



VICTORIA SQUARE
TARNDANYANGGA

Victoria Square / Tarndanyangga regeneration masterplan

Community Survey Results

June 2010



• Background •

10 key Adelaide CBD Precinct Groups unite with a common goal, to effectively work with Adelaide City Council in their quest to investigate and plan upgrade options for Victoria Square.

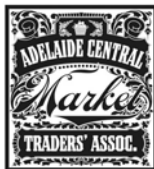
• Survey •

Question 1 ~ What would make you *personally* visit and use Victoria Square? (tick as many as appropriate)

- 72.7 % attend concert / event
- 74.5 % visit markets & stalls
- 52.7 % a peaceful place to eat a meal and unwind
- 12.7 % a place to exercise
- 38.2 % opportunity to stroll through Aussie native gardens
- 47.3 % a place to meet friends
- 36.4 % a place to meet colleague
- 20.0 % a place to participate in a game or activity
- 20.0 % a place to securely leave your bicycle while in the city
- 16.4 % a place to grab a 'free city bike' to get easily get to another city area
- 50.9 % catch a tram or bus
- 41.8 % watch artists at work
- 16.4 % somewhere to bring the family to pass time between events
- 43.6 % meet family / people after work
- 10.9 % learn about stormwater recycling & biodiversity
- 47.3 % simply be a part of city life and local activity and unwind

Question 2 ~ What could help your Business prosper by using Victoria Square? (tick as many as appropriate)

- 10.9 % set-up a trader stall in a regular market
- 32.7 % join with other traders in your precinct to run a themed 'precinct market day' 4 times a year in the square
- 20.0 % encourage your staff to take meal breaks in the square
- 14.5 % encourage your staff to attend exercise classes / activities in the square during breaks or before / after work
- 38.2 % use the square for casual business meetings
- 30.9 % build direct links to areas such as Market; Chinatown; Rundle Mall



Question 3 ~ Traffic Flow - Do you support the concept of intermittent Grote / Wakefield lane closures, for Special Events that would benefit from having both Southern and Northern sections of the square united (noting that on the majority of days throughout the year, the road network remains fully open)

- 74.5 % Yes
- 18.2 % No
- 12.7 % other / comments

Question 4 ~ Traffic Flow – In Council’s quest to maximise useable public space and reduce hard surface volumes (eg bitumen surfaces) the concept of a ‘roundabout’ style traffic flow has be heavily studied. We would like to know if in principal you are supportive of this style of traffic flow.

- 80.0 % Yes
- 16.4 % No
- 5.5 % other / comments

Question 5 ~ Are you generally supportive of design progress to date and the approach being taken?

- 81.8 % Yes
- 9.1 % No
- 1.8 % other / comments

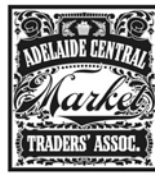
• Your Details •

Are you a ...

- 74.5 % Business / Trader
- 23.6 % Land / Property Owner
- 23.6 % Resident

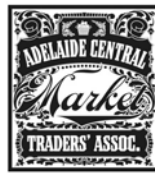
Which Precinct are you closest aligned to

- 30.9 % Grote Precinct
- 21.8 % Gouger Street
- 10.9 % Central Market
- 7.3 % Chinatown
- 27.3 % City South
- 18.2 % Hutt Street
- 10.9 % West End
- 0.0 % O’Connell Street
- 0.0 % Melbourne Street
- 1.8 % Rundle Mall



