



Community Engagement Feedback Report

Goolwa Wharf Precinct Traffic Arrangements

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1.0 Background

Council sought feedback on proposed new traffic flow and additional parking at the Goolwa Wharf. The aim was to address traffic flow and parking challenges in the area.

We asked for feedback on the proposal to:

- Reconfigure Cutting Road, Dunbar Road, and Porter Street into one-way streets within the Goolwa Wharf Precinct.
- Create three long vehicle parking spaces along Cutting Road.

The proposal for the Goolwa Wharf Precinct included dedicated parking bays to accommodate longer vehicles such as RVs, trailers, and buses.

If implemented, the changes would:

- Allocate areas to support loading and unloading activities for market stallholders in the Goolwa Wharf Precinct. Markets are hosted every weekend in Jaralde Park.
- Modify traffic patterns, requiring some drivers to adjust their routes.
- Create approximately eighteen (18) additional parking spaces in the Goolwa Wharf Precinct, including three (3) for long vehicles.
- Introduce one-way streets within the Goolwa Wharf Precinct to reduce congestion and improve safety.

Why we asked

The idea for one-way directional flow was presented in the early Wharf Precinct consultations, however now that the wharf upgrade is complete, we invited community feedback to understand how these proposed changes may affect you and others. Community input will help shape the final design and ensure it meets the needs of residents, visitors and businesses alike.

Proposed traffic flow at Goolwa Wharf

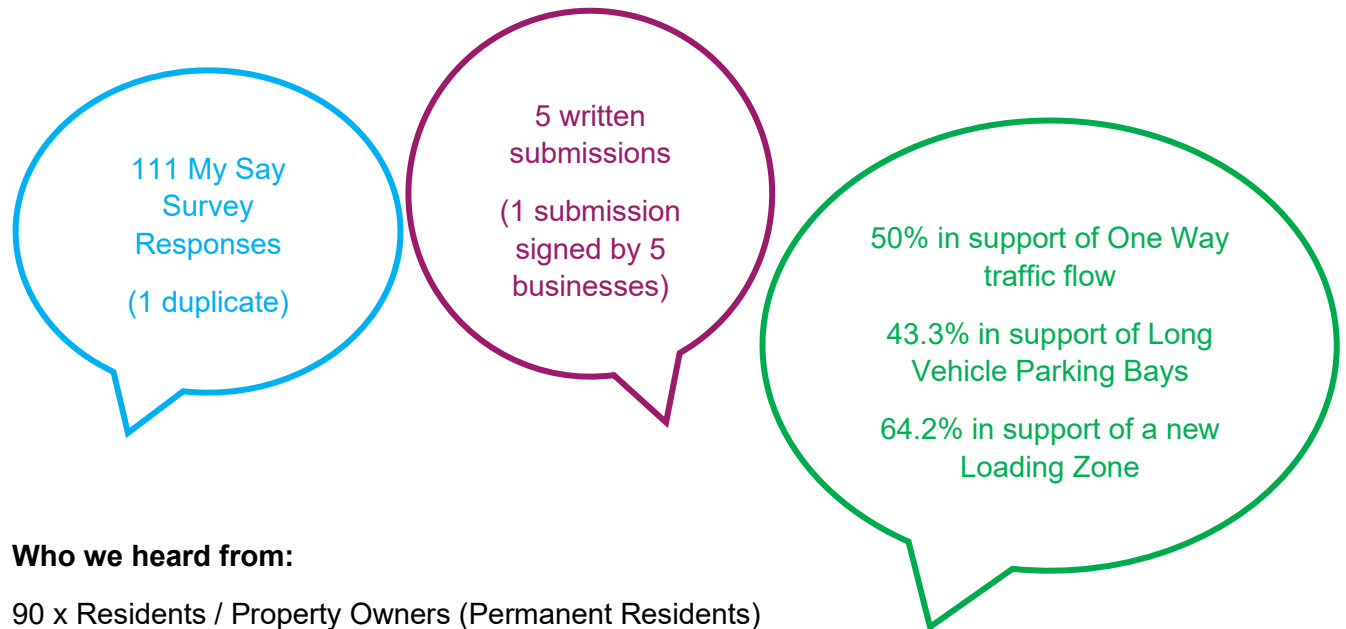


Proposed parking, signage and line marking changes



2.0 Engagement Snapshot

During the consultation period from Thursday 15 January 2026 until Friday 27 February 2026, **a total of 120 responses** were received across both the My Say platform and via email/hard copy.



