CITY OF ADELAIDE

# Melbourne Street

## Concept Package

**REVISED**
**DECEMBER 2025**

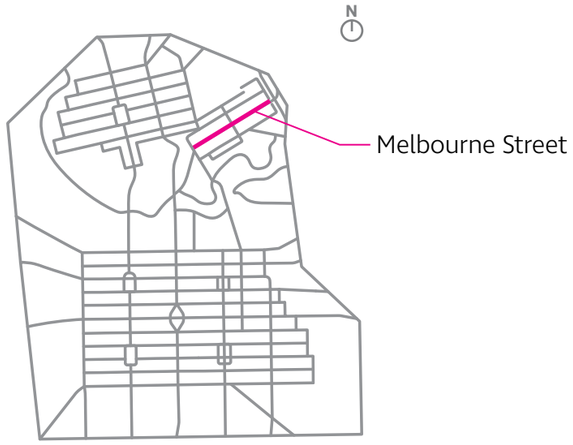
# City of Adelaide

# Contents

### 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 |
| Project Background | 9 |
| **2. Project Context** | **10** |
| City Context | 11 |
| Street Context | 12 |
| Existing Street Dynamics | 13 |
| Key Statistics | 14 |
| Opportunities | 15 |
| **3. Community Engagement** | **16** |
| Community Engagement Process | 17 |
| Summary of Results | 18 |
| Community Feedback | 20 |
| **4. Concept Design** | **21** |
| Design Principles | 22 |
| Design Summary | 23 |
| Design Benefits Statistics | 24 |
| Design Overview | 25 |
| Concept Design | 26 |
| Cross Sections | 32 |
| Artist's Impressions | 33 |

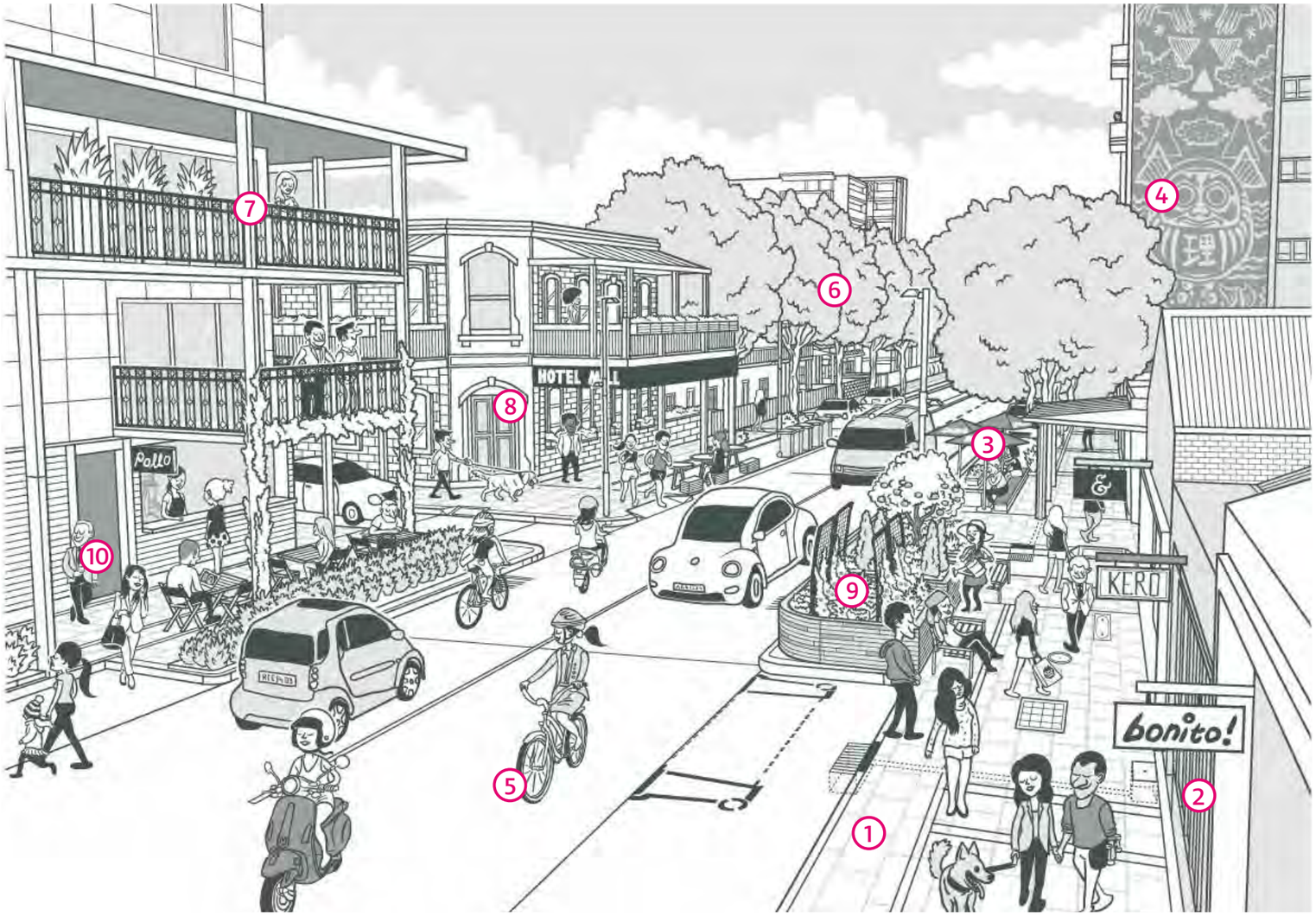
| | Page |
|---|---|
| **5. Appendices** | **35** |
| A. Transport Patterns | 36 |
| B. Precinct Car Parking Opportunities | 37 |
| C. Visitation & Vacancy Data | 38 |
| D. Traffic and Transport Impacts | 39 |
| D. Bus Stop Rationalisation | 40 |
| F. Benefits of Reallocating Public Space | 41 |
| G. Precedent Projects - King William Road | 42 |
| H. Precedent Projects - Hindley Street | 43 |
| I. Short Term Improvements - Implemented | 44 |
| J. Stage 1 - West Wombat Crossing | 45 |
| K. Stage 1 - East Wombat Crossing | 46 |

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 go toward making a great main street:




**1.** High quality **public realm** and amenities

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

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

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

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

**6. Green, connected canopies,** shaded and pleasant

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

**8.** Celebration of the unique **local and heritage character**

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

**10. Connected stakeholders working collaboratively** towards a common vision

# Executive Summary

## Melbourne Street

Melbourne Street is the focal point for lower North Adelaide with the Adelaide Park Lands as its bookends. Characterised by an eclectic offering of quirky cafés and dining along its eastern length and the provision of medical services west of Jerningham Street, it is valued for its high street atmosphere and heritage charm, while also serving as a busy road link from the north-eastern suburbs into the city core.

Melbourne Street has good bones but has lost some of its former gloss and confident personality through an aging and disconnected streetscape. Lifting the appearance of the public realm and functionality for all users will elevate its appeal and raise its profile towards recovering the popular artisan and attractive destination it once was. The concept design explores ways to attract people back to the street. One necessary move is to address the impact of large traffic volumes at peak times and noisy buses which affect overall amenity and make crossing the street overwhelming as well as unsafe. Within the street's constraints, the concept seeks to optimise precinct parking to maintain a practical level of on-street spaces that support customer access and business needs. At the same time, it introduces wider footpaths, shorter crossing distances, and more frequent prioritised pedestrian crossings at key locations. In conjunction with a reduced speed limit, noise will be reduced, access increased, and the street will feel more comfortable.

Around the village centre near Jerningham Street, the street has a lively atmosphere, supported by pedestrian-scale character buildings, verandahs, and greenery that create a welcoming feel. Further west, however, the character shifts as building setbacks increase, frontages become less active, and high fences with limited pedestrian access reduce the vibrancy of the street. The streetscape becomes hotter and less comfortable beyond the village centre towards both ends of the street with fewer shade trees and sparse greening, detracting from the village charm. By adding greening; rationalising the street furniture and creating dedicated activity zones, the demands on the pedestrian realm will be less competitive and produce calmer and safer environment for comfortable and easy access.

Establishing wider footpaths and safe crossing points with flexible parking within the village heart, balances and refocusses the importance of forming connections while activating the street breathing life into the existing retail, commercial and hospitality businesses.

The Melbourne Street concept design provides solutions for community desires by providing the following benefits:

- Safer intersections with shorter and more frequent crossing points
- The rejuvenation of an activated, vibrant village atmosphere and experience with Public Art
- Upgraded footpaths with linkages to active transport networks and public transport amenities
- Additional greening and opportunities for integrated stormwater initiatives
- New improved street lighting for the precinct.

***"The street doesn't reflect its million dollar suburb like it once did."***

*- Focus Group Participant*

View looking south-west toward Jerningham Street, safer intersection with shorter pedestrian crossings

Stage 1 - West Wombat Crossing: View looking north-east along Melbourne Street of proposed raised wombat

# Vision

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

# Guiding Principles

## Melbourne Street

Community engagement was undertaken between 7 March and 4 April 2022 to seek feedback on the draft Vision and Design Principles, to better understand community priorities for Melbourne Street (refer to Part 3 Community Engagement for more detail, page 16-20). These Design Principles set the foundation for, and guide the concept design presented in this document.

These Design Principles are listed in order of priority:

### Unique brand and identity

Create a streetscape that is cohesive, polished, bespoke and celebrates the existing historic village charm. Enhance the public 'heart' as the epicentre and provide unique experiences ensuring a robust local community.

### Refresh the public realm

Provide a well-planned street that is welcoming, accessible and comfortable, that balances the needs of businesses, residents, and visitors using all modes of transport and contributes to our wellbeing and whole-of-life asset and sustainability goals.

### Vibrancy & Creative Connections

Establish public art opportunities and provide a range of coordinated cultural projects and activities to increase activation, drive visitation and improve the visitor experience.

### Curate the business and commercial mix

Establish a business and retail identity with a diverse offering to increase its popularity as a destination for locals and visitors. Support initiatives that assist in driving high value, destination tenants to the street.

### Accessibility & Connectivity

Pursue opportunities to achieve a more pedestrian friendly main street to support businesses, outdoor dining opportunities, enhance social interactions and provide a safer movement and traffic calming. Promote available parking and options for flexibility.

# Project Background

## Melbourne Street

Community engagement has been undertaken using a range of approaches since 2018.

**WE ARE HERE**

**(This document)**

### Melbourne Street Master Plan

City of Adelaide
December 2021

A Master Plan was reviewed and endorsed by Council in December 2021.

### Draft Concept Options

City of Adelaide
May 2022

Four concept design options were developed and presented to Council in May 2022.

### Short-Term Improvement Works

City of Adelaide
August 2022

State Government $1M Grant funding received for the project.

### Project Budget and Priority for Delivery

City of Adelaide
June 2023

Council approves the project budget of $6.5m New & Upgrade for planning and design in 2025/26 and construction to commence from 2026/27.

### Revised Concept Plan

City of Adelaide
November 2025

Present concept plans revised to consider the approved project budget.

### Next steps

Engage with Community through Detailed Design phase to ensure alignment of expectations.
Further review, revise and refine the design documentation to align with community feedback and approved budget.

**COMMUNITY ENGAGEMENT MILESTONES**

Design led research and data collection to inform action and integrated business plan

Lord Mayor Roundtable established and stakeholder engagement commenced

Shared visionary activities and common themes identified by stakeholders

Delivery of short-term activation, improvement and engagement projects

Phased improvements to continue to be funded, designed and delivered

**Research (2019—2020)** | **Short term (2021—2022)** | **Medium term (2023—2025)** | **Long term (2025—2026)**

Production of detailed action plan capturing current state

Main Street Revitalisation team established with Place Coordinator (Single point of contact)

Internal stakeholder working group established

Draft long term vision, objectives and related action plans and timelines shared with Elected Members for endorsement

Stakeholder feedback and short term trial monitoring evaluation

Concept Design commences including data analysis, further investigations and continued stakeholder engagement

