

Our Places

Melbourne Street Revitalisation Concept Options and Project Update

Program: Infrastructure
Author: Mark Goudge, Associate Director, Infrastructure



CITY OF
ADELAIDE



Purpose

- To present updated concept options and receive feedback on the proposed concept options for Melbourne Street Revitalisation, responding to a Council decision dated 27 June 2023.
- Provide a project update on Stage 1 - Wombat Crossings and community engagement summary.

Agenda

- Journey to date – Project Drivers and Community Consultation.
- Council Decision.
- Implementation of Master Plan.
 - Short-term improvements and activations.
 - Stage 1 Works (Wombat Crossings).
- Stage 2 Works - Concept Options Overview.
- Project Cost Overview.

Committee feedback

- Views on concept options for Stage 2 Works.
- Views on community engagement approach for Stage 2 Works.

Main Street Revitalisation

Key Questions



KEY QUESTION

We are seeking Council Members' views and feedback on the two proposed concept options provided as part of the Melbourne Street Revitalisation Project?

Journey to date – Project Objectives

Project objectives:

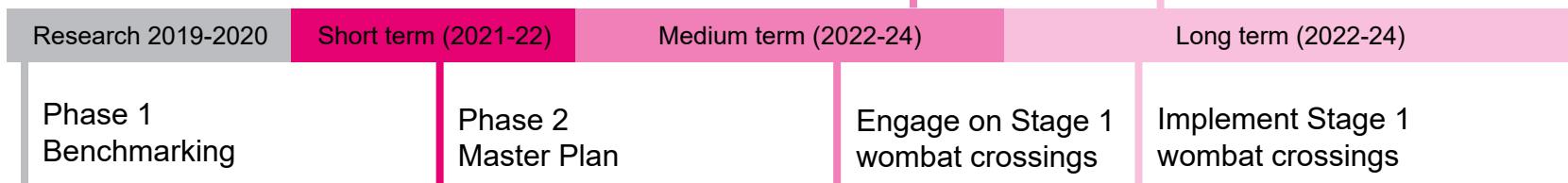
- Transforming main streets to be a desirable destination, where people want to live, do business and visit.
- To provide economic uplift for our community, benefiting the residents, local traders, businesses and visitors.

Journey to date – Community Engagement

Community Engagement Process

- Phase 1 Benchmarking (2019-2020)
 - Focus Groups, City User Profile Survey, Residents Survey and Lord Mayor Round Tables.
 - Place Coordinators, place-led research and data collection.
- Phase 2 Vision and Design Principles (2022)
 - Community consultation on draft Master Plan.

Master Plan Timeline



Vision

Melbourne Street is an appealing destination of choice for locals and visitors. Known for its polish, Melbourne Street provides a range of artisan experiences and celebrates its dining culture to its east, while providing specialist services to its west.

