O'Connell Street

Concept Plan

REVISED
AUGUST 2024



City of Adelaide

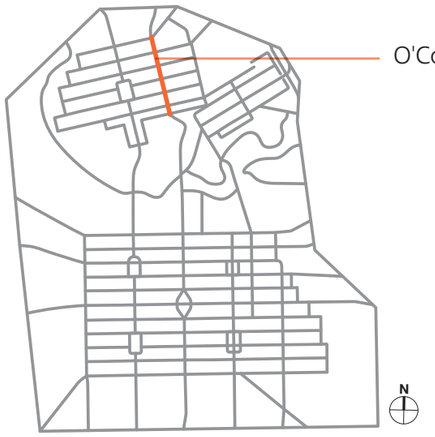
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Acknowledgement of Country

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.





O'Connell Street in North Adelaide

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Part one

What Makes a Great Main Street



What Makes a Great Main Street?

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

Here are some of the key ingredients that make a great street:

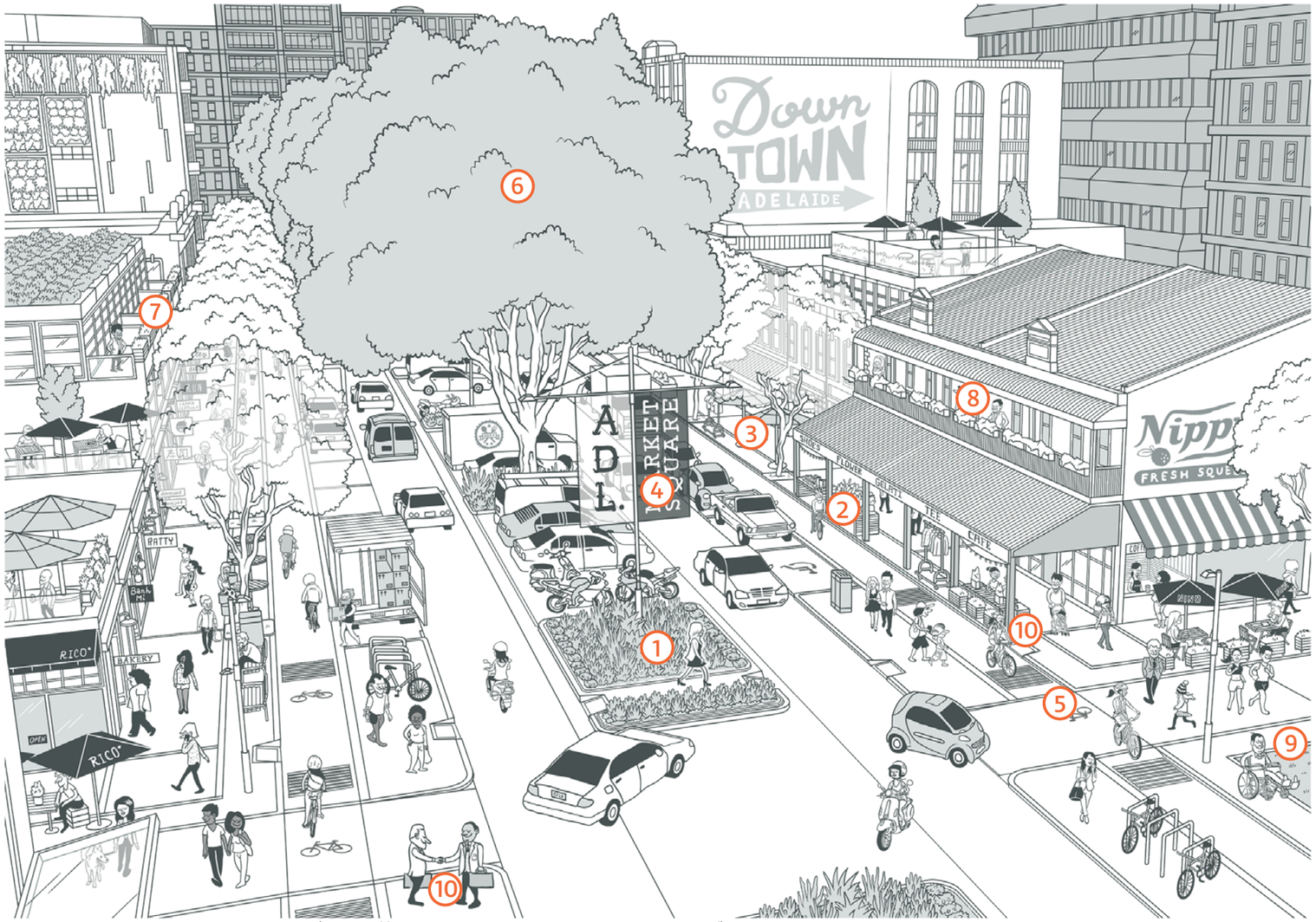


Image: CoA Adelaide Design Manual (https://www.adelaidedesignmanual.com.au/)

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

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

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

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

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

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

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

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

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

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

Executive Summary

O'Connell Street

O'Connell Street is a stylish street with an architectural heritage dating back to the 1830s. The street has an atmosphere of bustling sophistication, with historic pubs, iconic food businesses and luxury furniture outlets.

O'Connell Street will always be a popular vehicle route between northern Adelaide, Adelaide Oval, and Adelaide CBD, for buses and commuting cars, with up to 34,000 trips per day. Outside of peak hours, the traffic volumes along O'Connell Street are greatly reduced and transform the street to a village-like atmosphere.

O'Connell Street has the potential to be a pedestrian-focused boulevard supporting growth in small business and higher-density living. The development of the city spine will support the targeted growth and sustainable development of key sites along O'Connell Street and reinforce its role and function as a 'high' street.

The revitalisation of O'Connell Street maintains that 'high street' connection, but provides a safer, and more village-orientated experience for the residents, visitors, and businesses, particularly during major retail, dining and commercial times - both day and night. This experience will be reinforced through the development at 88 O'Connell Street which provides the precedent for property consolidation and further multi-story developments to flourish along the corridor. This development will create a new influx of residents and an accompanying service workforce that will provide a boost to the North Adelaide precinct when 88 O'Connell Street is complete - estimated for mid-2025.

As part of the City-wide strategies (Source: City Plan Draft for Public Consultation), advocating to State Government for investment in public transport corridors with a focus on expanding the light rail network, is a key consideration for O'Connell Street. The O'Connell Main Street Concept Plan considers and provides solutions for the new and existing community desires by providing the following benefits:

- A safer public realm
- The restoration of an activated, vibrant village atmosphere and experience
- Dedicated protected cycle lanes
- Safer intersections
- Optimised and refreshed footpaths
- Additional greening
- Simple renewal of central median zone
- Better lighting for the roadway, footpath and protected cycle lanes, CCTV security and Wi-Fi services
- Opportunities for public art and enhancement of the gateways to O'Connell Street
- A defined 'heart'
- No loss of parking in the precinct
- Future proof for potential tram line.

"O'Connell Street to become the key attractor/main destination-street of the Northern Suburbs offering lifestyle, exceptional dining experiences, convenience, and entertainment"

-Focus Group participant



View North of O'Connell Street showing protected cycle path



View of O'Connell Street from Tynte Street intersection with raised threshold crossing

Vision

The vision for O'Connell Street is to revitalise the street to encourage the residents of, and visitors to, Adelaide to enjoy the special, heritage, retail and dining experiences, village community atmosphere and safer streetscape environment whilst catering to all users, now and in the future.

88 O'Connell development render credits by Woods Bagot

Guiding Principles

O'Connell Street

Community engagement was undertaken between 2018 to 2021 to better understand community priorities for O'Connell Street as well as for the major development of 88 O'Connell Street. (Refer pages 16-19 to Part 3. Community Engagement for more detail). These Design Principles set the foundation for, and guide the concept design in this document of O'Connell Street.

These Design Principles are listed in order of priority.



Prioritise Pedestrians

Provide areas to optimise the footpath by improving crossing points across the street and provide thresholds with side street and lane-ways. As recommended in the 2017, COA North Adelaide Local Area Traffic and Parking Management Plan reduce speed limit to 30kph to reduce the number of crashes along O'Connell Street.



Coordinated Street Furniture and Public Art

Rationalise business signage and public street furniture. Work with businesses to remove fixed outdoor dining and replace with removable furniture. Rationalise and locate urban elements within activity zones. Encourage a public art strategy that includes large scale mural opportunities, integrated architectural or landscape architectural work, community art and temporary exhibition and activation spaces.



Optimise Activity Zones

Optimise activity zones to include space for event/activations to replace the community space at 88 O'Connell Street and develop an O'Connell Street brand that represents the community's experience and desire for the street as a 'bustling, sophisticated and metropolitan main street."



Revive, Add Surprise and Sparkle

Establish opportunities to refresh the public realm with new or refreshed materials and public street furniture. Provide a more curated commercial mix designed to be enjoyed as a 'shopping experience' rather than shopping for convenience. Clusters of retail/clothing shops and complimentary neighbourhood style hospitality venues such as wine bars.



Safe Cycling

Provide safe, protected cycling for residents, families, children and commuters that connects with the Adelaide cycleway network.



Robust Greening

Incorporate street tree planting and additional greening to provide valuable shade, amenity and cooling.



Future tram line extension

Ensure design will continue to be serviceable and adaptable in the future when the tram network extension to North Adelaide is endorsed and adopted.

Project Background

O'Connell Street

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



Master Plan
City of Adelaide
December 2021

The Master Plan was reviewed and endorsed by Council.



Concept Plan Draft
City of Adelaide
April 2023

Concept design options were presented as part of a workshop to Council, including summaries of community engagement activity that informed the designs.



Concept Plan for Community Engagement
City of Adelaide
June 2023

Concept Plans presented to Council as part of the draft business plan and budget.

Council endorses Mainstreet's Upgrades (Hindley Street, O'Connell Street, Melbourne Street, Hutt Street and Gouger Street).

WE ARE HERE

(This document)



Revised Concept Plan
City of Adelaide
August 2024

Decision to revise the Concept Plans to reflect the approved delivery 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

Research (2018—2020)

- Design led research and data collection to inform action and integrated business plan
- Production of detailed action plan capturing current state

Short term (2021—2023)

- Main Street Revitalisation team established with Place Coordinator (Single point of contact)
- Shared visionary activities and common themes identified by stakeholders
- Internal stakeholder working group established
- Delivery of short-term activation, improvement and engagement projects
- Draft long term vision, objectives and related action plans and timelines shared with Elected Members for endorsement

Medium term (2024—2025)

- Stakeholder feedback and short term trial monitoring evaluation

Long term (2025—2026)

- Detailed design commences including data analysis, further investigations and continued stakeholder engagement
- Phased improvements to continue to be funded, designed and delivered

Part two

Project Context



City Context

O'Connell Street

Locality and Connected Cycling Network

O'Connell Street connects into the major transport corridors of Prospect Road and Main North Road. It is the key north-south link in North Adelaide as it is centrally located and joins up with King William Road to the south. Major adjacent Park Lands offerings include the Aquatic Centre, St Peter's Cathedral and Adelaide Oval.

There is opportunity to extend the cycling network and connect to Prospect Road shared paths as well as Kangatilla Park, Aquatic Centre, and Braund Road cycle path in the north, and with Adelaide Oval and Adelaide CBD in the south.



