DESIGN
KING
WILLIAM

# King William Road Design Development Report

## Final

THE CITY of Unley

# DESIGN KING WILLIAM

**Client**

City of Unley

**Design Team**

Outerspace Landscape Architects - Urban & Landscape Design

Monom Design & Construction - Public Artwork

GTA Consultants - Traffic Engineering

FMG Engineering - Civil & Stormwater

BCA Engineering - Lighting & Electrical

Aquenta - Cost Management

Trento Fuller - DDA Compliance

**Acknowledgments:**

Village Well - Facilitators and Placemaking

Communikate - Marketing and Communication

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**Prepared by Outerspace Landscape Architects**


# SHAPE
# REIMAGINE
# TRANSFORM

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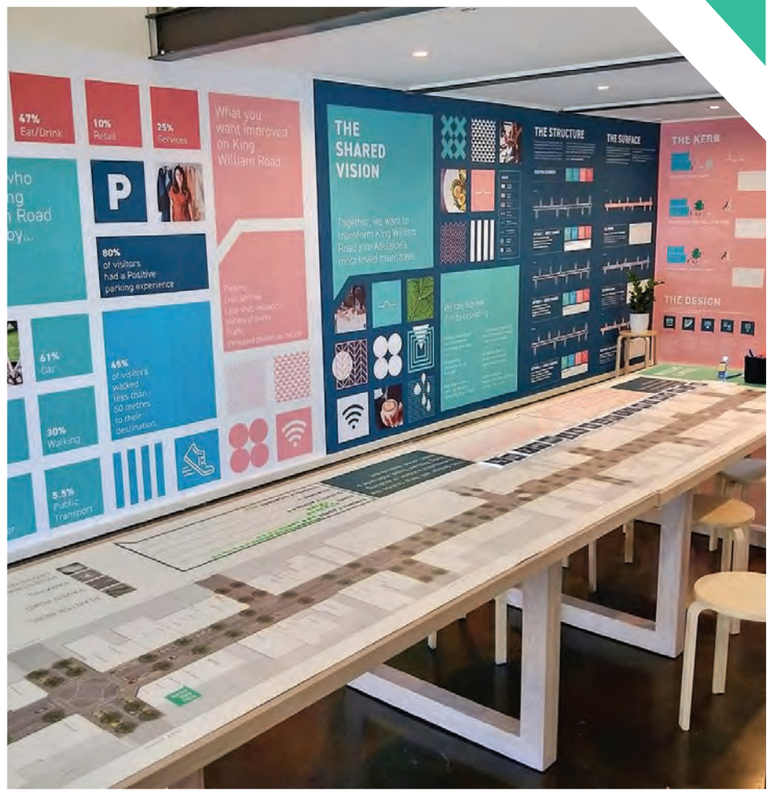
## PART A - DETAILED DESIGN



## PART B - TECHNICAL SUMMARY





# 01 BACKGROUND

## Introduction

King William Road, in the City of Unley, has long been a loved and iconic retail and commercial precinct, however in recent years trade has slowed and the street has shown signs of requiring economic renewal. In 2014 Council commissioned Hassell to undertake a report into possible design strategies to refresh the Precinct. The report suggested a curated approach to urban renewal, and a series of pilot projects including constructing parklets were undertaken. A study was also conducted into the condition of the road pavement, finding it be failing, and prompting the City of Unley to begin the process of upgrading the street. In 2017 the Council initiated the current design project, with the aim of upgrading the road pavement and streetscape.

The project design team consists of a multidisciplinary team of consultants, led by Outerspace Landscape Architects, and including FMG engineering, GTA traffic consulting, BCA electrical and lighting engineers, art strategy consultant Marijana Tadic and Trento Fuller DDA consultants. The City of Unley also engaged Communikate to co-ordinate communication material, and Village Well and Square Holes to undertake market research.

The scope of the project covers the full road and footpath profile of the King William Road shopping precinct. The site includes the Park Street/ Mitchell Street intersection at the southern end to Union Street in the north. Side street intersections are also included in the design considerations.

The project involved background studies undertaken by the City of Unley to better understand community desires for King William Road, including market research and visioning workshops.  A three stage community consultation was also undertaken involving discussions with landlords, the community and stakeholders. A thorough design process was undertaken by the design team including site analysis, visioning, interpretation of market research and consultation results, concept design and design development. The design includes urban design, civil road design and stormwater, electrical and lighting design, consideration of smart technology and artworks.

The intent of this project is to take on-board the desires of the community and stakeholders, together with the design responses of the project team and use them to build a **more beautiful, accessible and active street**.

1. King William Road, Hyde Park
2. Goodwood Road, Goodwood
3. Unley Road, Unley
4. Hindley Street, Adelaide CBD
5. Rundle Mall, Adelaide CBD
6. Rundle Street, Adelaide CBD
7. Hutt Street, Adelaide CBD
8. Gouger Street, Adelaide CBD
9. O'Connell Street, North Adelaide
10. Melbourne Street, North Adelaide
11. Henley Square, Henley Beach
12. Prospect Road, Prospect
13. Magill Road, Magill
14. The Parade, Norwood
15. Burnside Village, Burnside
16. Mitcham Square, Mitcham
17. Jetty Road, Glenelg

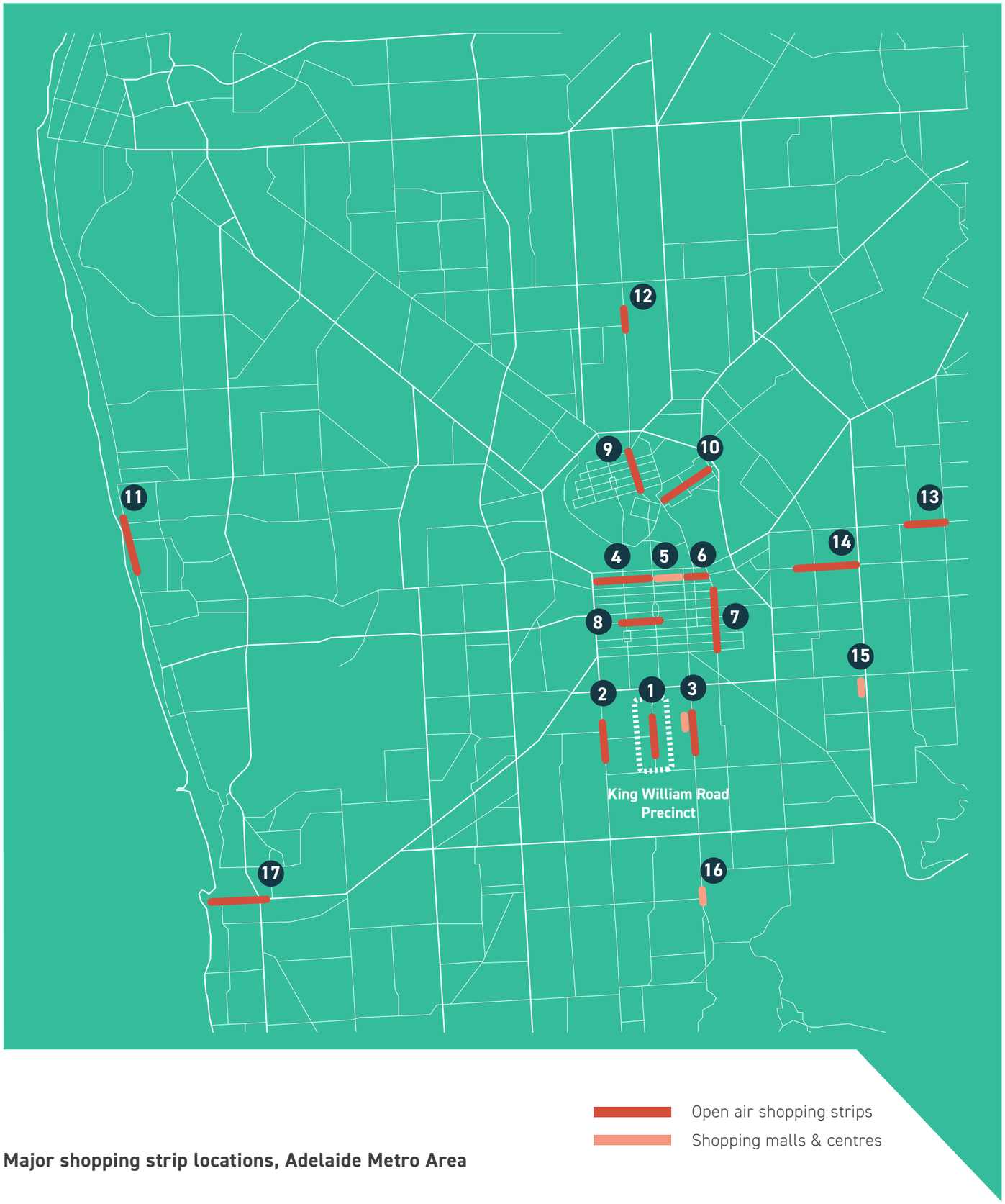
## Context

The King William Road precinct is located within the City of Unley, 3km south of the Adelaide CBD. It is a traditional style open air shopping strip with a combination of smaller service providers, including a small supermarket, post office and medical centre, boutique retail and goods, cafes and restaurants. It is known for its iconic paved road and charming heritage character and 'village' feel.

