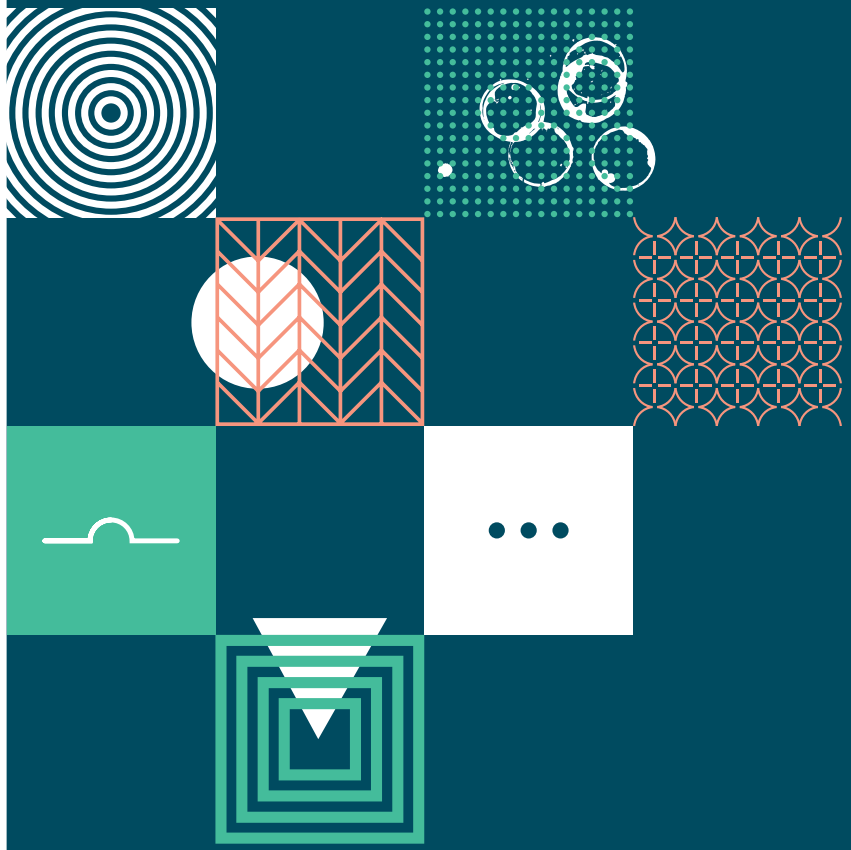

DESIGN KING WILLIAM

SHAPE
REIMAGINE
TRANSFORM

THE CITY of Unley

DESIGN
KING
WILLIAM

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TRANSFORM

Stage Two Engagement:

Stage Two: Design Testing (3wks)

From the Stage 1 feedback, design ideas were been developed to further test the Community's aspirations for King William Road

Design options included:

- The Structure of the Street
- The Surface of the Street
- The Profile of the Street

Build understanding and awareness of the major decisions that will impact the potential for change along King William Road - car parking, and paving

