

McLaren Vale Township Planning Policy Review

Discussion Paper



Prepared for City of Onkaparinga



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“Jensen PLUS and the City of Onkaparinga acknowledge the Kurna People as the Aboriginal traditional owners and custodians of the lands and waters in the area now known as the City of Onkaparinga.

We respect the spiritual relationships with Country and stories here that have developed over tens of thousands of years.

We recognise that this rich cultural heritage is a living culture and remains important to Kurna people, other Aboriginal people and our non-Aboriginal communities today.



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1. Introduction

An overview of the aim, objectives, project drivers and methods.

1.1 Aim of this project

The purpose of this policy review is to ensure McLaren Vale's planning policy meets the current and future needs of the town and its communities.

The McLaren Vale Character Protection District (CPD) came into effect on 18 January 2013. This district recognises, protects and enhances the special character of the area while providing for the economic, physical and social wellbeing of the communities within them. The towns of Clarendon, Kangarilla, McLaren Flat, McLaren Vale and Willunga fall within Township areas of the Character Preservation District. These township areas have different policy to the rest of the CPD meaning urban development is limited to the existing townships rather than the surrounding rural areas.

Council has recently reviewed the planning policies for Clarendon and Willunga, now it is time for McLaren Vale.

With the introduction of the Planning and Design Code, the zones for the town were transitioned without significant change. Council is now taking the opportunity to review the zoning and planning policies which apply to the town to ensure the policy supports improved

liveability, sensitively manages development and encourages investment in the McLaren Vale township.

This discussion paper outlines observations of the township, our initial feedback received about its role and values, and recommendations for the planning policies which are applied to McLaren Vale.

This review is *not* proposing to change the township boundaries.

1.2 Purpose of this paper

This discussion paper is an important part of the engagement with the McLaren Vale community about the policy review.

The Discussion Paper aims to explore the issues and opportunities facing McLaren Vale into the future, and how it should respond through the zoning policies that affect land within the township.

It will provide options for what McLaren Vale could look like in the future and how the main street and other future developments could occur in the town.

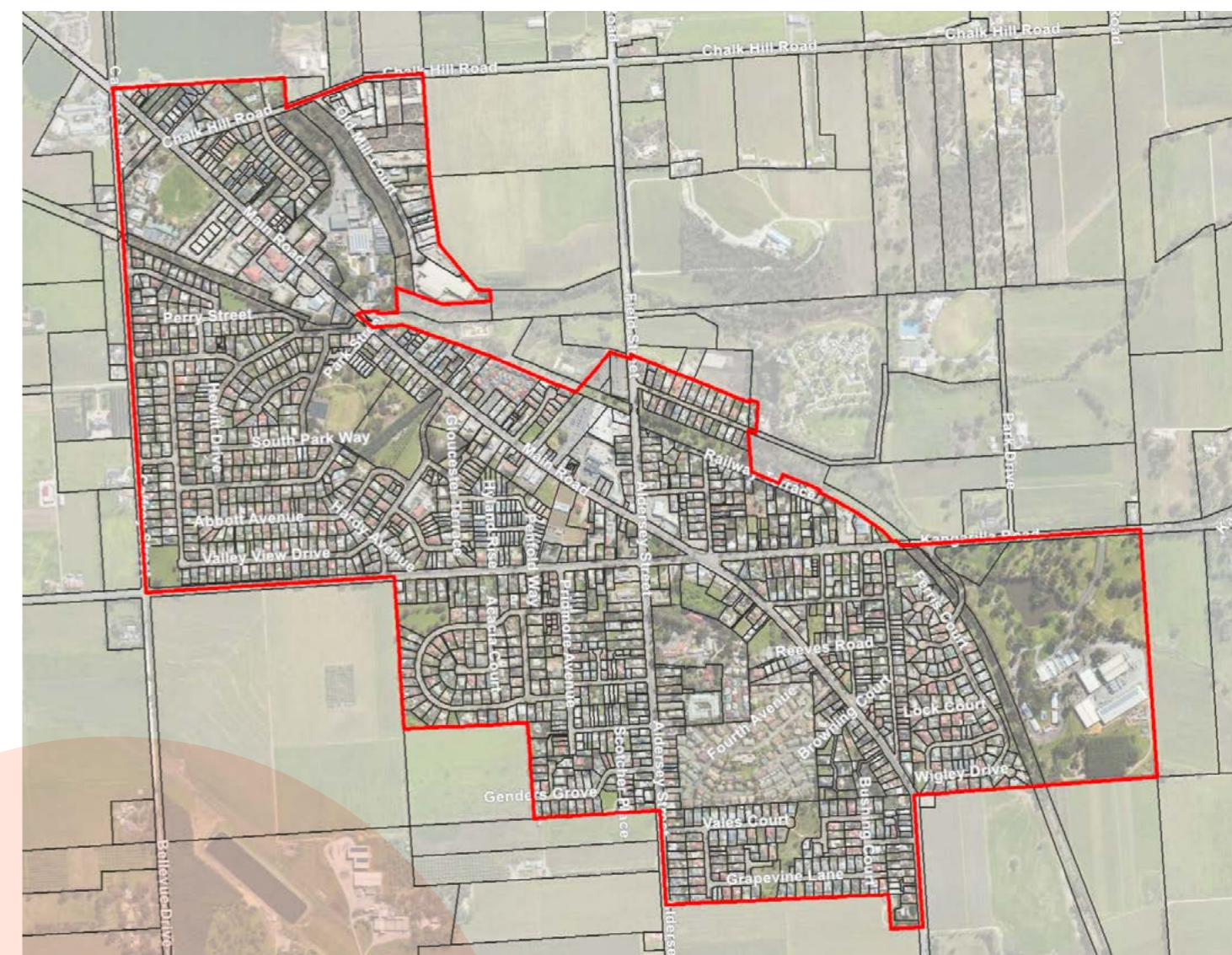
You may or may not agree with some of the options presented and that is OK. We want to start a discussion within the broader community about McLaren Vale's future, and

we encourage you to fill out the questionnaires and engage in discussion within your local community.

Spread the word!

All feedback will be carefully considered and will provide direction to Council in determining the specific zone policy recommendations to inform a future Code Amendment.

1.3 Study area





1.4 Methodology

1.5 Previous investigations



General Amendments Plan Amendment Report 2007

_ Recommended amendments included rezoning the main street to Town Centre Zone comprising of four policy areas, aligned with current and historic areas, and continue to reflect the 'hubs' along the main street.

_ After consultation in 2007, the Minister for Planning was of the view that a number of post consultation changes to amendments to the zoning would require a further consultation period but the amendment did not proceed

Activity Centre Review 2009

_ In 2004, the City of Onkaparinga undertook a planning study of 19 activity centres, including McLaren Vale

_ An update of the 2004 study was undertaken in 2009 and for McLaren Vale, further consideration was given to what would be an appropriate centre structure

Tourism / Townships/ Primary Production Areas Review 2016

_ Council reviewed the McLaren Vale Character Preservation District zones and recommended the priority themes of Tourism / Townships / Primary Production Areas for further investigations

_ The only changes to planning policy were to be directly involved in supporting economic growth and jobs attraction

_ The SA Government gave direction to council that policy review may be undertaken for the McLaren Vale township limited scope of issues.

McLaren Vale Zoning Review 2018

_ Identified any issues, gaps and opportunities that existed in planning policy, and to forward recommendations as for transition to the P&D Code

_ Objectives were to improve opportunities for economic investment, tourism development, re-invigorating the main street centre and diverse housing

_ Placed on hold due to implementation of state planning reforms and waited to see its policy implications on McLaren Vale

Five-year McLaren Vale Main Street Tourism Vision Action Plan 2021

_ A plan to encourage visitors to stop, stay and spend, guided by engagement with local residents, businesses and visitors

_ Key focus areas include gateway and entry, public art, greening and sustainability, streetscape and public realm along with night-time economy

_ Stronger emphasis on public realm, rather than private development



1.6 How we've engaged so far

Council has now undertaken early engagement for the McLaren Vale Township Planning Review project with council staff and key stakeholders in order to inform this Discussion Paper that will go out for wider community engagement in the new year.

An initial Council staff workshop was undertaken to share preliminary findings and confirm the direction of the study.

The first stakeholder workshop session was held on 19 October 2021 online to invited participants. Twelve people representing residents, wineries, community services and business attended this session as well as Council staff.

The second stakeholder workshop was held at the McLaren Vale Visitor Centre on the evening of the 28th of October. Ten people attended this session representing residents, business, wineries and community services.

1.7 What we've heard so far...

The stakeholder sessions were framed around two key questions based on the concept of 'liveability'. Common themes are detailed below.

What key features make McLaren Vale a great place to live, work and play?

- _ Accessibility of facilities and a good range of services for residents
- _ There is a balance of tourism and local services
- _ Strong sense of community and friendly people
- _ Rural nature and feel of town through spaciousness in housing and the main street and the moderate scale of the facilities and buildings
- _ Gemmel Tassie reserve is well loved and used

How should McLaren Vale respond to accommodate population growth and better support business and tourism?

- _ A tourism hub could better accommodate larger scale tourism activities which are currently occurring outside of town and at wineries
- _ The night time economy could be better supported in the main street, such as entrainment uses, more restaurants, wine bars and cinema

- _ Focusing the long main street into different precincts and offerings and make it easier to navigate. This may include the design of buildings and spaces around them to get a coherent look and feel
- _ Limit urban consolidation in residential areas by finding new options at key sites and at a suitable scale and design that responds to its context
- _ Improved traffic management by fixing bottlenecks at Field Street and Kangarilla Road along with heavy vehicles (although they are still needed to service the town and surrounding areas)
- _ More convenient parking and connections with directional signage so you know where they are

What character attributes about McLaren Vale do you like?

- _ The character of the older buildings are positive features in the town
- _ New buildings that respect these old buildings but are modern and designed to co-exist with those buildings is important
- _ The open setting and space around buildings both within parts of Main Road, and within residential streets, due to open front yards (no fences) with large setbacks

How should proposals respond to this character (housing and commercial / tourism)?

- _ There is potential for two-storey buildings on Main Road, but not more than this
- _ Buildings should have contextual design but not be not faux heritage
- _ Buildings should avoid 'boxiness' in residential designs and have roof and gable cues from established housing
- _ Encourage the use of traditional materials and finishes in buildings (brick, stone, timber, rendered masonry and metal roofing)
- _ Improved landscaping along Main Road (including private sites)
- _ Avoid large car parks with lots of asphalt, but it should still be visible and convenient and safe
- _ Vacant land at Tatachilla and Aldersey Roads is a potential opportunity site
- _ Better control and management of advertising to improve the look of it and consistency along Main Road
- _ Better character guidance is needed and a vision to tie it all together



2. Strategic context

2.1 Relevant State and Local Policies



State Planning Policies 2019

- _ The State Planning Policies provide state-wide vision for SA's planning and design system
- _ SPP1: protect rural land and character
- _ SPP6: well-designed and diverse housing
- _ SPP9: support opportunities for employment and development of underutilised land



30-Year Plan for Greater Adelaide 2017

- _ Target 1: Containing urban footprint and protecting resources
- _ Target 4: Walkable neighbourhoods
- _ Target 5: Green liveable city
- _ Target 6: Greater housing choice



McLaren Vale Character Preservation District

- 5 Character values:
 - _ Rural and natural landscape and visual amenity
 - _ Heritage attributes
 - _ Built form of the townships
 - _ Viticulture, agriculture and associated industries
 - _ Scenic and tourism attributes



Onkaparinga 2030

- Our Community Plan 2030 outlines our big picture goals- the future we aspire for our city to achieve
- _ One vision
- _ Four themes: People, Place, Prosperity, Performance
- _ Eight key result areas
- _ Sixteen outcomes to achieve



Tourism Strategic Plan 2019-2024

- _ Initiate a tourism-led place/precinct building program which creates welcoming places to visit.
- _ Define and encourage appropriate retail, entertainment and service mixes to attract visitors, supported by the development of a retail/ opportunities prospectus
- _ Define the tourism positioning and offering for the McLaren Vale main street



Population and Employment Trends analysis 2020

- _ Despite a decline in manufacturing, the population of Onkaparinga has grown, as have jobs
- _ Key drivers of jobs were education, construction, accommodation and food services
- _ Growth is predicted in the health sector
- _ Under-utilised industry land is common



Open Space strategic plan 2018-2023

- _ Provides direction to achieve a diversity of connected open spaces provided equitably across the city
- _ In McLaren Vale it identifies a range of types of open spaces with different roles and user catchments
- _ The plan allows for the ongoing planning of the spaces

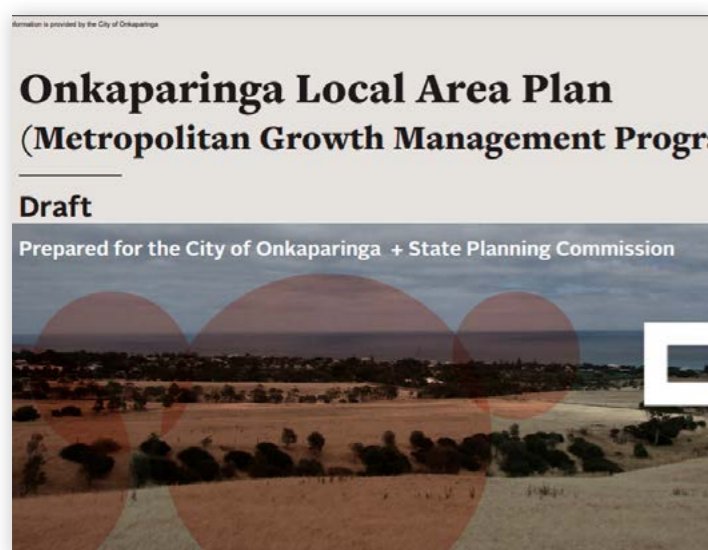


Strategic Asset Management Plan 2021

- _ To provide infrastructure that is safe, well-utilised, accessible for all and promotes inclusion and social connection
- _ Sets performance indicators including participation rates and environmental targets for projects
- _ Visitor centre in McLaren Vale is a key building asset.
- _ Visitation rates are a performance indicator



2.1 Relevant State and Local Policies (cont)



Onkaparinga Local Area Plan

- _ Establishes a strategic framework of: 'plan for growth', 'diverse housing + lifestyles', 'effective + efficient infrastructure' and 'shape our city'.
- _ Target 4: Respect our coast, vines + hills landscape and lifestyle
- _ Target 9: Support contextually designed new housing within townships.
- _ Population projection of 22,000-30,000 by 2040 seemed most plausible
- _ Townships to take up approximately 5% of the area's overall growth
- _ Report sets growth principles for McLaren Vale in relation to the Character Preservation Act.



