



*Mildura's premier avenue:  
A gallery showcasing our  
history, diversity and vitality.*



# DEAKIN AVENUE URBAN DESIGN GUIDELINES FINAL

August 2016

## Acknowledgement

Mildura Rural City Council acknowledges the traditional custodians of the land which now comprise the Mildura Rural City Municipality. We pay our respects to Elders past and present, and celebrate and respect their continuing culture and acknowledge the memories of their ancestors.

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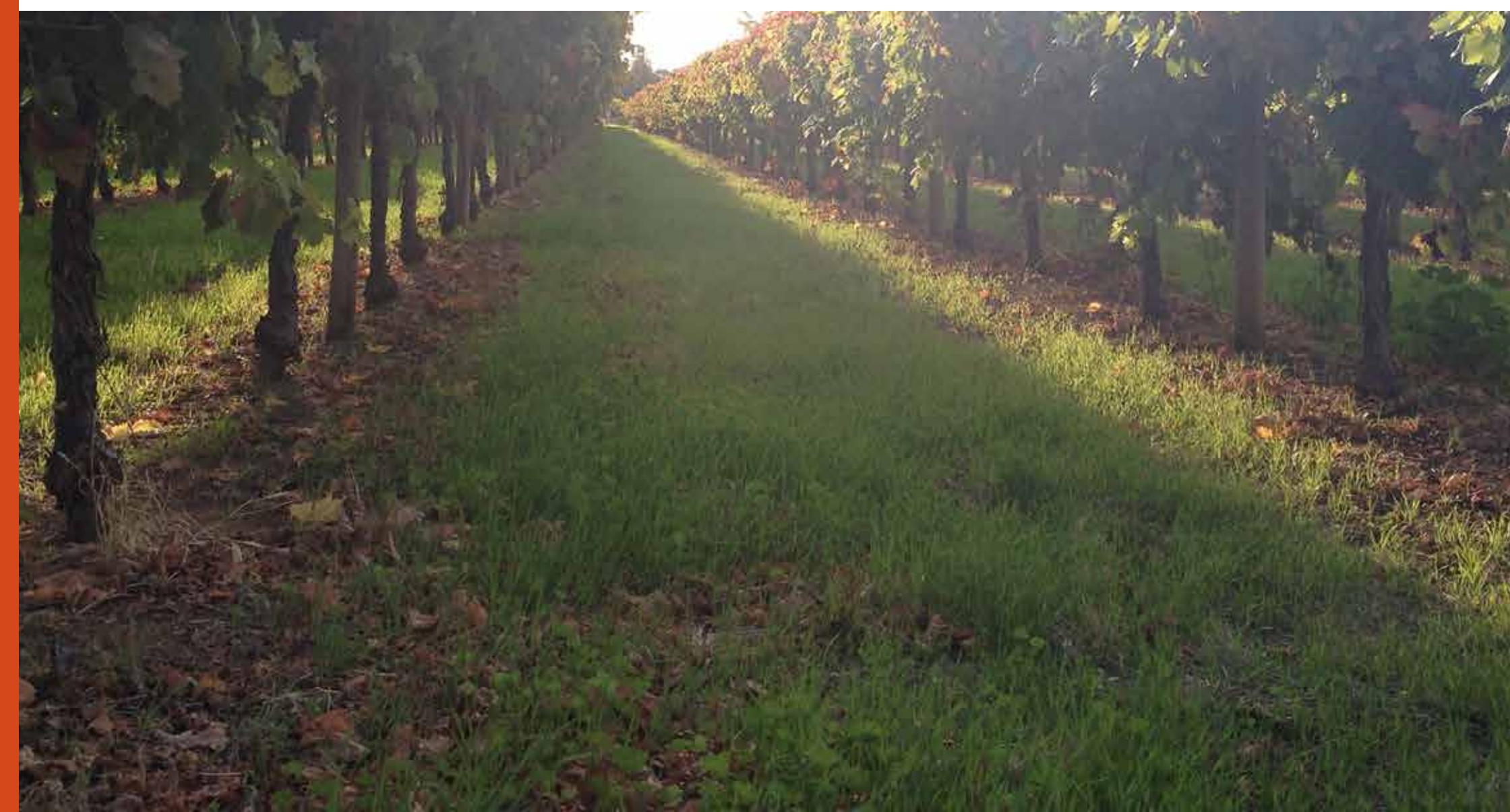
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1

# Introduction

# INTRODUCTION

## 01

The Deakin Avenue Urban Design Guidelines respond to and guide the current and future image and appearance of the Avenue. They provide a clear direction for the future of the Avenue, its public spaces and development along it.



## THE PROJECT

The Deakin Avenue Urban Design Guidelines set out a strategic vision for Deakin Avenue that will respond to the future changes and development along the Avenue. Specifically the guidelines will ensure that development:

- Responds to the Avenue's unique character and sense of place;
- Is located and designed appropriately;
- Achieves a high quality built form outcome;
- Provides a higher functional and attractive public realm; and
- Contributes to a strong and consistent image.

The project was undertaken in three stages with opportunities for consultation at each key milestone. A summary of Stages 1, 2 and 3 is provided on page 12.



## PURPOSE OF THIS DOCUMENT

This Urban Design Guidelines Report builds on the adopted Strategic Vision and Objectives Paper to detail the ideas and opportunities for the future growth and development of Deakin Avenue.

The Guidelines can be used as a type of checklist for Council staff, landowners and developers to ensure future development and public realm works contribute to the long term vision of the Avenue.

**Chapter 2** of this report outlines the vision and overarching principles for the Avenue. It also spatially illustrates the main components of the Strategy (page 20), including the key design guidelines for each precinct.

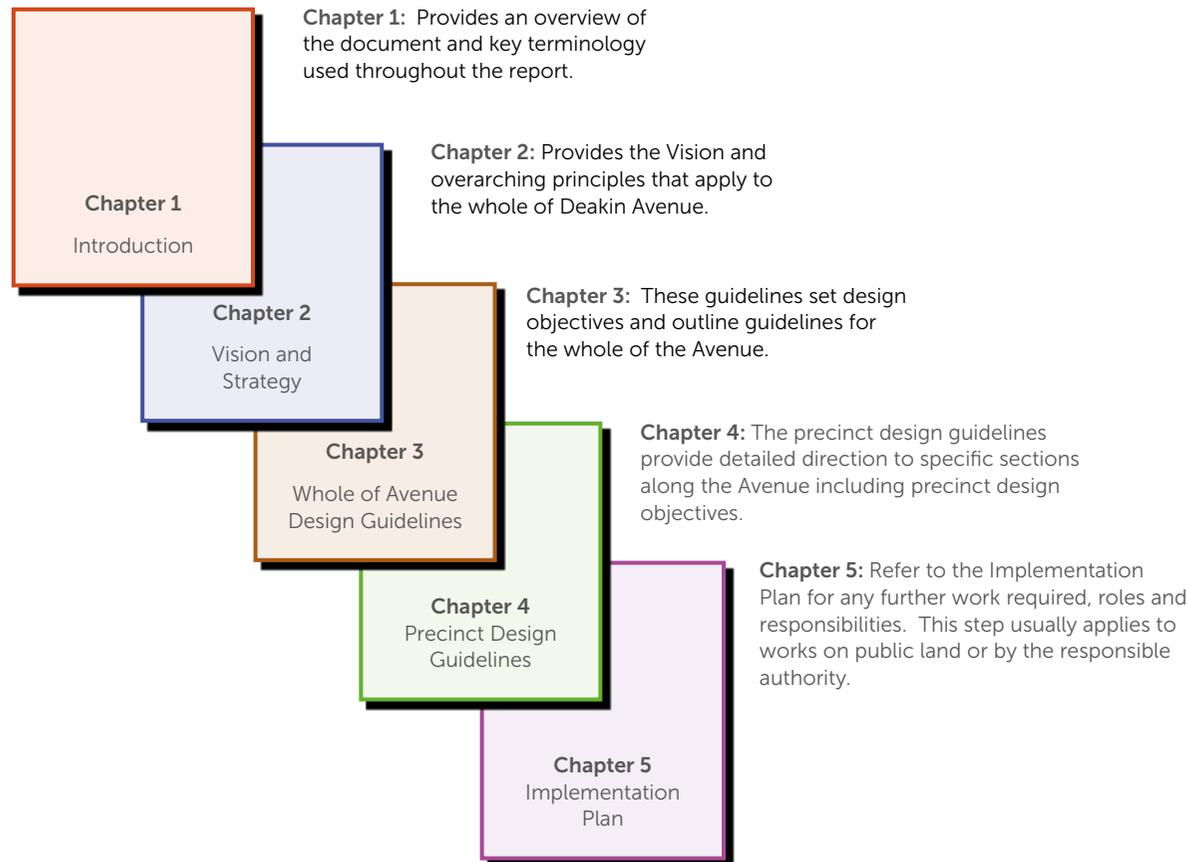
**Chapter 3** sets whole of avenue objectives and design guidelines within each principle as identified above. These guidelines apply to the whole of the study area.

**Chapter 4** contains the detailed design guidelines specific to each of the 5 precincts along the Avenue, incorporating the six principles introduced in Chapter 2.

**Chapter 5** provides an implementation strategy for going forward, including recommended overlays and an actions table to determine roles and responsibilities.

This report incorporates changes received during the public exhibition period undertaken in May 2016 and was adopted by Mildura City Council in August 2016.

## HOW TO READ THIS DOCUMENT



## TERMINOLOGY

### Community infrastructure:

Facilities within public spaces: seating, drinking fountains, bins, shade structures, paths, signage and bus stops.



### Public realm:

All the public spaces along the Avenue: footpaths, nature strips, roadway and spaces.



### Verge:

Refers to the area of the road reserve between the kerb and private property, that includes the footpaths, nature strip and the kerb and channel.



### Built form:

Includes all buildings and structures and refers to their height, spacing between buildings, appearance and shape.



### Setback:

The horizontal distance between the boundary of a lot and the directly adjacent wall of a building.



### Indigenous and Native Vegetation:

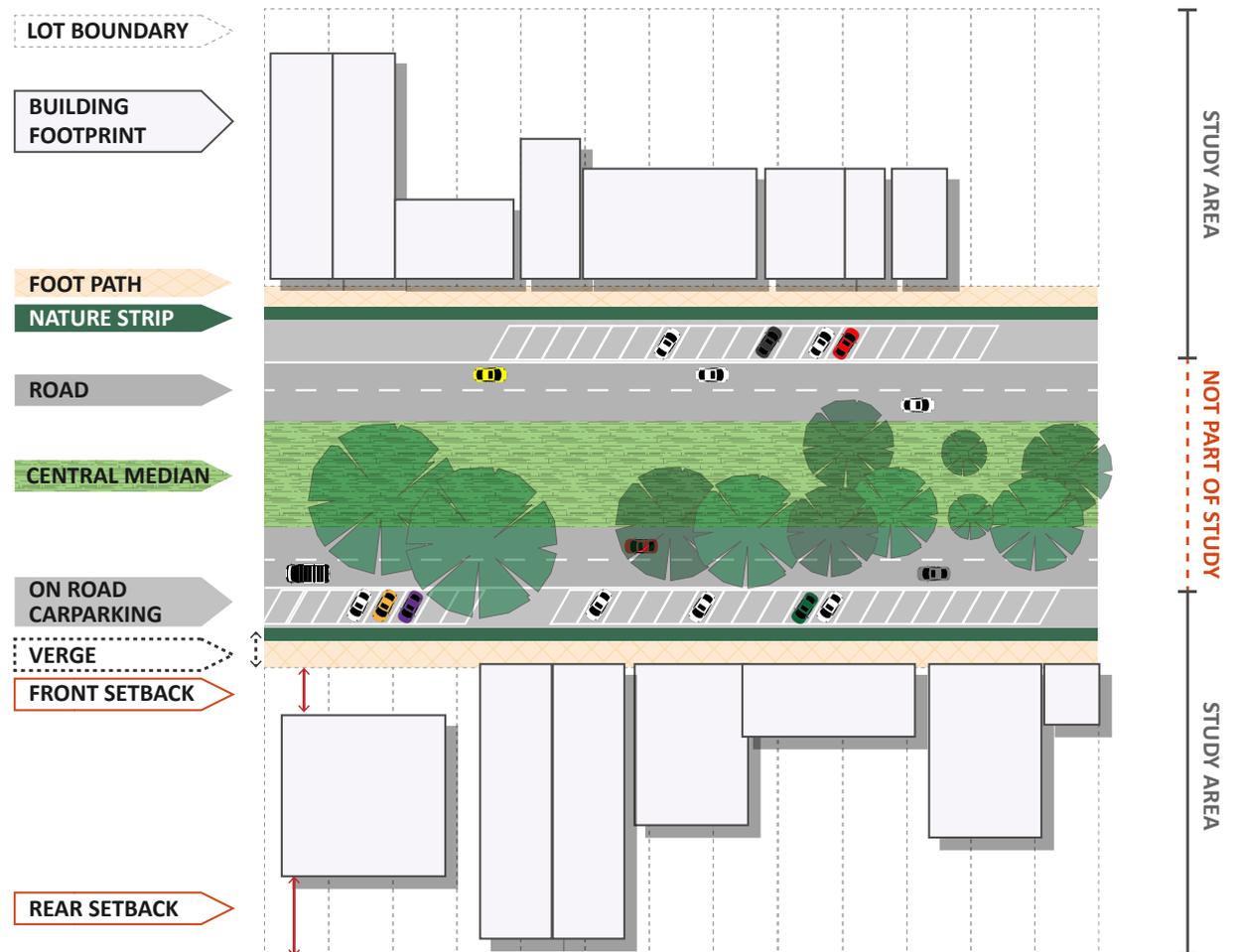
Indigenous vegetation is flora that is native to the local Mildura region. Native vegetation is found only in Australia.



## STUDY AREA

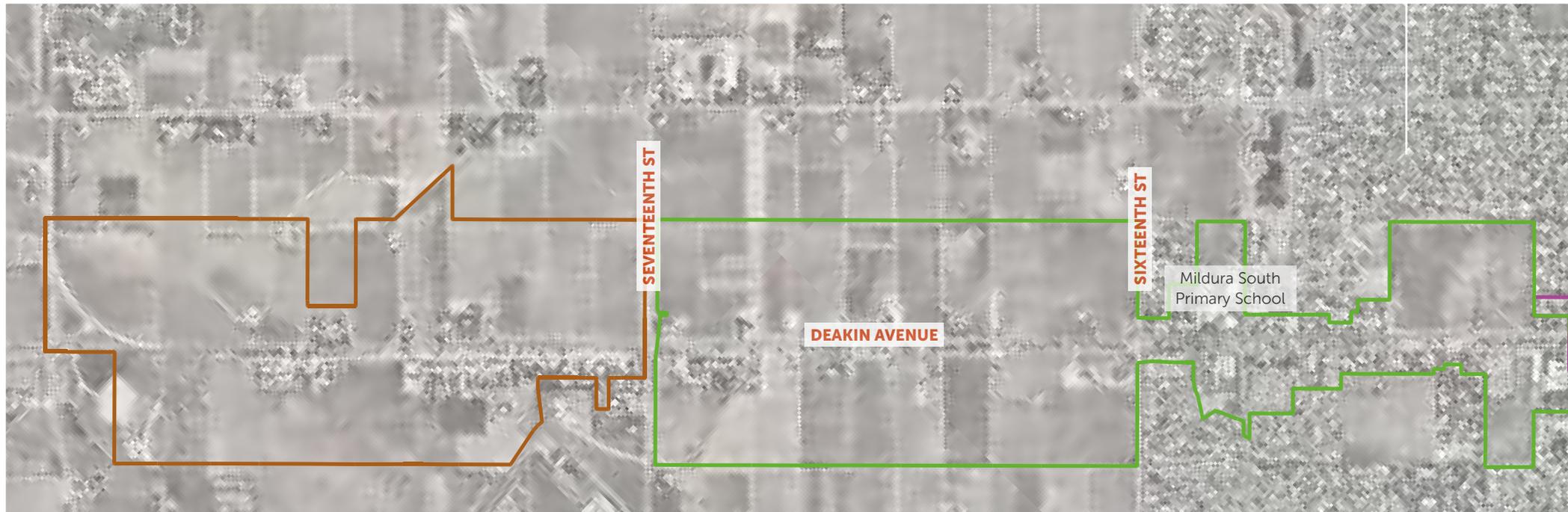
The study area incorporates all land and built form fronting Deakin Avenue, up to and including the road verge. The study area does not include the centre median strip or the road pavement. However, the relationship between the road, median strip and the buildings and verges is considered. A landscape masterplan has previously been prepared for the median strip and this project makes recommendations for consideration in any future landscape reviews.

The study area, as broadly depicted on the map below incorporates all land and built form fronting Deakin Avenue, up to and including the road verge. Land fronting the Avenue varies in size considerably and therefore the study area seems much larger in farming areas than it does in the more built up environments where smaller parcels are present.

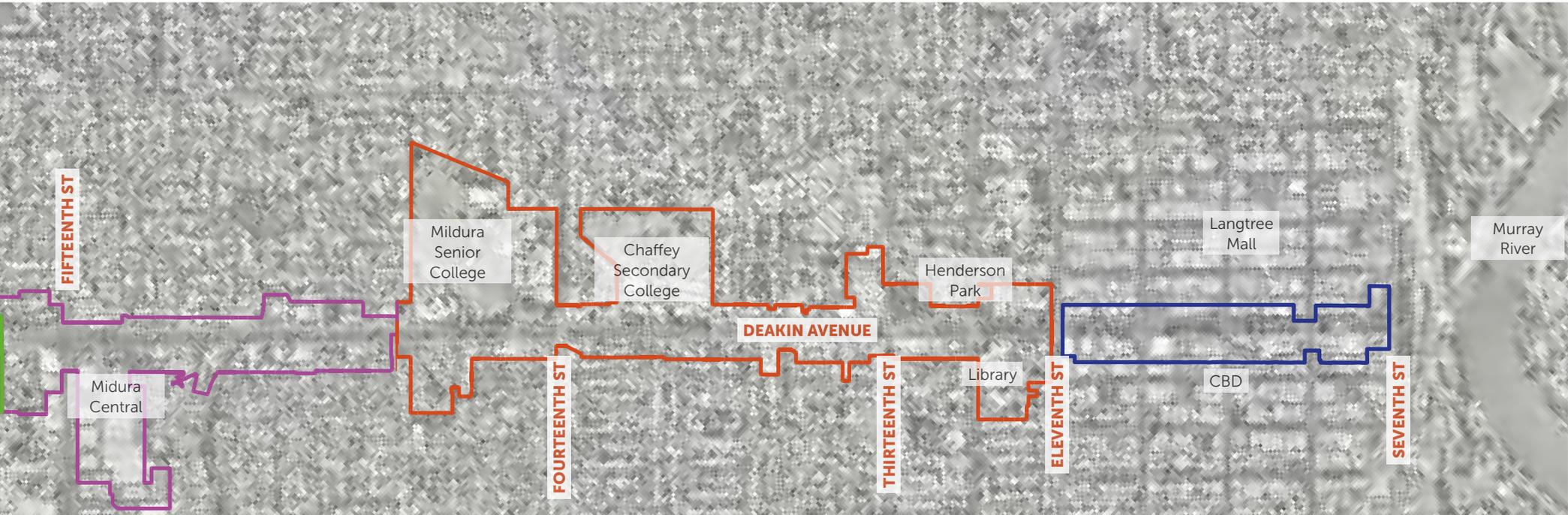


# STUDY AREA MAP

The study area is divided into 5 precincts as shown on map below.



- Precinct 1: Horticultural Edge
- Precinct 2: Residential
- Precinct 3: City Gate
- Precinct 4: Mixed Use
- Precinct 5: City Core



# STUDY BACKGROUND

## CONSULTATION PROCESS

Consultation for the project to date has included two rounds of workshops and two public exhibition periods. The consultation process for the project has included:



## KEY ISSUES

Stage 1 of the project included undertaking consultation workshops, a community survey and a site survey, to gather all the background information and gain an understanding of the issues and opportunities available along the Avenue. It included speaking to community members, development industry groups, agency stakeholders and Council staff. The outcomes of these workshops were included in a Key Issues Report July 2015.