Part two

# Project Context

Melbourne Street, 1910
State Library of South Australia

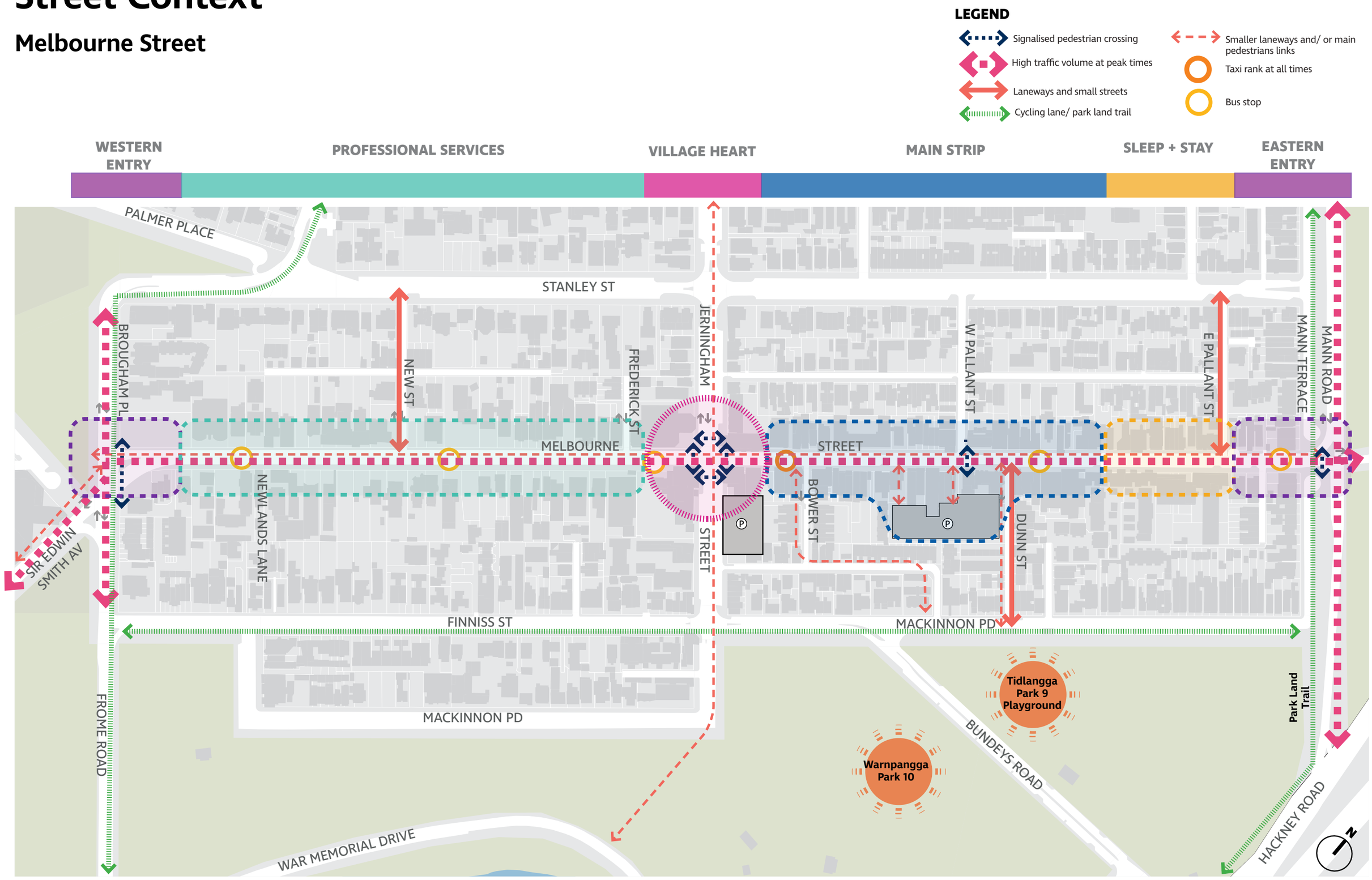
# City Context

## Melbourne Street

Melbourne Street is located in North Adelaide and is an important connection from the Northern and North-Eastern suburbs to the CBD. It is surrounded by important city landmarks such as Adelaide Oval, Adelaide Zoo, Adelaide Aquatic Centre and the Park Lands which together makes North Adelaide an attractive place to live, work and/or play. It has potential to be an important anchor point to the city and attract many to explore the retail, restaurants and heritage character street feel.

# Street Context

## Melbourne Street



# Existing Street Dynamics

## Melbourne Street

Melbourne Street is a narrow street and its width is consistent along its entire length. There are two development zones which have created two very separate and distinct character and scale. Melbourne Street east feels intimate and welcoming with mostly smaller buildings with active frontages abutting the public realm, while Melbourne Street west feels wide and exposed, with its buildings setback from the public realm, high walls and passive frontages feel disconnected from the streets.

Melbourne Street's distinctive functions can be easily defined between east and west; the western half end prioritises healthcare, social assistance, professional and medical services, while the eastern half houses accommodation, food services and retail.

**Movement**

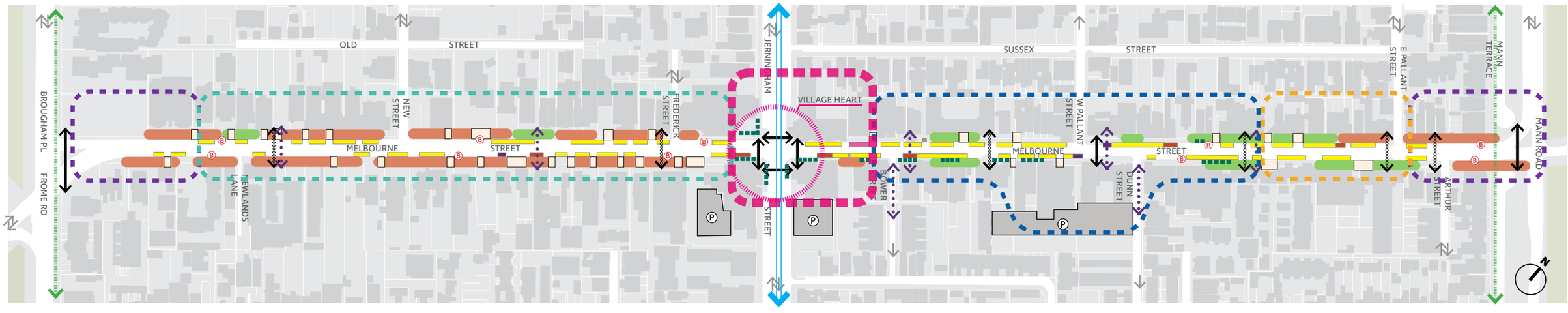
- Vehicle direction/ access
- Signalised crossing
- Extended footpath and informal crossing
- Pedestrian links/ desire line
- Cycling lane/ Park lands trail
- City connector route
- Driveway

**Pedestrian Comfort**

- Outdoor dining zone on public footpath
- Uncomfortable/ unshaded footpath
- Tree canopy

**Facilities**

- Motorcycle park
- Car park
- Loading Zone Area
- Bus stop
- Taxi zone
- Existing off-street car parking




* On road bike lanes to be added to Jerningham Street.

# Key Statistics

## Melbourne Street

The following summarises the population and housing characteristics of Melbourne Street and surrounds. Melbourne Street is categorised within 'Lower North Adelaide' by the Australian Bureau of Statistics/Profile ID. The Lower North Adelaide profile area is bounded by Lefevre Terrace and Kingston Terrace in the north, Mann Terrace in the east, MacKinnon Parade, Brougham Place, Sir Edwin Smith Avenue and Pennington Terrace in the south, and Palmer Place and Brougham Place in the west.

### Population

**LOW POPULATION**
2,473 People
33 declined from Previous Year

Based on ABS Resident Population 2021, Profile ID

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

**2nd least**
populated area in the City of Adelaide, just ahead of the 'South West Corner' (i.e. area west of Morphett Street/south of Grote Street)

### Age Groups & Background

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

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

**HIGH PROPORTION OF YOUNG PEOPLE**
High proportion of 20-34 year old residents (36.9%) compared with metropolitan Adelaide (20.5%)

### Housing + Income

**HIGH INCOME LEVELS**
20% above metropolitan Adelaide average

**MEDIUM & HIGH DENSITY DWELLINGS**
A high proportion of medium and higher density dwellings, accounting for 72.3% of all dwellings

**GROUP & SINGLE PERSON HOUSEHOLDS**
High levels of group households and single person households

### Availability of parking

A parking study was undertaken in November 2025 at 10am and 1pm on a Wednesday and Saturday and found that there was parking availability on Melbourne Street, surrounding streets and the off-street carparks. A summary of the results is provided below:

**1788**
**on & off street car parks**
**MADE UP OF**

| Lion Hotel Car Park | Jerningham Street Car Park | Dunn Street Car Park (CoA Owned) | + |
|---|---|---|---|
| 49 SPACES | 52 SPACES | 120 SPACES | 1567 ON-STREET SPACES |

Average occupancy:

| | | |
|---|---|---|
| OVERALL | 69% on a WEDNESDAY | 51% on a SATURDAY |
| MELBOURNE STREET | 70% on a WEDNESDAY | 69% on a SATURDAY |

### Good proximity to cycling routes

Convenient access via cycling routes including the Park Lands Trail and North-South Bikeway connecting to and from the city, north via Brougham Place and along Finniss Street and MacKinnon Parade to the North-Eastern suburbs. However, the bike lanes on Melbourne Street are currently too narrow and non-compliant (with limited opportunity to amend without removing parking or narrowing the footpath due to the very narrow road reserve), with a high risk of being hit by opening car doors. Alternative low trafficked routes more suitable for cycling include Finniss Street and MacKinnon Parade or Bundeys Road.

### Bus Service

Melbourne Street is part of an important bus link between the City centre and the Northern and North-Eastern suburbs. Melbourne Street is also serviced by the City Connector, with a stop located near Jerningham Street close to the main intersection. To improve the operation of the bus corridor and the overall user experience, it is proposed to rationalise the number of bus stops in the street with improved spacing and remove one bus stop away from the Jerningham Street intersection.

### High vehicle volumes in peak hours

Traffic volumes are medium to heavy for a single carriageway - two way street, particularly in peak times with traffic often backing up at the main intersections. The high vehicle volumes negatively impact the amenity of the street but are also the main mode of access for people coming from beyond Lower North Adelaide. Due to the high traffic volumes and speed limit, vehicular traffic also causes noise pollution and contribute to an unpleasant experience on the street. A summary of traffic data collected in August 2025 is provided below:

| | Average Number of Vehicles (weekdays) | 85th Percentile Speed * |
|---|---|---|
| Morning Peak (8am-9am) | 1,212 | 42 km/h |
| Afternoon Peak (4pm-5pm) | 1,263 | 43 km/h |
| Daily Traffic (24 hours) | 15,322 | 46 km/h |

*That speed that 85% of motorists are travelling at or below, usually is a good guide for the speed limit in a street.

### Walkable neighbourhood

Melbourne Street has a very low catchment area (within a 400m walkable distance), due to its low population, and it's proximity to O'Connell Street (which captures a wider and larger population in North Adelaide. Melbourne Street's catchment area is limited to the Park Lands and terrace boundaries ("JLL Main Streets Retail Report", 2013).

# Opportunities

## Melbourne Street

High traffic volumes at peak times

Improve cycling links

Activate/ promote link areas

Improve pedestrian access

Available off-street car park

Improve side street connections

Bus stop location to remain

Bus stop location to be removed

New bus stop location

Safety improvements to signalised intersections

Enhance activity zones

Increase existing street tree canopy and greening opportunities

Heritage buildings

New public art opportunities

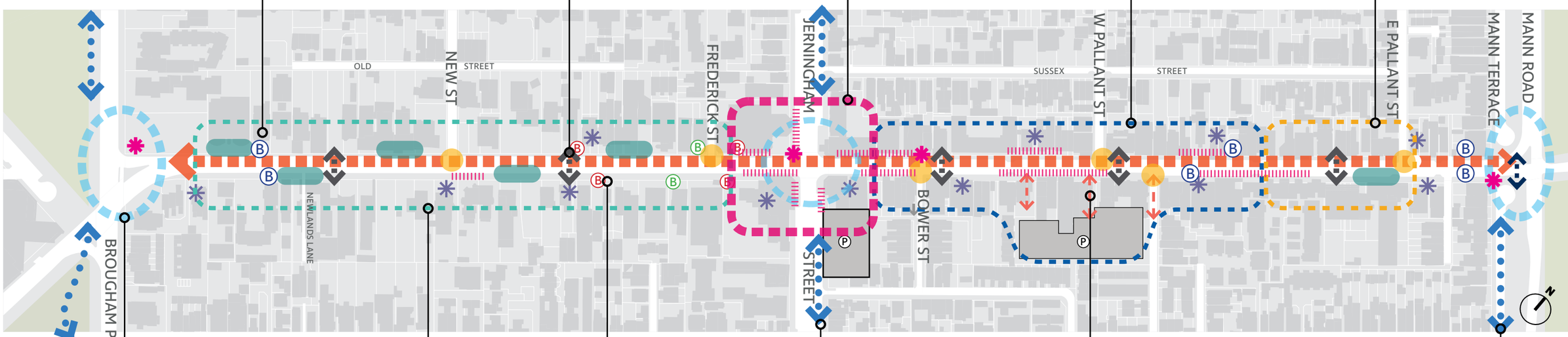
Encourage increased use of public transport by upgrading public transport amenities

Improve pedestrian movement and street connectivity by slowing traffic speeds and additional pedestrian priority crossing points at key locations along the street

Enhance the village heart by creating places to meet and gather, add surprise and create interest through new iconic public art and interpretive art and history trails

Activate business frontages by decluttering street furniture and promoting flexible activity zones developing unique identities and contributing to the overall street identity and brand

Support local residents and businesses by refreshing the public realm




Create a gateway entry statement that is welcoming and inviting and identifies the street as both a day and night time destination

Support local businesses and professional services by refreshing the public realm

Upgrade and rationalise locations of bus stops as required to improve access and amenity of bus services

Improve links to the Park Lands and provide better connectivity through wayfinding, signage

Activate laneways, encourage open-air markets and linkages to Dunn Street car park. Partial or full street closure opportunities

Improve links and access to Park Lands trail

Part three

# Community Engagement

# Community Engagement Process

## Melbourne Street

Each of the main streets across the city have active and engaged traders, property owners and residents including traders and precinct associations. The City of Adelaide has adopted a place-led, evidence based approach to developing designs that will deliver positive outcomes for the community, and has sought feedback from stakeholders at key milestones during the development of the concept design. A number of studies and community and business engagements have been undertaken in Melbourne Street over the last few years.

**Phase 1 - Benchmarking**

Since February 2021, the following was achieved:

- Place audits for each of the streets
- Single Point of Contact (Place Coordinator) allocated to each Street to build relationships and community connections, and to identify opportunities that are place specific.
- Lord Mayor Round Tables
  The Lord Mayor Roundtable worked together with stakeholders to address challenges and identify opportunities to improve the amenity of the Main Streets for businesses, residents, and city users.
- City User Profile Survey – City of Adelaide
  The City User Profile survey is important for profiling our city residents, workers, students, and visitors - it tells us, who uses the city, how they use it and how their behaviours are changing. Designated questions were asked to identify the mainstreet profiles as an area of importance and prepare CoA for future needs and help measure how successful our current city initiatives are.

June 2021: Focus group discussions were led by consultancy Square Holes on behalf of the City of Adelaide to better understand people's perceptions regarding the Melbourne Street precinct, including how people visiting the street felt, how often they visited and how they believe it could be improved.

**Phase 2 - Vision and Design Principles**

March - April 2022

Stakeholders were asked to review and comment on the proposed vision for Melbourne Street, rank and prioritise a range of design principles (objectives), to create a series of themes for the street.

**Phase 3 - Concept Design**

- Stage 1: Wombat Crossings

Public consultation was undertaken between 18 October and 15 November 2023, with 94% of respondents indicating pedestrian safety crossing needed improvement. In response to community feedback and in alignment with the master plan, two wombat crossings, creating bookends to the Melbourne Street precinct will be constructed in 2026. The project will receive $600,000 contribution from the National Road Safety Program funded by the Government of South Australia.

