

Hindley Street

Concept Plan

FOR COMMUNITY CONSULTATION
APRIL 2023



Adelaide. Designed for Life.

We look after the world's only city in a park,
thoughtfully and purposefully designed with people
in mind.

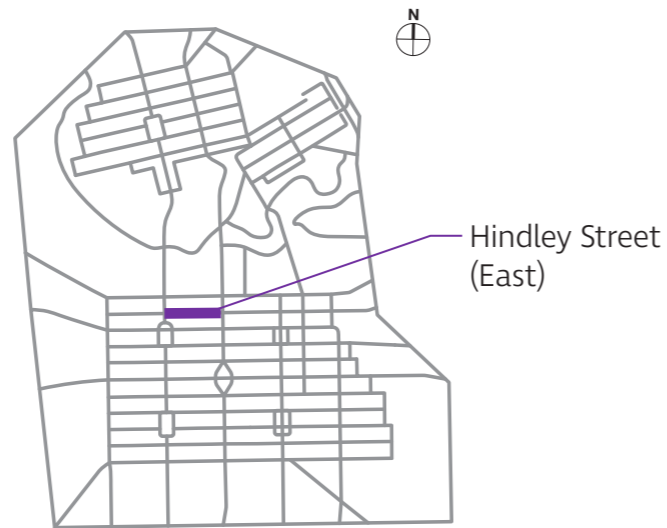


Contents

Acknowledgement of Country

City of Adelaide tampinhi, ngadlu Kurna yartangka panpapanpalyarninhi (inparrinhi). Kurna miyurna yaitya mathanya Wama Tarntanyaku. Parnaku yailtya, parnaku tapa purruna, parnaku yarta ngadlu tampinhi. Yalaka Kurna miyurna itu yailtya, tapa purruna, yarta kuma puru martinhi, puru warri-apinhi, puru tangka martulayinhi.

City of Adelaide acknowledges the traditional country of the Kurna people of the Adelaide Plains and pays respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kurna people living today.



	Page
1. What Makes a Great Main Street	4
What Makes a Great Main Street?	5
Executive Summary	6
Vision	7
Guiding Principles	8
Project Background	9
2. Project Context	10
City Context	11
Street Context	12
Existing Street Dynamics	13
Key Statistics	14
Opportunities	15
3. Community Engagement	16
Community Engagement Process	17
Summary of Results	18
Community Feedback	20
4. Concept Design	21
Design Principles	22
Design Overview	23
Design Summary	24
Design Benefits Statistics	25
Concept Design	26
Cross Sections	30
Artist's Impressions	31
5. Appendices	33
A. Transport Patterns	34
B. Precinct Car Parking Opportunities	35
C. Visitation & Vacancy Data	36
D. Benefits of Reallocating Public Space	37
E. Economic Benefits of Cycling	38
F. Precedent Projects	39

Part one

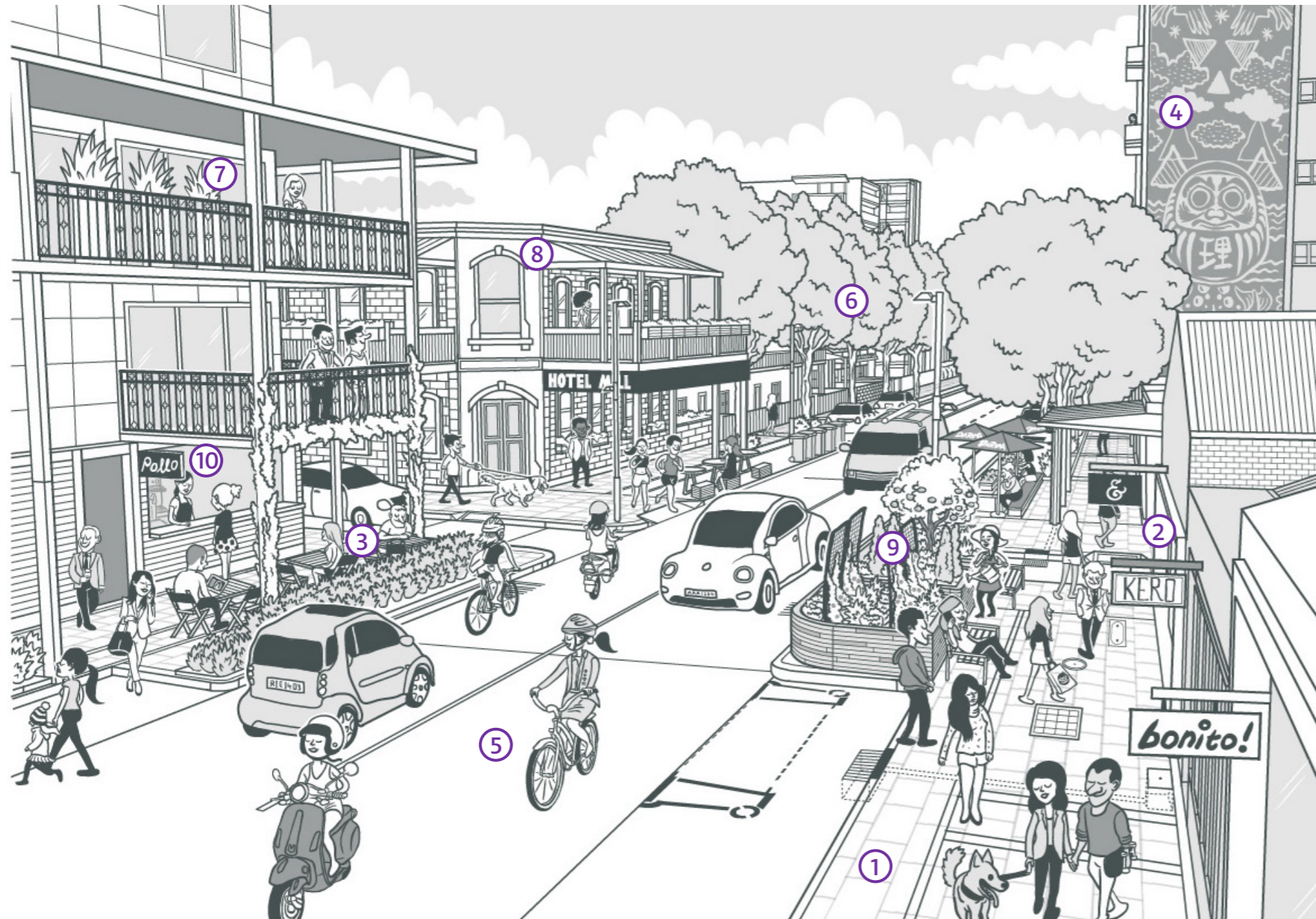
What Makes a Great Main Street



What Makes a Great Main Street?

An integration of design and place-led approaches will lead to a successful, thriving, beautiful, and connected main street.

Here are some of the key ingredients that make a great main street:



1. High quality public realm and amenities

2. A diverse and competitive commercial mix with active frontages and attractive shopfronts

3. Public spaces / gathering spaces that encourage active and passive activity

4. Authentic marketable and identifiable destination branding on-street and online

5. Accessible and safe for all users, including pedestrians, cyclists and vehicles

6. Green, connected canopies, shaded and pleasant

7. People living close by, servicing and supported by the local population, with a human scale density and a "heart"

8. Celebration of the unique local and heritage character

9. Tailored events and activations that act as an anchor for visitation by locals and external visitors

10. Connected stakeholders working collaboratively towards a common vision

Executive Summary

Hindley Street

Hindley Street (east), bound by Morphett Street and King William Street, is an eclectic mix of shops, cafés, pubs and entertainment venues. Bustling in the day and vibrant at night, it is one of the main city destinations for fun and entertainment.

Despite being part of the greater east-west link of Rundle Street and Rundle Mall, Hindley Street has its own distinct personality. It is known as the main street of Adelaide's busiest late night and entertainment precinct which appeals to some and repels others. It can be an intimidating street and has a reputation for anti-social behaviour.

Hindley Street is a key link to the Adelaide Railway Station, with high numbers of commuters traversing Station Arcade and the Market to Riverbank link (Leigh and Bank Streets) day and night. The Hindley Street precinct spanning from North Terrace to Currie Street has a number of adjacent laneways with small bars and eateries that have been established in recent years, elevating the 'West End' brand and increasing the precinct's appeal.

In line with this evolution, investments have been made to several hotels in the precinct, and public realm upgrades have been undertaken in Bank Street, Gresham Street, Gresham Place, Topham Mall north, Leigh Street and Solomon Street. At the western end of Hindley Street, upgrades to the streetscape have encouraged further private investment and a change of business mix.

Public perceptions are that Hindley Street looks tired and dirty in comparison to Hindley Street west, Rundle Street, Rundle Mall and other laneways in the precinct.

Benefits of this proposed revitalisation include:

- Providing a safer street to encourage more visitors
- Introducing trees and greening to the street to provide shade and amenity to activate daytime trading
- Celebrating the heritage of the earliest established main street of Adelaide
- Improved street lighting and CCTV
- More space for outdoor dining to encourage active daytime businesses
- Improving the Leigh Street and Bank Street intersection to support pedestrian movement from Adelaide Railway Station.



View looking east along Hindley Street, of proposed raised intersection treatment at Leigh Street/Bank Street



View looking west along Hindley Street, of proposed pedestrian crossing adjacent Rosina Street

“Hindley Street is Adelaide's premier night-life destination and that should not only be embraced but also improved.”

- Survey Respondent, March 2022

Vision

The vision for Hindley Street is to provide safe, vibrant and welcoming day and evening experiences for all, while celebrating its 'West End' character.



Guiding Principles

Hindley Street

Community engagement was undertaken between 7 March and 4 April 2022 to seek feedback on the draft Vision and Design Principles, to better understand community priorities for Hindley Street (refer Part 3 Community Engagement for more detail, pages 16-19). These Design Principles set the foundation for, and guide the concept design presented in this document.

These Design Principles are listed in order of priority.



Prioritise Pedestrians

Provide areas to extend the footpath by minimising the width of vehicle lanes and reduce on-street parking. Improve crossing points across the street and at thresholds with side street and laneways.



Organise and Declutter

Rationalise business signage and public street furniture. Work with businesses to remove fixed outdoor dining and replace with removeable furniture. Rationalise and locate urban elements within activity zones.



Optimise Activity Zones

Incorporate flexi-zones to accommodate a range of activities such as parking, outdoor dining, public street furniture, lighting, artwork, and greening.



Enhance Frontages

Work with building owners to access grants to upgrade facades, including lighting and signage. Support initiatives that assist in driving high value, destination tenants.



Robust Greening

Incorporate street tree planting and additional greening associated with existing verandah posts, to provide valuable shade, amenity, and cooling.



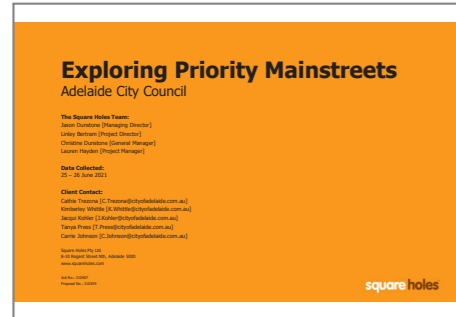
Revive, Add Surprise and Sparkle

Establish opportunities to refresh the public realm with new or refreshed materials and public street furniture.

Project Background

Hindley Street

Community engagement has been undertaken using a range of approaches since 2018.



Exploring Priority Mainstreets

Square Holes Market Research

Square Holes was commissioned in mid 2021 by the City of Adelaide Place & Event Experience Team to lead focus group discussions to better understand peoples perceptions regarding the precinct.



Hindley Street Master Plan

City of Adelaide

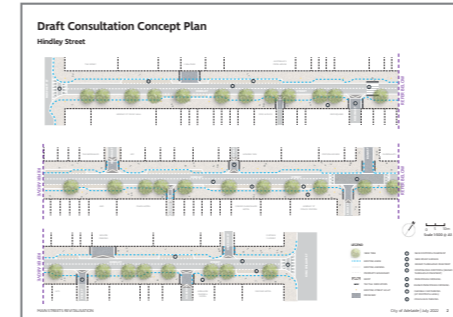
A Master Plan was reviewed and endorsed by Council December 2021



Concept Plan Draft

City of Adelaide

Four concept design options were developed and presented to Council in May 2022.



Draft Consultation Concept Plan

City of Adelaide

A preferred concept plan was developed and presented to Council for review in August 2022.

