

Central Business District

Revitalisation Plan

for Berri and Barmera

Berri^{*} Barmera
COUNCIL

Building a better community

Acknowledgement of Country

We acknowledge the first peoples of the River Murray as the traditional custodians of the land and respect their spiritual relationship with their country and the importance of their cultural beliefs.

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Our Elected Members



Mayor Peter Hunt



Cr Rhonda Centofanti



Cr Margaret Evans OAM



Cr Mike Fuller



Cr Andrew Kassebaum



Cr Adrian Little



Cr Meta Sindos



Cr Trevor Scott



Cr Ella Winnall

Mayor's Foreword

Berri and Barmera face different trials in a challenging economic climate, with a steady population. However, this is not a negative situation, but instead a chance for leadership, collaboration, pride, and a collective vision. These things are what will carry the Berri Barmera Council forward.

There may be some vacancies in shops, but there are also many full stores and local businesses striving to meet local and regional demand. Embracing a positive sentiment about small changes will have a big impact upon the central business districts of Berri and Barmera. Revitalisation of the central business districts will be driven by mostly small but impactful initiatives, not one 'silver bullet'. Relying on one large project will not deliver the revitalisation that we are seeking.

Importantly, this Revitalisation Plan will provide Council with an ongoing reference tool in the coordination of its routine capital works, operational activities and general maintenance program to contribute to the revitalisation of the Council's Central Business Districts

I commend the contributions from a wide range of stakeholders that has led to the preparation of this Plan.

Mayor Peter Hunt

 *There may be some vacancies in shops, but there are also many full stores and local businesses striving to meet local and regional demand.* 

What is Revitalisation?

Revitalisation is a common term used to regularly describe the renewal of towns and cities worldwide. Towns and cities across the world are faced with the challenge to re-imagine the vision of their town or city in order to prosper through changing global circumstances. Revitalisation seeks to provide support and initiatives that make a town or city more resilient and sustainable and often re-visiting their reason for being; a place for people.

The Berri and Barmera Central Business District Revitalisation Plan has been prepared to guide the future development and revitalisation of the Berri and Barmera central business districts. The Revitalisation Plan provides Revitalisation Principles and Projects that will enable the central business districts to enjoy greater success. Amongst other things, the Revitalisation Plan seeks to improve infrastructure, tourism, employment, civic pride and liveability, reducing leakage from the local economy.

The responsibility of revitalising the Berri and Barmera central business districts is shared among all stakeholders, and everyone has a role to play in shaping the success of their town. It is important that the community, businesses and key stakeholder groups work in partnership with Council to develop and implement the CBD Plan.

Vision

The Berri and Barmera CBD's will reinforce themselves as vibrant regional focal points of the Riverland by showcasing their strengths, becoming resilient and thriving retail and business precincts with minimal shop vacancies.



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Berri and Barmera Today

The Berri Barmera Council is located in the Riverland Region of South Australia, about 230km north-east of the Adelaide CBD. Berri is located adjacent to the River Murray and Barmera on the foreshore of Lake Bonney.

Berri Barmera Council has been in a period of recovery since the millennium drought (late 1990's to 2010/2011), the loss of large industry and employment opportunities and is currently experiencing a further drought situation. These experiences have reinforced the need to look for ways to give the local economy a boost through strategies such as this Revitalisation Plan.

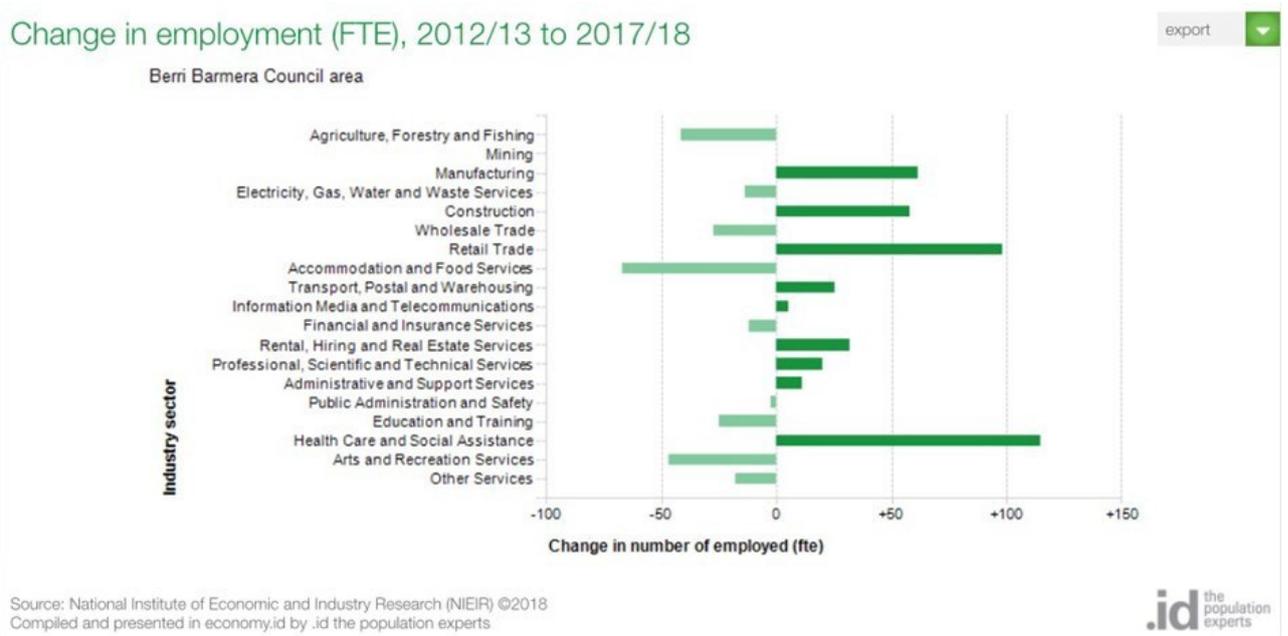
The Berri CBD has retained and improved its vitality, despite ongoing challenges to main street retailing. While hospitality sector jobs have seen declining levels of activity in recent years, the retail, manufacturing, construction and health care and social assistance sectors have seen strong growth. Maintaining Berri's role as a vibrant economic, sporting and community hub for the Riverland is a key focus area for Berri Barmera Council.

