

Mildura CBD Plan 2019-2035

DRAFT REPORT
(PREPARED FOR COMMENT)



Mildura Rural City Council





Mildura's CBD will be a responsive, resilient and people-oriented centre for community life, drawing inspiration from the Murray River experience.

Preamble

This is the Mildura CBD Plan and it sets out a strategic vision and framework to guide the growth, development and enhancement of the CBD to 2035. Our vision for the CBD is to establish a: *responsive, resilient and people-oriented centre for community life, drawing inspiration from the Murray River experience.*

Known as the 'oasis in the desert', Mildura is beautifully situated along the Murray River in Victoria's north-west. Mildura and the surrounding region is a highly important and dynamic area in terms of agriculture, horticulture, manufacturing and tourism, and is fast becoming the solar capital of Victoria. Given the remote nature of surrounding localities, Mildura's CBD has long been an important and thriving administrative, service, business and cultural centre for the Loddon Mallee Region. It is anticipated that the regional population will increase from 329,489 people (2016) to 387,786 people by 2031¹.

Effective and deliverable plans focus on addressing current issues and opportunities, but are flexible enough to deal with longer term challenges and emerging trends that are taking place not only locally, but also nationally and globally.

There are a number of short and longer term challenges that Mildura and other metropolitan and regional localities will face. Ageing communities, market forces, technological advancement, climate change, extreme weather events and other environmental factors, are altering the way that cities and townships function. However, people's desire to interact and feel a sense of belonging remains the same.

The CBD plays an important role in bringing people together for a variety of activities. A thriving CBD precinct, one that ensures universal access and well located amenity that fosters social inclusion, as much as economic vibrancy, will prosper in the face of these trends and technological challenges.

For Mildura, an important focus is to improve seasonal comfort and integrate more public places for people. This will build social capital and neighbourhood liveability by optimising the year-round climate and local character of Mildura.

GHD has been engaged by Mildura Rural City Council (MRCC) to update and refresh the 2007 CBD Plan, to ensure it remains current and reflects the needs and aspirations of the local community.

Progress is dependent on change and with change comes opportunity. This project is designed to deliver a dynamic and sustainable plan for Mildura's dynamic CBD.



Image 2 View of the historic T&G clock tower building



Image 3 Langtree Mall and shade structure, emulating aerial view over Mildura

¹ RDV; Mildura City Economic Profile 2016, p.12



Image 4 Murray River,
Image credit: Robert Klarich (Photographer)



Council and GHD acknowledges the traditional custodians of the land, the Latji Latji people, which now comprises the Mildura Rural City Council area, and to those of our neighbouring municipalities. We pay our respects to Elders past, present and emerging; we celebrate and respect their continuing culture and connection to the land.

This document has been prepared by GHD
in partnership with Mildura Rural City Council



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1 Introduction

1.1 PROJECT OVERVIEW

Mildura's CBD has over time cemented its role as the administrative, service, business and cultural hub for the north-west region.

Recognising the importance of the CBD to the local and regional community, Mildura Rural City Council (MRCC) has commissioned GHD to review the 2007 CBD Plan and develop a revitalised shared vision, to drive short and long term priorities for the CBD.

This project represents a proactive step by MRCC to refresh the plan and ensure it remains current and responsive to the community's needs and aspirations. The purpose of this project has been to develop a vision and strategy for the future of Mildura's CBD, which reinforces and supports a dynamic, attractive, liveable and sustainable centre for all.

The 2007 CBD plan sets out a number of key priorities, which has led to many successful outcomes, including the Stage 1 Riverfront Development, Langtree Mall, several street upgrades and public realm improvements. This latest 2019 CBD Plan intends to build on the initiatives of the prior plan, while also charting new waters, to respond to current and emerging trends and challenges.

While a well established activity centre, this next phase offers enormous opportunity to strengthen and diversify the CBD, attracting new users and giving it a distinct point of difference.

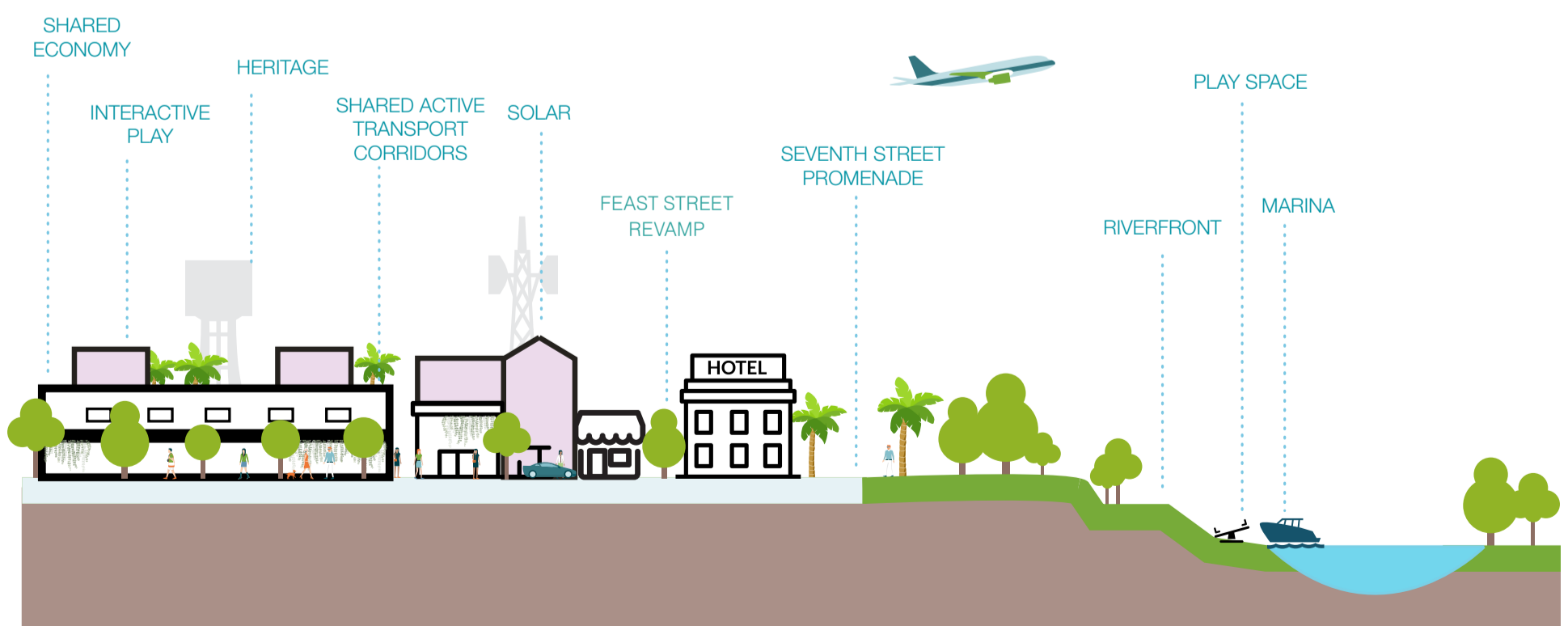
This draft CBD Plan Report has been prepared as part of Stage 3 of the project. We invite your feedback and comments, and encourage you once again to re-imagine Mildura in 2035...

1.2 REPORT STRUCTURE

The CBD Plan sets the scene in terms of how the strategy has been developed, the CBD and broader regional context, and future vision, objectives and strategic directions for Mildura's CBD. The report is structured in 7 main sections, as outlined below:

- 1 INTRODUCTION:** Section 1 provides a summary of the project intent, and the approach taken in preparing the CBD Plan, including stakeholder and community engagement.
- 2 CBD SNAPSHOT:** Section 2 provides a background to the CBD and broader context.
- 3 THE FRAMEWORK:** Section 3 summarises the vision, objectives and strategic directions, which form the basis of the CBD Plan recommendations and actions.
- 4 DIRECTIONS AND ACTIONS:** Section 4 details each of the 6 key strategic directions, and associated actions.
- 5 PLANNING CONSIDERATIONS:** Section 5 highlights future considerations that will need to be addressed as part of the planning scheme amendment.
- 6 IMPLEMENTATION AND GOVERNANCE:** Section 6 sets out the implementation plan, including priorities for each of the nominated actions, and recommended governance structure.
- 7 DESIGN GUIDELINES:** Section 7 includes design guidelines for the CBD as a whole, as well as, individual precincts.

Reimagining Mildura in 2035



1.3 OUR PROCESS

Crafting a vision and strategic framework is a journey with several key milestones. The process that has been followed in preparing this CBD Plan is illustrated below. We started this project by gaining a clear understanding of where Mildura’s CBD is currently positioned and where we want it to be by 2035 (refer to Figure 1). As Stage 4 represents a future step, this project has been carried out in three stages, as detailed below:

Stage 1: Mildura CBD Background Report

- Research and investigations, including a review of relevant background reports and studies, and existing conditions.
- Review the status of the current CBD Plan, including the planning and policy framework.
- Review of the current market and socio-economic climate.
- Undertake visioning workshops with MRCC, key stakeholders and the community to understand current opportunities and constraints, and gain an appreciation of future aspirations.

Stage 2: Mildura CBD Directions Report

- Review the status and relevance of priorities within the current CBD plan.
- Develop a draft vision and strategic directions.
- Consult with key stakeholder groups, to refine and agree upon the vision and strategic directions to be taken forward as part of the CBD plan.

