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O'Connell Street Driver Behaviour Engagement Report



CITY OF ADELAIDE

O'Connell Street Driver Behaviour Engagement Report

30 July 2025

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We acknowledge the Kaurna People as the Traditional Custodians of the land on which we work and pay respect to their Elders past, present and emerging.

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Contents

Contents	i
Executive Summary	3
1. Background.....	4
1.1 Project context.....	4
1.2 Definitions.....	4
2. Previous Engagement.....	6
2.1 O'Connell Street Master Plan (2021)	6
2.2 Draft Concept Plan (2023).....	6
2.3 Revised Concept Plan (2024)	7
3. Road Safety Information.....	8
3.1 Traffic and motorist behaviour.....	8
3.2 Traffic volumes and speed survey on O'Connell Street.....	8
3.3 Speed.....	9
3.4 Crash data.....	11
3.5 Noise/smoke	11
3.6 Engagement with SA Police.....	11
4. Community Engagement.....	13
4.1 How we engaged	13
4.2 Promotion of engagement.....	14
4.3 Interpretation of engagement results	14
5. Summary of feedback.....	16
5.1 Observations of driver behaviour	16
5.2 Community feedback	17
5.3 Business feedback.....	18
5.4 Suggested solutions provided through feedback.....	18
5.5 Feedback outside of scope	19
Appendix A	23
Survey results.....	23
About you.....	24

Current use of O'Connell Street.....	27
Observed behaviours.....	29
Impact of behaviours	30
Mapped comments	32
Appendix B.....	34
Submissions	34

Executive Summary

The City of Adelaide resolved to investigate reports of hoon driving on and around O'Connell Street in North Adelaide. This investigation was to include engagement with the South Australia Police (SAPOL), community and businesses.

Data presented does not clearly identify that hoon driving is prevalent on O'Connell Street.

Community engagement provides anecdotal evidence and observed conditions suggesting this driver behaviour is recurring and impacts some members of the community. The street's physical characteristics, such as its wide layout, multiple lanes, and active pedestrian and dining environment, make it an attractive location for such behaviour.

Reports of unsafe and poor driver behaviour are most frequent during weekends, particularly in the evening/late evening, with hotspots around the Ward Street intersection and Wigg Lane, North Adelaide.

Businesses, especially those operating in the evening and located close to O'Connell Street, report varying levels of impact. Residents living near key intersections report experiencing more significant disruptions, including noise, reduced feelings of safety, and sleep disturbances. Some participants expressed frustration over the duration of the issue and a perceived lack of response from the City of Adelaide and SAPOL.

Additional comments reiterated concerns about driver behaviour and its effect on safety and amenity. Respondents also highlighted the importance of pedestrian and cyclist infrastructure, with differing views on how road space should be allocated, particularly in relation to parking. Mapped feedback shows that reports of unsafe driving and conditions for pedestrians and cyclists are not limited to O'Connell Street but extend to nearby streets such as Archer, Gover, Tynte, King William, and Ward Streets, indicating a broader area of interest.

1. Background

1.1 Project context

The City of Adelaide is undertaking consultation into driver behaviour on O'Connell Street. At its meeting on 13 May 2025, Council resolved that Administration:

- 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.
- Engage with SAPOL (South Australian Police) to understand the extent of the issue and identify any current or planned enforcement measures.
- 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.
- Consult with businesses and residents on O'Connell Street and surrounding streets to seek feedback on their experience and the impact this behaviour is having.
- Report back to the Council with the findings within 3 months.

1.1.1 Purpose of report

This Engagement Report provides a summary and synthesis of engagement activities conducted.

Contextual information on hoon driving, driver behaviour, and the O'Connell Street precinct has also been referenced. Primary information sources include previous community and business engagement in and around O'Connell Street, traffic data, and additional data from organisations such as SAPOL and the RAA.

1.2 Definitions

For the purpose of this report, 'hoon driving' is defined in line with the description provided by the Department for Infrastructure and Transport¹ as a driver behaviour that includes:

- Driving at very high speeds
- Performing burnouts or doughnuts
- Dangerous or careless driving
- Failing to maintain proper control of a vehicle
- Causing a vehicle to make excessive noise or smoke.

In South Australia, these behaviours are considered hoon-related offences when committed in a way that endangers public safety or disrupts the community. Strong penalties, including impounding vehicles, are in place.

¹ Department for Infrastructure and Transport (2025) *Driving with attitude*. Accessed on 11 June 2025 at https://www.dit.sa.gov.au/towardszerotogether/Safer_behaviours/driving_with_attitude

Of additional note, Section 44B of the **Road Traffic Act 1961**² references 'misuse of a motor vehicle' and includes *sustained wheel spinning, causing disturbing engine/tyre noise, or in a way that can damage a road related area*. Sections 45 and 46 of this Act are also relevant, and reference excessive speeding, and reckless/dangerous driving, respectively.

Further, the **Australian Road Rule 291**³ specifies 'making unnecessary noise or smoke'. It lists this as an offence with the example of '*causing the wheels of the driver's vehicle to lose traction and spin on the road surface may make unnecessary noise or smoke*'.

² Road Traffic Act 1961. Accessed on 12 June 2025 at https://www.legislation.sa.gov.au/__legislation/lz/c/a/road%20traffic%20act%201961/current/1961.50.auth.pdf

³ Australian Road Rules. Accessed on 16 June 2025 at https://www.legislation.sa.gov.au/__legislation/lz/c/r/australian%20road%20rules/current/2014.205.auth.pdf

2. Previous Engagement

The City of Adelaide has a plan in place for the revitalisation of O'Connell Street. This has been developed over several years with multiple phases of engagement with community and businesses. A summary of recent engagement is provided.

2.1 O'Connell Street Master Plan (2021)

The City of Adelaide identified O'Connell Street as one of four priority main streets for revitalisation and prepared a Master Plan to guide its future. As part of this process, the City of Adelaide engaged with the community and key stakeholders to explore the long-term vision and objectives of the draft Master Plan. Feedback was sought to understand local priorities and help shape future actions and investment.

The O'Connell Street Master Plan offers a blueprint for reimagining the street's potential and has informed the development of Concept Plans and detailed designs to guide implementation. A place-led, evidence-based approach has been taken to ensure the designs deliver positive outcomes for the community. Stakeholder input was gathered at key milestones to support this.

Key elements of the Master Plan that relate to driver behaviour include:

- A desire for a high quality public realm and amenities
- Accessible and safe for all users, including pedestrians, cyclists and vehicles
- High traffic volumes impact on the street's atmosphere and is not conducive to a main street environment
- Vehicles gradually increase in numbers from south to north, as most vehicles from Jeffcott Street and Lefevre Terrace funnel into O'Connell Street to head out of the city. Main North Road is the key through road in and out of O'Connell Street, channelling two-thirds of vehicles to and from the northern suburbs.
- Barton Terrace West, Gover Street and Ward Street intersections were hot spots for road crashes.

The Master Plan was endorsed by Council in December 2021.

2.2 Draft Concept Plan (2023)

Following the preparation of the Master Plan, engagement activities focused on understanding priorities for O'Connell Street, including the major development at 88 O'Connell Street. Insights from this process shaped the Design Principles that underpin the concept design.

'Prioritise Pedestrians' was the most highly prioritised design principle, and it speaks to improving pedestrian amenity, safe crossing opportunities and considering speed limit reduction.

A draft Concept Plan was presented to Council in April 2023 and the upgrade of O'Connell Street (along with Hindley, Melbourne, Hutt and Gouger Streets) endorsed in June 2023.

2.3 Revised Concept Plan (2024)

A revised Concept Plan was presented to the Council to reflect the approved delivery budget endorsed by Council in August 2024. Following this the City of Adelaide undertook engagement with the community on the approved Concept Plan. The objectives of engagement were to:

- Familiarise community and stakeholders with the endorsed Concept Plan
- Invite feedback on the Plan in order to make minor changes that will be reflected in detailed design
- Better understand how people use the street, to help inform construction methodology and scheduling
- Determine community preference between two paving colour schemes installed as part of a trial.

Engagement was undertaken in February and March 2025 and results will be presented to the Council in the near future.

3. Road Safety Information

3.1 Traffic and motorist behaviour

O'Connell Street serves as a key transport route, channelling traffic into both North Adelaide and the city centre, and therefore experiences relatively high traffic volumes as a major commuter corridor. At the same time, it functions as a vibrant pedestrian area. The completion of 88 O'Connell mixed use development in 2025, is anticipated to increase pedestrian and vehicle activity in the coming years.

In order to understand traffic and motorist behaviour, we engaged with the Royal Automobile Association (RAA). The RAA advised that they are **not aware of any indications that O'Connell Street is any more or less a hoon driving hot spot than other roads in Adelaide's metropolitan area**. However, the RAA considered that due to both the high levels of pedestrian activity and motorists, hoon driving behaviours would carry additional risk.

Hoon driving is often **attention seeking behaviour** and so is more likely to occur in a public location with higher rates of outdoor dining or pedestrian activity. The Parade in Norwood was cited as a comparable location for this kind of driver behaviour.

RAA noted that hoon driving is often **perceived** rather than directly observed. This perception may arise from vehicles rapidly accelerating with loud exhaust or engine systems, even when no speeding or dangerous driving is actually taking place.

3.2 Traffic volumes and speed survey on O'Connell Street

The City of Adelaide undertook traffic counts in 2023. A summary of traffic volumes and average speeds on O'Connell Street has been included in the revised Concept Plan (2024) engagement pack and included below.

This data shows that the average speed limits in peak times are **less than 40km/hour**.

Table 1 Average vehicle numbers and speeds – O'Connell Street

	Average number of vehicles	Average speed
Morning peak	2272	41 km/hr
Afternoon peak	2381	39 km/hr
Average interpeak	1573	41 km/hr
Average of above	2075	40 km/hr

3.3 Speed

AddInsight Bluetooth data has been provided by the RAA to supplement the City of Adelaide's speed survey data from 2023. This data looks at a 'typical' fortnight between 18 – 31 May 2025 inclusive. Data is reviewed for a 750 metre section of O'Connell Street between Ward Street and Barton Terrace West. Speeds are an estimate of average speed measured by the time taken to pass between the two intersections. The current signposted speed limit along all of O'Connell Street and surrounding streets is 50 kilometres per hour.

RAA advise that:

- 95% of bluetooth detections travelled at an average speed **less than 43.5km/h** (with the median being ~28km/h)
- **Median speeds are higher between midnight and 6 am** but remain below 50km/hr. Noting that this could be attributed to the phasing of traffic lights if the O'Connell Street signals are green by default during these hours.
- 25th percentile speeds are **close to/slightly above the speed limit** between midnight and 6 am, which does indicate that speed could be an issue during these hours, but not necessarily in the context of hoon driving.

This data is not able to identify individual cases of hoon/high speed driving accurately, however, shows that median speeds along O'Connell Street are **relatively low for most of the day**.