The two workshops were held at the Mildura Rural City Council offices and included:

- Key government agencies and Council departments
- Community representatives and business owners

The consultation workshops were advertised by direct invitation to key stakeholders and the community was notified by flyers, council website and radio.

In addition, a community bulletin was sent to all affected landowners and residents along the Avenue with a feedback survey. Thirty-two responses were received, of which, 87.5% of respondents were residents of Mildura, the rest of which were from commercial landowners and/or business owner/employees.

The key findings and feedback from the consultation process included:

- A clear vision is needed for the Avenue.
- The Avenue, as the entrance to the city, needs to portray a more cohesive, high quality image that reflects the city's history and future. It was generally agreed that the Avenue has a poor image due to some low quality buildings, fast food outlets, heavy traffic and mixed landscaping.

- The need to protect and enhance large iconic trees along the Avenue.
- The green, lush, oasis appearance should be enhanced, reducing blank walls and car parking in front setbacks.
- General concerns about building quality, scale and design.
- Buildings at the Fifteenth Street intersection need to be upgraded.
- Public realm and safety concerns in relation to a lack of street lights/furniture and too much truck traffic.
- Vacant sites and run-down buildings need reactivating.
- Consistency of directional signage, landscape treatments and planting is needed along the Avenue.

A full summary of the consultation responses is provided at Appendix A.

The Key Issues Report (July 2015) was prepared to detail all of these issues and opportunities and was adopted by Council in November 2016.

## STRATEGIC VISION & OBJECTIVES

Stage 2 involved a number of workshops in which a preliminary vision and overarching principles were presented to the community, relevant stakeholders, council staff and Councillors. The findings of these workshops were used to complete a vision, principles and objectives for the Avenue and to prepare a Draft Strategic Vision and Objectives Paper September 2015.

The Draft Strategic Vision and Objectives Paper was then placed on public exhibition to invite further comments and feedback. The information gathered through this stage has been used to draft the Urban Design Guidelines and assist in developing an implementation plan for Deakin Avenue.

The four workshops held, included:

- Development industry and affected landowners
- General community
- Council staff and agencies
- Councillors

The consultation workshops were advertised by direct mail-out to affected landowners and businesses, and the general community was notified by flyers, the Council website, a radio segment and newspaper advertisement.

The key findings and feedback from these workshops included:

- The need to cater for increased heights within the city centre and allowing for off-street car parking within new developments.
- Strengthening the relationship between the city centre with the river front.
- The need to provide a truck by-pass that is well-signed and removes heavy traffic from the Avenue.

- A wide variety of tree species would be beneficial along the Avenue.
- A separate bicycle/pedestrian path was considered an important action for Deakin Avenue.
- The idea of reducing traffic carriageways and creating a dedicated bike lane on the road, that is also protected from cars and safe for kids.
- Suggestions for the vision to use words such as; a 'gallery showcasing', 'diversity', 'oasis', 'aspirations', 'attractive', 'iconic' and 'historic'.
- Detailing the relationship between built form and landscaping.
- The need to provide guidance around the location and design of certain land uses.
- An enhanced pedestrian environment with improved crossings, disability/pram access, drinking water, appropriate bus stops, shade etc.
- A monument or gateway feature at Fifteenth Street that is iconic and welcoming.
- Ways to showcase and celebrate history and diversity.
- Creating refuge from the sun for users, including increased verandahs and awnings, as well as using building materials that consider the climate and longevity.
- Acknowledging that sustainable landscapes need to consider the heat and potential lack of water.
- Creating greater opportunities for art installations and strategies such as 'up-lighting' key features to enhance the visual amenity of the avenue.

A full summary of the consultation responses is provided at Appendix A.

The Strategic Vision and Objectives Paper used this feedback to present a revised vision, a detailed set of principles and highlight 5 precincts for precinct specific actions.

The 5 precincts each outlined a vision or future character statement, objectives and suggested actions that would be fed into creating the Urban Design Guidelines.

The final Strategic Vision and Objectives Paper was adopted by Council on 26 November 2015.

## PUBLIC EXHIBITION

At the conclusion of Stage 3, the Draft Urban Design Guidelines Report was placed on public exhibition to invite further comments and feedback on the detail of the design guidelines. The information gathered through this stage was used to finalise the Urban Design Guidelines and assist in developing an implementation plan for Deakin Avenue, as provided in this report.

A total of 10 submissions were received from community members and stakeholders, along with further feedback from Council officers. A number of changes were made to the Final Urban Design Guidelines as a result.

A summary of the submissions received during the exhibition process is provided at Appendix A.





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# Vision & Strategy

# AVENUE PRINCIPLES

## 02

The vision for Deakin Avenue has been developed with Council and community feedback to express the importance of the Avenue to Mildura's image.

The vision is:

*“ Deakin Avenue is Mildura's premier avenue: a gallery showcasing our history, diversity and vitality. ”*

Deakin Avenue will be a grand boulevard entrance to Mildura that appears as a 'desert oasis' and reflects the transition from rural to inner city along its length.



# OVERARCHING PRINCIPLES

The following are the overarching principles applying to the whole of Deakin Avenue.



## IMAGE OF MILDURA

Showcase Mildura's history, community diversity and aspirations through buildings, art and landscape.

Mildura's rich history is seen all along the Avenue, within the vineyards and farming pursuits, the verdant median strip with its gum trees and palms, the historic churches and civic buildings, that lead to the Murray River lifeline.

Considerate built form guidelines, consistent vegetation planting choices suitable to Mildura, and installations that highlight its past, will assist in preserving the city's history and displaying its story.

City gateways, especially at prominent intersections, will be enhanced through art, signage, landscaping and high quality buildings.



## LAND USE

Express the transition along the Avenue from horticultural land, through residential, mixed use and the city centre to the Murray River environs.

From city centre to farming land, the Avenue displays a wide variety of land uses that reflect the breadth of Mildura's economy and community.

The variety of land uses needs to be maintained, while refining the breadth to better reflect the importance of the Avenue. Agricultural, residential, civic and community, tourist accommodation and commercial uses will be actively encouraged, as will uses that activate frontages.

The buildings and landscaping will enhance the expression of the changing role and character of the Avenue.



## LANDSCAPING

Enhance the 'desert oasis' quality of the Avenue by providing shade and greenery.

Expressing the strong 'green' image of the median design and valued 'desert oasis' qualities valued by the community, are important considerations along the Avenue.

The grandeur of the Avenue derives from its canopy tree planting, wide median and verges, the scale and type of buildings and its overall high quality appearance. Provision of shade through trees and structures will be a key element of landscape design in the public and private realms.

The 'desert oasis' quality of the Avenue will be enhanced through requirements to provide greener spaces and well maintained front setbacks.

Consistency will be achieved by use of colours, materials, street tree avenues and well-maintained nature strips that express the region's various landscape types and link with the centre median planting.



## LIGHTING & SAFETY

**Provide streetscapes that are well-lit and safe for all users.**

Footpaths, intersections and crossings that are easily navigable in day and night are vital to the welcoming and safe environment.

Lighting and well designed public spaces that recognise the importance of safety can transform areas of the Avenue that are currently perceived as unsafe or uninviting.

Lighting can also be used to highlight buildings and features along the Avenue and add to the city's vitality.



## ACCESS & MOVEMENT

**Improve the variety of transport options, and in particular walking, cycling and public transport.**

Active forms of transport, such as walking and cycling, are vital to community health and accessibility.

Enhancing the Avenue as a place that encourages these forms of transport, along with a reliable bus service, will be a priority consideration through shared paths, designated bicycle lanes and reduced traffic congestion.

Creating a place that people want to use for walking, cycling and public transport will be achieved through increased community infrastructure (such as seating and drinking fountains), shade opportunities, improved and frequent bus stops, enhanced safety and visually exciting public spaces.



## BUILT FORM

**Ensure high quality architecture that reflects the premier status of the Avenue and is sustainable, adaptable and sensitive to the climate.**

The eclectic mix of buildings along the Avenue provide Mildura with a unique character and built form diversity.

The heritage buildings and the surrounding landscape provide a significant context within which other buildings need to sit. Some of the key elements of these buildings, such as height, form, colours and materials will provide a 'touch point' for new buildings that needs to be respected along the length.

High quality architecture will be required, while respecting these key elements and interface with the street, best practice environmental design, setbacks and integrated commercial signage.

# THE STRATEGY

## VISION

Mildura's premier avenue: a gallery showcasing our history, diversity and vitality.

Deakin Avenue will be a grand boulevard entrance to Mildura that appears as a 'desert oasis' and reflects the transition from rural to inner city along its length.

## PRINCIPLES

 <b>IMAGE</b> Showcase Mildura's history, community diversity and aspirations through buildings, art and landscape.	 <b>LAND USE</b> Express the transition along the Avenue from horticultural land, through residential, mixed use and city centre to the Murray River environs.	 <b>LANDSCAPE</b> Enhance the 'desert oasis' quality of the Avenue by providing shade and greenery.
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### PRECINCT 1

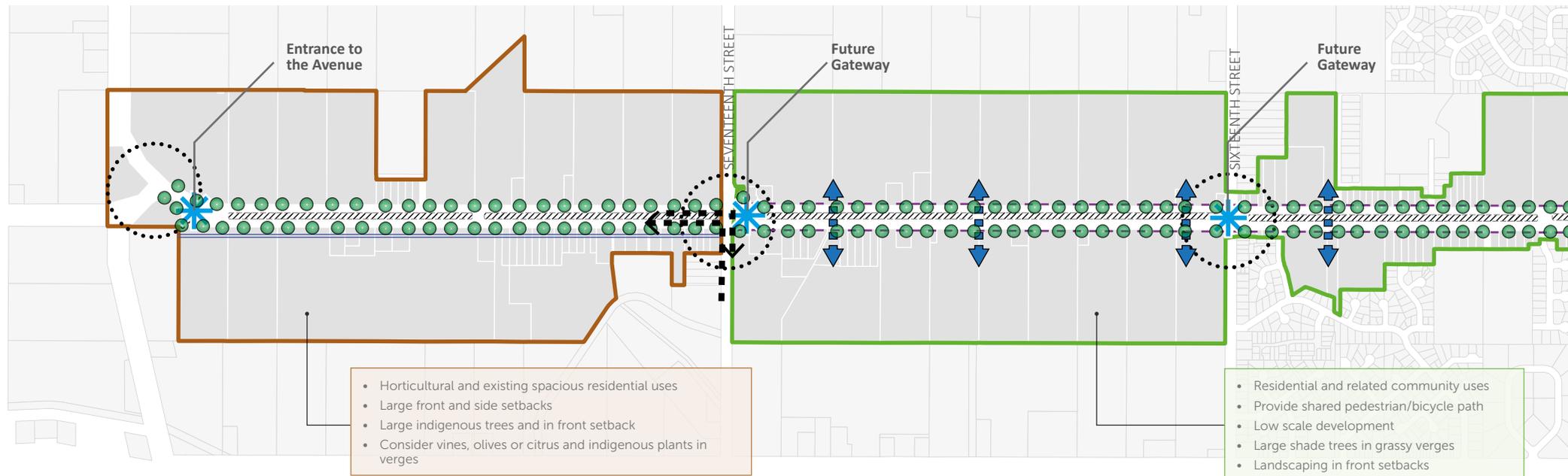
#### HORTICULTURAL EDGE

The Horticultural Edge Precinct will be the grand landscaped gateway to Mildura, highlighting the historic roots and dry, irrigated landscapes of the surrounding environs.

### PRECINCT 2

#### RESIDENTIAL

The Residential Precinct will be community orientated and flanked by formal and elegant pedestrian promenades, along with high quality landscapes that enhance the residential interface to the Avenue and provide regular shade opportunities.



-  Precinct boundary
-  Proposed median
-  Existing median
-  Canopy trees and landscaping
-  Sustainable drainage system
-  Shared path
-  Protected bicycle lane
-  Truck bypass route
-  Gateway
-  Pedestrian crossing point
-  Key opportunity site
-  Intersection upgrade

 LIGHTING & SAFETY	 ACCESS & MOVEMENT	 BUILT FORM
Provide streetscapes that are well-lit and safe for all users.	Improve the variety of transport options, and in particular walking, cycling and public transport.	Ensure high quality architecture that reflects the premier status of the Avenue and is sustainable, adaptable and sensitive to the climate.



### PRECINCT 3 CITY GATE

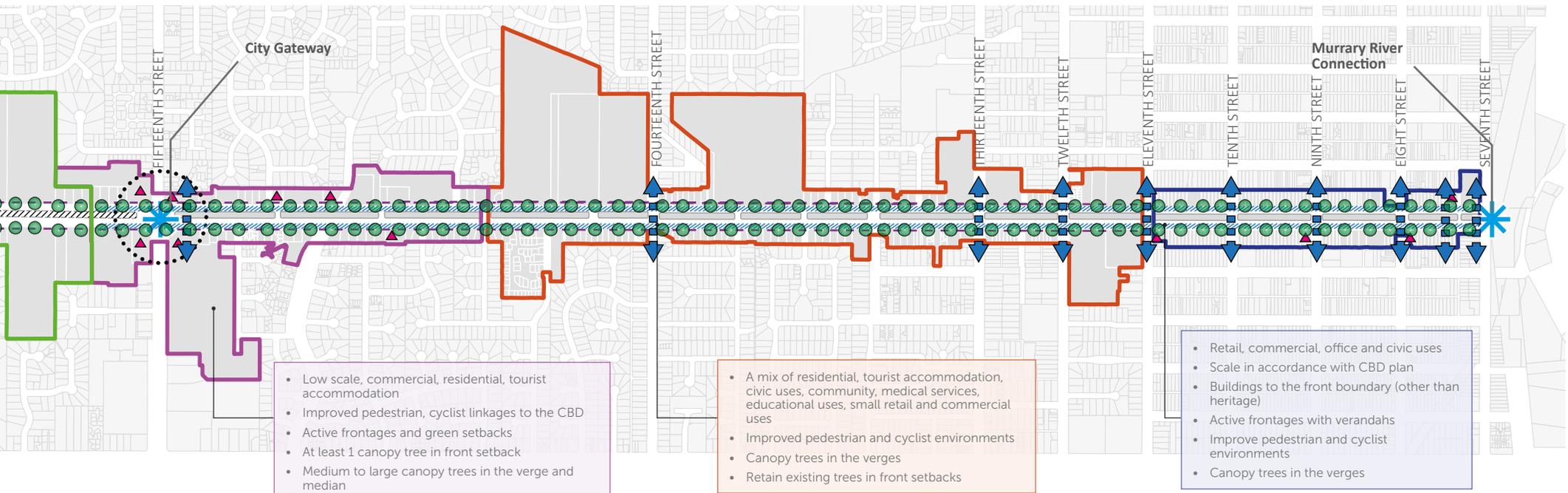
The City Gate Precinct will be a vital transition between the rural and residential areas and the urban/city fringe.

### PRECINCT 4 MIXED USE

The busy hub of the Mixed Use Precinct will be recognised for its strong and iconic public realm and built form features.

### PRECINCT 5 CITY CORE

The City Core Precinct will be a vibrant destination that celebrates Mildura and provides a majestic and revealing walk through history.







3

# Whole of Avenue Design Guidelines



## Principle 1

### IMAGE OF MILDURA

#### Objectives

Create a consistent and high quality image to the public realm, and focus improvements on key entrance points and sites.

Reflect the city's diversity, economy and aboriginal and cultural heritage through land uses, buildings, art and landscaping treatments.

Reflect the 'desert oasis' theme in all aspects of the public and private realm.

#### Design Guidelines

- Provide consistent and high quality community infrastructure and facilities, such as seating, shade structures, bus stops, drinking fountains and lighting with common themes (eg. design, colour, style, materials).
- Extend the dual carriageway and median strip design of the Avenue from Fifteenth Street to the Sturt Hwy turn off.
- Retain and plant 'boulevard' style trees for the entire length of the Avenue, that are consistent within Precincts, within both the public and private realms.
- Incorporate street art and installations along the length of the Avenue, and with emphasis at key entrance points.
- Maintain verges, front setbacks and public places to a high standard.
- Provide directional signage that is consistent, informative, minimalist and visually coordinated.
- Provide for the protection and ongoing maintenance of valued assets (historic buildings, significant trees and installations).
- Advocate for the relocation and construction of underground powerlines etc.



Reflect Mildura's heritage through landscaping



Provide high quality public spaces and consistent community infrastructure



## Principle 2

### BUILT FORM

#### Objectives

Ensure buildings along the Avenue are designed to respect their prestigious location in Mildura.

Reflect the colour palette of the surrounding desert landscape and existing heritage buildings in the Avenue.

Building colours should not detract from the quality or compromise the streetscape image of Deakin Avenue.

Ensure best practice environmentally sustainable design for Mildura's climate.

Incorporate design features to provide shade and solar control within buildings and surrounding areas.

Contribute to a pleasant and safe pedestrian environment through buildings that provide active frontages, weather protection and interesting articulation.

Encourage the development of key opportunity sites to their maximum potential and to provide major input to the boulevard style, high quality image of the Avenue.

Provide high quality and non-dominant business signage that fits within the desired character of Deakin Avenue and does not create visual clutter.

Ensure signs do not cause a loss of visual amenity or compromise the streetscape image of Mildura.

#### Design Guidelines

- Demonstrate that Ecologically Sustainable Design (ESD) principles are applied in the design and construction of buildings.
- Limit built form to a low a scale (2 storeys) for the majority of the Avenue.
- Avoid the excessive use of bold colours and primary colours on walls.
- Consider vertical gardens and roof top gardens to provide insulation, environmental cooling and greenery.
- Place windows and doors to address the street, to create a sense of address and provide visual surveillance.
- Setback buildings from the front and side boundaries to respond to the desired character of the various sections along the Avenue.
- Integrate verandahs on all new buildings where no front setbacks apply, and large eaves and entrance canopies to all buildings.
- Respect and restore original heritage façades, and re-purpose historic buildings in ways that increase the interaction of users on the street with the building.
- New buildings adjoining heritage buildings should respect the height, form, setbacks and materials of the heritage building.
- Minimise driveways and vehicle access from the Avenue, and provide car and loading access to buildings from the rear of the site wherever possible.
- Minimise fences except where necessary to delineate front and side street boundaries and with low or permeable fencing, or vegetation.
- Design buildings and civic/pedestrian spaces to be accessible to people of all abilities.
- Avoid the dominance of hard surfaces including concrete and car parking structures. Car parking to be provided at

the rear of the building.

- Avoid large areas of blank, minimally or poorly articulated walls. Measures to avoid this may include windows, awnings, sun shading devices, pergolas, or a recognisable increased setback to the upper storey(s).

#### Signage

- Standalone signs must not be of an area larger than 2sqm and no higher than 1.8m, low profile and located within the landscaped front setback (this does not apply in the existing or future residential zones along Deakin Avenue).
- Restrict the number of signs to one sign per development. Development which contains multiple premises should consolidate signage into a single directory board.
- Avoid visual clutter created by signs of excessive size, text or bold colours.
- Encourage signage to be integrated with the building form of the development but must not be painted on the walls or windows of the building.
- Avoid signage located on the roof or that exceeds the parapet height of the building.
- Discourage the use of animated signs or the use of coloured neon lighting.

#### Key opportunity sites will:

- Develop to their potential under these guidelines, and avoid underdevelopment.
- Provide exceptional architectural design that responds to the site, surrounds and importance of the location to the image of the Avenue.
- Demonstrate best practice environmental sustainability in design, innovation and surrounding treatments.
- Provide active frontages to all streets, open and vacant spaces (including car parks).



## Principle 3

## LANDSCAPING

## Objectives

Enhance the 'desert oasis' appearance of the Avenue through green, leafy landscaping and substantial planting on public and private land.

Utilise trees and features that provide shade in landscape and streetscape treatments.

Reflect the particular characteristics of the locality, the median plantings and Mildura's history by using a consistent variety of plant species.