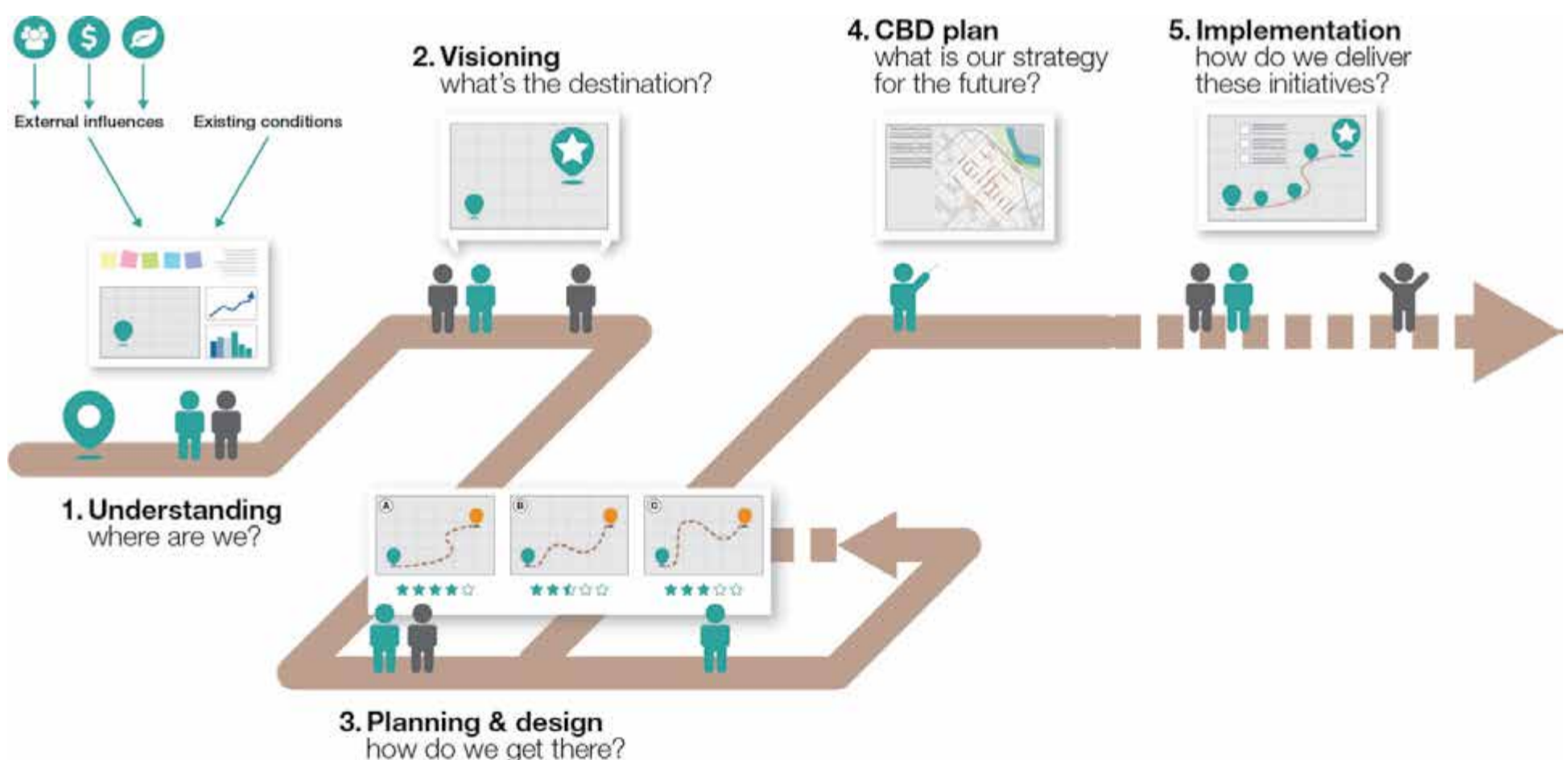
Stage 3: Updated Mildura CBD Plan

- Develop a draft structure plan and urban design framework for the CBD area.
- Explore high level concepts for focus areas nominated as key capital works projects and public realm enhancements.
- Prepare design guidelines for public and private development.
- Review and test design and policy initiatives for the CBD area with key stakeholder groups.
- Finalise the CBD Plan for public release and comment.
- Address comments and finalise the CBD plan for Council endorsement.

Stage 4: Preparation of planning scheme amendment (future stage)

- Prepare a planning scheme amendment to incorporate the new CBD plan and related policy provisions.

Figure 1 Project process



1.4 ENGAGEMENT APPROACH

Refreshing the CBD Plan has been a great opportunity to examine things differently, uncover new ways to build on Mildura’s strengths, and address its future needs and challenges. It is also a chance to explore how everyone can work in partnership with MRCC to achieve successful outcomes for the CBD.

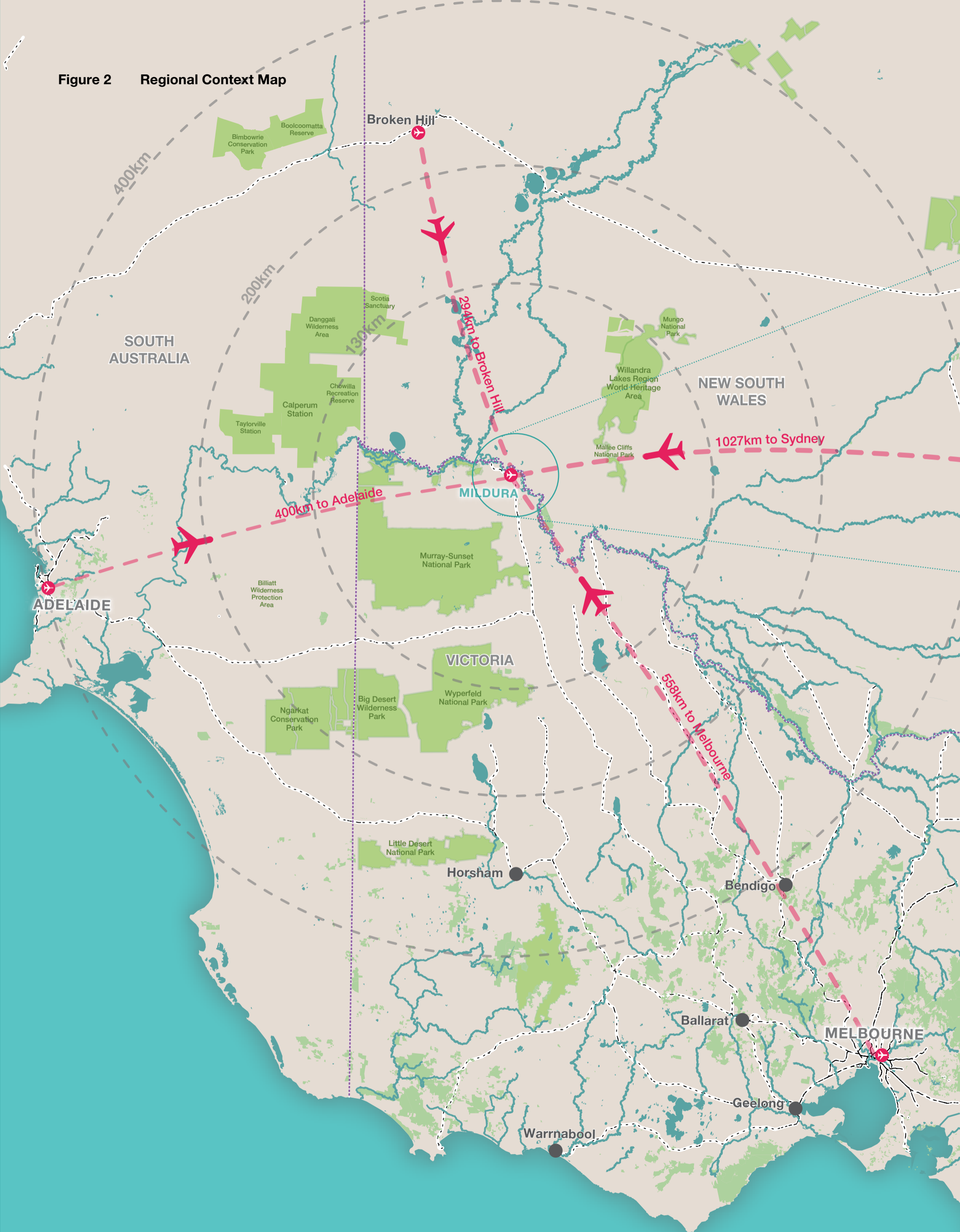
For the new CBD Plan to succeed, it is vital that it responds to the needs and aspirations of the community, business operators and traders, industry and other key government stakeholders. As part of the project, a series of workshops were held with different

groups. This report is supplemented by a Summary Engagement Report (for Stage 1 and 2), outlining the community and stakeholder engagement approach for each session and feedback from various groups/individuals who were consulted and participated via the online Social Pinpoint platform.

Responses provided during both rounds of consultation has informed the vision, directions and relevant actions set out in this CBD Plan.



Figure 2 Regional Context Map



2 CBD Snapshot



2.1 REGIONAL CONTEXT

Mildura is a regional city in the north-west corner of Victoria, strategically located between several major cities, including Adelaide (440km), Melbourne (550km), Broken Hill (293km) and Sydney (1017km). With a population of 53,878 people as at 2016¹, it is the largest regional municipality in Victoria covering 22,000 square kilometres, or approximately 10% of the State of Victoria (refer to Figure 2).