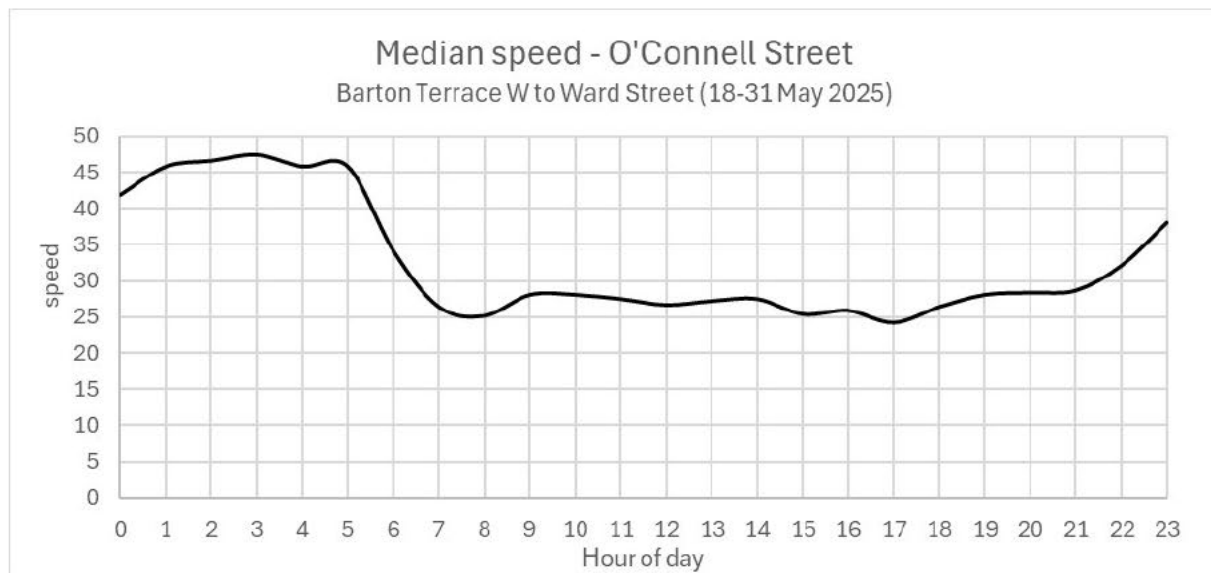


Figure 1 O'Connell Street (section) median speed across 24 hours

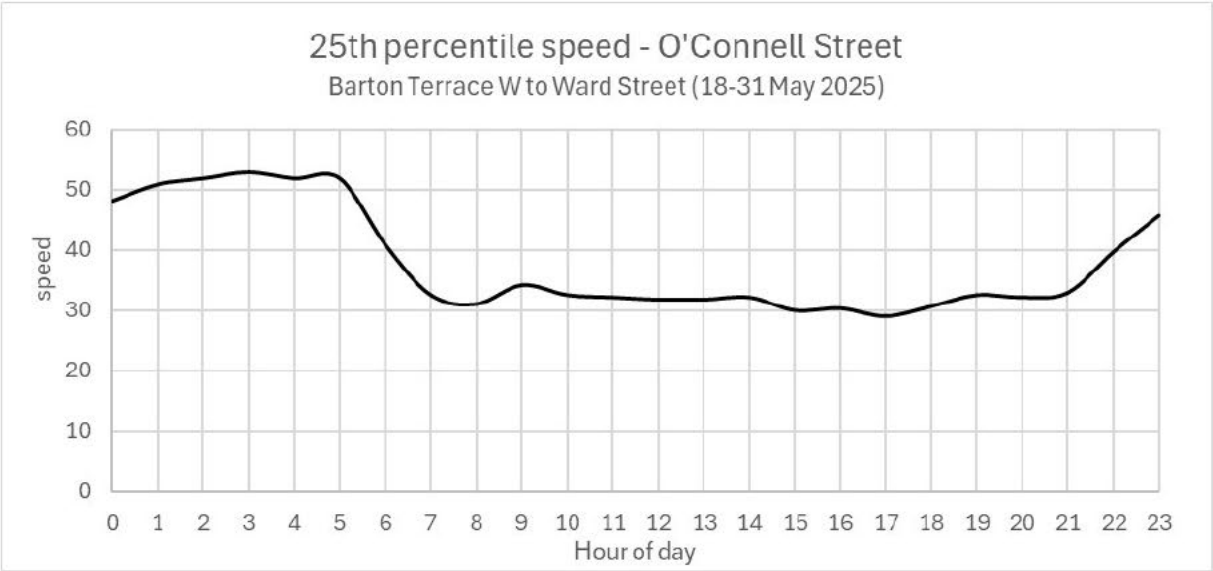


Figure 2 O'Connell Street (section) 25th percentile speed across 24 hours

3.4 Crash data

Crash data was provided by the RAA. In the 10 years between 2014 and 2023:

- 94 casualty crashes occurred on O'Connell Street
- Common casualty crash types were rear end (23), right angle (22) and hit pedestrian (20) crashes
- 44% of casualty crashes involved vulnerable road users⁴
- Five serious injury crashes involved a vulnerable road user and a vehicle
- 69% of casualty crashes occurred at intersections.

Data was not collected/provided as to whether speed or dangerous driving played a role in any of these incidences.

3.5 Noise/smoke

RAA provided SAPOL expiation data for 'Make unnecessary noise/smoke offences in South Australian 2020-2021' for the South Australian eastern district local service area. It is noted that in addition to the City of Adelaide, this area includes surrounding suburbs including Norwood, Payneham, St Peters, Burnside, Kensington, Magill and Eastwood.

Data provided suggests:

- 1,112 expiations and 529 cautions were issued over this five-year period
- Friday night from 9pm – 11pm and Saturday night from 7pm – midnight are common times when this offence is picked up by SAPOL
- Eastern district is the area where SAPOL have recorded the highest number of offences (includes CBD).

RAA note more offences recorded in certain areas or at certain times may just reflect where SAPOL has been present and were specifically monitoring this behaviour. It does not indicate all times and places where the offence occurs. **This data cannot be further pinpointed to a specific road.** It is not evident whether any of these offences occurred on O'Connell Street.

3.6 Engagement with SA Police

A senior officer from the Eastern District of SAPOL attended the community meeting held on Monday 23 June 2025. In response to community concerns, the senior officer provided the following information:

- There are several sections within SAPOL that can assist with response to issues, including the traffic and the local District Policing Teams.
- The methods SAPOL can seek to use will centre around either prevention or detection.

⁴ Vulnerable road users (VRUs) are defined as those who are not protected by the structure of a vehicle, such as a car, bus, or truck. These individuals are at greater risk of serious injury or death in the event of a crash due to their limited physical protection. VRUs typically include pedestrians, motorcycle riders, (including pillion passengers), cyclists, children aged 7 years and under, older adults, users of mobility devices, such as wheelchairs, motorised wheelchairs, mobility scooters, e-scooters and e-bikes.

- Data is critical, and community members are encouraged to report all concerning behaviour. This will help to establish patterns and demonstrate demand for response.
- Community members were encouraged to not put themselves at any risk and that getting licence plates or video footage is not required.
- The concerns of community were heard and acknowledged.

4. Community Engagement

4.1 How we engaged

Engagement with community and businesses on and near O'Connell Street was undertaken from Monday 16 June to Friday 4 July 2025. Engagement opportunities were provided in the following ways:

4.1.1 Face to face engagement

Three opportunities to provide face-to-face feedback were provided, namely the street corner pop up, community meeting, and community drop-in session. More than 40 community members attended across these three sessions, noting that some participants attended multiple events.

Most participants identified themselves as residents living locally on or near O'Connell Street. Approximately half of attendees indicated that they live in the apartment building located at 62 Brougham Place, 'Place on Brougham' (with frontages onto Brougham Place, O'Connell Street, Ward Street and Australia Lane). Some attendees were former residents of North Adelaide or regular visitors to the precinct.

Table 2 Engagement activities undertaken with times, locations and number of people engaged

Engagement activity	Time and location	Number of people engaged
Street corner pop up	1-3pm Sunday 22 June 2025 North Adelaide Village atrium	~20 attendees
Community meeting	6.30-8pm Monday 23 June 2025 North Adelaide Community Centre	11 attendees
Drop in session	4-5.30pm Wednesday 25 June 2025 North Adelaide Community Centre	~12 attendees

4.1.2 Business engagement

Businesses and commercial premises along O'Connell Street were visited to seek feedback. Wherever possible we asked to speak with the manager or owner. Due to busier service times and some businesses being well patronised, we could not speak with every business on O'Connell Street during this time. In these cases, information was left with staff to encourage completion of the online survey.

Table 3 Business engagement activity with times, locations and number of people engaged

Engagement activity	Time and location	Number of people engaged
Business door knocking	11.30am-3.30pm, Friday 20 June 2025 Along O'Connell Street between Barton Terrace West and Brougham Place	50 businesses visited. 45 businesses spoken with.

4.1.3 Online survey

An online survey was available on Our Adelaide throughout the engagement period. Hard copies were available at the City of Adelaide Customer Service Centre and North Adelaide Library or by request.

The survey consisted of questions about the survey respondent, their current use of O'Connell Street, observed driver behaviours, impacts of these behaviours and additional comments. Respondents could also 'pin' comments on a map of O'Connell Street to indicate where identified issues occur most commonly.

269 online surveys were returned. No hard copies were completed. Respondents comprised a high proportion of residents, and people who access local services – indicating respondents are likely to have a good degree of familiarity with O'Connell Street. City of Adelaide ratepayers comprised more than half of all survey respondents. Respondents were from a wide range of age groups, and almost equally male/female.

Results of the survey are included in the engagement summary below. Further analysis is provided in Appendix A.

4.1.4 Submissions and enquiries

The community could also submit hard copy or online submissions. A small number were received. These are contained in Appendix B.

Table 4 Feedback received

Feedback mechanism	Format	Number received
Submissions	Email/hard copy	6
Enquiries	Phone/email	2

4.2 Promotion of engagement

All engagement opportunities were promoted via:

- Letter box dropping a promotional postcard to properties along and in proximity to O'Connell Street
- Posters and postcards provided to businesses and displayed (at their discretion)
- Direct email to commercial and business database of the O'Connell Street Place Coordinator
- City of Adelaide social media channels.

The results of this engagement are presented in the following sections.

4.3 Interpretation of engagement results

It should be noted that this process is focused on community and stakeholder engagement, not market research. While the engagement activities have been thoughtfully designed to be accessible, participation

is entirely voluntary. It is common in such processes for participation to be characterised by those members of the community who are directly impacted and/or interested.

As a result, the feedback gathered is not statistically representative of the broader community. While the insights gained are valuable and can inform understanding, caution should be exercised when interpreting the results as reflective of the wider population's views.

Furthermore, participants were able to participate in more than one engagement activity and therefore may have voiced the same concerns through multiple feedback channels such as the survey, drop-in sessions and community meeting.

5. Summary of feedback

Feedback was consistent from most respondent types and across the various engagement methods undertaken (face to face engagement, business engagement, submissions and online survey). Additionally, as participants could engage through multiple channels, the results have been synthesised thematically to reflect overarching insights.

5.1 Observations of driver behaviour

5.1.1 Types of driver behaviour

A range of unsafe or poor driver behaviour were reported by respondents. This included:

- Vehicles making excessive noise – including engine noise, accelerating quickly, screeching tyres from fast acceleration or rapid turning, engine noise while parked.
- It has been observed that drivers who are engaging in this behaviour are often driving modified or performance vehicles that are louder than regular vehicles.
- Exceeding the speed limit for the area.
- Some recalled instances of cars ‘drag racing’ and racing between sets of green traffic signals.
- There were also accounts of cars intentionally holding back to be stopped by a red light, so that they can take off from the subsequent green light to maximise speed/noise.
- Some vehicles had been seen undertaking u-turns within intersections including O’Connell Street with Ward Street and Tynte Street (i.e. intersections with traffic lights).
- Motorists had been observed making right turns at speed and ‘drifting’.
- There were also examples given of rat running and speeding through nearby narrower streets including Walter Street.
- Cases of cars being parked illegally, too close to the intersection or double parked had been observed.
- It was suggested by some that these behaviours often appear to be “showing off” to pedestrians and patrons of local businesses.
- Participants had observed instances of drivers doing “laps” or “mainies” along and near O’Connell Street. Key routes include O’Connell Street, Ward Street, Tynte Street, Jeffcott Street and Lefevre Terrace.
- Some suggested that wide lanes, long distances between lights and sets of consecutive green lights helped to create an environment for speeding.

5.1.2 Time of observations

Feedback suggested a clear pattern when most of these behaviours were observed:

- While there are experiences of this behaviour at all times of the day and week, most participants identified that it is most common between the hours of 9pm and 1.30am on Thursday, Friday, Saturday and Sunday evenings.
- Many suggested that this poor driver behaviour has been consistent for between 18 months and 3 years.

5.1.3 Locations

Feedback suggested that poor driver behaviour is most regularly observed in the following locations:

- Around the intersection of O'Connell Street and Ward Street was a frequently mentioned location for excessive noise, speeding drag racing, u-turns, and drifting.
- Some respondents suggested that the vehicles of drivers who have been observed driving poorly can be regularly seen parked at businesses near this intersection late in the evening. Some drivers have been observed patronising local businesses in this area.
- It has also been observed that patrons of establishments in this area have been seen visibly encouraging drivers to speed excessively and perform other unsafe manoeuvres.
- Corner Foodworks car park (115 O'Connell Street/Wigg Lane) was also reported as a site for burnouts, excessive noise and loitering, particularly late in the evening.
- Some feedback suggested that poor driver behaviour extended the length of O'Connell Street and was also observed at times in adjacent streets.

