

DESIGN KING WILLIAM

SHAPE
REIMAGINE
TRANSFORM



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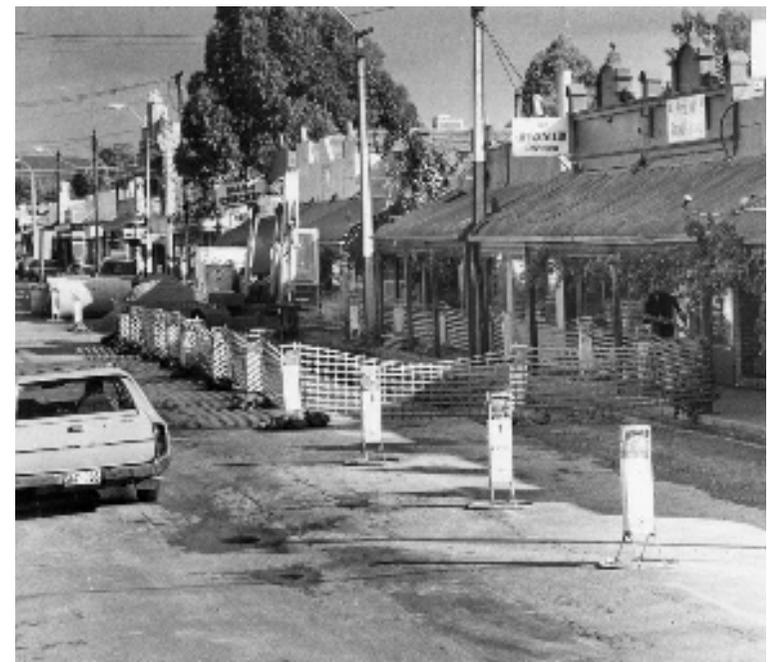
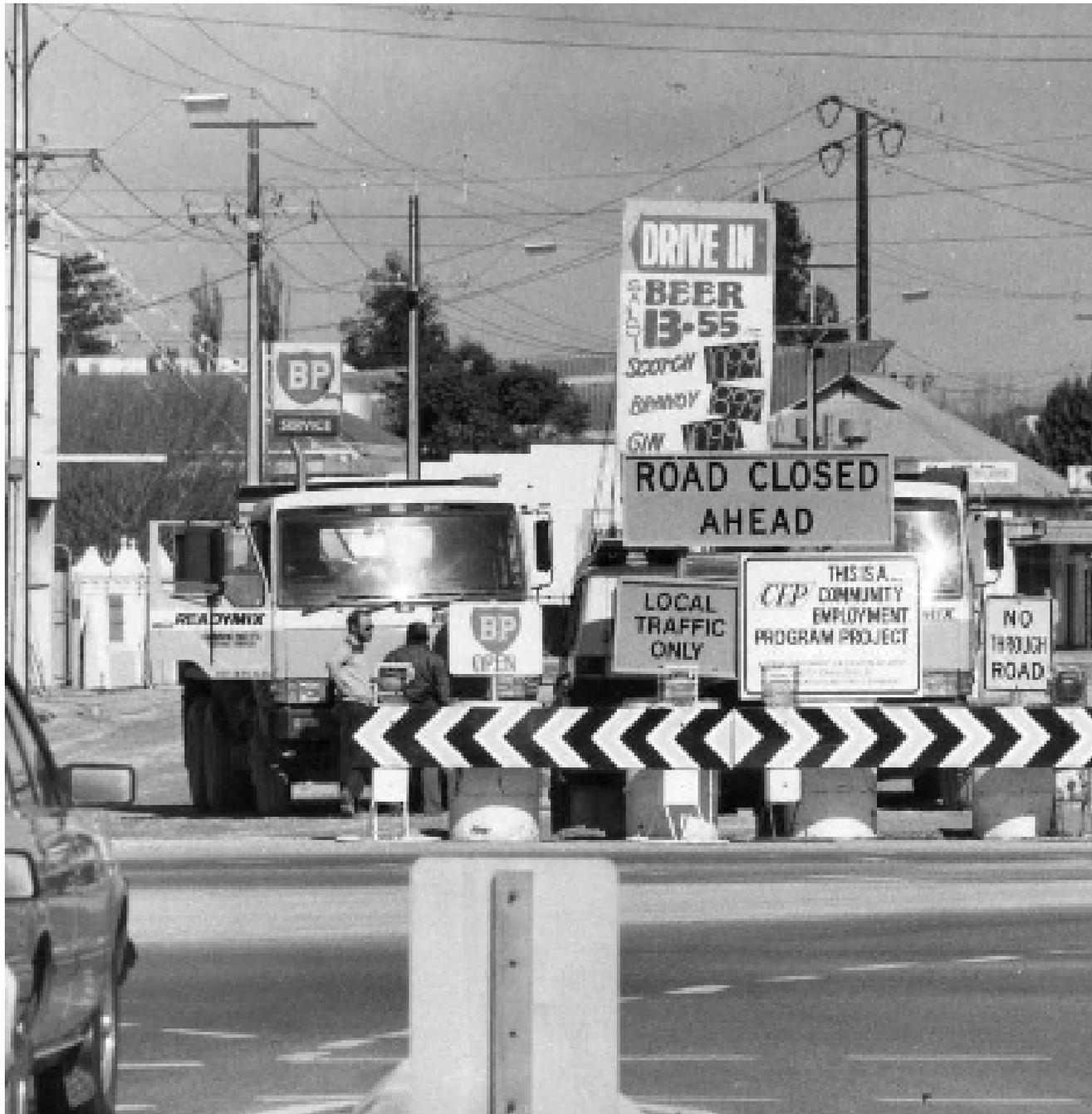
King William Road Upgrade