The broader Loddon Mallee and Sunraysia region is home to a number of major settlements and townships, with Mildura being the largest and most prominent. It is not only the principal service centre in the area but also in northern Victoria, possessing the highest concentration and most diverse range of retail, health, education and Government services².

Mildura and the broader region is well connected by road to other major cities, via the Sturt Highway, Silver City and Calder Highways. As yet there are no passenger train services to Mildura, however V/Line passenger rail to surrounding regional centres of Bendigo and Swan Hill connect up with V/Line Coaches to Mildura. Mildura Airport is located south of Mildura's CBD and is the busiest regional airport in Victoria, providing daily commercial return services to Melbourne and regular services to Adelaide, Broken Hill and Sydney³. In 2017, there were 225,000 passenger movements recorded.

This region also features a number of significant national parks, open space and recreational areas, including the Murray-Sunset National Park, Willandra Lakes World Heritage Area (including Mungo National Park), Mallee Cliffs National Park and Hattah Lakes National Park, a Ramsar site.

Land in the region is characteristic of flat, low-lying landscapes interspersed with fertile alluvial soils adjacent to the River Murray and infertile dune fields associated with the large national parks. Due to its inland location, the climate is the hottest and driest in Victoria, with rainfall averages at approximately 267.9 millimetres per year⁴. Although a hot and dry climate, the region experiences the most sunshine hours, ideal for solar projects.

As a significant producer for the region and nationally, the economic and environmental prosperity of the area relies however on the proper management of the Murray River upstream to ensure adequate and reliable flows. Water supply and distribution is managed by Lower Murray Water, who recognises the Sunraysia region is sensitive to climate challenges and management of the Murray River with relatively low rainfall.^{5,6}

Tourism is driven by the exceptional offering of fresh local produce, wineries, natural landscapes and the beautiful Murray River which forms the northern border of the municipality.⁷ While tourism remains a strong driver, emerging industries for the broader Loddon Mallee/Sunraysia region may include renewable energy, aquaculture, mineral sands and recycling.⁸

¹ ABS; Mildura Community Profile, 2016

² RDV; Mildura City Economic Profile 2016, p.12

³ RDV; Mildura City Economic Profile 2016, p.44

⁴ RDV; Victoria Loddon Mallee Region, 2018

⁵ RDV; Mildura City Economic Profile 2016

⁶ RDV; Mildura City Economic Profile 2016

⁷ www.lmw.vic.gov.au

⁸ www.bom.gov.au

2.2 BROAD TRENDS



Climate Change

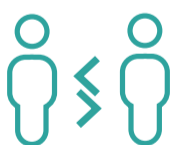
Climate change is currently tracking in line with high scenarios and is anticipated to result in an increase of 2.8 degrees, an 11% decrease in rainfall and 7% increase in evaporation rates for the Loddon Mallee Region (CSIRO) by 2020. As is the case for all metropolitan and regional cities, it is imperative that future planning considers better upstream management of the Murray-Darling River system, and responds to this trend, particularly in terms of urban design of the public realm, to preserve community health and wellbeing and develop strategies that promote resilient and drought responsive greening solutions and mitigate the urban heat island effect. In the case of the Mildura CBD, this necessitates doing more to tame the wind while letting the sun shine through in winter, providing more shade and reducing the ambient air temperature in summer.



Digital Disruption

Through emerging digital technologies, traditional business models and ways of operating is dramatically transforming the business, industry and service sectors. Everyday transactions, from funding, manufacturing and production, design and delivery, through to operations and ongoing monitoring, are now relying upon various digital platforms. The uptake of virtual reality, augmented reality, robotics, autonomous vehicles and smart technologies has also been rapid. Along with the prospect of imminent transition to solar-electric cars, this is a huge area of innovation to which a thriving CBD will need to respond.

To succeed and remain competitive in this climate, it is important that businesses and industries embrace these new platforms, building design responds, and that governance frameworks are prepared for these changes.



Shared Economy

In recent times, peer-to-peer (P2P) platforms have started to flood the market, such as Uber and Air B'n'B. The 'shared' economy is allowing individuals to buy and sell goods and services directly without an intermediary business or third party. While these models are affecting traditional businesses and infrastructure systems, it is also creating other impacts within various markets, particularly transportation.

To some extent, this trend has been beneficial, enabling people to create more flexible means of earning an income while providing greater market choice. However, as we have seen internationally, other impacts have not been quite so beneficial, both socially and economically for traditional businesses and governments. By and large, policy and governance around these new models has not kept pace with new and emerging platforms. Understanding and planning for these changes will be important.



Changing Communities

While population growth remains steady, medical advancements and lifestyle changes mean that people are living longer and having fewer children. Particularly within Australia, this is resulting in an ageing population profile and more people living alone. Ageing in place continues to be a driver for strategic planning, and within the context of the Mildura CBD, this highlights the need to ensure all urban design and individual businesses meet the criteria of "universal accessibility" and also fosters a sense of social inclusion, irrespective of whether people are visiting the CBD to shop or dine, or simply have a need to feel connected and part of a community.

The millennial population is moving away from past traditions, with differing views on home ownership, especially in light of unattainable housing affordability, relationships and mobility.



Increased Resource Consumption

As lifestyles and consumption patterns have changed, the demand for energy, food, water and other resources will increase. Within Australia, we have become a 'consumer driven' society, which is placing unsustainable pressure on natural resources and our primary industries, particularly food production. Innovative ways to avoid waste generation in the first instance, and better utilise renewable resources, re-use and recycle products and materials, will be important for resource security in the coming years. This particularly applies to demand, or more precisely the cost of energy and people's ability to be able to afford to keep warm in winter, cool in summer and still have disposable income available to meet other needs. Mildura is well-placed to continue to be a leader in the transition to solar energy for all built form, although this needs to be complemented by energy efficient design to minimise energy demand in the first instance.



Lifestyle Changes

Australians are more attuned than ever to the fact that our lifestyles affect our health and wellbeing. High levels of car dependence and limited access to healthy food costs money in the longer term and contributes to the three "lifestyle" illnesses of heart diseases, diabetes and obesity. It also plays a significant role in determining the "need" for car parking and associated infrastructure.

Lifestyle changes are driving behaviours and expectations in terms of the sorts of activities, facilities and amenities that local residents expect to find in their community. The ability to work from home, applications to track and monitor sleep and exercise, a focus on mindfulness and relaxation, the need to access green space for leisure activities and connect with the natural environment are all changing the way people live, work and move day to day.

2.3 MILDURA - LOCAL CONTEXT

Mildura was founded in 1887, due to its strategic location along the Murray River and reliable water supply. Despite its relative geographic isolation, population in the area has seen a steady growth rate of 0.66% per annum from 2004-2014, with stronger growth in more recent years.

The population is diverse, with 79 different nationalities officially recognised. At present, Mildura also has the second largest population of Aboriginal and Torres Strait Islanders in regional Victoria¹. Based on the State of Mildura Report (2018), the area performs reasonably well across several health and wellbeing indicators, however initiatives to improve mental health and promote active and healthy living are recommended.

With the sixth-largest economy outside metropolitan Melbourne, Mildura recorded a Headline Gross Regional Product (GRP) of \$3.156 billion as at 2017². Traditionally, Mildura's economic base was dominated by horticulture, agriculture, and the town's role as a service centre for the Riverina region.

More recently however, Mildura local economy has diversified, extending beyond agriculture to include, tourism, hospitality and solar energy investment, establishing itself as a flourishing principal activity centre for the region.

Mildura provides regional level services in respect of government, retail, health services, arts and culture and tourism activities³. Major regional health and education facilities are located within Mildura, including La Trobe University and Mildura Base Hospital.

¹ ABS; 2016 Census Quick Stats

² REMPLAN: Australian Bureau of Statistics (ABS), 2017

³ RDV; Mildura City Economic Profile 2016



Image 5 View over the broader Mildura area

2.4 THE CBD

The Mildura CBD, an area of approximately 121.7 hectares, features a range of land uses including retail, entertainment, arts and culture, leisure, formal and casual dining, offices and business activities, and residential and short term accommodation.

The CBD area, forming the basis for this plan, includes land from Seventh Street to Eleventh Street, and from Walnut Avenue to San Mateo Avenue. Deakin Avenue from Seventh Street up to Fifteenth Street is also included.

Bordering the largest river in Australia, the Murray River is located north east of the CBD, with the adjacent riverfront area providing a key open space and recreational area for the local community. Seventh Street is the main interface between the CBD and the riverfront.

The CBD is structured on a formal grid street pattern supported by a parallel laneway network. The CBD's built form was influenced by the Chaffey brothers, who established Mildura in 1906 based on the layout for Ontario (California, USA). The grid frames signature palms at key intersections, and views to prominent historic buildings and landmarks, such as the T&G Clock tower, and historic water towers.