The Barmera CBD has suffered gradual closures of retail businesses over recent years as services such as banking, supermarkets and other general retail have been centralised to Berri or have become readily available on line. With Lake Bonney being the major draw card to the town there remains opportunity for businesses to become niche outlets creating interest for visitors to the town as well as for locals.

Both CBD's have a number of vacant premises that in ideal circumstances would be fully occupied. The Berri Barmera Council, through the development of this Revitalisation Plan has identified responses to improve amenity, make the shopping experience more pleasurable, attract local and regional shoppers, stimulate activity and reinforce livability.

Despite a static population there has been a growth in employment since 2014/15 from 4,762 to 5,170 for 2017/18. A growth of 8.6% which exceeds the growth of Regional SA over the same period which was 3.7%².

Berri and Barmera aesthetically have solid foundations to be proud of with underground electrical services, paved footpaths, beautiful, established street trees and gardens and a high level of maintenance. Both towns have clear connection between their central business districts and the riverfront for Berri and lakefront for Barmera.



2. National Institute of Economic and Industry Research, compiled and presented in economy.id by .id.

Berri has established itself as the economic, sporting and community hub for the Riverland by being home to the Riverland General Hospital, Riverland TAFE SA (which has expanded its scope in January 2020, becoming the Study Hub for the Riverland providing opportunity for tertiary students to remain in the region to complete their university studies and also providing opportunity for mature age students to undertake tertiary studies locally in the region), State and Commonwealth Offices, Riverland Regional Innovation and Sports Precinct and the largest shopping CBD in the Riverland.

In addition, Berri is home to the Riverland Central Plaza Shopping Centre and is also the location of the only Bunnings, Stratco, Target (soon to be Kmart), Aldi and Coles stores in the Riverland. Berri Betta Electrical has also recently expanded its store, making it the largest provider of electrical goods and furniture in the Riverland.

Berri is also home to the highly regarded Glossop High School which at the time of preparing this plan is about to embark on a major consolidation exercise of bringing the High School's middle campus from Glossop to merge with the senior campus located within the township of Berri. The newly consolidated Glossop High School, Riverland TAFE as well as the Berri Special School all located within close proximity to each other will create a vibrant 'education hub' a short distance from the Berri CBD.

Berri hosts a number of significant regional events such as the Riverland International Powerboat Challenge, Riverland Cycling Weekend and the Riverland Wine and Food Festival.



Barmera provides an uplifting atmosphere in their central business district through ambient music. The magnificent jacaranda trees, rose gardens and rotundas establish the median strip of Barwell Avenue as a very beautiful and peaceful location to enjoy a rest or something to eat between shopping. Barmera embraces its heritage and is a town that enjoys a significant contribution from local volunteers.

Barmera has embraced its heritage through capturing the significant achievements and contributions of residents in plinths located along the lakefront, a sculpture of the famous Bluebird driven by Donald Campbell commemorating his world water speed record attempt on Lake Bonney in 1964, Rocky's Hall of Fame and Pioneer Museum and Bonney Theatre renowned for its Art Deco style amongst other examples of the heritage that is protected and important to the Barmera community.

Barmera won the 2016 Keep South Australia Beautiful Sustainable Communities Award for its strong community spirit and was successful as the 2017 Keep Australia Beautiful National Tidy Towns Award winner.

Barmera hosts a number of significant regional events such as the Riverland Field Days, Murray Man Triathlon, South Australian Country Music Festival, Easter Sailing Regatta and the Christmas Pageant and Fireworks Spectacular.



Grant Schwartzkopf Photography

Links to Current Plans and Strategies

This Plan closely aligns with the objectives of key strategic documents for Berri Barmera Council. It is essential that current and future Council plans and strategies are consistent with and support the Revitalisation Plan.

Strategic Community Plan 2020-2025

The vision for the Berri Barmera Council's Strategic Community Plan is:
To enhance the livability and enterprise of our community.