## Design Guidelines

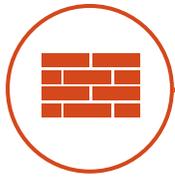
- Develop a vegetation and tree species list to be applied within both the public and private realms that includes climate appropriate species.
- Use indigenous and native species, exotic species that relate to those in the median and low maintenance varieties.
- Enhance the 'desert oasis' feel of the Avenue through green nature strips and medians, shade trees within front setbacks and lawn/grasses where appropriate.
- Provide landscape breaks within both off-road and on-road car parks.
- Use water sensitive urban design measures wherever possible to reduce reliance on watering systems.
- Retain mature trees within the verges, and replace those lost over time.
- Use permeable landscaping treatments such as lawn and grasses in place of hard surfaces where possible.
- Provide at least one canopy tree within front setbacks where space permits.
- Plant canopy trees in the verge and in conjunction with verandahs or awnings where possible.
- Use plant and tree species that are low maintenance, resilient and drought resistant where possible.



Minimal landscaping does little to screen carparks



Consistent pavement treatment with regular street trees and community infrastructure



## Principle 4

### LAND USE

#### Objectives

Encourage land use activities that are compatible with surrounding land uses, and create an active, vibrant environment.

Ensure land uses along the Avenue reflect the prestige and importance of the boulevard to Mildura, and the location within the Avenue.

Retain and encourage land uses that reflect Mildura's economic and social heritage, civic and community roles, commercial prosperity and community needs.

#### Design Guidelines

- Retain existing farming opportunities at the western end of the Avenue.
- Increase residential, tourist accommodation and mixed use developments and other uses compatible with residential uses (such as schools, medical centres, churches and community centres).
- Achieve street activation through uses that involve interaction with pedestrians, such as shop fronts, small scale offices, on-street dining and trading, and long open hours.
- Direct land uses that require higher built forms, or retail activity to the city centre.
- Site commercial land uses to respectfully interface with sensitive land uses such as open space, dwellings, community uses and churches.
- Avoid land uses that interrupt the streetscape due to their typically poor built form outcomes, large advertising signage or focus on vehicular access and movement such as :
  - » Fast food outlets
  - » Service Stations
  - » Car sales yards
  - » Industrial and manufacturing uses
  - » Big box retail outlets and warehouses
- Consider the compatibility of new uses with those on the opposite side of the Avenue to provide linkage opportunities.



Avoid car parks within front setbacks



Encourage kerb-side dining



## Principle 5

## LIGHTING &amp; SAFETY

## Objectives

Ensure lighting structures along the Avenue are consistent and contribute to the high quality image of the Avenue.

Ensure street and pedestrian lighting creates a welcoming and safe appearance to the streetscape at all times of the day and night.

Improve pedestrian and cyclist safety through passive surveillance, lighting and crossing improvements.

Highlight features and buildings along the Avenue that add to its ambience and story.

## Design Guidelines

- Incorporate pedestrian scale lighting along shared pedestrian and bicycle paths to enable the space to be used safely at night and avoid areas of concealment (including dark corners and spaces)
- Incorporate feature lighting to highlight historic and key civic buildings, significant trees and art installations/structures.
- Provide community infrastructure, (such as bus stops, shade structures, toilet blocks), that are well lit, avoid areas of concealment and have adequate surveillance by neighbouring buildings and spaces.
- Avoid blank walls and vacant sites, especially on shared paths and near gathering spaces.
- All new buildings must front and address the Avenue, and incorporate windows/doors/balconies increasing opportunities for visual surveillance.
- Provide potential safe pedestrian crossing points at regular intervals along the Avenue, and traffic lights that allow for safe crossing within one green-light cycle.
- Provide safe passage for cyclists all along the Avenue, especially at intersections and traffic lights.
- Provide pedestrian crossing points with pram and wheelchair access.
- Maintain appropriate highway lighting along the length of the Avenue.



Shade structures add visual interest to public spaces



## Principle 6

# ACCESS & MOVEMENT

### Objectives

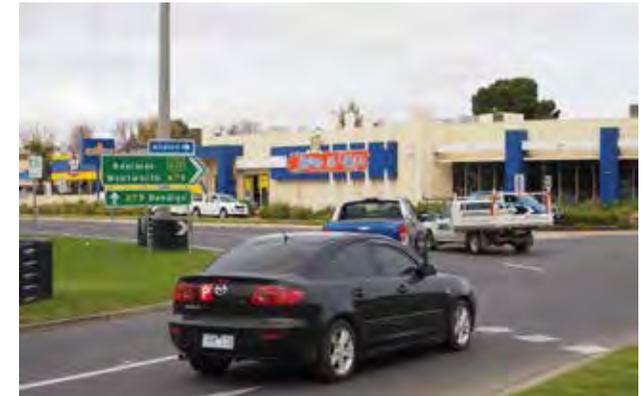
Improve pedestrian and cyclist safety through better separation of transport modes and intersection modifications.

Encourage public transport accessibility, frequency and amenity improvements.

Minimise disruptions to traffic flow, cyclist routes and pedestrian areas by vehicular access points.

### Design Guidelines

- Upgrade the intersection at Seventeenth Street to formalise the proposed truck by-pass route and remove the majority of the truck traffic from the Avenue.
- Undertake appropriate intersection upgrades to allow for a safe flow of traffic and pedestrian crossing within one green-light cycle (e.g. Seventh Street).
- Create a protected bicycle lane from Seventeenth Street to Seventh Street to provide safe access for road bike users.
- Provide for potential regular safe pedestrian crossing points (signalised zebra crossing or traffic light upgrades as appropriate).
- Extend the shared pedestrian and cycle path within both verges along the length of the Avenue. The path should be constructed using consistent materials, line markings and appropriate pedestrian scale lighting and signage.
- Formalise on-road car parking with line markings and providing regular landscape 'breaks' between car parks.
- Improve public transport between Mildura Central Shopping Centre and the Mildura CBD, with a frequent service and more frequent bus stops.
- Provide shade and shelter to all bus stops.
- Provide vehicular access (including car parking and loading facilities) from the rear of all sites wherever possible, and restrict new vehicular crossings.



Upgrade major intersections to consider pedestrian movement





4

# Precinct Design Guidelines

# PRECINCTS

## 04

Consistent with the overall vision, this Precincts chapter provides greater detail for sections along the Avenue.

It provides a statement of preferred future character, objectives and general and specific suggested actions for achieving the preferred future character. Ways to implement the broad Principles of image, land use, built form, landscaping, lighting and safety, and access are covered in the Precincts.

DEAKIN

AVE

## OVERVIEW

The five Precincts are principally based on the activities and land uses fronting the Avenue. The names of the Precincts reflect their intended primary use, and the boundaries between Precincts utilise roads for convenience. The existing and preferred built form within each of these Precincts also varies, and in some cases this relates to the land use and in others the two can be considered independently.

Suggested actions outlined within each precinct are supported by some specific actions that have been annotated on the precinct maps.

The resulting statement of preferred future character, objectives and suggested actions have been used to develop detailed recommendations and guidelines for each Precinct along the Avenue.



Precinct 1 Horticultural Edge Precinct



Precinct 2 Residential Precinct



Precinct 3 City Gate Precinct



Precinct 4 Mixed Use Precinct



Precinct 5 City Core Precinct

# PRECINCTS

Five precincts have been identified through the key issues stage and subsequent consultation workshops, as shown on the map below.

## Precinct 1

### HORTICULTURAL EDGE

The Horticultural Edge Precinct will be the grand landscaped gateway to Mildura, highlighting the historic roots and dry, irrigated landscapes of the surrounding environs.

## Precinct 2

### RESIDENTIAL

The Residential Precinct will be community oriented and flanked by formal and elegant pedestrian promenades, along with high quality landscapes that enhance the residential interface to the Avenue and provide regular shade opportunities.

..... Sturt Highway to Seventeenth Street/Calder Highway ..... Seventeenth Street/Calder Highway to Fifteenth Street .....



Precinct 3

CITY GATE

The City Gate Precinct will be a vital transition between the rural and residential areas and the urban/city fringe.

Precinct 4

MIXED USE

The busy hub of the Mixed Use Precinct will be recognised for its strong and iconic public realm and built form features.

Precinct 5

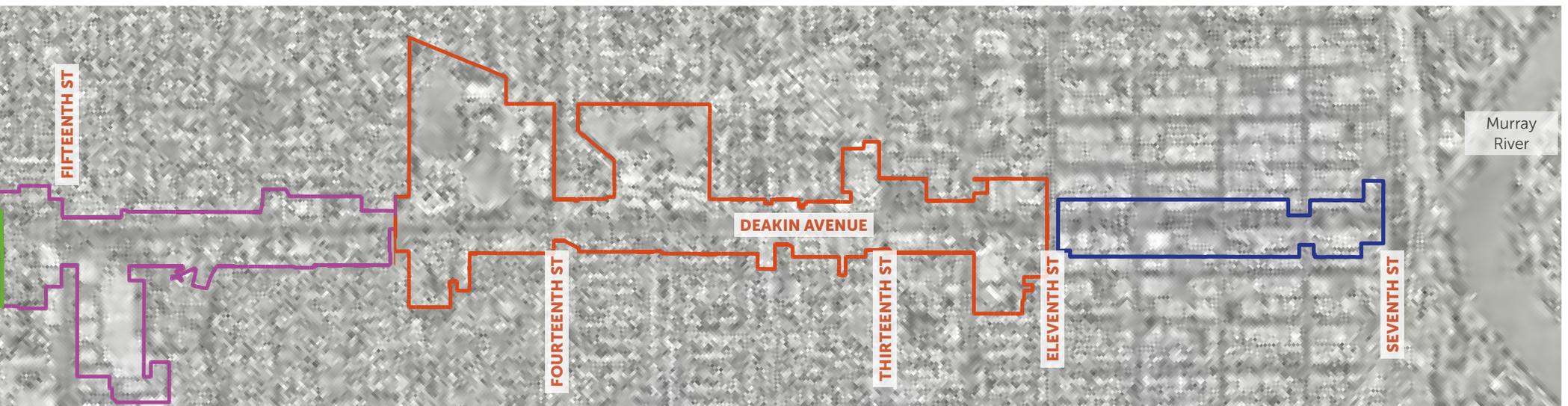
CITY CORE

The City Core Precinct will be a vibrant destination that celebrates Mildura and provides a majestic and revealing walk through history.

Fifteenth Street to Aldinga Drive

Aldinga Drive to Eleventh Street

Eleventh Street to Seventh Street



PRECINCT 1

# HORTICULTURAL EDGE PRECINCT

The Horticultural Edge Precinct will be the grand landscaped gateway to Mildura, highlighting the pioneering roots and the dry and irrigated landscapes of the surrounding environs.

It will be retained for farming purposes and low density residential with large front setbacks, to maintain the wide, open feel of the rural edge of the city. The precinct will showcase Mildura's unique agricultural foundations through landscape treatments in the verges. It will introduce the 'desert oasis' feel of the Avenue to visitors.

## Horticultural Edge Precinct

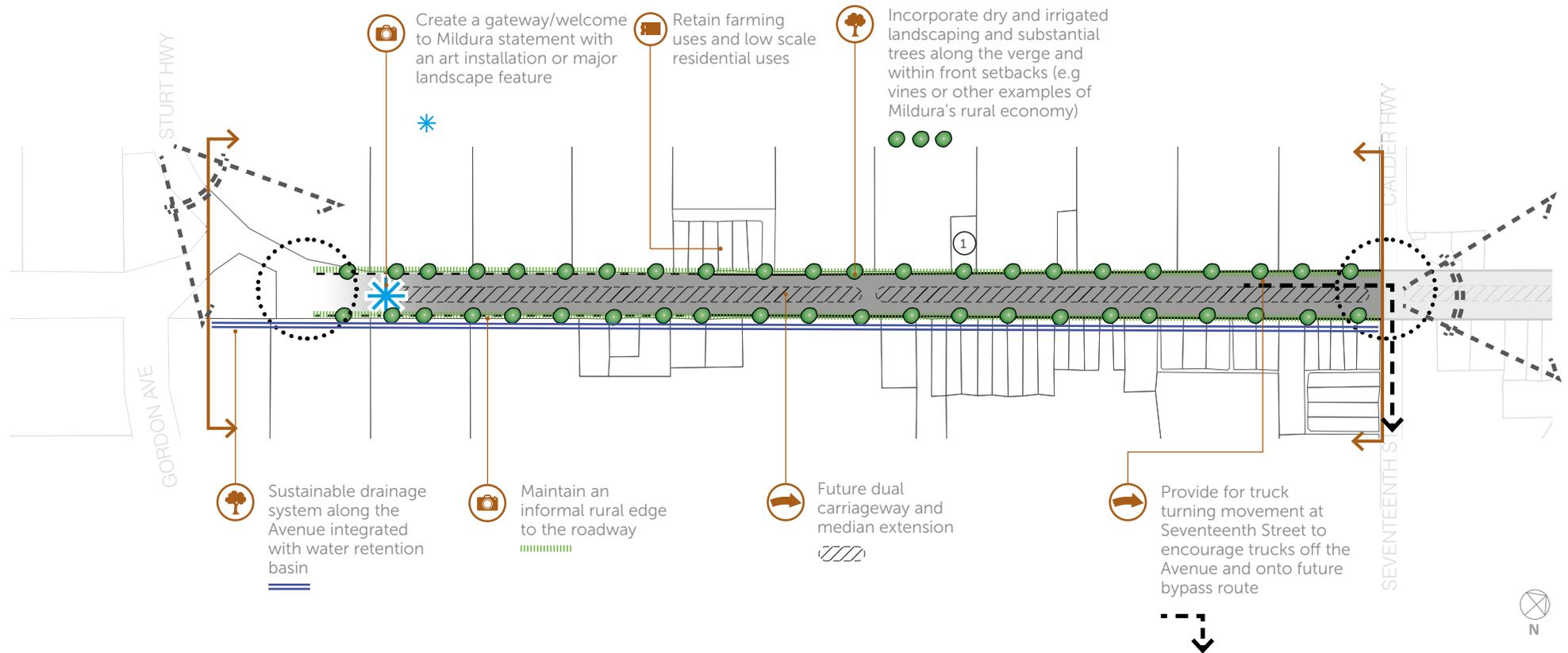
### PRECINCT OBJECTIVES

1. Create an entrance to Mildura that welcomes visitors and reflects the surrounding landscape and agricultural hinterland.
2. Extend the Avenue's formal boulevard to the edge of the city, while providing a transition to the rural environment.
3. Ensure the wide, open feel to the precinct is maintained.
4. Reflect the 'desert oasis' image of the Avenue with lush planting in the red soil.
5. Provide a safe environment for road users and residents.
6. Reduce truck traffic through the remainder of the Avenue by upgrading the Seventeenth Street Intersection to create a formal Truck By-Pass Route.



Precinct 1

HORTICULTURAL EDGE PRECINCT - ACTIONS



LEGEND

- [ ] Precinct boundary
- \* Future gateway feature
- Intersection upgrade
- ↔ Truck movement
- ↔ Major viewlines

Notable features

- ① Oak Valley Estate

## Horticultural Edge Design Guidelines



## IMAGE OF MILDURA

**GATEWAYS ENTRANCE**

Design a gateway feature at the entrance to Mildura, where the Sturt Highway turns into Deakin Avenue (as shown on the map). The gateway should:

- Include an iconic art / sculpture / landscape feature within the centre median strip that welcomes visitors and residents.
- Provide a link or visual connection between this end of Deakin Avenue and the City Core precinct/Murray River
- Acknowledge the Chaffey Brothers, irrigation roots and the link to Euclid Avenue's design.
- Incorporate indigenous trees and other indigenous vegetation species within frontages that reflect the landscape and economic vitality of the region (e.g. ornamental grapes).

**DUAL-CARRIAGEWAY AVENUE**

Upgrade Deakin Avenue consistent with its original design. Road construction to:

- Acknowledge the original design of the road by constructing the median strip design dual carriageways on either side, from Fifteenth Street to the Sturt Highway
- Retain the unmade gravel informal edges, to continue the rural feel of the Horticultural Edge Precinct.



Include an iconic art/sculpture



Incorporate indigenous trees and other vegetation species



Provide a link or visual connection to the Murray River



Acknowledge the Chaffey Brothers and irrigation roots.

## Horticultural Edge Design Guidelines

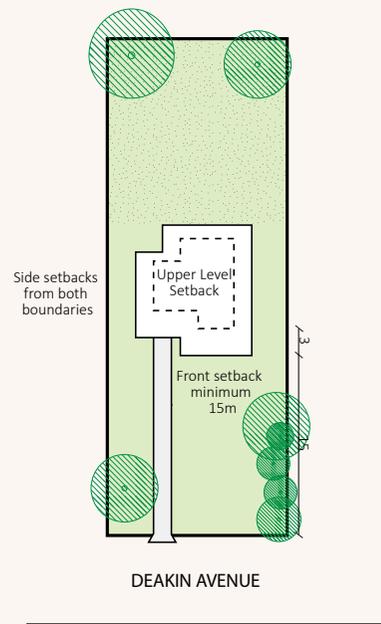


### BUILT FORM

#### BUILT FORM

##### BUILDING DESIGN

- Avoid bright and bold colours and utilise colours and materials that reflect the agricultural surrounds. Colours reflect the surrounding landscape.
- Avoid large areas of paving and/or concrete within the front setbacks to enhance the agricultural feel of the precinct.
- Incorporate single width crossovers to the Avenue.

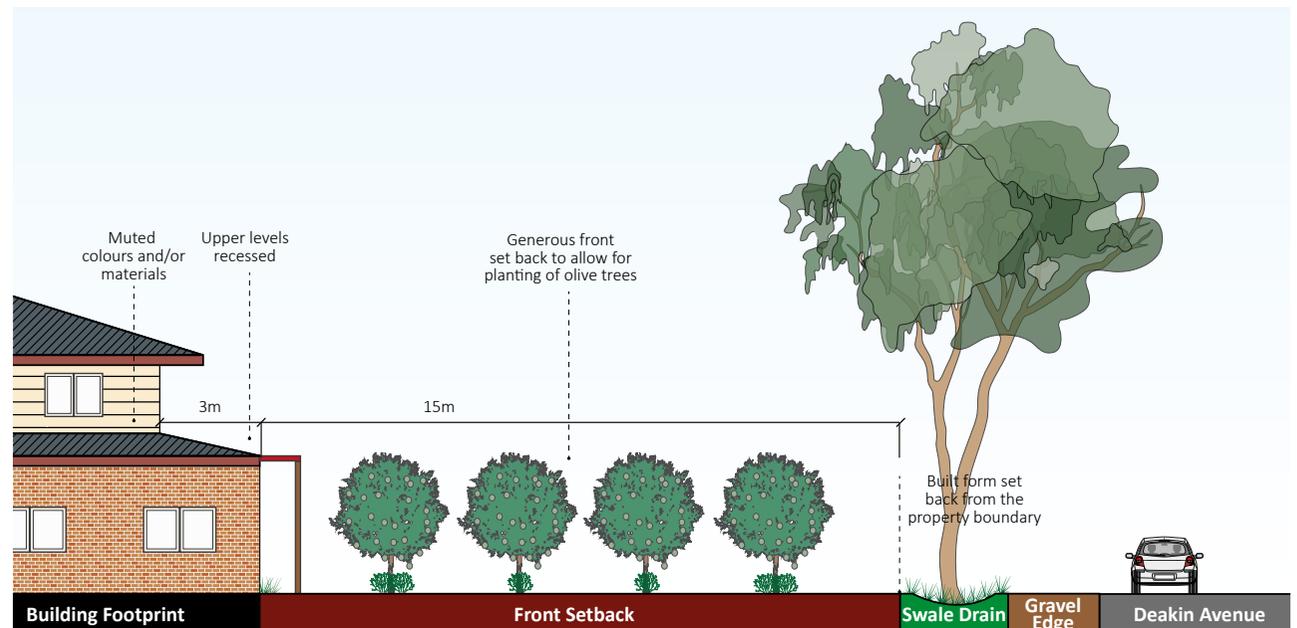


#### BUILT FORM

##### HEIGHTS AND SETBACKS

The height and setbacks of new buildings will:

- Reflect the predominantly low scale, single storey and non-dominant form of the overall streetscape.
- Limit the height to single storey forms to the front facade with second storeys recessed at least 3 metres.
- Development must:
  - » Not exceed 9 metres in height overall.
  - » Be setback from the property boundary a minimum 15 metres. Space for the planting of large indigenous canopy trees within the front setback must be provided.
  - » Generous setback from the rear boundary to provide space for the planting of at least two large indigenous canopy trees that reach a mature height above the roof line of the building must be provided.



