Invigorate your senses

Topham Mall, Waymouth, Bentham and Pitt Streets
Invigorate your senses

An iconic walk of surprise and delight, brimming with places to linger from Adelaide Oval to the Adelaide Central Market.
Guiding principles

A fine grain feast – Supporting and encouraging new and unique businesses, with a strong food theme to provide connection to the Adelaide Central Market

Comfortable and connected – An accessible link to encourage people to walk and linger

A city attractor – Providing unique city experiences, drawing people as a destination in its own right

A stage for activity – Provides a series of flexible, changeable spaces hosting day-night and year long activity

An exciting journey – The link should be easy to find and capture the five senses to enhance the journey

An authentic experience – Reflecting the stories and history of the place

A green urban walk – Creative and innovative approaches to provide greenery in small urban spaces

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A green urban walk – Creative and innovative approaches to provide greenery in small urban spaces
How often have you walked down a street and said “I wish we could do something here...” or “wouldn’t it be great if...” or been to a place overseas that is full of atmosphere and you want to go back to again and again?

Placemaking is about empowering you, whoever you may be, to share your ideas and to get involved in bringing your ideas to life in your street, neighbourhood or district. Our role as Council is to provide assistance and support so you can take your ideas, knowledge and creativity to create something that is unique and authentic.

Placemaking is also about trialling and testing 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.
What’s it all about?

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This plan captures the conversations, ideas and vision of the community from Topham Mall, Bentham, Pitt and Waymouth Streets. It has developed through discussions with businesses, property owners, residents, students and people who use the area, from building new relationships and testing and trialling ideas over a period of 18 months.

The plan sets out a vision for the area and provides guiding principles for Council and the people in the area on achieving the vision. It showcases quick wins and identifies co-creation opportunities throughout the area.
It all started with an idea

The vision and guiding principles grew from ideas and evolved into an identity and key proposals for the area.

- **Ideas**
  - Includes strengths and weaknesses

- **Aspirations**

- **Vision Proposals**
  - Includes quick wins

- **Prioritise**
  - Impact, importance, cost and resources, time, co-creation

- **Implement**

Recent Dates:
- January 2014
- July 2015
- August 2015
10,000 TO 15,000
Pass through Topham Mall each day
Place Plan Topham Mall – Waymouth Street – Bentham – Pitt

Topham Mall, Waymouth Street, Bentham and Pitt

Topham Mall, Bentham, Pitt and Waymouth Streets provide a key pedestrian link that connects people with destinations and attractions throughout the city including the Adelaide Railway Station, the Park Lands and Riverbank, Victoria Square, Hindley Street, Adelaide Oval and the Central Market.

Every weekday 10,000 – 15,000 people pass through Topham Mall, the geographic heart of the link. It is also a cycling route that links into a larger network of bikeways connecting surrounding suburbs with the city.

These streets are busiest on weekdays and their narrow, human scale provides a point of difference to the wide Adelaide streets.

Currently only a few spots on this link act as destinations. Paradoxically, the very nature of being a link means people don’t stop and linger. Therefore the opportunity is to develop a link that offers up experiences that run from day into night, enticing people to linger longer and explore the area.

The place pilot explores what would attract people to the area and bring people back again and again.
In conversation with Lord Mayor Martin Haese from Topham Mall to the Central Market

Placemaking has more than one definition. How would you describe placemaking to people who are new to the concept?

Placemaking is about strengthening people's connection with the public realm, which can be anything from parks to gardens, from squares to streets.

Placemaking is about taking a risk and doing something a little bit different, it's about building on what people's associations are with a place but at the same time even possibly challenging them a little bit.

Waymouth Street for many years was considered a commercial district with a couple of nice restaurants. What's happened in recent years is that people's perceptions of that area have changed because there has been a little bit of an interruption with the introduction of the Waymouth Street Party and a new evening economy. These interruptions have radically changed people's associations with that place.

With that definition in mind what do you associate with while walking through Topham Mall, Bentham, Pitt and Waymouth Street?

Up until recently people didn't have many associations with the area. This is changing rapidly as a consequence of two definable anchor points at either end being the railway station, Adelaide Oval and riverbank precinct at one end and the Adelaide Central Market at the other end. What's happened is the spotlight has now turned onto the Topham Mall area because it is the midway point.

