

Hutt Street

Master Plan

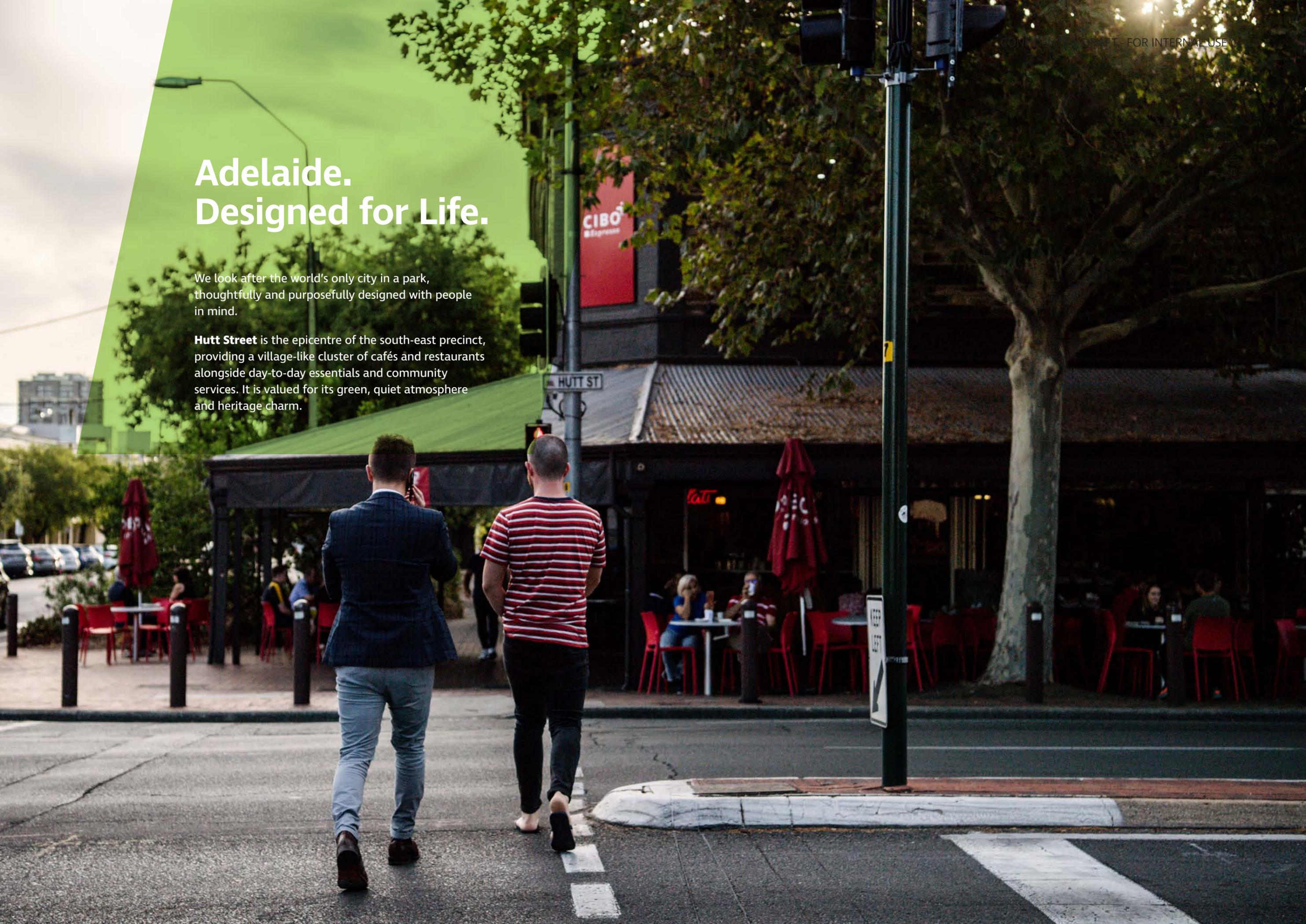
DRAFT FOR COMMITTEE
DECEMBER 2021



Adelaide. Designed for Life.

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

Hutt Street is the epicentre of the south-east precinct, providing a village-like cluster of cafés and restaurants alongside day-to-day essentials and community services. It is valued for its green, quiet atmosphere and heritage charm.



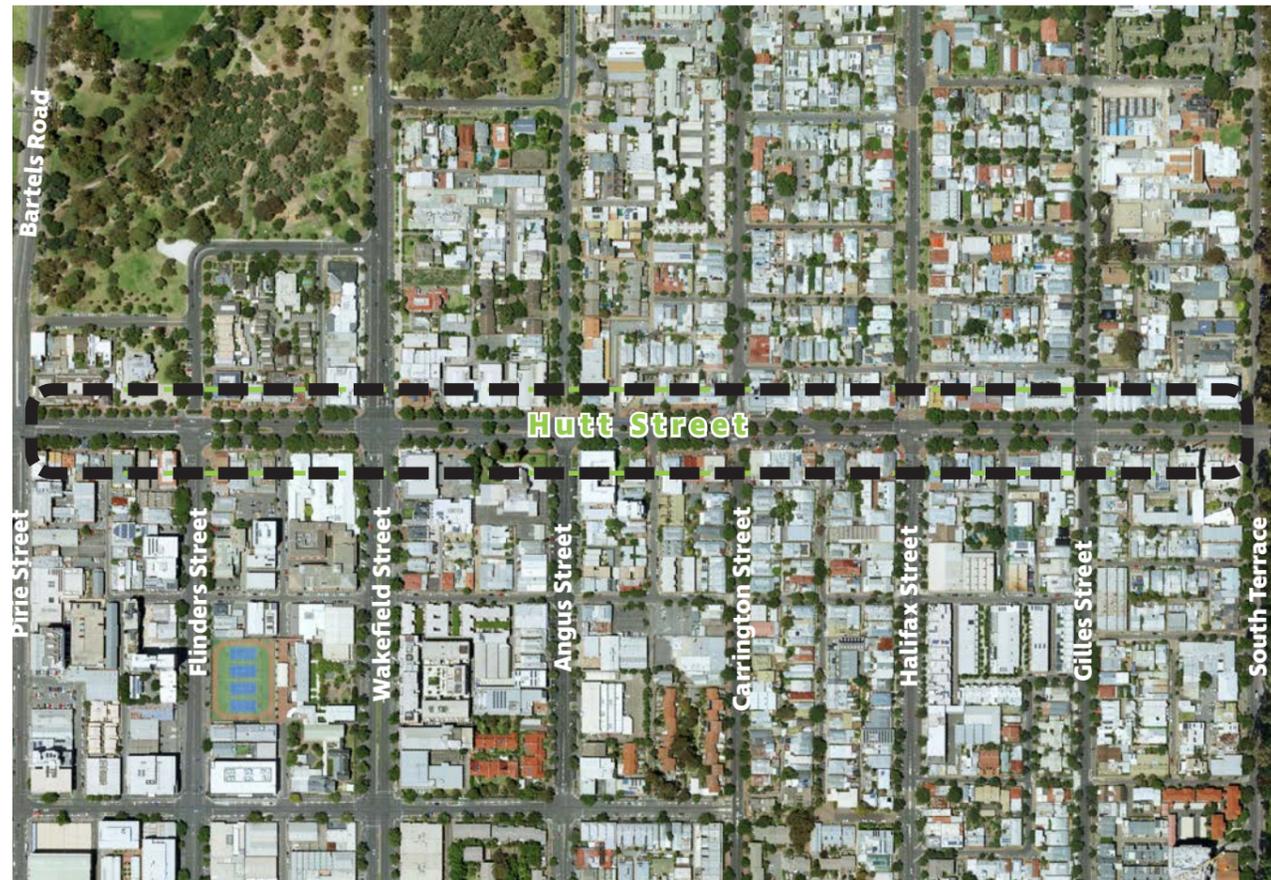
Acknowledgement to Country

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.



Hutt Street



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Part one

Project Overview



Project Overview

Background

'Master Plans for Melbourne, O'Connell & Hutt Streets' was a CoA Integrated Business Plan 2019/20 project.

The Master Plans will provide a holistic approach and consider three core aspects of the streets:

- Public space improvements
- Business precinct positioning
- Engagement with local businesses and community.

The 'Place model' approach was applied to the Master Plans. This included a program of undertaking of research and engagement through focus groups, stakeholder sessions, surveying and coordination of round table meetings.

The research results have directly informed the preparation of the Master Plans for each street, including draft long-term vision and objective.

The objectives and outcomes have been assessed and prioritised to ensure alignment with Strategic Asset Management Plans and related (and to be revised) service level planning, asset renewal program, current endorsed budget, future and potential funding opportunities and long-term financial planning.

The 'Place model'

A **'Place model' approach** is about experiencing and evaluating what works, doing something quickly to make a difference, before investing in long term change. It allows people to see streets in a new light and from a different perspective

Council's proposed approach to Place is designed to build capacity, capability and resilience both in our community and organisation.

It is based on listening to and asking questions of the people who live, work and play in our places (Main Streets and surrounding areas) to discover their needs and aspirations and then developing and implementing solutions together.



Cultural

- Street life & activation
- Creativity & innovation
- Place attachment
- Place significance

Physical

- Accessibility & connectivity
- Safety & comfort
- Attractiveness

Environment

- Sustainable practices
- Green infrastructure

Economic

- Investment
- Trends in numbers of employees & business
- Types of businesses

Social

- Place leadership
- Inclusiveness
- Community wellbeing

2021 Update

Since February 2021, the following was achieved:

- Place audits for each of the streets
- Single Point of Contacts (Place Coordinators) allocated to the Streets to building relationships and community connections
- Designed and delivered program of engagement, marketing, activation outcomes in each priority main street
- Holistic engagement and research completed, the outcomes of this work have informed the development of the draft long-term visions and objectives.

There have been a number of factors that have influenced the progress of each of the streets including but not limited to:-

- The commencement of the main street revitalisation work
- The development and implementation of the Lord Mayor round-tables
- Stakeholder engagement and commitment to the projects.

Next steps

The next Hutt Street Master Plan update to Council will be in February 2022 and will include draft short, medium and long term action plans and associated budgets.

Concept drawings and delivery plans for these actions will be presented in April 2022.

Public consultation and community and stakeholder engagement will commence in 2022 regarding the Master Plan's draft long-term vision and objectives. The results will help inform the medium and long term action plans.

Executive Summary

Vision

Hutt Street's leafy green streetscape, historic village charm with an exciting variety of commercial, dining and social experiences ensure it is the pride of its growing community and a popular destination for locals and visitors alike.



Executive Summary

Vision

Hutt Street's leafy green streetscape, historic village charm with an exciting variety of commercial, dining and social experiences ensure it is the pride of its growing community and a popular destination for locals and visitors alike.

Objectives

1. Community and village

Activate spaces and places to complement activity around the heart of Hutt Street for families, community and visitors.

2. Enhance amenity, green spaces and connection to the Park Lands

Connect city users to place through the Park Lands and playgrounds and expand on the global reputation for the most liveable city.

Actions

1.1 Reallocation of public space from vehicle use (parking and traffic lanes) to enable increased activity zones for activation, businesses, bike and pedestrian paths.

1.2 Identify opportunities for footpath extensions and incorporation of outdoor dining, public furniture, lighting, artwork and greening.

2.1 Create central heart of Hutt Street for and with the community.

2.2 Deliver an upgraded southern entrance gateway including pedestrian and cycling access improvements.

2.3 Upgrade and deliver new public realm amenities.

Design principles



Provide a well-planned street that is welcoming, accessible and comfortable, that balances the needs of businesses, residents, and visitors using all modes of transport and contributes to our wellbeing and sustainability goals.



Celebrate and reinforce the existing leafy green streetscape and historic village charm.



Establish a business and retail identity with a diverse offering to increase its popularity as a destination for locals and visitors.



Rationalise the reallocation of public space from vehicle use (parking and traffic lanes), to achieve a more equitable allocation of public space and a good balance between transport modes, trees/landscaping, outdoor dining opportunities, to support businesses and enhance social interactions, and provide safer movement.



Create a new public 'heart' as the epicentre and provide unique experiences ensuring a robust local community.



Public art opportunities, activation and improved amenity to support businesses and enhance the visitor experience, driving future investment and economic uplift.

3. Celebrate heritage

Embrace and work with our communities to connect people, historical buildings, build capacity and create local solutions and initiatives.

3.1 Create Heritage Lighting trail.

3.2 Work with building owners to access Shopfront Improvement Scheme and Heritage Incentive Scheme grants to upgrade and light heritage facades.

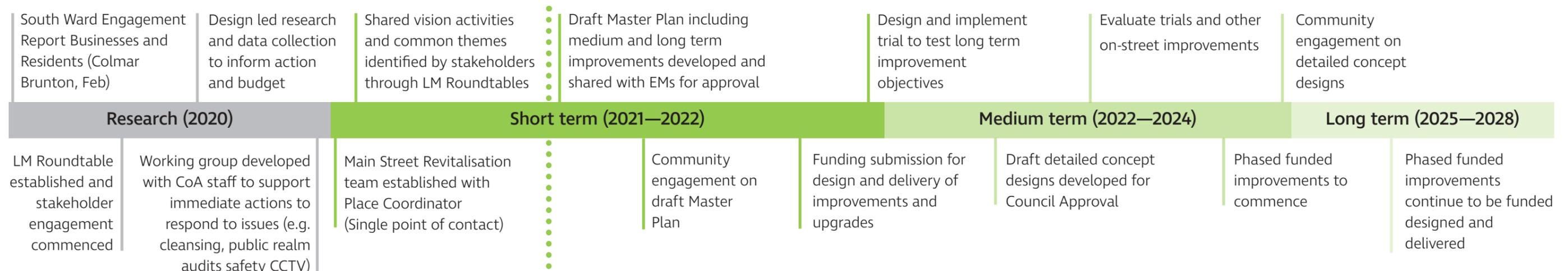
4. Embrace culture and music

Provide a range of coordinated cultural projects and activities to increase activation and improve the visitor experience of Hutt Street.