LEGEND

- Destinations
- Key City Cycle Routes
- Existing Park Lands Trail

Street Context

O'Connell Street

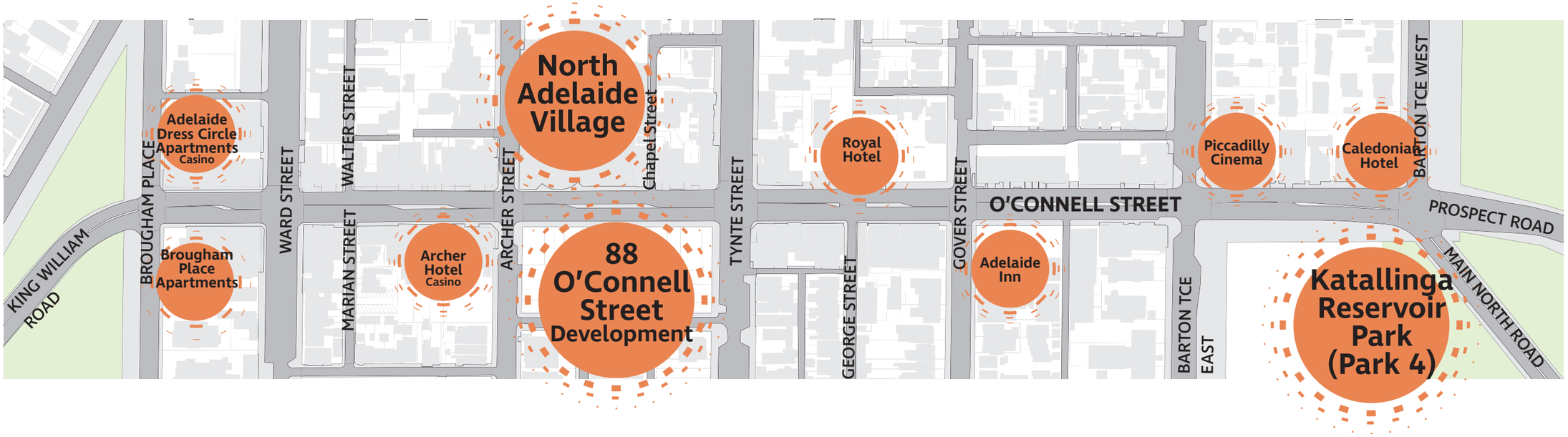
O'Connell Street is the backdrop to North Adelaide life but is also a major commuter corridor to and from the city for northern suburbs residents, carrying over 34,000 vehicles per day.

Currently, bus services provide public transport along O'Connell Street and is a "key" route for those services.

O'Connell Street is filled with restaurants, cafés and historic hotels and is one of Adelaide's "Eat Streets". Accordingly, it has a high pedestrian demand.

O'Connell Street is the key attractor/main destination-street of the Northern Suburbs offering lifestyle, exceptional dining experiences, convenience, and entertainment.

O'Connell Street has been identified as the preferred route for the AdeLINK tram network expansion connecting to Prospect.



Existing Street Dynamics

O'Connell Street

STREET SCALE

Wide roadway dominated by vehicles and heavily used during peak hours by commuters.

Dedicated right turn lanes widen the street crossings, delay pedestrian crossing times and increase dominance of vehicles.

Gover Street intersection is not controlled by traffic lights despite being the main access to North Adelaide Primary School and a major mid street crossing.

STREET CHARACTER

Lack of consistent, quality street furniture and amenity (greening, lighting and public art)

Many heritage buildings façades have been neglected and are in poor condition. Lack of wayfinding information regarding heritage items.

Existing verandah/canopy lines vary from kerb line, affecting street tree planting opportunities.

Visual clutter due to inconsistent and poor quality furniture.

Looks tired and in need of renewal

Very diverse restaurants, cafés , pubs and bars along the street.

ON-STREET PARKING

Parking is substantially 1/4, 1/2 hour parking for drop off and quick shopping. Not useful for the restaurants, cafés, hotels and bars.

Parking is underutilised.

88 O'Connell development will provide 116 publicly available parking spaces when completed in June 2025.

FOOTPATH

Many kerbs, service cover infills and kerb ramps are in poor condition

Pressed brick paved footpath along length of street is aging and has many irregularities in levels which are dangerous for pedestrians with or without impairments

Width does not easily accommodate outdoor dining areas in many locations.

GREENING

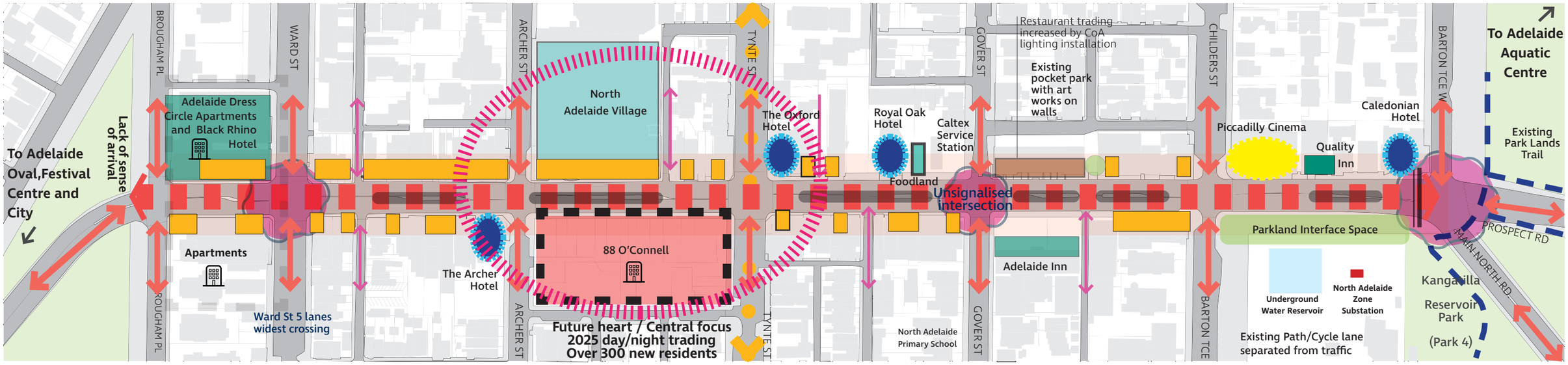
Health and condition of existing trees is varied, with some requiring removal due to poor health

Tree surrounds are in poor condition and constraint potential growth of trees

Several large trees in close proximity to kerbing - partial removal of kerbing undertaken to maintain tree health and watertable functionality.

Due to aggressive and intrusive root systems - ongoing local kerb & watertable maintenance will be unavoidable,costly and detrimental to tree health.

Gaps in existing tree canopy and avenue planting require more trees.



City → ENTRY → ACTIVITY ZONE 1 → HEART ← ACTIVITY ZONE 2 → ENTRY ← North

LEGEND

- HIGH DENSITY DEVELOPMENTS
- "HEART" OF O'CONNELL STREET
- CAFÉS, BARS, RESTAURANTS
- 88 O'CONNELL STREET
- HERITAGE HOTELS
- HERITAGE RESTORED CINEMA
- POCKET PARK
- VISITOR AND TOURIST ACCOMMODATION
- SUPERMARKETS AND FOOD STORES
- CENTRAL MEDIAN
- VEHICLE ACCIDENT HOT SPOTS
- PRIMARY VEHICULAR TRAFFIC FLOWS WITH ON STREET PARALLEL PARKING
- HIGH VOLUME VEHICULAR CROSSINGS
- LOW VOLUME VEHICULAR CROSSINGS
- CITY CONNECTOR BUS ROUTE
- EXISTING PARK LANDS TRAIL

Key Statistics

O'Connell Street

O'Connell Street is categorised within 'Upper North Adelaide' by the Australian Bureau of Statistics/Profile ID.

Population

4,435
people live in Upper North Adelaide

35
persons per hectare

*Above data from ABS Estimated Resident Population, Profile ID 2021

Current Demographics

This is an area of high population growth.
O'Connell Street Local Area presents a moderate growth potential, with significant projected population increase and density change along O'Connell Street. The residential population is mostly made up of residents over 50 years of age with a high proportion of the population being in the affluent category for Adelaide. In 2021, Upper North Adelaide had higher proportion of children (under 18) and a higher proportion of persons aged 60 or older than City of Adelaide

Approximately 36% of residents live alone followed by couples without children -26%.

Nearly 65% of the population have a household income of over $1,204/week (categorised the "highest compared to Adelaide's average

Very high percentage of people over 60 years old (an aging population).

Forecasted Growth

10% growth in population by 2031 between 2021-2041

*Above data from Forecast ID July 2021

32.7% of residents claimed English heritage followed by Australian -(25.8%)

29.8% increase in people of retirement age

Access

77 on-street car parking spaces
Occupied 41-75% between 7:30am to 9:30pm. During work hours this is 55% growing to 78% after work hours.

Highly utilised Off-street parking
Side streets are highly utilised during the day and night as they offer longer term and unrestricted parking. 88 O'Connell Street is offering a minimum of 116 publicly available parking spaces when it opens in 2025 per the planning approval from COA.

Unsafe cycling route
Cycling along O'Connell Street at present is unsafe as people cycling share the road with high volumes of vehicles. There is no provision for cycling (no cycle lanes) and people cycling must do so with moving vehicles on their right and parked vehicles, and the risk of dooring, on their left.

Public transport bus
Buses provide public transport to O'Connell Street and further north O'Connell Street is also serviced by City Connector. The highest boardings are near the corner of Archer Street and O'Connell.

Walkable neighbourhood
Walking is the main form of transport in the street. The current and future Main Street 'hearts' of O'Connell Street (North Adelaide Village and 88 O'Connell Street) take less than 10 minutes walk from Brougham Place and Main North Road intersections.

High vehicle volumes in peak hours
O'Connell Street is a busy link to and from Adelaide City during morning and evening peak hours 7-9:30am and 3-6:30pm)
Due to the 50km/hr speed limit during peak hours, the street experiences a high frequency of rear end crash incidents at the Main North Road intersection.

	Average Number of Vehicles	Average Speed
Morning Peak	**2272**	**41 km/hr**
Afternoon Peak	**2381**	**39 km/hr**
Average inter-peak	**1573**	**41 km/hr**
Average of Above	**2075**	**40 km/hr**

* Averages taken over 7 days

* Inter-Peak refers to Midday data was 12 to 1pm for each street

Opportunities

O'Connell Street

CYCLEWAYS

Provide protected cycleways, to extend and connect O'Connell Street to the Prospect Road shared paths as well as Kangatilla Park Cycleways, Adelaide Oval, Adelaide City and the Aquatic Centre

88 O'CONNELL STREET DEVELOPMENT

The concept sees O'Connell Street as the heart of North Adelaide and inner northern suburbs and presents 88OC as the central focus of the street.

