

Rundle Street wins People's Choice Mainstreet SA Award

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Outdoor drinking in Adelaide city. Outside the Austral Hotel, Rundle St. Picture: Brenton Edwards *Source: The Advertiser*

A VIBRANT mix of high-end fashion, retail, cafes, restaurants, pubs and bars makes Rundle St our best mainstreet, according to South Australians.

The popular shopping and dining strip took out the people's choice prize at last night's inaugural Mainstreet SA Awards, while the man behind its revitalisation was also lauded.

East End property investor Steve Maras took out three awards for outstanding individual contribution, business mix, and outstanding partnership, for his work with the Adelaide City Council in the upgrade of Rundle St East.

Mr Maras said the Maras Group had worked hard to make sure the strip included a mixed range of complementary uses.

"Essentially we want to create a vibrant and dynamic day and night economy," he said.

"We've been very mindful to make sure all spaces above ground floor are filled with commercial and professional style uses - graphic designers, marketing and PR firms, architects, lawyers - having that type of user feeds traders at the ground level."

Mr Maras confirmed a second year of the popular "Summer Fridays in the East End" event, which was awarded the best mainstreet event, would run from November 16 to the end of March.

He also repeated calls for the introduction of a separate rate on East End ratepayers - saying the precinct was

falling behind other strips which had already introduced marketing fund models.

"The challenge with mainstreets is for traders and business owners - basically all stakeholders to be able to work together," he said.

In the regional mainstreet award, Ceduna was recognised for its CBD streetscape project centred around McKenzie St. Mainstreet SA chairman David West paid tribute to the inaugural chair of Mainstreet SA, Julie Wrobel, who was given special recognition for leadership.

"The Mainstreet SA Awards aim to reward best practice and recognise the efforts made by councils and business associations to improve their mainstreets," he said.

"To compete with online and other competition the street environment must be clean and safe, with high quality buildings and shops supported by active marketing and exciting events."

On Tuesday, Mr Maras won a national Australian Business Arts Foundation for his role in developing Renew Adelaide - a body that revitalises unused city spaces through temporary art and entrepreneur projects.

Mainstreet SA Awards - 2012 Winners

- * The Property Council Outstanding Partnership Award - Maras Group and Adelaide City Council (Rundle St East End Public Realm and Built Form Upgrade).
- * CBRE Improving the Business Mix Award - Maras Group (Curating a healthy and balanced business mix in Rundle St East).
- * Hames Sharley Public Realm/Urban Design Award - City of Prospect (Redevelopment of the Village Heart of Prospect Rd).
- * Lucid Consulting Building a Sustainable Mainstreet - Grote St Business Precinct (Adopt a Native Christmas Promotion).
- * Intrepid Property Excellence in Mainstreet Marketing - Rundle Mall Management (Unique Style on Rundle Magazine), Merit Award - Community Pride Group of Tumby Bay (Tumby Bay Views marketing initiative).
- * Maras Group Excellence in Mainstreet Events - East End Coordination Group (Summer Fridays in the East End), Merit Award - Jetty Rd/City of Holdfast Bay (The Great Jetty Road Treasure Hunt).
- * Infraplan Outstanding Individual Contribution - Steve Maras, Maras Group.
- * Special recognition award for leadership of Mainstreet SA - inaugural chair Julie Wrobel, Algomas.
- * Regional Development Australia Best Regional/Country Mainstreet - Ceduna Council (CBD Streetscape Project), Merit Award - District Council of Mount Remarkable (Stuart St improvements Melrose).
- * Renewal SA People's Choice Award - Rundle St.
- * Students Encouragement Award University of Adelaide School of Architecture/Landscape Architecture/Urban Design - Justine Aldersey, Katie Steinwedel, Rebecca Millar, Zhe Wei (Unley Rd Project).