

Viticulture, agriculture and associated industries

Rationale

The Barossa Valley district is a working agrarian landscape. Primary production is a highly valued and integral element of the district and helps define the rural character of the land.

The district is an internationally recognised wine region with a growing food production and culinary focus. Vineyards and wineries predominate in the Valley Floor area, Gomersal, Greenock and the Eden Valley areas. Broad hectare food and fibre production, livestock and grazing activities and forestry characterise the broad pattern of development elsewhere in the district. Local diversity enriches the district and avoids a monoculture. The evolution of primary production in the future will be influenced by land capability, rainfall and emerging best practice.

Extractive industry also occurs in parts of the district (including west of Angaston) and forms part of its economic base.

Policies

- Protect and maintain the open rural landscape by achieving a balance between visual amenity and productive land use.
- Protect primary production areas to ensure that valuable land is not lost from production.
- Make provision for flexible farming practices to allow producers to respond to changing environmental and market conditions.
- Protect the operation of existing primary production activities from adverse impacts of new primary production.
- Provide opportunities for value adding activities that complement the district's primary production.

The Amendment - McLaren Vale Character Values

The McLaren Vale Character Preservation District is physically diverse, and is interlinked with areas outside of the defined preservation district, such as the coastal region, townships and regions south of the mapped area. Expansive views are an important feature of the character of the district. Four well separated townships each have individual characters.

The Southern Adelaide Directions Inset Map identifies three geographical areas: rolling hills, escarpment and basin. The rolling hills in the northern part of the district form part of the Adelaide Hills. Substantial parts of the escarpment are Hills Face zoned to protect them from unsuitable development. The Willunga Basin is a significant and distinctive natural landscape feature of the district, giving legibility to the district and defining the connection between the hills and the sea. The three areas each have common characteristics that merge at the margins. These margins have been identified as 'transition' areas.

The rural and natural landscape and visual amenity of the district

Rationale

The scale and spaciousness of the natural environment create a sense of arrival at the key entrance points to the basin. The natural landscape provides views to the hills, basin, sea, cliffs, scrub, rivers and creeks. The rivers and creeks are valued as they provide wetlands for native animals and areas for passive recreation. The colour and character change seasonally.

The attraction of the natural landscape that is a focal element of the district is also of great importance to the Kurna people, who tell the story of law, relationships and creation of the natural landscape through the Tjilbruke Dreaming Trail.

While viticulture currently dominates, pockets of roadside and remnant native vegetation are interspersed. While farming patterns may change, an orderly pattern of rural development is still

envisaged for the future. Development associated with primary industry in the district includes farm sheds and vats that are important economically and contribute to the scenic character.

The small scale nature of food/wine production is very important to the character of the area, with smaller land holdings and rural enterprises combining to shape the special character of the district.

Low level development in the hills face and rolling hills areas has resulted in areas of high scenic value.

Policies

- Protect the rural character of the expansive views from the escarpment and rolling hills.
- Limit development in the hills face and rolling hills areas to maintain scenic amenity.
- Maintain the predominantly rural landscape allowing a mix of land uses and diverse farming practices which reinforce the existing pattern of development.
- Recognise that while the vineyards currently dominate the plains, changes to the working landscape are envisaged in response to evolving agricultural uses over time.
- Provide for development associated with primary industry in the district including farm sheds and vats that are important economically, and form a key part of the scenic character.
- Housing should be closely located to associated value adding primary production or related industry activities in the rural areas.

The heritage attributes of the district

Rationale

Kurna Aboriginal people have been traditional owners of this land for thousands of years and it is acknowledged that their heritage has an important place in the character of the area as a whole.

Since European settlement, the area has evolved as a working landscape of farms, orchards, vineyards, wineries, townships, tourist activities and bushland. The region encompasses a history of European settlement centred round the development of the original townships and early primary industry.

Agriculture has been dominant, although extractive industry has formed an important part of the historic

local economy. Special character encompasses early colonial influences, which are still evident in the rural patterns and buildings remaining from this era.

Much of the district has historically been built upon the local materials, from the slate at Willunga to the coloured sand at Maslin Beach. These materials are still evident in the number of heritage listed buildings found throughout the district.

