McLaren Vale Main Road Concept Plan

March 2024

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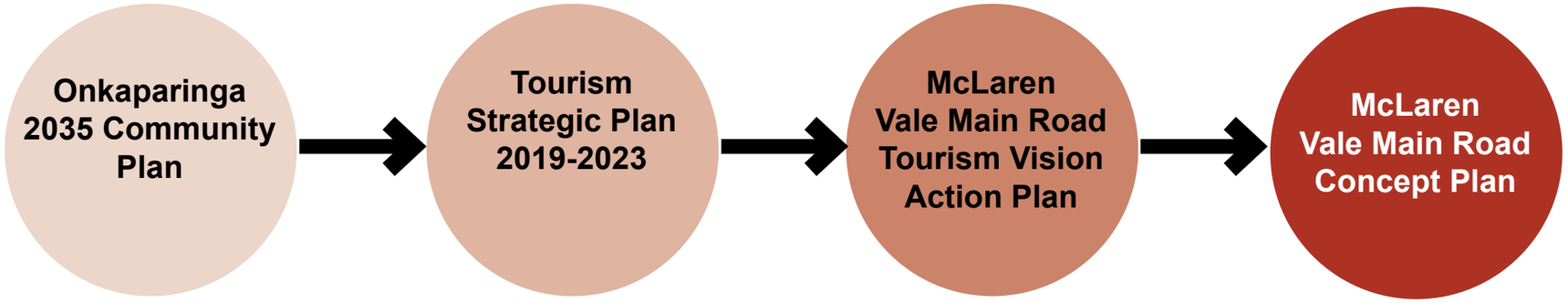
INTRODUCTION

In 2020, Council commenced the McLaren Vale Main Street Tourism Visioning project which involved extensive community engagement on what locals and visitors did on Main Road and what needed to be improved to reinforce the area as a tourism hub and precinct.

From the findings a tourism vision was developed, seeking to establish:

- cycle friendly businesses,
- up-lighting of trees,
- decorative lighting,
- public art,
- outdoor dining opportunities,
- improved and increased greenery,
- arbours,
- sustainable practices, and
- activations and events to promote a night-time economy for local businesses.



As part of the development of the vision, a tourism hub was identified along the Main Road between McLaren Vale Hotel and Hewitt Drive. The vision and supporting action plan was adopted by Council on 16 March 2021.

Since this time, staff have been working to develop a concept plan and supporting documentation that responds to feedback in 2021 and realises the vision and its objectives. The project has been separated into two parts:

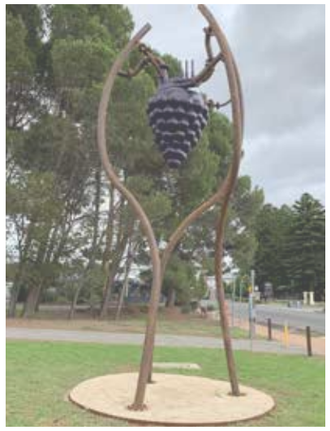
1. McLaren Vale streetscape; and
2. McLaren Vale visual cue(s).

EXISTING CHARACTER

Main Road has a mixture of character traits along the street, reflective of historic patterns of development. Of note in the precinct, is a cluster heritage buildings, including the McLaren Vale Hotel and former Produce Markets Building. The Hotel is a prominent building in the street, dating back to the 1850s and is gateway element as the street transitions into a traditional main street.

However, the street also has a level of inconsistency, with a variety of architectural styles evident and range of front setback. This inconsistency is also reflected in the landscaping with some areas well landscaped and other areas void of greenery.

Deciduous street trees frame the street and have a strong presence during the spring and summer months, however; the street looks bleak during the winter months.



PROPOSED CHARACTER

This project is seeking to implement the McLaren Vale Main Street Tourism Vision through the design of a street that is appealing and comfortable, and continues to compliment the heritage values and character of the area. Elements in the streetscape are designed to surprise and delight visitors, encouraging them to stop and linger in the street.

The streetscape will incorporate decorative lighting to encourage the development of a night-time economy in McLaren Vale.

The streetscape will incorporate bold colours and texturally-rich materials such as timbers, corten steel, bluestone and heritage brick to reinforce the character of the area. In addition, landscaping will incorporate evergreen street trees and overhanging vines to create year-long shade and include native shrubs, grasses and ground cover that provide colour and texture to the street.

