

Gumeracha Main Street Project Annual Review

November 2019 - October 2020



This has been a challenging year the world over, navigating the global pandemic. Covid-19 meant the delay of the start of undergrounding works on our Main Street and our team had to cancel several key events. We have witnessed great resilience among our Main Street traders who adapted to the constant changes by introducing new models of service and it has been fantastic to see local community support for our town businesses. In a positive reflection for the town, we have seen updated DPTI tourism signage installed, the completion of the footpath all the way to the Rocking Horse, and this year we celebrated 'no empty shops'! We offer a big welcome to new business owners and operators.

In groundbreaking news, the undergrounding of powerlines did start this year. This is the 'big ticket item' that our community has waited more than 20 years for. In further good news, Stage 2 of undergrounding was also approved and funded this year which means powerlines will be underground along Albert Street from Victoria Street to Randell Terrace. Work is expected to be complete mid 2021 which will be followed by a series of streetscaping works in the 'Village Heart' section of the street.

The Gumeracha Main Street Project is a community-led partnership-driven initiative. The voluntary commitment of our Working Group members is to be commended. Our work is framed by a Vision, developed through extensive community consultation, and focusses on positively affecting three main objectives:

- ⇒ Economic sustainability of businesses
- ⇒ Visual beauty, and
- ⇒ Changed traffic behaviour.



Pictures: Tahnee Sutton, Paul Herzich and Natarsha Morris who painted the town entrance wall art above, and at left, undergrounding works underway.

The Main Street Project has been active since September 2016.

In four years, the group has

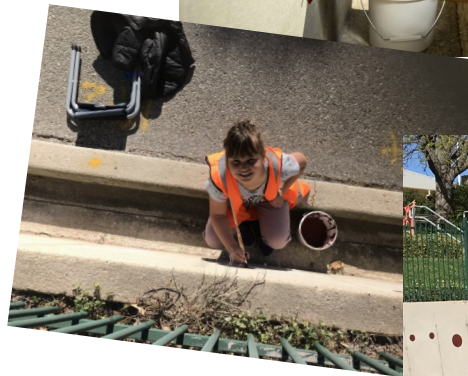
- ⇒ Attracted \$614,000 in grants and fundraising
- ⇒ Advocated for the \$3m+ undergrounding of two stages of powerlines
- ⇒ Seen Adelaide Hills Council commit a further \$200,000 to stormwater upgrade on the main street to coincide with undergrounding.

Please enjoy this review of the past year and an outline of the years ahead.

Exciting outcomes this year

Town entrance wall art

Award-winning artist Paul Herzich was selected by a community panel through an Adelaide Hills Council tender process to create an art installation on the 170m long concrete retaining wall at the city entrance to town. An Acknowledgment of Country of both Peramangk and Kaurna peoples, Paul designed the piece in consultation with Elders. The sandblasted and painted work includes reference to local rivers and the Seven Sisters, and imagery of coolamons, shields and segdes. He had several people join him in painting, including Narrunga girl, Gumeracha local Isla Morris. The piece, called *First Peoples*, was funded through a Federal Government Building Better Regions grant and Adelaide Hills Council. At time of printing, the art was in progress.



The big log

In September 2017 a beautiful big gum came down during a storm at the Rocking Horse end of the Main Street. Our group saved a piece and let it season behind the oval for two years. This year, it was relocated to the Village Heart and has created a bespoke table and chairs in front of main street cafe The Good Pantry, as well as a picnic stop in a shady nook.