4.1 Through cultural and artistic programs build and foster city creative endeavors.

4.2 Deliver a program of events and activations that embed creative culture and industries into the street.

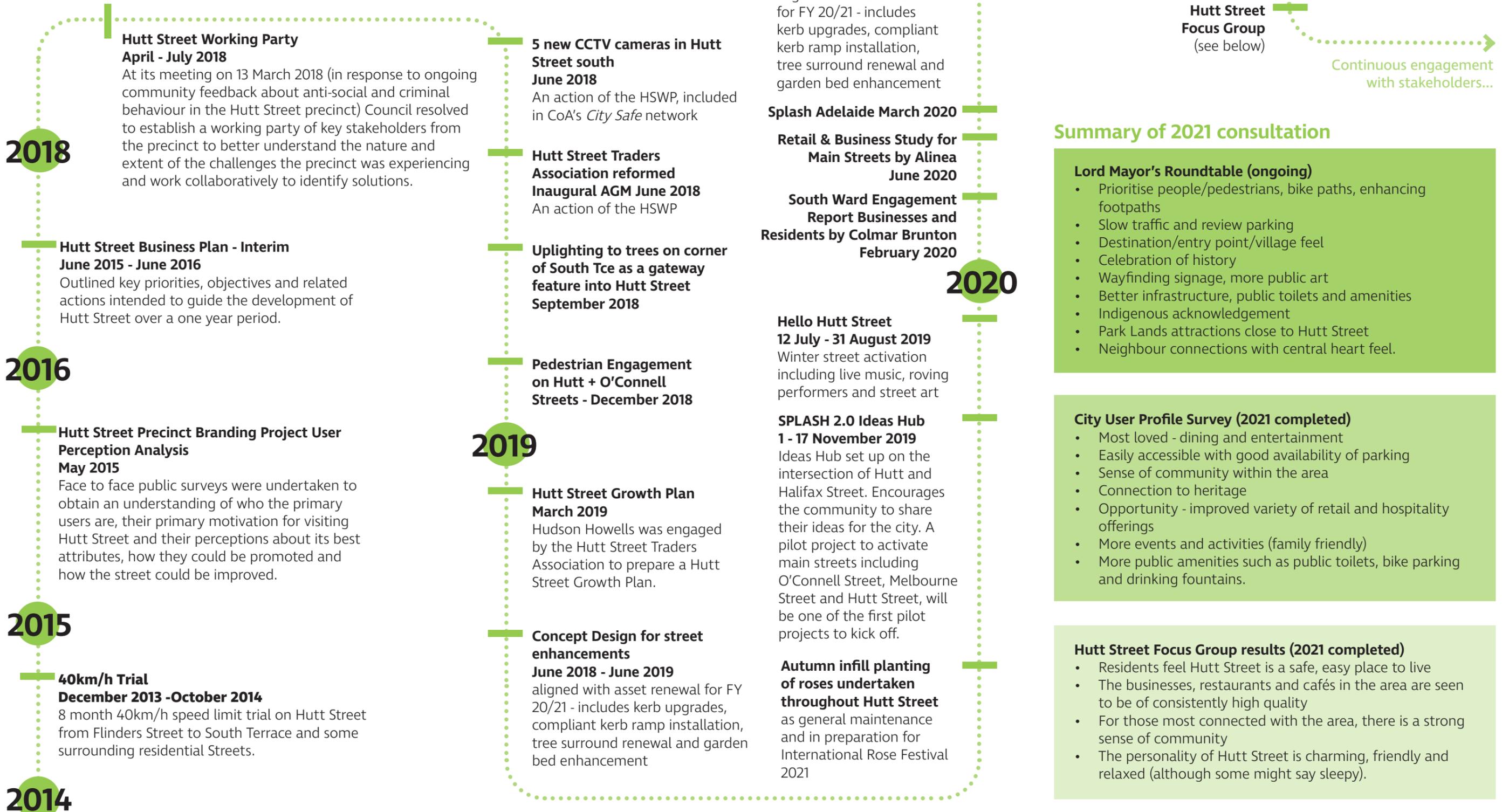
Master Plan timeline



WE ARE HERE

Research & engagement

A number of studies and community/business engagements have been undertaken in Hutt Street in the last five years.



Summary of 2021 consultation

Lord Mayor's Roundtable (ongoing)

- Prioritise people/pedestrians, bike paths, enhancing footpaths
- Slow traffic and review parking
- Destination/entry point/village feel
- Celebration of history
- Wayfinding signage, more public art
- Better infrastructure, public toilets and amenities
- Indigenous acknowledgement
- Park Lands attractions close to Hutt Street
- Neighbour connections with central heart feel.

City User Profile Survey (2021 completed)

- Most loved - dining and entertainment
- Easily accessible with good availability of parking
- Sense of community within the area
- Connection to heritage
- Opportunity - improved variety of retail and hospitality offerings
- More events and activities (family friendly)
- More public amenities such as public toilets, bike parking and drinking fountains.

Hutt Street Focus Group results (2021 completed)

- Residents feel Hutt Street is a safe, easy place to live
- The businesses, restaurants and cafés in the area are seen to be of consistently high quality
- For those most connected with the area, there is a strong sense of community
- The personality of Hutt Street is charming, friendly and relaxed (although some might say sleepy).

Research & engagement

Summary of previous consultation

2014

Nov - Dec 2013

City South East 40km/h Speed Limit Trail - pre-trial perceptions study

Surveyed: 120 Visitors, 26 Traders, 169 Residents

The aim of this study was to understand the views and perceptions of the City South East precinct users regarding the speed limit reduction from 50 km/h to 40 km/h, prior to trial implementation.

Some key findings:

- On average, **car users** that visited Hutt Street **parked 185 metres away from their destination and 95% parked free of charge.** On average, **Hutt Street visitors would be willing to walk 530 metres** to a parked car.
- Majority (**73%**) of **Hutt Street traders drive to work**, with **59% parking on-street**
- The **most liked aspect** of Hutt Street by visitors and residents was the **choice of cafés, restaurants and pubs**, raised by 52% and 43% respectively. **For traders, the most liked aspect was the great business mix**, raised by 42%
- **Traders** responded that **insufficient car parking was the most disliked aspect of the street**, raised by 31%, while **only 11% of visitors and residents raised this as most disliked.**

Takeaway:

Varied opinions around ease of mobility in the street from various user groups, but clear valued aspects - hospitality venues and businesses.

April - July 2014

City South East 40km/h Speed Limit Trail - during the trial perceptions study

Surveyed: 120 Visitors, 26 Traders, 344 Residents

The aim of this study was to understand the views and perceptions of the City South East precinct users regarding the speed limit reduction from 50 km/h to 40 km/h, during the trial period.

Some key findings:

- On Hutt Street the **street visitors and the majority of stakeholders** (with the exception of the RAA) **directly supported the 40 km/h speed limit, traders supported the lower limit, however only if it was implemented more broadly around the city. Residents, the broader community (predominately commuters) and the RAA strongly opposed the speed limit being maintained**
- **81% of the businesses surveyed reported no impact on revenue** since the commencement of the trial. 15% of the businesses (4 out of 26) reported a drop of up to 6%. One business reported a slight increase in revenue.

Takeaway:

Varied opinions around the impact of a slower speed environment. Majority of street visitors supported the 40km/h speed limit.

2015

May 2015

Hutt Street Precinct Branding Project User Perception Analysis

98 face to face meetings over four days and early evenings

Face to face public surveys were undertaken in Hutt Street in May 2015 to obtain an understanding of who the primary users are, their primary motivation for visiting Hutt Street and their perceptions about its best attributes, how they could be promoted and how the street could be improved.

Some key findings:

- **Cafés and restaurants**, and the **friendly and relaxed atmosphere** were the **most highly valued** attributes of Hutt Street
- Majority of people visit Hutt Street to **socialise and relax over food and coffee.** The second most common purpose for visiting Hutt Street was to **use the local shops and services** and nearly a third of the people **combine the two**
- The most common suggestions for improvements to the street revolve around **car parking and traffic management**
- Other suggested improvements include the **need for a greater range of shops** such as a **butcher, greengrocer, furniture, kitchenware and supermarket.**

Takeaway:

Hospitality venues and relaxed atmosphere are highly valued, views around mobility and access are varied, with many seeking improvements to car parking.

2018

December 2018

Pedestrian Engagement on Hutt + O'Connell Streets

480 face to face interviews (244 across 3 locations in Hutt Street) + 55 hard copy surveys to City Grapevine newsletter and Access and Inclusion stakeholders + Workshop with te Access + Inclusion Advisory Panel

Undertaken to identify pedestrian views and experiences with current traffic signal infrastructure in the City of Adelaide, with the key focus area being Hutt Street and O'Connell Street for a potential trial of 'Puffin' smart technology crossings

Some key findings:

- **Large majority of respondents think wait times and crossing times at intersections are about right**
- **75% of respondents felt safe at the intersections**
- **Drivers and vehicles are the biggest reason for feeling unsafe** (not giving way, being hit, impatient)
- **Those aged 70 and over were more likely to want better sequencing or coordination of the lights** (7%), compared to those aged 18-69 (1%).
- **Almost half of respondents didn't feel any changes were necessary** or hadn't really given the topic much thought. **Of those who did, the focus was on changing when cars can turn across pedestrian flow and longer crossing times.**

Takeaway:

Smart technology trial to extend pedestrian crossing times at traffic signals on O'Connell and Hutt Streets not pursued, approved investigating opportunities to improve safety at traffic signals (where filtered turns permitted).

2019

September 2019

South Ward Community Engagement

303 surveys filled out in person and online

This engagement process was designed to assist Council in understanding how to best develop the South Ward area in line with the community's needs and expectations.

Some key findings:

- **Walking is the main form of transport in the South Ward for 53% of people**
- People **want to see a solution for e-scooters lying around the South Ward.** Designated parking bays was a popular suggestion.
- **The most disagreement was regarding parking.** With many visitors and businesses wanting more parking and many residents wanting less.
- Top priorities for improvement were: 1. **More trees and greening;** 2. **Prioritise pedestrians (& cyclists);** 3. **Give the South Ward 'a vibe'** (street art, more bars, fairy lights, etc.)
- **Improving bike infrastructure** (both on road bike lanes and off-road infrastructure) also emerged as a high priority, in all the stakeholder groups.

Takeaway:

There are conflicting views on parking and traffic management. Views around parking is varied, with businesses seeking more, and residents seeking less. Cycling, walkability and greening is highly valued.

November 2019

Splash 2.0 Ideas Hub in Hutt Street

45 Ideas collected specific to Hutt Street of surrounding areas

A hub for the community to share ideas with the Splash team for what they would love to see, be a part of, or even deliver in the city and North Adelaide.

Some key themes:

- **Bike facilities:** 'more bike parking', 'a bike lane same as Frome Road'
- **Greening:** 'more plants to make the city greener than ever', 'green up and water the roses', 'more green spaces and trees'
- **Art:** 'more street art', 'colour, colour and more colour', 'fun sculptures for kids to interact with', 'paint laneways and street crossings'
- **Activation + events:** 'music performances', 'outdoor cinema screenings', 'weekly market'
- **Green public space:** 'natural places along the street to sit, chat, eat', 'more play/ kid friendly spaces near cafés', 'more places to sit and relax in the street'
- **Lighting:** 'shining lights in the trees', 'lighting eg. Prospect Road magnets', 'more lighting, especially in the southern end'
- **Waste reduction/ sustainability:** 'recycling bins', 'battery recycling', 'have a car-free day', 'E-waste skip'
- **Community building:** '...learn from different cultures', 'bread making community project', 'disadvantaged persons art place'

Takeaway:

Wide spanning ideas with the community eager to see improvements to increase comfort and vibrancy in the street.

Strategic context

Adelaide Design Manual (ADM) City of Adelaide



Hutt Street is a **Local Activity Retail Street**

- Local Activity Retail Streets are located adjacent to residential and mixed use areas and provide a commercial, retail and social focus for the surrounding community.
- Elements should complement and contribute to the local area's distinctiveness
- Movement should be safe, comfortable and ideal for a mixed-use environment
- Should create a welcoming and inviting space for people to interact and participate in local life.

STATUS:
The ADM will be work-shopped with Council in February 2022 for review.

Adelaide Park Lands Management Strategy (APLMS) City of Adelaide



Vision:

The Adelaide Park Lands will be a globally recognised park system which surrounds and permeates our city and is central to our identity.

Relevance:

Hutt Street is bookended to the north and south by parks and within 10 minutes walk from the highly used Victoria Park / Pakapakanthi to the east. The Key Moves proposed for these parks have a relationship to Hutt Street's future.

Most Relevant Key Moves:

- Link the Park Lands to the City and suburbs by developing strong 'green street' connections
- Develop a significant wetlands...(near the corner of South and East Terrace in Park 16)
- Create a formal park to frame the Glen Osmond Road and Hutt Street gateways providing views into the parks and a more appealing streetscape
- Establish a community garden for use by residents in the City and inner-suburbs and the Hutt Street Centre
- Capitalise on the stunning Elm Avenue...

STATUS:
The APLMS is currently undergoing statutory review by the Adelaide Park Lands Authority.

Community Land Management Plans (CLMP) City of Adelaide



Relevant CLMPs:

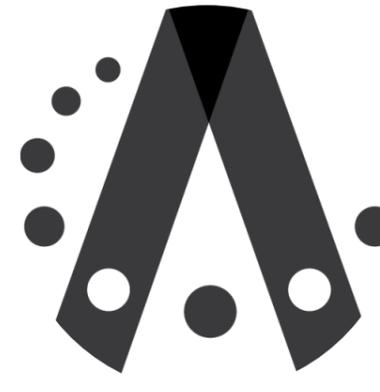
- Community Land Management Plan Chapter 2 for Tuthangga (Park 17), Wita Wirra (Park 18) and Pityarrilla (Park 19), Chapter 11 for Rymill Park / Murlawirrapurka (Park 14), Chapter 14 for Ituamai-itpina (Park 15), Chapter 15 for Victoria Park/ Pakapakanthi (Park 16).

Relevance

- These parks hug the south-eastern corner of the city, in close proximity to Hutt Street. Working alongside the APLMS there is potential for rejuvenation of these parks proposed in these documents to increase patronage to Hutt Street and the Park Lands, and act as attractive gateways to the city.

STATUS:
The CLMPs are currently undergoing statutory review.

Strategic alignment



The Master Plan seeks to align to:

- City of Adelaide Strategic Plan 2020-2024
- Adelaide Economic Development Agency (AEDA)
- Strategic Asset Management Plans
- Planning & Design Code (PlanSA)
- City Access Strategy (in draft)
- City Plan (in draft)
- Building Interface Guidelines
- Cultural Strategy
- Public Art Action Plan
- Smart Move Strategy
- Green City Plan
- Outdoor Dining Guidelines
- Carbon Neutral Strategy
- Disability Access and Inclusion Plan
- Safer City Policy 2019-2023
- Retail Strategy

Relevant Council decisions

12 March 2019 Council Decision 2019/00464 – Motion on Notice - Council's 19/20 Budget

That Council:

Requests the Administration consider in the Council's draft 19/20 budget the following initiatives for North Adelaide and the City, along with the estimated cost of:

- The development of a master plan for the Melbourne Street Business Precinct
- The development of a master plan for the O'Connell Street Business Precinct
- The development of a master plan for the Hutt Street Business Precinct.

