

Gouger Street

Concept Design Engagement Round 2

May 2024



Gouger Street Revitalisation Project - City of Adelaide

Gouger Street

About the project

The City of Adelaide has identified Gouger Street as a major project as part of its Main Streets Revitalisation Program.

The Gouger Street project area spans from King William Street to Morphett Street, considering technical feasibility, budget constraints and existing Council assets.

The project scope will encompass a variety of design elements including upgrades to roads and footpaths, public art opportunities, improvements to parking, safety and connectivity enhancements, landscaping and more.

Engagement to date

Throughout the project, we are dedicated to engaging with community and gathering valuable feedback.

Letters were issued to all residents and businesses in the project area in February 2024 to introduce the project to community. In parallel, one on one engagement including door knocking and briefings with stakeholders was undertaken.

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

Feedback was also gathered from engagement sessions, Your Say survey and ideas board, and other stakeholder feedback.

The project team has considered the priorities and concerns identified and would like to share the developing draft concept with community including the project vision, key design principles and example design responses.

How to get involved

We want to ensure stakeholder feedback is accurately captured and invite you to share your comments and engage in discussions with the project team at the information session, or by completing the short survey (QR code link).

There will be further opportunity to review the draft concept design and provide your comment during public consultation expected in July 2024.

More information

Gouger Street Engagement Team

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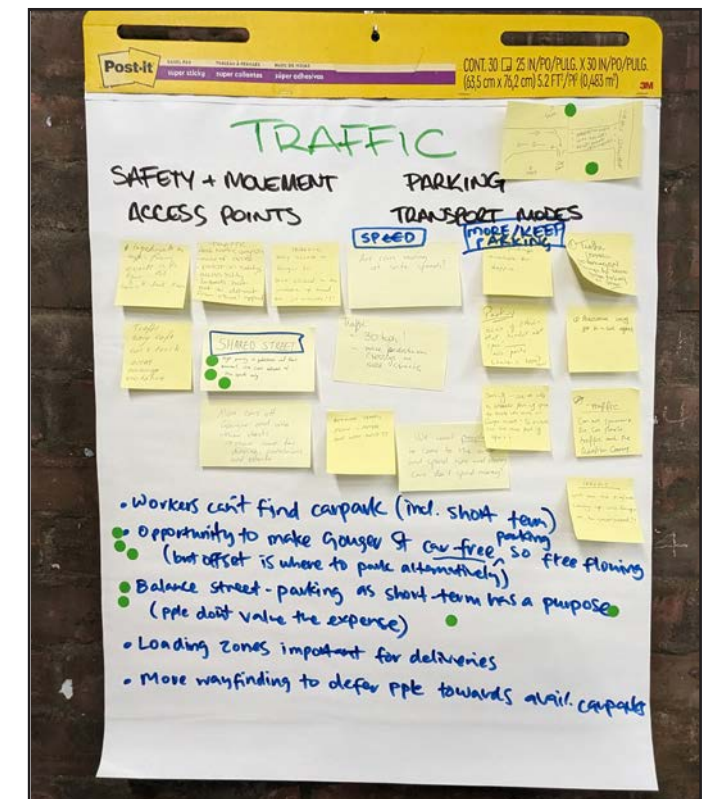
Or visit yoursay.cityofadelaide.com.au



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



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



Workshop participant comments on 'Traffic' topic, 21/03/2024

What community stakeholders have said...