Stage Two: Community Awareness

Media coverage in Messenger / Adelaide Now

Mail-out to local residents

Designkingwilliam.com

Facebook.com/designkingwilliam

designkw@unley.sa.gov.au

Electronic newsletter subscription

Drop in sessions at the shop front

Facilitated stakeholder and community sessions

YourSay Online Survey

One-to-One Trader Engagement

CONSULTATION

12 Shopfront consultation sessions

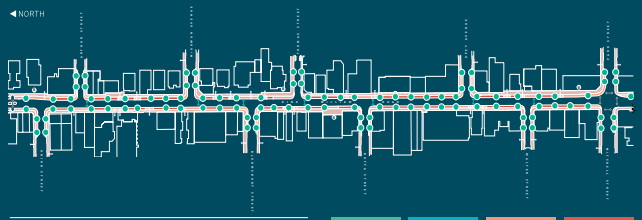
112 Attendees

83% Local residents

79 Online surveys completed

11 Individual email responses

THE STRUCTURE



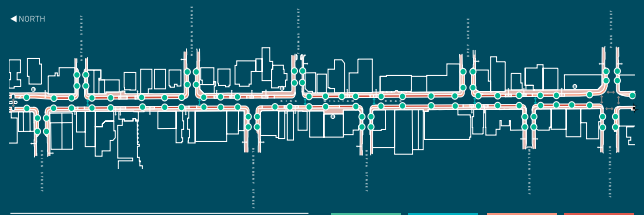
OPTION 1 - MOST CHANGE

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

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

Your preference

Preferred:
108 / 191
58 %



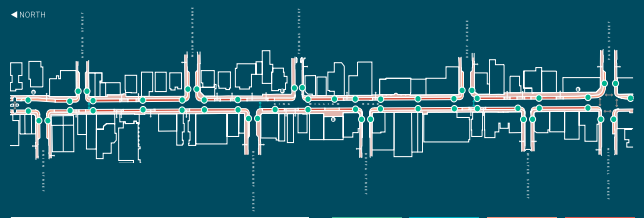
OPTION 2 - SOME CHANGE

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

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

Your preference

Preferred:
48 / 191
25 %



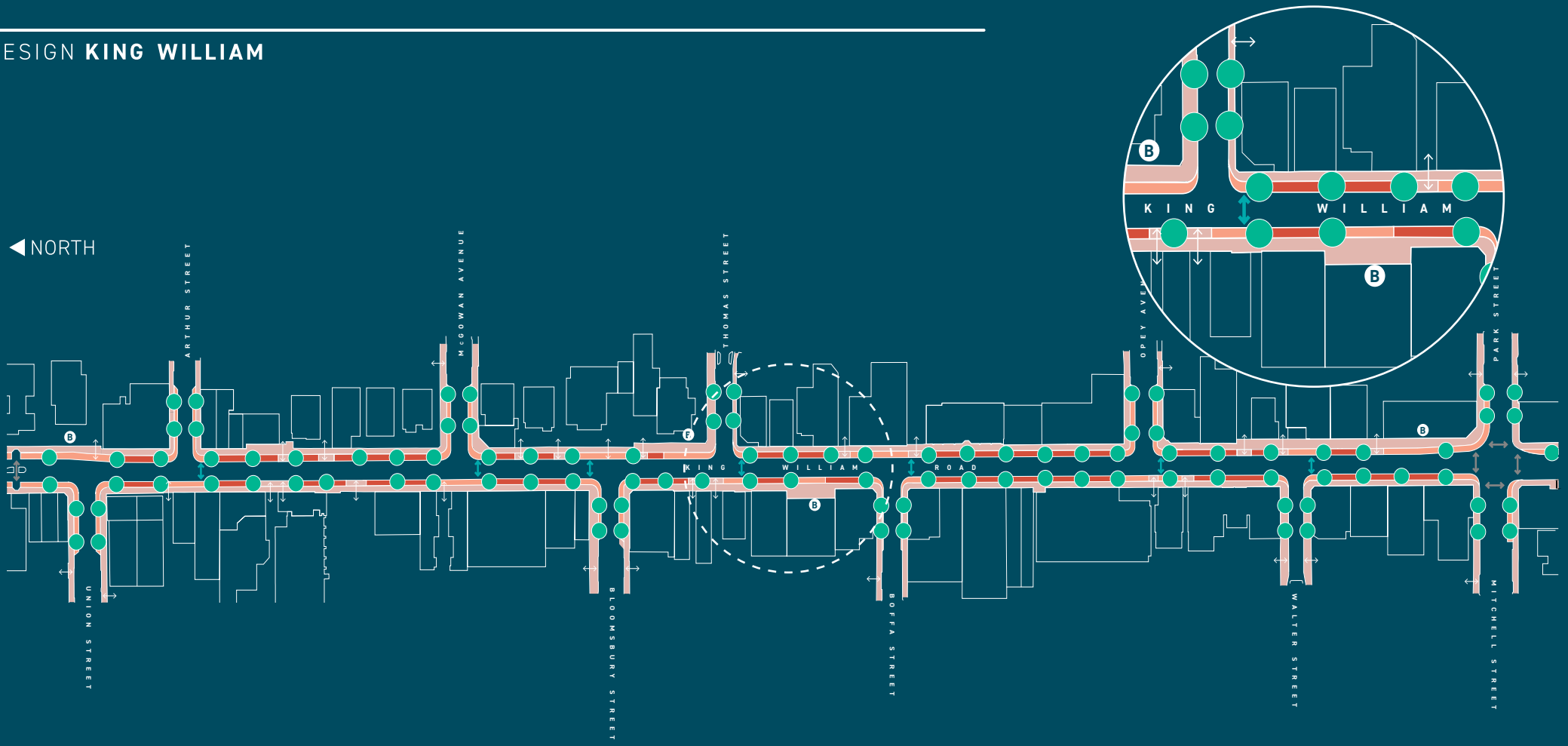
OPTION 3 - LEAST CHANGE

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

54 Greening elements	5 Pedestrian crossing points	6 Outdoor spaces	93 On-street car spaces

Your preference

Preferred:
33 / 191
17 %



OPTION 1 - MOST CHANGE

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

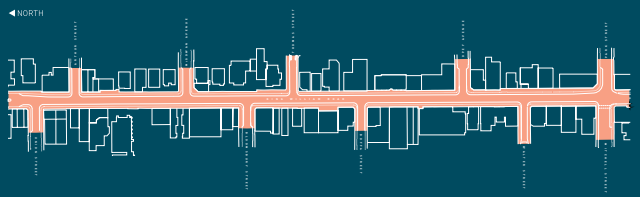