The Plan is shaped by three themes:

- Lifestyle - Vibrant and welcoming lifestyle
- Natural Environment - Valuing and protecting the natural environment
- Business – Open for business

The Plan contains 39 strategies to deliver on the vision and themes. It could be argued that most of the strategies are linked to the Revitalisation Plan. Those that are significantly linked are:

Lifestyle

- L1 Embed place-making and safety principles in community infrastructure and regulate planning and development in public spaces
- L6 Ensure Council infrastructure supports accessibility for families, the ageing population and people with disabilities through Council's planning and design principles
- L7 Continue to renew the council; region through the development of restaurant/café facilities, camping, playgrounds and other civic spaces
- L8 Partner with others to support and maintain a vibrant arts, cultural, heritage and events sector
- L12 Advocate for increase to community transport and access to services and facilities both within and across townships.
- L14 Continue to invest in urban infrastructure that promotes connection, relaxation, safety, and hospitality

Natural Environment

- NE1 Support tourism development that sustains the natural environment and systems

Business

- B1 Work with State and Local Government and the RDA to foster and encourage all sizes of business and innovation in business
- B2 Work with partners to attract business not reliant on the river
- B6 Support economic growth through events
- B8 Support existing business and industry to thrive and grow
- B9 Initiate improvements to infrastructure within townships to enhance amenity for residents and visitors
- B10 Strengthen our brand and market presence

Berri Open Space Plan 2010

Vision for Open Space

The Berri Barmera Council has adopted a vision with a strong emphasis on Environmental Sustainability, which recognises water to be a valuable and finite resource that needs to be applied more efficiently and effectively. Translating this to the Open Space Strategy requires that the Strategy provides for the sustainable and equitable development of open space in the Council area, with consideration for maintenance, access and responsiveness to changing community needs.

Also, careful design of open space is critical to its acceptance and success. It is recognised that a shared vision for the open space will produce strong, legible design solutions and an ownership of the spaces.

The Principles guiding this plan are;

- It must contribute to building safe and healthy communities through recognition of equity, diversity, and accessibility.
- It must be functional and provide amenity.
- Enhancement, protection and conservation of natural areas and cultural sites are critical.
- Sustainability of design and materials and consideration of the effects of climate change are critical.
- It should aim to provide strong connections and linkages.
- It should encourage and facilitate positive physical activity.



Tree Strategy 2017

The BBC Tree Strategy developed in 2017 supports sound planning and management of trees which is important for the Revitalisation Plan as the central business districts of Berri and Barmera are beautified by many large trees providing important shade and amenity.

Purpose

- *To provide a framework that will facilitate the regeneration and expansion of the urban forest (a collection of trees that grow within an urban environment) in the towns located within the Berri Barmera Council district.*
- *Trees compliment the environment, enhance our enjoyment of streets and open spaces as they provide a wide range of benefits such as shade, cooling and habitat for wildlife.*
- *Conversely, trees constitute a potential risk to the community and property. Interference with underground or above ground services presents a risk to property and personal safety through such events as limb drop or lifting of footpaths and paved surfaces.*
- *As such trees require effective and coordinated management to maximise their benefits to the community and the environment and minimise risks, such as damage to property and personal injury.*
- *Council is committed to nurturing, preserving and developing these important community resources.*



Footpath Asset Management Plan 2016

Excerpt from the Executive Summary of the Plan - *The population of Council area is considered to be steady; and the proportion of over 65 age group is increasing. A safe and well maintained footpath network is increasingly vital to the community growth and development. However, a significant amount of footpath is due for renewal. Also, the tram ramps not compliant with current Australian Standards and Legislation requirement need to be upgraded.*

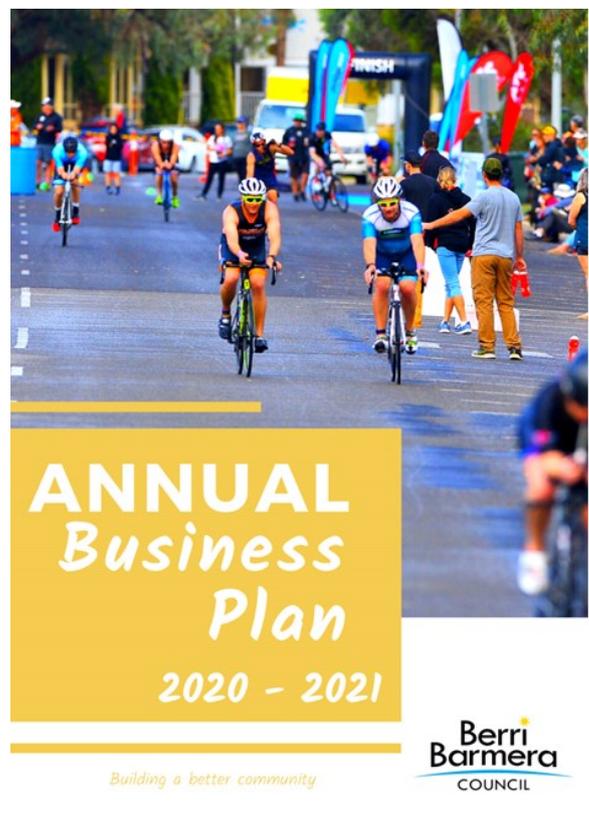
It is important for the revitalisation of the central business districts that they are accessible and footpaths are an integral part of that accessibility. Council should ensure that there is accessibility for prams, gophers, wheelchairs and walking frames and that there are no unsafe sections of path. It is anticipated that these issues will be incorporated in the Berri CBD On Street Parking Review being undertaken in 2020/2021. Berri Barmera Council will also be creating its first Disability Access and Inclusion Plan during 2020 which will be a strategic document that will be complimentary to and link to this Plan.

