

# Central Market ARCADE Redevelopment



Future Retail  
Opportunities

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The City of Adelaide will take control and possession of the Central Market Arcade when the ground lease, currently with a private owner, expires in late September 2018.

The return of the Central Market Arcade presents a once in a lifetime opportunity for a truly unique development which will underwrite the growth of the Market District and the future of the Adelaide Central Market.

The City of Adelaide has established a site Vision, Redevelopment Objectives and Guiding Principles for the Central Market Arcade redevelopment (refer to the general project fact sheet).



A retail study has been undertaken for the Central Market Arcade Redevelopment to provide guidance for components of the redevelopment that the City of Adelaide intends to own, namely the future retail, loading/service areas and public car parking.

The retail study outcomes provide additional detail beyond the site Vision, Redevelopment Objectives and Guiding Principles with respect to the retail and ancillary components of the Central Market Arcade Redevelopment. This has been informed by extensive retail analysis and stakeholder engagement.

The resulting 'Retail Vision' and associated strategies seek to create a City destination offering a new social and commercial heart for Adelaide operating 18 hours/ 7 days a week. This retail offer will provide a local authentic experience showcasing the best of South Australian food and wine, supported by local history and culture.

## Retail Vision

The Retail Vision and Place Themes guide decision making, design and programming for the retail offer within the Central Market Arcade Redevelopment.

*The Adelaide Central Market showcases the magic of Adelaide, connecting and celebrating the best of South Australia's food, produce, culture and people. Future generations will be proud to inherit and continue to embrace the Market District as the central heart of the city. The chaotic symphony of the marketplace leaves a lasting impression that calls you to visit time and time again. Locally distinctive and globally iconic.*

***The heart of the new Adelaide story: connecting real people, real produce, real nature.***

## Place Themes

The following Place Themes seek to create a new public anchor within the heart of the City celebrating South Australia and its produce:

### 1) Seamless connection & the missing public anchor

Connecting Victoria Square to the Riverbank, the Central Market Arcade is reimaged to become the central connector; the missing public anchor in the City and the heart of Adelaide's public realm.

### 2) Celebrating the regional, the local and the proud South Australian story

The Market District celebrates the history and fertility of the four "food bowls" of South Australia (hills, valleys, plains and sea). The South Australian food story creates something authentic and real by placing an emphasis on things that are local first.

### 3) Engages every sense & revels in the theatre of the marketplace

The sights, sounds, smells, tastes and colour of the marketplace overwhelm the senses. The market is a place of beauty. The ability to explore and weave your way through the Market District ensures that the magic is never lost and can always delight and surprise you.

### 4) Icon leading the way & celebrating a bold future

The Market District pays due respect to its history while positioning itself as a contemporary urban town centre. Investment in technology ensures that the market continues to operate at the highest possible efficiency and tracks the environmental impact and contributions of the market.

## 5) A regenerative place & a culture of generosity

The place is a best practice example of sustainable and regenerative contemporary markets not only in Australia but throughout the world. A culture of generosity and giving back to the environment ensures that this is ingrained in the daily and long term operations.