Gouger Street



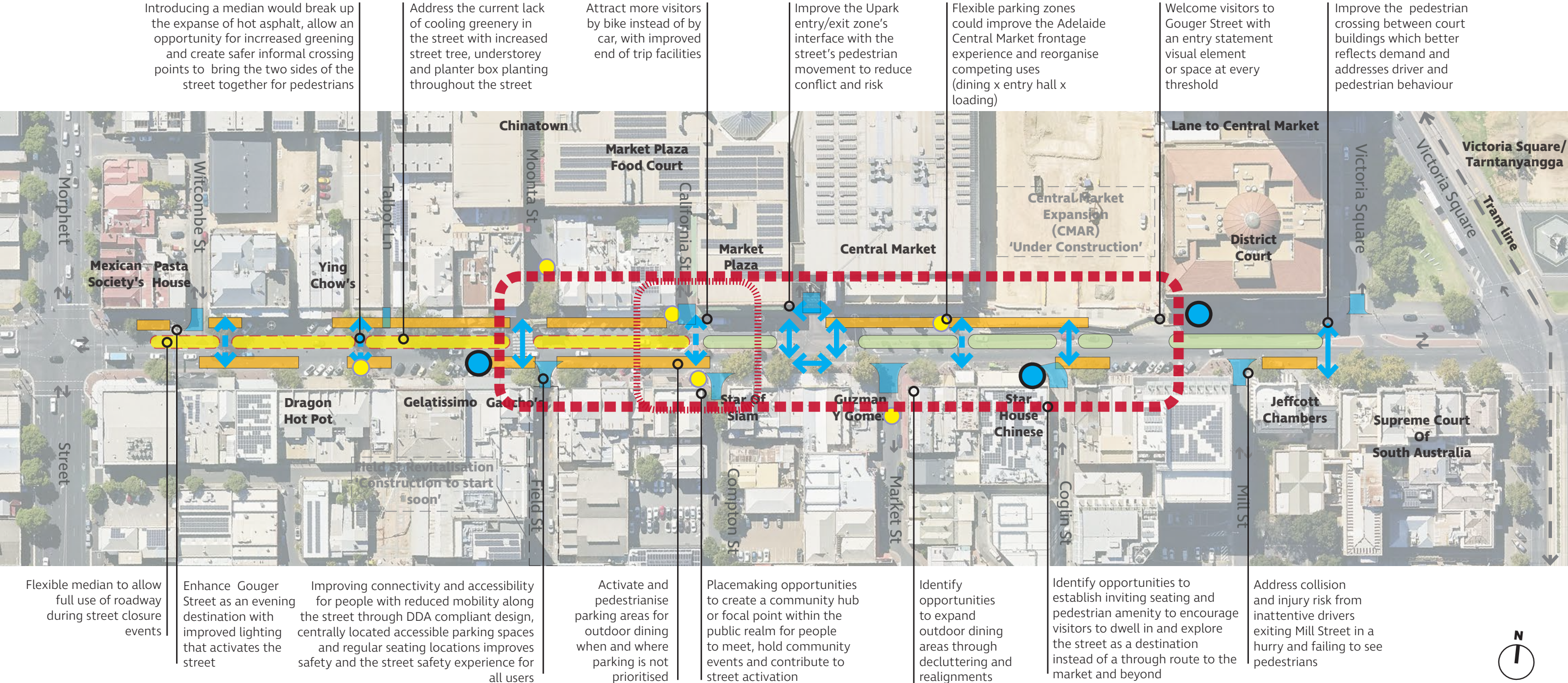
* Verbatim feedback from "Your Say Adelaide Community Consultation 2024", City of Adelaide, March 2024

