

LANGHORNE CREEK DISCOVERY TRAIL

CONCEPT PLAN

ALEXANDRINA COUNCIL
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Background

The Langhorne Creek Discovery Trail is a proposed new shared path that will generate an attraction to visitors of the region by providing an interactive way of exploring the township and nearby wineries. Open to the public, the Trail will connect established and emerging wineries, micro-brewery, and other hospitality, attractions and service providers.

This report was commissioned by Alexandrina Council to illustrate the proposed plan and provide estimates of probable cost for future capital works funding.

The proposed first stage of the new shared path will be 2.8km long and connecting the acclaimed Bremerton Cellar door on Kent Town Road and Bleasdale Winery on Langhorne Creek Road, along the main road through the Langhorne Creek township.

The Trail will be accessible and safe, with potential for new shade trees to provide amenity, while also linking to parks and open space, promoting health and well-being.

New wayfinding and interpretive signage will strengthen the branding and marketing potential of the Trail and will highlight cultural heritage of the township’s history and unique sense of place.



Socio-economic Benefits Assessment

The proposed Langhorne Creek Discovery Trail provides a unique opportunity for visitors to experience a short, easy to navigate trail that connects some of the Southern Fleurieu Region's most well renowned wineries and sites of historic importance.

Benefits to Tourism and Economy

The Fleurieu Peninsula is one of South Australia's premier destinations for local, interstate and international tourism with an estimated 3 million combined day and overnight visits per year and an estimated \$493mil in visitor spend as at December 2019. According to the South Australian Regional Visitor Strategy published by SA Tourism, the potential growth in expenditure has the potential to rise to \$643mil by the end pf 2025. It is worth noting that a progress snapshot of the regions spend for the year ending December 2021 there was a total of \$663 mil in visitor spend from a total of \$3.5mil visitors. This alludes to the very real potential that the growth of the tourism market across the peninsula will substantially exceed projected targets.

Key strategic priorities relating to the Langhorne Creek Discovery Trail that have been identified to encourage year round visitation and increase visitor spend are focused on providing enhanced visitor experience and marketing. Specifically, the following strategies have been set;

- Enhance existing experiences with a focus on food and drink, adventure, nature and wildlife, arts and culture, wellness, coastal and aquatic themes.
- Support tourism developments which match the aspirations of their communities
- Develop appealing nature-based walking and cycling trail infrastructure.

(Source: SA Tourism Regional Visitor Strategy, February 2021)

Based on this assessment of the wider region, it is clear that the Langhorne Creek Discovery Trail will support economic uplift driven by increased visitation that will provide opportunities for leveraging businesses aligned with the trail including bike hire companies, tourism operators, food and drink establishments in the vicinity of the trail.

Benefits to Improving Health and Wellbeing

Launched in February 2021, the Alexandrina Strategic Plan A2040 articulates a strong vision for the community to thrive which is Livable, Green and Connected. The Langhorne Creek Discovery Trail has the ability to influence all three of these key objectives through providing amenity to residents and visitors via an experiential pathway that connects places of interest and the communities that live within the

City as well as to promote alternative active transport for increased health and wellbeing.

Benefits to Promoting Physical Activity

The need to provide more opportunities for physical activity emerges from the local strategic and planning framework and it is in line with some of the clearest trends in sport and recreation*:

- Australians are becoming more health conscious
- People are increasingly playing sport to get fit rather than getting fit to play sport
- People are also increasingly opting to go for a run or bike ride rather than commit to a regular organised activity.
- Health/fitness is the top motivation for people who participate in sport in South Australia (77%)
- In South Australia the top activities are recreational walking, fitness/gym, athletics including jogging and running, swimming, and cycling

It is important that the Trail is developed to cater for universal access to meet the demands of an increasingly diverse population and demographic of bicycle and walking user groups, and to provide an attractive and unique visitor experience within the township that is easy to navigate and promotes usage. A key element that will be required to support this use is the provision of a suite of wayfinding and interpretive signage that is designed to reinforce the Langhorne Creek Discovery Trail brand.



