

McLAREN VALE MAIN STREET TOURISM VISION – ACTION PLAN 2020-25 (5 YEARS)

Current 2020/21 – Year 1

Pillar	Actions	Action Lead	Status Update
GATEWAY AND ENTRY	Secure maintenance contract from DIT to enable the current entry landscape to be maintained and improved (northern entry)	Council	Discussions underway with Department of Infrastructure (DIT)
	Upgrade fencing and gazebos in Chapman Park as part of the entry beautification to McLaren Vale	Council	Funded through federal stimulus, concept design complete and work being programmed
	Install an RV dump point at the McLaren Vale and Fleurieu Coast Visitor Centre	Council	Concept design developed and costed. Report to council 16 February for site/additional budget approval. To be installed by 30 June 2021
PUBLIC ART	Installation of a new mural on the public toilet block and free standing Corten steel panels	McLaren Vale Business & Tourism Assoc and Council	Public Place Improvement Grant secured, mural complete, Corten steel panels to be installed
	Christmas selfie installation and lighting display at the Piazza	McLaren Vale Business & Tourism Assoc and Council	Complete
	Through the McLaren Vale Main Street Tourism Vision project identify opportunities to inform the Arts Strategy and Grants Review programs	Council	Complete
	A public art brief is developed for Main Road McLaren Vale that enables connectivity, presents a consistent theme and delivers an experience	Council	In progress
GREENING AND SUSTAINABILITY	Undertake landscaping improvements identified via a ‘walk through’ focussing on removing dead trees and plants, general clean up, as well as replacing mulching	Council	Complete
STREETSCAPE AND PUBLIC REALM	Provide the information collected and key findings throughout the McLaren Vale Main Street Tourism Vision to support the upcoming McLaren Vale Planning Policy Review, further articulating its history and heritage, defining its character and enabling the return of the village vibe	Council	Complete
NIGHT-TIME ECONOMY	Scope and cost decorative catenary street lighting and decoration infrastructure for the tourism/visitor hub and work through Department for Infrastructure and Transport approval	Council	To commence March 2020

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Pillar	#	Actions	Action Lead	Yr2 2021-22	Yr3 2022-23	Yr4 2023-24	Yr 5 2024-25
GATEWAY AND ENTRY	1.1	Work with Department for Infrastructure and Transport as they progress plans to duplicate Victor Harbor Road to ensure the visitor gateway entry is considered	Council	Asset Management advocacy			
	1.2	Engage the Onkaparinga Public Art Reference Team (OPART) to call for expressions of interest for design concepts to create an entry statement for Main Road McLaren Vale after exiting Victor Harbor Road	Council		Arts & Cultural Development		
	1.3	Work with stakeholders to finalise Victor Harbor entry designs, undertake consultation, prepare cost estimates and identify funding options	Council			Multiple stakeholders - Report to council identifying funding required	
	1.4	Development of a gateway hierarchy for McLaren Vale to determine future entry statement opportunities	Council				Economic Development and multiple stakeholders
PUBLIC ART	2.1	Commission and deliver a significant (major), quirky and ambitious public art piece on Main Road McLaren Vale that is playful, thought provoking and unexpected, aligning with the vision and Council's public art guidelines – Note a second major art piece will sought to be commissioned in 2026/27	Council	\$60,000 (council grant – significant public art) Additional external grant funding will be targeted			
	2.2	Deliver an art project each identified year to respond to the Main Road McLaren Vale public art brief facilitated through the Onkaparinga Public Art Reference Team (OPART)	Council			\$40,000 External grant funding will also be targeted	\$40,000 External grant funding will also be targeted
GREENING AND SUSTAINABILITY	3.1	Audit, scope, cost irrigation options along Main Road McLaren Vale, identifying smart technology where possible	Council	Audit and scoping by City Operations and a report to council identifying approach and funding required			
	3.2	Undertake assessments of the trees and plants along Main Road McLaren Vale and develop a landscape architectural design including street planting plan for public land along Main Road McLaren Vale (creates consistency, cohesion and connectivity). The landscape design is to be guided by irrigation, which would support increased canopy cover, year-round greening and annual or regular bloom)	Council	Technical Services			
	3.3	Expand maintenance program to support increased greening with intensive clean up to occur prior to peak visitation as opposed to Tour Down Under event	Council	\$15,000 reprioritisation of Park operating budget	Park operating budget	Park operating budget	Park operating budget
	3.4	Initiate an 'Adopt-A-Planter Box' program to add seasonal colour and visual appeal, as supported by McLaren Vale Main Road businesses with the aim of holding 4 business planting days (aligns with the 4 seasons)	McLaren Vale Business & Tourism Assoc and Council		\$20,000 – round 1 External grant funding will also be targeted		\$20,000 – round 2 External grant funding will also be targeted
	3.5	Investigate the opportunity of initiating a Beautification Brigade volunteer group by identifying leaders, businesses and residents that contribute to beautification efforts and implement as appropriate	McLaren Vale Business & Tourism Assoc and Council		Economic Development and multiple stakeholders	Economic Development and multiple stakeholders	Economic Development and multiple stakeholders