5.2 Community feedback

Impacts on community varied from no impact to significant impact. When asked to describe the impact that poor driver behaviour in this area has, respondents provided the following responses:

- Those participants impacted by driver behaviour felt a loss of personal safety and amenity. Some participants reported that they were waiting for an accident to occur and were concerned that a community member would be injured.
- Reports of interrupted sleep were received, particularly from those participants residing at Place on Brougham.
- Some reported feeling unsafe to walk along O'Connell Street in the evening/after dark. This was reported to be because of a range of factors, and sometimes suggested because of driver behaviour, but sometimes other factors. Some suggested they no longer walk along O'Connell Street at night and resort to driving even short distances within North Adelaide.
- Some said they felt unsafe crossing O'Connell Street because of speeding or inattentive drivers. Instances were recalled of pedestrians being driven at or pressured by drivers while using controlled crossings or walking across side streets.
- Many said that they acknowledge that living in the city will mean that there will be noise, and that they love the vibrancy of North Adelaide. However, they suggest that the noise generated by some motorists is unreasonable.
- Some suggested they can't keep their windows open due to the regular noise caused by vehicles on O'Connell Street. For some respondents this was due to speeding or loud acceleration. For others it was just general traffic noise.
- Reports of frustration that the City of Adelaide and SAPOL had gone unchecked and with no obvious response. Several participants said they had video footage or photos of poor driver behaviour or licence plates of offending vehicles but had not consistently reported concerns to SAPOL.
- Some suggested that the noise and smell of vehicles, particularly those with loud engines/exhausts or accelerating loudly discourage people from enjoying outdoor dining on O'Connell Street.

- Some older people suggested they do not want to report poor driver behaviour as they feel intimidated or fear repercussions.

5.3 Business feedback

Businesses were less likely to report poor driver behaviour as an issue or causing impact, compared to the community members who participated in the engagement. They provided the following feedback:

- Perceived antisocial or unsafe driver behaviour is observed by some businesses and not others.
- Some businesses suggested this behaviour wasn't more common on O'Connell Street than any other street.
- Some noted that seeing performance and enhanced vehicles is part of the appeal of O'Connell Street for some visitors.
- Where businesses have greater setbacks, good sound attenuation or keep their doors/windows closed they are less likely to be impacted by, or notice noisy or disruptive driver behaviour.
- Businesses that do not trade in the evening were less likely to convey being impacted or noticing this behaviour.
- For most people who notice it, it causes slight to medium irritation, for others it impacts on their sense of safety or their enjoyment of the street.
- Some businesses suggested it doesn't impact customers/outdoor dining; for others they do not open their windows because of it.

5.4 Suggested solutions provided through feedback

Through this engagement community members suggested several solutions to discourage or detect poor driver behaviour including the following:

- Installation of speed cameras (or sound activated speed cameras).
- Use of mobile speed cameras during times when poor driver behaviour is regularly observed (i.e. weekend evenings).
- Increased CCTV in select locations.
- Installing a permanent red light/speed camera at the Ward/O'Connell Street intersection.
- Increased police presence (including unmarked police cars/plain clothes officers).
- Improved coordination with Liquor Licencing Commission to reduce/review/prevent licensed premises opening hours.
- Greater enforcement of, or increased restriction of parking locations/durations.
- Remove/move motorbike parking area on Ward Street to a non-residential area to mitigate impacts on residents.
- Change the coordination/timing of the traffic signals to prevent consecutive green lights along multiple blocks.
- Reduction of speed limits to 30km/h or 40km/h (noting that there were divergent views on this issue and some respondents specifically requested this not occur).

- Changes to road environment to calm traffic (e.g. narrower lanes or speed humps). Again, there were particularly divergent views on this suggestion.
- Restricting/minimising opportunities for right turns and u-turns along O'Connell Street, especially at Gover Street.

5.5 Feedback outside of scope

Other feedback, not directly relating to driver behaviour, and investments to manage the behaviour were received and included:

- Street design and amenity including street furniture greening and footpath condition
- Cycling and associated infrastructure
- Pedestrian crossings including wait time and crossing time
- Public transport
- Car parking provision and location.

5.5.1 Street design and amenity

- Reuse red bricks currently used for the footpath (rather than replace them).
- Increase greening (including green surfaces) on Ward Street to reduce likelihood of bottles/glasses breaking, and to create cooling during summer months.
- Footpath condition throughout North Adelaide, and particularly along O'Connell Street is poor. Lifting of pavement/pavers creates trip hazards, pooling of stormwater and unsafe conditions. Width of footpaths is also problematic in some locations. This is particularly challenging for older people or those with mobility impairments.
- Street furniture and e-scooters can create narrow and difficult environments for people wheeling (i.e. gopher and wheelchair users).
- There is some interest in a shared use path along King William Road (linking O'Connell Street into the CBD).
- Improved lighting.
- Ambulance and emergency services sirens are disruptive.

5.5.2 Cycling

- Some said they feel safe cycling along and near O'Connell Street. Conversely, others suggested they do not cycle in this area as they do not feel safe.
- Cycling and associated infrastructure was raised by respondents and views were mixed. Some respondents expressed a need for upgraded cycling infrastructure and argued that such lanes would increase cycling safety and attract more people to the area, potentially benefiting local businesses. Other respondents expressed strong concerns that bike lanes would reduce parking and cause congestion, having a negative impact on businesses.

5.5.3 Safety

- It was suggested that dark tinted windows reduce driver visibility and make it difficult for pedestrians and cyclists to make eye contact with motorists to acknowledge that they have been seen.

- Drivers seem to be in a hurry, and this is encouraged by the speed environment. This makes it dangerous for pedestrians and cyclists.
- Some respondents highlighted the need for improved pedestrian safety, including safer crossings, wider footpaths, better lighting, and a more pedestrian-friendly street design. Some respondents expressed that they would like to see a more pleasant environment to walk and dine in.
- Reports of challenging interactions with individuals sleeping rough on O'Connell Street, including some reports of vandalism.

5.5.4 Pedestrian crossings

- The location of pedestrian activated crossing buttons is inconvenient for wheelchair users.
- The length of time of the green person being shown at pedestrian crossings is insufficient for some pedestrians/people wheeling.
- The length of wait time for pedestrian crossings is too long and discourages walking.

5.5.5 Public transport

- Bus services on O'Connell Street are well used and should be retained.
- Support to extend the tram line to O'Connell Street, to reduce car dependency and improve accessibility.

5.5.6 Car parking

- Some suggested that car parking on and around O'Connell Street is insufficient. A small number suggested removing on street parking altogether
- Cars parking on O'Connell Street hold up traffic and cause congestion.
- Interest in a multi-storey car park in the area.
- Car parking plays an important role in supporting the viability of business by making it convenient for customers to stop and access businesses on O'Connell Street.



Figure 3 Feedback (1) from Community Drop in Session

Appendix A

Survey results

About you

How do you participate in city life?

Survey respondents were asked to indicate how they participate in city life. They were provided with six options, and could choose as many that apply. All 269 respondents answered this question.

Shopping was the most frequent response (28%), followed closely by leisure/recreation (25%) and live (24%). Work represented a smaller proportion of responses (17%), while business ownership (3%), study (2%) and tourism (1%) were the least common. Refer figure 5 below.

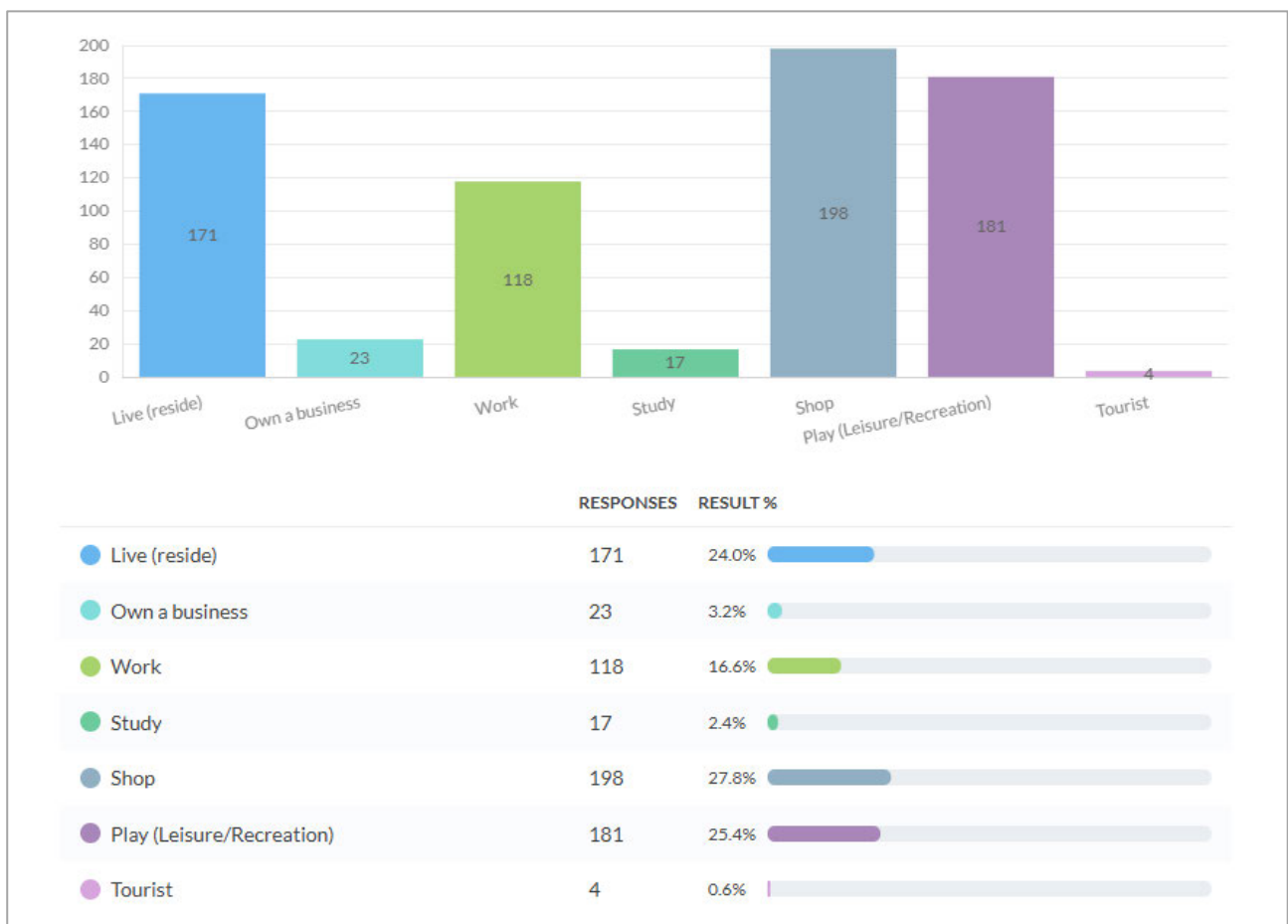


Figure 5 Survey chart and data - How do you participate in city life?

Are you a City of Adelaide ratepayer?

Respondents were presented with a yes/no response option to indicate whether they were a City of Adelaide ratepayer. More than half of respondents (59%) indicated they are City of Adelaide ratepayers. Refer figure 6 below.

