destination of choice if it remains accessible, fresh and welcoming.

"Gouger Street almost has a really nice vibe. I like that it feels like less of a highway than e.g. Grote Street. I don't like how much space is dedicated to cars. If I wanted to sit and admire parked cars (which I don't), I'd go to the UPark. I'd love to see less cars and more plants, on street dining, etc."

- Community Engagement Respondent, 2024

Of all the city's main streets Gouger Street maintains the lowest property vacancy rate of 3%; Business owners, however, report their customer levels remain below pre-Covid numbers which is reflected in visitation figures collected by the Adelaide Economic Development Authority. While remain recognising the hospitality businesses in Gouger Street, along with the Central Market heavily dependent upon customers and suppliers coming by vehicle from a large geographical catchment by car, there is a growing awareness vehicle traffic and parked cars reduce the appeal of profitable outdoor dining areas through noise, fumes and visual impact, particularly in high turnover parking areas. Hence, there is a need to manage street traffic and parking expectations differently to ensure they don't detract from the appeal and safety of the street as a place to stop and enjoy spending more time in.

Gouger Street's familiar eclectic character and unique dynamics during both day and night are clearly beloved by those who live, work and visit there. There is concern this identity could be lost through a



redesign of the streetscape. Conversely, there is also recognition its materials look tired and patched after decades of wear; warranting repair and replacement.

In response to these opportunities the Concept Plan offers a considered and coordinated design approach to revitalise the street's public realm within the combined budget of $15 million and additional renewal funding. The design responds dynamically to stakeholder feedback through an identified Vision and 6 Design Principles; strategic planning and policies; and ongoing infrastructure investigations. This approach will create a streetscape that is fun but safe, accessible, connected and inviting for pedestrians; capably hosts visitors and events; and supports local businesses and the practical functions of the street including vehicle movements.

It will focus on Gouger Street as a sensory destination being the true home of multicultural dining, and gateway to the historic Central Market and Chinatown; as it warmly welcomes visitors through:

- Improving accessibility for people walking and wheeling with widened, continuous, at-grade footpaths, regular, safe crossing points, and pedestrian hubs with improved public seating, lighting, wayfinding, and end of trip facilities.
- Celebrating the essential character of the street in its outdoor dining, night life, market day buzz and Chinatown culture with increased activation along the whole street supported by feature lighting, service connections, wayfinding and public art.
- Enhancing outdoor dining opportunities with lighting, greening, and decluttering the footpath.
- Significant greening with a planting palette which complement the street's multicultural restaurants and businesses.
- Managing and rationalising the timing and use of on-street parking more responsively for different periods of the day, and promoting alternative access to off-street parking.
- Improving the street's overall walkability to encourage visitors to use public transport to reach the street, or to park further away.

Vision

Strengthen the vibrant and distinctive character of Gouger Street as the heart of multicultural dining in Adelaide and thriving Central Market gateway, enhancing its existing heritage while fostering a safe and more inviting destination for community and visitors to explore anew.

Design Principles

Gouger Street

Community engagement was undertaken between November 2023 and May 2024 to seek feedback from project stakeholders regarding project scope, minimal requirements and aspirations.
Two rounds of workshops, including on line surveys were held, where the community had the opportunity to discuss, review and provide feedback on Vision and Design Principles for Gouger Street (refer to Part 4 Community Engagement for more detail, pages 32-34). These Design Principles set the foundation for, and guide the concept design presented in this document.



Activate and Attract

Elevate the appeal of the street as an exciting destination to visit and spend time in, with events and festivals, vibrant and welcoming spaces, public art, decorative lighting, and dynamic responses to the precinct's diverse character. Maintain a clean, safe, and attractive street through tailored waste management and hygiene strategies.



Connectivity

Pursue opportunities to safely accommodate all modes of transport supporting Gouger Street as an attractive and accessible destination. Improve convenience and comfort for people to walk/wheel and cycle. Balance the functional needs of commercial activity promoting convenient parking, loading and access to services throughout the precinct, vital for a successful main street and busy market district.



Organise and declutter

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



Better Street = Better Business

Develop a more pedestrian friendly main street attracting and accommodating increased customer flow for businesses, with appealing seating and outdoor dining spaces, opportunities for enhanced social interactions, community activities, and safer overall movement.

Celebrate culture and identity

Celebrate the diversity and history of the area and promote connection with the street's unique identity as the bustling southern gateway to the Adelaide Central Market and Chinatown, through engaging urban elements, wayfinding and public art experiences. Create flexible public spaces to host cultural events and festivals.

Greener Street

Revitalise and introduce new greening to provide shade, cooling, and visual amenity for increased comfort and well-being, encouraging more people to enjoy the street for longer.

Key Design Strategies Responding to Challenges and Future Growth

Gouger Street

Strategy 1

A safer street for those walking, wheeling and driving.

- Formal crossings along the street giving pedestrians priority to support safe and convenient north-south crossings
- Strategic “road diet” and reduced speed limit
- Separated north-south cycle lane link and access to at grade cargo bike storage
- Prioritise Grote Street entry to Market Upark and discourage through traffic from Gouger Street
- Traffic controls for Gouger-Mill St intersection
- Provide additional convenient accessible parking spaces

Strategy 2

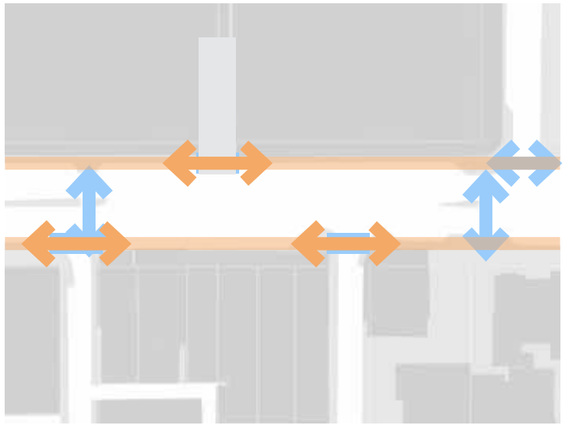
Prioritise and improve the pedestrian experience along the length of the street to support economic development and events.

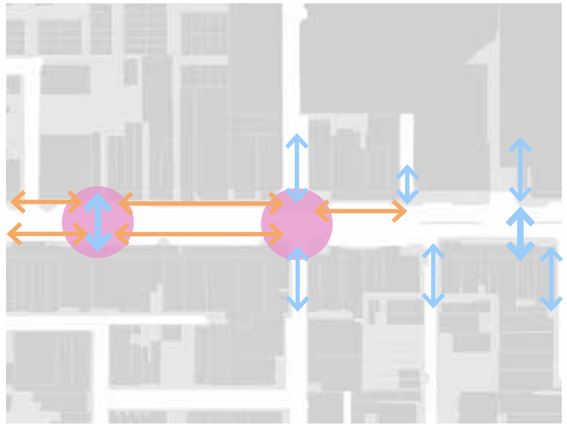
- Improve ease of movement with wider, decluttered footpaths
- Develop architecturally appealing and interesting pedestrian hubs at key north-south crossing points as meeting places and rest stops, supported by smart technology
- Enhance functional and programmable feature lighting to attract and engage visitors
- Incorporate power connections into the public realm to support events
- Integrate flexi-zone parking spaces for adaptable use by businesses
- Transform unused road space into activated dining and greening to enhance the public realm
- Flexible and convenient access to on-street parking and loading
- Informal crossing points with at grade median pedestrian refuges to support greater permeability and connectivity along the whole street.

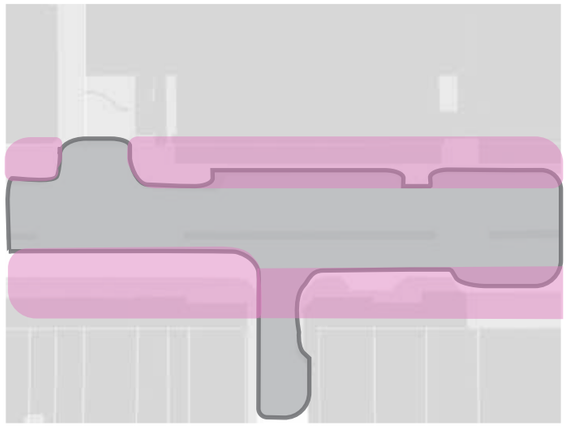
Strategy 3

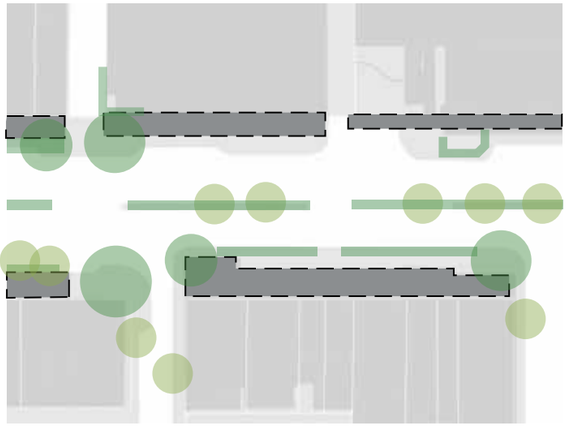
Continuous shade to support a cooler and more pleasant outdoor public life.

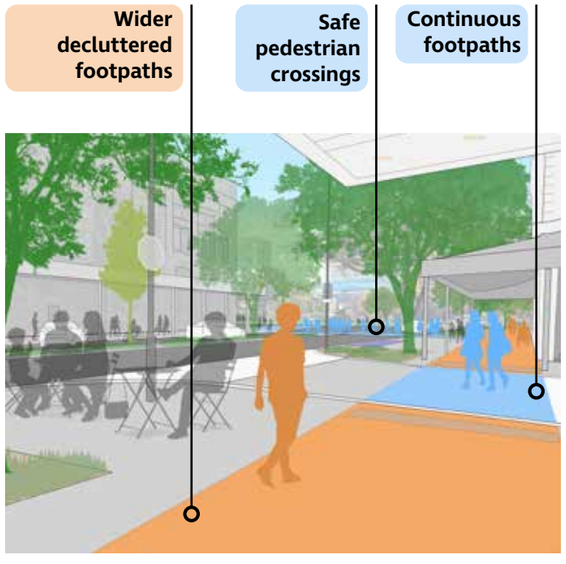
- Increase canopy cover to cool and shade footpaths
- Replace pavement with planting around pedestrian hubs to lower ambient temperatures in hot weather
- Extend median east and west with additional street trees and irrigated understorey for a cooler road environment and visual softening
- Encourage and support shopfront improvements to include verandahs and under awning lighting for additional comfort

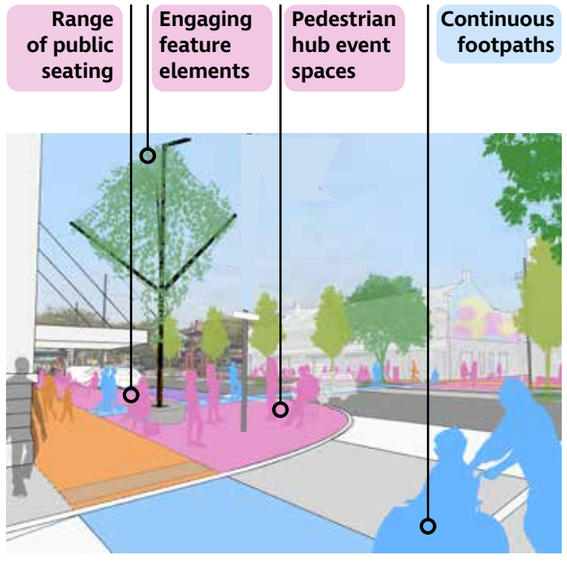


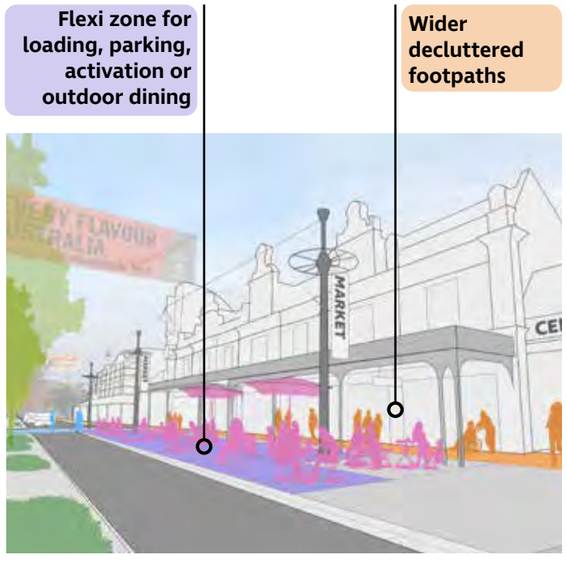


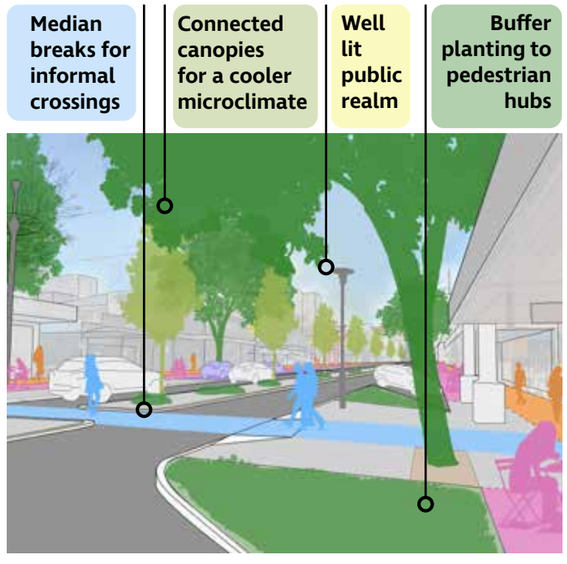












Part two

Project Context



Gouger Street northside looking towards Charles Moore and Co.'s Department Store (Sir Samuel Way Building) 1967
State Library Catalogue Ref: B 17608/3

City Context

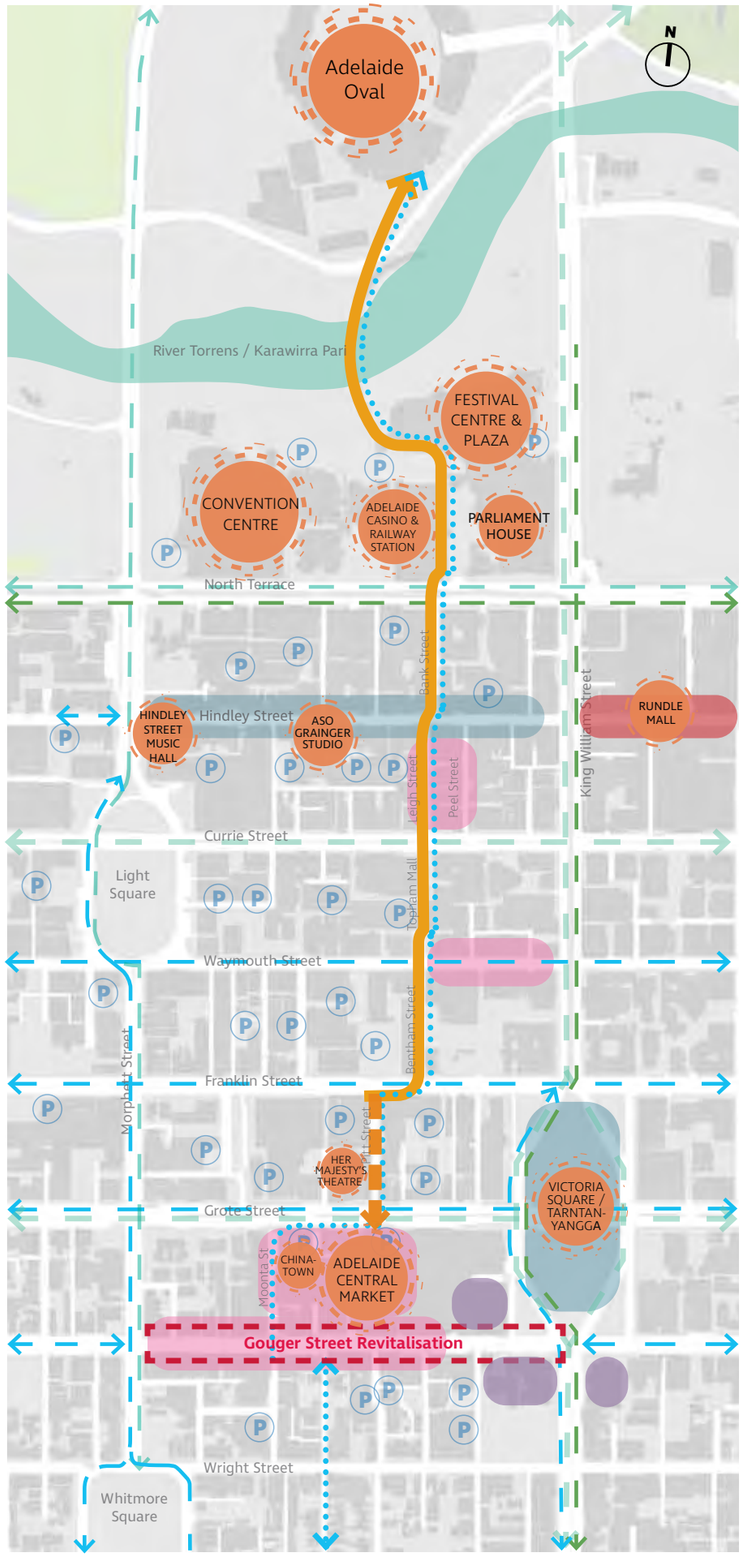
Gouger Street

Gouger Street is centrally located with easy access to the public open space and event space of Victoria Square and the retail centre of Rundle Mall.