- Stage 2: Public Realm Refresh

Stakeholders will be asked to provide feedback on the proposed concept design for Melbourne Street, to ensure it aligns with community expectations and the agreed design vision and principles. If supported, this design will then form the basis for detailed design development for construction; pending funding availability.

# Summary of Results

## Phase 1 - Benchmarking

Square Holes was engaged to conduct focus group discussions for four priority main streets (Hindley, Melbourne, O'Connell and Hutt Streets) with residents living within three kilometres of each area, to understand the strengths and challenges of each of the main streets by gaining an in depth understanding of residents' attitudinal and behavioural responses to the relevant street.

Objectives of the research included:

1. Understand residents' use and interaction with each given main street

2. Examine residents' perceptions of the individual character and strengths of each main street

3. Examine residents' perceptions of the shortcomings of each main street

4. Identify the key competitors to each main street, including other streets and precincts

5. Explore drivers to increase resident visitation

Summary of findings:

- Melbourne Street is home to some local favourites
- Sense that Melbourne Street is not worth travelling to and is yet to be discovered even by local residents
- The perceived limited availability of parking hinders visitation to the precinct
- The street has lost its sense of direction despite its somewhat funky history
- There is a need to define a new identity for the street
- Opportunity to integrate the two halves of Melbourne Street with the professional services, businesses and colleges at the western end and the restaurants to the east
- Melbourne Street could further develop its position as an appealing location for work, study and leisure

***"Melbourne Street is really struggling for identity . I mean, establishments like The Lion are still there, and Elephant Walk. Tiny little hole in the wall coffee bar that's been there since the '70s, unchanged."***

*- Focus Group Participant*

***"More parklets for businesses and calm peak hour traffic"***

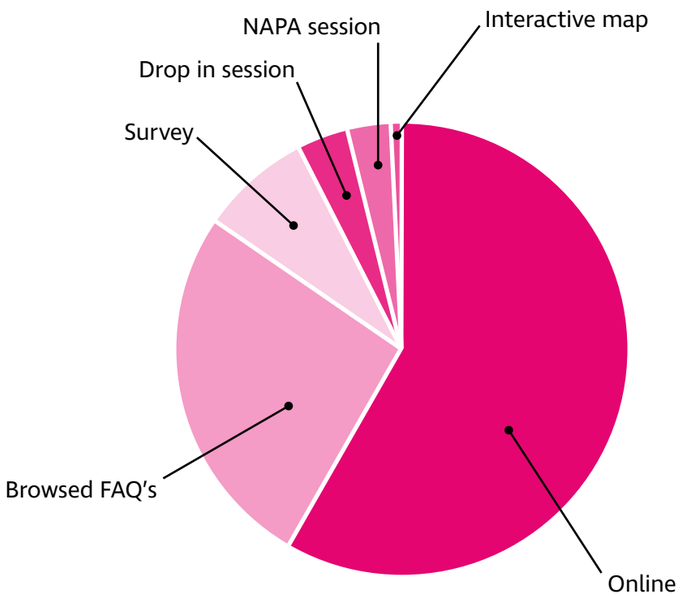
*- Focus Group Participant*

# Summary of Results

## Phase 2 - Vision & Design Principles

Undertaken in March and April 2022, community engagement on the Melbourne Street vision and design principles.

- 58 people made 59 contributions to the survey
- 4 people made 10 contributions to the interactive map
- 392 people were aware and visited the webpage
- 231 people were informed and browsed supporting documents and/or FAQs
- Approximately 20 people attended one of two drop-in sessions at locations on Melbourne Street




*NAPA = North Adelaide Precinct Association

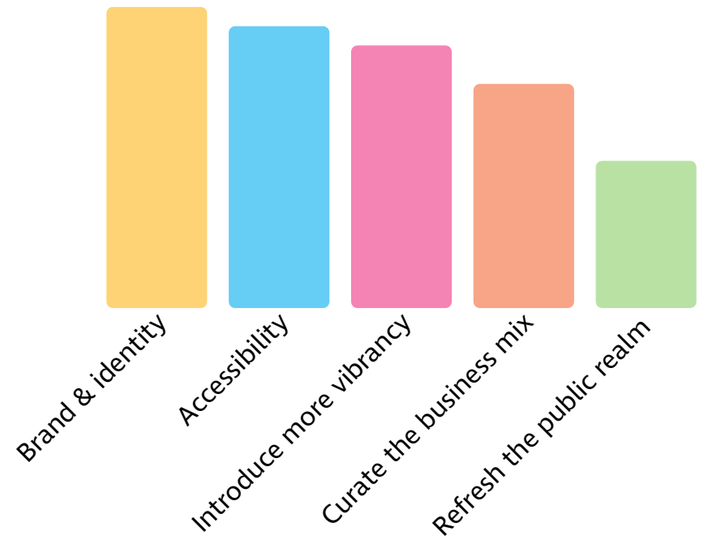
A 'ranking question' was used as a tool to better understand community priorities on the identified Design Principles for Melbourne Street.

The results indicated that the community considers **'Brand and identity'** to be the highest priority Design Principle for Melbourne Street.

Furthermore, the results indicated that the community supports closure of Jerningham Street **several times a year**.

**Design Principles - highest priority:**

*Top priority (first choice/preference) results only



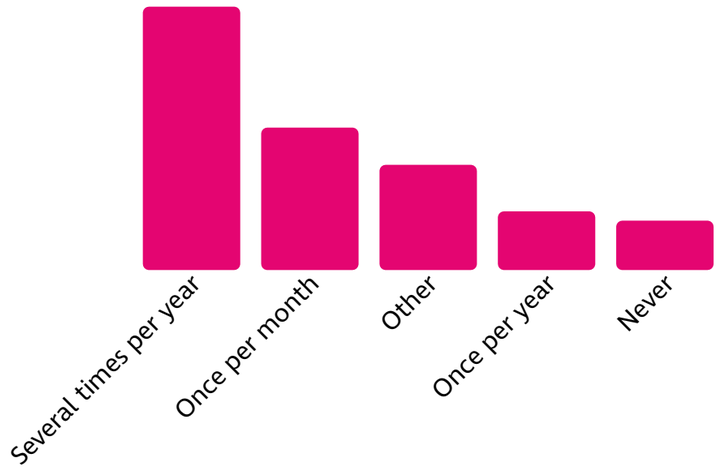

**Design Principles - highest importance:**

*Results of all preferences, averaged

| | |
|---|---|
| 1 | Brand & identity |
| 2 | Curate the business mix |
| 3 | Introduce more vibrancy |
| 4 | Refresh the public realm |
| 5 | Accessibility |

**Support for Jerningham Street closures - highest priority frequency:**

*Top priority (first choice/preference) results only




**Support for Jerningham Street closures - highest ranking frequency:**

*Results of all preferences

| | |
|---|---|
| 1 | Several times a year |
| 2 | Once a month |
| 3 | Once a year |
| 4 | Never |

# Community Feedback

"Lacking atmosphere, sad, uninspiring, empty spots give the street a feeling of decay, not so much of a village."

"Introduce recycle waste bins recycling green waste."

"My focus is safe crosswalks connecting side streets. Embracing people run and walk from Park lands to have coffee and breakfast."

"Increase activity at the northeast end."

"I would like more outdoor dining. The space at the Lion is excellent, as is UR and the small numbers elsewhere are regular used."

"More mix of exciting retailers and services, locally made goods and shopping destinations to attract for visitors, contribute to residential amenity and more places have long open hours."

"Widen footpaths for on street dining, fix divots and tripping hazards, and add more pram crossings."

"More trees that have inbuilt up lighting that create atmosphere at night."

"Wall art programs over last 2 years were good. We need games tables, e.g. chess. Some sculptures, public art, music and things to do for kids."

"Encourage further and safer use of e-scooters. Traffic calming measure and reduce limit of 30."

"Landscaping native greening to reduce the heat island effect, increase pedestrian area to create outdoor precinct, provide Alfresco dining/ verandah along the footpath to provide protection in all seasons. Come special periods such as Christmas, go over-the-top with the decorating the street."

"We love the light on the trees brought warmness in winter. We couldn't wait to see the street becomes busy like CBD, but more vibrancy in daytime and more dinner place options would be good. "

** Verbatim feedback from "Main Streets Revitalisation Community Consultation 2022", City of Adelaide, July 2022*

Part four

# Concept Design

# Design Principles

## Melbourne Street

The concept design consolidates community feedback, data analysis, and a variety of design expertise, to set the framework for a cohesive design. These Design Principles, prioritised by the community, set the foundation for, and guide the following concept design. Refer page 8 for more information regarding community feedback results.

### Unique brand and identity

Create a streetscape that is cohesive, polished, bespoke and celebrates the existing historic village charm. Enhance the public 'heart' as the epicentre and provide unique experiences ensuring a robust local community.

### Refresh the public realm

Provide a well-planned street that is welcoming, accessible and comfortable, that balances the needs of businesses, residents, and visitors using all modes of transport and contributes to our wellbeing and whole of life and sustainability goals.

### Vibrancy & creative connections

Establish public art opportunities and provide a range of coordinated cultural projects and activities to increase activation, drive visitation and improve the visitor experience.

### Curate the business and commercial mix

Establish a business and retail identity with a diverse offering to increase its popularity as a destination for locals and visitors. Support initiatives that assist in driving high value, destination tenants to the street.

### Accessibility & connectivity

Pursue opportunities to achieve a more pedestrian friendly main street to support businesses, outdoor dining opportunities, enhance social interactions and provide a safer movement and traffic calming. Promote available parking and options for flexibility.

*Left (top): Image by Morgan Sette; Left (middle): Image by Michael Haines Photography; Right (top): Image by Morgan Sette.*

# Design Summary

## Melbourne Street

| | Car Park Spaces | Trees and Garden Beds | Activity Zone (includes footpath) | Traffic Speed Zones | Road Intersection Improvements | Lighting and Public Art | Carriageway |
|---|---|---|---|---|---|---|---|
| **Existing Condition** | 129 car parking spaces<br>11 loading zones | 85 street trees<br>0 garden beds | 7,855sqm | 50km/h | - | - | One lane each direction + on-street parking + non compliant bike lanes |
| **Asset Renewal only** | 125 car parking spaces<br>11 loading zones | No change | No change | No change | No change | No change | No change |
| **Concept Design** | 127 car parking spaces[1]<br>11 loading zones<br>(41 as flexible car parks within the Village Heart & Main Strip)[2]<br>Accessible parking at key locations | 125 street trees (40 new trees, 12 within the Village Heart & Main Strip)<br>500sqm garden beds[3]<br>(Full length of street) | 8,835sqm<br>(Includes 590sqm of flexible car park spaces)<br>Increased parking provisions for micromobility | 30km/h | Stamped asphalt treatments to side streets (4)<br>Stamped asphalt treatment at Jerningham Street intersection | New public lighting to length of street<br>Decorative lighting opportunities within Village Heart and Main Strip | Flexible zones (Main Strip)<br>Improved amenity for public transport as required<br>Bike boxes at signalised intersections<br>Bike sharrows at key side streets for increased connectivity |

Notes:

[1] Loss of 9 car park spaces due to Stage 1 Wombat Crossings implementation. Increase of 10 car park spaces due to rationalisation of bus stops. Parking losses along Jerningham Street due to bike lane implementation is subject to further consultation and consideration.

[2] Increased activity zones allows for potential to increase economic vitality.

[3] Additional tree planting and new garden beds allows for greening improvement and acts as a barrier between the road and the footpath.

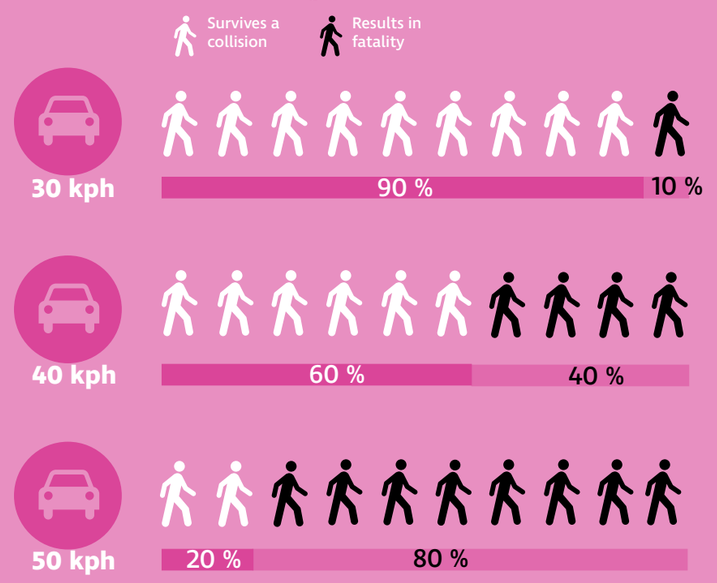
- Refer to Appendices A to F for further information regarding Transport Patterns, Precinct Parking Opportunities, and Traffic and Transport Impacts.
- These numbers and quantities as based on the Concept and may change during design development.
- Parking numbers for the existing condition based on City of Adelaide City Map data (September 2025).
- The reduction in car parks allows for an bold new street reconfiguration and updated linemarking to meet Australian Standards.
- The reduction in the speed limit aligns with Citywide Speed Limit Review (2024) and provides a safer pedestrian and bicycle friendly street reconfiguration. The reduction in the speed limit is subject to DIT approval.
- Changes will occur in detailed design such as DIT approval requirements, sightline assessments, vehicle turn path assessments and safety assessments.