Annual Business Plan

The Berri Barmera Council's Annual Business Plan contains a number of projects that are consistent with the purpose and premise of this Revitalisation Plan.

Examples of such projects are:

- Public Art Strategy and Projects
- Berri and Barmera Improvement Committees
- Tree Plantings
- Berri CBD On Street Parking Review
- Tourism Signage Upgrades
- Paver Replacements Berri CBD
- Paver Replacements Barmera CBD
- Purchase of equipment for Bonney Theatre Projection
- Lighting for Lake Bonney Jetty and paths
- Enhancements Berri Wharf (lighting and signage)
- Upgrade Lake Bonney walking/cycling path
- Lake Bonney Nature and Cultural Tourism Project. The delivery of this project will span over 2+ years.
- Tree Replacement Senior Citizens Car Park Berri



Principles

A set of Principles have been established for the Central Business Districts Revitalisation Plan. Although there are some individualities which reflect the differences between the townships of Berri and Barmera there are many common themes as well that reflect the similarities of towns within the Riverland Region.

Regional Focal Point for the Riverland

- **Family friendly, fun and quirky**
- **Attract increasing numbers of residents and visitors to spend time in the CBD**
- **Optimise access, amenity and the walkability experience**
- **Embrace our heritage, art and culture**
- **Promote effective and inclusive partnerships**



Community Engagement

Introduction

A critical component to the success of any strategic plan is community and business participation and ownership. The development of the Berri Barmera Central Business District Revitalisation Plan was derived from the input and ideas of the Project Manager, Elected Members, the CEO and senior managers of Berri Barmera Council. Providing Key Stakeholders and the community with a Draft Plan containing projects and initiatives was considered the best course to elicit constructive input to the Plan.

The responsibility of revitalising the Berri and Barmera central business districts is shared among all stakeholders, and everyone has a role to play in shaping the success of their town. Council's intention is to foster strong relationships with key stakeholders, in particular the businesses and traders within the CBD's to identify any opportunities as they arise. With Council and business working together the vision of a vibrant and community responsive business hub can be achieved.



Objectives of community engagement

Engagement provides a shared approach to informing the revitalisation of Berri and Barmera's central business districts. By identifying and meeting with specific Key Stakeholders and the community, Council created an environment for discussion and innovation from a wide variety of individuals leading to interactive engagement with Council and amongst stakeholders and the community which ultimately results in superior outcomes.

Council's commitment to further engagement for projects requiring detailed designs reinforces the shared outcome and partnership approach to revitalising the CBDs of Berri and Barmera.

The objectives of the engagement process has been to:

- Inform key stakeholders and the community of the proposed Berri Barmera CBD Revitalisation Plan
- Capture new ideas from a diverse community
- Create excitement and enthusiasm
- Gain community ownership of the Plan

Community engagement approach

The following is a summary of dates and engagement activities that were undertaken during the development of this Plan

23 November 2019	Initial Council workshop and Elected Member meetings
12 December 2019	rough draft distributed to Elected Members for comment
14 January 2020	2nd Council workshop
29 January 2020	Key Stakeholder engagement x 3
30 January 2020	Key Stakeholder engagement x 7
31 January 2020	Key Stakeholder engagement x 1
31 January 2020	Teleconferences with various Council senior management team members
25 February 2020	Draft provided to Council for comment
11 March 2020	Community workshops x 2, Barmera and Berri
26 May 2020	Draft provided to Council for endorsement
9 June 2020	3rd Council workshop
28 July 2020	Draft provided to Council for endorsement and released for wider community comment

The above engagement and workshops were held to ensure a three stage approach to community engagement was undertaken.

Stage 1 – engage with relevant community groups such as traders groups, improvement committees and significant community and private businesses. The approach was to conduct face to face interactive discussions on the Draft Plan to gauge support, priority and capture other great ideas.

For Berri the identified Key Stakeholders were:

- Berri War Memorial Community Centre Committee
- Berri Hotel
- Berri Improvement Committee
- Berri Traders Group
- Berri Woolworths
- Phil Cresp (OYT Wealth)

For Barmera the identified Key Stakeholders were:

- Barmera Central
- Barmera Improvement Committee
- Discovery Parks
- Barmera Foodland
- Barmera Hotel Motel

Stage 2 - promote the draft plan to the community explaining the process undertaken to develop the Draft Plan and seek feedback and new ideas.