What we are doing with the Topham area is providing a people-friendly space, providing a safe space and engaging with the commercial sector to see what suits the area, for example the introduction of Kang Kong and Lady Burra Brewery. These new businesses will also ensure it becomes safer because it has an evening activation which has lacked in the past.

We are starting with a blank canvas and people's associations of this part of the city are now forming.

Some of the themes emerging from engagement are more greening, art that celebrates emerging artists as well as the history of the area and flexible spaces where anything can happen. With that in mind what are the strengths and opportunities you see in the area?

The opportunity in the Topham area is rapid pedestrianisation. The numbers of people that are going to be traversing from Railway Station to Central Market and vice versa will only grow. We are promoting Adelaide as a walkable city and I would suggest in prior years people would consider the Central Market to the Railway Station as a bit of a walk, but if it's an enjoyable walk and becomes an experience unto itself people will walk it and it begins to become part of Adelaide's walking trail.

Are there any threats in the area?

I can't see much of a down side if more people are walking, if more people are looking at public art and if more people are benefitting from an evening economy in the City of Adelaide. If the creativity of our restaurateurs, café owners, small licence venue owners are being encouraged, if not nurtured and supported, by the general public I can't see a downside because what it does is it also indirectly fuels demand for more people to come and live in the city because the city is a great place to live.

“Placemaking is about taking a risk and doing something a little bit different”
For businesses and community unsure of what placemaking is, what would you say the benefits are for getting involved?

Come on the journey, come to a Council led seminar, engage with Adelaide City Council, engage with your neighbours, engage with your neighbouring businesses, retailer and residents to come up with creative ideas on how your place, your street, your precinct can do things a little bit differently. Creativity is absolutely essential to placemaking.

What role do you think Council plays in Placemaking?

Council is the catalyst and Council is the enabler. The community then take carriage of placemaking and it becomes, in the most positive sense of the word, institutionalised where people just do it automatically. Then our job as a council is to actually begin to let go and let the creativity of the community take its own course.

If you came back in 5 years how would you like to see the area change?

More people, this is one of the greatest measures and if we can look at the Topham Mall area I’d like to see people spilling out onto the footpaths, people enjoying an evening economy and seeing lots of creative businesses opening around that area. I would like it to be seen as an attractive, creative, industrious, safe, people-friendly area. I’d like more residents springing up all around the immediate vicinity and I’d like to see a healthy trade for lunch, coffee, dinner, a glass of wine, a beer from a micro-brewery all springing up in that area, and it being a halfway point between the Central Market and the Adelaide Railway station that people can really celebrate.

“Let the creativity of the community take its own course”
People of Topham Mall, Bentham, Pitt and Waymouth Street

As a member of the city workforce, I have loved seeing life and a sense of community start to emerge in Topham Mall, and look forward to exploring opportunities to extend these positive changes to Bentham Street.

Placemaking gives us some ownership and it’s not just about what the Council can do, it’s what we can do as well and how we can do it in partnership.

It was useful to hear in advance about the Council’s placemaking plans for the city, and to be able to provide our input for developments of the local area.

Having a single point of contact at Council for the street, will encourage greater collaboration between traders in the area.

Dimitri, 44 Waymouth Street
We’re thrilled to have been given this opportunity to be part of such an exciting transformation in the heart of Adelaide. Turning a vacant space into a thriving cafe and bookstore in just four weeks has been challenging — and enormous fun.

We have been very excited as a new business to be involved with the development of the local area here on Waymouth Street and we look forward to help create further opportunities to improve the area for Adelaidians and visitors.
Why are people visiting the area?

- Passing through: 67%
- Buying food/drink: 7%
- Work in place: 6%
- Parked my car in place: 5%
- Dining/staying to eat: 5%
- Smoking: 3%
- Other: 3%
- Hotel/staying in apartment: 2%
- Business meeting/work: 1%
- Meeting friends: 1%

Attract people to an area and encourage them to slow down or stay

What else will you do in Topham Mall, Bentham, Pitt and Waymouth Street today?