WE ARE HERE

(This document)



Concept Plan for Community Engagement

City of Adelaide

COMMUNITY ENGAGEMENT MILESTONES



Part two

Project Context

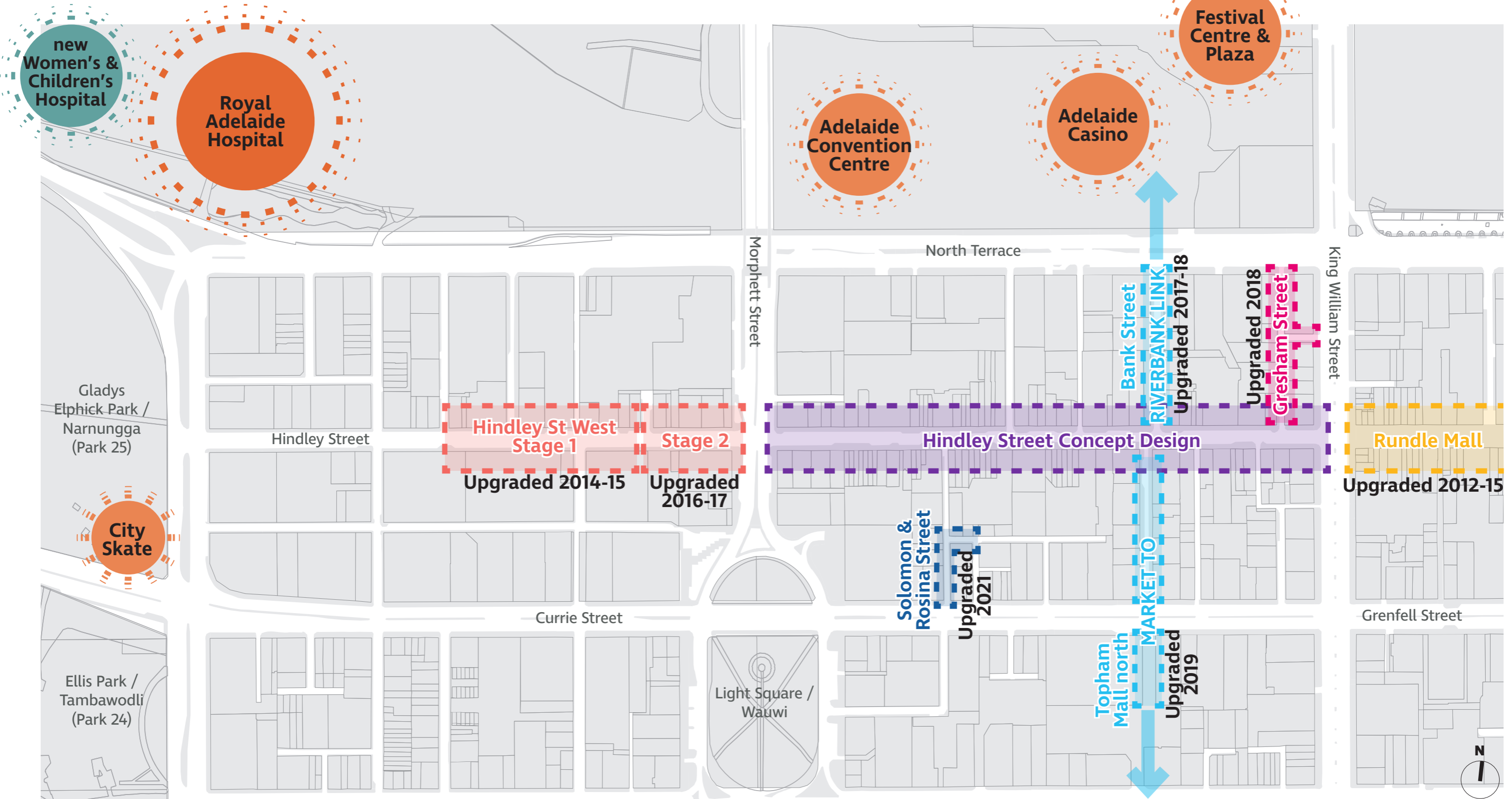


Hindley Street, 1914
Adelaide City Council Archives

City Context

Hindley Street

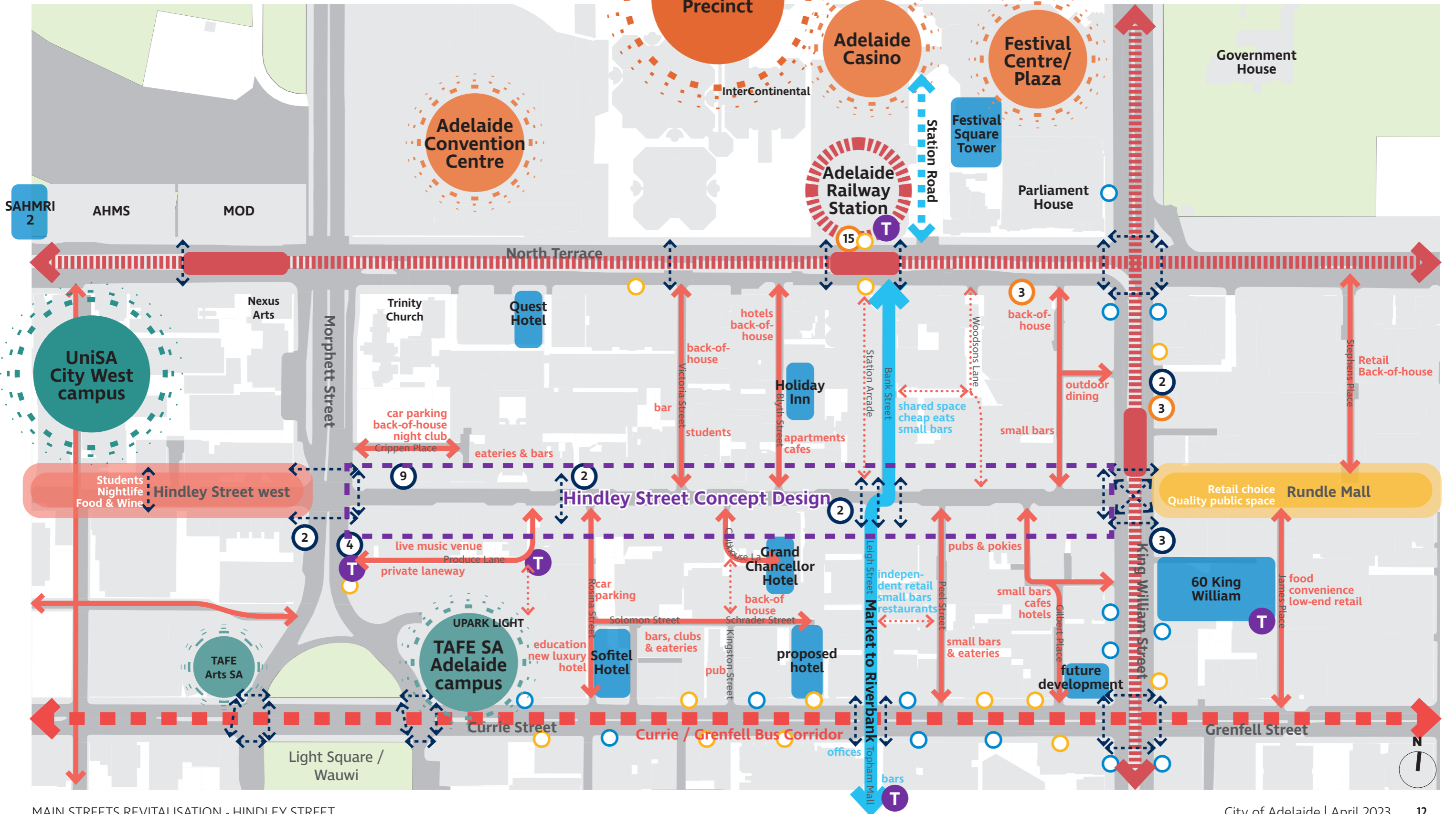
Hindley Street (east) is surrounded by areas that have seen recent upgrade and significant investment, including Rundle Mall, Hindley Street (west) and developments along the riverbank - which have uplifted those areas but left Hindley Street in the past in comparison.



Street Context

Hindley Street

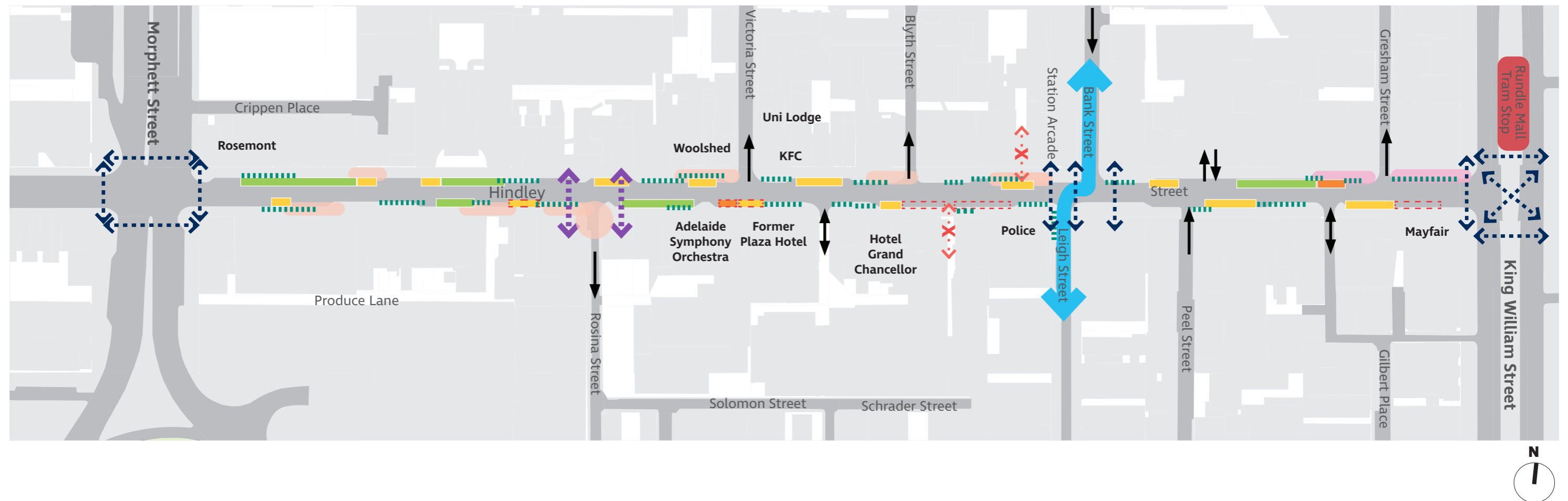
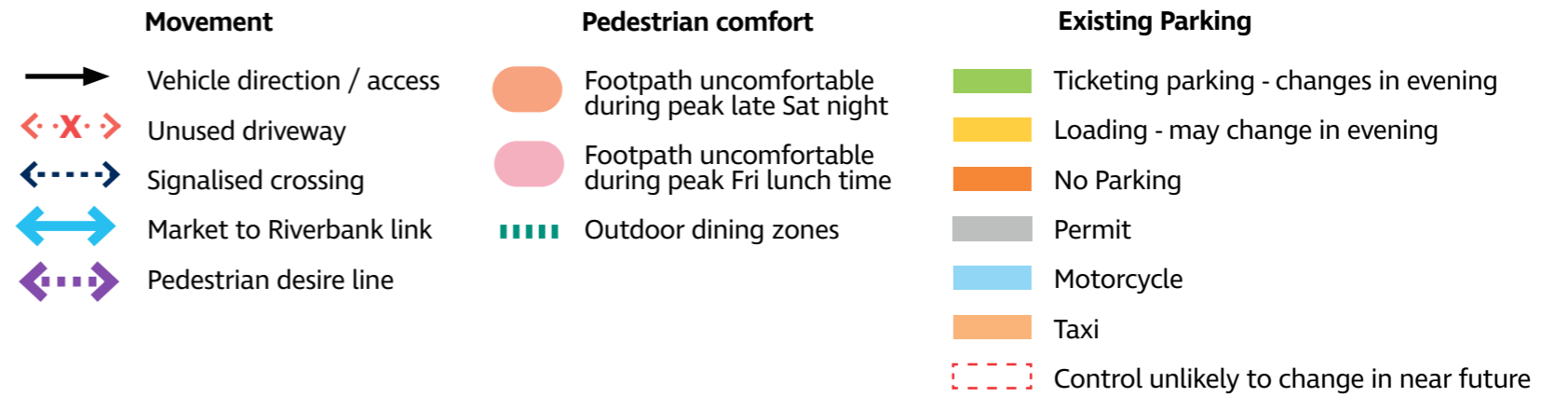
- Signalled pedestrian crossing
- Laneways and small streets
- Tram line and stops
- Smaller laneways and pedestrian links
- Taxi rank at all times (and number of spaces)
- Taxi rank at night (and number of spaces)
- Bus stop
- Bus stop with midnight services
- Existing public toilets



Existing Street Dynamics

Hindley Street

Cutting through Hindley Street is the Market to Riverbank link, connecting the Adelaide Railway Station to the Adelaide Central Market. This link carries a large volume of pedestrians through Hindley Street, especially on the eastern end of the street during rush hour, leading to competition for valuable footpath space. At nights and weekends, the western end of the street gets crowded with club and venue patrons queuing and dining on the footpaths. The road itself is a two-way street with various zones throughout for loading, permit, taxi and parking.



Key Statistics

Hindley Street

Hindley Street is categorised within 'CAD West' by the Australian Bureau of Statistics/Profile ID, which is the central western zone of the City of Adelaide. The area is bound by North Terrace, Montefiore Road, Festival Drive, Station Road and North Terrace in the north, King William Street in the east, Grote Street in the south, and West Terrace in the west.

Population



2nd most populous area behind Upper North Adelaide

*Above data from ABS Estimated Resident Population, 2021

Current Demographics

This corner of the city is the **2nd most populous area in the City of Adelaide**. The residential population is mostly made up of non-Australian citizens: only 25% of residents are citizens (i.e. a high population of visa holders, permanent residents and international students). There is also a low number of younger residents: 98% of residents here are over 15 years old. Compared to the rest of the City of Adelaide, CAD West has;



Approximately **60% less** Australian citizens



15% more residents over 15 years old



Approximately **13% less** retirees/seniors (>60yo)

*Above data from ABS Estimated Resident Population, Profile ID comparison of census data from 2016

Forecasted Growth

The North West of the city is predicted to experience a **reasonable 127% growth in residents in the next 20 years**, to reach a population of 10,916 people. This would make it the **most populous area in the City of Adelaide**, surpassing Upper North Adelaide (projected population of only 5,439) by 2041.