Community engagement sessions were held in Berri and Barmera on 11 March 2020.

Stage 3 - specific engagement on projects that require detailed designs to demonstrate Council's vision to the community such as the Denny Street/William Street Streetscape project.

Engagement Findings

The major themes derived from the Key Stakeholder engagement sessions and reiterated by the Community Engagement sessions were –

- Greening and Provision of Shade
- Event Creation and Growth
- Activation of the CBD and towns
- Governance

The above themes closely align with the Principles that have been established within this Plan and can be referred to on page 10.

Council is very appreciative of the enthusiastic response and contributions by Key Stakeholders and the community to this Plan and have made a significant number of changes to the Draft Plan on the basis of valuable contributions.

Projects for Berri

Family friendly fun

- Run or support a family friendly event that is held multiple times per year when the weather is traditionally warmer that has music from school bands and developing local acts, with food and drinks providers on site³. The event would be BYO chair or rug. Other examples for entertainment could be a bouncy castle, rock climbing wall etc. Community input has suggested that Saturday afternoons to encourage extended shopping would be the optimal time to hold the event.
- Continue supporting regional events that establish Berri Barmera Council as the premier Riverland destination for events
- Council consider financially supporting initiatives for attracting a nationally known artist to generate national exposure for Berri Barmera Council as a key marketing strategy to attract visitors to the region for the event and as a desirable destination
- Encourage event organisers to develop a strategy to broaden the demographic appeal of the Riverland Food and Wine Festival.

Be quirky

- Establish an after work event involving Food vans to stimulate interaction and visitation. Thursday would be the day to strongly consider as itinerant workers will still mostly be in Berri and it coincides with late night shopping
- Develop a Pop-Up retail/kiosk strategy to enable vibrancy and change within the CBD
- Research the development of a Toursim based App for Berri Barmera Council that will provide virtual tours and information of interest such as heritage stories/ historical information thus encouraging visitors to invest longer periods of time within the region.
- Prepare a new Public Art Strategy for Berri Barmera Council to inform the placement and curation of public art that builds upon the existing Berri Public Art Program developed in September 2009
- Erect fairy lights through the Vaughan Terrace trees to enliven the precinct and create a sense of cheer
- Council will review its provision of tourism services to consider issues such as relocation of the Berri Visitor Information Centre (VIC) and provision of mobile VIC services
- Assist the Berri Traders to reactivate the sound speaker system along Vaughan Terrace

3. Site options could be but not restricted to the Park area on Vaughan Terrace median above the café or the Riverfront.

Attract increasing numbers of residents and visitors to spend time in the CBD

- Council places a strong emphasis on retail and food business within the CBD and will work with Traders to develop strategies to increase foot traffic within the town centre
- Entrance/Gateway signage on approaches from Renmark, Barmera and Loxton promoting the CBD. Consideration should be given to electronic signage so its utilisation can be multi-purpose for events and other significant announcements
- Consult and liaise with Business Landlords to better understand their approach to leasing business premises to enable connections with potential new businesses and tenancies and reduce shop vacancies.
- Undertake a consolidated CBD Brand exercise and communication strategy
- Advocate for increasing State and Commonwealth Government Offices and staff presence in Berri
- Initiate CBD Green Awards for local business to compliment improvements being made by Council to the greening of the CBD
- In consultation with the Vietnam Veterans Group, provide more colour through appropriate plantings to enhance the Vietnam Veterans Garden
- Council to work with neighbouring Riverland Councils and Regional Development Australia Murraylands and Riverland to reshape the focus of services provided by the RDAMR to Berri Barmera Council in providing more micro level services to assist existing and new businesses.
- A review of the commercial rating structure will be carried out to determine if greater assistance can be provided to commercially rated property owners without detrimentally impacting Councils long term financial plan.
- Undertake alterations to footpaths and other infrastructure to accommodate and encourage the set up of alfresco dining at key locations within the CBD.
- Develop a plan for the future use of the former Alfresco's building on Vaughan Terrace.



Optimise access, amenity and the walkability experience

- Denny Street and William Street Streetscape project – improve the greening and walkability of the CBD by making William Street one way, introduce planter boxes⁴ with trees and flowers to brighten the streetscape and provide additional angle parking in the closed lane. It is proposed that William Street be one way from Wilson Street in the direction of Denny Street⁵
- Include within the Denny Street and William Street Streetscape project allowance for the creation of a Parklet⁶ on William Street to create an alfresco dining area as a pilot initiative to stimulate further alfresco dining in the CBD



- Implement greening initiatives to Vaughan Terrace footpaths
- Finalise existing project of tree plantings for the provision of shade at the Senior Citizens car park
- The Open Space Plan to be reviewed and updated and an analysis of achievement against the current plan to be undertaken as part of the review to identify what has worked well, what hasn't, and any gaps that need to be addressed within the new Open Space Plan.
- Install smart sensor solar walkway lighting for the Riverfront walkway to encourage and support night time use
- Ensure a thorough assessment of car parking requirements within the CBD are included within the Car Parking Review and incorporating matters such as long term parking, long vehicle parking, covered/shaded parking as examples.
- Council through its Parking Review project will ensure that there is accessibility for prams, gophers, wheelchairs and walking frames and that there are no unsafe sections of path and ensure adequate disability parking

4. Council at its meeting on 22/10/19 received and noted the Section 41 Berri Improvement Committee minutes of their meeting held on 3/10/19 which included the recommendation that the Committee support the Planter Boxes Main Street Pilot Project within the Berri CBD and the engagement of local artists for external designs.

