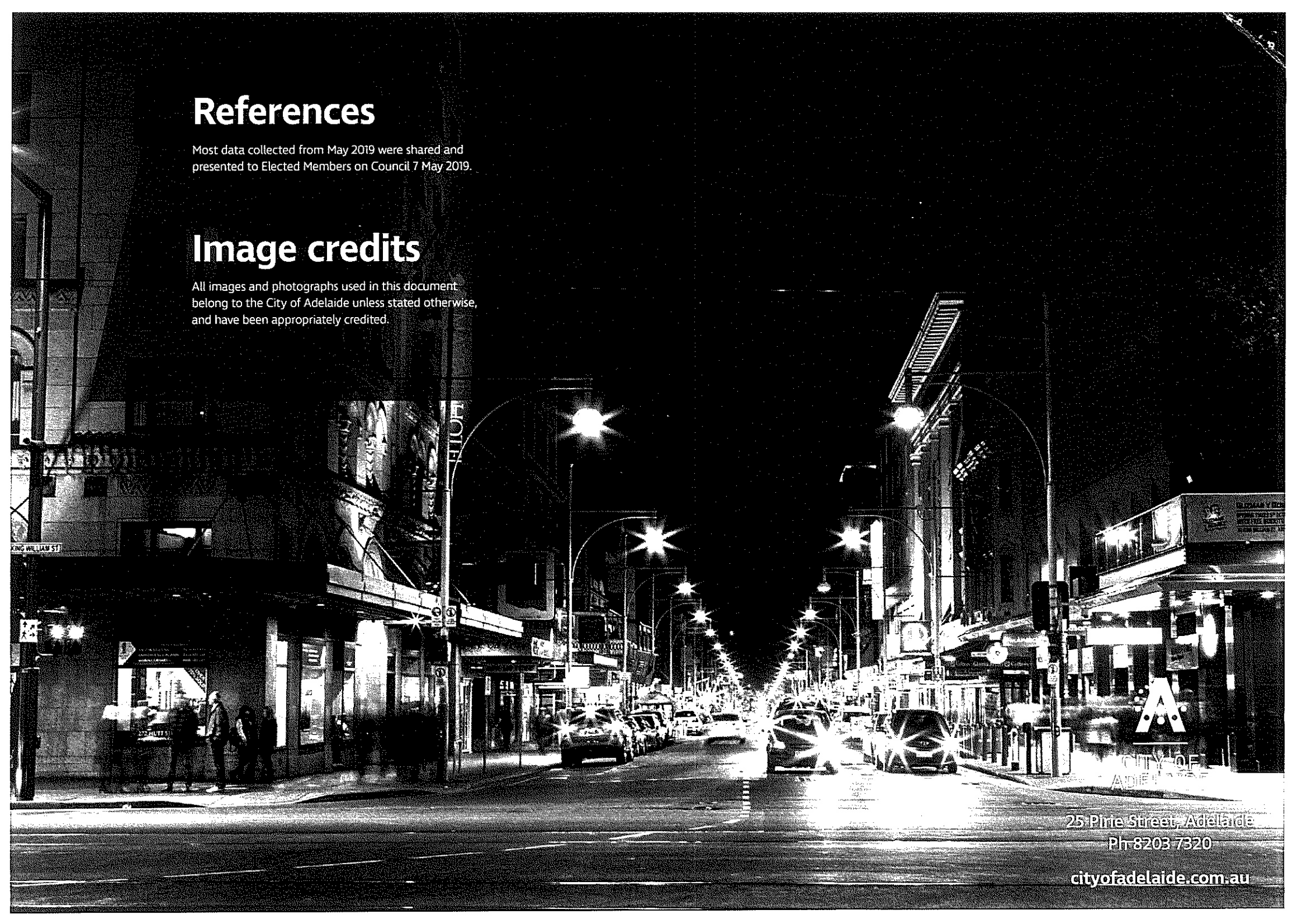


References

Most data collected from May 2019 were shared and presented to Elected Members on Council 7 May 2019.