It identifies and promotes public accessibility to ground floor corner plazas, retail and health services, 2 floor terrace dining and bars and elevated street viewing, 2 hour undercover parking, and pedestrian connections to Centenary Street

FOOTPATH

Footpath paving on both sides of the street needs to be optimised for pedestrian safety, priority, suitability and easy access

CHAPEL STREET INTERSECTION

Building walls can be used for public art and Chapel Street can be closed for approximately 20 meters creating a new public art, child minding and community use space

TRAM SERVICE

O'Connell Street has the opportunity to be serviced with a tram line. Tram lines link jobs and city investment and addresses current and future congestion issues as well as public transport use

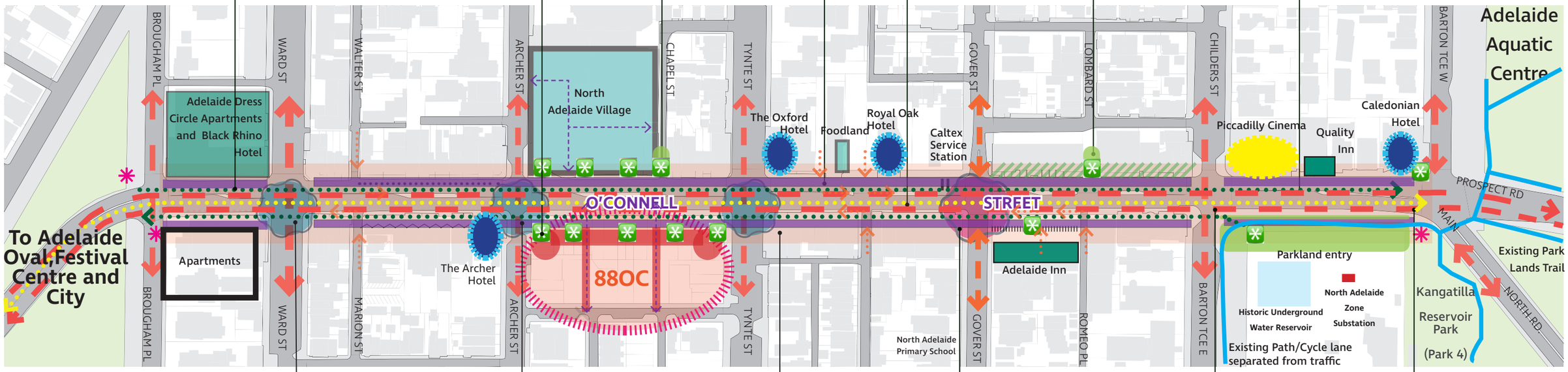
LOMBARD STREET POCKET PARK

This existing pocket park could be used as a community space with child's play and minding area

TRAFFIC / PARKING

To provide a solution to traffic problems and conflicts between pedestrians and vehicles, explore the instances where right hand turns can be removed, raised threshold crossings to side streets and a local speed limit change could be implemented.

On-street parking will be restricted to off-peak. Any shortfall in parking is made up by 2 hour parking in 88 O'Connell Street



WARD, ARCHER, TYNTE STREET INTERSECTIONS

Remove dedicated right hand turn lanes and replace with split phasing to allow for protected cycleway and future tram zone

ROAD WIDTH

Perceived road width could be adjusted with separated cycle paths and new tree greening to edges and off-peak parking zones to outer lanes, in both directions.

GREENING

Investigate Tree Replacement Strategy to resolve problematic tree locations and on-going kerb & water table replacement works, as part of the overall street revitalisation design.

GOVER STREET INTERSECTION

Make intersection safer by providing traffic control lights for safe pedestrian crossing and school traffic or provide a planted median to prevent right turns into and from O'Connell Street

BARTON TERRACE EAST, CHILDERS STREET INTERSECTION

Cycle Path connection from west side to connect with Adelaide cycle network

MAIN NORTH ROAD, PROSPECT RD AND BARTON-STREET WEST INTERSECTION

Reservoir Park /Katallinga (Park 4) could be developed as a high quality public open space for community events.

LEGEND

- GATEWAY ARTWORKS OPPORTUNITIES
- PUBLIC ART OPPORTUNITIES
- OPTIMISE FOOTPATH
- NEW PROTECTED CYCLE LANE
- EXISTING CYCLING CONNECTIONS
- VEHICULAR THROUGH MOVEMENT
- OUTDOOR DINING OPPORTUNITIES
- FUTURE TRAM LINE
- LEFT TURN ONLY TO O'CONNELL STREET

Part three

Community Engagement



Community Engagement Process

O'Connell 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 O'Connell 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 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 main street 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 O'Connell 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 O'Connell Street, rank and prioritise a range of design principles (objectives) to create a series of themes for the street.

Next Steps

Phase 3 - Concept Design

From September 2024

Stakeholders will be asked to review the proposed concept design for O'Connell 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 council approval and 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, precincts, or online
5. Explore drivers to increase resident visitation

Summary of findings:

- O'Connell Street needs a makeover with a better commercial mix and an updated identity.
- The community are keen and excited for activation.
- O'Connell Street requires long term vision, planning and collaboration to achieve an integrated outcome, short term activation and improvements to attract visitors, and develop 88OC to be a destination.
- Considering the ageing population of O'Connell Street and North Adelaide, more improvements could be made to increase pedestrian safety at crossings and mid-way informal crossings. Technology could also be trialled to increase safety.

"Revitalise, activate and enhance the viability of the diverse retail and dining experiences of O'Connell Street and improve safety, provide entertainment and attractions and create a great main street."

**Information from "Exploring Priority Mainstreets", Square Holes, June 2021*



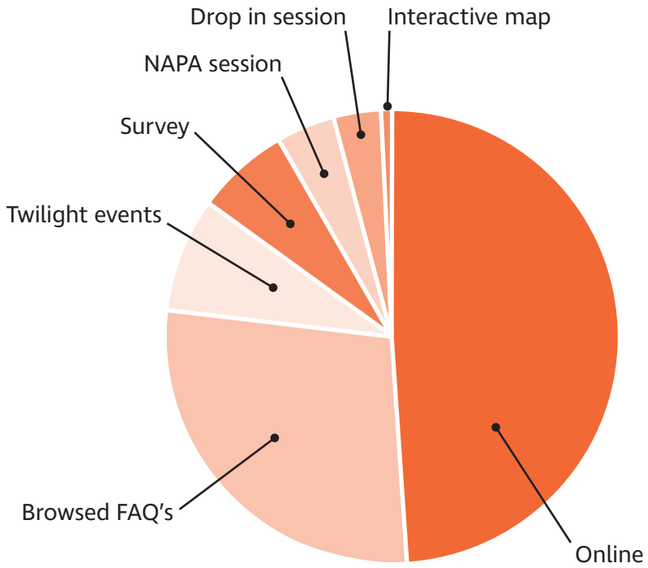


Summary of Results

Phase 2 - Vision and Design Principles

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

- 34 people made 38 contributions to the survey
- 3 people made 3 contributions to the interactive map
- 241 people were aware and visited the web page
- 135 people were informed and browsed supporting documents and/or FAQs
- Approximately 18 people attended one of two drop-in sessions at locations on O'Connell Street
- Approximately 20 people attended a North Adelaide Precinct Association networking session presentation
- Approximately 30 people engaged in conversation regarding Main Street Revitalisation at the (four) "Twilight Fringe on O'Connell" events.



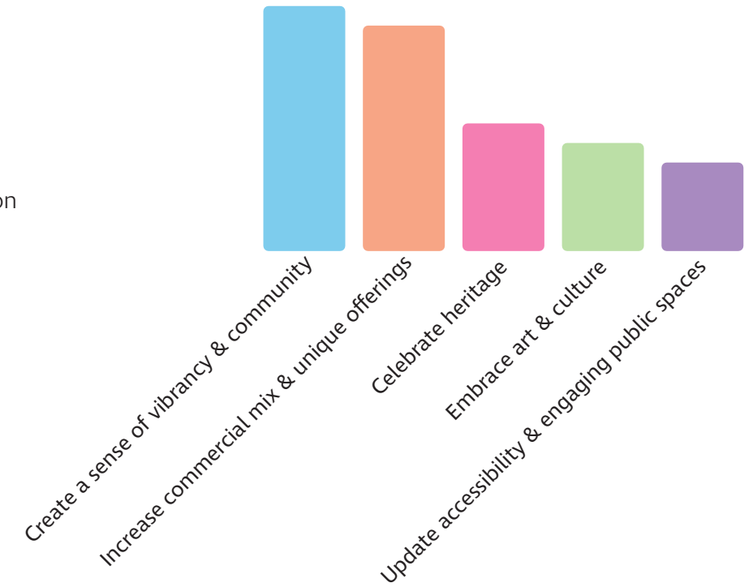
A 'ranking question' was used as a tool to better understand community priorities on the identified Design Principles for O'Connell Street.

The results indicated that the community considers 'Create a sense of vibrancy and community' to be the highest priority Design Principle for O'Connell Street.

Furthermore, the results indicated that 'Community Infrastructure' is the service of highest importance to the community.

Design Principles - highest priority:

*Top priority (first choice/preference) results only



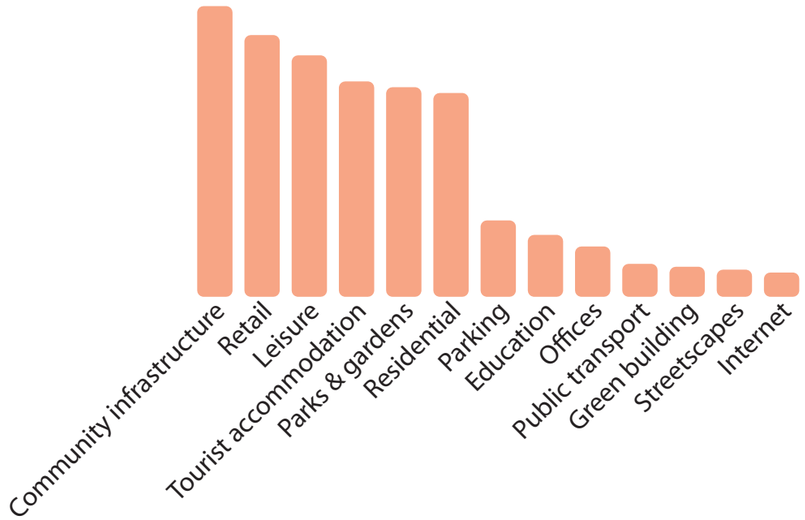
Design Principles - highest importance:

*Results of all preferences, averaged

1. Create a sense of vibrancy and community
2. Increase commercial mix and unique offerings
3. Celebrate heritage
4. Update accessibility and engaging public spaces
5. Embrace art and culture

Services most needed in North Adelaide - highest priority:

*Top priority (first choice/preference) results only



Services most needed in North Adelaide - highest importance:

*Results of all preferences, averaged

1. Community infrastructure
2. Retail
3. Leisure
4. Tourist accommodation
5. Parks and gardens

Community Feedback

"Make a 'gateway' into the city."

"Better management of traffic. O'Connell Street is quite unpleasant and dangerous as a pedestrian"

"Needs a heart, a place to bring people together. People need a reason to visit – to be there, to engage with others. Local events venue for people to display their skills and talents."

"Divert traffic away from O'Connell Street."

"Have a reason for the tram to continue to O'Connell Street. Therefore, 88 O'Connell Street could be the reason, then spill-over into existing and future businesses."

"Differentiate from the CBD. Make it a destination unique and reflect the uniqueness of North Adelaide."

"Remove the dead core so you can walk along both sides of O'Connell Street."

"Treating O'Connell Street as a precinct not a thoroughfare."

Quotes from participants - URPS Community Engagement Report June 2018

Part four

Concept Design



Design Principles and Objectives

O'Connell 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 to pages 16 to 20 for more information regarding community feedback results.



Prioritise Pedestrians

Optimise footpath by improving crossing points across the street and provide raised thresholds to side street and lane-ways. As recommended in the 2017, COA North Adelaide Local Area Traffic and Parking Management Plan reduce speed limit to 30kph to reduce the number of crashes along O'Connell Street.



Safe Cycling

Provide safe, protected cycling for residents, families, children and commuters that connects with the Adelaide cycling network.



