

Melbourne Street Revitalisation Concept Endorsement

Strategic Alignment - Our Places

Tuesday, 2 December 2025

Infrastructure and Public Works Committee

Public

Program Contact:

Mark Goudge, Associate Director Infrastructure

Approving Officer:

Tom McCready, Director City Infrastructure

EXECUTIVE SUMMARY

The purpose of the report is to update Council Members on the progress made to date on the Melbourne Street Revitalisation Project and to seek approval on the key deliverables of this street to progress to community engagement and detailed design phase.

At its meeting on 27 June 2023, Council approved the budgets for all Main Street Revitalisation projects. In response to the decision, the concept plans for Melbourne Street have been updated to align project scopes to the approved budgets whilst meeting the objectives of transforming the streets to be a desirable destination where people want to live, do business and visit, thereby providing economic uplift for our communities.

At the Infrastructure and Public Works Committee on 18 November 2025, Council Members provided feedback on the proposed concept options and noted the construction of two wombat crossings - Stage 1 works which were brought forward due to community support and timing of the external grant.

This report outlines the key concept design deliverables for Melbourne Street Revitalisation and timeline of implementation following feedback from Council Members.

RECOMMENDATION

The following recommendation will be presented to Council on 9 December 2025 for consideration

THAT THE INFRASTRUCTURE AND PUBLIC WORKS COMMITTEE RECOMMENDS TO COUNCIL

THAT COUNCIL

1. Approves the concept plans for Melbourne Street Revitalisation Project as contained in Attachment A to Item 6.1 on the Agenda for the Special meeting of the Infrastructure and Public Works Committee held on 2 December 2025.
2. Notes the construction of Stage 1 works (Melbourne Street wombat crossings), were brought forward due to strong community support and timing of the external grant funding, which is anticipated to be completed by 30 June 2026.
3. Notes the community will be engaged to provide views on the proposed concept for Stage 2 capital works of Melbourne Street Revitalisation Project, and their feedback will be reviewed to be incorporated in the subsequent design and construction phase.
4. Notes that a project update, including an engagement summary will be provided to Council once 70% detailed design and construction staging plan are completed.

IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	<p>Strategic Alignment – Our Places</p> <p>Facilitate and activate our places in a safe and accessible way for our community.</p> <p>“Deliver quality street and laneway upgrades, main streets, precincts, and neighbourhood revitalisation and improvements that make Adelaide well-designed, safe and unique.”</p>
Policy	Not as a result of this report
Consultation	Community engagement will be undertaken to obtain feedback on Stage 2 concept, to inform detailed design and construction staging.
Resource	Not as a result of this report
Risk / Legal / Legislative	Not as a result of this report
Opportunities	Not as a result of this report
25/26 Budget Allocation	<p>The total project budget for Melbourne Street Revitalisation is \$15.1 million.</p> <p>New & Upgrade \$6.5m</p> <p>Renewal \$8m</p> <p>State Government Funding \$600,000</p> <p>A New and Upgrade budget of \$600,000 is allocated to undertaken design and planning activities for the overall revitalisation project in 2025/26</p> <p>An additional New and Upgrade budget of \$750,000, supplemented by \$600,000 of external funding, is assigned to the construction of stage 1 works (wombat crossings).</p>
Proposed 26/27 Budget Allocation	The remaining approved New and Upgrade forward estimate of \$6,500,000 and applicable Renewal allocation will be confirmed via the Annual Business Plan and Budget processes over 2026/27 and 2027/28.
Life of Project, Service, Initiative or (Expectancy of) Asset	Dependent on type of asset, with asset life expectancy between 20-50 years.
25/26 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	<p>Minimised through design.</p> <p>2% per annum maintenance cost increase will be anticipated due to installation of new assets.</p>
Other Funding Sources	To be pursued where relevant opportunities become available.