8 June 2021

Akarra Klingberg

King William Road - Existing Condition





Background

King William Road Precinct Report (2014)

A guiding document to integrate smaller projects and initiatives into one 'curated' master plan

It included recommendations to establish parklets to instigate a more permanent streetscape design, activation of side street intersections and encouraging regular events

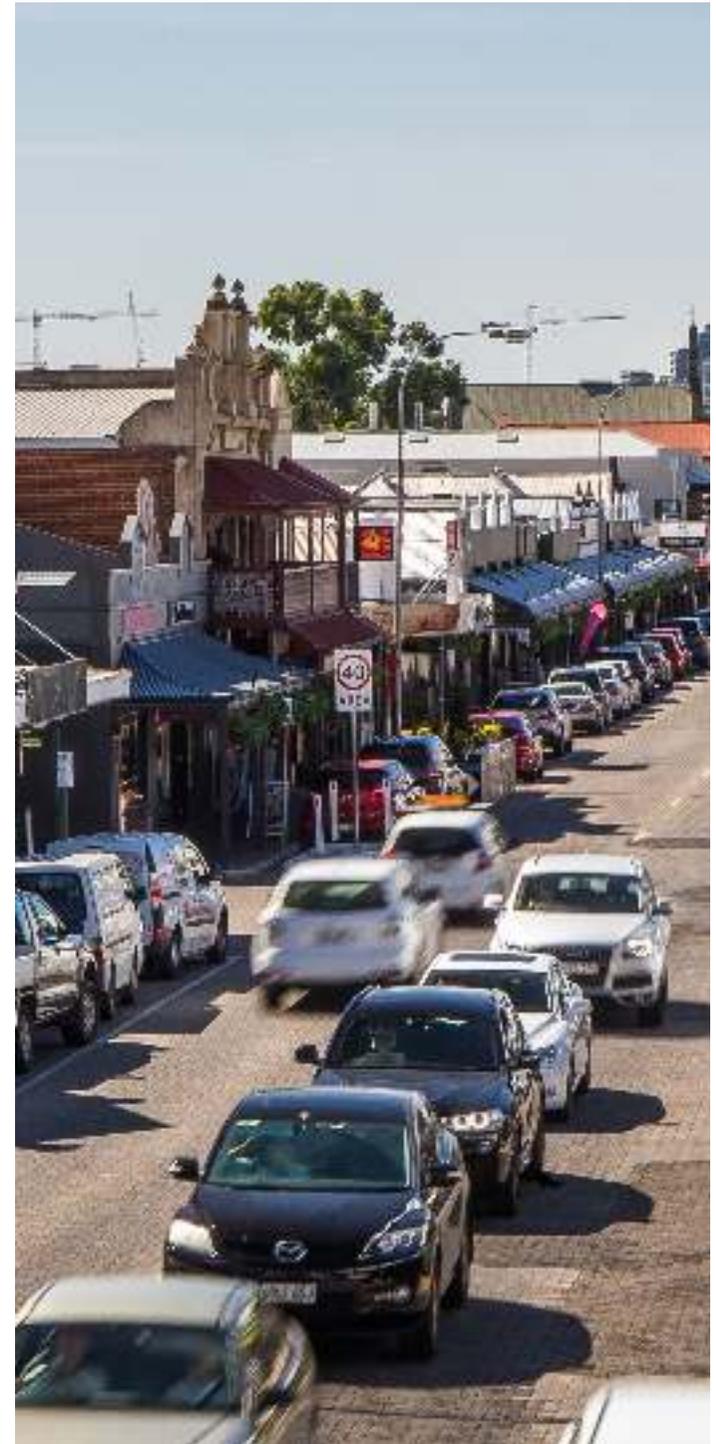
City of Unley Parklet Program

2 Parklets were constructed in 2014 and have been installed in numerous locations every 12 months

Square Holes Market Research (Nov 2017)

Undertaken to explore perceptions of the King William Road precinct along with visitor demographics and visitor behaviour

Engineering tests showed the sub-base of the road had reached the end of its useful life and a more significant intervention was needed.



Background

Village Well Design Principles (April 2018)

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**

2018 Design Direction

A “co-design” approach with the local community to enable positive long term change

Shopfront on King William Road for the purpose of community and stakeholder engagement

Three stage engagement process:

1. Shared Vision and Aspirations



2. Testing design ideas



3. Reviewing the preferred concept design

4 month intensive program, May - August 2018

**SHAPE
YOUR
KING
WILLIAM
ROAD**



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Consultation

King William Road Shopfront

Shop 4, 183 / 185 King William Road, within the heart of the Precinct

Highly visible and informative, both day and night

Staff available for community to drop-in:

- Monday, Wednesday, Friday 11am-2pm
- Additional Saturday, Thursday and Friday Evening sessions held
- Facilitated Sessions with stakeholder groups

Online and traditional media and communications to assist engagement

“We have already had lots of people stop by and comment what a great idea!”

Trader Engagement

- Business workshops were held in July, October and February with approx. 40 traders attending each session
- Consultation and design process explained
- Design was considered important, however traders are more interested in construction disruption and duration of works
- Rod Hook discussed his experience in trader communication, understanding business needs + procurement
- Construction scenarios and timeframes to be reviewed and communicated - nightworks/24-7/block by block, east/west split, road then footpath, full closure.

**“Quicker
the better.
24/7 to get
it done”**

Community Engagement

Traditional media coverage in Messenger, Adelaide Now, TV, Social Media and radio

Mail-out to local residents (Greenhill Rd / Cross Road / Goodwood Road / Unley Road)