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Rationalise business signage and public street furniture. Work with businesses to remove fixed outdoor dining and replace with removable furniture. Rationalise and locate urban elements within activity zones. Encourage a public art strategy that includes large scale mural opportunities, integrated architectural or landscape architectural work, community art and temporary exhibition and activation spaces.



Robust Greening

Incorporate additional street tree to create a memorable tree lined boulevard and provide valuable shade, amenity and cooling.



Optimise Activity Zones

Optimise activity zones to include space for event/activations to replace the community space at 88 O'Connell Street and develop an O'Connell Street brand that represents the community's experience and desire for the street as a 'bustling, sophisticated and metropolitan main street."



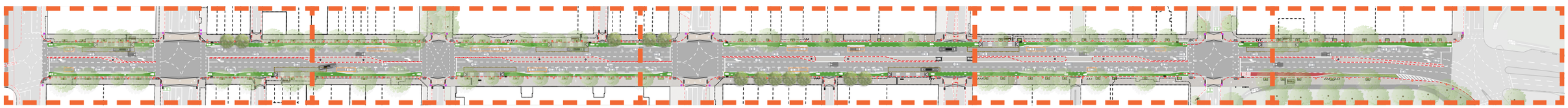
Revive, Add Surprise and Sparkle

Establish opportunities to refresh the public realm with new or refreshed materials, lighting and public street furniture.

Middle right Image Adobe stock photo licensed to COA
All other images COA

Design Overview

O'Connell Street



Features

Roads and Footpaths

- Renewal of road surface, kerbs and new paving to footpaths.

Greening

- New trees and planting to infill gaps in tree canopy to create a strong "green street" connecting to the surrounding parklands, the Adelaide Aquatic Centre, Adelaide Oval and the city.

Raised Threshold Crossings

- New raised threshold crossings to side streets and laneways with a local speed limit change to prioritise pedestrians, improve safety and accessibility and street amenity.

Future-proofing design for tram extension

- Reserving a 'no significant work' zone along the central median zone of street for the future tram network extension, whilst providing standard renewal improvements at road surface level only.

Lighting

- Upgraded road lighting (On-street and public areas).

Traffic Controls

- Additional traffic controls for safer crossing points and to reduce vehicle accidents.

Protected Cycle Lanes

- New protected cycle lanes on both sides of the street for safer cycling.

Public Art Opportunities

- Gateway art at both entries to the street and at key points along both sides.

Parking

- On-street parking during off-peak hours with 2 hour parking in 88 O'Connell Street. No overall loss in parking spaces.

Park 4 Community Park

- Thin out aged and inappropriate trees at Kangatilla Reservoir Park (Park 4) and renovate the park as an O'Connell Street community activity area. Provide an event and entertainment oval, perimeter fitness track, picnic and barbeque facilities, toilets, lighting and, a junior bike path.

Street Furniture

- New coordinated street furniture and tree surrounds for existing trees.

Vehicle Speed Limit

- As recommended in the 2017 CoA North Adelaide Local Area Traffic and Parking Management Plan reduce speed limit to 30km/h to reduce the number of crashes along O'Connell Street.

Design Summary

O'Connell Street

	Car parking spaces	Trees and Garden Beds	Activity Zone (incl: footpath)	Protected Cycle Lanes	Raised Road Safety Thresholds (number)	Traffic Speed Limit	Carriageways
Existing (Current Condition) **Asset renewal only**	77 Parking spaces 19 loading zones	70 trees 0 garden beds	7,290 sq.m	0	0	50km/h	2 lanes plus 1 lane for right hand turns each way + parking
Concept Design	77 Parking spaces 22 loading zones No parking during peak hours 7 - 9:30am Southbound lanes (51 Cars Spaces) 3 - 6:30pm Northbound lanes (48 Cars Spaces)	79 trees 510 sq.m garden beds	7.125 sq.m (Reduced due to bike lane installation)	1520 lin.m + 155 lin.m of shared path	13	30km/h	2 lanes plus 1 lane for right hand turns each way during peak hours + bus stops+ no parking 1 lane plus 1 lane for right hand turns each way during off-peak hours+parking+bus stops

Notes:

Refer to Appendix A and Appendix B for further information regarding:

- Transport Patterns
- Precinct Parking Opportunities.

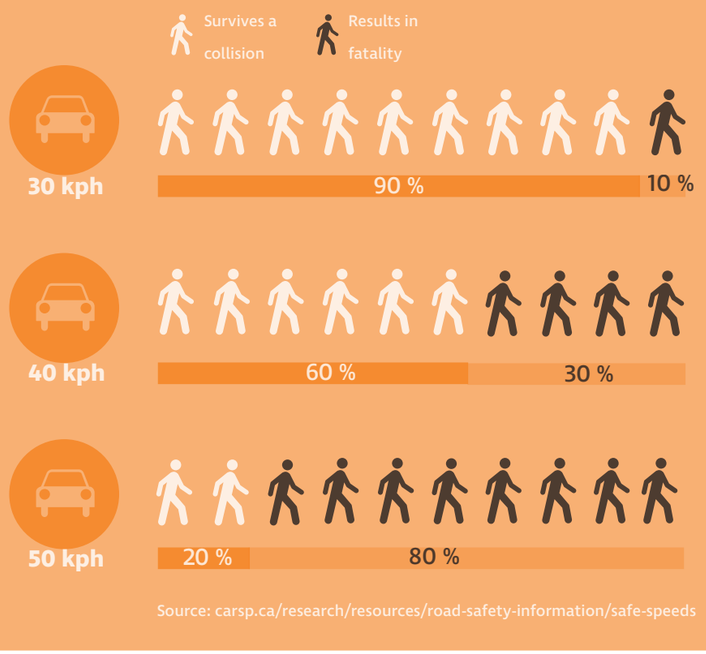
  These numbers are based on the Concept and may change during design development.
- The reduction in vehicle speed limit provides a safer pedestrian and bicycle friendly street reconfiguration.
- Increased activity zones allows potential to increase economic vitality.
- Removal of short term parking spaces during peak hours is adequately compensated by easing traffic flow and provision of 2 hour parking in 88 O'Connell Street development.
- An updated street survey and consultation is required with emergency services and service authorities (gas, water, power etc:) to further resolve the design.
- Changes may occur in detailed design due to DIT approval requirements, sight-line assessments, vehicle turn path assessments and safety assessments" or similar

Design Benefits Statistics

O'Connell Street

A safer street

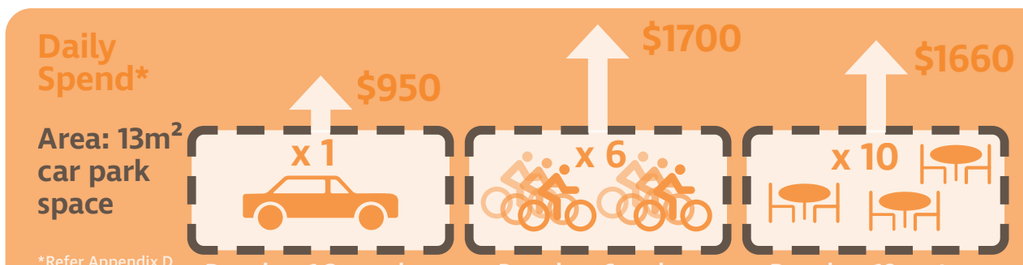
Pedestrian Priority



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.



*Refer Appendix D

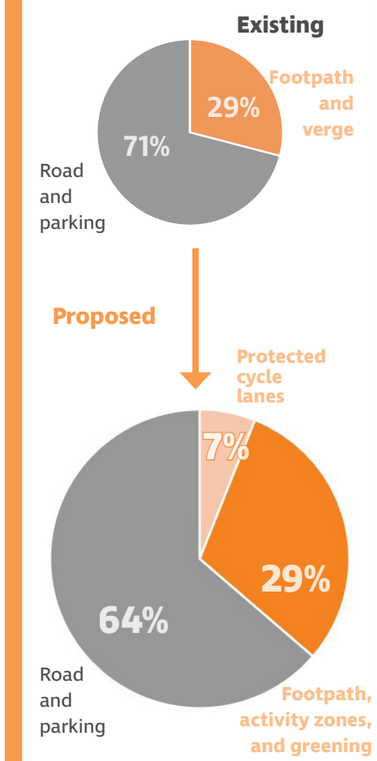


Reduced noise. The WHO suggests traffic noise is the second biggest environmental stressor on public health, after air pollution.

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

Improved liveability and increased visitation

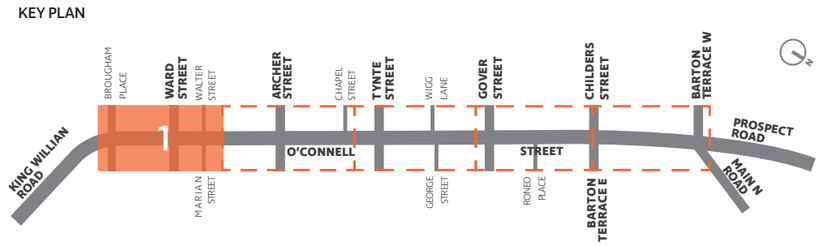
Reallocation of private vehicular space to space for *people*



Concept Design

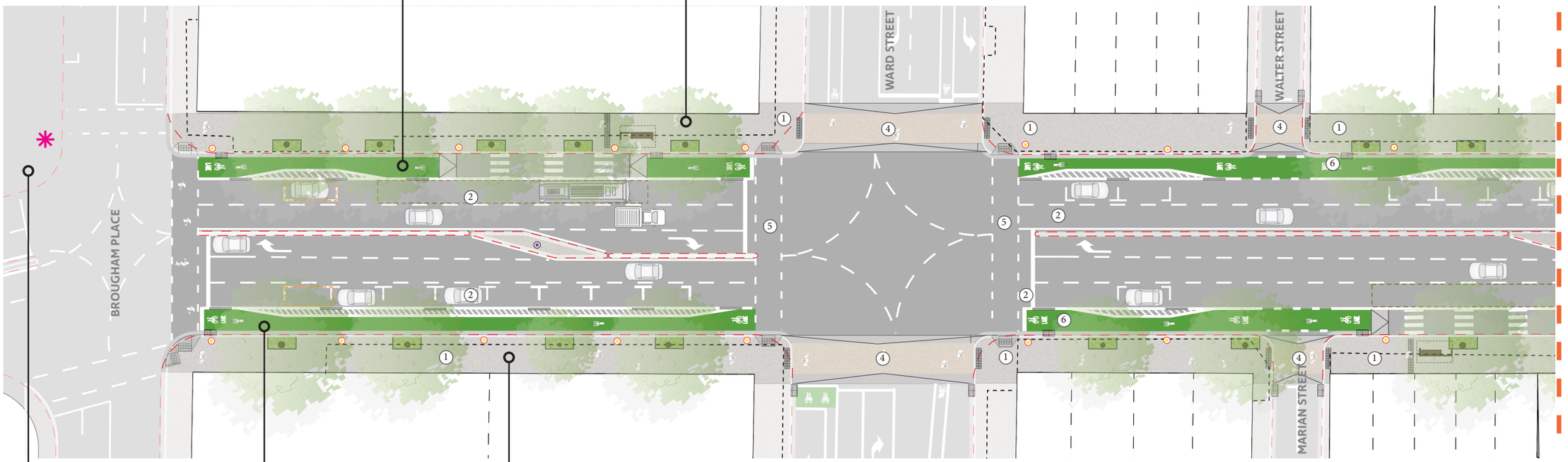
O'Connell Street - PLAN 1 of 5

KEY PLAN



SAFE CYCLING
Changing roadway functionality allows a protected and separated cycle path on both sides of the road (in the direction of traffic).

