URPS

City of Adelaide
August 2018

Draft Principles for the future development of Eighty Eight O'Connell

Community Engagement Report

Community Engagement Report

7 August 2018

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Contents

Executive Summary **3**

1.0 Introduction **7**

1.1 How was the engagement undertaken? 7
1.2 What was the engagement seeking feedback on? 8
1.3 How many people were engaged about the draft principles? 8
1.4 Who participated in the engagement on the draft principles? 9
1.4.1 Age breakdown 11
1.5 Timing of responses 12

2.0 What did the survey responses say? **13**

2.1 Principle 1-Strategy 13
2.2 Principle 2-Attractor 15
2.3 Principle 3-Community needs 17
2.4 Principle 4-Place 19
2.5 Principle 5-Amenity 21
2.6 Principle 6-Built form and context 23
2.6.1 Further analysis of reasons for not supporting or being neutral about this principle 25
2.6.2 Level of support of respondents who attended community sessions 25
2.6.3 Level of support and location of respondent 25
2.7 Principle 7-Activation 27
2.8 Principle 8-Housing diversity 29
2.9 Principle 9-Identity 32
2.10 Principle 10-Public realm 34
2.11 Principle 11-Parking 36
2.12 Principle 12-Sustainable mobility 38
2.13 Principle 13-Sustainability 40
2.14 Principle 14-Delivery 42
2.15 Support for all principles 44

3.0 What did the written submissions say? **46**

4.0 Conclusions for consideration in finalising the principles **47**

Appendix A **48**

Appendix B **58**

Executive Summary

The City of Adelaide undertook a community engagement process to gather feedback on the draft principles identified for the future development of Eighty Eight O'Connell. These draft principles were developed based on early engagement undertaken by the Council in May 2018 (refer Eighty Eight O'Connell Community Engagement Report, 13 June 2018).

The engagement on the draft principles comprised:

- An online survey available on Council's Your Say Adelaide website
- Hard copy survey available at City of Adelaide libraries, community centre and customer service desk
- Receipt of written submissions.

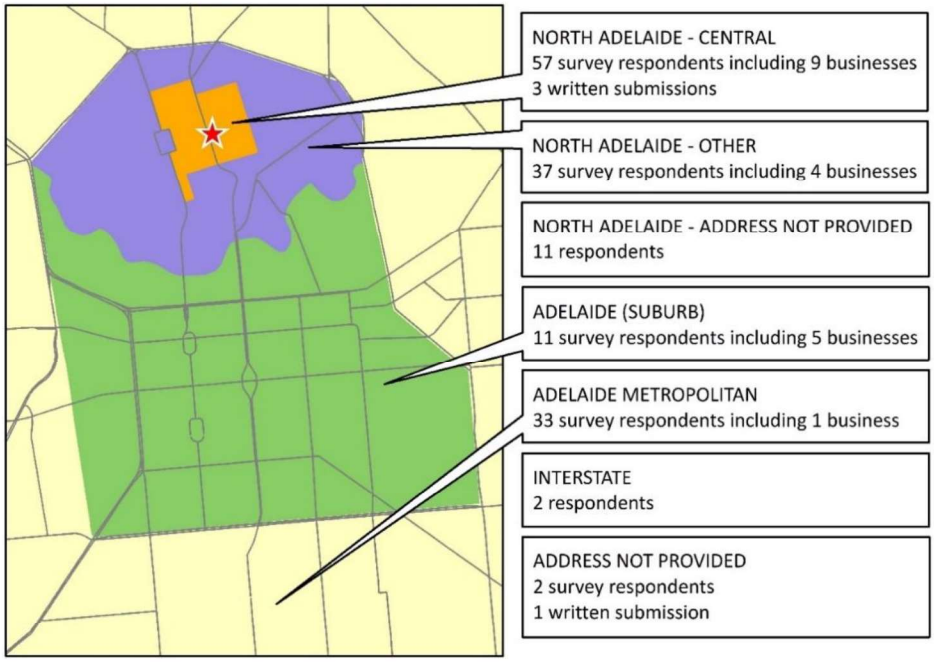
The engagement opened on 29 June 2018 and closed at midnight on 29 July 2018, a period of 4 weeks.

The engagement was widely promoted using a range of techniques including signage at the site, posters, Facebook, Twitter, direct email, direct delivery of flyers and public advertisements in the Advertiser and Messenger.

Who participated?

153 survey responses and four written submission were received. Figure ES 1 shows where respondents were from. 69% of all survey respondents were from North Adelaide and 22% from the Adelaide metropolitan area.

Figure ES 1 Location of respondents



Analysis shows that nearly 50% of survey respondents were aged over 60 and that just over 10% of respondents were aged 18 to 34. Compared to the proportion of North Adelaide's adult population, the younger population (age 18 to 34) was under represented while those aged between 50 and 84 were over represented.

The proportion of older survey respondents (aged over 50) was higher than Your Say Adelaide registrations in the same age groups. The younger age group (aged 18-24) with low Your Say Adelaide registrations (4.3% of all registrations) also had low participation (1.3%).

What feedback was received on the draft principles?

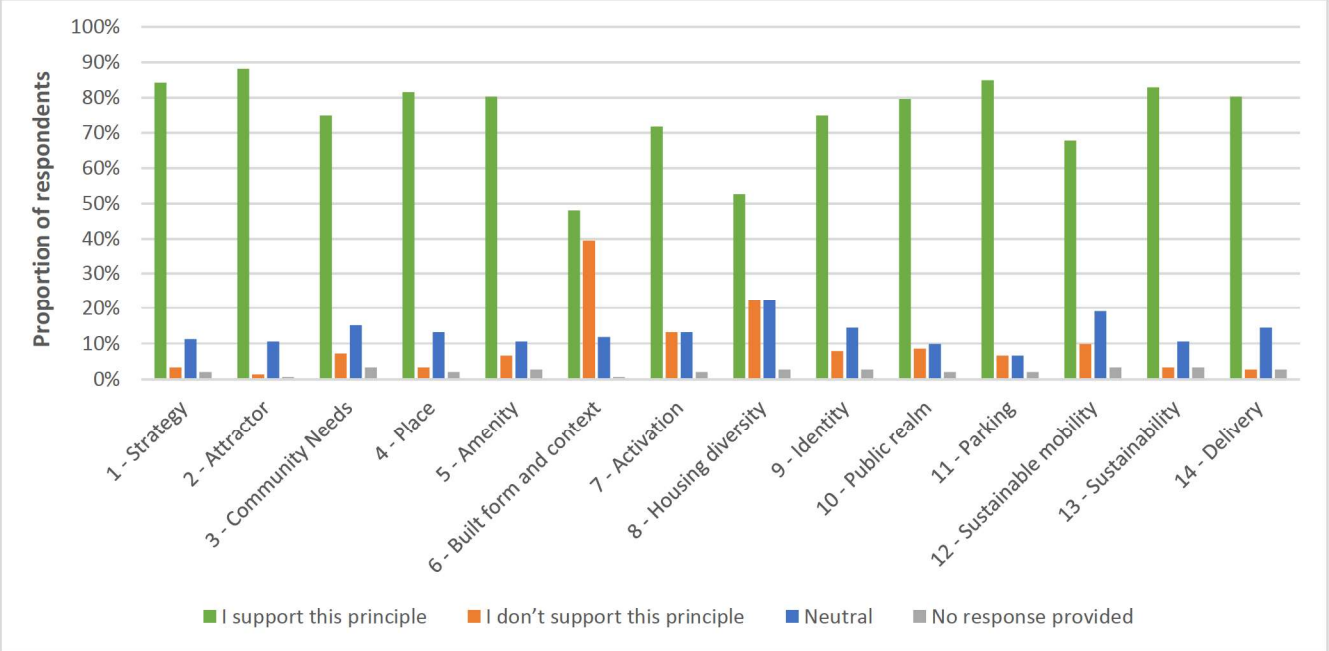
Figure ES 2 shows the level of support for each of the fourteen principles gathered via the survey.

The survey specifically sought to gauge the level of support for each of the draft principles (support, don't support or neutral) and the reasons for people's response. A range of demographic information was also collected about respondents.

As a general observation, there was a high level of commentary provided by respondents regarding the reasons for their responses to the principles.

Overall, there was clear support for twelve of the fourteen draft principles. There were mixed views about principle 6 and lower levels of support for Principle 8 compared to other principles. principle 6 and 8 are discussed in more detail below.

Figure ES 2 Support for all principles



Principle 6 Built form and context

There were mixed views about principle 6, with 48% of respondents indicating support for the principle and 40% indicating they do not support this principle. 12% were neutral.

About half of respondents who indicated support for Principle 6 provided comment to support their response. Many of the comments related to the need for the site to be economically viable and a significant development and attraction. Many comments also noted that they support 8 storeys but would not support any higher. Others indicated their support for more than 8 storeys at the site.

Comments of people who supported principle 6 include:

> *8 storeys may be required to make the building financially viable. We do not want an outcome that has a building full of vacancies and difficult to fill either*
>
> *This is a significant catalyst site able to support greater heights and densities which in turn will support business and social activities*
>
> *We can't destroy the heritage of such a beautiful suburb. This needs to compliment it, too high will stick out too much but not high enough makes it not viable and not forward thinking*

Many who identified they did not support principle 6, commented that they like the rest of the principle, but felt that up to 8 storeys was too high and was inconsistent with the rest of the principle relating to being sensitive to the context of the surrounding area. Comments of people who did not support principle 6 include:

> *I find this principle contains two incompatible principles. 8 storeys, even set 12m back is inconsistent with "respecting and matching the scale and qualities of adjacent heritage places and the predominantly 2-storey O'Connell Street streetscape". A limit of 4, or perhaps 5 depending upon issues of design, overlooking, overshadowing etc, should be imposed*
>
> *I support the principle but believe an 8 storey development is too high and is not sensitive or matching the height of adjacent heritage buildings*

Those people who were neutral about principle 6 discussed the previously approved 16 storey development for the site. Other comments related to a perceived conflict between principles 5 and 6, and that the principle itself is contradictory in that it proposes development that matches the scale of O'Connell St (2 storeys) and up to 8 storeys.

Comments of those respondents who were neutral about the principle included:

> *This statement is contradictory. 2-storey is low rise. The first sentence says matching a predominantly 2-storey streetscape. Yet the second sentence contradicts this by indicating mid-rise....*
>
> *Nothing wrong with what was approved before 16 stories of hotel and apartments, specialized retail and car parking*

Further analysis of the neutral responses showed that of those eighteen respondents who provided a comment with their response, six indicated a preference for a lower height in their comment, two specified a higher height and ten said nothing in their comment that related to height.

Principle 8 Housing diversity

Compared to the other principles, principle 8 received lower levels of support (53% support and 25% don't support), and a high neutral response (22%). Analysis of the comments provided shows confusion regarding what housing diversity might mean at the site and questions regarding how a significant amount of housing and diversity could be provided in addition to all the other uses identified for the site such as open space. A number of people also identified a lack of support for housing for student accommodation or public housing.

Written submissions

Four written submissions were received and raised a number of specific issues including:

- Support for the provision of car parking, particularly underground
- Need for consideration of how the site is accessed given Archer Street is narrow and unlikely to cope with additional regular usage
- That the draft principles are "a good guide" and reflect the "main points raised at the consultation sessions"
- Concerns about O'Connell street being a main vehicle route into and out of the city
- The desire to see a height limit of three storeys and only if that height was centrally placed on the site (one submission)
- No specific height being ruled in or out at the community sessions, but rather the height should not be "obscene, but neither so limiting as to rule the project unviable"
- Short term rental apartments would be ideal for the site and would benefit from single owner/operator like the Lion Hotel model
- That impacts on traffic congestion , parking, noise levels and the impact on units and flats close to Centenary Street are managed
- The politicisation of the site.

Conclusions for consideration in finalising the principles

Based on the analysis of the engagement on the draft principles the following conclusions are provided:

- Twelve of the fourteen principles have clear support
- There are mixed views regarding principle 6 in relation to the identification of 8 storeys specifically. This principle warrants discussion by Council to determine a maximum height taking into account all other relevant considerations
- There are lower levels of support for principle 8 compared to others. Change is not recommended for this principle, rather, it is suggested that better articulation/communication about what housing diversity means/looks like given the site's context is required.

1.0 Introduction

The City of Adelaide undertook a community engagement process to gather feedback on the draft principles identified for the future development of Eighty Eight O'Connell. These draft principles were developed based on early engagement undertaken by the Council in May 2018 (refer Eighty Eight O'Connell Community Engagement Report, 13 June 2018).

This report summarises the engagement process that was undertaken in relation to the draft principles, the feedback gathered and proposes key directions for consideration by Council in finalising the principles.

1.1 How was the engagement undertaken?

The engagement on the draft principles comprised:

- An online survey available on Council's Your Say Adelaide website
- Hard copy survey available at City of Adelaide libraries, community centres and customer service desk
- Receipt of written submissions.

The engagement opened on 29 June 2018 and closed at midnight on 29 July 2018, a period of 4 weeks.

The engagement was widely promoted using a range of techniques as summarised by Table 1.

The engagement was extended by one week to take into account a reported issue by a small number of people accessing the online survey. The extension to the engagement was promoted via a number of activities as summarised by Table 2.