127% growth in population between 2021-2041

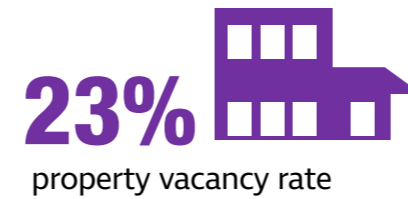


Forecast to experience **approximately 4% population increase every 5 years**

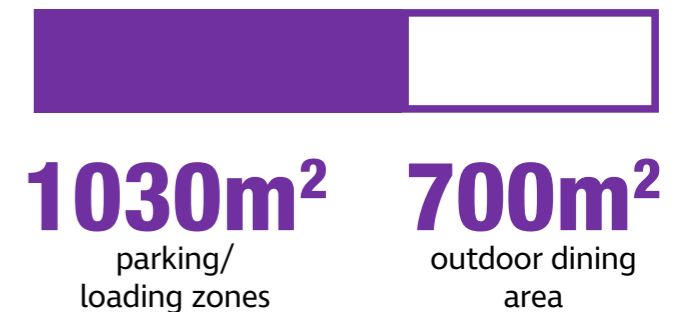
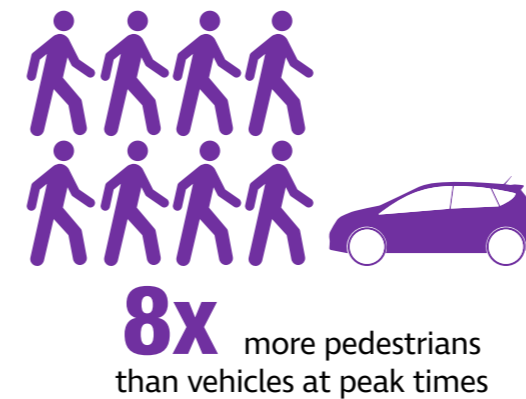
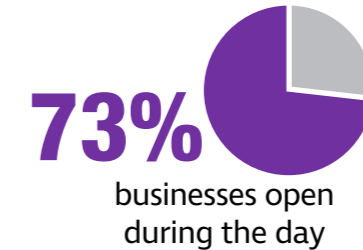


Forecast **140% growth in residential dwellings** between 2021 and 2041

*Above data from Forecast ID July 2021



* Data provided by AEDA, March 2023
Refer Appendix C, page 36 for more information



SA Police data shows that **Hindley Street accounts for 11.5% of all reported crime in the City of Adelaide**, compared to 12.3% on North Terrace, 10.6% in Rundle Mall and 2.3% on Rundle Street *2020 data




1999
street last upgraded




30 years estimated useful life for paving remaining

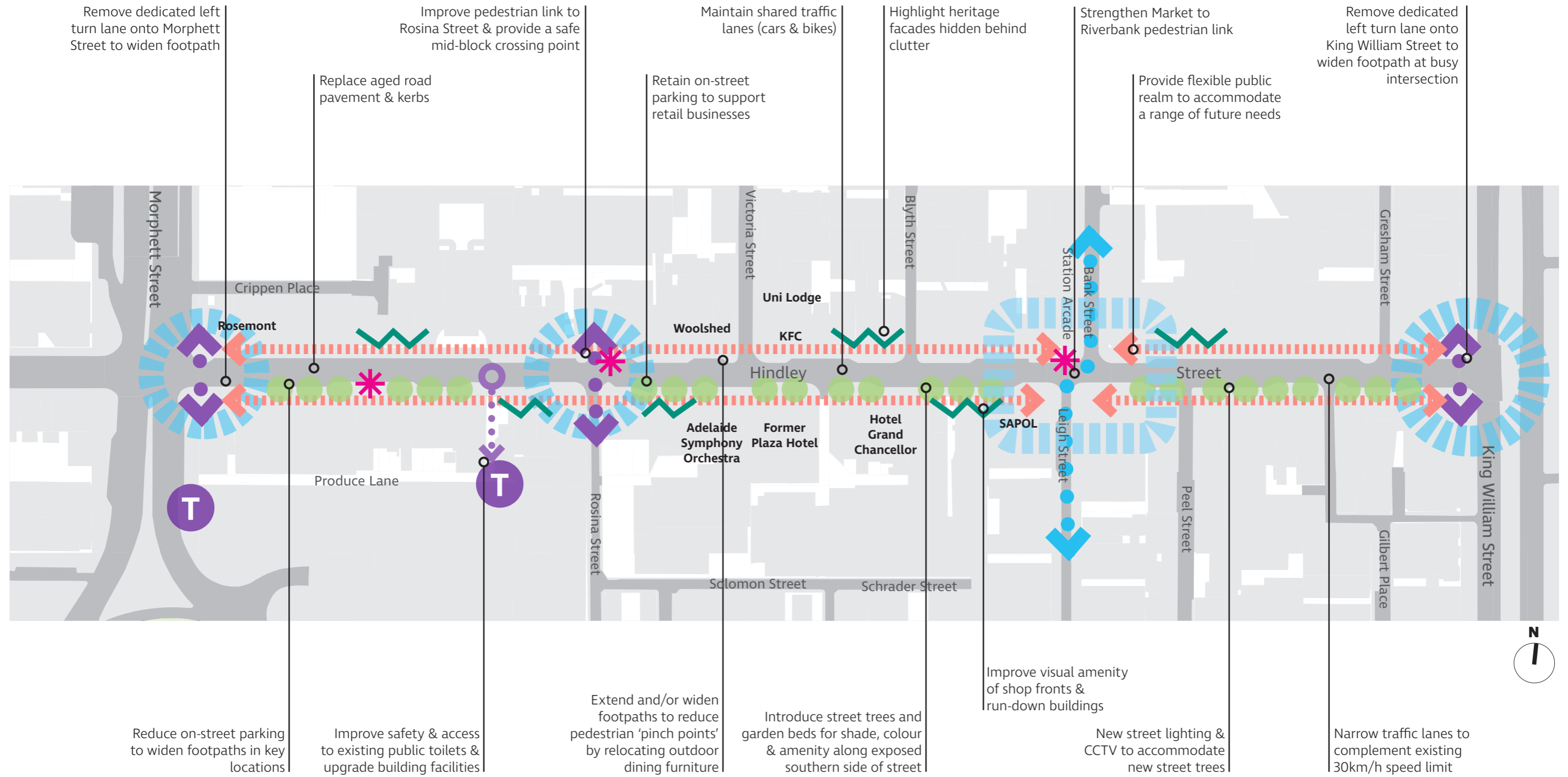
road surface upgrade planned in next **5** years

Opportunities

Hindley Street

-  Pedestrian access
-  Improve pedestrian access
-  Market to Riverbank

-  Potential street tree
-  Public art opportunity
-  Improve facades



Part three

Community Engagement



Community Engagement Process

Hindley Street

Each of the main streets across the city have active and engaged traders, property owners and residents including traders/precinct associations. The City of Adelaide has adopted a place-led, evidence based approach to developing designs that will deliver positive outcomes for the community, and has sought feedback from stakeholders at key milestones during the development of the concept design.

A number of studies and community/business engagements have been undertaken in Hindley Street over the last few years.

Phase 1 - Benchmarking

Since February 2021, the following was achieved:

- Place audits for each of the streets
- Single Point of Contact (Place Coordinator) allocated to each street to build relationships and community connections, and to identify opportunities that are place specific.
- Lord Mayor Round Tables
The Lord Mayor Roundtable worked together with stakeholders to address challenges and identify opportunities to improve the amenity of the Mainstreets for businesses, residents, and city users.
- City User Profile Survey – City of Adelaide
The City User Profile survey is important for profiling our city residents, workers, students, and visitors - it tells us, who uses the city, how they use it and how their behaviours are changing. Designated questions were asked to identify the mainstreet profiles as an area of importance and prepare CoA for future needs and help measure how successful our current city initiatives are.

June 2021

Focus group discussions were led by consultancy Square Holes on behalf of the City of Adelaide to better understand people's perceptions regarding the Hindley Street precinct, including how people visiting the street felt, how often they visited and how they believe it could be improved.

Phase 2 - Vision and Design Principles

March - April 2022

Stakeholders were asked to review and comment on the proposed vision for Hindley Street, rank and prioritise a range of design principles (objectives) and a number of themes for the street.

Phase 3 - Concept Design

April - May 2023

Stakeholders will be asked to review the proposed concept design for Hindley Street, to ensure it aligns with community expectations and the agreed design vision and principles. If supported, this design will then form the basis for detailed design development for construction; pending funding availability.



Summary of Results

Phase 1 - Benchmarking

Square Holes was engaged to conduct focus group discussions for four priority main streets (Hindley, Melbourne, O'Connell, and Hutt Streets) with residents living within three kilometres of each area, to understand the strengths and challenges of each of the main streets by gaining an in depth understanding of residents' attitudinal and behavioural responses to the relevant street.

Objectives of the research included:

1. Understand residents' use and interaction with each given main street
2. Examine residents' perceptions of the individual character and strengths of each main street
3. Examine residents' perceptions of the shortcomings of each main street
4. Identify the key competitors to each main street, including other streets/ precincts and/or online
5. Explore drivers to increase resident visitation

Summary of findings:

- The area is synonymous with night-life, clubs and bars which has polarising appeal
- There is limited knowledge of other, more sophisticated businesses along the street and adjacent laneways
- Safety measures such as street lighting and police presence are acknowledged as effective, but they also signify the potential for danger
- Hindley Street is the only street of its kind in South Australia and a cornerstone of Adelaide's culture
- There is a need to create a more inviting atmosphere through painting old buildings, fixing broken glass, wider footpaths, pedestrian crossings, and cleaning evidence of a sordid night prior.

"It's dirty, and a bit grungy, and hides a bit at day time. You can see aggression and it's loud, but in the day, it's just dirty."

- Focus Group Participant, June 2021

"It's like that best friend that's a bit messed up, but you still hang out with them, because they're fun."

- Focus Group Participant, June 2021

* Information from "Exploring Priority Mainstreets", Square Holes, June 2021

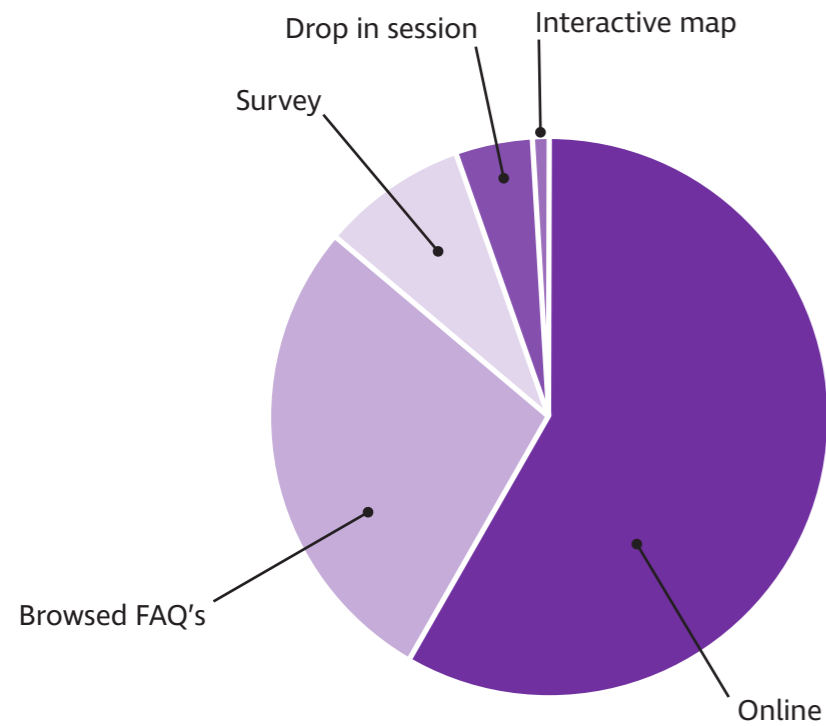


Summary of Results

Phase 2 - Vision & Design Principles

Undertaken in March and April 2022, community engagement on the Hindley Street vision and design principles reached 433 people online.

- 36 people made 56 contributions to the survey
- 5 people made 6 contributions to the interactive map
- 393 people were aware of and visited the webpage
- 186 people were informed and browsed supporting documents and/or FAQs
- Approximately 30 people attended one of two drop-in sessions at locations on Hindley Street



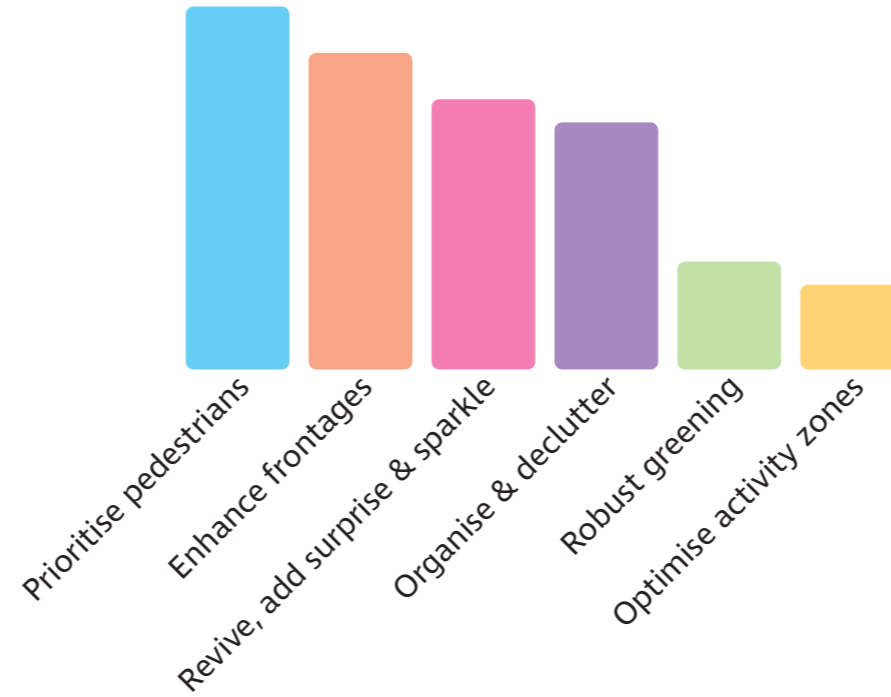
A 'ranking question' was used as a tool to better understand community priorities on the identified **Design Principles** and **Themes** for Hindley Street.

The results indicated that the community considers '**Prioritise Pedestrians**' to be the highest priority **Design Principle** for Hindley Street.

Furthermore, the results indicated the community considers '**Diverse mix of retail and hospitality for a more balanced day and night economy**' to be the highest importance **Theme** for Hindley Street.

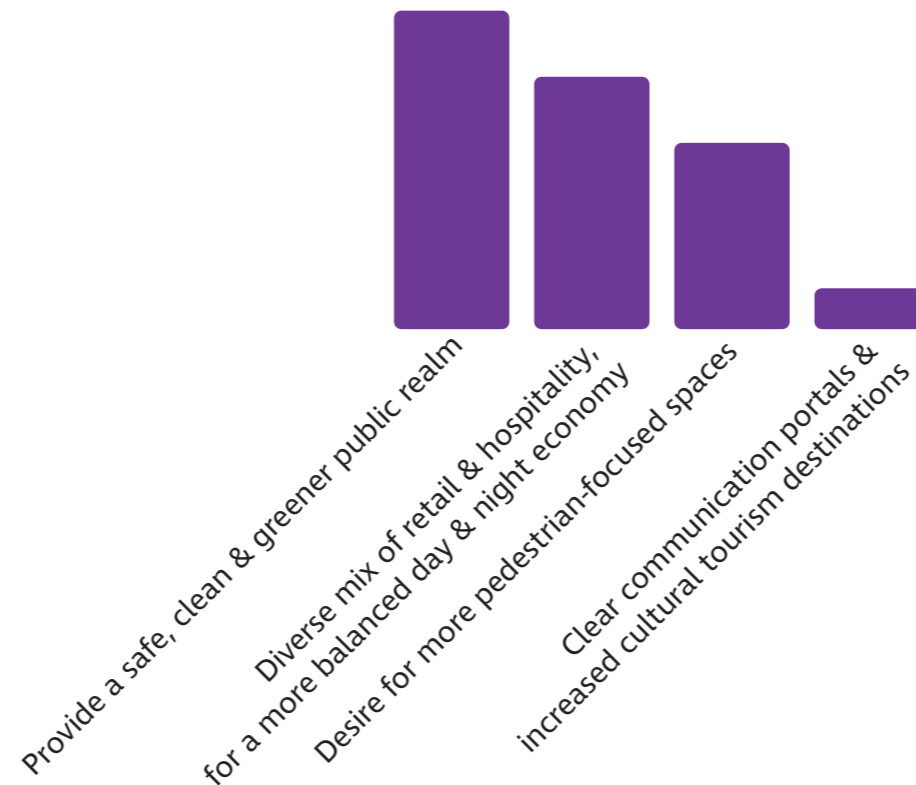
Design Principles - highest priority:

*Top priority (first choice/preference) results only



Themes - highest priority:

*Top priority (first choice/preference) results only



Design Principles - highest importance:

*Results of all preferences, averaged



Themes - highest importance:

*Results of all preferences, averaged



Community Feedback

"Removal of most street parking and replacing them with Parklets that allow businesses to expand outdoor dining possibilities or create new streetfood culture."

