

GOUGER STREET REVITALISATION

70% Design Overview Package

21 October 2025



T.C.L

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Project Vision

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

Design Principles



Activate and Attract

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



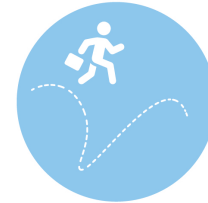
Organise and Declutter

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



Celebrate Culture and Identity

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



Connectivity

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



Better Street = Better Business

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

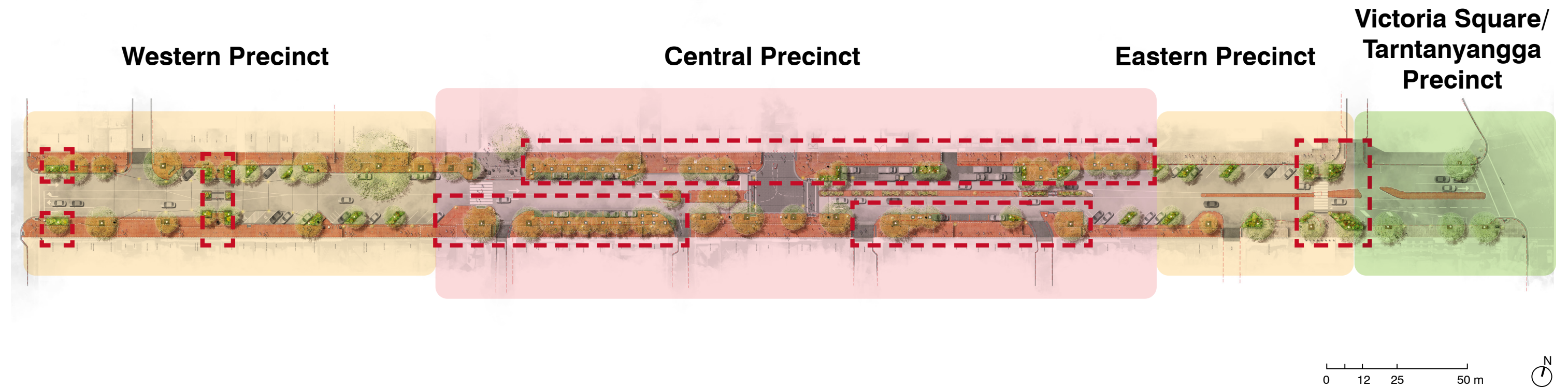


Greener Street

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

Key Development Updates

Key Design Features

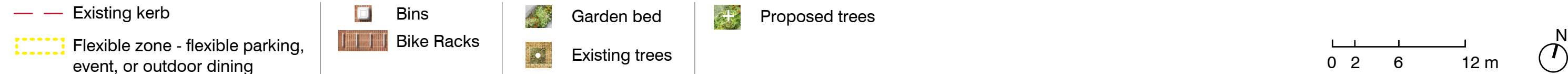
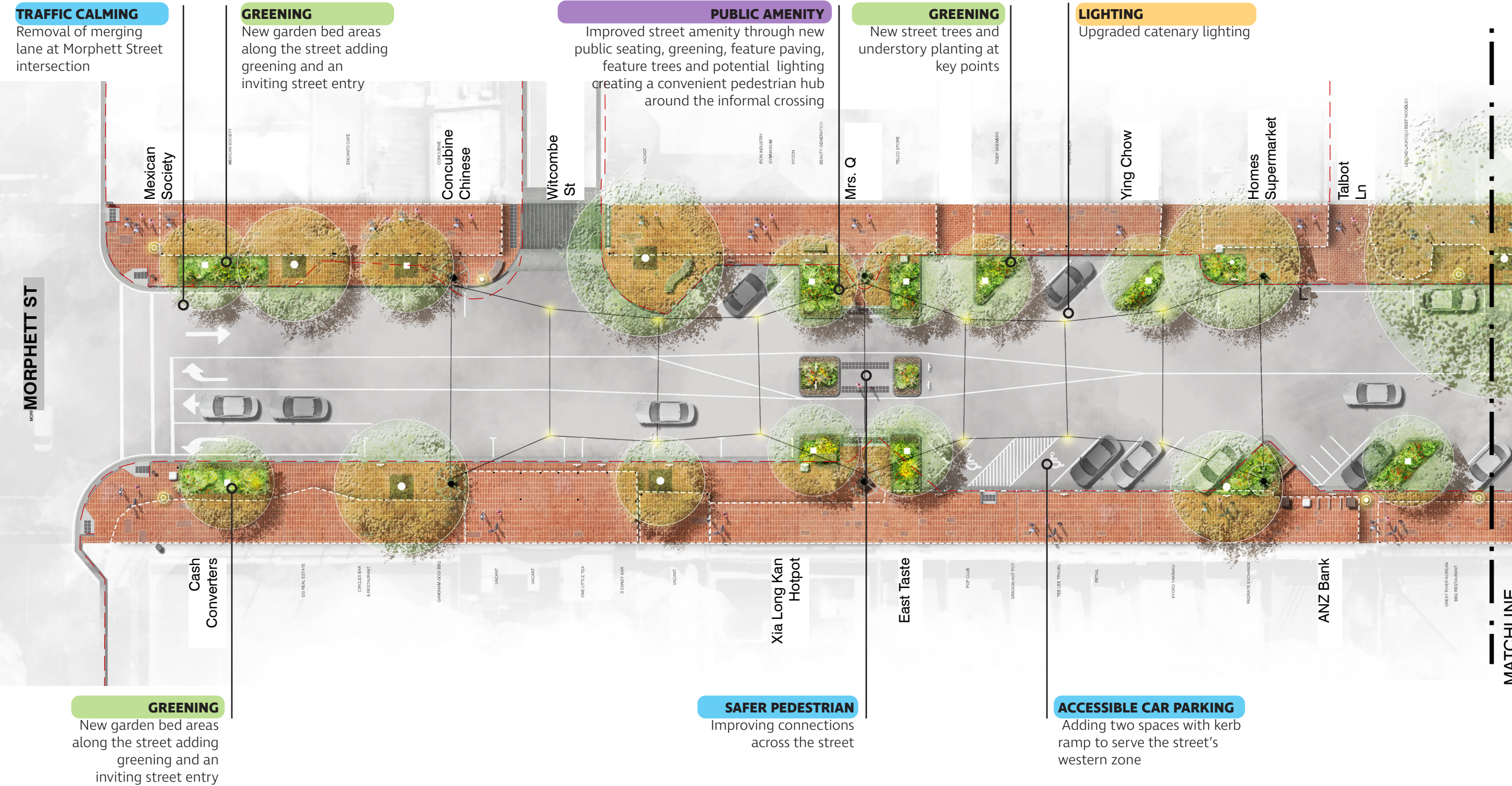
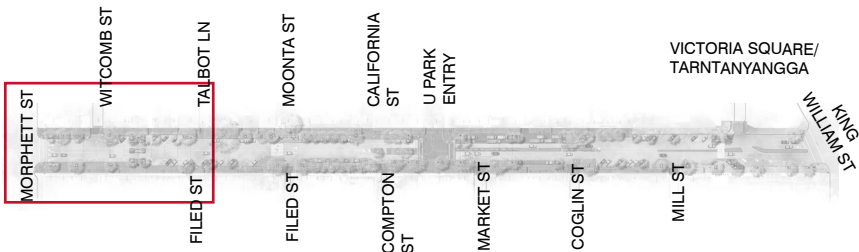


Key design features at 70% Detailed Design include the following:

- Increased DDA compliance and pedestrian safety and amenity through a minimum footpath clear zone of 2.4m, raised road thresholds in place of kerb ramps across side streets and driveways, protected north-south crossing points, improved street lighting, and additional accessible public seating and parking.
- Retention of most parking and loading zones for visitors, the market and businesses, and an increase in accessible car parking bays.
- Increased greening with canopy trees and understorey planting mitigating urban heat and improving visitor comfort levels.
- Development of a series of high amenity pedestrian nodes along the street using placemaking elements and materials including feature paving, furniture, planting, and decorative lighting.
- Increased outdoor dining areas, circulation space and flexible activity nodes through kerb realignment.
- Decluttering the street, including removal of fixed furniture and items from outdoor dining areas for better access, street cleansing and maintenance.
- Selection of footpath pavement materials with a mixture of existing red brick paving reused and new slimline clay pavers to elevate the existing paving at the Central Markets and Market Square frontage. Black granite paving is retained at Moonta Street, with grey concrete flags in place outside the Courts buildings in the Victoria Square precinct.
- Renewal of aged stormwater infrastructure, lighting and street furniture.
- Improved visibility and access to the street's existing public art and placemaking elements.

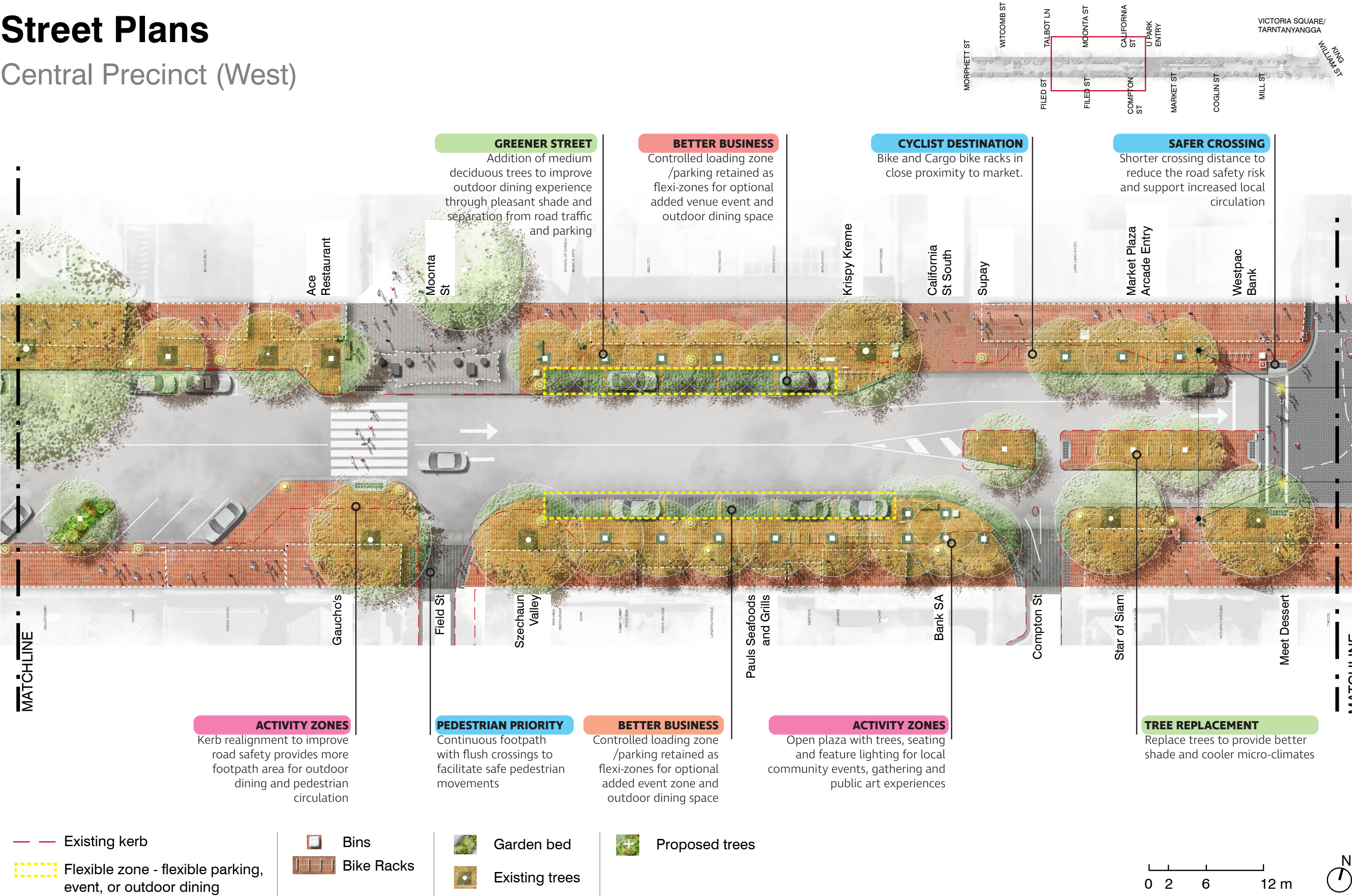
Street Plans

Western Precinct



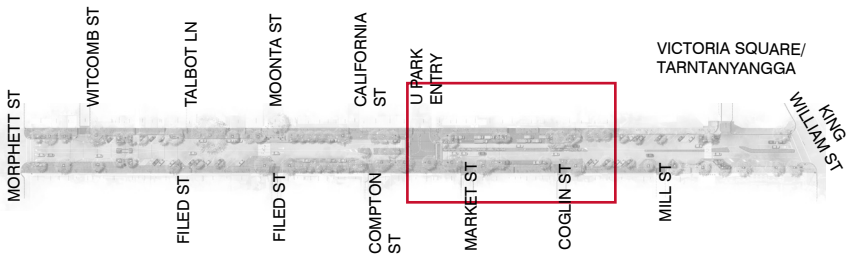
Street Plans

Central Precinct (West)