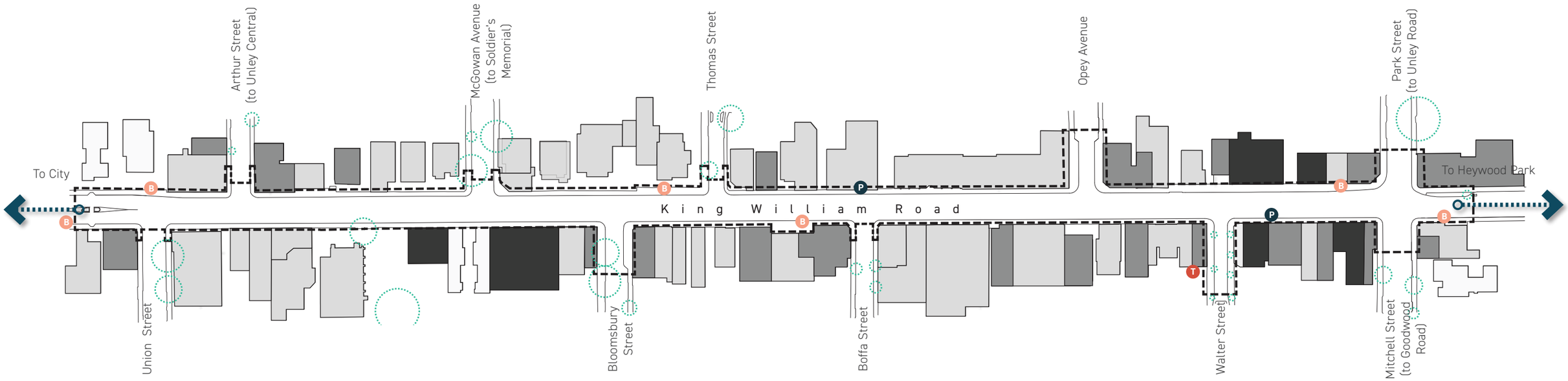
There are a number of similar open air shopping strips, malls and centres within the Adelaide metropolitan area and several enclosed malls and centres. The diagram opposite identifies the major precincts visitors may consider when considering a shopping or dining experience.

King William Road precinct differs from many other shopping locations in its intimate physical scale, its broad range of smaller service providers and its boutique goods shops. In this way it is similar to a Main Street in function, with the ability to draw visitors for a variety of reasons.

The City of Unley itself has several shopping strips already, including Goodwood Road, Unley Road and Unley Central shopping centre. Each of these has a distinct function, so the aim in upgrading the King William Road precinct will be to differentiate the strip from these relatively close-by precincts. The key desire will be promoting King William Road as Adelaide's most loved Main Street.




**Major shopping strip locations, Adelaide Metro Area**




## Scope

King William Road is a suburban shopping precinct, with a village character, a small number of heritage buildings and an iconic paved roadway. It has a narrow, intimate scale.

The scope of the King William Road upgrade project includes a whole road upgrade of a 650m long section of street from Park Street / Mitchell Street intersection to Union Street intersection. The scope also includes the design of the intersecting side streets to capture key areas used for events.

The scope includes the upgrade of the roadways and intersections, including:

- Redesign of laneway widths
- Kerbing
- Roadway pavement
- Redesign of Park/Mitchell Street intersection
- Pedestrian crossings
- Consideration of stormwater and services

The footpath and pedestrian space will be upgraded to include:

- Pedestrian paving including feature paved areas
- Street greening such as street tree and understorey planting
- Street furniture suite
- Al fresco dining opportunities
- Temporary public gathering places in side streets for small events
- Artwork scope
- Smart technology
- Street lighting
- Signage and wayfinding
- Consideration of heritage elements

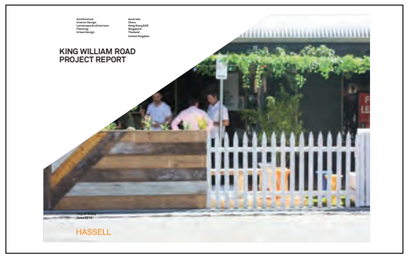
The project aims to provide a whole-street upgrade that is modern and future proofed, while retaining the heritage charm and intimate scale of the current streetscape. It requires the street to retain the practical functionality of a main street with the flexibility of spaces that can be used for a variety of events.

**Legend**

- Existing tree
- Existing public toilet
- Current parklet location
- Existing bus stop
- Civic Building
- Hospitality Building
- Retail Building
- Residential Building

## Collective Research

Prior to the commencement of the current project, several reports and studies were undertaken that have been used as guiding documents in the preparation of this report. These reports are outlined below.

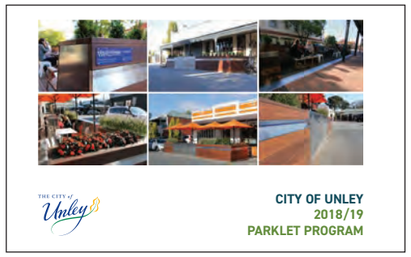



### King William Road Project Report

**Hassell**

In 2014, Hassell was engaged as urban designers to prepare a design report for the King William Road precinct. The report provides a framework for a future concept using an experimental, flexible model of development, incorporating both flexibility of implementation and usage. It sets out a clear vision for the design and is intended as a guiding document to integrate smaller projects and initiatives into one 'curated' masterplan.

The report recommends creating a streetscape that is able to accommodate a variety of user groups and programming needs, that encourages people to linger longer, and creates a better environment for car, bike and people. Importantly it is recommended that the design is future-proofed to allow for improvements in technology. It also includes recommendations to convert existing parklets into a more permanent streetscape design, activate side street intersections and encourage regular events.



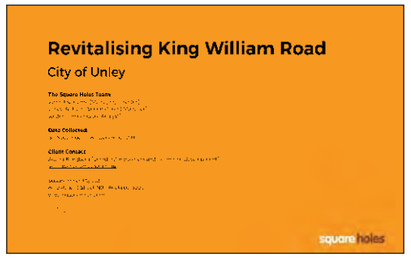

### King William Road Parklets Program

**The City of Unley**

The 2014 project sought to inspire the community and enable long term change. Parklets were identified as an important initiative to bring about change within the streetscape. Parklets are an extension to the footpath provides more space for mixed use activities.

The project principles provided an important overarching framework to direct action within the Precinct:

- Move from transactional to experiential
- Reinforce King William Road identity built on quality
- Prioritise initiatives that strive for an authentic experience
- Pursue adaptive flexible public spaces
- Encourage development that invites people to linger
- Enable the community to showcase and collaborate
- Amplify and celebrate existing assets to the street
- Reward initiatives that contribute to achieving the Community's vision




### Revitalising King William Road

**Square Holes Market Research**

In 2017 the City of Unley engaged Square Holes Market Research to explore perceptions of the King William Road precinct along with visitor demographics and visitor behaviour.

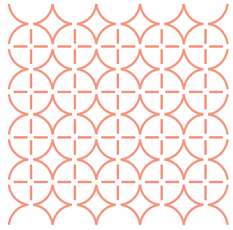
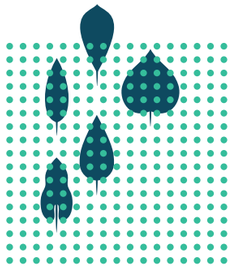
They were tasked to:

- Measure business vs. visitor perspectives of street
- Profile visitors and local residents (including the wider region target audience)
- Explore issues and concerns of visitors, residents and businesses
- Understand how to best meet the needs of visitors
- Identify priority areas for improvement and how to best engage with visitors and businesses

Square holes conducted face-to-face interviews and online phone surveys with both visitors and businesses and in-depth interviews were also used.

It total five in-depth interviews were conducted, 238 face-to-face / online surveys completed and 200 phone surveys were recorded.




# WHAT WE ALREADY KNOW

## What We Already Know

In late 2017, Council commissioned a market research study by Square Holes consultants into the current perceptions of King William Road by locals and visitors to the area. This has been useful in determining the perceived strengths and weaknesses of the Precinct and how these could be improved in future development.

The following statements summarise the main community perceptions:

- The Precinct is known as a place to meet family and friends
- Predominantly cafe and restaurant focussed
- Retail shopping is also popular
- Convenience and services shopping is valued by locals
- The Precinct is known for its quality businesses
- Parking is a perceived issue, although there is sufficient parking to accommodate current user numbers
- The Precinct is known for its charming village atmosphere
- The road pavement is preferred by most, adding character and slowing traffic
- Empty shops and high rents are an issue
- A more diverse retail mix would encourage more visitors
- The streetscape is considered in need of an upgrade
- The street is hard to cross

These issues have been considered in developing the content for the community consultations.

***Current perceptions of King William Road...***

Why people come

**47%** Eat/Drink

**10%** Retail

**25%** Services

## What you want improved on King William Road...

**29%** Parking

**10%** Street scape

**28%** Empty Shops

**19.5%** the variety of stores or to bring a specific store to the Precinct

**13%** Reduce traffic/improve pedestrian crossing

## Those who visit King William Road travel by...

**61%** Cars

**02%** Cycling

**30%** Walking

**1.5%** Taxi and Uber

**5.5%** Public Transport

P

Positive parking experience

**80%** Visitors

**40%** Residents

**45%** of visitors walked less than 50 metres to their destination.

# 02 CONSULTATION PROCESS

## Consultation Process

A "co-design" approach was undertaken with the local community, including traders and landlords, to develop the design in partnership with the project team and enable positive long term change.  A shop front at Shop 4, 183-185 King William Road was utilised for the purpose of a community and stakeholder engagement.

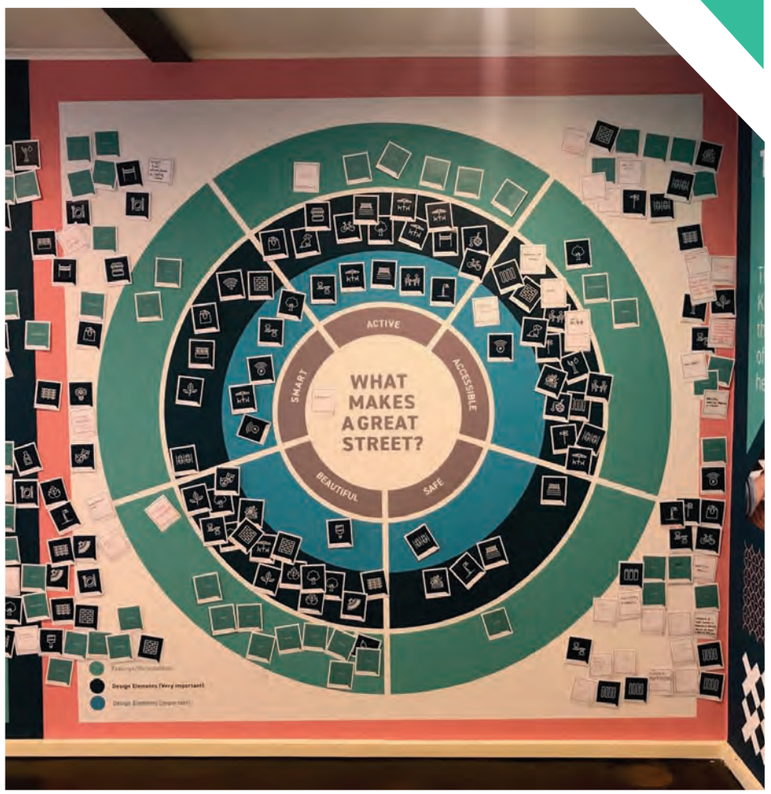
A four month intensive consultation program was undertaken during May - August 2018 led by the City of Unley, involving:

- Stage 1 - Aspiration: Confirming the shared vision and aspirations
- Stage 2 - Desired Structure: Testing design ideas
- Stage 3 - Design Proposal: Reviewing the preferred concept design

Design material was printed at a large scale and installed on the walls of the space at each stage, where visitors were invited to attend and make comment on the design.