Objectives

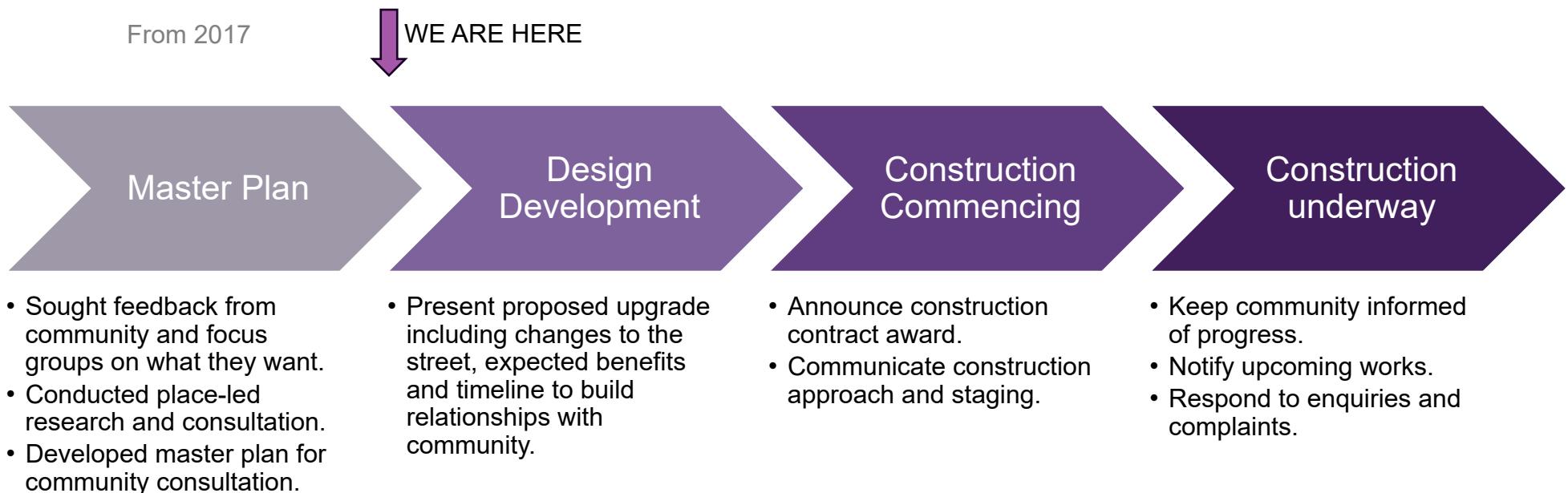
1. Create a unique brand and identity
Work with our communities to create and promote a positive and unique mainstreet identity for Melbourne Street.
2. Curate the business and commercial mix
Support initiatives that assist in driving high value, destination tenants to the street.
3. Refresh the public realm
Asset renewals and upgrades that respond to community feedback.
4. Accessibility
Promote available parking and explore options to calm traffic.
5. Introduce more vibrancy and creative connections
Provide a range of coordinated cultural projects and activities to increase activation, drive visitation and improve the visitor experience.

Engage and Implement short-term improvements and activations

Next Step –
Engage Stage 2 works

Journey to date – Community Engagement

- Once the preferred approach has been endorsed by Council, the concept will be further refined to be presented to the community.



Upcoming community engagement involves present proposed changes and gather feedback on street layout, access, Flexi zones, crossings, bus stops, greening and activation spaces.

Engagement method will include but not be limited to webpage, surveys/questionnaires, factsheet, 1-on-1 traders visits, email to database, media release, meetings, pop-up info session, public realm signages...etc.

June 2023 Council Decision

- Approved a forward estimate (new & upgrade) within the Long-Term Financial Plan for **Melbourne Street** of \$1.5 million for detailed design occurring in 2025/26 and \$5 million for construction occurring in 2026/27 and 2027/28.
- [Link](#) to Council Decision 27 June 2023 (refer to page10 of the document).
- Advancement of works
 - Brought forward Stage 1 - Wombat Crossings to book-end the precinct due to strong support from community and funding period of the National Road program funded by the State Government.

Main Street	Project Timeline		
	2025/26	2026/27	2027/28
Melbourne Street	Construct (Stage 1) Planning and design (Stage 2)	Design and Construct (Stage 2)	Construct (Stage 2)

Short-term activation and improvements

- Responding to the Master Plan and with \$1m funding support from the State Government, the following short-term activation works were undertaken in 2024/25 and 2025/26:
 - Rationalisation of street furniture.
 - Temporary footpath extensions.
 - Entry statement banner brackets.
 - Under veranda festoon lights.
 - Suspended and Onstreet planter boxes.
 - Dunn St electronic car park sign (in progress).