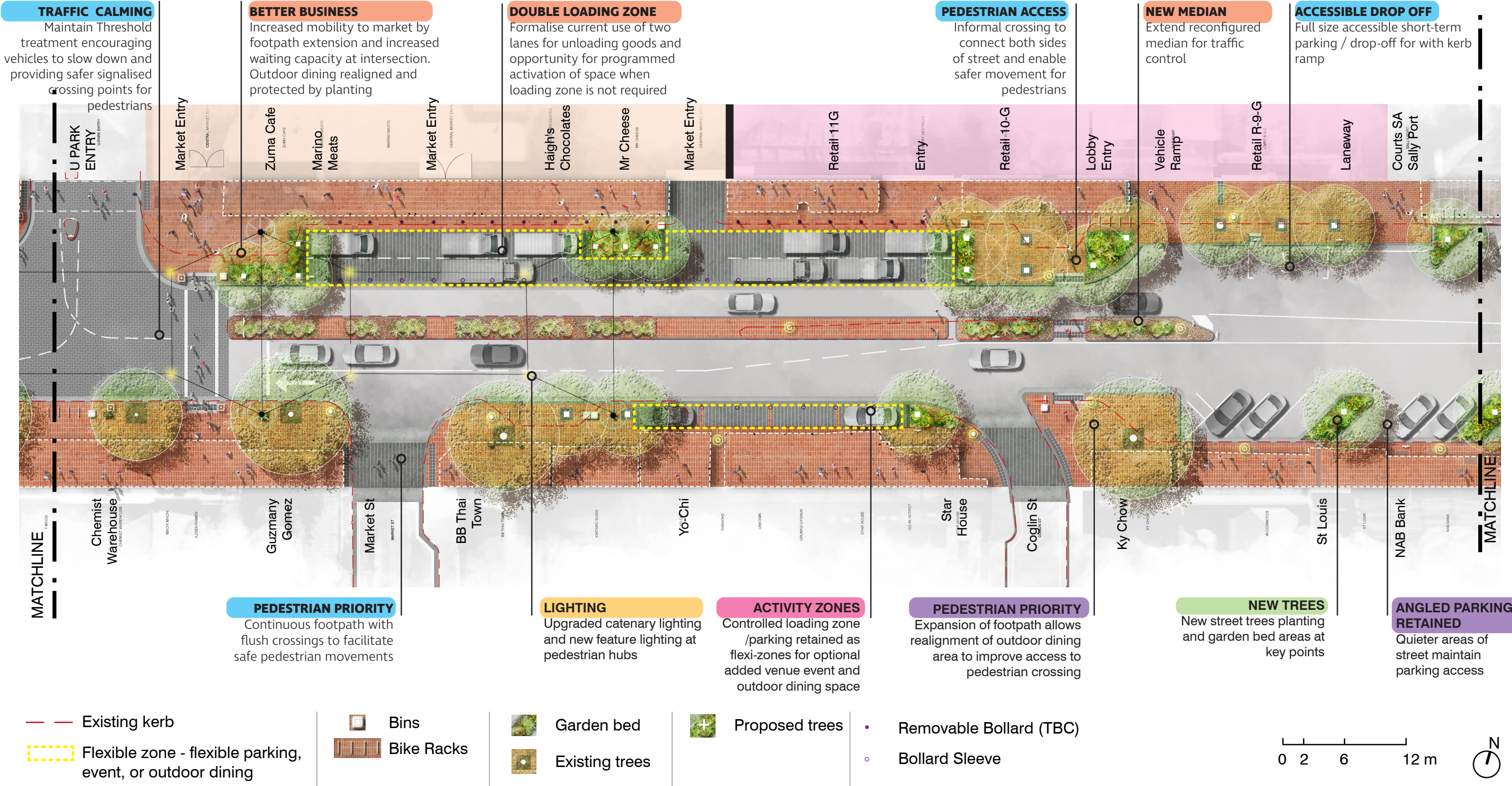
Street Plans

Central Precinct (East)