Posters and Postcards to all shop fronts

Designkingwilliam.com

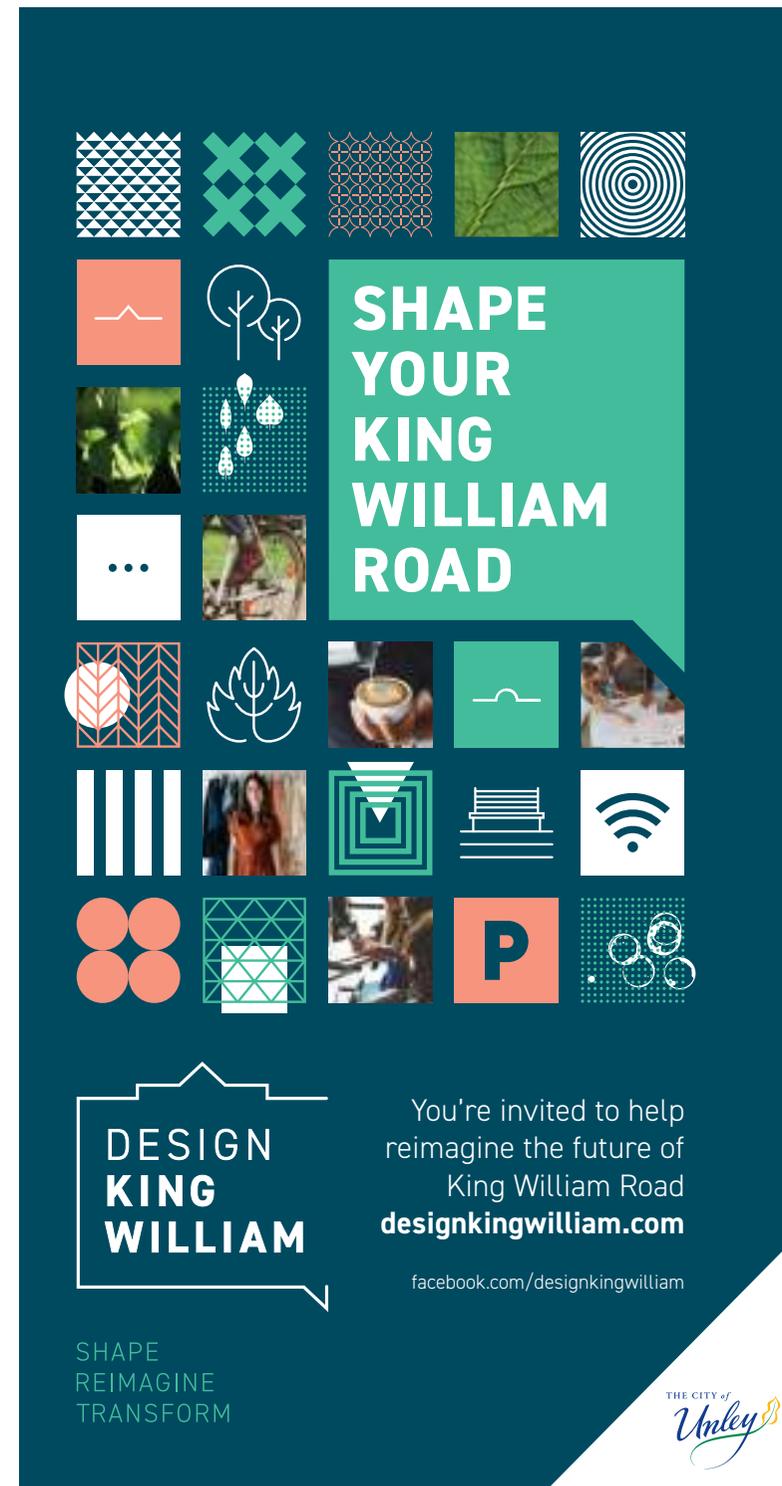
Facebook.com/designkingwilliam

designkw@unley.sa.gov.au

Electronic newsletter subscription

Shopfront events

Rod hook joined the team providing expert construction and consultation expertise



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STEP INSIDE
TO SHAPE
KING WILLIAM
ROAD'S FUTURE

SHAPE
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ROAD

facebook.com/de
design

Welcome



47% Eat/Drink

10% Retail

25% Services

What you want improved on King William Road...

ho g Road y...

P

80% of visitors had a positive parking experience

61% Car

45% of visitors walked less than 100m

THE SHARED VISION

Together, we want to transform King William Road into Adelaide's most loved mainstreet.

WORK AREA

WORK AREA

PROJECT TIMELINE

Throughout the Design King William process, there will be a number of times we want to hear from you.

2014-2017

2015 APRIL/MAY

MAY/JUNE

JUNE

JULY/AUGUST

BUDGET

2017





CONSULTATION

BEAUTIFUL

ACTIVE

ACCESSIBLE



EXISTING ELEMENTS

31
Greening
elements

2
Pedestrian
crossing
points

2
Outdoor
spaces

100
On-street
car spaces

LEAST CHANGE

54
Greening
elements

5
Pedestrian
crossing
points

6
Outdoor
spaces

93
On-street
car spaces

SOME CHANGE

93
Greening
elements

8
Pedestrian
crossing
points

10
Outdoor
spaces

82
On-street
car spaces

MOST CHANGE

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
- 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”**

Does the design achieve the community's vision of creating Adelaide's most loved main street?

| | Shop front | Traders | Online |
|-------------------|------------|---------|--------|
| Strongly Agree | 42 | 7 | 20 |
| Agree | 21 94% | 15 96% | 17 90% |
| Slightly Agree | 2 | 2 | 7 |
| Disagree | 1 | 0 | 4 |
| Strongly Disagree | 3 | 1 | 1 |

Learnings/ Outcomes

- Being on the street allowed the team to form relationships & understand the precinct. This knowledge was a benefit throughout the project
- Having Council staff present in the shopfront and running the engagement was key
- A cross disciplinary Council team and project steering group gave the project a holistic approach from the beginning
- It was important to identify and engage with all stakeholders both internal and external
- The co-design approach allowed the community to help determine the vision and influence the final design – we didn't start with a design.
- Each stage was supported by an extensive communications plan across all mediums and media