While the street is not a designated route for either public buses or cycling it is well connected within the bus and tram network operating through Victoria Square. Adjacent trams and bus services connect the street to the train station and educational and research institutions and entertainment venues of North Terrace and which can also be reached on foot along the Market to Riverbank link which is nearly complete.

The on-road cycling network is within easy reach at Angas, Grote and Morphett Streets with on-street cycle lanes.

This sector of the city also contains a large number of paid parking stations providing many on and off-street options for motorists.



Street Context

Gouger Street

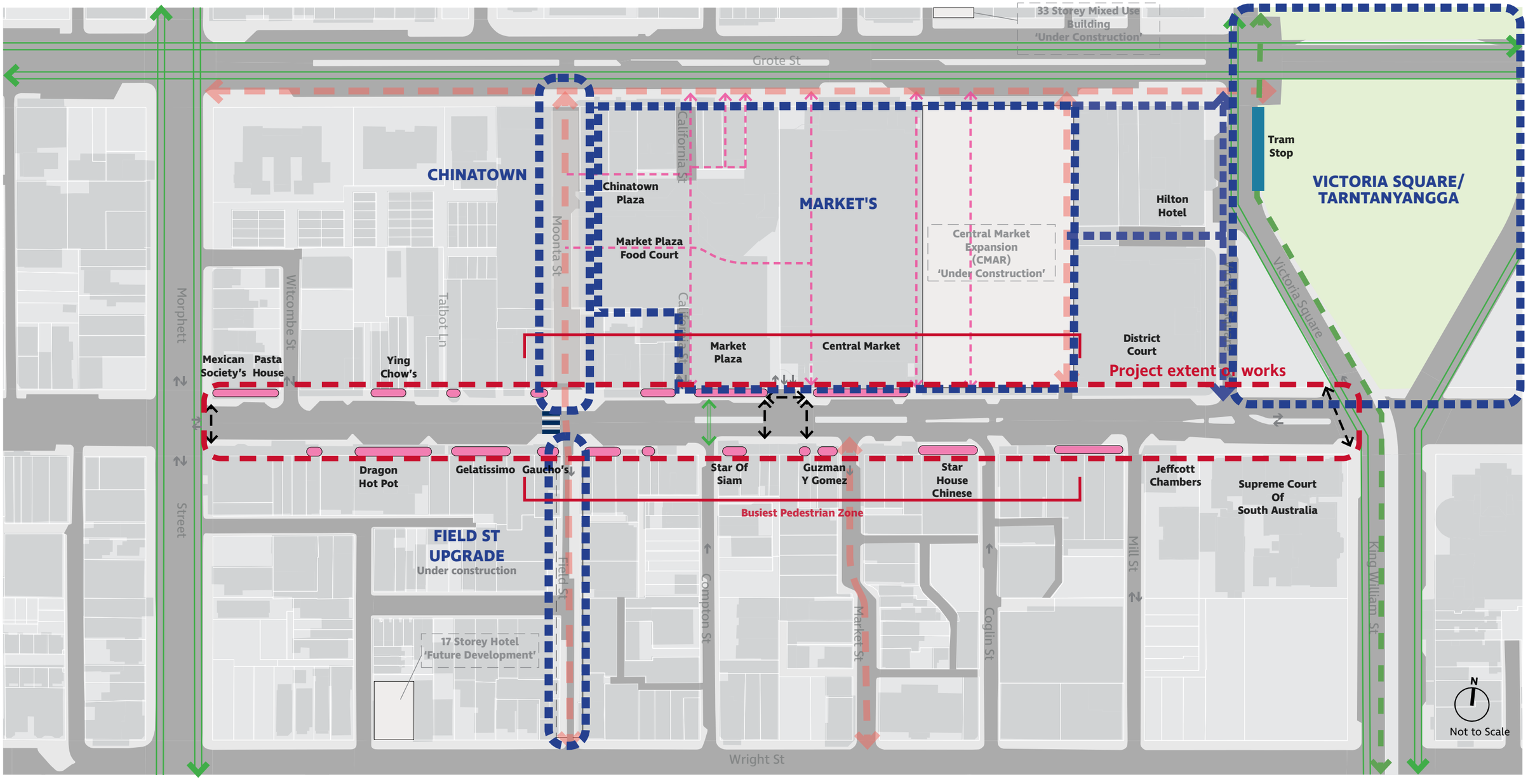
Gouger Street is a key street in the 'Market District' which extends from Franklin Street to Wright Street and King William Street to Morphett Street. Both the Adelaide Central Market and Chinatown attract thousands of visitors every week and are supported by Gouger and Grote Streets providing access and delivering essential services. The Central Market Arcade Revelopment which is currently under construction will bring more poeple to the street as hotel guests, workers, visitors and residents. Other local developments include the upgrade and renewal of Field Street and Pitt Street as shared zones with Pitt Street being the final stage in the delivery of the Market to Riverbank north-south link. Gouger Street can be divided up into several overlapping zones which may require different design responses while also looking forward to future land use changes.

LEGEND

- Signalised pedestrian crossing
- Zebra pedestrian crossing
- Links through buildings (Limited access)
- Laneways / main pedestrians links
- Tram route
- Cycle link
- Cycle lane
- Existing outdoor dining on footpath

EXISTING ZONES

- SERVICES AND RETAIL
- MARKET
- ACCOMMODATION AND OFFICES
- COURT PRECINCT
- DINING



Existing Street Dynamics

Gouger Street

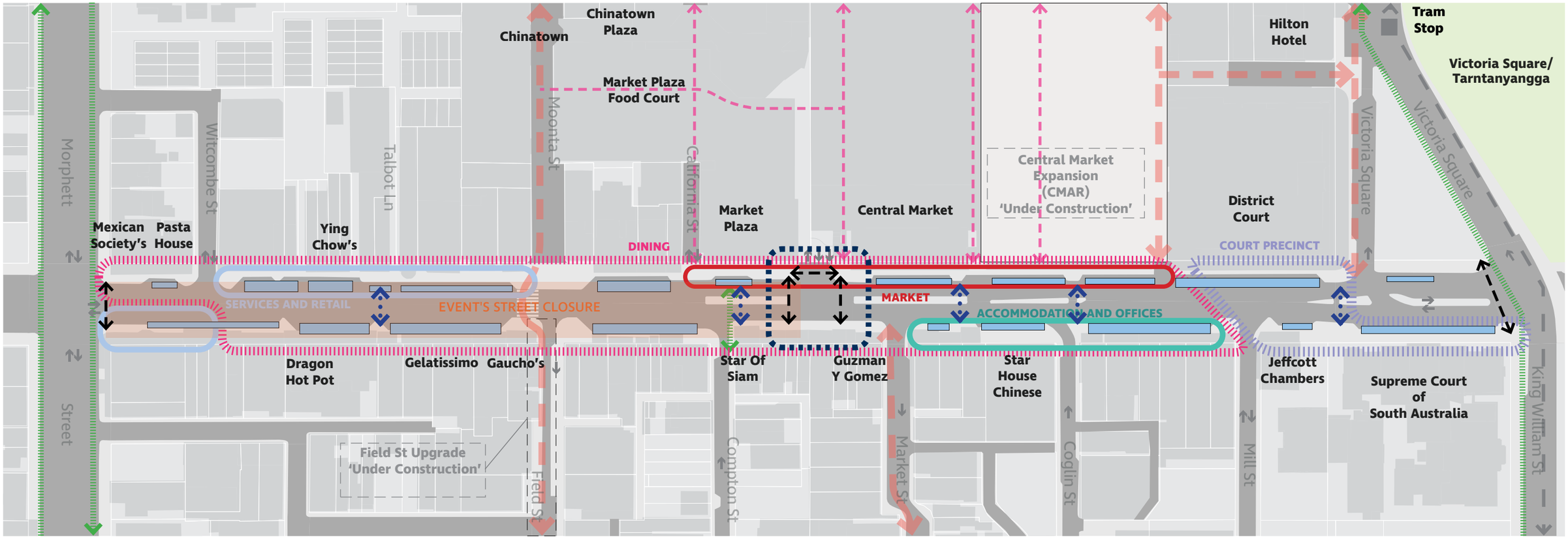
Gouger Street is a pedestrian scale street with heritage architecture and modern buildings which sit a maximum of 3 stories above the street. It is also defined as a Retail Street in CoA's Adelaide Design Manual. "*Retail Streets can have a high intensity of activity... cater for different activities such as window shopping, sitting and relaxing, outdoor dining and are used as meeting places... Pedestrian movement and comfort is a priority with safe, convenient and easy crossing points helping bring the two sides of the street together to create an integrated experience.*"

Gouger Street is divided by its traffic dynamic. Access to parking takes precedence over pedestrian and wheeling safety, comfort and convenience. Until recently the only formal crossing between the two ends of the project area was located at the busy vehicle access to the Market Upark parking station amongst pedestrian movement into and from the Central Market. Wait times for pedestrians has led to risky crossings between signal changes. Conflict between road traffic and pedestrians trying to cross Gouger Street between the Supreme Court and District Court with an inadequate pedestrian refuge has resulted in collisions and injuries.

The recent construction of a zebra crossing at Moonta Street which comprises the only north-south public footpath through to Grote Street has been welcomed by pedestrians and people wheeling, and will activate Field Street as a key connecting pedestrian route. The planned public laneway being built as part of the CMAR development will also add a much needed second north-south link from Grote Street and promote pedestrian and wheeling activity.

LEGEND

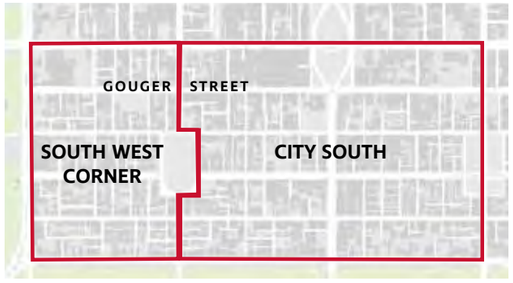
- Signalised pedestrian crossing
- Informal pedestrian crossing
- North-South laneways / main pedestrians links
- Cycle lane
- Vehicle x pedestrian conflict zone
- Tram route
- Links through buildings (Limited access)
- Varied on street parking set up



Key Statistics

Gouger Street

The entire length of Gouger Street spans both the 'South West Corner' (west of Morphett Street) and 'City South' (east of Morphett Street) profile areas by the Australian Bureau of Statistics/Profile ID. The South West Corner profile area is bounded by Grote Street in the north, Morphett Street in the east, South Terrace in the south, and West Terrace in the west. The City South profile area is bounded by Grote Street in the north, Pulteney Street in the east, South Terrace in the south, and Morphett Street in the west.



Combined Population

6671 people live in the South West Corner and City South (est 2023)

4,699 persons per square kilometre.

4th the two communities combined are the 4th most populous area

Above from ABS Estimated Resident Population, Profile ID 2020

Current Demographics

This corner of the city is the **4th most populous area**. The residential population is made up of **more parents with dependent children, homebuilders and people over retirement age**, than the City of Adelaide average, with significantly less senior residents This demographic make-up is reflected in the currently low-rise and heritage housing stock. Compared with 2016 census data, the 2021 data showed:

similar proportion of population under 17

5.5% less people between ages of 18-24

greater proportion of population over 35

Percentatge of 1 and 2 person households making up around 80% of the areas' dwellings to increase

Above from ABS Estimated Resident Population, Profile ID 2021

Forecasted Growth

City South and the South West Corner are predicted to experience **a significant 91% growth in residents in the next 20 years**.

91% growth in population between 2016-2041

forecasted to experience average **9.5% population increase every 5 years over the next 20**

forecasted **118% growth in residential dwellings between 2016 and 2041**

Above from ABS Forecast Resident Population, Profile ID 2021

On-street car parking spaces

Approximately 109 on-street car parking spaces, both parallel and angled, including 23 loading zones, 3 taxi spaces, 1 accessible car parking space, 4 permit zones and 25 motorcycle spaces. This overall number has been impacted by the CMAR building site. 516 street parks can be found within the adjacent streets and interconnecting side streets.

On-street precinct parking

Beyond Gouger Street but within the immediate surrounding streets bound by Grote, Morphett, Wright and King William Streets, there are 402 on-street parking spaces plus 37 loading zone spaces. Anecdotal evidence suggests visitors often choose to park further away to secure a free on-street parking space and walk to Gouger Street for expediency and certainty rather than chance a park closer.

Significant off-street paid parking

CoA's Market Upark offers centrally located access from Gouger Street which will increase by 260 spaces with the completion of the adjacent CMAR development. Parking stations are located in Mill, Compton and Wright Court off Gouger Street. Approximately 30 further parking stations are spread between Grote Street and North Terrace

Walkable neighbourhood

Nearly 30% of employed residents walk or ride to work. Both areas are within easy walking distance of the South Park Lands for recreation and within 500m of Gouger Street's restaurants and the Adelaide Central Market for food shopping.

Business vacancy rate remains consistently low

As of 2023 Q1, of 88 total premises only 3 were vacant which is the lowest and most stable of all the city's main streets recorded. In 2024 Q1, visits to Gouger Street were still down compared with pre-Covid levels. Data provide by AEDA, March 2023 and October 2023

Proximity to cycling routes

Gouger Street has no on-street cycle lanes but adjoins key cycling infrastructure along Morphett, Grote and Angas Streets. A southside access crossing point at Compton Street opposite Market Plaza and the Central Market forms the termination of the quietway for cycling extending through the city's south west corner from South Terrace. Bicycle racks are available along the street with most located close to the Central Market as a popular destination and in high demand on market days. There is no formal on-street link to Moonta Street through to the Market to Riverbank link.