# Design Benefits Statistics

## Melbourne Street

## A safer street

**Pedestrian Priority**



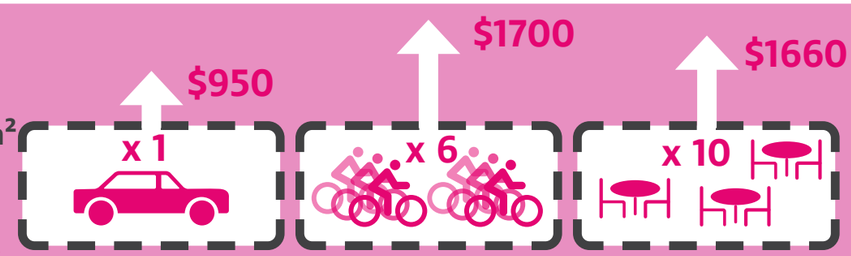

Source: carsp.ca/research/resources/road-safety-information/safe-speeds

## A slower street

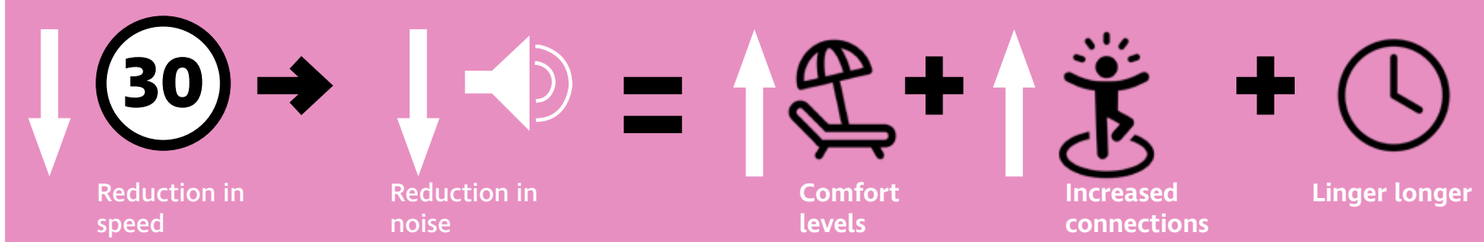
encourages people to use active transport and spend time on streets, contributing to sense of community. More people walking, wheeling, cycling and dwelling is **better for business.** A slower street will contribute to improving people's health and wellbeing and help main streets thrive.

**Daily Spend***

Area: 13m² car park space




*Refer Appendix F

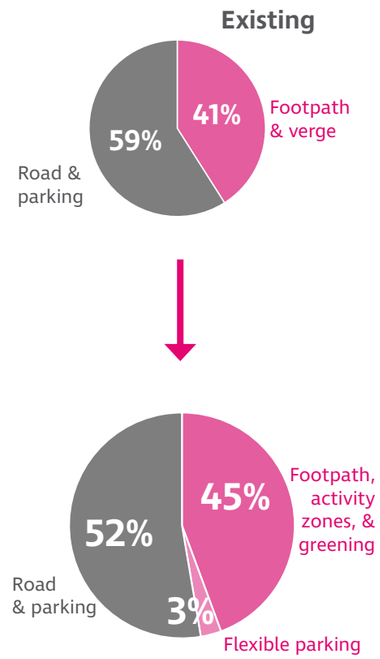



**Reduced noise.** The World Health Organisation (WHO) suggests traffic noise is the second biggest environmental stressor on public health, after air pollution.

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.

## Improved liveability & increased visitation

## Reallocation of private vehicular space to space for *people*



# Design Overview

## Melbourne Street

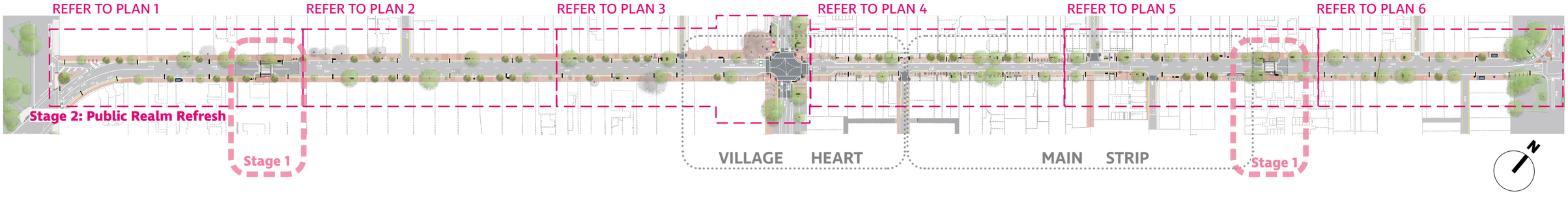
Since 2024, short-term improvements from the 2023 Concept Design Plan have enhanced and activated Melbourne Street (Refer Appendix I). Building on this move, long-term works are proposed, including:

- **Stage 1: "Wombat Crossings":** New eastern and western wombat crossings.
- **Stage 2: Public Realm Refresh**

The concept reimagines the Main Strip as a vibrant destination that celebrates local culture and supports businesses to thrive. By widening footpaths and extending flexible parking zones from Jerningham Street to Dunn Street, the design invites cultural activation, outdoor dining, and creative events, strengthening the street's vibrant identity and enhancing its day-to-night appeal. Key features include refreshed surface materials, new public art, compliant kerb ramps and stamped asphalt at side streets, wider footpaths, lush garden beds, and flexible parking areas that meet the design principles and improve visitor experience.

Street-wide upgrades unify the street's look and feel through new lighting, upgraded urban elements, sustainable localised footpath improvements, and additional tree planting - suporting a more comfortable, accessible, and resilient public realm.

Together, these upgrades infuse Melbourne Street with renewed energy and charm - a dynamic and welcoming destination where heritage meets everyday vibrancy.




N.T.S.

**STAGE 1: Wombat Crossings (2026)**

- New safer crossing points giving pedestrian priority at the west and east end. Includes garden beds integrated to stormwater system - refer Appendices J and K.

**STAGE 2: Public Realm Refresh**

**Lighting**

- New public lighting and electrical renewal (including new light poles) to length of street.
- Decorative lighting opportunities to Village Heart and Main Strip.

**Street Furniture**

- Upgraded urban elements to CoA suite - bins, seats, bike racks, planter boxes, decluttering footpath, activating frontages and improving street amenity.

**Vehicle Speed Limit**

- Slower 30km/h environment for a safer and quiet flow, enhancing pedestrian comfort and safety.

**Bus Stop Rationalisation**

- Consolidate and provide new bus stop location (combining 3 and 3A) for a better use of kerbside space and spacing of stops - refer Appendix E.

**Tree Planting**

- New street trees to infill gaps in tree canopy to provide continuous shade along the footpath, cool and soften the streetscape as well as increase comfort for all users, to the length of the street.

**Stormwater System Renewal**

- Stormwater system upgrade where required.

**Wider footpaths within the Village Heart & Main Strip**

- Improve pedestrian access, comfort and movement, highlighting its importance through a new surface treatment for footpath. Includes new paver banding to soften transition at the interface from widened footpaths back to existing kerb alignment.

**Kerb Ramps and Stamped Asphalt Treatments within the Village Heart & Main Strip**

- New compliant kerb ramps and stamped asphalt treatments on intersections to improve safety, accessibility, and street amenity.

**Parking within the Village Heart & Main Strip**

- Flexible on-street parking spaces defined with removable bollards, supporting both outdoor dining and parking when and where needed, while creating a more welcoming and accessible public realm. Minimal on-street parking impacts.

**Water Sensitive Urban Design (WSUD) Garden Beds within the Village Heart & Main Strip**

- Incorporate low-level planting along the verge, utilising smart stormwater solutions to improve water sustainability and biodiversity.

**Public Art Opportunity within the Village Heart**

- Curated public art, and wayfinding that transforms Melbourne Street from a thoroughfare into a destination.

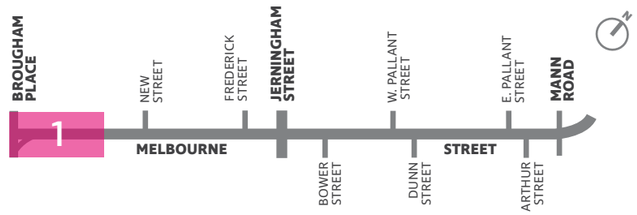
Notes

- Changes may occur during detailed design dependant on key stakeholder consultation and design requirements.

# Concept Design

## Melbourne Street - Plan 1 of 6

KEY PLAN



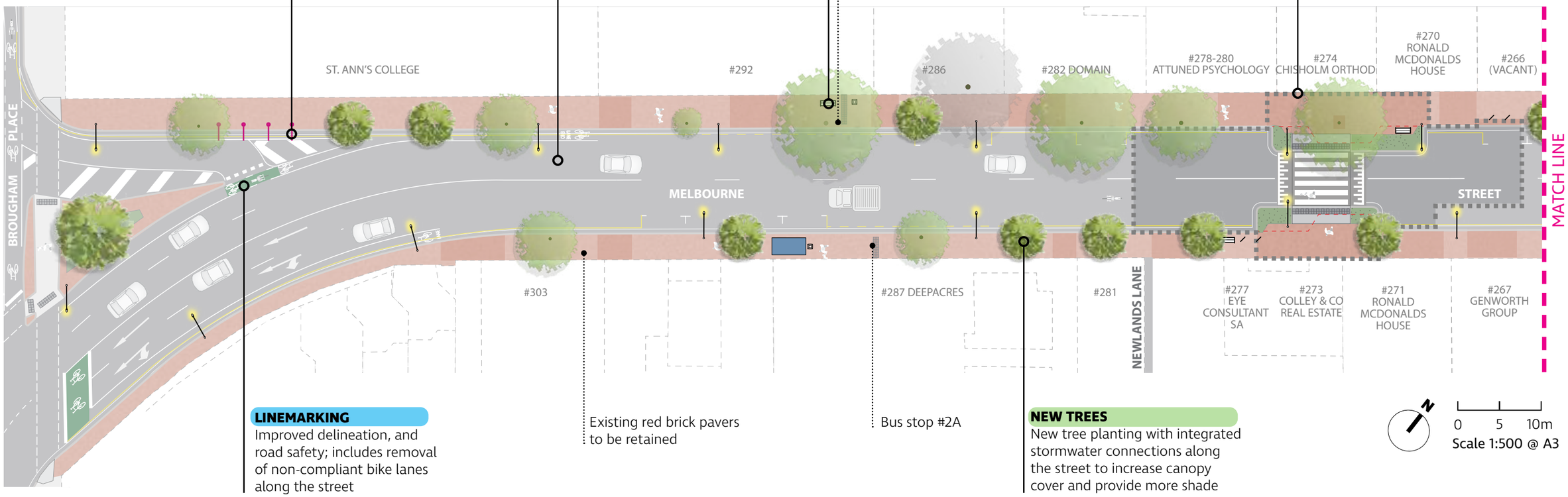

**UPGRADED BRANDING**
Banner brackets[1] attached to flag poles for vibrant and welcoming entry statement

**VEHICLE SPEED LIMIT**
Reduce[3] speed limit to 30km/h for a safer, slow speed environment, enhancing pedestrian amenity. A 30km/h speed limit compared to the existing 50km/h adds 48 seconds in travel time for a 1km distance (in free flowing conditions)

**STREET FURNITURE**
Upgraded urban elements for a new CoA suite - bins, seats, bike racks, planter boxes, bus shelters, to declutter the footpath, activate frontages and to uplift the street

Bus stop #2A

**PEDESTRIAN PRIORITY**
Wombat crossing[2] formalising crossing point on western end, encouraging lower speeds, prioritising pedestrian movements and adding new garden beds with integrated stormwater solutions




**LEGEND**

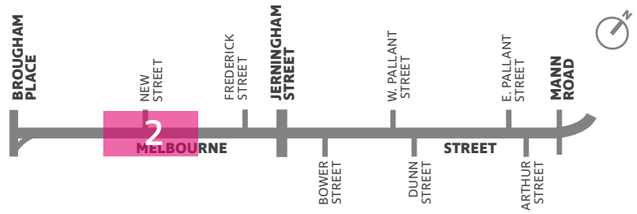
- Extent of works - wombat crossing
- Property boundary
- Kerb to be demolished
- Existing street tree
- Existing private tree
- New street tree
- New light pole
- Banner pole
- Seat
- Bin
- Bike rack
- WSUD garden bed
- Kerb ramp and tactiles
- Tactiles
- Bus shelter

Notes:
[1] Funded by State Government / DIT $1M Grant Funding (refer Appendix I)
[2] Stage 1: funded by the Government of South Australia via the 2023-2026 National Road Safety Program - $600k Grant Funding (refer Appendix J)
[3] Lower speed limit subject to Department for Infrastructure and Transport (DIT) approval

# Concept Design

## Melbourne Street - Plan 2 of 6

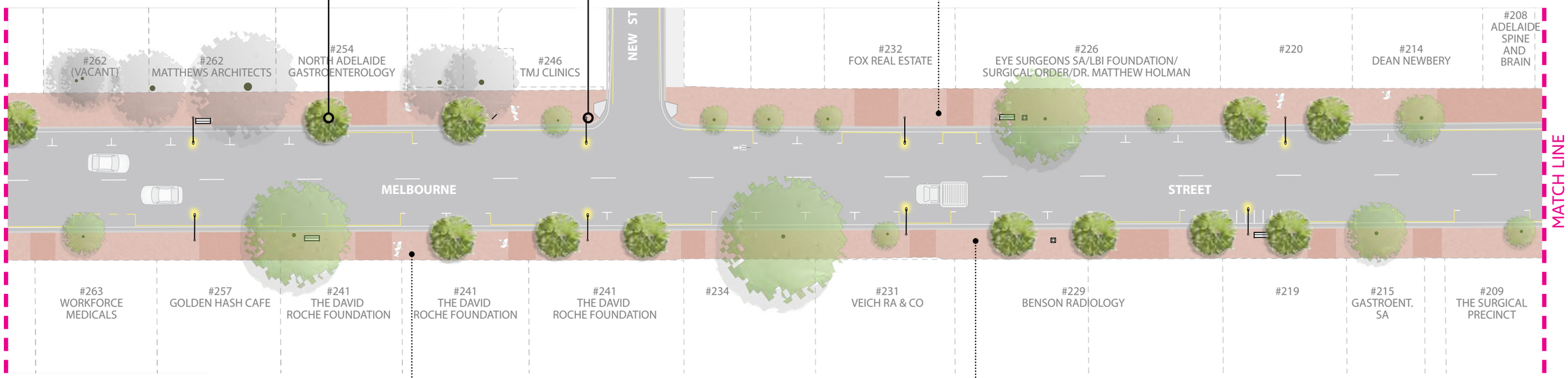
KEY PLAN




**NEW TREES**
New tree planting with integrated stormwater connections along the street to increase canopy cover and provide more shade