28 May 2019 Council Decision 2019/19334 – Motion on Notice - Atmospheric Lighting

That Council:

Requests that Administration investigate options for atmospheric lighting (similarly to that on Rundle Street) for O'Connell Street and Melbourne Street in North Adelaide, with prioritisation given to solar options.

Undertaking – Atmospheric Lighting

Ensure that the atmospheric lighting would be complementary to the Splash program.

10 December 2019 Council Decision 2019/00951 – Motion on Notice - Hutt Street Lighting

Administration explore options to improve and augment street-lighting on the eastern side of Hutt Street, a few metres south of the intersection of Hutt And Halifax Streets, providing illumination to the relatively dark corridor at that section, similar to the light with heritage features presently situated across Halifax Street, a few metres north of the intersection with Hutt Street, and also on the eastern side.

28 January 2020 Council Decision 2019/00951 – Motion on Notice - Hutt Street Masterplan

That Council:

Requests that Administration adapts the model underpinning creation of the Hindley Street Masterplan, includes the presentation of "quick wins" to Council for approval. Requests that those "quick wins" are identified and included for consideration in the 2020/21 budget and be completed by the end of Q1 in the 2020/21 financial year.

Part two

What Makes a Great Main Street?



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

10 Ingredients - what's the current state of Hutt Street?

	Poor	Okay	Good	Excellent
High quality public realm		█		
Diverse commercial mix with good shopfronts	█			
Public spaces that promote activity		█		
Identifiable branding		█		
Accessible & safe for all users	█			
Green			█	
Connected, human focused with a 'heart'			█	
Celebration of local & heritage character			█	
Tailored events & activations				█
Stakeholder collaboration				█

Notes

- Generally in good condition, pleasant and clean however dated and low quality streetscaping seen as barrier to attracting leading edge retail tenants. Furniture placement, footpath and landscaping maintenance and lighting could all be improved.
- High proportion of hospitality trade, lack of retail. High vacancy rate. Lack of strong retail identity and significant anchor retailer. Some good examples of inviting, open and active frontages in Main Street 'core'. Some large inactive frontages in northern portion of the street.
- Areas of wide footpath cater for large outdoor dining zones, especially at key intersections. Lack of public 'square' or 'heart' for gathering or stopping.
- No clear 'brand' or identity present on street or online.
- Easily accessible by car, walking, cycling, e-scooter and some access by bus. Good walkability, though could be improved with upgraded, compliant kerb ramps and removing left-hand filter turns.
- Large established Plane trees with connected canopies provide shade and amenity. Large areas of planting in need of upgrade and maintenance (review of species). Planter boxes on footpaths in varying condition.
- Existing South-East community and a growing population. Opportunity to strengthen community connection to Hutt Street as the commercial and social hub of the local precinct.
- Low rise 1 to 2 storey buildings in Main Street 'core' with regular rhythm of frontages provides friendly human scale. Very wide street with dual lanes and high speed limit creates a space primarily functioning as a thoroughfare.
- Hutt Street focused events and activations throughout the year.
- Strong collaboration through CoA Place Coordinator, Hutt Street Traders, SAPOL and others.

Local state of play - the city context

Hutt Street is categorised as a Local Activity Retail Street by the Adelaide Design Manual. While providing a commercial, retail and social focus for the local community is the priority of Local Activity Retail Streets, wider city influences are impacting how these streets function. Modest population growth of Greater Metropolitan Adelaide, increased competition from shopping options within and outside of the city and changing spending patterns and behaviour of consumers - influenced by wider global trends - are all changing the ways in which people interact with their local shopping streets.

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

Hutt Street

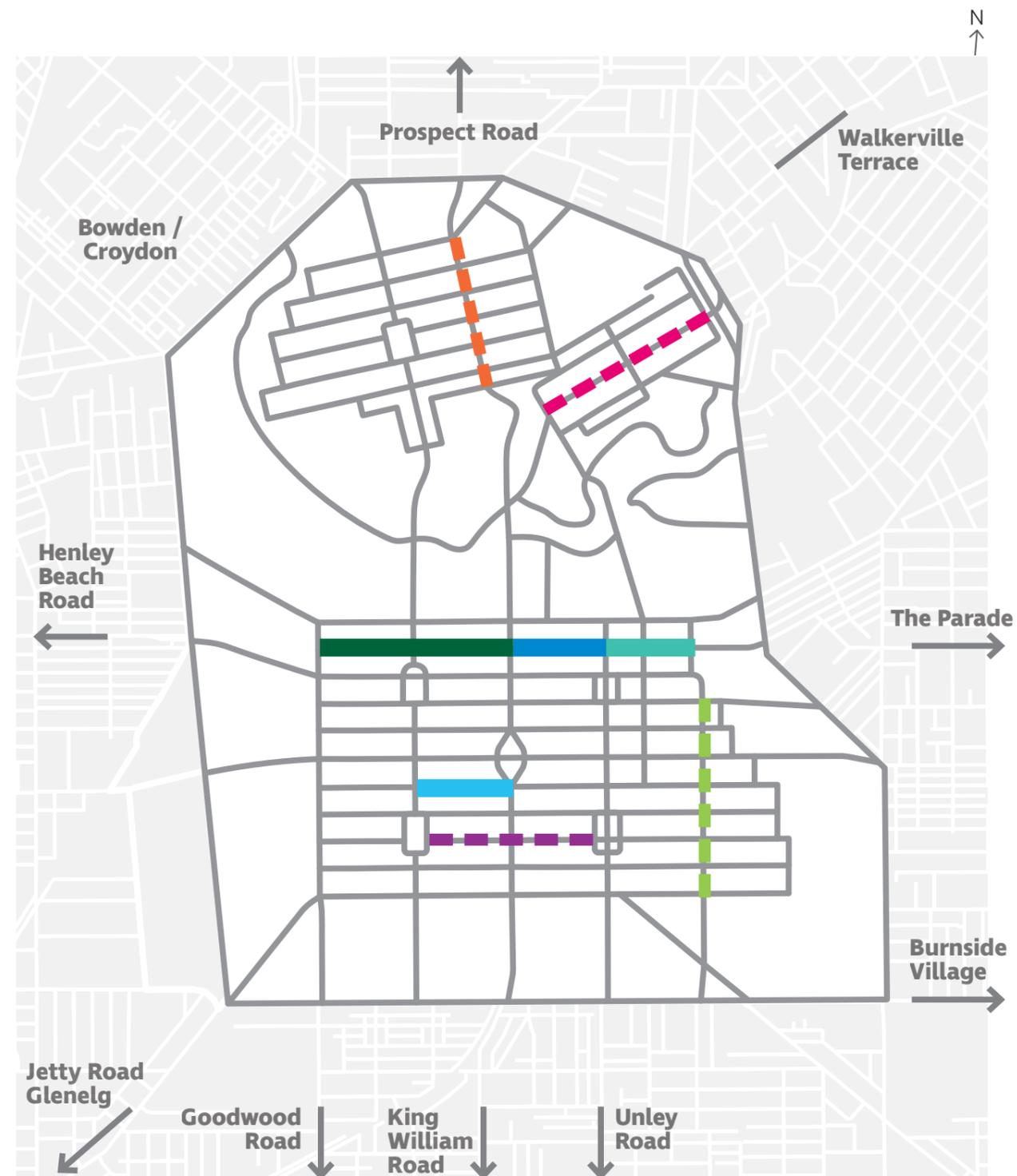
Melbourne Street

Sturt/Halifax Streets

*From the Adelaide Design Manual

"City Streets" - Emerging?

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



Part three

Existing Conditions

NOTE: Data in this section may not reflect existing conditions. Updated information has been procured as much as possible, but outdated information might still be represented. Some data may have changed due to the impacts of COVID-19.



Locality

Hutt Street is located in the south east of the city, running north to south between Pirie Street and South Terrace. The street provides a key connection to and from the north eastern and southern surrounding suburbs. Hugged by Park Lands to the east and south, key destinations include Victoria Park / Pakapakanthi (Park 16), Rymill Park / Murlawirrapurka (Park 14) and Marshmallow Playspace in Pelzer Park / Pityarilla (Park 19). The Central Business District is to the north-west, with major drawcards including Rundle Street, Lot Fourteen and the University precinct to the north.



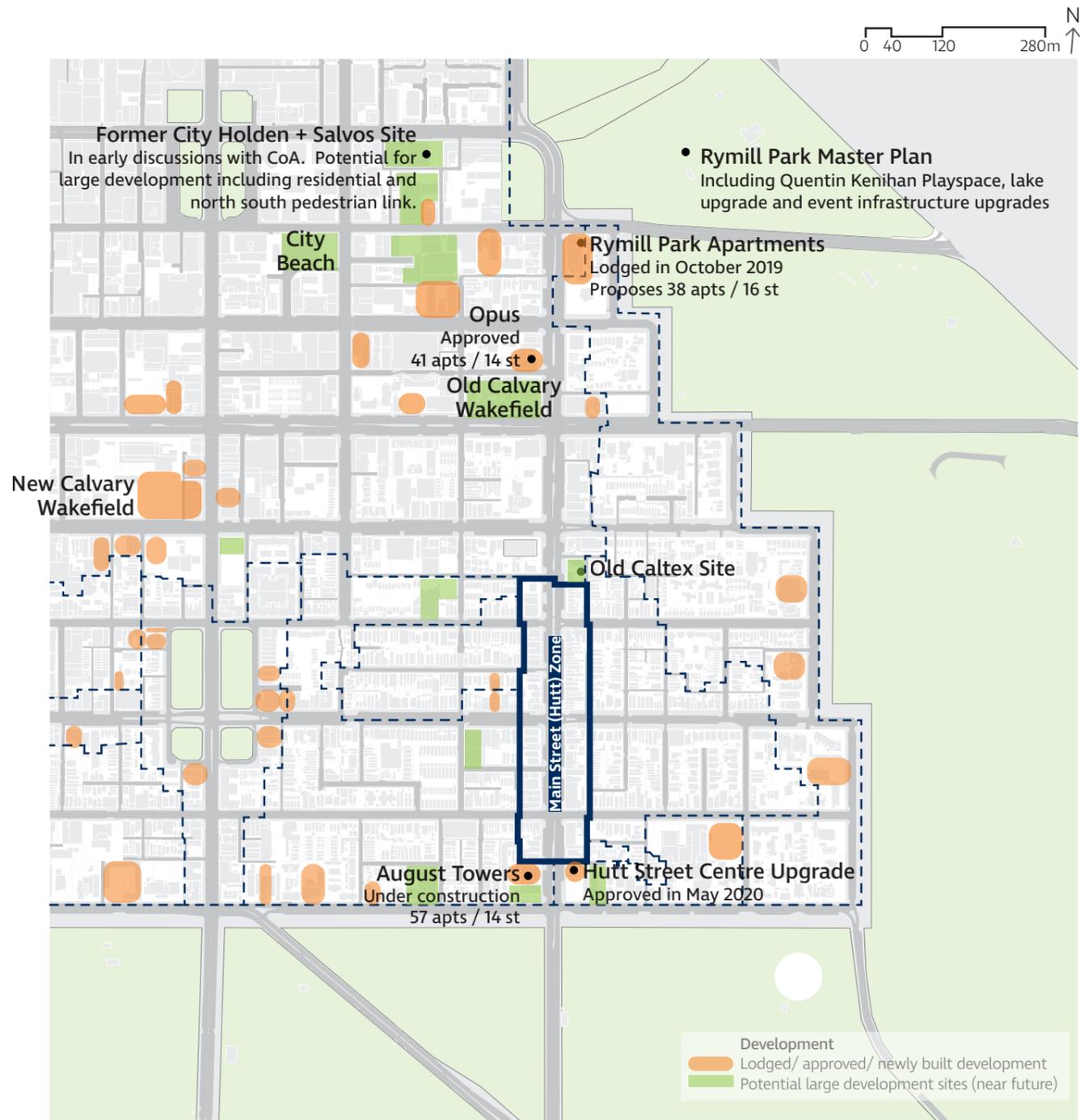
Site

Hutt Street is adjacent to low to medium density housing to the east, the character of which reflects the historical residential pattern and distinctive dwelling types and early shops from the mid to late 19th century. Moving west, development becomes denser, with more commercial activity. Medical services, schools and hospitality venues are key drawcards to Hutt Street and the immediate surrounding area.



Current developments

In recent years **over \$450 million of development** has been proposed, approved and/or constructed within a 10 minute walk of Hutt Street, **including approximately 1,500 apartments.**



Data above from late 2019



Quentin Kenihan Inclusive Playspace

Planning and Design Code

The Planning and Design Code (the Code) is the cornerstone of South Australia’s new planning system, which came into effect in 2020. Due to its length and diverse use, Hutt Street lies within four zones: ‘Capital City’, ‘City Living’, ‘City Main Street’ and ‘Community Facilities’, and straddles five different subzones: ‘East Terrace’, ‘Medium High Intensity’, ‘City High Street’, ‘City Frame’ and ‘St Andrew’s Hospital Precinct’.