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Pre-construction



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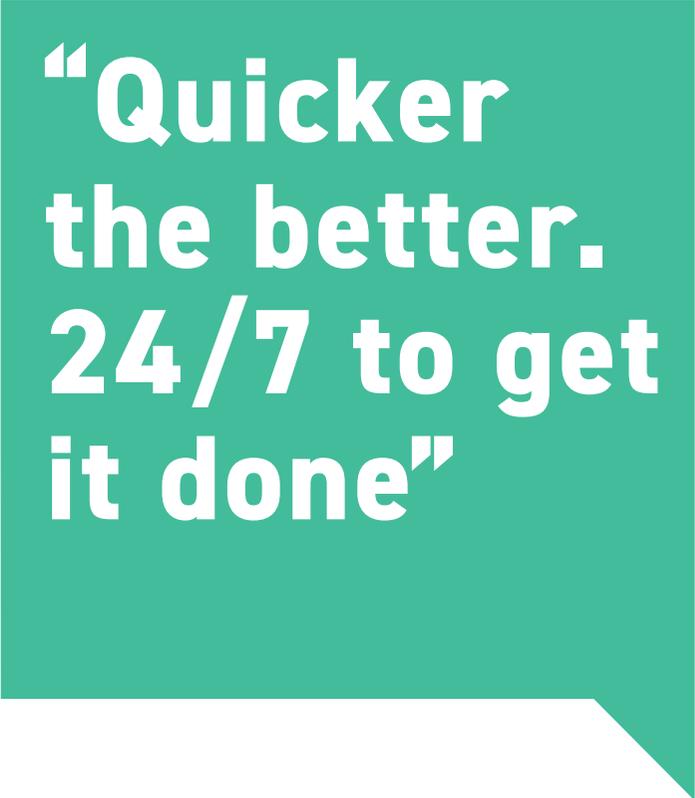
The Oldway

Pre- Construction

- Went through an EOI/ECI process working closely with tenderers
 - Engaged key media stakeholders including 5AA + ABC
 - Engaged Rod Hook as a construction expert
 - Met with the Small Business Commissioner, John Champman
-

Construction Priorities

- **Access** - Provision of access to shop fronts / homes throughout construction
- **Customers** - Ensure visitors are safe coming to the store / home
- **Communication** - Ensure people know how to find their way around and provide regular construction communication
- **Timing + Duration** - The timing of the works and duration in each section is important



**“Quicker
the better.
24/7 to get
it done”**

TRANSFORMING YOUR KING WILLIAM ROAD THE JOURNEY SO FAR

Suggestions and feedback gained from more than 600 conversations with traders, residents, property owners and precinct visitors throughout 2018 have informed the vision for the new King William Road.

A co-design approach with the local community was undertaken to enable positive long-term change for King William Road. A shopfront was established in the precinct for the purpose of community and stakeholder engagement over a 4-month period (May-August 2018).

The three-stage engagement included:

- 1 Shared vision and aspirations
- 2 Testing design and ideas
- 3 Reviewing the preferred concept design

WHAT WE HAVE ACHIEVED

2014 - 2017

Community Survey
Urban Design Assessment
Parklet Study

2018 APRIL - MAY

Established shopfront on King William Road
Workshops with landlords and traders
Community consultation to establish shared vision and aspirations

2018 JUNE

Trader workshop #1
Community consultation - Testing the design idea
Developed concept design

2018 JULY

Community feedback on final design

2018 AUGUST

Finalised design
Council endorsed design

2018 NOVEMBER

1:1 business consultations undertaken
Call for Expressions of Interest for construction contractors

2019 FEBRUARY

Preferred contractor nominated
Trader workshop #3

2019 MARCH

Tender closed and review of contractor submissions undertaken

2019 APRIL

King William Road Upgrade considered and endorsed by the Council
Contract awarded to BMD
Drainage works in Park St commenced

2019 MAY

Service works commence (SA Water works underway)
Construction commencement

WHERE TO FROM HERE

2019 MAY - NOV

Staged works including road construction

2019 DECEMBER

Break in works from early December during Christmas period

2019 DECEMBER

Works to recommence early January (ability to accommodate major events if needed)