If a Business / Trader – which industry best describes you

1. 400 SQM of Wholesale Shop Fittings to Retailers
2. Accommodation
3. Accounts
4. Advertising & Marketing
5. Architects
6. Arts and Community Sector
7. Bars & Dining
8. Book Publishing / Internet community
9. Consultants / Lobbyists
10. Design consultancy
11. Digital Printing
12. Education
13. Financial Planning
14. Financial Services
15. Food retailers
16. Furniture and interior designer
17. Furniture retailer
18. Hospitality
19. IT Sales & Service (Apple)
20. Kitchen Sales
21. Management consulting
22. Marketing
23. Meat and smallgoods retailer
24. Medical Professional
25. Not For Profit
26. Photographic & Design Studio
27. Printing
28. Professional / Manufacturer / Retailer
29. Property services & consulting
30. Real Estate
31. Restaurant
32. Solicitor
33. Surveying Consultant
34. Tourism
35. Town Planning Consultancy
36. Traditional and Website Marketing
37. We are in the 'People Business'

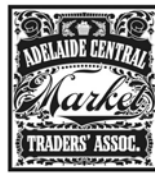


Question 1 ~ What would make you *personally* visit and use Victoria Square?

1. I would drive through it several times each week day and our customers from the East also drive through the square daily.
2. A childrens' play area using flowing water that can be dammed, diverted and pumped. These are popular in Europe
3. Place for a cup of coffee
4. Have a beer garden/cafe open for after-work groups
5. Night and flee markets, play sports on the events lawn like badminton, fly a kite, just relax on the lawn, morning tai-chi classes or other excercises
6. Sit and eat lunch
7. Walking dog (lots of city residents and visitors have dogs) and being able to sit in the sun with a coffee at a cafe that allows dogs
8. If it were easier to get through on a bicycle it would help. All of the things I have ticked can be done as the square is now.
9. I am a great supporter of a square that includes artists, buskers, short concerts, cafes, etc. My wife & I love the European squares and Piazzas - and think our city is ideally suited to this concept.
10. I would not visit the City "FULL STOP" AS THE PARKING IS ATROCIOUS. Fix the parking first. Convert Victoria Park Race Course into a Family Friendly Fun loving area
11. I reside in the city (+25 years) an escape on the weekends to our retreat. sadly I have never seen Victoria square beckon me . Your survey suggestions all leave me cold. We have parklands off east terrace. Perhaps we are open spaced out? Open eating venture failed, toilets failed, plant a native forest and it will need policing. Sadly Adelaide lacks population like suyney and Melbourne so extreemly hard to provide and maintain continued vibrancy
12. Traffic calming with minimal but coordinated traffic lights. Separate pedestrians, cyclists and vehicles as much as possible
13. Yet another plan for Victoria Square. Will anything actually happen this time?!

Question 2 ~ What could help your Business prosper by using Victoria Square?

1. Keep the east west corridor open at all times.
2. Anything that brings more people to the CBD is a good thing.
3. A ACC Information Stall would be helpful
4. ensuring that the precinct was safe and secure
5. I cannot think of any significant use of the square to grow our business
6. fireworks. Guests / visitors to ADL have finally a place to go and relax in a green environment. They can learn about the amazing history of the Aborigines, etc.
7. cant imagine it will assist my bus directly but great for adelaide
8. Car parking underneath the square. Extend the arbours to market precinct.
9. None of the above, we have just moved out of the City mainly because of Parking and accessibility for our customers
10. as i dont have a business near vic square this is N/A However before I would be interested in doing any of the above the pollution and noise level would need to be reduced
11. What is required is to attract visitation. Nothing that is there now or in the future will prosper my business.
12. Include links to provide good pedestrian access between the Square and Central Market/Chinatown, particularly linking through Grote, Gouger and the Hilton entry points.
13. not applicable to me
14. Over-head walk-ways if possible
15. My business is not dependent on activity in Victoria Square

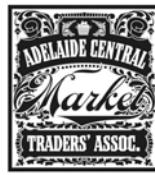


Question 3 ~ Traffic Flow - Do you support the concept of intermittent Grote / Wakefield lane closures, for Special Events that would benefit from having both Southern and Northern sections of the square united (noting that on the majority of days throughout the year, the road network remains fully open)