OPTIMISED FOOTPATHS
Optimise the footpath by removing clutter to alleviate pedestrian pinch points and congestion as well as provide more room for outdoor dining and greening



GATEWAY ARTWORK OPPORTUNITIES
Celebrate destination venues with iconic public art

SAFE CYCLING
Changing roadway functionality allows a protected and separated cycle path on both sides of the road (in the direction of traffic).

OPTIMISED FOOTPATHS
Optimise the footpath by removing clutter to alleviate pedestrian pinch points and congestion as well as provide more room for outdoor dining and greening

0 5 10m
Scale 1:500 @ A3

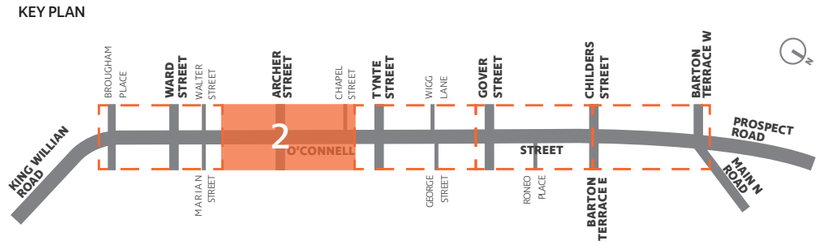
LEGEND

- EXISTING TREE
- NEW TREE
- GARDEN BED
- EXISTING KERB
- EXISTING AWNING
- PROPERTY BOUNDARY
- TACTILES
- KERB RAMP
- UPGRADED BUS STOP/ SHELTER
- DOUBLE CATCHPIT
- BIKE RACKS
- LOADING ZONE
- NEW SMART STREET LIGHT POLE WITH LED LUMINAIRE
- FAUX HERITAGE LIGHTS RETAINED
- EXISTING PUBLIC ART
- PUBLIC ART OPPORTUNITIES
- BUS CLEARANCE ZONE
- CONCRETE UPSTAND KERB
- (1) NEW FOOTPATH PAVEMENT
- (2) NEW ROAD SURFACE
- (3) DRIVEWAY
- (4) RAISED THRESHOLD PAVEMENT
- (5) UPGRADED PEDESTRIAN CROSSING
- (6) SEPARATED CYCLE LANE

Concept Design

O'Connell Street - PLAN 2 of 5

KEY PLAN



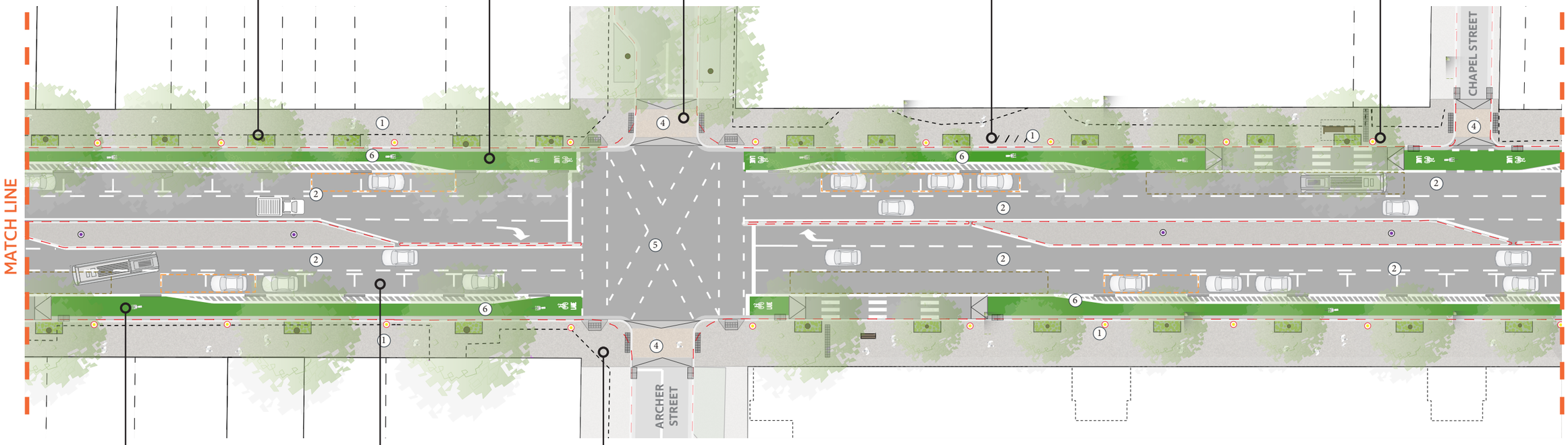
REFRESHED TREE PITS
Increased tree pits configuration for tree health and additional planting opportunity

SAFE CYCLING
Changing roadway functionality allows a protected and separated cycle path on both sides of the road (in the direction of traffic)

RAISED THRESHOLD
facilitate pedestrian movement along the street and connect the street, making it safer for pedestrians

ORGANISE & DECLUTTER
Locate bike racks within activity zones for better usage and passive surveillance

NEW STREET LIGHT
Upgraded street light to renew light levels and create interest atmosphere and appeal to the street



SAFE CYCLING
Changing roadway functionality allows a protected and separated cycle path on both sides of the road (in the direction of traffic).

OPTIMISED CAR PARKING
Optimise car parking use for specific time frames according to street demand throughout the day and night activities facilitating access to the street

OPTIMISED FOOTPATHS
Optimise the footpath by removing clutter to alleviate pedestrian pinch points and congestion as well as provide more room for outdoor dining and greening

0 5 10m
Scale 1:500 @ A3

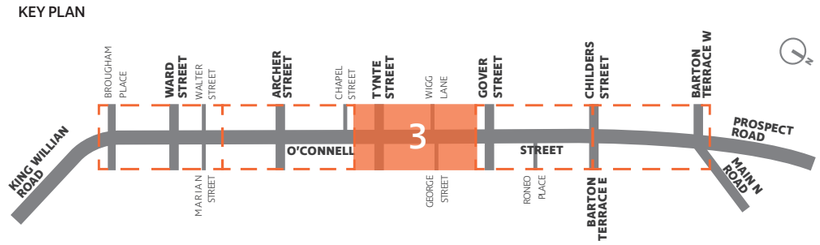
LEGEND

- EXISTING TREE
- NEW TREE
- GARDEN BED
- EXISTING KERB
- EXISTING AWNING
- PROPERTY BOUNDARY
- TACTILES
- KERB RAMP
- UPGRADED BUS STOP/ SHELTER
- DOUBLE CATCHPIT
- /// BIKE RACKS
- LOADING ZONE
- NEW SMART STREET LIGHT POLE WITH LED LUMINAIRE
- FAUX HERITAGE LIGHTS RETAINED
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- PUBLIC ART OPPORTUNITIES
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- CONCRETE UPSTAND KERB
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- (2) NEW ROAD SURFACE
- (3) DRIVEWAY
- (4) RAISED THRESHOLD PAVEMENT
- (5) UPGRADED PEDESTRIAN CROSSING
- (6) SEPARATED CYCLE LANE

Concept Design

O'Connell Street - PLAN 3 of 5

KEY PLAN



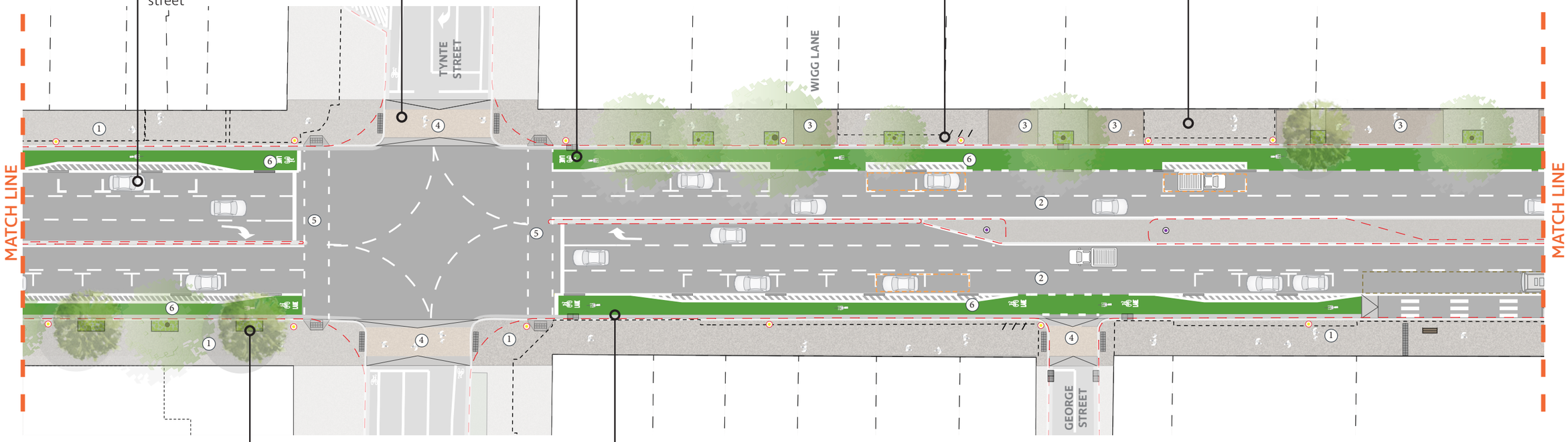
OPTIMISED CAR PARKING
Optimise car parking use for specific time frames according to street demand throughout the day and night activities facilitating access to the street

RAISED THRESHOLD
facilitate pedestrian movement along the street and connect the street, making it safer for pedestrians

SAFE CYCLING
Changing roadway functionality allows a protected and separated cycle path on both sides of the road (in the direction of traffic).

ORGANISE & DECLUTTER
Locate bike racks within activity zones for better usage and passive surveillance

OPTIMISED FOOTPATHS
Optimise the footpath by removing clutter to alleviate pedestrian pinch points and congestion as well as provide more room for outdoor dining and greening



NEW TREES
Develop tree canopy creating a consistent look on the street, with additional greening for pedestrian amenity and cooling

SAFE CYCLING
Changing roadway functionality allows a protected and separated cycle path on both sides of the road (in the direction of traffic).