Table 1 Promotion of engagement

Activity	Date/timing
Direct email to Your Say Adelaide participants (database-wide: email to 6,000 registrants and project followers: email 180 approx)	29 June 2018
Direct email to Community Sessions participants (159 email addresses)	29 June 2018
Media release	2 July 2018
9 news at 4 interview with Lord Mayor	2 July 2018
Mentions in various other news items with the Lord Mayor, e.g. radio	2 July 2018
Picked up directly by Glam Adelaide and SA Property Council	2 and 5 July 2018
E News to Elected Members	2 July 2018
news article in Advertiser	2 July 2018
Advert appearing in the Advertiser early general news section	7 July 2018
3,280 DL flyers delivered directly to all North Adelaide residents	9 July 2018
500 DL flyers handed out to students at University of Adelaide and University of South Australia to target a younger audience	9 July 2018
Advert appearing in the City Messenger in the early general news section	11 July 2018

Activity	Date/timing
Facebook, LinkedIn and Twitter ads and posts	Throughout engagement
Core flute signage at Eighty Eight O'Connell	Duration of engagement
Hard copy Your Say Adelaide information packs and posters to CoA libraries, community centre and customer service desk	Duration of engagement
Posters in public areas of 25 Pirie St Council building	Duration of engagement
Poster distribution to North Adelaide businesses and Universities	Duration of engagement

Table 2 Promotion of extension to the engagement

Activity	Date/timing
Email to Elected Members	20 July 2018
Direct email to Your Say participants (database-wide: email to 6,000 registrants and project followers: email 180 approximate)	20 July 2018
Direct email to Community Sessions participants (159 email addresses)	20 July 2018
Email information to CoA venues so they can inform community members	23 July 2018
Update of information on the core flute signage at Eighty Eight O'Connell	23 July 2018
3500 DL flyers directly distributed to North Adelaide residents	24 July 2018
Advert appearing in City Messenger in the early general news section	25 July 2018
Advert appearing in the Advertiser in the early general news	26 July 2018
Facebook, LinkedIn and Twitter ads and posts	Duration of engagement

1.2 What was the engagement seeking feedback on?

The objective of the engagement was to gather feedback on the draft principles identified to guide the future development of Eighty Eight O'Connell.

The survey specifically sought to gauge the level of support for each of the fourteen draft principles (support, don't support or neutral) and the reasons for people's response (refer Appendix A for copy of survey).

1.3 How many people were engaged about the draft principles?

Via the Your Say Adelaide web site

- **151 people were ENGAGED visitors** and submitted a completed online survey.
- **876 people were INFORMED visitors**. These are people who took some action to learn more about Eighty Eight O'Connell by browsing through information (e.g. they downloaded supporting documents, browsed through FAQs, etc.).
- 1**,294 people were AWARE visitors**. These are people who visited the Eighty Eight O'Connell webpage on Your Say Adelaide.

In addition to the above:

- Four written submissions were received, and
- Two hard copy surveys were completed.

1.4 Who participated in the engagement on the draft principles?

153 survey responses and 4 written submissions were received. For the purposes of analysis a series of 'catchments' have been identified based on proximity to the site at Eighty Eight O'Connell as follows:

- North Adelaide-central
- North Adelaide-other
- North Adelaide-address not provided
- Adelaide (suburb)
- Adelaide metropolitan
- Interstate
- No location provided.

Figure 1 shows the area defined as North Adelaide central for the purposes of the survey analysis.

Figure 2 and Table 3 show the location (home address) and number of survey respondents.

Figure 1 North Adelaide – central location map



Figure 2 Address of survey respondents, City of Adelaide and metropolitan Adelaide

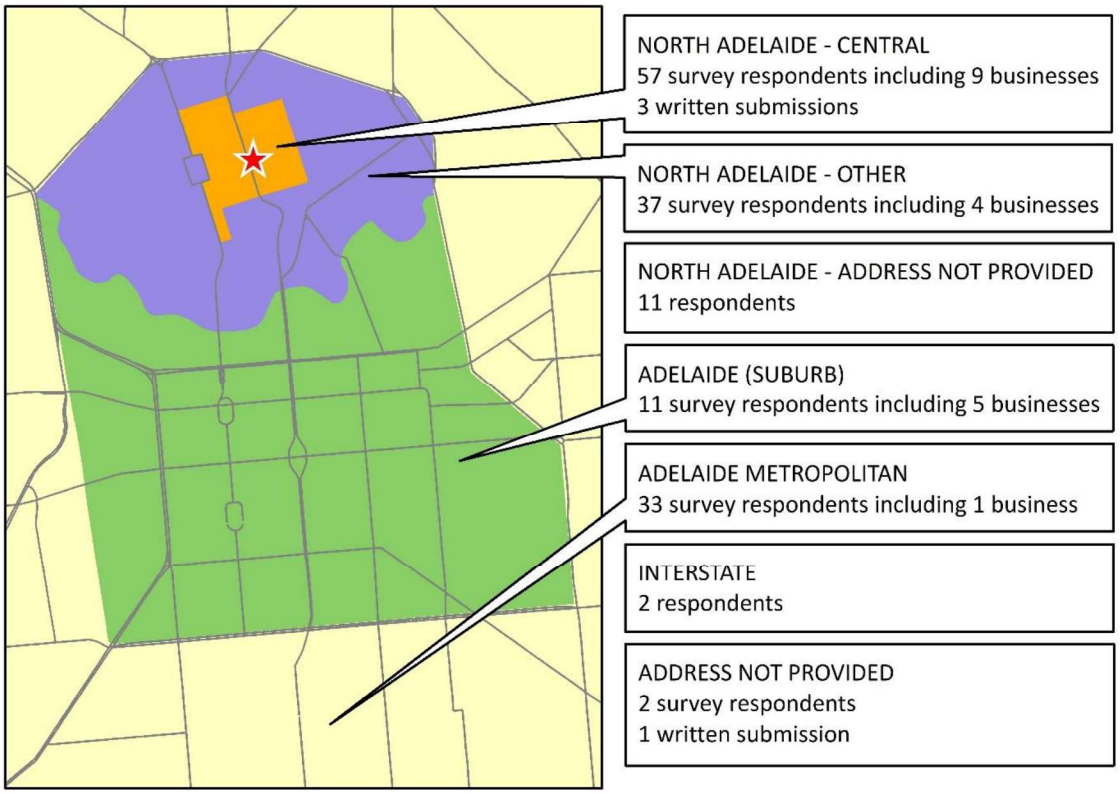


Table 3 Survey respondents

	Online survey	Hard copy survey	Written submission
North Adelaide-central	55	2	3
North Adelaide-other	37		
North Adelaide-address not provided	11		
Adelaide (suburb)	11		
Adelaide metropolitan	33		
Interstate	2		
No location provided	2		1
Total	**151**	**2**	**4**

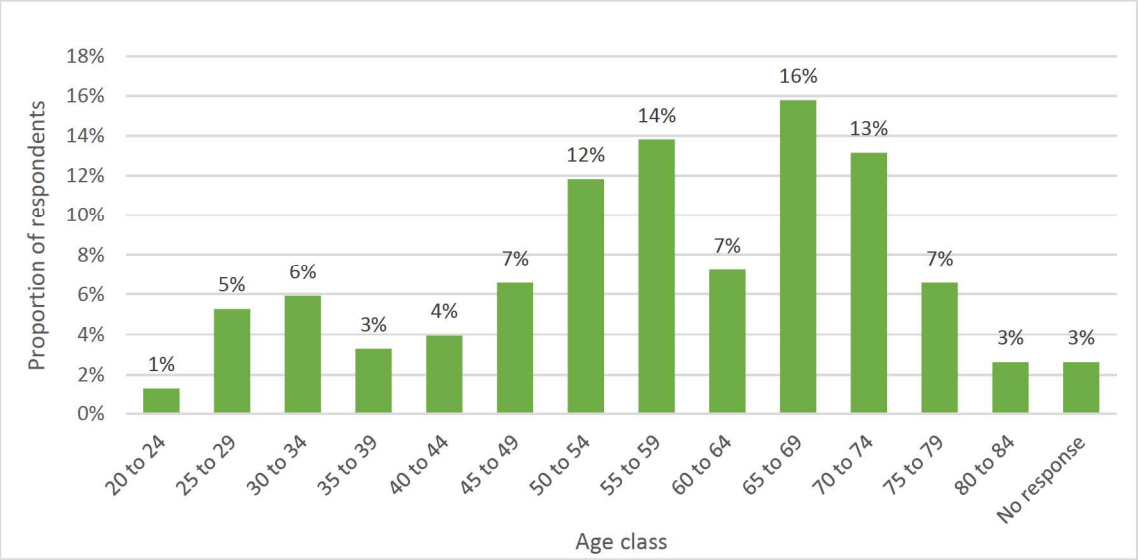
Of those people who responded to the survey, 35[1] attended one of the community sessions held in May regarding the future development of Eighty Eight O'Connell.

[1] This number is based on links matching event registration and survey responses and may not be a complete record

1.4.1 Age breakdown

Figure 3 shows the age of survey respondents. The results show that nearly 50% of survey respondents were aged over 60.

Figure 3 Age of survey respondents



Compared to the proportion of North Adelaide's adult population, the results in Table 4 show that the younger population (age 18 to 34) was under represented while those aged between 50 and 84 were over represented. For reference, Table 4 also shows the proportion of each of these age groups represented in registrations on the Your Say Adelaide community engagement database.

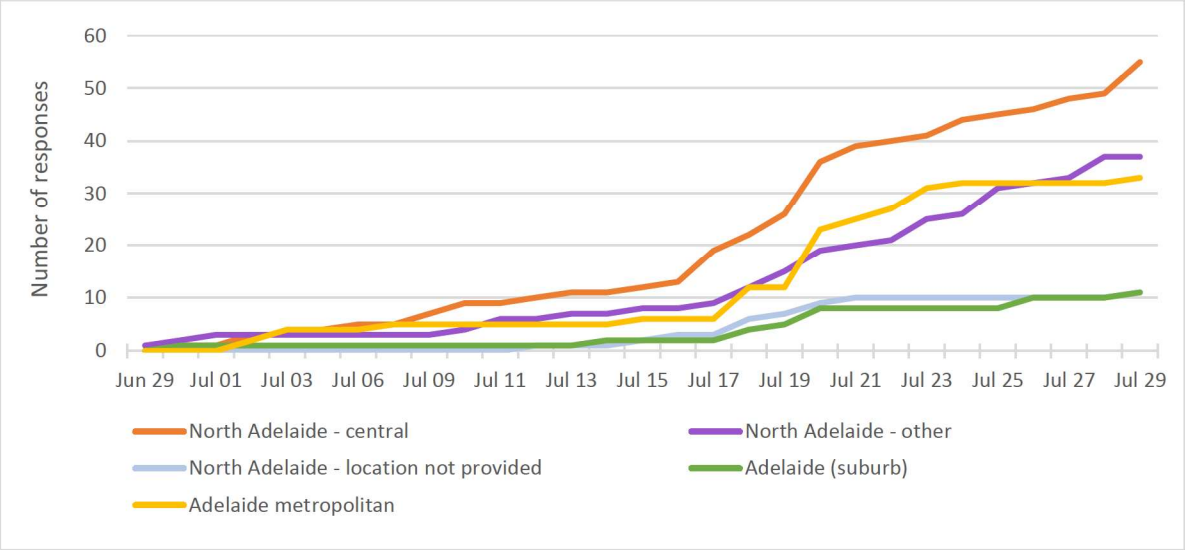
Table 4 Representation of age groups

Age group	2016 Census North Adelaide population (% of total population)	Proportion of Your Say Adelaide registrants	Survey response (% of respondents)	Representation in this survey
18-24	22.5%	4.3%	1.3%	under represented
25-34	19.8%	17.0%	11.3%	slightly under represented
35-49	15.6%	31.4%	14.0%	well represented
50-59	12.7%	15.3%	26.0%	over represented
60-69	14.0%	12.4%	23.3%	over represented
70-84	11.4%	7.6%	23.3%	over represented
85 and over	4.0%	0.4%	0.7%	under represented

1.5 Timing of responses

Figure 4 shows the timing of survey responses by location over the duration of the engagement.

Figure 4 Timing of survey responses by location



2.0 What did the survey responses say?

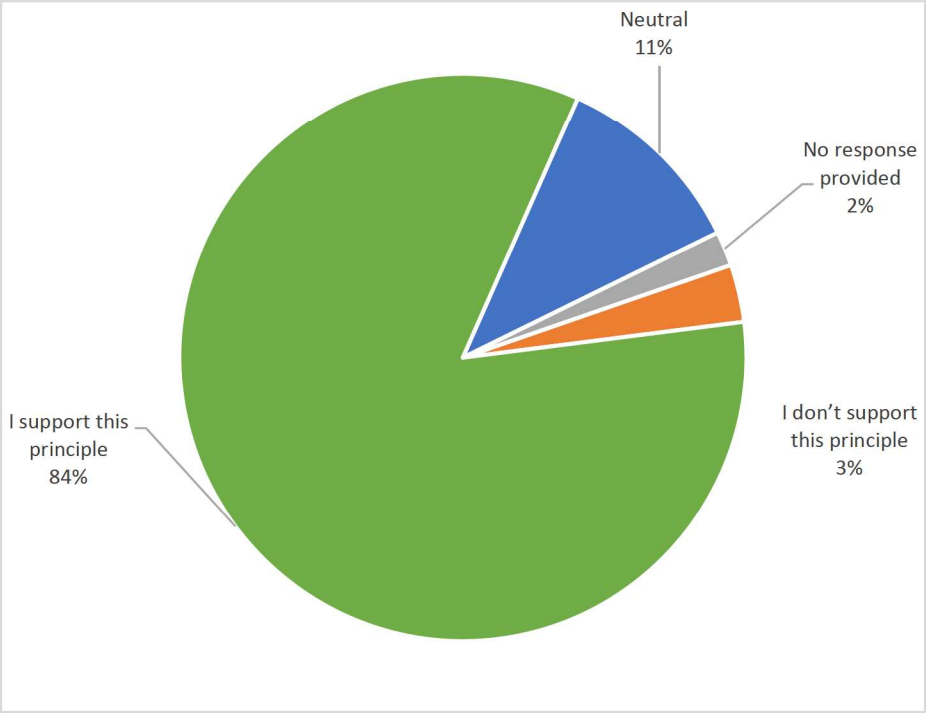
This section of the report provides analysis of the survey responses for each of the fourteen principles.