For the purpose of this section, **the ‘heart’ of Hutt Street’s falls within is the ‘City High Street’ subzone of the wider ‘City Main Street’ zone.**

‘City Main Street’ zone

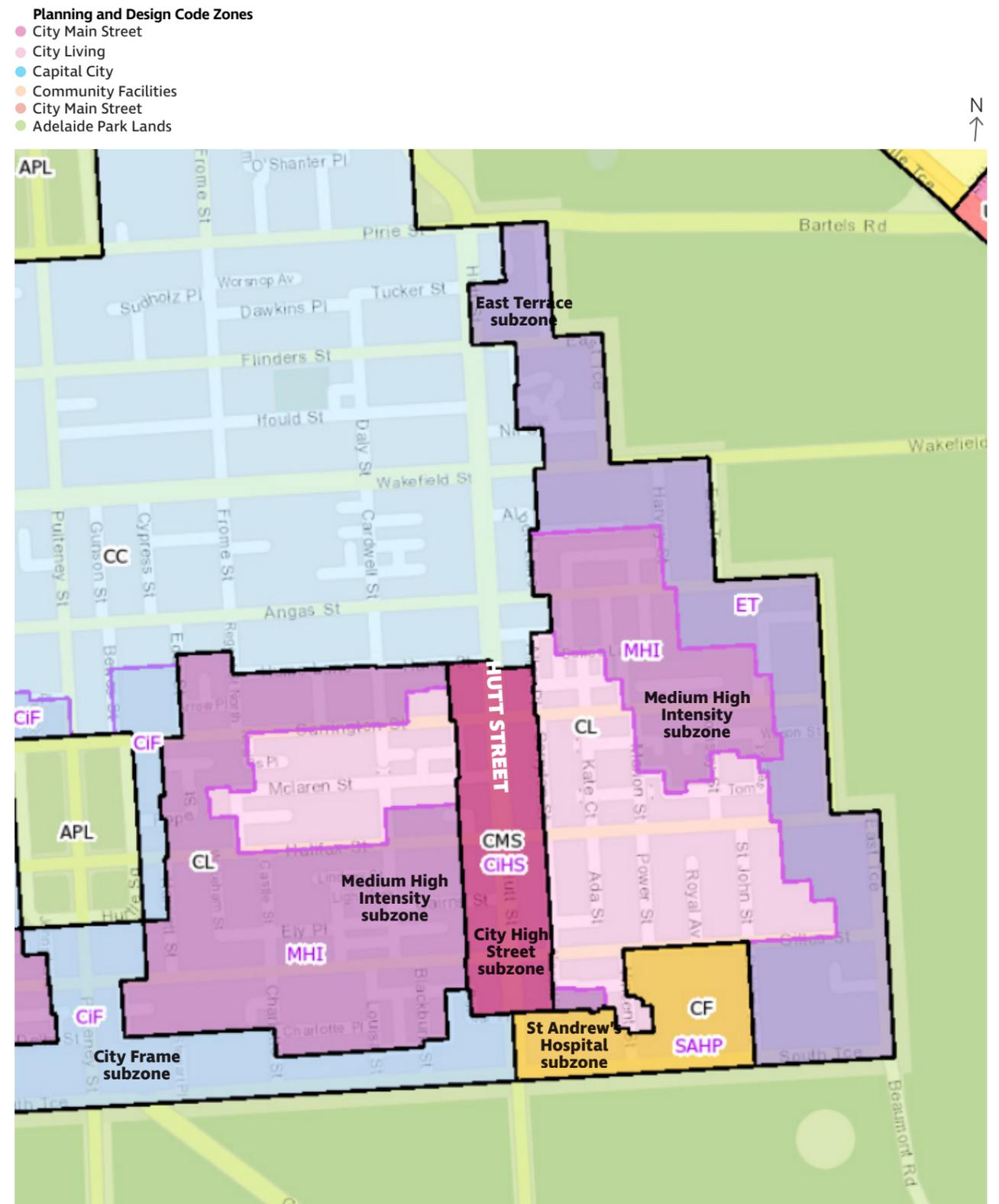
Desired outcome

1. A mixed use zone providing important shopping, hospitality, commercial, community, cultural and entertainment facilities for the city supported by medium to high-density residential development. Non-residential activities including shops, restaurants and licensed premises positively contribute to the day and evening economies, public safety, walkability and city vibrancy.
2. The built form positively contributes to:
 - a) A streetscape that is visually interesting at human-scale, comprising articulated buildings with a high level of fenestration and balconies oriented towards the street.
 - b) A fine-grain public realm comprising buildings with active frontages that are designed to reinforce the street rhythm and intimate character, that consider the façades, articulation and massing of existing buildings and any spaces between them, and provide narrow tenancy footprints at ground level.

‘City High Street’ subzone

Desired outcome

1. A safe, walkable and vibrant shopping, entertainment and commercial high street precinct with an active day and evening economy supported by medium density residential development.
2. Development along a city high street that contributes to an intimate public realm with active streets.
3. Integrated developments on catalyst sites to assist in the transformation of a locality and facilitate an increase in the residential population of the City, while also activating the public realm and creating a vibrant main street feel.



Neighbourhood context

The South East is promoted to provide 'all the comforts of suburban living with a cosmopolitan flavour. **Hutt Street is the epicentre of the precinct**, providing a **village-like cluster of cafés and restaurants** alongside **all the day-to-day essentials**'. (City of Adelaide website)

Key statistics

4,441
people live in the South East Corner

5,300
persons per square metre

3rd most populous area behind Upper North Adelaide and Central Adelaide West

Above from ABS Estimated Resident Population, Profile ID 2020

Current Demographics

This corner of the city is the **3rd most populous area**. The residential population is made up of **more parents with dependent children, homebuilders and people over retirement age**, than the City of Adelaide average, with significantly less tertiary student residents. This demographic make-up is reflected in the currently low-rise and heritage housing stock and proximity to surrounding services including schools.

similar proportion of population under 17

12% less people between ages of 18-24

greater proportion of population over 35

Above from ABS Estimated Resident Population, Profile ID 2020

Forecasted Growth

The South East is predicted to experience a **reasonable 43% growth in residents in the next 20 years**. Surrounding city areas directly west and north are predicted to experience more substantial population growth, 133% in City South and 170% in Central Adelaide East.

43% growth in population between 2019-2041

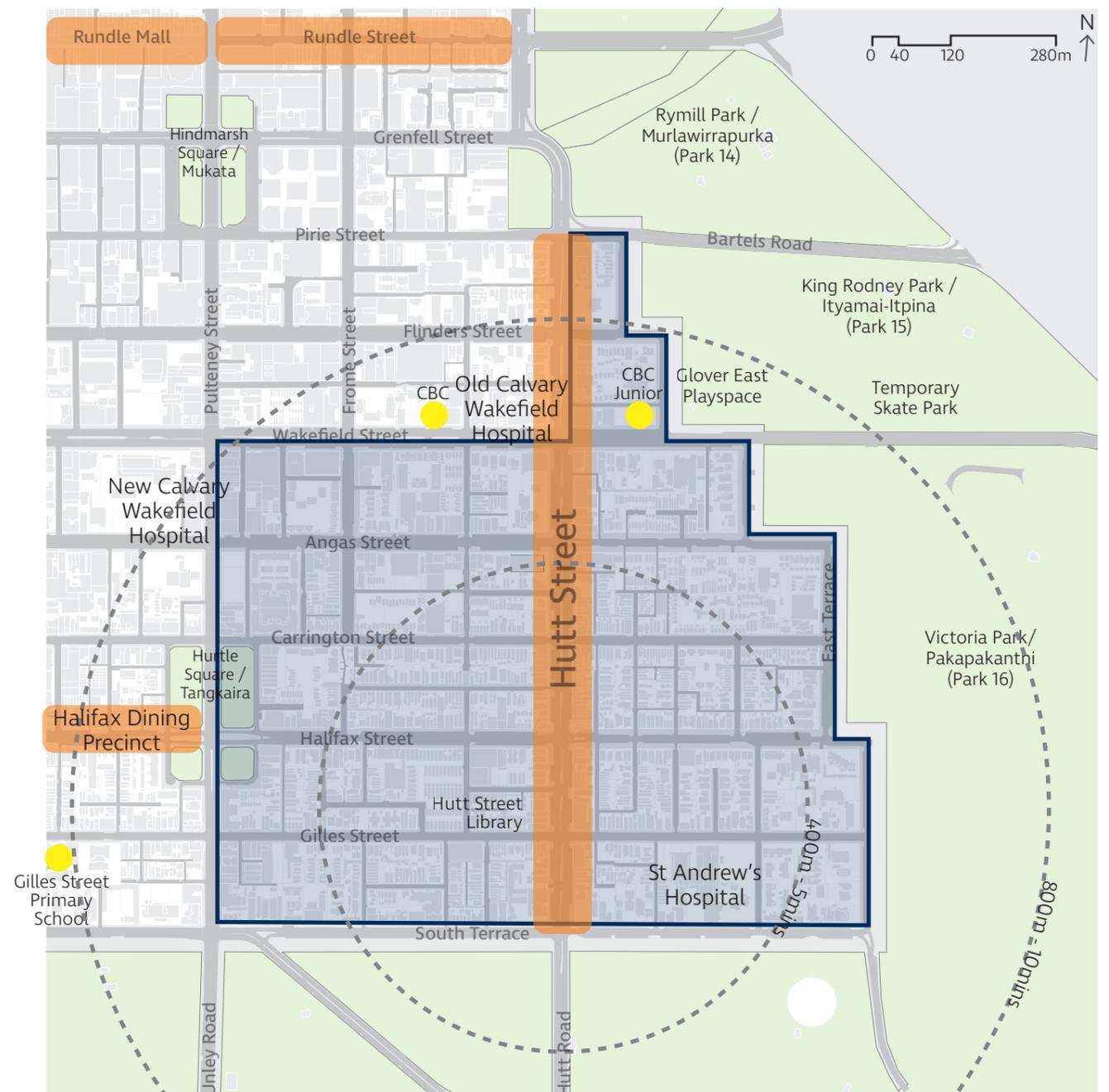
forecasted to experience 2% population increase every 5 years over the next 20

forecasted 61% growth in residential dwellings between 2016 and 2041

Above from Forecast ID April 2019

Primary catchment

The primary retail catchment for a local retail precinct is made up of residents that are within a walkable distance of the precinct. Features such as the Park Lands, main roads and competing local retail precincts also determine the catchment. According to a retail study by JLL in 2013, **Hutt Street's primary catchment includes the residential area south of Wakefield Street and east of Pulteney Street**, including the small area north of Wakefield Street between Hutt Street and East Terrace. These residents are all within 800m of the centre of Hutt Street's shopping (taken as the corner of Hutt and Halifax Street).



Access

P **Approx. 300 on-street car parks**
Roughly 1.5 parks per Hutt Street facing property

P **Limited off street parking**
Very few public off street parking opportunities. Some private undercroft parking to medical facilities and commercial businesses, mostly in the northern portion of the street.

Bike icon **Good proximity to cycling routes**
Convenient access via cycling routes including the Park Lands Trail, Frome Street Bikeway and Halifax Street route connecting east through Victoria Park

Bus icon **Low bus boarding numbers**
Low bus boarding numbers for Hutt Street, especially travelling to north and east. Also serviced by City Connector.

Car icon **High vehicle volumes in peak hours**
Anecdotally many use as a cut-through from eastern to southern suburbs (no destination in city)

Walking icon **Walkable neighbourhood**
Walking is the main form of transport in the South Ward for 53% of people. The Main Street 'core' of Hutt Street takes approx. 5mins to walk, and Victoria Park is less than 10 mins walk from the Halifax Street intersection.

Light blue line Under 3000 vehicles per day

Medium blue line Under 5000 vehicles per day

Dark blue line Under 10 000 vehicles per day

Very dark blue line Under 20 000 vehicles per day

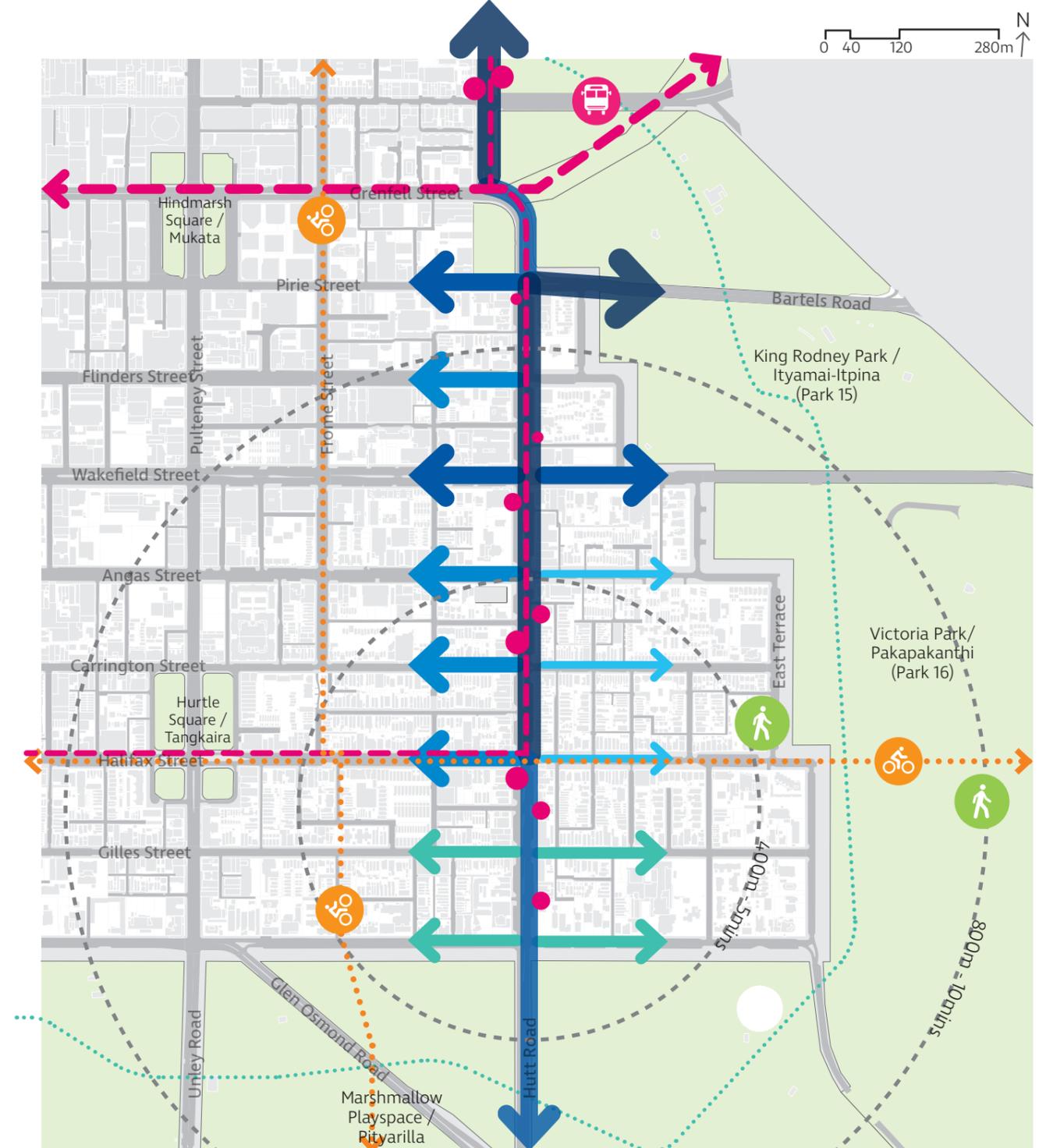
Thickest dark blue line 20 000+ vehicles per day

Dashed pink line City Connector

Dotted green line Park Lands Trail

Orange dashed line with arrows Popular cycling routes

Pink circle Bus stops
(size relative to boarding numbers)



Heritage

Historically, the main shopping centres in Adelaide were located further to the north and west of the City (e.g. Hindley & Rundle Streets), but a small retail precinct developed along Hutt Street, where small shops served local residents' needs. The building boom that prompted the building of grand residences in the area also established Hutt Street as an important shopping precinct.