Design principles were developed with Village Well through a series of workshops with key stakeholders over an intensive, one day event.

The aim of the consultation was to involve the community, landlords, traders and stakeholders in the process of telling the City of Unley how they wanted to make King William Road a more beautiful, accessible and active street.



## Project Timeline

The community consultation was undertaken from April to August 2018. Prior to this, between 2014 and 2017 a community survey, urban design assessment and parklet study were undertaken by the City of Unley as background studies to the project.

Construction of the project is anticipated to commence in 2019.

The following illustrates the process that was undertaken:

**2014-2017**

Community Survey

Urban Design Assessment

Parklet Study

OPPORTUNITY TO BE INVOLVED

**2018 APRIL/MAY**

Design principles established

**MAY/JUNE**

Develop three concepts

OPPORTUNITY TO BE INVOLVED

**JUNE**

Consider concept design options

**JUNE/JULY**

Develop final concept design

OPPORTUNITY TO BE INVOLVED

**JULY/AUGUST**

Comment on final design

**AUGUST**

Finalise design

**2019**

Construction to commence

## Consultation process

The consultation structure involved three stages, allowing for three opportunities for the community to be involved in the process. This ensured that community comments were heard at several points during the evolution of the project and were able to be better integrated into the final design proposal.

The chart below demonstrates the consultation process:

**STAGE 1: Aspiration**

**STAGE 2: Desired Structure**

**STAGE 3: Design Proposal**

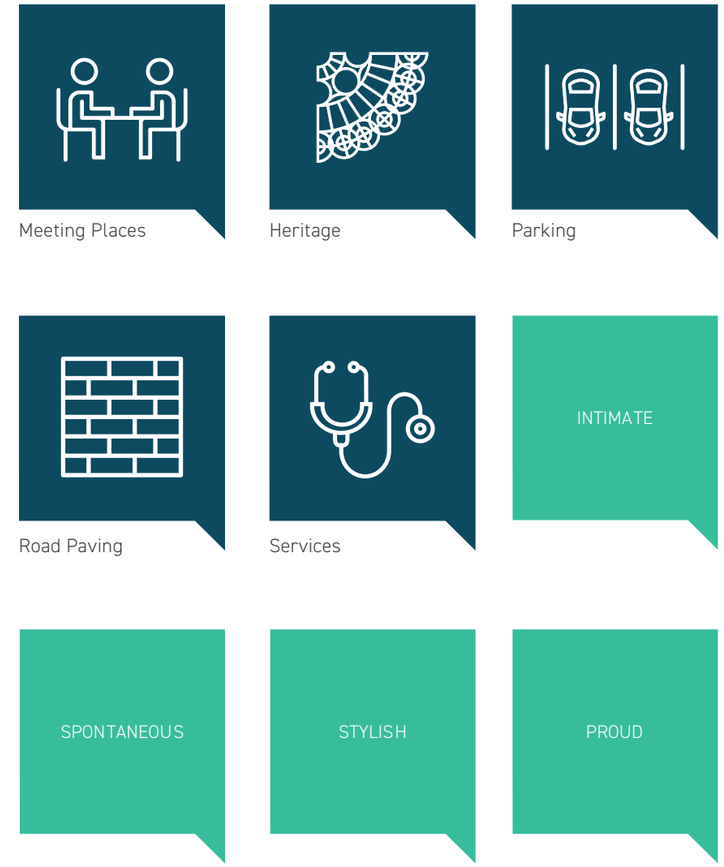
## Stage 1

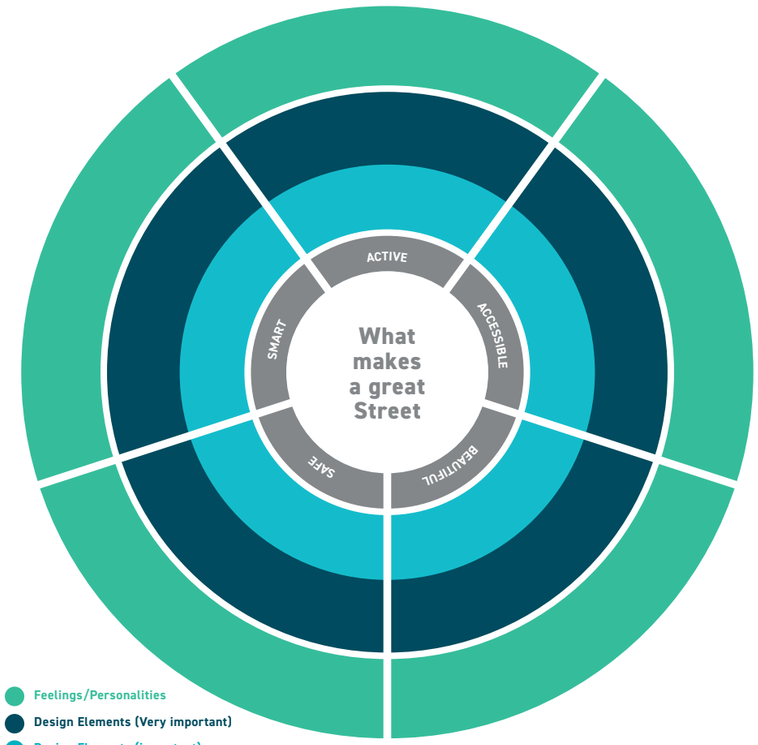
### Objectives

The first stage of engagement asked the local community to:

- Describe the desired character for King William Road using a range of key words, and
- To identify from a range of descriptive icons what is missing from King William Road that would add to their enjoyment when visiting the Precinct.

The character words and icons were generated from the views expressed by many in the preceding April workshops. The engagement process encouraged individuals to place the relevant words and icons onto one of five key themes relating to making a great main street, including **Beautiful, Accessible, Active, Smart** and **Safe**.




***"The street needs a strong signature"***

*'A clear vision was obtained to work towards options that focussed on a more beautiful, accessible and active street.'*

Community feedback provided clear priorities for desired street design elements. The community identified Beautiful, Accessible and Active as the most valued aspects of a good street. The top 4 responses in each of the three categories based on their ranking of importance to survey participants are:

**Beautiful**

- Greening (including planters, trees and vines)
- Road Paving
- Heritage
- Art

**Accessible**

- Parking
- Toilets
- Pedestrian Crossings
- Wayfinding

**Active**

- Dining / Outdoor Dining
- Festivals & Markets
- Meeting Places
- Art

The community defined the desired character of King William Road to be Unique, Inviting, Stylish and to value its Heritage. These defining terms have been explored and emphasised by the design team in developing types of furniture and fixtures, materials and greening that will be incorporated into the documentation of King William Road.

**12** Shopfront consultation sessions

**132** Attendees

**86%** Local residents

**97** Online surveys completed

**24** Individual email responses

## King William Road is:

**Unique** **Inviting** **Stylish** **Heritage**

DESIGN KING WILLIAM

# CONSULTATION

## BEAUTIFUL
## ACTIVE
## ACCESSIBLE

## Stage 2

From the Stage 1 feedback, design ideas were developed to test the community's aspirations for King William Road. These design options referenced many of the conversations Council staff had with participants in the shop front across the first stage. The design options included:

- The **Structure** of the Street - Three options were presented that reflected different scales of change between the provision of on-street parking, and the key themes of beauty, accessibility and activity of the street
- The **Surface** of the Street - Three options were presented that demonstrated different examples of how King William Road could be reconstructed, using different materials with different budgets and construction times
- The **Kerb** Profile / Cross Section of the Street – Two options were displayed that reflected the gains from a flush or rollover kerb profile in comparison to the existing kerb.

**Stage 2 consultation involved:**

- 12 Shopfront consultation sessions
- 112 attendees
- 79 Online Surveys completed
- 11 Individual email responses

Of the responses provided, 83% were local residents.

**The Structure**

**The Surface**

**The Kerb**

***"There is a lack of greenery from Mitchell St to Union Street"***

## The Existing Structure

The first step in the design process was to understand the existing structure of King William Road. Currently it has:

- 31 Greening elements
- 5 Pedestrian crossings
- 2 Outdoor spaces
- 100 On-street car spaces

## New Structure

By understanding the existing structure, the design team was able to create a range of diagrams to illustrate varied levels of change to the street. Key points that were built upon were the Greening Elements, Pedestrian crossings, Outdoor spaces and On-street car parking. The options were also identified by the degree of change from the existing structure.

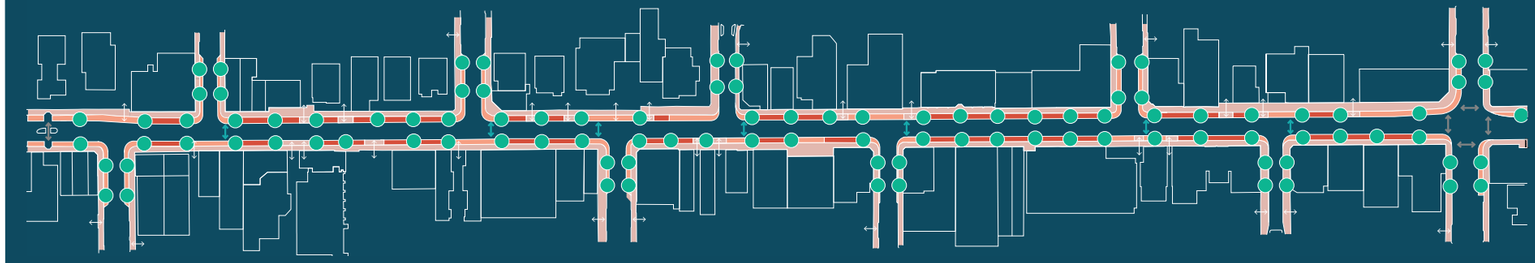
### Community Feedback & Direction

In general, people were excited about the potential for change along the street, with key considerations including:

- The loss of on-street parking was considered acceptable by the majority, when considering the total capacity of the Precinct (500+ parks)
- On-street parking was not considered the 'best use' of the streetscape, however parking reductions should be offset by gains elsewhere
- Roadworks will create a major disruption to the street, and to return the street to look only slightly different would be a wasted opportunity with little gain

The preferred amount of change to the structure of King William Road was 'Option 1 - most change'.