2.1 Principle 1-Strategy

Development must be smart, green, liveable and creative, exemplifying and helping to achieve the City of Adelaide 2016-2020 Strategic Plan.

Overall, 84% of respondents indicated their support for this principle, 3% did not support this principle and 11% were neutral (refer Figure 5).

Figure 5 Support for Principle 1-Strategy



Over one third of respondents supporting this principle provided a comment related to the following themes:

- The principles are highly desirable and should be applied to all development in the City of Adelaide.
- Support for green development including green rooves, vertical gardens, green space,
- The need for development that is in keeping with the surrounding area and reflects the valued heritage
- Consistency with the Strategic Plan is very important as this reflects significant feedback from the community and a consistent approach to development in the City.

Comments from respondents in support of the principle included:

> *Creating an environment that provides green spaces that brings both locals and visitors together such as roof top gardens and interesting walk ways is essential. North Adelaide needs a heart where people come because there are spaces and activities that attract people other than eating at restaurants*

> *Incorporating technologies that are energy efficient, will future proof the development. Smart thinking will be required. Using the latest technologies will assist to reduce energy costs for residents and businesses, skilled architects should use and be encouraged to use, double glazing, insulation, careful placement of windows etc. in their designs*

> *North Adelaide is a village within a city, maintaining the small town feel for the area is paramount*

Most comments from respondents who did not support or were neutral about this principle related to the use of terms smart, green, liveable and creative and concerns about the subjectivity of such terms and definitions.

Comments of those respondents not in support of the principle included:

> *There is no need to develop this site other than to put several levels of underground parking and then above have trees, grass, water features and lots of natural shade*

> *I am not sure what the word liveable means in this context. eg fit to live in OR easy to live with. Smart is fine; green is essential, creative is great and obviously everything has to fit in with the Strategic Plan. But LIVEABLE ???*

> *Far too vague, those words need to be explained*

Comments of those respondents who were neutral about the principle included:

> *A 'motherhood statement'. This project wasn't in the Strat Plan. It's an urgent 'add-on', which means that the budget for the plan must be under some pressure!*

> *I don't want that principle to be cited as a reason why something great can't be built. I'm so sick of an empty site for decades. It symbolises the dead, anti development attitude of Adelaide. Horrendous*

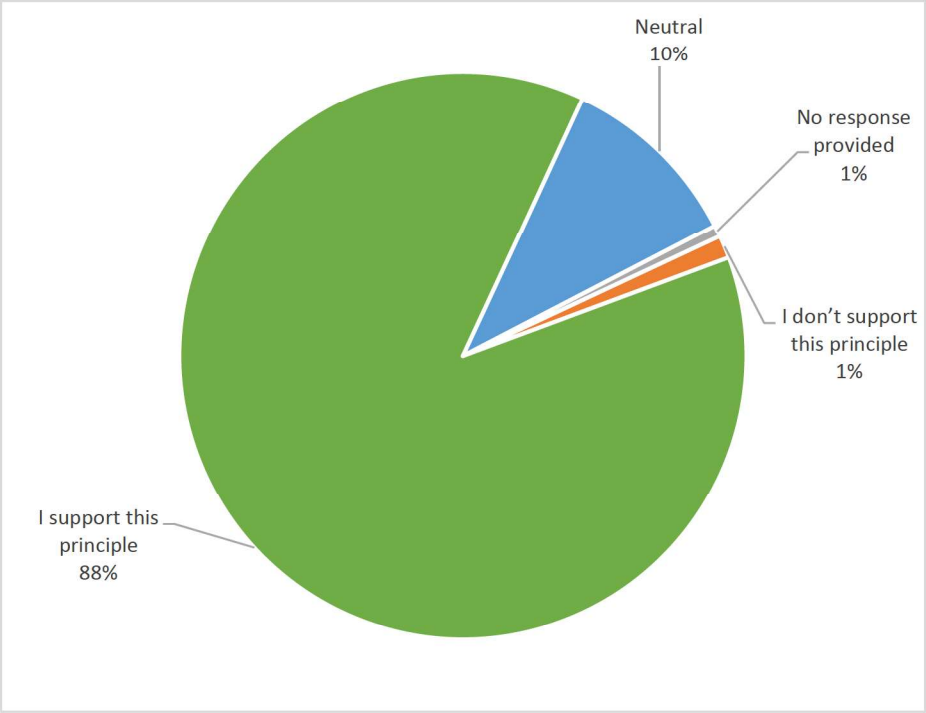
> *It's irrelevant*

2.2 Principle 2-Attractor

Create a destination and attract people to support the vitality of the O'Connell Street precinct. Provide sufficient intensity of activity and various reasons for people to visit, stay and spend time during the day and night.

Overall, 88% of respondents indicated their support for this principle, 1% did not support this principle and 10% were neutral (refer Figure 6).

Figure 6 Support for Principle 2-Attractor



Nearly 50% of respondents who supported this principle provided feedback on their reason for support. These comments related to:

- The need to attract people to the area, which will also benefit existing businesses and reduce the number of vacant premises
- The need to revitalise O'Connell Street
- How to balance O'Connell Street as a main road and a destination
- The need to provide something new and different to what is already there.

Comments from respondents in support of the principle included:

> *Absolutely. It's a wonderful site so it deserves to have something that attracts people and really uses the site*
>
> *I support this principle as it would be beneficial for the community to have more opportunity to engage with each other in a public and open space*

O'Connell St precinct has been lacking in vitality in recent years, and it needs to be re-invigorated. This should not just be retail space, as there are already a large number of vacant tenancies in the area. I believe that current activity is insufficient in attracting the number of people required for businesses to be sustainable

Comments of those respondents not in support of the principle included:

Enough space already to do this

This can be misconceived and short-lived. Better to make it something that local users will support and enjoy

Respondents' feedback who were neutral about this principle generally related to the need to support existing business and the large number of shops and restaurants already in North Adelaide.

Comments of those respondents who were neutral about the principle included:

The 'development' should avoid duplicating existing businesses in O'Connell street, otherwise they will lose customers and be left with vacant premises. Council has obligation as a public body to consider economic impact. There is only limited demand in Adelaide, and influx of new inhabitants is unlikely

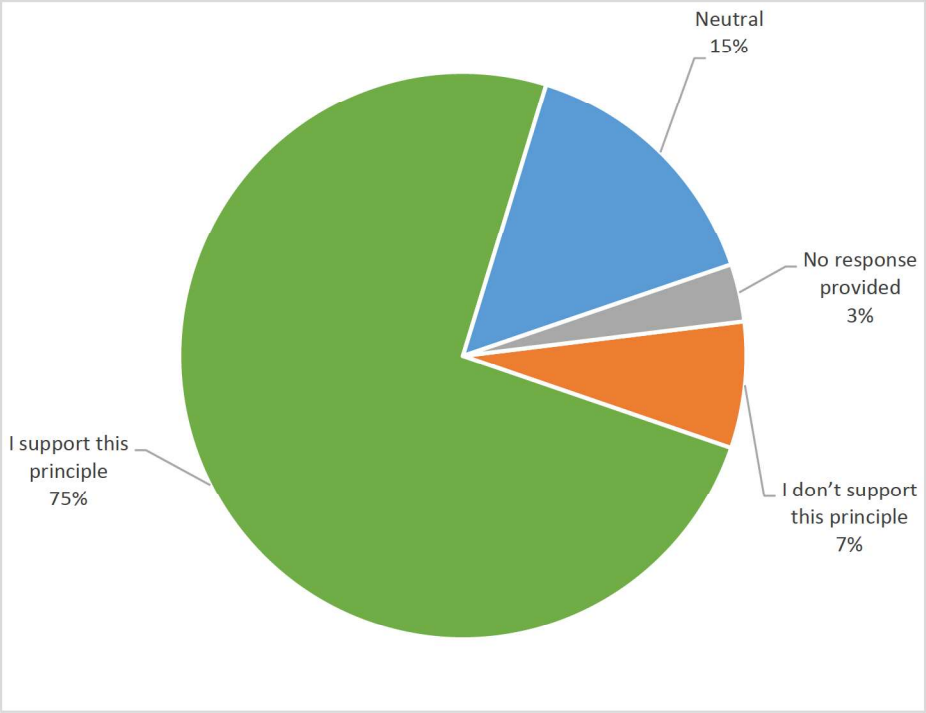
I liked it best when it was a lovely open space with a lawn. What is wrong with space? There are enough shops in O'Connell Street and already far too many restaurants. We don't need another cinema so forget that idea

2.3 Principle 3-Community needs

Provide a mix of complementary uses to meet the needs of an evolving residential and business community. Innovative approaches to providing community services and facilities, as well as emerging technologies are encouraged.

Overall, 75% of respondents indicated their support for this principle, 7% did not support this principle and 15% were neutral (refer Figure 7).

Figure 7 Support for Principle 3-Communtiy needs



Nearly all of the comments in support of this principle agreed with the need for a mix of uses as well as a mix of design and mix of ownership to encourage diversity of business and support community needs. Other comments noted the need for progressive planning, innovative technology and thinking about the future and not relying on past experiences.

Comments from respondents in support of the principle included:

> *A mixed-use development is a must for a property of this size. Whether it be a site which has permanent or short stay accommodation mixed with retail and commercial tenancies, there is an opportunity to bring modern, 21st century services and technologies to North Adelaide*

> *Anything around smart thinking gets my tick of approval. North Adelaide is a very diverse demographic and plays a role in not only serving its own residential business base, it also a very diverse visitor base from the CBD and wider suburban areas*

I think it is essential that the precinct becomes agile in its approach to interacting with visitors, consumers and businesses. It would be great to see a versatile space that could provide a variety of uses throughout the year

Several of the comments from respondents not in support of this principle noted that there were already enough shops and too many vacant buildings in the area. Other respondents noted the need for premium, upmarket retail and hotel accommodation.

Comments of those respondents not in support of the principle included:

This is a relatively small parcel of land for which cost the council (rate payers) a premium. A focus should be on attracting retail business and premium accommodation options. North Adelaide needs a 5 star boutique hotel at this site

I would favour a hotel with an interesting mix of up market retail shops not residential

Too much. Why does it have to do everything? By insisting on this guiding principle you are ruling out activities that may only do one or two of these things but still be a fantastic use that attracts people and really puts North Adelaide and Adelaide on the map. I object to "complementary uses"

Several respondents' comments who were neutral about the principle related to the terminology and wording, and a lack of clarity to what this result in. Several respondents indicated support for a mixed-use development (without residential) although were neutral in their support for this principle.

Comments of those respondents who were neutral about the principle included:

While I would like to see the area be used for different things I would prefer it to remain as a Community type centre that could be converted from a festival type location to markets to an open air event venue. I would not want more accommodation or parking in this location

I believe these are provided by the community centre and the library and wish to avoid duplication

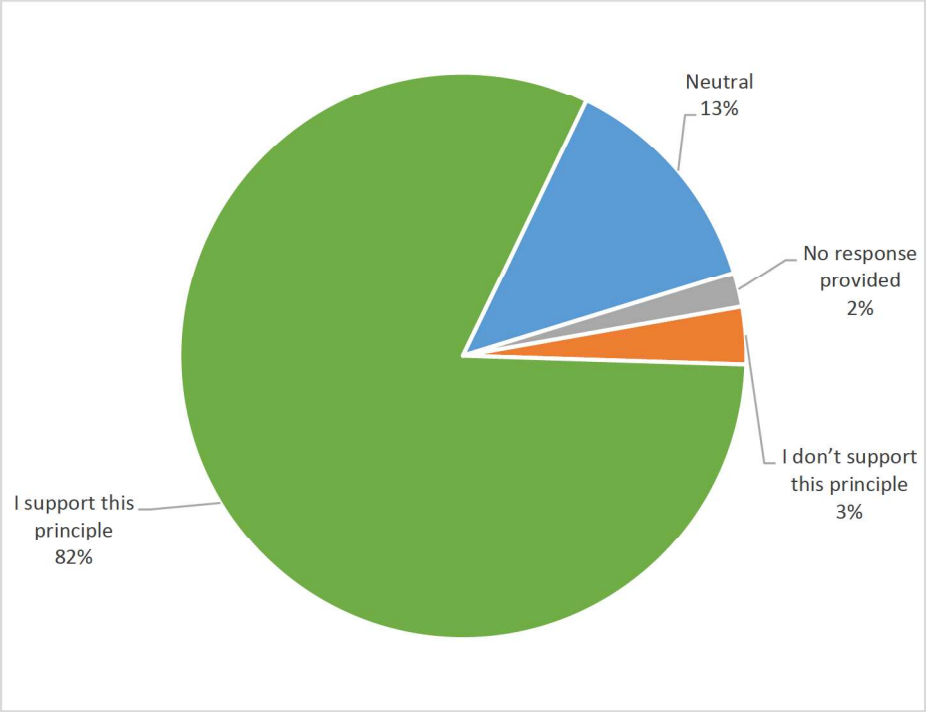
But what does this really mean?

2.4 Principle 4-Place

Create a great place for people, defined by exceptional architecture, urban design, landscape, public art, and engaging place-making.