Opportunities

Gouger Street

LEGEND

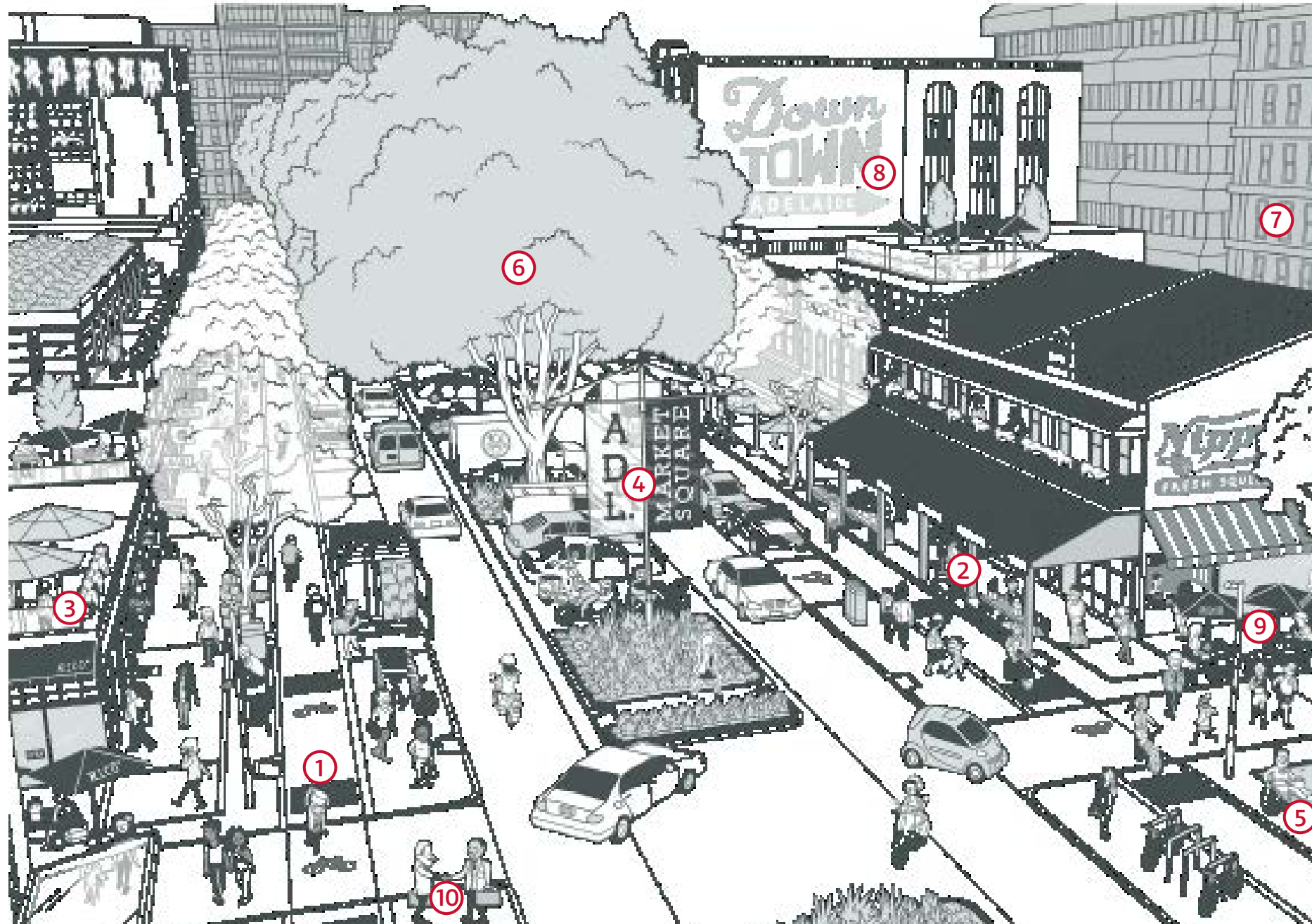
- Improve side street connections with a continuous footpath
- Improve pedestrian connectivity with **formal** crossings
- Improve pedestrian connectivity with **informal** crossings
- Drop-off/ pick-up zones
- Increase street greening opportunities
- Flexi zones /
- Dedicated area to activation opportunities
- Flexible medians with tree planting



What Makes a Great Main Street?

Gouger Street

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



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

VISION

Gouger Street

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

Guiding Principles

Gouger Street