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	3.6	Develop and implement quirky wayfinding opportunities for Main Road McLaren Vale which connect the green spaces adjacent the main street	Council			\$25,000 External grant funding will also be targeted	
	3.7	Identify, establish and engage local champions to showcase and encourage other Main Street businesses to invest in sustainable practices, as well as support a minimum of 20 members to undertake an audit and checklist to implement business sustainable practices from basic to a complete green champion	McLaren Vale Business & Tourism Assoc	Economic Development and multiple stakeholders	Economic Development and multiple stakeholders	Economic Development and multiple stakeholders	Economic Development and multiple stakeholders
	3.8	Develop a self-assessment audit and checklist to implement business sustainable practices from basic to a complete green champion	Council	Economic Development and Waste and Recycling			
	3.9	Reconstruction of Shiraz Trail at the rear of the McLaren Vale and Fleurieu Coast Visitor Centre	Council	Asset and Technical Services – funded through existing renewal budget			
	3.10	Work with identified Main Road businesses to become cycle-friendly and improve connectivity between the Shiraz Trail to encourage walking and cycling (eg bike racks, repair stations, water bottle refill, bike valet parking, delivery of goods purchased whilst on a bike to your accommodation, bike friendly accommodation etc)	McLaren Vale Business & Tourism Assoc and Council	Economic Development and Assets	Economic Development and Assets	Economic Development and Assets	Economic Development and Assets
	3.11	Implement movement counters for Main Road McLaren Vale Shiraz Trail locations, including both on-road and off-road options	Council	\$10,000 External grant funding will also be targeted	\$10,000 External grant funding will also be targeted		
STREETSCAPE AND PUBLIC REALM	4.1	Design and implement refuges (eg arbours) from the heat and elements, whilst creating visual interest and additional greening, further enhancing to the appeal of Main Road McLaren Vale	Council	Arbour design by Technical Services	\$50,000 arbour build and roll out External grant funding will also be targeted	\$50,000 arbour build and roll out External grant funding will also be targeted	\$50,000 arbour build and roll out External grant funding will also be targeted
	4.2	Update the Piazza Della Valle lighting to become more energy efficient and increase decorative lighting	Piazza Management Committee				
	4.3	Develop a business signage approach which is coordinated, well-designed and minimises signage clutter, supporting a connected and cohesive approach to Main Road McLaren Vale	McLaren Vale Business & Tourism Assoc and Council				\$15,000
	4.4	Identify and support Main Road McLaren Vale businesses to increase alfresco dining, noting approval from Department for Infrastructure and Transport may be required in some instances	McLaren Vale Business & Tourism Assoc and Council	Economic Development and multiple stakeholders	Economic Development and multiple stakeholders	Economic Development and multiple stakeholders	Economic Development and multiple stakeholders
	4.5	Assess the need for traffic calming, reduction of speed limit in defined tourism/visitor hub	Council		Technical Services		
NIGHT-TIME ECONOMY	5.1	Implementation of decorative catenary lighting/decoration infrastructure for the tourism/visitor hub, which will deliver a night-time Instagram worthy opportunity, as enabled though funding and Department for Infrastructure and Transport approval	Council	Estimate \$300,000 Being scoped and costed			
	5.2	Identify well-established and appropriate existing trees at key locations along Main Road McLaren Vale and scope, cost and install up-lighting	Council	Identification of trees by Parks and Facilities, up-lighting scoping by Technical Services	\$30,000	\$30,000	\$30,000

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	5.3	Continue to encourage the attraction of dining and wine bars to Main Road McLaren Vale to further build the night-time economy	McLaren Vale Business & Tourism Assoc and Council	Economic Development	Economic Development	Economic Development	Economic Development
	5.4	Work with key businesses to enable twilight/evening activations	McLaren Vale Business & Tourism Assoc and Council		Support through Councils Activations Program	Support through Councils Activations Program	Support through Councils Activations Program
	5.5	Investigate opportunities to leverage new festivals and events that are attracted to South Australia (eg Illuminate Festival)	McLaren Vale Business & Tourism Assoc and Council		Support through Councils Major Festivals and Events Grant	Support through Councils Major Festivals and Events Grant	Support through Councils Major Festivals and Events Grant

Projects identified to be supported by existing council grant funding

\$60,000			
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Council maintenance budget – reprioritisation of operational budget

\$15,000			
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McLaren Vale Main Street Tourism Visioning Project implementation budget sought

\$310,000	\$110,000	\$145,000	\$155,000
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