McLaren Vale Tourism Strategy 2019-2023

- _ Vision for the City of Onkaparinga as South Australia's most visited destination outside of Adelaide and McLaren Vale as a premier destination in the City; creating a prosperous, diverse and competitive economy and increasing visitation and expenditure.
- _ Improvements to the visual appeal of tourism townships as an opportunity to create a sense of arrival into McLaren Vale and define the tourism positioning for the McLaren Vale main street.
- _ Identifies the state and local planning frameworks provide challenges for larger scale development around McLaren Vale.



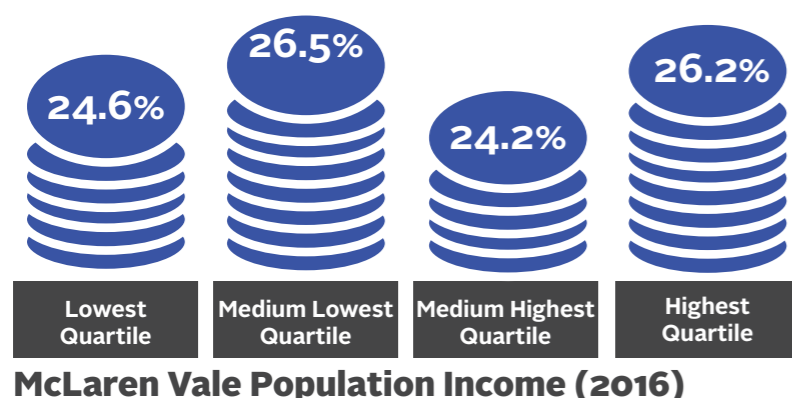
Employment Lands Study

- _ Rural land is an important economic foundation for McLaren Vale, supporting a competitive viticulture industry and a valued tourism destination for interstate and international visitors.
- _ McLaren Vale accommodates a proportion of the City of Onkaparinga's available industrial land.
- _ Land use policy should allow for flexibility and scalability to support small business and enable greater mix of businesses.
- _ Land in what was the Mixed Use Zone in McLaren Vale is not in the Suburban Business Zone and is recommended to be a focus of a township policy review.

3. Current Characteristics

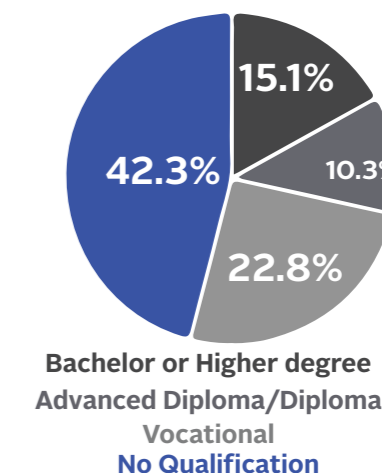
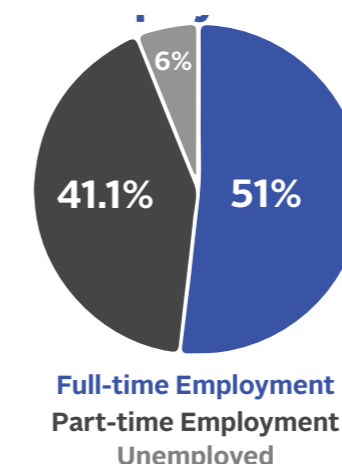
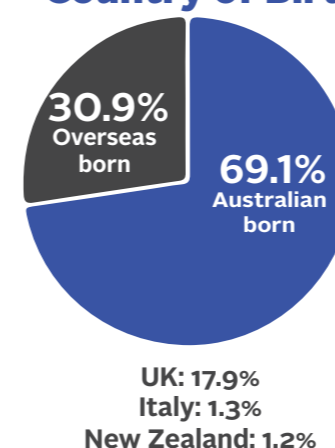
An overview of the population, land use, policy, infrastructure and character setting of McLaren Vale

3.1 Community Profile Snapshot

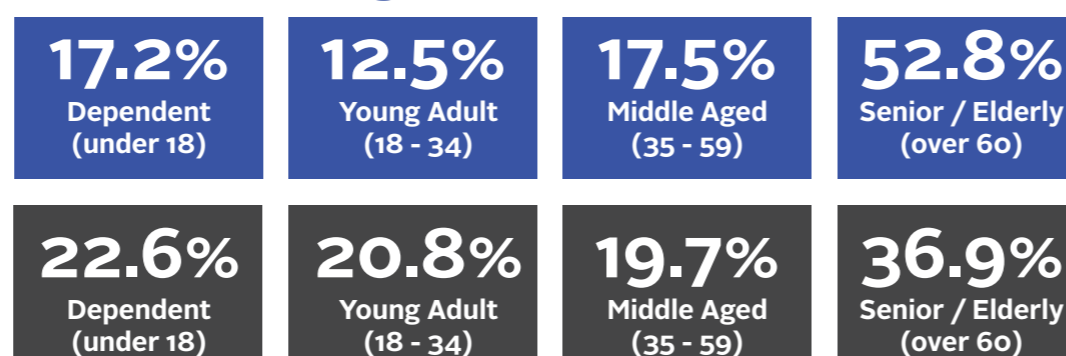


5%
of projected 2041
regional population growth
to be in rural towns.

Country of Birth

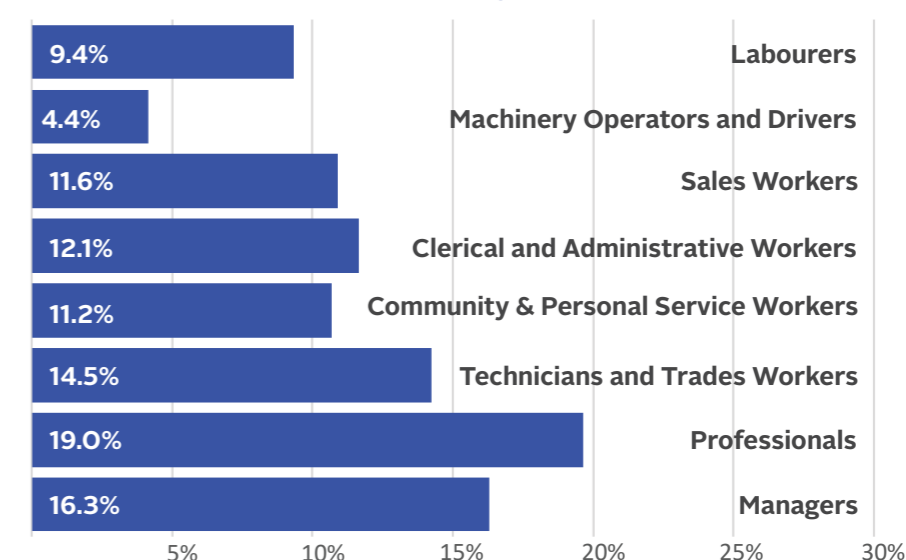


McLaren Vale Age Profile



City of Onkaparinga Age Profile

McLaren Vale Occupation by Sector (2016)

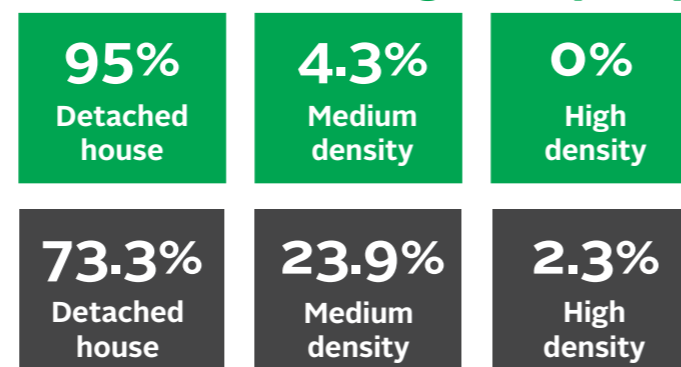




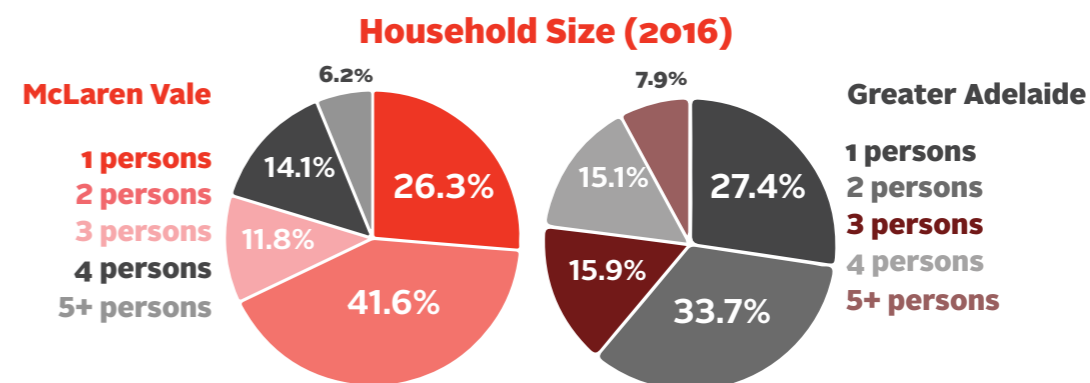
91.9%

McLaren Vale dwelling
occupancy rate (2016)

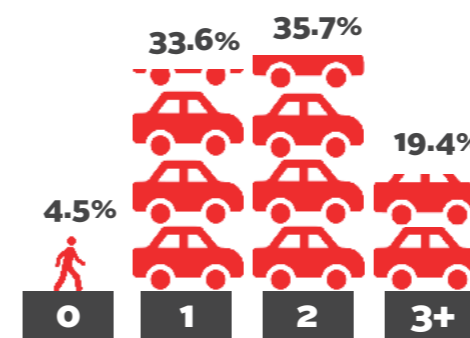
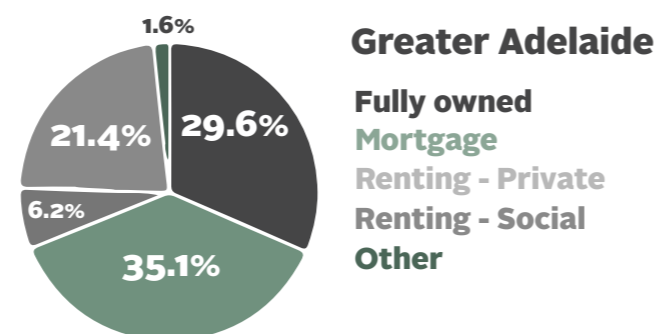
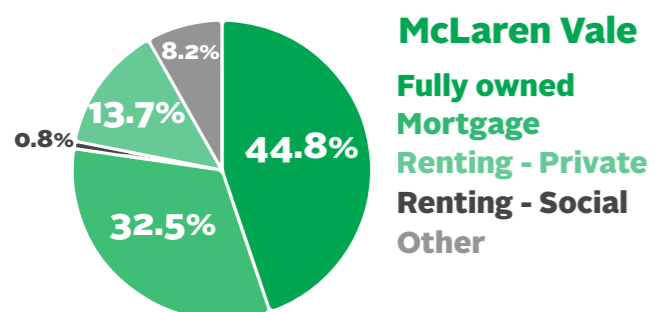
McLaren Vale Dwelling Stock (2016)



Greater Adelaide Dwelling Stock (2016)

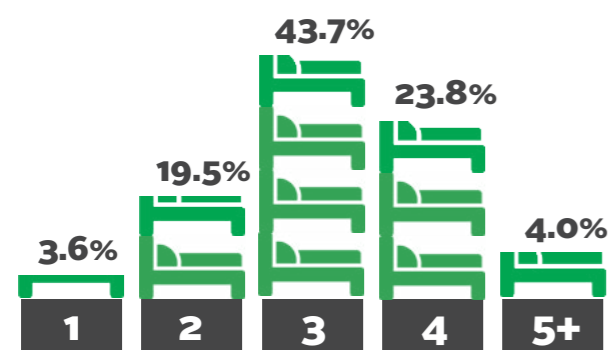


Housing Tenure (2016)



2.3

people / average household
compared to 2.4 people for
Greater Adelaide (2016)

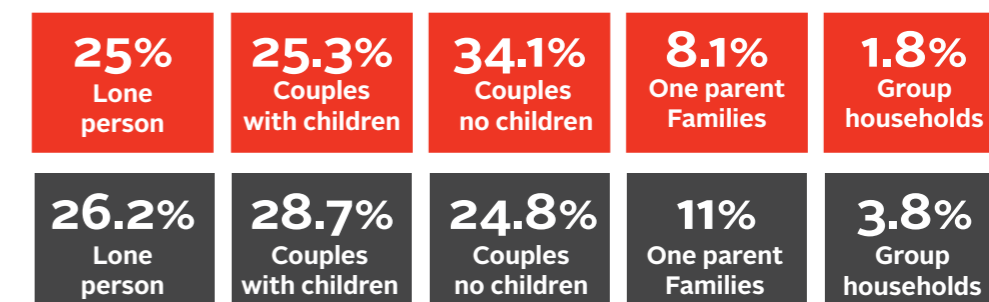


1439 → 1511

2011 1%pa 2016

McLaren Vale Households

McLaren Vale Household Profile 2016



Greater Adelaide Household Profile 2016



3.1 Existing Zoning

Suburban Main Street Zone

- _ Covers the bulk of the town's retail and commercial heart, including the Shopping Centre
- _ Provides for a wide range of retail, commercial, entertainment and community uses to service the local area
- _ Also allows medium density residential development (above or behind non-residential uses)
- _ Focus on supporting high degree of pedestrian activity with no or small setbacks to Main Road, glazed shop frontages to the street with regular doorways and verandahs / canopies over the footpath
- _ Encourages car parking beside or behind buildings, with minimal crossing points over footpaths