Concept Plans

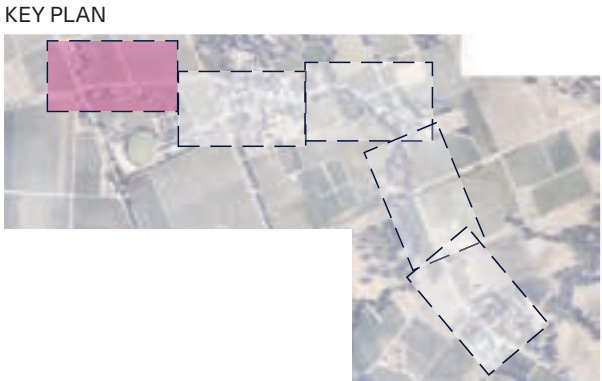


SHEET LAYOUT PLAN



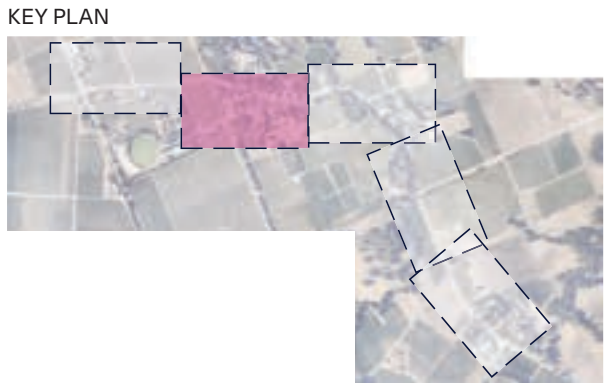
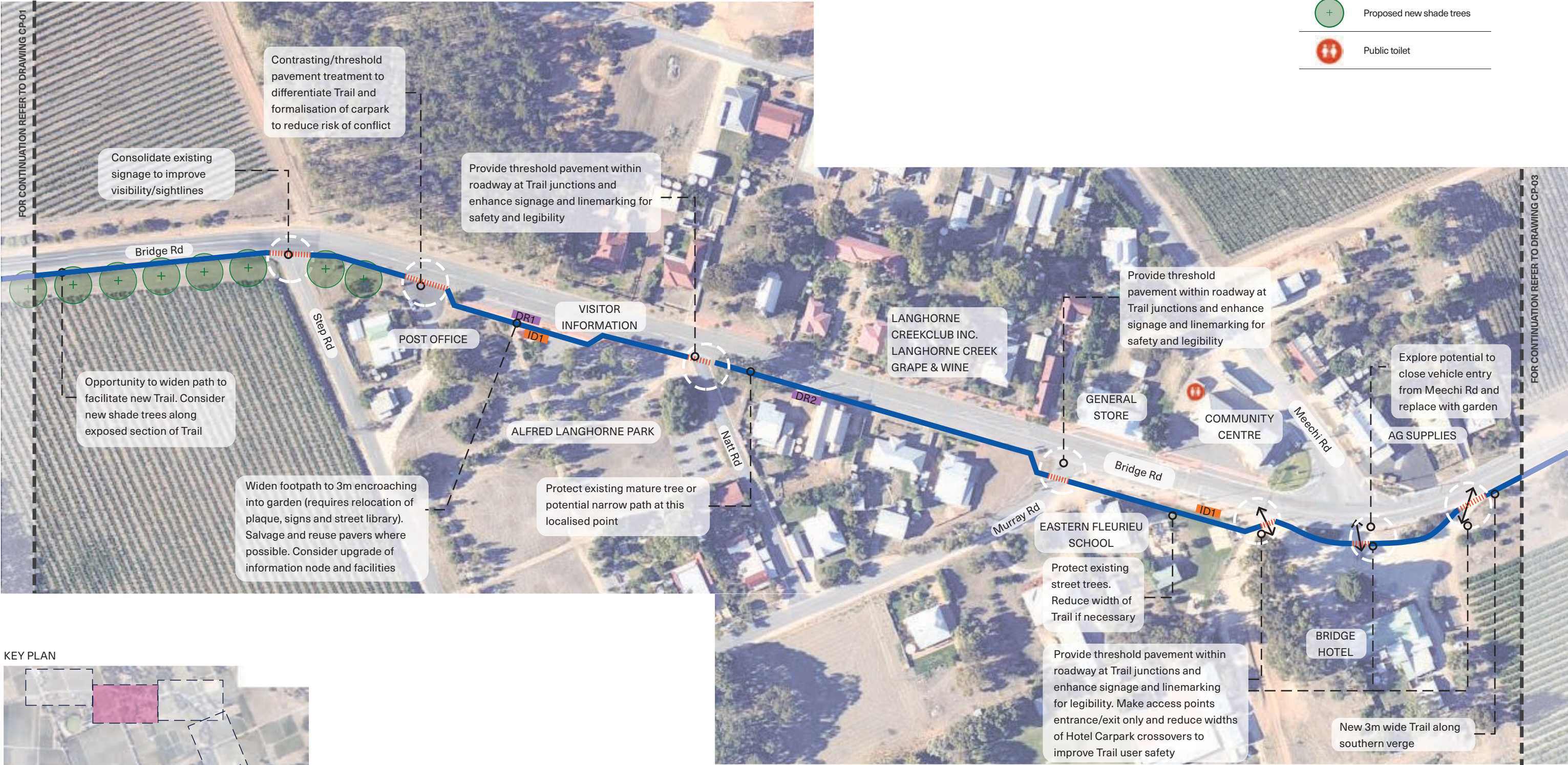
Concept Plan