Image credits

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

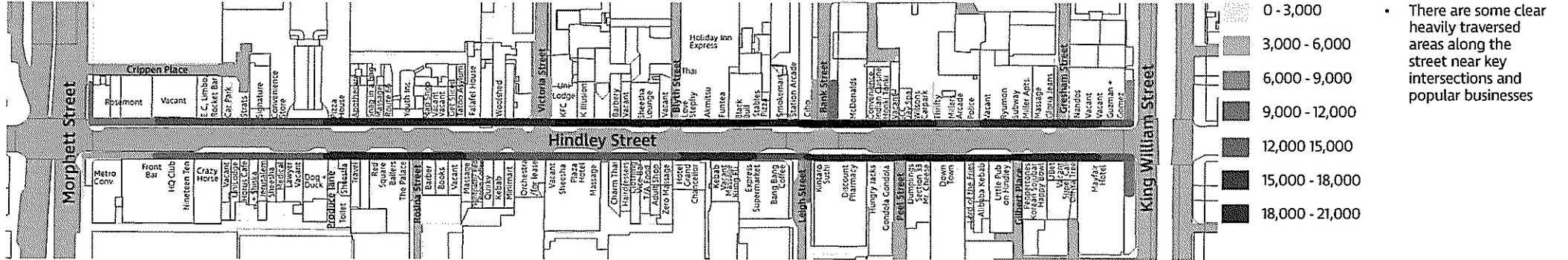


25 Pirie Street, Adelaide
Ph 8203 7320

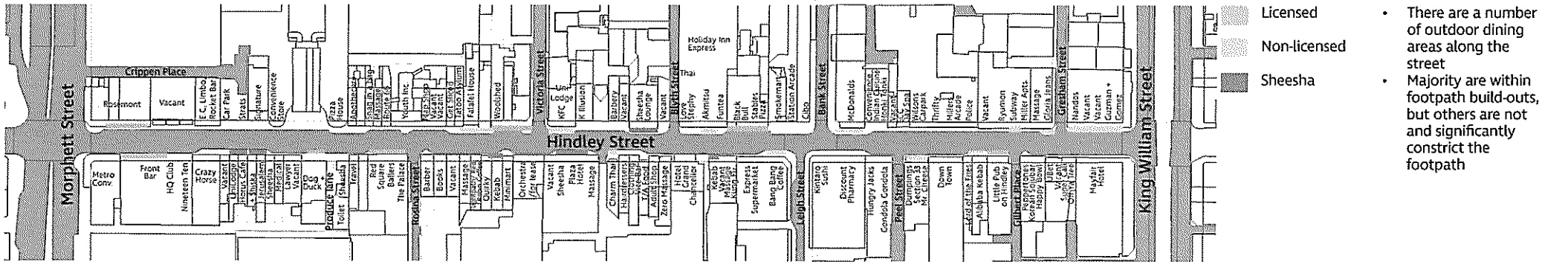
cityofadelaide.com.au

Factors impacting footpath/kerb zone

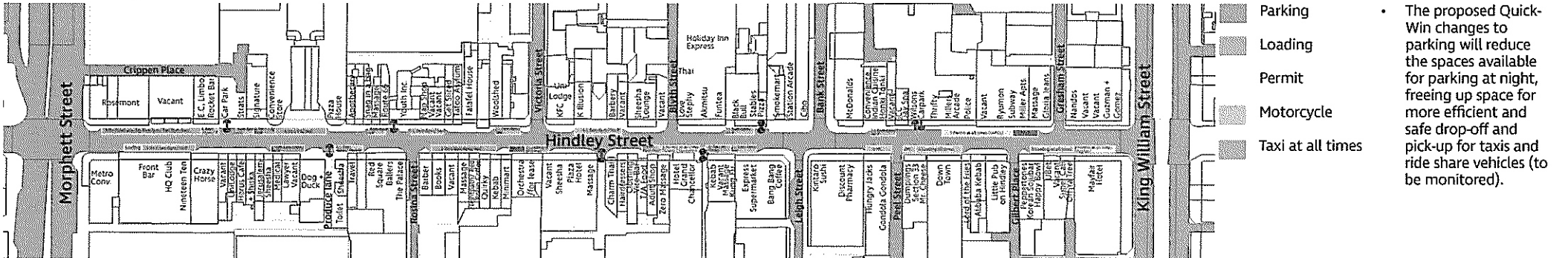
Pedestrian volumes (Saturday 24 hours)



Outdoor dining



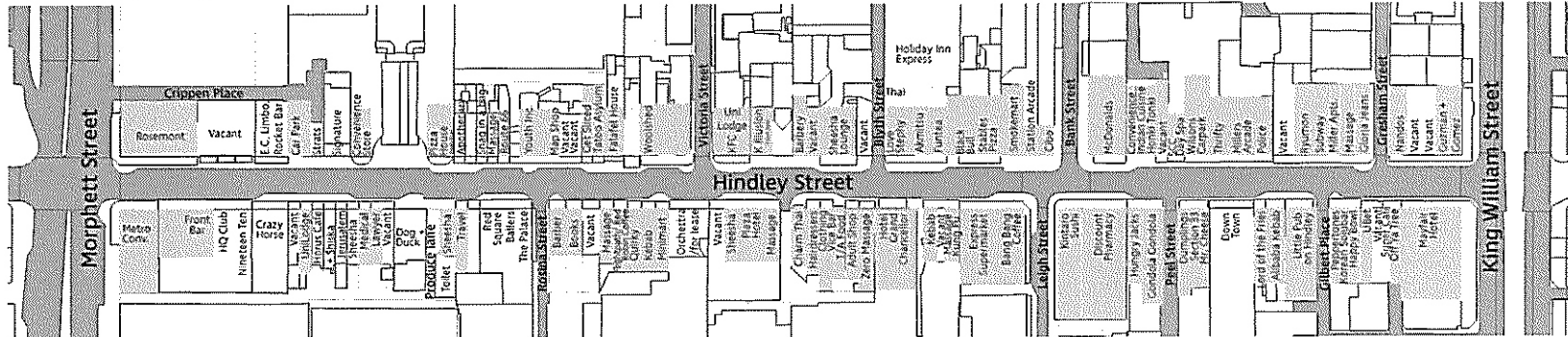
Proposed parking



Hindley Street data from November 2019

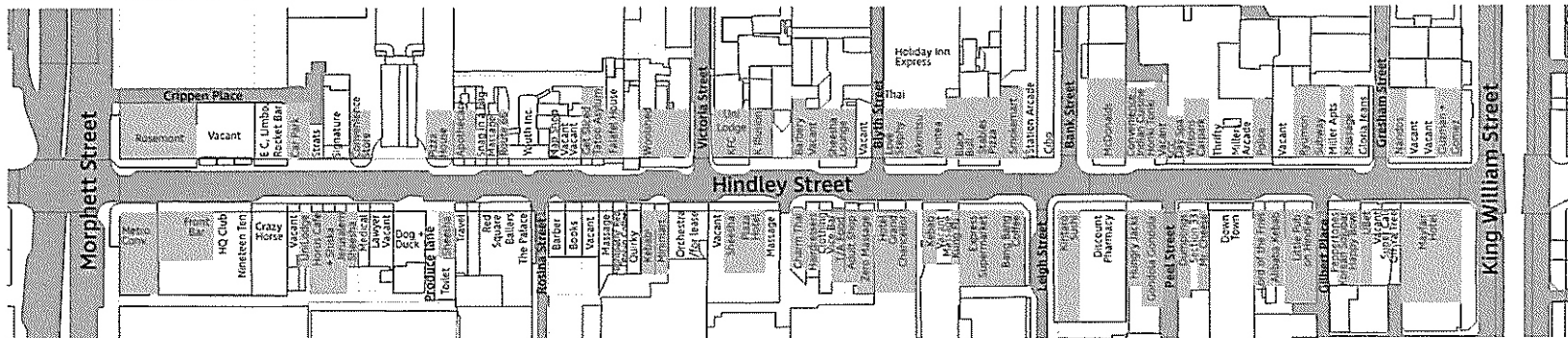
Business opening hours

Open during the day



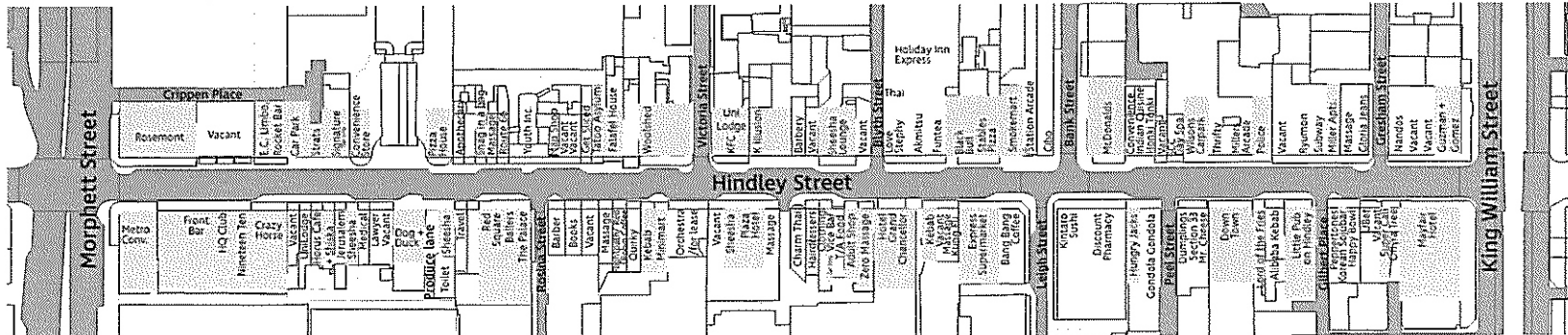
- There are a greater number of businesses open during the day in the eastern portion of the street
- The western portion contains many nighttime venues, giving it an empty feeling during the day

Open at twilight (after 6pm)



- Businesses open in the evening/twilight are spread fairly evenly throughout the street
- Mostly pubs, sheesha cafes, take-away and food venues