## Horticultural Edge Design Guidelines

### LANDSCAPING

#### GENERAL

- Reflect the 'desert oasis' image with lush planting in the red soil.
- Enhance the nature of the precinct by planting indigenous vegetation or plants that highlight Mildura's horticultural and viticulture pursuits within the verge and median strip.
- Consider planting vines, olive trees, citrus trees and indigenous plants within frontages between Sturt Highway and Seventeenth Street.
- Encourage large indigenous canopy trees to be planted within the front setbacks of residential allotments.
- Incorporate sustainable drainage systems to be used in place of constructed kerb/channel, integrated with a water retention basin. (This will enhance the quality of vegetation in the verges, while representing Mildura's famous irrigation systems.)
- Avoid hardscapes, such as paving and paths. Instead using vegetation, gravel and grasses (where appropriate) will enhance the wide open, spacious feel of the landscape.



Reflect the 'desert oasis' image with lush planting in the red soil.



Incorporate sustainable drainage systems to be used in place of constructed kerb/channel



Consider planting vineyards, olive trees, citrus trees and indigenous plants within frontages.



Avoid hardscapes, such as paving and paths.

## Horticultural Edge Design Guidelines

### LAND USES

#### GENERAL

The immediate horticultural land uses and agricultural hinterland of this precinct and beyond set the scene for Mildura and create a strong and inviting image for visitors that should be retained.

- Farming uses should be the primary land use within the Precinct. Continuing to encourage horticultural pursuits such as vineyards right up to the Avenue will be encouraged.
- Limited low scale residential uses will continue to contribute to the precinct with generous front and rear setbacks and highly vegetated gardens and verges.

Land uses that are discouraged in the Horticultural Precinct include:

- Caravan parks and other tourist accommodation
- Warehouses
- Manufacturing
- Places of assembly
- Commercial
- Retail
- Education

In addition, land within the General Residential Zone will provide:

- No more than one dwelling on a lot
- A minimum 2,000sqm lot size for newly subdivided residential lots

A permit is required to subdivide land and the subdivision of land for residential purposes should be minimised, in order to retain the horticultural nature of the precinct.

### LIGHTING & SAFETY

#### GENERAL

- Maintain appropriate highway lighting along the stretch of the Avenue and especially at the Seventeenth Street intersection.
- Enhance lighting at the beginning of the Precinct where the Sturt Highway turns into Deakin Avenue as part of the gateway for Mildura and the Seventeenth Street intersection.
- Incorporate up-lighting to highlight any art installations when considering an entrance treatment at the gateway site, including any key landscape features/trees provided as part of the gateway treatment.
- Provide ongoing road maintenance to cater for the highway traffic and truck movement along the Avenue and at the Seventeenth Street intersection.



The existing low scale residential uses will continue to contribute to the precinct



Avoid caravan parks and other tourist accommodation



Incorporate up-lighting to highlight any art installations

## Horticultural Edge Design Guidelines

### → ACCESS & MOVEMENT

#### GENERAL

- Incorporate a formal truck by-pass route (currently being considered by VicRoads) to alleviate truck congestion and create a safer environment for road users along the Avenue.
- Ensure the road between the Sturt Highway and Seventeenth Street, including the Seventeenth Street intersection, is upgraded to allow for heavy-vehicle movement and to accommodate the truck bypass.

As part of any intersection upgrades:

- Provide a potential safe pedestrian crossing point to the north of the intersection.
- Use low scale vegetation to provide for clear sight-lines.
- Incorporate highway lighting and clear signage to encourage trucks to use the alternative route



The background image shows a residential precinct. In the foreground, there is a paved area, possibly a road or a parking lot, with a low concrete curb. Behind the curb, there is a grassy area with several palm trees and other plants. In the middle ground, there are several brick houses with gabled roofs and white trim. The houses are arranged in a row, and some have garages. The sky is blue with some light clouds. The overall scene is a well-maintained residential area.

PRECINCT 2

## RESIDENTIAL PRECINCT

The Residential Precinct will be community oriented and flanked by formal and elegant pedestrian promenades, along with high quality landscapes that enhance the residential interface to the Avenue and provide regular shade opportunities. The Precinct will cater for Mildura's residential growth and therefore will predominantly consist of detached dwellings and community facilities. Residential buildings will front and address the Avenue, with well-maintained and landscaped setbacks. Installations that tell the story of Mildura's diverse and growing population will add visual interest to the Avenue.

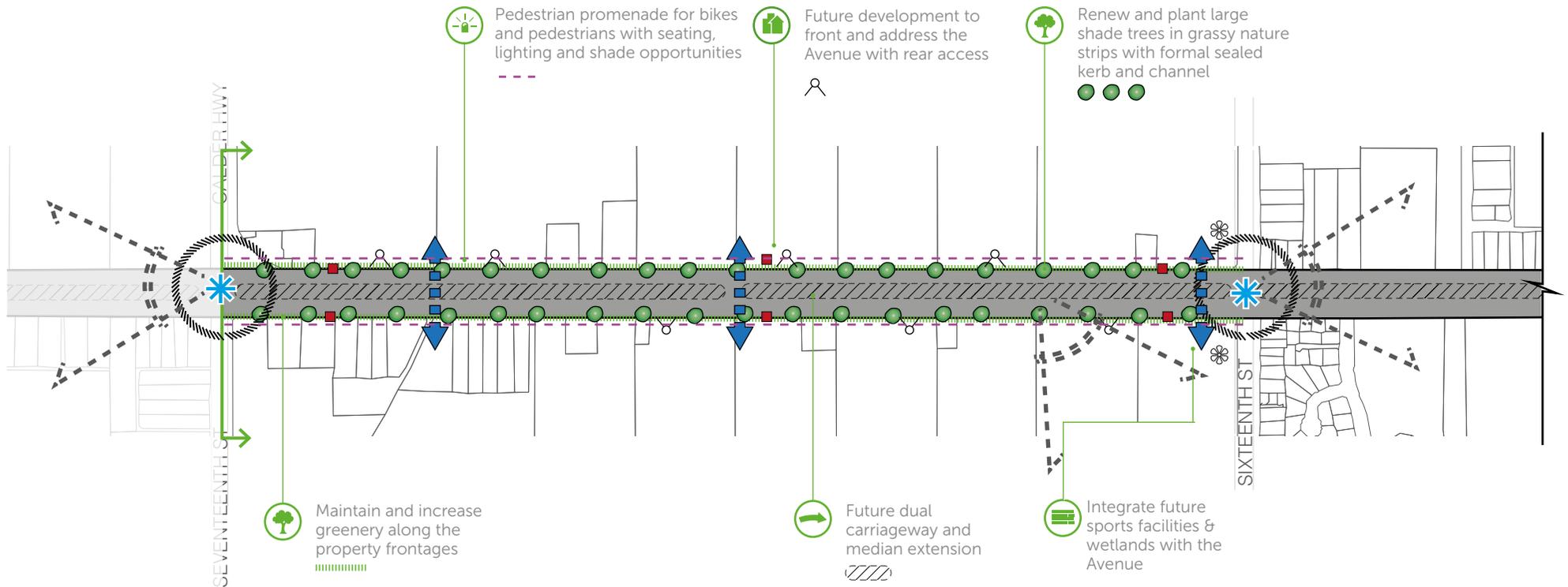
## Residential Precinct

### PRECINCT OBJECTIVES

1. Extend the Avenue's formal boulevard to the edge of the City.
2. Create gateway statements through art or landscape at key intersections.
3. Ensure new development has an address to the Avenue.
4. Maintain high quality green verges, with sealed road shoulders and formal car parking
5. Provide high quality and maintained grassy verges that encourage increased community use.
6. Create long open views into the proposed sports reserve.
7. Support the residential growth plans for Mildura South.
8. Create a safe environment for pedestrians.
9. Encourage active forms of transport.
10. Improve traffic congestion and movement.



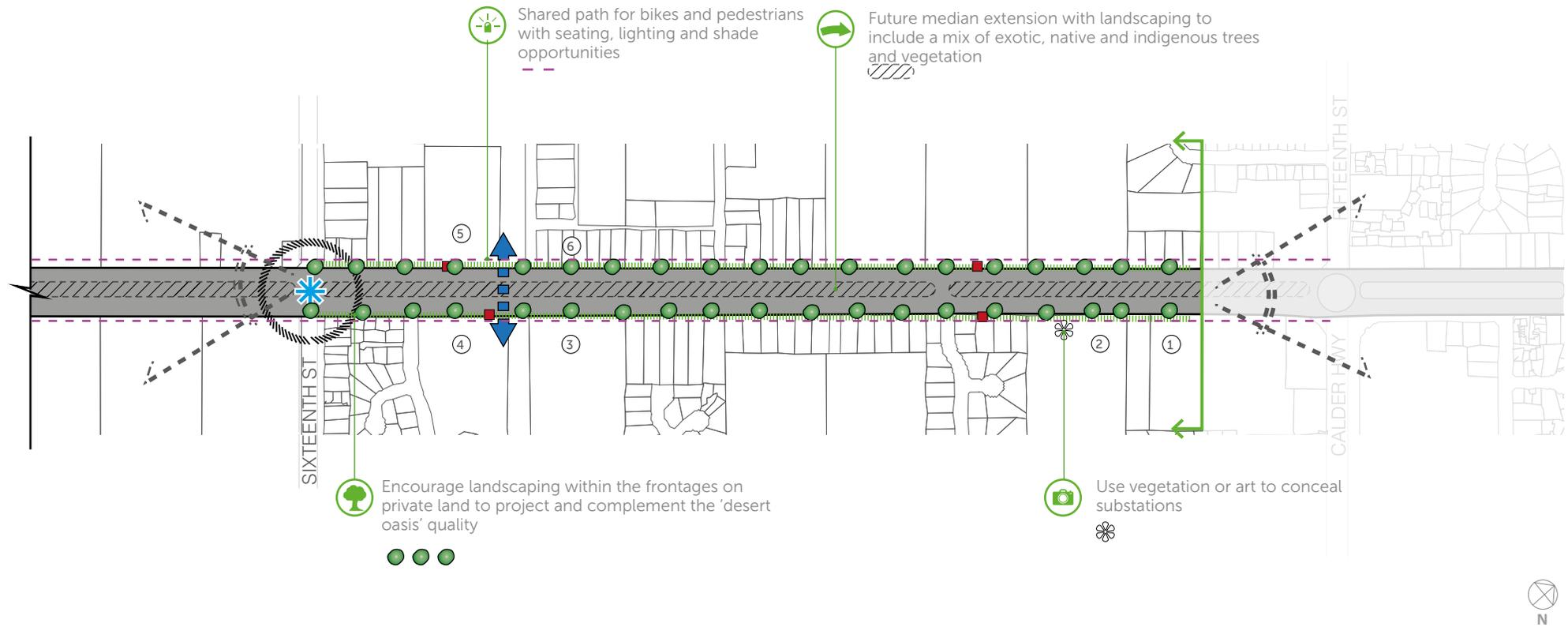
## Precinct 2 RESIDENTIAL PRECINCT - ACTIONS



### LEGEND

- Precinct boundary
- \* Future gateway
- \* Potential location for landscape feature or art sculpture reflecting the growing and diverse community
- Intersection upgrade
- ▶ Pedestrian crossing
- Provide sheltered bus stops & seating (indicative location only)
- ▶ Major viewlines

## Precinct 2 RESIDENTIAL PRECINCT - ACTIONS



### LEGEND

- [ ] Precinct boundary
- \* Future gateway
- ⊗ Future art/sculpture or landscape feature
- ⇄ Pedestrian crossing

- ⊗ Intersection upgrade
- Provide sheltered bus stops & seating (indicative location only)
- ⇄ Major viewlines

### Notable features

- ① Church of the Latter Day Saints
- ② Mildura Aged Care
- ③ Centennial Gardens
- ④ North West Funerals
- ⑤ Mildura South Primary School
- ⑥ Mildura South Post Office

## Residential Design Guidelines



### IMAGE OF MILDURA

Deakin Avenue is vital to the image of Mildura and this important spine should be acknowledged and enhanced by constructing the original design of the dual-carriageway and wide median strip.



### IMAGE OF MILDURA

#### A FORMAL BOULEVARD

- Extend the formal median strip with dual carriageways on either side, through the length of the Precinct.
- Construct upstand kerb and channel (as it exists on the north of Fifteenth Street) all throughout the Residential Precinct to Seventeenth Street.
- Require the planting of large indigenous canopy trees and indigenous vegetation to be planted within the median strip and verge widths.

#### GATEWAYS AND INTERSECTIONS

- Incorporate art, sculpture or landscaping, with feature lighting at the Seventeenth Street intersection, to:
  - » Reflect the growing and diverse community of Mildura in the gateway that recognises the transition into the residential growth area.
  - » Continue to 'tell the story' of Mildura, following on from the major gateway statement in Precinct 1 at the Sturt Highway.
- Enhance the 'greenway' design proposed in the *Mildura South Development Plan (2014)* at Sixteenth Street, by:
  - » Creating a major pedestrian crossing point for pedestrians, with the introduction of a signalised crossing or raised zebra crossing.
  - » Providing strong visual links between the proposed wetlands to the west and recreation reserve to the south, by using paths, lighting and vegetation that create consistent view lines.
  - » Using landscaping that highlights and frames the intersection, while optimising connectivity and enhancing views along the 'greenway' to enhance the proposed landscape and open space features of these interfaces.



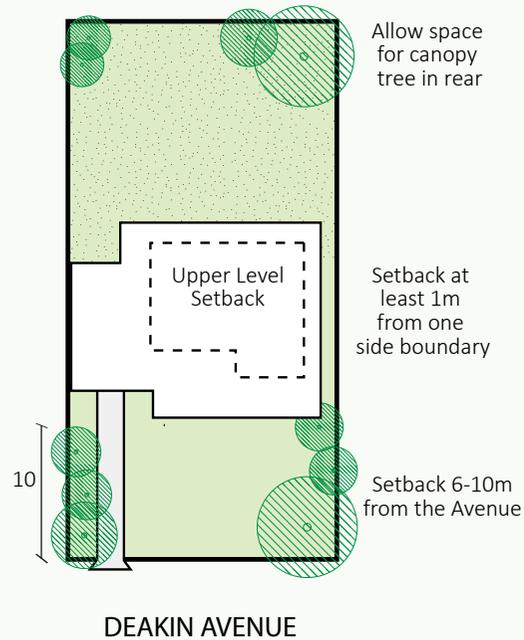
Examples of bold artwork that may be appropriate for gateways related to the Avenue

## Residential Design Guidelines

### BUILT FORM

#### BUILDING DESIGN

- Avoid front fences and large areas of paving and/or concrete within the front setback to the Avenue.
- Present a single frontage to Deakin Avenue for units and other medium density sites.

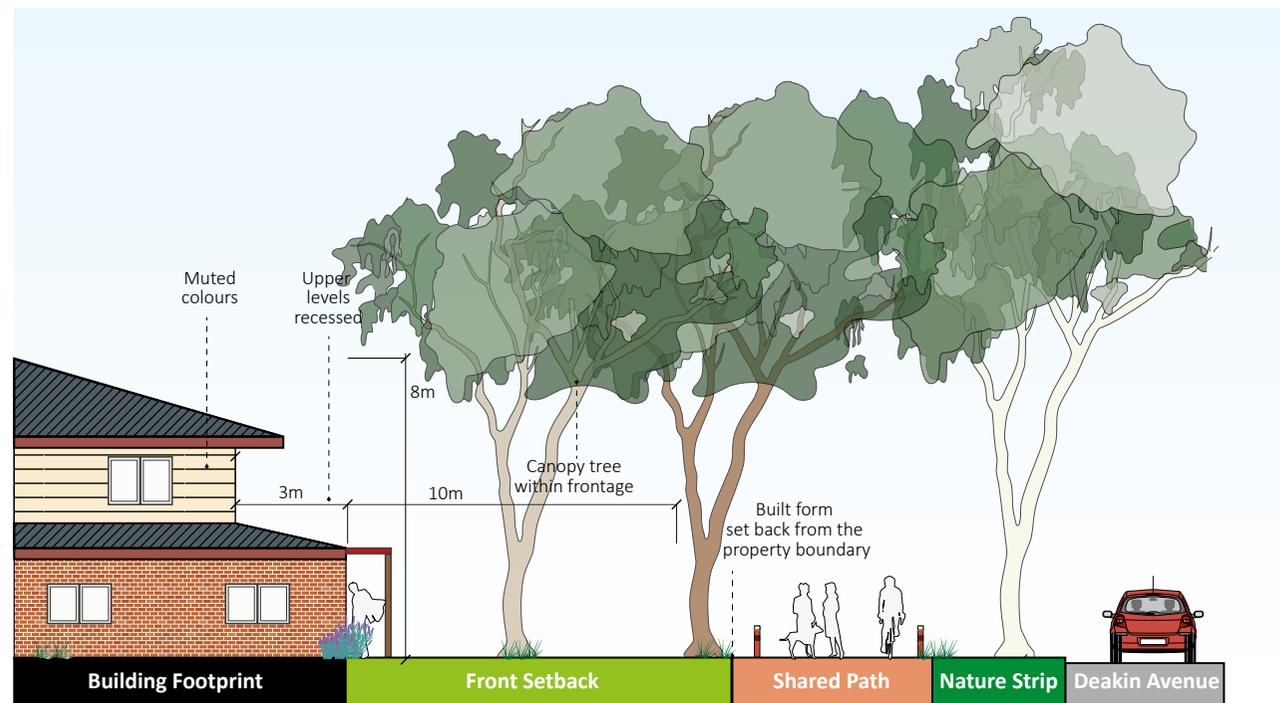


### BUILT FORM

#### HEIGHTS AND SETBACKS

The height and setbacks of new buildings must:

- Be up to 2 storeys (8 metres) in height.
- Provide front setbacks of 6-10 metres from the front property boundary. Space for the planting of large native canopy trees within the front setback must be provided.
- Provide at least one side setback of a minimum 1 metre.
- Where possible, incorporate sufficient rear setbacks to allow for the planting of one large native canopy tree that reaches a mature height of at least 10 metres.



## Residential Design Guidelines

### LANDSCAPING

#### PLANTING

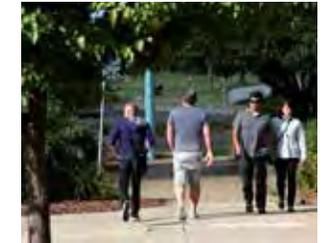
- Enhance the 'desert oasis' feel of the Avenue, by:
  - » Planting nature strips with well-maintained grass wherever possible.
  - » Complementing vegetation with rows of large native canopy trees in the verge width.
  - » Encouraging native vegetation, including large canopy trees to be planted within front setbacks.
- Create a formal 'boulevard' feel by planting large native canopy trees in two rows along either side of the 'pedestrian promenades' to both create shade and enhance the green image of the Avenue.
- Avoid low vegetation or obstructions near the intersection of Sixteenth Street and adjacent to the proposed wetlands and recreation reserve to preserve long views into the 'green links'.
- Emphasise the 'green' link across the Sixteenth Street intersection by planting large canopy trees within the open spaces that direct the users into the spaces and provide clear links to the pedestrian network.

#### STREETSCAPE AMENITY

- Provide an active and community orientated environment that attracts users.
- Enhance the public realm by :
  - » Creating 3 metre wide 'pedestrian promenades' on either side of the Avenue for shared pedestrian and cyclist use.
  - » Planting large native shade trees on either side of the shared paths that maximise relief from the sun.
  - » Incorporating urban and community art/sculptures along the shared paths that highlight Mildura's diversity and history.
  - » Providing directional signage for view at a pedestrian level.
  - » Providing bench seats appropriately located at intervals along both promenades.
- Incorporate consistent seating, signage and other street furniture that enhances the image of Mildura and does not clutter the public realm.
- Promote a pedestrian friendly environment that attracts pedestrians to choose active forms of transport.



Planting nature strips with well-maintained grass wherever possible.