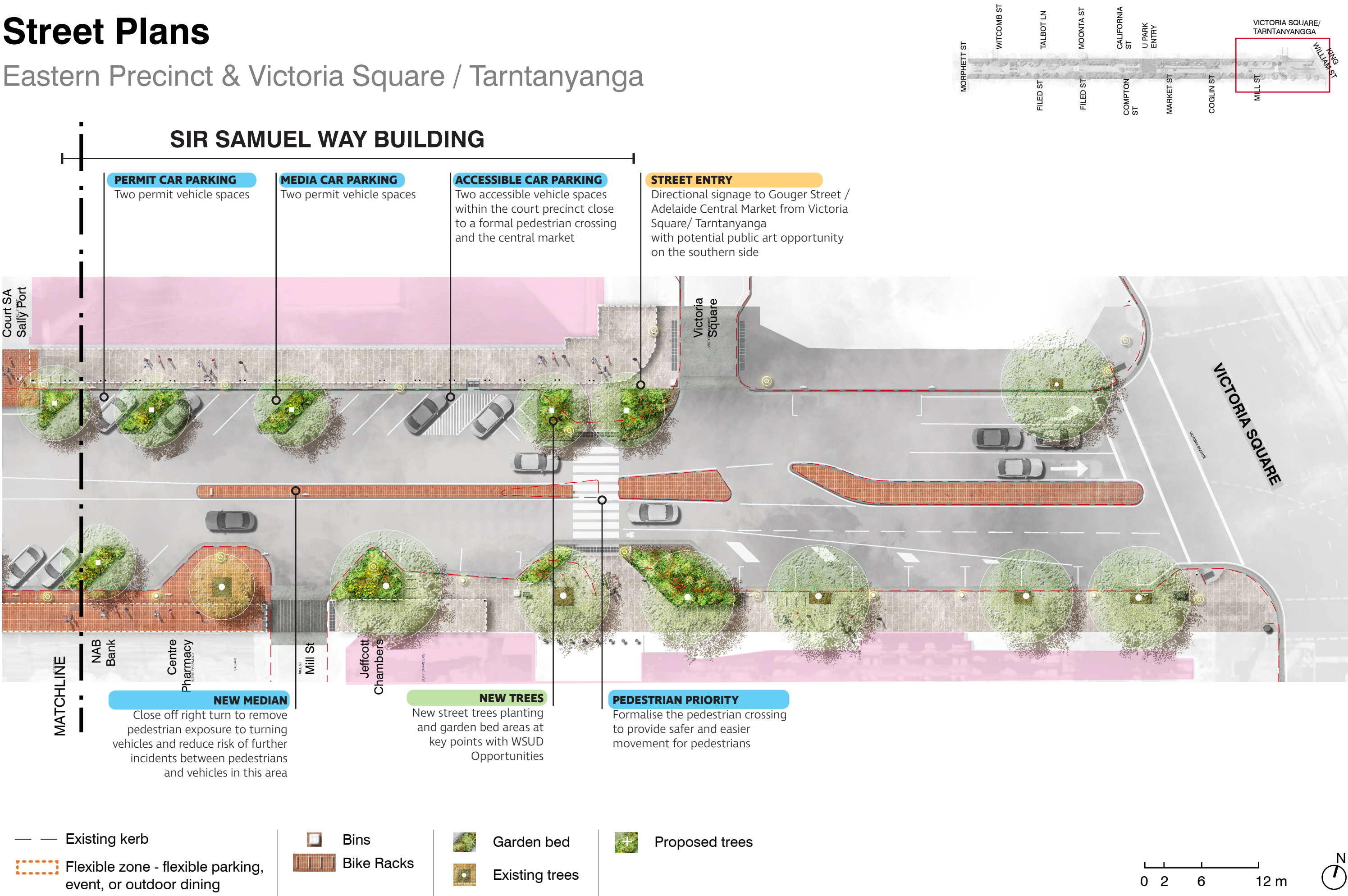
ADELAIDE CENTRAL MARKETS

MARKET SQUARE CENTRAL MARKET EXPANSION



Street Plans