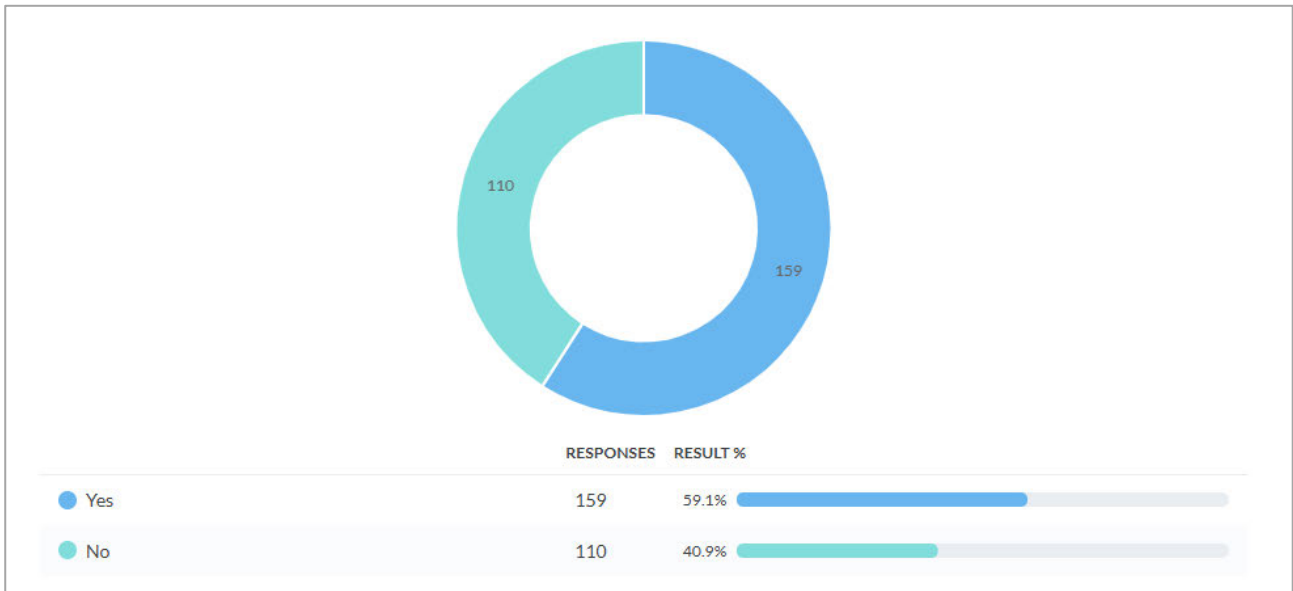


Figure 6 Survey chart and data – Are you a City of Adelaide ratepayer?

Age group

Respondents were asked to indicate their age group. Age groups were presented from under 9 years of age then in 5 year brackets up to 85 years and over. All respondents answered this question.

Response distribution shows two peaks, one in the 25-29 age group and another in the 55-59 age group (both 12% respectively). A relatively consistent number of responses are observed across the 30-69 age range (between 5% and 13%), while the 15-19 and 80-84 age groups show the lowest response counts (1% respectively). There were no respondents in the under 9 or 10-14 age groups. Refer figure 7 below.

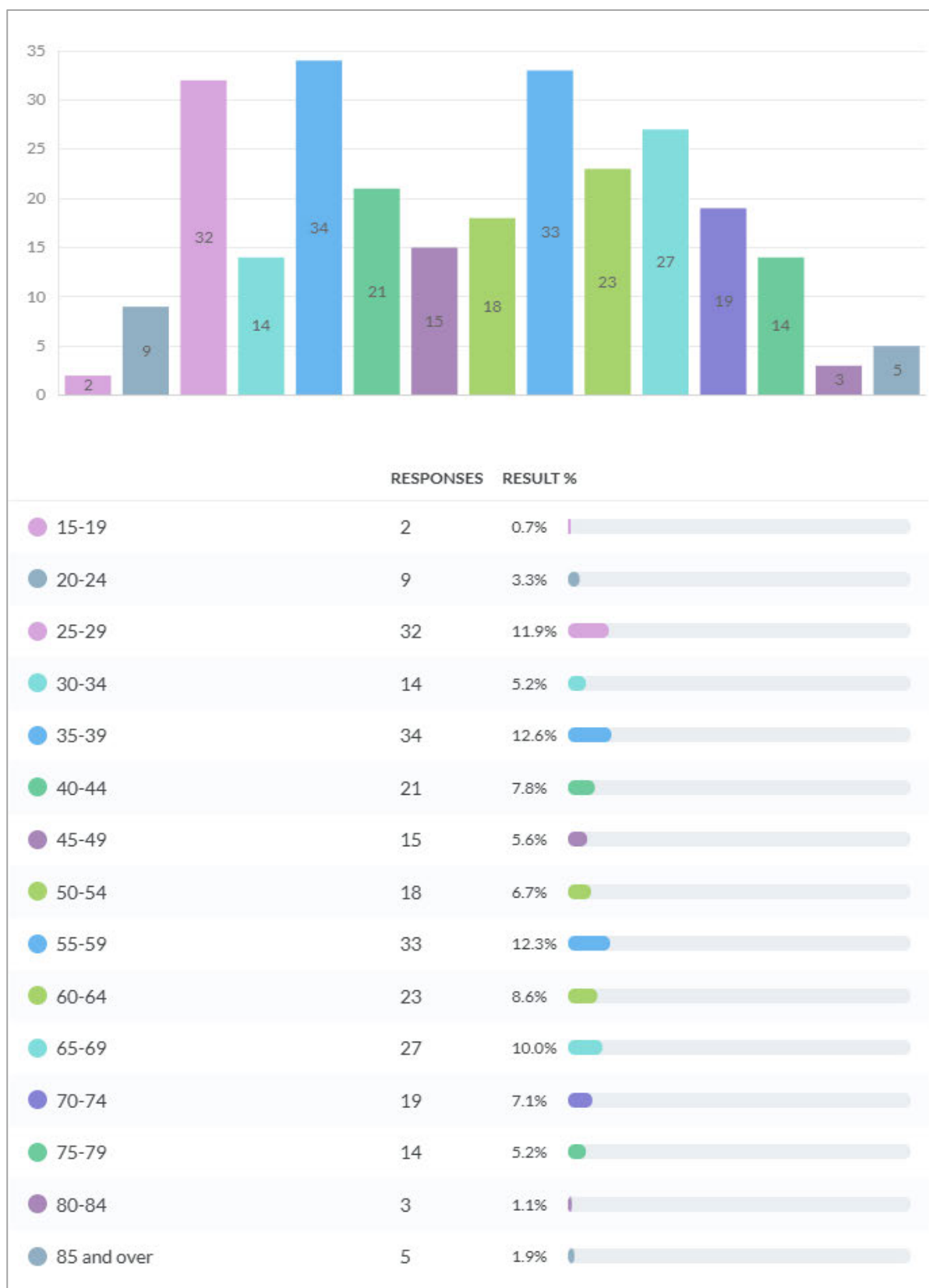


Figure 7 Survey chart and data -Age group

Gender

Respondents were invited to indicate what gender they identified with. 262 of 269 respondents answered this question. Males comprised the largest response group (50%), followed by females (45%). Non-binary/Gender Diverse and Prefer not to say responses represented a small portion of the total. One person responded with 'other'. Refer figure 8 below.

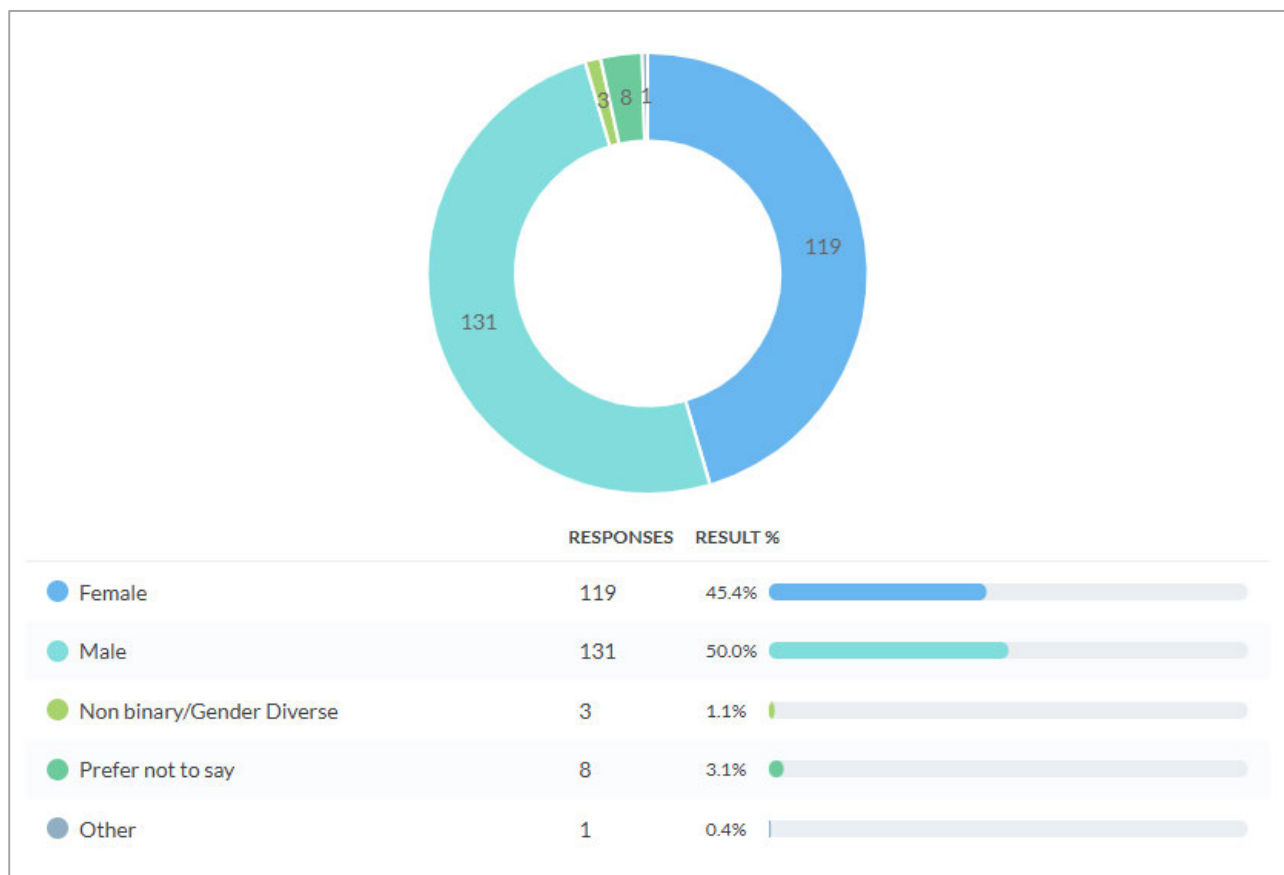


Figure 8 Survey chart and data – What gender do you identify with?

Current use of O'Connell Street

How do you currently use O'Connell Street?

Respondents were asked to indicate how they currently use O'Connell Street and could choose up to four options as were applicable. 264 of 269 respondents answered this question.

Accessing local businesses and services received the most responses (27%), followed by attending events or dining out (25%). A reasonable portion of respondents (22%) cited walking, cycling, or enjoying public spaces or commuting (20%). Work-related reasons garnered fewer responses (3%). The 'Other' category had the fewest responses (2%). These responses included living locally, visiting family and friends, attending church or visiting the area. Refer figure 9 below.