0 5 10m
Scale 1:500 @ A3

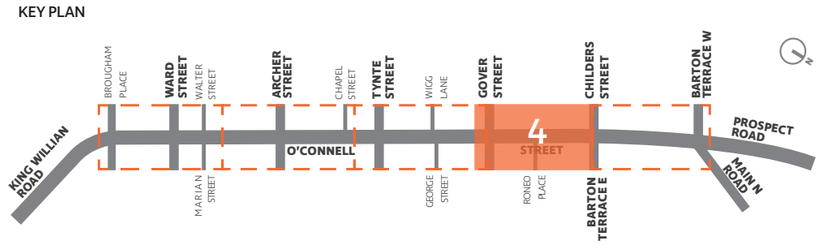
LEGEND

- EXISTING TREE
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- (1) NEW FOOTPATH PAVEMENT
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- (3) DRIVEWAY
- (4) RAISED THRESHOLD PAVEMENT
- (5) UPGRADED PEDESTRIAN CROSSING
- (6) SEPARATED CYCLE LANE

Concept Design

O'Connell Street - PLAN 4 of 5

KEY PLAN



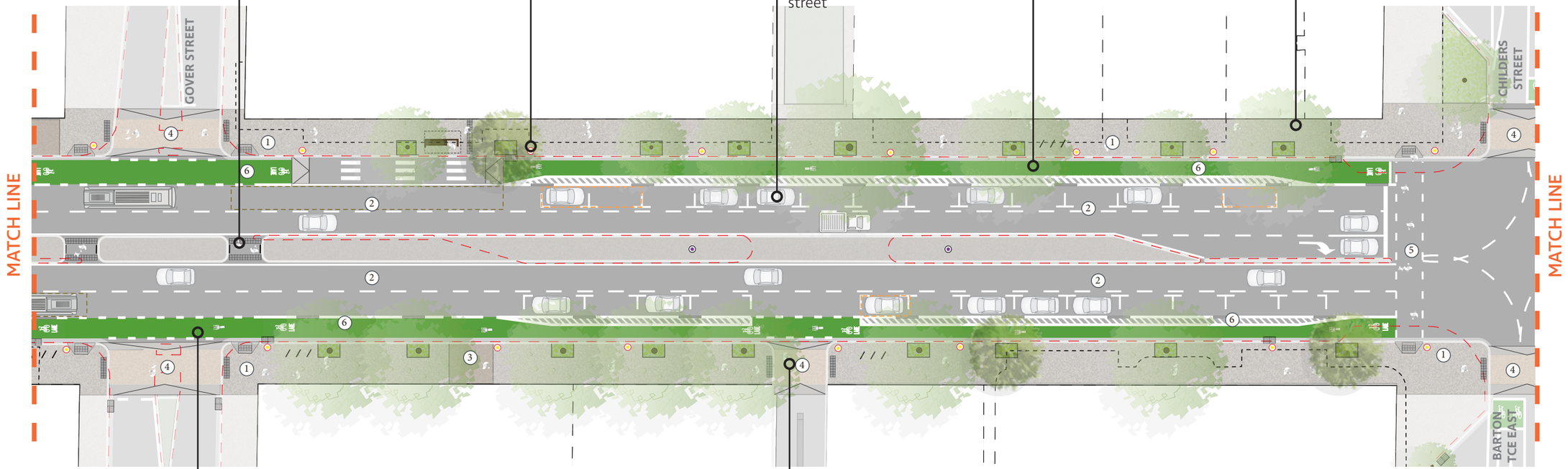
PEDESTRIAN PRIORITY
Remove turn right lane to reduce traffic flow conflict and allow pedestrians to cross safely, connecting the street

NEW STREET LIGHT
Upgraded street light to renew light levels and create interest atmosphere and appeal to the street

OPTIMISED CAR PARKING
Optimise car parking use for specific time frames according to street demand throughout the day and night activities facilitating access to the street

SAFE CYCLING
Changing roadway functionality allows a protected and separated cycle path on both sides of the road (in the direction of traffic).

OPTIMISED FOOTPATHS
Optimise the footpath by removing clutter to alleviate pedestrian pinch points and congestion as well as provide more room for outdoor dining and greening



SAFE CYCLING
Changing roadway functionality allows a protected and separated cycle path on both sides of the road (in the direction of traffic).

RAISED THRESHOLD
facilitate pedestrian movement along the street and connect the street, making it safer for pedestrians

0 5 10m
Scale 1:500 @ A3

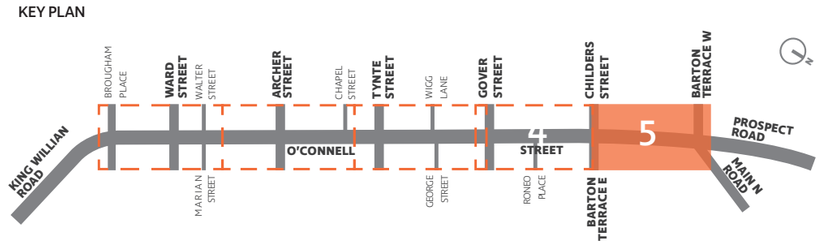
LEGEND

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- EXISTING PUBLIC ART
- PUBLIC ART OPPORTUNITIES
- BUS CLEARANCE ZONE
- CONCRETE UPSTAND KERB
- 1 NEW FOOTPATH PAVEMENT
- 2 NEW ROAD SURFACE
- 3 DRIVEWAY
- 4 RAISED THRESHOLD PAVEMENT
- 5 UPGRADED PEDESTRIAN CROSSING
- 6 SEPARATED CYCLE LANE

Concept Design

O'Connell Street - PLAN 5 of 5

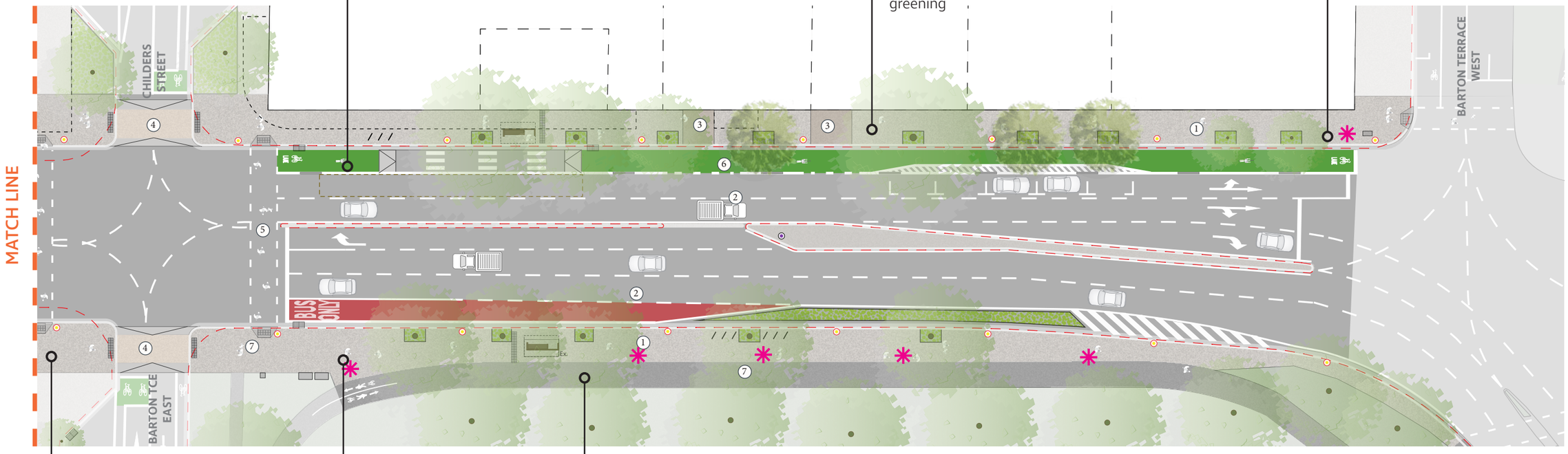
KEY PLAN



SAFE CYCLING
Changing roadway functionality allows a protected and separated cycle path on both sides of the road (in the direction of traffic).

OPTIMISED FOOTPATHS
Optimise the footpath by removing clutter to alleviate pedestrian pinch points and congestion as well as provide more room for outdoor dining and greening

GATEWAY ARTWORK OPPORTUNITIES
Celebrate destination venues with iconic public art



OPTIMISED FOOTPATHS
Optimise the footpath by removing clutter to alleviate pedestrian pinch points and congestion as well as provide more room for outdoor dining and greening

PUBLIC ART OPPORTUNITIES
Installation of themed public art along shared area adding movement unique elements to the street

SAFE CYCLING
Re-direct cyclists onto a new and connected shared path network

0 5 10m
Scale 1:500 @ A3

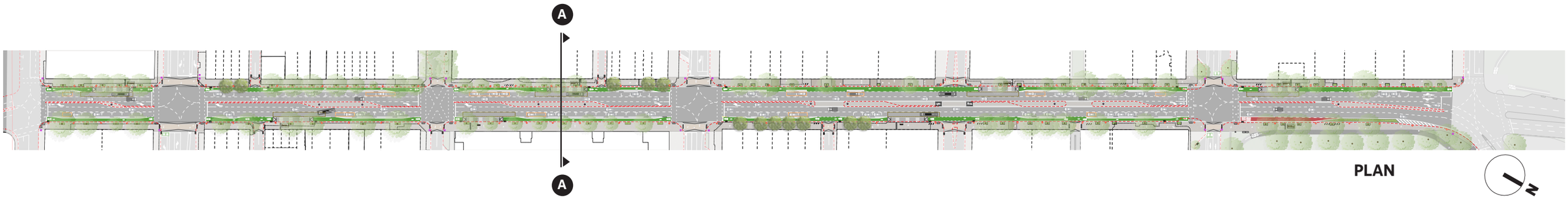
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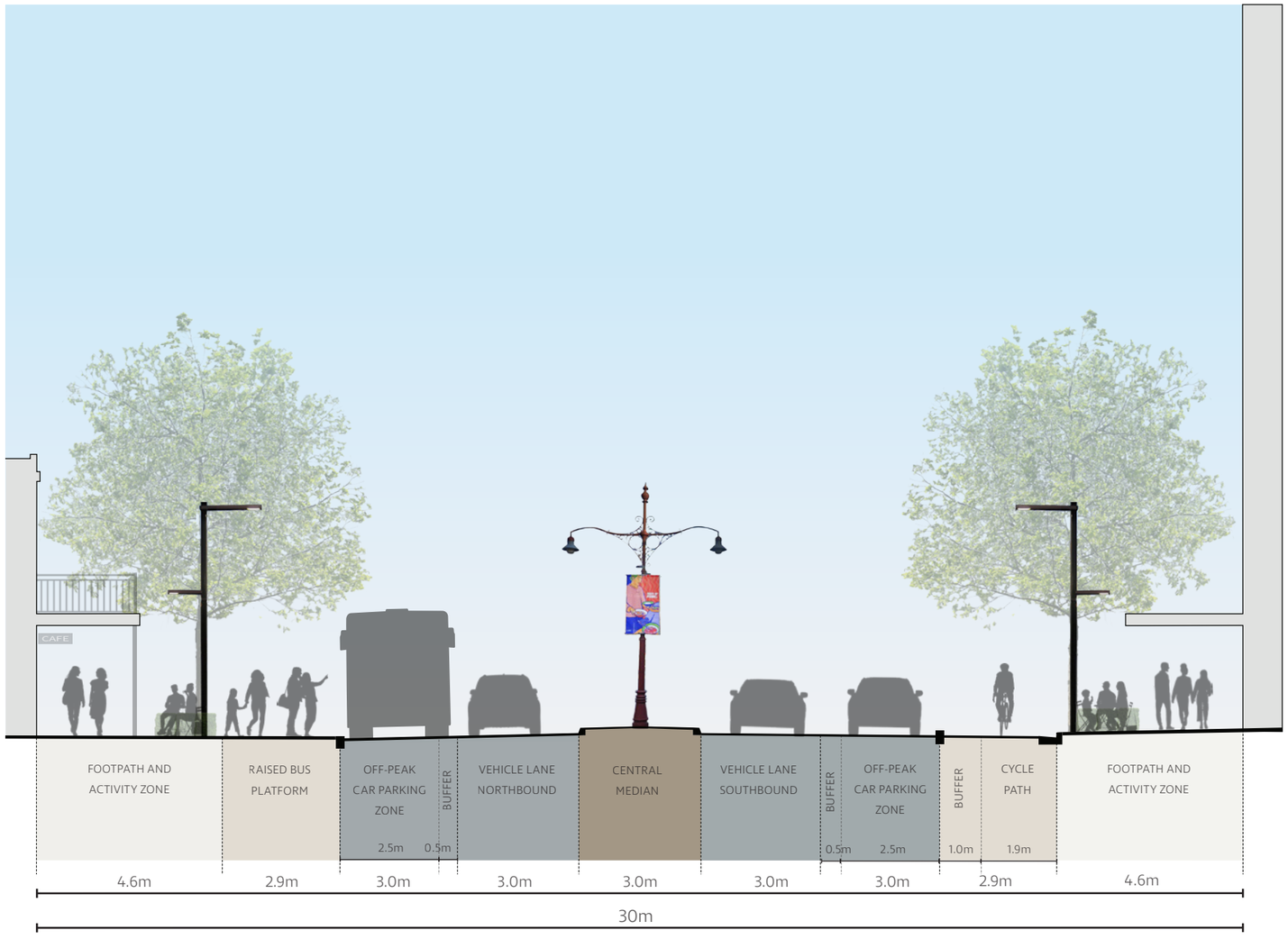
LEGEND