Open after 12 midnight

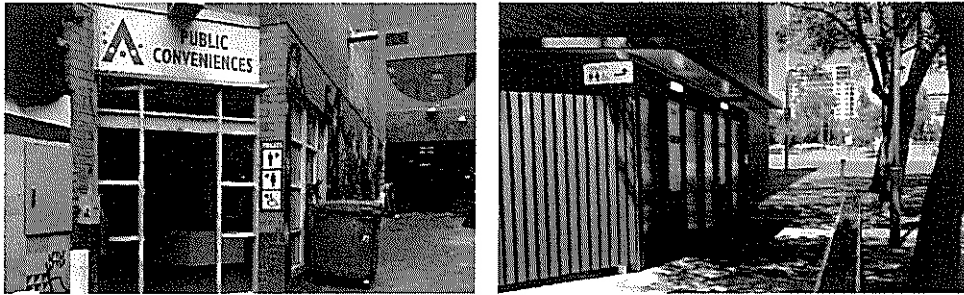


- Businesses open after midnight are spread fairly evenly throughout the street
- While this is known as a nightlife street, under half of the businesses are open after midnight

Hindley Street data from November 2019

Public amenities

- The public toilet located on the lane (previously named 'Producers Lane' has a poor public appearance, and presents as being 'unsafe'.
- The new public toilet located on Morphett Street eastern side, just south of Hindley Street opened in November 2018.
- There are no public toilets located in the eastern vicinity of Hindley Street, and often the smell of urine is present on the small 'inactivated' laneways.



Public art

- The infamous Roy 'Mo' Rene, comedian and star of Australian vaudeville was installed in 2010. 'Mo' is a much loved sculpture by the community, and is a well-known landmark on Hindley Street.
- 18 artistic and unique ceramic pavers were installed in 1999 along both sides of Hindley Street footpath in partnership with Carlew Youth Arts Centre. Each design is specific to the location where it has been installed and references historical aspects within the street.

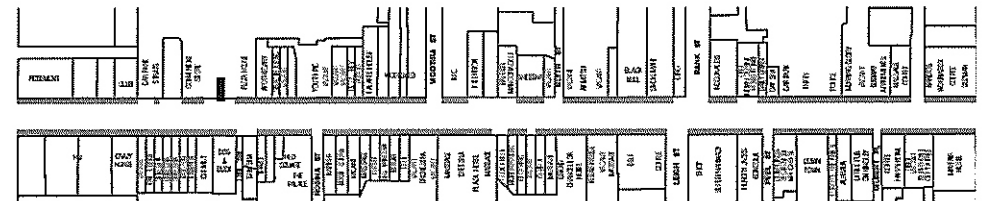


Greening

- Installing street trees on Hindley Street will be challenging and costly due to underground services and conflicts with limited footpath space and other uses.
- There are only two trees (palm) on Hindley Street on private property that offers little to no shade.
- Some buildings have awnings that provides protection from inclement weather conditions making it pleasant to walk along in hot weather and rainy conditions.
- Some buildings also have creeping vines which add some valuable greening to the street by softening the landscape and improving the street's appearance.
- Some greening has been added to the street by business and building owners, however the greening elements are more decorative in nature, rather than providing shade.
- Planter boxes are also exist and are scattered throughout the screen. Whilst some provide good greening to the street, many are poorly maintained and add to clutter on the street.



Some greening on the street



Awnings on Hindley Street - showing that a majority of buildings have some level of shade

Data from May 2019

Parking (on and off-street)

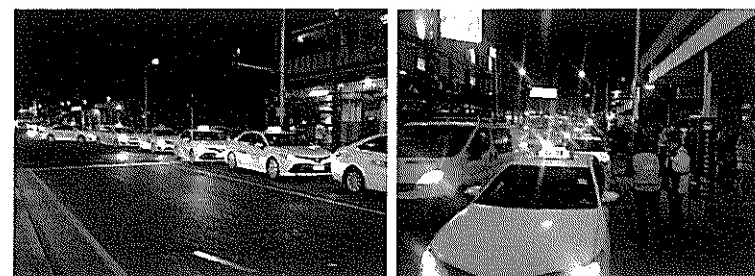
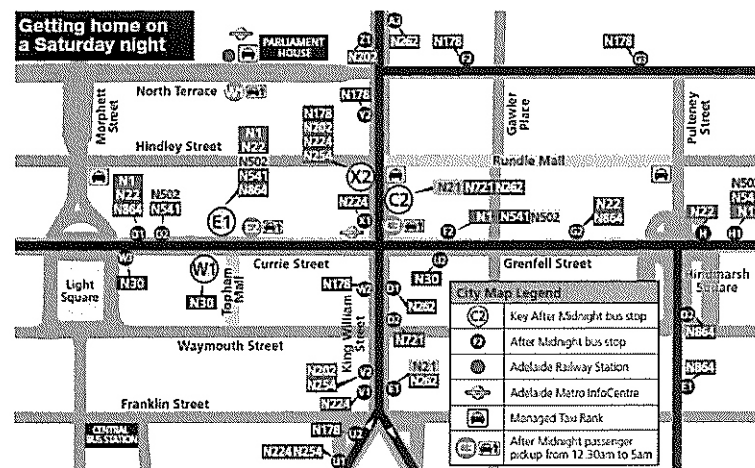
- Parking after 6pm does not well cater for night time activities including taxi's, and drop-off's and pick-ups.
 - >> After 6pm, 31-32% of all on-street parks are unrestricted allowing people to park for free all night on Adelaide's premier late night strip.
 - >> Currently there are limited pick-up and drop-off provisions for non-taxi vehicles – 'No Parking Zones' only comprise of 5% of all parks after 6pm on a weekend often resulting in this activity being undertaken in the traffic lane.
- A high-level of non-compliance of short term (< 30 minutes) on-street spaces after 6pm was observed, with average stay exceeding two hours.
- The majority of off-street car parks in the Hindley Street Precinct operate 24/7.
 - >> There are currently 15 off-street car parks located in the Hindley Street Precinct, providing over 2,900 spaces. Two car parks, providing nearly 1,000 spaces, are directly accessible from Hindley Street.



Data from May 2019

Public transport / taxis / rideshare

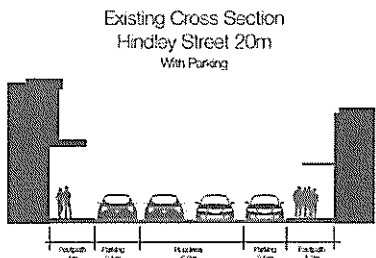
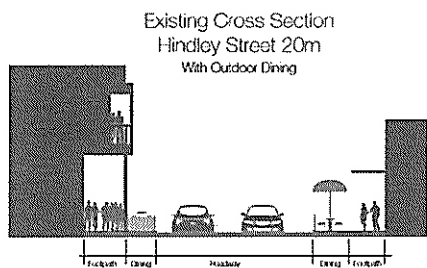
- Late night buses exist on Saturday nights, with Hindley Street bound by the busy bus corridors on Currie and King William streets. The late night buses on Saturday start at midnight and run until 4am, with 14 bus services (generally one service every hour). Advice from DPTI's Public Transport Services Division indicates current utilisation of these bus services is low to medium.
- Tram stops are located on North Terrace and King William Street
- The Railway Station is located north of Bank Street, with Station Arcade linking Hindley Street to the Railway Station under North Terrace.
- Taxis and rideshare vehicles, albeit providing an important service in getting people to and from the city safely, do contribute to the traffic and parking issues on Hindley Street on the busy Friday and Saturday nights by:
 - >> Picking up and dropping-off passengers in the middle of the street blocking traffic
 - >> Blocking traffic as its waiting to enter a rank or parking area to drop off or pick up
 - >> Parking illegally.