Create a formal 'boulevard' feel by planting large native canopy trees



Incorporating urban and community art/sculptures along the shared path



Incorporate consistent seating, signage and other street furniture that enhances the image of Mildura

## Residential Design Guidelines

### LAND USES

#### GENERAL

- Support Mildura's residential growth, as per the *Mildura South Precinct Structure Plan, 2014*.
- Provide traditional density residential allotments with moderate front setbacks and rear access wherever possible.
- Support open space, such as the proposed recreation reserve at Sixteenth Street.
- Support community facilities, such as existing schools and community buildings between Fifteenth and Sixteenth Streets.
- Discourage commercial uses, service stations/car sales yards and other uses that usually provide large setbacks and unattractive façades.
- Discourage farming and horticulture activities.



Discourage commercial uses such as service stations/car sales yards



Support open space



Encourage traditional density residential allotments with moderate front setbacks



Promote a pedestrian friendly environment that attracts pedestrians to choose active forms of transport

## Residential Design Guidelines

### LIGHTING & SAFETY

#### GENERAL

- Avoid the planting of vegetation or installation of structures both within the public realm or within front setbacks that obstruct view lines or create areas of concealment.
- Incorporate high quality pedestrian scale street lighting along both promenades.
- Provide regular opportunities for potential safe pedestrian crossing along the Avenue, including:
  - » Signalised crossing or raised zebra crossing at Sixteenth Street and Seventeenth Street intersections.
  - » Safe pedestrian crossing points with pram access at three other locations, as shown on the Residential Precinct Map.



Provide seating and shade opportunities



Signalised crossing or raised zebra crossing at Sixteenth Street and Seventeenth Street intersections.



Incorporate high quality pedestrian scale street lighting along both promenades.

## Residential Design Guidelines

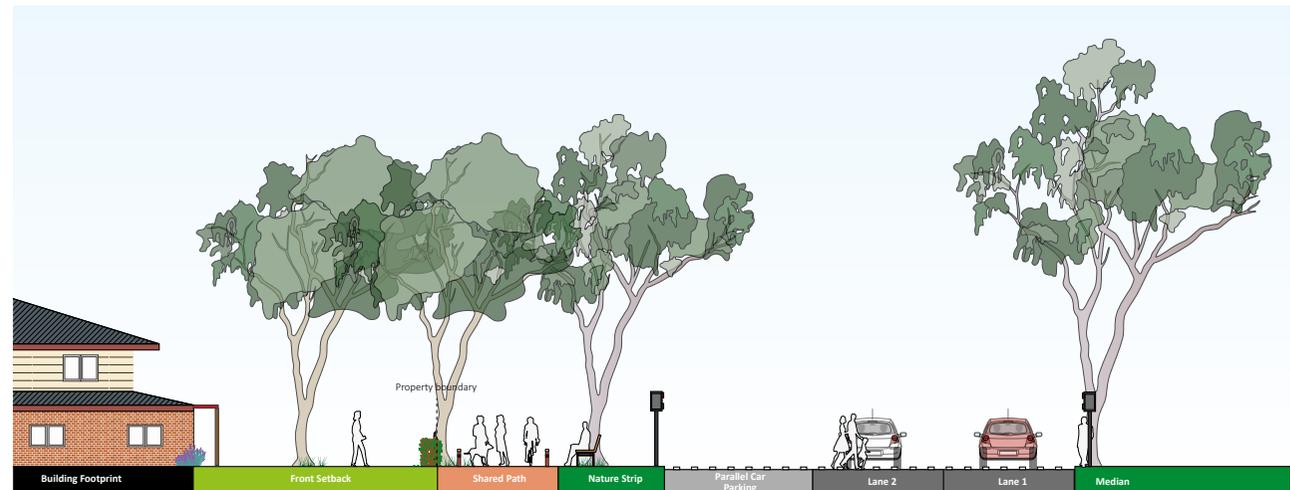
### → ACCESS & MOVEMENT

#### PEDESTRIANS AND CYCLISTS

- Install safe crossing points at the intersections of Seventeenth Street and Sixteenth Street. These intersections should provide for crossing within one green light sequence. Should development of the residential growth areas occur prior to the signalling of these intersections, safe crossing should be made available with marked 'zebra' crossings.
- Provide additional pedestrian 'zebra' crossings that:
  - » Link the residential areas on either side of the Avenue and provide easy movement to the open spaces and schools.
  - » Are located as per the *Mildura South Development Plan, 2014*, which include two crossings between Sixteenth and Seventeenth Streets.
  - » Include a safe crossing point in front of Mildura South Primary School and just south of the Fifteenth Street intersection.
- Create 'pedestrian promenades', which provide a shared pedestrian and cycle path on either side of the Avenue.

#### VEHICULAR MOVEMENT

- Enhance the high quality 'boulevard' feel of the Avenue with constructed road shoulders and kerb/channel with formalised parallel parking.
- Avoid access points and car parking along the Avenue near the Sixteenth Street intersection and adjacent proposed open spaces. Vehicular access should instead be provided from Sixteenth Street or from rear residential streets.
- Provide vehicular access from the rear of all sites.





PRECINCT 3

## CITY GATE PRECINCT

The City Gate Precinct will provide a vital transition between the rural edge and the urban/city fringe. An enhanced entrance statement will landmark the Fifteenth Street intersection and be surrounded by high quality feature buildings. The Precinct will be a busy hub of activity as it anchors the secondary retail role of the Mildura Central Shopping Centre. Formal boulevard style planting will enhance the gateway and transition function of the Precinct, while retaining its green landscapes.

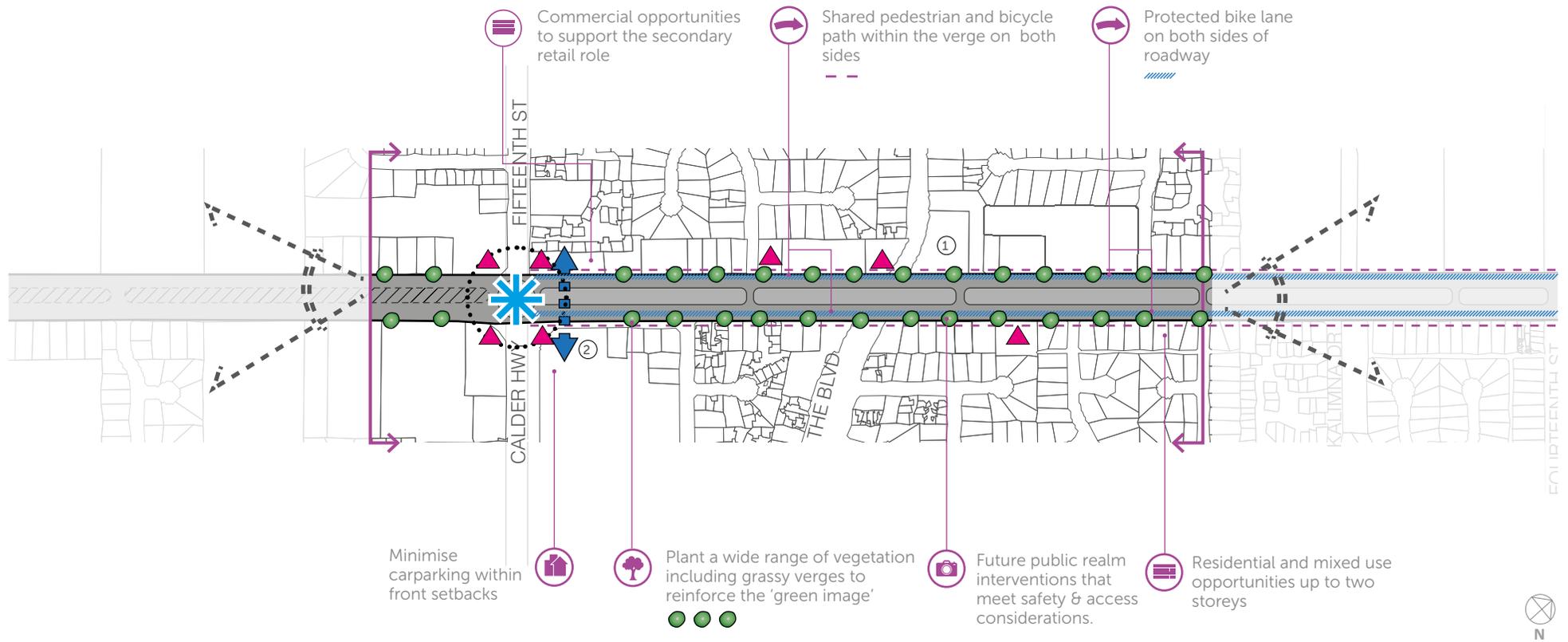
## City Gate Precinct

### PRECINCT OBJECTIVES

1. Create a strong 'city gate' statement at the Fifteenth Street intersection.
2. Provide art/sculptures that highlight the approach to the Murray River and the Mildura CBD.
3. Ensure new development has an address to the Avenue.
4. Ensure key development sites address the Avenue and express the local vernacular.
5. Encourage consistent street setbacks for well maintained gardens.
6. Improve the strong 'boulevard' feel of the Avenue.
7. Encourage uses that complement the secondary retail function of the area.
8. Create a safe environment for pedestrians.
9. Improve parking arrangements.
10. Improve safety conditions for cyclists and pedestrians.



## Precinct 3 CITY GATE PRECINCT- ACTIONS



### LEGEND

- Precinct boundary
- \* Major gateway feature
- Intersection upgrade
- ▲ Key development sites

- ▶ Pedestrian crossing
- - - Major viewlines

### Notable features

- ① Landscaping around McDonalds
- ② Mildura Central Shopping Centre

## City Gate Design Guidelines

When viewed from all approaches, the Fifteenth Street intersection is a dominant feature in the landscape. It delineates the transition from the rural landscape to the built up areas and connects Mildura to Irymple and Red Cliffs to the south. It also marks approximately the halfway point between the Airport and the Mildura river front.



### IMAGE OF MILDURA

#### PUBLIC REALM IMPROVEMENTS

- Incorporate opportunities for more fine grain expressions of Mildura's image (such as stencilled paving, feature lighting etc.) and cultural vibrancy by enhancing the public realm.
- Enhance footpath treatments with a cohesive set of wayfinding or placemaking interventions such as directional signage, historical markers, murals or information posts.
- Ensure future interventions in the public realm are designed to meet safety and access considerations.

#### GATEWAYS AND INTERSECTIONS

- Create a 'city gate' statement at the Fifteenth Street intersection, which enhances the transition into the existing urban area of Mildura, by:
  - » Reflecting Mildura's past, present and future through an iconic sculpture or statue.
  - » Expressing an inherent or aspirational quality of Mildura.
  - » Incorporating lighting that highlights the city gate feature art/landscape/built form.
  - » Considering locally commissioned art work.
  - » Incorporating landscaped or naturalistic features.
- Enhance the four key development sites adjacent to the intersection (shown on the map, page 56) to accommodate a composition of both contemporary architecture and public artwork (see page 60, Built Form).
- Incorporate high quality directional signage at the Fifteenth Street intersection to navigate users to the Murray River riverfront.



Reflect Mildura's past, present and future through an iconic sculpture or statue.



Expressing an inherent or aspirational quality of Mildura.

## City Gate Design Guidelines

### BUILT FORM

#### BUILDING DESIGN

- Incorporate balconies that front the Avenue on second storey levels.
- Avoid front fences and large areas of paving and/or concrete within the front setback to the Avenue.
- Design units and other medium density development to read as a single frontage to Deakin Avenue.
- Avoid large areas of blank, minimally or poorly articulated walls.

#### HEIGHTS AND SETBACKS

- Up to 2 storeys (8 metres) in height.
- Setback of 5 metres from front property boundary. Space

for the planting of large native canopy trees within the front setback must be provided.

- Provide at least one side setback of a minimum 1.0 metre.

This does not apply to key opportunity sites.

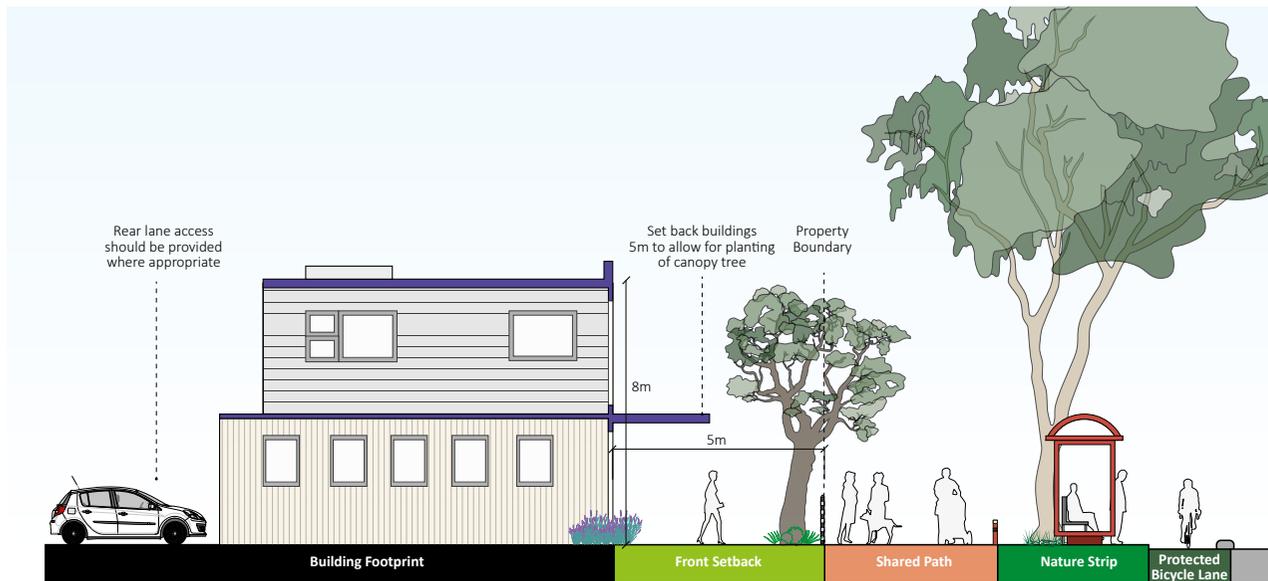
#### KEY OPPORTUNITY SITES

Key opportunity sites are shown on the map at page 58.

In addition to the building design guidelines for the City Gate Precinct, opportunity sites will:

- Contribute to creating an iconic landmark at the Fifteenth Street intersection, with high quality architecture.
- Incorporate buildings up to three storeys in height.

- Setback 2 metres from both street boundaries, to allow for the planting of native vegetation.
- Enhance the intersection by being designed and sited to front both Deakin Avenue and Fifteenth Street and interface directly with the intersection.
- Avoid the dominance of hard surfaces including concrete and car parking structures. Access should be provided from the rear or away from the intersection on Fifteenth Street. Car parking to be provided at the rear of the building.
- Consider contemporary expressions of the region through creative and innovative architectural forms.
- Respect the important role of the intersection as a key gateway site.



City Gate Design Guidelines



Example of development outcome at Deakin Avenue and Fifteenth Street.

## City Gate Design Guidelines

### LANDSCAPING

#### GENERAL

- Incorporate at least one canopy tree within front setbacks, along with other low level vegetation.
- Enhance streetscape by planting medium to large canopy trees, such as Palm trees and Lemon Scented Gums, in the median strip and nature strips where trees and vegetation is lacking.
- Replace mature trees reaching the end of their life-cycle with appropriate phasing and sequencing so as to not detract from the grandeur of the Avenue.



Enhance streetscape by planting medium to large canopy trees



Require the planting of at least one canopy tree within front setbacks.

### LAND USES

#### GENERAL

- Support the secondary retail function of the area without detracting from the central role of the City Core.
- Include commercial or civic opportunities fronting the Fifteenth Street intersection at key opportunity sites (as shown on the map).
- Include mixed use commercial/residential developments.
- Include some small retail, which may include 'shop-top' housing where current zoning allows.
- Include residential uses, including well-designed apartments, units or holiday accommodation.
- Not include bulky goods retail and other 'big box' retail on the Avenue.



Discourage service stations, car yards and other uses that have large setbacks



Encourage commercial or civic opportunities fronting the Fifteenth Street intersection

### LIGHTING & SAFETY

#### GENERAL

- Provide shared pedestrian paths on either side of the Avenue to create safe walking environments for pedestrians and cyclists and to promote active modes of transportation.
- Incorporate high quality pedestrian scale street lighting along both shared paths.
- Provide seating and shade opportunities along the shared path with the planting of medium to large canopy trees within the nature strip.
- Provide signage and line-marking as appropriate to indicate that the path is shared with bicycles.
- Provide a potential safe pedestrian crossing point with pram access adjacent to the Mildura Central Shopping Centre or at the Fifteenth Street intersection.
- Enhance pedestrian comfort with the provision of bench seats adjacent to the Mildura Central Shopping Centre.



Provide seating and shade opportunities



Provide signage and line-marking as appropriate

## City Gate Design Guidelines

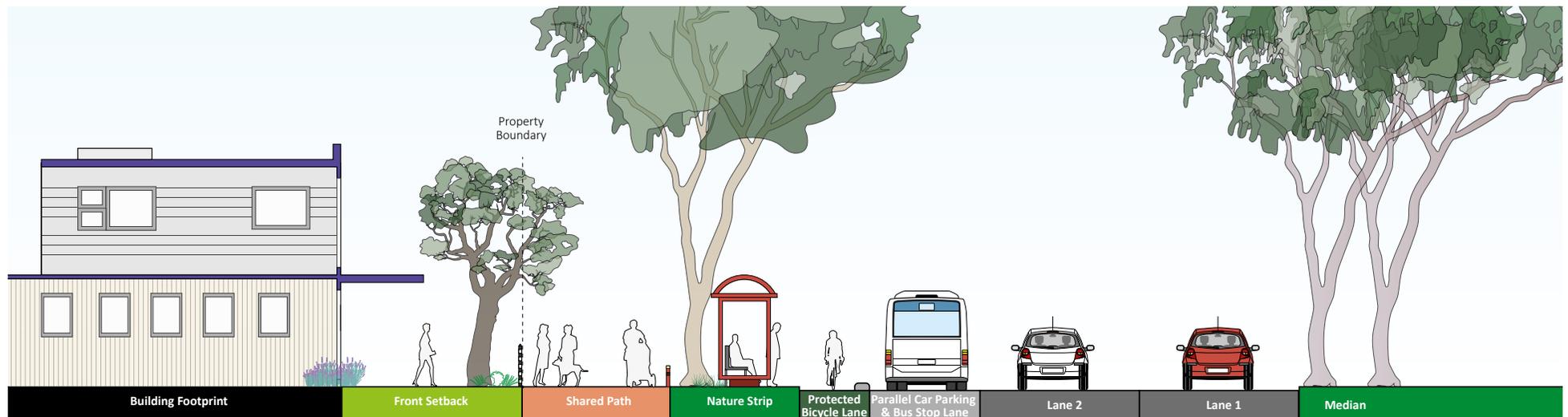
### ACCESS & MOVEMENT

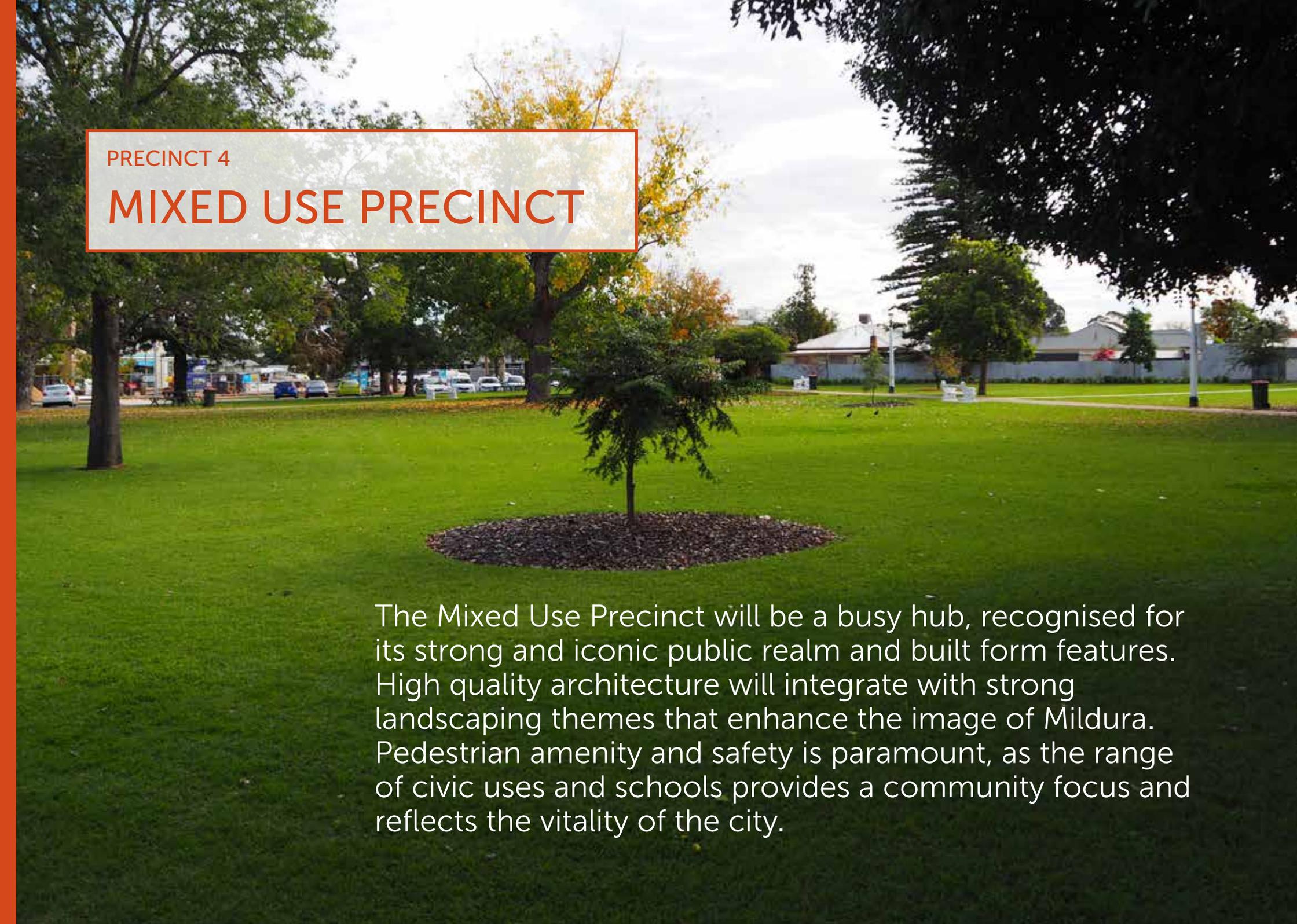
#### VEHICLE MOVEMENT

- Avoid car parking within the front setbacks of all buildings.
- Provide rear vehicular access where available.
- Restrict vehicle cross-overs to one per frontage.
- Formalise on road parallel car parking with line markings.
- Encourage the design of residential buildings to locate garages to be set back behind the facade of dwellings by at least 1 metre.