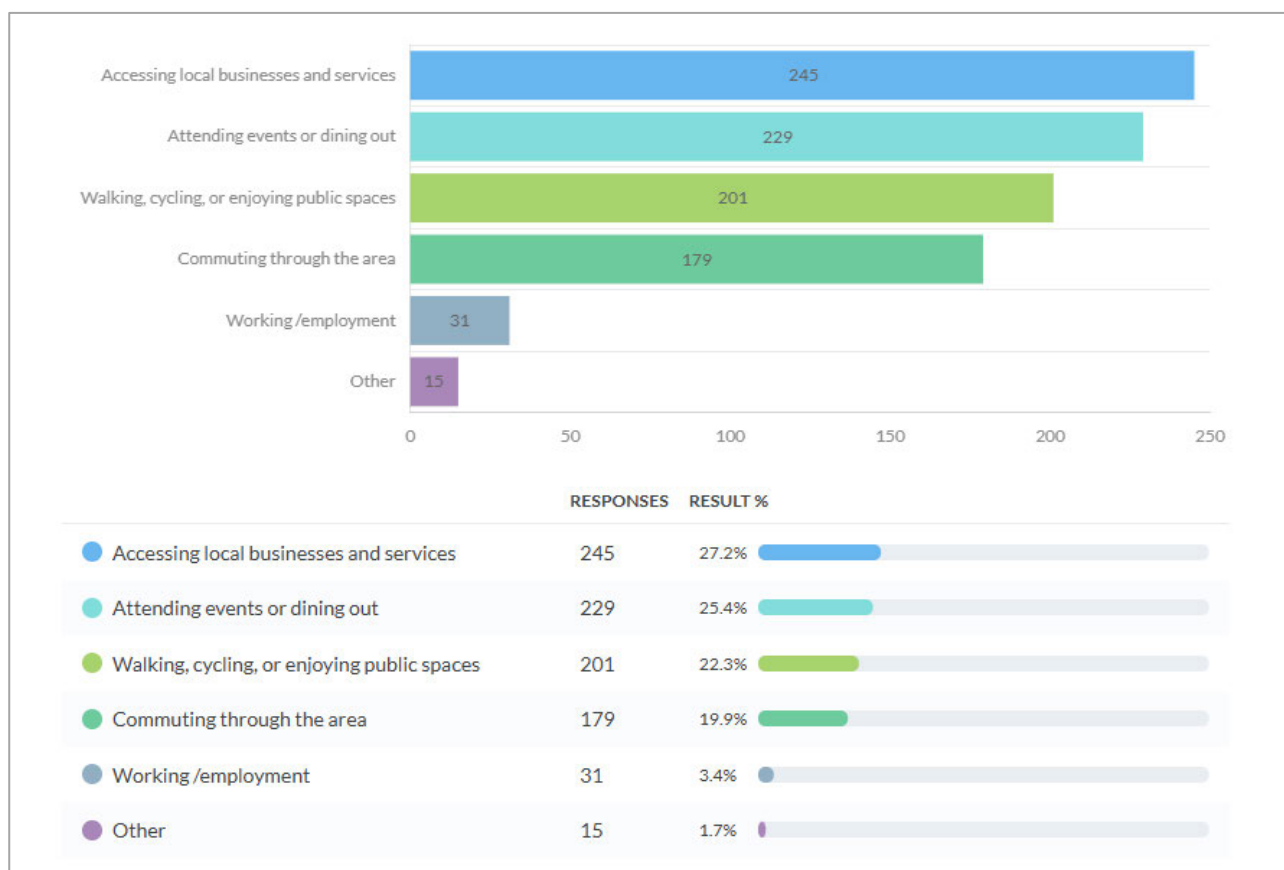


Figure 9 Survey chart and data - How do you currently use O'Connell Street?

How often are you on or around O'Connell Street?

Respondents were asked to indicate how often they are on or around O'Connell Street. They were provided five options that indicate frequency, and could choose one. 259 of 269 respondents answered this question.

Most respondents indicated that they are on or around O'Connell Street daily, with over half (55%) selecting this option. When combined, respondents who are on the street a few times a week or more represents the majority of respondents (86%). Only small proportions of respondents visit the street less often (12%) or do not use the street due to safety (1%). Refer figure 10 below.

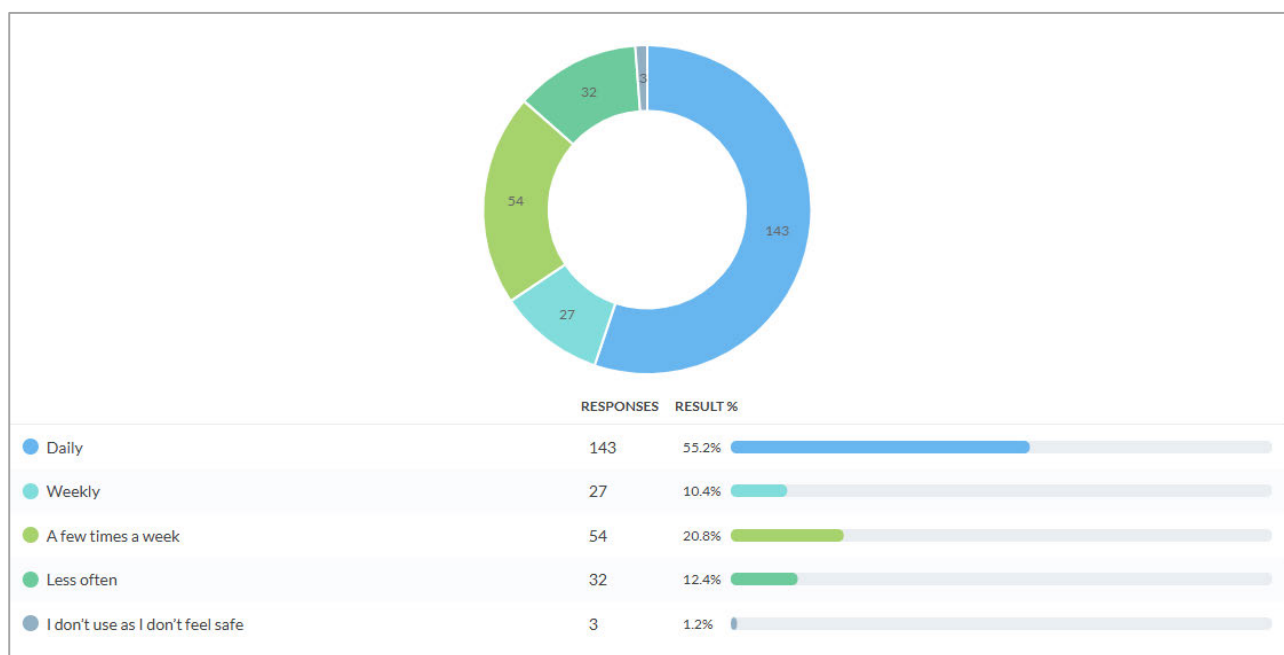


Figure 10 Survey chart and data - How often are you on or around O'Connell Street?

Observed behaviours

Have you experienced or witnessed any of the following behaviours on O'Connell Street or nearby streets?

Respondents were asked to indicate if they have experienced or witnessed a series of behaviours on O'Connell Street or nearby streets. They were provided six options plus an 'other' option, and could choose as many that apply. It should be noted that in this context, all options are perceived and open to interpretation from those observing the behaviour. For example, the perception of motorists driving at high speeds is not the same as the vehicle speed being measured by a speed camera. 266 of 269 respondents answered this question.

Respondents to the survey identified driver behaviours as having been witnessed. of the 266 respondents, 70 nominated that they had not noticed such behaviours.

When do these behaviours usually happen?

If behaviours were observed, respondents were asked to indicate when they believe the behaviours usually occur. They were provided six 3 hour time slots plus 'not sure' and 'never' options, and could choose as many that apply. 256 of 269 respondents answered this question.

Response distribution was heavily focused on the 5pm–9pm (22%) and 9pm–12am (21%) periods, indicating a concentration of activity during those times. During regular business hours (9am–5pm, 15%) and 12am to 3am (12%) are also periods when respondents noted these behaviours occurring, although to a lesser extent. Significantly fewer responses fall within the early morning hours (3am–6am and 6am–

9am with 4% and 8% respectively). Several respondents were unsure (10%) or reported that the behaviour never occurs (9%). Refer figure 11 below.



Figure 11 Survey chart and data - When do these behaviours usually happen?

Impact of behaviours

What impact (if any) have these behaviours had on you?

Respondents were asked to indicate if these behaviours had any impact on them. They could choose from six options which included a 'no impact' response. They could choose as many that apply. 265 of 269 respondents answered this question.

Those respondents that felt impacted, selected feeling less safe walking as the most common impact (26%). Feeling less safe cycling and disrupting sleep and lifestyle received similar response rates (18% respectively). A similar proportion of respondents (17%) said they experience no personal impact. About 15% of respondents suggest they avoid the area at certain times because of these behaviours.

'Other' responses included descriptions of respondents avoiding the area due to feeling unsafe, anxious, or it impacts their enjoyment of the area. Some suggested they are less likely to spend time on O'Connell Street, open their windows, or dine outdoors when these behaviours are occurring. Refer figure 12 below.

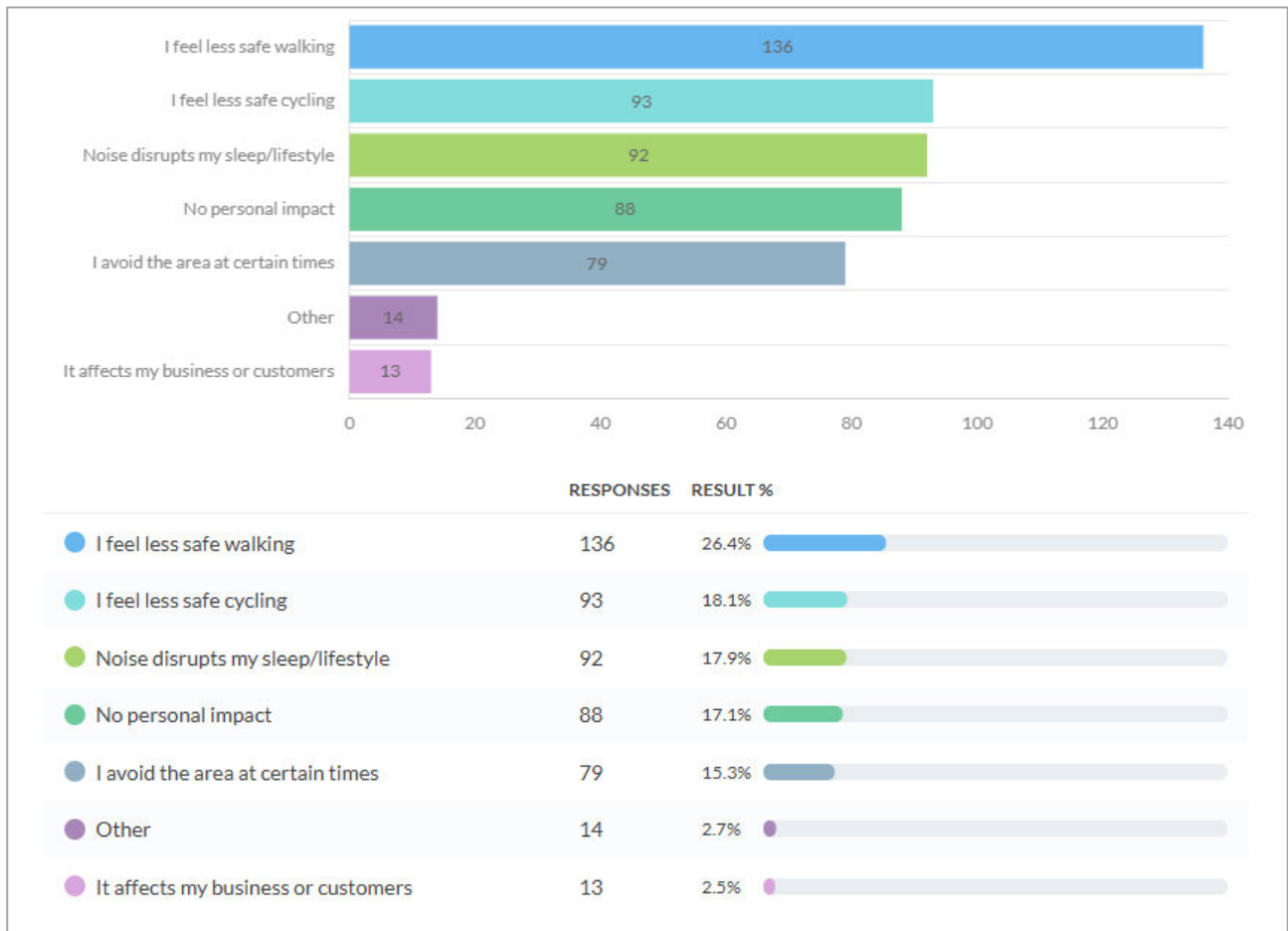


Figure 12 Survey chart and data - What impact (if any) have these behaviours had on you??

To what extent does driver behaviour on O'Connell Street impact you using the area?

Respondents were asked to what extent driver behaviour impacts them on using the O'Connell Street area. Five options with different impact levels were provided and respondents could choose one option. 267 of 269 respondents answered this question.