Data from May 2019

Vehicle movements

- Mid-block two-way traffic volumes are generally low throughout the day and night ranging between 100 to 700 vehicles/h.
- Vehicle speeds are also generally low throughout the day and night with average weekday speeds ranging between 27-29 km/h and 85th percentile weekdays speeds ranging between 34-36 km/h.
- Roadway is wide for a two-lane two-way road that experiences low volumes and low speeds without bike lanes (varies between 6.8m and 8m, including on-street parking).
- During the day the street often appears quiet due to the low traffic and pedestrian volumes experienced along the street.
- The heaviest traffic volumes on Hindley Street coincides with its heaviest pedestrian volumes, Saturday between 11pm –3am, averaging about 600 to 700 vehicles/h.
- Eastbound traffic movement is the predominant flow.
- The night time congestion experienced on a Friday and Saturday night is more a result of on-street behaviors rather than traffic volumes itself:
 - >> Pick-up and drop-offs (taxi's, rideshare, other) occur in the middle of the street. Taxis blocking traffic waiting to access a rank.
 - >> Vehicles wanting to undertake right turns into the small streets, laneways, car parks.
 - >> General cultural behaviours of wanting to observe Hindley Street.



Data from May 2019



Traffic entering and exiting from all directions



High number of pedestrians jaywalking and crossing the street without looking



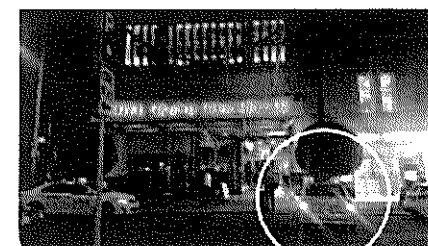
Vehicles in both left and right lanes waiting for pedestrians to turn



Multiple taxis looking for a park or passenger to pick up



Turning vehicles having to give way to pedestrians and oncoming traffic



Driver behaviour - doing three-point turns



Limited space for taxi ranks with traffic signals favouring north-south routes



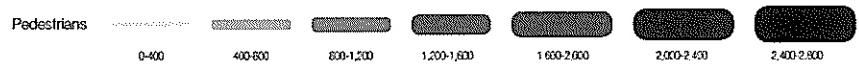
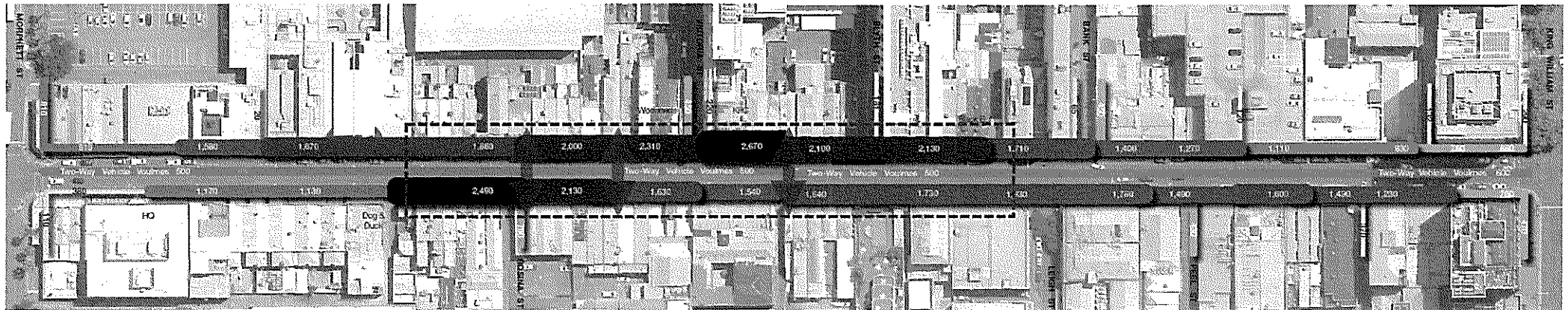
Limited opportunity to divert traffic down laneways (closed off/activated/shared use)

Pedestrian movements (continued)

The peak hour Saturday volumes (combined volumes on both sides of the footpath) were almost double that experienced during the Friday peak ranging from 1,190 to 4,350 pedestrian movements per hour.

Saturday peak, midnight - 1am

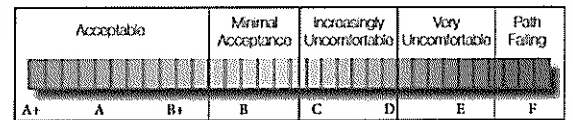
Pedestrian volumes



Pedestrian comfort level (Using 'Transport for London Guidelines')



Data from May 2019



Analysis of street conditions (continued)

Key themes from analysis:

Space for pedestrians



✓ Some kerb build-outs provide a few areas of clear footpath

✗ Poorly arranged and bulky outdoor dining furniture squeeze pedestrian zones

✗ Pinch points at highly utilised intersections and popular nighttime businesses Bollards, verandah posts, A-frames, outdoor dining furniture, etc. are inconsistently arranged and create cluttered and messy street

✗ Fixed and poorly managed outdoor dining areas add to physical and visual clutter
Over proliferation of business related signage

Space for loading, parking and outdoor dining



✓ Space for outdoor dining provided on some kerb build-out areas

✗ Previous upgrade did not use all available space for footpath build-outs

✗ Arrangement of loading/parking, outdoor dining zones and highly utilised footpath areas have not been considered in relation to one another

Business frontages



✓ A few examples of attractive and active shopfronts

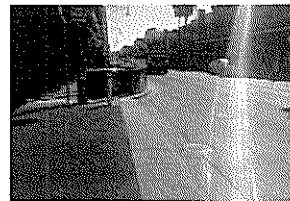
✓ Some opportunities to rejuvenate attractive heritage frontages

✗ Many vacant shopfronts Many businesses look closed or uninviting during the day

✗ Some frontages are overly cluttered with advertising and signage

✗ Attractive and historically significant building facades are blocked from view by heavy and cluttered awnings and a proliferation of objects in the street

Greening



✓ Some successful vines on verandah posts provide greening without taking up valuable space on the street

✓ Some business have planter boxes associated with their outdoor dining areas

✗ No in-ground street trees

✗ Hot southern footpath

✗ Most planters are poorly maintained and can add to street clutter

Street furniture



✓ Majority of paving is in good condition and is estimated to have 30 years remaining useful life

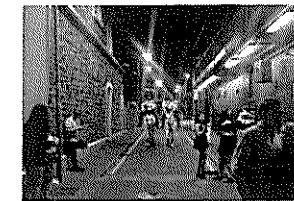
✗ Patched paving areas are unattractive and can cause tripping hazards