Suburban Activity Centre Zone

- _ Applies only to the shopping centre car park north of the Coast to Vines trail
- _ Provides for a wide range of retail, commercial and community uses to service the daily and weekly needs of the community
- _ Supports medium and high density dwellings above or behind non-residential uses
- _ Supports active and interesting building facades
- _ Desires that development is laid out to support linkages between building elements,

parking, open space and visual appearance of sites

- _ Supports coordinated and consolidated car parking areas and access points

Tourism Development Zone

- _ Applies mainly to Hardys Tintara and Serafino, but also a number of other sites fronting Main Road. there is also a subzone over the Serafino site to enable winery operations and facilities
- _ Provides for a range of tourism development and accommodation, including complementary retail and entertainment uses

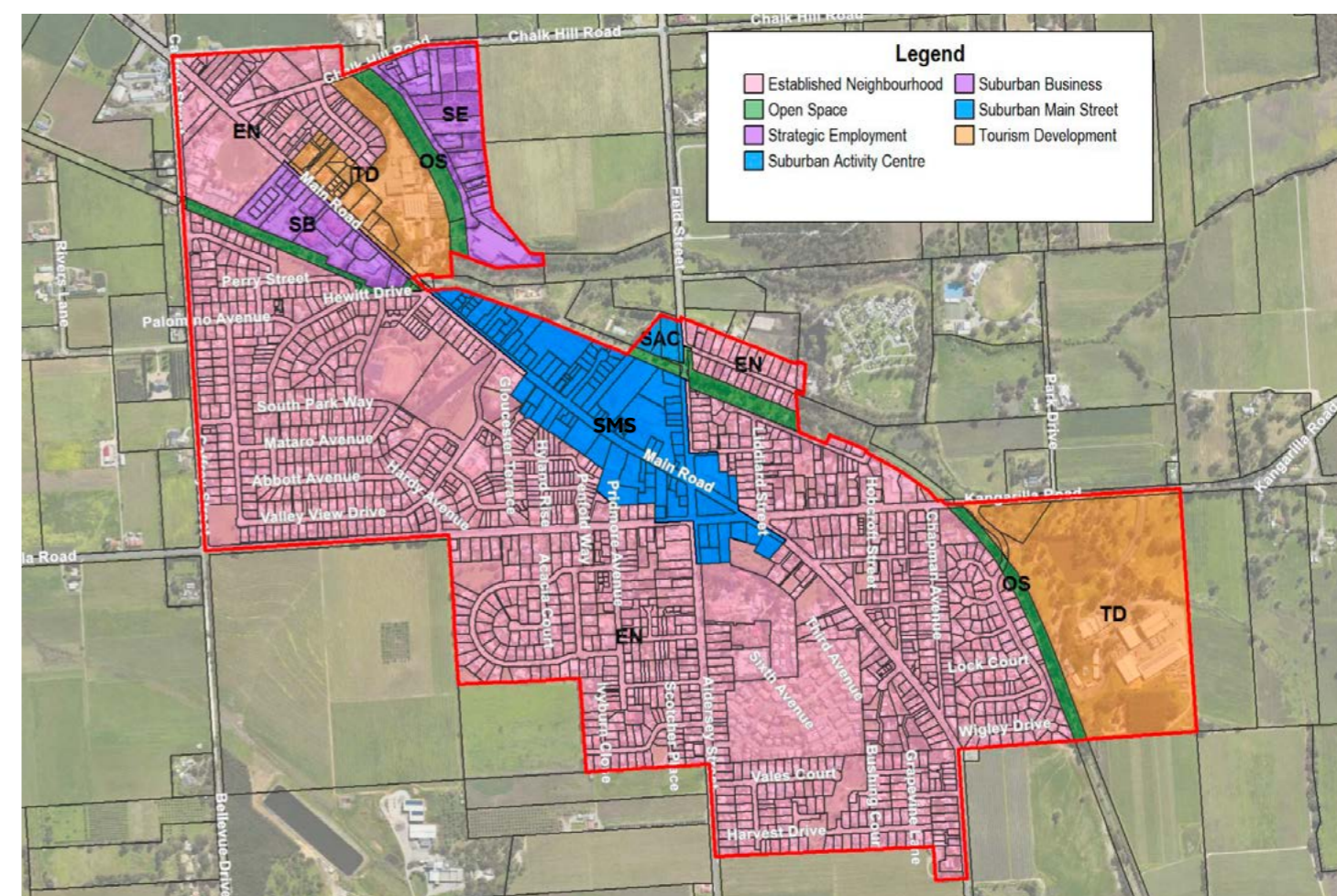
Suburban Business Zone

- _ Includes the southern side of Main Rd from Oscars to the light industrial sites adjacent the school
- _ Supports business and innovation uses which have low-level off-site impacts. Support some medium density residential in limited circumstances

- _ Small scale retail uses desired to not undermine other centres
- _ Building set back from street to form consistent streetscape

Strategic Employment Zone

- _ Covers estate off Old Mill Court
- _ Allows for a range of higher-impacting industry, logistics warehouse land uses and supporting commercial activities
- _ Seeks lower impact activities adjacent residential zones



- _ Buildings positioned and designed to achieve consistent attractive streetscape
- _ Supports landscaping to site perimeters

Established Neighbourhood Zone

- _ Covers all residential areas of the township, including parts of the main street
- _ Provides for a range of housing types which sympathetically integrate into existing township character
- _ Identifies a minimum site area of 325m² and frontage of 9m

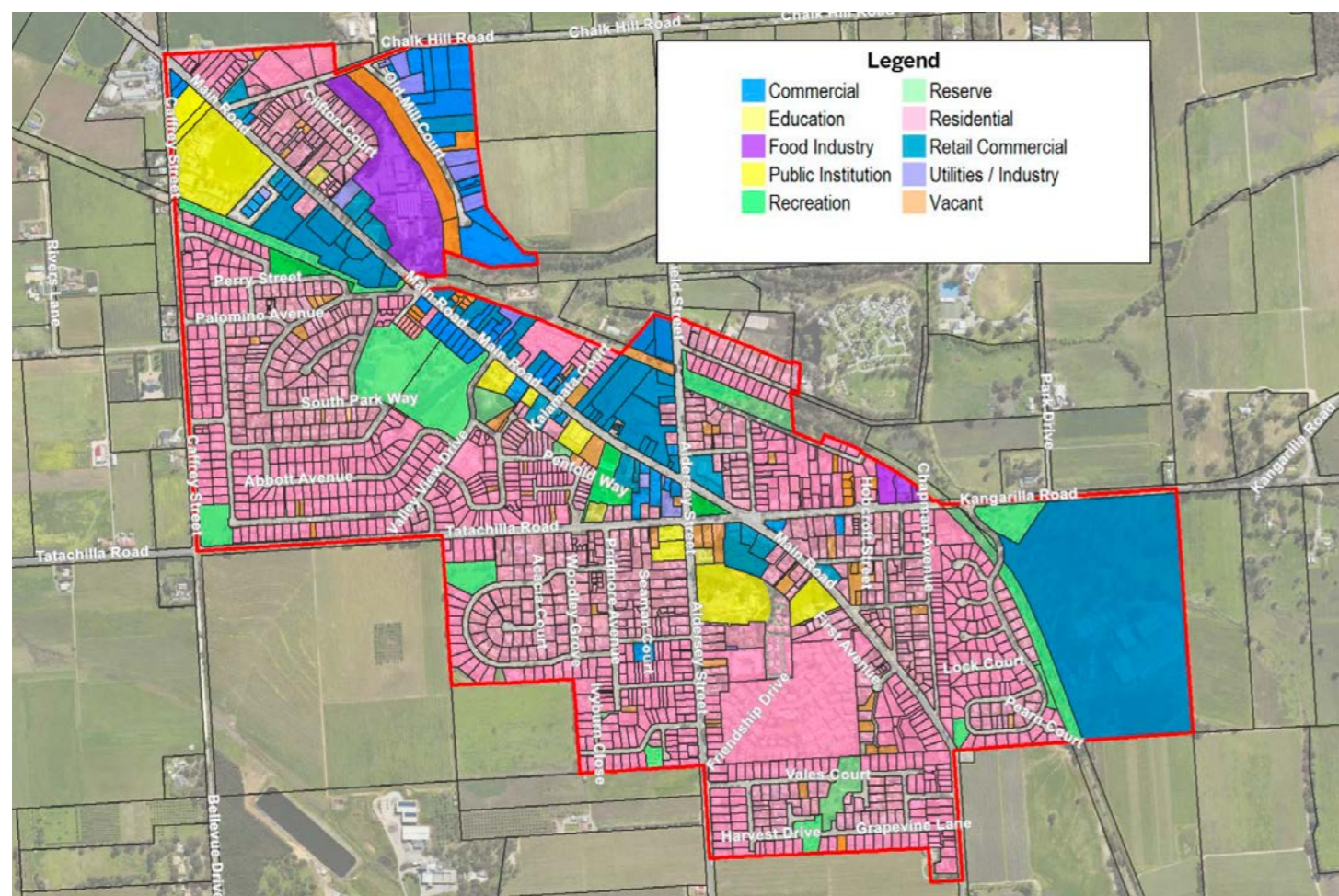
- _ Seeks consistent street setbacks with neighbouring sites

Open Space Zone

- _ The bulk of this area is outside of the township boundaries and houses the Almond Train.
- _ The zone covers the Coast to Vines Rail Trail and provides principally for open space activities and supporting infrastructure. Limits other buildings and uses.



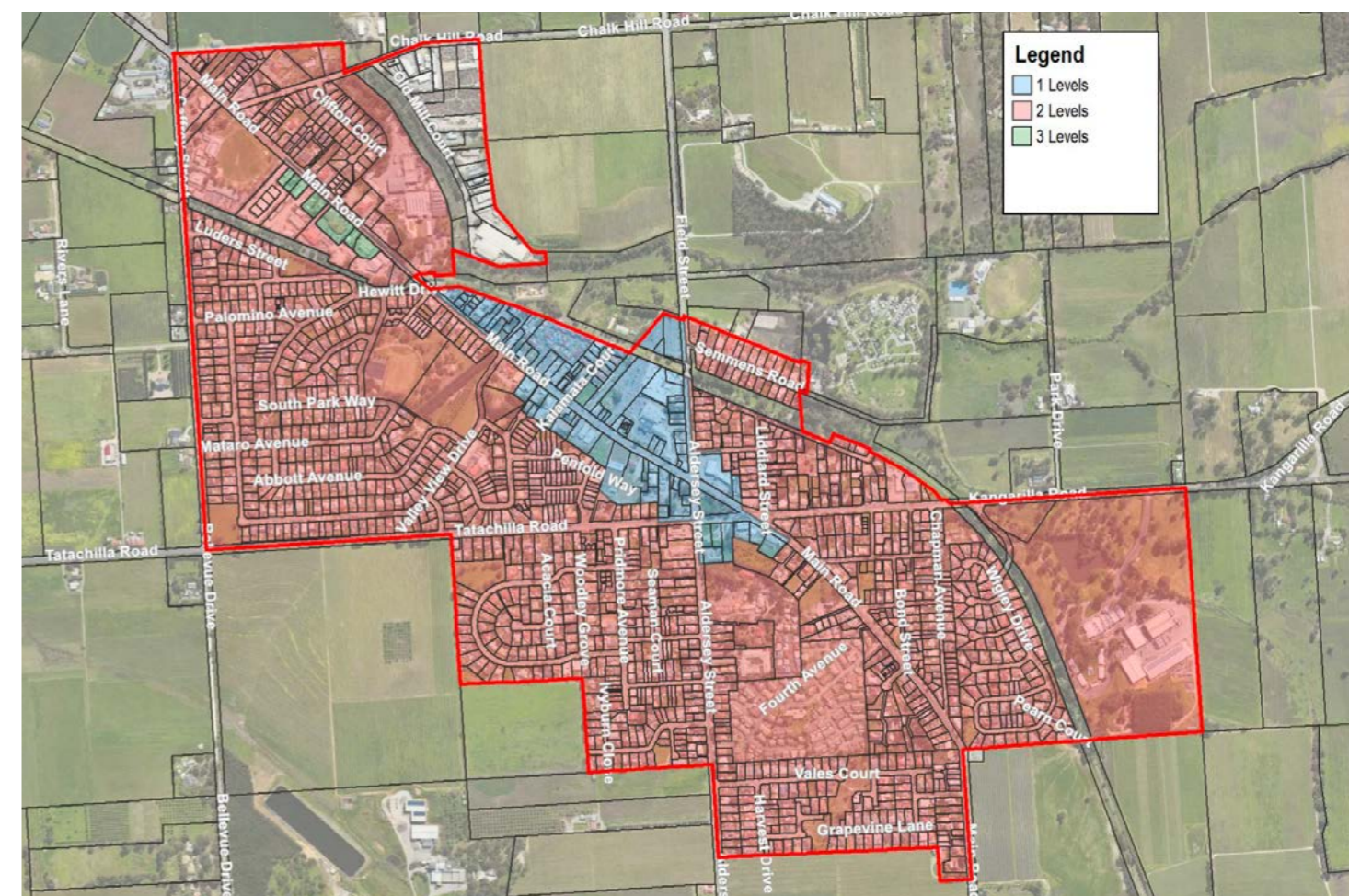
3.3 Land Use Analysis



- _ Commercial and retail land uses are limited to Main Road and Field Street, reflective of their zoning.
- _ There are pockets of residential land uses fronting Main Road, particularly in the north-western end of the town, including recent dwellings.