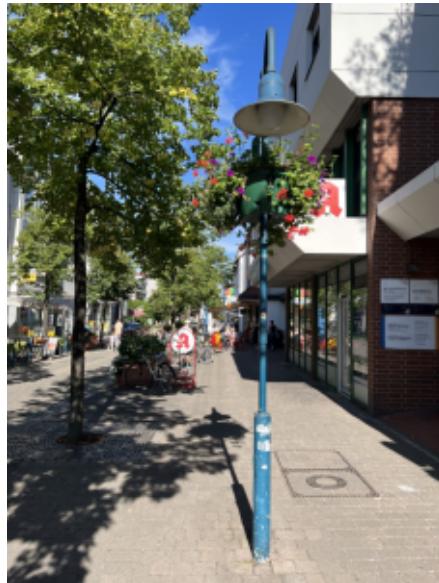
Actions

1. Create a unique brand and identity
 - 1.1 Collaborate with stakeholders to deliver a successful dedicated brand for Melbourne Street that is consistent with the vision.
 - 1.2 Seek opportunities to leverage the Melbourne Street brand through campaigns to build affinity and loyalty with locals and promote Melbourne Street as a destination of choice.
2. Curate the business and commercial mix
 - 2.1 Partner with agencies (e.g. Renewal Adelaide, AEDA) to support attraction of new bespoke artisan businesses and to champion the vision and identity of Melbourne Street.
 - 2.2 Attract and retain new and unique shopping experiences through short term activations of vacant tenancies.
3. Refresh the public realm
 - 3.1 Design and deliver a program of asset renewals aligned with the streetscape improvement plan.
 - 3.2 Reduce on-street clutter and identify bespoke greening and potted colour alternatives (Living Mannequins).
4. Accessibility
 - 4.1 Investigate and trial traffic calming measures.
 - 4.2 Deliver footpath extension trials to inform long term infrastructure changes.
 - 4.3 Promote existing car parking and improve street signage to Dunn Street car park.
5. Introduce more vibrancy and creative connections
 - 5.1 Create high profile art and cultural experiences in the street.
 - 5.2 Produce and deliver with partners an annual program of urban interventions and events.

Main Street Revitalisation Implementation of Master Plan



Short-term activation and improvements



Main Street Revitalisation

Implementation of Master Plan



Stage 1 Works (wombat crossings)

- Community Engagement
 - 18 Oct to 15 Nov 2023.
 - 94% indicated pedestrian safety crossing needed improvement.
- Implementation
 - Construction to commence early 2026 and will be completed by end of FY2025/26.
 - Total project cost \$1.35m, with \$600,000 contribution from Road Safety Program funded by State Government.
 - Kick-starts the public realm streetscape improvement project.

Actions

1. Create a unique brand and identity
 - 1.1 Collaborate with stakeholders to deliver a successful dedicated brand for Melbourne Street that is consistent with the vision.
 - 1.2 Seek opportunities to leverage the Melbourne Street brand through campaigns to build affinity and loyalty with locals and promote Melbourne Street as a destination of choice.
2. Curate the business and commercial mix
 - 2.1 Partner with agencies (e.g. Renewal Adelaide, AEDA) to support attraction of new bespoke artisan businesses and to champion the vision and identity of Melbourne Street.
 - 2.2 Attract and retain new and unique shopping experiences through short term activations of vacant tenancies.
3. Refresh the public realm
 - 3.1 Design and deliver a program of asset renewals aligned with the streetscape improvement plan.
 - 3.2 Reduce on-street clutter and identify bespoke greening and potted colour alternatives (Living Mannequins).
4. Accessibility
 - 4.1 Investigate and trial traffic calming measures.
 - 4.2 Deliver footpath extension trials to inform long term infrastructure changes.
 - 4.3 Promote existing car parking and improve street signage to Dunn Street car park.
5. Introduce more vibrancy and creative connections
 - 5.1 Create high profile art and cultural experiences in the street.
 - 5.2 Produce and deliver with partners an annual program of urban interventions and events.

Stage 1 Works (Wombat Crossings)

- Scope involves installation of 2 wombat crossings.
 - East – near the Grand Apartments.
 - West – near Ronald McDonald House.
- Community strongly support installation of these crossings.
- A total loss of 9 on-street parking (6 for east crossing, and 3 for west crossing) were communicated during consultation.