5. Council road counter data indicates 67% of traffic using William Street do so in the direction from Wilson Street to Denny Street.

6. A Parklet is a sidewalk extension that provides more space and amenities for people using the street. Parklets are usually installed on several parking bays and typically extend from and at the same level as the footpath.

Promote effective and inclusive partnerships

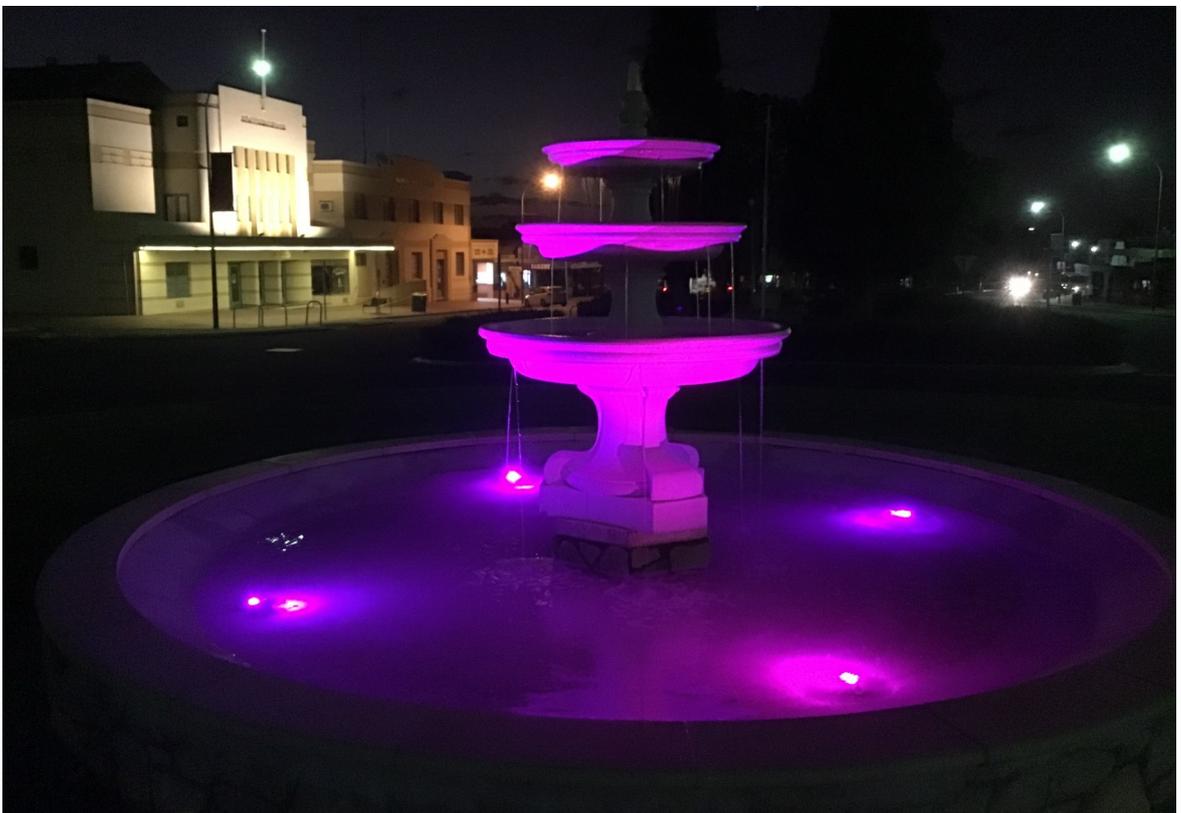
- Council will facilitate and assist with the creation of a new incorporated Berri business group initially incorporating Berri CBD Traders, Berri Hotel and the Caravan Park. The group will be formed encouraging business owners to participate in the ongoing improvements of their township driving improvements and strategies in partnership with Council.
- Work closely with businesses in Berri to encourage additional trading hours during special events.
- Identify long term opportunities for shared infrastructure upgrades to attract and assist potential new businesses and tenancies, to increase business presence and to create a sense of cohesive business and community connections. This could be by way of footpath improvements, building façade improvements, signage and street frontages, shared connection costs to NBN and fibre to the node.