- _ Scattered residential uses remain in the commercial zones, particularly along Field Street.
- _ There are limited vacant land parcels throughout the township. Most are within residential areas and relate to subdivided sites which have not been developed yet.
- _ A few large vacant land parcels about the Main Road.

3.4 Anticipated P&D Code Building Heights



- _ Building Heights guided by the Zoning within the Planning and Design Code.
- _ Residential areas generally able to build up to two levels (maximum 9m).
- _ The Suburban Main Street and Suburban Activity Centre Zones generally seek single level buildings.
- _ Parts of Main Road can be developed up to three building levels (max 12 metres) where

- sites don't adjoin a residential type zone.
- _ The industrial estate along Old Mill Court has no identified building height limit.
- _ Most buildings observed within the township are either single or two levels.
- _ Existing housing stock within residential areas are generally single level, with two levels more common in the newer estates (Penfold Way and Harvest Drive / Grapevine Court).



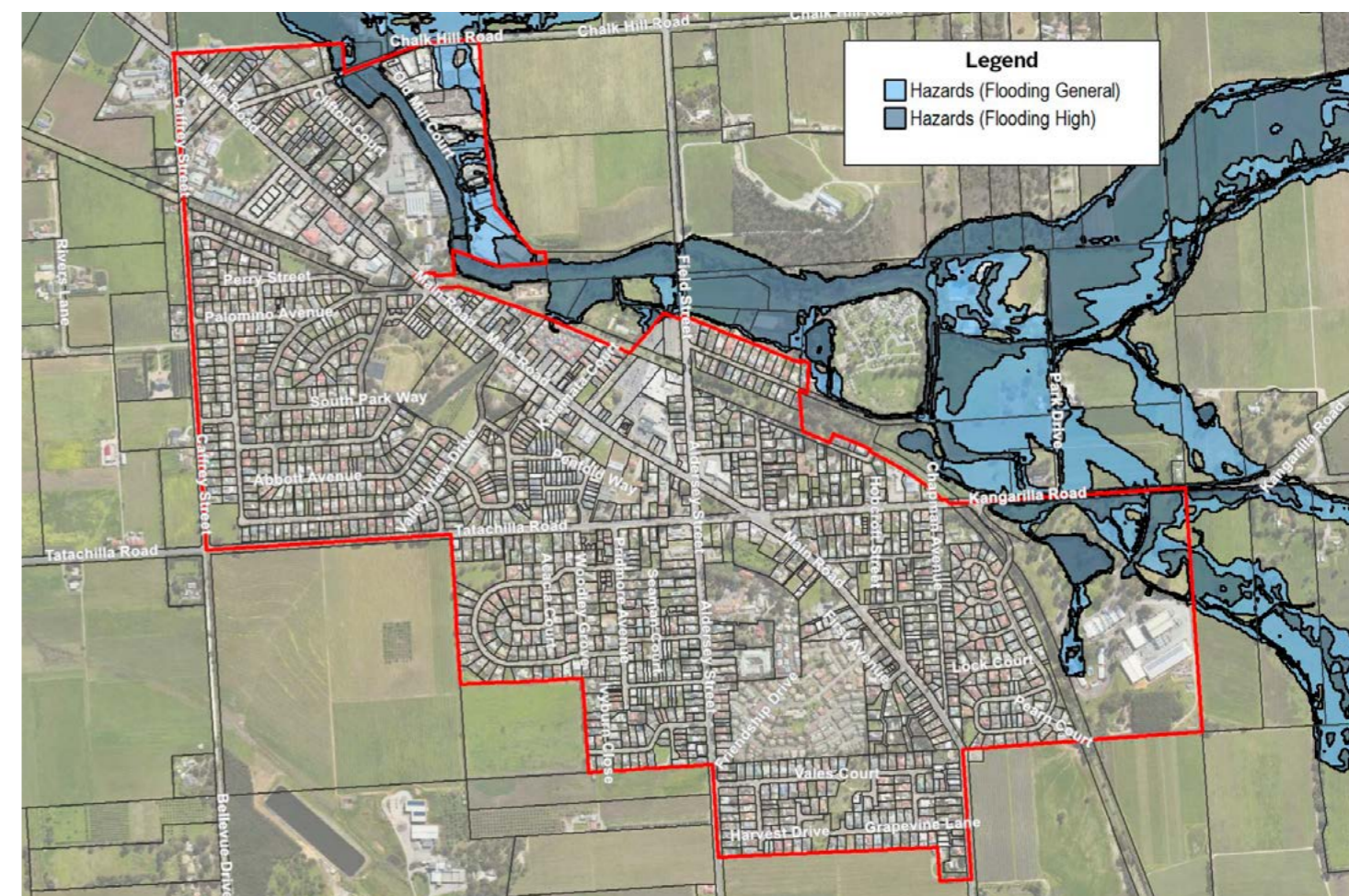
3.5 Heritage



- _ There are 23 Local Heritage Places and two State Heritage Places within the study area boundary.
- _ State Heritage Places limited to former Congregational Church and cemetery.
- _ Local Heritage Places mostly along main street, but also represent important historic

- buildings in the residential areas.
- _ Heritage Places should be retained by future development. However sites can be developed respectfully to the heritage place.
- _ Respectful development means maintaining original features, walls and roofing, maintaining views from streets and public spaces, and use of materials and finishes that complement.

3.6 Flooding

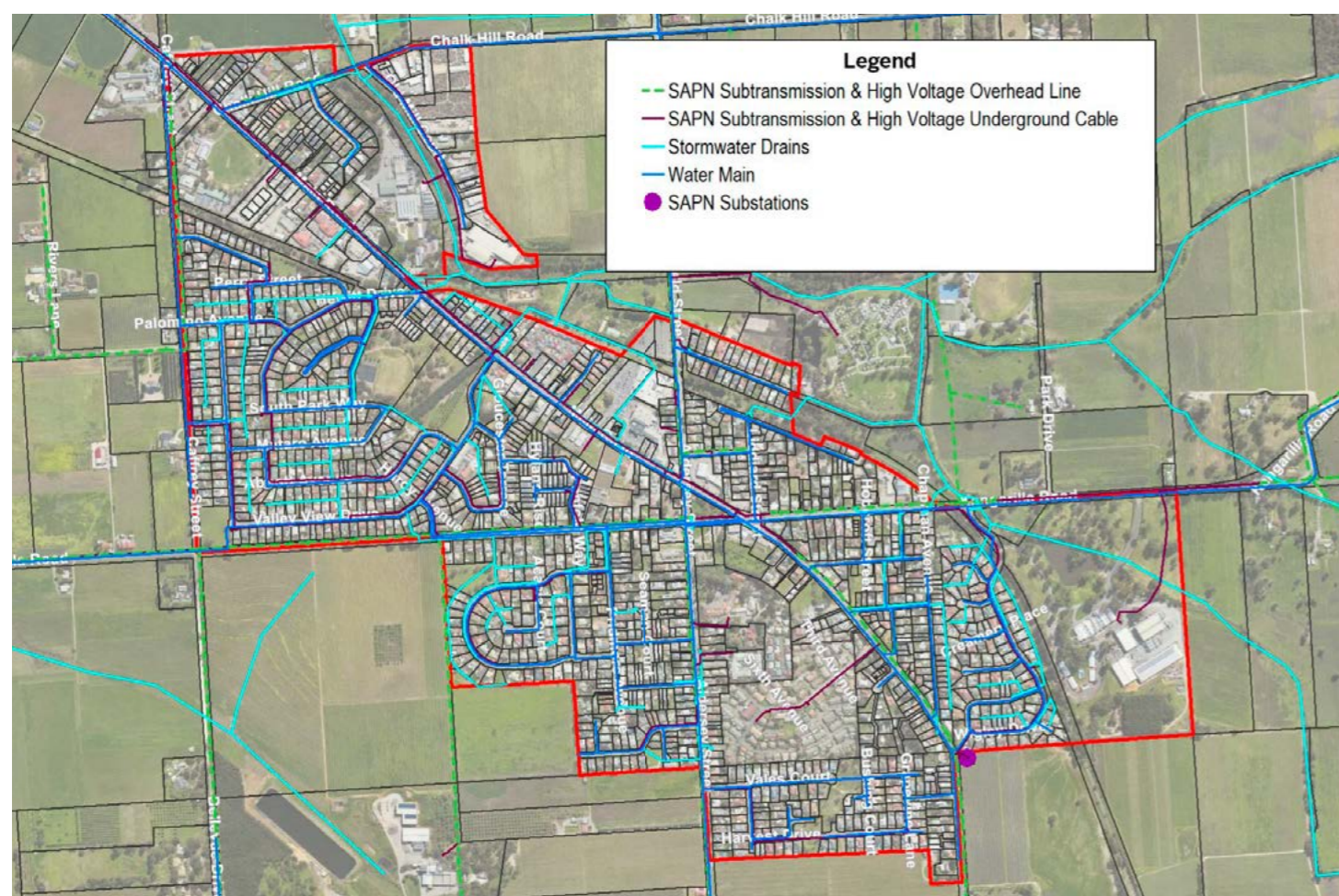


- _ Most of the flooding relates to Pedler Creek and falls outside of the township study area.
- _ Within the Study Area, the high risk flooding area is limited to the Pedler Creek channel adjacent to Old Mill Court, or the lake within Serafino and surrounding open garden areas.
- _ Some sites within the Old Mill Court industrial precinct are covered by a general flood risk.
- _ High flood risk requires preventing some

- uses which attract gatherings of people, or vulnerable people from being established.
- _ General flood risk areas require buildings to be located and designed to avoid flooding and impacts downstream.
- _ Most of the township's commercial and residential areas are not impacted by flooding from watercourses.



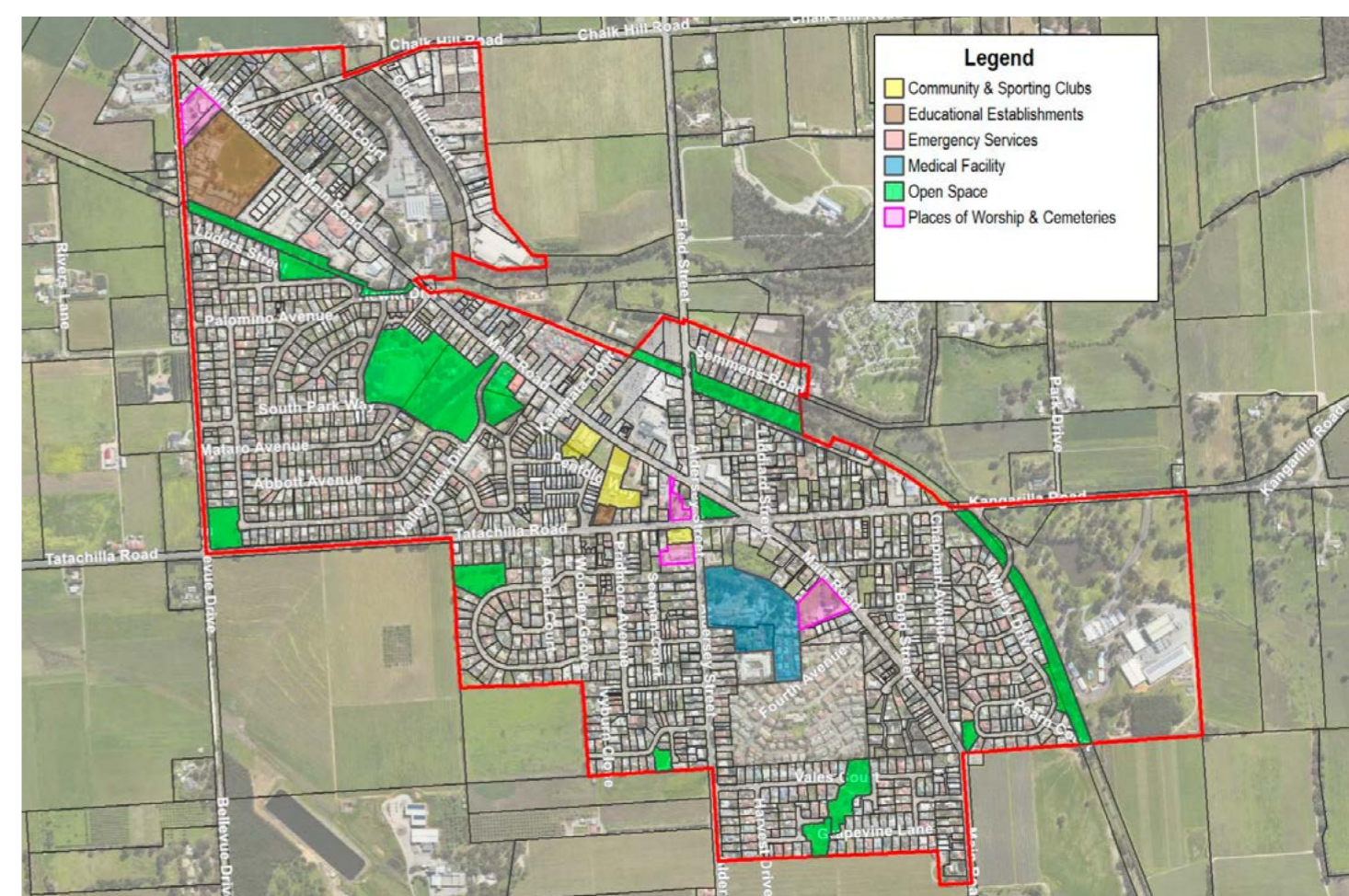
3.7 Service Infrastructure



- _ The township is well serviced by utilities
- _ Future growth in the township's demand for water and power will need further investigations and consultation with utilities.
- _ The Community Waste Management Scheme (CWMS) within the township is spread into six catchments.

- _ The overall CWMS system has capacity for an additional 20% growth in McLaren Vale's population.
- _ The stormwater system is dated, and has limited additional capacity due to the nature of its design and construction.
- _ Future development will need to maintain current stormwater flows on site.