Traffic	Daily Volume	Vehicles AM Peak	Vehicles PM Peak	Average Speed
Westbound	4170	376	375	34.6km/h
Eastbound	4140	465	371	32.8km/h
Overall	8310	841	746	33.7km/h

Opportunities

Gouger Street

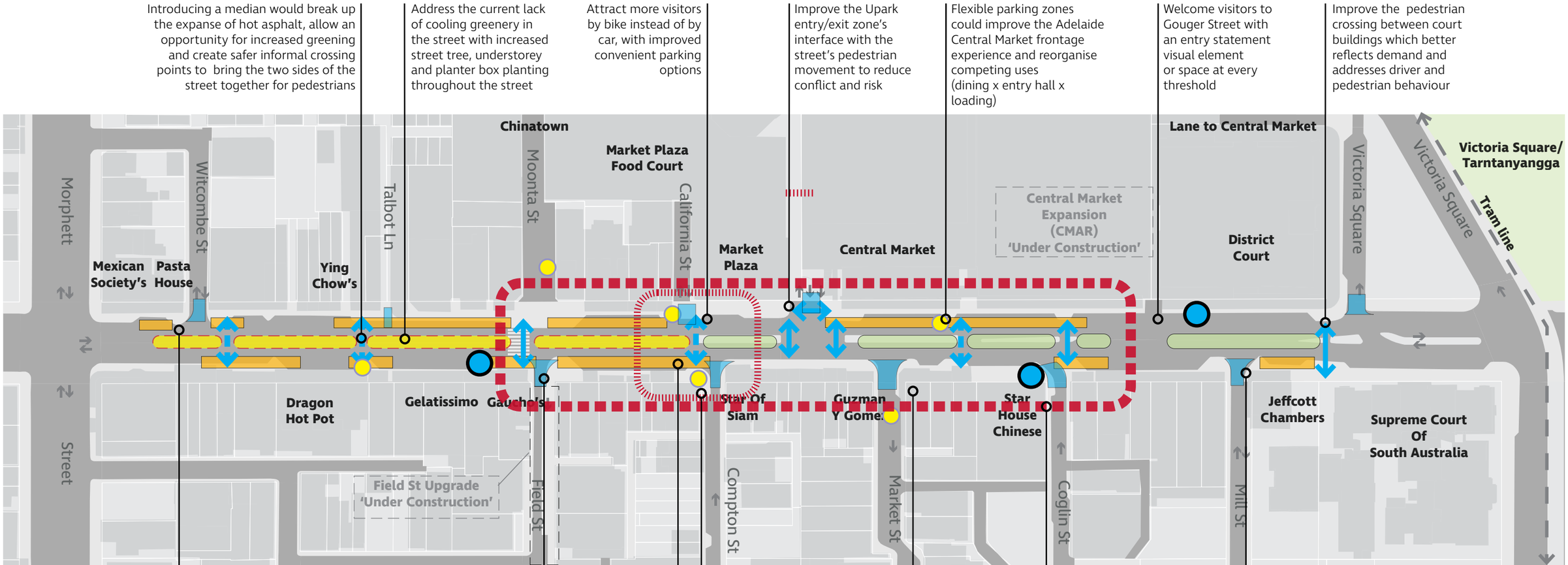
Gouger Street presents numerous opportunities to enhance pedestrian connectivity, increase greening, and create inviting public spaces. The planned redesign focuses on addressing current issues, such as vehicle-pedestrian conflicts and limited green spaces, by introducing new pedestrian hubs, flexible medians, and improved street greening. These changes aim to make Gouger Street a safer, more attractive destination for both locals and visitors.

Key Opportunities:

- Improve Side Street Connections: Create continuous footpaths to enhance pedestrian access.
- Formal Pedestrian Crossings: Install formal crossings to improve safety and connectivity.
- Increase Street Greening: Introduce more trees and planter boxes to cool the area and enhance visual appeal.
- Flexible Zones: Develop zones for flexible use, such as outdoor dining or event spaces.
- Pedestrian Hubs: Establish new pedestrian hubs with seating and amenities to encourage social interactions.
- Traffic Calming Measures: Implement measures to reduce vehicle speeds and improve pedestrian safety.

LEGEND

- Improve side street connections with a continuous footpath
- Improve pedestrian connectivity with formal crossings
- Improve pedestrian connectivity with informal crossings
- Increase street greening opportunities
- Flexi zones
- Dedicated area to activation opportunities
- Medians with tree planting
- Drop-off/ pick-up zones
- New pedestrian hub
- Main activated street strip



Asset Condition - Planned Renewal

Gouger Street

	INSTALLED	PLANNED RENEWAL YEAR	CURRENT ASSET CONDITION
FOOTPATH PAVING	**1997**	**2037**	**Good overall** **However perception of looking old and dated**
ROAD PAVEMENT	**1960**	**OVERDUE**	**Fair** **Patched surface, uneven areas along the street.** **Being assessed through project investigation**
STORMWATER	**Various**	**Various**	**Various** **Being assessed through project investigation**
KERB AND WATER TABLE	**1997**	**2037**	**Fair**
LIGHTING	**1997**	**2037*** ***A scheduled upgrade to street lighting with new LED fittings will be incorporated into the project scope**	**Fair to good** **Streetlight style is dated and contemporary post top lights and under awning fixtures have been added more recently to improve footpath illumination leading to further clutter**
URBAN ELEMENTS (Street Furniture)	**Various since 1997**	**Undefined - Rolling**	**Poor - Fair** **Being assessed through project investigation**

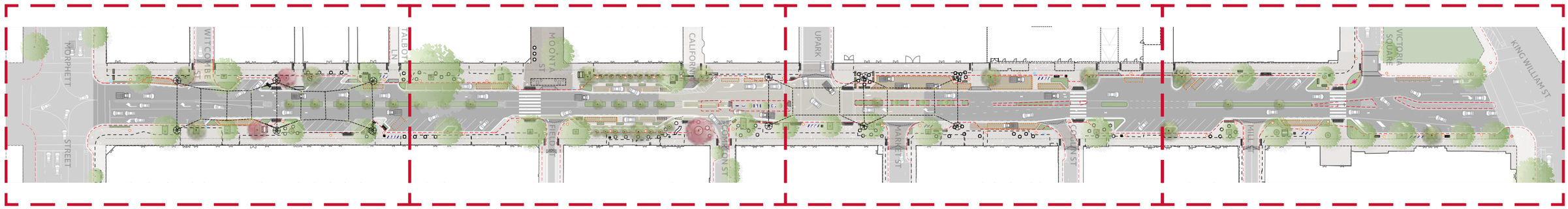
Part three

Concept Design



Design Overview

Gouger Street



This concept design has been developed to balance the needs of all users along the street. It combines different treatments throughout Gouger Street to enhance different activity levels around busy pedestrian retail and hospitality hubs. Improved pedestrian crossings are proposed along the street to spread and accommodate movement and activity, relieve pressure at the main signalised intersection and promote links into the street from surrounding networks improving multi-modal accessibility.

Features

- Destination focused and traffic calmed.
- Responsive parking mix of grouped angle and parallel.
- Widened dedicated retail and hospitality spaces supporting economic vitality. (Refer Appendix A - Benefits of Reallocating Public Space)
- Widened footpaths to comfortably accommodate users without conflict.
- Continuous safe and accessible footpaths with raised thresholds at all side streets and driveways for safety and pedestrian accessibility.
- Removal of right hand turn movement into Gouger Street from Mill Street to address current pedestrian safety issue.
- Mid-block pedestrian crossings to improve accessibility across the street, including zebra crossings in the Courts' Precinct and at CMAR.
- Protected cycle lane to safely connect north-south travel between Moonta and Compton Streets, extending the Market to Riverbank link southwards.
- Opportunity for 30 km/h speed limit for whole project area. (Refer Design Benefits Statistics page 20)
- New surface treatment to all road carriageway and footpaths.
- Significant regreening with more than 30 new street trees, garden beds, and medians for improved amenity.
- New public lighting to improve lighting levels to footpaths and crossing points bringing greater night-time activation and safer access.
- New shaded rest spots and seating options along the length of the street.

Notes

- The reduction in car parking spaces allows for a reallocation of streetscape space and conformance with Australian Standards.
- Increased activity zones and safe dedicated cycling infrastructure have been shown to create potential to increase economic vitality. (Refer Appendix E - Economic Benefits of Cycling)
- Consultation is required with emergency services and service authorities to further resolve the design.
- Opportunities for water sensitive urban design (WSUD) will be explored through detailed design.

Design Facts

Gouger Street

Overall	Car Parking Spaces	Activity Zone (incl. garden beds and cycle paths)	Protected Cycle Paths	Continuous Footpaths	Trees & Garden Beds	Traffic Speed limit
Existing Conditions	109 bays incl. 22 loading bays and 1 access bay	3844m²	14m	0m	Trees 37 Garden Beds 62m² Planter Boxes 54 (CoA) + 24 (private)	50km/h
Asset Replacement	104 compliant	No Change	No Change	No Change	No change	50km/h
Concept Design	**82** incl 39 flexi zone bays and 4 access bays	**4320m²** incl. flexi zone of 681m2 / 39 bays	**91m / 149m²**	**1042m x 2.4m wide** or 2503m² plus 565m² in footpath links	**Trees 79** **Garden beds 652m²** **Planter Boxes: 14+**	**Desirable: 30km/h***

Notes

Protected Cycle Paths exclude on-road cycle lanes designated only by linemarking.
Refer to the Appendices for further information regarding:

- Transport patterns
- Vehicular Precinct car parking opportunities

* These numbers are based on the concept design and may change during design development.
* Reduced speed limits are the subject of a citywide speed limit review underway and will be subject to Council and DIT approval.
* The reduction in car parking spaces allows for widened footpaths for outdoor dining, cycle connections and improved pedestrian movement in key locations. Refer to Design Benefits Statistics (page 20) and Appendix A (page 39) for supporting information about the economic benefits of reallocation of public space.
* Changes may occur in detailed design due to Department for Infrastructure & Transport approval requirements, sight line assessments, vehicle turn path assessments and safety assessments.

Design Benefits Statistics

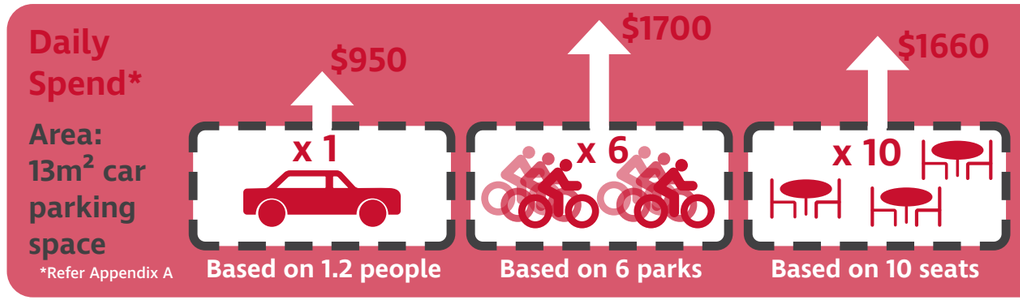
Gouger Street

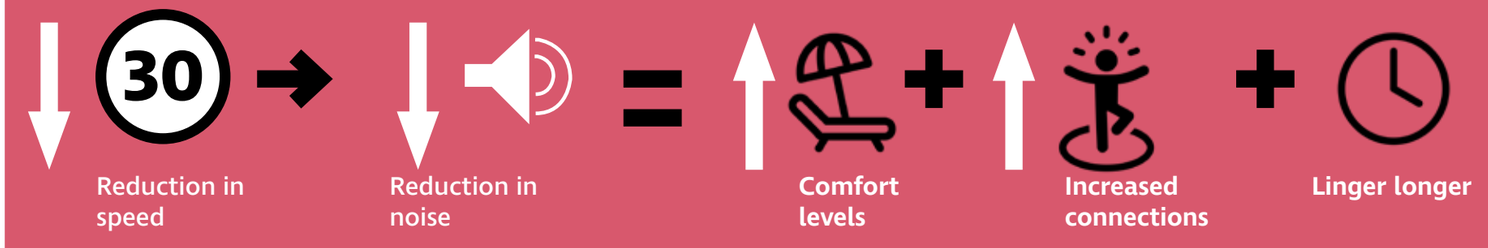
A safer street



Source: carsp.ca/research/resources/road-safety-information/safe-speeds

A slower street encourages people to use active transport and spend time on streets, contributing to sense of community. More people walking, wheeling, cycling and dwelling is better for business. A slower street will contribute to improving people's health and wellbeing and help main streets thrive.



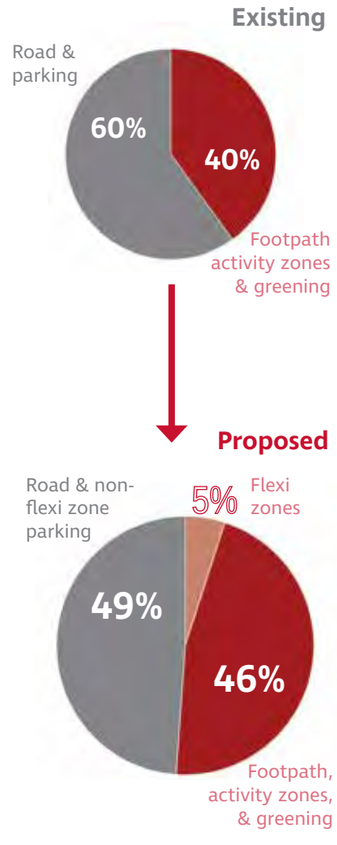


Improved liveability & increased visitation

Reduced noise. The WHO suggests traffic noise is the second biggest environmental stressor on public health, after air pollution.

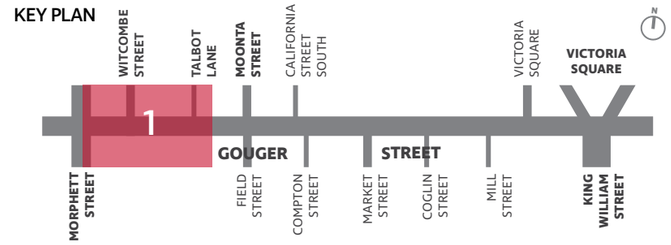
A quieter street means a more comfortable street for people to have conversations and community interactions. Reduced need for longer sight lines means better visibility and more space for trees and greening, adding to the comfort levels of the street.

Reallocation of private vehicular space to space for *people*



Concept Design

Gouger Street - PLAN 1 of 4



GREENING
New garden bed areas along the street adding greening and an inviting street entry

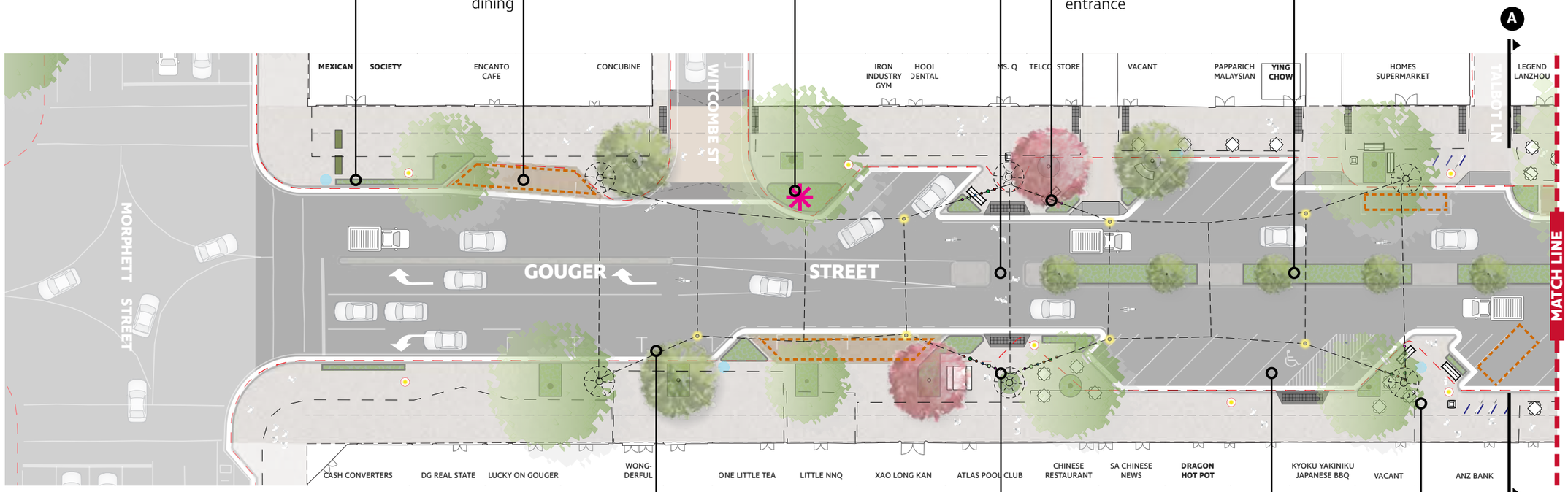
FLEXI-ZONES
Offering interchangeable parking or a wider pedestrian activity zone for outdoor dining

