

Main Street Motivator

Presenter: Michael McKeown (Jensen Plus)

Making lively, interesting and successful main streets is something that South Australia does really well. Attend this workshop to learn why. Then motivate your neighbourhood, city or regional main street to become a great place.

Australian local governments regularly invest in public realm improvements which create a range of opportunities for community cohesion and local business success. State and federal governments do it too through grants. Lighter, quicker, cheaper approaches can also yield results, and there are many examples where the best streets are not always the ones with the most expensive or larger scale makeovers.

This interactive session will introduce simple tools to understand your main street better; main street design tips; and will unpick current trends like shared street designs, parklets and WSUD. A main street case study will be used as a prototype to demonstrate how to apply a 'placecheck' to a tired main street, and employ business, strategic and design thinking to identify and prioritise improvements. And then draw them.

Michael McKeown and Jere Wilks from Jensen PLUS are very fortunate to have planned, designed and otherwise shaped a number of successful main street revitalisations in recent years. Their approach blends movement, landscape, technology, art and culture, economics, governance and human needs and behaviour. It's an integrated urban design approach. Projects in Adelaide, Murray Bridge, Port Pirie and elsewhere will be used to inform the audience and prompt discussion.

Many local communities are unsure how and where to start. This workshop will provoke discussion about what makes great main streets and how to take the next steps to take your main street to the next level of success.