Looking to the future, it is anticipated that the region will be adaptable to allow for future productive industries whilst retaining and building upon the existing special character.

Policies

- Maintain and enhance the predominant historic character attributes identified for each township or area in the district.
- Reinforce the sense of history which includes historic buildings, old walling, farm sheds, avenues of exotic landscaping and areas of native vegetation.
- Respect the use of natural materials sourced in the district eg stone, slate and brick, and the evident tradition of craftsmanship.
- Achieve a balance of heritage and new development having regard to scale, design and layout.
- Respect elements of the landscape that are of great importance to the Kurna people, who tell the story of law, relationships and creation of the natural landscape through the Tjilbruke Dreaming Trail and other areas of importance.

The built form of the townships as they relate to the district

Rationale

The township character contrasts with the nearby urbanised areas north of the Onkaparinga River. The townships of Willunga, Kangarilla, Clarendon, McLaren Flat and McLaren Vale each have an individual built form and development pattern, including irregular township edges which are a central part of the district's character. Townships provide important services and facilities for their surrounding regional communities.

The townships are currently physically separated, primarily by significant areas of viticulture and agriculture, but linked by the existing road network

and by cycling and walking trails. It is anticipated that the physical separation of townships will continue.

McLaren Vale is a vibrant small town providing an important regional service centre for the district, with a combination of new development, built heritage and adaptive reuse.

Policies

- Conserve and enhance the historic character attributes relevant within each township.
- Create a distinct edge between urban and rural settings reflecting the containment of town growth and enhance key gateways to towns to provide attractive transitions.
- Adopt a form, height, scale and appearance that reflects the simple historic character and maintains village character.
- Encourage low scale and low density with simple building forms and significant landscaping in historic village locations.
- Include street plantings with exotic trees in heritage streets, which offer contrasts to vineyard plantings and native vegetation.

The viticultural, agricultural and associated industries of the district

Rationale

The McLaren Vale District contains a unique and ancient geology with a number of distinct terrains evident across the region. This is reflected in the viticultural industry through the influence of terroir upon wine produced from grapes sourced in the district.

Vineyards and wineries currently dominate the landscape of the basin with olive tree plantings also being a common feature. Rural uses will continue in these areas, maintaining the same orderly pattern of rural development. Some change in these uses will reflect changes in product demand, farm viability and climate change adaptation.

Past primary production patterns have evolved around Kangarilla and Clarendon in the rolling hills area, where traditionally wheat production, orchards, market gardens and timber production prevailed. Some of these more traditional uses have been replaced by farming, vineyards and olive trees. Much of the area remains suitable for a range of agricultural uses, including vines, grazing, cropping,

almonds, strawberries and other similar foods including niche market products.

Extractive industry also had an important place in the district. Historically quarries such as Willunga slate quarry were a key source of income for the district; it is acknowledged that extractive industry can continue to play an important role in the future economy of the district.

Policies

- Protect productive agricultural land for productive and complementary value adding activities.
- Recognise the landscape as encompassing a range of rural production activities that support the rural and tourism economy.
- Provide opportunities for value-adding activities that complement the district's local agricultural produce.
- Protect and maintain the open rural landscape by achieving a balance between visual amenity and productive land use.
- Make provision for flexible farming practices to allow producers to respond to changing environmental and market conditions.

Policies

- Enhance the local rural village character offering predominantly small scale tourist accommodation, browsing, sightseeing and food and wine experiences.
- Provide for a range of tourism accommodation focussed in key tourist hubs.
- Site and design tourist accommodation to blend into the rural and historic landscape especially when viewed from main roads and scenic viewpoints.
- Promote investment in new tourism initiatives which enhance the scenic and tourism attributes and add value to the special character of the district.
- Promote improvements to tourism infrastructure.