**Option 1 - Most Change**

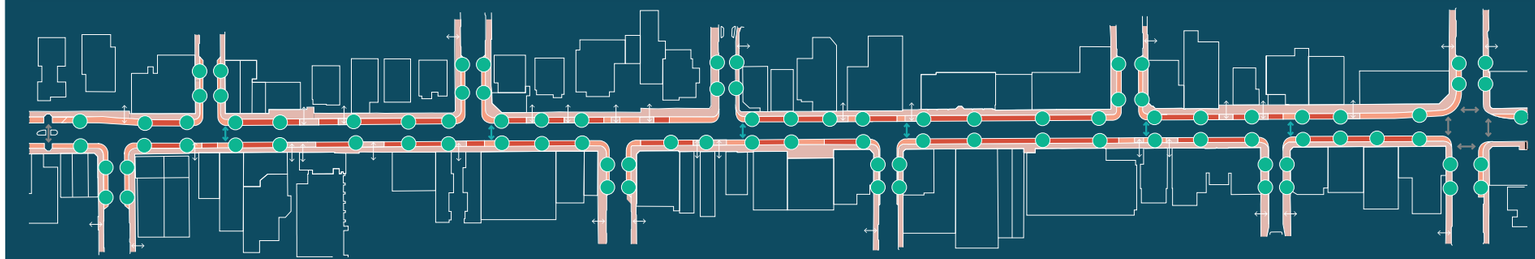


**101** Greening elements | **9** Pedestrian crossing points | **16** Outdoor Spaces | **73** On-street car spaces

- Maximises spaces for people
- Maximises greening opportunities
- Maximises pedestrian crossings
- Reduces on-street parking

*Preferred: 110/ 191 participants* - **58%**

**Option 2 - Some Change**

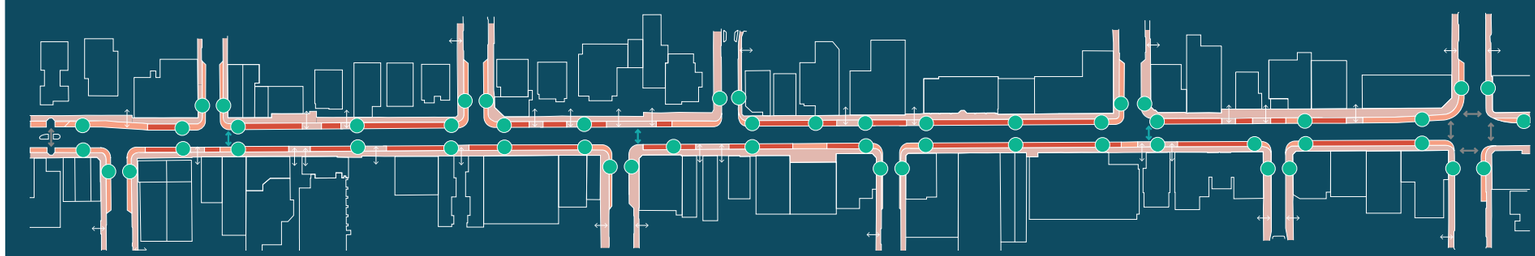


**93** Greening elements | **8** Pedestrian crossing points | **10** Outdoor Spaces | **82** On-street car spaces

- Increases spaces for people
- Increases greening opportunities
- Increases pedestrian crossings
- Slightly reduces on-street parking

*Preferred: 48 / 191 participants* - **25%**

**Option 3 - Least Change**



**54** Greening elements | **6** Pedestrian crossing points | **6** Outdoor Spaces | **93** On-street car spaces

- Allows some additional spaces for people
- Allows some additional greening
- Allows some new pedestrian crossings
- Retains existing on-street parking

*Preferred: 33 / 191 participants* - **17%**

## The Surface

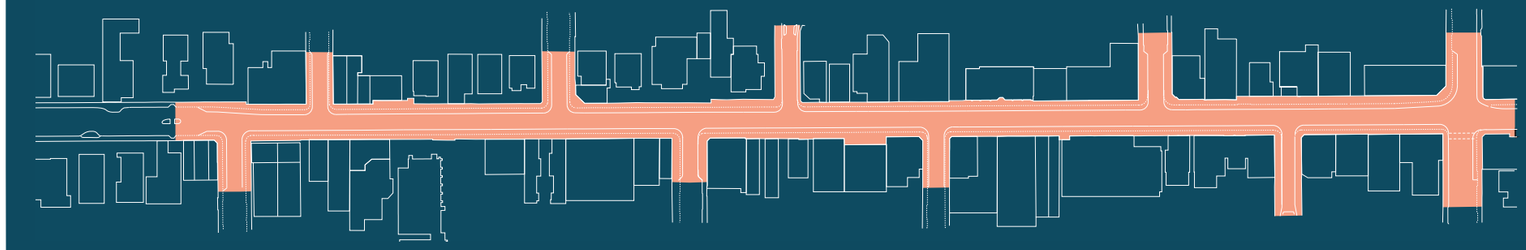
The community were invited to indicate their preference for three possible surface options based on the construction and disruption time, as well as the benefits / negatives each option would have on the character and appeal of the streetscape.

**Community Feedback & Direction**

- In both stages of consultation, a paved roadway was important to the community's image of King William Road
- A bitumen road was often preferred not from look, but from perceived efficiency in construction
- Paved parking lanes or paved intersections would improve the presentation, however may take longer to construct
- The bold decisions by the Council 30 years ago to utilise paving for the road surface are recognised to have significantly contributed to the sustained appeal and identity of the Precinct

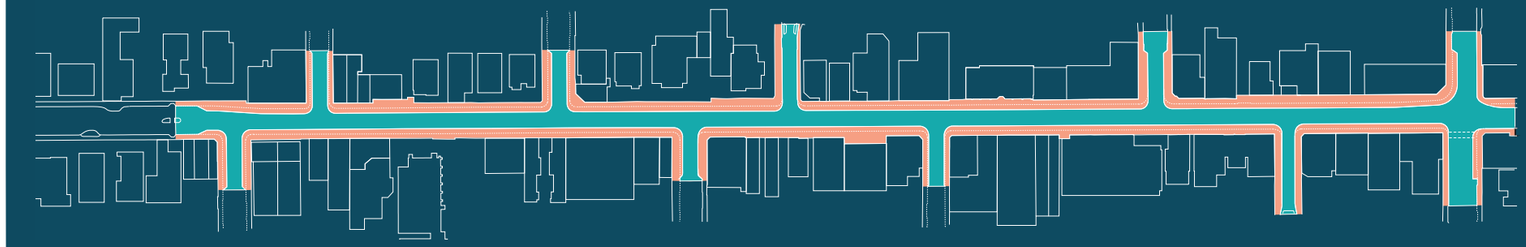
The community indicated that the preferred surface of King William Road was 'Option 1 - all paved'.

**THE SURFACE** Option 1 - All Paved



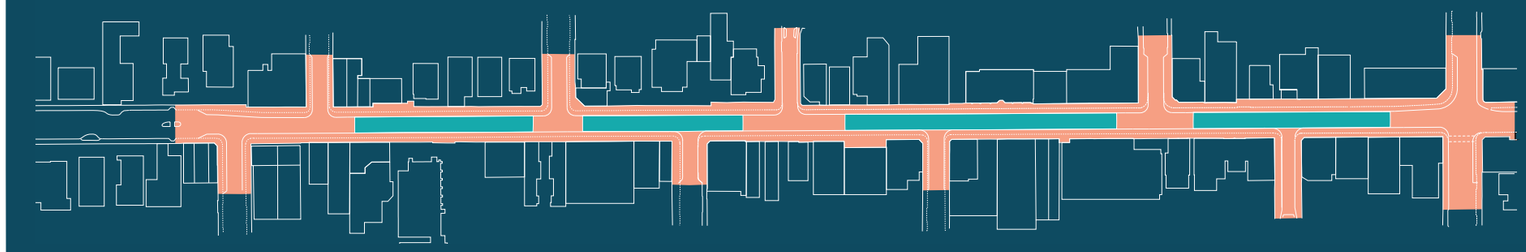
*Preferred: 101 / 191 participants -* **54%**

**THE SURFACE** Option 2 - Bitumen Road



*Preferred: 32 / 191 participants -* **16%**

**THE SURFACE** Option 3 - Bitumen and Paved Road



*Preferred: 58 / 191 participants -* **30%**

## The Kerb

The kerb options explored the opportunity to provide a more flexible profile to facilitate improved access with one option for a single level from footpath to road surface.