In no specific order.....



Activate and Attract

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



Connectivity

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



Better Street = Better Business

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



Organise and declutter

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



Greener Street

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



Celebrate culture and identity

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

Example Design Response 1

Gouger Street

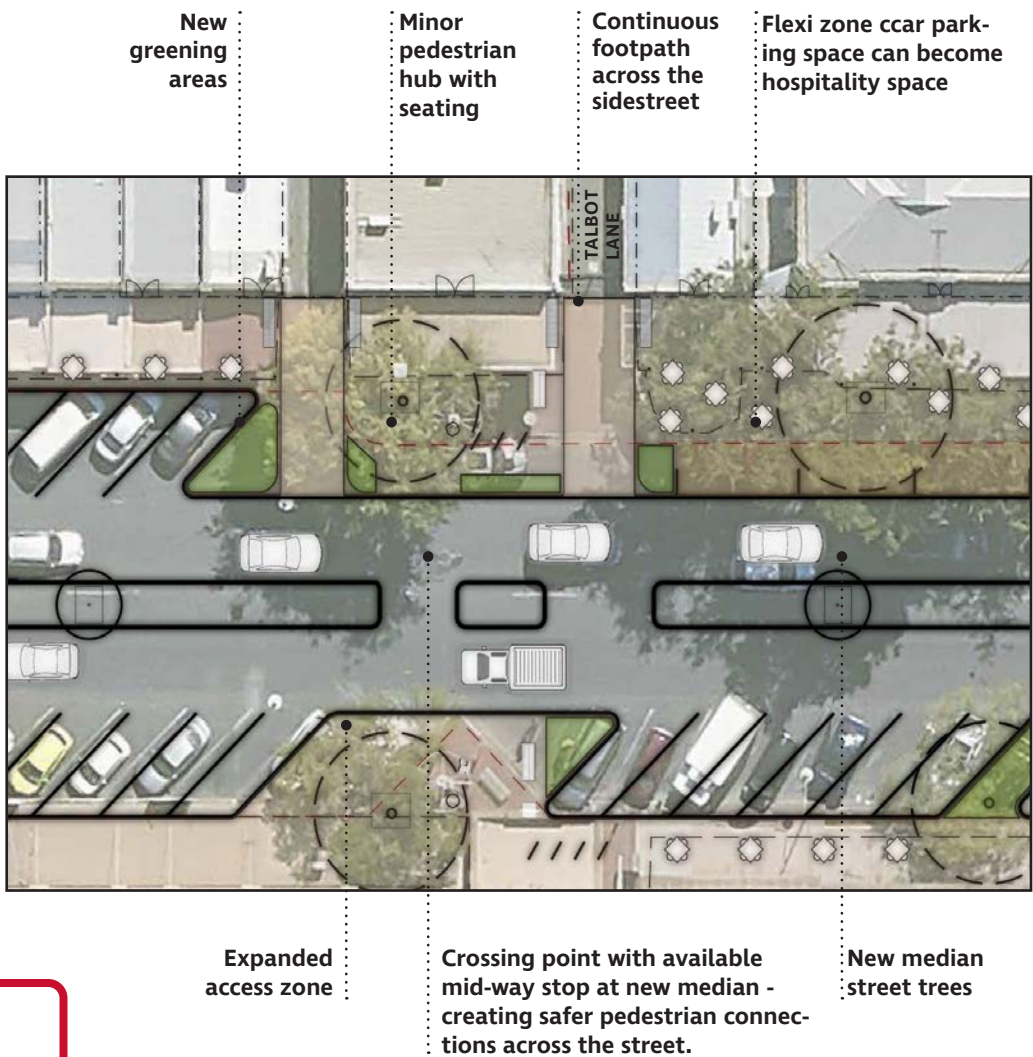
Convenient pedestrian crossing zones, with increased greenery for inviting stopping spaces along the street