**NEW LIGHTING**
Improved lighting[1] throughout the street and highlighting iconic building facades, adding a higher level of elegance to the street and breathing life into the night-time economy - reusing at key spots suspended baskets[2] attached to the poles enhancing the street atmosphere

Bus stop #3 to be removed and carparking to be reinstated




Existing red brick pavers to be retained

Bus stop #3 to be removed and carparking to be reinstated

0 5 10m
Scale 1:500 @ A3

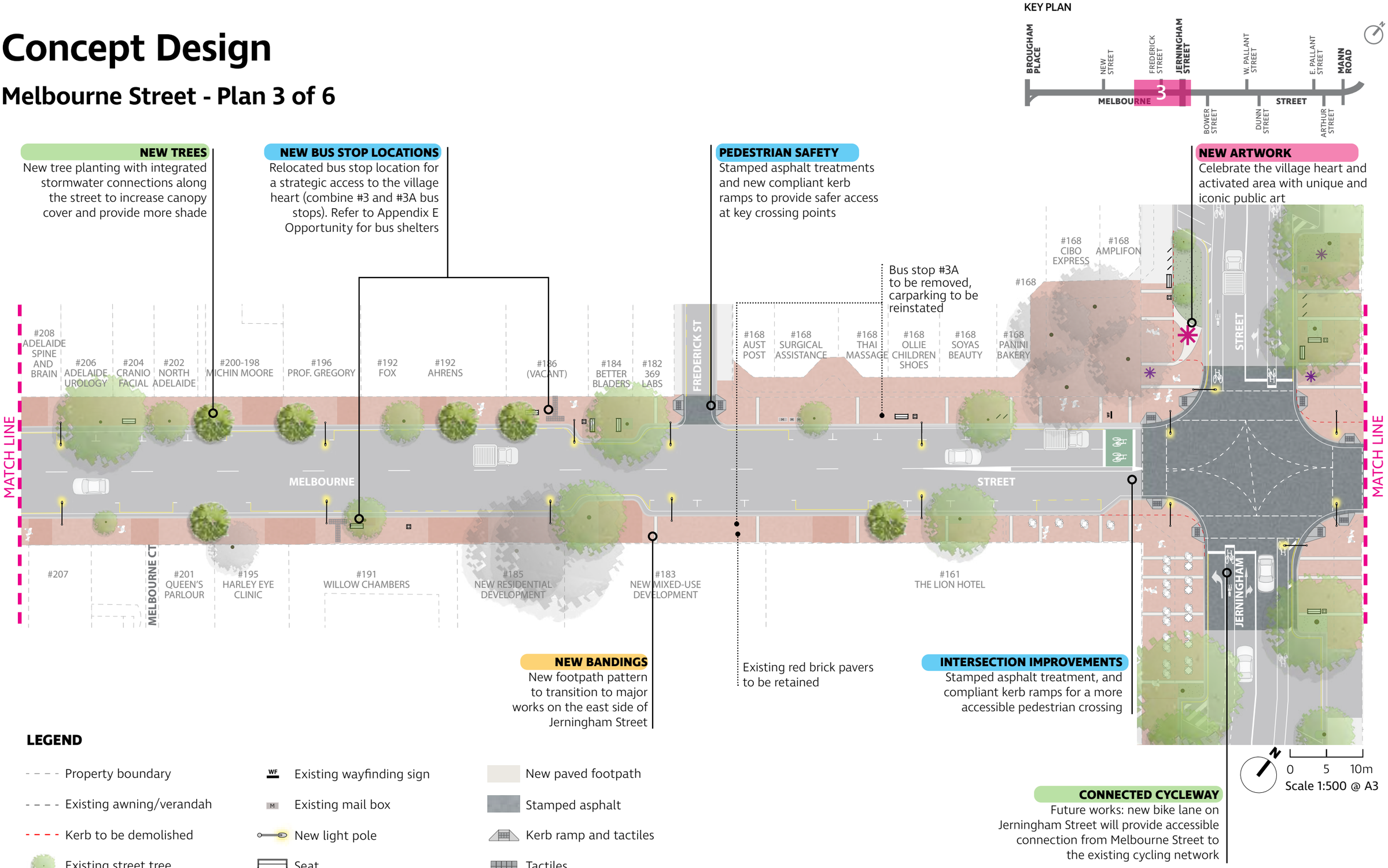
**LEGEND**

- Property boundary
- Existing street tree
- Existing private tree
- New street tree
- Existing kerb ramp
- New light pole
- Seat
- Bin
- Bike rack

Notes:
[1] Light pole locations are to be determined in detailed design
[2] Funded by State Government / DIT $1M Grant Funding (refer Appendix I)

# Concept Design

## Melbourne Street - Plan 3 of 6



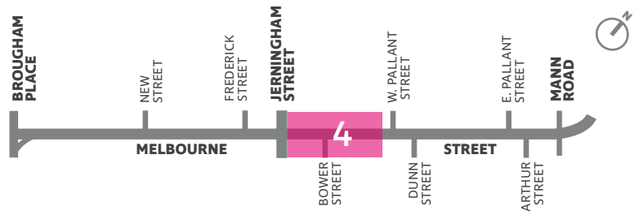

**LEGEND**

- Property boundary
- Existing awning/verandah
- Kerb to be demolished
- Existing street tree
- Existing private tree
- New street tree
- Existing wayfinding sign
- Existing mail box
- New light pole
- Seat
- Bin
- Bike rack
- New paved footpath
- Stamped asphalt
- Kerb ramp and tactiles
- Tactiles
- Existing public art
- Public art opportunity

# Concept Design

## Melbourne Street - Plan 4 of 6

KEY PLAN

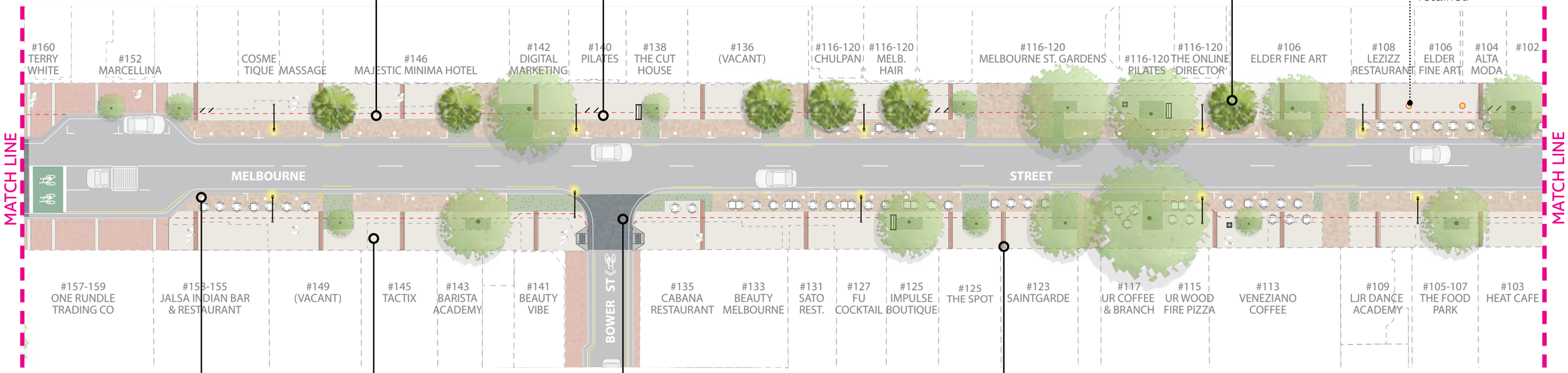



**WIDENED FOOTPATH**
Widening footpath and upgrade the pavers throughout to refresh and revive, creating more opportunities to optimise activity zones with outdoor dining or places to stop and recharge

**ACTIVITY ZONES**
Flexible zone at footpath grade with removable bollards may be used for outdoor dining, retail display and activation from adjacent businesses. Minimal parking losses

**GREENING**
New trees and garden beds with integrated stormwater connections to increase canopy cover and provide more shade

Private light pole to be retained




**REMOVABLE BOLLARDS**
Removable bollards to provide flexible parking opportunities

**NEW FOOTPATH SURFACE**
New footpath finish at main strip precinct for a modern and refreshed look

**PEDESTRIAN SAFETY**
Stamped asphalt treatments and new compliant kerb ramps to provide safer access at key crossing points

**NEW BANDINGS**
Red brick pavers reused as bandings on Main Strip precinct to link the new surface to the existing footpath treatment

N

0 5 10m
Scale 1:500 @ A3

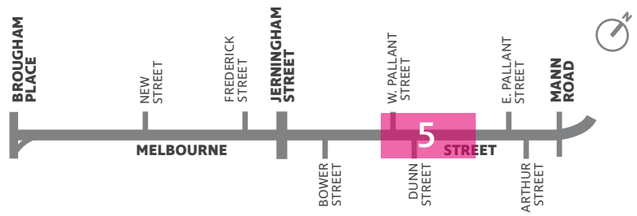
**LEGEND**

- Property boundary
- Existing awning/verandah
- Kerb to be demolished
- Existing street tree
- Existing private tree
- New street tree
- Existing mail box
- New light pole
- Seat
- Bin
- Bike rack
- Removable bollards
- New paved footpath
- Driveway/flexible parking
- WSUD garden bed
- Stamped asphalt
- Kerb ramp and tactiles
- Tactiles

# Concept Design

## Melbourne Street - Plan 5 of 6

KEY PLAN




**WIDENED FOOTPATH**
Widening footpath and upgrade the pavers throughout to refresh and revive, creating more opportunities to optimise activity zones with outdoor dining or places to stop and recharge

**NEW FOOTPATH SURFACE**
New footpath finish at main strip precinct for a modern and refreshed look

**BIKE SHARROWS**
Bike sharrows at key side streets to improve safety and increase connectivity into Melbourne Street

Existing "Fork in Road" public art

**NEW LIGHTING**
Improved lighting[1] throughout the street and highlighting iconic building facades, adding a higher level of elegance to the street and breathing life into the night-time economy - reusing at key spots suspended baskets[2] attached to the poles enhancing the street atmosphere

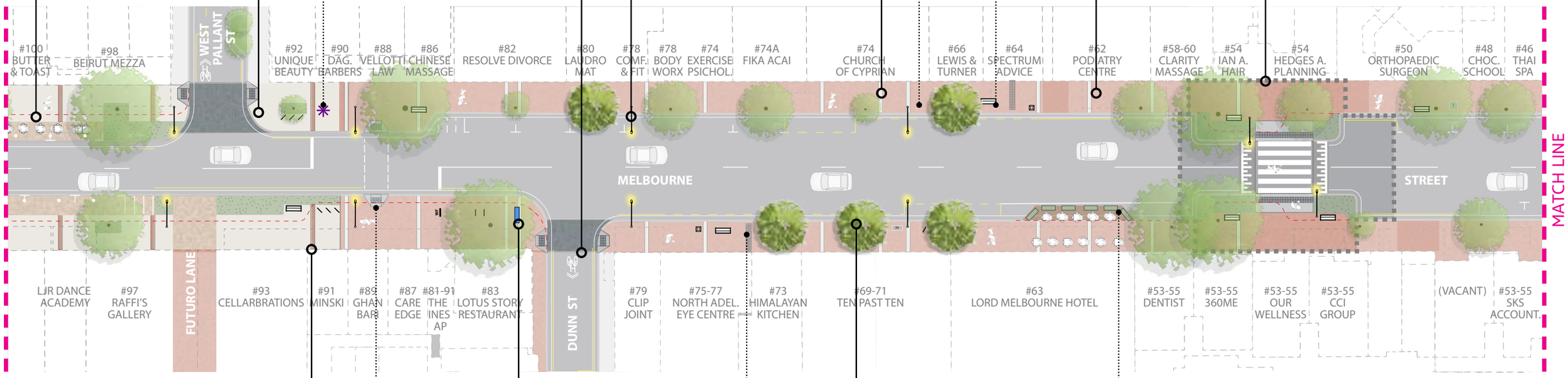
**NEW BANDINGS**
New footpath pattern to transition to major works on the Main Strip precinct

Existing red brick pavers to be retained

Bus stop #4

**FOOTPATH SURFACE**
Localised footpath (clean and relay), kerb and watertable improvements where is needed

**PEDESTRIAN PRIORITY**
Wombat crossing[3] formalising crossing point on eastern end, encouraging lower speeds, prioritising pedestrian movements and adding new garden beds with integrated stormwater solutions




**NEW BANDINGS**
Red brick pavers reused as bandings on Main Strip precinct to link the new surface to the existing footpath treatment

Existing Pedestrian Actuated Crossing (signals)

**PARKING**
Combined wayfinding and variable message car park availability sign[2] near Dunn St

Bus stop #4

**NEW TREES**
New tree planting with integrated stormwater connections along the street to increase canopy cover and provide more shade

Existing footpath extension[2] for outdoor dining area

N

0 5 10m
Scale 1:500 @ A3

**LEGEND**

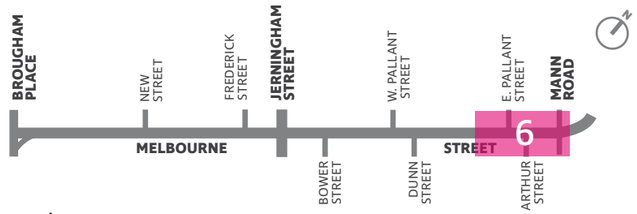
- Extent of works - wombat crossing
- Property boundary
- Existing awning/verandah
- Kerb to be demolished
- Existing street tree
- New street tree
- Existing wayfinding sign
- Existing mail box
- New light pole
- Seat
- Bin
- Bike rack
- New paved footpath
- Driveway/flexible parking
- WSUD garden bed
- Stamped asphalt
- Kerb ramp and tactiles
- Tactiles
- Removable bollards
- Existing public art