2020 FEBRUARY

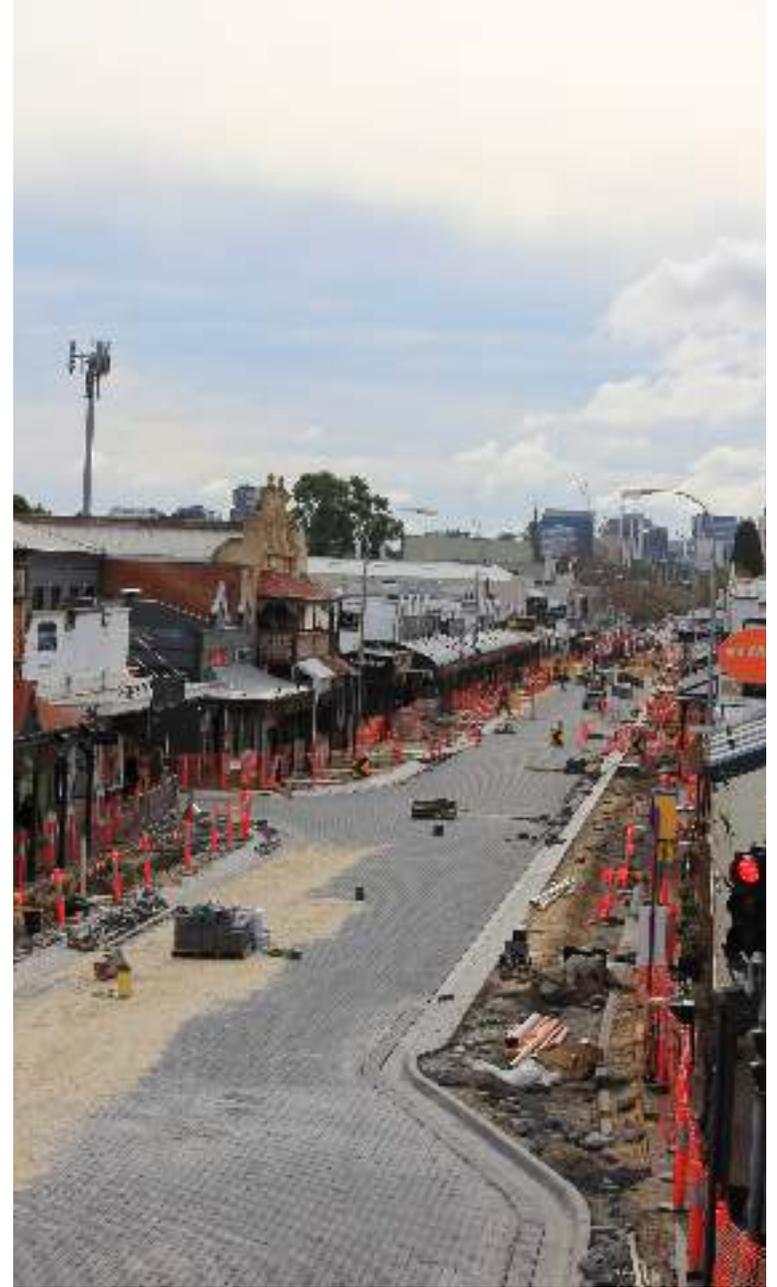
Minor works through to completion



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Construction



Construction

- Timely communication and access to the right people is critical (especially in the initial stages). Sometimes all that is needed is the opportunity to be heard
 - Coordinated, project-centred approach and continued 2-way information sharing between Council and BMD, this included weekly meetings with key project staff.
 - Daily walks of the precinct and dedicated phone number and email address
 - Information on what was happening as the project progressed – stakeholders to understand the 'What, Why and How'
 - Understanding of different stakeholder needs and balancing competing priorities
 - Provision of usable information to traders – social media tiles, parking information, customer information
 - Proactive media approach and regular engagement
 - Ability to be responsive to request and adapt where possible – both to the community needs and construction needs
 - Collaboration between teams and understanding of expectations and behaviours
-



NOT SURE WHERE TO PARK?