'No impact' was the most frequently selected response with over a third of respondents selecting this option (35%). 'Slight impact' and 'high impact' showed similar response counts (20% respectively). 'Extreme impact' received the fewest responses (6%). Refer figure 13 below.

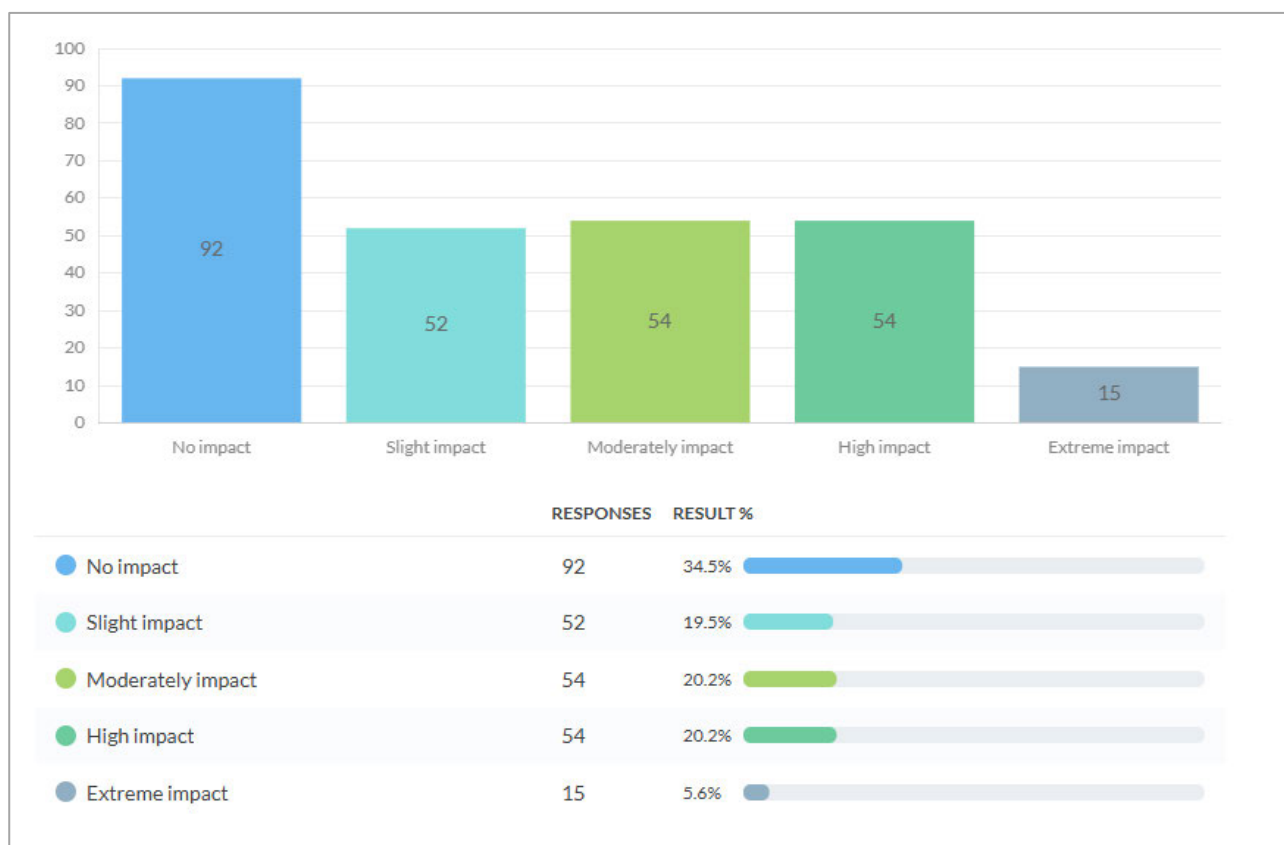


Figure 13 Survey chart and data - To what extent does driver behaviour on O'Connell Street impact you using the area?

Mapped comments

Survey respondents were also given the option to 'pin' one or more open ended comments to a map. Over half of respondents (143) pinned comments.

Most comments were received along O'Connell Street. Comments were well distributed along the street as shown in figure 14 below. Some very specific pinned information was received, and this has been reflected in the discussion in the body of this report.

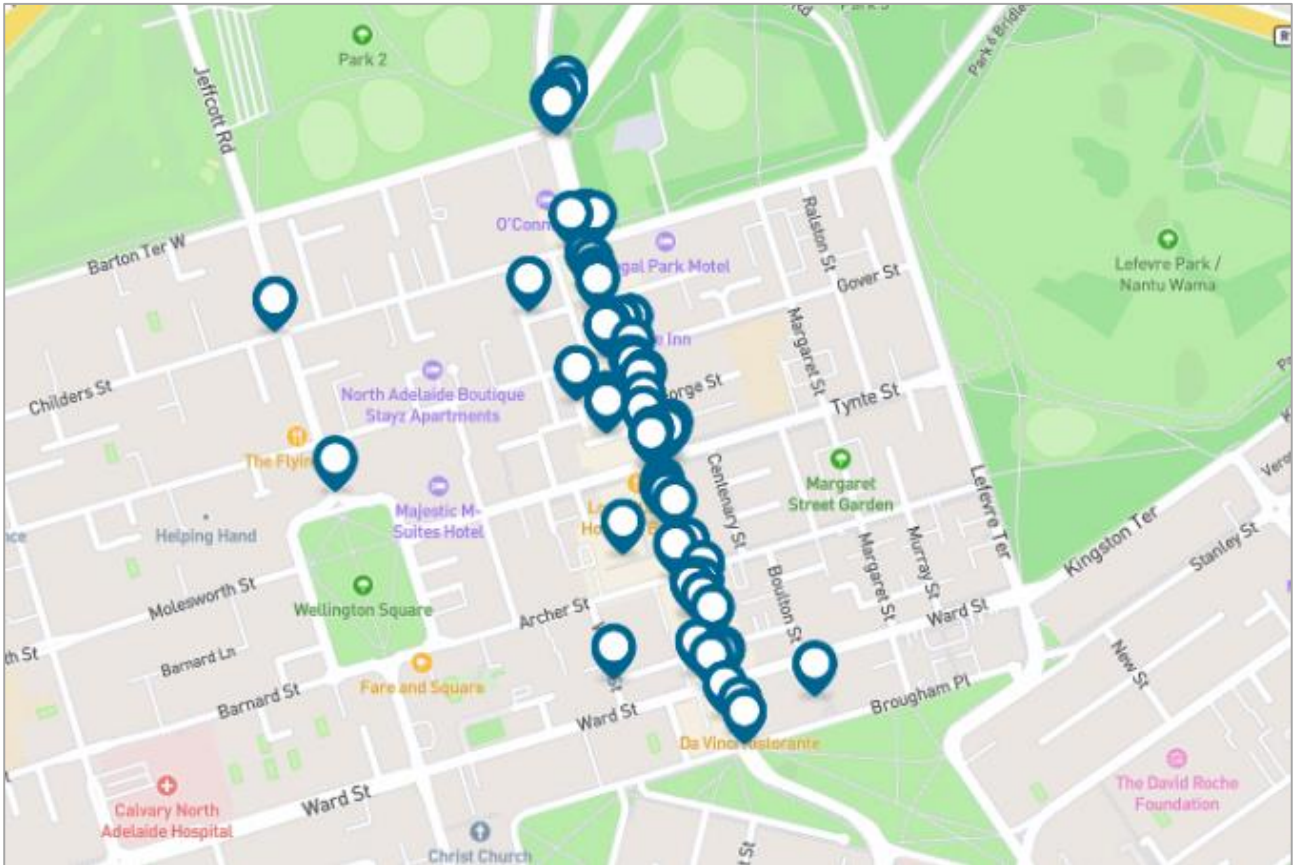


Figure 14 Mapped comments

Appendix B

Submissions

PLACE

O N B R O U G H A M

Topic: Submission in response to the - *O'Connell Street Traffic Consultation, City of Adelaide June 2025*

To: City of Adelaide

Cc: Lucy Hood MP, Member for Adelaide and

Mary Couros, North Ward Councillor, Adelaide City Council

Background:

- Place on Brougham (POB) is a residential apartment building with 98 apartments and 11 commercial premises (all on the ground floor) that spans the block from Brougham Place, O'Connell Street, Ward Street and Australia Lane portion of North Adelaide. The apartments are of solid construction and all have double glazing to the windows and sliding glass doors that are generally very good at providing a peaceful interior for residents.
- There are about 200 people who live at POB apartments. The demographics of the residents range from very young babies/toddlers, preschool children, and primary and secondary school children, young adult university students and adults across all age groups including some residents in their 90s.
- In addition four staff are employed in reception/concierge and a Manager who lives in the building.
- POB is a very busy building with many family and friends visiting residents, constant visits by a large range of contractors and service people and delivery couriers. In addition there are many customers of the businesses located on the ground floor, which include a Restaurant, a Café, a Hotel, two Hair Salons and a Real Estate business.

- On 24 December 2023 the business known as [REDACTED] opened on the [REDACTED] immediately opposite POB apartments. This business has a restaurant downstairs and a lounge area and balcony upstairs. The balcony is primarily operated as a [REDACTED] the [REDACTED].
- [REDACTED] is also served to customers at the street level tables on [REDACTED]. Online research indicates that the [REDACTED] is known as [REDACTED] and is operated "in collaboration" with [REDACTED] and opened in March 2024.
- Prior to [REDACTED] and the [REDACTED] opening the property was operating as an Italian restaurant which generally closed at 10pm and there were no issues with this business. There was occasional antisocial and "hooning" activity in the vicinity, mostly concentrated on the weekends.
- However since the establishment of [REDACTED] but in particular the [REDACTED] the frequency and level of Hooning and Unsafe Vehicle Behaviours has increased exponentially and is now common on most nights of the week and for extended periods of time.
- This area of North Adelaide appears to have subsequently become a 'destination of choice' for hooning, excessive speeding, doing burnouts, street racing etc with [REDACTED] being a magnet for these drivers to "show off".
- *Consumer and Business Services* website liquor licence search indicates the licensed operating hours of the business are: **Monday, Tuesday, Wednesday, Thursday and Sunday 7am to Midnight. Friday and Saturday 7am to 2am the following day. The business operates 365 days per year.**
- Thursday to Sunday nights are particularly challenging with continuous behaviours of this type from about 9pm and continuing up until Midnight to 2.30 am, (depending upon the closing time of the business).
- This is having a very detrimental impact on residents living in the POB apartments. This ranges from poor sleep due to Hooning, Excessive Vehicle Noise which effects people's health as well as [REDACTED] smoke drifting onto balconies and inside apartments and subsequent health issues from this.
- Anecdotal reports are that a significant amount of these behaviours are associated with the perpetrators acting to "show off" to the patrons of the [REDACTED] and being visibly encouraged to speed, hoon etc. It has also been observed that a number of the high powered vehicles participating in the Hooning are directly connected to either [REDACTED] or the [REDACTED].

- In recent months residents living in other streets in North Adelaide have also talked about their concerns of experiencing the same impacts of frequent and serious hooning and other excessive behaviours by vehicles/motorbikes in the general neighbourhood. This is impacting on everyone's lives.

ISSUES

Hooning and excessive vehicle/motorbike noise and unsafe/dangerous driving began as early as February 2024 and have continued to increase ever since. The following are some examples, but by no means all.

- Hooning by both motor vehicles and motorbikes is frequent and continuous for hours at night and causes significant disruption to POB residents as well as serious safety risks to the public.
- The [REDACTED] has been open to customer into the early hours outside the operating hours shown on a search of their liquor licence on Consumer and Business Services website. This has been associated with high levels of noise from the premises and vehicles/motorbikes hooning, extreme speeding and other illegal behaviours.
- On every public holiday they extend their hours to 2am even if it is a night that their licence shows closing time to be 12 midnight.
- One resident has had to call 000 for an ambulance twice this year to go to hospital for a cardiac issue. The resident's Smart Watch recordings of their heart performance and poor sleep quality show a direct correlation with the excessive patron noise and drumming that comes from [REDACTED] and the hooning by the High Powered cars. The resident's doctor has advised them they must move out of the building for the safety of their health.
- A number of residents have been considering moving out of the building as the disruption is having a serious impact on their lives and in some case a serious impact on their health.