Notes:
[1] Light pole locations are to be determined in detailed design
[2] Funded by State Government / DIT $1M Grant Funding (refer Appendix I)
[3] Stage 1: funded by the Government of South Australia via the 2023-2026 National Road Safety Program - $600k Grant Funding (refer Appendix K)

# Concept Design

## Melbourne Street - Plan 6 of 6

KEY PLAN




**VEHICLE SPEED LIMIT**
Reduce[3] speed limit to 30km/h for a safer, slow speed environment, enhancing pedestrian amenity. A 30km/h speed limit compared to the existing 50km/h adds 48 seconds in travel time for a 1km distance (in free flowing conditions)

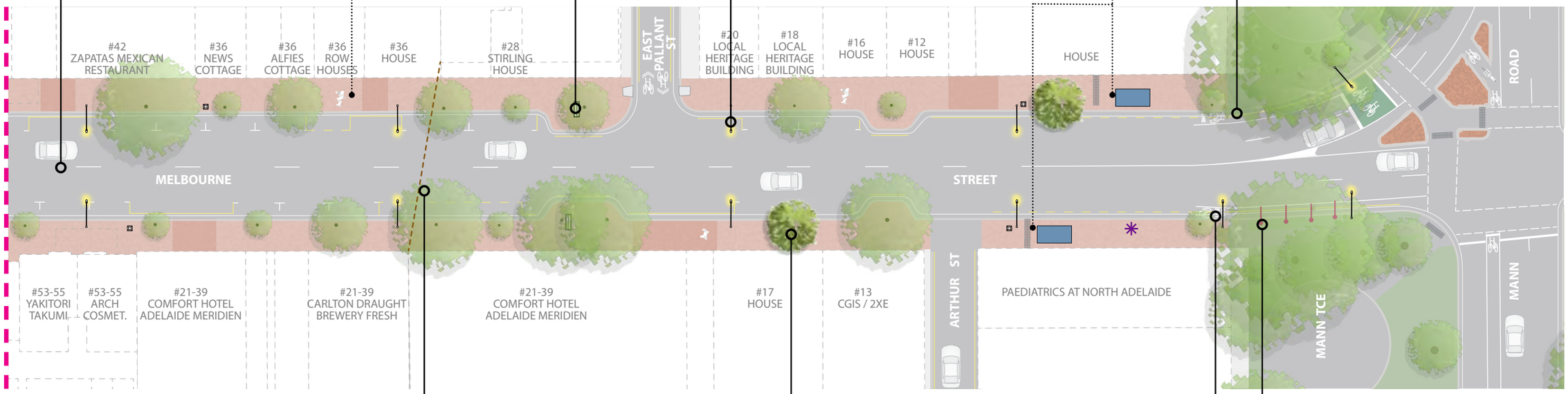
**STREET FURNITURE**
Upgraded urban elements for a new CoA suite - bins, seats, bike racks, planter boxes, bus shelters, to declutter the footpath, activate frontages and to uplift the street

Existing red brick pavers to be retained

**NEW LIGHTING**
Improved lighting[1] throughout the street and highlighting iconic building facades, adding a higher level of elegance to the street and breathing life into the night-time economy - reusing at key spots suspended baskets[2] attached to the poles enhancing the street atmosphere

Bus stop #5

**CONNECTED CYCLEWAY**
Retain bike lane link to Mann Road




**NEW BANNER**
Existing overhead catenary wire to be investigated for renewal and opportunity for new over-road banner

**NEW TREES**
New tree planting with integrated stormwater connections along the street to increase canopy cover and provide more shade

**LINEMARKING**
Improved delineation, and road safety; includes removal of non-compliant bike lanes along the street

**UPGRADED BRANDING**
Banner brackets[2] attached to flag poles for vibrant and welcoming entry statement

N

0 5 10m
Scale 1:500 @ A3

## LEGEND

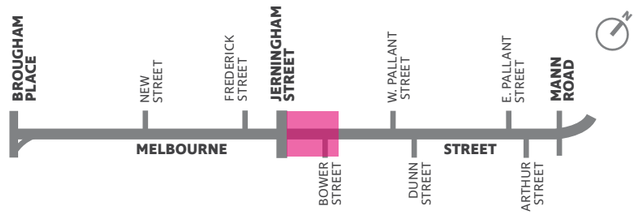
- Property boundary
- Existing awning/verandah
- Existing street tree
- New street tree
- New light pole
- Banner pole
- Seat
- Bin
- Bike rack
- Existing public art
- Existing kerb ramp
- Tactiles
- Bus shelter

Notes:
[1] Light pole locations are to be determined in detailed design
[2] Funded by State Government / DIT $1M Grant Funding (refer Appendix I)
[3] Lower speed limit subject to Department for Infrastructure and Transport (DIT) approval

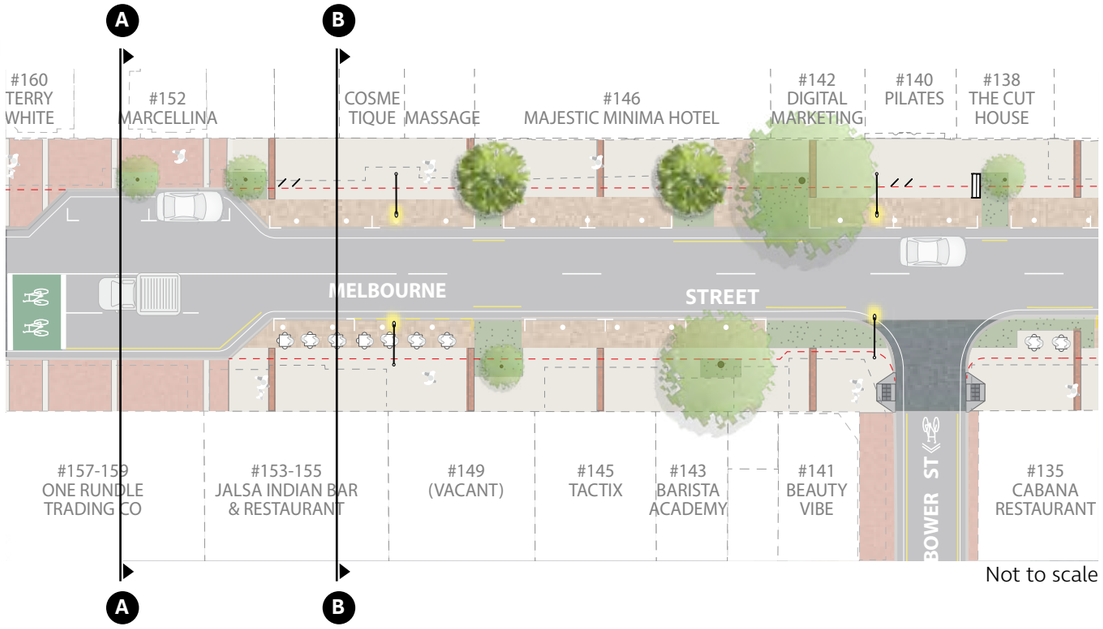
# Cross Sections

## Melbourne Street

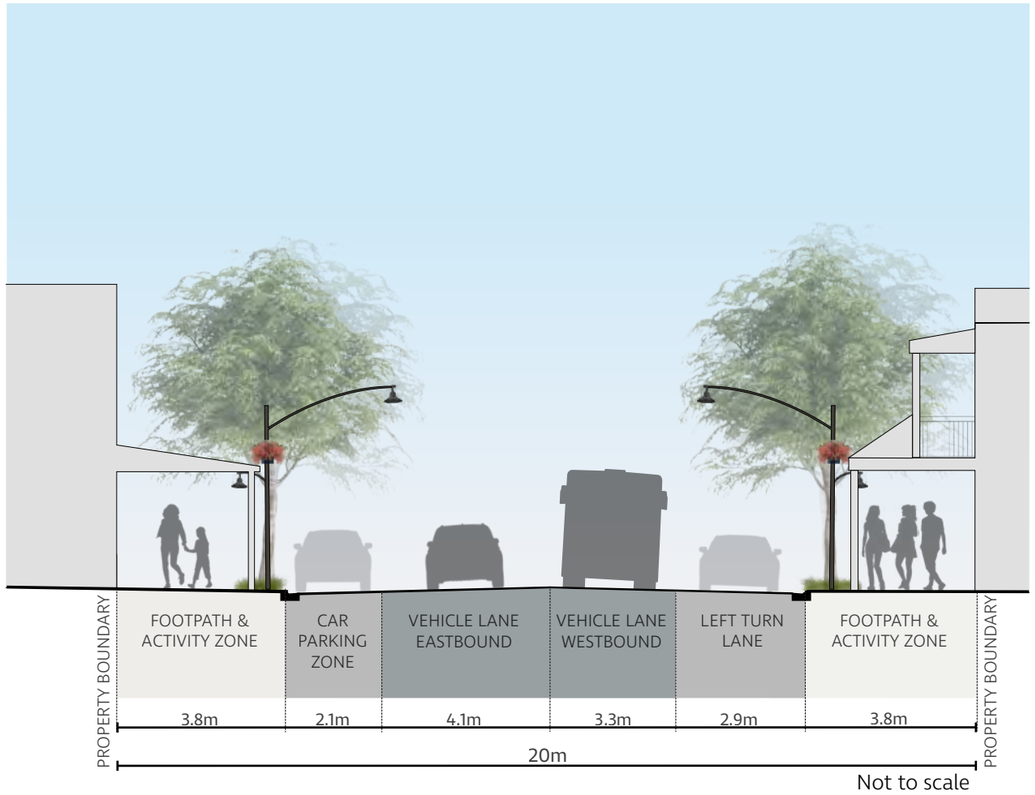
KEY PLAN



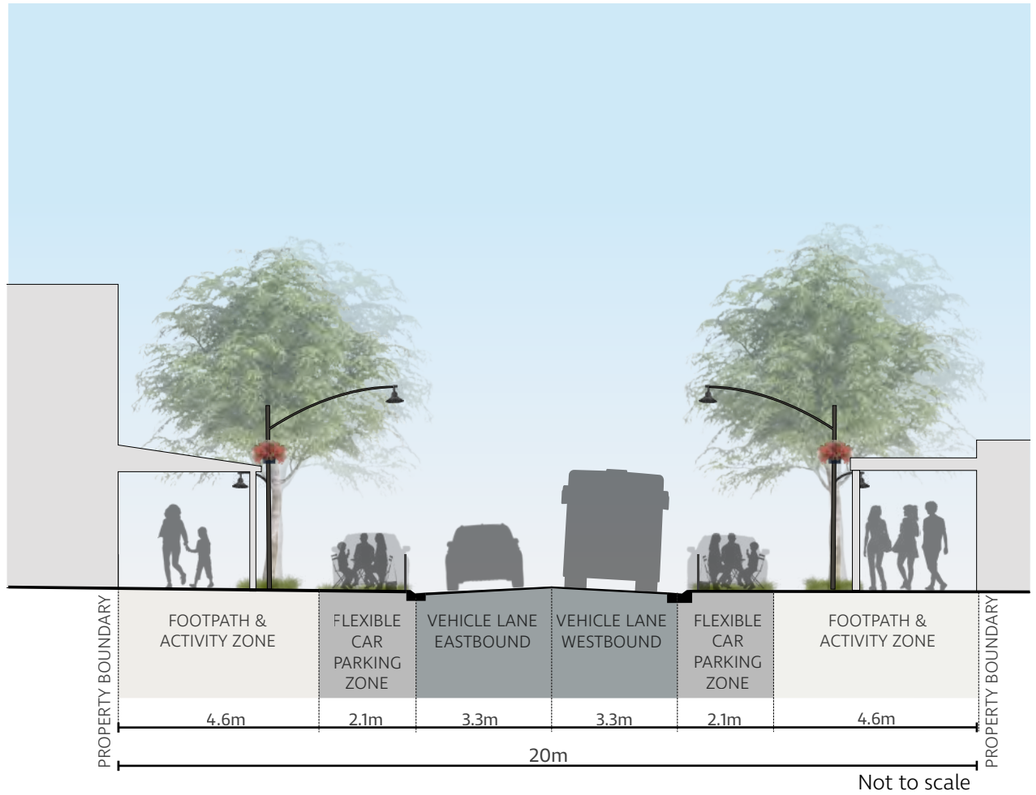

PLAN




TYPICAL SECTION - A




TYPICAL SECTION - B



# Artist's Impression

## Melbourne Street

**View looking south-west toward Jerningham Street, new bandings for a soften transition on footpath treatments**

# Artist's Impression

## Melbourne Street

**View looking north-west: flexible parking with removable bollards on Melbourne Street**

Part five

# Appendices

Melbourne Street, 1973
State Library of South Australia

# Transport Patterns

**APPENDIX A**

## Melbourne Street

Impacts to transport are being investigated through modelling driver behaviour and route choice options.

'Projected traffic increase' onto parallel routes does not take into account mode shift and personal choice/ decision to use other modes of transport.