Overall, 82% of respondents indicated their support for this principle, 3% did not support this principle and 13% were neutral (refer Figure 8).

Figure 8 Support for Principle 4-Place



Over one third of respondents supporting this principle provided a comment with many noting that the design must be sensitive to and compliment local character, heritage and historic buildings.

Other comments related to:

- The potential for the site to become an iconic destination
- Desire to include public art
- The need to design for people and how they will use the site.

Comments from respondents in support of the principle included:

> *Developers understand the need for sensitive urban design when it comes to building in historic areas like North Adelaide. Sensitive place making brings the public in to the development and creates good design outcomes. Walk-ways and cut throughs that allow the public to traverse the space would ensure the development always feels 'open' to the community. Given the high profile of the site, a development with good design outcomes that reflects the use of the site and the needs of the community should be a priority*

Public art, open space and intriguing architecture will assist in making the site an iconic 'must see' destination

Local economy and business thrive in areas with keystone buildings. If money is being spent on such a important development it needs to speak to the area and draw people to it as a destination. Being sensitive to its surroundings does have its importance but having a strong personality and sense of place the built form is important

All respondents that did not support this principle provided a comment. These related to the site needing a simple park-type development, not needing more park area with the parklands within walking distance, and the need for a viable economic decision that will provide a return on the $34 million investment in the site.

Comments of those respondents not in support of the principle included:

Already have plenty of park lands within walking distance for this

Better as a Park with green grass, characterful cafes, cute bars and restaurants like Osteria Oggi (76 Pirie St), Maybe Mae, Peel Street, …with cosy atmosphere.

Have enough parklands within walking distance for this

Keep it simple..... shade, trees, water and seating areas.

Should be a viable economic decision based on a return on $34 million.

Many of the comments from neutral respondents related to the language used in this principle and the use of value-laden words such as 'great' and people's individual responses to what is 'exceptional'.

Comments of those respondents who were neutral about the principle included:

While generally supportive I believe this provision should include public open space. It has been pleasing to see the public uses to which the current site has recently been put - history cubes, temporary events, school holiday uses etc - and sufficient space should be provided to allow such things to continue

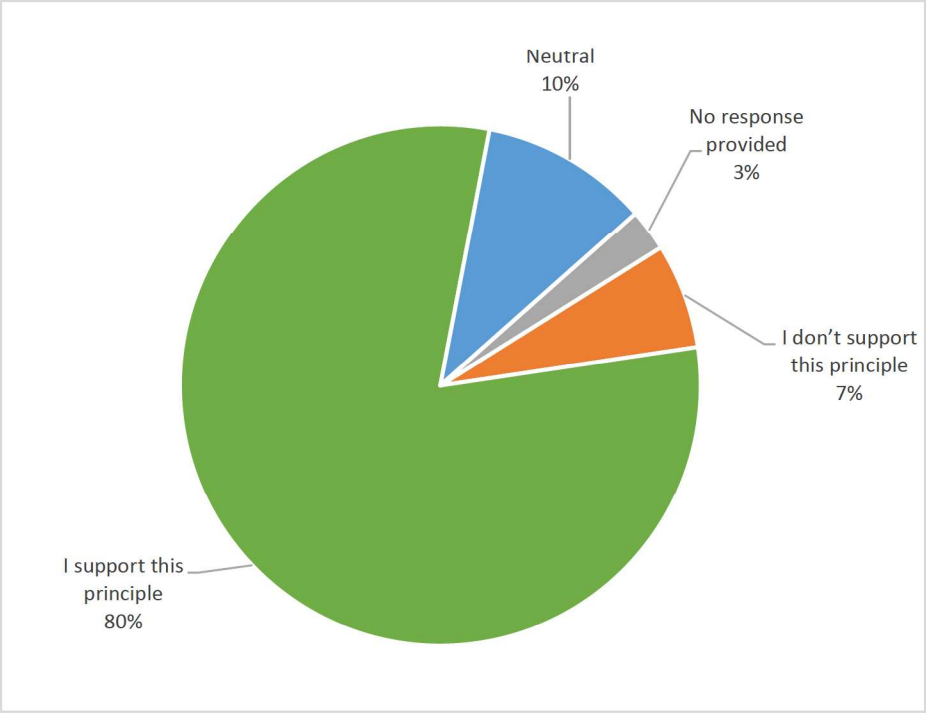
A great place for people does not require more businesses or apartments. Public spaces for art and events would attract people from other areas which would support the existing business and open up opportunities in the empty premises

2.5 Principle 5-Amenity

Provide excellent amenity for new residents and maintain and improve the amenity of neighbouring properties. Potential impacts such as traffic, noise, overshadowing, must be addressed through site configuration and appropriate built form.

Overall, 80% of respondents indicated their support for this principle, 7% did not support this principle and 10% were neutral (refer Figure 9).

Figure 9 Support for Principle 5-Amenity



Nearly one third of respondents that indicated support for this principle provided a comment. Many of these mentioned amenity and questioned how to balance the need for change and development and existing residents' amenity. The density of development was also raised in many of these comments, with most supportive of medium density up to 6 stories high that would minimise overshadowing.

The need for additional parking was identified by a number of respondents, with several suggestions to include underground parking.

Comments from respondents in support of the principle included:

> *Being conscious of the surrounding neighbourhood is important. If you make a building that negatively impacts its surroundings then what is the point of building something at all*

> *Although people living close to the site may prefer to see it stay in its present state, the site must be developed as a matter of urgency. This is bound to have some negative impacts on neighbours in the short term but will add to their property values in the long term*

This is essential if the areas adjacent to O'Connell Street are to attract and retain a representative cross section of community residents who support and enhance the life of the area.

Several respondents who did not support this principle commented on the terminology and wording, and a lack of clarity as to what this principle would result in.

Other respondents questioned the need for residential development and how this may impact the site's potential.

Comments of those respondents not in support of the principle included:

Overshadowing is inevitable in a denser city. I do not believe it should drive the design

Your language is hard to understand. What do you mean by "amenity"? "Appropriate built form" could mean anything: beauty is in the eye of the beholder.

Do we need "new residents" here?

Many of the comments from neutral respondents focused on the residential aspects (not desired) and building heights.

Comments of those respondents who were neutral about the principle included:

Of course, where possible, minimise the impacts of development on existing residents and provide adequate and up-to-date amenity for new residents. However, this development is sited on a major thoroughfare through the North Adelaide precinct, the principles of the development and the grand potential of the development should not be hindered by the potential over-shadowing, or traffic noise, or loss of amenity to immediate or existing residents. As the benefit for the broader to community outweighs this

By emphasising providing "excellent amenity for new residents", this principle appears to be foreshadowing a large residential component for 88 O 'Connell. At the Community Consultation that I attended, there was an overwhelming consensus that the development should be compatible in scale with the existing 'O'Connell Street streetscape. The next principle, "Built Form and Context" indicates that ACC is would allow development up to 8 storeys in height. If this were the case, I would strongly reject this principle

I sort of agree but we must not be driven by special interests form people who do not actually adjoin the site

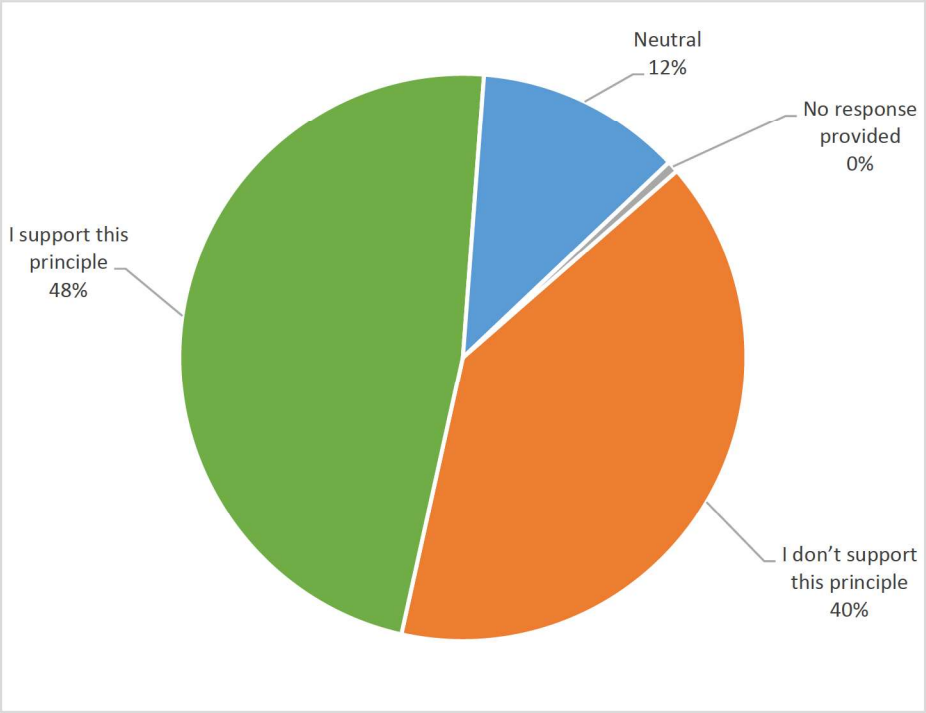
2.6 Principle 6-Built form and context

Respond sensitively to the urban context, respecting and matching the scale and qualities of adjacent heritage places and the predominantly 2-storey O'Connell Street streetscape.

A mid-rise development with a variety of buildings of up to nominally 8 storeys is preferred, with any high rise elements set back at least 12 metres from the street frontages.

Overall, 48% of respondents indicated their support for this principle, 40% did not support this principle and 12% were neutral (refer Figure 10).

Figure 10 Support for Principle 6-Built form and context



About half of respondents who indicated support for this principle provided comment to support their response. Many of the comments related to the need for the site to be economically viable and a significant development and attraction. Many comments also noted that they support 8 storeys but would not support any higher. Support for the 12m set-back and a variety of heights and structures was noted in many comments.

Comments from respondents in support of the principle included:

> *8 storeys may be required to make the building financially viable. We do not want an outcome that has a building full of vacancies and difficult to fill either*

> *This is a significant catalyst site able to support greater heights and densities which in turn will support business and social activities*

We can't destroy the heritage of such a beautiful suburb. This needs to compliment it, too high will stick out too much but not high enough makes it not viable and not forward thinking

58 of the 61 respondents who were not in support of this principle provided comment to support their response. There was strong objection to the 8 storey limit as the key message in nearly 70% of these comments.

Many objectors commented that 8 storeys was not sensitive to, nor matched and respected adjacent buildings or areas. Agreement with the 12m set back was noted in a large number of these comments.

Five comments suggested that development should not be limited to only 8 storeys and higher may enable more open space around the site.

Many comments suggest that between 2 and 4 storeys would be acceptable.

Comments of those respondents not in support of the principle included:

I find this principle contains two incompatible principles. 8 storeys, even set 12m back is inconsistent with "respecting and matching the scale and qualities of adjacent heritage places and the predominantly 2-storey O'Connell Street streetscape". A limit of 4, or perhaps 5 depending upon issues of design, overlooking, overshadowing etc, should be imposed.

I do not support buildings of 8 stories. It will destroy the ambiance and the village feel of North Adelaide

I support the principle but believe an 8 storey development is too high and is not sensitive or matching the height of adjacent heritage buildings

8 storeys buildings are still too high for the area, and not " matching and respecting" adjacent places. A maximum of 4 storeys, set back 12 metres from the street frontages, is preferable and more in sympathy with the surrounding buildings.

Many of the comments from respondents who were neutral about this principle discussed the previously approved 16 storey development for the site. Other comments related to a perceived conflict between principles 5 and 6, and that the principle itself is contradictory in that it proposes development that matches the scale of O'Connell St (2 storeys) and up to 8 storeys.

Comments of those respondents who were neutral about the principle included:

This statement is contradictory. 2-storey is low rise. The first sentence says matching a predominantly 2-storey streetscape. Yet the second sentence contradicts this by indicating mid-rise. My view is the width and function of O'Connell Street supports mid-rise. I can see five and six storey development along Sturt Street also working in a main street like O'Connell Street - as long as there is a stronger retail/commercial element. I don't think the guiding principle should rule this out as it seems to do.

Residents attending the recent community forums, indicated that any residential development should be no greater than 4 storeys. If would be nice if the Council respected the views of the residents.

Nothing wrong with what was approved before 16 stories of hotel and apartments, specialized retail and car parking

I think 8 storeys is too high & sets a precedent for other developments in North Adelaide to go this high eg the residential colleges, which I feel is not appropriate. I support the rest of the principle.

2.6.1 Further analysis of reasons for not supporting or being neutral about this principle

Further analysis of the comments from respondents who were neutral or did not support principle 6 are shown in Table 5. 45 of the 79 respondents provided explicit comment that they preferred a lower height limit, with 20 of these indicating preference for a height between 2 and 4 storeys. 7 respondents provided explicit comment that they preferred a higher height limit, with 3 respondents supporting a 16-storey height.