State Heritage Listed



S1. 22 Hutt Street – Rymill House Coach House

S2. 56 Hutt Street – Bray House

S3. 146-158 Hutt Street –Victoria Terrace



S4. 160 Hutt Street – Chianti

S5. 162-166 Hutt Street – General Havelock Hotel



Former house, now Naval, Military, Airforce Club , 1872 SLSA[B 10761]

Arab Steed Hotel, 1907 SLSA[B 21540]

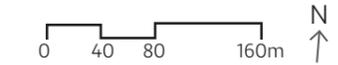
Shops on western side of Hutt Street near Carrington, 1927 SLSA [B 4214]



5 State Heritage

19 Local Heritage

- State Heritage Place
- Local Heritage Place
- Local (Townscape)
- Local (City Significance)



Local Heritage Listed



L1. 4-8 Nil Street

L2. 198 Hutt Street



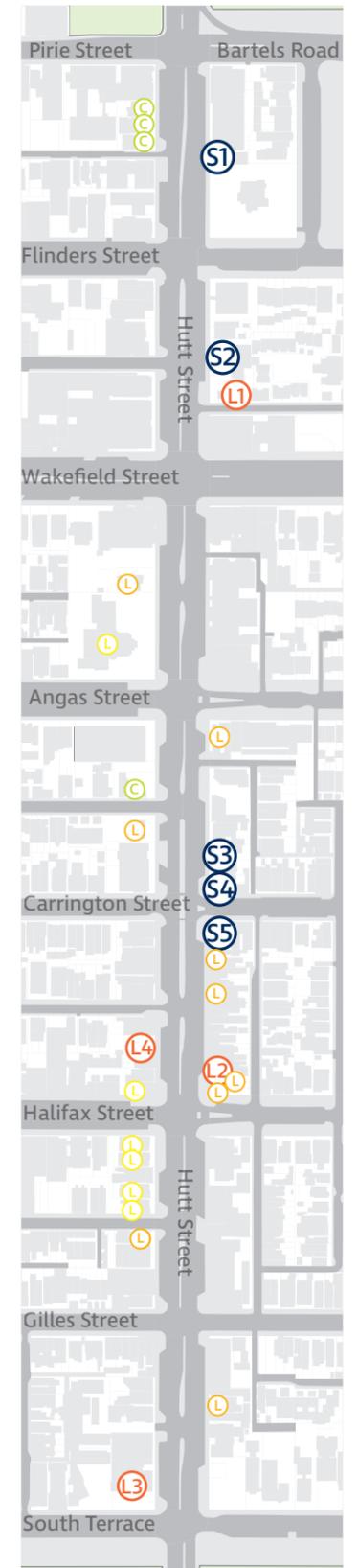
L3. 187-189 Hutt Street

L4. 316-320 South Terrace



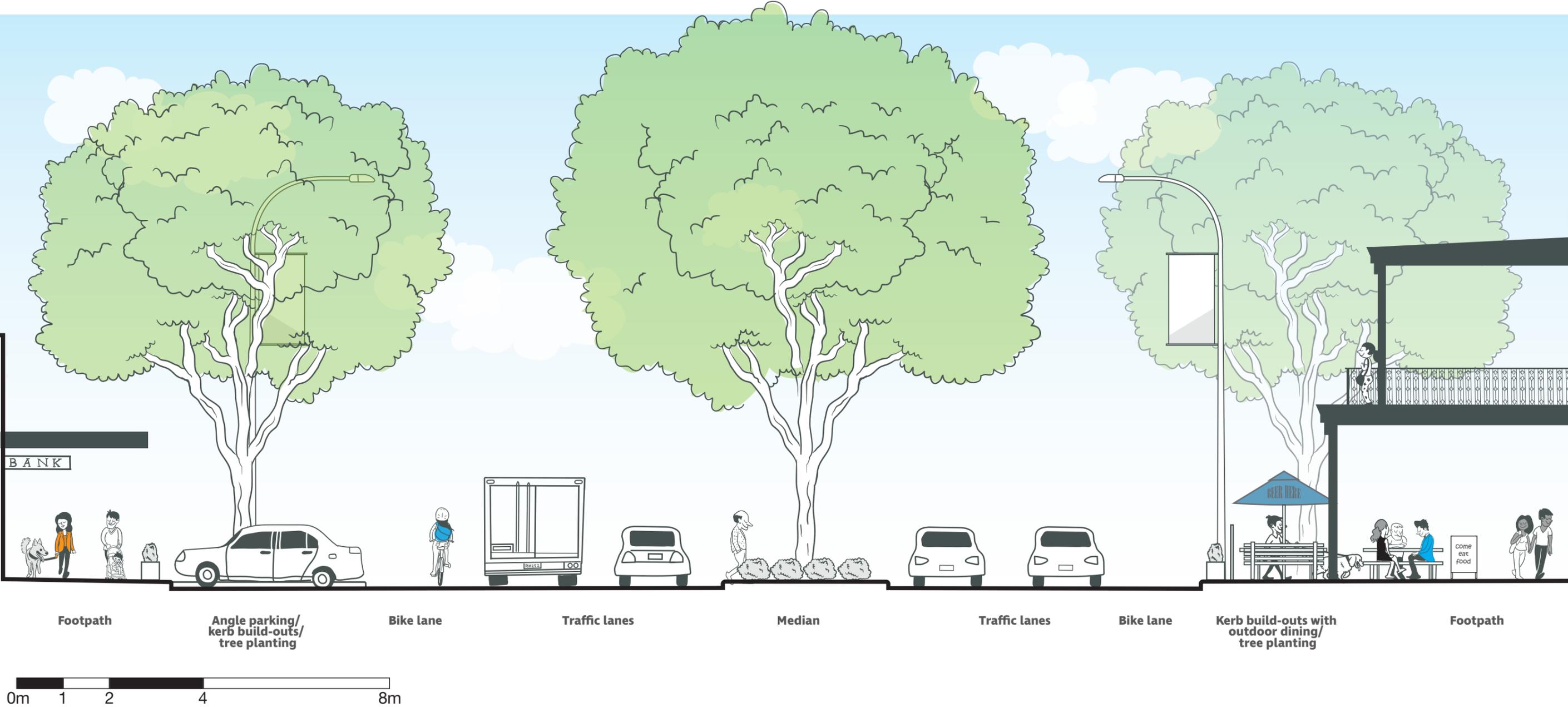
General Havelock, 1939 SLSA [B 8228]

Parking under awnings south of Havelock Hotel, 1968 SLSA [B 17853/2]



Character and scale

Hutt Street is known for its village atmosphere, wide and shady street section, popular food and beverage businesses and local services. The scale, building form and materiality of a street all contribute to the overall character of a place. **The Main Street 'core' zone of Hutt Street is typified in the section below,** depicting the low-rise (one to two storey) buildings with awnings and some heritage detail, connected tree canopies, angle parking and outdoor dining.



Character collage

A **wide variety of building styles, scale and materiality** exist along the length of Hutt Street. Typically, the larger sites and newer commercial buildings are in the north, more consistent one to two storey shops with a high proportion of heritage buildings are in the Main Street 'core' and a mix of styles and scales exist in the south. The materiality and elements of the public realm including the red brick footpaths, central median, landscaping and large Plane tree canopies create a sense of cohesion to the length of Hutt Street, despite its varying built form.



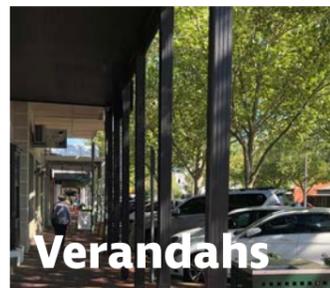
Stone



Grand



Heritage Detail



Verandahs



Quirky



Wide



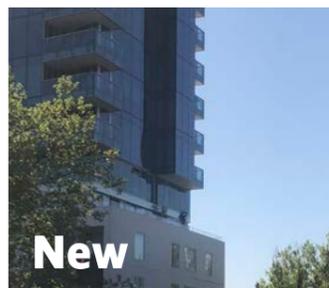
Community Services



Angle Parking



Red Brick



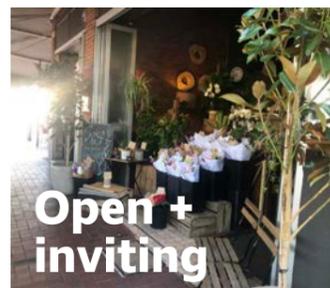
New



Narrow Frontages



In-active



Open + inviting



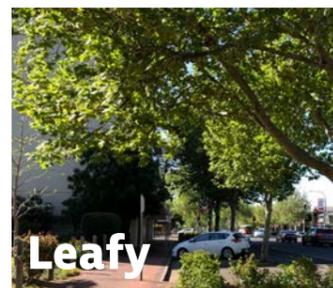
Character Corners



Dining



Tired



Leafy



Old



Vacant



Tall



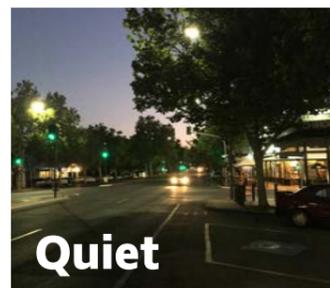
Green



Medical



Commercial



Quiet



Historic



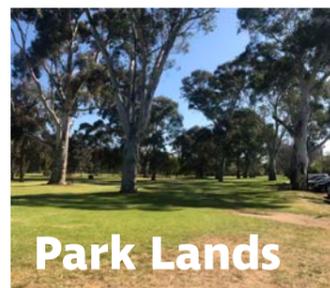
Faux Heritage



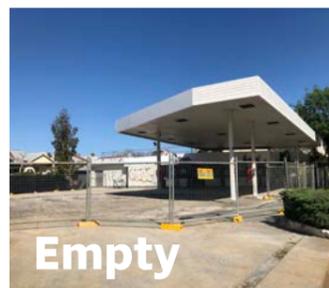
Popular



Short



Park Lands



Empty



Friendly



Canopy

Pedestrian movement

Hutt Street's tree-lined footpaths, central median and footpath extensions at intersections provide comfort, easy crossing of the street and good walkability. However, large obstructive zones of outdoor dining furniture, non-compliant kerb ramps and long waits at signalised crossings decrease the friendliness of the street for pedestrians.



Large outdoor dining areas restrict footpath space



Tree lined footpaths provide shaded walking options



Central medians provide ease of crossing, but non-compliant kerb ramps do not cater for the vision impaired



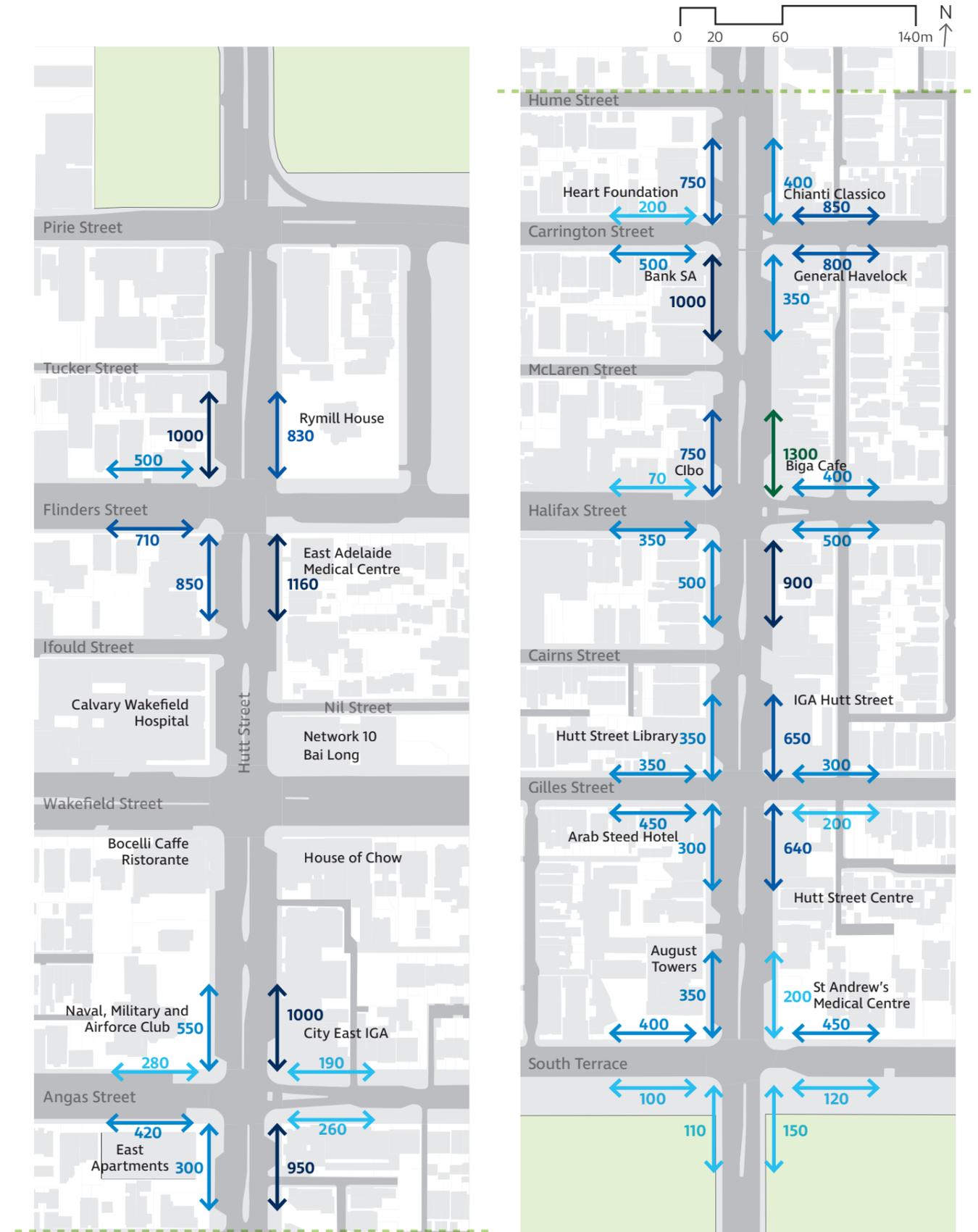
Footpath extensions at intersections reduce crossing distance



Central medians provide easy informal crossing opportunities

Under 300 pedestrians	↔
300-599 pedestrians	↔
600-899 pedestrians	↔
900-1199 pedestrians	↔
1200-1499 pedestrians	↔

Hutt/Flinders counts undertaken on Thursday 21 September 2019 6am-8pm
 Gilles/Hutt counts undertaken on Thursday 12 November 2019 6am-8pm
 Angas/Carrington/Halifax/South Terrace intersections with Hutt Street counts undertaken on Thursday 31 October 2019 6am-8pm



Cyclist movement

A modest number of people on bikes use Hutt Street as a cycling route, while Halifax Street, and to a lesser extent Flinders Street, provide more popular cycling links for commuters from the eastern suburbs into and out of the City.



