



MEDIA RELEASE

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Community invited to have a say on Barossa's future character

The Barossa Council, in collaboration with Light Regional Council, is seeking community feedback on a new report that sets out what makes the Barossa's character distinctive, and how future growth and development can support it.

The *Strategic Character Preservation Area Design Standards and Guidance Report* was developed by Professor Laura Lee and ElW Architects, as part of the Barossa Character Area Review Project. It builds on local knowledge and is a pre-cursor to an update on the Character Preservation District Overlay.

Barossa Council Mayor Bim Lange OAM said the report is a foundational document that brings together years of research and community input and will ultimately enable better policy to shape development.

"It's about recognising how the Barossa can grow and thrive without losing the character, community and liveability that make it home," Mayor Lange said.

"It's a pivotal time for the region where traditional economic drivers like wine, agriculture and high-end tourism are being tested by outside pressures such as demand for affordable housing and growth.

"How we respond matters. This report will help shape the Barossa and is the groundwork for future policy to be built on ensuring the Barossa can grow, adapt and thrive without losing its character.

"Character Preservation gives us an opportunity to balance rapid northern pressure, such as neighbouring growth corridors like Roseworthy and Concordia, while protecting the region's heritage, landscape and rural character. It's also an opportunity to identify future selective growth opportunities can provide services and retail that keeps our main streets vibrant and sustainable."

According to Professor Laura Lee, 'the work seeks to position the Barossa as a leader in character-led regional development – demonstrating how growth, investment and change can contribute to the long-term enrichment of place rather than its erosion'.

Mayor Lange said while the report relates to planning, it is also a long-term vision. Over time, Council's goal is for all its core strategies to be guided by character principles and a placemaking approach.

The report has been endorsed by both The Barossa Council and Light Regional Council. Community feedback and sentiment will build on an already established knowledge bank,

from previous consultations, and help inform the next phase of work, which will be an update to the Character Preservation District Overlay.

According to Light Regional Council Mayor Bill Close, the Barossa and Light share many of the same values when it comes to protecting the character of our region while planning for future growth.

"This report provides an important foundation to help ensure the places people know and love today continue to retain their unique identity for generations to come," Mayor Bill Close said.

"By working together across council boundaries, we can help guide growth in a way that respects our heritage, landscapes and communities, while still creating opportunities for people to live, work and invest in our region."

"It's important that everyone takes time to read the report and be part of the conversation. Attending our community session is a great opportunity to ask questions and develop a deeper understanding on how we move forward as a region," said Mayor Lange.

The community are encouraged to provide feedback by 5pm 27 November 2026 via The Barossa Council's website www.barossa.sa.gov.au.

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