Eastern Precinct & Victoria Square / Tarntanyanga



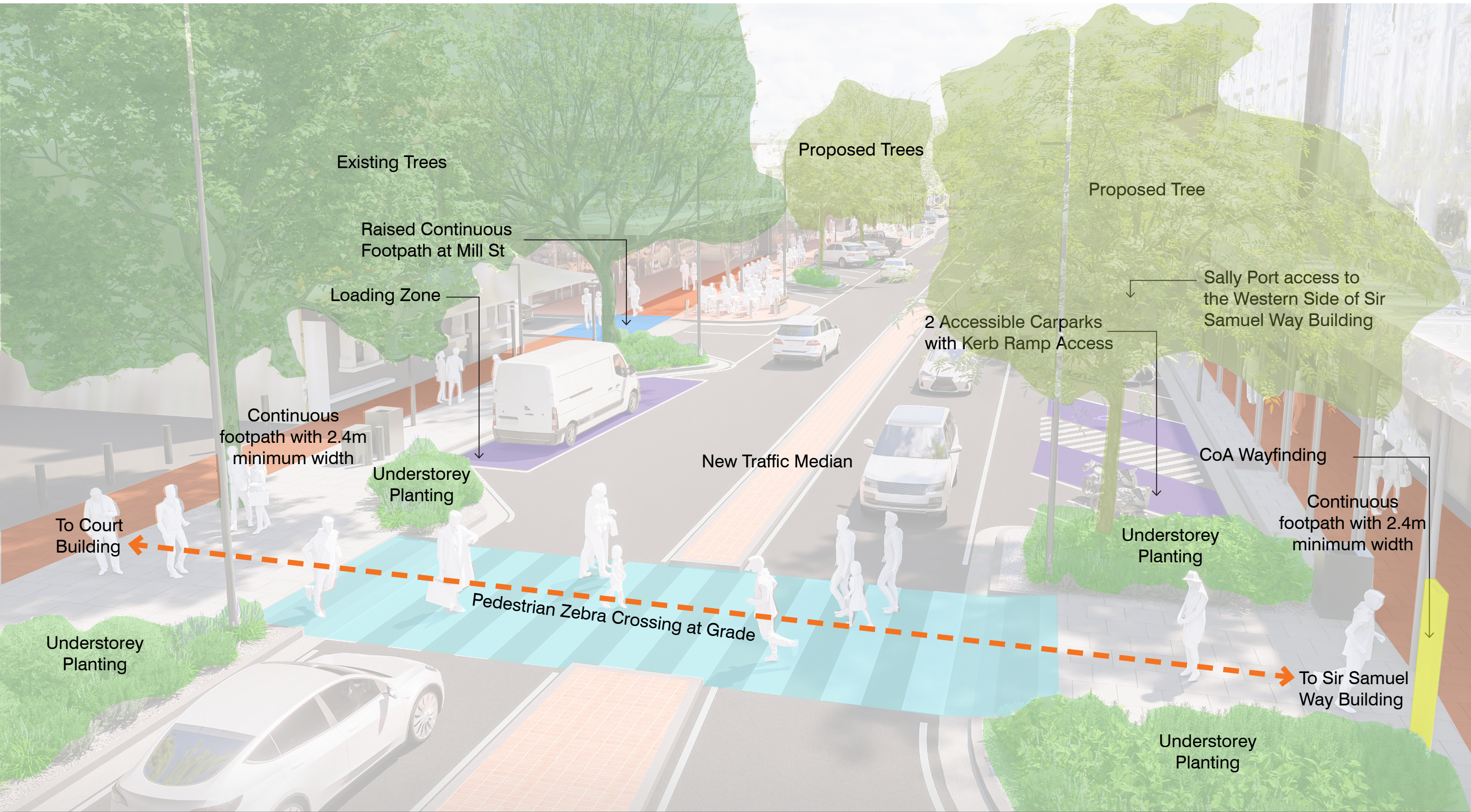
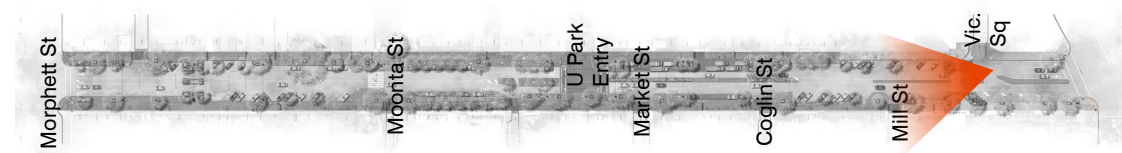
Artist Impressions