#### PEDESTRIANS AND CYCLISTS

- Promote a safe walking and cycling environment with a shared pedestrian and cycle path on either side of the Avenue.
- Create a potential safe pedestrian crossing point near or at the Fifteenth Street intersection. The crossing point will be identified with line marking, signage and where appropriate, signalisation.
- Consider a re-design of the Fifteenth Street intersection to improve pedestrian and cyclist safety and access on all sides.
- Create a designated protected bicycle lane adjacent to the on-road car parking, separate from the shared path with appropriate line marking.





PRECINCT 4

## MIXED USE PRECINCT

The Mixed Use Precinct will be a busy hub, recognised for its strong and iconic public realm and built form features. High quality architecture will integrate with strong landscaping themes that enhance the image of Mildura. Pedestrian amenity and safety is paramount, as the range of civic uses and schools provides a community focus and reflects the vitality of the city.

## Mixed Use Precinct

### PRECINCT OBJECTIVES

1. Investigate options for the appropriate management of transport along the Avenue to create a more pedestrian oriented environment
2. Install consistent footpath treatments, using pavers or stencilled concrete that create visual links with the Mildura CBD.
3. Encourage an eclectic mix of community, education, civic and residential uses, that contributes to a lively and active precinct.
4. Create a safe pedestrian street with potential safe pedestrian crossing points to the median strip.
5. Retain and increase substantial trees along shared paths to maximise shade opportunities and usability.
6. Encourage a mixture of built form outcomes that strengthen the urban form of the Avenue and facilitate a range of complimentary land uses.
7. Encourage a seamless transition between uses with large setbacks (e.g. church sites) and the Avenue.
8. Provide a strong and formal edge to Henderson Park that highlights its location on the Avenue.



Precinct 4

MIXED USE PRECINCT - ACTIONS



LEGEND

- [ ] Precinct boundary
- \* Future gateway
- - - Future shared path
- Major viewlines
- Enhance pedestrian connections
- Buildings with no front setbacks

Notable features

- ① St Margarets Church
- ② St Andrews Church
- ③ Mildura Library & Visitor Centre
- ④ Henderson's Park
- ⑤ Chaffey Secondary College
- ⑥ Mildura Senior College
- ⑦ Greek Orthodox Church
- ⑧ Kalimna Village
- ⑨ Mildura Specialist School

## Mixed Use Design Guidelines



### IMAGE OF MILDURA

#### PUBLIC REALM IMPROVEMENTS

- Incorporate opportunities for more fine grain expressions of Mildura's image (such as stencilled paving, feature lighting etc.) and cultural vibrancy by enhancing the public realm with consistent treatments leading into the City Core Precinct.
- Provide consistent public realm treatments that create visual links to the City Core Precinct as per the CBD Plan 2007, by incorporating elements such as:
  - » Coloured/textured or patterned pavers
  - » Stencilled concrete
  - » Laser cut street furniture treatments
  - » Public art expressions
  - » Landscaping
  - » Street furniture
- Enhance footpath treatments with a cohesive set of wayfinding or placemaking interventions such as directional signage, historical markers, murals or information posts.
- Ensure future interventions in the public realm are designed to meet safety and access considerations.

#### HENDERSON PARK INTERFACE

Henderson Park is one of the largest and most iconic parks along the Avenue and plays an important role amongst the local community. It also provides an important visual relief from the surrounding built form and softens the edges of the intersection. Interface improvements will:

- Enhance viewlines into and from the park by ensuring all future planting of trees and vegetation do not obstruct sightlines.
- Maximise pedestrian permeability and connections through the park and integrated with the Avenue.
- Provide seating and drinking fountains adjacent to the park to increase pedestrian comfort and provide physical links between the Avenue and park.
- Avoid fences or obstructions around the park that could segregate it from the Avenue's verge.
- Ensure built form adjacent to the park is designed to interface sensitively with the park.
- Encourage public art opportunities within and adjacent to the park to provide visual interest and attract visitors to the area.



Ensure consistent public realm treatments create visual links to the City Core Precinct



Enhance footpath treatments with a cohesive set of wayfinding or placemaking interventions



Enhance viewlines into and from the park



Encourage public art opportunities within and adjacent to the park

## Mixed Use Design Guidelines

### BUILT FORM

#### HEIGHTS AND SETBACKS

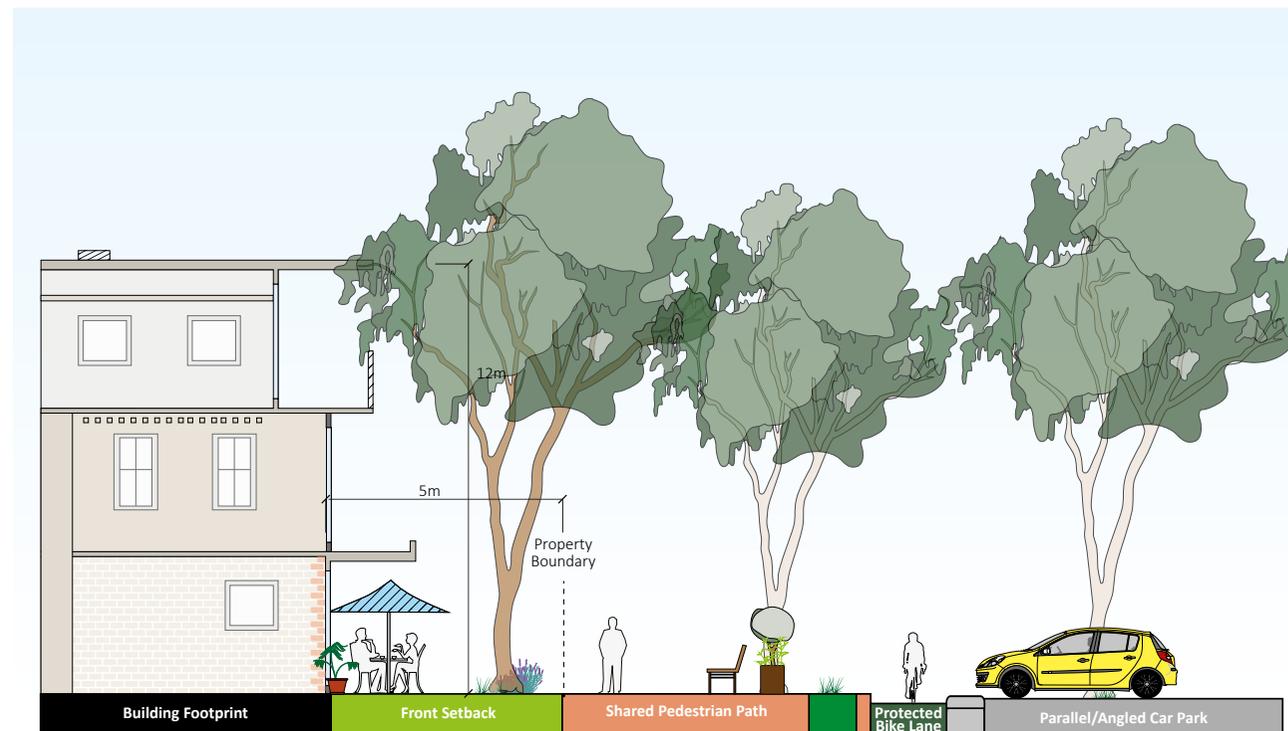
Height and setbacks of new buildings will:

- Be up to three storeys (12m) in height with the third level recessed from the building frontage by at least 1 metre.
- Recess upper levels of commercial and mixed use buildings from sensitive land uses (i.e. residential, churches etc.)
- Be setback from the Avenue to allow for the retention of existing large canopy trees within 5 metres of the front boundary.
- Have no front setback for the specific sites identified on the map at pg 64.
- Be based on high quality design and the provision of shade awnings.

#### SIGNIFICANT CORNER SITES

There are a number of large (mostly heritage) buildings along the Avenue within the Mixed Use Precinct, predominantly on corner sites, with large front setbacks (as shown on the map, page 64). Improvements to these buildings will:

- Retain and enhance the large historic sites and wide setbacks, especially where they contribute to Mildura's historic fabric.
- Enhance large setbacks with the planting of large native canopy trees and soft landscaping (i.e grass) to contribute to the greening of the Avenue.
- Avoid setbacks dominated by hard surfaces, car parking structures, signage or other visual clutter.
- Locate car parking structures to the rear of buildings wherever possible and provide vehicular access from the rear or side streets.



## Mixed Use Design Guidelines

### LANDSCAPING

#### STREETScape AMENITY

- Require low level vegetation and soft landscaping to be provided in all setbacks.
- Enhance streetscape planting by 'filling the gaps'. Plant medium to large canopy trees, such as Palm trees and Lemon Scented Gums, in the median strip and nature strips where trees and vegetation is lacking.
- Replace mature trees reaching the end of their life-cycle with appropriate phasing and sequencing so as to not detract from the grandeur of the Avenue.

#### PLANTING

- Enhance any front setbacks with soft landscaping, low level vegetation and canopy trees (if space permits) to promote a 'green' image of Mildura and to enhance urban cooling.
- Encourage the planting of large canopy trees between buildings, where space permits.
- Incorporate vertical gardens and planter boxes where buildings are built to the boundary and/or blank walls exist.



Enhance any front setbacks with soft landscaping, low level vegetation



Maximise shade opportunities along the shared path



Encourage permeable landscaping treatments such as grass.

## Mixed Use Design Guidelines

### LAND USES

#### GENERAL

- Include a diverse range of commercial/retail uses, residential, education, religious, medical and other civic uses that contribute to a lively, vibrant and active precinct with a community focus.
- Include a range of residential uses including single dwellings, medium density townhouses/units and shop-top housing.



Discourage land uses that interrupt the streetscape.



Require vehicular access to be from the rear of buildings/sites.



Incorporate a mix of uses that contribute to a lively, vibrant and active precinct.



Increase retail and dining opportunities at ground level.

### LIGHTING & SAFETY

#### GENERAL

- Provide shared pedestrian paths on either side of the Avenue to create safe walking environments for pedestrians and cyclists
- Incorporate high quality pedestrian scale street lighting along both shared paths.
- Provide seating and shade opportunities along the shared path with the planting of medium to large canopy trees within the nature strip.
- Provide signage and linemarking as appropriate to indicate that the path is shared with bicycles.
- Enhance pedestrian comfort with the provision of bench seats between Eleventh and Twelfth Streets.
- Avoid low shrubs and obstructions within the public realm that could result in areas of concealment.



Provide signage and linemarking as appropriate to indicate that the path is shared with bicycles.

## Mixed Use Design Guidelines

VicRoads have been working with Mildura Rural City Council on a Smart Roads hierarchy project, which designates Deakin Avenue between Seventh Street and Eleventh Street as a pedestrian and cyclist priority street. This objective, along with the planned truck by-pass route, which will see a potentially significant reduction in heavy vehicle movement through the CBD, creates opportunities for investigating more appropriate traffic management options.

Therefore, an alternative arrangement to the management of transport options is considered appropriate from approximately Hunter Street to Seventh Street. However the exact location where an alternative arrangement may begin within this precinct is subject to further detailed traffic assessment. Alternative transport options may include:

- Provide potential safe pedestrian crossings into the median strip.
- Create a protected bicycle lane that is separate from pedestrians and cars.
- Provide car parking.
- Review the number of traffic lanes.

### ACCESS & MOVEMENT

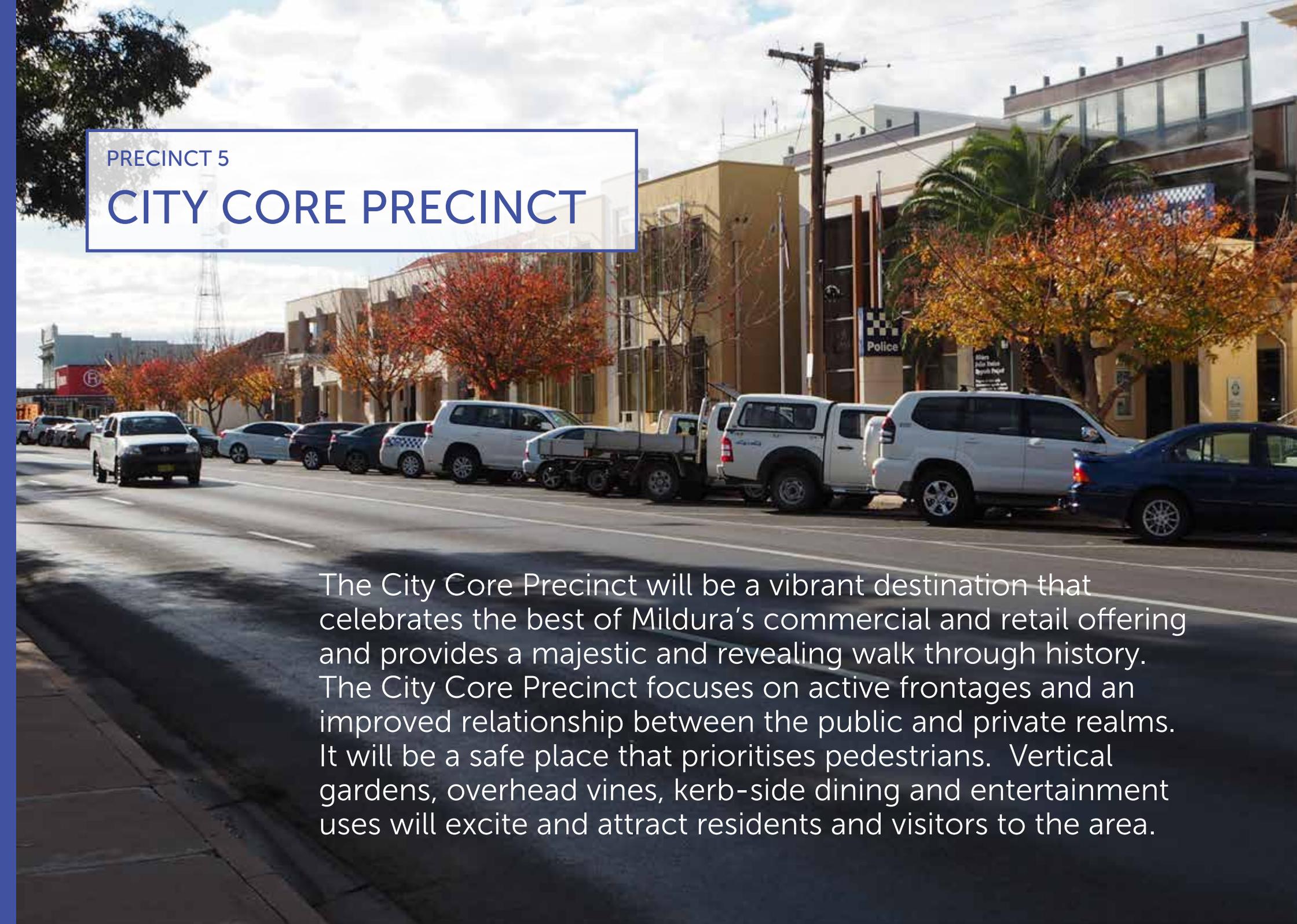
#### VEHICLE MOVEMENT

- Avoid car parking within the front setbacks of all buildings.
- Provide rear vehicular access where available.
- Restrict vehicle cross-overs to one per frontage.
- Formalise on road parallel/angled car parking with line markings.
- Encourage the design of residential buildings to locate garages to be set back behind the facade of dwellings by at least 1 metre.

#### PEDESTRIANS AND CYCLISTS

- Incorporate an additional marked pedestrian zebra crossing adjacent to Chaffey Secondary College.
- Prioritise pedestrians and cyclists in the precinct, especially from Hunter Street where an alternative road layout begins.
- Increase cyclist safety from the City Gate Precinct to Hunter Street by creating a protected bicycle lane adjacent to the on-road car parking, separate from the shared path with appropriate line marking.
- Minimise interruptions to the pedestrian environment by avoiding driveways and accessways.
- Require vehicular access to be from the rear of buildings/sites.
- Provide pedestrian 'zebra' crossings mid-block to encourage use of the centre median strip, as shown on the map (page 64).





PRECINCT 5

## CITY CORE PRECINCT

The City Core Precinct will be a vibrant destination that celebrates the best of Mildura's commercial and retail offering and provides a majestic and revealing walk through history. The City Core Precinct focuses on active frontages and an improved relationship between the public and private realms. It will be a safe place that prioritises pedestrians. Vertical gardens, overhead vines, kerb-side dining and entertainment uses will excite and attract residents and visitors to the area.