Some cyclists (including delivery couriers) choose to use the footpath



Cyclist traveling south on Hutt Street



Cyclists traveling north on Hutt Street



Halifax Street cycling route



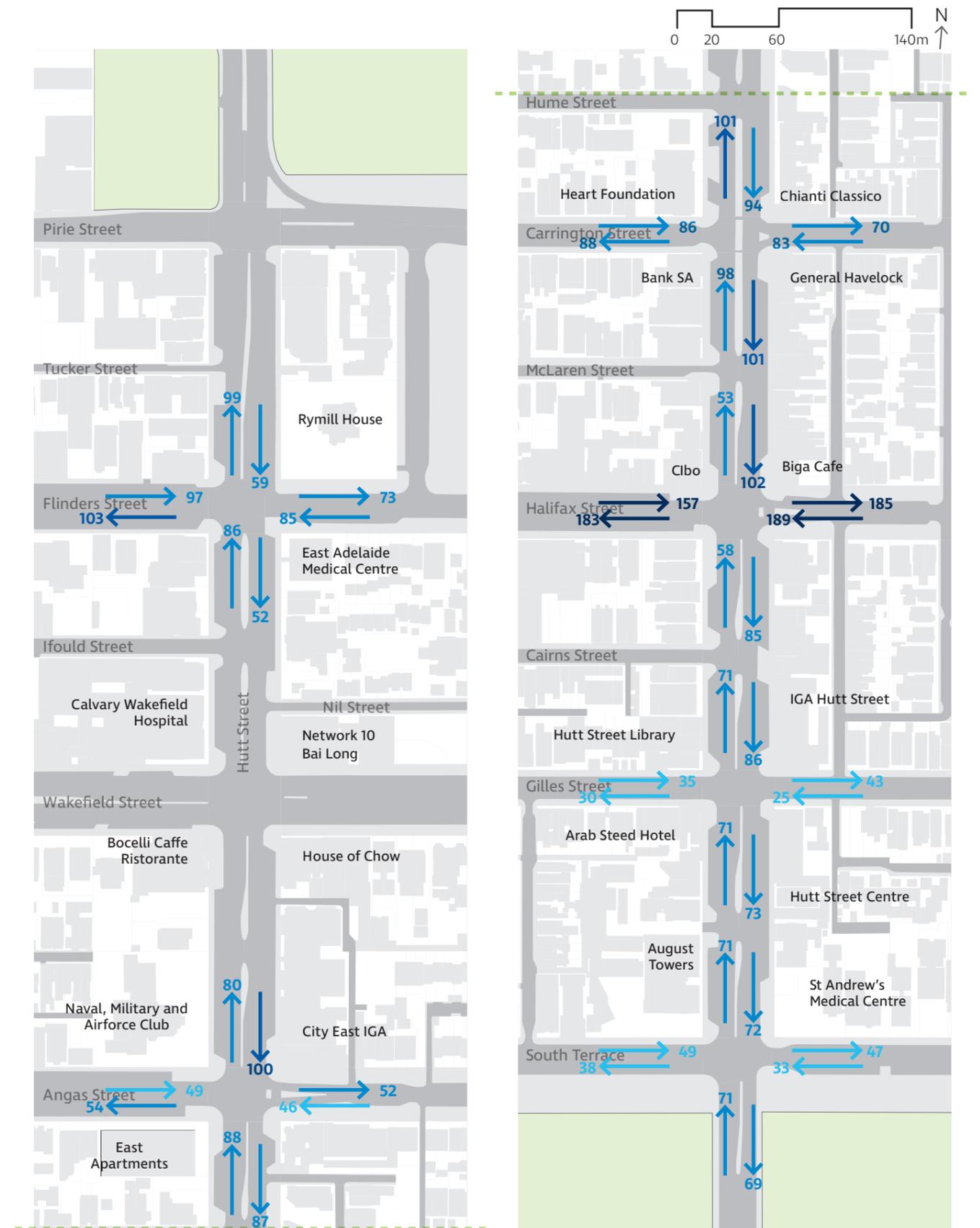
Signalised crossing for cyclists at Flinders Street



Easy informal crossing via central median at Carrington Street



Hutt/Flinders counts undertaken on Thursday 21 September 2019 6am-8pm
 Gilles/Hutt counts undertaken on Thursday 12 November 2019 6am-8pm
 Angas/Carrington/Halifax/South Terrace intersections with Hutt Street counts undertaken on Thursday 31 October 2019 6am-8pm



Vehicle movement

Hutt Street facilitates up to **over 23,000 vehicles in the north**, carrying traffic of a regional-wide origin, reducing to just over **15,000 vehicles in the south** as commuters use the western connecting streets to access the CBD.

Hutt Street **functions as a commuter route in the peak hours** of 8-9am and 5-6pm, with predominately northbound movement in the morning and southbound movement in the evening. This commuter direction is clearer in the southern end, while the northern end has less defined directions of movement in the peak hours as it also feeds commuters from the north and east into the CBD via the intersecting streets (predominately Flinders and Wakefield streets). Movements into and out of the **intersecting streets** also **have less defined peak hours**, reflecting the **services and attractors** such as schools, hospitals, businesses and residential areas that **people may be accessing at more varying times** across the day.



Little vehicle movement towards the south in the mid-afternoon

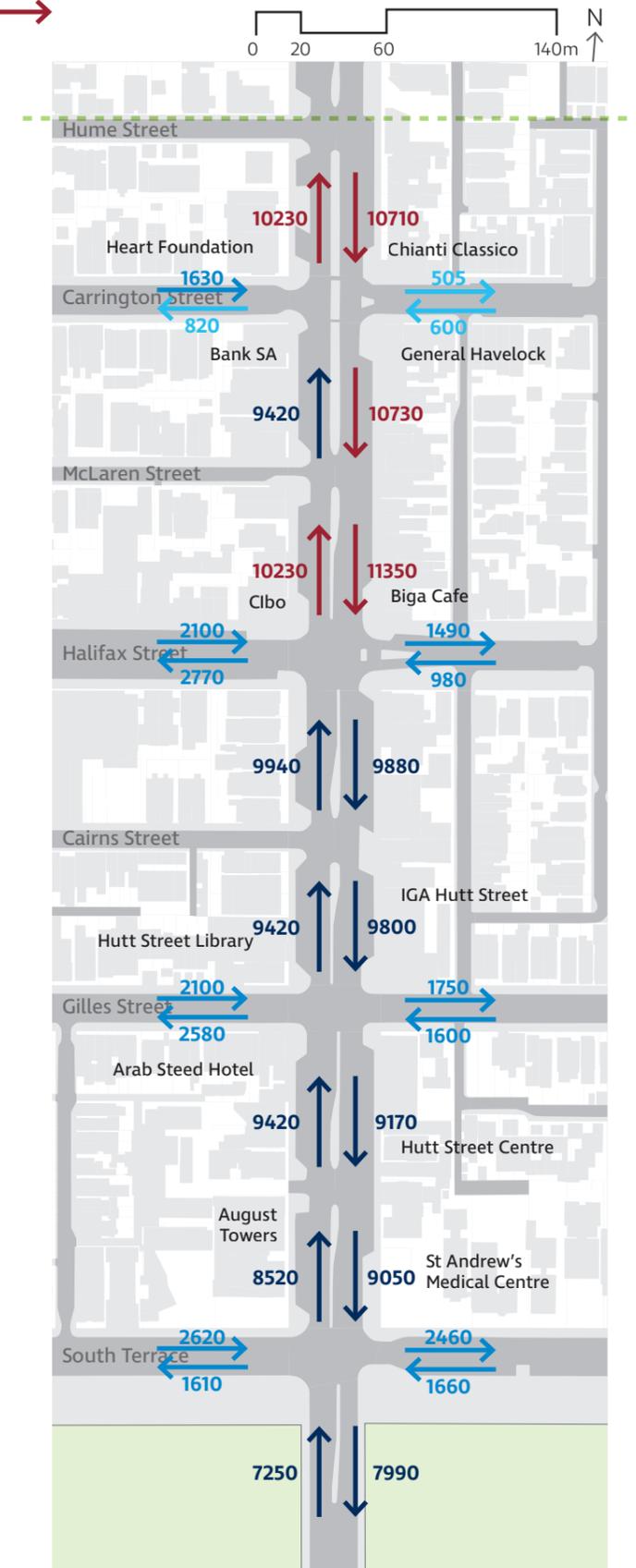
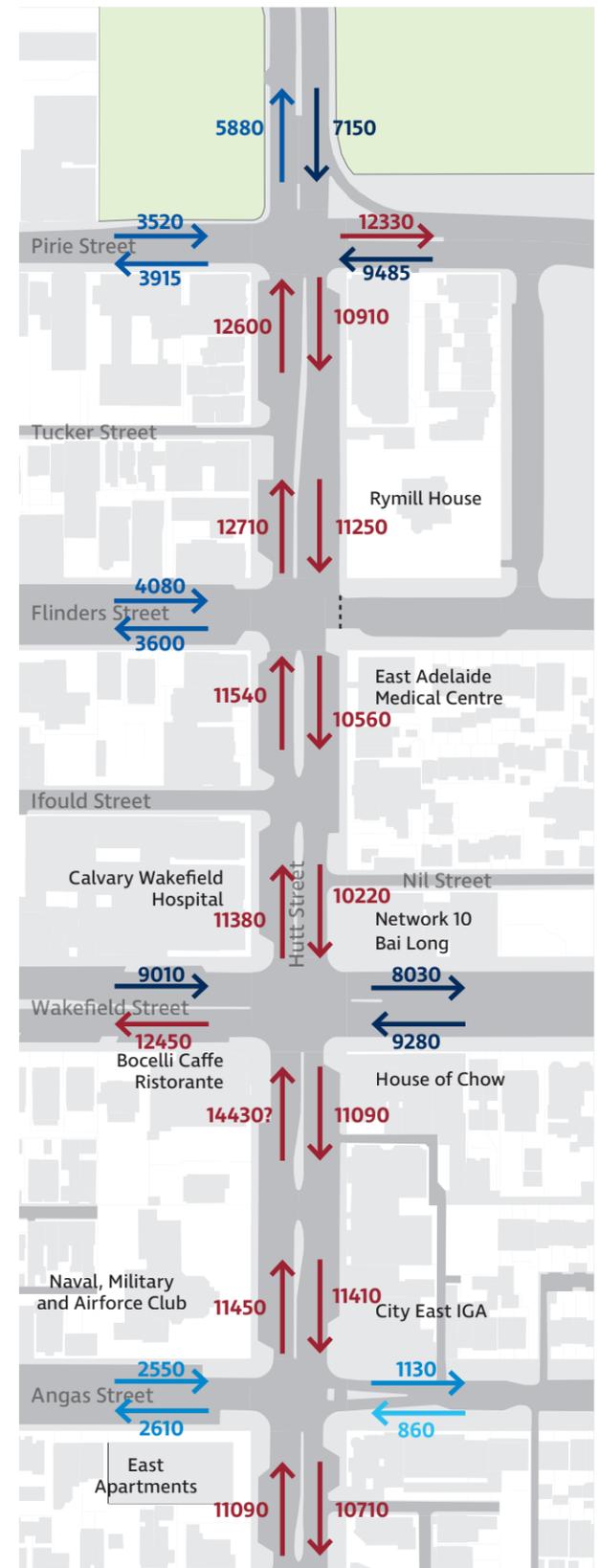
Hutt Street and Halifax Street intersection

Little vehicle movement in the core Main Street zone in the mid-afternoon



Bartels Road provides key vehicle route from the east and into the city and Hutt Street

Wakefield Street carries the highest volume of vehicles of all the intersecting streets



Public transport

Hutt Street is serviced by bus along its entire length, with eight bus stops. The free City Connector bus also services the street, turning west along Halifax Street. **While well connected to many suburbs, bus boarding numbers are currently low**, with some stops servicing less than 10 boardings.