View 01 - View from Victoria Square intersection looking west



Artist Impressions - Key Design Features

View 01 - View from Victoria Square intersection looking west



Artist Impressions

View 02 - View from Coglin St intersection looking east



Artist Impressions - Key Design Features

View 02 - View from Coglin St intersection looking east



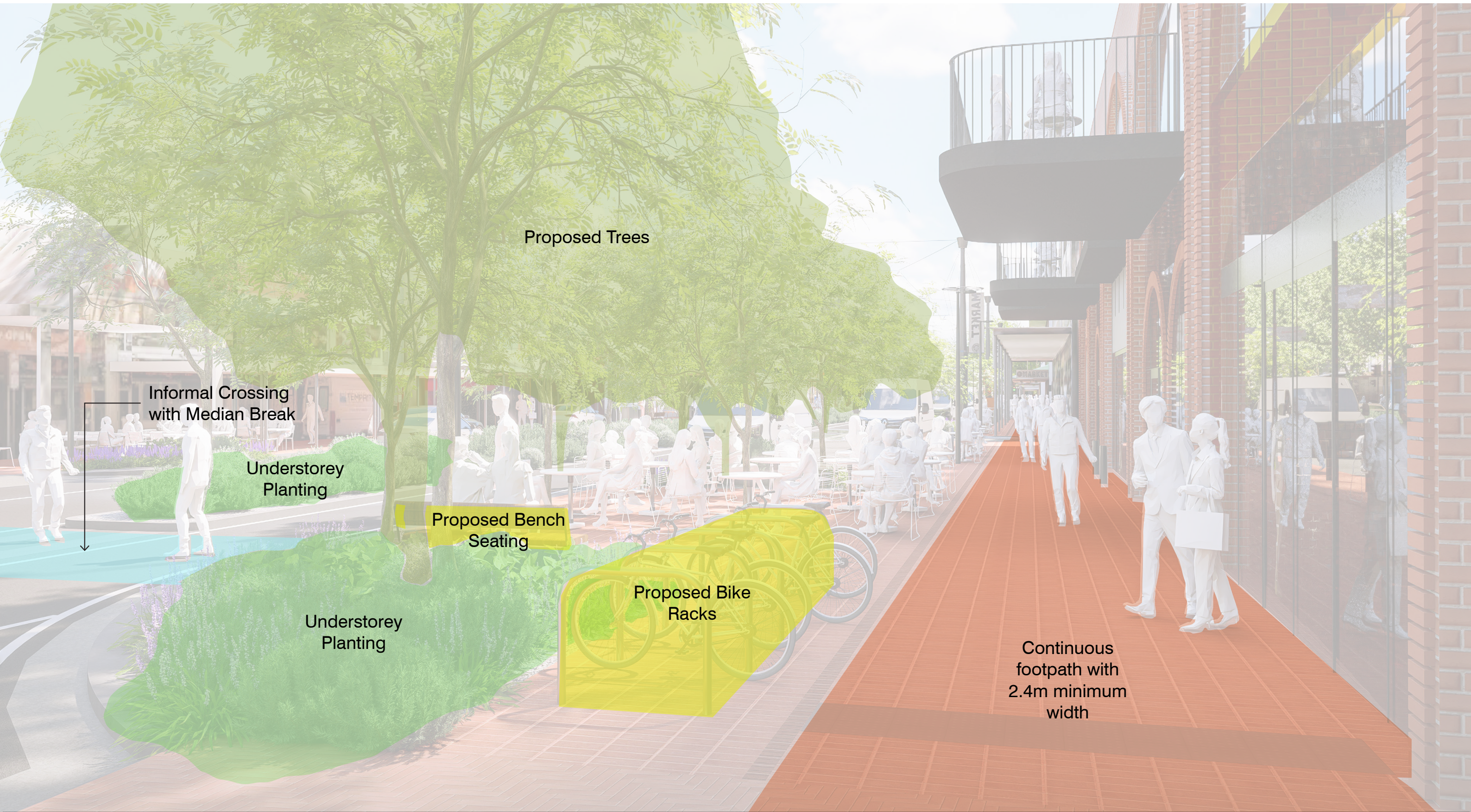
Artist Impressions

View 03 - View from Central Market Expansion looking west



Artist Impressions - Key Design Features

View 03 - View from Central Market Expansion looking west



Artist Impressions

View 04 - View from UPark Entry intersection looking east



Artist Impressions - Key Design Features

View 04 - View from UPark Entry intersection looking east



Artist Impressions

View 05 - View from Morphett St. looking east



Artist Impressions - Key Design Features

View 05 - View from Morphett St. looking east



Design Facts

Overall	 Car Parking Spaces	 Activity Zone (incl. garden beds and cycle paths)	 Protected Cycle Paths	 Continuous Footpaths	 Trees & Garden Beds	 Traffic Speed limit
Existing Conditions	109 bays incl. 22 loading bays and 1 access bay	3844m2	14m	0m	Trees 37 Garden Beds 62m2 Planter Boxes 54 (CoA) + 24 (private)	50km/h
