

ADELAIDE FESTIVAL PLAZA COMMUNITY FORUMS

CITY RESIDENTS AND CITY STUDENTS

THURSDAY 3 SEPTEMBER 2015, 6PM – 7.30PM

FORUM OUTCOMES

Attendance

The second community forum held on Thursday 3 September was attended by 28 people in total, recruited by market research company McGregor Tan on behalf of Renewal SA. The attendance comprised 14 people representing City residents and 14 City students. Eight representatives from Renewal SA were present and the event was facilitated by Daniel Thorpe from Gould Thorpe Planning Pty Ltd. A full list of participants is at Appendix 1.



Forum Objectives

Input was sought from these targeted demographic groups to review the community feedback collected during the large-scale public consultation in 2013 and provide their input and suggestions on the most recent concept designs for the Plaza prepared by ARM.

Forum Structure

Following a welcome and introduction from Daniel Thorpe, Sam Dighton, Project Director Riverbank, Renewal SA provided an overview of planning and urban design work completed to date on the Riverbank Precinct.

Daniel then explained the requirements of the workshop session and participants were given ten minutes each at four work stations to discuss the specific themes and note their suggestions on the provided plans or have them recorded by the Renewal SA table facilitators.

The four work stations provided for discussion comprised:

1. Integrated Connections

- between North Terrace, buildings and river

2. Activations/Program

- major events space, markets/open air activities/cafes/open air cinema, big screens and other attractions for families

3. Uniquely Adelaide/SA

- including wineries, festivals, the arts, outback, churches

4. Climate/Landscaping

- interactive water fountains, low walling/windbreaks, shade critical for Summer

Key themes identified were presented by table facilitators at a short plenary on conclusion of the working session and the forum was closed with an outline by Daniel Thorpe and Sam Dighton on the next steps for the Festival Plaza and how participants can continue to be kept up to date.



Overview of Key Themes

The key themes identified in discussions at each table were summarised by the facilitators and presented below. The verbatim record of all ideas, suggestions and priorities given by participants, including those written on the plans provided and posted on sticky notes, is provided in Appendix 2.

1. Integrated Connections

- City residents and students focussed on identifying key reasons for encouraging people to visit the Plaza as a means of providing improved connections to and within the precinct. Public seating, in various forms, was seen as one of the most important element to attract people to the Plaza and keep them there, alongside shade and shelter from the climate. Communal seating within Station Drive was also nominated a way to activate the proposed new street.
- Marketing and promotion of the Plaza and associated events and activities was also identified as an important factor in connecting people to the space. While apps and social media are valuable tools, more traditional mean of advertising would be effective in reaching different demographic groups across Adelaide.
- 24/7 activation of the Plaza, through both events and activities (including sports and exercise), to provide constant opportunities for connection to the space for local people and tourists.

- A novel idea to facilitate improved connections included the use of shuttle golf carts to move people from the Plaza to different areas within the Riverbank Precinct, including from the new Royal Adelaide Hospital to Elder Park.

2. Activations/Program

- Music was suggested as a key element for encouraging day and night activation of the Plaza, including live bands/music through the week and ambient music playing permanently in different open spaces around the Plaza.
- Alongside music, cinemas were a common suggestion for programming, in particular outdoor or 'moonlight' cinemas with old movies or cultural themes. The use of a big screen for a cinema could also provide for live telecasts of major sporting events, including those that would normally only be available to people with pay TV subscriptions. Big screen football every weekend during the season would also give people certainty that something would be happening in the Plaza.
- Opportunities for exercise and sport were also put forward as likely ways of providing ongoing activation of the space. Half-court basketball, a rock climbing wall or a skate park were common suggestions for children and adults.
- Food-based activities, including markets, pop up restaurant demonstrations and meeting points for food and wine tours were some additional suggestions for regular programming.

3. Uniquely Adelaide/SA

- Recognition of the changing seasons in South Australia was seen as a key opportunity for developing a unique and authentic space, and somewhere people could visit throughout the year for different experiences. This included the use of flowering trees and shrubs at different times of the year, strong use of colour and texture, development of attractive landscapes, and cool, shady places to visit.
- To provide ongoing attraction for people, there has to be varied entertainment such as bars, restaurants and a cinema. A diverse range of entertainment, dining and drinking options will make it a special place in Adelaide and draw people in continually. Rooftop bars, student bars, flexible venues that can change from breakfast venues and cafes in the day to drinking establishments at night will add to the attractiveness of the space.
- The range and type of events will make it uniquely Adelaide. Events such as dance shows/competitions (eg street dancing), will attract both children and adults.
- The Pie Cart was mentioned as being uniquely Adelaide and something that could be brought back to provide authenticity and a sense of history.