-  Pedestrian Crossings
-  Dedicated Clear Pedestrian Access
-  Activity Space
-  Flexible Zones - Interchangeable Parking and Event Space
-  Greening

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

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



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

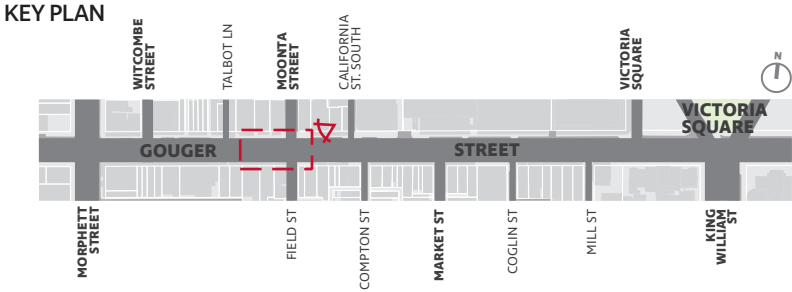
Example Design Response 2

Gouger Street

Greening and refurbished seating areas to meet and rest



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



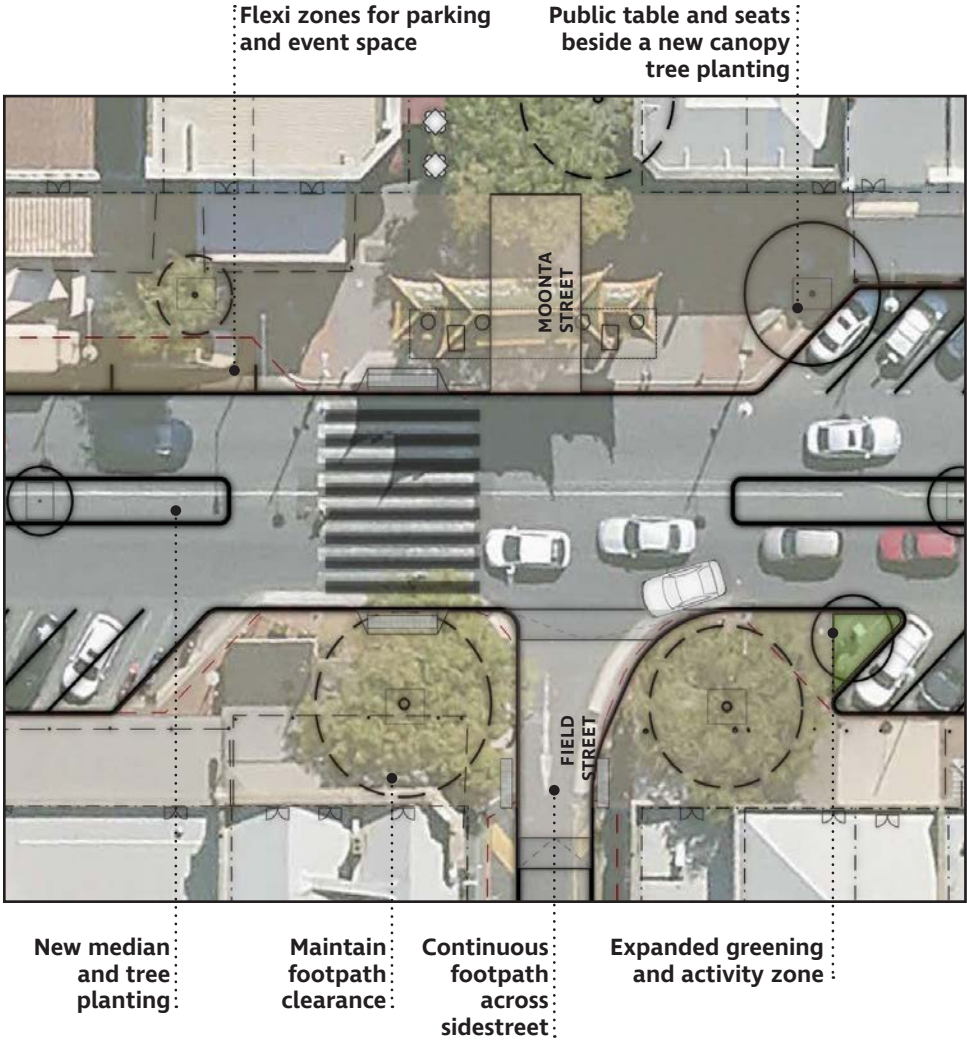
"Gouger St has a strong connection to China Town and the restaurants on the street reflect that. So you either embrace that and build the brand of it being china town; or you keep china town in part and make gouger st more cosmopolitan and broaden the variety of eating options and make it a foodie street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