Main Street Revitalisation

Journey to date – Stage 1 Works



Melbourne Street

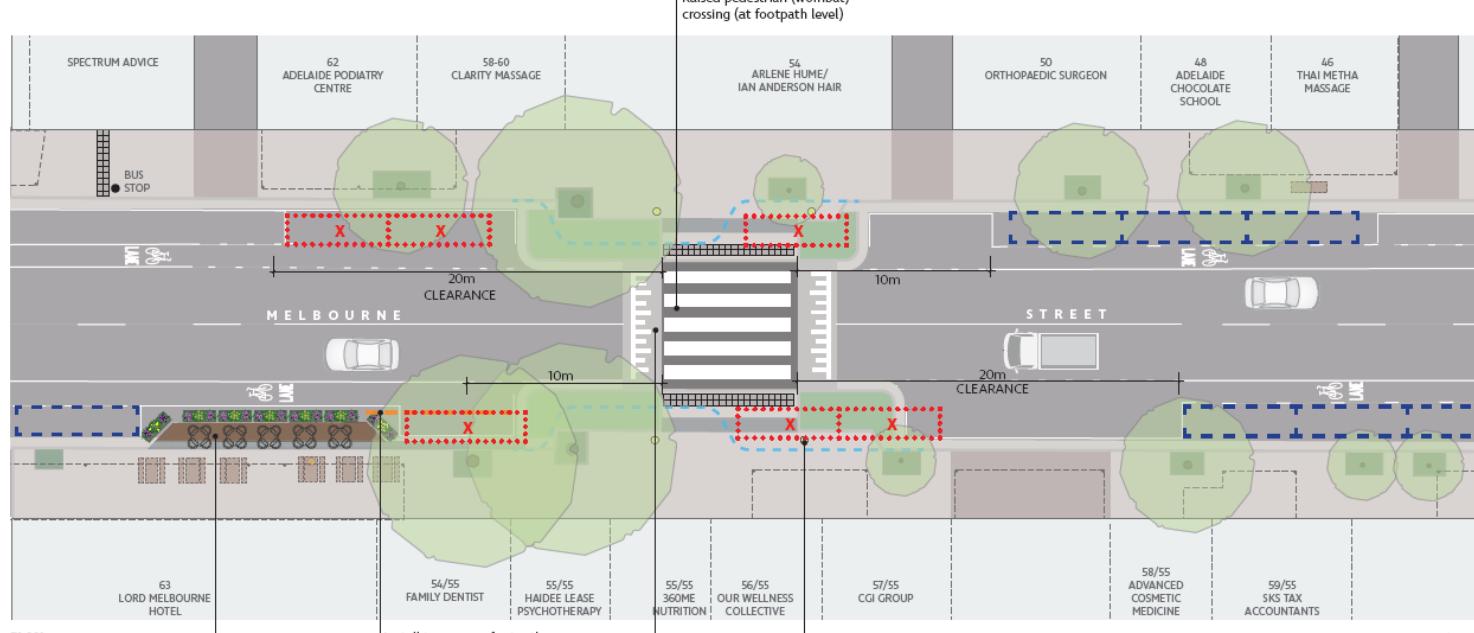
Raised Pedestrian (Wombat) Crossing - East



CITY OF
ADELAIDE

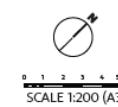


Government of South Australia
Department for Infrastructure
and Transport



PLAN Installed temporary footpath extension

Install temporary footpath extension with flexibility to accommodate bus stop
Ramp down to road level
New street lights in proximity to crossing



LEGEND:

Existing car park proposed to be removed *

Existing car park proposed to be retained

Existing trees

Existing street light

Existing kerb alignment proposed to be demolished

Existing driveway

Proposed garden bed

* CAR PARK REVIEW

All parking within the precinct will be reviewed to ensure optimisation with the aim to improve capacity and offset any reductions as part of a precinct wide parking review. This includes adding extra locations on nearby streets to accommodate removed car parks and rationalising parking time limits to improve legibility of restrictions and maximise turnover.