1. Run Grote-Wakefield Sts under the square with 1 or 2 levels of underground parking & shops under the square's northern & southern halves (access from Grote & Wakefield)
2. Any design that reduces cars in the city is good
3. Prefer not to create traffic hold-ups by restricting flow
4. not for a period of days
5. mad if we dont utilise and maximise the space and dig a tunnel
6. It should be roundabout all year long with no traffic thru the centre.
7. CLOSE OF OR UNDER PASS EAST / WEST
8. This road should be permanently removed
9. I would favour closing the roads completely - so, I see this as a compromise - but, I can live with it!
10. would like it to be closed to all traffic at all times
11. It is too confusing to have occasional closures and very inconvenient for local traffic
12. Business is effected negatively for every road closure and people opt to shop out of the city each time this occurs.
13. As long as weekday peak hour access to the East/West corridor remains.
14. However, please give at least 3 weeks notice before it happens.
15. An underpass would create better traffic flow and free up space on the surface above. Not to mention the intermittent road would become filthy from tyre marks, oil etc from the cars and ruin the whole look of the square.
16. The permanent closure of Grote/Wakefield lanes would encourage greater use of the park and supports active living. Behavioural changes to a more active lifestyle need to occur with the minimum amount of effort. People who have access to safe places for recreational physical activity are more likely to be active.
17. No doubt about that. Ideal square for large events as right in the city
18. I would close it all together
19. Most people I talk to now struggle with the closures that occur
20. stay a backwater or have the roads underpass the square

Question 4 ~ Traffic Flow – In Council’s quest to maximise useable public space and reduce hard surface volumes (eg bitumen surfaces) the concept of a ‘roundabout’ style traffic flow has be heavily studied. We would like to know if in principal you are supportive of this style of traffic flow.

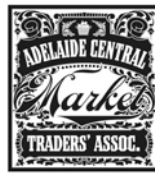
1. any design that reduces cars in the city is good
2. not as proposed , see below
3. roundabout second option - get bold and tunnel. other states can do it
4. Not sure. Good to lessen bitumen, but not if it creates traffic congestion.
5. But with measures to slow the traffic and avoid it becoming a racing circuit
6. Needs education of drivers in SA
7. It is already a nightmare for a cyclist - roundabout would be worse
8. Traffic doesn't flow at peak times already and this plan would further exacerbate our present problems.
9. Traffic should also be moved from Victoria Square more to the outside
10. The flow that is currently occurring is quite adequate
11. Also suggest you employ a proof reader on this question
12. no roundabouts, no traffic lights, build underpasses!