STREET ENTRY
Garden bed areas with integrated WSUD stormwater initiatives and public art opportunity

SAFER PEDESTRIAN
Improving connections across the street through safer access with mid-road refuge areas

LIGHTING
Upgraded catenary lighting and new feature lighting at pedestrian hubs to improve lighting levels and create interest at the street's entrance

NEW MEDIAN
Reducing and softening the expanse and scale of the roadway with a planted median



TAXI BAYS
Retained at the street's western end at specified times

PUBLIC AMENITY
Improved street amenity through new public seating, greening, feature trees and lighting creating a convenient pedestrian hub around the informal crossing

ACCESSIBLE CAR PARKING
Adding two spaces to serve the street's western zone

INCLUSION
Inviting rest spot beside an informal crossing point

LEGEND

- EXISTING TREE
- NEW TREE
- EXISTING KERB
- EXISTING AWNING
- PROPERTY BOUNDARY
- GARDEN BED
- FLEXIBLE CAR PARKING
- LOADING ZONE AT SPECIFIED TIMES
- FIRE HYDRANT
- BOLLARDS
- RAMP
- TACTILES
- VEHICLE RAMPS
- /// BIKE RACKS
- E - SCOOTER
- NEW POST TOP LIGHT
- EXISTING HERITAGE STYLE POST
- FEATURE SMART POLES
- NEW CATENARY FITTING
- NEW LIGHTING FEATURE
- PUBLIC ART OPPORTUNITY
- EXISTING PUBLIC ART
- DRINKING WATER FOUNTAIN
- BENCHES
- PUBLIC DINING SEATING
- INDICATIVE CAFE SEATING
- EXISTING CATENARY LIGHTING POLES

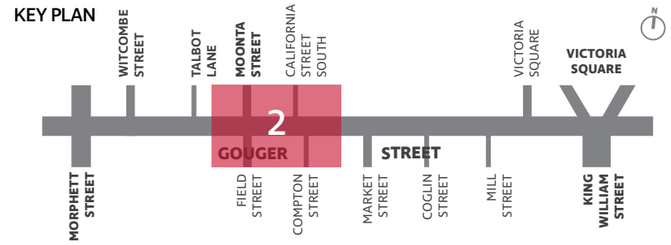
N

0 5 10m

Scale 1:400 @ A3

Concept Design

Gouger Street - PLAN 2 of 4



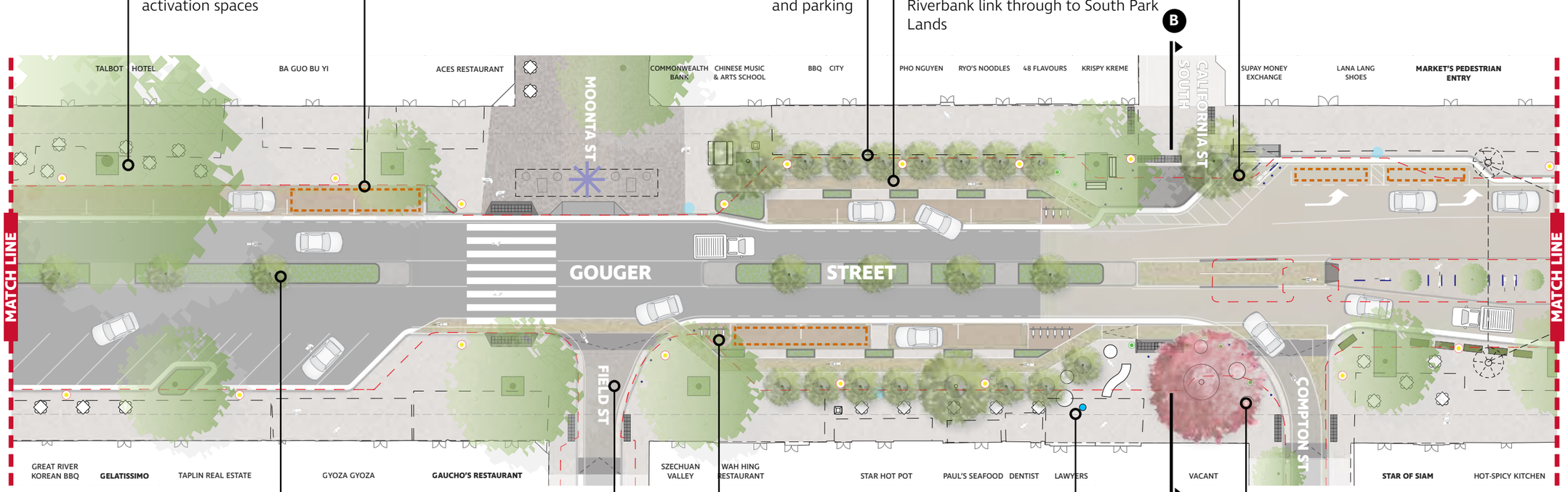
ACTIVITY ZONE
Area beyond the footpath's clear walking zone accommodating mix of greening, outdoor dining, street furniture, and activation spaces

BETTER BUSINESS
Controlled loading zones retained as flexi-zones for optional added venue event and outdoor dining space

GREENER STREET
Addition of medium deciduous trees to improve outdoor dining experience through pleasant shade and separation from road traffic and parking

NORTH-SOUTH CYCLING LINK
Safe separated cycle lanes for non-motorised transport linking existing access through Moonta Street to Compton Street's Quiet Way and the strategic extension of the Market to Riverbank link through to South Park Lands

CARGO BIKES
End of trip at cargo bike racks, connected with cycle lanes and with easy access to the markets



NEW MEDIAN
Median planted with new trees and irrigated garden beds to provide shade and cooler micro-climates in place of hot road pavement and improving crossing experience for those walking and wheeling...

PEDESTRIAN PRIORITY
Continuous at grade footpath providing more accessible and safe connections along the whole street and encouraging visitors to explore

ORGANISE & CLUTTER
Designated E-scooter parking co located with separated cycle lane off the footpath for easy access.

PEDESTRIAN AMENITY
Easy to find drinking fountain for welcome refreshment

CELEBRATE CULTURE
New centrally located pedestrian hub for events, gathering and public art experiences

LEGEND

- EXISTING TREE
- NEW TREE
- EXISTING KERB
- EXISTING AWNING
- PROPERTY BOUNDARY
- GARDEN BED
- FLEXIBLE CAR PARKING
- LOADING ZONE AT SPECIFIED TIMES
- FIRE HYDRANT
- BOLLARDS
- RAMP
- TACTILES
- VEHICLE RAMPS
- BIKE RACKS
- E - SCOOTER
- NEW POST TOP LIGHT
- EXISTING HERITAGE STYLE POST
- FEATURE SMART POLES
- NEW CATENARY FITTING
- NEW LIGHTING FEATURE
- PUBLIC ART OPPORTUNITY
- EXISTING PUBLIC ART
- DRINKING WATER FOUNTAIN
- BENCHES
- PUBLIC DINING SEATING
- INDICATIVE CAFE SEATING
- EXISTING CATENARY LIGHTING POLES

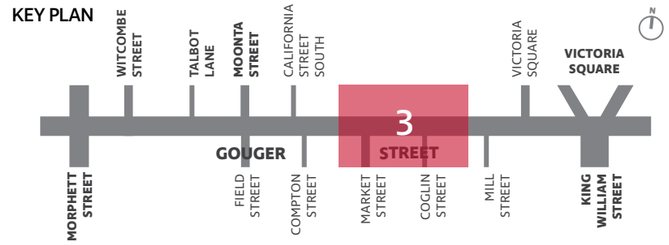
N

0 5 10m

Scale 1:400 @ A3

Concept Design

Gouger Street - PLAN 3 of 4



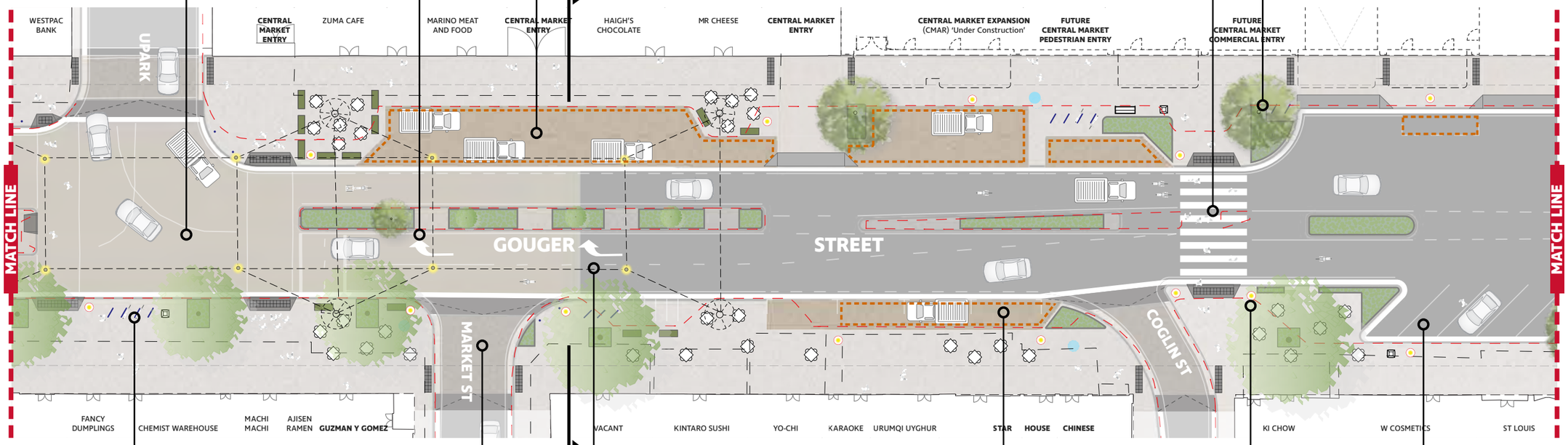
TRAFFIC CALMING
New threshold treatment encouraging vehicles to slow down and providing safer signalised crossing points for pedestrians

PEDESTRIAN ACCESSIBILITY
Footpath extension allows realignment of outdoor dining zone to improve pedestrian access along the footpath and at crossing waiting area

DOUBLE LOADING ZONE
Formalise current use of two lanes for unloading goods and opportunity for programmed activation of space when loading zone is not required

PEDESTRIAN PRIORITY
Zebra crossing to connect both sides of street and provide safer movement for pedestrians

NEW TREES
New street trees planting and garden bed areas at key points with integrated WSUD stormwater initiatives



CYCLING FACILITIES
Location of bicycle racks maintained in close proximity to market entrance and signalised crossing

PEDESTRIAN PRIORITY
Continuous footpath along the street provide safer movement and connecting the street

LIGHTING
Upgraded catenary lighting and new feature lighting at pedestrian hubs to improve lighting levels and create interest at the street's entrance

ACTIVITY ZONES
Extra footpath and Flexi-zones for outdoor dining

PEDESTRIAN PRIORITY
Expansion of footpath allows realignment of outdoor dining area to improve access to pedestrian crossing

ANGLED PARKING RETAINED
Quieter areas of street maintain parking access

LEGEND

- EXISTING TREE
- NEW TREE
- EXISTING KERB
- EXISTING AWNING
- PROPERTY BOUNDARY
- GARDEN BED
- FLEXIBLE CAR PARKING
- LOADING ZONE AT SPECIFIED TIMES
- FIRE HYDRANT
- BOLLARDS
- RAMP
- TACTILES
- VEHICLE RAMPS
- BIKE RACKS
- E - SCOOTER
- NEW POST TOP LIGHT
- EXISTING HERITAGE STYLE POST
- FEATURE SMART POLES
- NEW CATENARY FITTING
- NEW LIGHTING FEATURE
- PUBLIC ART OPPORTUNITY
- EXISTING PUBLIC ART
- DRINKING WATER FOUNTAIN
- BENCHES
- PUBLIC DINING SEATING
- INDICATIVE CAFE SEATING
- EXISTING CATENARY LIGHTING POLES

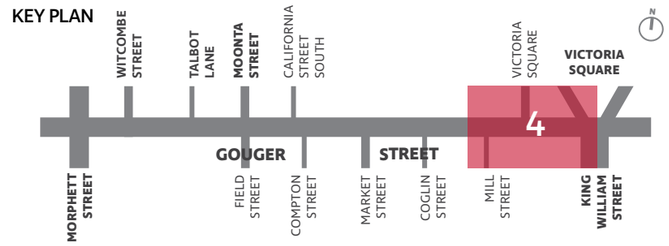
N

0 5 10m

Scale 1:400 @ A3

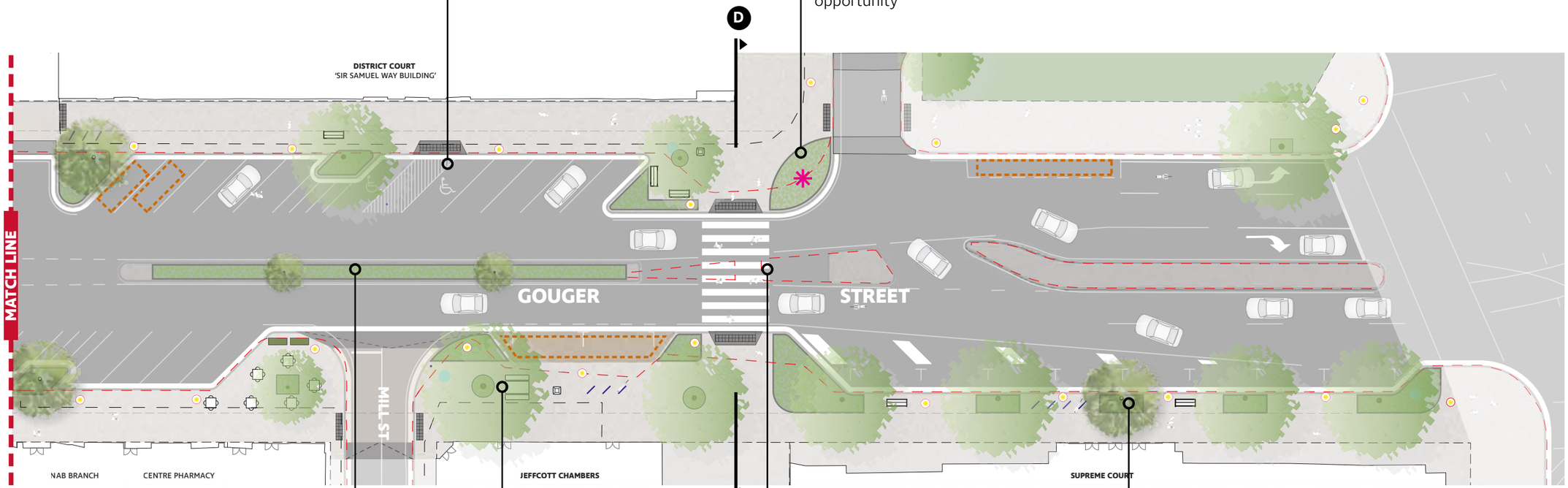
Concept Design

Gouger Street - PLAN 4 of 4



ACCESSIBLE CAR PARKING
Two accessible vehicle spaces within the court precinct close to a formal pedestrian crossing and the central market

STREET ENTRY
Garden bed areas to soften the transition from Victoria Square into Gouger Street, with integrated WSUD stormwater initiatives and a public art opportunity



NEW MEDIAN
Opportunity to close off right turn to remove pedestrian exposure to turning vehicles and reduce risk of further incidents between pedestrians and vehicles in this area

PEDESTRIAN HUB
Lunch table in a shady spot for court staff and visitors to encourage people to spend more time outside, activating the area

PEDESTRIAN PRIORITY
Formalise the pedestrian crossing to provide safer and easier movement for pedestrians

NEW STREET TREE PLANTING
Develop continuous canopies for footpath and road shade, shelter and visual amenity