3.8 Community Infrastructure

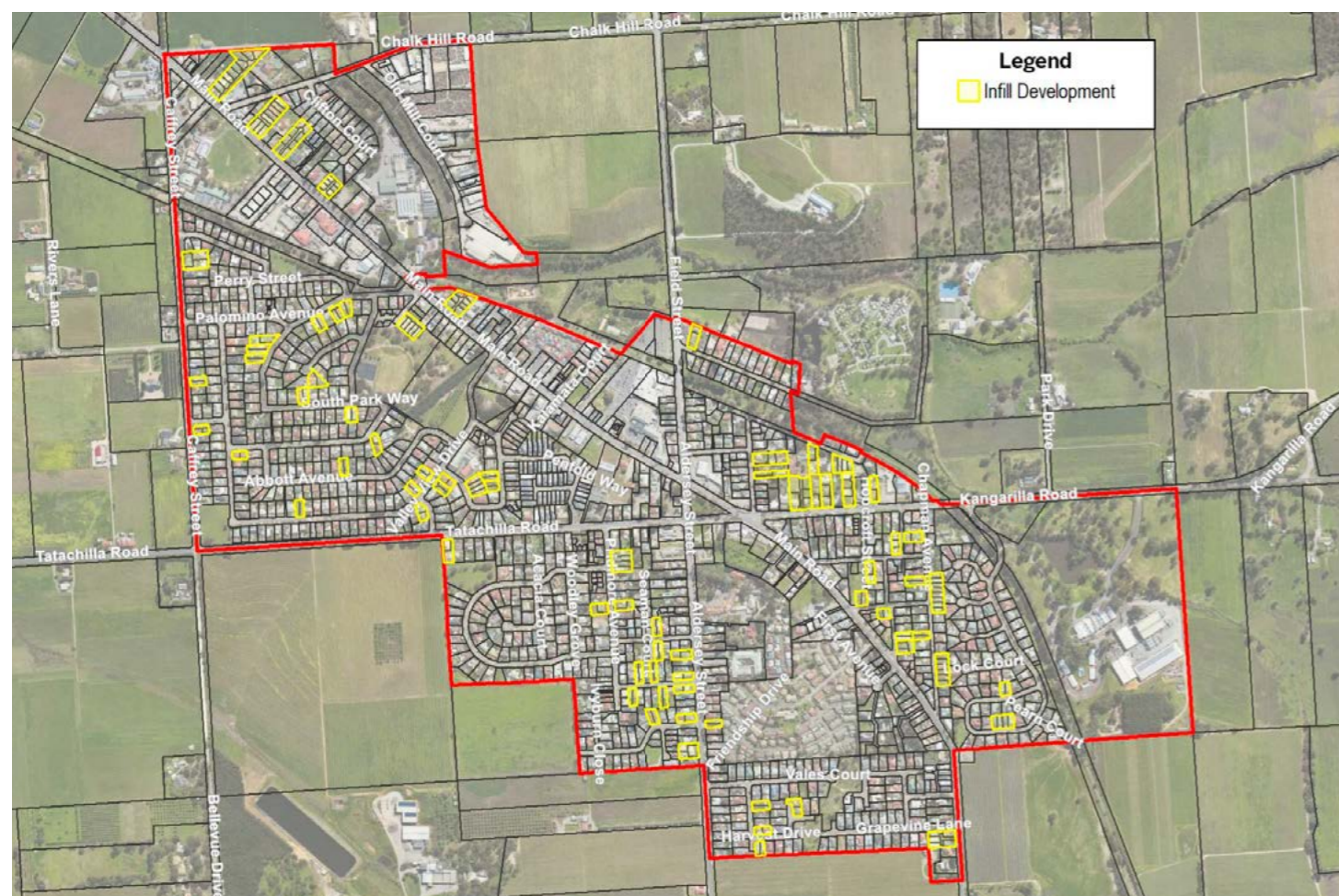


- _ The township is generally well serviced by public open space, with Gemmel Tassie Reserve a significant facility within the town. Other local and neighbourhood parks are accessible from most residential areas.
- _ There is limited scope for new large scale community infrastructure (such as a new or additional school) within the township, due to limited large land holdings. Expansion of

- existing facilities likely with scope for growth on the existing school site.
- _ Most community infrastructure focussed on Main Road, other than medical facilities at former hospital site.
- _ Potential for increased cluster of medical and allied uses potentially linked to aged care, given proximity of Kalyra Village and McLaren Vale Lodge.



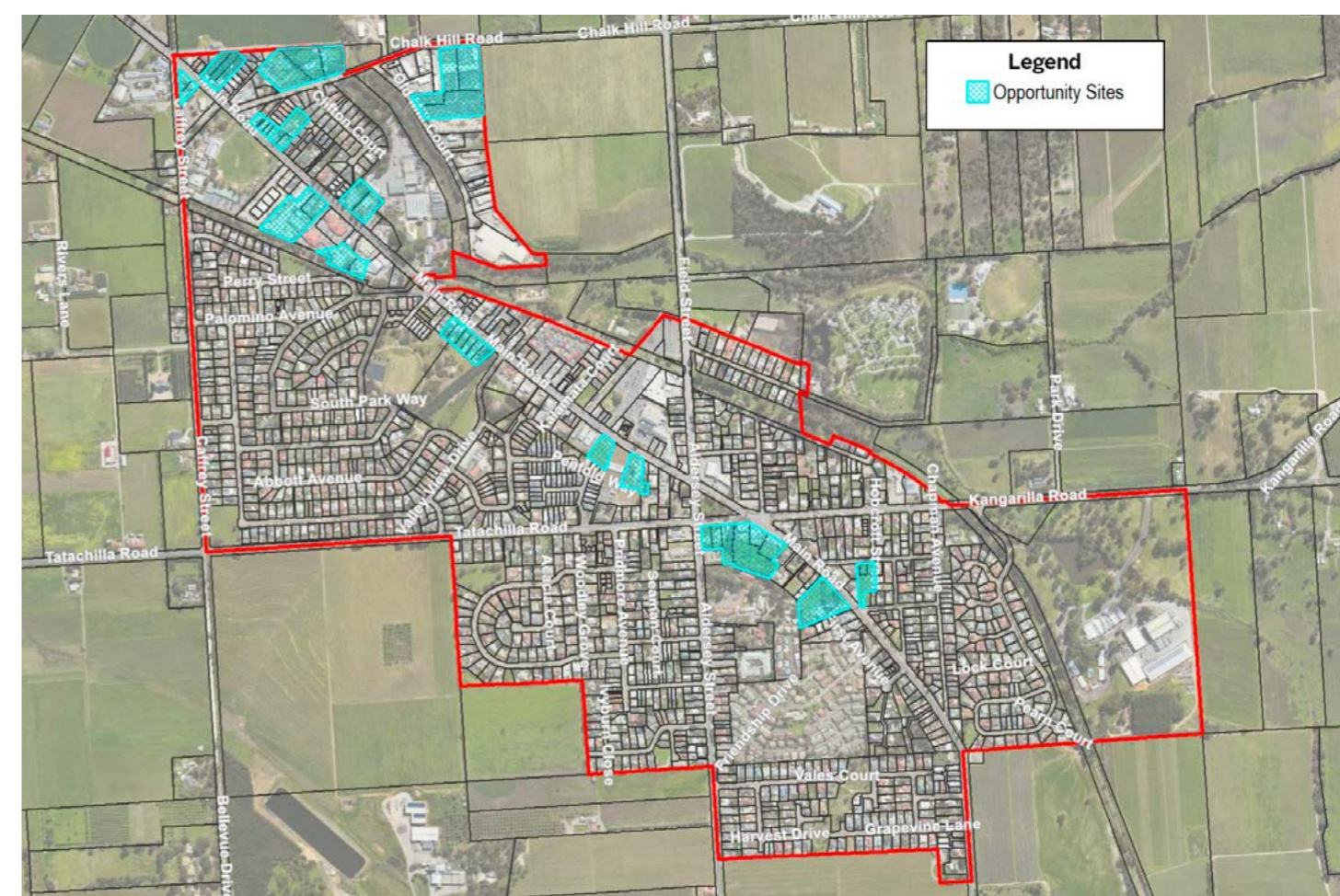
3.9 Infill Development



- _ A significant proportion of infill development has occurred over the last 20 - 30 years.
- _ Infill developments has generally been through:
 - _ multiple allotments created from very large lots in the older parts of town
 - _ hammerhead developments where the existing dwelling is maintained

- _ one into two developments (generally dividing centrally) which is more common for recent infill development
- _ Some infill has also occurred with frontage to Main Road, some of which have turned their back resulting in poor presentation to the street
- _ Most infill development has been in the form of single storey houses.

3.10 Opportunity Sites



- _ Opportunity sites have been identified from:
 - _ large sites that are underutilised (ie vacant or with little and dated development on them)
 - _ where clusters of common ownership have been identified, providing opportunities for consolidated and larger development sites.
- _ Most sites are focussed on Main Road, and can provide opportunities for more intensive

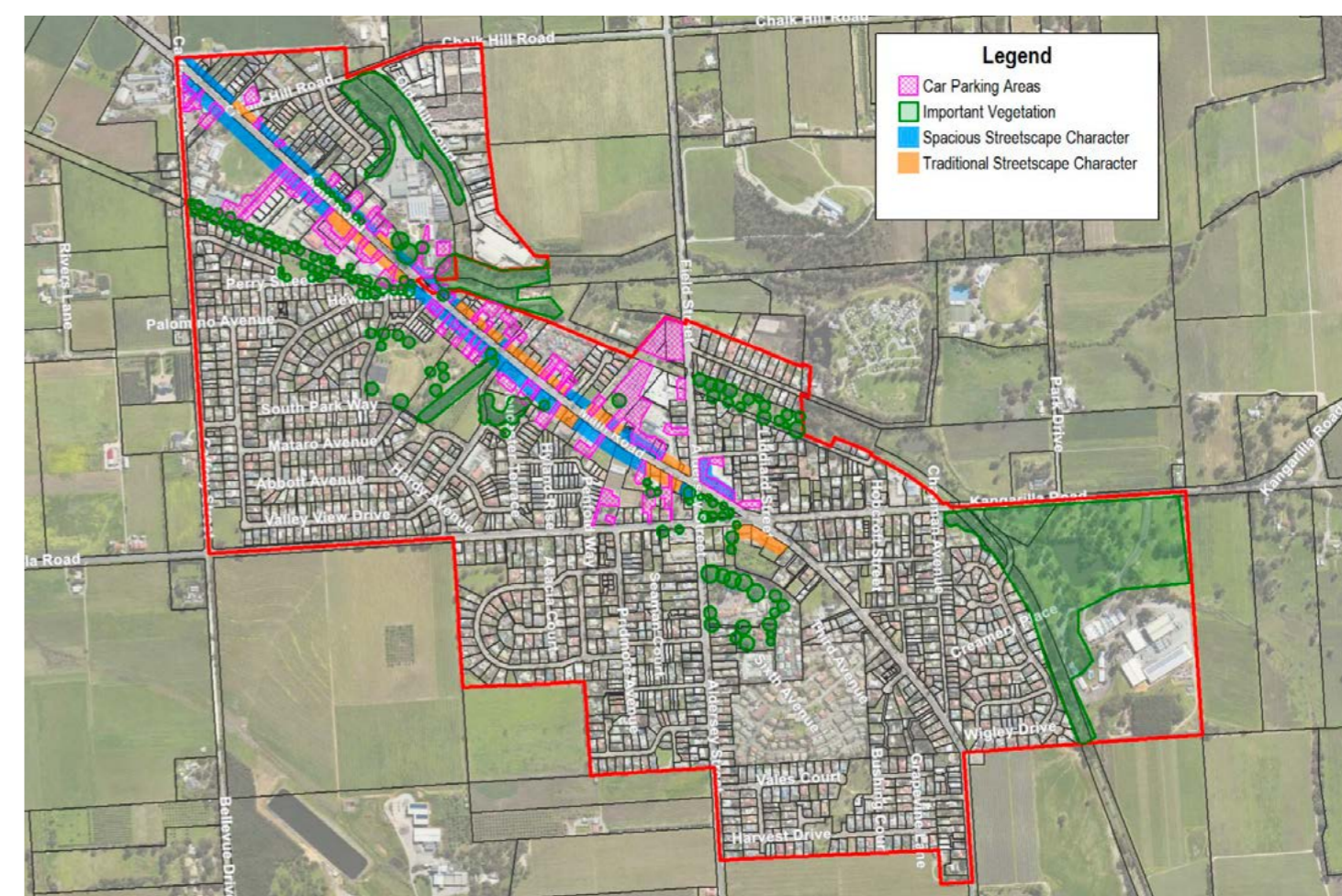
- development outcomes, where interfaces can be appropriately managed.
- _ Opportunity sites can potentially support accommodation of other housing types, affordable housing and smaller housing forms (rather than within established residential neighbourhood).



3.11 Streetscape Character - Main Road

- _ There is a mixture of character traits along Main Road, reflective of historic patterns of development, but also the overall length of the street
- _ A more traditional main street character with buildings on or close to the street and closer to each other is more common along the northern side of Main Road east of the Almond Train site. This is broken up by the Shopping Centre frontage, but could, along with new development on the southern side of Main Road in this location, form a coherent streetscape for this south-eastern part of the town centre
- _ Most of the spacious setting within Main Road comprises the school oval, large former dwellings converted to commercial uses, or commercial sites where parking is provided to the front and side of buildings
- _ Spacious settings are mostly from large front setbacks, and large spaces between buildings, made up of landscaping and driveways to rear parking areas
- _ A cluster of heritage buildings at the Hotel and former Produce Market Building (now Menz) create a pinch point, and act as a node

- which transition to a different part of the street
- _ There is no distinct architectural character to the street, with varied building styles, roof forms, materials and verandah formats used
- _ Buildings are typically one level when viewed from the street
- _ The southern side of Main Road has elevation and many buildings at the southern end of Main Road sitting above the road
- _ The land falls from Main Road on the northern side at the western end, with spaces between buildings providing glimpses of views to the valley and undulating hills further north beyond the town
- _ Car parking is not a defining feature on individual properties within the street generally. Most car parking spaces are either small, informal, or positioned behind buildings and accessed via a driveway to the side (this is most common where houses have been converted to commercial properties)
- _ There are few consolidated and shared parking areas, potentially resulting in inefficient parking arrangements and multiple driveways taking up street frontage



- _ There is a varied landscape character to Main Road, with most sites devoid of any meaningful landscaping along the street frontage, whilst some present well with some feature trees of value (these are mostly former dwellings that have been converted)

- _ A number of larger trees exist in clusters along Main Road, providing valued landscape attributes at these locations. This is principally adjacent to Hardys Tintara (and including their grounds), as well as the crossing of the Coast to Vines Trail



3.11 Streetscape Character - Main Road (cont)



Hotel and Produce Market Building (now Menz) provide strong street frontage and historic character.