The 171 travelling south along Hutt Street



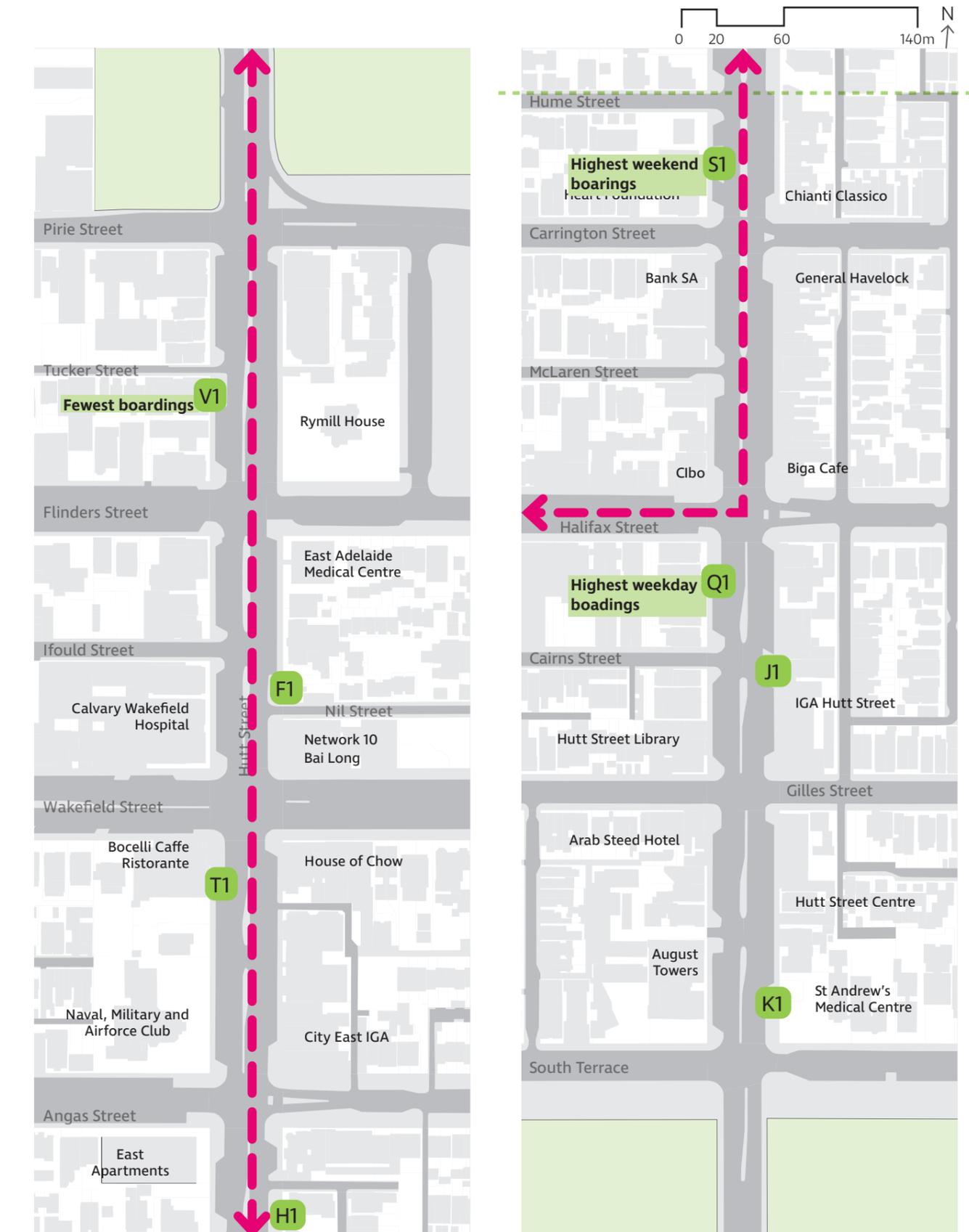
K1 bus stop, near South Terrace



Bus stops along the street are in good condition and comfortable for people waiting

Bus Stop	Routes/ Destinations	Average weekday boardings/ month	Average weekend boardings/ month
V1	150, 150/B/P, 155, 157/X to NW (Largs Bay)	3	1
F1	98C + 99C - free city connector 147 to E (Beaumont)	9	3
T1	98A + 99A - free city connector 150, 150B, 150P, 155, 157/X to NW (Largs Bay) 170,172,173 from S (Urbrae/Blackwood) 174,178/M/S/X to NE (Paradise) 637 School Service - Kingswood 820, 821, 822 from E (Burnside, Stirling)	38	8
H1	98C + 99C - free city connector 147 to E (Beaumont) 170, 171/A, 172 to S (Urbrae, Mitcham) 820, 821, 822 to E (Burnside, Stirling)	34	12
S1	98A + 99A - free city connector 150, 150B, 150P, 155, 157/X to NW (Largs Bay) 170,172,173 from S (Urbrae/Blackwood) 174,178/M/S/X to NE (Paradise) 637 School Service - Kingswood 820, 821, 822 from E (Burnside, Stirling)	61	37
Q1	98A + 99A - free city connector 150, 150B, 150P, 155, 157/X to NW (Largs Bay) 170,172,173 from S (Urbrae/Blackwood) 174,178/M/S/X to NE (Paradise) 637 School Service - Kingswood 820, 821, 822 from E (Burnside, Stirling)	77	31
J1	147 to E (Beaumont) 170, 171/A, 172 to S (Urbrae, Mitcham)	29	10
K1	147 to E (Beaumont) 170, 171/A, 172 to S (Urbrae, Mitcham) 820, 821, 822 to E (Burnside, Stirling)	26	8

Bus boardings counted between July 2018-June 2019



Parking

A study undertaken in November 2019 identified that **parking utilisation on Hutt Street and intersecting streets between Angus Street and South Terrace is average, at around 63%** over a three day study period. This figure **peaks at lunch time on weekdays** (up to 80% occupancy) and is lowest in the late afternoon (approx. 50% occupancy), before a slight increase over dinner hours. **On Saturdays**, the occupancy during the **day remains steady** (under 60% occupancy), before **peaking during dinner hours** around 7:30pm (approx. 75% occupancy).

Current parking condition

 **274**
on street parking bays



90° ticketed parking near East Terrace



Parking along Flinders Street East



1hr 60° angle parking - typical from Angas Street to South Terrace



Motorcycle parking adjacent protuberances

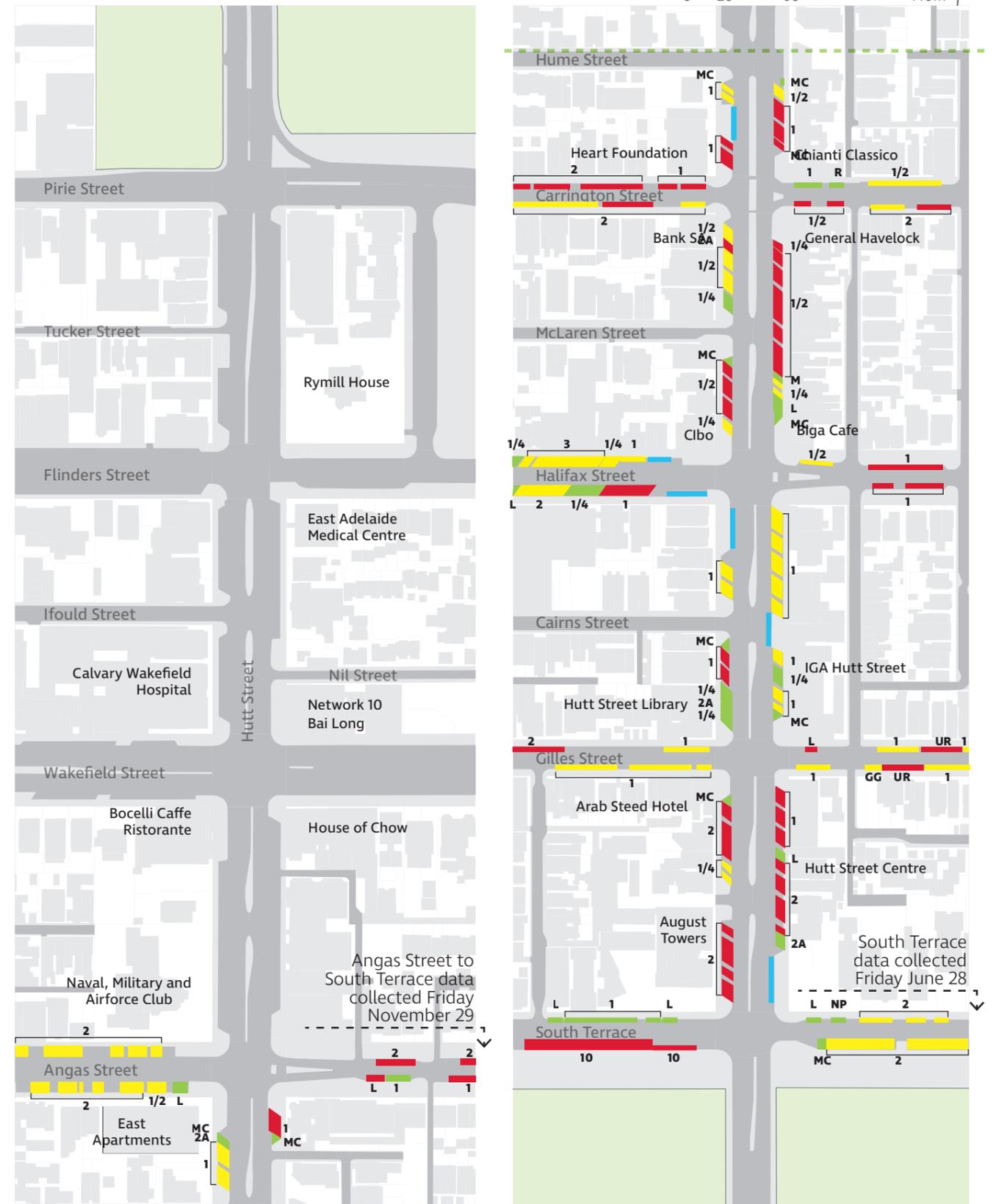


Parallel parking and loading in Carrington Street east

- OCCUPANCY AVERAGES (7:30AM - 9:30PM)**
- **Well used**
Occupied over 75%
 - **Average**
Occupied 41%-74%
 - **Underutilised**
Occupied less than 40%

- TYPE OF PARK (primary restriction)**
- 1/4** 1/4hr park (15 min)
 - 1/2** 1/2hr park (30min)
 - 1** 1 hr park
 - 2** 2 hr park
 - 3** 3 hr park
 - 10** 10 hr park
 - 2A** 2 hr accessible park
 - M** Mail
 - R** Residentail
 - UR** Unrestricted
 - GG** GoGet Permit
 - MC** Motorcycle
 - L** Loading

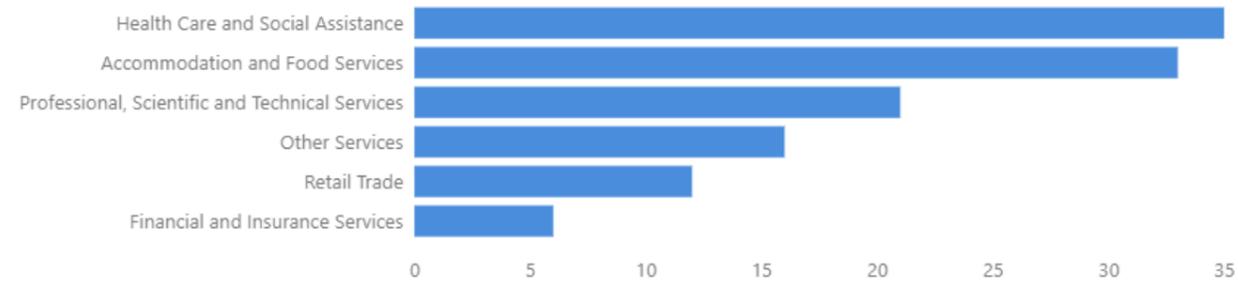
Parking conditions as of June & November 2019



Commercial mix

The northern portion of Hutt Street is mostly made up of corporate and medical services, with retail and hospitality grouped between Hume Street and Gilles Street in the Main Street 'core'.

Top 6 Shop Fronts by Business Type



Some trends on Hutt Street over the last four years:



Increase in number of food retailers



Commercial tenants moving out



Trader churn rate has remained consistent. Approx. 5 business coming in and out every year



Vacancy rate remains consistently high

* Data above from April 2021



Public art

There is currently **only one public art installation on Hutt Street** and a few businesses have adorned their building frontages with artwork that contributes to the public realm. The street has a lot of potential for more public art to celebrate the

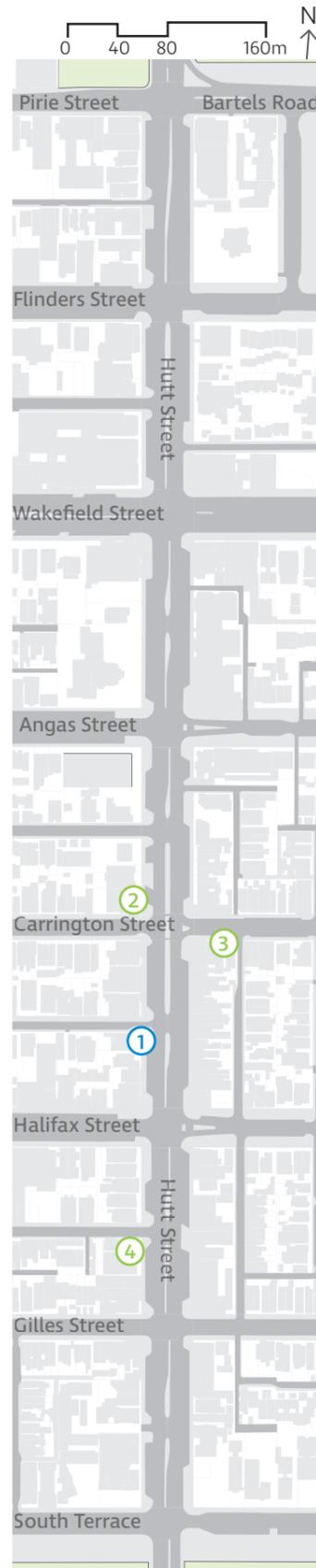
Public Art

- ① Deb Jones and Christine Cholewa **Park Here**, 2013
steel sculpture and painted pavers
Adelaide City Bike Art Trail



Other artwork contributing to public realm

- ② 'LOVE' love-lock sculpture at the front of Heart Foundation building
- ③ 'Penfolds' branding sign on the historic stone building to the rear of the Havelock Hotel in Carrington Street
- ④ Simple mural artwork to Carins Street facade of PlanBuild office



Street furniture

Hutt Street is well populated with public rubbish bins, only requiring collection weekly. There are currently 15 bike racks along the street, with suggestions for more being required coming from some community members through the Splash 2.0 ideas hub engagement. There are few public seats, with majority located between Halifax and Carrington Streets. The Adelaide Design Manual specifies the City Suite as the default furniture suite for the Hutt Street area.



20 older style bins located along the street



15 standard city suite bike racks along Hutt Street



Historic drinking fountain was placed in Hutt Street in 1911



Adelaide Seat - facing street rather than building frontages as specified in the Adelaide Design Manual



- Drinking fountain (F)
- Seat (S)
- Bike rack (B)
- Rubbish bin (R)

Greening

The **continuous shady canopy provided by the Plane trees in the footpaths and median are a key feature of Hutt Street**, important for their aesthetic and environmental qualities. The rose plantings in the verge areas and medians are also a key landscape feature of the street, but are high maintenance and currently in need of attention. While Hutt Street is bookended by Park Lands, there are portions of the street that are over 800m comfortable walk away from open green space.