PLACE THEMES

Alfresco Living

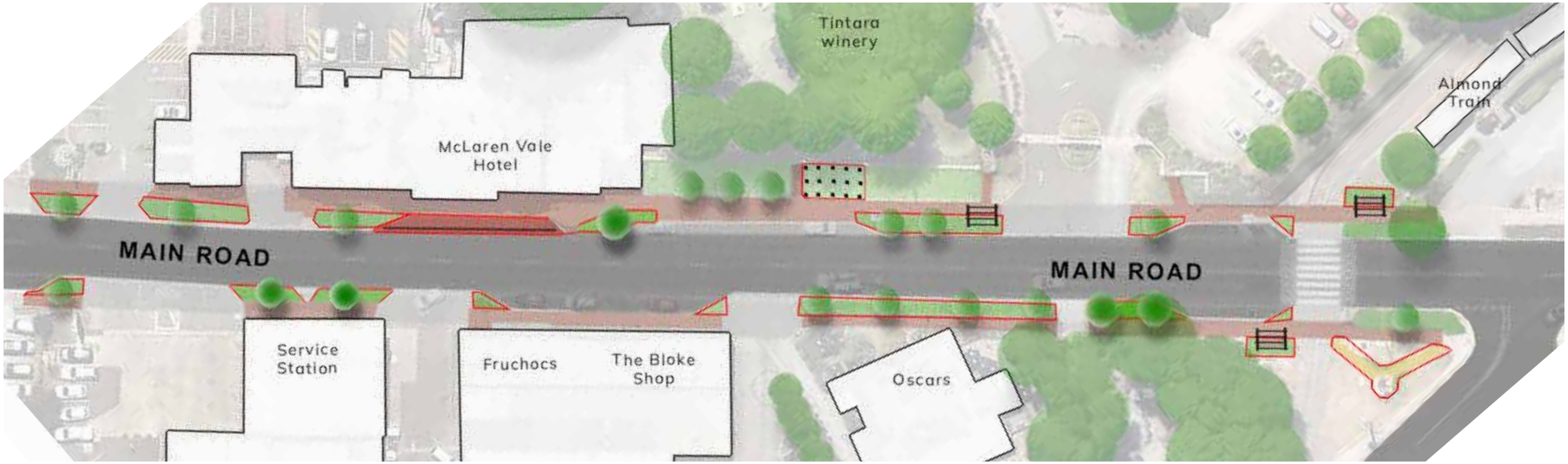
Lighting

Greenery

Shade

Plan

PLAN: Overall



Key Moves:

- Focus of **greening** streetscape
- Use subtle **lighting** to highlight built and landscape features
- Incorporate **arbours** as opportunities to provide shade, seating and greenery
- Extend the public realm intio the street by extending footpath into the road and taking out limited on-street car parking in identified areas fronting of McLaren Hotel (4) and Fruchocs (1) buildngs.