The scenic and tourism attributes of the district

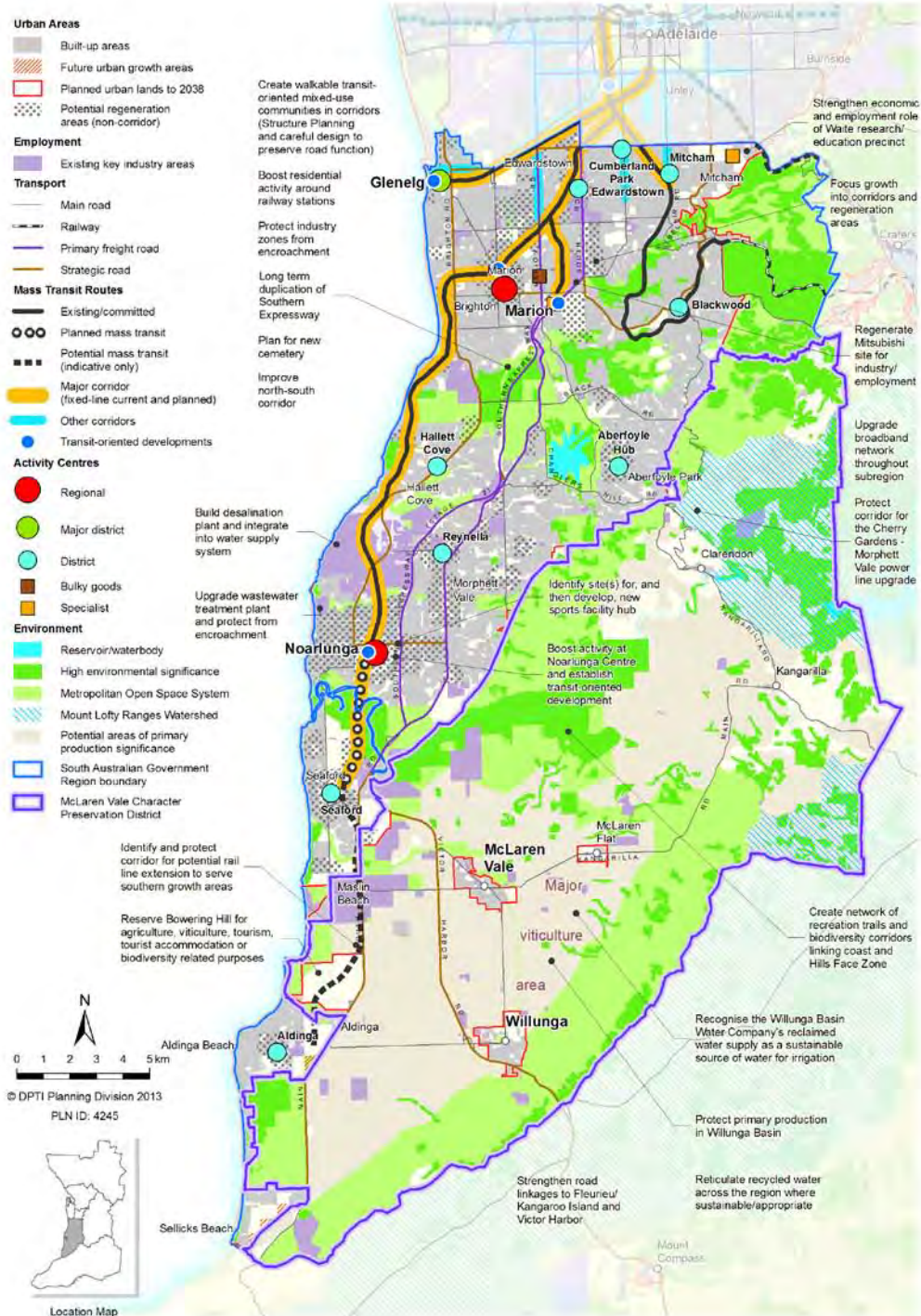
Rationale

Tourism is important to the district, which offers a diversity of experiences and a convenient location close to Adelaide. The townships form key tourist hubs, with diverse local produce on offer. The integration of cellar door wine sales with boutique wineries, restaurants and quality foods is a key drawcard for tourists.