101 Greening elements	**9** Pedestrian crossing points	**16** Outdoor spaces	**73** On-street car spaces

Community Direction

- In general, people were excited about the potential for change along the street
- The loss of onstreet parking was considered acceptable by the majority, when considering the total capacity of the precinct (500+ parks)
- Onstreet parking was not considered the 'best use' of the streetscape, however parking loss should be balanced by gains elsewhere
- Roadworks will create a major disruption to the street, and to return the street to look only slightly different to the existing would be a wasted opportunity with little gain

"we desperately need more places to cross"

THE SURFACE



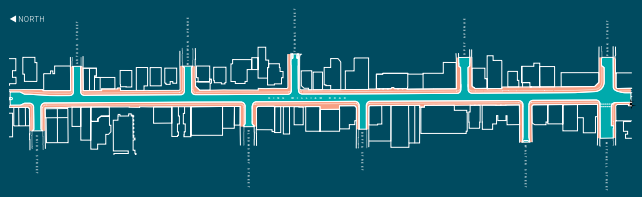
ALL PAVED

Paved road | Paved footpath | Paved parking

Likely to take the longest construction time and therefore will have the longest disruption. Retains the unique and distinct character of the existing streetscape.

Your preference

Preferred:
101 / 191
54 %



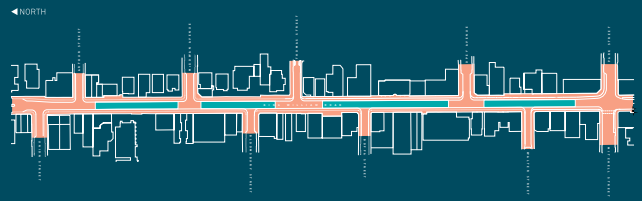
BITUMEN ROAD

Bitumen road | Paved footpath | Paved parking

Likely to have the shortest construction timeframe and reduced extent of disruption. Simplifies the roadway construction, and reduces some of the road noise, but removes the unique character and identity of the existing streetscape.