Peramangk Culture and Harmony

Friendly

Nature

Abundance



Launch of Gumeracha Unwind

During consultation around the vision for our Main Street, many business owners and residents articulated the need for a 'brand' for our town to help create a narrative around the entire town of Gumeracha as a destination rather than a place that people drive through. Drawing on the elements of the Vision, a value proposition of Gumeracha being a place to visit and unwind has been developed. This connects to nature, open space and friendliness. It also reflects the visitor experience of travelling via a winding road and arriving here to unwind. While street works are underway, main street businesses will experience disruption. The *Gumeracha Unwind* campaign is designed to support visitation during the disruption, and long after. Engage with Gumeracha Unwind and tell your friends www.gumerachauwind.com.au

Facebook and Instagram GumerachaUnwind

Evergreen wine fundraiser

Gumeracha drawcard business Unico Zelo approached the Main Street Project with the idea of creating our own wine as a fundraiser. We picked the grapes, graciously donated by Pat and Geoff at Birdwood's Mylkappa Wines, and after months in a barrel, we helped bottle the wine. Adelaide Hills artist Rebecca Prince's stunning leaf artwork appears on the Evergreen label (and has been expanded in to the Unwind campaign). Unico Zelo made a generous donation of \$8,200 to the Main Street Project when all the wine sold. This is a fantastic demonstration of community partnerships and we are honoured to be part of this collaboration.



Linger

Discovery

Uninhibited

Safe

Where to from here?



Goals for the coming year (some Covid-19 dependent)

- ◇ Celebrate the undergrounding and streetscaping works
- ◇ Finalise seats and signage opposite town entrance wall art
- ◇ Support the Gumeracha Unwind campaign
- ◇ Host the Winter Solstice Soup and Fire Night
- ◇ Host the Gumeracha Fifth Sunday Market
- ◇ Explore the potential of another wine fundraiser



WHAT THIS ALL ABOUTS
These plans have been produced as part of the Residents Win Program. This program is funded partially by DPTI and supports local improvements to traffic and safety issues. The Gumeracha Main Street Project Group and Council have been consulted on these plans. Implementation will be subject to funding from Council or others to match the DPTI funding if successful.

SO CHANGES FOR AN AMAZING ALBERT STREET!!

1. Define the Albert Street Activity/Business Precinct by highlighting the Western and Eastern 'village precincts' with pedestrian crossings (one existing school crossing), landscape, signage and art to welcome visitors and warn drivers they are entering a people-focused place.
2. Further define three main areas of focus for improvement and one central area (the "Village Heart") for investment.
3. Add permanent protruberances into the roadway (3 locations identified) that are landscaped or contain seats to narrow the appearance of the carriageway, beautify the streetscape and make it easier to cross the road. These protruberances could be used as additional footpath space for outdoor dining or could be smaller with a "parklet" in the adjacent car park bay.
4. Add trees in apple bins or art/sculptures in the streetscape to reinforce the perception of narrowing the road.
5. Starting in the "Village Heart" replace and add more deciduous trees in the footpath to add shade/colour and improve the pedestrian environment.
6. Linemark car park spaces.
7. Investigate cycle lanes through the Activity Precinct commencing at the existing/proposed pedestrian crossing locations.
8. Add and improve upon public seating areas that invite the community to eat their lunch and enjoy the scenery / views.
9. Paint new murals at both entrances to the Activity Precinct (opportunity for local / school competition).
10. Consider unique lighting at night time, such as fairy lights in trees or flood lighting building facades, art/signs and murals.

Amazing Albert Street Design Framework!
Albert Street Gumeracha Residents Win

In the Design Framework stage, (which precedes Master Planning), Jensen PLUS planners identified four main sections of the main street: The Arrival, Village Heart, Park Hub, and Civic and Sports Hub. By the end of 2021, the Arrival and Village Heart will be complete. (The Master Plan was only for these sections – recommended by planners and Council as the place to start our focus). The section of road at the oval often attracts dangerous and speeding traffic behaviour. The ultimate outcome for Gumeracha's Main Street - to meet community aspirations identified throughout consultation - would be that design changes are made to the oval stretch of Albert Street with the goal of slowing traffic.

Given the significant rates of investment in Gumeracha over recent years from Adelaide Hills Council and State and Federal Government agencies, we believe the chances of major infrastructure investment in the next few years is unlikely. We also recognise the exciting community-led projects happening all across the Hills and the need for resources to be shared and distributed. We remain committed to seeing streetscaping work fulfilled between John Fisher Avenue and Randell Terrace, and will review our approach to that in coming years.