LEGEND

- EXISTING TREE
- NEW TREE
- EXISTING KERB
- EXISTING AWNING
- PROPERTY BOUNDARY
- GARDEN BED
- FLEXIBLE CAR PARKING
- LOADING ZONE AT SPECIFIED TIMES
- FIRE HYDRANT
- BOLLARDS
- RAMP
- TACTILES
- VEHICLE RAMPS
- BIKE RACKS
- E - SCOOTER
- NEW POST TOP LIGHT
- EXISTING HERITAGE STYLE POST
- FEATURE SMART POLES
- NEW CATENARY FITTING
- NEW LIGHTING FEATURE
- PUBLIC ART OPPORTUNITY
- EXISTING PUBLIC ART
- DRINKING WATER FOUNTAIN
- BENCHES
- PUBLIC DINING SEATING
- INDICATIVE CAFE SEATING
- EXISTING CATENARY LIGHTING POLES

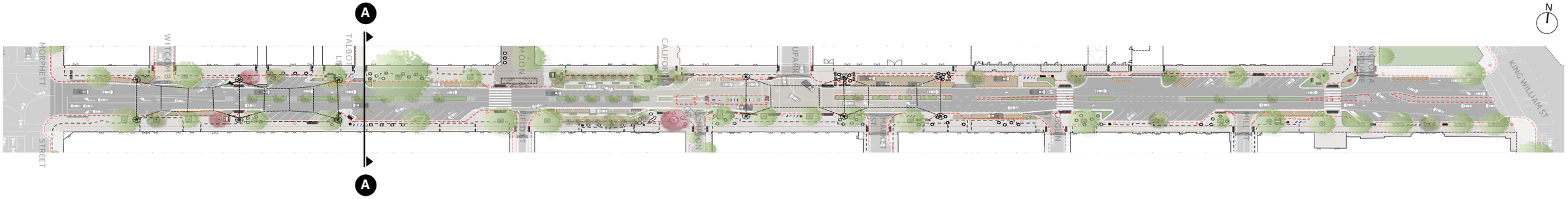
N

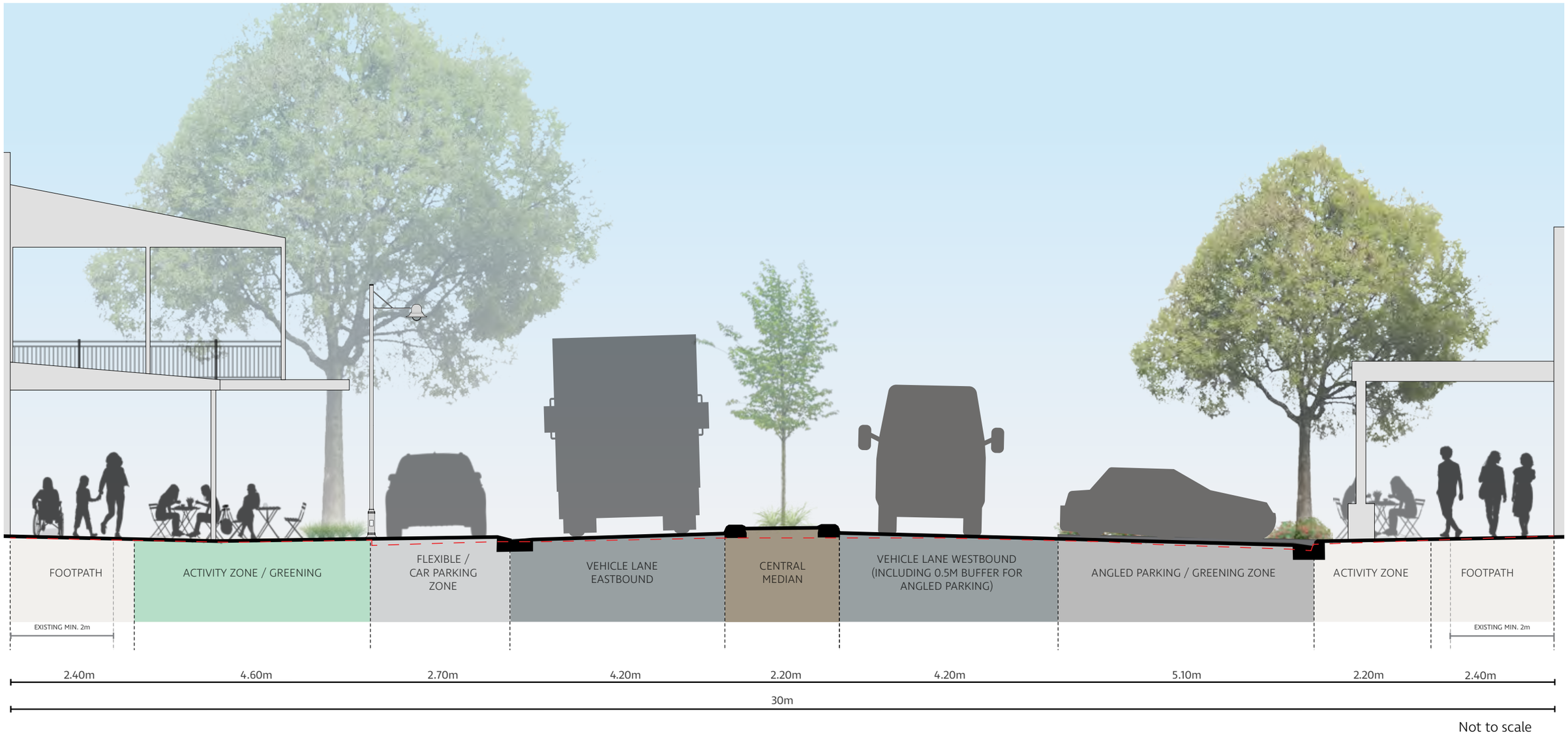
0 5 10m

Scale 1:400 @ A3

Cross Sections

Gouger Street - Typical section AA

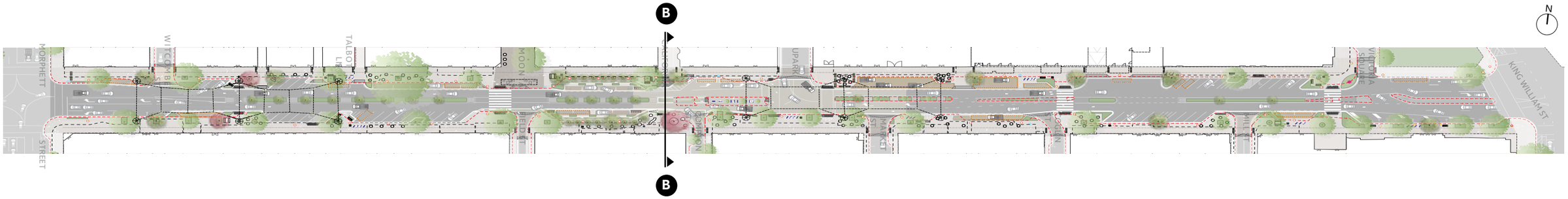


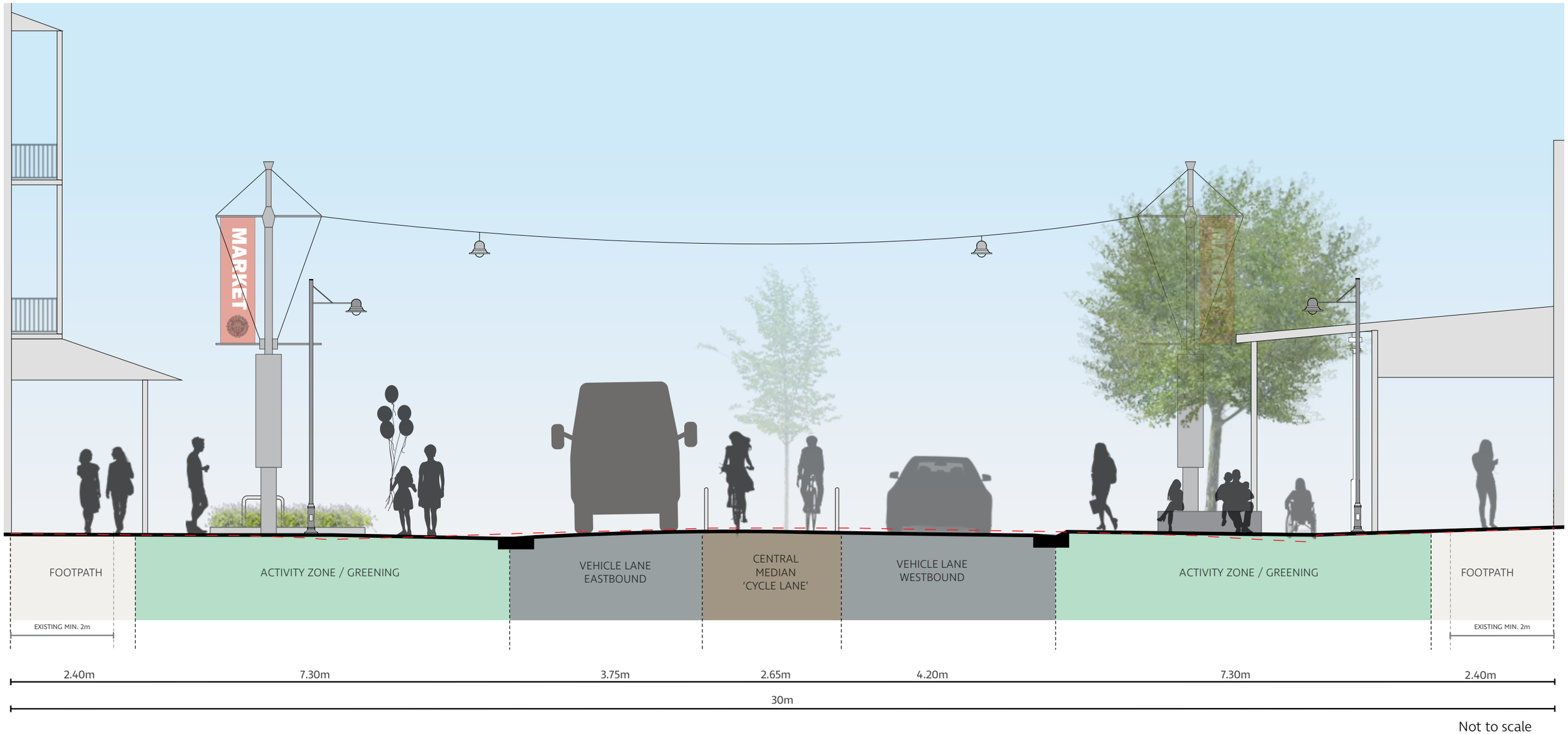


Not to scale

Cross Sections

Gouger Street - Typical section BB

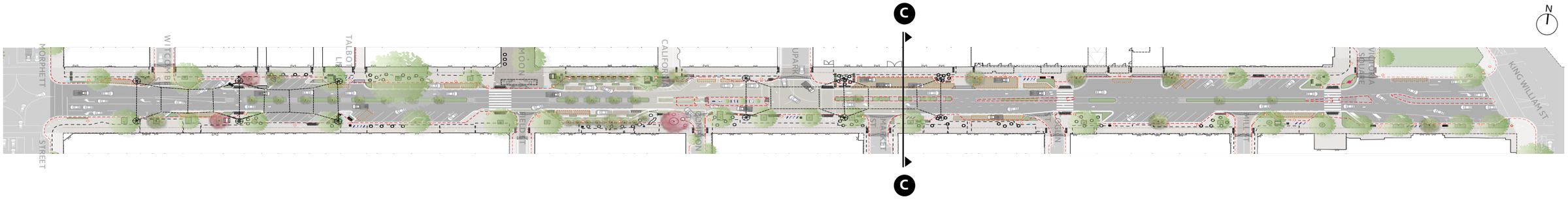


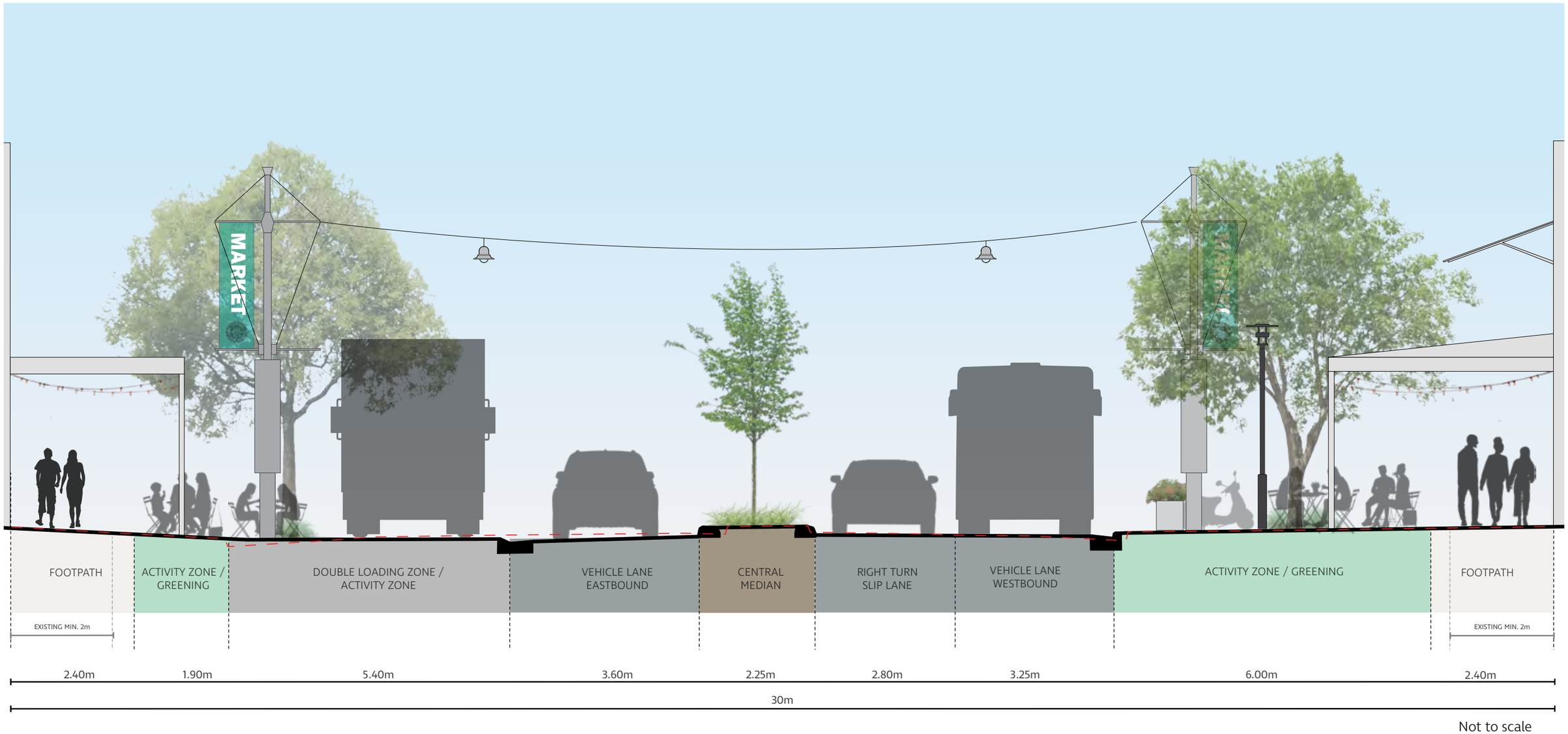


Not to scale

Cross Sections

Gouger Street - Typical section CC

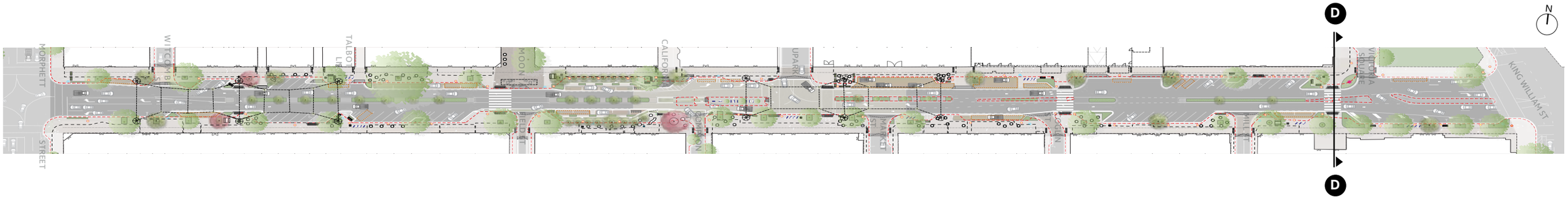


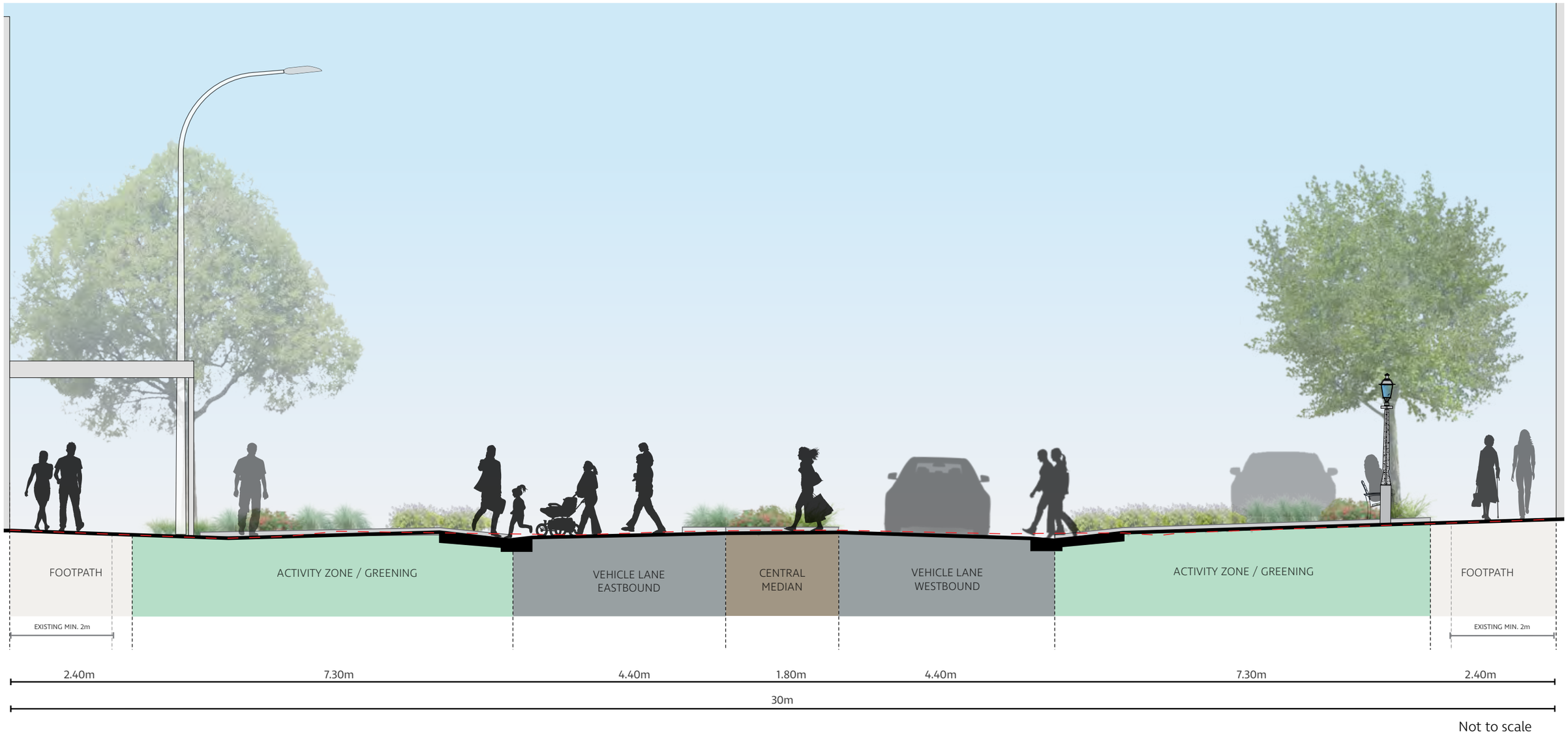


Not to scale

Cross Sections

Gouger Street - Typical section DD





Not to scale

Artist Impression

Gouger Street



Proposed eastward view across informal pedestrian crossing with new median and green pedestrian nodes



Artist Impression

Gouger Street



Proposed westward view to the Adelaide Central Market frontage with a formalised double lane loading zone



Artist Impression

Gouger Street



Existing

Temporary event space for market and street activation outside core loading hours



For illustration purposes only

Artist Impression

Gouger Street



Existing

Proposed westward view to the Adelaide Central Market frontage with fully activated event space



For illustration purposes only

Artist Impression

Gouger Street



Proposed northward view from Compton Street across the pedestrian hub to California Street South laneway



Part four

Community Engagement



Community Engagement Process

Gouger Street

The engagement process was guided by the Project's engagement strategy and shaped through discussions with internal stakeholders to meet program and budget requirements. Simultaneously, valuable insights were gathered from key external project stakeholders to ensure that engagement efforts met their expectations effectively.

At the core, the engagement approach aims to achieve a comprehensive grasp of stakeholder needs and desires, potential challenges and opportunities, and discern mitigation strategies in response to community and the local environment which the project operates.

November 2023 to January 2024: Planning and investigations

Review of project documentation and stakeholder mapping preceded early engagement with key stakeholders and community leaders including:

- Adelaide Central Market Authority (ACMA)
- Chinatown Traders Association
- Central Market Expansion Redevelopment (CMAR) project representatives including Sinclair Brook
- Grote Street Business Precinct
- City South Resident Association
- Courts Administration Authority (CAA)
- Key contacts on Gouger Street and Moonta Street

The objective was to gain insights into the key stakeholders and their roles within the broader Gouger Street community, while also identifying influencers, areas of risk and vested interests. Equally important was the establishment of trusted and effective relationships to foster meaningful stakeholder engagement and active participation in the project.

February to March 2024 (Round 1)
Concept Design engagement – exploring the project scope.

As the Project entered the pivotal phase of concept design, 1082 letters were issued to all residents and businesses within the project area in February 2024, introducing the project to community. In parallel, one-on-one engagement including door-to-door visits to businesses along Gouger Street and briefings with various community stakeholder sessions were held.

Subsequently, interested businesses, residents and community members were invited to participate in collaborative Concept Design workshops which commenced an intensive program of engagement in March. We worked closely with participants during these workshops to understand what is important to stakeholders in order to positively shape the future of Gouger Street.

Significant insights emerged during workshops, where participants were asked to share their current values around Gouger Street and envision its future. This was complemented by a detailed brainstorming session focusing on five overarching design themes, which sparked lively and substantive discussions on:

- Traffic and vehicular access
- Precinct access
- Visual amenity
- Safety
- Cultural heriatge, events and other aspects

Feedback was also collected from pop-up street sessions, Your Say Survey and Ideas Board, Councillor submissions and other stakeholder feedback.
The objective from this round of engagement was to gather authentic community insights and ideas and develop a thorough understanding of their priorities and concerns. These inputs were instrumental in shaping the project scope.

Engagement activities included:

- Five collaborative workshops with a total of 48 total participants (14, 19, 20, 21 March and 4 April)
- Two pop-up sessions on Gouger Street with 43 people engaged (20 and 21 March)
- 48 Your Say survey responses
- 20 Ideas Board suggestions
- A total of 452 design comments.

April to May 2024 (Round 2)
Concept Design engagement – seeking feedback on the developing concept.

After the capture and analysis of all design comments from round 1 engagement, the project team diligently considered the priorities and concerns identified and commenced developing the draft concept design.

Two six-hour open community information sessions were held on 20 May and 21 May, allowing interested stakeholders to come by at a convenient time to view the developed Project Vision, key Design/Guiding Principles and example design responses.

Community were asked their thoughts on if the draft Vision met their overall aspirations for the Gouger Street project or if there was anything not captured either in the Vision or the Design Principles. Additionally, participants were asked to rank in order of importance to them the six principles:

- Activate and Attract
- Connectivity
- Better Streets = Better Business
- Organise and Declutter
- Greener Streets
- Celebrate Culture and Identity

Two key stakeholder meetings were held with ACMA & CMAR and the CAA and a survey seeking the same feedback from Your say was pushed out.

The objective from the second round of engagement was to share with community the developing concepts and assess the interpretation and implementation of design feedback collected from round 1. This would validate the project team's response and ensure the remaining development of the concept design meets community expectations prior to finalisation and public consultation.