CP-01

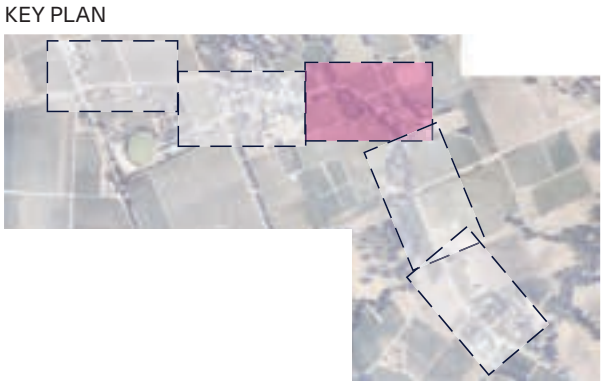
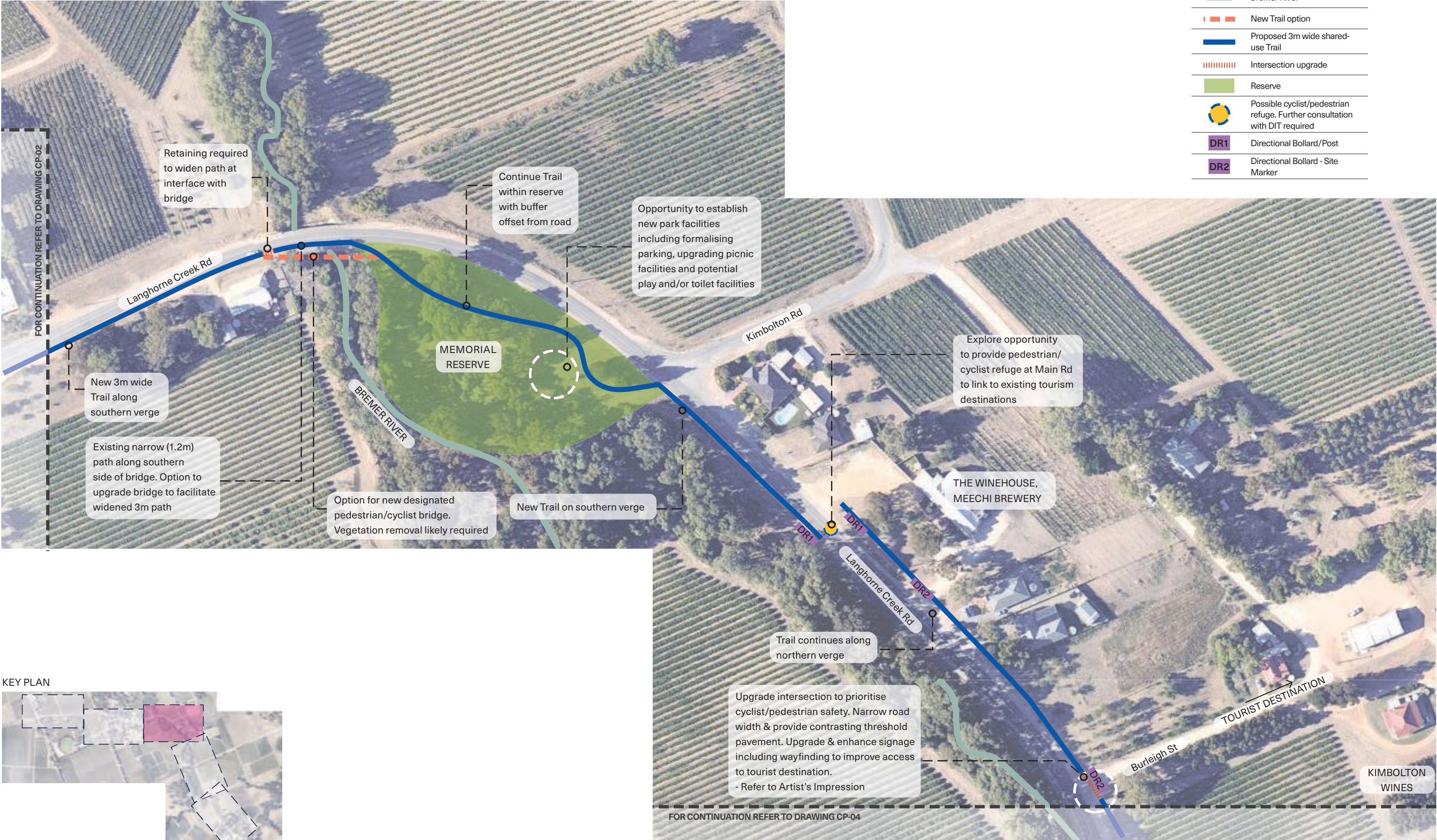