School frontage is open and wide along this part of Main Road along with adjacent church and light industrial sites.



An example of recent infill housing. These dwellings are accessed via a shared driveway that they face.



Redgum Restaurant is a potential opportunity site and has large Pine trees which are important to the setting of the area.



Cluster of buildings on or near street frontage.



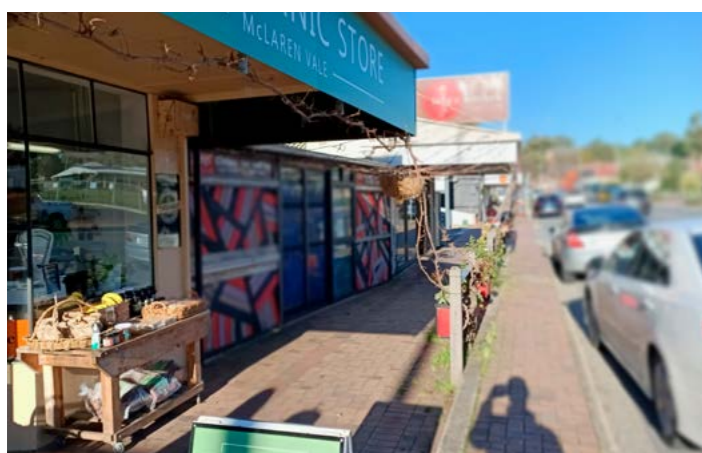
Southern side of Main Road is elevated in parts, particularly eastern end, providing additional height relative to street.



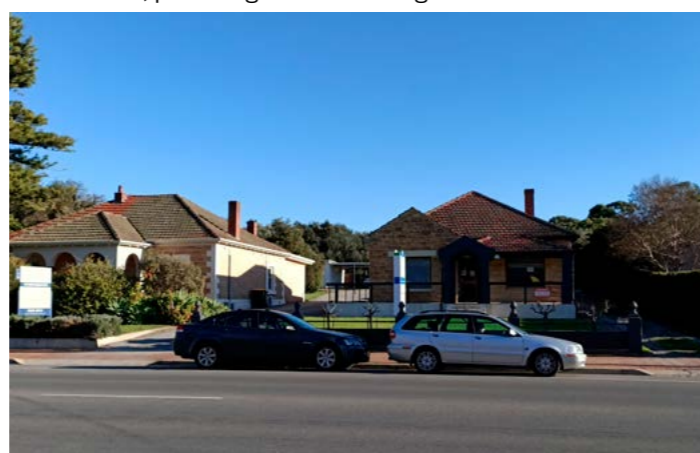
Many sites are underutilised and provide informal parking areas which don't present positively to the street.



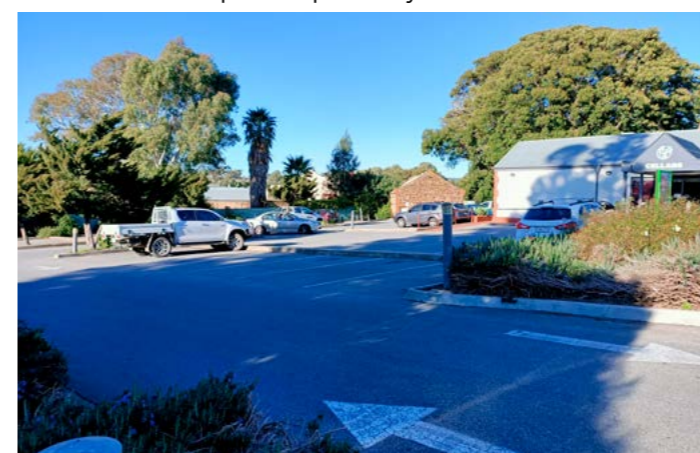
Bellevue Business Centre sensitively integrated two storeys into sloping site with parking to rear.



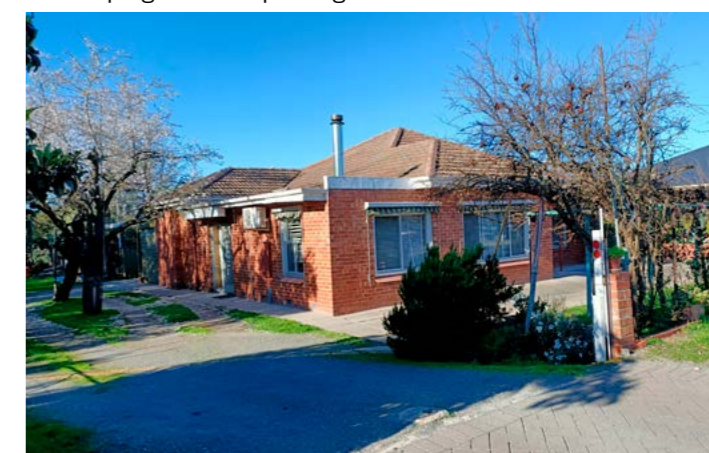
Canopies instead of verandahs reflect more of a traditional main street feel.



Converted former dwellings set well back from street, landscaped frontages and parking to rear. Wide frontages provide space between buildings.



Hotel car park is one of few visible large parking spaces from street. Landscaping assists. Note large trees of importance.



There are a few remaining dwellings on large sites which could potentially be redeveloped over time.



3.12 Residential Character

There are a number of precincts within the residential areas of McLaren Vale which have differences in character, some of which are subtle, while others are more obvious. These are identified on the map and described below.

Area 1

- _ Made up of a modified grid and curvilinear network of streets.
- _ Mostly single storey housing made up of mostly federation reproduction architectural style, so use of brick walling, gabled roofing (tiled and metal) is prominent in this area.
- _ Relatively wide frontages to lots in the order of 20 metres, although side setbacks not necessarily large, with some carports / garaging on boundary.
- _ Generous front setbacks (8m) with no front fencing and large expanses of landscaping provide spacious feel to streets.
- _ Infill has occurred primarily with detached and semi-detached dwellings.

Area 2

- _ Spacious setting due to large front setbacks with strong landscape character due to larger trees present in street and on sites.
- _ Single and two storey buildings of varying styles.

- _ Browning Court - battleaxe pattern.

Area 3

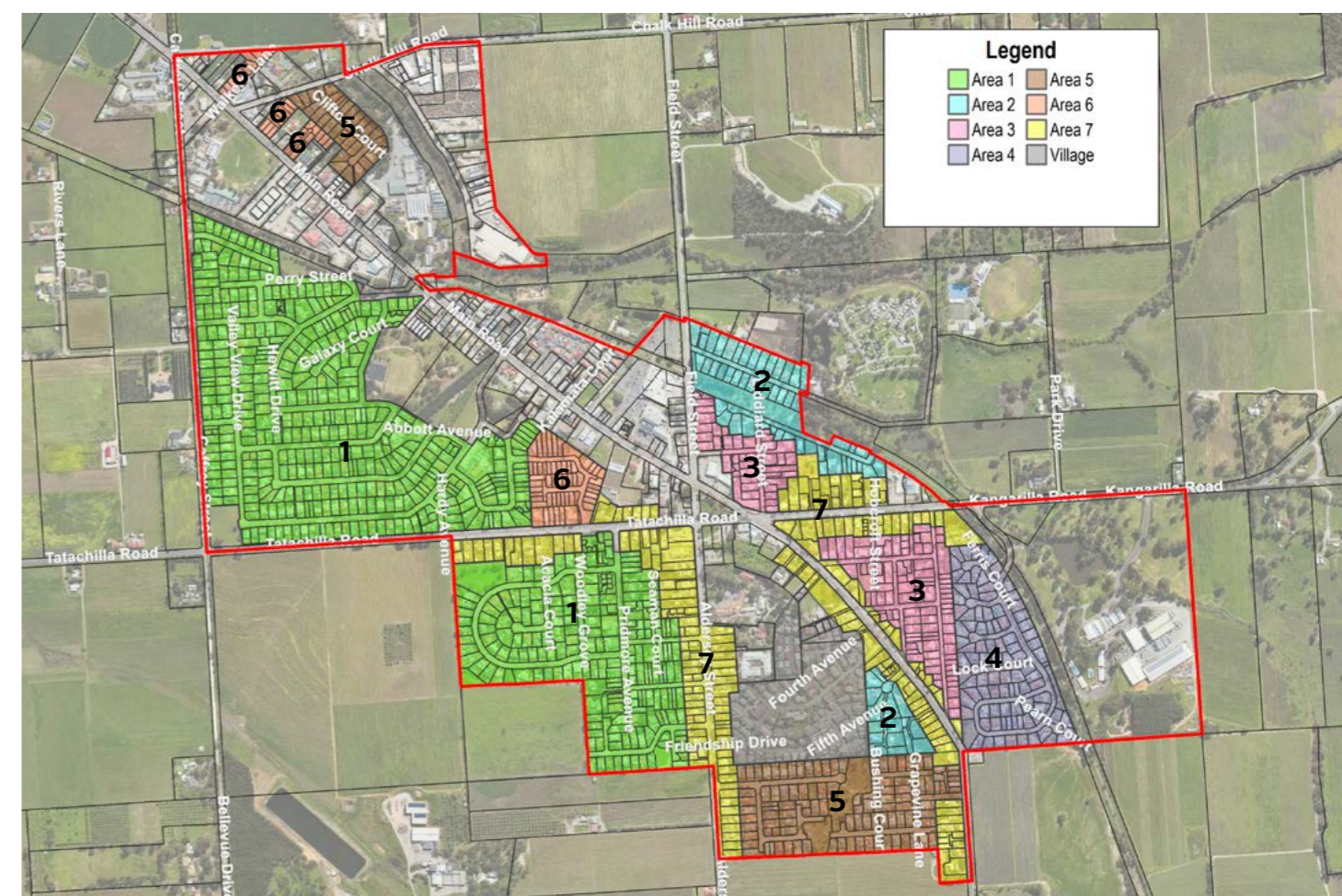
- _ Older areas with more compact street reserves. Some streets with smaller front setbacks, presence of front fencing in locations.
- _ Infill more prominent due to original large and long allotments. Typically in the form of detached and semi-detached houses, but also some hammerhead arrangements.
- _ Mixture of housing styles, comprising older and more recent dwellings, mostly single storey in form.

Area 4

- _ Distinctive estate with McLaren's on the Lake. Cul-de-sac development pattern is different. Very similar housing stock and front yard treatments to Area 1, but slightly smaller front setbacks.

Area 5

- _ More recent estates, have similar lot sizes to Area 1, but generally with larger houses, more contemporary designs (use of render more prominent) and two level buildings more common.
- _ Slightly reduced front setbacks (6m) and open front yards maintained.



Area 6

- _ More contemporary estates with more compact allotments (400m²-580m²), smaller front and side setbacks, and mostly two level buildings in locations (Penfolds Way).
- _ Less landscaping to front or sides of building sites and smaller road reserves have limited landscaping.

Area 7

- _ Mostly fronting main streets in township (including Main Road).
- _ Comprises mostly older housing stock, on larger sites and frontages, with larger setbacks (front and side) generally in place.



3.12 Residential Character (cont)



Housing typically representative of Area 1. Wide frontages and lack of fencing in a spacious setting.



Some two level housing exists in established areas seeking to maximise views from elevated part of the town.



Area 4 housing is similar to Area 1. Retaining generally integrated well into landscaping and design.



Recent Infill development.



Older housing stock with gable, use of brick, spacious setting and mature vegetation.



Area 3 contains older housing, some of which has fencing, and mature vegetation.



Area 5 housing, two levels and larger two storey homes, still on generous allotments. Reduced front setback.



Front yards and lack of fencing a strong element of character in many residential areas.. Note gable presence in street.



Some earlier housing remains, including a small number of original transportable houses.



Spacious setting of Area 2 with large setbacks, wide frontages and mature tree canopies.



A form of recent infill development - two-storey and semi-detached.



Older infill housing has integrated well through style, materials sympathetic setbacks and landscaping.



4. Planning for McLaren Vale's future

- 4.1 What should McLaren Vale look and feel like in the future?
- 4.2 How do we plan for accommodating residential development within the existing township boundary?
- 4.3 How do we plan for servicing residents' and businesses' future needs?
- 4.4 How do we plan for a stronger and more active main street?
- 4.5 How do we plan for appropriate tourism opportunities?



4.1 What should McLaren Vale look and feel like in the future?

Character

Achieving sensitive development relies on the design of the development responding to the buildings and spaces around it. Character is as much about the spaces between buildings as it is about the buildings themselves. Consistency and regular patterns and rhythms in streets create an attractive character.

The issue of character is relevant regardless of whether development is a replacement dwelling, an infill development, a dwelling addition or even commercial development, because all developments need to consider their look and feel, and this then influences their surroundings.

So how should future development respond in the McLaren Vale context?

Building Heights

Building heights are only one element of a building's design which influences the character of an area. Much of McLaren Vale is single storey in height, although there are examples of two storey buildings, some of which are common within streetscapes in parts of the town. In many cases, these do not detract from the town's character.