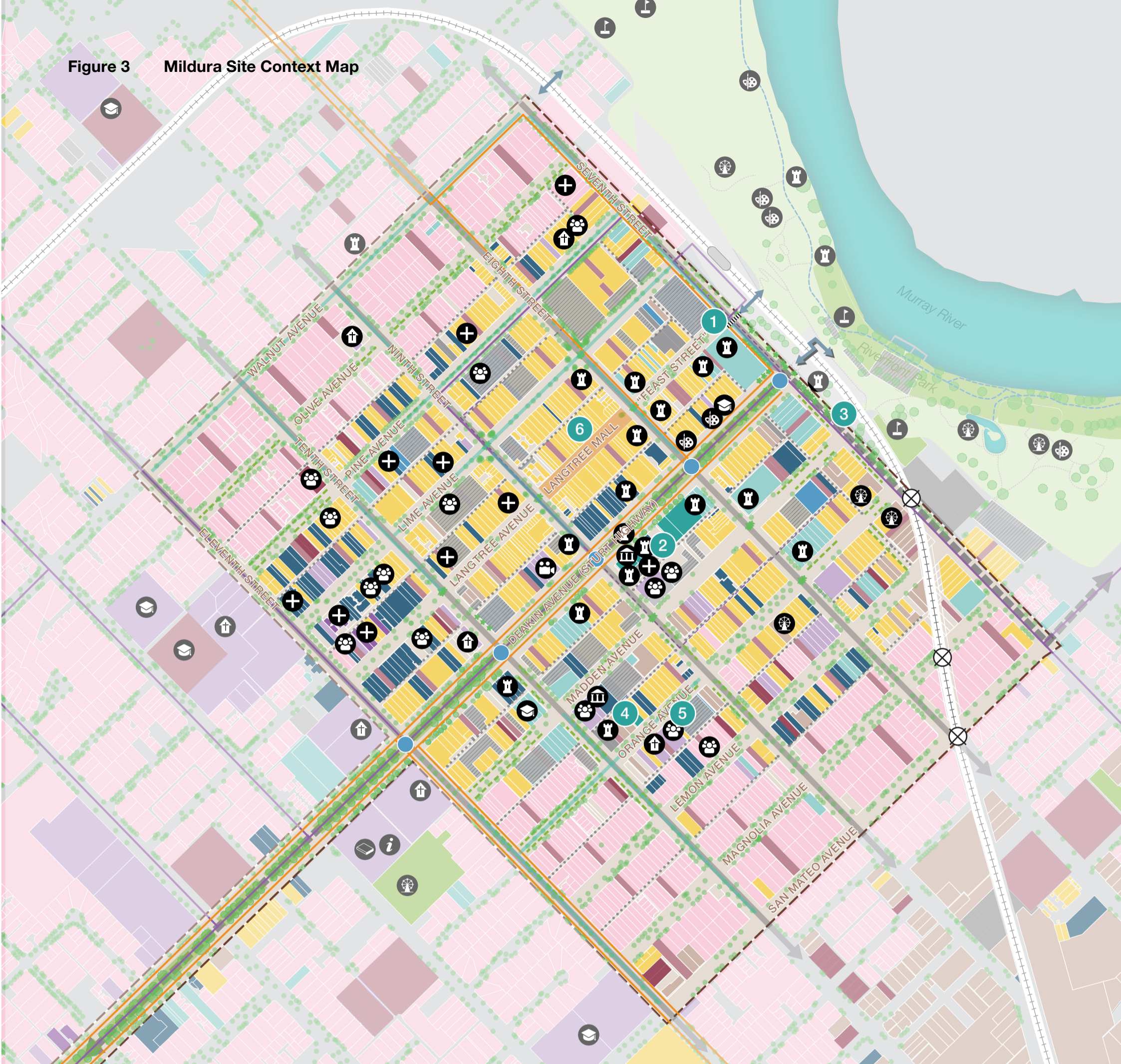
Buildings within the CBD are generally low scale, between one and two storeys. The form and style of buildings varies, however several buildings of heritage significance remain, creating a strong character.

The CBD area has undergone significant change over the past 10 years, which is anticipated to continue based on the actions set forth in the 2019 CBD Plan.

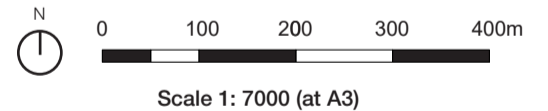


Image 6 View along Eighth Street

Figure 3 Mildura Site Context Map



LEGEND



- CBD area
- Train line and station
- City Heart
- Pedestrian only zone
- Public car parking
- Private parking
- Highway
- Distributor road
- Local street
- Local bus route
- Regional bus route

- Existing shared use path
- On road cycling path
- Rail level crossing
- Pedestrian rail crossing
- Rail overpass
- Zebra crossing
- Signalled pedestrian crossing
- Street Trees
- Palm trees

LAND USE

- Residential
- Retail
- Commercial
- Mixed use
- Community/cultural
- Light Industrial
- Local government offices
- Health/Medical facility
- Sports and recreation
- Hotel/club/temporary accommodation
- Public utilities and infrastructure
- College lease land

- Civic building
- Library
- Information centre
- Community service
- Arts and cultural facility
- Place of worship
- Cinema
- Sporting facility
- Historic site
- Education facility
- Recreation facility
- Medical facility

Langtree Mall and 'Feast Street'

Langtree Mall is a pedestrian priority zone and one of the only areas of public open space within the CBD. Community and cultural events are regularly held in Langtree Mall, particularly during the warmer months, for example the Country Music Festival.

North of Langtree Avenue towards the river front is 'Feast Street', an area renowned for its quality dining, café and entertainment.



Image 7 Langtree Mall

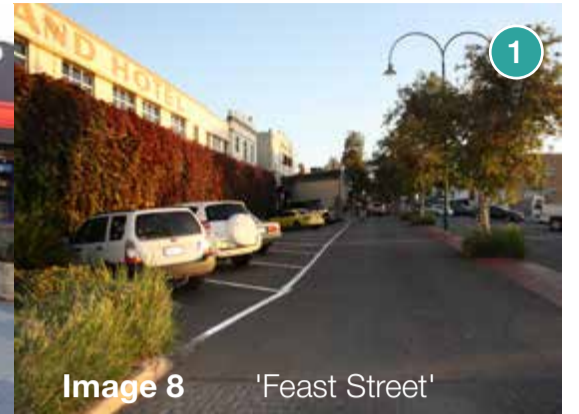


Image 8 'Feast Street'



Image 9 Council offices



Image 10 Historic rotunda

Deakin Avenue (Sturt Highway)

Deakin Avenue is home to a number of Mildura's major civic/community features. It provides a boulevard entrance into the CBD and is the primary north-south road to and through the city. It also provides the majority of the CBD's public open space.

Pedestrian and cyclist movement
Formalised footpaths exist along all streets within the CBD. There have been recent upgrades with the addition of a central median footpath along certain sections of Deakin Avenue.

Outside of the retail core, pedestrians and cyclists largely use the existing walking and cycling tracks along the riverfront. With formal crossing points along 7th Street connecting people from the CBD to the riverfront.



Image 11 Deakin Avenue



Image 12 Seventh Street

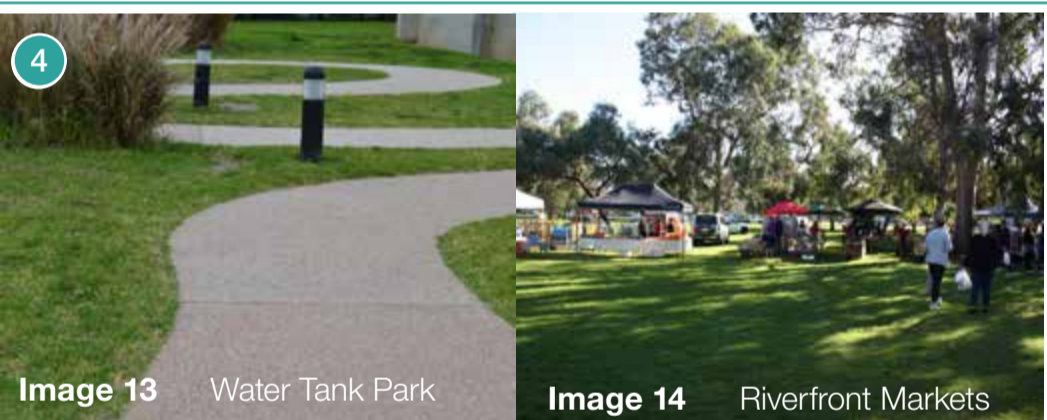


Image 13 Water Tank Park



Image 14 Riverfront Markets

Public open space and recreation

Public open space in the CBD is limited to streetscape environments (including Langtree Mall), the Deakin Avenue median and the small park under the Water Tower.

The Riverfront is the predominant area for usable public open space for a range of passive and active recreational activities.

Arts, culture and community facilities

Mildura has a range of arts and cultural facilities, and a long history of art as an important component of the city's identity. The key cultural facility is the Mildura Arts Centre, situated just outside the CBD. Mildura's built heritage is also key to its identity.

Community facilities such as medical centres, social clubs, youth services are spread throughout the city.