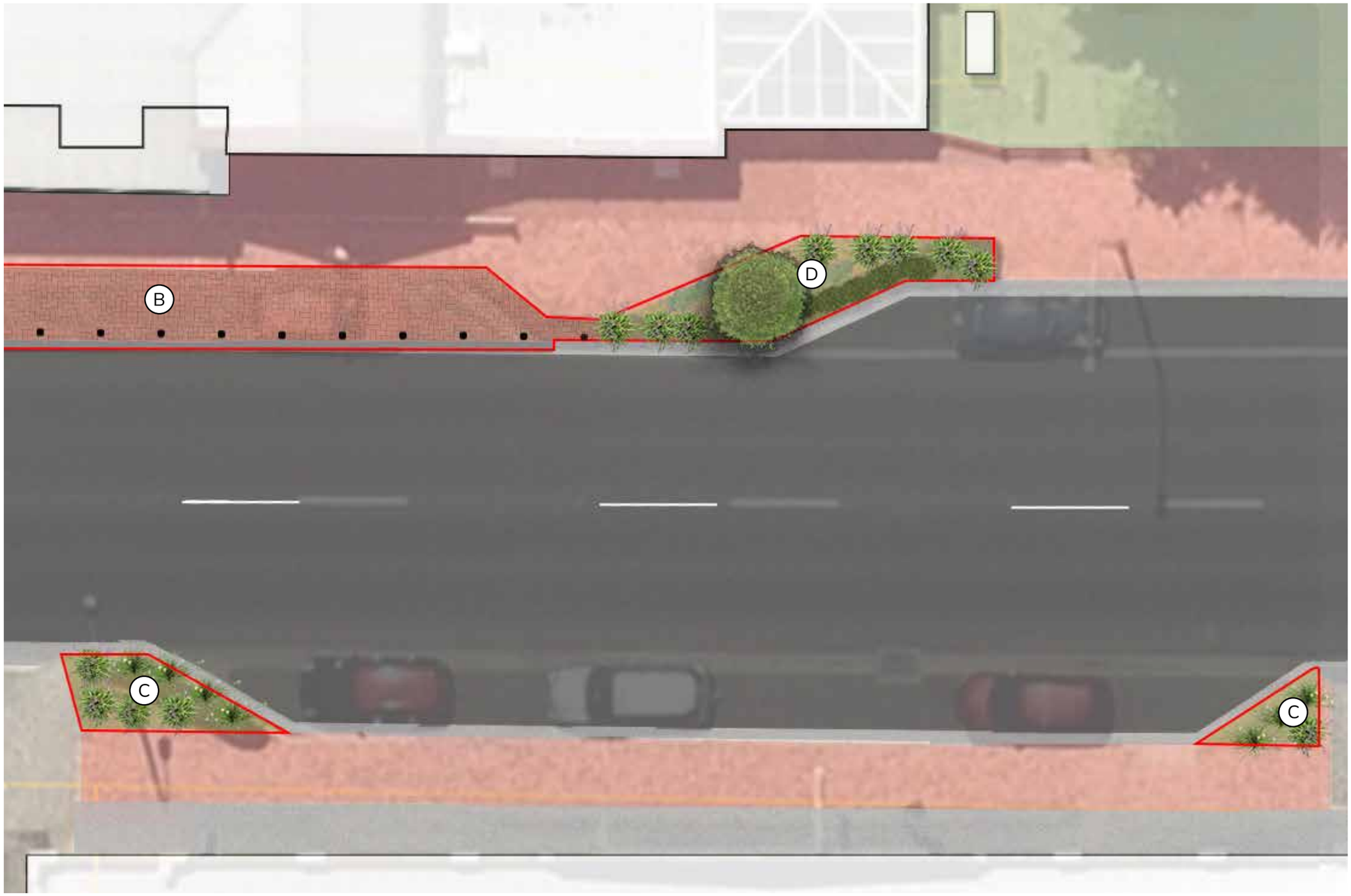
PLAN: Plan A

Actions:

(A) New paving, garden beds and street trees

(B) Pavement protuberance into parking area to support outdoor dining (subject to private investment)

PLAN: Plan B



Actions:

- (B) Protuberance into parking area to support outdoor dining (subject to private investment)
- (C) New garden beds
- (D) New garden bed and street tree

PLAN: Plan C

Actions:

- (I) Visual cue primary installation (15 pillars)
- (J) New garden bed
- (K) Arbour