4. Climate/Landscaping

- The choice of tree and shrub planting was seen as critical to providing respite from the heat of summer and shelter from rain and wind in winter. The seasonal aspect of plants needs to be considered to provide for the climate all year round. A diverse number of different trees to create variation was seen as important for aesthetics and climate protection. And the tree choices around the proposed water feature were seen as important to provide sun protection for children.
- Sustainability was nominated as an important issue. It was suggested to incorporate solar power generation facilities in the redevelopment of the Plaza, possibly including solar sculptures (eg sculptures with solar panels representing Mallee trees).
- Lighting of the area was viewed as important to get right for aesthetics and activation of different spaces. The lighting of trees from the bottom upwards was suggested, as was active lighting and sound to create a nightlife 'vibe' and feeling of safety for all people.

APPENDIX 1 – FORUM ATTENDANCE – 3 SEPTEMBER 2015

Community participants

City Residents	City Students
Amanda Newcombe	Matthew Seals
Julieanne Gellard	Marcus Walker
Marjorie Hewitt	Alek Snell
Chloe Reschke	Wade Franks
Elizabeth Lock	Chelsea Drum
Sarah Jackson	Hannah Isbel
Nicholas Adams	Lily Whitting
Lu Spinato	C’Nqua Otto
Mark Bond	Sophie Fox
Andrew Powell	Jacob Smith
Jeff Lugg	Luke Phillips
Chris Ide	Daniel Lang
Andrew Hewitt	Mackenzie Franks
Nicole McKay	William Harrison

Renewal SA representatives

Renewal SA	Title	Forum Role
Sam Dighton	Project Director Riverbank	Presenter/Table Facilitator
Kaush Singh	Director Place	Table Facilitator
Barbara Dickens	Engagement Manager	Table Facilitator
Emma Kibble	Senior Project Officer	Table Facilitator
Michelle Victora	Manager People & Culture	Table Facilitator
Mario Vitagliano	Senior Project Manager Affordable Homes	Table Facilitator
Gorica Krstic	Project Officer	Table Facilitator
June Lim	Digital Marketing Coordinator Projects	Table Facilitator

Facilitator/MC

Name	Organisation	Role / Speciality
Daniel Thorpe	Gould Thorpe Planning Pty Ltd	Facilitator / Consultant

APPENDIX 2 – VERBATIM RECORD OF FEEDBACK

Work Station 1 – Integrated Connections

The following ideas were raised or written by participants and respond to the theme of how we can ensure better connections between the Plaza and other key destinations including North Terrace, buildings and the River Torrens.

Key themes:

- Currently not pleasant to walk around during the evening.
- CCTV – safety is vital, the more people the safer the place will be.
- Wifi to attract people to the Plaza.
- Ensure there is sufficient car parking.
- Sails as shelter to match the Festival Theatre.
- Seating is sure to encourage people to use the space, especially under shelter.
- Jacarandas not just used for shade/shelter.
- Riverbank Authority to check the quality of restaurant/tenancy mix.
- “Every great city has a fountain”.
- LED components to the water feature.
- Cafes along the footbridge.
- Clear lines of sight needed.
- Some form of community sport feature.
- Atmosphere of the Plaza – lighting – music.
- Lighting on the Festival Centre.
- Activities on the water not just the Popeye.
- Activate the foyers – very underutilised.
- Permanent big screen not just for events.
- Dunstan Playhouse stage for ‘book week’ type events.
- Live bands/music.
- Mobile vendors – pie cart – ice cream truck.
- More communal seating within Station Drive.
- Contemporary art space within the Plaza.
- Continue to allow Fringe events in the space.
- Incorporate vine arbor in structures.
- Event-based Plaza.
- Vertical gardens to be included.
- ‘Shuttle golf’ carts to move people from place A to place B.
- Most significant connection is through Station Drive.
- How do we get people from Adelaide oval into the Plaza? Bars, music, food?
- How do we connect people to the Plaza through marketing? App, social media, regular events?
- 7 days a week events encouraged so Plaza is activated throughout the week.