**Community Feedback & Direction**

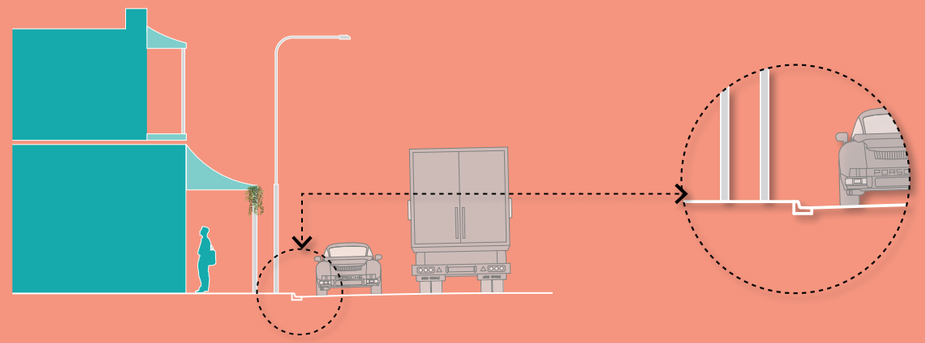
- Given the work required to reconstruct the road, the opportunity to realign the kerb is supported
- Opportunities to widen the footpaths and to provide more space for people is supported
- Flexibility for parking, loading, gathering, crossing or dining is supported
- A flush kerb would provide maximum flexibility for the street, however will require increased engineering investment to manage stormwater and greater risk
- A rollover kerb would increase flexibility, maintain some separation between pedestrian and car and possibly be quicker to build

The preferred kerb profile for King William Road was the 'Streetscape with no Kerb'. However, after further investigation due to stormwater constraints, the flush kerb is not possible. The City of Unley and the design team have decided to design accordingly for a 'Streetscape with Rollover Kerb' with flush kerbs on side streets.

### Existing Streetscape Conditions

Weaknesses
Restricted footpath space
Sight-lines blocked by parked cars
Poor night light ambience
Pedestrians have difficulty crossing street
Lack of street trees providing greening
Strengths
Appealing character
Intimate 'village' scale
Substantial on-street parking
Paved iconic road surface
Defined road-way edge with kerb

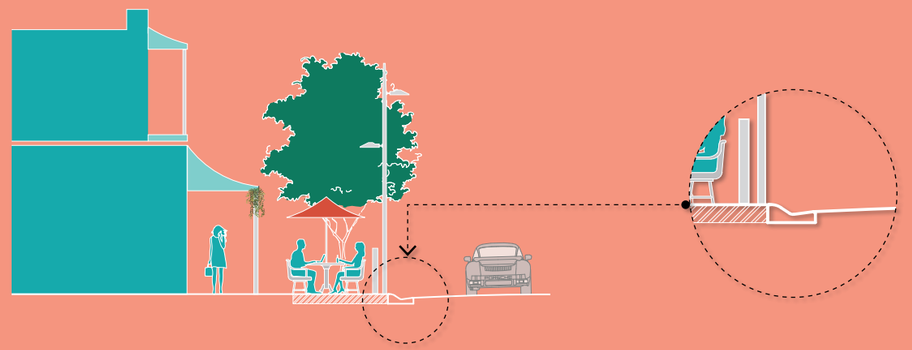
*Preferred: 24 / 191 -* **13%**



### Streetscape with Rollover Kerb

Wider footpaths
Shorter pedestrian crossings
Improved access for loading / unloading
Increased visibility of pedestrians
Slower vehicle speeds
Increased opportunities for street furniture
Spaces for displays
Spaces for outdoor dining
Improved greening opportunities
Additional vehicle controls required

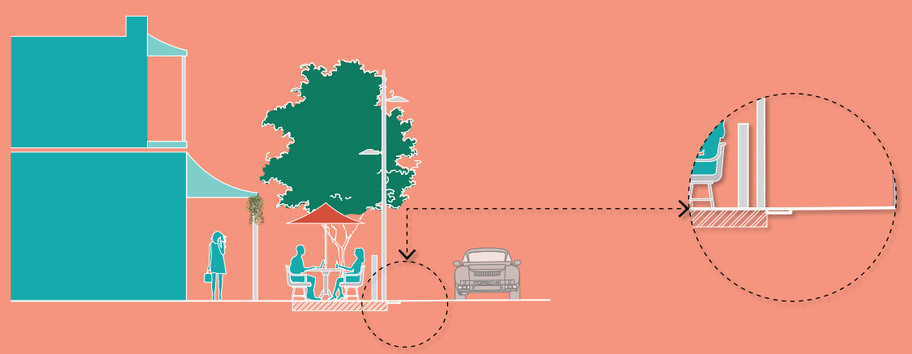
*Preferred: 64 / 191 -* **33%**



### Streetscape with no Kerb

Wider footpaths
Shorter pedestrian crossings
Improved equity and access for all ages
Increased visibility of pedestrians
Slower vehicle speeds
Greater flexibility for events and festivals
Improved greening opportunities
Additional vehicle controls required
Additional stormwater control required
** Flush kerbs can be continued into side streets

*Preferred: 103 / 191 -* **54%**



## Summary of Stage 1 and 2 Results

*'A clear vision was obtained to work towards a Beautiful Option with a Rollover Kerb'*

From the feedback, the following were considered the dominant themes:

- The structure of the street: Maximise the opportunity for change at appropriate locations for greater greening, activity and accessibility (58% first preference)
- The surface of the street: Remain a paved street, building on its history with a unique, inviting and stylish palette of materials (54% first preference)
- The cross section of the King William Road: The realignment of kerbs and introduction of a rollover profile will provide long term flexibility and support a slower speed environment
- The cross section of the side streets: Will be flush for event flexibility

From the many conversations, it was clear the community desired the streetscape to be reconstructed as quickly as possible, and that any loss of on-street parking should be accommodated elsewhere across the Precinct.

**Beautiful**

**Rollover Kerb**

**Paved**

***"The paving acts as a natural traffic calming device"***

## Stage 3

*Presenting the preliminary streetscape design to the community for feedback*

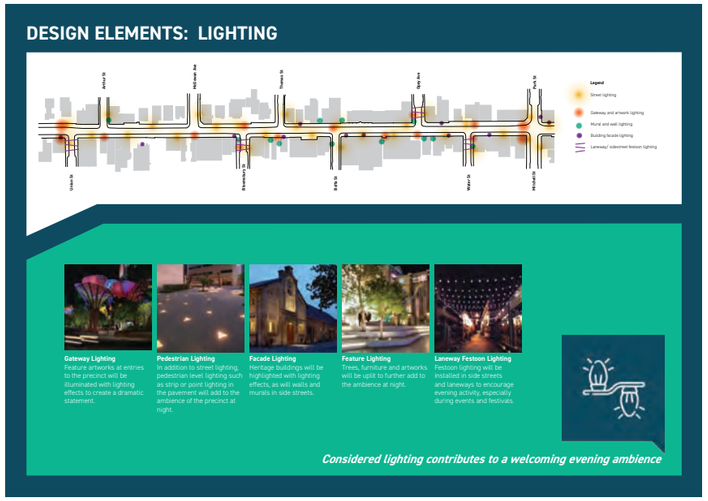
Stage 3 consultation provided the community with an opportunity to review and comment on the draft streetscape design. A draft concept design was created in response to the feedback received during the first two consultation stages. It demonstrated the potential for change at a shop-by-shop scale, in addition to testing the overarching aspiration of creating 'Adelaide's most loved Main Street'.

A Business Workshop for traders was also undertaken to provide a forum for discussion of the proposed design and the anticipated construction process.

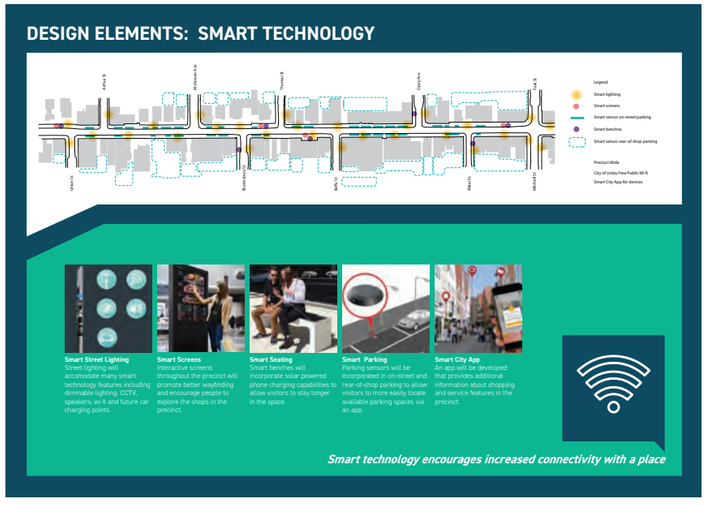
Results from the previous consultation stages were used to identify the Community's specific desires for the Precinct, and were presented as a series of design elements, including:

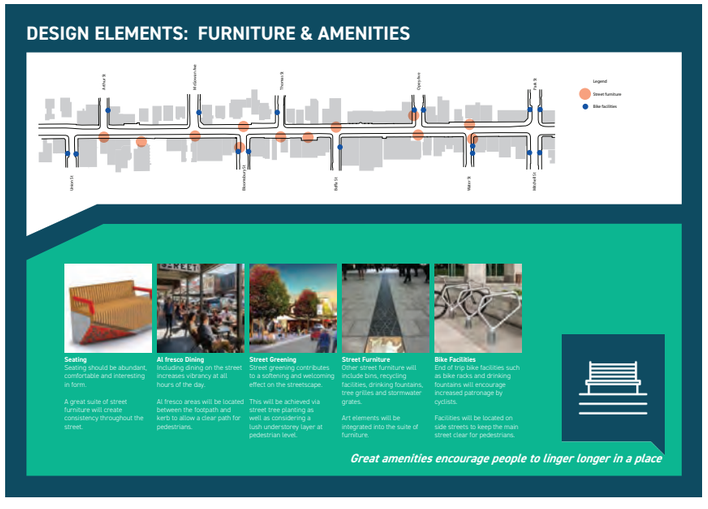
- Markets and events
- Lighting
- Heritage
- Art
- Smart technology
- Furniture and amenities

The design elements provided a more detailed level of design information for the public to consider and comment on.