Projects for **Barmera**

Family friendly fun

- Install lighting to illuminate trees and key built forms such as the Bonney Theatre, Pioneer Museum and fountain at night to compliment existing lighting and Jetty lighting project
- Establish a program of projection art on the side of the Bonney Theatre
- Review the current 4 knot boating restrictions on Lake Bonney
- Support regional events that establish Berri Barmera Council as the premier Riverland destination for events
- Initiate and develop new events in conjunction with prominent Barmera tourism businesses to enhance tourist experiences within Barmera. An example being “Low and Slow American BBQ”



Attract increasing numbers of residents and visitors to spend time in the CBD

- Investigate introduction of electricity and water supply and dust reduction for RV park to attract more visitors
- Consider a Way-finding signage strategy to embrace the heritage of Barmera
- Install smart sensor solar walkway lighting and the provision of free wi-fi from the solar poles and USB ports from the existing BBQ's for the walkway between the Yacht Club and the Bluebird Café to encourage and support night time use
- Assist food businesses to establish outdoor dining areas /alfresco style dining.
- Implement greening initiatives to Barwell Avenue footpaths and the Visitor Information Centre

Embrace our heritage, art and culture

- Develop a plan for the location of future Plinths such as Pioneer Park or an alternative space to be decided.
- Research developing an App for the Berri Barmera Council that provides additional experience for tourists and highlights the history and heritage of Barmera and surrounding district. As an example – the Loveday Internment Camp being subject of a storytelling App similar to that of “Cowra Voices”
- Explore the opportunity to develop an Aboriginal Cultural and Heritage Centre at Barmera that is complimentary to the Caring for Country Project
- Develop a Cultural, Arts and Heritage Story which can be activated through a multitude of ways including a mapped walk, online presentation, projection shows etc
- Work with artists and community members to develop an ongoing series of projection projects for Bonney Theatre Projection Wall
- Provide seating (potentially tiered) at the Barmera Visitor Information Centre for watching the projected shows on the Bonney Theatre wall
- Support and assist Friends of Bonney with programs and shows to promote the regular use of the iconic Bonney Theatre
- Prepare a Barmera overview for the new Public Art Strategy for Berri Barmera Council to inform the placement and curation of public art that builds upon the existing Berri Public Art Program developed in September 2009

Promote effective and inclusive partnerships

- Work with business owners to participate in the ongoing improvement of their township by establishing a business owners group that drives its own improvements and strategies and additionally advocates and works in partnership with Council.
- Work with the Barmera community to develop and provide support to celebrate Barmera's Centenary in 2021
- Work with Discovery Parks on developing and implementing a master plan for the Barmera Lakefront between the Yacht Club and the western boundary of the Caravan Park

Implementation

for Berri and Barmera

Implementation Berri

Project detail	Yr 1 20/21	Yr 2 21/22	Yr 3 22/23	Yr 4 23/24	Yr 5 24/25
Family friendly fun					
1	Run or support a family friendly event that is held multiple times per year when the weather is traditionally warmer that has music from school bands and developing local acts, with food and drinks providers on site.				
2	Continue supporting regional events that establish Berri Barmera Council as the premier Riverland destination for events				
3	Council consider financially supporting initiatives for attracting a nationally known artist to generate national exposure for Berri Barmera Council as a key marketing strategy to attract visitors to the region for the event and as a desirable destination				
4	Encourage event organisers to develop a strategy to broaden the demographic appeal of the Riverland Food and Wine Festival. (currently working with festival body)				
Be Quirky					
5	Establish an after work event involving Food vans to stimulate interaction and visitation.				
6	Develop a Pop-Up retail/kiosk strategy to enable vibrancy and change within the CBD				
7	Research the development of a Tourism based App for Berri Barmera Council that will provide virtual tours and information of interest.				
8	Prepare new Public Art Strategy for Berri Barmera Council to inform the placement and curation of public art that builds upon the existing Berri Public Art Program developed in September 2009				
9	Erect fairy lights through the Vaughan Terrace trees				
10	Council will review its provision of tourism services to consider issues such as relocation of the Berri Visitor Information Centre (VIC) and provision of mobile VIC services. This project to be carried out in conjunction with Destination Riverland and other Riverland Councils with strategic Regional view in mind.				
11	Assist the Berri Traders to reactivate the sound speaker system along Vaughan Terrace				
Attract increasing numbers of residents and visitors to spend time in the CBD					
12	Council places a strong emphasis on retail and food business within the CBD and will work with Traders to develop strategies to increase foot traffic within the town centre				
13	Entrance/Gateway signage on approaches from Renmark, Barmera and Loxton promoting the CBD. Consideration should be given to electronic signage so its utilisation can be multi-purpose for events and other significant announcements (note- development approvals, power requirements, solar constraints)				
14	Consult and liaise with Business Landlords to better understand their approach to leasing business premises to enable connections with potential new businesses and tenancies and reduce shop vacancies				
15	Undertake consolidated CBD Brand exercise and communication strategy				
16	Advocate for increasing State and Commonwealth Government Offices and staff presence in Berri				
17	Initiate CBD Green Awards for local business to compliment improvements being made by Council to the greening of the CBD				
18	In consultation with the Vietnam Veterans Group, provide more colour through appropriate plantings to enhance the Vietnam Veterans Garden				
19	Council to work with Riverland Councils and Regional Development Australia Murraylands and Riverland to reshape the focus of services provided by the RDAMR to Berri Barmera Council to provide more micro level services to assist existing and new businesses				
20	A review of the commercial rating structure will be carried out to determine if greater assistance can be provided to commercially rated property owners without detrimentally impacting Councils long term financial plan				
21	Undertake alterations to footpaths and other infrastructure to accommodate and encourage the set up of alfresco dining at key locations within the CBD				
22	Develop a plan for the future use of the former Alfresco's building on Vaughan Terrace.				