"There are so many beautiful building and facades along Hindley Street that are covered up with signs, it would be wonderful if that history could be engaged with."

"Safety - it is the one street in Adelaide city I will not walk in even by day, after not 1 but 3 frightening interactions with people that loiter in the street."

"We want to keep the bits that make the street unique, and highlight them."

"The grit of Hindley Street is still important."

"It perpetually looks dirty and grungy."

"Focus on increasing footfall in the street, this may be done by various means including better physical security provisions, varietal day and night experiences, and learning from better practise overseas."

"A more clean and green environment."

"Find ways to reduce clutter and increase visual appeal."

"Take away the reasons people drive down Hindley Street. Then you will prioritise pedestrians and enliven Hindley Street."

"Hindley Street is Adelaide's premier night-life destination and that should not only be embraced but also improved"

Part four

Concept Design



Design Principles

Hindley Street

The concept design consolidates community feedback, data analysis, and a variety of design expertise, to set the framework for a cohesive design. These Design Principles, prioritised by the community, set the foundation for, and guide the following concept design. Refer page 8 for more information regarding community feedback results.



Prioritise Pedestrians

Provide areas to extend the footpath by minimising the width of vehicle lanes and reduce on-street parking. Improve crossing points across the street and at thresholds with side street and laneways.



Organise and De-clutter

Rationalise business signage and public street furniture. Work with businesses to remove fixed outdoor dining and replace with removeable furniture. Rationalise and locate urban elements within activity zones.



Optimise Activity Zones

Incorporate flexi-zones to accommodate a range of activities such as parking, outdoor dining, public street furniture, lighting, artwork and greening.



Enhance Frontages

Work with building owners to access grants to upgrade facades, including lighting and signage. Support initiatives that assist in driving high value, destination tenants.



Robust Greening

Incorporate street tree planting and additional greening associated with existing verandah posts, to provide valuable shade, amenity, and cooling.

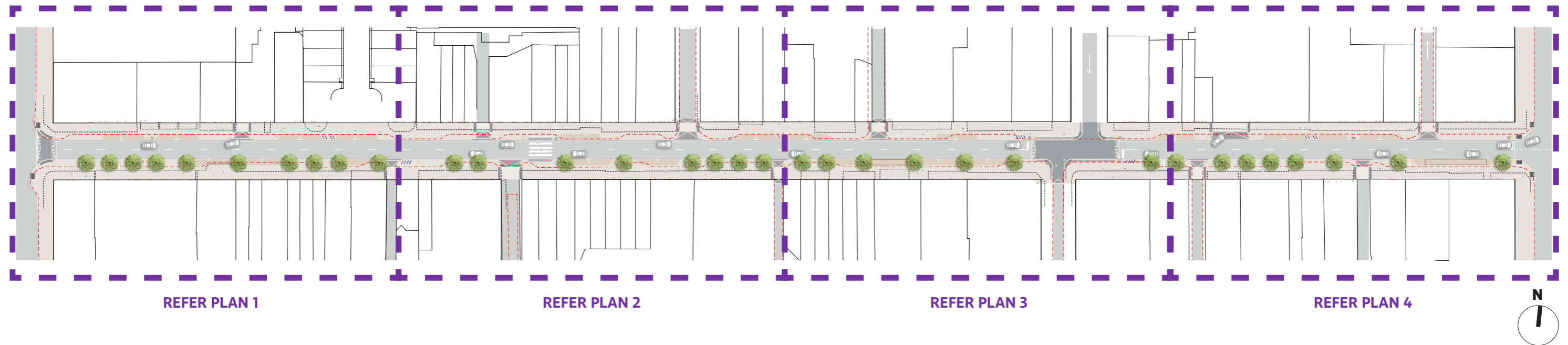


Revive, Add Surprise and Sparkle

Establish opportunities to refresh the public realm with new or refreshed materials and public street furniture.

Design Overview

Hindley Street



The design has been developed to balance the needs of all users on the street. In order to provide maximum flexibility for an ever-changing street, flexi-zones at the same level as the footpath will cater for parking and loading or outdoor dining and retail displays.

Pedestrian safety is improved by providing more footpath space, safe crossings at regular intervals along the street, and ensuring low vehicle speeds are maintained. Flexi-zones also provide the opportunity to temporarily widen the footpath to its full extent and remove parking in peak periods and events.

The addition of street trees along the southern side of the street (achieved through the realignment of a water main) will greatly increase amenity and provide a highly attractive street environment, cool the street, and provide shade to pedestrians and outdoor diners.

Features

- New surface treatment to all road carriageway and footpaths
- Widened footpaths at key locations resulting in reduction of parking spaces
- New kerbs for full length of street, including rollover kerbs for flexi-zones
- Raised pedestrian crossings at Morphet Street
- Mid-block pedestrian crossing near Rosina Street (to be confirmed zebra or wombat during detailed design)
- Raised pedestrian crossing at Leigh Street and Bank Street intersection
- New street trees along southern side of street (as a result of water main realignment)
- New multi-purpose light poles incorporating CCTV and wi-fi technology.

Notes

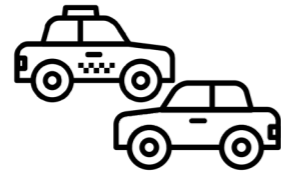
- The design proposes to reduce the number of on-street car parks from 66 spaces + 11 motorcycle parks to 46 spaces + 8 motorcycle parks.
- Consultation is required with the Mayfair, Adelaide Paringa, and Grand Chancellor Hotels in relation to proposed changes to existing loading arrangements.
- Existing SAPOL (police) permit parking has been incorporated into the design.
- The design proposes to relocate the existing taxi ranks. Further discussion is required with the Taxi Council.
- Further consultation is required with emergency services and service authorities (gas, water, power etc) to further resolve the design.

TOTAL COST \$24.7M

*** Costing rates current as at March 2023**

Design Summary

Hindley Street



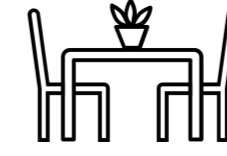
**Car Parks
& Taxi Ranks**



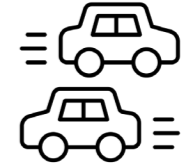
**Motorcycle
Parks**



**Trees &
Garden Beds**



**Activity Zone
(incl. footpath)**



**Traffic Speed
Limit**

Existing
(Current conditions)

66

11

0

4553 sqm

30km/h

Asset Replacement

66

11

0

4553 sqm

30km/h

Concept Design

46

8

33 trees +
226 sqm of
garden beds

5534 sqm

30km/h

Notes

Refer to the Appendices for further information regarding:

- Transport patterns
- Precinct car parking opportunities

* These numbers are based on the concept design and may change during design development.

* Car park numbers will not be impacted as part of asset replacement, as existing on-street parking is generally compliant with current Australian Standard sizes.

* The reduction in car parks allows for widened footpaths for outdoor dining and improved pedestrian movement in key locations. Refer to page 37 for supporting information regarding the economic benefits of reallocating of public space.

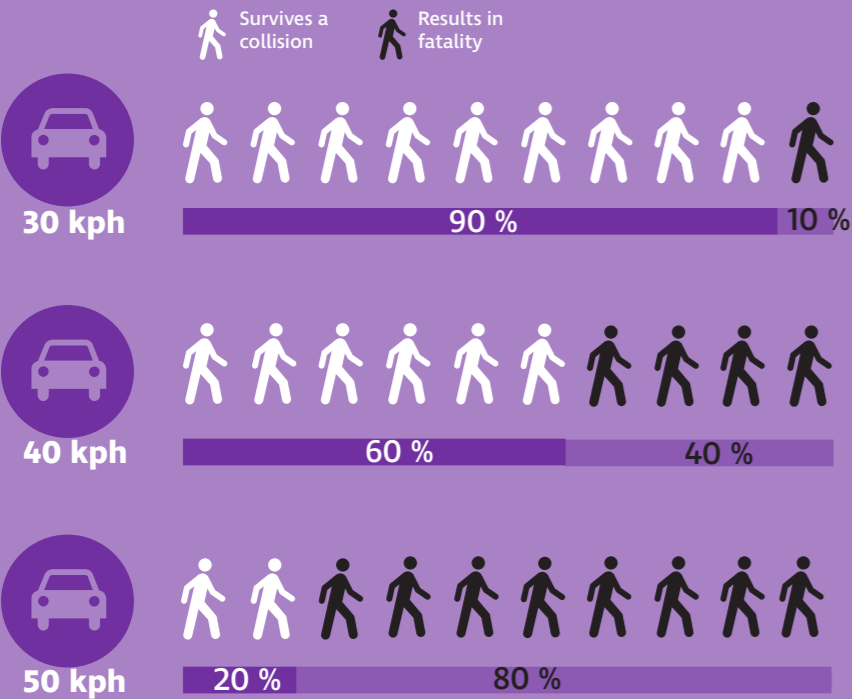
* Changes may occur in detailed design due to Department for Infrastructure & Transport approval requirements, sightline assessments, vehicle turn path assessments and safety assessments.

Design Benefits Statistics

Hindley Street

A safer street

Pedestrian Priority



Source: carsp.ca/research/resources/road-safety-information/safe-speeds

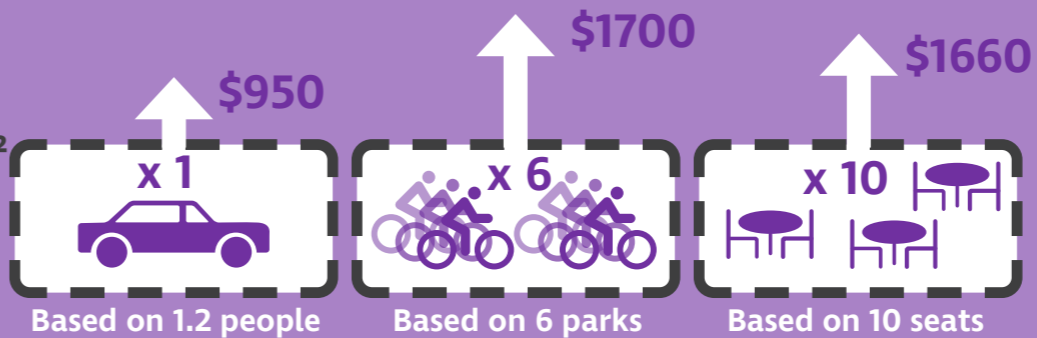
A slower street

encourages people to use active transport and spend time on streets, contributing to sense of community. More people walking, wheeling, cycling and dwelling is **better for business**. A slower street will contribute to improving people's health and wellbeing and help main streets thrive.

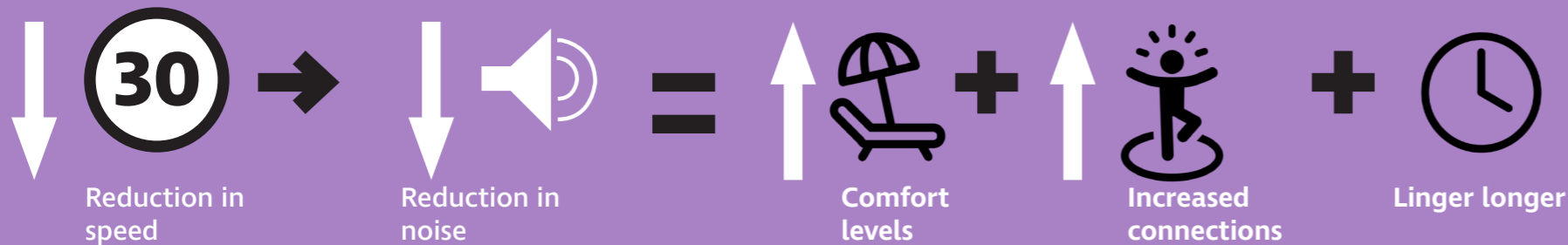
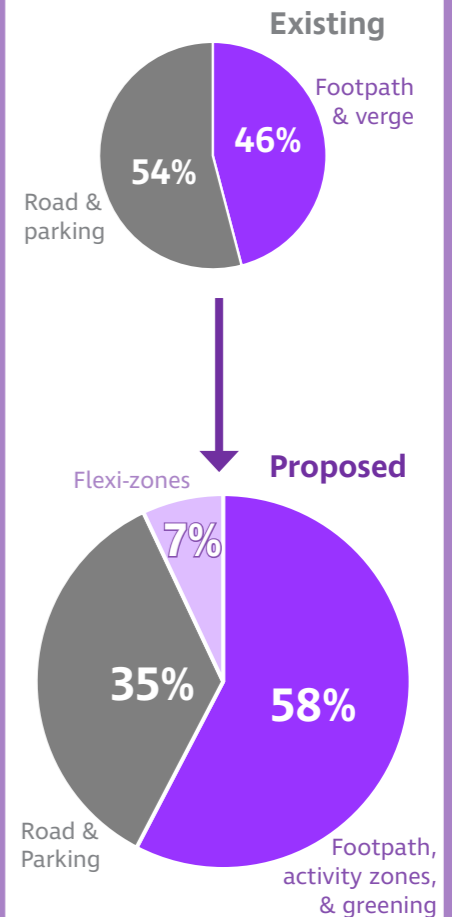
Daily Spend*