## Stage 3 - Results

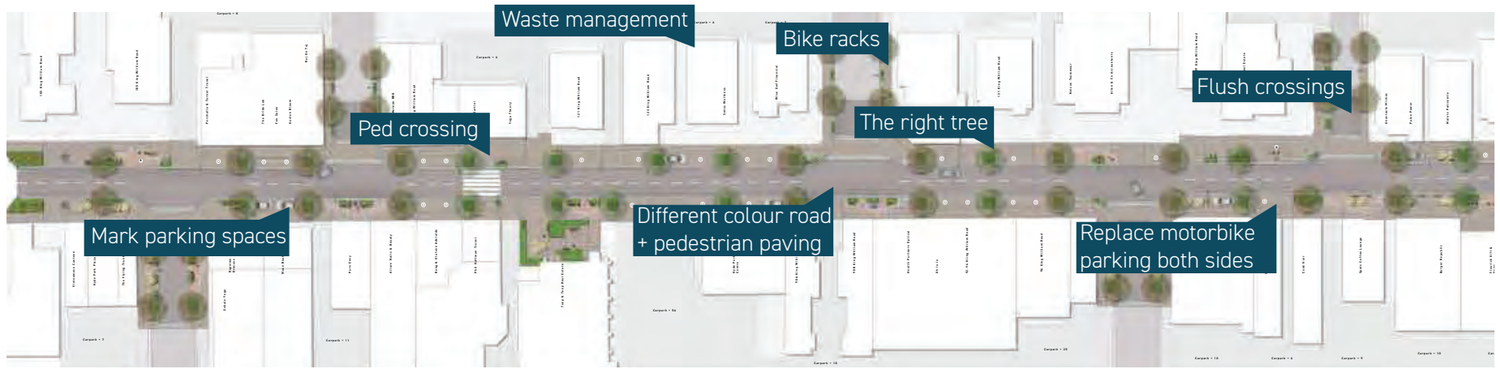
Stage 3 Consultation provided the following results:

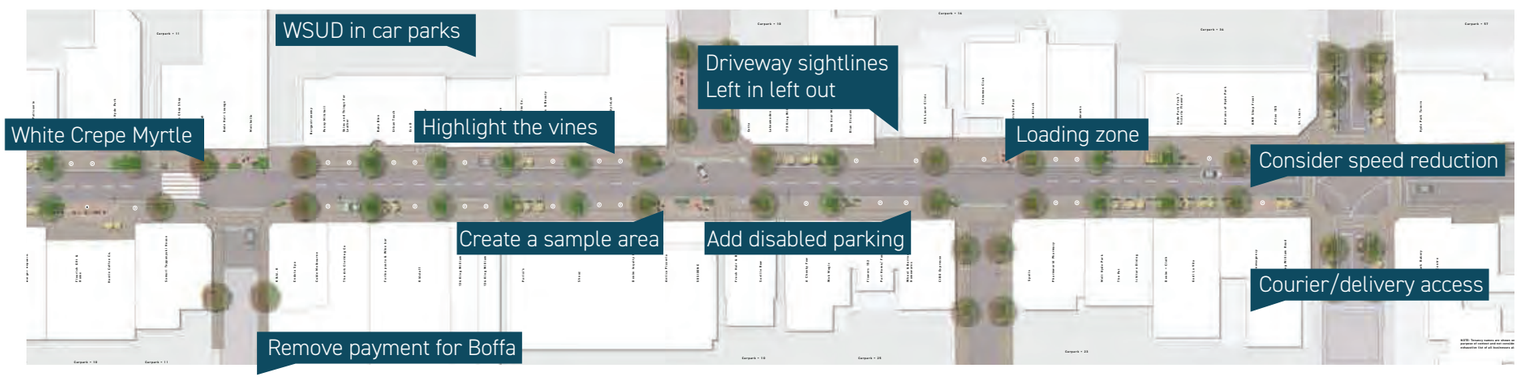
- The majority of the respondents (over 90%) supported the design, agreeing that it achieves the vision of creating Adelaide's most loved Main Street
- Community support for a design that creates a more beautiful, accessible and active main street
- Community support that the design maximises the opportunity for change along a more flexible paved street

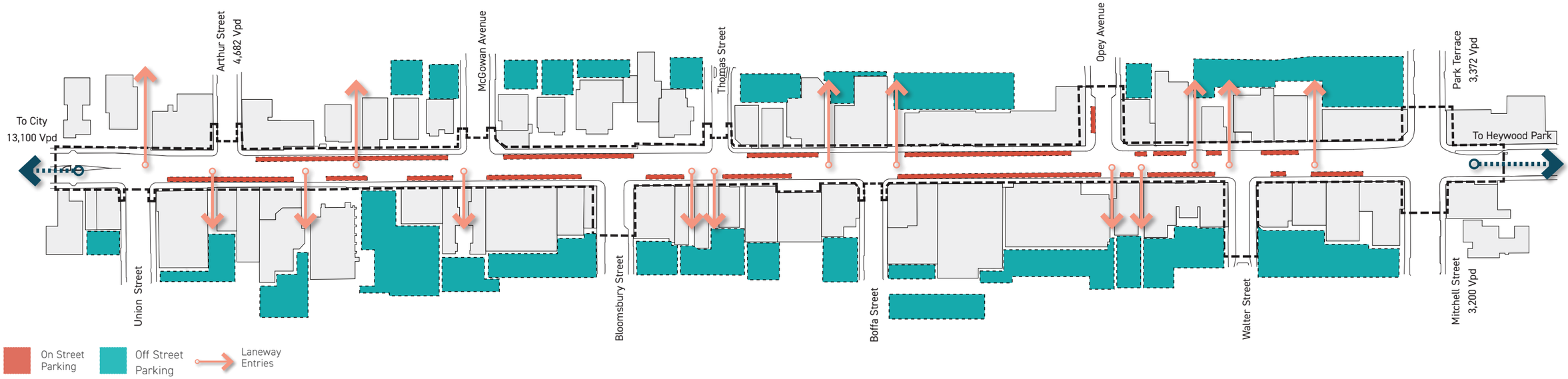
This phase of the consultation also provided the opportunity for site specific comments to further tailor the design to local needs, including:

- Operational requirements for delivery of goods and services
- Security access requirements
- Vehicle behaviour and localised traffic controls
- Clarity of pedestrian right of way
- Provision of cycling facilities
- Memorials and plaque reinstatement
- Indentation of bus stops and stop 6 relocation
- Construction material selections and supply
- Protection and risk management of outdoor dining
- Kerb profile and stormwater management
- Street tree species selections and requirements

The three phase consultation approach enabled a thorough integration of community and key stakeholder input into the early stages of the precinct design. The detailed responses received by the design team will assist in refining the design and in producing a package for construction that responds to implementation issues raised.




## Precinct Car Parking

### Methodology

To provide current parking data for use in the design, Council undertook an on-street parking survey which was a replication of the 2014 survey. The survey had the following specifications:

- Undertaken on a typical weekday (Wednesday 7am to 7pm) and weekend (Saturday 9am to 7pm) in June, 2018
- The 2018 updated survey included some off-street parking areas as well as 100 parking spaces south of Union Street
- Off-Street parking included sites adjacent to Boffa Street, Walter Street, between Thomas Street and Opey Avenue, and adjacent to Park Terrace

The parking surveys introduced valuable information that the design team could build upon. It showed that on-street parking was used often for varying degrees of time, whilst off-street parking always had capacity at all times of the day. Most visitors to King William Road used off-street parking for longer periods of time and for shorter visits they used on-street parking.

These key statistics indicate a reduction of on-street car parking could occur but only if greater emphasises is placed on the capacity of off-street parking to facility the peak occupancy demand of the users.

## 2018 Parking Surveys

### On-Street Parking Survey Results

- Survey confirmed spare capacity and a relatively high turnover
- Average occupancy was **64%** on Wednesdays and **73%** on Saturday
- Peak occupancy was **83%** on Wednesdays and **82%** on Saturday
- Average stay was **79mins** on Wednesday and **82mins** on Saturday
- Typically 50% of on-street parks were for less than 30mins stay
- There has been little change to occupancy and duration of stay for on-street parking between 2014 and 2018

### Off-Street Parking Survey Results

- Survey confirmed spare capacity in all time periods
- Average occupancy was **49%** on Wednesdays and **70%** on Saturday
- Peak occupancy was **75%** on Wednesdays and 85% on Saturday
- The average stay for off-street parks was **2.25hrs**
- Typically 30% of off-street parks were for less than 30 mins stay

## Precinct Car Parking

Through the consultation, the community expressed that easy access to conveniently located car parking is important to the success of the Precinct. As well as on-street parking, there is a range of opportunities to increase parking across the Precinct.

The City of Unley should focus on what they can do now to support parking along King William Road.  Smart Technology is a growing field and is worth investing in by introducing parking sensors on-street. This will encourage use and facility turnover which will further activate the Precinct.

Looking into the future the City of Unley should focus its attention on emphasing the off-street parking capacity. The design team will allow for smart parking sensors to rear lot parking to occur in the future; plugging into this infrastructure is a great initiative for future parking growth demands. To further emphasise the off-street parking capacity smart parking signs will be designed in key locations along King William Road, this will encourage use and provide more accessible parking opportunities.


### REAR LOT PARKING

There are over 400 parking spaces that could be made available at the back of properties along King William Road for visitor parking

### CAR PARK FUND

Work with local building owners to find additional opportunities to improve the presentation, access and parking capacity of rear lots


### SMART PARKING SENSORS

Parking Sensors will allow Council to better manage parking turnover and identify availability across the Precinct


### SIDE STREET PARKING

Review capacity of side streets to better accommodate visitor parking in walking distance to King William Road

### WAYFINDING

In partnership with local building owners and traders, improve access to rear parking space, including parking sensors and smart signage

### WALKABLE NEIGHBOURHOODS

Improve the condition of streets to encourage more residents surrounding King William Road to leave the car at home and walk or ride

### REAR LOT SERVICES

Work with local traders and building owners to develop more efficient shared storage and collection of waste to increase space for parking

### SIMPLIFIED TIME LIMITS

Consolidating the existing range of time limits and maximise turnover

# 03 VISION & PRINCIPLES

## Shared Vision

A shared vision for the street was developed through a series of co-design workshops. Discussions focused on character, user experience, future desire and economic renewal. The following vision statement was developed from these workshops:

*'Adelaide's most loved Main Street'*

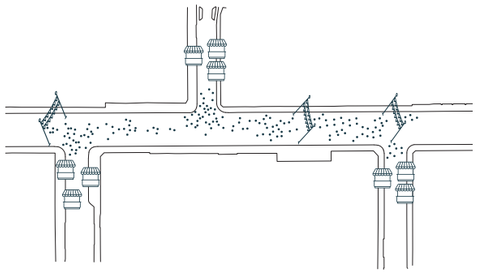
This vision encompasses the following aspects:

- Promotion of the Precinct to a local, regional and national audience
- The community's love of the street and its unique character
- The complex interactions of the street highlighting its Village atmosphere and intimate scale

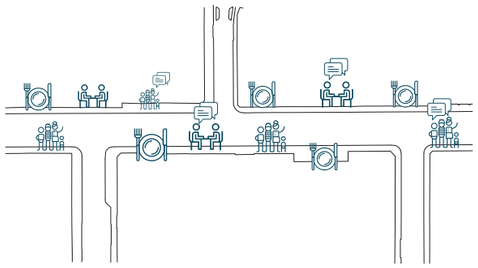
## Urban Design Principles

In addition to supporting stakeholder and community's aspirations, the placemaking process with Village Well provided the opportunity to review and refresh the urban design principles developed in the earlier 2014 HASSELL curated streetscape project. These include:

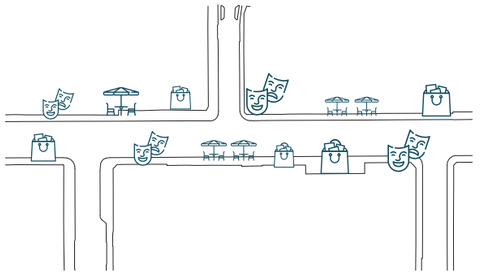
1. **Flexible** public spaces and environments that appeal to all ages
2. An **appealing** destination for day and night
3. New **opportunities** to work, live and play along King William Road
4. A unique street experience that invites people to linger in **lush green** settings
5. An identity based on **smart**, innovative and premium experiences
6. Better **access** and facilities for those traveling by foot, bike or car



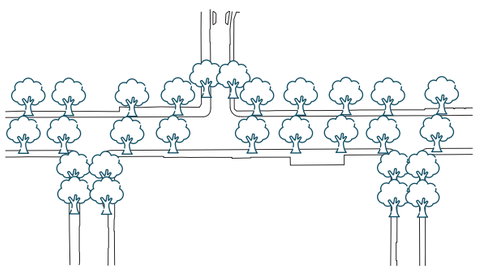
**Flexible**



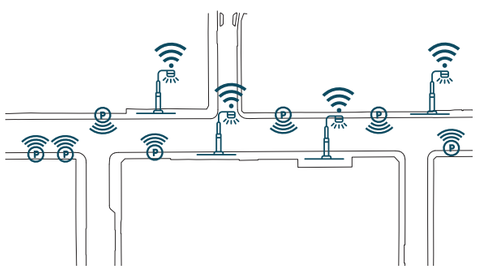
**Appealing**



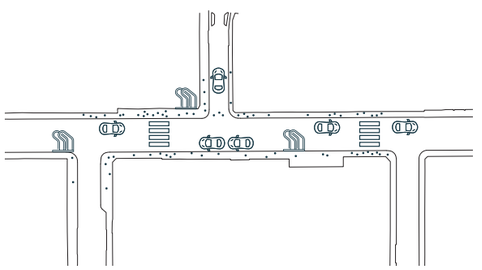
**Opportunities**



**Lush & Green**



**Smart**



**Access**

## Urban Design Themes

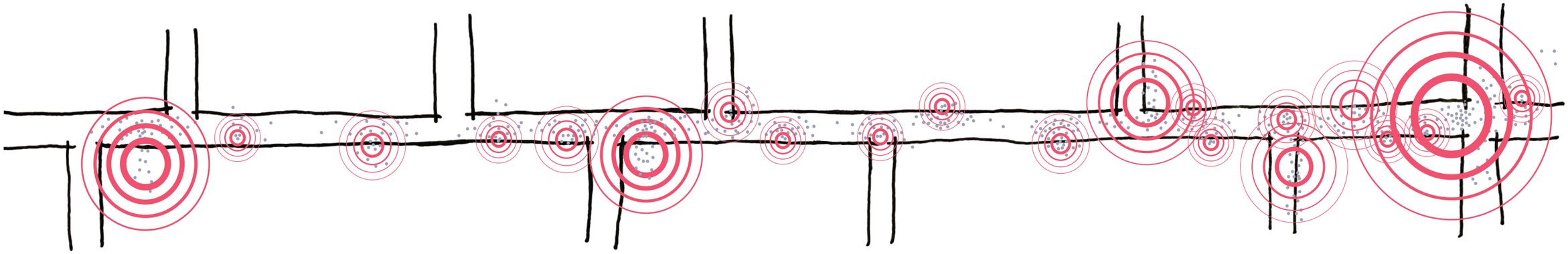
To complement the overarching vision for the King William Road Precinct as Adelaide's most loved Main Street, theming is proposed to guide the urban design style of the streetscape. The theming describes how the various design elements link the road together into one cohesive Main Street.

King William Road is known by many as the cultural **'heart'** of the City of Unley, a unique and fashionable place that people are drawn to from all over the city to gather and dwell. The upgraded street will give the Precinct new life and energy, which will flow along the street as the urban renewal progresses. This energy acts as the **'pulse'** of the street, much like a pulse in a human body. At **'pulse points'** in the body, natural concentrations of energy are close to the surface, where the pulse is felt more strongly.

The design includes the concept of these 'pulse points' or concentrations of energy at pedestrian hubs along the street. These attractive nodes with increased pedestrian amenities will generate activity and vibrancy.

Universal art and quality designs are one of the most restorative experiences within urban spaces. The hubs are focused around a small art installation, surrounded by generous seating and lush planted garden beds. Additional features such as smart technology – wi-fi, smart screens and smart charging seats –add to the attraction. Ambient evening lighting and proximity to cafes and small bars will encourage people to linger longer on their evening out and generate life in the street at all hours.

The Design King William project is a great opportunity to further reinforce the City of Unley's healthy attitude to its residents and visitors through creating an innovative, culturally inclusive street that speaks of welcoming, belonging and social engagement.

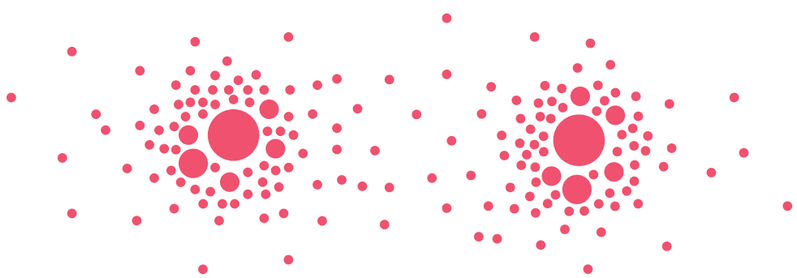


Pedestrian hubs with increased activity

## Pulse Points

The urban design theme of 'Pulse Points' will activate the street at intersections where pedestrian hubs are located along the length of the street. The following design elements will be concentrated at these hubs:

- Artworks
- Feature paving and high quality materials
- Lush feature planting, with greenery and colour
- Street furniture and amenities
- Smart technology



**Design elements will be concentrated at 'hubs' to generate activity and vibrancy**

**Pulse** **Point** **Pulse Points**

# Precedent #1

## New Road

## Brighton, United Kingdom

New Road, Brighton is an example of an aspirational project that is forward thinking and is designed for pedestrian priority.

The street is an idealistic precedent to aim for when designing King William Road, as it includes:

- Design of the whole road profile as one surface
- Consideration of urban character and heritage elements
- Provision of abundant gathering and seating opportunities
- The use of high quality materials to improve the beauty of the place

The project can be referred to as a high quality example to aspire to for the succesful design of an aesthetic, iconic, international streetscape.


**Street Greening**

Green corridors provide a cool environment whilst creating an attractive street

Street tree avenues

Understorey planting

**Street Furniture**

Street furniture provides amenity for visitors to the street

Artistic forms

Integrated features

**A Place for Families**

Great places cater for all age groups, encouraging inter-generational interactions

Flexible spaces

Interactive elements

**Smart Technology**

Smart technology increases the ways visitors can interact with and connect to a place

Smart seating


Smart parking

**Artwork**

Artworks contribute to a beautiful, vibrant and interesting streetscape

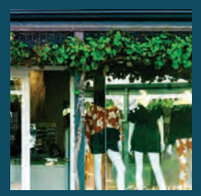
Murals and wall-art

Large iconic artworks

**Character**

The character of a place creates a unique precinct and sense of place

Heritage buildings



Character elements

# Precedent #2

## Hindley Street

## Adelaide, Australia

Hindley Street is a successful entertainment strip that has recently been upgraded to increase aesthetic appeal and improve safety conditions.

The street is a useful precedent to consider when designing King William Road, as it includes similar design requirements including:

- Similar intimate road profile scale and narrow road width
- Specialty retail shopping
- Opportunity to generate activity by including outdoor dining
- Safety and crossing issues
- Improvements to ground-plane
- Greening requirements
- On-street parking requirements

The project will be a practical example to refer to for functional requirements of a typical multi-use entertainment strip.


**Events**

Events provides an lively atmosphere and boost the appeal of a place as a destination

Markets / festivals

Pop-up events

**Feature lighting**

Feature lighting contributes to an appealing and memorable precinct at night.

Activation at night

Ambient lighting

**Pedestrian crossings**

Pedestrian safety is important in creating a popular precinct.

Civic crossings

Safety elements

**Bike parking**

End of trip bike facilities provide much needed amenity for cyclists visiting the Precinct

Bike parking

**Path widening**

**Outdoor dining**

Al fresco dining contributes to an activated edge, increasing the vibrance of a place.