Table 5 Analysis of comments from respondents who were neutral or did not support principle 6

Response to Principle 6	Height preference directly specified in comment	Proposed height directly specified in comment
I don't support this principle (total 61 respondents)	Lower (40 respondents)	2 to 4 storeys -18 respondents 5 to 7 storeys - 8 respondents Not specified - 14 respondents
	Higher (5 respondents)	8 to 12 – 1 respondent 16 storeys – 1 respondent Not specified - 3 respondents
	Not specified (13 respondents)	13 respondents
	No comment (3 respondents)	3 respondents3
Neutral (18 respondents)	Lower (6 respondents)	2 to 4 storeys -2 respondents 5 to 7 storeys - 2 respondents Not specified - 2 respondents
	Higher (2 respondents)	16 storeys – 2 respondents
	Not specified (4 respondents)	4 respondents
	No comment (6 respondents)	6 respondents

2.6.2 Level of support of respondents who attended community sessions

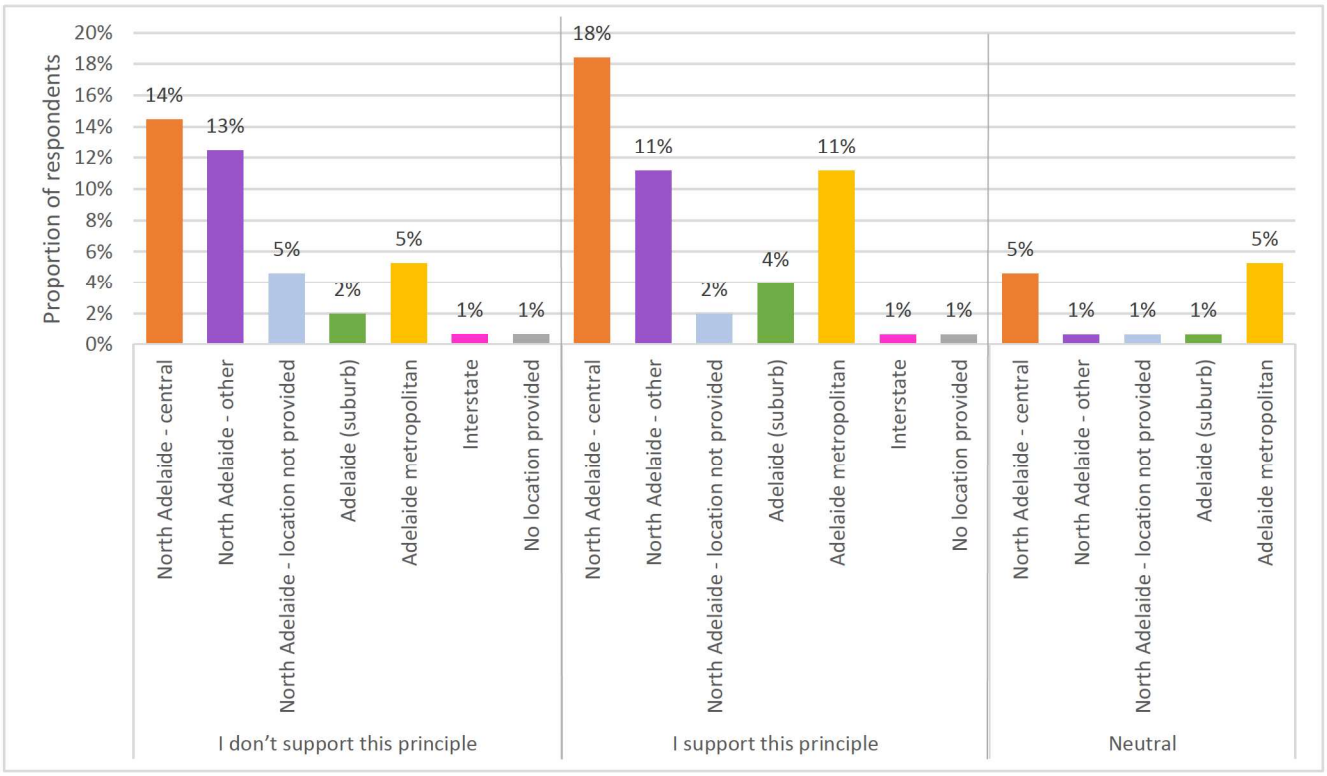
Of the 35 survey respondents who attended one of the community sessions from the early engagement:

- Seventeen support for this principle (11% of all respondents)
- Fourteen did not support this principle (9% of all respondents)
- Four were neutral about this principle (3% of all respondents).

2.6.3 Level of support and location of respondent

Figure 11 shows support for principle 6 by location of respondents. This shows that more residents of North Adelaide-central support the principle than do not support it (18% compared to 14%).

Figure 11 Support for Principle 6 by respondent address



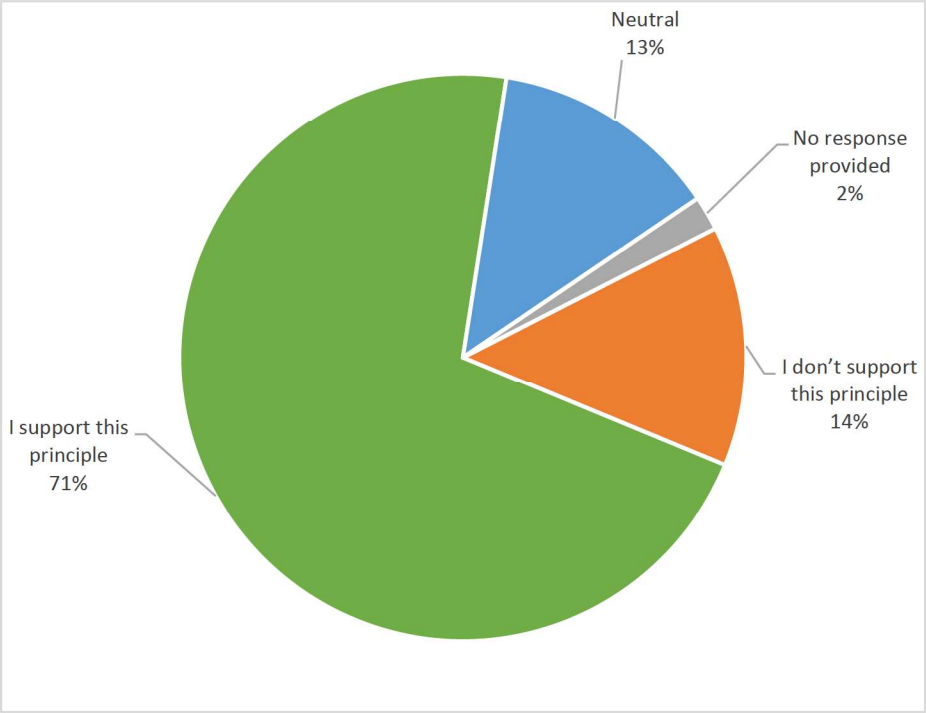
2.7 Principle 7-Activation

Create activity and interest in the public realm, with high-quality street frontages and active ground level uses.

Multiple small-format retail tenancies and other public uses should enliven primary street frontages and new public spaces, while predominantly residential frontages should address Centenary Street.

Overall, 71% of respondents indicated their support for this principle, 14% did not support this principle and 13% were neutral (refer Figure 12).

Figure 12 Support for Principle 7-Activation



Nearly one third of respondents in support of this principle provided comment to support their response. These generally related to:

- The importance of street frontages in activation of the area
- Desire for a diversity of uses and activities
- The need to support and enable flexibility in design
- Support for residential frontage on Centenary Street and commercial on O'Connell Street.

Comments from respondents in support of the principle included:

> *A large setback on the northern boundary or adjacent the Archer could be incorporated to develop a town square that spills out onto side road closures for weekends or events*

Keep activity and development to low height premises to make people feel valuable and have a definite sense of belonging

This type of streetscape and usage would definitely enhance a unique and attractive profile for the area - for niche businesses, residents and visitors

Many of the comments from respondents not in support of this principle related to the current supply of retail and commercial premises and the high number of vacant properties. Several comments reiterated views that residential development should not be part of the site.

Comments of those respondents not in support of the principle included:

We have enough retail shops, cafes, restaurants and empty ones as well, do we really need more?

We already have too many vacant retail this would only add to it and enough public space within walking distance (Lefevre park, Wellington Square, Aquatic Centre, Parklands, River bank) just to mention a few

The comments from respondents who were neutral about this principle indicated that most support some parts of this principle but are not in agreement with the statement in its entirety. For example, some respondents indicated support for open space and residential, but not retail.

Comments of those respondents who were neutral about the principle included:

I do not see retail as the solution. Open spaces with residential backing the open space. Retail already is struggling why drag in more. What is needed is more people to make use of the commercial and retail activity that is already there

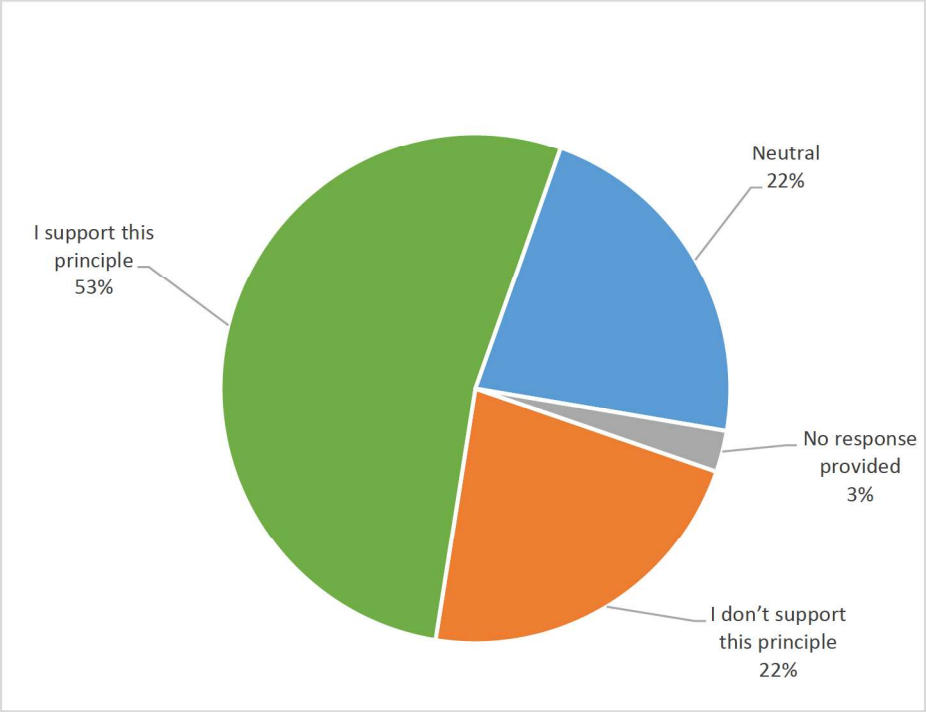
This site offers a unique opportunity for mixed use, including importantly, retaining open green space as currently indicated at the site

2.8 Principle 8-Housing diversity

Provide a significant amount of well-designed housing for a diverse range of people. Innovative housing models and a variety of housing types and tenures are encouraged.

Overall, 53% of respondents indicated their support for this principle, 22% did not support this principle and 22% were neutral (refer Figure 13).

Figure 13 Support for Principle 8-Housing diversity



Comments in support of this principle relate to the benefits of diversity in bringing vibrancy and the already numerous 'high-end' developments in the city.

A number of comments also noted the need for short term (hotel) accommodation, public housing, senior housing and family friendly larger (3 bedroom) homes.

Comments from respondents in support of the principle included:

> *A variety of housing models should be encouraged. This should also include short-stay accommodation like hotels*
>
> *Housing diversity will aid in recharging the strip and encourage younger people to the area, and better retail will follow.*
>
> *The area needs an increased level of housing for people and families who cannot afford to buy. More public housing is needed in areas across the city to ensure a range of community visibility and participation is achieved. This site is unique and represents a rare opportunity for community*

development rhetoric of inclusion to be truly realised; where participation and inclusion is prioritised over profit

We need more housing around the area to boost the density of the area and make it more lively without people having to drive cars there and adding to pollution and congestion

It would be desirable to have apartments for retired people who have had larger homes in the area. There is a number of residents who wish to stay in the area but need to downsize their living situation

Over 70% of respondents not supportive of this principle provided a comment to support their response.

Nearly half of these indicated they were not supportive of residential development at the site. Many of the other comments related to concerns about how housing diversity will provide economic benefit and a lack of support for public or student housing at the site.

Comments of those respondents not in support of the principle included:

I do not want this exceptional parcel of land to become a housing development only. We need to use this valuable land to do something exciting, cultural and iconic so that it will attract people to North Adelaide

No housing. There are enough residential developments nearby. Don't clutter O'Connell St with more generic, poorly constructed housing which will not stand the test of time like the old buildings in the area

Nearly 60% of neutral respondents provided comment to support their response. Many of these comments indicate support for some parts of this principle, in particular diversity, but question what it means for affordability, a predominance of residential uses at the site and areas for public open space.