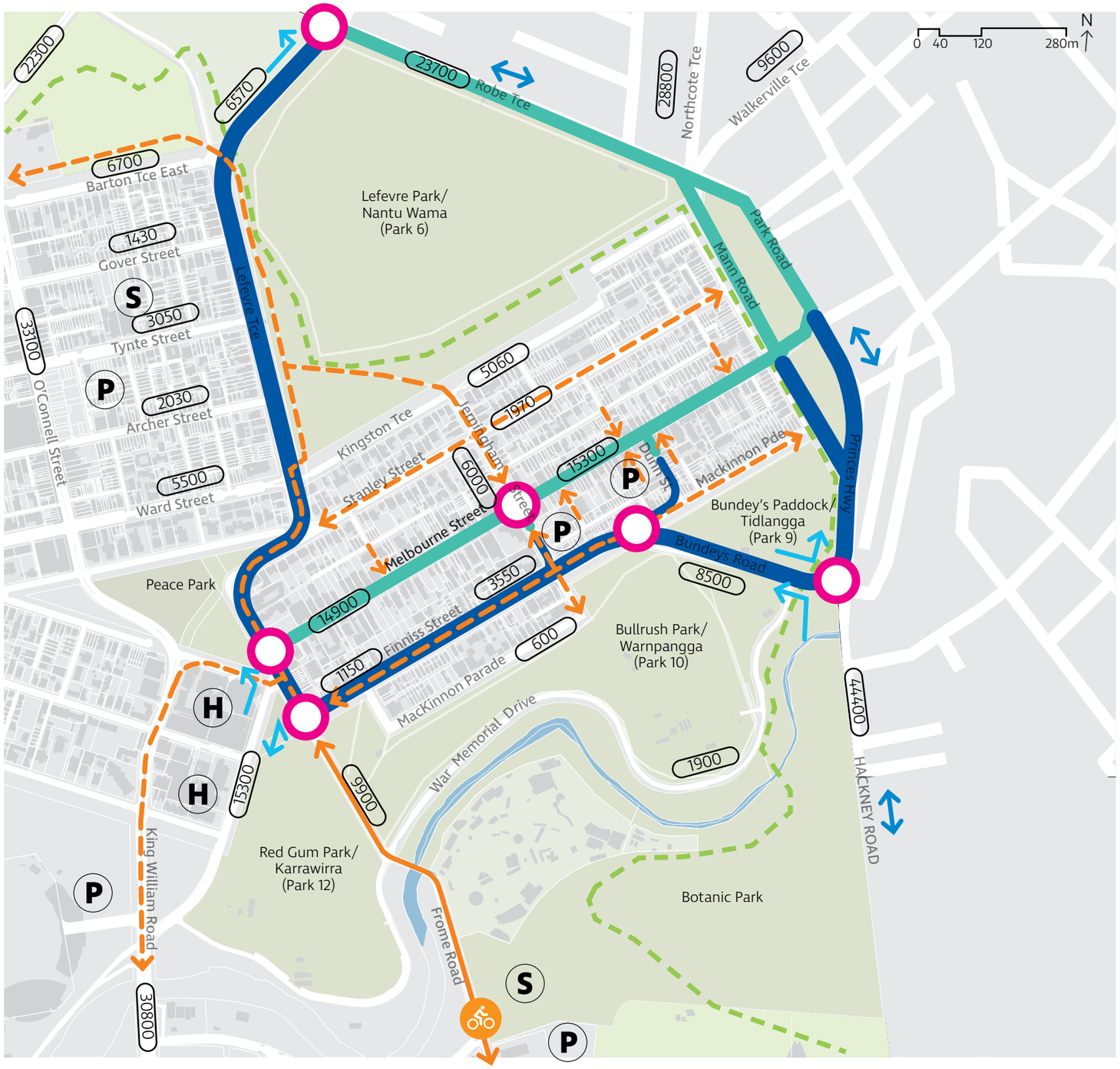
Number of vehicles per day informed by DIT figures. Melbourne Street and Frome Road traffic volume collected in August 2025. Map shows daily traffic volumes (number of vehicles per day).

Melbourne Street is currently 50km/h, and is proposed to be 30km/h with a change in street configuration to support the reduced speed limit.

A 30km/h speed limit compared to the existing 50km/h adds 48 seconds in travel time for a 1km distance in free flowing conditions.

### Legend

- Destination Traffic Generator - off street car park
- Destination Traffic generator - School / Uni
- Destination Traffic generator - Hospital
- Projected vehicle traffic increase
- Assumed through-traffic reduction
- Possible future intersection modifications to accommodate potential additional movements
- Potential increase in vehicle turns
- Suburb to suburb through-traffic redistribution
- Adelaide Park Lands Trail
- Popular established cycle route
- Future/existing enhanced cycle infrastructure, aligned with Integrated Transport Strategy (ITS)




Mapping information source: Infraplan February 2023 modified by CoA October 2025.

# Precinct Car Parking Opportunities

**APPENDIX B**

## Melbourne Street

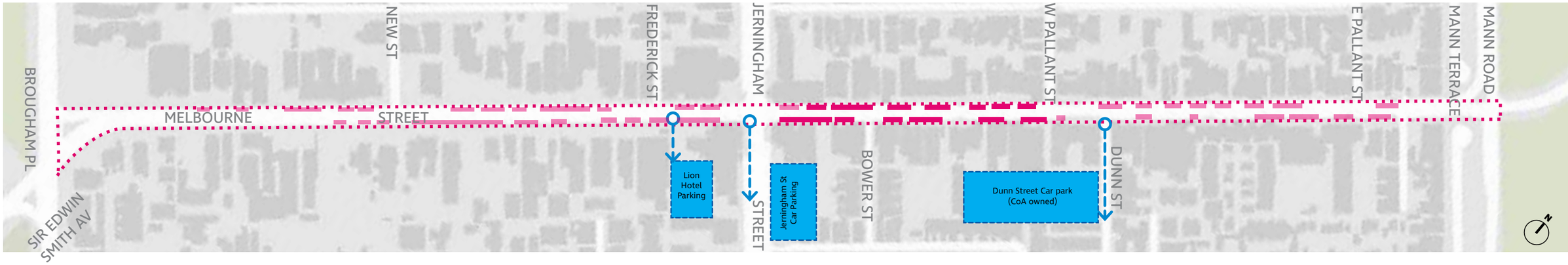
An analysis of the car parking statistics show a reduction of on-street parking could occur through improving to improve legibility of the precinct and placing a greater emphasis on the capacity of the surrounding off-street car parks. Monitoring of capacity and turnover with smart sensors will help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

Existing On-street parking

Proposed Flexi-zone parking

Off-street car park (existing)

Car park access



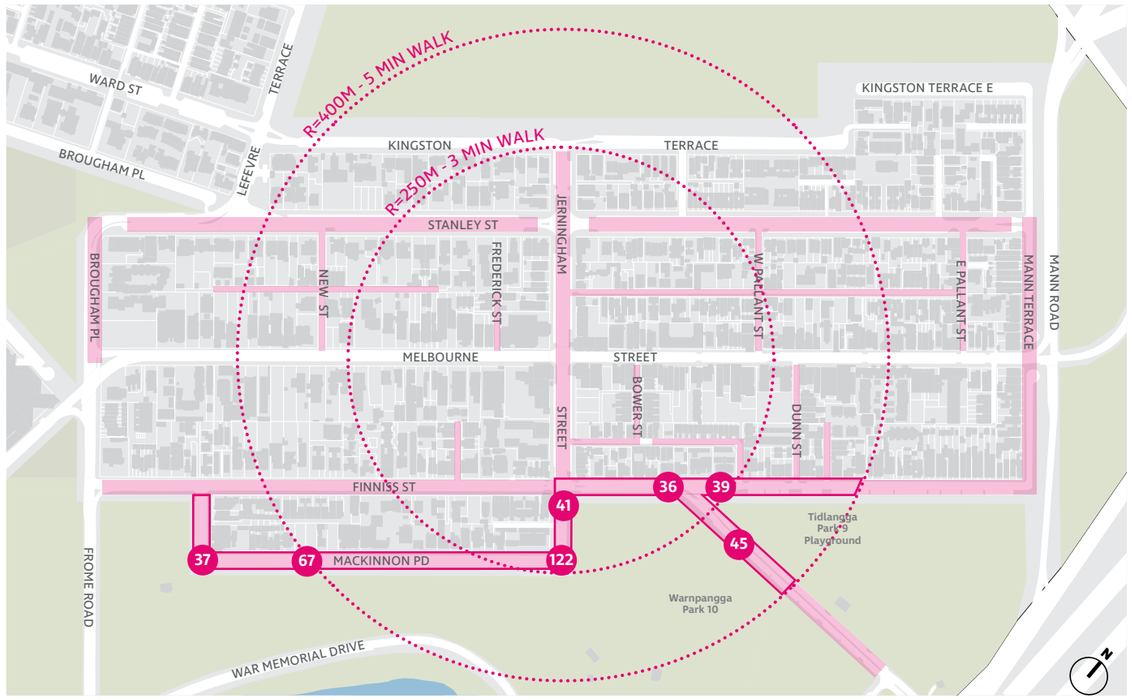

**IMPROVED WALKABILITY**
Encourage alternatives to private car transport such as public transport, bike riding and walking within the precinct.

**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.

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

**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.

**Parking catchment - 3 to 5 minute walk**
On-street parking available within walking distance from Melbourne Street
Data collated from Citymap March 2023




On-street parking

Streets with large capacity of on-street parking

# Visitation & Vacancy Data

**APPENDIX C**

## Melbourne Street

The following data was collected by the Adelaide Economic Development Agency (AEDA) which is a subsidiary of the City of Adelaide.

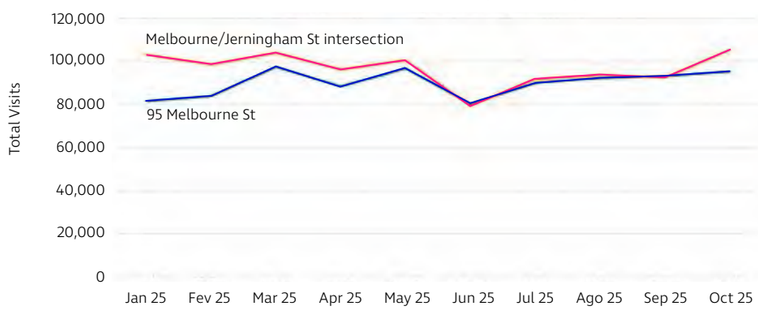
AEDA was established in January 2021 to accelerate economic growth in the city. AEDA works closely with businesses, industry groups, the State Government, and other relevant organisations to deliver a range of programs to achieve our vision in making Adelaide the most liveable city in the world. Led by a skills-based board with expertise across retail, hospitality, property development, place making, business development, investment, events, and tourism, AEDA aims to attract investment and support businesses, grow the visitor economy, support residential growth, as well as market the city and Rundle Mall.

**Visitation (pedestrian numbers)**

Pedestrian counting sensors on two locations on Melbourne Street were installed on 7 December 2024 and started their counts from that day. Device counts are measured through tools that do not explain complete visitation. The pedestrian count figures represent a sample of people and should be viewed as a best estimate. More people may have visited the area that were not counted by the limitations of the footfall tools and therefore the data is best used for trend analysis. Data is sourced from Kepler Analytics who use mobile phone wifi sensor technology.

| | Date range: Jan-Oct 2025 | |
|---|---|---|
| | **95 Melbourne Street** | **Melbourne/Jerningham Street intersection** |
| **Average daily visits** | 2,958 | 3,175 |
| **Average weekly visits** | 19,631 | 21,472 |
| **Average monthly visits** | 89,926 | 96,527 |
| **Total visits** | **899,258** | **965,269** |

**Melbourne Street Foot Traffic Trends (YTD 2025)**




**Vacancy Rates**

Q3 July/September 2025:

| Vacant | Occupied | Total | Vacancy Rate | Occupancy Rate |
|---|---|---|---|---|
| 5 | 114 | 119 | 4.2% | 95.8% |

- Premises that were located on the corner of a main street and had a physical contribution to the main streets were included in the count, even if the official address was not on the main street.
- Premises located on level one or two of a building were not counted as these premises are typically office spaces and whilst they do contribute to the overall occupancy of the street they are not shopfronts which the audience considers is the reflection of the main street analysis.
- Premises that were vacant but leased were counted as occupied.
- This report includes a number of commercial facing retail streets not included in previous reports. Streets were counted if they had 13 shops within 130 metres.
- Please note this data only includes the external (street) facing premises and excludes all residential properties, and all ground level premises of the Melbourne Street Gardens building.
- Overall, the vacancy rate for Melbourne Street increased by 2.7 percentage points year-on-year compared with Q3 2024.

**Melbourne Street Vacancy Rates - Historic Comparison**

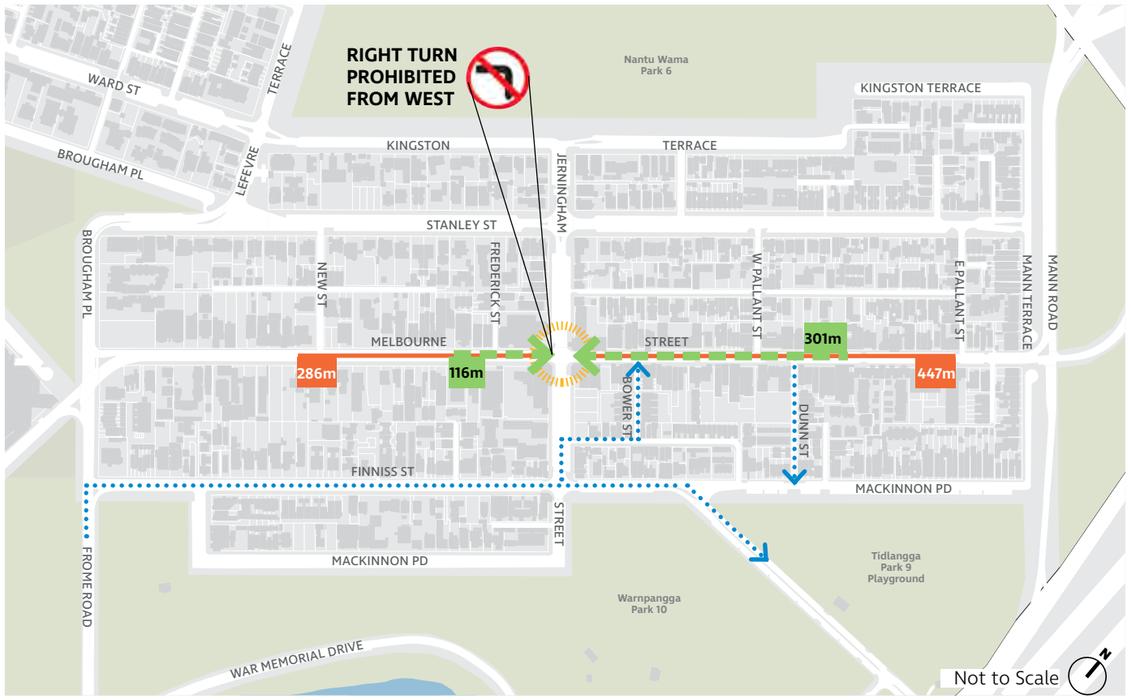
# Traffic and Transport Impacts

**APPENDIX D**

## Melbourne Street

An assessment related to traffic impacts associated with the concept was conducted in October 2025.
It is anticipated that some motorists will change their route and volumes may reduce; like that experienced in Frome Road with up to 40% reduction in traffic volumes during peak periods removed following roadworks undertaken in January 2025.
All other movements will see a reduction in queue lengths with right turn movements required to be prohibited as shown below.