Activated footpath

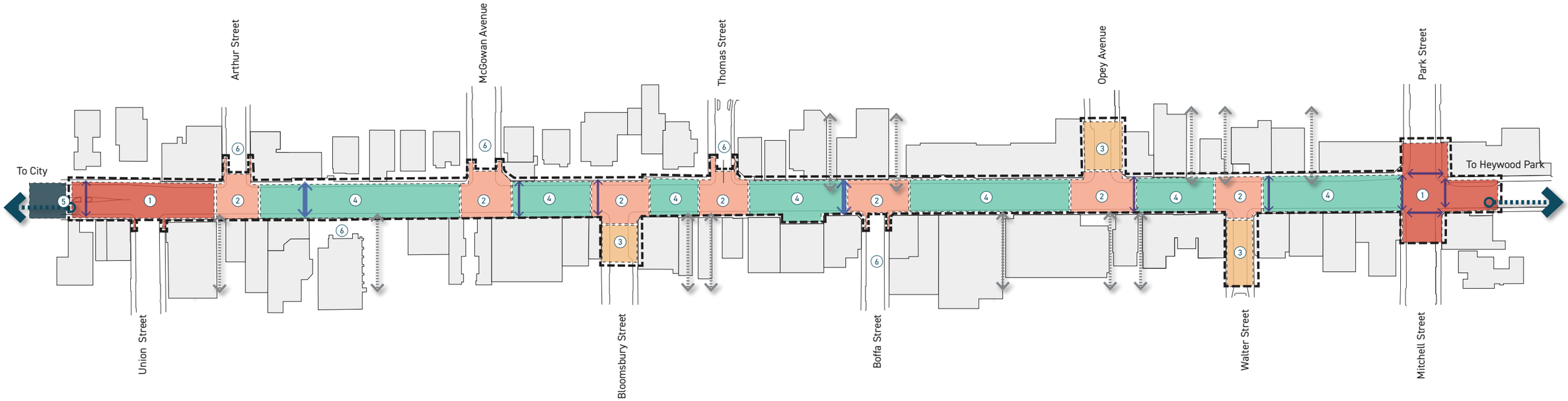
Evening use

**Specialty retail**

The right retail mix contributes to the success of a place

Specialty shops

Artisan producers




## Precinct Approach

The King William Road Precinct includes many unique qualities that make it an attractive place to visit including the heritage character, intimate 'village' scale, slower traffic speeds, active local neighbourhood, unique paved roadway and the ornamental vines.

The design team have considered an approach to designing the street that complements these qualities, whilst addressing functional and design considerations to improve the streetscape.

A Precinct Approach Plan has been developed that provides a high level approach to setting out usage zones across the precinct, providing a structure to guide the detailed concept design.

Key features include:

- Signature zones
- Gathering hubs
- Key side street upgrades
- Flexible parking/ al fresco dining
- Future side street upgrades
- Future streetscape scope

This approach identifies key zones where feature elements will be focussed such as signature zones, pedestrian hubs at intersections and key side streets, and then portions of streetscape inbetween that will receive a simpler and more flexible landscape treatment.

### ① Signature zone

- Signature artwork
- Feature pedestrian paving
- Artworks
- Feature trees & planting
- Feature lighting

### ② Pedestrian Hub at Intersection

- Artwork
- Feature pedestrian paving
- Feature trees & planting
- Street furniture to compliment character
- Smart technology
- Feature lighting
- Paved pedestrian crossing across side street

### ③ Key Side Street

- Road paving
- Al fresco dining
- Feature trees & planting
- Feature lighting
- Event infrastructure
- Artwork

### Legend

- Driveway
- Future formal crossing point
- Future informal crossing point

### ④ Streetscape

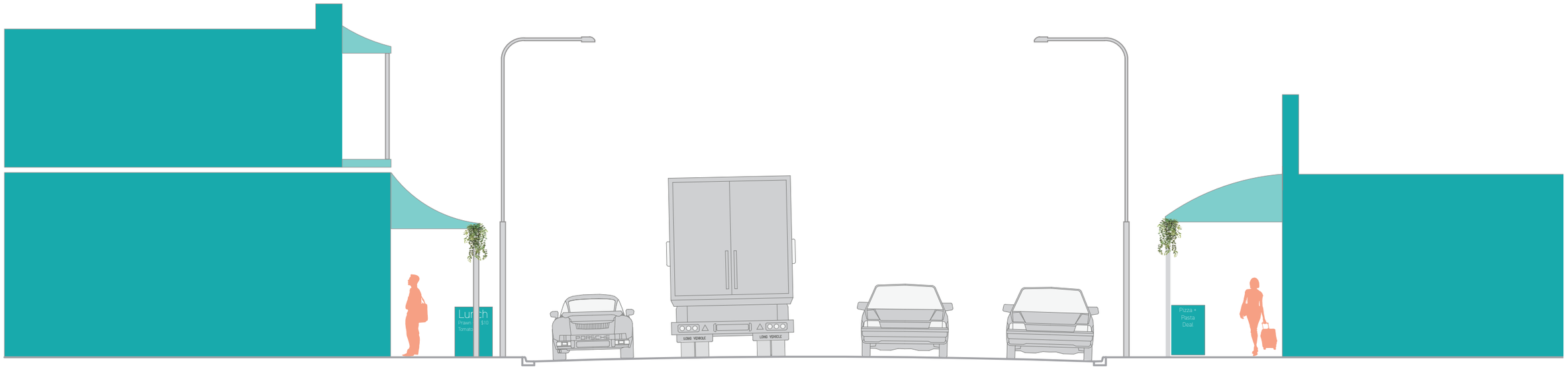
- Retain intimate scale
- Encourage traffic calming
- New paved road
- Flexible design for parallel parking / al fresco dining
- Upgrade street lighting
- Street trees & understorey planting
- In-fill ornamental vines

### ⑤ Future Streetscape Scope

- Extend project scope north as required in future

### ⑥ Future Side Street Upgrades

- Opportunity to upgrade remaining side street intersections as per key side streets
- Opportunity to convert the old church forecourt into public use pedestrian space




**Existing Road Conditions**

## Design Challenges and Opportunities

The design team undertook site investigations and identified existing street conditions as well as key opportunities to take forward into the detailed design. Key design challenges are highlighted below with a summary of technical inputs provided in Part B.

### Road & Traffic Conditions

**Key Existing Traffic Conditions**

- Narrow roadway with travel lanes around 3.5m in width and parking lanes typically marked as 2.1m wide
- 40km/h signed speed limit, however vehicles are typically recorded with average speeds less than 30 km/h
- Paved road pavement is beginning to fail and requires replacement
- High level of random pedestrian crossing activity observed during the day with no formal pedestrian crossing provision between Park/ Mitchell Street and Union Street

**Key Opportunities**

- Given that the road base is failing it is recommended to repave the roadway with a stronger pavement design
- Narrow road laneways to encourage traffic calming and maximise pedestrian area
- Flexible pedestrian and event focussed design – explore kerb types including flush and rollover kerb
- Consider pedestrian paving across side street intersections

### Park Street / Mitchell Street Intersection

**Key Existing Intersection Conditions**

- The intersection operates satisfactorily, although the King William south and north approaches typically operate at capacity in the morning and afternoon peak periods respectively. The right turn from Park Street in to King William Road also presents some capacity limitations
- The intersection is remote from other signalised intersections, and can operate independently of the network
- The footpaths adjacent the intersection are minimal and are not of a comfortable width to use for outdoor dining

**Key Opportunities**

- Consider revision of traffic signal cycles to optimise traffic flow
- Provision of more footpath space would provide opportunities for increased outdoor dining at these key locations
- Consider future growth in traffic volumes

## Pedestrian Crossings

### Key Existing Conditions

- The primary retail area of King William Road currently provides no pedestrian crossing facilities between the Park and Mitchell Streets traffic signal intersection and the median refuge to the north of Union Street
- Pedestrian crossing movements are therefore highly randomised and take place between parked and moving traffic vehicles

### Key Opportunities

- Provide a number of crossing points along precinct length at regular intervals to increase safety of pedestrians
- Consider the provision of several formal zebra crossings at key locations
- Include informal crossing points with compliant pram ramps

## Public Transport

### Key Existing Conditions

- There are currently 4 bus stops located within the main study area, as follows: Stop 4 southbound opposite Union Street, Stop 5 southbound immediately north of Thomas Street, Stop 6 southbound north of Park Street, Stop 5 northbound to the north of Boffa Street
- Stop 5 is indented, but below the recommended standard width and presents a traffic hazard as traffic tries to overtake a stopped bus
- The other stops are not indented and also present a traffic hazard

### Key Opportunities

- Relocating Stop 6 from north to south of Park Street / Mitchell Street will increase the key pedestrian space outside Foodworks
- Narrowing the road width will discourage overtaking movements, and buses can remain in the lane during pick-up/ drop-off

## On-street parking

### Key Existing Conditions

- Approximately 100 on-street car parks currently available within the study scope
- Surveys confirm that on average there is capacity in the off-street parking areas that were covered by the survey to accommodate any additional demand
- Currently cars are squeezed up against an upright kerb

### Key Opportunities

- Increase the utilisation of over 400 rear-lot parks
- Consider a flexible parking arrangement that alternates between on-street parking and al fresco dining depending on demand
- Investigate rear-of-shop parking opportunities and associated smart signage to direct visitors to under-utilised off-street parks
- Provision of a rollover kerb will allow easier parking manoeuvres
- Provide a co-ordinated approach to on-street parking turn-over and ease of access

## Stormwater

### Key Existing Conditions

- Generally stormwater enters King William Road as a combination of underground and overland flows from the eastern side streets, along with runoff generated along King William Road and it's facing properties
- FMG's studies suggest that the existing road profile does not provide suitable capacity to safely convey overland flows during a 100-year ARI storm event
- Poor road profile restricts the capacity to convey stormwater flows

### Key Opportunities

- The road profile should be designed so that the risk of flooding neighbouring properties is not increased
- Side streets to the West of King William Road must remain at current levels to allow overland stormwater flows to freely discharge out of the King William Road system
- Side streets to the East of King William Road may feature raised thresholds for pedestrian access and public amenity

## Lighting & Electrical

### Key Existing Conditions

- The current lighting along the road consists of 10.5m tall gooseneck lighting poles with 3m outreach necks, in a standard vehicular lighting arrangement
- The lighting level is sufficient to road requirements however does not provide any mood or ambient lighting at night
- There is minimal pedestrian level lighting to the footpath

### Key Opportunities

- Replacement of existing tall light poles with more pedestrian scale pole-top lights would still provide a suitable lighting level to the road while providing a more intimate scale for pedestrians
- Inclusion of pedestrian level and feature lighting such as uplighting to artworks, building facade lighting and lighting embedded in the pavement would provide a softer, more attractive ambient lighting
- Updating luminaires to LED would increase the lighting quality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