✗ Some areas of cracked paving looks unattractive

✗ Tired and outdated light posts

✗ Generally feels 'tired', especially during the day

Perceptions of safety



✓ Vibrant and popular nightlife street

✓ High police presence with emergency services access at all times

✗ Potential for anti-social behaviour

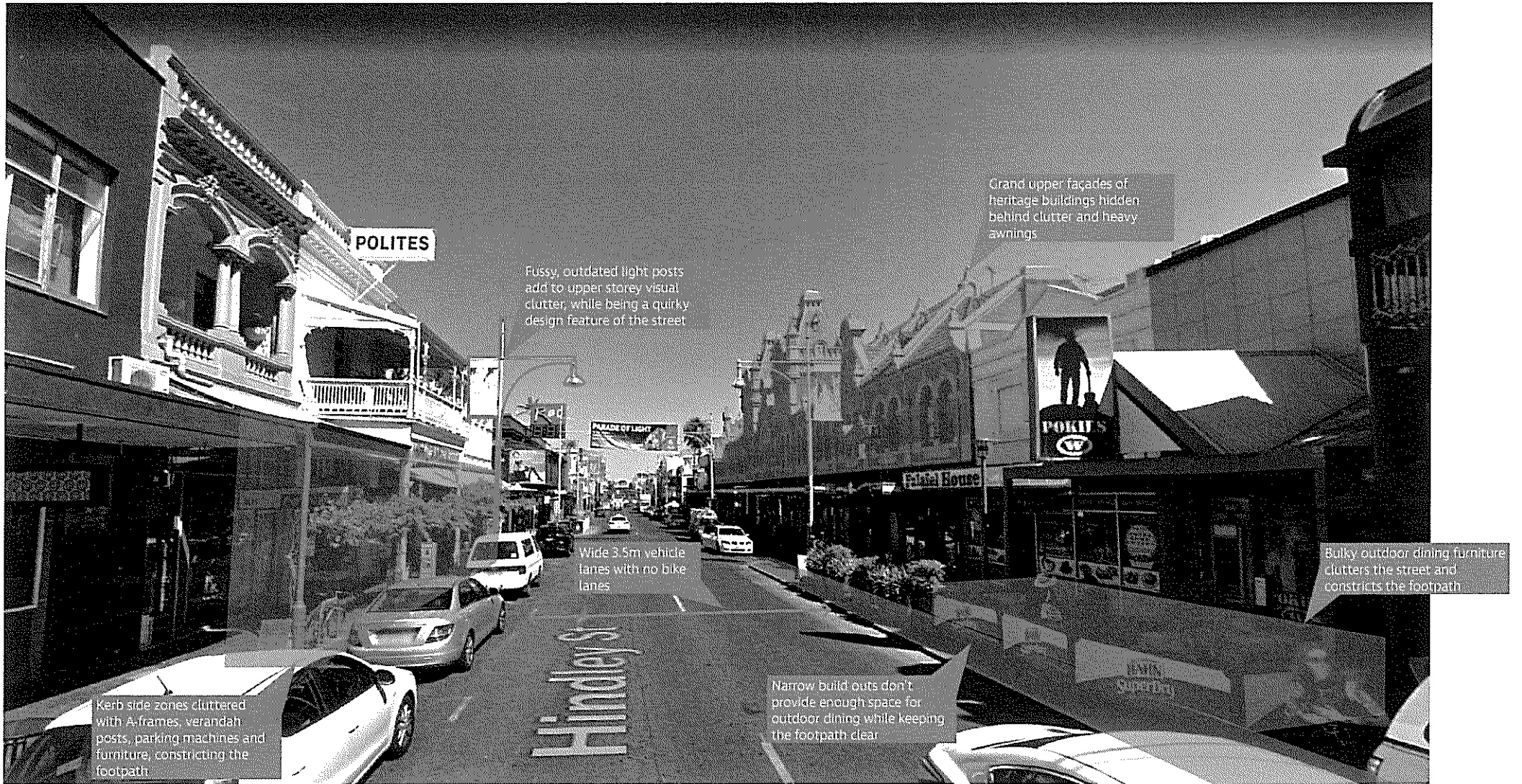
✗ Lack of comfortable space to congregate

✗ Uncomfortable 'pinch points' on the footpath

✗ Access to transport home often requires waiting

✗ Lack of positive/ distracting activities in the public space could add to the chaotic atmosphere and potentially fuel anti-social behaviour

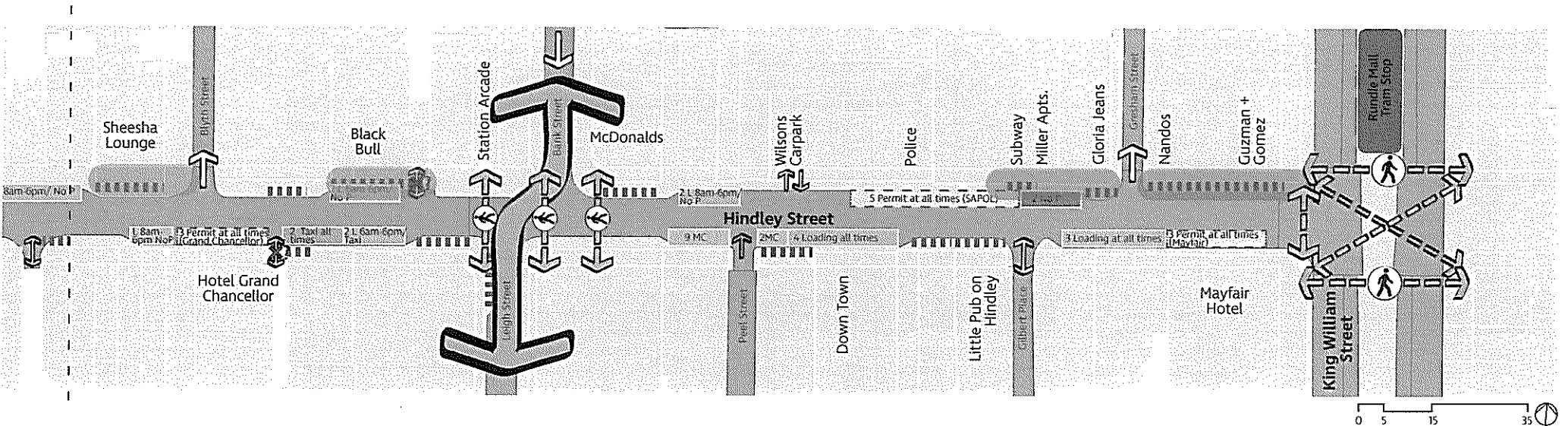
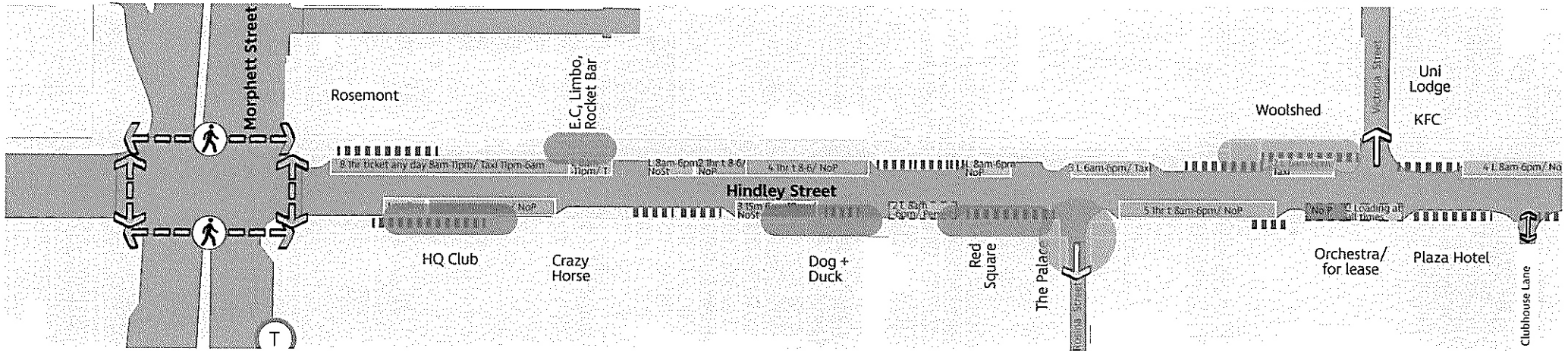
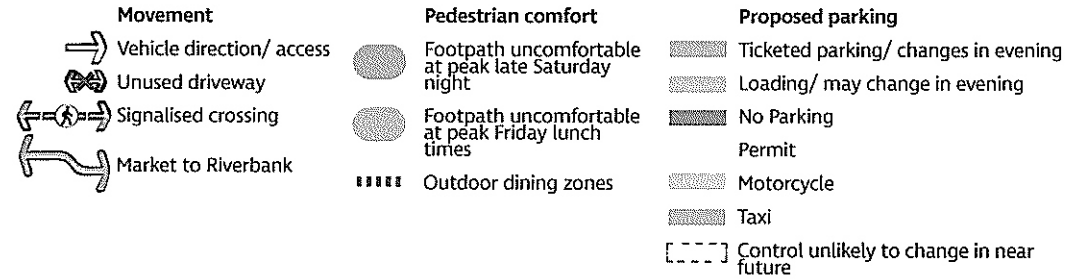
Analysis of street conditions