### MORNING PEAK QUEUE LENGTH




Existing max. queue length on each direction (in metres)

Estimated max. queue length on each direction (in metres)

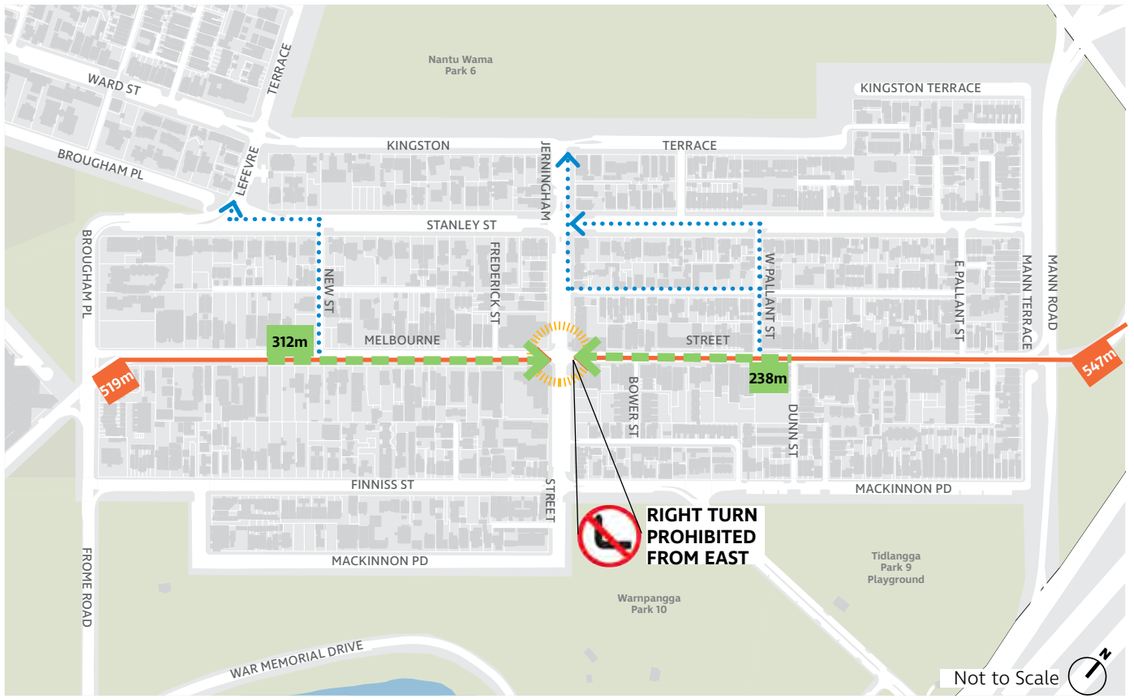
Alternative routes in AM peak

Proposed changes on Melbourne/Jerningham Street signalised intersection (right turn movement from Melbourne Street)

**OPERATION OF INTERSECTION IN THE MORNING PEAK PERIOD**

**Improved traffic flow for all approaches on Melbourne Street.**

### AFTERNOON PEAK QUEUE LENGTH




Existing max. queue length on each direction (in metres)

Estimated max. queue length on each direction (in metres)

Alternative routes in PM peak

Proposed changes on Melbourne/Jerningham Street signalised intersection (right turn movements)

**OPERATION OF INTERSECTION IN THE AFTERNOON PEAK PERIOD**

**Improved traffic flow for all approaches on Melbourne Street.**

# Bus Stop Rationalisation

**APPENDIX E**

## Melbourne Street

An assessment related to bus stop rationalisation impacts was conducted in September 2025.
The proposal involves consolidating bus stops 3 and 3A into a single location outside the Village Heart, optimising kerbside space and spacing of stops.
DIT (bus service operators) have supported the proposed changes, noting that the walking catchment remains virtually unchanged with the new bus stop arrangements.

**PATRONAGE DATA**

| Bus Stop | Average Weekday | Average Saturday | Average Sunday |
|---|---|---|---|
| Stop 2A Melbourne St - North West side | 65 | 38 | 29 |
| Stop 2A Melbourne St - South East side | 54 | 31 | 29 |
| Stop 3 Melbourne St - North West side | 18 | 11 | 7 |
| Stop 3 Melbourne St - South East side | 21 | 65 | 42 |
| Stop 3A Melbourne St - North West side | 29 | 26 | 18 |
| Stop 3A Melbourne St - South East side | 88 | 71 | 51 |
| Stop 4 Melbourne St - North West side | 33 | 21 | 19 |
| Stop 4 Melbourne St - South East side | 84 | 69 | 48 |
| Stop 5 Melbourne St - North West side | 33 | 24 | 27 |
| Stop 5 Melbourne St - South East side | 75 | 50 | 37 |
| **Grand Total** | **500** | **406** | **37** |

*Source: DIT, September 2025*

*Mapping information source: DIT September 2025 modified by CoA October 2025.*

# Benefits of Reallocating Public Space

**APPENDIX F**

## Melbourne Street

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

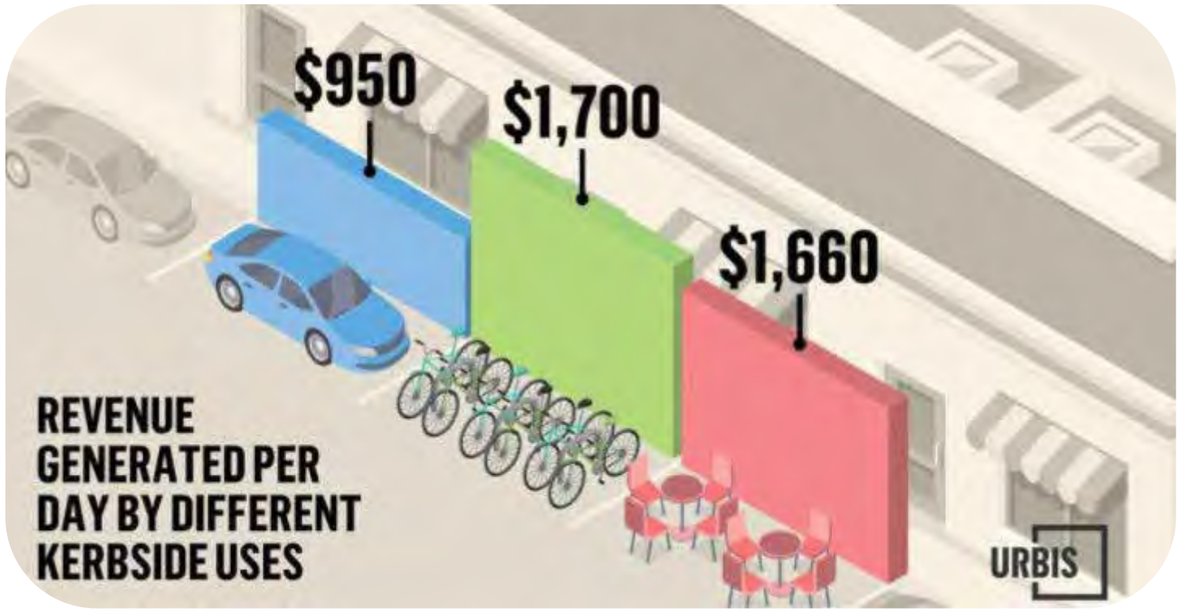
Above: Flexible Parking Zones on King William Street, Hyde Park. Image by Michael Haines Photography

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%

# Precedent Projects

APPENDIX G

## King William Road
## Hyde Park, South Australia

The City of Unley redeveloped King William Road in 2019 to refresh the aging main street into a bustling outdoor dining and retail precinct.

The redevelopment transformed the street with the introduction of 50 street trees, garden beds, larger outdoor dining spaces, unobstructed footpaths and public art.

Pedestrians have been prioritised with the introduction of zebra crossings to safely enable people to move from one side of the street to the other, something that was difficult for many people to navigate prior to the upgrade. The new design maintains 2 lanes of traffic, public transport bus routes and on-street parking.

High quality materials and a refined public realm palette of furniture celebrate the unique character and history of the precinct.

This project was the winner of the 2020 Mainstreet SA's Public Space and Streetscape Design Award.

This project is a relevant precedent to it's revitalisation of a wider precinct, and it's similar street configuration to Melbourne Street, with one traffic lane in each direction, and flexible spaces for a mix of activities including outdoor dining and car parking.

Learnings:
- Reduced on-street parking does not impact trade
- Parking sizes need to be adequately sized
- Rollover kerb profile needs to facilitate easy parking manoeuvres.

*Above image by Michael Haines Photography*

# Precedent Projects

APPENDIX H

## Hindley Street west
## Adelaide, South Australia

Completed in July 2014, the City of Adelaide, in partnership with the Commonwealth Government, State Government (DPTI) and UniSA, redeveloped the western end of Hindley Street between Liverpool and Register Streets.

Key project design objectives included:
- narrowing the carriageway,
- designing the street for low speeds
- removing the on-street parking
- increasing the footpath widths
- removing the kerbs, minimising asphalt
- removing the signalised pedestrian crossing
- removing the bike lane so bikes and vehicles share the same lane
- increasing amenity for people.

The space was the first of its kind in Adelaide - it is a street that prioritises people and place without many traditional streetscape treatments. The project has been an important contributor to the revitalisation of the city's West End, with significant investment in properties and new businesses opening at this end of Hindley Street.

Design features such as pedestrian crossings, raised roadway treatment and flush kerbs, and narrowed traffic lanes have resulted in significantly reduced traffic speeds, and improved pedestrian safety in this part of Hindley Street.

Learnings:
- Stone road pavements require careful consideration.

*Above image by CoA*

# Short Term Improvements - Implemented

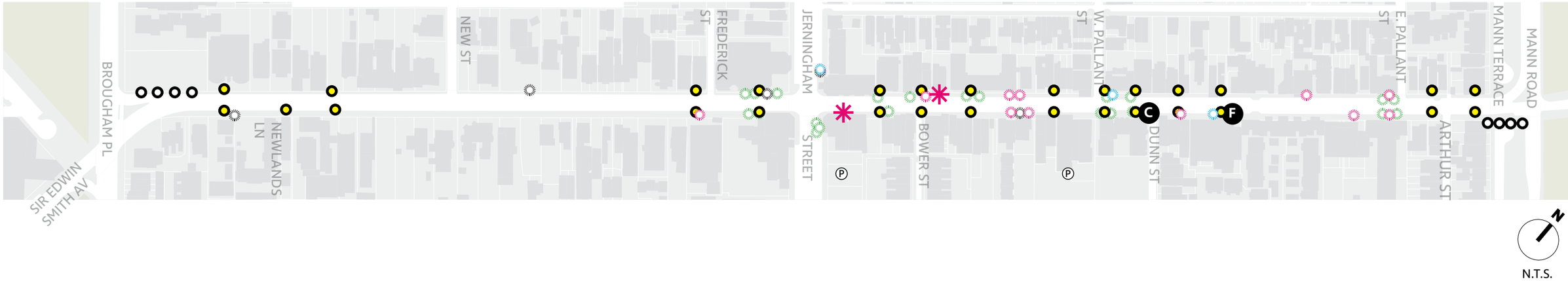
**APPENDIX I**

## Melbourne Street

Following the endorsed Concept Plan in 2023, the State Government (Department for Infrastructure and Transport - DIT) $1M Grant Funding is focused on enhancing and activating the street, including:

**LEGEND**

- Planter boxes (29)
- Relocated seats (12)
- Relocated bins (6)
- Relocated bike racks (6)
- New Dunn St Car Park Sign (1)
- New footpath extension (1)
- New banner brackets (8)
- New festoon light (2)
- New suspended planters (30)



**Rationalisation of street furniture**

Reorganise street furniture on the street, removing/ relocating/ adding street furniture where required (bins, seats, bike racks, planter boxes)

**COMPLETED**

**Temporary footpath extensions**

Trial in front of Himalayan Kitchen and Lord Melbourne Hotel (x2)

**COMPLETED**

**Entry Statement Banner Brackets**

Convert existing flag pole into banner poles, by adding banner brackets and installing banners on existing location (x8)

**COMPLETED**

**Festoon lights (co-funded)**

Welcome and delight visitors and passers by with temporary decorative 'sparkly festoon' lighting to selected businesses' front (x2)

**COMPLETED**

**Suspended planter boxes**

Installation of suspended planter boxes on existing light poles (x30)

**COMPLETED**

**Dunn St Car Park Sign**

Combined wayfinding and electronic car park sign to be installed near Dunn Street

**UNDERWAY (BY EOFY)**

* NOTE: Other actions are still pending DIT approval

# Stage 1 - West Wombat Crossing

APPENDIX J

## Melbourne Street

The State Government via the 2023-2026 National Road Safety Program $600k Grant Funding is focused on formalising N-S crossing points at the western and eastern end of Melbourne Street to improve pedestrian safety and movements. The design includes new garden beds with integrated stormwater solutions.
Construction is anticipated to commence in March 2026.

### View looking east along Melbourne Street of proposed wombat crossing

# Stage 1 - East Wombat Crossing

APPENDIX K

## Melbourne Street

The State Government via the 2023-2026 National Road Safety Program $600k Grant Funding is focused on formalising N-S crossing points at the western and eastern end of Melbourne Street to improve pedestrian safety and movements. The design includes new garden beds with integrated stormwater solutions.
Construction is anticipated to commence in March 2026.

### View looking west along Melbourne Street of proposed wombat crossing

# Image credits

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