- Pedestrian Crossings
- Dedicated Clear Pedestrian Access
- Activity Space
- Flexible Zones - Interchangeable Parking and Event Space
- Greening

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

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



Example Design Response 3

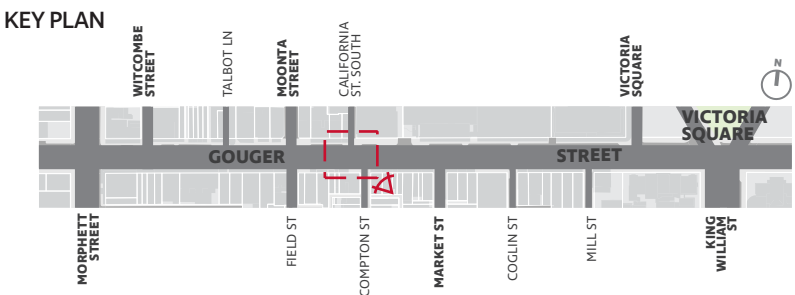
Gouger Street

Creating a Gouger Street Community Hub

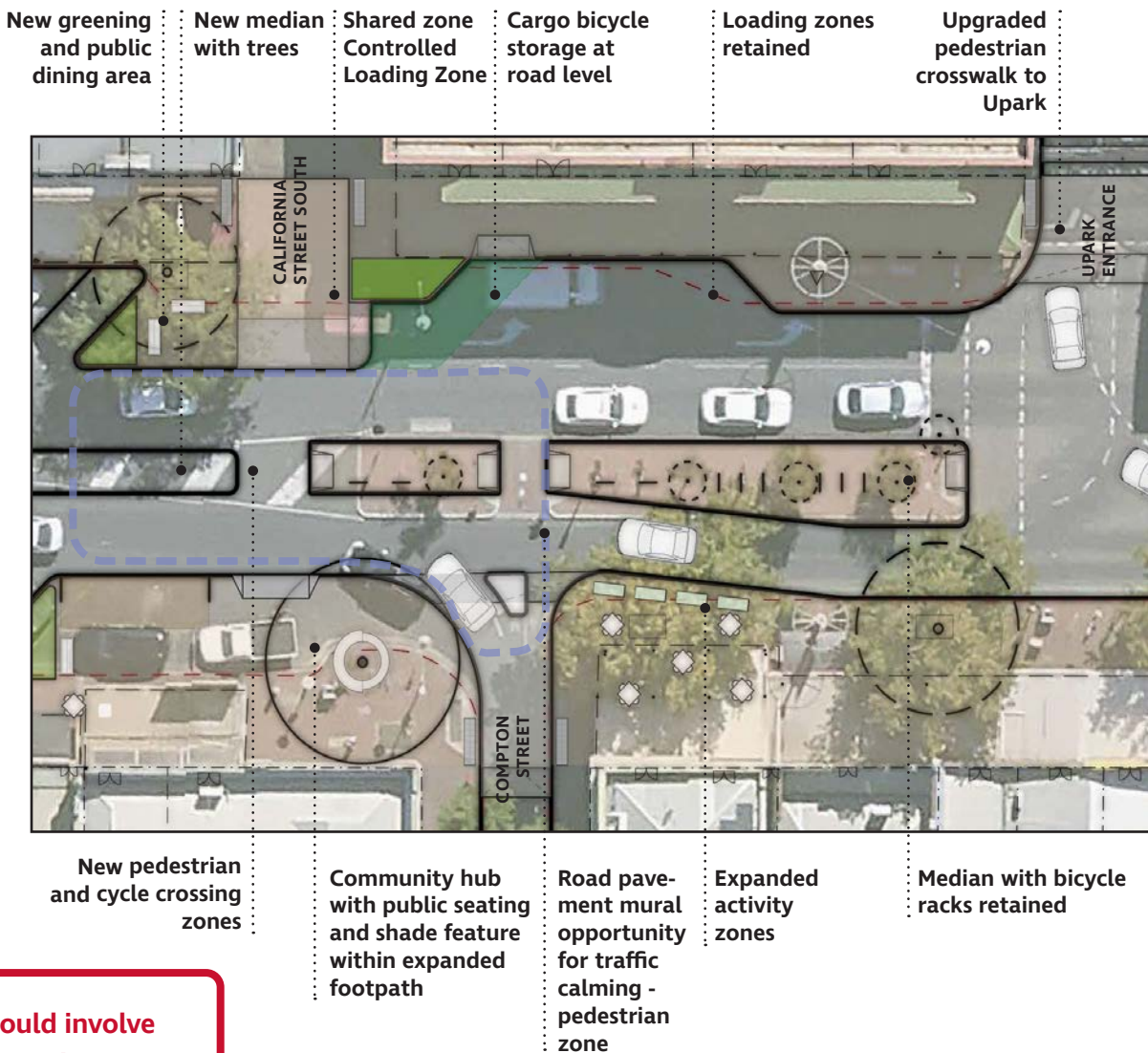


-  Pedestrian Crossings
-  Dedicated Clear Pedestrian Access
-  Activity Space
-  Flexible Zones - Interchangeable Parking and Event Space
-  Greening

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



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



Example Design Response 4

Gouger Street

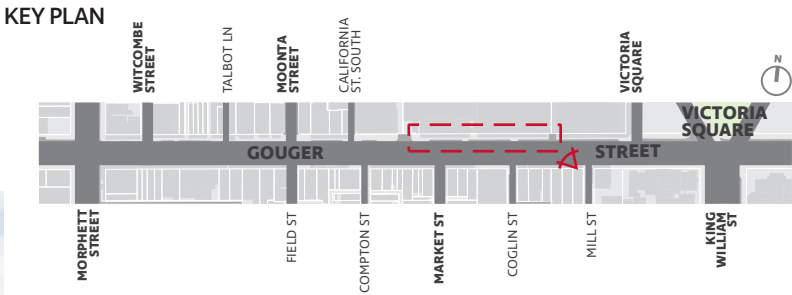
Flexible zones - Maximising market service delivery