Located near the Grand Apartments.

The majority (40 of 69) agreed the crossing should be installed.

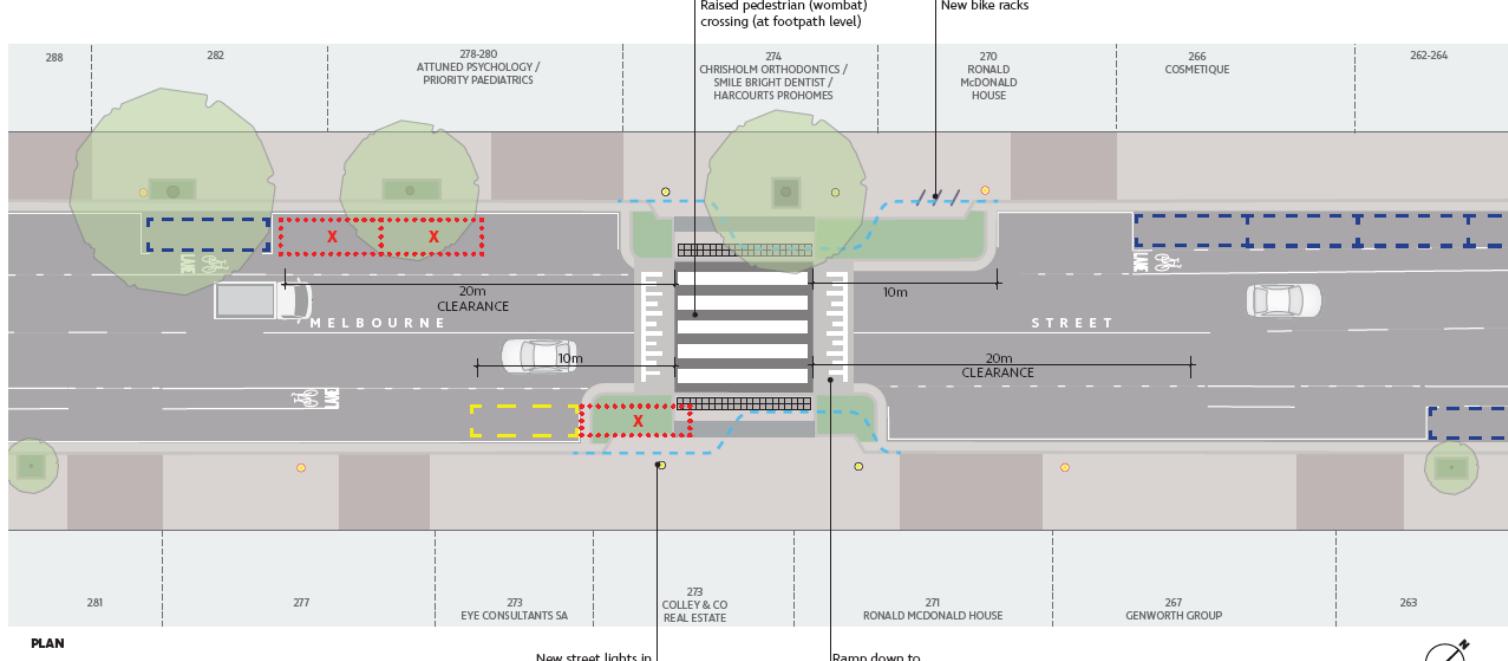
Primary concern is suitability of the location (low foot traffic), with only 3 respondents disagreeing with the location of the crossing due to removal of car parking.

Main Street Revitalisation

Journey to date – Stage 1 Works

Melbourne Street

Raised Pedestrian (Wombat) Crossing - West



Located near Ronald McDonald House.

The majority of respondents (64 of 70) agreed the crossing should be installed.

The 5 respondents (5 of 70) that did not support the proposed crossing gave reasons related to its perceived impact on traffic speed (3 of 5 people) and local business (2 of 5 people). Only 1 participant felt neutral about the crossing.

