

O'Connell Street Driver Behaviour Consultation

Tuesday, 19 August 2025
Infrastructure and Public Works Committee

Strategic Alignment - Our Community

Public

Program Contact:

Sarah Gilmour, Associate
Director Park Lands, Policy &
Sustainability

Approving Officer:

Ilia Houridis, Director City
Shaping

EXECUTIVE SUMMARY

The purpose of this report is to provide the findings of the investigation into driver behaviour in response to Council's decision on 13 May 2025. This includes an Engagement Report prepared by the City of Adelaide with the support URPS (**Attachment A**), and actions taken by Administration in response to the feedback received from businesses and the community.

The Engagement Report details the outcomes of the consultation undertaken between 16 June and 4 July 2025 to hear the experiences of businesses and the community on driver behaviour.

The findings are that there is an area localised to the O'Connell Street / Ward Street intersection where some driver behaviours have impacted a group of residents. Impact to businesses depends on the nature of the business ranging from nil to those operating later into the evening noticing similar behaviours to those reported by residents.

To support the investigation and in accordance with the decision, Administration engaged with South Australia Police (SAPOL). SAPOL had an increased presence in O'Connell Street following the community meetings and recognise that issues are localised and impacting a particular group of residents.

Suggestions relating to driver behaviour, including action taken by Administration, are summarised in this report. Matters outside the scope of this report, including those relating to the Mainstreet Revitalisation Project and Speed Limit Review, will be considered as part of further reports to Council in due course or have been redirected to the relevant agency.

RECOMMENDATION

The following recommendation will be presented to Council on 26 August 2025 for consideration

THAT THE INFRASTRUCTURE AND PUBLIC WORKS COMMITTEE RECOMMENDS TO COUNCIL
THAT COUNCIL

1. Receives the Engagement Report as contained in Attachment A to Item 7.3 on the Agenda for the meeting of the Infrastructure and Public Works Committee held on 19 August 2025.
 2. Notes Administration has shared the consultation responses as contained in Attachment A to Item 7.3 on the Agenda for the meeting of the Infrastructure and Public Works Committee held on 19 August 2025 with South Australia Police and Consumer and Business Services.
-

IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	Strategic Alignment – Our Places Our Places: Interesting, purposeful and safe. Create safe, inclusive and healthy places for our community
Policy	Safer City Policy 2019-2023. This policy is scheduled for review in 2025/26.
Consultation	This report provides information on the community consultation held between 16 June 2025 and 4 July 2025 to enact Council's decision on 13 May 2025. Consultation was conducted in accordance with Council's Consultation Policy.
Resource	Not as a result of this report
Risk / Legal / Legislative	Community feedback has raised some matters outside of the responsibilities of the City of Adelaide which have been referred to South Australia Police and Consumer and Business Services.
Opportunities	The consultation provides an opportunity to align the O'Connell Street Mainstreet Revitalisation project with the outcomes of the investigations. It has also informed advocacy to other key agencies including South Australia Police and Consumer and Business Services.
25/26 Budget Allocation	Existing operating budget of \$30,000 was allocated to the engagement of an external consultant to lead the consultation.
Proposed 26/27 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	Not as a result of this report
25/26 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

DISCUSSION

Purpose

1. The purpose of this report is to provide the findings of the investigation into driver behaviour, in response to Council's decision on 13 May 2025 which states:
That Council requests administration to:
 1. *Investigate reports of hoon driving, dangerous driving, and excessive speeding occurring on O'Connell Street and adjacent streets, particularly from 9.00 pm until late.*
 2. *Engage with SAPOL to understand the extent of the issue and identify any current or planned enforcement measures.*
 3. *Provide recommendations to help support the residential streets and O'Connell Street including and not limited to increased surveillance, improved lighting and/or speed humps including collaboration with SAPOL.*
 4. *Consult with businesses and residents on O'Connell Street and surrounding streets to seek feedback on their experience, the impact this behaviour is having.*
 5. *Report back to the Council with the findings within 3 months.*
2. It includes an Engagement Report prepared by the City of Adelaide with the support of URPS (**Attachment A**), and actions taken by Administration in response to the feedback received from businesses and the community.
3. The Engagement Report (**Attachment A**) summarises previous engagements by the City of Adelaide (CoA), investigations, South Australia Police (SAPOL) engagement, and community consultation.