Key

	Proposed 3m wide shared-use Trail
	Intersection upgrade
	Trail Head Mapped Plinth
	Directional Bollard/Post
	Proposed new shade trees
	Public toilet

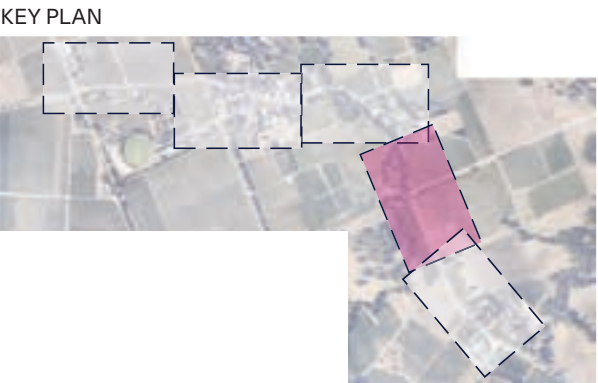
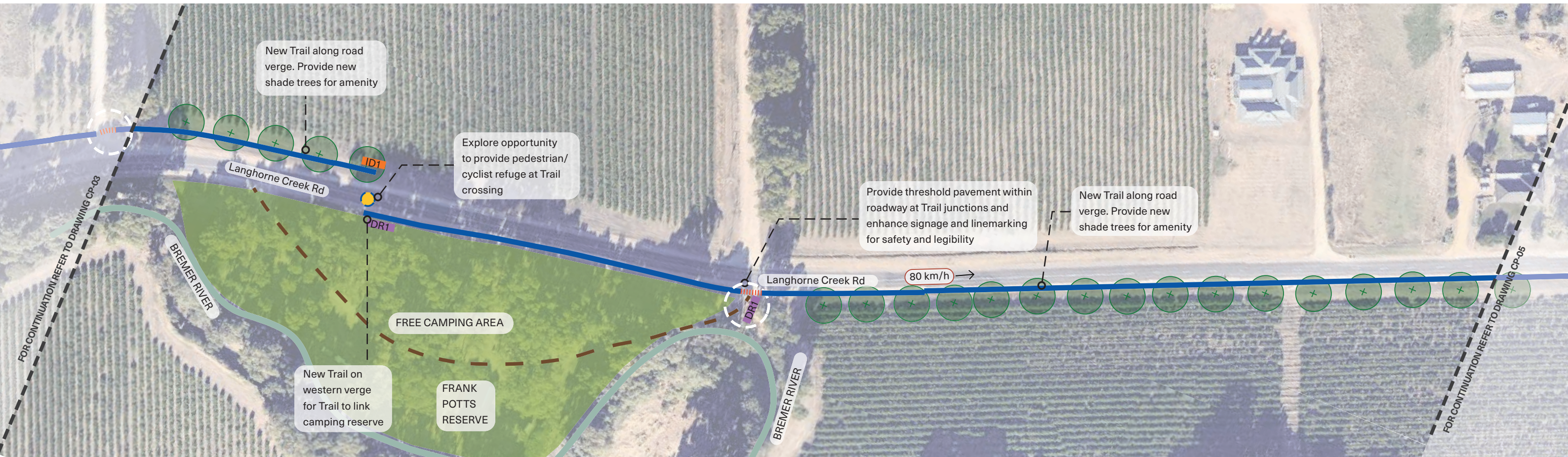