Only 1 respondent disagreed to the location of the crossing due to removal of parking.

*** CAR PARK REVIEW**
All parking within the precinct will be reviewed to ensure optimisation with the aim to improve capacity and offset any reductions as part of a precinct wide parking review. This includes adding extra locations on nearby streets to accommodate removed car parks and rationalising parking time limits to improve legibility of restrictions and maximise turnover.

Stage 2 Works - Concept Options Overview

Options	Extent of Works	Basis of design
1 Enhanced Village Heart	Full street improvement with emphasis at the Central hub – Frederick Street to Bower Street.	Reinforcing the unique brand and identity of Melbourne Street – a place where people meet, linger and connect.
2 Enhanced Main Strip	Full street improvement with emphasis at the Main Strip – east of Jerningham Street to West Pallant Street	Introducing more vibrancy by providing a greater length of flexi-zones along the main strip of businesses to increase activation, drive visitation and improve visitor experience



OPTION 1 – Full street improvement + enhance village heart



OPTION 2 – Full street improvement + enhance main strip

Flexi-zones with widened and new footpath

Footpath transition zone

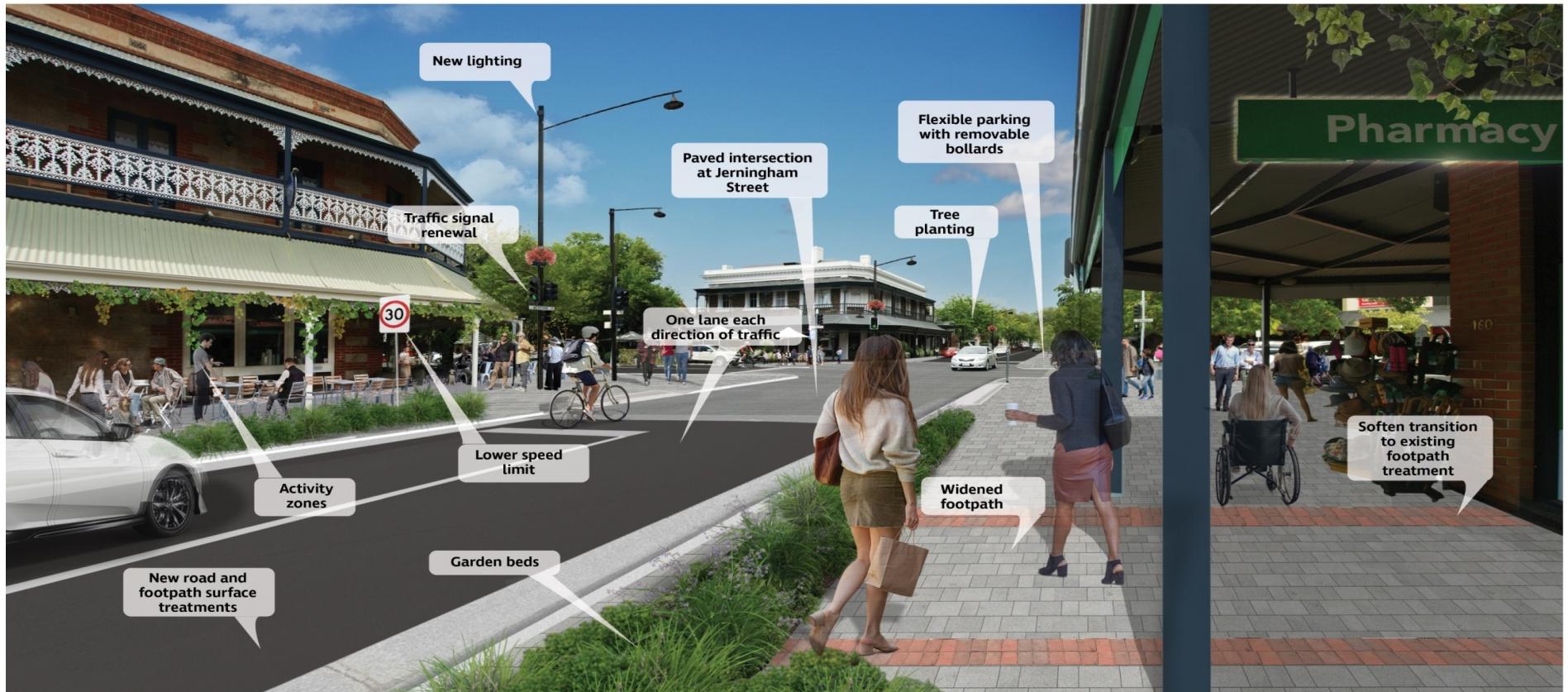
Full street greening, lighting, urban element and localised surface improvements