Area: 13m² car park space

*Refer Appendix D



Reallocation of private vehicular space to space for people



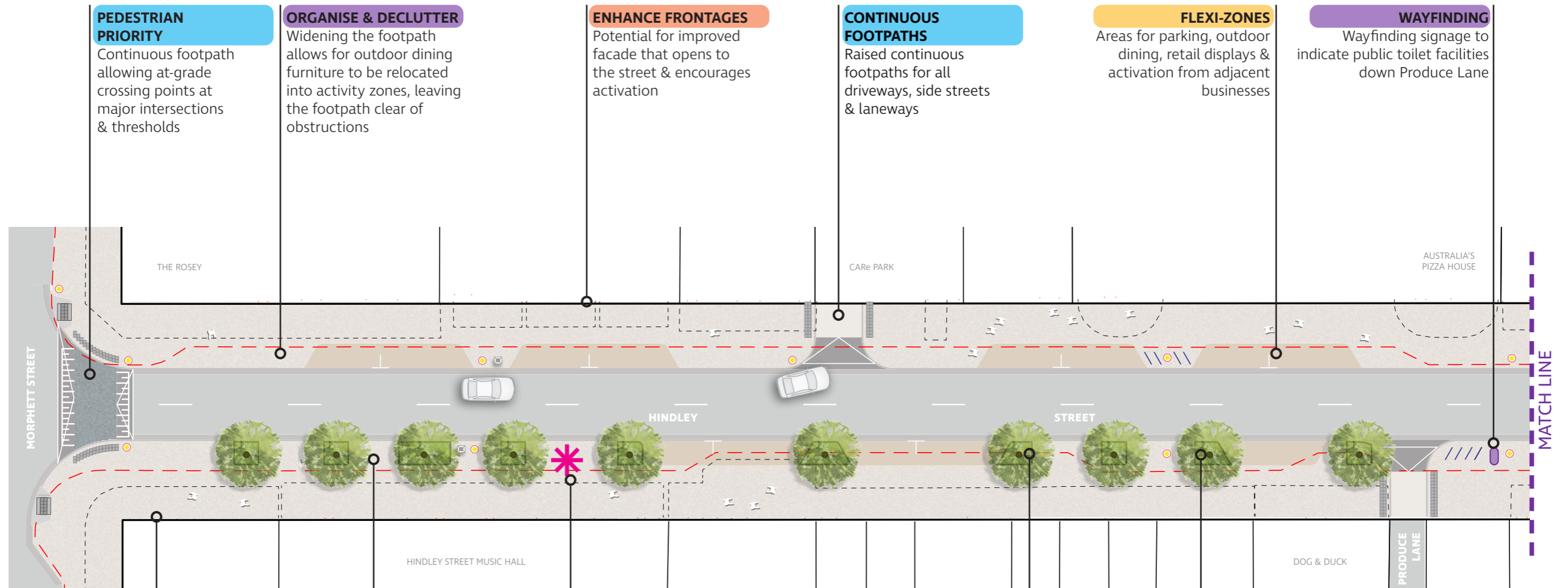
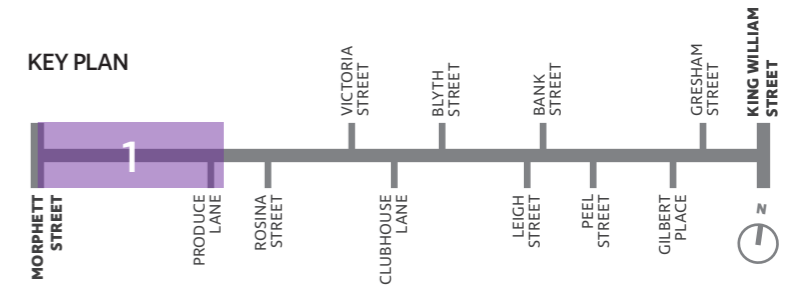
Reduced noise. The WHO suggests traffic noise is the second biggest environmental stressor on public health, after air pollution.

A quieter street means a more comfortable street for people to have conversations and community interactions. Reduced need for longer sight lines means better visibility and more space for trees and greening, adding to the comfort levels of the street.

Improved liveability & increased visitation

Concept Design

Hindley Street - Plan 1 of 4



PEDESTRIAN PRIORITY
Continuous footpath allowing at-grade crossing points at major intersections & thresholds

ORGANISE & DECLUTTER
Widening the footpath allows for outdoor dining furniture to be relocated into activity zones, leaving the footpath clear of obstructions

ENHANCE FRONTAGES
Potential for improved facade that opens to the street & encourages activation

CONTINUOUS FOOTPATHS
Raised continuous footpaths for all driveways, side streets & laneways

FLEXI-ZONES
Areas for parking, outdoor dining, retail displays & activation from adjacent businesses

WAYFINDING
Wayfinding signage to indicate public toilet facilities down Produce Lane

SHOP FRONT IMPROVEMENTS
Potential for business lighting & signage to be upgraded

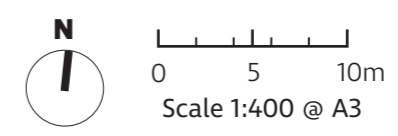
WIDENED FOOTPATHS
Widening the footpath & removing clutter to alleviate pedestrian pinch points & congestion

PUBLIC ART OPPORTUNITY
Celebrate destination venues with iconic public art

GARDEN BEDS
Low level, robust planting under street trees to provide colour & amenity

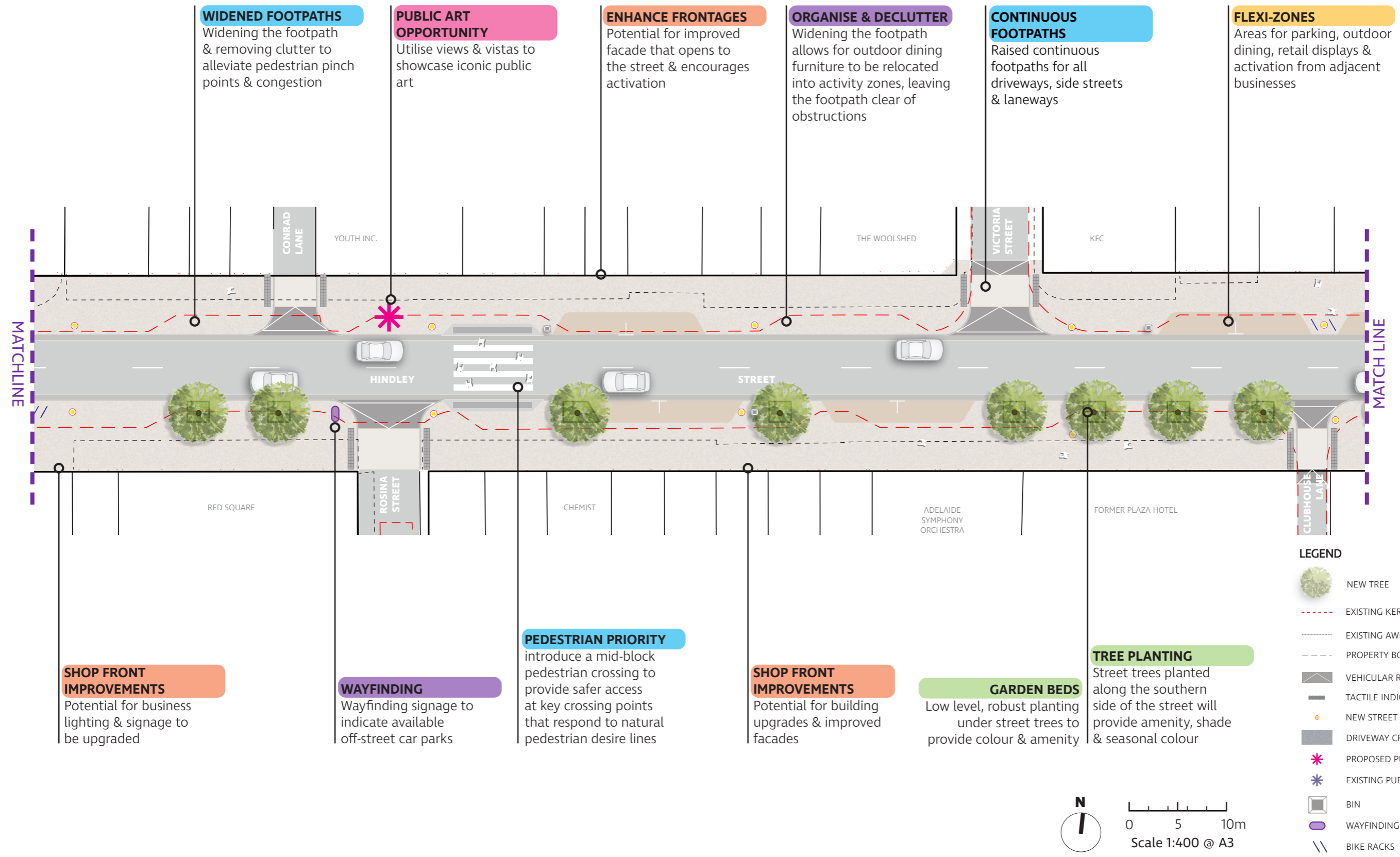
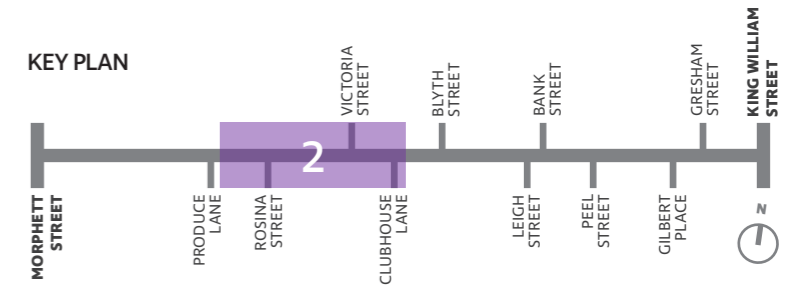
TREE PLANTING
Street trees planted along the southern side of the street will provide amenity, shade & seasonal colour

- LEGEND**
- NEW TREE
 - EXISTING KERB
 - EXISTING AWNING
 - PROPERTY BOUNDARY
 - VEHICULAR RAMP
 - TACTILE INDICATORS
 - NEW STREET LIGHT
 - DRIVEWAY CROSSOVER
 - PROPOSED PUBLIC ART
 - EXISTING PUBLIC ART
 - BIN
 - WAYFINDING SIGNAGE
 - BIKE RACKS



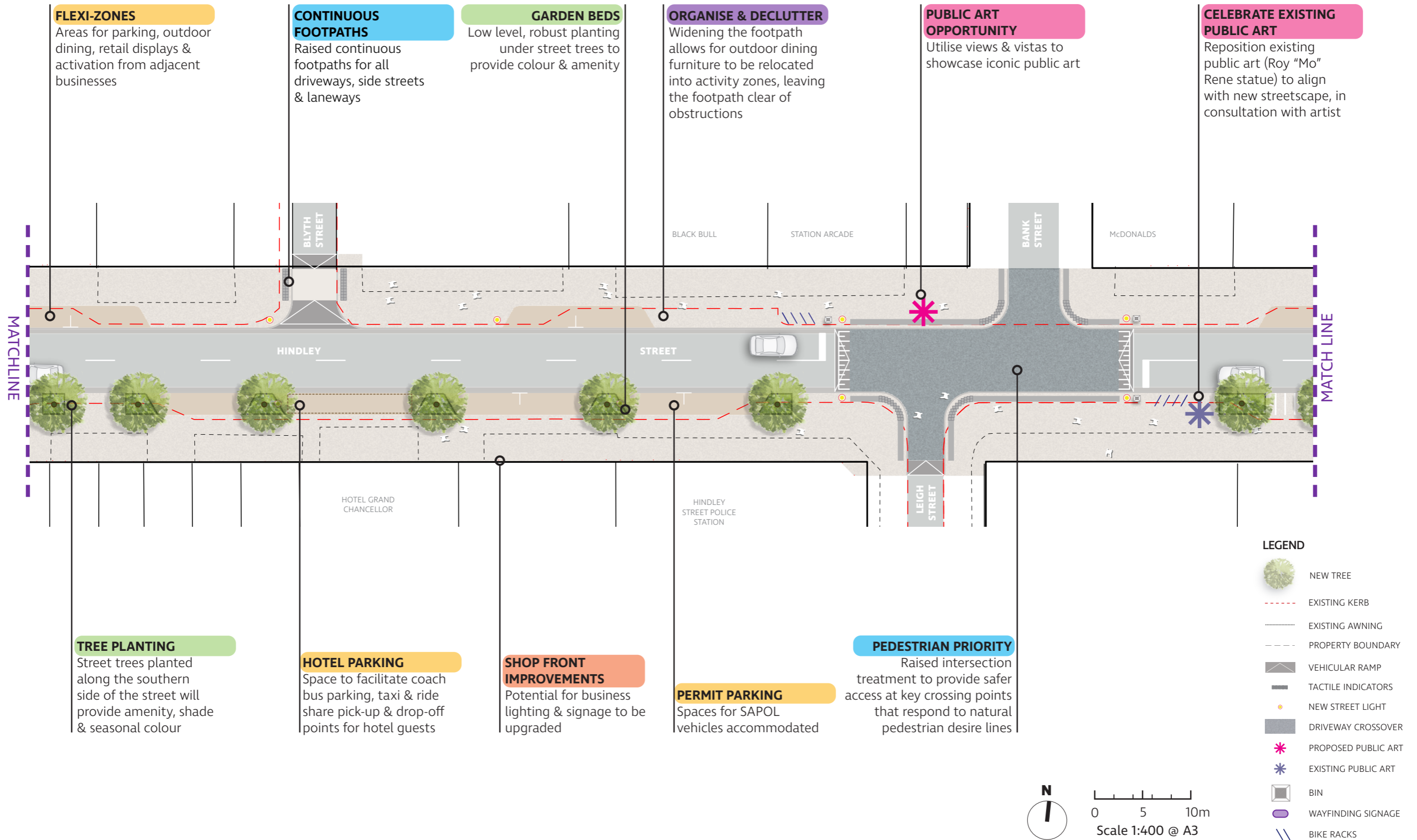
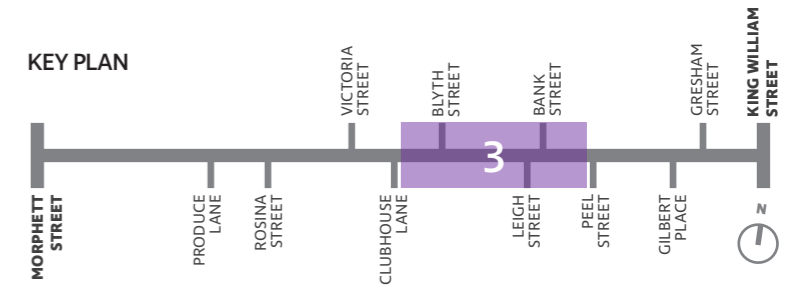
Concept Design

