



YOUR SAY

PROJECT INFORMATION

MCLAREN VALE TOWNSHIP MAIN STREET VISIONING

BACKGROUND

The City of Onkaparinga, as part of its Tourism Strategic Plan 2019-23, is seeking to develop a long-term tourism vision for McLaren Vale Main Street and to start with the delivery of a tangible project in the 2020-21 financial year.

McLaren Vale wine region is well-known for its premium food and wine and the aim of the visioning project is to position the Main Street as the key gateway to the region. Working with tourism businesses, Main Road businesses and the community, council is seeking to further enhance the Main Street as an attractive destination with quality visitor experiences.

To assist us understand some of the needs of visitors and the types of experiences and services required/expected of the main street, we sought insight from visitors to the area from January to February 2020. Outcomes of this initial engagement helped shape the project.

KEY THEMES FROM THE PRELIMINARY VISITOR ENGAGEMENT

Top 5 things visitors did during their visit to Main Street McLaren Vale:

- Explored / Window shopped
- Dining
- Shopping – gift for someone
- Supermarket, chemist, fuel
- Cellar Door and Gallery/Art

Top 5 things that could be improved:

- Range of retail shops
- Nightlife
- Outdoor/alfresco dining
- Streetscape (trees and greenery)
- Business opening hours

When asked what the primary focus should be to improve Main Street, visitor comments included:

Greening/trees, quality shops, improving retail offering, improving entrance to McLaren Vale, clustering of shops so it is more inviting to stroll.

NEXT STEPS

Following Stage 3 consultation on the draft vision, a timed and costed action plan will be developed to identify what we can deliver now, next and later. This is expected to be presented to the Council in Feb/March 2021.