Image 15 The 'Art Vault'



Image 16 Community service

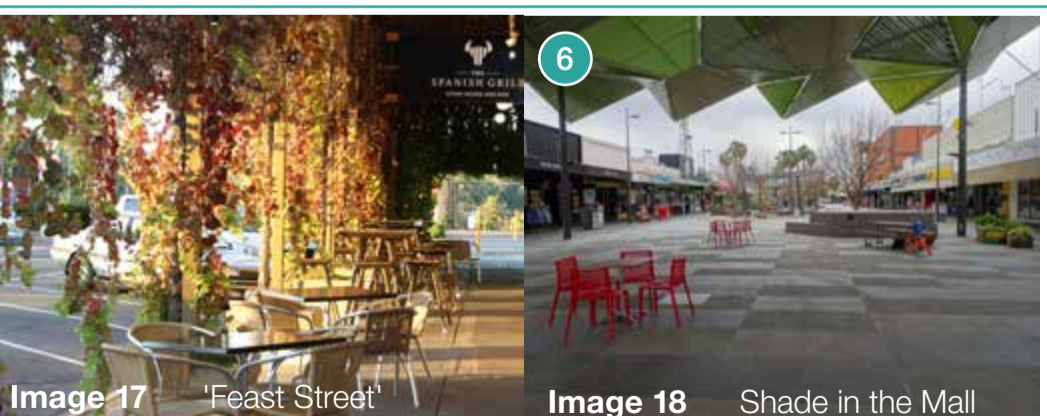


Image 17 'Feast Street'

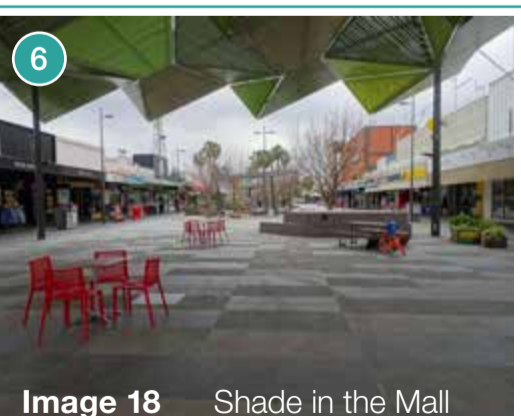


Image 18 Shade in the Mall

Environment and sustainability

Mildura's climate is typical of Mediterranean conditions with hot, dry summers (average temperature 32°) and mild winters (average temperature 15°).¹

Climate responsive design affects all aspects of liveability from plant species selection to provision of significant shade and cooling.

¹ Climate ready Victoria, Loddon mallee, Victorian Gov, 2015

2.5 STRENGTHS TO BUILD ON

Mildura's CBD is excelling in many ways. There are a number of key strengths that we have distilled, based on research and feedback received during the Stage 1 consultation sessions. The strengths that we can springboard from and build on are highlighted below.



Cultural heritage

Mildura has a number of sites of cultural and historical significance, which add to the experience and identity of Mildura.

Mildura's rich history and the legacy of the Chaffey Brothers should continue to be celebrated within the CBD.



Riverfront setting

The CBD is adjacent to the picturesque Murray River. The riverfront is the largest open space asset within Mildura and a significant drawcard for the area. The recent Stage 1 – Riverfront redevelopment project has instilled a sense of pride and ownership, and provides a wonderful recreational area for locals and visitors.



Arts, creative thinking and laneways

Mildura residents expressed a sense of pride in the local arts and culture scene. Various music, arts and multicultural celebrations and events occur throughout the calendar year. There is potential for the CBD to play an even greater role in facilitating these cultural events, to bring further life to the heart of Mildura, and activate central laneways.



Local produce

Mildura and the broader region is renowned for its agriculture and viticulture. While there are a number of existing stores showcasing the area's local produce, this is something that could be further promoted within the CBD, through events and an expanded niche-retail offering.



Infrastructure and service offering

Mildura is the Loddon Mallee region's activity centre, making it home to major infrastructure, including the regional hospital and Mildura Airport. A dynamic range of educational, arts, cultural and entertainment facilities are already on offer, attracting people to Mildura. To reinforce its role and attractiveness, there is potential to build on the current offering.

The CBD, particularly Langtree Mall and its adjoining streets, offer excellent accessibility for all abilities.



Leader in innovation

More recently, Mildura has established itself as a leader in Agri-tech and Solar innovation. There is an opportunity for Mildura to forge ahead and further promote Mildura as a "smart" and innovative regional centre

2.6 CHALLENGES TO ADDRESS

When listening to the community and key stakeholders and based on research undertaken, there are some key challenges affecting the CBD. These challenges that will be considered and addressed as part of the CBD plan.



Governance arrangements

It is important that the community, businesses and key stakeholder groups partner with Council to develop and implement the CBD Plan. Recent consultation indicates that the present governance arrangements could be more effective in terms of promoting shared ownership of the CBD initiatives.



Retail mix

The current retail mix within the CBD is comprised primarily of small mainstream and bespoke specialty retail stores, dining, food/beverage outlets, along with commercial art galleries, 3 major supermarkets and discount liquor stores. Anchor tenants that will draw people to the CBD and a more diversified, niche retail offering to further entice residents and visitors to come to the CBD and stay for longer would be beneficial.



Developable land stock

At present there is a limited supply of vacant land and large land holdings within the CBD. This represents a constraint to future development and the establishment of further public open space, attractions and amenities within the CBD. However, this could be achieved through supportive policy and facilitating investment for strategic sites within the CBD.



Mobility

Like several comparable regional centres, Mildura has a high dependence on private vehicles. The provision of infrastructure associated with this driving culture, dominates the streetscape character and deters people from walking and cycling. This is in part a consequence of the limited local bus services (in terms of frequency, timing and duration) as well as community expectations and culture of presuming driving is the only feasible option. A more frequent and convenient schedule, including to late evening services for both hospitality workers and their patrons, combined with excellent disabled access could provide an antidote to the heavy dependence on the car and, in tandem, the perception of there being “not enough car parking”. The level of service offered through public transport for Mildura and broader regional connections, could also be improved to promote residents and visitors to use more sustainable modes of transport.



Usable and comfortable public open space

Approximately only 2% of the Mildura CBD area is public open space limiting the capacity for greening, cooling, community interactions and places for people to rest and play. Deakin Avenue makes up a substantial part of this open space provision, but is underutilised and can be difficult to access and safely use by families and residents. The deficiency of shade trees within the existing CBD streets and along key pedestrian routes, may also deter users from frequenting these areas during the warmer seasons.



Housing diversity

While there are some medium density housing options within the CBD, the housing stock is predominately comprised of single detached dwellings on larger blocks. Recognising the changing demographics and household trends within Mildura, alternative housing models should be considered particularly retirement, student and affordable housing supply. The presence of College Lease land which is in poor condition, also remains a key challenge to be considered further as part of the CBD Plan and housing strategies.

3 The Framework

3.1 FRAMEWORK STRUCTURE

The CBD Plan sets out the strategic vision and framework to guide future growth, development and enhancement. The consultation process during Stages 1 and 2 of the project affirmed that MRCC and the community are committed to revitalising the CBD, building on its strong foundation and transforming its future through contemporary and innovative solutions.

The CBD Plan is intended to provide a clear pathway for achieving the directions set out in the plan by 2035. However, given the plan applies for the next 15+ years, a degree of flexibility should be maintained, to adapt to changing community needs.

Change and growth is incremental and relies on shared ownership and a strong commitment by stakeholders to deliver the project objectives.

The CBD Plan is a framework comprising 6 key components:

- 1. Vision:** outlining the overarching goal and aspirations for the CBD Plan.
- 2. Objectives:** underpinning the vision, the objectives set out the overall intent of the CBD Plan.
- 3. Strategic Directions:** key directions, setting out performance based outcomes to be achieved for the project, in accordance with the vision and objectives. These directions are also synthesised into an overall structure plan for the CBD.
- 4. Targets and Actions:** identifying key actions and projects to achieve the outcomes sought under each direction.
- 5. Design Guidelines:** Includes place, use and precinct design guidelines to promote the desired outcomes outlined in the vision, objectives and strategic directions.
- 6. Implementation Plan:** outlines potential partners, priorities and timeframes to deliver the key actions identified.