Let us show you

P



DON'T LET THE WORKS STOP YOU

There are plenty of ways to access King William Road via side streets

WE'RE OPEN

Thanks for your support as King William Road is being transformed



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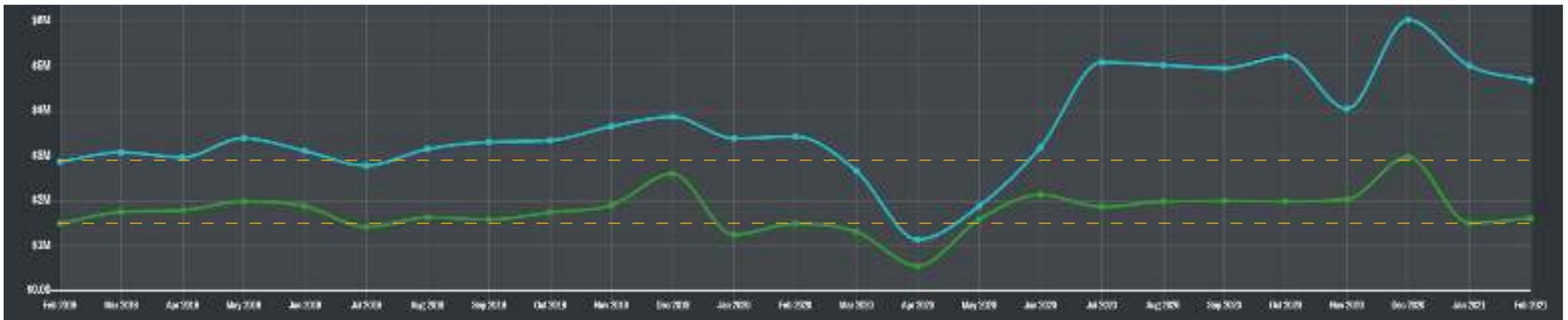
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**King William Road
Transformed**





- Gradual increase in visitation



Construction

Covid restrictions

Circuit breaker

- Hospitality spend in Hyde Park Area
- Retail spend in Hyde Park Area



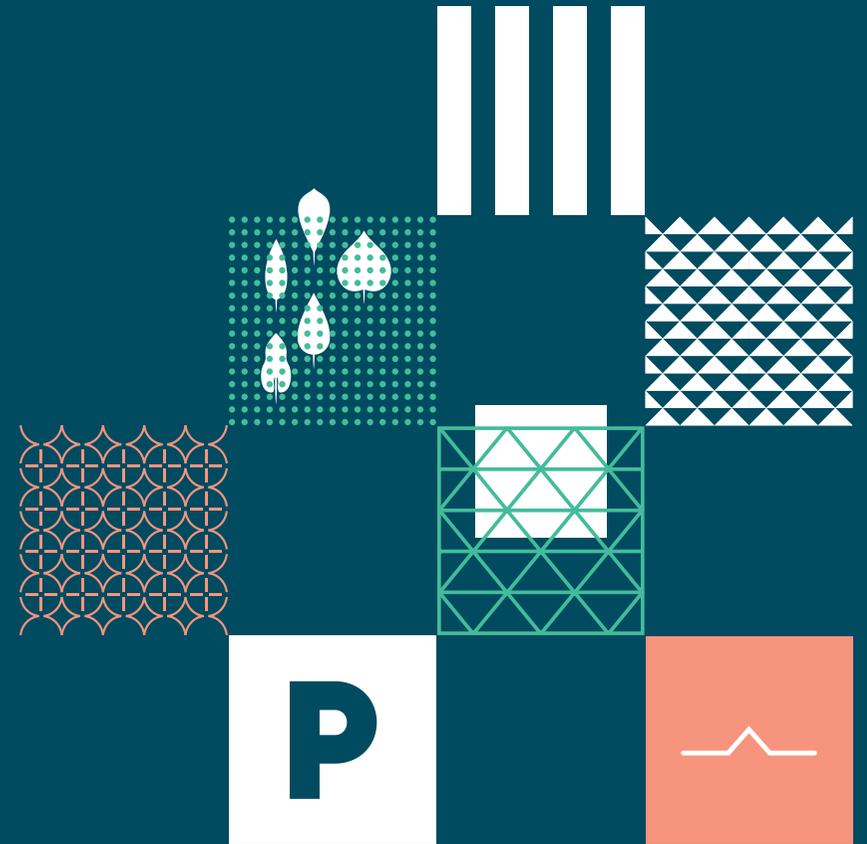
Project Learnings

- Get to know your precinct
- Develop key principles, stick to them and ensure all teams understand them
- Identify stakeholder groups and their (often competing) needs
- Communicate. Communicate. Communicate
- Take the time to build relationships and be accessible
- Have the ability to be responsive and adaptable where possible – sometimes it is the little things that have the biggest impact
- Celebrate milestones

'Please pass on my congratulations for their professional and friendly conduct. I might even miss them when they're gone...'

THANK YOU

Questions?



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