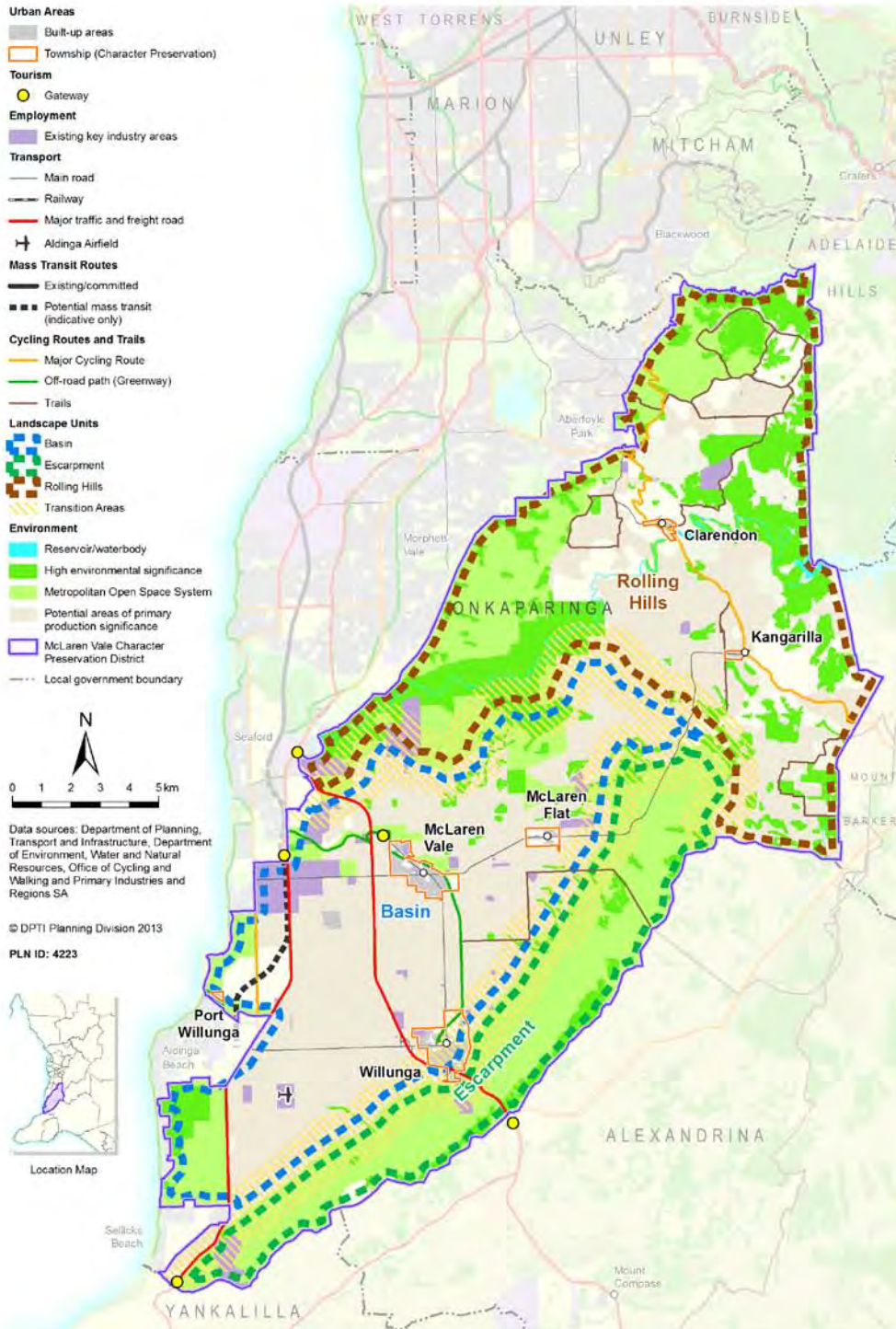
Tourist accommodation, along with winery development, is an important activity within the district. These forms of development have generally been blended into the landscape to the extent that is reasonably possible.

The natural and rural landscapes and townships provide a scenic venue which has attracted events and festivals, along with artistic and creative communities.

Southern Adelaide Directions Map



Southern Adelaide Directions Inset Map



FURTHER INFORMATION

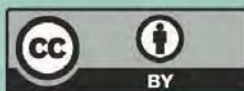
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Flow of Character Values Engagement (community and stakeholder input) into strategic planning process 2012/13