Sticky notes:

- Pop up shops. Movie nights – bring own seating, family friendly [Residents].
- For people wanting to study: access to power points – charge laptops. Rooms outside to study in – book a room [Residents].
- Community veggie garden [Residents].
- Solid cover and warmth in winter [Residents].
- Different type of public seating – high benches with chairs (study) – low for communication/social [Residents].
- BBQ area/kitchenette – constant hot water – cold water for drinking or heating food [Residents].
- Advertising – social media – ads – events with notifications [Residents].
- 24 hours – attract tourists [Residents].
- Apps – to advertise. Pie cart [Students].

- More shade, not just for food outlets [Students].
- Permanent, large TV. Permanent (eg concrete) seating for example, Book Week – children. Shuttle golf carts – New RAH to Elder Park [Students].
- Festival Theatre access. Dunstan access. 24 floors of residential [Students].
- Riverbank Authority – check quality – viability – bars. Vine arbors. Contemporary art space [Students].

Work Station 2 – Activations/Program

The following ideas were raised or written by participants and respond to the theme of activations and programming to draw people to the space, eg major events space, markets/open air activities/cafes/open air cinema, big screens and other attractions for families.

Key themes:

- Live bands/music through [the] week.
- Safe access/lighting.
- Restaurants open at night – flowing indoor/outdoor.
- Wifi.
- Kids sporting activity eg skate park, half-court basketball.
- Food-based market, pop up restaurant demonstrations.
- Regulations don't stifle new business.
- Platform for demonstrating new art work – art competitions – pop up art demonstrations and displays.
- [Vehicle] Drop off points for major events.
- Access through surrounding areas to Festival Plaza to improve.
- Events throughout the year.
- Non-ticketed events to begin with [then] a gradual introduction of ticketed events.
- Open, connected paths that address corners and multi-levels.
- Invest in maintenance.
- Businesses open until 12am.
- Create link to/from Rundle Mall.
- Lighting buildings.
- Ambient music playing throughout open spaces.
- Solar powered charger devices that have artistic features.
- Outdoor cinema with old movies (method for marketing events).
- Marketing through all CBD businesses – leverage off word of mouth.
- 'What's On' board.
- Tourist Information Booth.
- Meeting destination place eg starting point for wine tours.
- Parade grounds for parking.
- Big screen football every weekend. Seamless connections of these events to cafes.
- Telecast of unique events generally not available to people without pay TV.
- Security – security office/on call or consistent Police presence.
- Segregated from Hindley Street.
- Zero tolerance for public nuisance.
- Unique SA offerings rather than chain stores – but conducive to all demographics – choice for affordable or exclusive.
- Incentivise businesses to customers for slow weekday periods.
- Free connector buses to support extended peak periods.
- Public transport hub – encouraging flow of people.

Sticky notes:

- Landscape is European, why not use SA or at least Australian natives (Eucalyptus sp, Wilga) [Students].

Work Station 3 – Uniquely Adelaide/SA

The following ideas were raised or written by participants and respond to the theme of Uniquely Adelaide/SA, eg wineries, festivals, the arts, outback, churches.

Key themes:

- Federation Square = ugly. Our proposal = warmer.
- Like canopies.
- Comparison with Botanic Gardens – walking.
- Place to study? Quiet, good quality wifi.
- More flowers, more colour.
- More community feel.
- Federation Square is central and for all ages.
- More sporty facilities, eg rock climbing wall.
- Entertainment/hospitality businesses in the area – diversity of businesses result in more hours to activate area day/night, eg restaurants, cafes, breakfast to dinner.
- More outdoor flat space.
- Elder Park shrunk.
- Rooftop bar.
- Street art – changing?
- Jacarandas – messy?
- Avoid tacky things that represent South Australia.
- Markets.
- Misters for cooling in summer.
- Light shows on river to attract the eye – fairy lights.
- Hire bikes.
- Good connection from hospital would be good.
- Open stage on river – 360 degree viewing.
- Changing colour on foliage in different seasons.
- Encourage overseas visitors to come back in a different season.