Investigations

4. The Administration provides the following information to establish high level existing conditions and data regarding driver behaviour in O'Connell Street and adjacent streets:
 - 4.1. O'Connell Street has a 50km/hr speed limit and is approximately 900m long from Brougham Place to Barton Terrace West. The northbound and southbound carriageways are approximately 8.8m wide with a 3m wide central median.
 - 4.2. Each carriageway generally consists of a combined kerbside traffic/parking lane of approximately 5.6m width and a median lane of approximately 3.2m width, with right turn lanes accommodated within the central median area.
 - 4.3. There are six (6) signalised intersections along the length of O'Connell Street. The intersections between Ward Street and Barton Terrace West are spaced at approximately 130m intervals, with approximately 60m between Brougham Place and Ward Street. The intersection traffic signals are managed using the Sydney Coordinated Adaptive Traffic System (SCATS) ([Link 1](#)).
 - 4.4. A comprehensive traffic volume and speed survey was undertaken for O'Connell Street between 28 February and 6 March 2023, with surveys undertaken at four locations between Ward Street and Childers Street.
 - 4.4.1. A high level overview of the traffic and speed data was included in the O'Connell Street Mainstreet Concept Pack ([Link 2](#)) which indicates average speed of between 39 kilometres per hour and 41 kilometres per hour.
 - 4.5. The traffic and speed survey data identifies a trend of higher vehicle speeds at times when vehicle volumes are lower, including 85th Percentile Speeds above the posted 50km/hr speed limit, such as shown on the Volume and Speed Data chart for O'Connell Street northbound median lane between Gover and Childers Street ([Link 3](#)).
 - 4.6. The locations and number of crashes on O'Connell Street and surrounding streets from 2019 to 2023 are shown in [Link 4](#).
 - 4.6.1. Based on this data, the intersections of O'Connell and Archer Streets, Childers and O'Connell Streets, and O'Connell Street and Barton Terrace West are considered 'Black Spots' (three or more casualty crashes over a 5 year period) and the length of O'Connell Street between Tynte and Childers Streets is considered a 'Black Length' (greater than six casualty crashes per kilometre over five year period).

5. Section 3 of the Engagement Report (**Attachment A**) outlines additional investigations in relation to road safety outside of the direct community and business consultation. This information indicates that:
 - 5.1. There is no clear public data indicating that poor driver behaviour is particularly prevalent in O'Connell Street.
 - 5.2. Anecdotally, there are some reports of poor driver behaviours occurring in O'Connell Street.
 - 5.3. O'Connell Street has the right 'ingredients' to be an attractive place for poor driver behaviours (wide street, multiple lanes, outdoor dining and pedestrian attention).
 - 5.4. There is a lack of data specific to O'Connell Street, or during times when poor driver behaviours occurs anecdotally.

Engagement with SAPOL

6. Part 2 of the Council's decision requested that the Administration engage with SAPOL to understand the extent of the issue and identify any current or planned enforcement measures.
7. On 16 May 2025, Administration wrote to SAPOL ([Link 5](#)).
8. Council's decision was discussed at the Quarterly CEO Safety Briefing held on 17 June 2025. At this meeting, SAPOL advised that they had commissioned an additional presence in North Adelaide for a four-week period.
9. On 23 May 2025, a senior SAPOL representative attended the community meeting held at the North Adelaide Community Centre to answer community members' questions and discuss experiences of driver behaviour in the O'Connell Street area.
10. SAPOL subsequently used its social media to inform the community that it is conducting proactive enforcement of poor driver behaviour in North Adelaide.
 - 10.1. Over the weekend of 19-20 July, SAPOL issued 24 expiation notices and eight vehicle defect notices.
 - 10.2. The defects ranged from minor issues to significant breaches of vehicle standards, with several vehicles to be referred to Regency Park for full compliance inspection.

Consultation with businesses and residents

11. Administration, with the support of URPS and SAPOL, undertook consultation with businesses and residents between 16 June 2025 and 4 July 2025.
12. The purpose of the consultation was to speak with businesses and residents on O'Connell Street and surrounding streets to seek feedback on their experience of driver behaviour.
13. A summary of the engagement is provided in Section 4 of **Attachment A**.
14. Various methods were used to hear community members' views, including face to face engagement on O'Connell Street, drop-in sessions, a community meeting and an online survey.
15. Attendance at face to face events was relatively low compared with survey responses.
16. Participation in the consultation is summarised as follows:
 - 16.1. Approximately 43 resident interactions (face-to-face)
 - 16.2. 45 business interactions (face-to-face)
 - 16.3. 6 written responses
 - 16.4. 2 phone enquiries
 - 16.5. 269 online surveys completed.
17. Individual attendees were not recorded and some individuals contributed to one or more forms of engagement.
18. Key themes arising from the consultation include:

Business Engagement

- 18.1. Feedback from businesses varied from nil impact to greater impact on those who trade in the evening and are closer to/have greater exposure to the street.
- 18.2. When poor driver behaviour is observed by businesses, it is typically late in the evening and on weekends.