152
Plane trees
on Hutt Street



Some successful densely planted garden beds in side streets - eg. Angas Street



Many CoA implemented sandstone planters provide greening but feel tired and outdated



Median rose plantings lack interest when not in bloom and are high maintenance



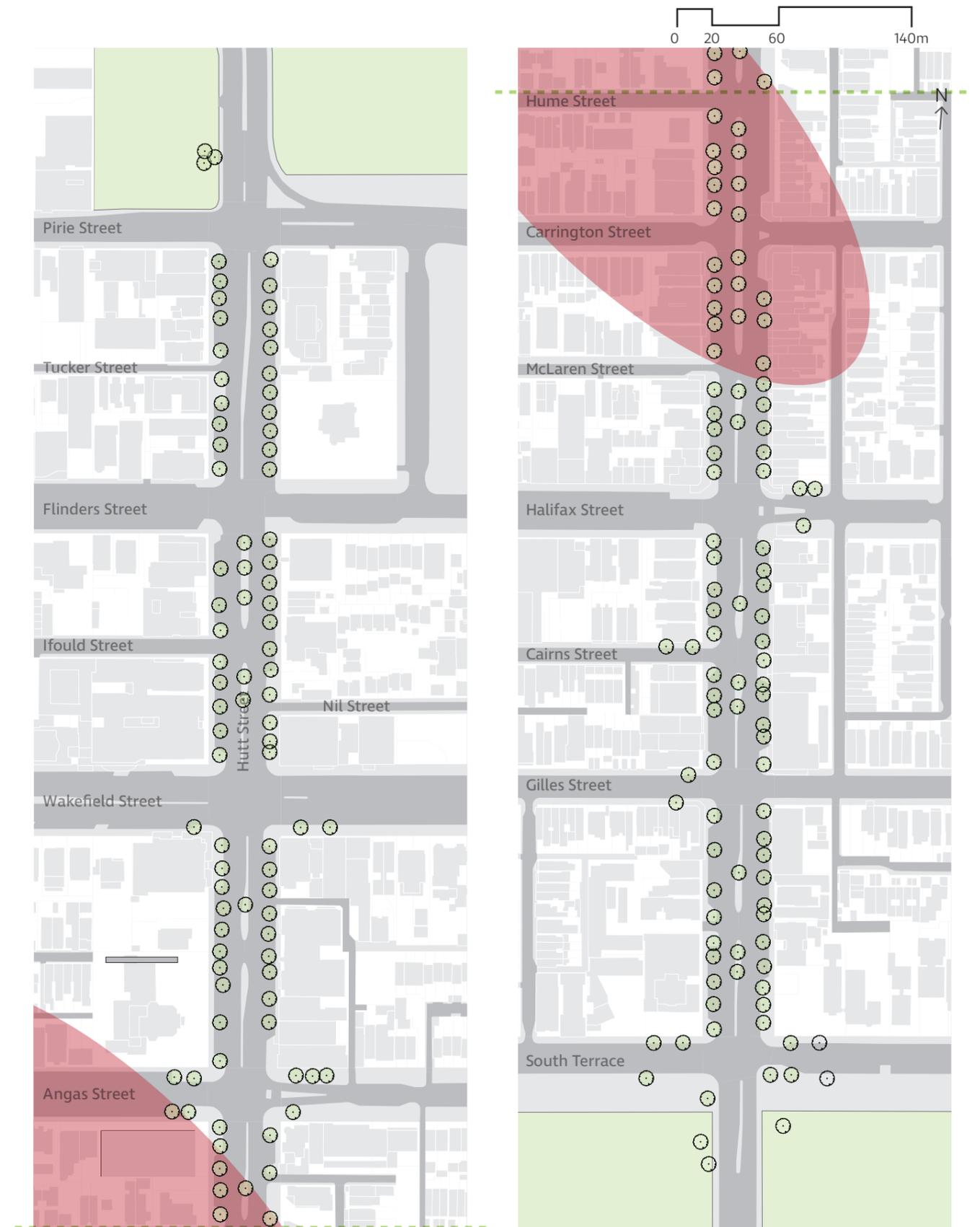
Large kerbside garden beds often sparse with visible irrigation



Continuous canopy of Plane trees provides shade and amenity and is highly valued by the community

Approx. zone 800m walk from open green space

Existing tree



Lighting

Good public and private lighting enhances the atmosphere of a street.

Hutt Street is satisfactorily lit for vehicles on the road, but additional decorative and creative lighting could enhance the night time appeal and experience.



Pockets of darkness along the street contribute to poor perceptions of safety



Inconsistently lit, over-lit and unlit shop frontages



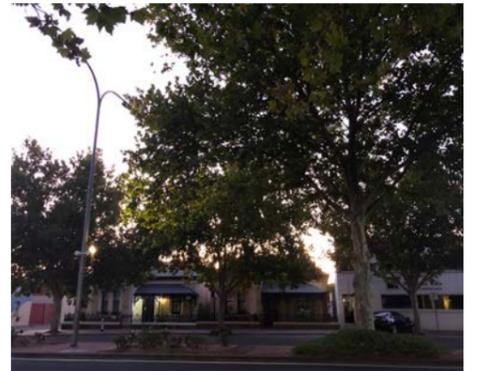
The tree canopies restrict the effectiveness of existing street lights and cast shadows



No access to GPO power sources restricts capability for events



Metal halide lights (in faux-heritage posts) attract insects, creating maintenance issues and affecting the local ecosystem



Some existing uplighting to tree canopies attached to goose-neck poles



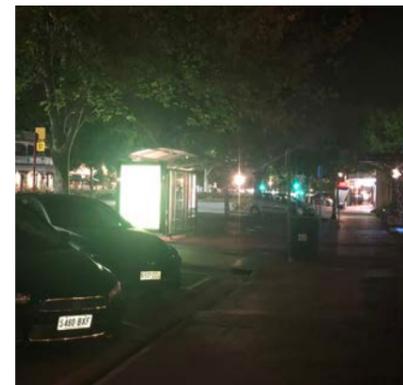
Goose-neck street lights in the median and at key intersections are outdated, glare and not to a design quality representative of a main street environment



Faux-heritage light posts offer some quirky charm, but are dirty, tired and not of true heritage value



Coloured up-lighting to trees at the intersection of South Terrace provides a gateway into/from the street, but is compromised by the glare from adjacent street lights



Some bus stops are underlit, encouraging poor perceptions of safety



Fluro lights under the awnings of some shop-fronts are glary and create a harsh, over-lit space



There are a number of opportunities to light façades of heritage façades

Business frontages

The design of ground floor frontages has a significant impact on the attractiveness of the public realm. Good ground floor frontages are active, rich in detail and exciting to walk by.

Hutt Street offers a mix of attractive, active shopfronts, as well as some dull, inactive frontages that do not interact with the footpath spaces.



The vacant Caltex and the Davaar House site (fenced off) are not interactive or friendly to passers-by



Outdoor dining spaces, openable windows and intimately spaced businesses are active and cluster activity



Vacancies, blank walls and shops plastered with advertisement detract from the experience of the public realm



The Flower Hutt

Outdoor dining

The **majority of the hospitality businesses along Hutt Street** have outdoor dining areas.

Carrington Street acts as a hub for venues popular in the evening, while Halifax Street is a hub for morning coffees and breakfasts. There are a number of venues with fixed furniture, some restricting the comfort of the adjacent footpath.

Ref. No.	Business Name	Fixed furniture	Number of settings
1	Bici Espresso and Pasticceria	Yes	24
2	Arab Steed Hotel	Yes	60
3	Ragi's Spicery	No	12
4	Ballaboosta	No	44
5	Biga Cafe	Yes	70
6	Coffylosopy	No	28
7	Cibo Espresso	Yes	80
8	The Flower Hutt	No	0 - flower display
9	Hutt Street Chicken and Seafood	Yes	12
10	Queen of Tarts	No	16
11	Social Street	No	12
12	Prezzo	No	12
13	Gong Restaurant	No	12
14	The Yiros Hutt	No	12
15	General Havelock	Yes	84 (approx)
16	Chianti Classico	Yes	36
17	Bar Torino	Yes	24
18	Plenty for all	No	14 (approx)
19	A Hereford Beefstouw	Yes	50 (approx)
20	Bocelli Caffè Ristorante	Yes	66
21	Bai Long Store	Yes	72
22	Kin Kin Thai Eatery	No	9
23	The Croissant Factory	No	9
24	Raj on Taj	No	9
25	Jin's Coffee Hutt	No	9
26	Bewon Restaurant	No	9
27	The Olivia Hotel	No	9



Coffylosopy on a weekday morning



Cibo on a weekday mid-afternoon



Fixed furniture clutters footpath space when not in use

* Data above from November 2021



Outdoor dining on Hutt Street

Road, Kerb, Footpath & Services

Good management of the public realm reduces the risk of asset failures, resulting in reduction in potential safety risks to the community and a high quality and welcoming street. **Hutt Street is generally in good or fair condition.**



Damaged tree surrounds requiring renewal/enhancement



Many kerb ramps at side streets are not to DDA standard, providing opportunity for future upgrading



Parking bay line marking currently not to standard, resurfacing will trigger need to realign parks which may lead to minor loss of parking bays

Planned renewals

Road & lighting

- Planned renewal 2022-2026
\$3,900,000

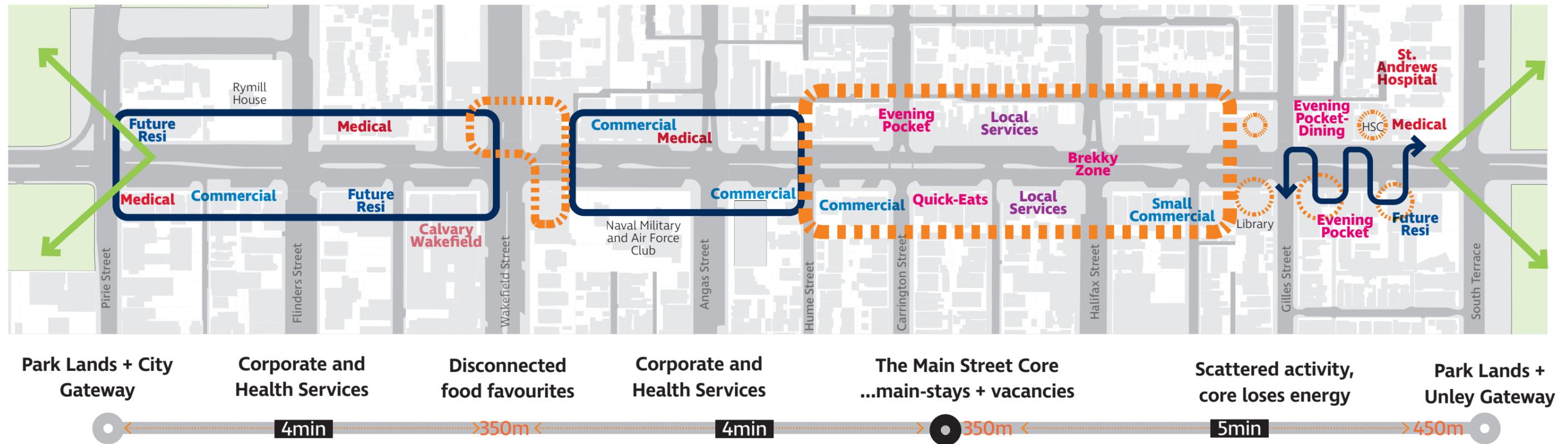
Footpath

- Planned renewal 2032-2036
\$4,250,000



Street structure

The Main Street 'core' of Hutt Street, where the majority of retail, hospitality and local services are consolidated is located roughly between Hume Street to just beyond Halifax Street. The northern portion of Hutt Street is dominated by commercial and medical service businesses, with some future residential developments coming into the mix. In the south, the core loses its intensity, with pockets of activity becoming scattered. The built form reflects these uses, with large properties and buildings in the north, to narrower, more closely grouped frontages in the core, and varied architectural styles and massing in the south.



4,135 people live in the South East Corner

12% less people between **ages of 18-24** than city average

modest population increase forecasted - **2% every 5 years** over the next 20, lower than the CoA average of approx. 3%

12% of the shopfronts are vacant

3rd most populous

greater proportion of population **over 35** than city average

21,500 average weekly visitors, with weekends having lower numbers of visitors

21,000 average number of vehicles on the street daily

Summary of key tensions



'Village atmosphere'

Views

Quiet and relaxed atmosphere valued, yet there is a declining sense of community and popularity of the street

Facts

'Experience' highly important in contemporary retail and there is increasing competition from suburban retail

Aim

A competitive and convenient local retail street that meets the needs of its community



Street character

Views

The trees and greening are highly valued, while the 'heritage feel' is valued by some, and considered outdated by others

Facts

The street is mostly in good condition, with renewal and enhancement of some assets planned

Aim

A contemporary street that celebrates its heritage places and character



Commercial Mix

Views

Cafes and restaurants are highly valued, but lack of commercial mix detracts from the street experience

Facts

16% vacancy rate - high proportion of service and food businesses and lack of retail

Aim

A diverse and competitive commercial mix to service the local area and attract a higher number of visitors



Perceived safety

Views

Some perceive a decline in safety due to anti-social behaviour from the clients of the Hutt Street Centre

Facts

Hutt Street accounts for less than 2% of reported crime in the CBD, with no increase in recent years

Aim

An inclusive main street where everyone feels welcome and safe



Parking

Views

Improved parking required to increase visitors to the street and improve business

Facts

Most visitors are happy to walk further than the current average distance from their parked car, many traders park on-street

Aim

Balance between all transport modes and an equitably accessible street

References

Previous studies

1. Exploring Priority Mainstreets – Focus group engagement - Square Holes, June 2021
2. City User Profile intercept surveys – Hutt Street specific data - McGregor Tan, June 2021
3. Retail and Business study for Hutt, Melbourne and O’Connell Street – Alinea Group – June 2020
4. City of Adelaide Pedestrian Engagement — Colmar Brunton, December 2018
5. City of Adelaide South Ward Community Engagement — Colmar Brunton, November 2019
6. Hutt Street Adelaide Activity Centre Performance Assessment — Pracsys, May 2013
7. Hutt Street Growth Plan — Hudson Howells (Prepared for Hutt Street Traders Association, March 2019)
8. Hutt Street Pre-Trial Perceptions — Intermethod, January 2014
9. Hutt Street Retail Analysis Report — Premier Retail Marketing, July 2014
10. Main Street Analysis Retail Advice — JLL, January 2013

Internal documents

1. City South-East 40km/h Speed Limit Trial Evaluation — City of Adelaide, August 2014/Splash 2.0 Ideas Hub in 880C and throughout the city, November 2019
2. Hutt Street Business Plan —City of Adelaide and Hutt Street Stakeholders, October 2015
3. Hutt Street Precinct Branding Project User Perception Analysis — City of Adelaide and Mosaic Consulting, December 2015
4. Hutt Street Prefeasibility Report —City of Adelaide, June 2017
5. Shaping Streets & Green Spaces (Background Report DRAFT) — City of Adelaide, July 2019
6. U107 Hutt Street Concept Design Report — City of Adelaide, April 2019

Data

1. Parking utilisation — Austraffic, September-November, 2019
2. Traffic turning movement data (vehicles, cyclists, pedestrians) — Austraffic, September-November, 2019



Image credits

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