Stage 2 Works - Concept Options Overview

Asset classes	Option 1:Village Heart	Option 2: Main strip
Footpath	Widened and new footpath at Village Heart	Widened and new footpath along the main strip (east of Jerningham Street to West Pallant Street)
	Enhanced existing footpath with banding patterns on both ends of the Village Heart	Enhance existing footpath with banding patterns within Village Heart and extend to the new wombat crossing to the east
	Flexi-zones between Frederick Street and Bower Street	Flexi-zones between east of Jerningham Street to West Pallant Street
	Raised side streets	Stamped asphalt side streets
	Localised footpath improvement along full length of street using environmentally sustainable principles	
Road	Road resurfacing between Frederick Street to Bower Street New paved road surface at Jerningham Street intersection with reduced crossing length	No new road surface Stamped asphalt treatment at Jerningham Street intersection
Greening	New street trees along full length of street	
Lighting	Renewal all lighting and electrical infrastructure along full length of street	
Urban elements	Public art at Village Heart Renew existing street furniture along full length of street Consolidate bus-stops at Village Heart	
Stormwater	Renewal of stormwater infrastructure as required	

Option 1 - Village Heart

View looking south-west toward Jerningham Street, reinforcing village heart identity with new and wider footpath and safer intersection



Option 1 - Village Heart

View looking north-west raised threshold treatment on Bower Street and footpath pattern to transition to new footpath within village heart



Option 2 - Main Strip

View looking south-west toward Jerningham Street, with footpath pattern to transition to new footpath within main strip



Main Street Revitalisation

Stage 2 Works - Concept Options Overview

Option 2 - Main Strip

View looking north-west stamped asphalt treatment on Bower Street and new footpath within main strip



Main Street Revitalisation

Project Cost Overview



Funding source		Project budget
Stage 1 construction (wombat crossings)	N/U	\$0.75 million
	External	\$0.60 million
Stage 2 construction (option 1 or 2)	N/U	\$5.0 million
	Renewal	\$8.0 million
Planning and Design budget		\$0.75 million
Whole of life budget	Total (inc. external)	\$15.1 million
	Total (N/U + Renewal)	\$14.5 million

Note the cost estimate is based on approved delivery year, and +/-30% accuracy applies at concept phase.
Renewal allocation will be further refined and finalised through the annual business plan and budget process.

- Following Council's feedback during the workshop, a report will be submitted at the next available Infrastructure and Public Works Committee and Council meeting seeking direction and endorsement on the preferred concept option/s and engagement approach with the community.
- Present proposed option and / or options to key stakeholders within Melbourne Street, expected benefits and timeline to build relationships with community.
- Commence Construction (Stage 1) – Wombat Crossings in early 2026, to be completed by end of FY2025/26 as per conditions under the funding agreement - Road Safety Program funded by State Government.
- Present community feedback to Council on the preferred option and to seek endorsement on the outcomes of Community Consultation to finalise design matters.
- Design and Construct Stage 2 in 2026/27 & 2027/28.

Main Street Revitalisation

Key Questions



KEY QUESTION

We are seeking Council Members' views and feedback on the two proposed concept options provided as part of the Melbourne Street Revitalisation Project?