ACTIONS TAKEN TO ADDRESS ISSUES

Residents and POB management have taken the following actions to attempt to resolve these issues:

- Phone calls to Consumer and Business Services on a number of occasions, without resolution, other than advise to lodge a formal complaint.
- Phone calls to SA Health when that department had responsibility for licencing of [REDACTED]
- Phone calls to SAPOL 131 444 number who have attended the business concerned on only a few occasions. SAPOL response has been to call 131 444 or lodge a complaint via their website.
- Phone calls and visits directly with [REDACTED] owners/managers by POB apartment residents. Some of these have had some positive results and others have been less successful.

- Meetings have occurred with one of the owners of [REDACTED] however no ongoing resolution to the issues was achieved.
- Meetings with a local Government councillor who has been very supportive.
- Meeting with the local Mayor who is also supportive.
- Meetings with the Local MP who is very supportive.
- POB Strata group wrote to the SAPOL Police Commissioner raising the hooning issue and identifying a specific vehicle. The matter was referred to SAPOL operations who made contact with the Strata representative and ultimately advised calling 131 444 or lodging a complaint on the SAPOL website if any further issues occur.
- Meeting in May 2025 with the Minister for Consumer and Business Services, Commissioner for Consumer and Business Services, a Senior SAPOL representative, Local MP, City of Adelaide Councillor and representatives from POB strata and residents.

ACTION REQUESTED

- A focus on inspections and compliance by Consumer and Business Services of [REDACTED] ensuring they meet their full licences requirements.
- Liaison with SAPOL to address the unlawful vehicle and motorbike activities that are endangering the public, before a serious accident happens.
- Increased visible police presence on O'Connell Street and surrounds ongoing.
- Mobile speed camera operations along O'Connell and Ward Streets and other adjacent streets at times/nights identified as peak for "hooning".
- Liaison with SAPOL to have a red light, speed camera installed on the Ward/O'Connell street intersection.
- Install CCTV at this intersection.
- Remove the motorbike parking from Ward Street to an area that is not residential. Make that NO PARKING. As the High Powered vehicles associated with [REDACTED] frequently park there illegally.

Signature [REDACTED]

Date: 27/June/ 2025

Questions from POB Strata Corporation

- What is the responsibility of a licensee to ensure clientele leave a licensed premises in a respectful and quiet manner? And what powers do Council have around this matter?

- Why was a [REDACTED] licenced and approval approved in a residential area, and particularly within ??? Metres of residents apartment balconies and bedrooms?

Questions from the City of Adelaide Survey

Participate in city life?

- POB residents are fully engaged and have an investment in seeing their North Adelaide community be safe and welcoming for residents, businesses and visitors.
- POB residents participate in all aspects of city life from social, to employment, business and recreational activities.

Ratepayers or renting

- POB residents include ratepayers and people who are renting.

Age Groups

- See statement in “Background” that describes the breadth of demographics of the POB residents.

Currently use O’Connell Street

- See body of document for further information.

How often on and around O’Connell Street

- Daily and across the whole day for POB residents.

Experienced or witnessed any of the following behaviours on O’Connell or nearby Streets

- The High Powered and Ultra High Powered cars use Ward Street and O’Connell Street as their race track. Anecdotal evidence indicates these vehicles also continue their hooning into surrounding streets as well as down past the Women’s and Children’s Hospital.
- The eastern end of Ward Street appears to be a ‘staging area’ for high powered vehicles to gather and then spend hours hooning, speeding, doing burnouts and racing around the streets down toward and West over O’Connell Street and then looping back again. There are neighbourhood reports that this may also be happening in Tynte, Childers and Archer Streets in particular.
- **Over the five nights of Wednesday 18 June 2025 to Sunday 22 June 2025 the level of Hooning, cars and motorbikes driving at excessive speeds, doing burnouts, screeching their tyres, racing each other along O’Connell and Ward Streets was extreme and by far the worst period we have experienced.**

- Following those five nights the Eastern end of Ward, Gover and Archer Streets were all covered for many metres in "blackies", tyre rubber left by hooning vehicles.
- On the evening of Sunday 22 June 2025 two motorbike riders had been customers on the [REDACTED] When the motorbike riders left [REDACTED] the other customers on the balcony were seen and heard encouraging them to hoon.
- At 9.40pm upon take off on his motorbike one did a high speed Wheelstand heading west across the [REDACTED] [REDACTED] The Security Cameras on POB caught footage of this however the motorbike and rider are a blur due to the high speed involved. The second rider turned left up O'Connell Street and could be heard speeding North for quite some distance.
- These two motorbike riders are part of a group of about 10 who first appeared on the evening of 29 March 2025 parking below the Ward Street end of POB, where there is approved motorbike parking from **7am to 7pm only**. (This end of POB building has the apartment bedrooms straight above the motorbike parking area).
- On this night in March they were parked on the footpath (as well as riding on the footpath) and were taking turns revving their engines and doing "laps" around the block until 11.30pm when a POB resident went down and spoke to them. Eventually they left.
- On 29 April 2025 the group was parked in the same spot and was being very noisy and disruptive revving their engines and racing around and at 11.30 pm a POB resident called the police. The police arrived at 12.20, briefly spoke to the riders and then drove off. The group continued their behaviours till 1am when they finally left.
- This group has continues to park at this spot illegally until late at night and are regular customers at the [REDACTED] three or four nights per week.
- Some of the offending vehicles are clearly connected to the [REDACTED] business and have been seen "swapping passengers from the [REDACTED] before doing another high speed lap. They have also been seen throwing the keys down to another driver to take over the vehicle to take a turn Hooning.
- One of the main offenders who is there daily and driving at excessive speeds and in an extremely dangerous manner appears to be managing the [REDACTED] of an evening. This person generally arrives at about 5pm at excessive speed and leaves anywhere from 11.30pm to 2.30am, depending upon the business opening hours. The vehicle is deafenly loud and can be heard streets away before and after it is visible. This has been happening for some months now. In 2024 the same person was driving in the same manner between May and September doing the same behaviours, except in a different vehicle
- They have been observed on many occasions stopping at Ward/O'Connell Street lights and then flooring the accelerator to very high speeds within a few seconds.
- If a vehicle was to lose control pedestrians as well as the customers sitting at the local cafes footpath tables would be at serious risk of being injured or killed.

- Motorbikes parking illegally on Ward Street after 7pm in groups directly below the bedrooms of POB apartments, deliberately revving their engines for extended periods of time, loudly socialising and taking off at excessive speeds and directly across lanes of traffic.
- This can be groups of up to 10 or so motorbikes and now occurs 4 or 5 nights per week and late into the night, sometimes as late as midnight to 1.30am. Some riders have had their number plates and L plates obscured.
- There have been times when the motorbikes had been parking and riding on the Ward Street footpath and parking in the left turn lane of Ward Street outside [REDACTED] Photo evidence is available if required.
- Recently at 8pm one Sunday evening a group of Motorbikes were stopped at the red light at the eastern side O'Connell/Ward Street intersection while waiting for the lights to change to green. The motorbikes were revving their engines and one rider set off a blue flare.

Motorists driving at high speeds

- Yes.
- This is a daily occurrence and for many hours particularly later in the evenings/nights.
- On nights when football is held at the Adelaide Oval the vehicles speeding and racing has continued to occur and endangers the crowds walking up O'Connell and on Ward Street and other side Streets.
- A speeding vehicle was seen almost hitting a man and his young son in *football colours* who were walking South across Ward Street toward Adelaide Oval.

Burnouts or doughnuts

- Yes.
- These activities have been seen by residents and are a regular occurrence. *See Issues section.*

Dangerous or careless driving

- Yes.
- Vehicles have been seen two abreast racing along Ward Street and around the O'Connell Street intersection.

Vehicles not being driven under appropriate control

- Yes.
- Vehicles/motorbikes have been seen on many occasions attempting a 'burnout' and temporarily losing control of their vehicles/motorbikes near the O'Connell Street and Ward Street intersection and heading toward [REDACTED] or the [REDACTED] opposite before managing to regain control.

Motorists cause vehicle to make excessive noise or smoke

- Yes.
- This is a daily occurrence see the "Issues section" for some examples.

Other?

- Vehicles that ignore the *Green Light Walk* symbol and drive through the intersections and endanger pedestrians. This is particularly connected to vehicles doing a right hand turn when coming South along O'Connell and doing a right hand turn West into Archer Street as well as vehicles driving South on O'Connell Street and doing a right hand turn West onto Ward Street.
- This happens daily and has happened to many POB residents and/or their family/visitors where there have been near misses for the pedestrians.
- **Impact any of these behaviours had on you?**
- **Less safe walking**
- A significant number of POB residents have shared that they no longer feel safe walking around the general area.

Less safe cycling

- Cyclists feel at risk from the speeding drivers in particular.

Safety at certain areas at times

- Residents report they no longer feel safe along O'Connell Street, and even more so in the area of O'Connell Street, North of Tynte Street during the day and particularly at night after 7pm and especially after 10pm.

Affect my business or customers

- Unsure of this as we did not canvas the businesses located in the building.

Noise disrupts sleep/lifestyle

- Many POB residents have raised concerns that over the last 18 months, but particularly this year, their sleep and lifestyle is seriously impacted. From having disturbed sleep, not being able to get to sleep until after the hooning etc ceases of a night and not being able to open their doors or windows due to excessive noise.
- Residents who now are forced to wear earplugs to try to get sleep and even then the hooning etc can still wake them it is so loud.
- Residents have reported changing how they socialise on O'Connell Street due to a sense of unease being felt walking around there

later in the evenings and encountering customers smoking [REDACTED] on the footpath outside [REDACTED]

- Some residents have had their health impacted by the seriousness of the excessive noise and subsequent lack of sleep.
- Some residents have reported their capacity to function at work is negatively impacted by continuous lack of sleep and/or disturbed sleep for night after night.
- A number of Doctors who work at the Women's and Children's Hospital live at POB due to the close proximity to their work and they have reported impact on their sleep. This obviously could be very dangerous for patients of the Hospital.

When do these behaviours usually occur.

9pm-12am.

- Hooning, excessive speed, cars racing, motorbikes deliberately revving their engines. This can be any night, but particularly Thursday, Fridays, Saturdays and Sundays. ([REDACTED] frequently host what they call [REDACTED] and are usually very busy and result in high levels of general noise from the [REDACTED] balcony area, including very loud drumming which is understood to accompany belly dancers performing and intense levels of noise from the above hooning and speeding behaviours).
- This most recently occurred on Thursday 26 June 2025 with extremely loud music until midnight, keeping many residents awake.

12am-3am

- Hooning, excessive speed, cars racing, motorbikes deliberately revving their engines. This can be any night of the week, but particularly Fridays, Saturday nights and Public Holidays.
- Connected to the [REDACTED] extended Trading hours.

3am-6am

- Generally much quieter until the morning peak traffic starts.

6am-9am

- Peaks during the times when large volumes of traffic is driving down O'Connell Street toward the City and also turning West along Ward Street toward the City.

9am-5pm

- Occasional traffic during these times does see some speeding of a lesser degree, and the failing to give way to pedestrians is more common.

5pm-9pm

- Similar to above question

What extent does driver behaviour on OC St impact you on using the area.

- See body of submission.

Suggestions to enhance our experience of the area

- Council work with the business community to engage them on how to enhance the area for customers, which will also benefit residents.

Anything else to share.

- POB welcomes the City of Adelaide Council commitment to identifying and finding solutions to the issues currently impacting O'Connell Street and the surrounding streets of North Adelaide.
- POB residents are anticipating that the opening of the businesses at [REDACTED] and new residents moving in to the apartments will be a very positive addition to the community.
- It is also hoped that this invigoration of the area will result in the number of vacant commercial premises attracting new businesses to the street.
- POB would welcome engagement with City of Adelaide around any ideas or proposed ways to enhance the vibrancy and improve the safety of North Adelaide.
- Please note that POB residents are not opposed to high powered vehicles/motorbikes, with many residents owning similar vehicles and being Motorsport fans.
- However, the issue is the people who drive on the local streets in the manner described in this submission and endanger everyone.
- Mallala and The Bend Motorsport tracks and Gillman Speedway provide opportunities for the public to be actively involved in Motorsport in a way that drivers can display their skills while competing in a safe manner.