- Nothing else: 67%
- Sit on public bench: 16%
- Pass through: 5%
- Buy food/drink: 4%
- Other: 3%
- Work in place: 3%
- Park my car: 2%
- Have a coffee: 2%

Source: Compiled from responses from 100 people in the area January 2014
### What is your favourite thing about the place?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Easy to get to</td>
<td>35%</td>
</tr>
<tr>
<td>Clean/well maintained</td>
<td>10%</td>
</tr>
<tr>
<td>Access to other areas</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
<tr>
<td>Food/restaurants</td>
<td>4%</td>
</tr>
<tr>
<td>Atmosphere/vibrancy</td>
<td>3%</td>
</tr>
<tr>
<td>Street art/murals</td>
<td>2%</td>
</tr>
<tr>
<td>Atmosphere/streetscape</td>
<td>2%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>2%</td>
</tr>
<tr>
<td>Particular Store</td>
<td>2%</td>
</tr>
<tr>
<td>Hotel Accommodation</td>
<td>1%</td>
</tr>
<tr>
<td>Coffee</td>
<td>1%</td>
</tr>
</tbody>
</table>

Limited attractors to the area – 21% of people couldn’t list a favourite thing.

### Would you recommend this place to family and friends?

- Yes: 40%
- No: 50%
- Don’t know: 10%

Source: Compiled from responses from 100 people in the area January 2014.
What do people think about facilities in the area?

General feeling of safety during the day: 6
Connectivity of this place to other places: 6
Pedestrian crossings: 6
Walking paths: 6
Appropriate car parking spaces: 5
Infrastructure – water, sewerage, roads, other: 5
Quality of buildings: 5
General feeling of safety during the evening/night: 4
Clear information and directional signage: 4
Character and image: 4
Access to covered/shady areas: 4
Lighting: 4
Access to social gathering spaces: 3
Street trees and plantings: 3
Provision of public and community art: 3
Availability of wifi: 3
Access to taxi ranks and waiting areas: 3
Cycling paths: 3
Access to seating areas: 3
Overall satisfaction: 1

Source: Compiled from responses from 100 people in the area January 2014
Who uses the area?

People are willing to shop but the area provides limited opportunities to do so

Average spend by city user

- Shop: $95
- Work: $41
- Study: $32

Source: Compiled from responses from 100 people in the area January 2014 and City User Profile Adelaide City Council 2013
Total employment and number of businesses

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of workers</th>
<th>Number of businesses</th>
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<tr>
<td>2006</td>
<td>15,249</td>
<td></td>
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<tr>
<td>2008</td>
<td>17,716</td>
<td>1,411</td>
</tr>
<tr>
<td>2011</td>
<td>17,651</td>
<td>1,642</td>
</tr>
<tr>
<td>2014</td>
<td>19,781</td>
<td>1,352</td>
</tr>
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</table>

Source: Adelaide City Census of Land Use and Employment 2014

Growing employee numbers

Location of businesses surveyed
What types of business are in the area?

Source: Adelaide City Census of Land Use and Employment 2014
Property and Investment

Total value of Development Applications

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$146,448,409</td>
</tr>
<tr>
<td>2011</td>
<td>$118,874,444</td>
</tr>
<tr>
<td>2012</td>
<td>$40,998,927</td>
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<tr>
<td>2013</td>
<td>$53,877,450</td>
</tr>
<tr>
<td>2014</td>
<td>$118,199,533</td>
</tr>
</tbody>
</table>
Opening hours

Trading hours

» The land use in this area is predominantly office space. The operating hours of office buildings in the area are weekdays 9.00am – 5.00pm.

The table right shows the ground floor daytime and evening usage:

- **Daytime (weekdays)**
- **Evening (after 5pm)**

![Map of the area with daytime and evening usage](image)

**Businesses open on weekdays compared to weekends**

- Wednesday
- Friday
- Saturday
- Sunday

![Graph showing percentage of businesses open by time](image)

Source: Adelaide City Census of Land Use and Employment 2014
Topham, Bentham Pitt and Waymouth Street Residents

- 364 residents as of 2011 census
- 203 males and 161 females
- Median age 26
- 34% are TAFE or university students
- Average household size 1.8 people
- Estimated increase of 588 apartments with up to 1058 additional residents since 2011 census

Source: Australian Bureau of Statistics Census 2011
Topham, Bentham Pitt and Waymouth Street Visitors

» 561 visitors

» Majority visiting from NSW and Victoria

» Staying across eight different places from hotels, hostels, self-catered apartments and pubs

Source: Australian Bureau of Statistics Census 2011
Governance models and funding differently

To fulfill the vision will require adopting different funding and governance models. This is to allow for sustainable change and to enable the involvement of businesses, community and property owners.