Question 5 ~ Open Comments section

1. Brilliant !!!, Let's get this city buzzing with fun and excitement for all, young and old and consign the negative,whining,selfish whingers to the appropriate trash heap :)
2. Would like to see any heritage interpretation of the square (eg. signs, public art etc) supervised by a qualified individual or organisation. Instead this is usually done by the project architect or artist so it looks nice and has deep meaning but very little of this reaches or engages visitors. For more on this (and on how to inform and engage tourists effectively) please give me a call - Michele Bain on 0417 829 010. I'm a graphic designer with 30 years experience and I'm also national VP of Interpretation Australia.
3. Currently it is awasted baren, inhospitable place. Shops could be incorporated below ground level , or dare I say another car park, but underground. It is difficult to design for general purpose. A bloody TV screen is a no no! Hardly cultural. Given no turn right travelling south along KWS from North Tce, seems a tad rich to then need to travel around all roundabout to travel down Franklin St. ? Put dual direction road on west side of square only. Make Gouger and Franklin one way east, Remove all on street car parking in Gouger leave north side for loading zone by market, Grote remain two way. East side square narrow slip road, like now in front SAWATER.
4. Yes. Plan looks good. Still cant understand why not spend a bit more and build a tunnel instead of short term bandaid measure that adelaide is famous for. have some strength and dig. it will not disrupt flow and will maximise space. traders will have more traffic due to main east west corridor and square will flourish. get over the cost
5. While the planning doesn't necessarily need to proceed on the grounds of having something that is Adelaide-ionic in the first stage - I think the planning should allow for it to be a consideration in the future. In the driest state in the driest continent - perhaps it should be something precious - i.e. about water?
6. Closing Grote/Wakefield Sts every Sunday to allow the square to be a square. People would eventually get used to the closure and should become second nature to regular users.
7. Please let's not have any grey paint or finishes! Colour, please let's have colour!!
8. We would prefer the Riverbank precinct to be given higher priority. Also, the North Terrace street scaping should be extended to the section between North Tce and Morphett St. This is the part of North Tce with International hotels, Convention Centre, Casino, Riverbank & Festival Precinct,as well as being a transport hub.
9. I think it's important to utilise Adelaide's public spaces so that people have a stronger connection with their city. Adelaidians don't tend to spend much time in the city or have a close relationship with our city, so any way we can be coaxed into using common spaces would help promote ownership and pride in our city, and therefore a safer, more community-focussed environment. Fed Square in Melbourne is a good example of somewhere I feel has achieved this - perhaps due to a mix of cafes/restaurants, cultural institutions, public transport hubs and meeting places.
10. It's likely that this project won't happen anyway, because it's too expensive. It could be completed slowly in affordable stages - one corner at a time perhaps. But most importantly the road through the centre, cutting the square in two, must go. It's nonsense to argue that doing this would be detrimental to custom at the Central Market. If people feel they must drive to the market they can drive around the square. And in any case, the square should be the centre-piece of a pedestrian and bike-friendly Adelaide that is no longer beholden to the private car.
11. Go for it. For too long we have had ideas that have gathered dust. I reckon we should do all we can to attract people - food, entertainment, artists, short concerts, market type stalls on some days, etc
12. Always incorporate Right-hand filters. (Commonest crash is rear-end)
13. I hope ACC is not wasting ratepayers' money on this. By all means let people use the square for stalls and events etc but that does not mean major change to what is there now. Whatever ACC does it needs to realise there is a Church on that square - too often events in the square interrupt services with intrusive noise or (with the so-called "Christmas" pageant) prevent access. Simple courtesy could ensure that events do not coincide with services.

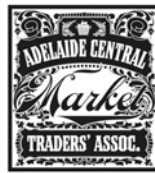
If ACC wants to make the centre of the city more attractive to visitors why not make the market end of Gouger street into a mall - stalls could go in it on a weekend and we would still have a lovely, green open area in the city centre. How is that the Council has the funds to consider this when the West End is still waiting for its promised library?



14. It would be best to develop the city of Adelaide where the population is not in the geological centre when North Adelaide is excluded. It is imperative that we have a total plan for the development of Adelaide including Adelaide City which encompasses future visions and that we then develop a plan that will progressively achieve our objectives. This necessarily will include all levels of government and firstly include such major works as an underground rapid transport system with adequate accommodation at it's stations for whatever vehicles will be used in the future and the living, shopping, recreational (such as the Victoria Square proposal) and services (such as the proposed new city hospital). Once this master plan is in place would then be the time to discuss this proposal but not before as waste and is inherent in such random proposals.
15. Initially I have been against Grote/Wakefield St closure but with this new design, with the Square as a giant roundabout with an active centre, closure to provide a very special centre for Adelaide seems a better way to go. The proposed activities would definitely be more successful with a united Victoria Square than two smaller pieces. A total closure with greater links to Central Market & China Town would actually increase business activity in the Precinct.
16. Retail activity should only be hospitality or entertainment related.. There are enough markets elsewhere around the Adelaide area.
17. I support the design the flow of traffic and visitors attention are on accessing the local area not as a thoroughfare through the city. The concept of providing open air events is good so long as these are set outside the markets trading days as the parking will not cope with the extra congestion.
18. I think they should just get on with it. I went to a presentation about a year ago that suggested it was all ready to go. The council should get off their bureaucratic bums and let it happen!!
19. Noting Council's desire to reduce hard pavement surfaces, there remains a need to ensure disability access. Soft grasses, gravel, bark etc can be very difficult for people in wheelchairs and with other mobility issues to traverse.
20. Increase Car Parking in the city and around the city, increase the number of Shuttle Buses so people can easily get to Vic Square.
21. The design has taken all ideas into consideration and is multi functional. Constant events and activities to take place and combined with great outdoor food and beverage outlets I am sure VS will blossom. It is economically viable and will further enhance the lifestyle of the CBD
22. I believe that the square needs to be improved however I think the first step is to provide more lighting and shrubbery and seating and some barriers as protection from the wind would be a good start . You then of course that introduces security problems!!!. I see it as a place to sit rest maybe walk but I don't see it as a place of entertainment apart from perhaps an annual event. I think the focus of larger festivals revolves around Elder park and that it is a lost cause to try to make Victoria Square into something that its not I don't think the site lends its self to a site for entertainment events. A small "Tram Stop" cafe could be good with bike hire and tourist information as presented by us when we were news agents in the area. Unfortunately no one on the council was interested at the time.
23. This design is aimed at City residents. As Above, Spend a little in some Shelter and perhaps a couple of Eateries. Concentrate on Vic Park Racecourse
24. The question needs to be asked as to whether the square will be supported not only by the ACC but also by the State Government as a focal point of ceremony, celebration and public gathering. As the State Government has only pledged \$2 million to the final planning and implementation one would have to question their sincerity as to the purpose of the development.