Half loading zone - when there is low demand for loading

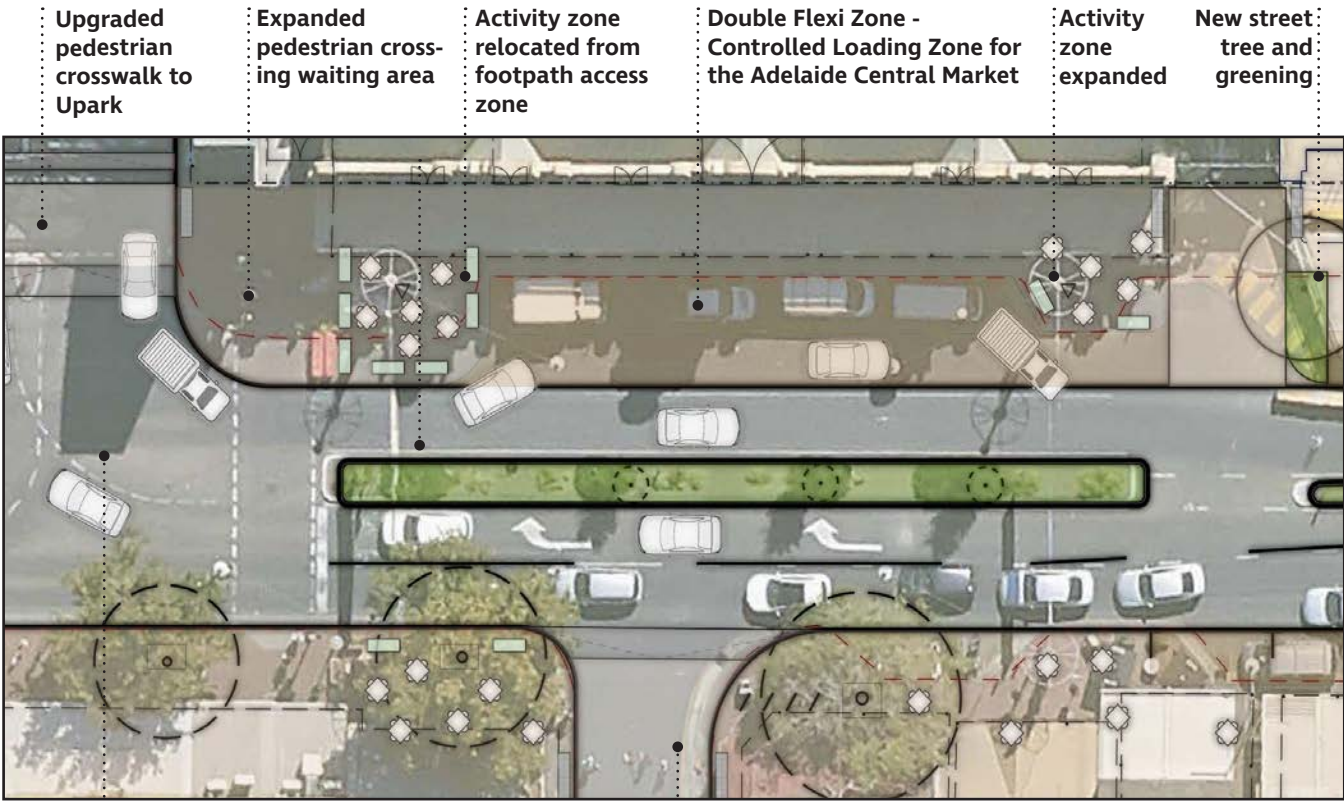


Full event space for market and street activation outside loading hours



- Pedestrian Crossings
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- Activity Space
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- Greening

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



Potential to raise the roadway through central market zone to increase accessibility and improve safety through traffic calming

Continuous footpath across the sidestreet

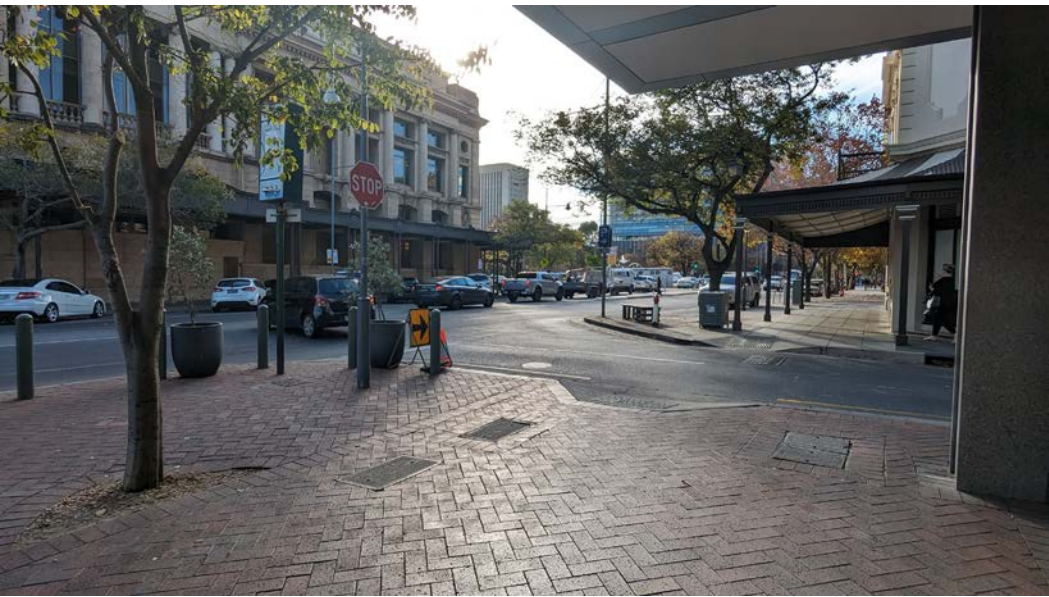
"I like the vibrancy, variety of restaurants, central markets"