Your preference

Preferred:
32 / 191
16 %



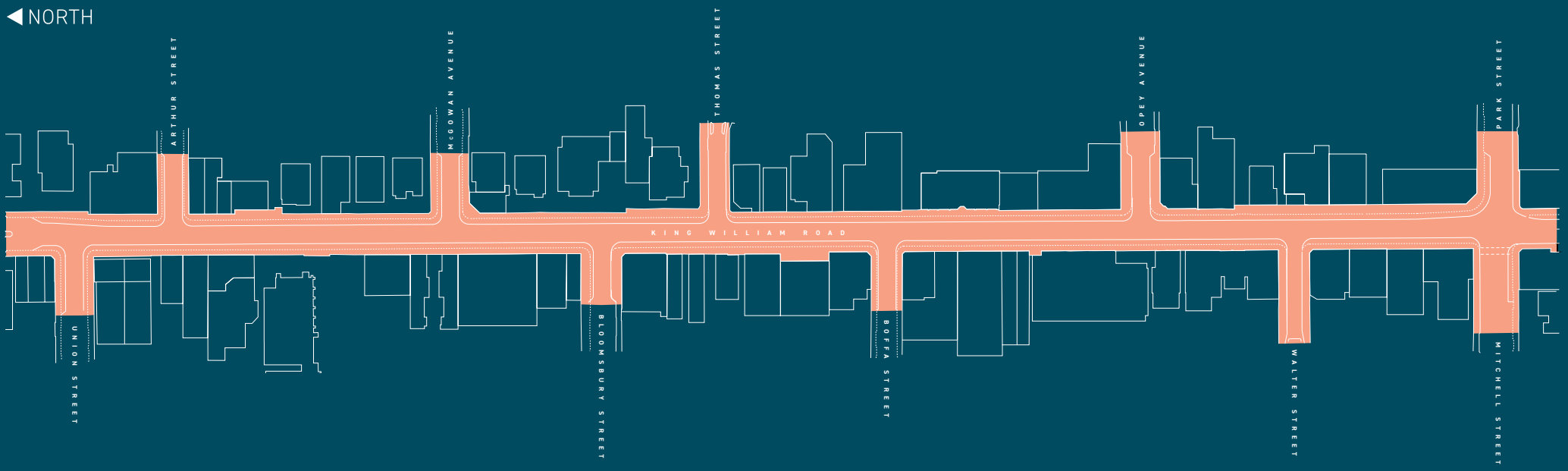
BITUMEN AND PAVED ROAD

Bitumen road with paved intersections
Paved footpath | Paved parking

Likely to require a moderate construction timeframe.
Retains some of the unique character and reduces road noise.

Your preference

Preferred:
58 / 191
30 %



ALL PAVED

Paved road | Paved footpath | Paved parking

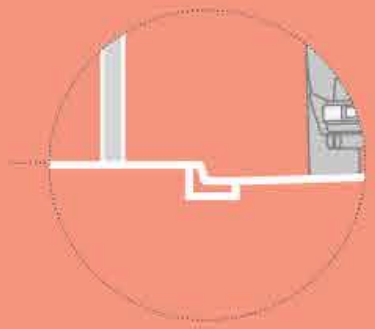
Likely to take the longest construction time and therefore will have the longest disruption. Retains the unique and distinct character of the existing streetscape.

Community Direction

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

"The road should prioritize people over cars"

THE KERB



Preferred:
24 / 191
13 %

Preferred:
64 / 191
33 %

Preferred:
103 / 191
54 %

Community Directions

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

“Love the idea of being able to change it up”

Summary Design Directions

1. Over 400 conversations, over 6 weeks
2. Maximise the opportunity for change at appropriate locations for greater greening, activity and accessibility
3. Remain a paved street, building on its history with a unique, inviting and stylish palette of materials
4. Reconstruct as quickly as possible, and any loss of onstreet parking should be accommodated elsewhere across the precinct
5. The realignment of kerbs and introduction of a rollover profile will provide long term flexibility and support a slower speed environment

VISION: MOST LOVED MAIN STREET

Design Principles

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

VISION: MOST LOVED MAIN STREET

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Stage Three Engagement:

THE DESIGN

In consultation with the community, the following key directions were identified to be further explored in the design of King William Road.

MARKETS

Creation of new plazas at key intersections with improved facilities to host temporary community events and activities that will attract people to King William Road.

HERITAGE

Celebration of the historic character of the area by using quality materials, bespoke furniture and amenities.

SMART TECHNOLOGY

An integrated street that helps people connect, find their way, find parking spaces and access the latest news and events.

LIGHTING

Improved safety and evening atmosphere along the street with attractive street and laneway lighting and opportunities for feature lighting.

ARTWORKS

Using art in creative ways to make a visit to King William Road a memorable and enjoyable experience that encourages people to stay and explore.