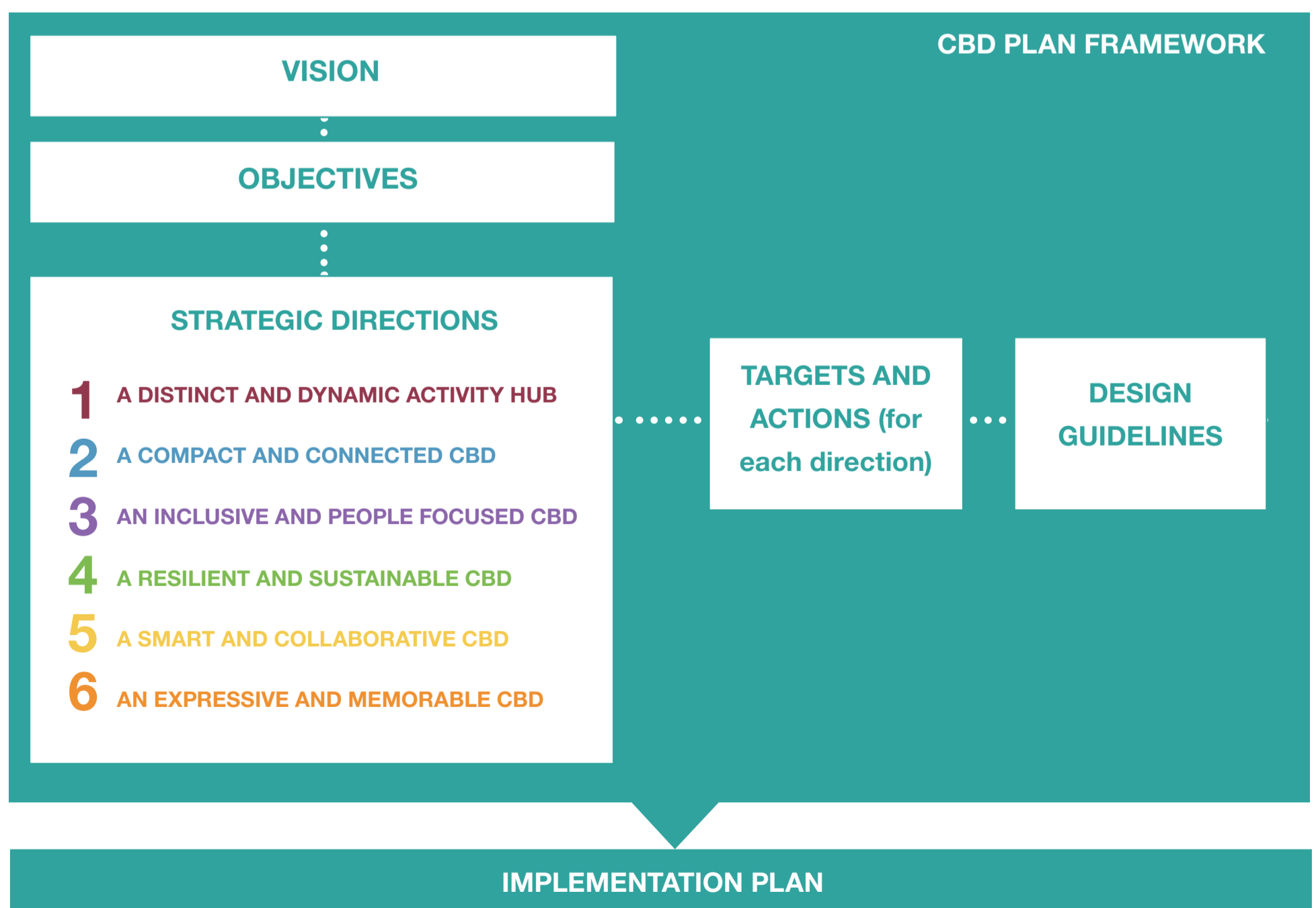




Image 19 Vine shading along Feast Street



Vision

Mildura's CBD will be a responsive, resilient and people-oriented centre for community life, drawing inspiration from the Murray River experience.

3.3 OBJECTIVES

The following eight key objectives underpin the vision for Mildura CBD and will help to steer decision making and focus activation efforts within the Mildura CBD:



1

DELIVER A SHARED VISION

Foster strong relationships with key stakeholders and the community, to forge a shared vision for Mildura's CBD.



2

CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE

Build a resilient and economically prosperous regional centre to adapt to future economic and population growth trends, and which nurtures and enhances diverse city living, commercial and community activities.



3

CULTIVATE ACTIVE STREETS

Create the CBD as a rich ecosystem connecting key destinations through safe, well shaded and universally accessible journeys for all.



4

BE AT THE FOREFRONT OF INNOVATION

Become a leader in the region by piloting and supporting innovation in the CBD across business, industry, service and public realm sectors, ensuring Mildura's CBD remains competitive within an ever-changing market.



5

STIMULATE AUTHENTIC EXPERIENCES

Celebrate the local, home grown character of Mildura through injecting the CBD with unique personal experiences, drawing up from the river.



6

GROW A SEASONAL PLANTED OASIS

Nourish a green CBD, which optimises seasonal shade and water sensitive design solutions to create a comfortable micro-climate, offering a high level of amenity for users within the public realm.



7

CHAMPION A COMMITTED COMMUNITY AGENDA

Promote a CBD which is highly responsive to the needs of the community, seasonal and climatic changes, and water challenges.



8

UNLOCK FUTURE POTENTIAL

Open up opportunities for public and private development to diversify the CBD's housing, business and industry program, to promote social and economic prosperity.



Image 20 A resilient regional centre



Image 21 Places to roam and have unique experiences



Image 22 Collaborative partnerships



Image 23 Comfortable, climatic responsive settings



Image 24 Be at the forefront of innovation



Image 25 Celebrate the local home grown produce

3.4 STRATEGIC DIRECTIONS

The following six strategic directions include a series of ideas and activities which are recommended to begin the process of place creation and revitalise the CBD. Each direction focuses on preliminary initiatives to improve the quality and diversity of the public realm and associated infrastructure, the overall 'place' experience of the CBD.

The proposed directions have been informed by the consultation and work carried out during Stage 1 and 2. These directions also carry through various initiatives from the 2007 CBD Plan, and which are still considered relevant.

1 DIRECTION 1 A DISTINCT AND DYNAMIC ACTIVITY HUB

- 1A: Reinforce the city heart
- 1B: Diversify the CBD retail offering
- 1C: Encourage healthy and active communities
- 1D: Promote CBD living
- 1E: Stimulate business and investment

2 DIRECTION 2 A CONNECTED AND COMPACT CBD

- 2A: Protect and strengthen service clusters
- 2B: Support adaptive re-use and infill development
- 2C: Improve places and journeys
- 2D: Enrich urban form and wayfinding
- 2E: Promote sustainable transport modes

3 DIRECTION 3 AN INCLUSIVE AND PEOPLE FOCUSED CBD

- 3A: Maintain climate resilient landscapes
- 3B: Promote outdoor liveability
- 3C: Interlace a network of open space
- 3D: Establish an intergenerational focus
- 3E: Pay homage to cultural diversity

4 DIRECTION 4 A RESILIENT AND SUSTAINABLE CBD

- 4A: Promote environmentally responsive design
- 4B: Capitalise on local climate
- 4C: Rethink Water Management
- 4D: Foster greater housing choice

5 DIRECTION 5 A SMART AND COLLABORATIVE CBD

- 5A: Foster better decision making
- 5B: Become a leader in innovation
- 5C: Maintain regional competitiveness

6 DIRECTION 6 AN EXPRESSIVE AND MEMORABLE CBD

- 6A: Provide unique and varied experiences
- 6B: Respect and build on heritage
- 6C: Celebrate local industry



Image 26 A distinct and dynamic activity hub



Image 27 A connected and compact CBD



Image 28 An inclusive and people focused CBD



Image 29 A resilient and sustainable CBD



Image 30 A smart and collaborative CBD



Image 31 An expressive and memorable CBD

3.5 DRAFT STRUCTURE PLAN

The purpose of the Mildura Draft CBD Structure Plan is to manage and plan for the future growth of the CBD. This will help to:

- Provide greater certainty to the local community and investors, about the future form and anticipated change in the CBD;
- Manage future development and public realm improvements to ensure the CBD remains an attractive and thriving centre to live, work and shop;
- Ensure economic and social vitality of the CBD; and
- Focus Council and private investment within the CBD, to best serve the local community's immediate and longer term needs.

The Draft Structure Plan (including Street Typologies) aims to facilitate the development and management of public infrastructure, streets, open space and walkways. It also establishes development parameters for private property around preferred land uses and building form, to achieve the key objectives for the CBD.

The Structure Plan has been informed by the strategic directions expressed for the CBD and provides a framework for the actions and design guidelines set out in Sections 4 and 7. It differs from the 2007 zoning plan, but is designed to support the initiatives of the CBD Plan.

This plan will form the basis of the future Planning Scheme Amendment (PSA) for the CBD area, with the associated Design Guidelines.

While detailed further in Section 4, below is a summary of the rationale and basis of the Structure Plan.

URBAN STRUCTURE AND NETWORKS

- Responds to the CBD's location, cultural heritage and interface with the Riverfront.
- Targets a higher level of integration between transport networks, the main retail core and commercial areas, community infrastructure and services, and open space networks.
- Rethinks the present street hierarchy, to promote safe and convenient movement throughout the CBD, particularly for pedestrians and cyclists.
- Defines street typologies for the CBD, to help direct decisions for planting and the overall street cross section for movement and other activities, thereby creating a strong and legible character.
- Aims to increase the level of public open space within the CBD, for a variety of active and passive recreational pursuits.
- Supports a better public transport service and provides for a more centrally located bus station within the CBD.
- Identifies street and intersection upgrades to support the access and movement objectives of the CBD plan.

LAND USE AND ACTIVITY

The proposed land use and zoning changes are designed to:

- Support a diverse range of housing in highly accessible areas of the CBD.
- Strengthen existing service clusters.
- Activate select laneways to create 'destination' laneways, which enable further retail uses, and opportunities for integrated art.
- Capitalise on under-utilised areas adjacent to the Riverfront for temporary and permanent accommodation.
- Create opportunities for private investors to invest in the CBD, particularly current and emerging industries.
- Support further mixed use development in central parts of the CBD, to enable a more diversified offering.
- Expand opportunities for the local and regional community, by supporting arts and cultural facilities and other creative industries.

IMAGE AND CHARACTER

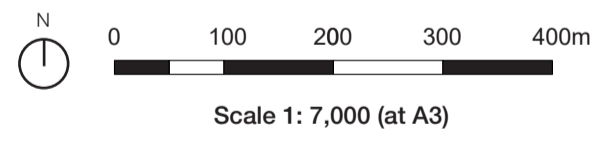
- Build on and celebrate Mildura's rich heritage.
- Create a greater level of physical and visual connection between the CBD and the Riverfront.
- Enhance artistic and cultural programming through partnerships with local community groups.

THE ENVIRONMENT

- Create areas of relief within the CBD, to promote outdoor liveability and comfort.
- Improve seasonal amenity, including shading.
- Enhance existing green spaces and promote-appropriate vegetation.
- Enhance access to natural assets.

While this represents the Draft Structure Plan, a number of initiatives have been identified in the CBD Plan, to undertake further research and studies for the CBD. It is anticipated that these studies may result in further changes, particularly in respect of transport and movement. The recommended process from here, is therefore outlined in Section 5.1.