Community Engagement

- 18.3. The greatest experience of poor driver behaviour was from residents living in proximity to the O'Connell Street/Ward Street intersection.
- 18.4. Poor driver behaviour was particularly reported:
 - 18.4.1. Around the Ward Street/O'Connell Street intersection
 - 18.4.2. At/near Wigg Lane/former Foodworks car park O'Connell Street
 - 18.4.3. As occurring on Friday, Saturday and Sunday from 9pm-1.30am. However, some respondents indicated that certain disruptive behaviour is occurring throughout the night.
- 18.5. Driver behaviour is impacting some community members' sleep, sense of safety and amenity.
- 18.6. Some respondents expressed frustration at a lack of response from the City of Adelaide or SAPOL.
- 18.7. Despite being impacted, many respondents continue to enjoy O'Connell Street and the surrounding streets.

Administration Response to Community Feedback

- 19. Community survey respondents were asked what would enhance their experience of the area. Some suggestions relate directly to driver behaviour, others relate to the O'Connell Mainstreet Revitalisation Project, and others relate to behaviours that are regulated by other bodies, including SAPOL and Consumer and Business Services.
- 20. In relation to poor driver behaviour, Administration has shared relevant information with SAPOL as the lead authority in resolving traffic safety matters.
- 21. Where reports of liquor license infringements have been made, Administration has shared this information with Consumer and Business Services as the lead authority for managing liquor licence applications and compliance.
- 22. Consumer and Business Services. Administration is responding to the concerns raised about businesses not abiding by operating hours and causing noise and disturbance that fall within its jurisdiction and will continue to inform Consumer and Business Services of concerns beyond Council's remit.
- 23. Administration has increased its presence on and around O'Connell Street including later in the evening, to monitor and increase compliance for any illegally parked vehicles including motorcycles.
- 24. In response to repeated requests from residents near Ward Street, and confirmation from SAPOL that this is a priority location, the scope of the O'Connell Street Revitalisation Project was amended to include two additional CCTV points at the intersection of O'Connell Street and Ward Street. These are expected to be delivered in 2027/28 as part of the Mainstreet Revitalisation Project.
- 25. Lighting upgrades occurred in 2023/24 on Archer Street, George Street and Barton Terrace East. Members of the public are encouraged to report specific locations where they would like to see improved lighting to assist Administration in working through improving targeted areas.
- 26. The O'Connell Street Mainstreet Revitalisation Project and the Speed Limit Review will review the feedback received through this consultation, including suggestions for raised threshold crossings and/or speed humps, along with other design objectives, budgets and priorities. This will be addressed through a separate Council report(s).

Next Steps

- 27. This report completes parts 1, 2, 4 and 5 of the 13 May 2025 Council resolution. Part 3 will be addressed through a separate Council report(s).
- 28. The next CEO Quarterly Safety Briefing will be held on 16 September 2025 and is an opportunity for Council Members to continue advocating for safer streets and places on behalf of the community.
- 29. The Traffic Signal Review findings and speed limit considerations will be presented to the Infrastructure and Public Works Committee by October 2025.
- 30. Administration is continuing to progress the O'Connell Street Mainstreet Revitalisation project, taking the findings of the driver behaviour engagement into consideration.

DATA AND SUPPORTING INFORMATION

Link 1 - Extract - Linked Intersections – Infrastructure and Public Works Committee - Traffic Signal Review Workshop - 18 March 2025

Link 2 - Extract - O'Connell Street Mainstreet Concept Pack - Key Statistics with Additional Information -

Link 3 – Volume and Speed Data for O'Connell Street northbound median lane between Gover and Childers Street from the O'Connell Street Traffic Count and Speed Survey 2023

Link 4 - Extract - Crash Analysis 2019-2023 - Infrastructure and Public Works Committee - Citywide Speed Limit Review Workshop – 19 November 2024

Link 5 – Letter to SAPOL

ATTACHMENTS

Attachment A – URPS Engagement Report

- END OF REPORT -