Asset Replacement	104 compliant	No change	No change	No change	No change	50km/h
Concept Design	82 incl. 25 flexi zone bays and 4 access bays Plus 12 double loading flexi bays for the Central Market	4320m2 incl. flexi zone of 681m ² / 25 bays	91m / 149m ²	1042m x 2.4m wide or 2503m2 plus 565m2 in footpath links	Trees 79 Garden beds 652m ² Planter Boxes: 14+	Desirable: 30km/h
T.C.L 70% Detail Design	79 incl. 14 flexi zone bays and 5 access bays Plus 14 for double loading flexi bays for the Central Market	4067m2 incl. flexi zone of 245 m ² /14 bays & 344m ² double loading bays	Existing conditions retained & bicycle boxes installed at signalised intersections	892m x 2.5m wide 150m x 2.8m wide or 2650 m ² plus 205m ² in footpath links	Trees 84 Garden beds 456m ² Planter Boxes: TBC	Desirable: 30km/h

Notes

- Numbers provided for the 70% design update may change during the remaining phase of detailed design.
- The reduction in on-street car parking spaces allows for widened footpaths for outdoor dining and improved pedestrian movement in key locations.
- Changes may occur in detailed design due to Department for Infrastructure & Transport approval requirements, sight line assessments, vehicle turn path assessments and safety assessments.



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