## City Core Precinct

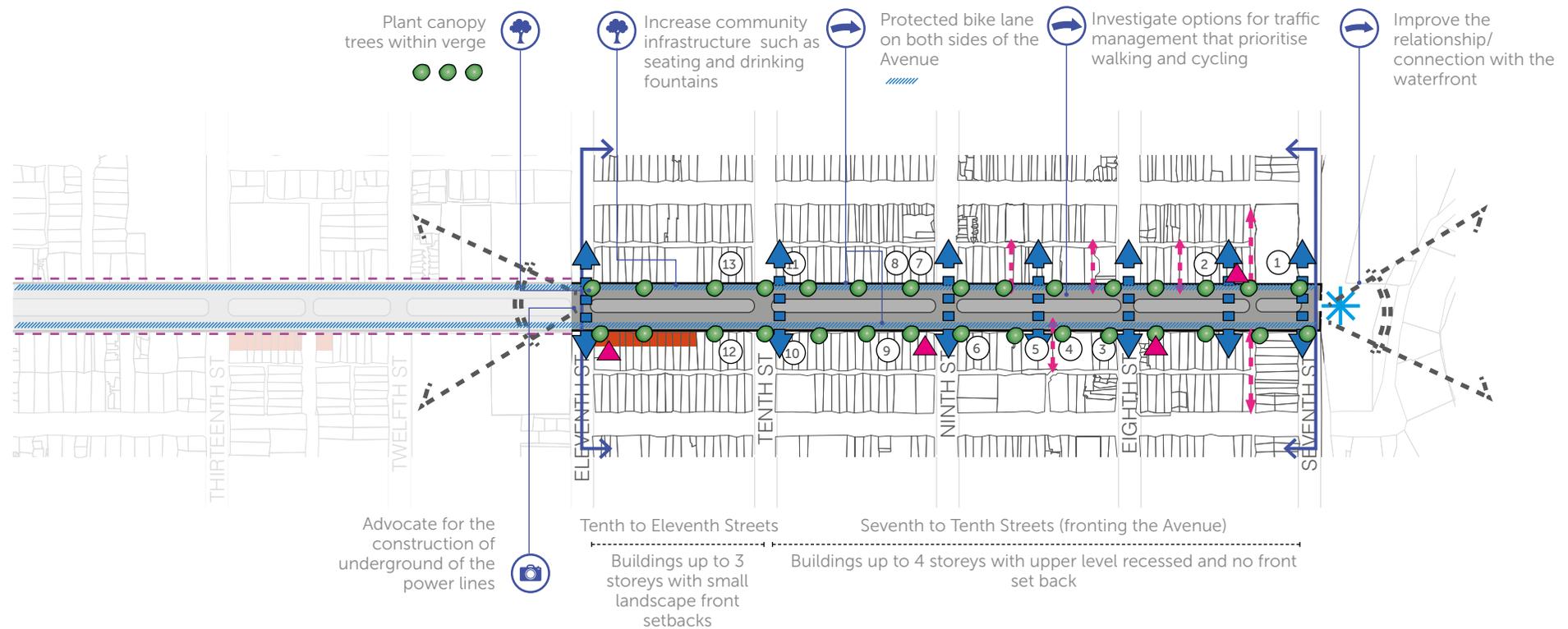
### PRECINCT OBJECTIVES

1. Highlight landscape and building features to improve the image of the Mildura CBD.
2. Incorporate uses that attract residents and visitors to the city as a key destination.
3. Enhance the relationship between the built form and public realm.
4. Provide high quality architecture that respects and emphasises the historic features of the Mildura CBD.
5. Improve pedestrian experiences and safety within the verge widths.
6. Encourage alternative methods to 'greening' the streets to increase urban cooling.
7. Incorporate uses that attract residents and visitors to the city as a key destination.
8. Activate underutilised spaces.
9. Improve pedestrian experiences and safety within the verge widths.
10. Investigate options for the appropriate management of transport along the Avenue to create a more pedestrian oriented environment.
11. Prioritise active forms of transport.
12. Review the boundary of HO308 to consider extension to Seventh Street.



Precinct 5

CITY CORE PRECINCT - ACTIONS



LEGEND

- [ ] Precinct boundary
- \* Gateway feature
- ↔ Major view lines
- ↔↔↔ Improve through linkages (laneways and arcades)
- ➡ Enhance pedestrian connections
- ▲ Opportunity site
- Buildings with no front setbacks

NOTABLE FEATURES

- |                               |                         |                       |                                   |
|-------------------------------|-------------------------|-----------------------|-----------------------------------|
| ① Mildura Grand Hotel         | ⑤ Police Station        | ⑨ Working Man's Club  | ⑬ MADEC (Former Methodist Church) |
| ② 27 Deakin Cafe & Food Store | ⑥ Council Offices       | ⑩ Centrelink Building | ⑭ Christ Church                   |
| ③ Former Post Office          | ⑦ Mildura Club          | ⑪ Fishers Supa IGA    |                                   |
| ④ Magistrates Court           | ⑧ Deakin Cinema Complex |                       |                                   |



## City Core Design Guidelines



## IMAGE OF MILDURA

Mildura's City Core Precinct is valued by residents and visitors for its historic features and qualities, which contributes immensely to the 'Image of Mildura'.



## IMAGE OF MILDURA

**PUBLIC REALM IMPROVEMENTS**

- Enhance the image of the median strip, including its significant trees, historic features (such as the rotunda) and art installations.

**MURRAY RIVER CONNECTION**

- Incorporate physical and visual connections between Deakin Avenue and the Murray River.
- Incorporate an art installation or landscape feature at the end of Deakin Avenue that:
  - » Links back to the installation/feature at the beginning of the Avenue in Horticultural Precinct.
  - » Highlights the presence of the Murray River.

**A KEY DESTINATION**

- Ensure greater consistency is achieved in the provision of awnings and shade structures, to provide sections of continuous shade for pedestrians.
- Public realm improvements are further detailed under the landscape element heading.

**NEW DEVELOPMENT**

- Retain and respect historic buildings in the precinct, including the Mildura Grand Hotel, Deakin Cinema Complex and the majestic MADEC (Former Methodist Church), amongst others, as shown on the map opposite.



Retain and respect historic buildings in the City Core.



Enhance median strip image



Develop an up-lighting strategy

## City Core Design Guidelines



## BUILT FORM

## BUILT FORM

## HEIGHT AND SETBACKS

Height and setbacks of new buildings will:

- Be up to 4 storeys (16 metres) in height and built to the front boundary (no front or side setbacks) between Seventh and Tenth Streets.
- Be up to 3 storeys (12 metres) in height and include small landscaped setbacks (3-5 metres from the front boundary and no side setbacks) between Tenth and Eleventh Street.
- Have no front setback for the sites identified on the map at page 72.
- Provide setbacks of 3-5 metres from the intersection of Tenth Street to provide space for landscaping.
- Incorporate building designs that provide balconies, windows and doors at upper levels to maximise eyes on the street.

## BUILDING DESIGN

- Provide a seamless transition between the building and public realm, by:
  - » Incorporating open and transparent facades, including window and door placement and design, awnings or other shade devices that protrude into the street and encompass the pedestrian environment.
  - » Encouraging active frontages with kerb side dining and 'spillage' into the street (cafes, retail etc).
  - » Creating light spillage out onto the street to optimise street activation and safety at a pedestrian level.
- Repurpose historic buildings in ways that increase the interaction of users on the street with the building.
- Enhance and creatively reuse heritage shop fronts.
- New developments should demonstrate articulation whilst keeping the visual impression of a box envelope.

Refer to the *Mildura CBD Plan, 2007* for further detailed guidance on the form of development in this precinct.



## City Core Design Guidelines



### BUILT FORM

#### KEY OPPORTUNITY SITES

Key opportunity sites are shown on the map at page 70. They include:

- Car sales yards - as this use is discouraged and the sites have very large setbacks or are essentially vacant.
- Vacant sites
- Corner sites fronting Eleventh Street (nos. 153 and 156) - where poor quality built form has the potential to be redeveloped



Consider urban greening on buildings



Encourage active street frontages



Avoid dominant signage

## City Core Design Guidelines

### LANDSCAPING

#### PLANTING

- Incorporate large canopy shade trees along the verge widths. Subject to future traffic study, examine options to introduce an additional avenue of canopy trees to be incorporated in the expanded verge width or islands between vehicle parking.
- Provide opportunities for large planter boxes and vine covered pergolas.

#### SUSTAINABILITY

- Promote 'greening' of the City Core Precinct to reduce the 'urban heat-island effect'.
- Encourage 'green walls', vertical gardens and roof-top gardens to assist in cooling the built environment, and improving the appearance of blank walls.

#### STREETScape AMENITY

- Provide contiguous weather protection, which is vital to improving pedestrian comfort in Mildura.
- Provide awnings, canopies, blinds and/or other shade devices, as part of new developments.

- Consider the provision of shade for pedestrians where awnings do not exist (such as in front of heritage buildings). Alternative methods for shade could include vine-covered pergolas, retractable blinds, shade cloth etc.
- Provide community infrastructure that allows pedestrians to stop and rest. Infrastructure should include:
  - » Shaded seating: located close to shade canopy trees, adjacent to existing awnings or separately installed shade devices. Cluster seating to create gathering/meeting places.
  - » Drinking fountains: to be provided in 1-2 locations on either side of the Avenue, adjacent to seating.
  - » Directional signage: at a pedestrian level to guide visitors to basic amenities, the information centre and the riverfront.
  - » Lighting: at a pedestrian scale to be incorporated in the pavement, in seating and/or as part of bollards.
- Promote consistency and reflect the Mildura character. This includes using muted colours and developing a palette of streetscape materials and colours.



Promote urban greenery and encourage green walls on buildings



Provide awnings for shade and weather protection (top), install community infrastructure (left), install directional signage for improved wayfinding (right).

## City Core Design Guidelines

### LAND USES

#### GENERAL

- Support a pedestrian friendly environment that attracts people for its activity, uses and atmosphere, both day and night.
- Include land uses that attract users to come and want to stay. These include increased retail opportunities that spill onto the street, cafes and restaurants with kerb-side dining.
- Include commercial uses at the ground floor, especially businesses that interact with the street (e.g. glass frontages).
- Maintain the continued strong civic presence.
- Include shop-top housing (apartments) and upper level commercial uses to create more 'eyes on the street' at all times of day/night, as well as increase pedestrian traffic coming in and out of the precinct.
- Do not include large format retail.
- Avoid any uses that require large setbacks and/or access from the street, such as car yards and car parks. These uses often create spaces that feel underutilised and do not relate well with the street.
- Activate underutilised spaces by positioning windows, doors, kerb-side dining or 'green walls' where spaces or walls are blank and void of activity.
- Revitalise laneways (such as Gallagher Lane and Midgley Lane) which have the opportunity to be active and exciting pedestrian links by fronting buildings and/or spilling uses out into the lanes.
  - » For example the key development site on the corner of Gallagher Lane (as shown on the map) should incorporate uses that front and spill out onto both the laneway space and Deakin Avenue.



Increase retail and dining opportunities at ground level



Avoid uses that require large setbacks (e.g. car yard)



Revitalise laneways



Avoid large-format retail development

## City Core Design Guidelines

### LIGHTING & SAFETY

#### GENERAL

- Enhance the 'feeling' of safety along the Avenue to assist in creating a place that people want to use and congregate in.
- Increase perceptions of safety within the City Core Precinct by:
  - » Increasing pedestrian scale lighting within all areas of the public realm.
  - » Increasing pedestrian traffic, through uses such as retail and dining, where people/uses spill out onto the street.
  - » Encouraging built form that creates 'eyes on the street' through placement of windows and balconies.
- Avoid areas of concealment, including low scale vegetation.
- Avoid blank walls and ensure new development fronts all streets/spaces, including laneways.
- Provide potential safe pedestrian crossing points at signalised intersections and via zebra crossings to the median strip, as shown on the map.



Avoid blank walls



Increase pedestrian scale lighting



Encourage 'spill-out' areas to increase pedestrian traffic



Provide potential safe pedestrian crossing points

## City Core Design Guidelines



## ACCESS AND MOVEMENT

VicRoads have been working with Mildura Rural City Council on a Smart Roads hierarchy project, which designates Deakin Avenue between Seventh Street and Eleventh Street as a pedestrian and cyclist priority street. This objective, along with the planned truck by-pass route, which will see a potentially significant reduction in heavy vehicle movement through the City Core Precinct creates opportunities for investigating more appropriate traffic management options to:

- Provide potential safe pedestrian crossings into the median strip.
- Provide car parking
- Review the number of traffic lanes.

## ACCESS &amp; MOVEMENT

## PEDESTRIANS AND CYCLISTS

- Prioritise pedestrians and cyclists in the precinct.
- Minimise interruptions to the pedestrian environment by avoiding driveways and accessways.
- Locate vehicular access from the rear of buildings/sites.
- Create potential safe pedestrian crossings throughout the precinct, including:
  - » Allowing pedestrians to cross the entire width of Deakin Avenue at all traffic lights within one green-light sequence.
  - » Providing pedestrian 'zebra' crossings mid-block to encourage use of the centre median strip, as shown on the map.
- Create a protected bicycle lane that is separate from pedestrians and cars.

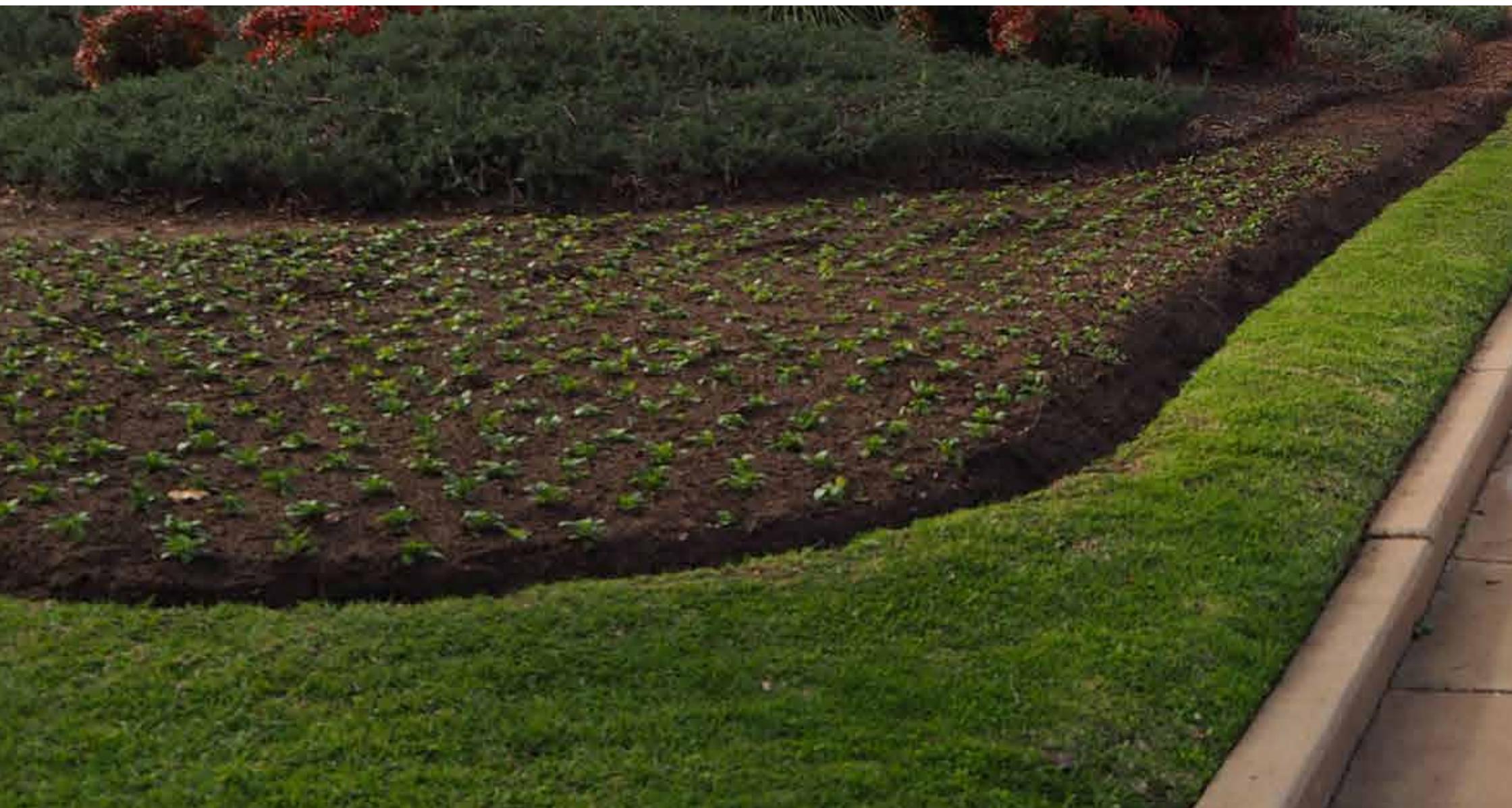
## TRAFFIC MANAGEMENT

- Utilise the existing road space to more appropriately manage the traffic on the Avenue, by:
  - » Providing a protected bicycle lane of approximately 1.6-1.8 metres wide between the footpath and on road angled car parking.
  - » Creating a constructed kerb to protect cyclists and prevent car overhang, between the bicycle lane and car parking.

Note that the following further work will be required to be undertaken:

- A traffic and transport study to investigate and detail the proposed changes to the Avenue.
- A Deakin Avenue verge design masterplan to detail the proposed traffic management arrangements.







5

Implementation

# ACTION PLAN

This section builds on the Design Guidelines to present a consolidated Implementation Plan to realise the vision and objectives for Deakin Avenue. For each Action the Implementation Plan indicates the roles, responsibilities and the priority of the Action.

## COUNCIL'S ROLE

Mildura Rural City Council will play different roles in the implementation of this Strategy. These will vary between the roles of Planner, Provider, Advocate, Partner/Facilitator, Educator and Regulator. A description of these various roles is provided below.

- **Planner** – in developing detailed plans and drawings for construction, and in relation to its urban and social planning responsibilities
- **Advocate** – representing community needs and interests to Federal and State Governments and the private sector
- **Partner / Facilitator** – working closely with developers, landowners, residents and businesses
- **Educator** – providing information to businesses, residents and interest groups
- **Regulator** – ensuring that built form, infrastructure and other elements of the environment meet town planning, building, transport and public health regulations and expectations

## ACTION PLAN

The following tables present a consolidated action plan for implementing the Deakin Avenue Urban Design Guidelines, incorporating the objectives and actions discussed in the preceding chapters.

The following order applies to the priorities:

- High
- Medium
- Low
- Ongoing: continual/ as need arises

ACTION		COUNCIL ROLE	PRIORITY
<b>WHOLE OF AVENUE</b>			
1	Update Clause 21.03 'Vision and Strategic Framework' to be consistent with the vision and objectives of the Deakin Avenue Urban Design Guidelines report.	Planner	High
2	Update Clause 21.07 'Built Environment and Heritage' to be consistent with the vision and objectives of the Deakin Avenue Urban Design Guidelines report.	Planner	High
3	Update Clause 21.08 'Economic Development' to be consistent with the vision and objectives of the Deakin Avenue Urban Design Guidelines report.	Planner	High
4	Update Clause 21.09 'Transport and Infrastructure' to be consistent with the vision and objectives of the Deakin Avenue Urban Design Guidelines report.	Planner	High
5	Incorporate a new local policy into the LPPF that contains the Precinct visions, objectives and land use guidelines of the Deakin Avenue Urban Design Guidelines report.	Planner	High
6	Apply a Design and Development Overlay to all lots fronting Deakin Avenue, that includes all the image, setbacks, built form, landscaping, lighting and safety, movement and access guidelines relevant to private land.	Planner	High
7	Continue to advocate to State Government Departments for improved road infrastructure upgrades along the Avenue, particularly in relation to: The extension of the dual-carriageway road with median strip from Fifteenth Street to Sturt Highway A formalised truck by-pass route at Seventeenth Street. An improved traffic management layout within the City Core.	Advocate	High - ongoing
8	Prepare a tree and vegetation planting schedule, for inclusion in the planning scheme, to be applied to all land fronting Deakin Avenue, including both public and private.	Planner	High
9	Provide potential safe pedestrian crossing points, including safe crossing sequences at all traffic lights, along the Avenue. Refer to the Chapter 4 of the Deakin Avenue Urban Design Guidelines report for specific locations.	Planner	Medium

ACTION		COUNCIL ROLE	PRIORITY
10	Prepare a colours and materials schedule to be applied to all built form and community infrastructure on land fronting Deakin Avenue, including both public and private.	Planner	High
11	Enhance public transport infrastructure with regular sheltered bus stops with seating and directional signage.	Planner/ Advocate	Medium
12	Upgrade community infrastructure, including seating, lighting and drinking fountains, to be provided regularly along the Avenue, using a consistent approach to design, colours and materials.	Planner	Medium
13	Review the directional signage along the Avenue to remove excessive and outdated signage and provide clear, consistent and directional information.	Planner/ Regulator	High
14	Design a brief and create the opportunity for a community based art competition for art installations and features within the public realm along the Avenue.	Planner	High
15	Develop signage guidelines for private land, to be included in the planning scheme, that require high quality and non-dominant business signage to be provided along the Avenue.	Planner	High
16	Continue to advocate for the construction of underground of the power lines along the Avenue.	Advocate	High - ongoing
17	Review and adjust the boundary of HO308.	Planner	Medium
<b>HORTICULTURAL EDGE PRECINCT</b>			
18	Apply a new schedule to the GRZ land in this Precinct that restricts residential development to one dwelling on a lot, with large front and side setbacks and a minimum 2,000sqm lot size.	Planner	High
19	Engage an artist to design a gateway feature on Deakin Avenue at the Sturt Highway.	Planner	Medium
20	Investigate and design a sustainable drainage system, integrated with a water retention basin.	Planner / Regulator	Medium
21	Advocate to VicRoads to upgrade the Seventeenth Street intersection to allow for the planned formal truck by-pass route.	Advocate	High - ongoing

ACTION	COUNCIL ROLE	PRIORITY
<b>RESIDENTIAL PRECINCT</b>		
22	Upgrade the drainage along the Avenue with constructed kerb and channel as part of road construction upgrades (Action No.7).	Planner
23	Engage an artist to design a gateway feature or installation at the Seventeenth Street intersection.	Planner
24	Prepare a Landscape Plan to detail the pedestrian promenades on either side of the Avenue, with two rows of large canopy trees on either side of the promenades.	Planner
25	Advocate to VicRoads for a protected bicycle lane on both sides of the Avenue.	Advocate
<b>CITY GATE PRECINCT</b>		
26	Advocate to the State Government for upgrades to the Fifteenth Street intersection to create safer crossing opportunities for pedestrians and cyclists.	Advocate
27	Engage an artist to design a gateway feature or installation at the Fifteenth Street intersection.	Planner
28	Enhance street tree planting along the Avenue with additional large canopy trees in the road reserves where street trees currently do not exist.	Planner

ACTION		COUNCIL ROLE	PRIORITY
<b>MIXED USE PRECINCT</b>			
29	Upgrade public realm treatments to be consistent with the City Core using the palette of materials outlined in the Mildura CBD Plan, 2007.	Planner	Ongoing
30	Undertake a detailed traffic assessment of the proposed improved traffic management option, with protected bicycle lane.	Planner / Regulator	High
31	Prepare a Masterplan to detail the proposed verge development including a protected bicycle lane.	Planner	High
<b>CITY CORE PRECINCT</b>			
32	Develop an up-lighting strategy to highlight key built form, landscape and installation features.	Planner	High
33	Undertake a detailed traffic assessment of the proposed alternative traffic management option.	Planner	High
34	Prepare a Masterplan to detail the verge development, including a protected bicycle lane.	Planner / Regulator	High
35	Prepare detailed 'briefs' for the redevelopment of key opportunity sites, utilising the Urban Design Guidelines, and discuss with land owners.	Planner	High



# PLANNING SCHEME

This section outlines the recommended planning scheme controls to implement the Urban Design Guidelines in this report.