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

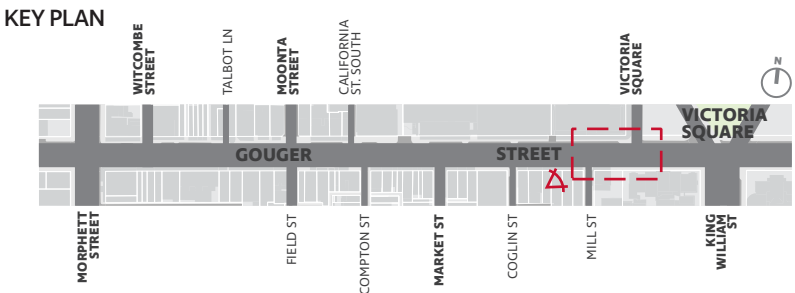
Example Design Response 5

Gouger Street

Safe pedestrian access along and across Gouger Street

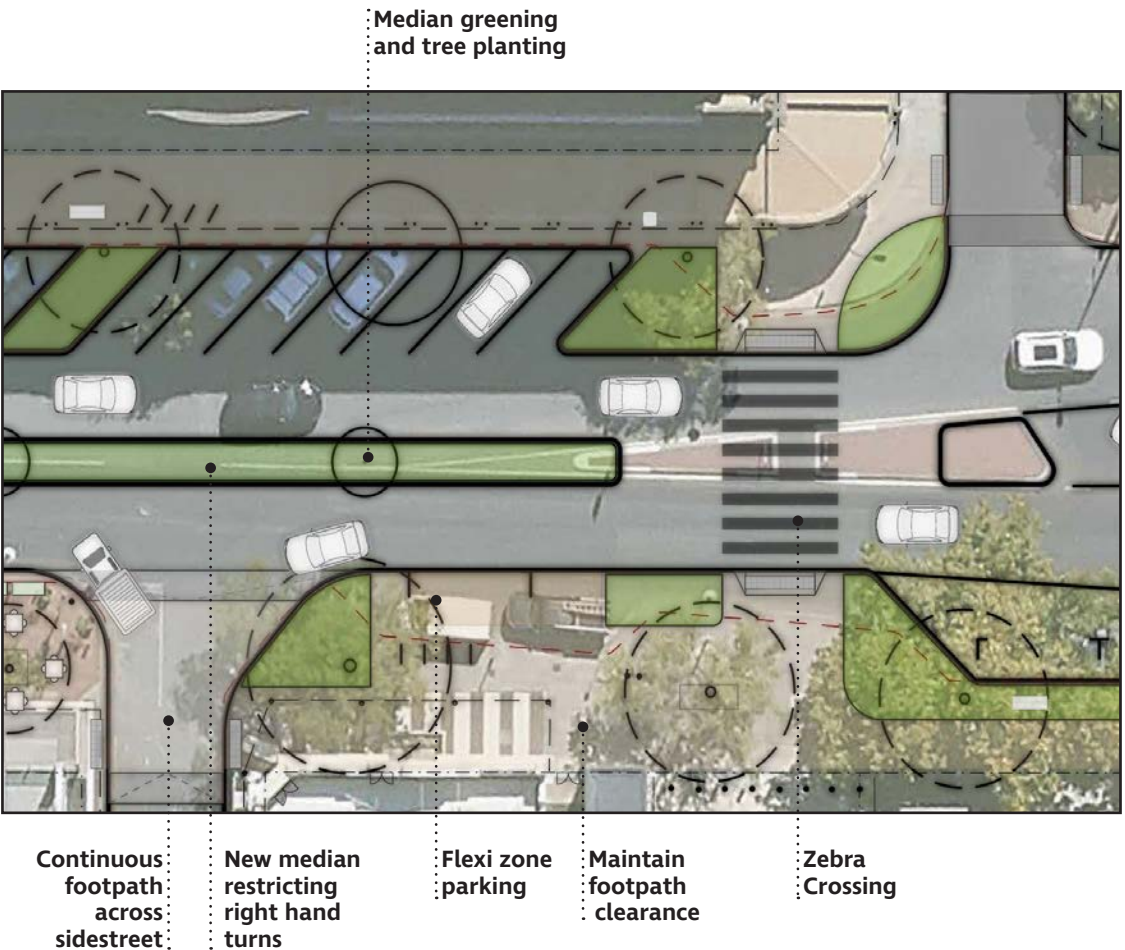


-  Pedestrian Crossings
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-  Greening



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

A zebra crossing near the the Court



More signs would help people not familiar with the area.

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