Comments of those respondents who were neutral about the principle included:

I believe majority of attendees in the community meetings did not want this space to be used for low-income/ public trust housing space. In my opinion, beautifully designed apartments or town houses to attract young professionals should be the focus. This street is in such close proximity to the CBD, the Women's and Children's Hospital, the new Royal Adelaide Hospital. There are so many young people who would love to live in North Adelaide and who have the financial means to spend money in the bars, cafes and restaurants on O'Connell Street - make this demographic your market! We are unfortunately losing many young professionals to suburbs like Prospect and Bowden as they are redeveloping with this demographic in mind. The more young people in the area (with financial means), the more vitality you bring to the suburb

Luxury apartments and the like should NOT be provided in Council development such as this. Community cooperative type of housing would be suitable

Not big enough space for housing, tenancies and open space

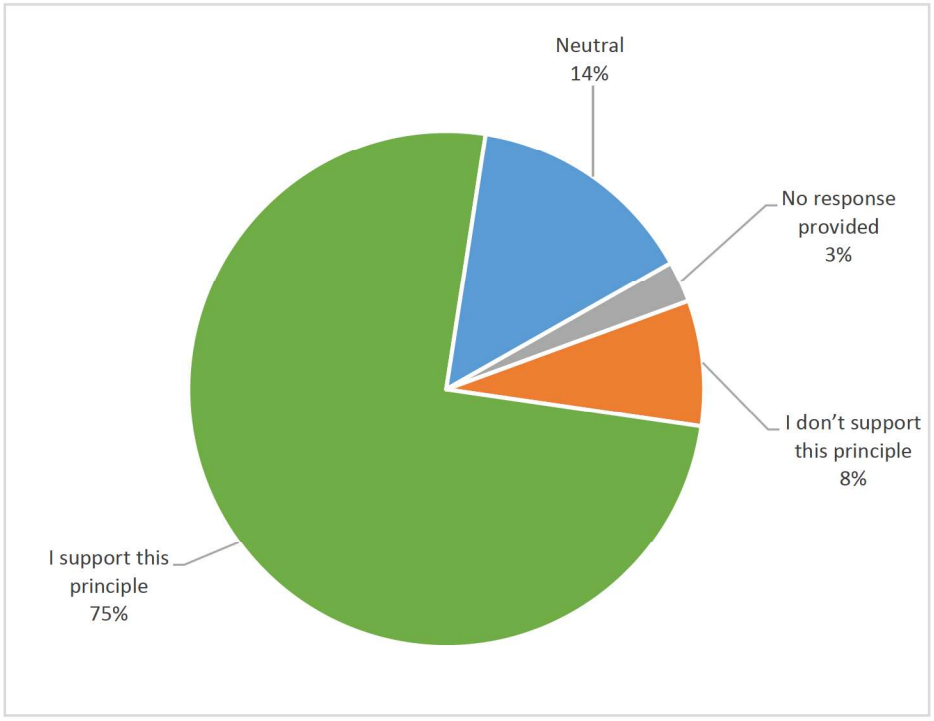
I'm not convinced a variety of housing is required in this precinct as this may not work with what is possible for the site.

2.9 Principle 9-Identity

Create an interesting and distinctive place with multiple owners, partners and / or operators providing a variety of high-quality, cultural, artisanal, and boutique offerings.

Overall, 75% of respondents indicated their support for this principle, 8% did not support this principle and 14% were neutral (refer Figure 14).

Figure 14 Support for Principle 9-Identity



Just over one third of supporting respondents provided a comment to support their response. Many of these related to the ownership of the site and the need to balance multiple owners and economic viability. The need for variety, unique and diverse offerings including arts and cultural businesses, events and activities was reiterated in many comments.

Comments from respondents in support of the principle included:

> *Dynamic and interesting is what the North Adelaide needs. O'Connell street has such a vibrant mix of cultures with its thriving restaurants it would be great to further emphasise and supplement this.*
>
> *This is a great opportunity to make O'Connell St a cultural hub, by providing an entertainment complex that could have a concert hall, art gallery complex, fashion design - encourage the ASO to make this their home. Such variety along with classy retail, trendy cafes & boutique accommodation would enable a variety of people to frequent the area.*
>
> *A mix of owners is essential to encourage diversity but with an enveloping belief that it is going to be an interesting & distinctive space*

While we support this principle, we also don't believe that it should be overly prescriptive. If the proposal with the best activation and design outcomes does not include multiple ownerships, it should not be discounted. The sector is best placed to decide what ownership structure will make redevelopment of the site viable

Only a small number of comments were received from respondents not supportive of the principle, with the majority of these relating to the language and definitions of terms used.

Comments of those respondents not in support of the principle included:

Why does it have to have multiple owners/operators etc. Some genius with the money to build comes up with an idea and you won't consider it because it's not multiple ownership/operation. Why are you putting these restrictions on the development?

The language here is slipping into the rhetoric of the high end of town, who want to enjoy the bohemian art scene but don't want it on their doorstep. The best cities are those who accommodate and nurture difference. I think the Hurtle Square area is getting there. Tokenism towards inclusion and accommodation of difference doesn't work because it lacks a genuine commitment to the relationship. I suggest dropping this high end dream and keep rooted in what history has taught us when cities actively and authentically step into accommodating difference and inclusion. It's a better place to be and brings people to it because of its intangible qualities

The eight comments received from neutral respondents generally described support for an interesting and distinctive place but questioned if the multiple aspects could be achieved.

Comments of those respondents who were neutral about the principle included:

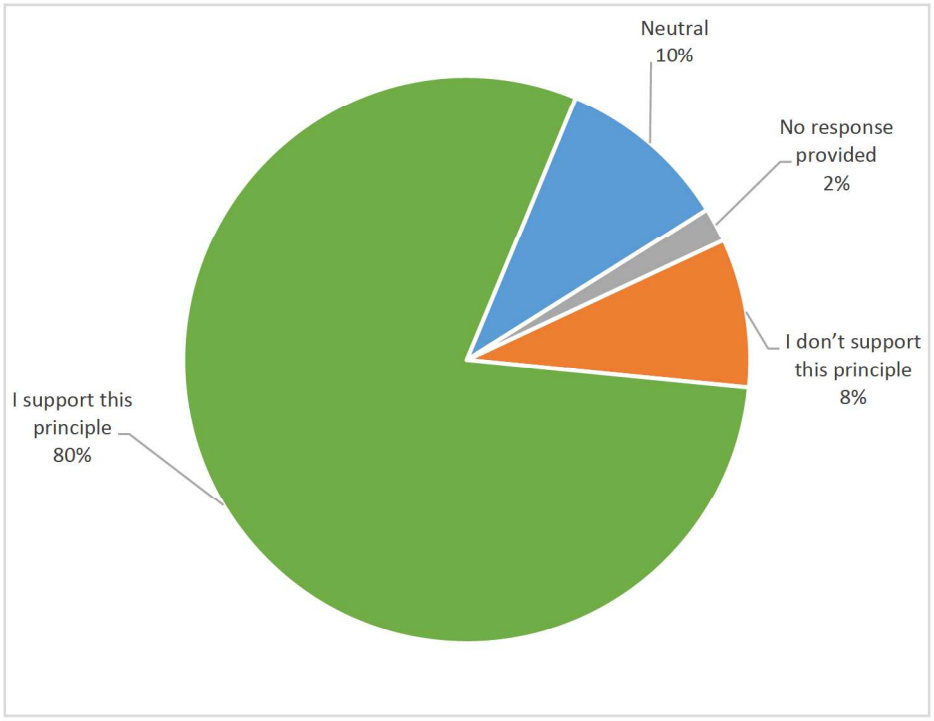
This is a nice aspirational principal but is the market there? Most of the current tenants along O'Connell Street would not meet this description.

2.10 Principle 10-Public realm

Enhance the O'Connell Street public realm and provide additional generous high-quality open space for the enjoyment of the community. The public realm should be integrated and provide safe and attractive pedestrian connections.

Overall, 80% of respondents indicated their support for this principle, 8% did not support this principle and 10% were neutral (refer Figure 15).

Figure 15 Support for Principle 10-Public realm



Respondents in support of this principle provided comments supporting pedestrian access, innovative high quality open space such as roof-top gardens, and areas that support community uses. Although some respondents noted there was adequate open space in the area, the value of high quality public realm was identified as a critical component. Several respondents suggested a piazza in the centre of the development.

Comments from respondents in support of the principle included:

> *Careful and thoughtful development of the site to will ensure it does not become an area with buildings crowded onto the site. Development interspersed by green space enhances the area & encourages more people interaction*

> *Pedestrian connection is a must to enliven this retail zone, that's the primary issue with O'Connell the lack of visibility of the public shopping and visiting shops along the precinct*

This is absolutely essential for ensuring that the O'Connell Street area becomes a vibrant mix of local community and visitors, and does not descend into a nondescript shopping/cafe strip as for example is quite evident along Jetty Road, Glenelg

This site offers a unique opportunity for mixed use, including importantly, retaining open green space for public use as currently indicated at the site. This would be a fantastic legacy of a kind that only a Council related development could deliver

Ten of the thirteen respondents who did not support this principle provided comments in relation to their response. The majority of these noted that there was adequate open space in North Adelaide already.

Comments of those respondents not in support of the principle included:

There is NO NEED for large scale open space here. North Adelaide already has a great deal of open space and is surrounded by the park lands!

The parcel of land is too small for this to be viable.

Many of the comments from respondents neutral about the principle indicated that they were in agreement with some parts of the principle, particularly the high quality open space, but indicated that they did not think generous open space could be provided along with everything else for the site including economic return.

Comments of those respondents who were neutral about the principle included:

We are surrounded by parklands and have Wellington Square close-by, so open space is not really essential on this site.

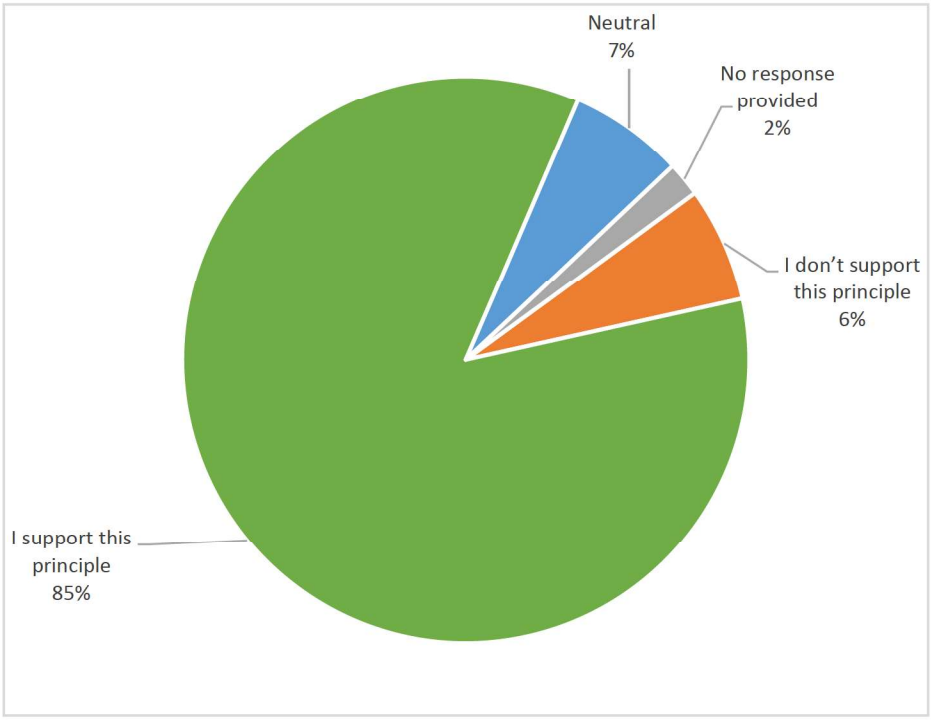
I agree that it should be integrated and provide safe and attractive pedestrian connections but not sure about the high quality open space - how does this fit with the residential proposal on the site?

2.11 Principle 11-Parking

Incorporate predominantly underground car-parking to support local business, residents and events, in a way that does not dominate the site or detract from street frontages.

Overall, 85% of respondents indicated their support for this principle, 6% did not support this principle and 7% were neutral (refer Figure 16).

Figure 16 Support for Principle 11-Public realm



Nearly half of all respondents in support of principle 11 provided comment to support their response. Most of these comments related to either current parking (or lack of parking) issues or support for underground parking. A number of comments related to provision of public transport, pedestrian and cycling infrastructure and future traffic management.

Comments from respondents in support of the principle included:

> *Car parking is a serious concern for the local area. Car parks should be predominantly underground, however anything which can assist the local traders and entice Adelaide Oval parking would be beneficial as it will help lift North Adelaide traders during game day*
>
> *Carparks are ugly, if possible keep them out of sight and discreet*
>
> *I support the idea of increased parking options in the area however would not want it to be at ground level as this would reduce the available land for the community area*

Parking in the area is currently poorly managed. Residents are not considered, visitors are insufficiently catered for, and employees are not encouraged to use public transport. Underground parking reduces the visual impact of vehicles in the area

The comments from respondents that were not in support of the principle generally supported the promotion of non-car transport (public transport, cycling and walking) ahead of the provision of additional parking.

Comments of those respondents not in support of the principle included:

Leave car parking out of this. Adelaide has a poor reputation relying heavily on car driving instead of using public and hopefully improved and efficient transport.

Parking, underground or not, would have an impact on neighbours and local traffic. Why not make the area somewhere that actively discourages cars and promotes other transport options eg walking, public transport, cycling?

Neutral comments related to the provision of other transport options, including trams and opportunities to connect into the city. The need for short term parking for shoppers was also identified.