Hindley Street - Plan 2 of 4



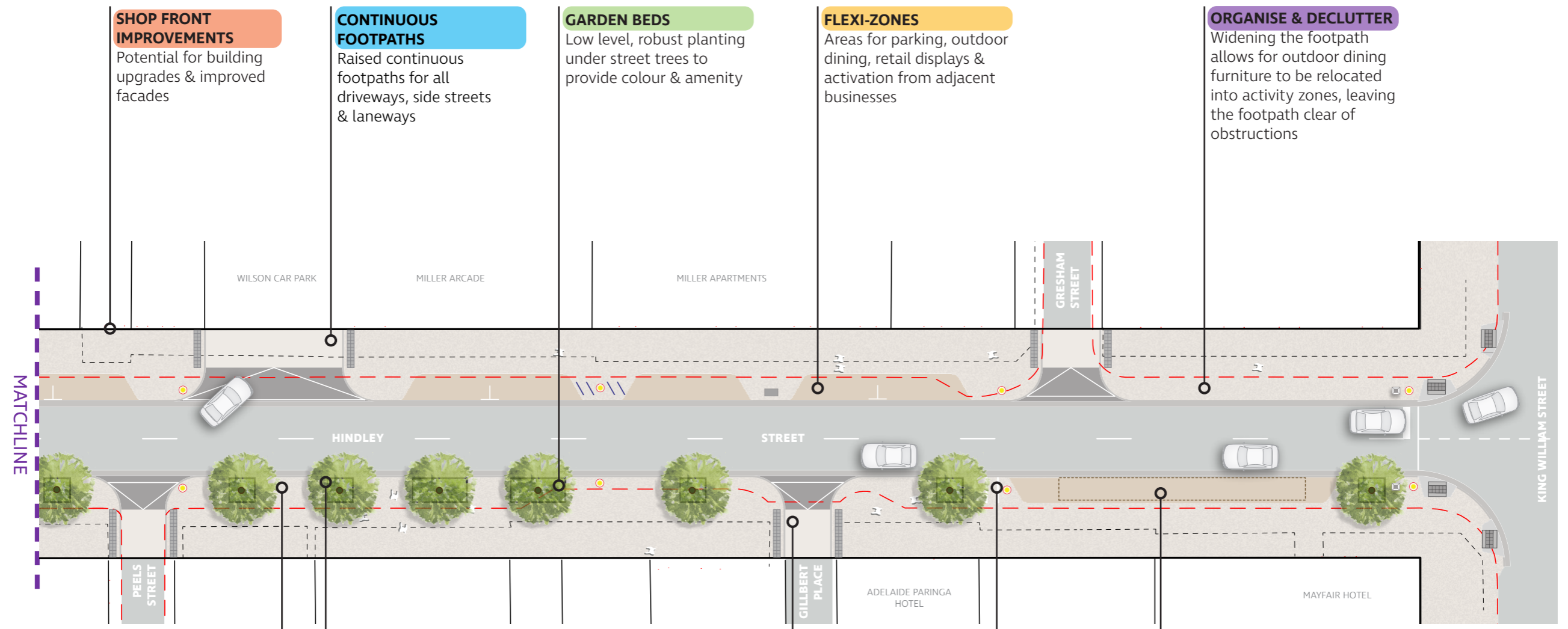
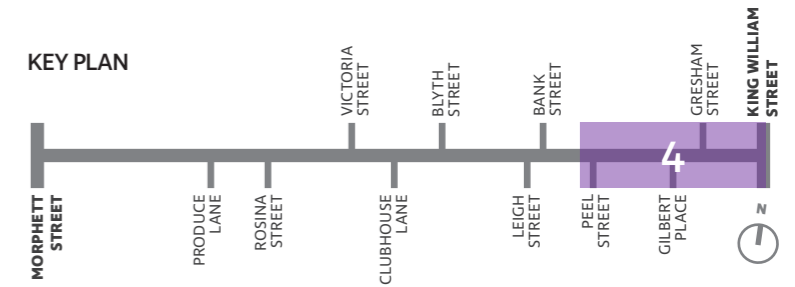
Concept Design

Hindley Street - Plan 3 of 4



Concept Design

Hindley Street - Plan 4 of 4



SHOP FRONT IMPROVEMENTS
Potential for building upgrades & improved facades

CONTINUOUS FOOTPATHS
Raised continuous footpaths for all driveways, side streets & laneways

GARDEN BEDS
Low level, robust planting under street trees to provide colour & amenity

FLEXI-ZONES
Areas for parking, outdoor dining, retail displays & activation from adjacent businesses

ORGANISE & DECLUTTER
Widening the footpath allows for outdoor dining furniture to be relocated into activity zones, leaving the footpath clear of obstructions

ORGANISE & DECLUTTER
Widening the footpath allows for outdoor dining furniture to be relocated into activity zones, leaving the footpath clear of obstructions

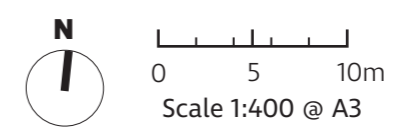
TREE PLANTING
Street trees planted along the southern side of the street will provide amenity, shade & seasonal colour

CONTINUOUS FOOTPATHS
Raised continuous footpaths for all driveways, side streets & laneways

MOTORCYCLE PARKING
Space to facilitate motorcycle parking on the footpath

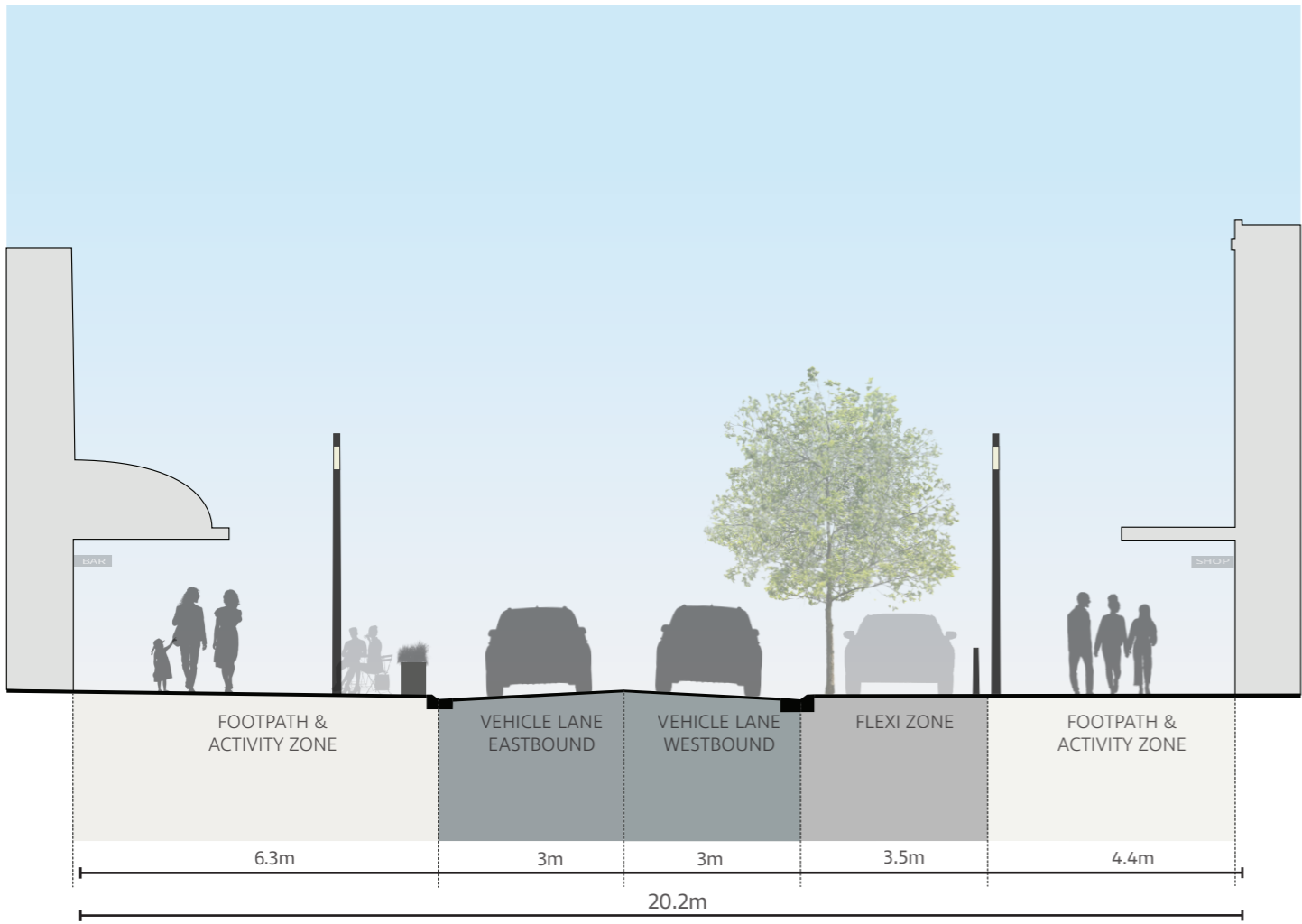
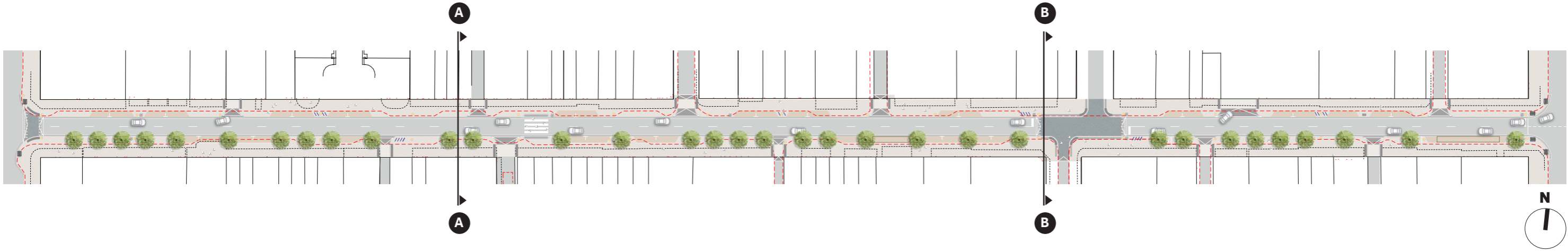
HOTEL PARKING
Space to facilitate coach bus parking, taxi & ride share pick-up & drop-off points for hotel guests (to be shared by both Mayfair & Adelaide Paringa Hotels)

- LEGEND**
- NEW TREE
 - EXISTING KERB
 - EXISTING AWNING
 - PROPERTY BOUNDARY
 - VEHICULAR RAMP
 - TACTILE INDICATORS
 - NEW STREET LIGHT
 - DRIVEWAY CROSSOVER
 - PROPOSED PUBLIC ART
 - EXISTING PUBLIC ART
 - BIN
 - WAYFINDING SIGNAGE
 - BIKE RACKS

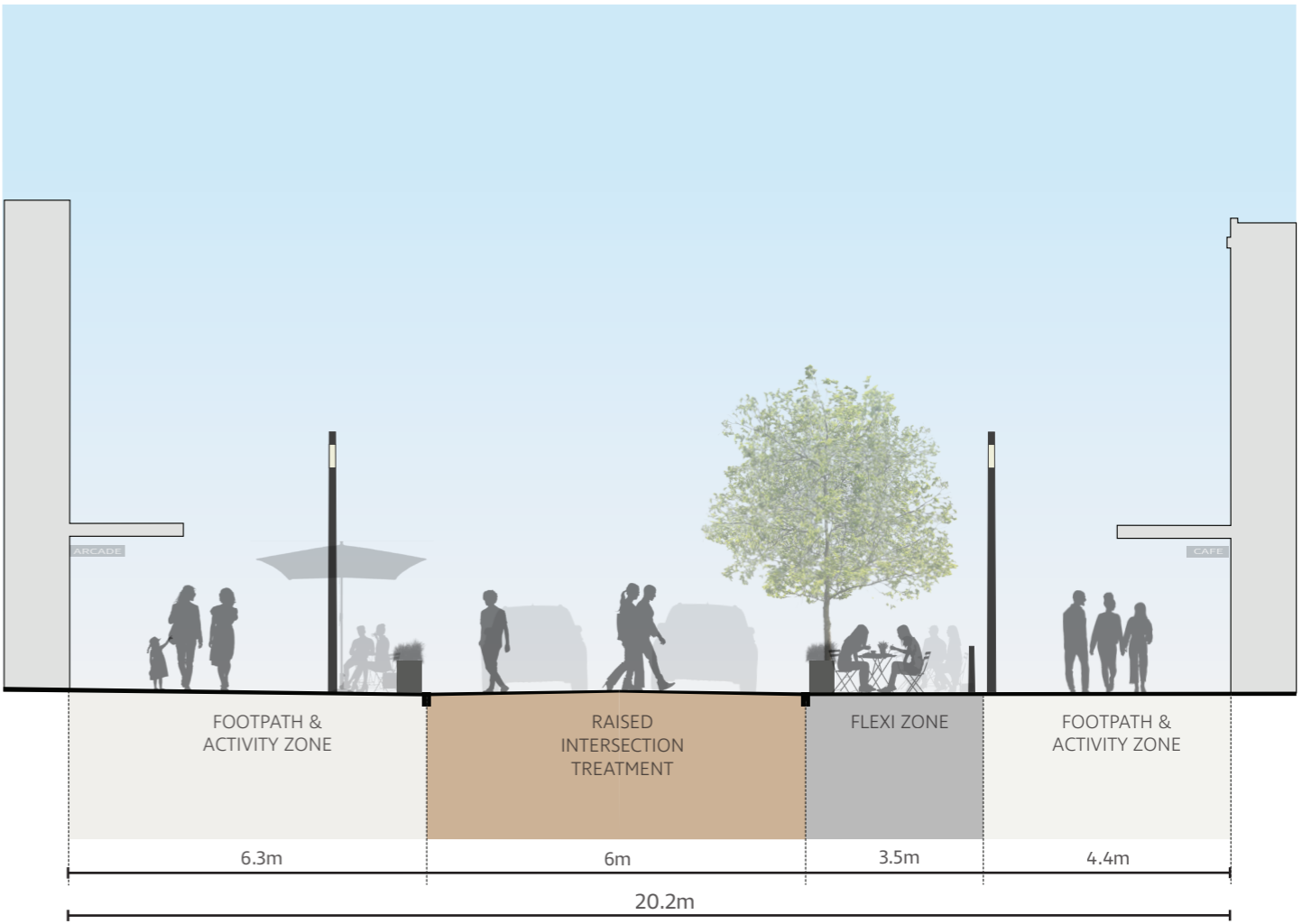


Cross Sections

Hindley Street



SECTION AA'



SECTION BB'

Not to scale

Artist's Impression

Hindley Street

Proposed view looking east along Hindley Street, of proposed raised intersection treatment at Leigh Street/Bank Street



Artist's Impression

Hindley Street

Proposed view looking west along Hindley Street, of proposed pedestrian crossing adjacent Rosina Street



Part five

Appendices



Hindley Street, c.1870-1880
State Library of South Australia

Transport Patterns

Hindley Street

The speed limit on Hindley Street is already 30km/hr, and the proposed street configuration remains the same with one lane in each direction.