DISCUSSION

Background

1. At its meeting on 27 June 2023, Council provided direction on the prioritisation and budget allocations for the Main Streets Revitalisation projects. Melbourne Street was assigned with a total New and Upgrade allocation of \$6.5 million for detailed design in 2024/25 and delivery from 2025/26 onwards. The Council decision can be viewed at [Link 1](#).
2. Following confirmation of the approved budget, the concept plans for Melbourne Street Revitalisation Project were refined to ensure alignment with the budget allocation and updated community feedback obtained post 2021, which shaped the master plan.
3. At the Infrastructure and Public Works (IPW) Committee on 18 November 2025, Council Members provided feedback on the updated concept options. The workshop paper can be viewed at [Link 2](#). The Committee were also provided with an update on the short-term activation improvement works and stage 1 capital works (wombat crossings). The latter is brought forward due to strong community support and timing of the external funding.

Melbourne Street Master Plan Phased Implementation

4. Stage 1 of the project involves installation of two wombat crossings to bookend the precinct and to provide traffic calming benefits contributing to increased street safety and comfort. These crossings are brought forward due to strong community support and timing of the \$600,000 financial contribution from the National Road Safety Program to be expensed by 30 June 2026.
5. The concept plan of the subsequent stage of capital works was further refined following the feedback received from the Committee on 18 November 2025.
6. Stage 2 capital works involve a full street improvement to be delivered via new street trees, renewing existing lighting infrastructure and street furniture along the full length of Melbourne Street (from Brougham Place to Mann Terrace) with a focus on the village heart and main strip of busy pedestrian activity zone to the east.
7. The project will deliver:
 - 7.1. New street trees to support local economic activity by creating more attractive, comfortable and liveable streetscapes that encourage foot traffic and community interactions.
 - 7.2. Renewed lighting infrastructure that not only fulfills the technical requirements to promote safety and connectivity but also creates a night-time atmosphere and identity for the street.
 - 7.3. Improvements to the existing urban elements, assets that encourage visitors to discover the diverse range of businesses along the street and enhances user experiences for first-time and frequent visitors. These include street furniture such as bike racks, seats and wayfinding signags, as well as bus shelters and planter boxes.
 - 7.4. Localised improvements to the footpath along the full length of the street to provide an effective public realm refresh, with environmentally sustainable principles in mind.
 - 7.5. Destination-focused and traffic-calmed street with a 30 km/h speed limit in alignment with citywide speed limit review. The lower speed limit not only significantly increases safety for cyclists riding on Melbourne Street but also creates a more pleasant environment that promotes outdoor dining, window shopping and thriving street-level interaction.
 - 7.6. Considerations are also in place to promote Melbourne Street as a destination for all modes of transport. This includes but not limited to improving the linkage to McKinnon Parade/Finniss Street and Stanley Street, which are identified as strategic cycle routes in the Integrated Transport Strategy, and enhancement of the existing bus stops for better public transport experience.
 - 7.7. Reinforcing the unique brand of Melbourne Street at the village heart – a place where people meet, linger and connect through:
 - 7.7.1. Celebrating the heart with widened footpath to create space for lush greenery and unique and iconic public art representative of Melbourne Street's identity.
 - 7.7.2. Consolidating existing bus stops 3 and 3A into a new bus stop to be installed immediately west of the village heart to create a welcoming sense of arrival for visitors using public transport. This strategically located bus stop, with the opportunity to be equipped with enhanced facilities will

strengthen the street as the public transport corridor that connects major hubs of activity to Melbourne Street as a destination.

7.7.3. Stamped asphalt treatment on road pavement and reduced crossing distances at the intersection of Melbourne Street and Jerningham Street for traffic calming and increased ease of access to connect both sides of Melbourne Street.

7.8. Introducing more vibrancy to the street along the main strip of hospitality businesses to increase activation, drive visitation and improve visitor experience, through:

7.8.1. Creation of flexi-zones to allow the widened verge space to be used either as activation areas or on-street parking east of Jerningham Street intersection to West Pallant Street.