Hindley Street, November 2019
Image courtesy Google

Existing street dynamics

Cutting through Hindley Street is the Market to Riverbank Link, which connects 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 night/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 loading, permit, taxi and parking zones throughout.



- KT data?

Neighbourhood context

Hindley Street is categorised within 'CAD West' by the Australian Bureau of Statistics/Profile ID, which is the central western part 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.

Key statistics

4,966
people live in the CAD West

4,803
persons per square metre

2nd most populous area behind Upper North Adelaide

Above from ABS Estimated Resident Population, Profile ID 2020

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

Forecasted Growth

The South East 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 from Forecast ID July 2021

along R. St + nearby on map

Heritage

Hindley Street between King William Street and Morphett Street serves as one of Adelaide's most prominent early streets, with an extensive and illustrious history. Many of the buildings (42.5%) fronting Hindley Street are either identified as a State Heritage Place (S) or a Local Heritage Place (L).

Many of the ground floor frontages have been modified, whilst the upper floor(s) frontages have maintained their historical architecture and detailing



17 buildings are identified as Local Heritage Places, while three buildings are identified as State Heritage Places: including Johns Period Furniture, West Coffee Palace and Colonial Mutual Life Building (pictured below, in order).



Local state of play - the city context

Hindley Street is categorised as a High Activity Retail Street by the Adelaide Design Manual. It provides a direct connection to diverse street uses such modern retail and hospitality. These connections make them dynamic in nature with various types of social and commercial exchange, but they can also be intimate in scale, varied, busy and active.

Retail Streets provide a slower speed environment to ease the movement of pedestrians and help create vibrancy in the area, making them attractive places, economically prosperous and socially rich.

NOTE on the Adelaide Design Manual: The ADM will be workshopped with Council in February 2022 for review.

- 

Static population growth
- 

Deregulation of shop trading hours
- 

Increased suburban competition
- 

Changing consumer behaviours

City of Adelaide's Retail Street Hierarchy*

"High Activity Retail Street"

Rundle Mall

Rundle Street

Gouger Street

Hindley Street

"Local Activity Retail Street"