## 6) Celebrating the power of free & always something happening

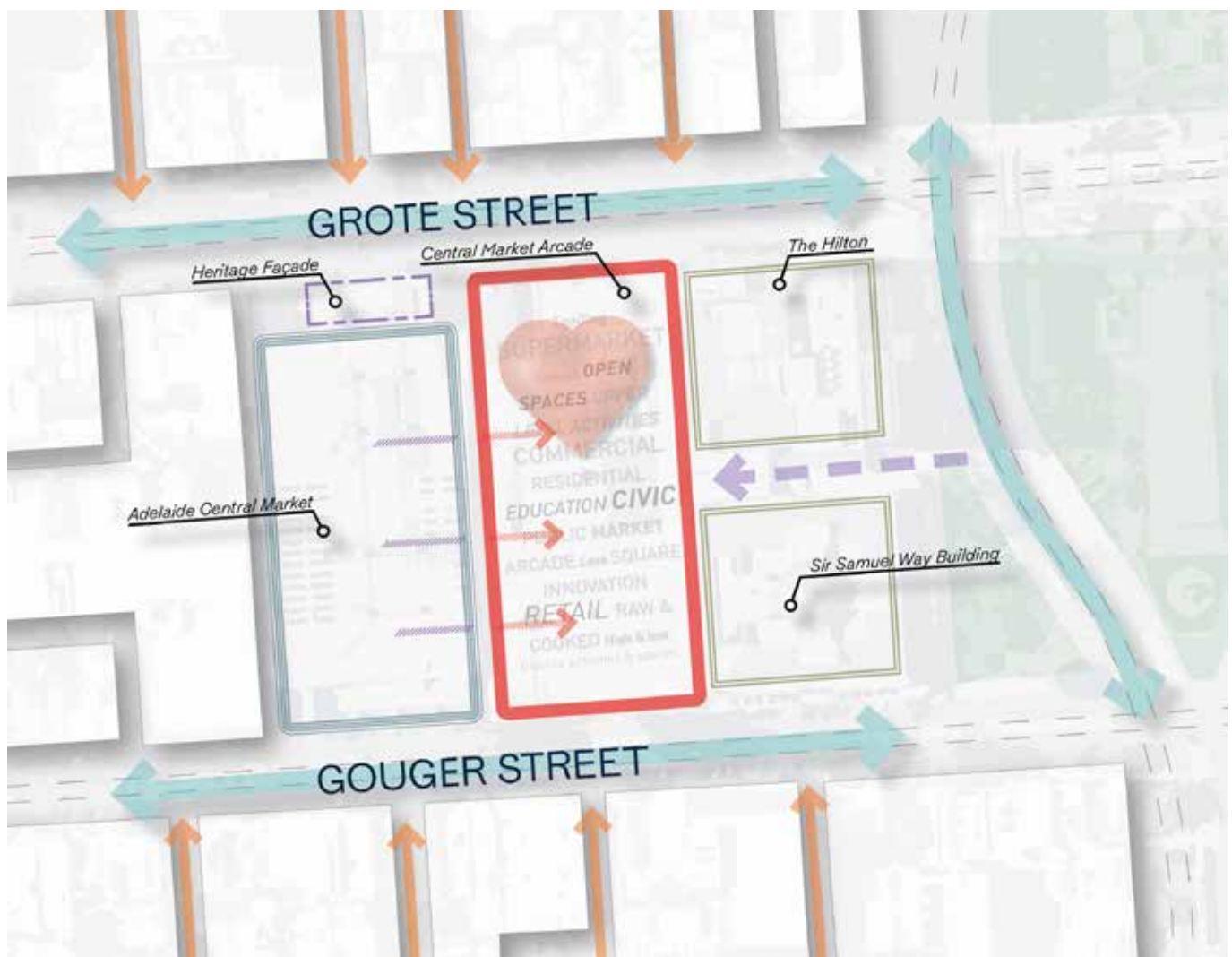
The Market District is truly a space for the community, somewhere pleasant to visit at any time during the day or evening. There is always something on offer, whether it be jostling for a space at a sold-out gig or listening to live music while eating dinner at the regular night markets.

## Retail Strategies

Physical strategies have been developed to provide guidance and an aspirational brief to realise the Retail Vision.

1. A new social and commercial heart for Adelaide and a new public gathering place for the Market District.

2. Extend Adelaide's laneway network into the Central Market Arcade.
3. Create engaging and diverse street frontages.
4. Acknowledge the history of the site including the former Grote Street façade and the Sir Samuel Way Building.
5. Ensure a diversity of market and complementary retail uses.
6. Ensure a mix of uses on multiple levels including air rights.
7. Provide the right balance between prioritisation of people, vehicles and parking.
8. Create a great market space, day lit and memorable.
9. Celebrate the four food bowls of South Australia.
10. Focus the new retail on a complementary offer that does not compete with the Adelaide Central Market.
11. Create processes and provide infrastructure that will ensure a world class sustainable environment.



## Retail Opportunities

The Central Market Arcade Redevelopment will house a complementary retail offer with a seamless transition to the adjacent Adelaide Central Market. Future retail opportunities within the Central Market Arcade Redevelopment include:

Day to Day Retail Services	Day to day retail services for a growing resident population.
Supermarket (Small Format)	A high-quality anchor supermarket serving a growing resident population contributing to a day and night time economy.
Food & Hospitality – Cafes	A café culture that supports the retail experience, the food focus and the Central Market Arcade Redevelopment as the place to be.
Food & Hospitality – Takeaway Cheap Eats	A casual eating location supporting inclusiveness and a focus on food.
Food & Hospitality – Restaurants	Contributing to the night-time economy and street activity.
Wine/Craft Beers/Bars	Contributing to the night-time economy and a celebration of South Australia's regions.
Local Produce Sales	Serves a growing residential population with the opportunity to add value to produce by way of pre-packaged, ready to eat meals and dining options (paddock to plate) providing a showcase for local produce.
'Back of House' Facilities	Potential opportunities for businesses to access new market opportunities ie. storage and distribution.
Population Services (Health, Childcare)	Serves a growing resident population with possible linkages to food and wellbeing.
Open Floor spaces	Open and flexible spaces creating opportunities for a diverse range of uses. This includes a new market square providing a flexible space supporting social interaction, events and temporary market stalls.

Council is targeting commencement of works on the Central Market Arcade site as early as 2020 as outlined within the City of Adelaide 2016-2020 Strategic Plan. Further stakeholder and community consultation will be carried out over the life of the project.

For further information and ongoing updates visit [cityofadelaide.com.au/cmar](http://cityofadelaide.com.au/cmar)