**Car Parking**
The Friends of the Botanic Gardens currently receive funding from the revenue generated from the all-day parking bays on Plane Tree Drive in Botanic Park. This principle could also apply to a proportion of parking within selected Council UParks. The additional funds raised would pay for activation in the surrounding area such as the Waymouth Street Party.

**Community Banking**
There are several successful community bank models (Bendigo Bank and Beyond Bank) that support communities by reinvesting dividends back into the community. These models work when surrounding businesses bank with the community bank and play an active role in selecting where investment goes.

**Business Improvement Districts**
Business Improvement Districts (BIDs) are a geographic area where businesses agree to invest to improve their local area. BIDs are being considered as part of the South Australian Government’s planning reform.

**Outdoor Dining**
Adelaide City Council currently charges for outdoor dining, presenting an opportunity to think differently about this approach. One option within the pilot areas could be to remove the outdoor dining fee for a period of time and have businesses to commit the outdoor dining fee to some improvements in the area, such as more creative outdoor dining spaces, activities for kids, plantings, etc.

**Privately Owned Publicly Open Space (POPOS)**
Public space is limited along the link. There is an opportunity to partner with businesses to provide access to private spaces such as the Westpac House courtyard and the Uniting Communities courtyard. San Francisco currently runs a successful POPOS program.

**Partnering with Precinct Groups**
This is an opportunity to create trader groups as a sub group of current precinct groups who already have an established presence in the area.
What is Placemaking?

Placemaking aims to create great places for people, with people. Places that are vibrant and boast a strong sense of community ownership that are sustained by strong place attachment.

Adelaide City Council adopted a Placemaking Strategy in December 2013. The Strategy provides the overarching framework to support the creation of ‘One City, Many Places’.

The aim of our placemaking approach is to achieve:

» Unique districts and places across the city
» Empowered communities and strong partnerships; and
» Development of the council as a best practice organisation to better respond to placemaking initiatives.

Why are we doing this?

The strategy provides a framework in which businesses and residents can trial ideas before making permanent changes.

Change can be as simple as new seating for people to meet and relax through to the redevelopment of a site within the city.

Placemaking recognises that Council can sometimes be difficult to navigate and can be the cause of frustration. The placemaking approach is about empowering others to create change.

Topham Mall, Bentham, Pitt and Waymouth Street is a place pilot area. The pilot period has been set for two years and commenced in January 2014.

The intention of the place pilot is to co-create a vision for the place with those people who know it best, to develop actions and establish priorities to transform and enhance the place as well as recommending future place governance models.

The success of placemaking hinges on the involvement of the people who make up the place. The strategy relies on the relationships and trust within the community, which create a catalyst for change.

Successful placemaking relies on government acting as a facilitator, enabler, and co-creator with the community. Learnings from the place pilots will be used to refine Council’s policies and procedures to assist in implementing placemaking across the city.
An iconic walk of surprise and delight, brimming with places to linger from Adelaide Oval to the Adelaide Central Market.
Grassed area for lunch

Heated chill out areas for winter

Lunchtime DJ

Joint rubbish storage solutions for laneways

Share your ideas here
Measuring change within the place pilot is essential. The Place Capital Inventory (PCI) measures the social, cultural, environmental and physical elements that make up a place.

Capital is a familiar term in the business environment and focuses on building wealth and assets. In a similar sense Place Capital can be used to describe the shared wealth of a place.

The five elements of place took into consideration the following:

**Social**
- Place leadership
- Inclusiveness
- Community well-being
- Active and engaged participation

**Economic**
- Investment
- Trends in numbers of employees and businesses
- Types of businesses

**Environment**
- Sustainable practices
- Green infrastructure

**Cultural**
- Street life and activation
- Creativity and innovation
- Place attachment
- Place significance

**Physical**
- Accessibility and connectivity
- Safety and comfort
- Attractiveness

The five Place Capital elements can be measured and used to understand the strengths and weaknesses of an area. It provides a tool to identify where Council and the community can add value as well as an insight on how to address what may appear as disparate challenges.