Figure 4 Draft Structure Plan



LEGEND

- | | | | |
|------------------------|------------------------------|--|---|
| CBD area | Residential - low density | Development opportunity | Riverfront boulevard |
| Train line and station | Residential - medium density | Public open space opportunity | Arcades |
| Murray River | Public use - health | Core retail area (City Heart) | Proposed mid-block connections |
| Public open space | Mixed use | Riverfront stage 2 area | Laneways for priority pedestrian connection |
| Riverfront Park | Commercial office | Priority intersection upgrades | Existing roundabout |
| | Langtree Mall | Multi-story carpark opportunity | Roundabout upgrades |
| | New bus interchange | Priority shaded active transport route | Arrival statement |

3.6 PRECINCT PLAN

While the intention of this plan is for the CBD is to be understood as one cohesive area, eight precincts have been defined, to target specific uses and built form outcomes, and the needs of different place users.

The precinct boundaries defined in the 2007 CBD Plan have been redefined as part of this refresh, in line with the strategic directions and actions set out in this CBD plan.

The eight precincts include:

Precinct 1: Retail Heart

Covering the central retail area from behind Seventh Street to Tenth Street, and from Langtree Avenue to Pine Avenue. This is referred to as the 'City Heart' area, and is the principal shopping centre within Mildura.

Precinct 2: Seventh Street Promenade

Seventh Street Promenade includes land fronting Seventh Street, from Olive Avenue south to Orange Avenue. This area is beautifully situated on the eastern edge of the CBD, interfacing with the riverfront area.

Precinct 3: Mixed use and commercial

Comprising a significant portion of the CBD, south of Deakin Avenue between Deakin Avenue and Lemon Avenue, and the Seventh Avenue interface area and Eleventh Street to the west. This precinct comprises a mixture of light industry, commercial uses and government offices, with some residential development on the western periphery.

Precinct 4: Creative Industries

The Creative Industries precinct encompasses the land from San Mateo Avenue north to Orange Avenue, between Seventh and Eighth Street. This area currently consists of a range of entertainment uses, along with light industry workshops and warehouses, commercial offices and residential dwellings.

Precinct 5: Health and Wellbeing

The Health and Wellbeing Precinct includes land on the southern edge of the CBD, north of Deakin Avenue and extending to Olive Avenue, between Tenth and Eleventh Street.

Precinct 6: CBD living - West

The CBD Living West Precinct is located on the western edge of the CBD, and provides various low density housing options.

Precinct 7: CBD living - East

The CBD Living East Precinct is located on the eastern edge of the CBD, and provides various low density housing options.

Precinct 8: Deakin Avenue

This area was defined in the 2007 plan and has a separate set of Urban Design Guidelines. It includes land fronting onto Deakin Avenue from the Seventh Street interface land up to Eleventh Street, and the Deakin Avenue road reserve from Eleventh to Fifteenth Street.

The intent and additional design guidelines relating to each of the Precincts above, is outlined in Section 6. In respect of landscape character however, typologies have been defined for the CBD and are detailed in Section 3.7.



Image 32 Retail Heart Precinct - overlooking Langtree Mall



Image 33 Riverfront Promenade Precinct - along Seventh Street



Image 34 Health and wellbeing precinct

Figure 5 Precinct Plan



LEGEND

- CBD area
- Train line and station
- Murray River
- Public open space
- Riverfront Park
- Precinct 1 - Retail Heart
- Precinct 2 - Riverfront promenade
- Precinct 3 - Mixed use and commercial
- Precinct 4 - Creative industries
- Precinct 5 - Health and wellbeing
- Precinct 6/7 - CBD Living west / CBD Living east
- Precinct 8 - Deakin Avenue

3.7 STREET CHARACTER

To inform the development of street character in the CBD, six distinct street types have been assigned to the existing network. These street types include:

CBD Active Streets

CBD Active Streets are strategically nominated throughout the CBD, to prioritise active transport movements, by providing a high level of shade, safety and amenity for pedestrians and cyclists. Located predominately within the dynamic retail and service precincts of Mildura's CBD, revitalisation initiatives will also focus on enhancing the street identity, promote cultural expression unique to Mildura and integrate adaptive and flexible design outcomes to cater for varied street events, programs and seasonal requirements. The streets will capture the essence of Mildura through a memorable and comfortable public realm experience.

CBD Fringe Streets

CBD Fringe Streets are located in the outer periphery of the retail core, adjacent to predominantly residential and some industrial areas. The streets shall be designed to support active communities and safe connections through the provision of more seating, canopy trees and smaller places for gathering. The streets shall provide improved active transport connection and facilities.

Deakin Avenue

Deakin Avenue is the premier boulevard entrance into the CBD and is the primary north-south road to and through the city. It also provides the majority of the CBD's public open space in the central median, filtered with large memorable Sugar Gums. Enhancements to Deakin Avenue will continue to be guided by the Deakin Avenue Urban Design Guidelines.

Langtree Avenue

Is considered the central retail spine within the CBD, featuring Langtree Mall and Feast Street, and connecting significant service precincts to the Riverfront. As the current epicentre of activity within the CBD, greater priority should be given to people along this spine, through regular crossing points and traffic calming solutions. Consistent street planting, vertical markers, decorative lighting and features are encouraged along this spine.

Seventh Street Promenade

Seventh Street is the northern frontier of the CBD and a connector road to Sturt Highway. The streetscape will prioritise pedestrian connections through consistent tree-lined boulevard plantings to complement the existing palm trees and visually link the CBD to the Riverfront. Priority pedestrian crossings shall be encouraged at Langtree, Madden and Lemon Avenue.

Active Laneways

Active Laneways are interlaced between Neighbourhood Streets and perform as both pedestrian linkages and service lanes for adjoining properties. They will prioritise people to take a short cut on route to their destination.

Destination Laneways

Destination laneways will be 'destinations' in their own right through strategic activations to open up potential for new laneway addresses to increase patronage and passive surveillance, lift their appearance and level of amenity, and improve day and night safety.



Image 35 Central CBD - desired character



Image 36 CBD Fringe Street Character














Image 37 Destination Laneways

Figure 6 Street Character



LEGEND

-  Site area
-  Train line and station
-  Murray River
-  Public open space
-  Deakin Avenue
-  Seventh Street promenade
-  Langtree Avenue
-  CBD active Streets
-  CBD fringe streets
-  Destination laneways
-  Passive laneways