O'Connell Street

Mutt Street

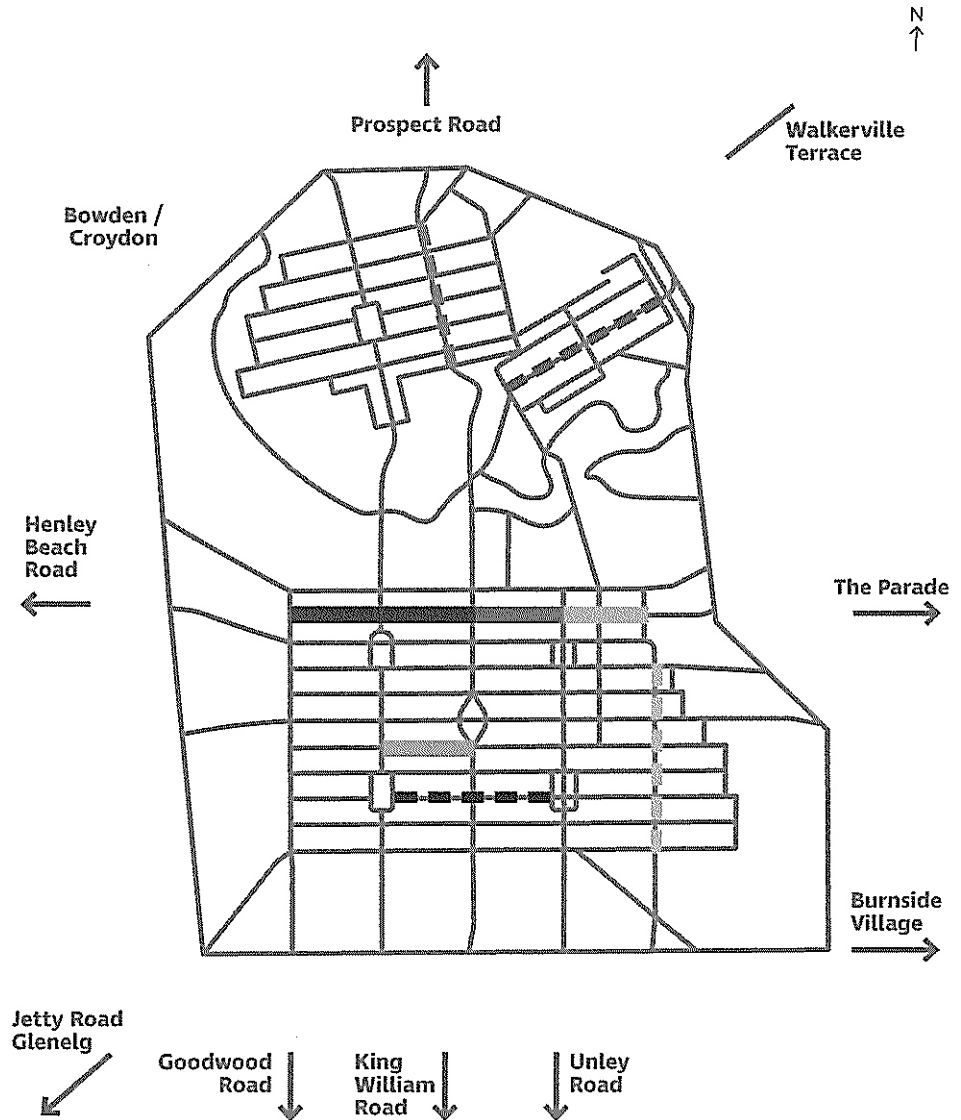
Melbourne Street

Sturt/Halifax Streets

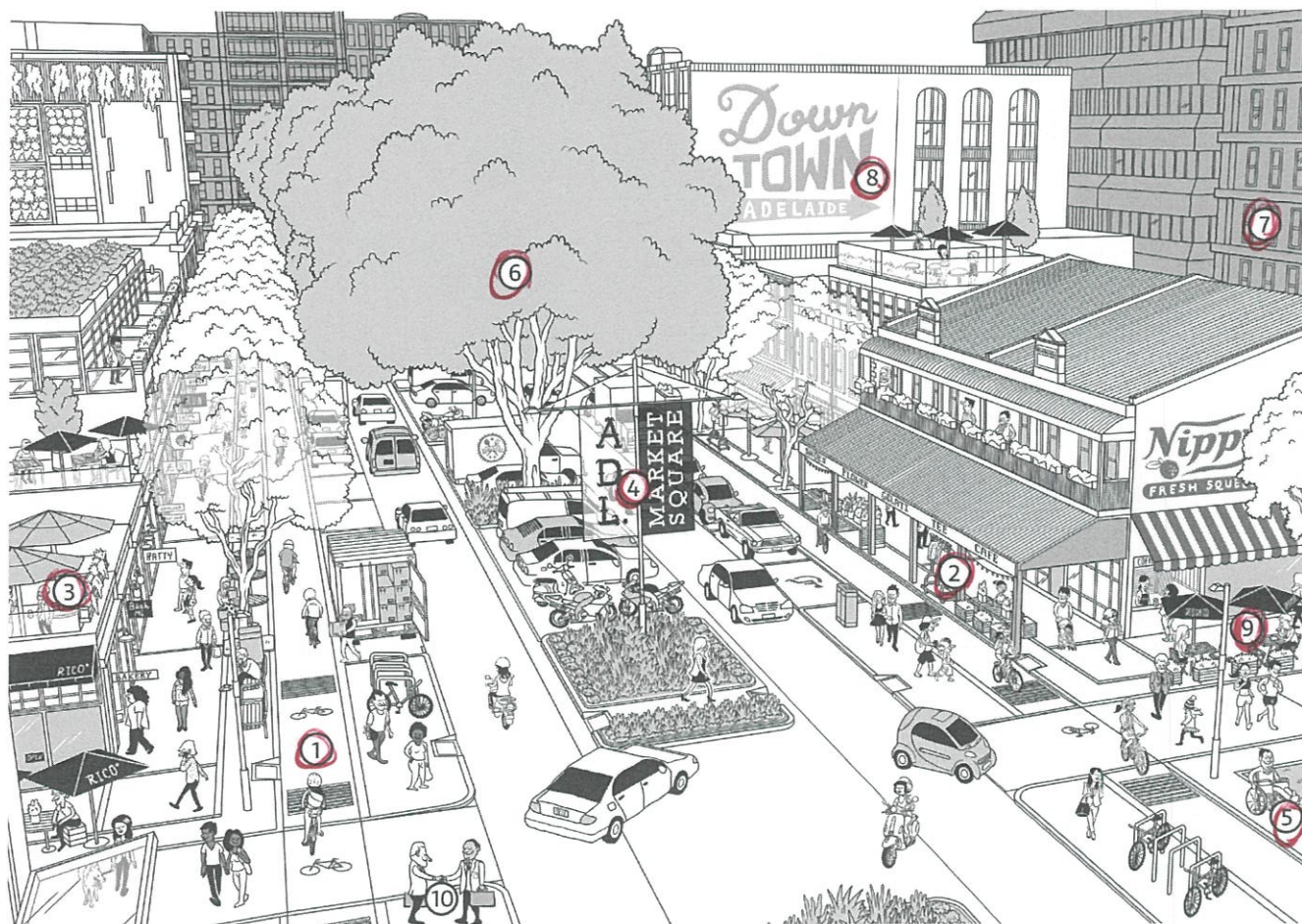
*From the Adelaide Design Manual

"City Streets" - Emerging?

Pirie/Waymouth Streets
Flinders/Franklin Streets
Frome Street North etc.



10 key ingredients of main streets



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

Summary of key Council decisions

16 April 2013

Councillor Abiad – Motion on Notice – Strategic Development Plan for the West End Precinct

That:

1. Council recognise that Adelaide's West End is emerging as a significant retail, cultural, educational and health precinct.
2. Council commits to undertake a strategic development plan process for the West End, subject to the outcome of Item 3 of this motion, with a particular focus on:
 - 2.1. Defining the West End Precinct boundaries, zones and streets included.
 - 2.2. Current Major Projects and how they complement and interconnect with each other to determine the fabric of the West End Precinct moving forward, with projects to include and not limited to the University of South Australia expansion, the New Royal Adelaide Hospital, SA Health and Medical Research Institute, River Bank development, the Adelaide Oval redevelopment and the associated bridge over the River Torrens, Bank Street and Leigh Street.
 - 2.3. Opportunities to advocate, influence and facilitate the optimum retail and hospitality mix to support day and night economies, attract visitors to the West End, and identify ways to support the development of business services associated with these major projects.
 - 2.4. Public realm upgrade considerations, including opportunities for quick wins, with a focus on showcasing the cultural & heritage elements of the West End.
 - 2.5. How the precinct compliments and interconnects with Rundle Mall, the East End, Victoria Square, the Central Markets and other neighbouring precincts.
 - 2.6. Governance and precinct management model.
3. Council requests that a report be brought to the Planning & Development Committee covering project scope, approach, the role for Council, estimated budget, resources and timing and how this strategic development plan will be provided for via the budget process 2013-2014 & 2014-2015.

3 December 2013

Recommendation for Committee District Planning Process

That the City Planning & Development Committee recommends to Council that it endorses the proposed approach to create a master plan for the Central Market District and a Strategic Development Plan for the West End (comprising the New West and Mid West Districts) through Council's Placemaking Strategy.
... item closed.

3 November 2015

Motion without Notice Councillor Abiad Development Plan for the West End Precinct

- That Administration provides an update to the next Committee on the progress of the April 2013 Council decision "Development Plan for the West End Precinct" and the planned next steps, including options on public realm improvements of Hindley Street, King William to Morphett Street.
-Undertaking – Upgrade of Hindley Street from King William to Morphett Street
- In response to queries from a Member, an undertaking was given to provide Members with information on when the previous upgrade to Hindley Street, between King William and Morphett Street was and what was the cost.