CP-03



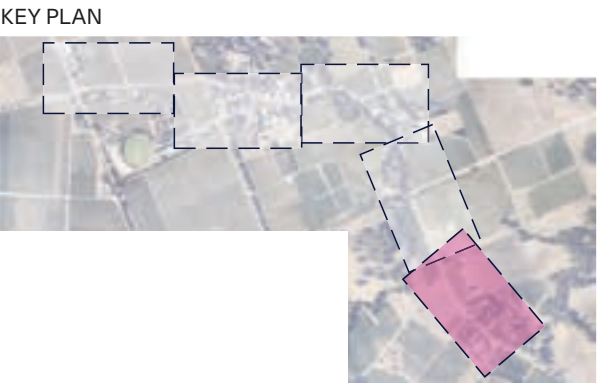
CP-04

Key	
	Bremer River
	Proposed 3m wide shared-use Trail
	Camping access road
	Reserve
	Intersection upgrade
	Possible cyclist/pedestrian refuge. Further consultation with DIT required
	Trail Head Mapped Plinth
	Directional Bollard/Post
	Directional Bollard - Site Marker
	Proposed new shade trees
	Current speed limit. Further consultation with DIT required



CP-05

Key	
	Proposed 3m wide shared-use Trail
	Trail Head Mapped Plinth
	Directional Bollard - Site Marker
	Proposed new shade trees
	Current speed limit. Further consultation with DIT required



Artist's Impression



Signage & Wayfinding Precedents



Pedestrian Directional Signage Overview

Hierarchy overview and a scale relationship between signage and the end user. Design is indicative only and its function is to serve as a reference guide of the signage typologies, their purpose and approximate sizing.



Placement Diagram Symbol

	ID1	DR1 (OPTION A)	DR1 (OPTION B)	DR2	RG1
Name	Trail Head Mapped Plinth	Post Mounted Directional and Map	Directional Bollard	Directional Bollard - Site Marker	Pavement Sticker
Functional Type	ID + DR	ID + DR	DR	DR	RG/PR
Installation	Freestanding	Freestanding	Freestanding	Freestanding	Pavement Mounted
Purpose	To provide users with directional information to destinations, reference map for orientation and trail identification.	To provide users with directional information to destinations, reference map for orientation and trail identification.	To provide users with directional information to destinations and reassurance at decision points or where path network is not clearly visible.	To provide site identification in relation to the trail map numbering system along the trail network route.	To provide regulatory or promotional information along the trail network route.
Location	Placed at key trail entrance points where other paths or roads intersect with trails.	Placed at trail decision points where other paths or roads intersect with trails.	Placed at trail decision points where other paths or roads intersect with trails.	Placed at entry points to numbered trail destinations.	Spaced accordingly to trail classification along trail network.

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