Who we heard from:

90 x Residents / Property Owners (Permanent Residents)

6 x Ratepayer / Seasonal Residents

13 x Business owners

10 x Frequent Visitors

8 x Interested Stake holders

2.1 Engagement communications

Audience	Channel	Results
Residents/ Ratepayers	Council website - Latest news article	Throughout consultation
	Social media (Instagram and Facebook) posted on 15 January and 18 February	Facebook - Views: over 16k - Link clicks: 83 - Interactions: 114 Instagram - Views: - Reach: - Interactions:
	Council office displays - entryways	Throughout consultation
	Community noticeboards	N/A
	My Say e-newsletter subscribers	20 January – Sent to 2,354 subscribers (48.8% open rate) 15 February – Sent to 2,345 subscribers (49.2% open rate)
	Corflutes (large waterproof signage on site)	5 x corflutes installed at the Goolwa Wharf Precinct
Adjoining Property Owners / Business Owners	Direct emails sent to wharf businesses and SteamRanger	14 January
Community groups, resident and ratepayer associations	Direct email sent to Rotary Markets and Cittaslow	14 January

Media	Fleurieu Sun and The Southern Argus	 ALEXANDRINA COUNCIL Community Consultations Council seeks community feedback on the following three (3) consultations. Please direct all written submissions via mysay.alexandrina.sa.gov.au, email alex@alexandrina.sa.gov.au or by post to the Chief Executive Officer, PO Box 21, Goolwa SA 5214. For further information, please call Council on 8555 7000. Ratalang Basham Beach Conservation Reserve Master Plan – Review of Actions Council is seeking community feedback on proposed amendments to the Ratalang Basham Beach Conservation Reserve Master Plan (2018). The Master Plan was recently reviewed by Alexandrina Council in partnership with the Ratalang Basham Beach and Horseshoe Bay Advisory Committee. Submissions will be accepted by Council until 5 pm, Friday 13 February 2026. Goolwa Wharf Precinct Traffic Arrangements In accordance with Section 32 of the <i>Road Traffic Act 1961</i>, Council is seeking feedback on proposed new traffic flow and additional parking in the Goolwa Wharf Precinct. The proposal includes converting Cutting Road, Dunbar Road, and Porter Street into one-way streets and installing additional parking including three (3) dedicated long vehicle parking bays within the Goolwa Wharf Precinct. Submissions will be accepted by Council until 5 pm, Friday 27 February 2026. Proposed Long Vehicle Parking on Hutchinson Street, Goolwa Council is seeking feedback on a proposal to install two (2) dedicated long vehicle parking bays along Hutchinson Street, adjacent to the Goolwa Village Shopping Centre. Submissions will be accepted by Council until 5 pm, Friday 27 February 2026.
Internal staff	Connect Intranet Announcement	Throughout consultation
Council Members	Briefing to Council Members via Council Report	Council Meeting with community feedback and Decision – May 2026