Implementation Berri continued.

Optimise access and the walkability experience					
23	Prepare concept designs for Denny/William Streetscape project. Design to include improving greening and walkability by converting William St to one way for traffic (from Wilson St). Install planter boxes, provide angle parking in the closed lane, investigate shade options for Denny with sails/roof. Inclusion of murals within concept.				
24	Include within above concept plan allowance for a Parklet on William Street to create an alfresco dining area as a pilot initiative to stimulate further alfresco dining in the CBD				
25	Implement outcomes of concept designs for Denny/William Streets				
26	Implement greening initiatives to Vaughan Terrace footpaths				
27	Finalise existing project of tree plantings for the provision of shade at the senior citizens car park				
28	Review and update the Open Space Plan with analysis of achievement against the plan being part of the review to identify what has worked well, what hasn't, and any gaps that need to be addressed within the new Open Space Plan				
29	Install smart sensor solar walkway lighting for the Riverfront walkway to encourage and support night time use				
30	Council advocate on behalf of the community for the Salvation Army to beautify the current vacant site on Vaughan Terrace by providing some boundary screening				
31	Ensure a thorough assessment of car parking requirements within the CBD are included within the Car Park Review such as long term parking, long vehicle parking, covered/shaded parking areas, accessibility for prams, gophers, wheelchairs and walking frames and that is no unsafe sections of path in addition to adequate disability parking.				
Promote effective and inclusive partnerships					
32	Council will facilitate and assist with the creation of a new incorporated Berri business group initially incorporating Berri CBD Traders, Berri Hotel and the Caravan Park. The group will be formed encouraging business owners to participate in the ongoing improvements of their township driving improvements and strategies in partnership with Council.				
33	Work closely with businesses in Berri to encourage additional trading hours during special events.				
34	Identify long term opportunities for shared infrastructure upgrades to attract and assist potential new businesses and tenancies, to increase business presence and to create a sense of cohesive business and community connections. This could be by way of footpath improvements, building façade improvements, signage and street frontages, shared connection costs to NBN and fibre to the node.				

Implementation **Barmera**

Project detail	Yr 1 20/21	Yr 2 21/22	Yr 3 22/23	Yr 4 23/24	Yr 5 24/25
Family friendly fun					
1	Install lighting to illuminate trees and key built forms such as the Bonney Theatre, Pioneer Museum and fountain at night to compliment existing lighting and Jetty lighting project				
2	Establish a program of Projection art on the side of the Bonney Theatre				
3	Review the current 4 knot boating restrictions on Lake Bonney				
4	Support regional events to establish Berri Barmera Council as the premier Riverland destination for events				
Attract increasing numbers of residents and visitors to spend time in the CBD					
5	Investigate introduction of electricity and water supply and dust reduction for RV park to attract more visitors or possibility of solar shelter project				
6	Install smart sensor solar walkway lighting and the provision of free wi-fi from the solar poles and USB ports from the existing BBQ's for the walkway between the Yacht Club and the Bluebird Café to encourage and support night time use				
7	Assist food businesses to establish outdoor dining areas/alfresco style dining				
8	Implement greening initiatives to Barwell Avenue footpaths and the Visitor Information Centre such as planter boxes similar to project for Vaughan Terrace Berri				
Embrace our heritage, art and culture					
9	Develop a plan for the location of future Plinths such as Pioneer Park or an alternative space to be decided.				
10	Research developing an App for the Berri Barmera Council that provides additional experience for tourists and highlights the history and heritage of Barmera and surrounding district.				
11	Council explore the opportunity to develop an Aboriginal Cultural and Heritage Centre at Barmera that is				
12	Develop a Cultural, Arts & Heritage Story which can be activated through a multitude of ways including a mapped walk, way finding strategy, online presentation, projection shows etc, including a plan for the location of future plinths (consider Pioneer Park as location for additional plinths)				
13	Work with artists and community members to develop an ongoing series of projection projects for Bonney Theatre Projection Wall				
14	Provide seating (potentially tiered) at the Barmera Visitor Information Centre for watching the projected shows on the Bonney Theatre wall				
15	Support and assist Friends of Bonney with programs and shows to promote the regular use of the iconic Bonney Theatre				
16	Prepare a Barmera overview for the new Public Art Strategy for Berri Barmera Council to inform the placement and curation of public art that builds upon the existing Berri Public Art Program developed in September 2009				
Promote effective and inclusive partnerships					
17	Work with business owners to participate in the ongoing improvement of their township by establishing a business owners group that drives its own improvements and strategies and additionally advocates and works in partnership with Council.				
18	Work with the Barmera community to develop and provide support to celebrate Barmera's Centenary in 2021				
19	Work with Discovery Parks on developing and implementing a master plan for the Barmera Lakefront between the Yacht Club and the western boundary of the Caravan Park				