Minor changes are expected to the wider transport network as a result of the removal of the left turn lanes (from Hindley onto King William Street, and from Hindley onto Morphett Street). The ability to turn will remain, but the turn lanes themselves will be removed.

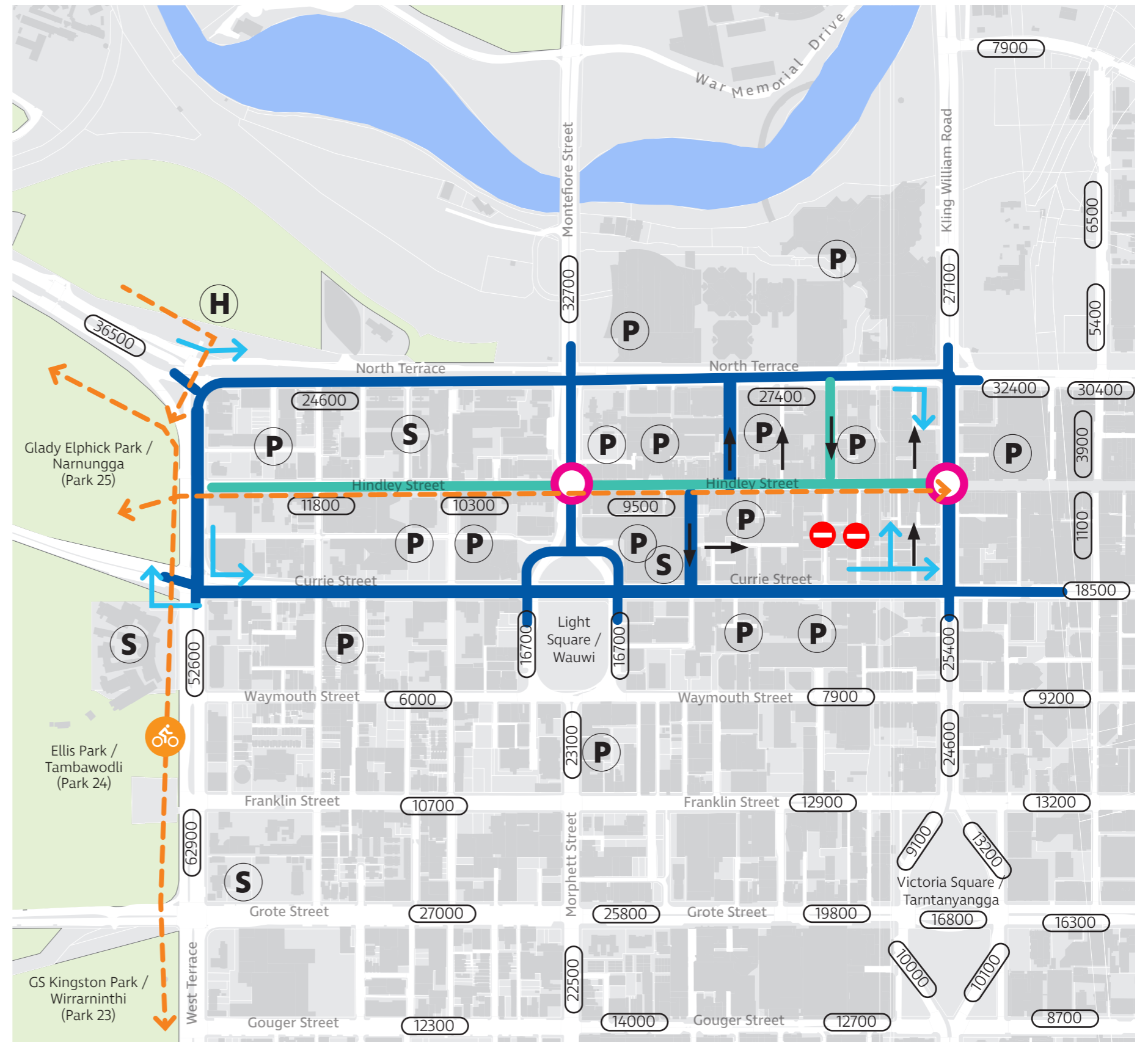
Traffic volumes are currently 10-12,000 vehicles per day along Hindley Street which is low for a city street and should easily be accommodated within a single traffic lane. At peak times, traffic volumes could be reduced by prohibiting taxi and rideshare services from Hindley Street and allocating them to the adjacent North Terrace and Currie Street.

Removal of the left turn lanes at both intersections will allow for the footpaths to be widened for massed pedestrians waiting to cross at these locations.

Impacts to the wider transport network are being considered and potential mitigations will need to be developed when the project progresses.

LEGEND

- P Destination traffic generator - off-street car park
- S Destination traffic generator - school/uni
- H Destination traffic generator - hospital
- Projected vehicle traffic increase
- Assumed through-traffic reduction
- Vehicle traffic unchanged
- Future intersection modifications to accommodate potential additional movements
- Movements identified for potential intersection modifications
- Potential increase in vehicle turns
- One-way street
- No through road
- Popular cycling route
- Increase in cycle traffic - higher footfall expected but not shown



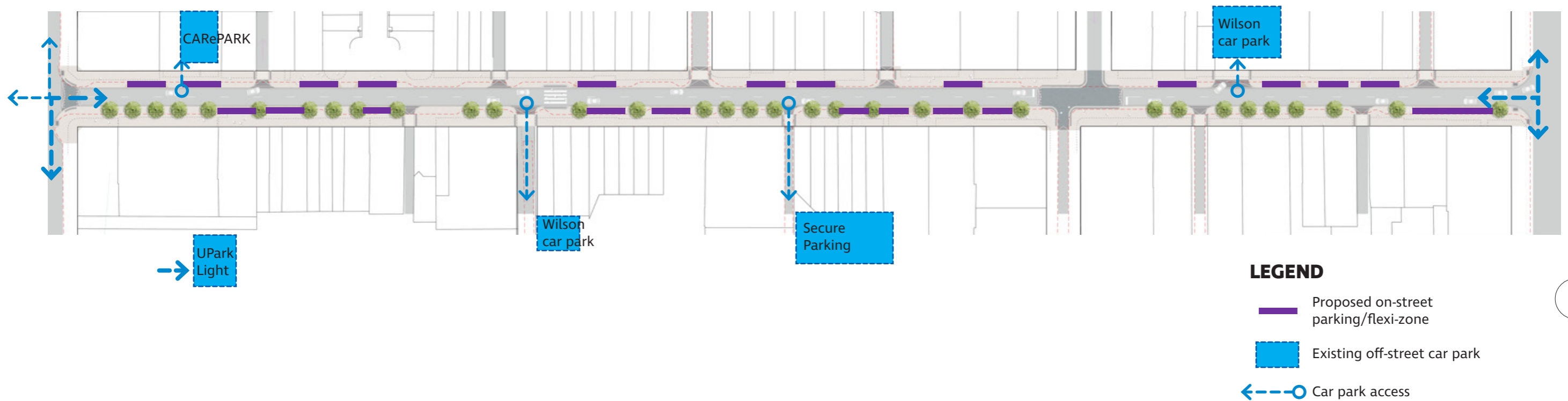
Mapping information source: Infraplan February 2023

Precinct Car Parking Opportunities

APPENDIX B

Hindley Street

An analysis of the car parking statistics show a reduction of on-street parking could occur through improving accessibility and legibility of all parking across the precinct and particularly, by placing a greater emphasis on the capacity of the surrounding off-street car parks. Monitoring capacity and turnover with smart sensors will help to determine occupancy rates to facilitate on-street parking at peak periods.



SMART PARKING SENSORS
Parking sensors will allow monitoring and management of on street car parking and identify utilisation throughout the precinct.



SIMPLIFIED LIMITS
Rationalise time limits of parking to improve legibility of restrictions and maximise turnover.



IMPROVED WALKABILITY
Encourage alternatives to private car transport such as public transport, bike riding and walking within the precinct. Encourage passenger vehicle drop offs & pick ups on Currie Street and North Terrace.



WAYFINDING
Clearly indicate public transport options in the precinct. Work with private car park operators to improve signage to off-street car parks and introduce smart parking signage to show real-time parking availability.



BETTER 'END OF TRIP' FACILITIES
Improve public transport facilities to encourage take-up of alternative modes of transport.

Visitation & Vacancy Data

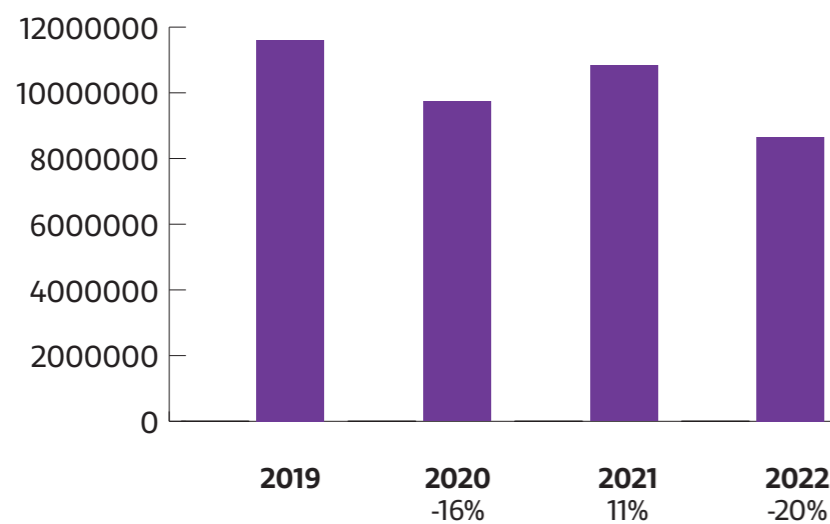
Hindley Street

The following data was collected by the Adelaide Economic Development Agency (AEDA) which is a subsidiary of the City of Adelaide. AEDA was established in January 2021 to accelerate economic growth in the city. AEDA works closely with businesses, industry groups, the State Government, and other relevant organisations to deliver a range of programs to achieve our vision in making Adelaide the most liveable city in the world. Led by a skills-based board with expertise across retail, hospitality, property development, place making, business development, investment, events, and tourism, AEDA aims to attract investment and support businesses, grow the visitor economy, support residential growth, as well as market the city and Rundle Mall.

Visitation (pedestrian numbers)

Foot-traffic is measured by physical sensors that ping mobile phones within a close radius to the sensor. Sensors are only positioned in key areas and do not explain complete city visitation. As people may visit without mobile phones, figures should be viewed as a best estimate for that specific location.

	Visitation	Difference
2019	11,608,150	
2020	9,739,924	-16%
2021	10,829,294	11%
2022	8,658,486	-20%



Vacancy Rates

Q1 February/March 2023 (Count undertaken 02/03/2023)

Vacant	Occupied	Total	Vacancy Rate	Occupancy Rate
35	120	155	23%	77%

- Premises that were located on the corner of a main street and had a physical contribution to the main streets were included in the count, even if the official address was not on the main street.
- Premises located on level one or two of a building were not counted as these premises are typically office spaces and whilst they do contribute to the overall occupancy of the street, they are not shopfronts which the audience considers is the reflection of the main street analysis.
- Premises that were vacant but leased were counted as occupied.
- Please note this data only includes the external (street) facing premises, and excludes upstairs offices or the shops inside Millers Arcade and Station Arcade.

City Wide Expenditure

The spending data below is nominal and not adjusted to changes in inflation therefore, short-term month-to-month analysis may provide a better explanation in the data when compared to long-term year-to-year analysis. For example, if the price of goods rises over time and purchasing behaviour remains constant overall spending levels should increase.

Expenditure Type	January 2023	YoY Change %	January 2022	Real Growth (minus inflation)	2019 Benchmark
Total Local Spend	\$335 M	↑51%	\$222 M	↑44%	\$278 M
Visitor Local Spend	\$315 M	↑54%	\$205 M	↑47%	\$261 M
Resident Local Spend	\$20 M	↑17%	\$17 M	↑10%	\$17 M
Expenditure Category	January 2023	YoY Change %	January 2022	Real Growth (minus inflation)	2019 Benchmark
Dining/Entertainment	\$138 M	↑82%	\$76 M	↑74%	\$108 M
Retail	\$114 M	↑27%	\$90 M	↑19%	\$98 M
All other categories	\$82 M	↑51%	\$55 M	↑44%	\$70 M
Top category changes	January 2023	YoY Change %	January 2022	Real Growth (minus inflation)	2019 Benchmark
Transport	\$17 M	↑80%	\$10 M	↑74%	\$15 M
Other	\$2 M	↑62%	\$1 M	↑55%	\$4 M
Travel	\$21 M	↑59%	\$13 M	↑41%	\$18 M

*YoY = Year on Year

Benefits of Reallocating Public Space

Hindley Street

Evidence-based design and planning shows there are significant economic benefits associated with balancing space for parking, outdoor dining, cycle parking and other activities, mixing the use of public space.

