

News

# Herald Sun

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## National News

### Property developer Theo Maras responds to Sunday Mail columnist Peter Goers about Rundle Mall

- by: THEO MARAS
- From: Sunday Mail (SA)
- December 01, 2013 9:45AM

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Rundle Mall trader Brett Charlesworth from Charlesworth Nuts with Theo Maras (right). Picture: Calum Robertson

Source: News Limited

#### Dear Peter Goers,

Last Sunday you rushed to pass judgment on a development that is barely a quarter of the way through its construction phase.

If the Rundle Mall redevelopment were a stage production, it would be like you watching the first rehearsal and dismissing it as a theatrical catastrophe.

I ask for your patience. There are still 11 months of construction work to go and only after that will the real transformation be fully realised. What is about to unfold is far more exciting than you know.

#### ■ ROUND ONE: Theo Maras describes Peter Goers as "bitchy"

<http://www.adelaidenow.com.au/news/opinion/theo-maras-calls-sunday-mail-columnist-peter-goers-bitchy-for-his-criticism-of-newlook-rundle-mall/story-fni6unxq-1226766841030>

<http://www.adelaidenow.com.au/news/opinion/theo-maras-calls-sunday-mail-columnist-peter-goers-bitchy-for-his-criticism-of-newlook-rundle-mall/story-fni6unxq-1226766841030> ■ **ROUND TWO: Goers gives Mall another mauling** <http://www.adelaidenow.com.au/news/opinion/peter-goers-gives-newlook-rundle-mall-another-mauling-after-chorus-of-support/story-fni6unxq-1226771999233>

The Rundle Mall Management Authority and the Adelaide City Council did not decide to spend \$30 million on remodelling the entire precinct on a whim.

I don't think anyone who looked into what lay beneath doubted the place needed an overhaul.

The sewerage system alone was more than 100 years old and due for replacement.

This first public investment in the mall and its utilities for 20 years is designed to last for generations to come, hence our determination to consult widely and get it right.

The project has utilised some of the top minds in Adelaide, Australia and the world to plan, design and execute.

The concept behind de-cluttering the mall is not just about opening up the connections to other city precincts. It's also about creating an active venue that will put on a great show all day, every day.

Like other go-ahead zones around vibrant Adelaide, we will be embracing "pop-up" mobile food, drink and retail booths. Along the 532m-long stretch of Rundle Mall, we are providing service points for up to 14 mobile booths that will roll into and out of the mall at varying times and lengths of stay.

They will keep the mall involving and evolving. Some pop-ups will open in the very early morning, while others will arrive when retail shops close for the day. There will be mobile bars and cafes, each with their own cluster of tables, chairs and umbrellas.

I am sure that you will at least commend us for doubling the number of trees in the mall.

Our trees, by the way, are not imported from China even though they are called Chinese elms. This species of tree has been grown in Australia since the 1850s.

They are hardy, beautiful, deciduous trees that grow quickly, maximising shade in summer and allowing plenty of sunlight through in winter.

I'm sorry Peter if you found some of our tiles were dirty. Yes, they will remain that way until the grouting is complete, because only then can we clean them. But as you know, granite has been used successfully for 4000 years and we expect these tiles, set into a bed of mortar that sits on a base of thick concrete, will stand the test of time for much longer than the current batch.

Peter, this redevelopment has long term goals but as a strategic venture, it has already unlocked more than \$500m in private investment in the Rundle Mall precinct. Many more associated and exciting developments are in the pipeline.

Perhaps the new Rundle Place, the upgrade of the Myer Centre, Myer department store, the Adelaide Central Plaza and David Jones, the arrival of high end, international brand name stores such as Apple, Nespresso, Topshop and Tiffany & Co are not for you.

Other people in your age group - "other 48 year olds" - have told me they love the new luxury brands emerging in Adelaide. They're certainly creating a real point of difference between Rundle Mall and the big suburban shopping centres.

We understand only too well that every authority in control of vital retail precincts must reinvest, reinvent and revitalise if they are to stay relevant, fresh and in keeping with current trends.

I can assure you Peter, the Rundle Mall redevelopment will bring people teeming back into the city centre. By the time it is finished, 7000 people will be working in the mall and its buildings. It will attract 24

million visitors a year, 30 per cent of whom will be from interstate and overseas.

We want everyone who visits the mall and its laneways to have a great experience, because that's what will keep bringing them back.

Rundle Mall is about to become the happening place in the CBD and I'm sad you have already written yourself out of enjoying its future.

Nonetheless, thank you Peter for raising awareness of our Rundle Mall redevelopment. You have seen only a small piece of this production and I think you acted in haste. I urge you to wait for the curtains to be raised on the completed show. You will love it!

**Theo Maras,**  
**Chairman, Rundle Mall Management Authority**

37 comments



 **Rachel**

45 people listening



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**Roderic**

14 hours ago

My first impressions of the mall upgrade left me wondering how will it will all look when the trees have grown...at the moment it seems kind of desert like.I agree,it is too early to past judgement,so if we are all little bit more patient we will be in a far better position to comment.The view to the hills from the King William St. end should look good.So let's not bag this upgrade until we see it fully operational.with well grown trees.North Tce. upgrade had it's critics,but look at it now...quite impressive really!

Like Reply



**John T**

15 hours ago

Well Ladies and Gentlemen it stopeth one of three the Adelaide City Council, the Moguls of Wealth that have very little respect for their tenants and the poor consumer. Last Friday I had to make a quick trip into the CBD. Guess what \$25 plus later without achieving anything. I left. Adelaide has become a very inhospitable city to do anything in. A year or so ago you couldn't get a half hour park in Pirie Street now they are half empty. Now a walk or two an older citizen of Adelaide down Hindley Street God help us. Adelaide has become an expensive dangerous place to live in. End of subject., .

Like Reply



**Nathan**

11 hours ago

@John T catch a bus, train, or tram

1  Like Reply