Engagement summary provided by consultant TSA Riley

Engagement Snapshot

Gouger Street

1082 Project **letters**
mail: 321
distribution: 761

Door knocking OVER 2 DAYS
33 **businesses** engaged

Numerous
Meetings + **Telephone** & **email** enquiries

Website
2480 **Views**
1044 **Visitors**
20 **Project subscribers**

Concept Design engagement - Round 1 (March)

5 **Workshops**
48 participants

2 **Pop-up sessions** on Gouger Street
43 **people** engaged

3 **Councillor feedback** submissions

1 **Project site walkover** with Council Staff & Elected Members

Your Say website
Visitors: 646
Documents accessed: 72

48 **Survey** responses received

Ideas board
20 suggestions
161 votes
6 comments

452 **Total design comments** captured & analysed

Concept Design engagement - Round 2 (May)

Social Media
3 Posts
Reach 132K
58 clicks

2 **Community** info sessions
19 attendees

2 Key stakeholder **meetings**

In depth stakeholder **discussions**

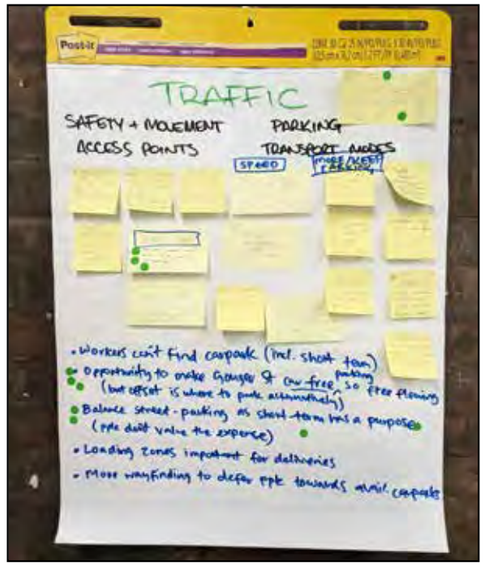
43 **Engagement pack** downloads

11 **Survey** responses received

Highlights

Total reach 135K

APROX. 1523 **Stakeholders** engaged



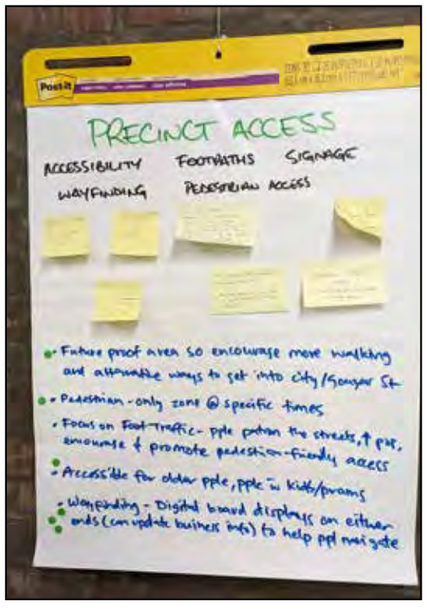
Workshop participant comments on 'Traffic' and 'Culture & Identity' topics, 21/03/2024



Community workshop participants at Minor Works Building held on 21/03/2024



Community workshop participants at Minor Works Building held on 20/03/2024



Workshop participant comments on 'Precinct Access' topic, 21/03/2024

Community Feedback

Gouger Street

"More decoration due festive seasons. String lights for example"

"No more parking especially on site. Use more public transport and more bike parking spaces "

"Need more pedestrian crossings, and better footpaths"

"More bike parking, to free up footpaths and improve transport connections to the market and restaurants. This would have the benefit of reducing demand for on-street carparking, and making traffic better in the area."

"More/easier crossings. Make it simple and safe for people to cross the street through a combination of the following: wombat crossings, reduced speed limits, narrowing of roadway. People on foot should be the #1 priority here!"

"Less car traffic, more areas to sit outside, more shade and greenery"

"Feeling - and being - safe is very important, day and night. There are always tensions around inclusion, everyone is entitled to use public space. As more upscale/dense development occurs around Gouger, hopefully it won't be seen as necessary to go down the path of hostile architecture/design in the streetscape."

"More greenery and tree canopy, to cool the area and improve the look."

"Footpaths could be better for pedestrians More entertainment pop up art or food"

"More street eating to be encouraged, can be limited options"

More signs would help people not familiar with the area.

"Safer road design for all users. This could involve proper bike infrastructure, more crossing opportunities, and streets designed with more traffic calming."

"Increase greenery and public seating areas not just individual benches."

"Less car traffic, more areas to sit outside, more shade and greenery"

"I like the vibrancy, variety of restaurants, central markets "

"Plants benches, water fountains for refilling bottle, extend footpath depth to accomodate outdoor dining."

"Replacement of areas for cars with areas for people. Conversion of on-street parking into outdoor dining and walking spaces would be a big boost to local businesses, and encourage more people to spend time on Gouger street."

Mill Street has a slip lane into Gouger. This encourages people who drive to look out to the traffic to see if they can quickly slip into the stream. Pedestrians can be overlooked. Mill, Coglin Market Crompton and Field all need continuous footpaths with painted zebra. Any remaining traffic in Gouger (eg commercial and service) should be limited to 30kph or preferably a shared use zone.

"Replacement of areas for cars with areas for people. Conversion of on-street parking into outdoor dining and walking spaces would be a big boost to local businesses, and encourage more people to spend time on Gouger street."

"Good lighting down side streets and car parks."

"As a pedestrian, can be challenging to cross Gouger Street at times, putting up pedestrian crossing was good start."

"More street eating to be encouraged, can be limited options"

"Wide footpaths are ideal given outdoor eating"

"Reduce the sheer amount of carparking. Reduce speed limits and make it safer to cross, especially when busy. Expand footpaths. Increase the amount of cycling infrastructure to encourage more active travel. Continue improving/growing daytime economy.

"Less clutter such as tables and signs on foot path. Eg Often the footpath on southern side of market carpark traffic lights pedestrian cross is practically fenced off with cafe tables and chemist displays hindering pedestrian access to crossing. "

"More affordable garage parking options that reduces street parking."

"Plants, benches, water fountains for refilling bottle, extend footpath depth to accommodate outdoor dining."

"Not easy to get around and traffic congestion can be very high at different periods of time"

"Gouger St has a strong connection to China Town and the restaurants on the street reflect that. So you either embrace that and build the brand of it being china town; or you keep china town in part and make gouger st more cosmopolitan and broaden the variety of eating options and make it a foodie street - this would probably broaden its appeal and attraction."

"Yep all good things (celebrating different cultures, organising events, and coming up with other fun ideas to bring people together)"

A zebra crossing near the the Court

Would work better as a pedestrian precinct. For cars, ensuring better acces to main Market carpark off Grote St. Possibly replacing ticket parking on Sturt St with timed spaces

" Patrolling police cars and policemen. This is indeed needed all over the southwest, particularly in Whitmore Square. Evidence of police in the area is essential. A police station or police walking the streets. Rules are broken all the time around here and safety is an issue."

"Greenery around outdoor dining as a priority"

"Design the street for people, not cars."

Cater more for diversity and older people into the city.

"Replacement of areas for cars with areas for people. Conversion of on-street parking into outdoor dining and walking spaces would be a big boost to local businesses, and encourage more people to spend time on Gouger street."

Stop the entrance/exit into the market car park from Gouger St and make the St a walking precinct similar to Rundle Mall with access to delivery vans only

The events in Gouger Street are always good and popular and do bring people together.

Needs more lighting. More trees from shades but greenery in general - but real plants. More communal seating area for socialisation.