Individual places play an important role in the overall look and feel of Adelaide. The shared wealth is integral in informing and providing opportunities to build and leverage off to shape a place and generate sustainable growth.

The Place Capital Inventory was undertaken in Topham Mall, Bentham, Pitt and Waymouth Street in January 2014. This research included pedestrian counts, user perceptions and business surveys. The inventory will be undertaken again in 2016 to identify how the placemaking approach influences changes.
Topham Street was named after Thomas Topham Petheridge, of Plymouth, England who was a major land owner in this area during the 1840s. The street was privately owned until 1984.

The area was first known as a Military Barracks which was located on the south-eastern corner of Waymouth Street and Topham Street from 1851 to 1857.

Other businesses in the area included horse auction yards, which operated in Currie Chambers on the north-east corner of Currie Street and Topham Mall, demolished in 1958, and Waymouth Motors on the south-east corner of Topham Mall and Waymouth Street, which operated up to 1982. Automotive businesses and service providers such as shipping and customs agents were common.

Topham Street was closed between Currie and Waymouth Street in 1986 when Adelaide City Council built the Topham Car Park, while the arcade was purpose built for Council’s archival collection.
Topham Mall will be the gateway to starting your experience of the city

Topham Mall is the geographic heart of the pedestrian corridor from the Adelaide Oval to the Adelaide Central Market. The area is surrounded by a growing number of city workers and an emerging residential population.

Food Offering
Focussing on weekday lunch and dinner, Topham will provide quality affordable food options by local businesses with an emphasis on local produce. There will be a mix of quick lunch options through to places to stay a little longer.

During key events such as sporting events and festivals the area will transform into a weekend destination. It will be a place for dinner before an event, continuing celebrations after an event or a place where celebrations are hosted.

Services
The growing residential population in the area require access to additional services such as a supermarket that is accessible on weekends and after 5pm.

Green Hub
Topham Mall is an opportunity for more green space, providing office workers with a place to mentally recharge, residents a place for kids to run around, and students a place to meet friends. Given the size and shape of the area, green space will be innovative and feature low impact urban design such as rain gardens, rooftop gardens, green walls and shading to reduce the urban heat island effect.

Local Events
Topham’s location, availability of space and proximity to surrounding businesses provides the right environment for events and activities that create a fun, dynamic atmosphere.

Emerging Businesses and Artists
The Topham Mall arcade has a unique role to play to support emerging businesses and to provide a unique retail and food offering in an undercover laneway experience.

The place of stories and fun
Topham Mall is home to the Adelaide Archives and is a place of stories. The layout and design of Topham Mall will set it up to be a location for new celebrations, ranging from events to showcase the new micro-brewery, to a place for buskers, to a new venue for a myriad of Adelaide’s festivals. Events will celebrate and support the community in the area and also spill over to Leigh and Waymouth Streets.

Ownership
Key to Topham Mall’s success will be the strength of involvement and ownership by the surrounding businesses and the ease with which they can trial and test ideas that continue to shape the identity of the space.
People’s comments

Problems:
- Poor signage to public transport as well as to destinations.
- Smells
- Generally looks unclean
- No after hour activities
- The place feels unsafe
- Low quality at night lighting
- Vacant ground floors and inactive street frontages
- Poor quality architecture
- Generally unwelcoming – looks tired
- Narrow walkway
- Too quiet

Potentials:
- Add more activities, more diverse businesses, food vans, food court, pop-up vendors and outdoor dining
- Improve wayfinding!
- Activate and beautify with art, colour and greenery
- Invite artists and buskers
- Enlarge the walkway through changes to the building structure
- Better landscaping
- Repave or retile – brighten up!
- Increase activation throughout the day and after hours
- Update, reactivate, modernise! Make it a great link – and a great place to stay

Gehl Architects 2014
The story so far 2014/15
Key themes from conversations with the community, businesses and property owners
The story so far 2014/15

1. **44 Waymouth Street (January 2014 – January 2015)**
   
   **Aim:** To experiment with re-activating the pedestrian area while upgrading and re-tenanting existing building.
   
   » Partnership with property owner of 44 Waymouth Street and cross-Council team
   
   » Co-funded the upcycled planter boxes, seating and a sculpture plinth
   
   » In partnership with the Sculpture School at the University of South Australia a new student work will be installed every 12 months
   