Where there are consistent building heights, should new buildings be built to the same height or could some upper stories be appropriate in parts of the township? There may be an opportunity for second storeys to be built within roof spaces, or to rear of houses, where they are not visible to streets. However, these types of controls are typically applied to a strong historic character context, which is not the case in McLaren Vale.

Often, concerns relating to the "look" of two storey buildings relates to the scale or size of the building on the block. This often is a result of proximity to side and rear boundaries, and the extent of coverage of building on the site, and is more prominent an issues on smaller infill sites.

However, if larger setbacks from side and rear boundaries and limits to the extent of building coverage provided, could a two storey building be part of the character of McLaren Vale into the future?

Similarly, if in limited places where a change in character is sought to accommodate different housing types, or mixed use development (such as in the town centre) could taller buildings be appropriate for McLaren Vale? This is already allowed in small parts of Main Road (see Section 3.4). Such buildings would require careful placement and even more design consideration to mitigate any impacts of shadowing of neighbouring properties, and therefore their placement within the township must be carefully considered.



Two storey buildings are more common within the more contemporary residential estates in the town.

Taller building forms could provide a greater sense of presence within the main street, as well as provide more space to accommodate parking. It would also support mixed uses and potentially apartments or tourist accommodation above ground level, which will also aid in creating a more active main street after hours. Contemporary two storey buildings would not be dissimilar in height to the established historic buildings along the main street.



The sloping land form may provide opportunities for multiple building levels on lower parts of sites, where they present to the street as one or two storeys.



Building setbacks

In McLaren Vale's residential areas, building setbacks are predominantly established so lots have substantial landscaped front yards afforded by large front setbacks (typically between 6 and 8 metres).

More contemporary zone policy supports setbacks as low as 3 metres. This is typically not in keeping with the character of residential areas of McLaren Vale, but may perhaps be appropriate in limited pockets where a more intense, urban feel may be sought (such as at the edge of the town centre or fronting public open space).

Side setbacks of at least a 1.5 metres on one side, sometimes larger, are a consistent pattern that contributes greatly to the look and rhythm within streets, regardless of architectural style applied to the building.

Where sites have larger side setbacks, these spaces are often used for landscaping, trees or for additional car parking, all of which have benefit to the character of streets.

Within the main street, the building setbacks to the street and side boundaries are inconsistent. As previously discussed, this has influenced the look and feel of the street and resulted in a stretch of road without a common theme. Is this something that should be changed?

This planning policy review has the opportunity to identify what side and front setbacks are appropriate for new developments in the main street. Most contemporary policy within the Code supports reduced or no front setbacks in mixed use and commercial locations, in aid of activating street frontages with glazing and entrances.

Developments with smaller front setbacks could result in a more "traditional" main street feel, particularly when paired with verandahs over the footpaths and windows to look into when walking by. This sort of main street would feel a bit more intimate and would likely need to be paired with amalgamated car parking at rear of buildings to make it work best.

This aligns more to a traditional main street for an historic town, and is present in the former Bellevue township extent at the northern end of Main Road.

Developments with bigger front setbacks would be replicating a similar feel to parts of the existing street. Bigger setbacks open up the street and allows views to the valleys and hills beyond the town. Bigger front setbacks are often paired (but not always) with car parks in the front of the property, a more conventional car dominated arterial road commercial context.

Does this align with the future look and feel we want for parts of Main Road for McLaren Vale? Is there a place on Main Road for this form of

development, as distinct to other parts?

Architectural elements, details, and materials

One of the more common concerns that we have heard about relates to the 'boxiness' of building designs in the more recent infill and commercial developments that have occurred in the township. This concern relates principally to this appearance being out of context within McLaren Vale's predominant pattern of development.

There are a few elements that cause this. They are:

- _ Use of flat roof forms and parapets that don't reflect the typically hipped or gabled roof forms established in the township
- _ Lack of depth and articulation to building facades, often as a result of a lack of eaves, and use of bland or flat facades (to the front and sides)
- _ Lack of diversity in materials and its use across facades (ie blank walls of the same materials with little relief)

This is an issue that applies to both the residential and commercial context.

The Code policies provide some coverage of these matters, and Council's ability to change specific policy on this is limited, but can be further explored, if this is deemed an important issue.

Materials can influence the appearance of a building in its context, and this is important, particularly where there is a desire to create a coherent main street. While contemporary materials alone are not problematic, ensuring they are applied in the right context is important.

Typically, common materials within the township are stone, brick, rendered masonry, timber, tiled or metal (Colorbond or similar) roofing. Tilt-up concrete, and bare concrete finishes are not common or representative of the character of McLaren Vale and would need to be treated such that they blend better within the streetscape context.



Articulating facades and providing depth through porticos and balconies, along with variation in materials.



Landscaping and front fencing

Within the residential neighbourhoods, landscaping forms a significant part of the character of streets. This is emphasised by both the wide frontages of lots (20 metres or more in most cases), the large front setbacks and the lack of fencing in the vast majority of cases.

The challenge with infill development, particularly more recent infill development, is the integration of landscaping within the front yard space, particularly given there is a need to now accommodate two driveways.

Similarly, the application of fencing forward of the building reinforces the narrow frontages

created against those wider frontages of adjacent sites. These are sometimes driven by the need to protect against poorly resolved level changes between the two sites.

It will be important that the future infill development have regard to both the proportion and amount of landscaping to driveways along the street frontage, as well as how it relates to the topography.

These issues have good policy coverage within the Code applying to McLaren Vale, including new requirements for planting of trees for each dwelling site, which was missing from the previous Development Plan. This will aid in ensuring sufficient space for landscaping and trees for future infill development.



Quality landscaping and high proportion of front yards that are green instead of driveways is an essential character trait that future development needs to deliver.

What should future buildings and development look and feel like in the future?

Have your say and get involved at:

www.onkaparingacity.com/yoursay

At the YourSay portal, you'll be able to answer how much you agree or disagree with the following statements.

1. Front setbacks for residential development should provide for landscaping and consistency within the street.
2. New buildings should use roofing, architectural details and materials that complement established buildings.
3. Development should be able to use new and different materials and styles to add interest and create a distinctiveness within the streetscape.
4. Taller buildings should be limited to locations such as on or adjacent the main street.
5. Do you have any other ideas or opinions about how future development should look and feel in McLaren Vale into the future? Should it reflect the existing character? This could include building materials, finishes, natural elements or some examples of buildings you like in McLaren Vale?



4.2 How do we plan for accommodating residential development within the existing township boundary?

The Onkaparinga Local Area Plan has identified that population will increase in response to the directives of the 30-Year Plan. Because of McLaren Vale's role as a major service centre for the region, population growth is expected to occur. This is because it is an attractive place to live and with access to jobs in the surrounding region.

Regardless of population growth, new housing is needed to provide more options to cater for differing community needs into the future.

A rise in single households, housing affordability and the desire to age-in-place are current trends and pressures which are being felt across South Australia. These issues are important for McLaren Vale too.

The level of growth that can be accommodated has been questioned by some, given the boundaries in place for the township. The challenge for McLaren Vale will be finding the right balance of accommodating new housing in a way that aligns with the character and identity that is valued and makes the town attractive and a place to live.

Catering to changing needs

There is a need for housing in McLaren Vale to allow opportunities for:

- _ young people to stay in the town through affordable housing products, as well as smaller and alternative housing types
- _ older people to age-in place through housing types that suit their needs, including for surrounding farmers to retire / down-size within the township and retain connection to their community
- _ provide opportunities for new workers and people to live in the town to support local businesses and build a stronger community.

Based on current trends, people are increasingly open to having alternative housing types and smaller rear yards. These changing trends will need to be accommodated into the future.

Offering a range of housing can relate to:

- _ Single houses on smaller blocks
- _ Smaller houses such as attached housing or granny flats in rear yards
- _ Terraces or apartments, potentially in limited locations
- _ Shop-top housing where people could potentially live above their workplace

Importantly, it is not considered that tall apartment buildings (four or more levels) are an appropriate housing response in McLaren Vale and are not being considered as an option as part of this discussion and policy review.

Increasing density in a strategic way

The Character Preservation District applies strict boundaries to the McLaren Vale township which means that we can't expand. There is also very limited vacant land left in the town, which means creating more housing to accommodate population increases needs to come from the existing housing stock.

We've heard and seen that recent infill development has not always been well designed and integrated into existing neighbourhoods, causing concern for how new housing responds to the established character of the township.

There is variation in the character of McLaren Vale's residential neighbourhoods. Some new estates have a different character to more established parts of the town, with denser layouts and stronger focus on two storey buildings.

There is integrity in providing a diversity of housing, and the location for where this is most appropriate is a key consideration when planning for the future. We need to find appropriate alternative housing options within the current township setting, and also understand where it is best for this change in housing to occur.

There is an opportunity for McLaren Vale to accommodate additional housing on opportunity sites, at increased densities and heights in appropriate locations.

Typically, housing with increased densities would be located adjacent to activity centres or large open spaces. The rationale for this is that they provide for the amenity, accessibility and walkability of services and support increased populations around the services and community infrastructure.

For McLaren Vale, opportunity sites and locations suitable for increased density and alternative housing types could include:

- _ Existing vacant large land parcels (or where common ownership across a number of sites exists)
- _ Allotments abutting or interfacing with the town centre
- _ Allotments fronting onto Gemmel Tassie Reserve
- _ Allotments fronting onto the Coast to Vines Trail

Understanding the level of support for this type of alternative housing and possible locations for them will help to inform planning policy for the town and how it can cater for changing community needs.

Strategically locating denser housing developments may also mean that there could be less need for infill housing in the broader residential areas of the township. Alternatively, accommodating growth would need to continue more broadly across the residential areas of McLaren Vale, as has been occurring in recent years.



Density and context of new housing

McLaren Vale has many older allotments with wide frontages that support subdivision. The existing planning policy allows for new allotments of 325 square metres with a street frontage of at least 9 metres.

If there is a desire to allow for increased densities in strategic locations, as mentioned above, there may be scope to reduce the opportunities for broader infill development for the remainder of the residential areas, so that they fit in better to the street and neighbourhood. This can be achieved by:

- _ increasing the minimum allotment size and frontage width needed for new housing
- _ ensuring front, side and rear setbacks match those for neighbouring houses in the street
- _ limiting hammerhead style housing (where a house is developed behind another and has a narrow driveway to the street).

The degree of building density and their heights are important considerations. While these things rely a lot on the location of these alternative house types, it is possible to understand areas which are, and are not, appropriate for such consideration.

We've heard that generally heights of up to two storeys may be appropriate for residential development, reflective of what has occurred in parts of the township already.

However, concerns around more recent infill development have related more to the size of the buildings, side setbacks and the "boxiness" of the architecture. Whilst contemporary, these design features are not considered to respond to the context of the existing neighbourhood.

Whilst the role of the planning system is not to dictate architectural outcomes, there may be scope to better guide contextual outcomes such as through site areas, frontage widths, setbacks and site coverage.

We've heard that the following components of the residential character are considered important for McLaren Vale:

- _ spacious setting afforded by wide frontages of allotments (although not necessarily reflected in side setbacks which are still in the form of garages to boundaries and a one metre setback on the other side of the lot)
- _ front landscaping and in many cases, lack of front fencing which also contributes to a sense of spaciousness and openness in streets

Are there other components of value that need to be considered in a policy response?

How do we plan for accommodating residential development within the existing township boundary?

Have your say and get involved at:

www.onkaparingacity.com/yoursay

At the YourSay portal, you'll be able to answer how much you agree or disagree with the following statements.

1. Population growth in the township should occur to support and service growth in local business and tourism activities.
2. Population growth should only occur if it does not impact on the current character and amenity of the township.
3. The town should not provide for additional people into the future.
4. More compact housing and terraces or apartments should only be focussed around the town centre, identified opportunity sites and Gemmel Tassie Reserve and not allowed more broadly around the residential areas of the town.
5. More compact housing could be accommodated generally within the residential areas of the town if it responds respectfully to neighbouring houses.
6. The current desired minimum lot size (being 325 square metres) is appropriate and does not need to change.
7. What should be the area's desirable building height for residential development? *eg one storey or up to two storeys*
8. Do you have any other ideas or opinions about how McLaren Vale could accommodate future housing in the town?



4.3 How do we plan for servicing residents and business future needs?

Understanding and appreciating McLaren Vale's existing role and function can help to guide how planning policy will influence the future of the town.

Aside from its tourism role, which is important to the local and state economy, McLaren Vale is an important service centre for both its local residents as well as the surrounding community, businesses and industries.

McLaren Vale currently offers a wide variety of services from both boutique through to brand experiences. However, there may be services and facilities which are currently missing or under-represented in the town. Understanding how the land in the town is used is important to establish a picture of what life is like in McLaren Vale and where potential opportunities may exist to better cater to the community needs.

It has been suggested that McLaren Vale offers little choice of places to go in the evening. Evening activities can range from wine bars, entertainment venues for live music or even small theatres or cinemas.

Often it is the location of these activities which are most important to their success and how they are supported by locals and other businesses. As such the type of land uses and their positioning is a key factor to consider and understand further.



There are a diverse range of local businesses that provide services and goods to residents and the surrounding communities and businesses.

Do we want to formalise hubs?

A challenge for the township is the length of the main street and how people interpret where are services and facilities provided.

The 'McLaren Vale Main Street Tourism Vision - Action Plan 2020-25' has identified a Tourism Hub as a way of focussing tourism activities for visitor, and supporting a focus for public realm investment.

An option which has been suggested is that this concept could be expanded to the retail and community facilities in the main street.

This may help to provide a central point for people to meet and cluster similar activities and services, providing a more focussed purpose for the main street as it evolves over the next few years.

There is already a small hub that has developed in the main street with:

- _ The retail focus for the township is centred around the existing shopping centre which is on a large site with some capacity to expand on its current site into the future
- _ The north-western end of the town has more of a community focus, with the school, church, cemetery and consulting rooms

Planning policy could strengthen this through zoning if there was desire for it.

Alternatively, should flexibility be retained for a wide range of uses to be able to be established along the length of the town centre's main street, subject to market dynamics?