“High quality walking and cycling environments around shops, neighbourhood activity centres and mainstreets are vital for the economic health of South Australia.”

- Dr Rodney Tolley,
Heart Foundation, Good for Busine\$\$, 2011

Simply put, by improving the quality of the urban environment, people are more likely use a space and stay in a location. In order to make this change, often significant reallocation of space across a street (from boundary to boundary) is required. For example, widening footpaths by narrowing traffic lanes, or converting a former on street car park space to make room for trees and garden beds.

There is often a perception that a loss of car parking with the introduction of pedestrian and cycle friendly interventions would negatively impact retail sales. However, research has proven this isn't the case.

“Better streets mean better business. Attractive public space and better designed streets are not simply aesthetic or safety improvements. Better streets attract more people and more activity, thus strengthening both communities, the businesses that serve them and the city's economy as a whole.”

- Janette Sadik-Khan,
Commissioner, New York City Department of Transportation, 2013



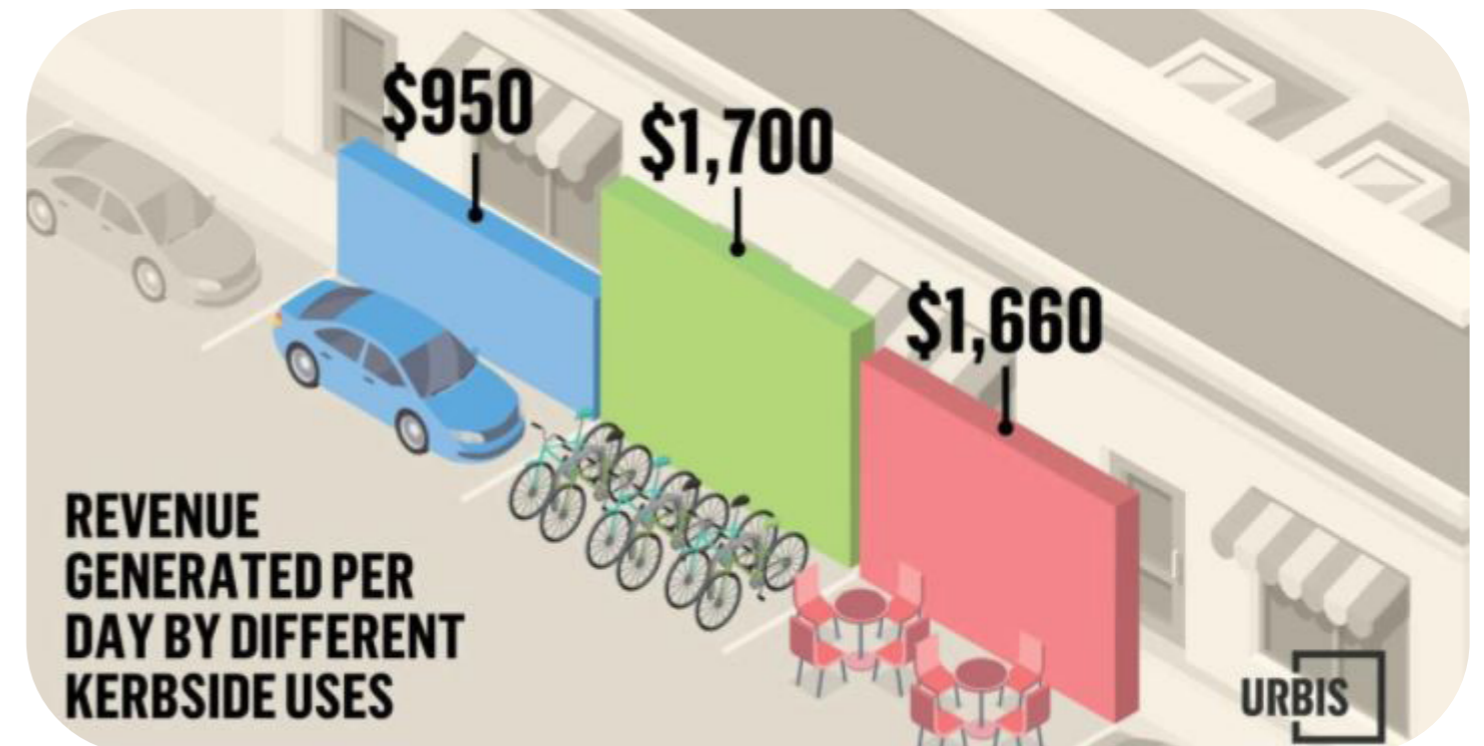
By reallocating space for parking, not removing parking all together, space is created for other activities that have a direct economic benefit to the neighbouring businesses; lifting overall investment opportunities, and appeal of the whole street.

“Kerbside parking is not dead, but the economic benefits of other uses suggest there must be more variety. Beyond the dining parklet, what other uses are there for our kerbs? How about supporting a broader range of businesses by using parking spaces for sports clubs and gyms, coffee carts, food vans, groceries and live music? Why not expand the idea of supporting thriving communities and using these spaces as galleries and museums, library classes, playgrounds and more green spaces?”

- Alison Lee, Director of Urbis

Further reading:

1. [Good for Busine\\$\\$, The benefits of making streets more walking and cycling friendly](#)
2. [Rethinking the Kerb](#)
3. [Economic benefits dining parklets bike parking car parking](#)
4. [The Economic Benefits of Sustainable Street](#)



Above: Image by Urbis, 2021, based on the following:

- Dining parklet occupancy, expenditure and duration of stay based on: Urbis, 2021, Extended Outdoor Dining Program Evaluation, for Cities of Melbourne, Yarra and Stonnington
 - Bike parking occupancy, expenditure and duration of stay based on: Alison Lee & Alan March (2010) Recognising the economic role of bikes: sharing parking in Lygon Street, Carlton, Australian Planner, 47:2, 85-93, DOI: 10.1080/7293681003767785 (factored into 2021 Australian Dollars)
- Other assumptions and notes
- Occupancy - bike parking 6 space, car parking 1.2 people per car, dining parklet 10 seats.
 - No. of hours per day of occupancy - bike parking 8 hours, car parking 14 hours [1hr timed parking with turnover], dining parklet 8 hours
 - Bike Parking Occupancy 61%, Dining Parklet Occupancy 63%, Car Parking Occupancy 85%

Economic Benefits of Cycling

Hindley Street

Cycling has wide ranging economic benefits to the individual and also to the broader community. It is a low-cost solution to health and climate issues facing our society. The significant benefits offered by investing in cycling infrastructure include:

- Saving people and society money
- Encouraging spending at local businesses
- Creating jobs
- Sparking new industries and economic opportunities.

Furthermore, the amenity offered by high-quality cycling infrastructure can result in increased property values and therefore increased property rate revenue.

Commercial areas such as main streets that are easily accessible by walking and cycling generally see higher retail sales.

“Pedestrians and cyclists spend more per month, especially at food service businesses, than drivers do. In fact, cyclists have been found to spend more per trip and to make shopping and dining trips more often than drivers.”

- Making the Economic Case for Cycling, D. Yanocha & S. Mawdsley, 2022

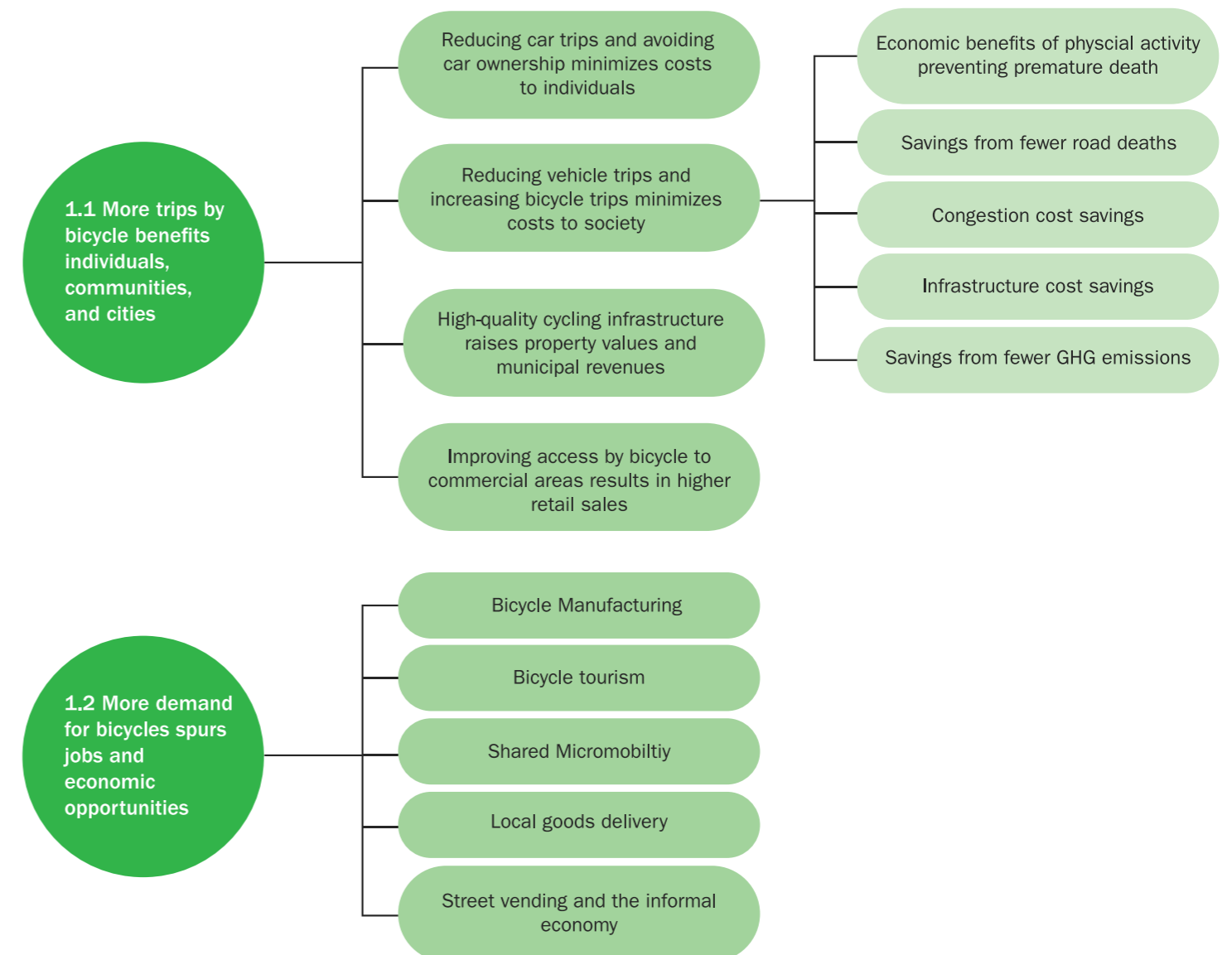
‘Cycling infrastructure’ refers to a broad range of interventions such as unprotected cycle lanes (painted lane on the road), off-road shared paths (e.g. Park Lands) and separated/segregated bike lanes (e.g. Frome Road Bikeway) and end-of-trip facilities (e.g. bike racks, bike shelters, bike repair stations).



MAIN STREETS REVITALISATION - HINDLEY STREET

It has been proven that low cost interventions such as unprotected cycle lanes do not offer enough safety and comfort for most people and are therefore not well utilised. Therefore, while the cost to implement is low, the return on investment is also low with no visible increase in the number of people using the infrastructure and/or no fewer traffic crashes involving cyclists.

A study conducted in Victoria, Australia, showed the passing distance between vehicles and cyclists was closer (and therefore cyclists were at higher risk) on streets with unprotected cycle lanes than on streets with no cycling infrastructure at all.



Above: Economic opportunities from expanded investment and access to cycling, from Making the Economic Case for Cycling, D. Yanocha & S. Mawdsley, 2022

Full report available here: www.itdp.org/publication/economics-of-cycling/

Precedent Projects

King William Road Hyde Park, South Australia

The City of Unley redeveloped King William Road in 2019 to refresh the aging main street into a bustling outdoor dining and retail precinct.

The redevelopment transformed the street with the introduction of 50 street trees, garden beds, larger outdoor dining spaces, unobstructed footpaths and public art.

Pedestrians have been prioritised with the introduction of zebra crossings to safely enable people to move from one side of the street to the other, something that was difficult for many people to navigate prior to the upgrade. The new design maintains 2 lanes of traffic, public transport bus routes and on-street parking.

High quality materials and a refined public realm palette of furniture celebrate the unique character and history of the precinct.

This project was the winner of the 2020 Mainstreet SA's Public Space and Streetscape Design Award.

This project is a relevant precedent to its revitalisation of a wider precinct, and its similar street configuration to Hindley Street, with one traffic lane in each direction, and flexible spaces for a mix of activities including outdoor dining and car parking.

Learnings:

- Reduced on-street parking does not impact trade
- Parking sizes need to be adequately sized
- Rollover kerb profile needs to facilitate easy parking manoeuvres.



Above: image by Michael Haines Photography

Precedent Projects

Hindley Street west Adelaide, South Australia

Completed in July 2014, the City of Adelaide, in partnership with the Commonwealth Government, State Government (DPTI) and UniSA, redeveloped the western end of Hindley Street between Liverpool and Register Streets.

Key project design objectives included:

- narrowing the carriageway,
- designing the street for low speeds
- removing the on-street parking
- increasing the footpath widths
- removing the kerbs, minimising asphalt
- removing the signalised pedestrian crossing
- removing the bike lane so bikes and vehicles share the same lane
- increasing amenity for people.

The space was the first of its kind in Adelaide - it is a street that prioritises people and place without many traditional streetscape treatments. The project has been an important contributor to the revitalisation of the city's West End, with significant investment in properties and new businesses opening at this end of Hindley Street such as UniSA's Jeffrey Smart Library, Peter Rabbit, Stem and Nearly.

Design features such as pedestrian crossings, raised roadway treatment and flush kerbs, and narrowed traffic lanes have resulted in significantly reduced traffic speeds, and improved pedestrian safety in this part of Hindley Street.

This project is a relevant precedent to consider due to its proximity to Hindley Street east, including identical available space from building line to building line.

Learnings:

- Stone road pavements require careful consideration.



Image credits

All images and photographs used in this document belong to the City of Adelaide unless stated otherwise, and have been appropriately credited.



CITY OF
ADELAIDE

25 Pirie Street, Adelaide
Ph 8203 7320

cityofadelaide.com.au