3.0 Consultation Response Overview

3.1 Evaluation

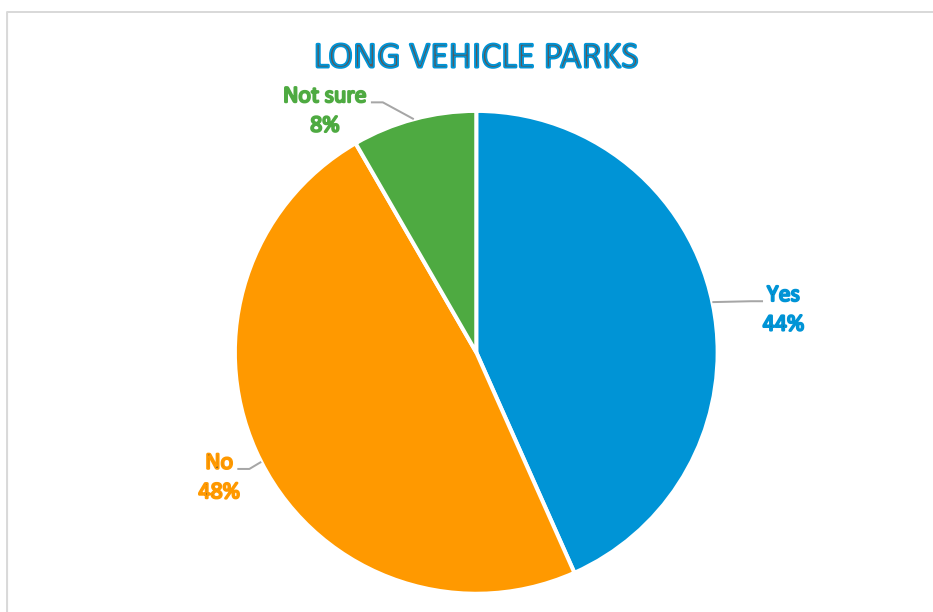
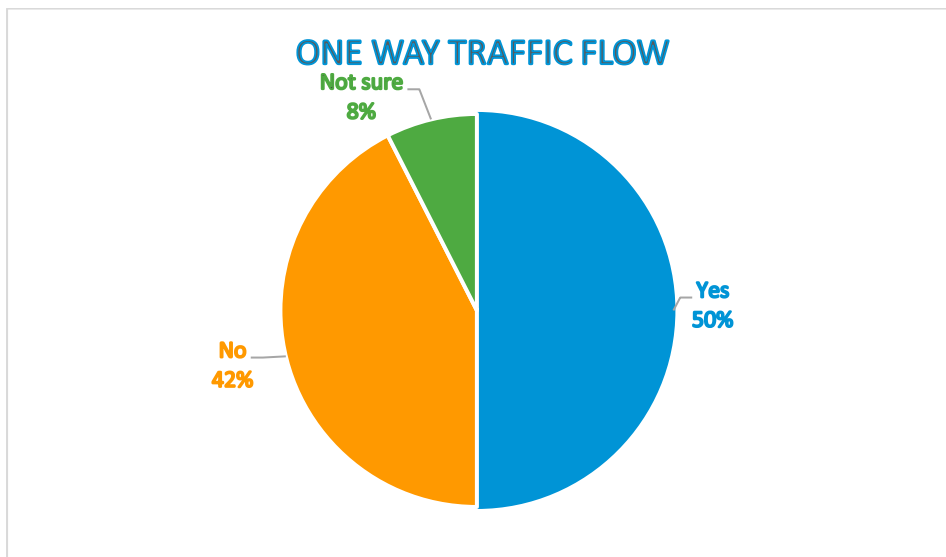
Community feedback received on the proposed one-way traffic system, long-vehicle parking and loading zone reflects a wide spectrum of views and levels of support. Submissions came from residents, business owners, market stallholders, frequent visitors and operators within the Wharf Precinct, providing both operational insights and lived experience of traffic conditions throughout the year.

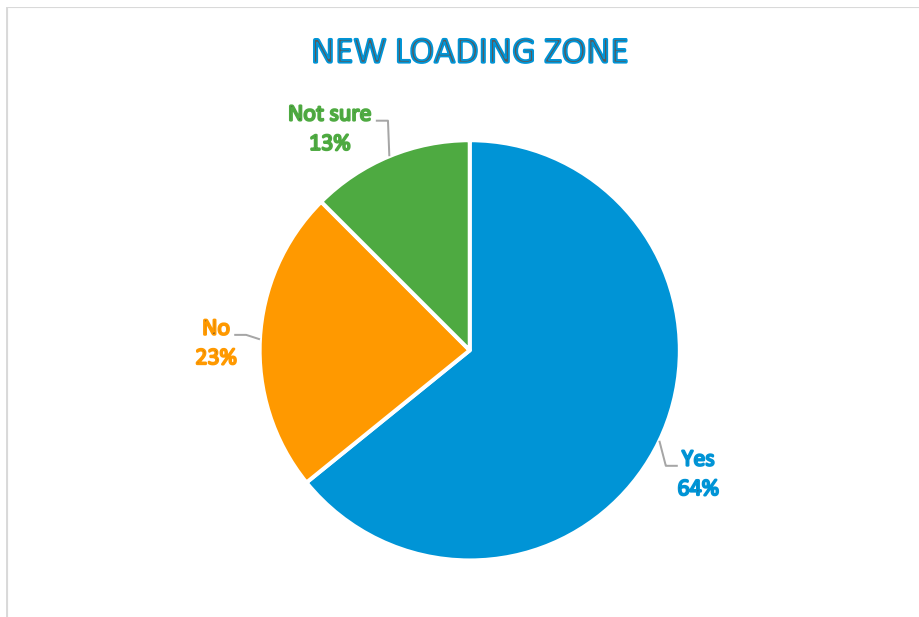
Overall, the consultation demonstrates:

- Concerns regarding vehicle congestion, particularly around the Porter Street / Hays Street intersection, which some residents believe is unsafe and won't cope with increased traffic volumes.
- Mixed views on the proposed one-way traffic flow, with support driven by safety and efficiency benefits and objections linked to congestion risks, loss of flexibility and driver confusion.

- Lower overall support for long-vehicle parking, largely due to manoeuvrability constraints, pedestrian conflict, visual amenity impacts and fears that it will attract unsuitable caravan traffic into already narrow areas.
- Strong feedback from market operators and stallholders, identifying operational impacts if loading/unloading arrangements change or are moved too far from Jaralde Park.
- Feedback also illustrates some misunderstanding or uncertainty around the practical functioning of the proposed network, particularly how long vehicles would navigate the precinct, the extent of two-way versus one-way sections and the implications for the current stallholder access arrangements.