   » In 2015 the sculpture is called *Something like this but not this* by Alex Perisic
   
   » New businesses that have opened include Kang Kong, with a new outdoor dining area, Gypsy Dragon Laneway Bar and Bendigo Bank

2. **Artwork Makeovers: Gypsy Dragon Laneway Bar**
   
   **Aim:** To bring the laneway to life and to support emerging artists
   
   » Artwork by Rock
   
   » Design created in collaboration with business owners of Gypsy Dragon Laneway Bar
   
   » This wall has been an opportunity for artists to be mentored

3. **Artwork Makeovers: Topham Mall frontage**
   
   **Aim:** To provide a temporary splash of colour to change people’s perception of the area
   
   » The façade of Topham Mall was given a new look in June 2015
   
   » Artwork by Matthew Stuckey

4. **Renew Adelaide**
   
   **Aim:** To activate Topham Mall while working on a longer term plan for the area
   
   » Five new retailers opened in Topham Mall in June 2015
   
   » Opportunity to trial and test new types of retail and opening hours in Topham Mall
   
   » New artwork and lighting features

5. **Lady Burra Brewery**
   
   » The first micro-brewery in the CBD opened in June 2015
   
   » Includes outdoor dining facilities

6. **Rooftop Gardens**
   
   » New ideas for the utilisation of rooftop spaces
   
   » Investigating car park rooftops as a location for gardens
   
   » Meeting the need of more green spaces in the heart of the CBD

7. **YHA Mural**
   
   » Matched funding to provide a mural on Waymouth Street
   
   » Artwork by Vans the Omega

8. **Sensing with Light**
   
   » New interactive light installation to be installed in September 2015
Re-imagine Topham Mall North

Proposals

1. Businesses to curate regular entertainment, events and activities in Topham Mall
2. Property owners to upgrade buildings to activate ground floor frontages onto Topham Mall
3. Council to establish Topham Mall as a day and night food precinct
4. Council to undertake landscaping and paving upgrade in Topham Mall (i.e. new trees, plants, paving and seating from Currie to Waymouth Street)
5. Formalise how businesses work together and raise money for improvements and events in the area
6. Council to improve cycling route through Topham Mall and businesses provide more end of trip facilities for staff
Re-imagine Topham Mall South and Waymouth Street

Proposals

1. Businesses to curate regular entertainment, events and activities in Anster Street
2. Council to improve the pedestrian connection between Waymouth Street and Light Square
3. Businesses to set up outdoor dining and events in Anster Street on a regular basis
4. Businesses to have the ability to close parts of Anster Street or Waymouth Street on a regular basis
5. Property owners and businesses to experiment with tenancy mix to support emerging resident population and test opening hours to create an evening economy in the area
6. Council to investigate implementation of a slow speed street in Anster Street, where cyclists, pedestrians and cars share the same space, or one way street arrangements in Anster Street
7. Businesses to provide recreation equipment in Light Square for residents and city workers
8. Properties and business owners to install green walls on buildings
9. Council to establish apartments on Topham Mall
10. Council to establish a rooftop garden on Topham Mall
A brief history

Bentham Street was named after John Bentham Neales, one of the Board of City Commissioners between the collapse of the first City Council in 1843 and its revival in 1852. Elected in 1851 as the first Member for Adelaide in the newly established Legislative Council, Neales later served as Commissioner of Crown Lands and Immigration before his death in 1873.

Bentham Street began as a private thoroughfare used by the owners of surrounding properties to move between Franklin and Waymouth Streets. In 1873 it became a public street.

A central feature of the street for many years was the Bentham Street Baptist Chapel, erected in 1849 half way along the eastern side of Bentham Street. The chapel was later turned into offices and known as Cranbrook Chambers. After remaining vacant for many years, the building was finally demolished in 2011 to make way for the 20 storey office tower that includes the new Australia Post mail sorting centre.

At the northern end of Bentham Street, on the eastern side, is Woodards House, formerly the Norwich Union Fire Insurance Society Limited building. Erected in 1929, the classical building was designed by well-known Adelaide architect F. Kenneth Milne.