- EXISTING TREE
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- (3) DRIVEWAY
- (4) RAISED THRESHOLD PAVEMENT
- (5) UPGRADED PEDESTRIAN CROSSING
- (6) SEPARATED CYCLE LANE
- (7) SHARED PATH

Cross Section

O'Connell Street - Typical section AA





Not to scale

Artists Impressions - Concept

O'Connell Street



Proposed view looking south west at Tynte Street intersection



Artists Impressions - Concept

O'Connell Street



Proposed view looking west at Tynte Street intersection

Artists Impressions - Concept

O'Connell Street



Proposed view looking north

88 O'Connell development render credits by Woods Bagot

Artists Impressions - Concept

O'Connell Street



Proposed view looking South near North Adelaide Village



88 O'Connell development render credits by Woods Bagot

Part five

Appendices



Transport Patterns

O'Connell 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.

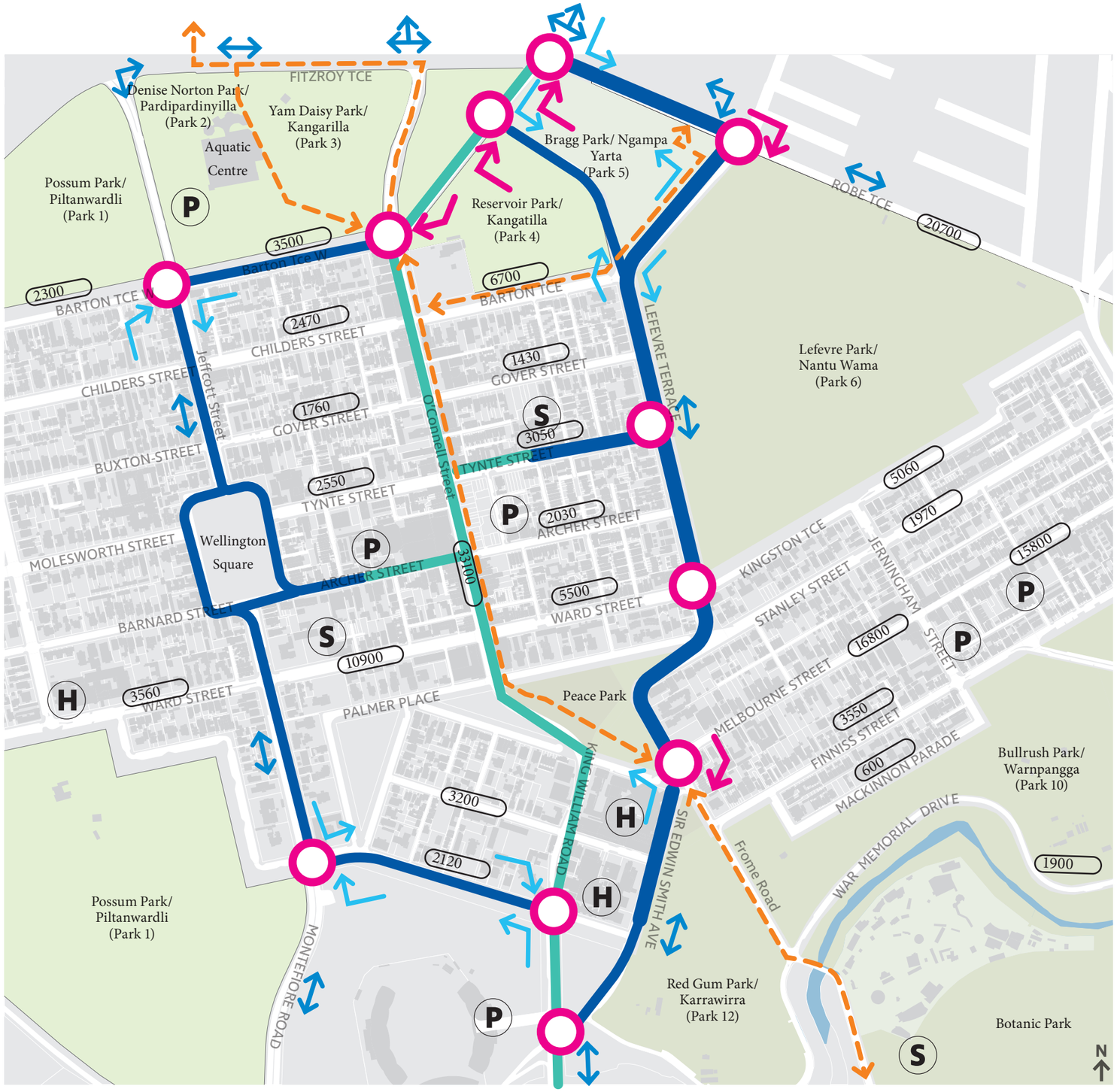
Number of vehicles per day informed by DIT figures.

Map shows daily traffic volumes (number of vehicles per day).

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

Impacts to the wider transport network are being considered and potential mitigations will need to be developed when the project progresses.

The project design supports policy to reduce through traffic on city streets



Mapping information source: Infraplan February 2023

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
- Vehicle traffic unchanged
- Future intersection modifications to accommodate potential additional movements
- Movements identified for potential intersection modifications
- Potential increase in vehicle turns
- Suburb to suburb through-traffic redistribution
- Popular cycling routes
- Increase in Cycle traffic (higher footfall expected but not shown)

Precinct Car Parking Opportunities

O'Connell Street

88 O'Connell Street development

116 publicly available parking spaces in June 2025 to accommodate loss of parking due to morning and evening clearway restrictions

On O'Connell Street, there are approximately...

77 **On-street car parking**

19 **Loading / mail zones**

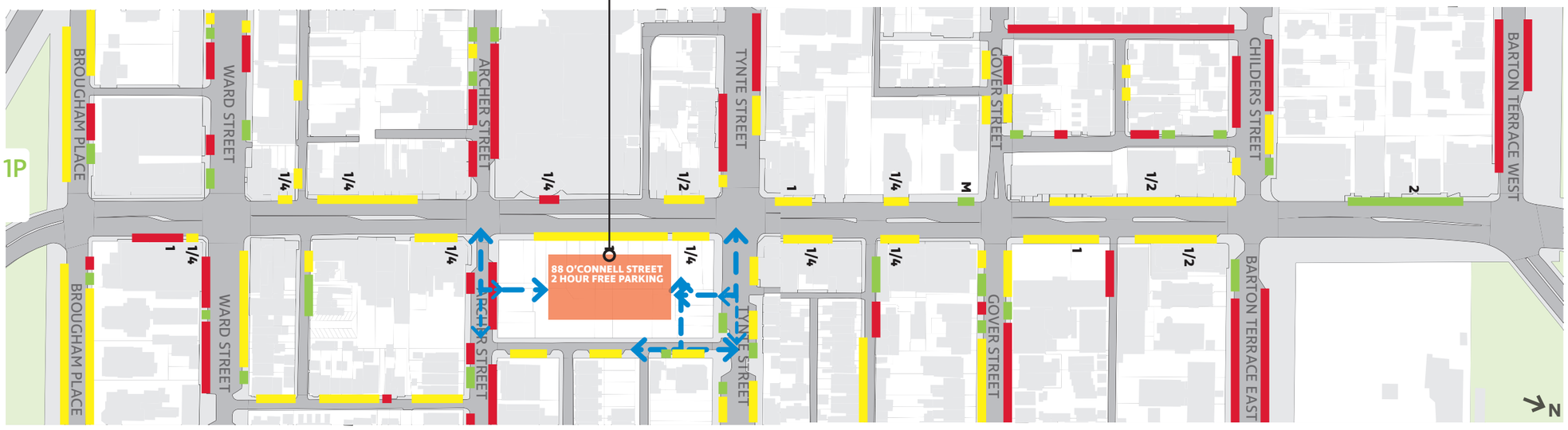
7 **Motorbike parks**

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

- **Well used** Occupied over 75%
- **Average** Occupied 41%-74%
- **Underutilised** Occupied less than 30%

TYPE OF PARK

1/4 1/4hr park (15 min)
1/2 1/2hr park (30min)
1 1 hr park
2 2 hr park
M Motorcycle



SIMPLIFIED LIMITS

Rationalise time limits of parking to improve legibility of restrictions and maximise turnover

BETTER THAN DRIVING

Public transport facilities, including the current bus services, future tram service, protected cycle lanes and road upgrades will reduce the reliance on private vehicles.

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 parking spaces and introduce smart parking signage to show real-time parking availability.

Parks shown diagrammatically only. Statistics for O'Connell Street are from a December 2019 study. Statistics for side streets are from a 2016 parking study.

APPENDIX B

No Loss of Parking.

The proposed street arrangement will maintain four lanes - two going south to the CBD and two going north to the northern suburbs, with filtered right hand turning lanes into E-W streets. The resultant roadway at the edges will be reassigned to a protected cycle lane with buffer zone, optimised footpath areas and increased greening. The central median zone will be free of any substantial enhancements to allow for tram line extension works in the future.

The current car parking arrangement has 77 on-street car parking spaces with 19 loading zones and 7 motorcycle parking spaces. The proposed car parking proposal matches this original value and adds an additional 3 loading zone opportunities for the various businesses along the street.

Bus stop zones will not change locations and buses will stop within the 'clearway' zone / outer lane at all times.

To provide smooth commuter access and travel times to and from the CBD, the outer south bound lane (morning peak hour) will become a 'clearway' provisionally between 7-9.30am. This will reduce on-street parking numbers on the eastern side of O'Connell Street by 51 car parking spaces including 8 loading zones.

The outer north bound lane (evening peak hour) will become a 'clearway' provisionally between 3-6.30pm. This will reduce on-street parking numbers on the western side of O'Connell Street by 48 car parking spaces including 14 loading zones.

During 'off-peak' periods when on-street parking is permitted to the outer lane, there will only be one lane of moving traffic on each side of O'Connell Street.

It must be noted that the provision of a designated free 2-hour public parking facility within 88 O'Connell Street will result in effectively 'no loss of parking', even when each 'clearway' is in operation or if all existing street parking were hypothetically to be removed from O'Connell Street.

Adequate loading zones within side streets will be available when the 'clearway' traffic control is in operation and should result in minimal impact to service vehicles.