It's not looking its best. General street view is kind of cheap and tacky in parts Would not like to see Gouger Street get too upscale and blingy though! Some in the mix, fine - but should be for everyone. More plants - if they are cared for - would be great. Anything that adds a bit of softness, natural feel and even shade/cooling in warmer weather.

"Should have more events and need more event space. When there are events, the streets are too crammed."

"Gouged street could definitely command its own "brand". Banners, entrance signage over/across road, public art that celebrates international cuisine. Outdoor dining. More greenery needed."

"Reduce the sheer amount of carparking. Reduce speed limits and make it safer to cross, especially when busy. Expand footpaths. Increase the amount of cycling infrastructure to encourage more active travel. Continue improving/growing daytime economy.

It's good to see the old dated businesses slowly getting upgraded and places like the new aces and Field st development making the place nicer. More Greenery, less space dedicated to just asphalt...

Currently not many public dining benches and tables outside, ideally there would be more options for people to dine and gather outside.

Gouger Street almost has a really nice vibe. I like that it feels like less of a highway than e.g. Grote Street. I don't like how much space is dedicated to cars. If I wanted to sit and admire parked cars (which I don't), I'd go to the UPark. I'd love to see less cars and more plants, on street dining, etc.

Public seating not located in ideal places. Often located in high traffic areas. Should have more flexible furniture for when there are events and no events.

Wayfinding signage from personal experience of tourists looking for directions to Chinatown, Gouger versus Grote Street

Part five

Appendices



Benefits of Reallocating Public Space

Gouger Street

APPENDIX A

Evidence-based design and planning shows there are significant economic benefits associated with balancing space for parking, outdoor dining, cycle parking and other activities, mixing the use of public space.

> **"High quality walking and cycling environments around shops, neighbourhood activity centres and mainstreets are vital for the economic health of South Australia."**
>
> - Dr Rodney Tolley,
> Heart Foundation, Good for Busine$$, 2011

By improving the quality of the urban environment, people are more likely use a space and stay in a location. In order to make this change, often significant reallocation of space across a street (from boundary to boundary) is required. For example, widening footpaths by narrowing traffic lanes, or converting a former on street car park space to make room for trees and garden beds.

There is often a perception that a loss of car parking with the introduction of pedestrian and cycle friendly interventions would negatively impact retail sales. However, research has proven this isn't the case.

> **"Better streets mean better business. Attractive public space and better designed streets are not simply aesthetic or safety improvements.**
> **Better streets attract more people and more activity, thus strengthening both communities, the businesses that serve them and the city's economy as a whole."**
>
> - Janette Sadik-Khan,
> Commissioner, New York City Department of Transportation, 2013



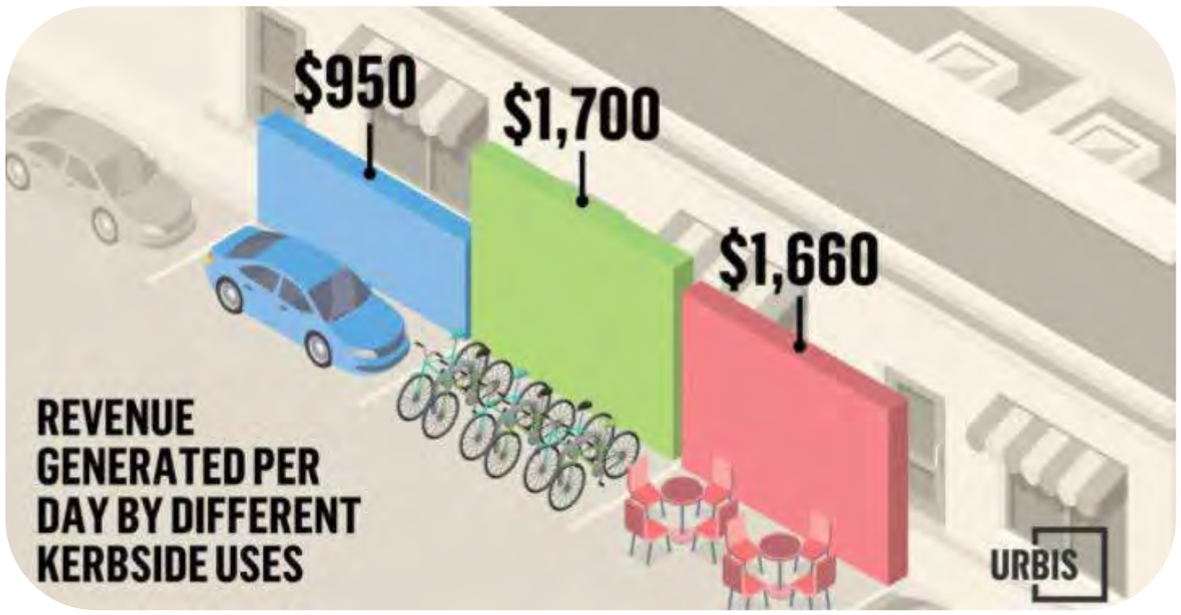
Above: Flexible Parking Zones on King William Street, Hyde Park. Image by Michael Haines Photography

By reallocating space for parking, not removing parking all together, space is created for other activities that have a direct benefit to directly adjacent businesses and surrounding businesses, lifting overall investment opportunities and appeal of the whole street.

> **"Kerbside parking is not dead, but the economic benefits of other uses suggest there must be more variety. Beyond the dining parklet, what other uses are there for our kerbs? How about supporting a broader range of businesses by using parking spaces for sports clubs and gyms, coffee carts, food vans, groceries and live music? Why not expand the idea of supporting thriving communities and using these spaces as galleries and museums, library classes, playgrounds and more green spaces?"**
>
> - Alison Lee, Director of Urbis

Further reading:

1. Good for Busine$$, The benefits of making streets more walking and cycling friendly
2. Rethinking the Kerb
3. Economic benefits dining parklets bike parking car parking
4. The Economic Benefits of Sustainable Street



Above: Image by Urbis, 2021, based on the following:

- Dining parklet occupancy, expenditure and duration of stay based on: Urbis, 2021, Extended Outdoor Dining Program Evaluation, for Cities of Melbourne, Yarra and Stonnington
- Bike parking occupancy, expenditure and duration of stay based on: Alison Lee & Alan March (2010) Recognising the economic role of bikes: sharing parking in Lygon Street, Carlton, Australian Planner, 47:2, 85-93,DOI: 10.1080/7293681003767785 (factored into 2021 Australian Dollars)

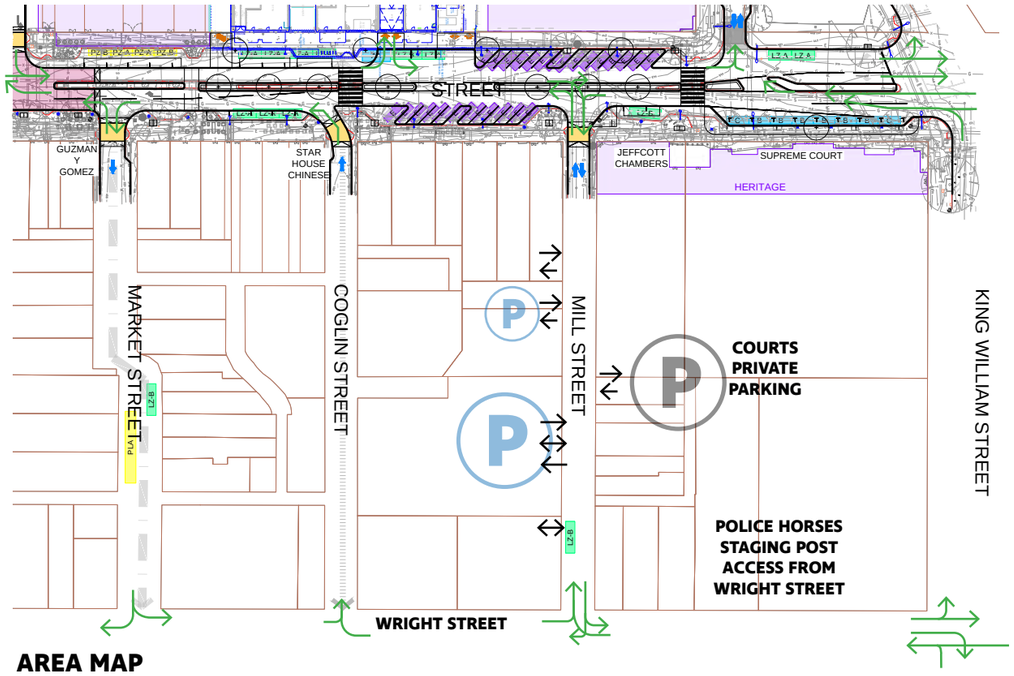
Other assumptions and notes

- Occupancy - bike parking 6 space, car parking 1.2 people per car, dining parklet 10 seats.
- No. of hours per day of occupancy - bike parking 8 hours, car parking 14 hours [1hr timed parking with turnover], dining parklet 8 hours
- Bike Parking Occupancy 61%, Dining Parklet Occupancy 63%, Car Parking Occupancy 85%

Mill Street Intersection Options for Safe Access

APPENDIX B

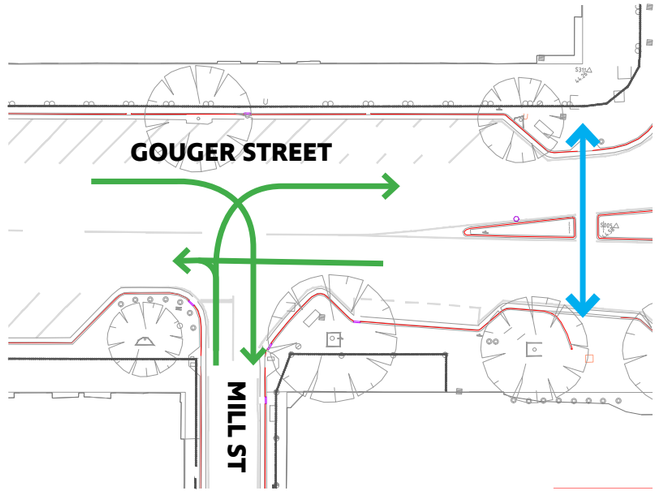
Gouger Street



AREA MAP

EXISTING CONDITIONS

- **Two way street**
- **Left and right turns onto Mill Street**
- **Unrestricted entry and exit to Gouger Street**



VEHICLES

PROS:

- Easy flow
- Easy access to King William Street and side street

CONS:

- Risk of collision when turning right across Gouger Street and negotiating varying flows of traffic from both directions.

PEDESTRIANS

PROS:

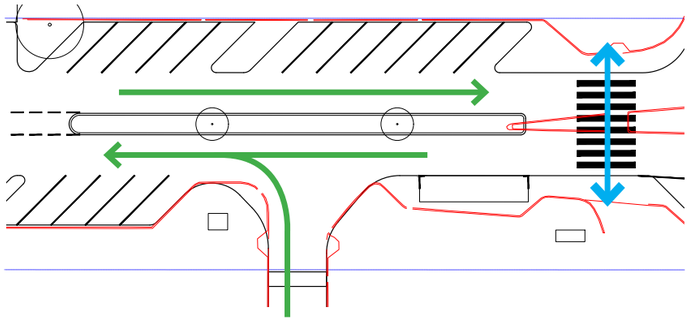
- Small refuge island allowing pedestrians to cross midway between traffic flows. However the crossing is too narrow for peak pedestrian times and can't safely accommodate groups creating a hazard

CONS:

- When turning right onto Gouger St between traffic flows, accelerating vehicles have little time to see and slow or stop for crossing pedestrians resulting in conflict at the existing informal crossing. Pedestrians are already crossing the eastbound traffic lane before accelerating vechicles from Mill Street are sighted.
- There have been two crashes 2021-2023 between Mill Street and Victoria Square, resulting in serious injuries to two pedestrians. Stakeholders in the vicinity report many near-misses bewteen vechicles and pedestrians.

OPTION 1

- **No right and left turns into Mill Street**
- **One way street northbound**
- **No right turn onto Gouger Street**



PROS

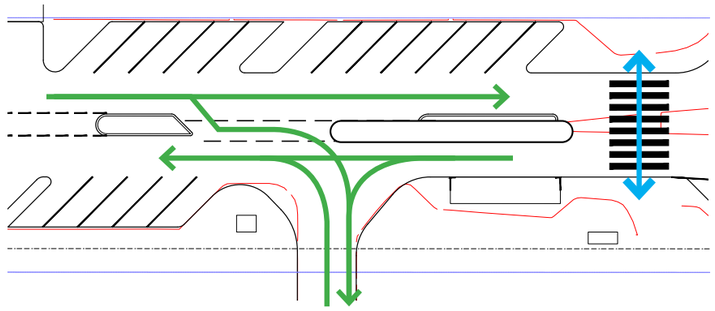
- Simplify street flow
- Reduces conflict with crossing traffic and at pedestrian crossing
- May reduce eastbound vehicle numbers on Gouger Street
- Traffic calming

CONS

- All Mill Street parking accessed from Wright Street
- Longer drive to access King William Street
- Left turn only from Mill Street directs motorists through most important pedestrian/cyclist and dwell area of Gouger Street

OPTION 2

- **One or two way street**
- **Right turn slip lane into Mill Street**
- **No turn right onto Gouger Street**



PROS

- Reduces conflict at pedestrian crossing
- Controlled access to Mill Street

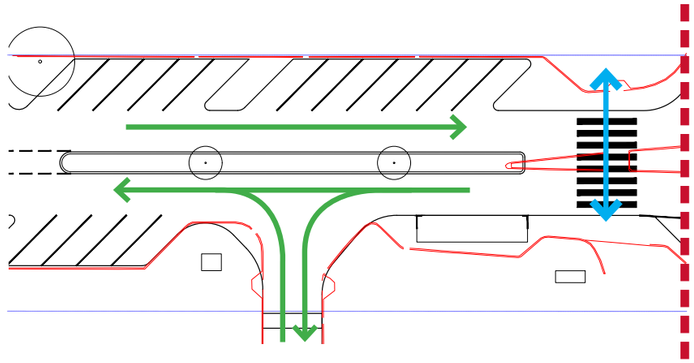
CONS

- Makes hard to access Mill St private car parking from on Wright Street
- Left turn only from Mill Street directs motorists through most important pedestrian/cyclist and dwell area of Gouger Street
- Longer drive to access King William Street

OPTION 3

RECOMMENDED

- **No turn right onto Gouger Street**
- **Two way street retained**



PROS

- Reduces conflict with crossing
- Easy access to Mill Street from Gouger Street

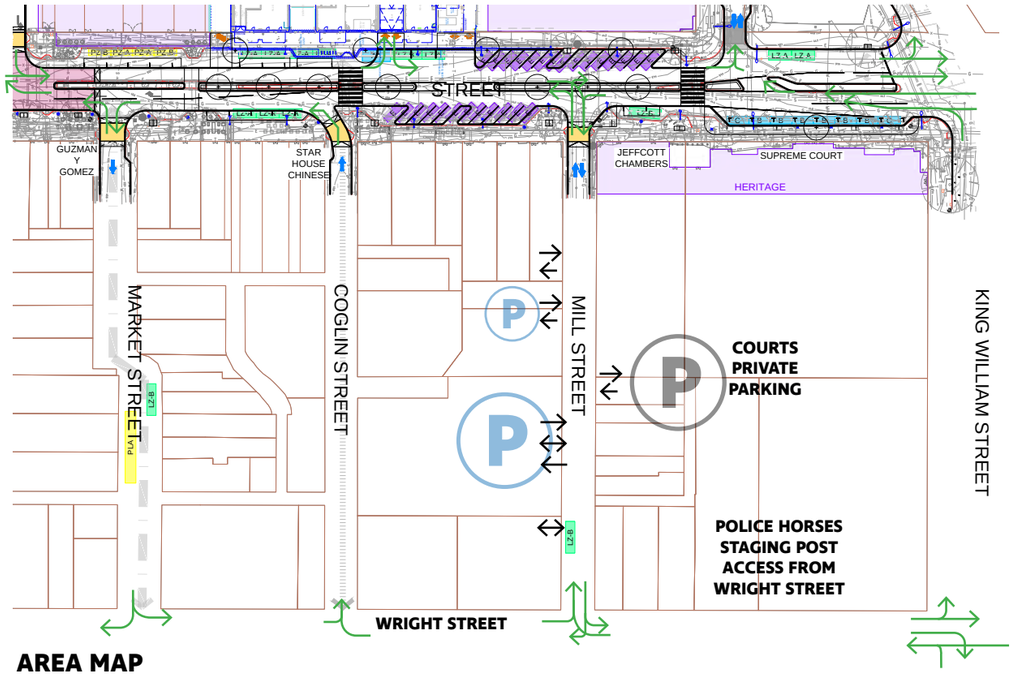
CONS

- Longer drive to access King William Street
- Left turn only from Mill Street directs motorists through most important pedestrian/cyclist and dwell area of Gouger Street

Mill Street Intersection Options for Safe Access

APPENDIX B

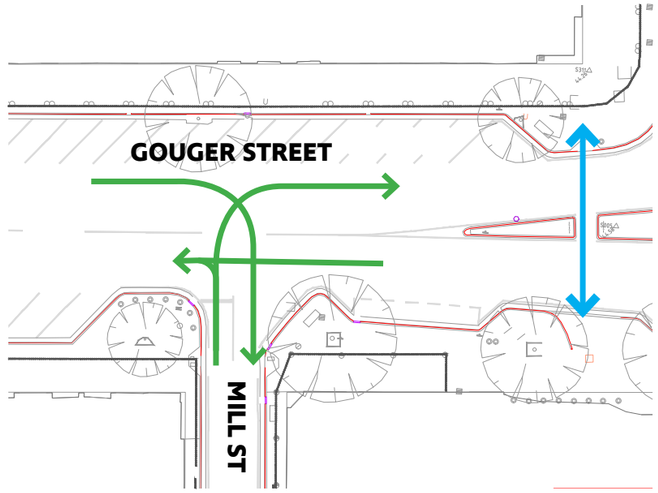
Gouger Street



AREA MAP

EXISTING CONDITIONS

- **Two way street**
- **Left and right turns onto Mill Street**
- **Unrestricted entry and exit to Gouger Street**



VEHICLES

PROS:

- Easy flow
- Easy access to King William Street and side street

CONS:

- Risk of collision when turning right across Gouger Street and negotiating varying flows of traffic from both directions.