On the eastern corner of Bentham and Franklin Streets is the heritage-listed Darling building. Erected in 1916, this served as the premises of the national mercantile firm John Darling and Son until 1958. The four storey classically styled building was designed by Adelaide architect E.H. McMichael and is currently undergoing refurbishment.
People’s comments

Problems:
» Narrow and uneven footpaths
» Dull
» No seating
» The businesses are not interacting with the people
» Poor lighting at nighttime
» Traffic dominated
» Inactive

Potentials:
» Pedestrianise the street or created a shared space
» Vertical art – encourage visitors to enjoy the buildings
» Make the street one-way. Widen the footpath and create a zone for dining
» Improve signage to indicate route to Adelaide Oval
» Better landscaping
» Activate and Invite public art
» Create a seating area for people having lunch

Flourishing Pedestrian Trail

Bentham Street is vital for the pedestrian link to be a success. The intersections and corner buildings play a role in creating a seamless walking route leading people from Topham Mall to Bentham Street. The walking experience is fun and interactive, giving people priority, while still providing vehicle access to the Rendezvous Hotel and Franklin Street apartments to drop off guests. There are emerging opportunities for hidden pockets of green space and new active frontages along the ground floor of buildings for cafés and retail space.
The story so far 2014/15
Key themes from conversations with the community, businesses and property owners
Re-imagine Bentham Street

Proposals

More engagement is required with the businesses on the street to identify aspirations.

1. Council to implement wider footpaths

2. Council to investigate implementation of a slow speed street, where cyclists, pedestrians and cars share the same space, or one way street arrangements

3. Businesses and property owners to implement green infrastructure on their buildings (i.e. vertical gardens, rain gardens, trees and planters)

4. Property owner to upgrade buildings to activate ground floor frontages onto Bentham Street

5. Council to investigate improved traffic signal timing at intersections and opportunities to install murals and interactive games at intersections

6. Businesses and Council to implement light boxes and murals to celebrate stories, history and art
A brief history

Pitt Street is named after William Pitt, Prime Minister of Britain from 1783 to 1806.

The street was originally a private thoroughfare laid out by the owners of the land abutting the street. It became a public street in April 1864. A central feature of the street has always been the Central Methodist Mission on the south-eastern corner of Pitt and Franklin Streets. The original church was the Methodist New Connexion Church, built in 1864 by James Maughan. In 1963 the old church was demolished and a new Central Mission (the Maughan Church) was erected in its place at a cost of $1.4 million. The mission supported the urban poor in the west end by combining evangelism and programs of social welfare.

Radio station 5KA began broadcasting from the church in 1943 but was shut down for a time during World War II as it was under suspicion for transmitting enemy encoded messages.

At the southern end of Pitt Street is the heritage-listed Metropolitan Hotel which was originally established on this site in 1859, and is one of the few hotels in Adelaide ever to have changed its name since it opened. The current hotel structure was built in 1883 for the Penaluna family who retained ownership until 1979. The hotel has façades along both Grote and Pitt Streets and displays an architecturally unusual veranda/balcony to the Pitt Street frontage.

Another prominent landmark along Pitt Street is Her Majesty’s Theatre. It was erected in 1913 by Edwin Daw, originally as the Princess Theatre though it soon changed its name to the Tivoli Theatre. The building was remodelled in 1962 and renamed Her Majesty’s Theatre, and then altered again in 1979 when it was again renamed as the Opera Theatre, the home of the State Opera Company.

The multi-level car park on the western side of Pitt Street was constructed in 1982 by the State Government Insurance Commission on the site formerly occupied by a new car sales showroom and service station.
Pitt Street is where the market atmosphere overflows and celebrations flow seamlessly from inside to the street

**Greening**

Greening takes centre stage with green building façades and hidden pockets of green which are maintained and supported by innovative carbon neutral businesses.

**Art and Music**

Art links the street with the rest of the area and showcases its heritage and the market through a celebration expressed in light, light boxes, murals and a walk of fame highlighting the people that performed at the theatre as well as some of Adelaide’s radio stars from the original 5KA.

The live music and shows from the hotel and theatre continue outside with outdoor projections, music and outdoor seating and dining for sell out shows at the Her Majesty’s Theatre. Community celebrations start inside and flow out into the street as the celebrations continue.