## LOCAL PLANNING POLICY FRAMEWORK

### Municipal Strategic Statement (MSS)

The Mildura MSS provides the vision and objectives for Mildura and it specifically highlights the importance of Deakin Avenue. However, upon adoption of the Deakin Avenue Urban Design Guidelines, the MSS should be amended to reference the guidelines and provide a strategic foundation for the future of the Avenue.

In particular, the following changes/additions are recommended to the MSS:

- Clause 21.02 Key Influences and Issues - include a point under the heading 'Infrastructure' that highlights the pedestrian and cyclist priority zone on Deakin Avenue.
- Clause 21.03 Vision and Strategic Framework -
  - » Reference the Deakin Avenue Urban Design Guidelines.
  - » Under the heading 'Land Uses' refer to the Mildura South growth area and community related land uses.
  - » Under the heading 'Built Form and Amenity' expand on the importance of Deakin Avenue and the landscaping, gateways and art installations that aim to enhance its visual amenity.
  - » Under the heading 'Infrastructure' highlight the priority for pedestrians and cyclists in the centre of Mildura.
  - » Update the map at Figure 2 to include the Mildura South PSP, the CBD Plan and the Deakin Avenue UDG.
- Clause 21.07 Built Environment and Heritage - under the heading 'Deakin Avenue':
  - » Include the Vision for Deakin Avenue from the Urban Design Guidelines

- » Replace Objective 3 with the Principles contained in Chapter 2 of the UDG.
- » Update the application of zones and overlays to include a new DDO as appropriate.
- » Update the further strategic work to remove the design guidelines.
- » Update the reference documents to include the Deakin Avenue UDG.
- Clause 21.10 Local Areas, under Cl. 21.10-1 Mildura:
  - » Local area implementation: include reference to the Deakin Avenue UDG
  - » Settlement, housing and economic development : Add "Ensure development along Deakin Avenue is consistent with the Deakin Avenue Urban Design Guidelines."
  - » All land use related policy contained in the UDG (ie. encouraging and discouraging certain land uses in various parts)
  - » Include the Deakin Avenue UDG as a Reference Document
  - » Amend the map to make reference to the UDG.

### Local Policy

A Local Policy is not considered necessary provided that all the necessary land use and built form principles, objectives and requirements can be included in the MSS or the DDO.

## ZONES

Changes to the Zones are only considered necessary where there is a land use issue that results in a built form impact on the Avenue. Therefore proposed changes to the zones are minimal:

- The rezoning of Rural zone land within the Residential Precinct to GRZ1 in co-ordination with the Mildura South Precinct Structure Plan.
- Introduce a new Schedule to apply to the GRZ land in the Horticultural Precinct that restricts lots sizes to a minimum 2,000sqm and no more than one dwelling on a lot. Front and side setback requirements should be applied in the schedule to maintain the spacious appearance of development.

## OVERLAY CONTROLS

It is recommended that a Design and Development Overlay be applied to all land abutting the Avenue, within the Study Area of the Urban Design Guidelines. The DDO is considered to be the most appropriate VPP tool to manage built form outcomes and it provides the mechanism to include the key elements of the UDG that relate to private land into the scheme. The DDO retains all information about the guidelines for the whole of the Avenue in one control document, and is tailored to provide for objectives, precincts and height and setbacks.

The other potential alternatives include:

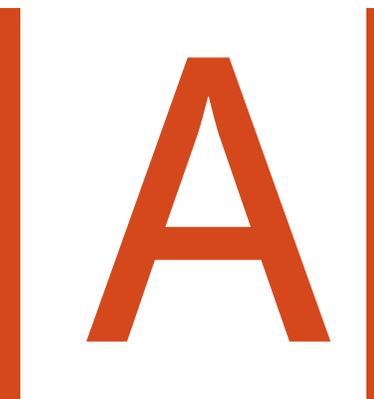
- Zone schedules, however these do not cover all the aspects of the UDG; or
- Development Plan Overlay, however this an unwieldy tool that requires additional work in the preparation of Development plans and direct land owner involvement.

The DDO Schedule should contain :

- Policy basis that cites the UDG, the importance of the Avenue to Mildura and its implementation of the MSS
- Design objectives derived from the Principles
- General design guidelines
- A section for each Precinct that includes:
  - » Preferred character
  - » Precinct design objectives
  - » Precinct design guidelines that include:
    - The Image of Mildura guidelines for each Precinct
    - The Built Form guidelines for each Precinct, with maximum heights and setbacks expressed in a table
    - Landscaping guidelines that relate to private land

- Lighting and safety guidelines that relate to private land
- Access and movement guidelines that relate to private land
- Map of Precincts





# Appendices

# APPENDIX A

## STAGE 1 CONSULTATION SUMMARY

### PROCESS

At the commencement of the project, preliminary consultation workshops were held to gather information to inform the key issues and opportunities that are outlined in this report.

Two of these preliminary workshops allowed for an open discussion around the issues along Deakin Avenue with key department and government stakeholders and community representatives (including landowners, business owners and residents).

A community flyer was also distributed to landowners and residents along Deakin Avenue that invited community to input into the project by answering a series of survey questions. Thirty-two survey responses were received, of which, 87.5% of respondents were residents of Mildura, the rest of which were from commercial landowners and/or business owner/employee.

Also included in the response summaries are four letter responses and six Facebook comment responses.

### WHAT WE HEARD

**What do you like about Deakin Avenue? What should stay the same? i.e. Favourite Building, Place or thing to do on Deakin Avenue.**

There were a variety of responses about elements residents liked about the Avenue covering a range of topics from heritage, land uses and landscaping.

The public realm and central median strip were the most discussed topics with a number of submitters expressing that the large mature trees, lawns and public furniture were their favourite features.

A number of heritage buildings were also cited as important aspects of the Avenue including the churches on the corner of Tenth and Eleventh streets and the iconic civic buildings.

The landscaping and vegetation within the median strip including the gum trees and jacarandas were also identified as iconic which contributed positively to the character of the Avenue.

**What do you dislike about Deakin Avenue? What should change? ie is Deakin Avenue safe at night? What can be improved? What does it need more of?**

There were a variety of responses regarding people's dislikes for the Avenue. Building quality, scale and design were cited as the most common detractors from the Avenue. Specifically the larger format retail outlets and the Centrelink building were unfavourable among local residents.

A number of public realm and safety issues were also cited including the lack of street furniture and street lights, choice of landscaping in some segments and truck movements throughout the Avenue.

Land uses conflicts between the Funeral Parlour and the School, located between Fifteenth and Sixteenth Streets, were an issue for some residents as well as lack of health and community related uses along the Avenue in general.

Opportunities to increase the variety of land uses, improve landscaping and the overall image of Mildura were proposed.

### **What image do the buildings and activities along Deakin Avenue present to visitors?**

There was a general sentiment that a negative image was portrayed along Deakin Avenue for visitors to Mildura. This was described as largely attributed to the high presence of fast food outlets, large format retail and poor built form. Design details such as colour palette, scale and height were also considered to be inappropriate and in many instances, out of context to the surrounding environment.

Some residents submitted that Deakin Avenue should present a green, lush image to visitors which could be portrayed by decreasing the number of blank walls, reducing the amount of car parking in front setbacks, better maintain gardens and landscaping and reducing the scale and bulk of some signage.

### **How should Deakin Avenue look in the future? Maybe in 10, 20 or 30 years time.**

A number of ideas were put forward to inspire the look of the Avenue into the future.

There were a number of submissions which made recommendations to extend the centre median strip from Fifteenth Avenue to the airport. There was a general consensus that larger setbacks were required which would allow for more vegetation and a greener streetscape appearance. More native trees and vegetation was supported by several submitters. One submitter discussed the importance of balancing the old with the new while also respecting the traditional culture of the land.

A desire to improve the public realm and encourage high quality design outcomes was generally supported by the majority of submissions.

### **What do you believe are the main issues that need to be addressed on Deakin Avenue? ie What needs fixing? What needs changing?**

A number of suggestions were made to improve the Avenue which reflected the general sentiment of responses to the questions above.

One submitter suggested that a clear vision of what the Avenue should look like into the future was a key priority.

A number of traffic improvements were suggested, such as the inclusion of traffic lights at the intersection of Sixteenth Street and the re-routing of trucks off Deakin Avenue.

Several submitters wanted to see the removal of the public toilets within the median strip while others suggested that parking on the median strips should be considered.

The treatment of the corner of Fifteenth Street and Deakin Avenue was a popular topic amongst submitters, with some suggestions to remove and demolish the 'Cheap as Chip's' store at the corner. In addition petrol stations, large format retail centres, backpacker hostels and fast food outlets were also seen as 'unsightly' developments along the Avenue.

The re-activation of vacant sites and rundown buildings were also important to some submitters. There were suggestions to improve signage and directional way finding to provide a sense of consistency to the Avenue and allow visitors and residents to orientate themselves.

Finally there were mixed opinions regarding the landscape treatment of the median strip with some submitters wanting to see more consistency along the strip while others thought that there were too many trees already along the median and thought that it could be used for a better purpose.

# APPENDIX A

## STAGE 2 CONSULTATION SUMMARY

### APPROACH

The Stage 2 'visioning' workshops were undertaken over two days and included presenting the identified issues and opportunities and providing the forum to discuss a future vision and direction for Deakin Avenue.

Four workshops were held, including:

- Development industry and affected landowners (7 attendees)
- General community (11 attendees)
- Council staff and agencies (9 attendees)
- Councillors (2 Councillors attended the workshop and the presentation was circulated to all remaining Councillors for consideration and feedback)

The consultation workshops were advertised by direct mail-out to affected landowners and businesses, and the general community was notified by posters/flyers, the Council website, a radio segment and newspaper advertisement.

### FINDINGS

#### Development Industry and Affected Landowners

Discussion with attendees highlighted the need to cater for increased heights within the city centre and allowing for off-street car parking within new developments. The relationship between the city centre with the river front should also be an important consideration within the guidelines.

Traffic congestion was considered a big issue and the need to provide a truck by-pass that is well-signed and removes heavy traffic from the Avenue. Creating a dual-carriageway 'boulevard' style road to Seventeenth Street was also considered an important upgrade for the road.

Landscaping and tree planting was a key theme of the discussion. It was agreed that a wide variety of tree species would be good along the Avenue, as long as 'messy' species are avoided and the trees are well maintained.

A separate bicycle/pedestrian path was considered an important action for Deakin Avenue.

#### General Community

The community group provided a great discussion around the 'vision' of Deakin Avenue and suggested that it be worded to include words such as; a 'gallery showcasing', 'diversity', 'oasis', 'aspirations' and 'history'. Attendees also suggested referring to Deakin Avenue as a 'spine', 'connector' or simply 'avenue', rather than gateway.

Discussion was varied and included:

- Detailing the relationship between built form and landscaping.
- The need to provide guidance around the location and design of certain land uses.
- Creating a more pedestrian and bicycle friendly avenue

that reduces the number of vehicle carriageways, includes an on-road bike lane, off-road car parking and a truck by-pass.

- An enhanced pedestrian environment with improved crossings, disability/pram access, drinking water, appropriate bus stops, shade etc.
- A monument or gateway feature at Fifteenth Street that is iconic and welcoming.
- Ways to showcase and celebrate history and diversity.
- Council Staff and Agencies

Ideas for the 'vision' were discussed and included reflecting that Mildura is quite modern compared with other towns of a similar age and suggested using words such as 'multicultural', 'diverse', 'unfolding' and avenue rather than corridor.

Discussion included creating a dedicated bike lane on the road, but also protected from cars and safe for kids. Active modes of transport including both cycling and walking were considered very important, encouraging the creation of a place that people want to use and be in on foot.

Sustainability and climate was discussed in relation to creating refuge from the sun for users, including increased verandahs and awnings, as well as using building materials that consider the climate and longevity. Sustainable landscapes need to consider the heat and potential lack of water.

Creating greater opportunities for art installations and strategies such as 'up-lighting' key features will enhance the visual amenity of the avenue.

## SURVEY SUMMARY

### **What do you like about deakin avenue? What should stay the same? i.e. favourite building, place or thing to do on Deakin Avenue.**

Most responses tend to like the centre median strip including the trees, greenery, gardens, facilities and general vegetation.

One response liked the variety of services on offer along the street while another response liked the dual carriageway with centre median strip.

### **What do you dislike about Deakin avenue? What should change? i.e. is Deakin avenue safe at night? What can be improved? What does it need more of?**

Some responses noted that there needs to be better maintenance of the central median strip with better care for landscaped areas and trees. Some include better facilities along it (i.e. tables, seats) to promote higher use. Others suggest that the nature strips need to be cared for better too.

Responses include:

- No connection between shops at 15th street and the CBD
- Area between Hunter Street and Centre Way has the wrong zoning laws
- Does not like zero setbacks.
- Does not like heavy vehicles accessing the road
- Lack of safety at night
- Too many fast food outlets.

### **What image do the buildings and activities along Deakin Avenue present to visitors?**

Many responses say that the older buildings are well maintained and their architectural style presents a good theme against the back drop of newly developed buildings. Concern is raised by many respondents about the rise of fast food outlets and big box retail including KFC, Officeworks and Intersport.

Some responses liked Deakin Avenue the way it is and others suggest that the avenue does not have a good image, which is mostly directed to areas between the airport and 15th street where there is less activity.

Some responses noted the use of Jacarandas and how visitors are drawn to the centre median strip with its good use of vegetation and public realm facilities.

### **How should deakin avenue look in the future? Maybe in 10, 20 or 30 years time.**

Many responses would like to keep Deakin Avenue as it is with no major changes apart from better maintenance of lawns, gardens and trees. Many other responses would like to see the dual carriageway extended to the airport with development on either side. One response felt that this development should consist of larger lots while others stated that there should be more commercial land uses along Deakin Avenue. A couple of responses would like to see a tram line running down the street from Seventh Street to at least Fifteenth Street with others suggesting extension to the airport.

Some responses would like more trees along the extent of the street including on the centre median strip and along the nature strips. Some responses would like to see heavy vehicles diverted off the street.

Some responses noted that they would like to see no more petrol stations or building designs that are too contemporary. Also they would like to see no more big box retail.

### **What do you believe are the main issues that need to be addressed on deakin avenue? i.e. what needs fixing? what needs changing?**

Some responses noted there needs to be a vision for the whole avenue to guide what it should look like and to outline what type of building controls and design guidelines there should be.

Some responses noted that development should extend past Fifteenth Street and out towards the airport. Other responses noted that there should be better maintenance of trees and gardens and that unused and unsightly buildings be demolished.

Some responses noted that there should be a higher police presence to increase safety and to have more lighting along the street for the same issue.

# APPENDIX A

## SUBMISSIONS FROM EXHIBITION

The Deakin Avenue Urban Design Guidelines project has been developed through a broad and meaningful program of community consultation workshops. The public exhibition of the Draft Deakin Avenue Urban Design Guidelines as part of Stage 3 has allowed further opportunity for the wider Mildura community to provide comment on the direction for Deakin Avenue, prior to finalising the Guidelines.

A range of feedback and issues were identified through the exhibition process. The key recurrent issues raised by respondents are summarised below.

These issues warrant minor changes be made to the Draft Deakin Avenue Urban Design Guidelines April 2016. In addition, other recommendations received by Council officers are considered appropriate in the development and refinement of the final Deakin Avenue Urban Design Guidelines.

### Vehicle Movement and Access

Of the respondents who made submissions regarding vehicle movement and access, all agreed that Deakin Avenue should be protected from heavy vehicular movement and increased traffic volumes. Issues cited for concern regarded noise and air pollution, traffic congestion and general loss of amenity.

Some submitters expressed concern regarding the governance, management, configuration and implementation of the proposed bypass.

A detailed submission from VicRoads raised a number of concerns regarding the management and implementation of the Guidelines. In particular, issues were raised regarding the proposed dual carriageway extension and the central median.

### Protected Bike Lane

Two submissions received specifically discussed the proposed protected bicycle lane. One submitter noted that the bicycle

paths should not be integrated with pedestrians (the shared path), while another submitter noted that the protected bicycle land in addition to the shared path was unnecessary.

### Land Uses

Some submitters raised questions regarding the proposed land uses within the City Gate Precinct and the City Core Precinct. Clarification around the types of land uses was raised by some submitters.

In the City Gate Precinct, opportunities for low scale tourism accommodation were questioned. In the City Core Precinct, the prohibition of large format retail premises was disputed.

### Landscaping

Several submissions were made regarding the type and extent of landscaping proposed by the guidelines. One submitter raised concern regarding the proposed Jacaranda, Lemon Scented Gums and Palm trees proposed along segments of the Avenue. Preference for indigenous plants was expressed by a number of submitters.

VicRoads raised concern regarding the management of irrigated landscaping and submitted that all planting infrastructure must comply with appropriate guidelines.

Several submitters requested that further reference to low scale, drought resistant and sustainable plants should be made within the document, although one submitter noted that not all WSUD treatments were appropriate for the Avenue.

### Built Form

There were only a few submissions regarding the built form component of the UDG. In particular, one submitter raised that all building heights within the Central CBD area should be four storeys. A question regarding whether analysis of the residential

capacity of buildings would be subject to the proposed height limits.

### Other Issues

There was general support for many elements of the Report. Several miscellaneous issues were raised as follows:

Reference to 'earthy' and 'muted' colours is too bland and should allow for other colours found in the landscape

Some omissions in the Report regarding orientation on maps, duplication of text and terminology

Concern raised regarding financial implications of requiring 'high quality urban design' responses

Several submitters advocated for further detailed work to be undertaken regarding heritage buildings and the proposed truck bypass route