The final consultation results are shown below.





Feedback summary:

Supporters believe:

- A one-way model has the potential to improve overall safety, reduce conflict points, and better regulate circulation in areas with high pedestrian activity.
- Dedicated long-vehicle bays could support visitors, tour vehicles and RV users, improving the Wharf's tourism appeal when appropriately signed and enforced.
- A loading zone on Porter Street would provide a clear, structured area for stallholder activity, reducing informal stopping on Cutting Road and improving flow.
- Additional parking created under the proposal would be valuable during peak periods and events.

Objectors expressed concern that:

- Directing all exit movements through Porter Street will exacerbate an already difficult and low-visibility intersection, likely causing long queues, unsafe turning conditions, and gridlock during markets, holidays and events. This was one of the most consistent objections raised across submissions.
- The proposal increases the likelihood of traffic spilling into the town centre, negatively affecting Cadell Street, Goolwa Terrace, and surrounding streets.
- Cutting Road is unsuitable for long-vehicle parking, with limited manoeuvring room, high pedestrian usage, and narrow geometry that already challenges caravan and RV drivers. Many felt caravans should not enter the precinct at all.
- The proposal may affect vehicle access for market stallholders at peak markets times, reducing operational viability and diminishing the character and economic benefit of the markets.
- Significant investment has recently been made in the Wharf upgrade and some respondents expressed frustration at the prospect of further layout changes so soon after completion.

Key Themes Identified

Theme	Summary of Feedback	Evaluation
Porter Street / Hays Street Intersection Safety	A large portion of respondents raised concerns about the Porter Street/Hays Street intersection, describing it as particularly busy during markets, holidays, or when long vehicles attempt right turns.	This intersection has been identified as a high-risk location; however, no crashes have been reported in the last 10 years. The proposed design does not alter the intersection itself, but it will result in a higher volume of vehicles using it as the primary exit from the Wharf Precinct.
One-Way Traffic Flow	A mixed response was received, with many recognising opportunities to improve circulation, clarity, and safety. Others contributed constructive feedback on how potential confusion or congestion might be avoided, including suggestions such as reversing the one-way direction.	The diversity of views demonstrates strong community engagement and a high level of awareness of local conditions. Supporters identified clear positives, while those with concerns provided thoughtful, experience-based observations about traffic behaviour. These perspectives offer valuable insight into how the proposed one-way arrangement may perform in practice.
Long Vehicle Management	Many respondents opposed long-vehicle parking on Cutting Road, citing narrow geometry, lack of manoeuvring space and risk of drivers becoming trapped or obstructing traffic. Others highlighted the need for more RV-friendly facilities in town. Stallholders noted that caravans already cause weekend congestion.	This feedback identifies a significant mismatch between long-vehicle needs and site constraints. However, if the One Way direction flow along Cutting Road is implemented then there will be ample width in the parking spaces to be able to park longer vehicles.
Market Operations (Stallholder Access)	Market stallholders expressed concern about losing direct vehicle access to Jaralde Park, describing the current system as efficient and essential. Many stated that loading zones on Porter Street would be impractical, create “gridlock,” or require excessive manual handling.	Although the loading zone is located on the Porter Street side of the park, the new parking bays along Cutting Road would still be available for vehicles to park and unload and access to the park would remain unchanged.

Congestion During Peak Tourism & Events	Submissions regularly cited Sunday markets, holiday periods and event days as times where the precinct already becomes “chaotic” or “gridlocked.” Many believed the proposed system could worsen congestion unless complemented by wider-network upgrades (e.g. roundabouts, alternate exits).	By making the Wharf Precinct one-way, traffic flow along Cutting Road would become smoother, helping to reduce the gridlock that currently occurs when vehicles attempt to travel in both directions while others are parked.
Alternative Solutions Proposed by Community	Many submissions proposed modifications, including: reversing the one-way direction; a roundabout at Hays St/Goyder St; improved signage for caravans; using Admiral Terrace, Oval, or Customs House land for long-vehicle parking; or expanding existing gravel car parks.	These suggestions demonstrate thoughtful community engagement and a strong willingness to contribute constructive ideas. While many of the concepts have merit, several involve major infrastructure upgrades that would have significantly cost and be beyond the scope of this project. Nonetheless, the feedback provides valuable insight for future long-term planning.

4.0 Self-nomination to participate

It is important to acknowledge that involvement in the public consultation process is voluntary, with participants self-nominating to contribute. As a result, the feedback gathered should not be regarded as statistically representative of all perspectives.

5.0 Consultation images

N/A