Sticky notes:

- Hire bikes. Info on scenic walks along the river [Residents].
- Sculptural art on the water [Residents].
- Pop up coffee shops [Residents].
- Open stage on the water – concerts, cinemas [Residents].
- Markets for young adults of showcase [Residents].
- Federation Square is great because it feels like the centre of Melbourne [Residents].
- Attractive landscapes attract visitors - trees and flowers – go on walks through the Festival Plaza [Residents].
- Concern – Elder Park – looks reserved for big cultural events. Flat spaces for events are needed in Adelaide [Students].
- Events make it uniquely Adelaide – and so do vines and artwork [Residents].
- Use the space for events – especially dance shows/competitions (eg street dancing). Light shows on buildings and water features (such as East Terrace fountain) [Residents].
- Evening attractions – as students cheap bars and pool [Residents].
- If it's to be a place that I keep coming back to, there has to be varied entertainment such as bars, restaurants and cinema. It should be built on top of the casino/train station. This is what makes Melbourne casino and MC station great – the entertainment [Residents].
- Nowhere here provides breakfast [Residents].
- Regarding building heights, don't be afraid to build on top of casino/station. I don't think it will cast a shadow except on Station Drive, which is fine. Entertainment is paramount [Residents].
- Beautiful gardens – cool, pretty, nice to walk [Residents].
- Jacarandas – terribly messy! And don't flower all the year!

- Flexibility of venues – operating day and night [Residents].
- Diversity comes into it a lot with international students [Residents].
- Street art – to cover up blank spaces [Residents].
- Diversity – days versus night. Garden/park land versus night life. Entertainment for everyone [Residents].
- Organic produce. Pop up shop [Residents].
- Accessibility – people with disabilities – young children/family. Having shops/art/activities/entertainment to meet the needs/wants of a wider community. User friendly [Residents].
- Art work – avoid tacky things, eg the state colours or high concept stuff. Keep it simple [Residents].
- Architectural lighting – not just during the Festival [Students].
- More colour – flowers colour and a community feel [Residents].
- Connections – nice, easy walk from the hospital needed [Students].
- The Pie Cart (old school) – uniquely Adelaide - bring it back [Residents].
- Markets – possibly rotate [Residents].
- ACC bike hub – and possibly Info Kiosk for visitors [Residents].
- Diversity – park land feel and activity to go to at night [Residents].

Work Station 4 – Climate/Landscaping

The following ideas were raised or written by participants and respond to the theme of climate and landscape when planning the Plaza.

Key themes

- Tree choices/foliage – consider seasonal aspect of plants. Consider tree choices around water feature (compliment).
- Shelter from elements – also consider concrete art forms similar to Ergo apartments.
- Lighting of the area - important to get it right – perhaps also use (incorporate) of trees as a feature.
- Hold regular, diverse events that are also cost effective for the business to put on.
- Shade structures to protect people at the water feature.
- Use of live projections onto buildings.
- Incorporate solar power generation facilities.
- Use of sound/safety aspects. Plug in facility so people are able to get instant info/insights on Adelaide.
- Building heights – possible cast shadows over the main centre of the project.
- Maximise use of “Popeye” - unique SA and consider subsidising use at selected times.

Sticky notes:

- Solar sculptures – sculptures with solar panels like the “Mallee trees” [Students].
- Observation deck on top of the taller buildings. Nothing like it in Adelaide [Students].
- Leaves slip hazard. All year round light shows on to the Festival Theatre buildings. Exhibitions. Local artists [Students].
- Pop up cafes and bars – temporary projects [Students].
- Ambient sound [Students].
- Use of Bluetooth technology so tourists could come and learn about Adelaide [Students].
- Art work needs to connect back to River Torrens [Students].
- Access 7am to midnight [Students].
- Light trees from the bottom upwards [Students].
- Interactive sculptures and sound [Students].
- Water capture important with use of trees and fountain [Students].
- Access to public toilets required [Students].
- Lot of colour in lighting and art work to avoid concrete boring feeling and bring place to life [Residents].
- Lights/sound and places open late eg bars and restaurants to ensure “night life” vibe and feeling of safety for all [Residents].
- Security patrols. CCTV to ensure safety [Residents].
- Cafes that also act as bars past 5pm to avoid closing and locking the public out [Residents].
- Diverse number of different trees to create variation. Don’t recommend seasonal trees due to blooming times and mess [Residents].
- Feeling of safety. Pop up bar feel. Wifi. Active lighting. Rainforest noise effects. Alcohol outlets. Reasonable pricing. Subsidised Popeye rides – one day a week [Residents].
- Introduction of cafes with an opened up indoor/outdoor feel to be a place for students to go and study (with use of wifi), have a meal, take in the scenes etc [Residents].
- Water feature not to be too large, not overpowering. Leave plenty of room to use the actual space for eating/seating or events etc [Residents].
- Utilise parking for footy. People take most of North Adelaide over and make it hard for local residents to park without getting fines [Residents].