26 July 2016

Motion without Notice - Councillor Abiad — Strategic Development Plan for the West End Precinct

That administration provides an update to the next relevant committee on the progress of the Strategic Development Plan for the West End Precinct, as endorsed by Council.

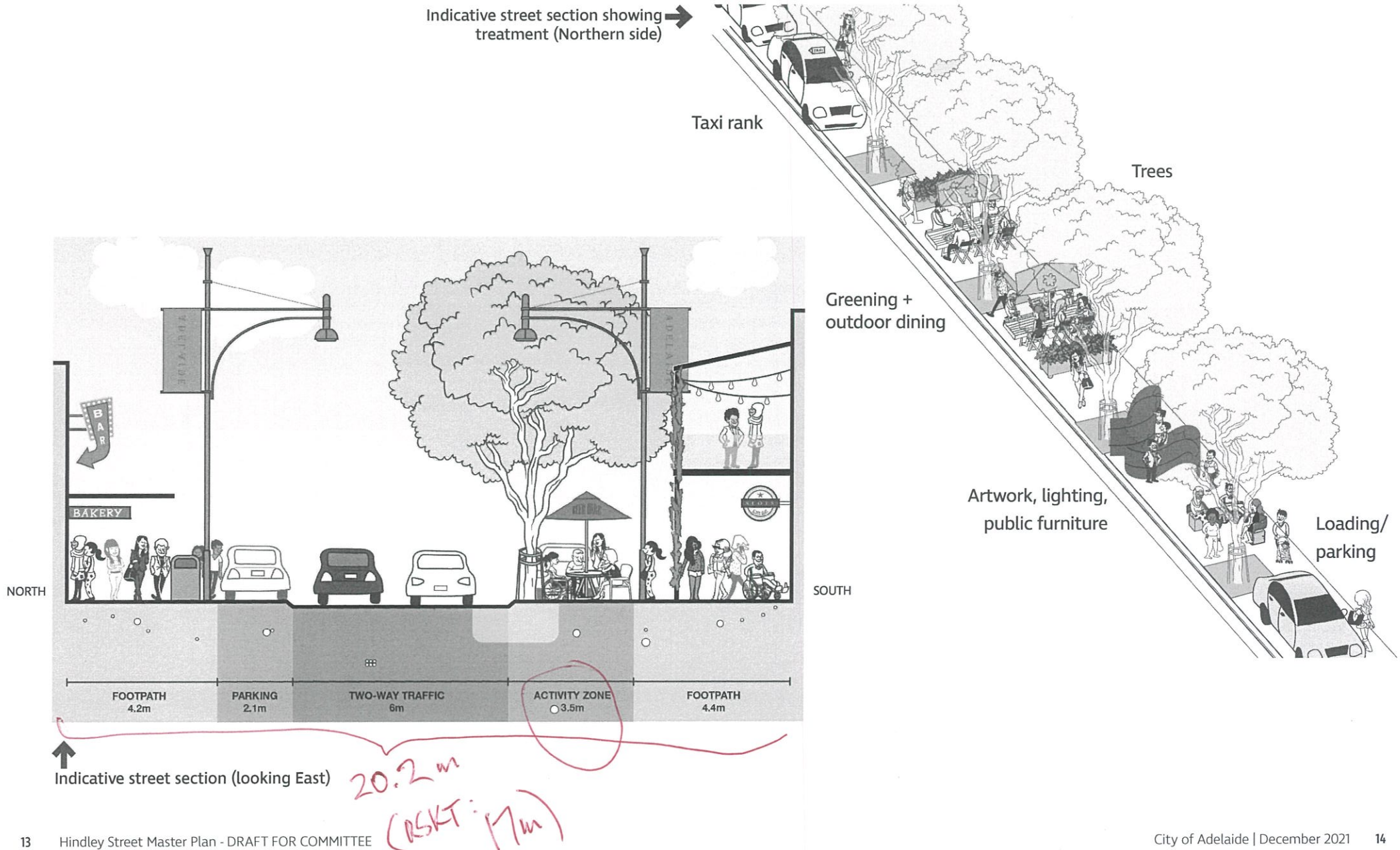
28 March 2019

Councillor Simms – Motion on Notice – Hindley Street That Council:

1. Notes that:
 - the pavers on the footpaths along Hindley Street (from Morphett Street to King William Street) are in an unsatisfactory condition and require repair or replacement;
 - a number of regulations relating to outdoor dining and queuing on Hindley Street at night are not being enforced.
2. Requests that administration prepare costings (as part of the 2019-2020 budget process) for:
 - creating the position of Night Time Precinct Officer to enforce Council regulations on Hindley Street at night.
3. Notes previous Council Endorsed Decisions on:
 - 3.1 - ID12898 16/4/2013 Motion on Notice Strategic Development Plan for the West End Precinct
 - 3.2 - ID15985 03/11/2015 Motion without Notice - Development Plan for the West End Precinct
 - 3.3 ID15986 03/11/2015 Update - Upgrade of Hindley Street from King William to Morphett
 - 3.4 - ID16784 26/07/2016 Motion without Notice - Strategic Development Plan for the West End Precinct
4. Puts the Administration on Notice to comply with Council's Endorsed Decisions.



Executive Summary

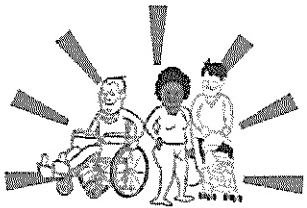


Executive Summary

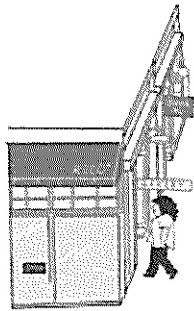
Vision

Hindley Street provides safe, vibrant and welcoming day and evening experiences for all users, while celebrating its 'West-End' character

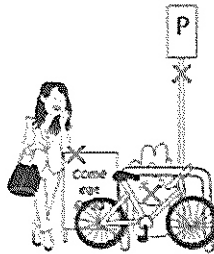
Objectives



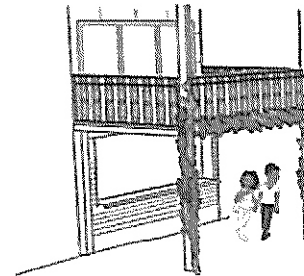
Prioritise pedestrians



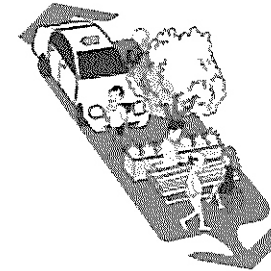
Enhance frontages



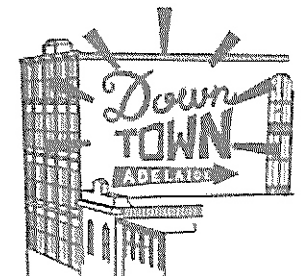
Organise and de-clutter



Robust greening



Optimise activity zones



Revive, add surprise + sparkle

Part one

Project Overview



Adelaide. Designed for Life.

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

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.