From: [REDACTED]
To: [REDACTED]
Subject: FW: Submission to City of Adelaide re O'Connell Street Traffic Consultation.
Date: Sunday, 29 June 2025 10:01:55 AM
Attachments: [Submission_O'Connell St Consultation.pdf](#)

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Everyone,

Attached is the POB submission that was sent on Friday 27 June 2025 in response to the *City of Adelaide re O'Connell Street Traffic Consultation*. Since lodging the above submission, we can report that on the evenings and nights of Friday 27 June and Saturday 28 June 2025, there were extreme noise levels at the corner of Ward and O'Connell streets. Once again there were motor bikes and cars illegally parked below our bedroom windows.

Please add following amendments to the original submission:

"Restrict the [REDACTED] operating hours to the following: Sunday, Monday, Tuesday, Wednesday and Thursday nights **close at 10 pm**.
Friday Saturday and Public Holidays **close at Midnight**. "

"Any events where there is music be operated within the laws regarding allowable noise levels".

"Council engage with [REDACTED] and advise them on including ceiling and wall acoustic panelling to their premises to assist with reducing the impact on local residents".

Kind regards,

[REDACTED]

Place on Brougham

62 Brougham Place North Adelaide 5006

[REDACTED]
[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: O'Connell Street
Date: Tuesday, 1 July 2025 9:37:32 AM

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Good Morning [REDACTED]

Not sure if you are also responsible for the whole planning of O'Connell renewal but it would be excellent if re-use of the red bricks currently used for the footpaths could be utilised.

The will not reflect thereat to the same extent as lighter coloured pavers as proposed and in my observation are less likely to sit unevenly over time.

The bricked foot paths are basically even...the footpaths with larger pavers are a trap of uneven pavers.

Yours sincerely

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: O'Connell Street Traffic Consultation
Date: Tuesday, 1 July 2025 10:27:50 AM
Attachments: [Outlook-g2zmo2sv.png](#)

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi [REDACTED]

Hope you are well.

Just wanted to email you through my feedback on O'Connell Street, as the text boxes on the web form had size limits.

My understanding is that Council is looking to replicate design concepts from Frome Road on O'Connell Street. I believe this would be detrimental to the area, especially to local businesses as I have to avoid Frome Road due to traffic delays. Reducing traffic through O'Connell Street will have impacts on local businesses, I have had other businesses owners in the area voice their concerns to me.

My suggestion would be that Council should look to copy The Parade, Norwood, not Frome Road. The Parade maintains 2 lanes of traffic in both directions, buses do not have their own lanes. Cyclists have other other routes near The Parade like Beulah Road and Williams Street, Norwood without reducing traffic flow through The Parade through dedicated cycling lanes. Keep the two lanes of traffic with car parking on O'Connell. There are additional pedestrian crossings and pedestrian scrambles / diagonal crossings at key points. The Parade works. The Parade is bustling and vibrant with a blend of hospitality, clothing and retail and entertainment. O'Connell Street could be more like The Parade!

I fully agree that the area needs a facelift and if there are dangerous driving issues at night then that should definitely be addressed. As a main thoroughfare into the city, please consider how adjustment to the roads will impact peak hour driving to resolve a non-peak hour hooning issue. Perhaps fixed or mobile speed cameras, increased police presence at problematic times, etc, could resolve

Reducing traffic visiting O'Connell Street is not the answer.

Please let me know if you would like to discuss further.

Regards,

[REDACTED]

Texture.

1300 001 460

textureconsulting.com.au

Adelaide | Brisbane | Melbourne | Perth | Sydney |

 [Book time to meet with me](#)



THE NORTH ADELAIDE SOCIETY Inc.

email is the preferred mode of correspondence
[NFP]

3 July 2025

Chief Executive Officer
City of Adelaide
By email only to:

[REDACTED]
[REDACTED]

Dear Chief Executive & [REDACTED]

City of Adelaide – O’Connell Street Traffic Consultation

This correspondence addresses consultation by the City of Adelaide (CoA) about various experiences concerning “*improving traffic management and walkability along O’Connell and the surrounding streets*”, as indicated on the YourSay webpage: <https://ouradelaide.sa.gov.au/oconnell-street-driver-behaviour-consultation>.

The North Adelaide Society Inc. (TNAS) notes that the webpage includes the following.

Project Information

The City of Adelaide is seeking to understand your experiences of O’Connell Street and the surrounding streets to improve traffic management and pedestrian amenity. We are working with our community and key stakeholders to better understand whether you are noticing unsafe driving or excessive vehicle noise, so we can continue to make O’Connell Street an enjoyable place for everyone.

Background

Council is dedicated to a thriving neighbourhood for all. This project complements other projects and initiatives to improve neighbourhoods across the city, such as through the Integrated Transport Strategy, Speed Limit Review, O’Connell Street Revitalisation project and the City Plan Adelaide 2036.

In response to concerns raised about ‘hoon’ driving and excessive vehicle noise, the Council is now seeking further details about what businesses and the community are experiencing on O’Connell Street and the surrounding streets.

Your feedback will help guide any future recommendations and/or collaboration with SA Police.

Members of TNAS variously work, live, shop, visit, commute, walk, catch public transport, cycle, own a business or property interest, and otherwise engage in various public spaces and activities within the diverse precincts of the City of Adelaide.

There are few adverse driving antics that have not been observed by members at one time or another, although more often prior to or following events when a driver or their passenger/s may consider that the more crowded footpaths and people using crossings are an audience for their antics or behaviours.

Inconsiderate or inappropriate driver behaviour includes:

- sudden bursts of speed;
- driver 'pressuring' or driving at persons using controlled crossings persons, or when crossing minor or residential streets;
- burnouts that can be heard late at night or in the early hours
- tyre squealing around corners
- billowing diesel exhaust
- *contra* travel around Wellington Square
- speeding down the centre of narrow roads
- loud exhaust on acceleration
- perceived superiority of entitlement by a vehicle driver to use of a roadway
- an expectation by a vehicle driver that a person or non-motorised roadway user ought to get out of the way
- an apparent inability or failure to observe or understand road markings
- haste, distraction, and impatience when patience and consideration is warranted.

Poor or indifferent motor vehicle driver behaviour can occur at any time. It seems more prevalent during peak hours – which understandably are getting longer – and at night (10pm – 2am, esp. Fri, Sat & Sun.)

The most significant adverse impact is on pedestrians, walkability, and safety of non-motorised users of adjacent and nearby streets that are less regulated and much less well-lit than is O'Connell Street.

It remains a perversity of urban design that footpaths are dark or poorly lit at the level of footfall and path, yet roadways on which vehicles of every sort carry their own lighting and additionally are well lit by overhead lighting. In that respect, there is grossly less design and infrastructure care and attention for walkers than there is for motorists, which is bizarre.

TNAS does not support:

- the contemplated changes in road use and allocation of road space between the water tables of the road reserve known as O'Connell Street (similarly re Melbourne Street)
- any traffic or parking reconfiguration or allocation of use contemplated by the O'Connell Street Project for O'Connell Street that may shift traffic from O'Connell Street onto any adjacent or nearby street (e.g. Lefevre Tce, Jeffcott St, as the project documentation indicates is likely to occur)
- insertion of a bike lane in O'Connell Street. There are ample other and safer roads with delineated bike lanes, as well as shared pedestrian/bike paths already available.

TNAS does support:

- improvements to footpaths
- improving and facilitating safe and enjoyable pedestrian movement
- making better use of contemporary LED or other conducive lighting that will improve the human experience of the variety of land uses along O'Connell and other streets including Melbourne Street
- use of accentuated lighting (e.g., brighter) at controlled intersection or crossings when pedestrians are crossing
- use of scatter crossings
- removing inordinate waiting periods for pedestrian activated crossings
- use of at grade LED or other contemporary lighting;
- red arrows to stop drivers moving into an intersection when a pedestrian is not even halfway across;
- encouraging cyclists and small wheeled vehicles (e.g. electric scooters) to make use of MacKinnon, Stanley, Lefevre, Jeffcott and Park Lands paths

- revising speed limits having regard to limits applicable in suburbs such as Prospect (i.e. 40kph); context (e.g. 40 kph, Melb St); and timing (e.g. Peak hours)
- greater use of roundabouts for traffic management and ‘calming’
- greater use of lit speed limit signs/reminders and road marking indicating pedestrian use precinct
- use of reflective paint on concrete or other at grade traffic management structures, which are particularly dangerous for cyclists and small wheeled vehicles
- reconsideration of signal co-ordination to bring about lower average and maximum speeds
- design and infrastructure that has regard to the human experience sought (rather than ‘car/driver is king’); the local character, heritage and culture; and effectiveness in the circumstances of the locality (e.g. footpath grade continuing across roadway), rather than imposition of ‘sameness’, ‘greyness’ and ‘one size fits all’.

Pedestrians ought not continue to be treated as second class users of road reserves and subjugated to the interests of self-obsessed, inconsiderate or abusive drivers and ever-increasing volumes of in-a-hurry motorised traffic.

Although poor driver behaviour is endemic, especially by those in a hurry, self-important, or distracted, there remain many considerate unoffensive drivers who share the road and seek to avoid embarrassment, conflict, and harassment of others.

TNAS awaits your consideration¹ arising from this consultation.²

Yours sincerely,

The North Adelaide Society Inc. (est. 1970)


(for the Committee)

The North Adelaide Society Inc. is a community based association with a diverse membership (>200). Its objects include encouraging interest in civic affairs. It has a history of advocacy about current and future matters that impact local communities and communities of interest within the City of Adelaide. It also links with community associations concerning local, state and federal governance and intergenerational issues.

¹ The “core values” of the “Engagement Institute” (formerly known as the “International Association for Public Participation”) includes: “*Public participation includes the promise that the public’s contribution will influence the decision.*”

² This submission was not AI generated.

From: [REDACTED]
To: [REDACTED]
Subject: FW: O'Connell St Plan [Filed 09 Jul 2025 15:47]
Date: Wednesday, 9 July 2025 9:04:24 AM

Hi,

This is the last submission.

Thanks

[REDACTED]

From: [REDACTED]
Sent: Sunday, July 6, 2025 1:21 PM
To: [REDACTED]
Subject: O'Connell St Plan

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

G'day [REDACTED]

I'm emailing in response to the O'Connell St plan and you're listed as POC.

Would it be possible to look at greening Ward St on the west side of O'Connell with the replacement of the current dirt/ rock areas with grass?

My wife has an assistance dog and having green areas to walk on during the summer months are appreciated, particularly waiting for a bus etc.

With the opening of several restaurants on that intersection, there are always people who do the wrong thing and so there is generally broken glass after a weekend, which with a grassed surface is much less likely to occur.

It would also bring that stretch of the street more in line with the other thirds of the street (West of Jeffcott and East of O'Connell) which feature maintained garden beds etc compared to the largely barren stretch between O'Connell and Jeffcott.

I appreciate your consideration of this matter.

Kind regards,

[REDACTED]

Subject: O'Connell street Speed.

Hi Councillors, just a quick response regarding a media report about the speed limit in O'Connell Street

Not sure how you feel about this change, but for what it's worth we are very supportive of the Idea.

Of late O'Connell st is the latest drag strip for both cars and bikes, as a result the noise is deafening.

The exhausts and turbos on these cars are totally illegal.

These cars will at times do laps and at times doing well into the 90 KPH speed as they enter King William and down the hill.

With the opening of No 88 soon to happen and a large influx of people in the street I fear for the safety of all.

Realising that all the above is not a council's problem and should be addressed by the police but this is not happening.

Police pass through regularly, but none stop for enough time to catch the culprits

Now this where the Council can come in, Lower the Speed Limit, add a camera and the noise problem also disappears .

Council has our Complete Support on this one.

Kind Regards

[REDACTED]

O'Connell st

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Melbourne

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Melbourne VIC 3001

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