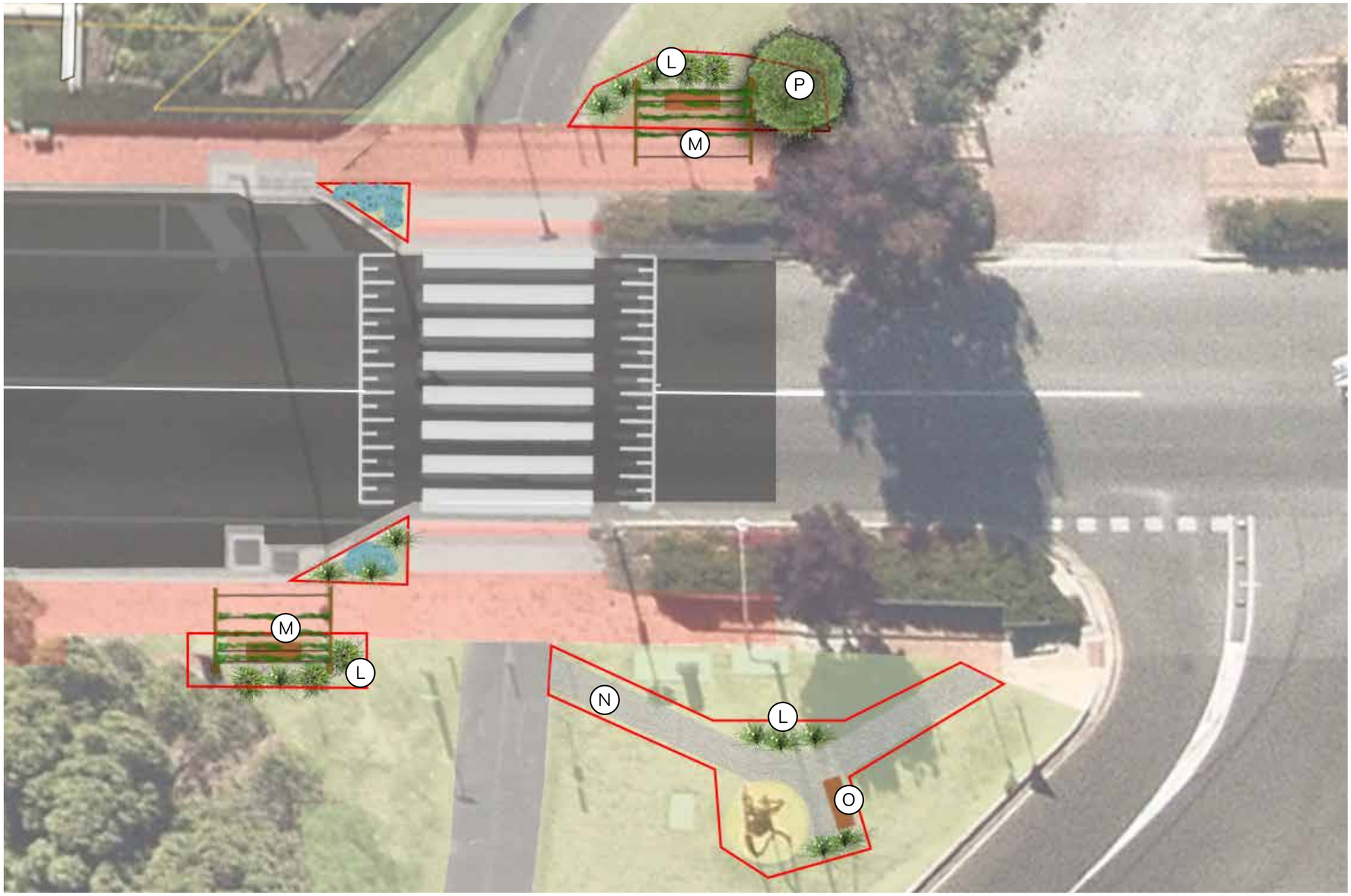
PLAN: Plan D

Actions:

(L) New garden bed

(M) Arbour

PLAN: Plan E



Actions:

- (L) New garden bed
- (M) Arbour
- (N) New path
- (O) Seat
- (P) New street tree

Moves

- Visual Cues
- Footpath Bump-outs
- Arbours
- Alfresco Dining
- Greenery
- Lighting

DESIGN MOVE: Visual Cue

Approach:

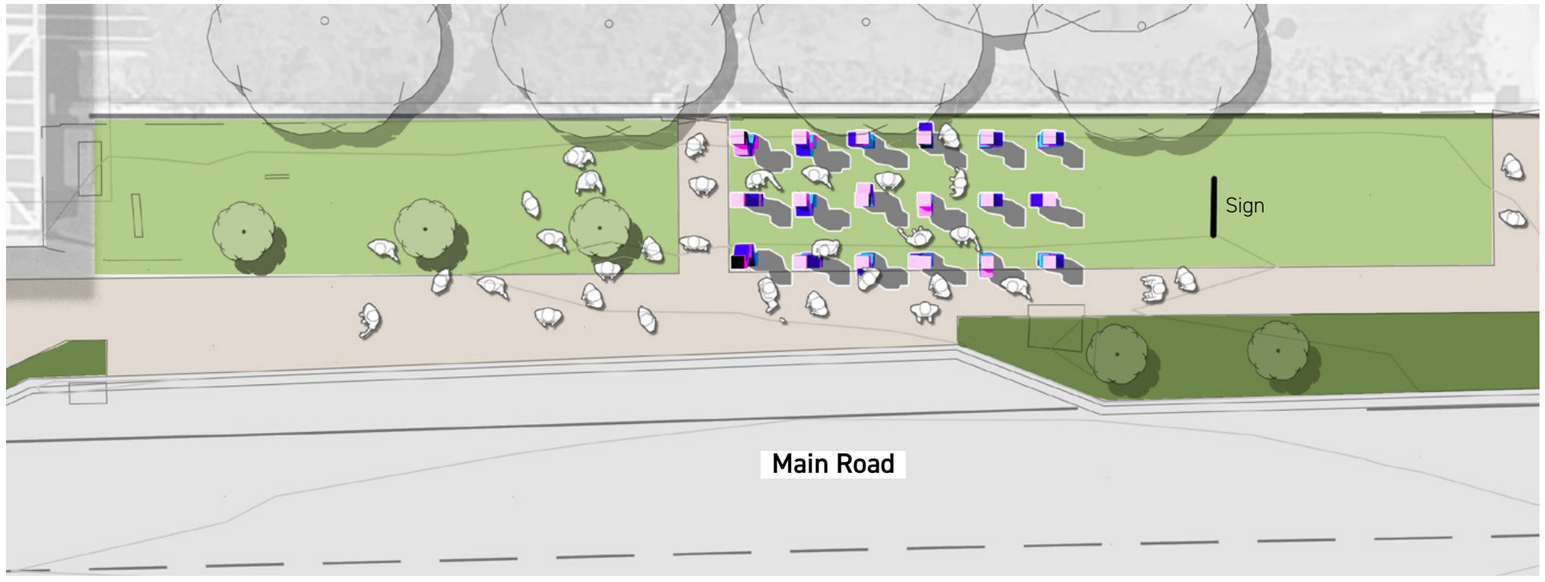
The works proposed are contemporary pieces of public art, functioning as both a sculpture and immersive, experiential spaces. They encourage participation and invite activation in the immediate and surrounding area. They are designed to be highly visible, impactful, and open to diverse interpretations, fitting into the contemporary era where social engagement and individual experiences are valued.

The concepts proposed embody the aspirations of McLaren Vale, symbolizing the town's ambition for renewal and growth. Envisioned to offer diverse experiences for both pedestrians and motorists throughout the day and night, the artworks aim to be 'Instagrammable,' fitting for the social media era.

Design:

The work encourages people to walk within it, offering an immersive experience in the form of a 3 x 6 grid of columns as the main installation and another row of 3 x 1 across the street. The columns are arranged in differing orientations within the grid, creating tension within the artwork. The paint finish and patterning are designed so that they visually merge across planes, creating an ever-changing dynamic and a multitude of perspectives and experiences to explore.

Mindful of the nearby entrance to Tintara, this work aims to make the discovery of this entrance a part of the journey that accompanies the experience. As darkness falls, cleverly hidden solar-powered LED lighting transforms the work into an inviting and mysterious world to explore.



DESIGN MOVE: Visual Cue

DESIGN MOVE: Visual Cue

DESIGN MOVE: Arbours

Design Moves:

Opportunity to provide shaded shelters (arbours) that can be repeated through the streetscape.

- Simple and more traditional design detail
- Provide shade and greenery
- Create an arrival statement to specific buildings and or art along the street

DESIGN MOVE: Greenery

Design Moves:

While the street has a number of existing garden beds, the presentation of landscaping is not consistent with a number of garden areas struggling or lacking space.

There is opportunity to extend and improve garden beds through the following means:

- Irrigate and/or build in stormwater retention to existing and new garden beds
- Establish structural soil in garden beds
- Estalbish new plants with colour and texture to create contrast
- Use contrasting coloured stone as ground surface (sand, scorcia and gravel)
- Maintain *Pyrus calleryana* (Ornamental Pear) as street tree and establish a similar tree such as a *Zelkova serrata* (Japanese Elm) to reinforce street tree consistency.

DESIGN MOVE: Alfresco Dining

Design Moves:

One of the most significant impacts along the street will be creating an outdoor dining experience at McLaren Vale Hotel.

Important to note that this move is not included in the budget and is depedent on private interest in funding the outdoor dining extension.

DESIGN MOVE: Lighting

Design Moves:

Apply subtle, soft lighting moves with arbours, up-lighting streetscape features, including trees and stone wall to emphasise highlights in the street and promote a nightlife.

Visual cue installation will include include subtle lighting to provide a night attraction in the street.