In answer to plan:

1. To block the through access of a central East West corridor without making the roundabout traffic two ways will be a detriment to businesses on either side of the square.
2. The subterranean idea is similar to the submission by Taplin on behalf of the Grote/ Gouger St. Associations with support by other Precinct Associations. The size of the plan is such that it needs to be "filled" with interest and potential for activity. As a lunchtime meeting place it will need to have participating food and drink vendors however, located next to restaurant saturated streets, this would need to attract patronage outside the area. The question of increased pressures on parking needs to be considered, as public access would be restricted to increase buses and trams.
3. What I feel is missing is a focal point whether it be a telecommunications tower (ala Sydney); extraordinary constructions (ala Federation square, Melbourne; a times square, New York; a regular public gathering place (ala Speakers Corner, London) etc... Again the Taplin concept was futuristic and impressive to people visiting Adelaide as well as the public with regard to a significant gathering area.



4. Money is going to be the stumbling block but when is it not? If there is a belief in this State and what it has stood for and what it sees its future - mining, defence, wine, IT, education, tourism then funds should be committed and the square be representative of our belief. No longer can we afford single lane express ways or delayed water resources planning let alone a half backed square that will not be touched again for another 34 years. Take a leaf out of other Capital City projects and how they raised funds and maybe make the decisions regarding ovals and upgrades with this in mind.

5. With this proposal in mind, I ask whether we are falling short of the technology and research, with regard to future needs, that exists but is not being brought together by such a project. If we were serious about being a green city then this would be a good start. Recent publications in the papers hint on "greening" the city by plantings on roof tops etc.

I think of a self-sustainable centre that exhibits examples of future living in our changing climate. One does not have to search far to see examples of "greening" technology changing the landscape of building and the living within. Recent opening of reclaimed aging buildings in Melbourne demonstrate cooling and heating using environmentally sustainable systems while activities of work continue within.

- 25. Cannot fathom the projected cost - it's quite incredible. See suggestion above about water play area. also a permanent set of glass fronted display boards where art or information (say about energy efficiency or biodiversity) would be posted as part of a theme. Also an energy efficient building that illustrates good passive solar design and effective insulation and shading, used for education about improved house design.- there's nothing in Adelaide that does this nowadays but there used to be.
- 26. The concrete arches are terrible - the last thing an open city space needs is more concrete! The proposed sunken lawn is a tripping hazard and requires still more concrete to retain it. The square is an excellent location for stalls selling genuine aboriginal art and craft (i.e. not mass produced and made in China) that would be popular with both locals and tourists as well as proving an opportunity to establish viable aboriginal owned and managed businesses.