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Next Steps

Community Engagement: August

King William Road Design

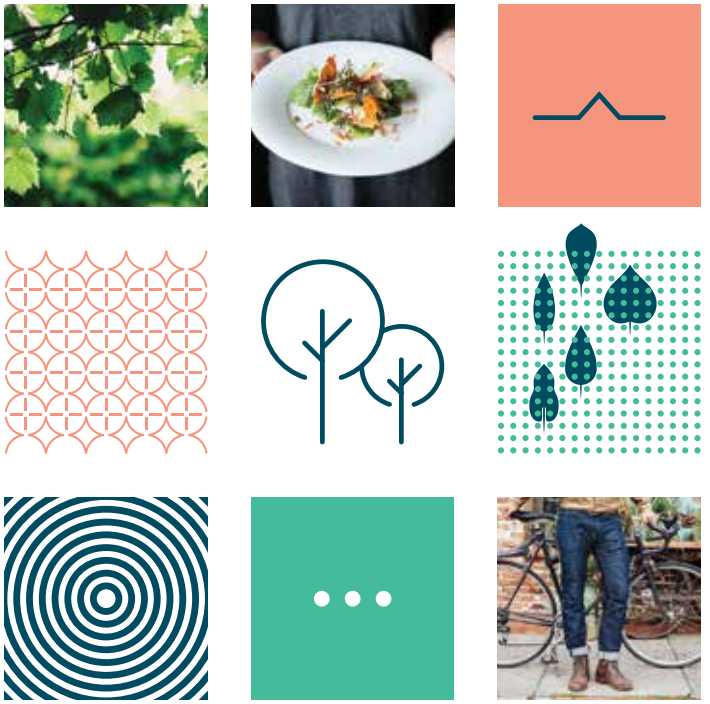
Final detail design in response to community and stakeholder feedback

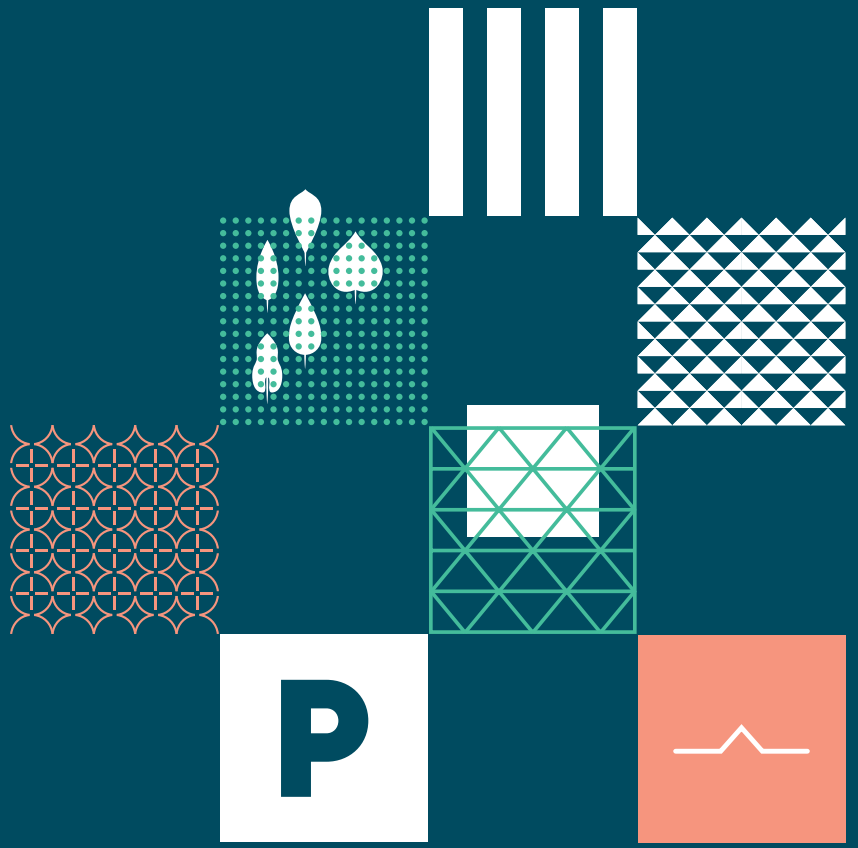
Council Briefing - Mid August

- Summarise community feedback on draft detail design
- Present final draft detail design for feedback

Council Meeting - Late August

Report to Council summarising the three stage consultation period and seeking endorsement of the final Detail Design





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