Bellevue Business Centre is a good example of a flexible office space well designed and integrated into the main street, with parking to the rear.

Accommodating Bulky Goods and Industries

In the McLaren Vale main street there are some bulky goods businesses, such as Mitre 10 and Betta Electrical.

In addition, there are a range of light industrial land uses and activities which provide services to local residents and also the surrounding farming and viticultural communities.

These are an indicator of McLaren Vale's important service centre role for locals and the surrounding industries and businesses. This important role should not be underestimated.



Council's Employment Lands Study has identified that the area containing Mitre 10 and surrounding businesses does not need to be treated differently to other activities along the main street.

As development opportunities take up more underutilised land along the main street, there will be an increasing pressure on some of these activities to be replaced with more retail and other potentially tourism related facilities. This is noting that part of the zoning for these land uses is identified as part of the tourism hub.

The land along the main street and within the industrial precinct along Chalk Hill Road is mostly occupied. There is some scope for better utilisation of some of this land, but future growth is limited at the moment.

Should these activities be retained and protected along the main street?

There has been some suggestion that these activities aid in contributing to the sense of country town character and are also important for convenience for the local population.

Enabling growth in these forms of land uses within the township will rely on increased utilisation of the existing land on Chalk Hill Road (supported by zoning policy), or within the main street (potentially behind existing sites, given the depth of this location). Otherwise, larger scale activities would need to be established in neighbouring employment lands at Willunga or Seaford.



An example of a bulky goods outlet on the main street.

How do we plan for servicing residents and businesses future needs?

Have your say and get involved at:

www.onkaparingacity.com/yoursay

At the YourSay portal, you'll be able to answer how much you agree or disagree with the following statements.

1. McLaren Vale currently has the range of shops and services to meet my needs.
2. The town centre should have more evening activities and uses, such as wine bars, live music venues, theatres or cinemas.
3. Main Road should be divided into hubs for tourism, retail and community precincts to better focus activities and break up its length.
4. There should be flexibility for uses instead of hubs along Main Road and allow the market to determine their placement.
5. Future development should provide for more bulky goods shops in McLaren Vale.
6. The light industrial sheds on Main Road provide an important service and part of the character of the town.
7. Do you have any other ideas or opinions about how McLaren Vale could better service residents and businesses?



4.4 How do we plan for a stronger and more active main street?

The McLaren Vale main street is an important piece of social and economic infrastructure for the people who live in, visit and do business in the town.

Originally settled as two separate towns- Gloucester at the south-eastern end and Bellevue at the north-west, the two towns grew into one to form the long main street we see today. The original town settlements characterised the modern main street with the buildings of the two historic commercial hubs built close to the main street and the old houses, with their setbacks and landscaping, positioned in between. These houses have since been converted to accommodate a range of businesses and services.

Spacious or intimate setting

Currently McLaren Vale main street has large spaces between the buildings. As well as creating a spacious setting, it allows views to the nearby hills and valleys beyond which are an endearing part of the character of the town.

There is a need to understand how much of this is valued in McLaren Vale as it can influence the future form and location of buildings and new development.

Feedback so far has provided mixed reactions to how future development should respond, with some liking the potential to create a

stronger traditional main street feel with buildings positioned close to the street, and some liking the space that the re-purposed former houses provides to the main street.

Building setbacks

Building setbacks are currently varied with no consistency along the street. This is partially to do with the length of the street, but is also a result of different approaches and eras of development arising from the merging of the two former townships. Although we can't change existing development setbacks, new development can respond to what is there in a sympathetic way (staggered approach). Whether buildings should be located on or close to the street, like the main street of Willunga (as an example), or whether there are larger setbacks as is mostly currently the case in McLaren Vale's main street, is a key question where community direction is needed.

Building setbacks not only influence the look of a street, they can impact how much land is available for landscaping, and can influence how car parking is accommodated.

In this instance there are pros and cons of each option, and it really depends on how the community feels the main street should evolve.

Building Heights

Building appearance and height also influence the look of the main street as well as how it functions and caters to its community.

Buildings in many country town main streets

across South Australia are often up to two storeys in height, but this is not the case in McLaren Vale. It is an important consideration for the future of the town's main street as taller buildings allow for:

- _ More floor space on constrained sites (where car parking also needs to be provided)
- _ Support a mixture of land uses at upper levels (such as residential, accommodation or lower value commercial uses such as offices that don't take up valuable floor space at footpath level for tourism or other retail activities)
- _ Can frame street spaces to make them feel comfortable and provide opportunities for better surveillance and pedestrian comfort (for example through balconies and verandahs)

McLaren Vale has a unique opportunity to make the most of its existing sloping land. Buildings can use sloping land to conceal undercroft car parks or even other levels by building the lower levels into the low side of the land. This helps to maintain a consistent building height in the street and maximises the use of the land.

The current guidance for single storey buildings for much of the main street could be considered a constraint on future development. Initial feedback has identified a building height of up to two storeys may be appropriate.

Could additional heights be supported, either generally or for certain locations within the township?



Zero setbacks, glazed frontages and canopies support strong pedestrian activity by adding interest and creating a comfortable environment.



Design quality

Design quality of buildings should encourage the best building outcomes for the town, and building styles which are appropriate for the context.

The style of buildings can be influenced by planning policy if there is a strong and consistent character setting. Buildings need to respond to a similar theme and character of adjacent heritage buildings or buildings of valued character, where they exist.

It is noted that McLaren Vale does not have a strong historic character compared to other towns such as Willunga.

What character of the main street buildings do we value and what contemporary design responses could be appropriate?

We've heard that some iconic buildings could help provide identity to the township, and be attractions in their own right, in the same way the Cube has achieved this (although we are not suggesting this style or height is appropriate in the township).

A clear theme we've heard so far is that there is an expectation for new development to have a high quality design focus. But what does this mean in the McLaren Vale context?

The Office of Design and Architecture has set

out Principles of Good Design which include outcomes that are:

- _ **Contextual** to its setting so that it responds to the surrounding environment and contributes positively to the future character
- _ **Sustainable** in both materials and operation
- _ **Inclusive** in its design - meaning universal in supporting all users
- _ **Durable** in its materials, but also through being adaptable for changing needs and uses
- _ **Adds value** by creating desirable places that promote local and community investment

There is limited scope for specific local policy content within the Code, however, we can select a zone, or zones, that respond to the valued character traits of McLaren Vale's main street.

Trees and Landscaping

Landscaping is an important consideration for future development, not only because it adds to amenity, but also to support increasing canopy coverage and mitigating future impacts of heat island effect as a result of climate change.

Feedback has indicated that the main street lacks landscaping in places, both on street and on private sites, and that this could be improved. There are a number of existing large trees in the main street that make a positive contribution to the character of these spaces.



Whilst not unattractive, Mitre 10 "turns its back" to Main Road with main entrance at the rear car park.



Notable trees are features of the township and should be protected. New landscaping should add to these.



Buildings set back from the street can be harder to access for pedestrians, but provide for convenient and visible parking spaces.



These are largely provided protection as Significant and Regulated Trees, and should be recognised as assets to the township's character.

Pedestrians and cars

Making the main street a place for people is important for all users and for successful main streets. Providing canopies/verandas over footpaths, landscaping (on public and private land) and limiting driveway crossovers can help with this.

However, accommodating car parking is always an important aspect of main streets, where often visitors and traders seek to ensure visible and convenient parking exists. This is evident from feedback received so far.

McLaren Vale has the opportunity to provide car parking at the front or back of shops on the main street, or potentially both.

The different approaches has the potential to change the character of streets. We've also heard that people do not want car parking to dominate how sites look and feel, and for access to them to be safe. Concern has been raised in relation to some car parks in the main street (such as the shopping centre) and improvements to these.

Provision of adequate car parking is often a concern and challenge, particularly for smaller sites, and in the past has hindered development opportunities. Council's car parking fund has

not yet generated sufficient funds to support investment in parking facilities in the town. However, it provides an option to enable development that may otherwise be refused for lack of parking, and to generate funds to assist with relieving parking pressures

There is an opportunity however to better link existing parking areas, so that shared parking can be utilised and better respond to different peak demands in parking for different uses (ie those that need more during the day and those that need more during evenings and nights).

There is scope for this to be reflected within policy, and can be utilised to provide support and incentive for future development outcomes.



Hotel car park is one of few larger car parks directly visible from Main Road (other being shopping centre).

How do we plan for a stronger and more active main street?

Have your say and get involved at:

www.onkaparingacity.com/yoursay

At the YourSay portal, you'll be able to answer how much you agree or disagree with the following statements.

1. A main street with buildings closer to the street, closer together and with awnings over the footpaths will create a stronger heart and improved feel to the town.
2. The spacious setting of gaps between buildings and landscaped spaces between buildings and footpaths should stay part of McLaren Vale's main street character.
3. There should continue to be a mixture of buildings close to the street and also set back from the street along Main Road.
4. New buildings can adopt a bold new architecture, be distinctive and set a new character for McLaren Vale.
5. Within new development, where should car parking be provided? *eg at the front or back, consolidated behind buildings or somewhere else?*
6. What should be the desired maximum building heights along Main Road? *eg one or two storey?*
7. Do you have any other ideas or opinions about how the main street should be improved and be made more active into the future?



4.5 How do we plan for appropriate tourism opportunities?

Tourism is a key factor in the popularity and lifestyle of McLaren Vale and is important to both the economy and for supporting development opportunities and population of the township.

Larger scale facilities, such as function centres, motels, hotels and visitor information centre are mostly located outside of the township and positioned within wineries. There are many factors associated with this, potentially including a lack of larger sites available within the main street; however, the single storey height limit within the main street zoning is a potential barrier to supporting facilities of this nature.

The 'McLaren Vale Main Street Tourism Vision - Action Plan 2020-25' identifies that there is a benefit to having these facilities within the township specifically; providing additional visitor gravity and presence within the main street and having broader benefits to other businesses.

It is important, both for the broader tourism experience of the Region, and the McLaren Vale economy, that the township maximises in benefiting the experience for tourists, and ensures it does not miss out on the tourism spend within the region by being bypassed (ie visitors only attending wineries and other locations outside of the town).

A Tourism hub

The 'McLaren Vale Main Street Tourism Vision - Action Plan 2020-25' identifies an existing cluster for tourism activities in the main street that includes the McLaren Vale Hotel, Robern Menz, Oscars Restaurant, Hardy's Tintara Winery, Fleurieu Art House and the Almond Train/Carriage Café. This 'hub' provides an opportunity for the town to focus activity in one clear and purpose-designed area. It is recommended that such a hub is supported by zoning that encourages public realm improvements.

Council's initial focus on this hub will provide additional infrastructure, decorative lighting, public art, outdoor dining and footpath improvements in the short term. However, the longer term objective and commitment is to build a cohesive tourism offering all along Main Road to benefit tourism in not only McLaren Vale but for our whole city.

The main street is long, with no clear narrative or theme to link its stronger elements. A Hub could help provide visitors with some guidance and act as a point of reference to guide future works and development. Therefore, creating a street that will grow in time

There is also the opportunity for land-use zoning which supports larger-scale facilities on key locations, such as an identified hub, and allow flexibility for smaller scale facilities to occur more generally in the main street. This may influence the feel and character of the main street and the town.



Concept for public realm investment for a future tourism hub on Main Road (Source: City Collective)



Type and scale of development

The types and scale of tourism development that we want to see and accommodate in the township, such as hotels, function centres may be influenced by how the planning policy sets the scene for development.

These larger types of developments may result in changes to the character of the locality where they occur so it is important to consider where bigger buildings are allowed to occur.

There has been some interest and concern about the recent motel approval on Field Street, at the northern end of the shopping centre car park. It is important that future planning policy provides both the flexibility and level of certainty for land owners, developers and the community to guide appropriate future land use and development outcomes that support the tourism developments we want to see in the McLaren Vale township (whilst also providing strength to limit those we don't want).

Alternatively, it may be that the smaller-scaled facilities such as smaller shops, B&B's or boutique accommodation are better suited to the township's main street, and that the policy should be more focussed on achieving these outcomes.



The Cube has become an icon for the McLaren Vale Region. Can something similarly iconic be done for the McLaren Vale township?

How do we plan for appropriate tourism activities?

Have your say and get involved at:

www.onkaparingacity.com/yoursay

At the YourSay portal, you'll be able to answer how much you agree or disagree with the following statements.

1. The tourism hub, as identified in the McLaren Vale Main Street Tourism Vision - Action Plan 2020-25, should adopt a zoning focus for tourism development that will help the main street to grow in time to offer a cohesive tourism offering all along Main Road that will encourage visitors to stop, stay and spend.
2. Larger scale tourism facilities such as hotels and conference facilities are of benefit to the township and should be facilitated by zoning on Main Road.
3. Tourism development within McLaren Vale should be focussed more on smaller scale and boutique experiences.
4. Do you have any other ideas or opinions about how tourism could or should be accommodated within the township?



5. Next Steps

Where to from here and how can you have a say?

Have your say on the Discussion Paper topics and issues.

We want to hear what you think about the issues and options presented within this discussion paper. It is important we get views and comments from land owners, businesses, residents, community groups and visitors to McLaren Vale.

Please keep an eye on the YourSay Portal for details of the proposed Drop-In session where you can speak to Council staff and the consultants on McLaren Vale's future.

Council intends to hold these in mid February, subject to review of Covid restrictions and risks. Details will be confirmed on the YourSay Portal.

Review of Submissions and Prepare Recommendations

All feedback gathered during the consultation period on the Discussion Paper will be considered and inform the preparation of a series of recommendations to zoning for the township.

Consultation on Proposed Zoning Changes

Council will consult once again on the proposed changes to the zoning for the township. Drop-in sessions are intended to be held in early March (subject to Covid limitations).

Details will be confirmed on the YourSay Portal.

Keep in touch

If you have questions in the meantime, please don't hesitate to get in touch. You can ask a question at the YourSay portal, or contact us on 8384 0666.

YourSay

www.onkaparingacity.com/yoursay