Visitation and Vacancy Data

APPENDIX C

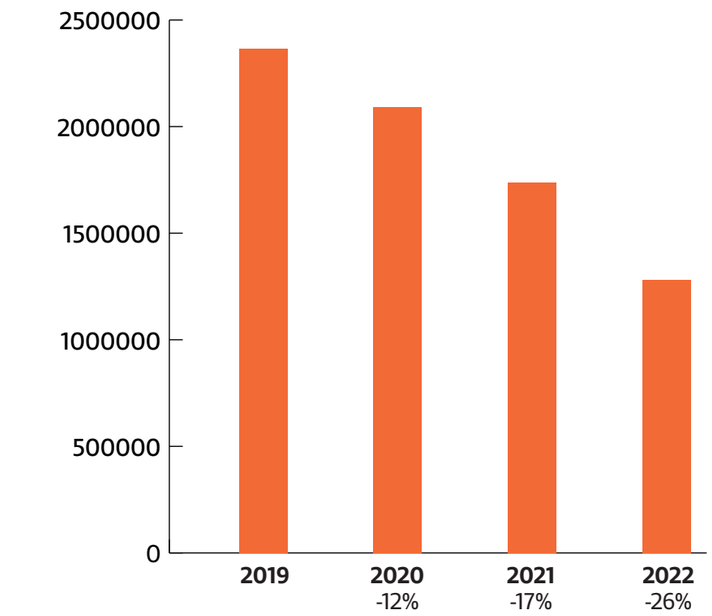
O'Connell Street

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)

Foot-traffic is measured by physical sensors that ping mobile phones within a close radius to the sensor. Sensors are only positioned in key areas and do not explain complete city visitation. As people may visit without mobile phones, figures should be viewed as a best estimate for that specific location.

	Visitation	Difference
2019	2365025	
2020	2089414	-12%
2021	1738247	-17%
2022	1279766	-26%



Vacancy Rates

Q1 February/March 2023 (Count undertaken 21/02/2023)

Vacant	Occupied	Total	Vacancy Rate	Occupancy Rate
9	90	99	9%	91%

- 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.
- Please note this data only includes the external (street) facing premises, and excludes shops inside the North Adelaide Village.

City Wide Expenditure

The spending data below is nominal and not adjusted to changes in inflation. Therefore, short-term month-to-month analysis may provide a better explanation in the data when compared to long-term year-to-year analysis. For example, if the price of goods rises over time and purchasing behaviour remains constant overall spending levels should increase.

Expenditure Type	January 2023	YoY Change %	January 2022	Real Growth (minus inflation)	2019 Benchmark
Total Local Spend	$335 M	↑51%	$222 M	↑44%	$278 M
Visitor Local Spend	$315 M	↑54%	$205 M	↑47%	$261 M
Resident Local Spend	$20 M	↑17%	$17 M	↑10%	$17 M
Expenditure Category	**January 2023**	**YoY Change %**	**January 2022**	**Real Growth (minus inflation)**	**2019 Benchmark**
Dining/Entertainment	$138 M	↑82%	$76 M	↑74%	$108 M
Retail	$114 M	↑27%	$90 M	↑19%	$98 M
All other categories	$82 M	↑51%	$55 M	↑44%	$70 M
Top category changes	**January 2023**	**YoY Change %**	**January 2022**	**Real Growth (minus inflation)**	**2019 Benchmark**
Transport	$17 M	↑80%	$10 M	↑74%	$15 M
Other	$2 M	↑62%	$1 M	↑55%	$4 M
Travel	$21 M	↑59%	$13 M	↑41%	$18 M

*YoY = Year on Year

Benefits of Reallocating Public Space

APPENDIX D

O'Connell Street

> "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

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.

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, by optimising 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 by 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



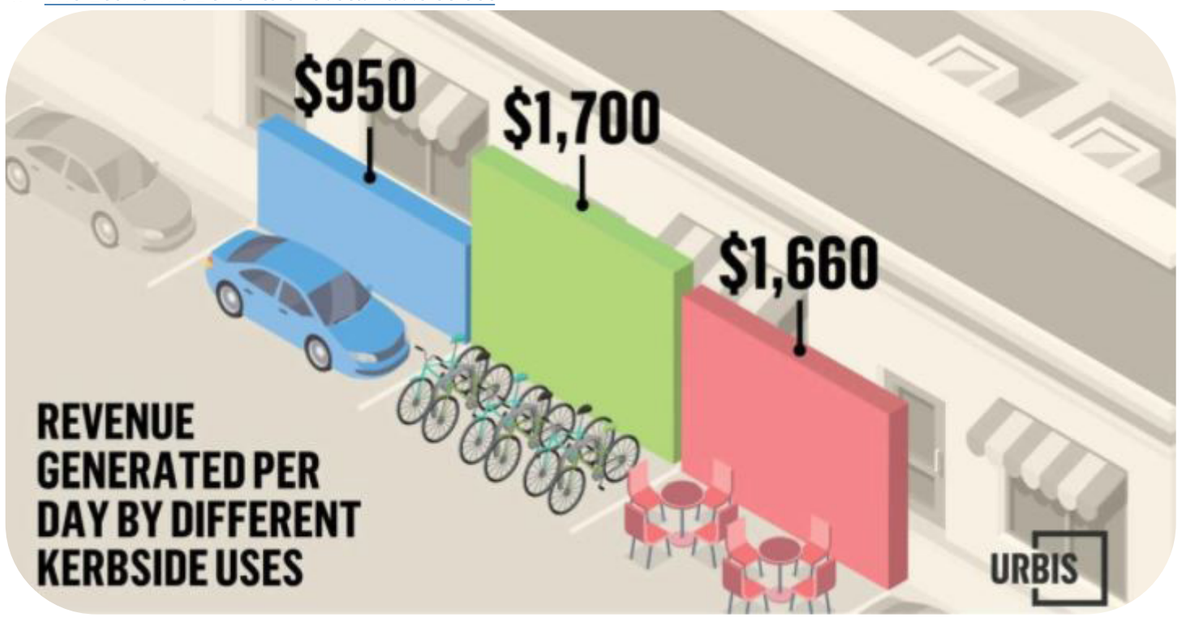
Above: Flexible Parking Zones on King William Street, Hyde Park. Image by Michael Haines Photography

By reallocating space for parking, not removing parking all together, space is created for other activities that have a direct benefit to adjacent and surrounding businesses, lifting the 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

Economic Benefits of Cycling

APPENDIX E

O'Connell Street

Cycling has wide ranging economic benefits to the individual and also to the broader community. It is a low-cost solution to health and climate issues facing our society. The significant benefits offered by investing in cycling infrastructure include:

- Saving people and society money
- Encouraging spending at local businesses
- Creating jobs
- Sparking new industries and economic opportunities.

Furthermore, the amenity offered by high-quality cycling infrastructure can result in increased property values and therefore increased property rate revenue. Commercial areas such as main streets that are easily accessible by walking and cycling generally see higher retail sales.

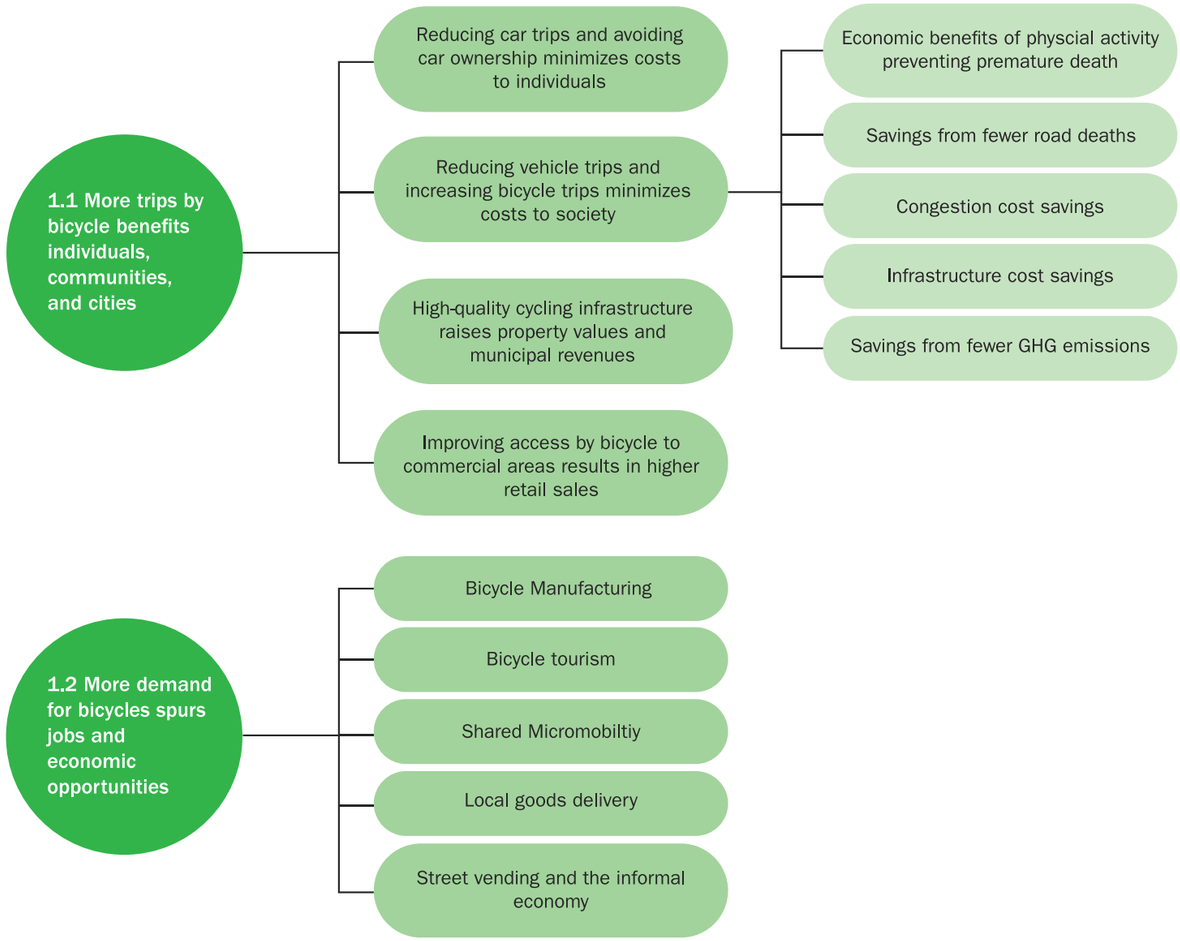
> **"Pedestrians and cyclists spend more per month, especially at food service businesses, than drivers do. In fact, cyclists have been found to spend more per trip and to make shopping and dining trips more often than drivers."**
>
> - Making the Economic Case for Cycling, D. Yanocha & S. Mawdsley, 2022

'Cycling infrastructure' refers to a broad range of interventions such as unprotected cycle lanes (painted lane on the road), off-road shared paths (e.g. Park Lands) and separated/segregated bike lanes (e.g. Frome Road Bikeway) and end-of-trip facilities (e.g. bike racks, bike shelters, bike repair stations).



It has been proven that low cost interventions such as unprotected cycle lanes do not offer enough safety and comfort for most people and are therefore not well utilised. Therefore, while the cost to implement is low, the return on investment is also low with no visible increase in the number of people using the infrastructure and/or no fewer traffic crashes involving cyclists.

A study conducted in Victoria, Australia, showed the passing distance between vehicles and cyclists was closer (and therefore cyclists were at higher risk) on streets with unprotected cycle lanes than on streets with no cycling infrastructure at all.



Above: Economic opportunities from expanded investment and access to cycling, from Making the Economic Case for Cycling, D. Yanocha & S. Mawdsley, 2022

Full report available here: www.itdp.org/publication/economics-of-cycling/

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