Comments of those respondents who were neutral about the principle included:

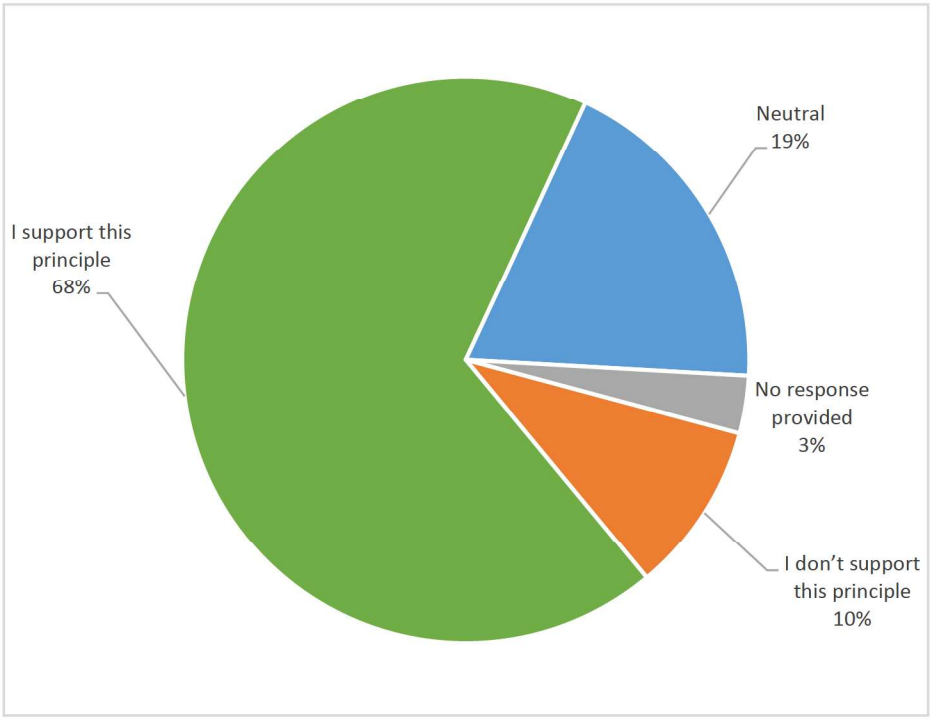
Car-parking is something that may have a relatively short life - consideration should be given to enhancing public transport and other transport opportunities (go-get cars, shared vehicles etc).

2.12 Principle 12-Sustainable mobility

Promote sustainable mobility through integration with public transport, and incorporation of measures such as car-share and cycling facilities.

Overall, 68% of respondents indicated their support for this principle, 10% did not support this principle and 19% were neutral (refer Figure 17).

Figure 17 Support for Principle 12-Sustainable mobility



Many of the comments from respondents in support of principle 12 identified with the need for safer and more cycling infrastructure. Many comments also referred to the need for more public transport options in particular trams.

Comments from respondents in support of the principle included:

> *Cycling infrastructure in North Adelaide is lacking and this integration would be good*
>
> *Families deserve to be able to choose bicycling as an option to get to 88 O'Connell Street, and the only way a family can ride is on a protected bikeway with protected intersections. We are so far behind the curve on this and we need to start incorporating safe protected bikeways into all major redevelopments like this in and around the city*
>
> *I'd love to see the tram extended to the northern end of O'Connell Street (or better yet, further north along Prospect Road)*

Set the traffic and pedestrian system to reflect the community nature of the precinct and allow safer passage of pedestrians and cyclists. Remove parking from O'Connell St and create cycling routes and passage. Extend the tramway and consider green (electric/gas) shuttle services

The comments from respondents not in support of this principle related to a lack of support for public transport or cycling due to their danger or lack of convenience

Neutral comments varied from a lack of support for cycling, consideration that this principle is already being addressed to concern about share-bikes and traffic impacts of trams.

Comments of those respondents who were neutral about the principle included:

This can be done with existing parking and retail sites not just with 88

Do not want cycle paths creating traffic chaos

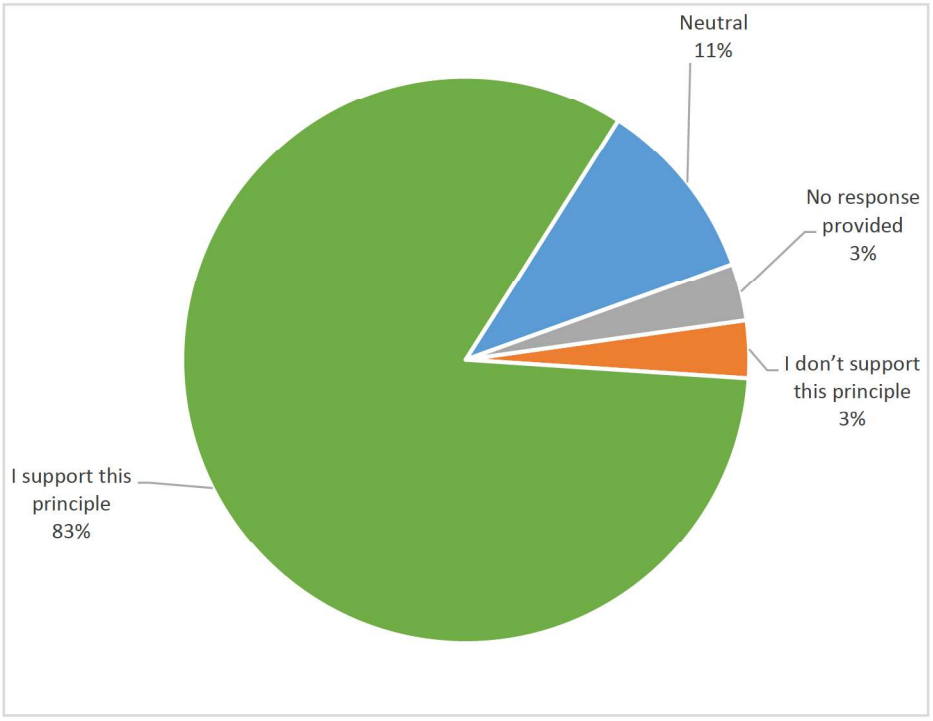
I am not sure how well Council and State Government can do such integration. I think the directions of improving public transport have been unimaginative and backward thinking. A 19thCentury tram to O'Connell Street would be a nightmare for traffic and parking apart from huge infrastructure cost. This needs to be rethought in view of emerging technologies

2.13 Principle 13-Sustainability

Exemplify environmental sustainability, including high-performing buildings, smart technology, and incorporation of extensive planting and green infrastructure.

Overall, 83% of respondents indicated their support for this principle, 3% did not support this principle and 11% were neutral (refer Figure 18).

Figure 18 Support for Principle 13-Sustainability



Comments in support of this principle indicated strong support for this principle with technology and green infrastructure aspects referenced in many comments.

Comments from respondents in support of the principle included:

> *The project should use innovative digital technology and construction methodology to make it North Adelaide, Australia's first Smart City by connecting assets with sensors so every element can be monitored, maintained and used to provide efficiency and reduce costs and also provide a safer environment for the community by utilizing these technologies for not only the residence of North Adelaide but also provide a ROI to the ACC. With the introduction of 10GB Adelaide, we have an opportunity to lead the world and Australia with attracting investor, tourists and a better standard of living*
>
> *The buildings must incorporate some form of environmental benchmark, such as Green Star or the Living Building Challenge, to ensure accountability by eventual developer*
>
> *The built environment is capable of worsening or improving environmental quality. Given the existential threat of climate change, especially, urban sustainability needs to be tackled with greater urgency capitalising on new technologies. The site is an opportunity to at least match*

sustainable urban developments in Adelaide and elsewhere, including in terms of viability and affordability in an inner-city context

Four comments were made by respondents not in support of this principle, two of which indicated they did not support more buildings for the site.

Several of the comments from neutral respondents relate to the language and terms used, and what these mean for the development.

Comments of those respondents who were neutral about the principle included:

Sustainability must be more sophisticated than token gestures of green walls or roofs

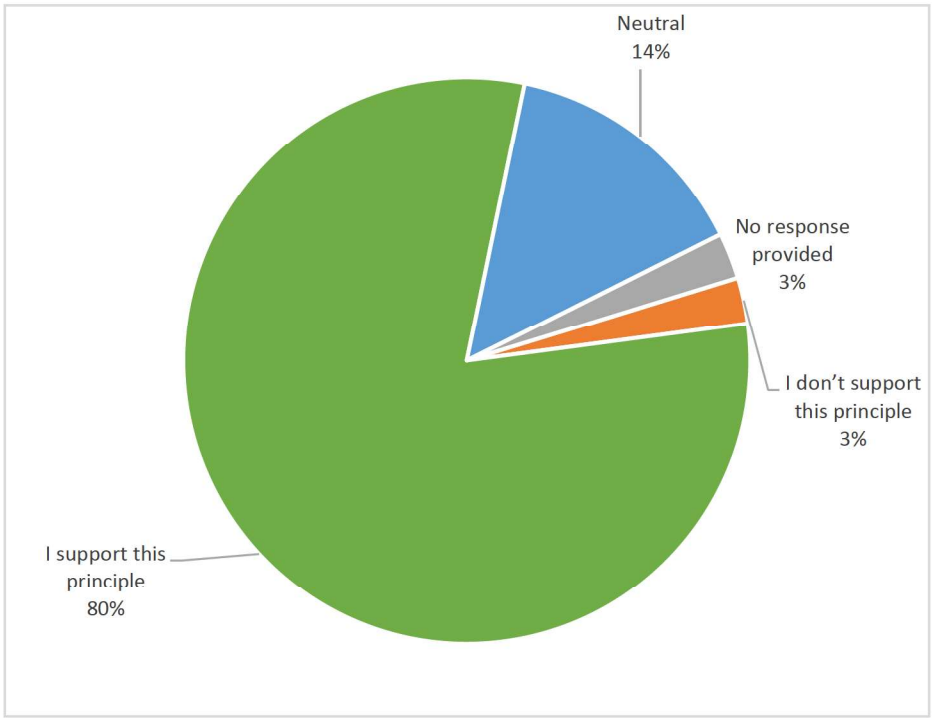
What is high-performing? What do you mean by green infrastructure? Should include community gardens, with local food and the like where residents can jointly manage, e.g. Christie Walk Sturt Street

2.14 Principle 14-Delivery

Provide a well-planned and timely outcome with early delivery of public amenity.

Overall, 80% of respondents indicated their support for this principle, 3% did not support this principle and 14% were neutral (refer Figure 19).

Figure 19 Support for Principle 14-Delivery



Nearly one third of respondents in support of this principle provided a comment to support their response. A large proportion of these comments related to the site having been vacant for many years and it was time to "get on with it". Many comments also related to needing a good plan and schedule, with some noting that the quality of the outcome is more important than the speed of development.

Comments from respondents in support of the principle included:

> *After such a long wait it is important that results are delivered quickly to reduce scepticism and negativity*
>
> *Timely outcome is absolutely necessary. The public eye is on this development and waiting anxiously*
>
> *Well planned is the key. I do not think time is an issue. With a once in a lifetime opportunity there is absolutely no reason to rush it through. As multiple ownership is the best outcome it is likely to be a long start to the project*

Two comments were received from respondents not in support of the principle including:

> *Let's work out the best outcome before we decide what order it needs to be delivered in*

Seven comments were received from respondents who indicated a neutral response to this principle. These comments were generally about either the need to deliver this project to a high standard and not be rushed, or the terminology and words of this principle.

Comments of those respondents who were neutral about the principle included:

> *The focus here on timely concerns me. Do it once, get it right. Adequate consultation with experts, adequate links into existing master-planning etc etc should be the goal, not rushed outcomes. However, initial staging of amenity is a good idea*
>
> *The quality of the end result is more important than the time taken*

2.15 Support for all principles

The survey was structured so that respondents could respond to all principles on an individual basis or answer question 15 which stated "do you support all 14 draft guiding principles?"

Six respondents chose to answer question 15 only.

Fifty nine respondents answered question 15 in addition to providing additional responses to the principles.

All responses are included in the analysis in sections 2.1 to 2.14. No double counting of responses has occurred.

Of the 62 respondents who indicated that they supported all 14 draft principles, more than half provided comment. Many of these comments commended the guiding principles and identified that they look forward to the development.

Three respondents who were supportive of all 14 principles did note that they were not supportive of 8-storey development at the site.

Comments included:

> *This is a fantastic opportunity for the residents and businesses of North Adelaide. The location has previously been referred to as a catalyst site and while the previously approved development of 18 storeys was almost laughable, a modest increase in the existing landscape should be encouraged for both the commercial viability and the vibrancy of the area*

> *Looking forward to your guiding principles being transformed into a real project, before the nice green area becomes too permanent. North Adelaide desperately needs on injection of people, innovation, beautiful building, community space and money. Too many closed businesses, shops and pubs. 29 years of emptiness is such a waste*

2.16 Other general feedback

64 survey respondents provided additional feedback in response to question 16.

Many of the comments related to the great opportunity that 88 O'Connell presents to North Adelaide and the City of Adelaide. Many respondents were very aware of the link between the buildings and open space in attracting people to the area to ensure the success of the site. Concern about existing vacant tenancies was raised by a number of respondents.

A number of people identified opportunities for the site, including the provision of a music or concert hall, art gallery, plaza or New York (Central Park) style open space.

Comments included:

> *In the first instance the development needs to relate to community needs (North Adelaide and Adelaide) and be responsive to the local built environment. This site is not in the CBD it is in an historic precinct of low rise buildings of high architectural and heritage merit. An open green*

space using the current footprint would allow for a diversity of uses for the young and old and and bring life to the village.

A unique offering to the city that is green and modern and is aligned to the strategy for Adelaide.

I think further consideration needs to be given as to how future interests in developing the site can be held to such principles. Guiding principles certainly play an important role. These are silent on the 'bottom line' for Council. This is a significant omission as financial considerations have a habit of transcending compliance with other things. I'm not a ratepayer (any more) but willingness to pay is a factor that might need testing in the local community at some point in conjunction with comparison with the intent expressed in Guiding Principles.

It's simple. The site needs development. Basically retail shops, restaurants, apartments and more car parking. More open space is simply not necessary. As a North Adelaide resident I firmly believe we have enough parks open space etc but lack development. Specifically new funky restaurants, retail shopping, car parking and upscale apartments which will all add to foot traffic on the street.

A very rare opportunity for the ACC to show Australian leadership in town planning to prioritise inclusion over profit. If it's done with a genuine authenticity it will be recognised globally and will draw people into the area. We need diversity in cities or they die. The amount of vacant shops and office spaces across the ACC is alarming, suggesting the old strategies of relying on real estate prices to drive social participation isn't working and is moribund. There are examples across the globe where councils who have chosen people over profit have been pivotal to change. I'm pleased my council rates have bought the land, now finish the job off and create change. Perhaps we could think about other sectors of the city as well.