7.8.2. New surface treatment to footpath east of Jerningham Street intersection to West Pallant, with unique footpath paving patterns that transition to existing footpath on both ends, connecting to the village heart to the west and to the wombat crossing to the east.

7.8.3. Stamped asphalt treatment and new compliant kerb ramps at minor side streets for traffic calming and safer access to encourage foot traffic.

8. The vision, design principles and concept plan are contained in **Attachment A**.

9. Timeline of implementation of the Melbourne Street Revitalisation Project:

9.1. Stage 1 Wombat Crossings are due for completion by the end of 2025/26.

9.2. The community engagement and design development activities of stage 2 capital works will be undertaken following Council endorsement of the preferred concept plans. The following table provides an indicative schedule of key project activities for Stage 2 streetscape upgrade:

Month	Key project activity
December 2025	Council approval of concept plans
March – June 2026	Community and stakeholder engagement on concept plans
March 2026 – March 2027	Detailed investigation and design phase Council noting of 70% design update and community engagement summary
2026/27 and 2027/28	Procurement of construction contractor and construction commences Council approval of construction contract

Community Engagement Approach

10. Consultation with our community has been ongoing, utilising a range of approaches since 2018, in alignment with the below Main Street Revitalisation framework:

10.1. Phase 1 Benchmarking

10.1.1. The phase involved a series of research and stakeholder engagement activities, including, but not limited to, focus groups, surveys, Round Tables (conducted between April and October 2021) and the establishment of Place Coordinators to facilitate place-led research and data collection.

10.2. Phase 2 Establishment of a street-specific Master Plan

10.2.1. The community was actively consulted on the draft vision and design principles to better understand community's priorities and set the foundation for the concept design. The master plans were subsequently reviewed and endorsed by Council at its meeting on 14 December 2021. The approved master plan for Melbourne Street can be viewed at [Link 3](#).

10.3. Phase 3 Culmination of feedback into draft Concept Packs

10.3.1. Through ongoing interactions, our community and Council Members were presented with and provided feedback on several street-specific values and correlated design principles, which formed a concept options pack. This pack was further refined following confirmation of budgets for each street, with **Attachment A** being the result of seven years of meaningful and ongoing community and stakeholder engagement.

11. The next phase of community engagement for Melbourne Street Revitalisation Project, will commence following Council's endorsement of the concept plans presented in **Attachment A**. This phase of engagement involves the following stages:
 - 11.1. Design Progression (March 2026)
 - 11.1.1. Engage with our community throughout the design phase to align and maintain community expectations. This includes obtaining community feedback on key design features of the proposed concept for Stage 2 capital works.
 - 11.1.2. Further review, revise and refine the design to align with community feedback and approved budgets.
 - 11.2. Construction commencing (Q4 2026/27)
 - 11.2.1. Collect feedback and communicate construction approach and staging, including key construction milestones and potential impact on the community.
 - 11.3. Construction underway (2026/27 and 2027/28)
 - 11.3.1. Keep our community informed of progress, notify upcoming works, and respond to enquiries and issues arising.
12. The community engagement approach for each main street follows a similar framework, with timing and engagement methods being developed to suit each street.

Next Steps

13. Upon endorsement of the concept design, the community will be engaged to provide their feedback that will be reviewed and used to refine the design phase of the project.
14. Further project update, including a community engagement summary, will be provided to Council for noting once 70% detailed design and construction staging plan are completed.
15. Subject to Council approval, the construction budget will be approved through the Annual Business Plan and Budget process.

DATA AND SUPPORTING INFORMATION

[Link 1](#) – Council Decision – 27 June 2023

[Link 2](#) – Workshop Paper – Infrastructure and Public Works Committee – 18 November 2025

[Link 3](#) – Melbourne Street Revitalisation Master Plan - December 2021

ATTACHMENTS

Attachment A – Melbourne Street Revitalisation Concept Pack

- END OF REPORT -