**People**

Covered, wide walking paths or shared zones encourage people to dine and relax outdoors, as well as leading people to the Central Market, Rundle Mall and Victoria Square.
People’s comments

Problems:
- There is nothing to encourage people to stop or engage them
- Too much traffic
- The large empty walls are uninteresting
- There is a lack of signage both to the Oval and to the market – and no obvious link to Bentham Street
- The street lacks seating
- Dull, dated, ugly
- The footpaths are very narrow!
- Feels unsafe... needs more cameras

Potentials:
- Create a shared space with one-way traffic and removal of parking
- Promote Pitt Street Car Park for Adelaide Oval parkers
- Add seating and small trees
- More pedestrian space is needed
- Add light, colour and greening; invite Public art
- Re-calibrate traffic lights to support pedestrian movement to and from
- Remove parking – make parklets
The story so far 2014/15
Key themes from conversations with the community, businesses and property owners
The story so far 2014/15

1. Pitt Street Lounge
Aim: To respond to the need for more seating
» Uniting Communities offered up their brick wall for some bench seating
» Existing timber from Adelaide City Council was upcycled for benches
» Uniting Communities funded an artist to paint rugs on the footpath to complement the seating

2. People on Pitt
Aim: To reimagine the street in a new light
» Partnership with businesses on Pitt Street, the University of South Australia, the Property Council and Adelaide City Council
» Interior architects were given the street for one night to re-imagine with light

3. Pitt Street Footpath Widening
Aim: To improve the pedestrian experience on Pitt Street
» From discussions with businesses, pedestrian safety was the main concern for the street
» The street identified a solution to temporarily widen the footpaths while working towards a longer term improvement
» Businesses are providing plants for the project
» The artwork will be in collaboration with Eynesbury College
» This trial will be implemented in October 2015 for 12 months

4. Coffee Cart
Aim: To provide an outreach service to the community
» House International has set up a coffee cart to support charities across the world

5. Pitt Street Wishing Tree Project
Aim: To engage with the Pitt Street community and find out their aspirations for the area
» Uniting Communities collected wishes for the area over one day in June 2015
» The wishes were projected onto the wall of Her Majesty’s Theatre for SALA festival
Re-imagine Pitt Street

Proposals

1. Council to implement wider footpaths
2. Council to investigate implementation of a slow speed street, where cyclists, pedestrians and cars share the same space, or one way street arrangements
3. Businesses and property owners to implement green infrastructure on their buildings (i.e. vertical gardens, rain gardens, trees and planters)
4. Businesses have the ability to run regular events
5. Businesses put in parklets for outdoor dining
6. Businesses establish a theatre walk of fame
7. Businesses implement carbon neutral initiatives to save energy and reduce carbon emissions
8. Businesses establish new green spaces – gardens, courtyards, pocket parks
9. Businesses and Council curate nightly art projections on Her Majesty’s Theatre
10. Businesses and Council to implement light boxes and murals to celebrate stories, history and art
To continue the work identified in the plan the next steps are:

1. To establish a Topham to Market Network of businesses, property owners and community.
   
   The aim of the group is to:
   
   a. Expand on existing relationships including the identification of co-creation opportunities
   b. Build new relationships
   c. Provide input into proposals that have arisen in the area including greening opportunities, activation of ground floor frontages, trialling different operating hours, traffic arrangements and outdoor dining
   d. Identify and pilot a funding model for the network
   e. Support businesses to test and trial ideas in the area including events, art, outdoor dining and greening projects
   f. Develop shared marketing of the area
   g. Identify opportunities to build capacity in the area such as road closure training for events

2. Council has allocated $200,000 in 2015/16 to develop a Laneways Master Plan in collaboration with Renewal SA to stage improvements from Central Market to North Terrace including Topham Mall.

3. Council has allocated $50,000 to investigate transport arrangements and pedestrian requirements along Bentham and Pitt Street in 2015/16.

4. Council has allocated $250,000 in 2015/16 to continue work in Topham Mall following the implementation of new shops in Topham Mall. This will include a due diligence study and recommendations for the Topham Mall building.
Place Plan Topham Mall – Waymouth Street – Bentham – Pitt
Thank you to the businesses for opening their doors, for the ideas shared, the lively discussions and debate, volunteering of skills and knowledge and creating change. Let this just be the beginning.