A specially designed unique concert hall would benefit many people and could be a source of pride to the city, while bringing happiness to many.

3.0 What did the written submissions say?

Four written submissions were received via email (refer Appendix E) and raised the following aspects:

- That underground car parking be catered for as part of the development as parking within the vicinity of the site is currently inadequate
- Need for consideration of how the site is accessed given Archer Street is narrow and unlikely to cope with additional regular usage
- Short term rental apartments would be ideal for the site and would benefit from single owner/operator like the Lion Hotel model
- That the draft principles are "a good guide" and reflect the "main points raised at the consultation sessions"
- Concerns about O'Connell street being a main vehicle route into and out of the city
- That impacts on traffic congestion , parking, noise levels and the impact on units and flats close to Centenary Street are managed
- The desire to see a height limit of three storeys and only if that height was centrally placed on the site
- The ongoing commercialisation of the North Adelaide area will require more car parking to support residents, local shoppers and visitors
- Disappointment that had submitted a survey response by the due date and then found that "at least one Councillor" has been "politicking to a very narrow constituency in North Adelaide"
- Identified that no specific height was ruled in or out at the community sessions, but rather the height should not be "obscene, but neither so limiting as to rule the project unviable"
- Considered that the site is being used as a "plaything of the NIMBY's".

For completeness, an analysis of the content of the written submissions has been undertaken against the principles to determine what the submissions mean for the finalisation of the principles (refer Table 6).

Table 6 Analysis of submissions against principles

Principle	S1	S2	S3	S4
1 - Strategy				
2 - Attractor				
3 - Community Needs				
4 - Place				
5 - Amenity				
6 - Built form and context			Not support	
7 - Activation				
8 - Housing diversity				
9 - Identity	Not support			
10 - Public realm				
11 - Parking	Support		Support	
12 - Sustainable mobility				
13 - Sustainability				
14 - Delivery				

4.0 Conclusions for consideration in finalising the principles

Based on the analysis of the engagement on the draft principles the following conclusions are made:

- Twelve of the fourteen principles have clear support
- There are mixed views regarding principle 6 in relation to the identification of 8 storeys specifically. This principle warrants discussion by Council to determine a maximum height taking into account a range of inputs
- There are lower levels of support for principle 8 compared to others. Change is not recommended for this principle, rather, it is suggested that better articulation/communication about what housing diversity means/looks like given the site's context is required.

Appendix A

Survey

Your Say Adelaide

EIGHTY EIGHT O'CONNELL

Consultation closes **5:00pm, Friday 20 July 2018**

PROJECT INFORMATION

88 O'Connell Street, North Adelaide was recently purchased by the City of Adelaide. The site presents an opportunity to facilitate a strategic development in a timely way that takes into account the needs of the community and contributes to the O'Connell Street precinct.

Draft Guiding Principles have been developed following initial engagement with the community. A report summarising the feedback received is available online on Your Say Adelaide: https://yoursay.cityofadelaide.com.au/88-OConnell.

The purpose of this second phase of engagement is to consult on the draft Guiding Principles which have been included as an attachment in this pack.

Background

The site at 88 O'Connell Street has remained vacant for almost 29 years since the closure of the Le Cornu furniture store in 1989.

A number of applications have been made and approved over the years to redevelop the site. The most recent one in 2015 by the Makris Group, sought to construct a shopping and residential apartment complex. None of the plans or proposals over this time have come to fruition.

The City of Adelaide made the decision to purchase the site in late 2017 with the aim to ensure a timely, suitable development that delivers public value. This represents a significant step towards the activation and redevelopment of Eighty Eight O'Connell, enabling it to make its contribution to the future of North Adelaide.

Eighty Eight O'Connell

Timeline

In **late June**, Council endorsed the release of a set of draft Guiding Principles for consultation.

In **mid-August**, administration plans to present Council with a report seeking endorsement of the Guiding Principles following this community engagement.

Frequently Asked Questions

What are guiding principles?

Guiding principles are high level criteria that define our requirements for the site. We will assess any proposals for use of the site against these principles to ensure we are consistent with our objectives.

Who has been consulted to date?

General community, North Adelaide residents and property owners and North Adelaide traders and businesses. A report summarising previous community engagement and feedback received is available online on Your Say Adelaide: https://yoursay.cityofadelaide.com.au/88-OConnell-2018.

How do I provide my feedback?

There are a number of ways in which you can provide feedback:

Feedback Form (attached to this information pack)

Online
yoursay.cityofadelaide.com.au

Email your comments to yoursay@cityofadelaide.com.au.

Written Submissions
All written submissions must be received by 5.00pm on Friday 20 July and should be addressed to:

Community Consultation
Eighty Eight O'Connell Street
GPO Box 2252, Adelaide SA 5001

What happens next?

We will acknowledge your feedback either by email or in writing.

A report summarising the community feedback will be collated with recommendations. Consideration will be given to any potential amendments to the principles and any proposed changes will be presented to Council for endorsement.

The report will be publicly available on the Your Say Adelaide website.

For enquires please contact:

Kelly Wescombe

Project Manager

T: 08 8203 7330

E: k.wescombe@cityofadelaide.com.au; or visit yoursay.cityofadelaide.com.au

Eighty Eight O'Connell

Your Say Adelaide

FEEDBACK FORM

Feedback closes **5:00pm, Friday 20 July 2018**.

This form can also be completed online at yoursay.cityofadelaide.com.au.

Please consider and respond to the fourteen (14) draft Guiding Principles, which have been developed based on feedback from the Community Sessions.

You have the option of responding to each principle, or if you support all the principles you can provide a response by answering the last question only.

Q1. Strategy - *Development must be smart, green, liveable and creative, exemplifying and helping to achieve the City of Adelaide 2016-2020 Strategic Plan.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Q2. Attractor - *Create a destination and attract people to support the vitality of the O'Connell Street precinct. Provide sufficient intensity of activity and various reasons for people to visit, stay and spend time during the day and night.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Eighty Eight O'Connell

Your Say Adelaide

Q3. Community Needs - *Provide a mix of complementary uses to meet the needs of an evolving residential and business community. Innovative approaches to providing community services and facilities, as well as emerging technologies are encouraged.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Q4. Place - *Create a great place for people, defined by exceptional architecture, urban design, landscape, public art, and engaging place-making.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Q5. Amenity - *Provide excellent amenity for new residents and maintain and improve the amenity of neighbouring properties. Potential impacts such as traffic, noise, overshadowing, must be addressed through site configuration and appropriate built form.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Eighty Eight O'Connell

Your Say Adelaide

Q6. Built form + context - *Respond sensitively to the urban context, respecting and matching the scale and qualities of adjacent heritage places and the predominantly 2-storey O'Connell Street streetscape. A mid-rise development with a variety of buildings of up to nominally 8 storeys is preferred, with any high rise elements set back at least 12 metres from the street frontages.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Q7. Activation - *Create activity and interest in the public realm, with high-quality street frontages and active ground level uses. Multiple small-format retail tenancies and other public uses should enliven primary street frontages and new public spaces, while predominantly residential frontages should address Centenary Street.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Q8. Housing diversity - *Provide a significant amount of well-designed housing for a diverse range of people. Innovative housing models and a variety of housing types and tenures are encouraged.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Eighty Eight O'Connell

Your Say Adelaide

Q9. Identity - *Create an interesting and distinctive place with multiple owners, partners and / or operators providing a variety of high-quality, cultural, artisanal, and boutique offerings.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Q10. Public realm - *Enhance the O'Connell Street public realm and provide additional generous high-quality open space for the enjoyment of the community. The public realm should be integrated and provide safe and attractive pedestrian connections.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Q11. Parking - *Incorporate predominantly underground car-parking to support local business, residents and events, in a way that does not dominate the site or detract from street frontages.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Eighty Eight O'Connell

Your Say Adelaide

Q12. Sustainable mobility - *Promote sustainable mobility through integration with public transport, and incorporation of measures such as car-share and cycling facilities.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Q13. Sustainability - *Exemplify environmental sustainability, including high-performing buildings, smart technology, and incorporation of extensive planting and green infrastructure.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Q14. Delivery - *Provide a well-planned and timely outcome with early delivery of public amenity.*

☐ I support this principle ☐ Neutral ☐ I don't support this principle

Reason for your response:

Eighty Eight O'Connell

Your Say Adelaide

Q15. Do you support all fourteen (14) Draft Guiding Principles?

☐ Yes

Comments

Please provide any further feedback regarding **Eighty Eight O'Connell Street**.

Comments

Eighty Eight O'Connell

Your Say Adelaide

Providing contact details in a feedback form is optional. However, we ask for this information because we want to know a little more about who you are and how you use the City to ensure we get a higher quality of data to go along with your feedback. The data will help us analyse feedback from specific groups (e.g. age, gender, City users), which in-turn will provide a richer and more valuable response to help Council make decisions.

First Name:		**Last Name:**	
Email Address:			
Address:			
Business/Organisation Name (if applicable):			
Gender:	☐ Male ☐ Female ☐ Other Identity	**Year of Birth:**	
Are you a City of Adelaide Ratepayer?		☐ Yes ☐ No	
Please tell us how you participate in city life (tick all that apply):			
☐ Work	☐ Live	☐ Shop	☐ Play *(e.g. leisure, recreation, entertainment, dining)*
☐ Study	☐ Tourist	☐ Own a Business	
Please indicate your main areas of interest (tick all that apply):			
☐ Council Services & Programs	☐ Open Space & Recreation	☐ City Design, Planning & Development	☐ New & Future Projects
☐ Social & Community Issues	☐ Policy, Budget and Management Plans	☐ Environmental Issues	☐ Arts & Events in the City
Please indicate the locations that are of interest to you (tick all that apply):			
☐ North Ward	☐ Central Ward	☐ South Ward	

Your Say Adelaide is Council's online consultation website. It is your chance to be kept up-to-date and provide feedback on areas of the City that interest you. Would you like to be signed up to Your Say Adelaide online and be emailed when there is an opportunity to have your say on areas that are of interest to you?

☐ Yes ☐ No

Please Note: *If you've ticked Yes, you will receive an email to your nominated e-mail address above to confirm your new account.*

Appendix B

Written submissions

From [redacted]
Sent: Thursday, 12 July 2018 8:51 PM
To: YourSay <Y.Adelaide@cityofadelaide.com.au>
Subject: Re: Eighty Eight O'Connell - Guiding Principles Consultation

Dear Project Team,

Congratulations on the content of the information given so far.

As parking the vacinity of Eighty Eight o'Connell Street is currently in adequate, it would seem to be imperative that underground parking to cater for the needs of any new development is vital.

Attention needs to be given to the requirements not only of those who are accommodation on site but also those wishing to utilize new retail and businesses.

Consideration also needs to be given to access to the site as Archer Street is a narrow street and would not cope well with regular additional usage. Problems already occur when vehicles bank up behind cars seeking to execute right hand turns.

Short term rental apartments would be ideal for this site, but hopefully problems that occur with such developments can be avoided by having such a complex with one owner operator for the whole site.

I believe the apartments available on this basis owned and operated by the Lion Hotel are organized this way.

I am looking forward to seeing plans for the site.

Regards

[redacted]

From [redacted]
Sent: Friday, 29 June 2018 6:06 PM
To: Kelly Wescombe <K.Wescombe@cityofadelaide.com.au>
Subject: Re: Eighty Eight O'Connell – Your feedback on the Guiding Principles

Good guide in my opinion. Reflects the main points raised at the consultation sessions.

[redacted]

Subject: Fwd: GOOD MORNING

Date: Tue, 24 Jul 2018 11:56:26 +0930

From: [redacted]

To: Phillip Martin <p.martin@cityofadelaide.com.au >

Hi Phil I hope someone reads this email and they get many more expressing similar views

[redacted]

-------- Forwarded Message --------

Subject: GOOD MORNING

Date: Tue, 24 Jul 2018 11:54:37 +0930

From [redacted]

To: YOURsAY@.CITYOFADELAIDE.COM.AU/88-OCONNELL

As a long-term resident of Tynte Street I have watched closely the shenanigans surrounding the various possibilities for re-development of the old LeCornu site. Traffic congestion, parking considerations, noise levels, the effect of any development on Units/flats close to Centenary Street are paramount. I have long been concerned about the fact that O'Connell Street is the main access road for cars, buses, trucks coming down Main North Road and Prospect Road to the City or parts south and the main egress road heading north from the city and parts south as well as adequate parking for residents and their visitors. The continual commercialisation of the North Adelaide area is not conducive to the existing way of life as it now exists. I would suggest more parking adequacy for residents, local shoppers and visitors and a height limit of three storeys maximum on the site and only that height if centrally placed

[redacted]

From: [redacted]
Sent: Wednesday, 25 July 2018 3:51 PM
To: YourSay <Y.Adelaide@cityofadelaide.com.au>
Subject: Eight Eight O'Connell
Importance: High

Hello.

I submitted my response to the survey by the due date, only to now find that at least one councillor seems to be "politicking" to a very narrow constituency that he represents in North Adelaide.

Most of whom I must add, live nowhere near O'Connell Street.

I would like to add to my response that it was my clear recall of the summary and discussion on the night that a particular number of storeys was not actually ruled in or out.

I thought we agreed that the height must not be "obscene", but neither so limiting as to rule the project unviable.

I am annoyed that 88 is once again being used as a play thing of the NIMBY's and others.

Thanks,

[redacted]