PEDESTRIANS

PROS:

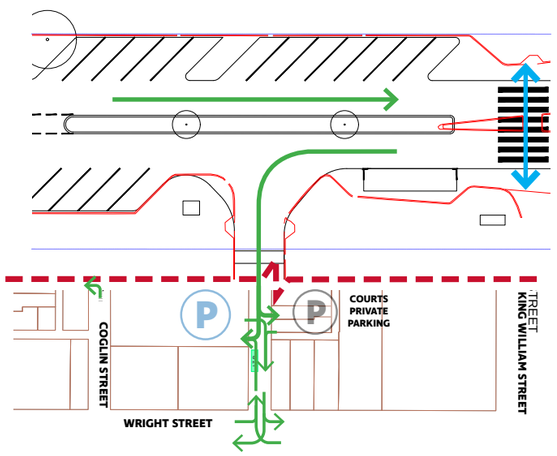
- Small refuge island allowing pedestrians to cross midway between traffic flows. However the crossing is too narrow for peak pedestrian times and can't safely accommodate groups creating a hazard

CONS:

- When turning right onto Gouger St between traffic flows, accelerating vehicles have little time to see and slow or stop for crossing pedestrians resulting in conflict at the existing informal crossing. Pedestrians are already crossing the eastbound traffic lane before accelerating vechicles from Mill Street are sighted.
- There have been two crashes 2021-2023 between Mill Street and Victoria Square, resulting in serious injuries to two pedestrians. Stakeholders in the vicinity report many near-misses bewteen vechicles and pedestrians.

OPTION 4

- **North-south one way street only up to existing private car parks**
- **Two ways from existing private car parks to Wright Street**



PROS

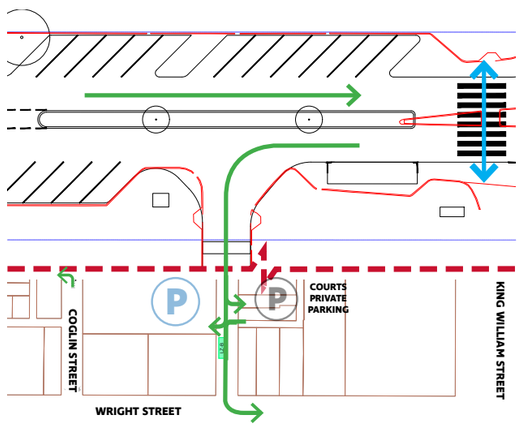
- Reduces number of motor vehicles through the length of Gouger Street with highest place value, with access to Mill Street from King William Street only.
- Future-proofs for potential pedestrianisation and one-way on Gouger Street between Mills and Morphett, and maintains access during events.
- With continuous footpath on Mill-Gouger Street, a left turn only should give a high level of priority and safety for people walking/wheeling along Gouger.
- Safer motor vehicle movements with right turns only at intersections with signalised controls

CONS

- People who have previously accessed the Mill Street car parking via West Terrace and Gouger Street will need to drive from Sir Donald Bradman Drive along Grote Street or Franklin Street to King William Street, then turn onto Gouger Street.
- People who have previously exited via Gouger Street to West Terrace will need to travel via King William Street along Grote Street to West Terrace.

OPTION 5

- **One-way Mill Street, with left in and left out only at Wright Street**



PROS

- Reduces motor vehicles along length of Gouger Street with highest place value, with access to Mill St to/ from King William only.
- Future-proofs for pedestrianisation /one-way on Gouger Street between Mills and Morphett, and maintains access during events.
- Safer motor vehicle movements with left turns only, at intersections with signalised controls

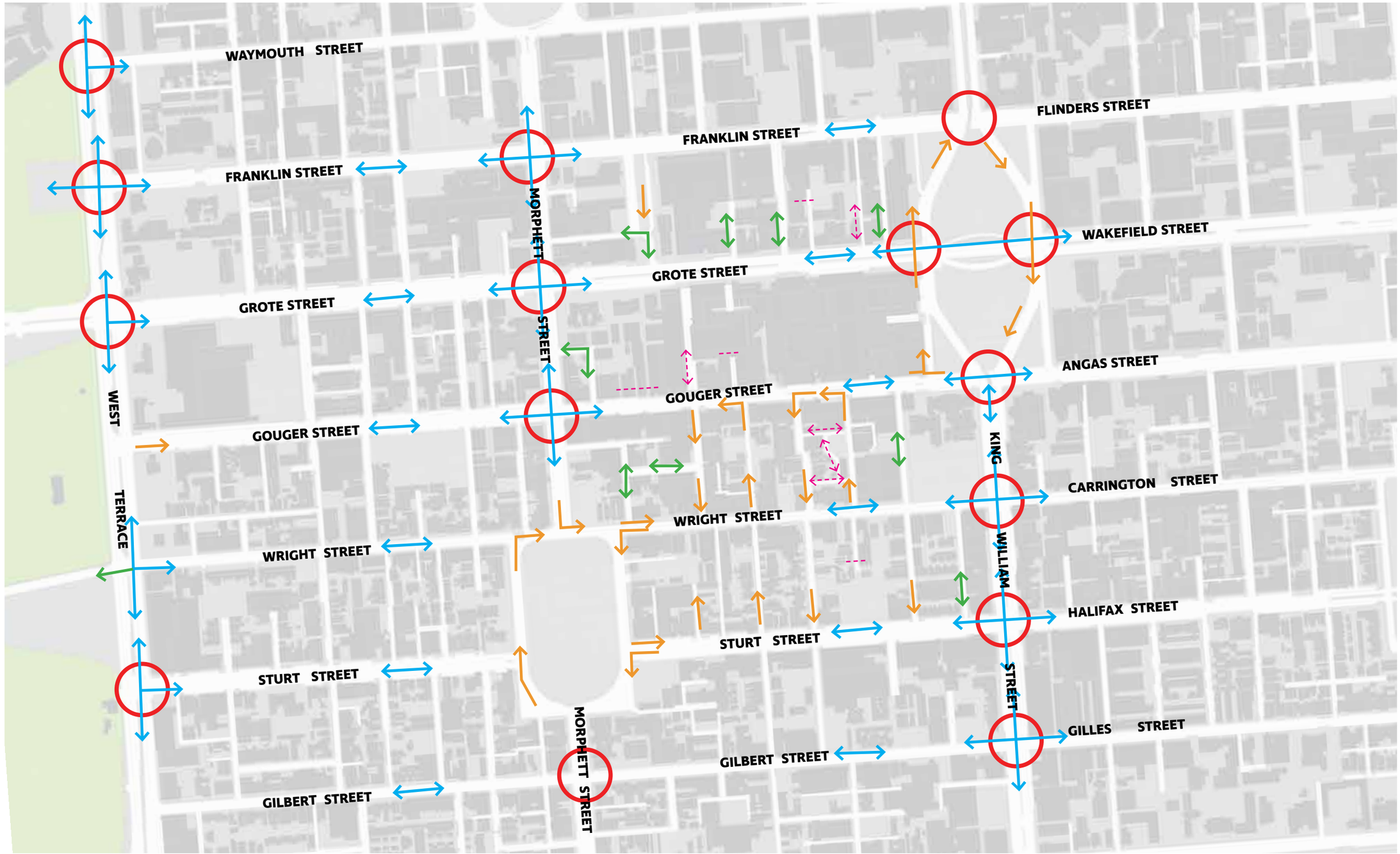
CONS

- People who have previously accessed the car parking via West Terrace and Gouger Street will need to drive from Sir Donald Bradman Drive along Grote Street or Franklin Street to King William Street, then turn onto Gouger Street.
- People who have previously exited via Gouger Street to West Terrace will need to travel via King William Street along Grote Street to West Terrace.

Gouger Street Traffic Access

Gouger Street

APPENDIX C



LEGEND

- Two-way traffic
- One-way traffic
- Signalised intersection
- Blocked access

On-Street Precinct Car Parking Opportunities

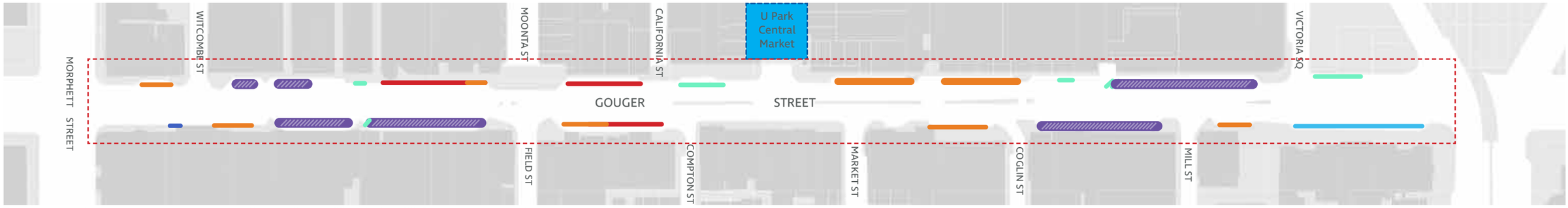
APPENDIX D

Gouger Street

PROPOSED ON-STREET CAR PARKING TYPES

An analysis of the car parking statistics show a reduction of on-street parking could occur through improving legibility of the precinct and placing a greater emphasis on the capacity of the surrounding car parks. Monitoring of capacity and turnover with smart sensors will help to determine occupancy rates to facilitate on-street at peak periods.

- Proposed Flexible Car Parking (Flexi-Zone)
- Proposed Loading Zone At Flexi-Zone
- On-street Loading Zone At Specified Times
- Retained Angled Car Parking
- Retained Taxi Zone
- Off-Street Car Parking (Existing)



Total proposed on-street parking spaces on Gouger Street: 82 including 39 flexi-zone bays and 4 accessible bays.

SMART PARKING SENSORS
Parking sensors will allow monitoring and management of on street car parking and identify utilisation throughout the precinct.

IMPROVED WALKABILITY
Encourage alternatives to private car transport such as public transport, bike riding and walking within the precinct.

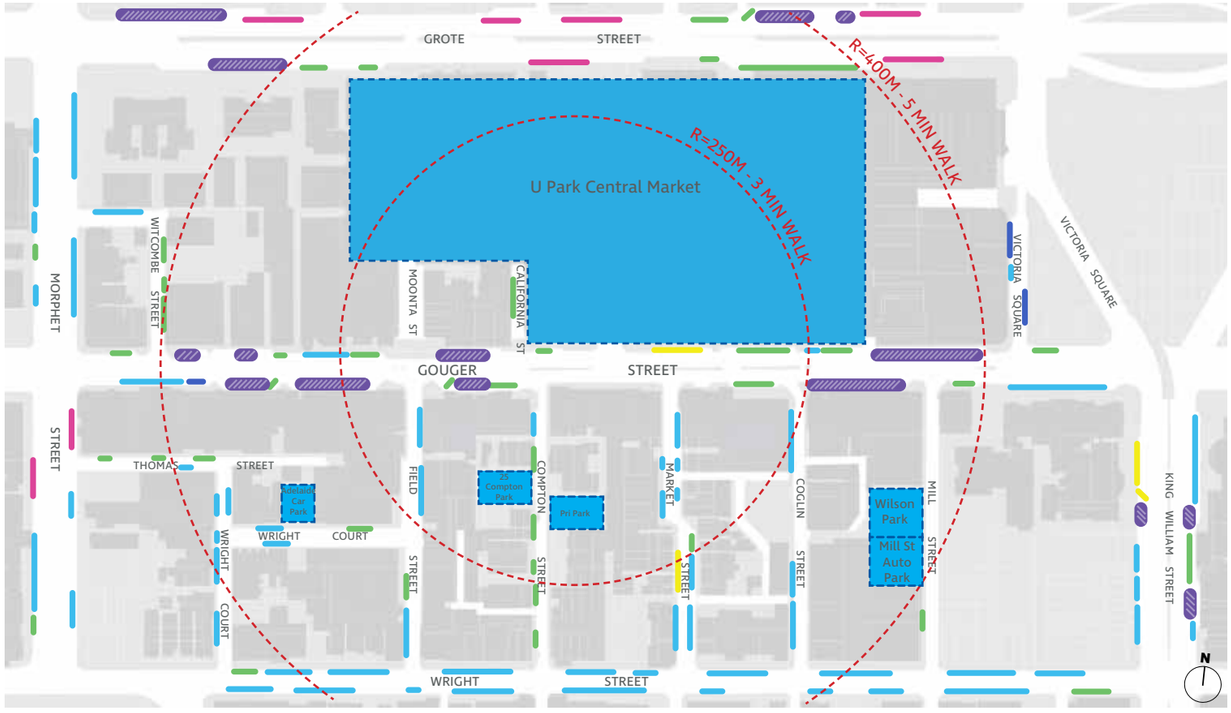
BETTER 'END OF TRIP' FACILITIES
Improve public transport facilities to encourage take-up of alternative modes of transport.

WAYFINDING
Clearly indicate public transport options in the precinct.
Work with private car park operators to improve signage to off-street car parks and introduce smart parking signage to show real-time parking availability.

SIMPLIFIED LIMITS
Rationalise time limits of parking to improve legibility of restrictions and maximise turnover. All parking within the precinct will be reviewed to ensure optimisation with the aim to improve capacity and offset any reductions as part of a precinct wide parking review.

EXISTING PRECINCT CAR PARKING TYPES

- Parallel Paid Car Parking Spaces
- Angled Paid Car Parking Spaces
- Loading Zone
- Permit Zone
- Bus Zone
- Taxi Zone
- Off-street Car Parking (Existing)



Total on-street parking spaces on Gouger Street: 109
Total precinct on-street parking spaces within 150m of Gouger Street (excluding Gouger): 516

Image credits

All images and photographs used in this document belong to the City of Adelaide unless stated otherwise, and have been appropriately credited.

CITY OF ADELAIDE

25 Pirie Street, Adelaide
Ph 8203 7320

cityofadelaide.com.au