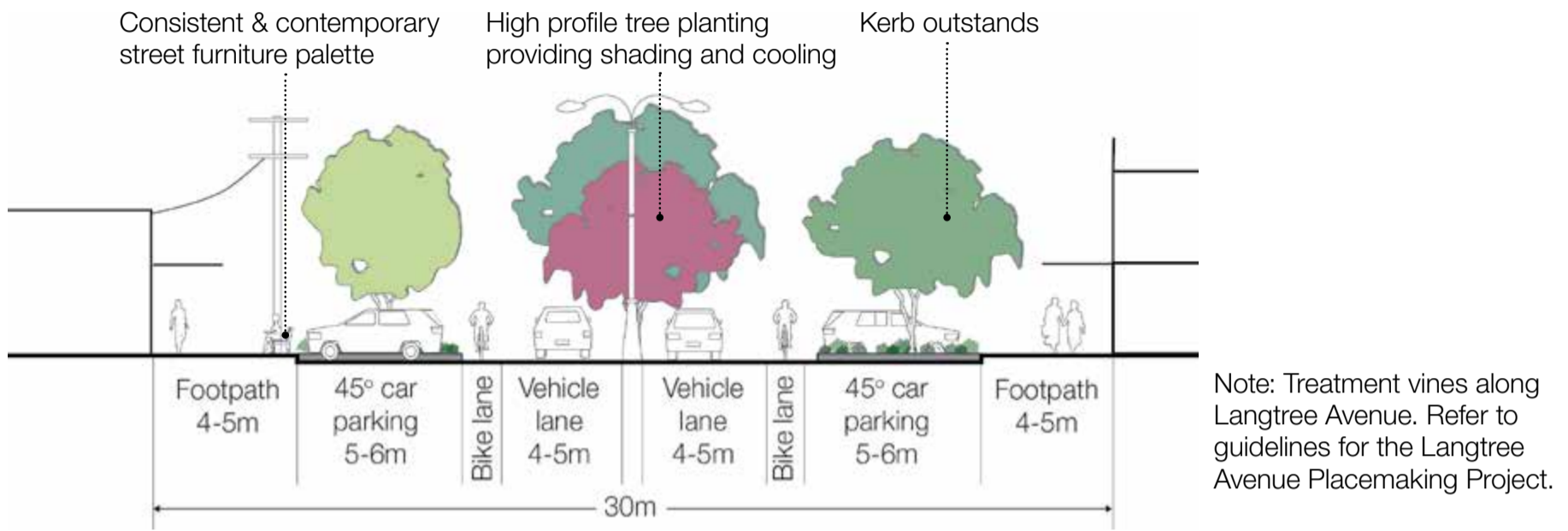


Figure 7 Langtree Avenue

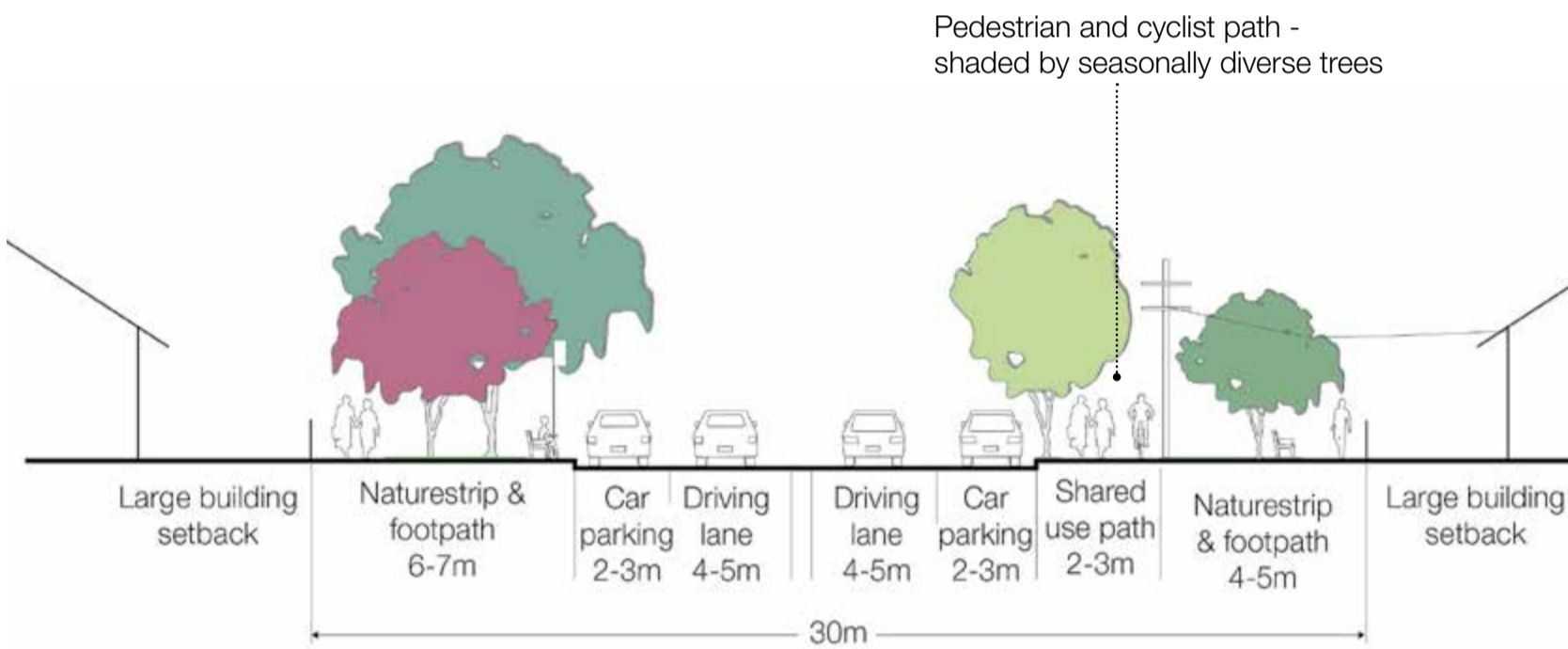


Figure 8 CBD Active Streets

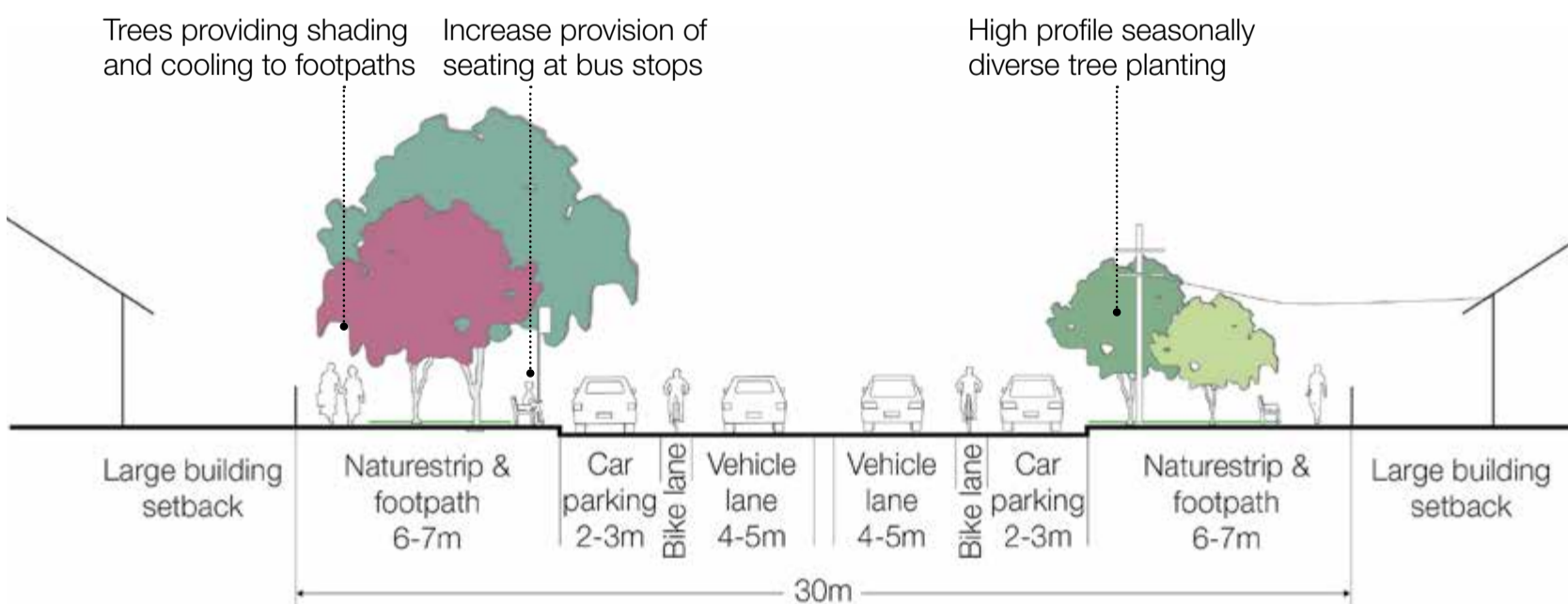


Figure 9 CBD Fringe Streets

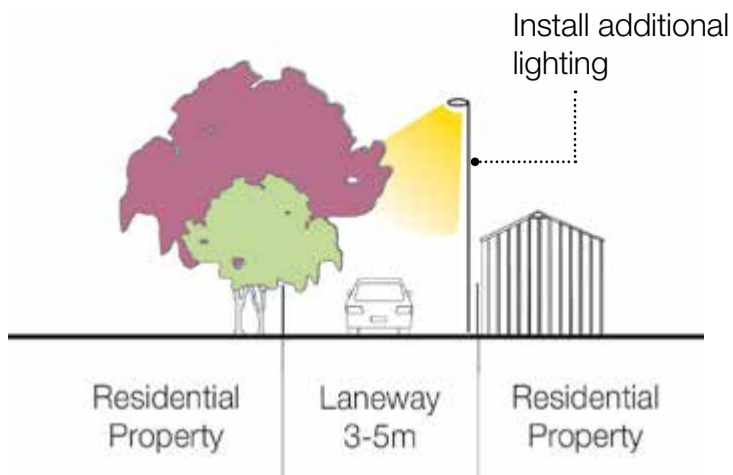


Figure 10 Passive Laneways

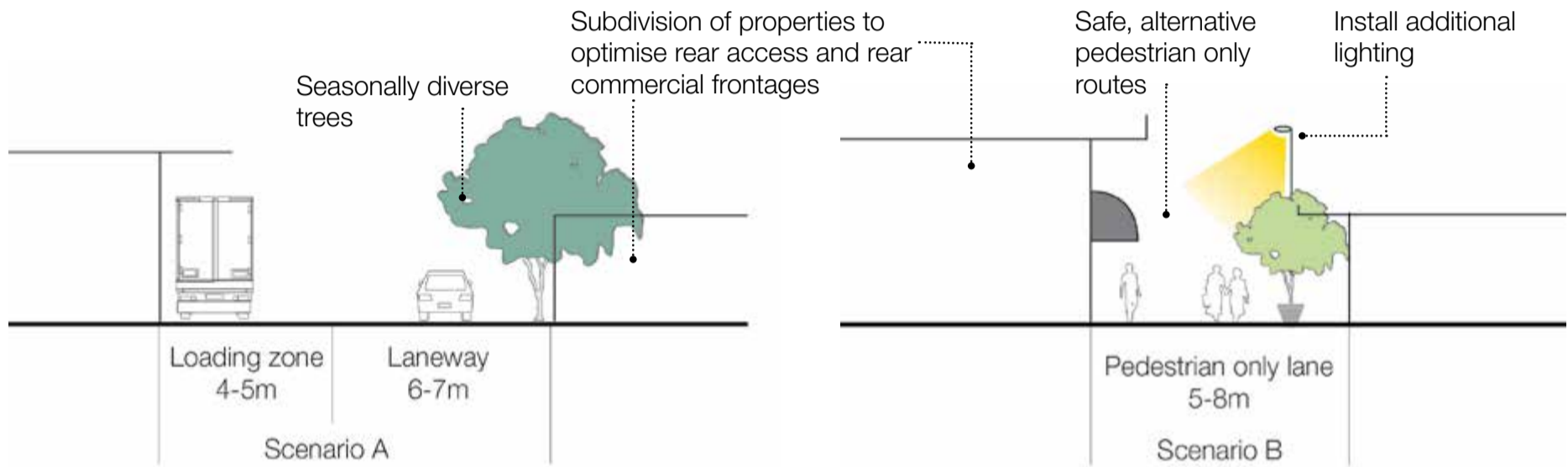


Figure 11 Destination Laneways

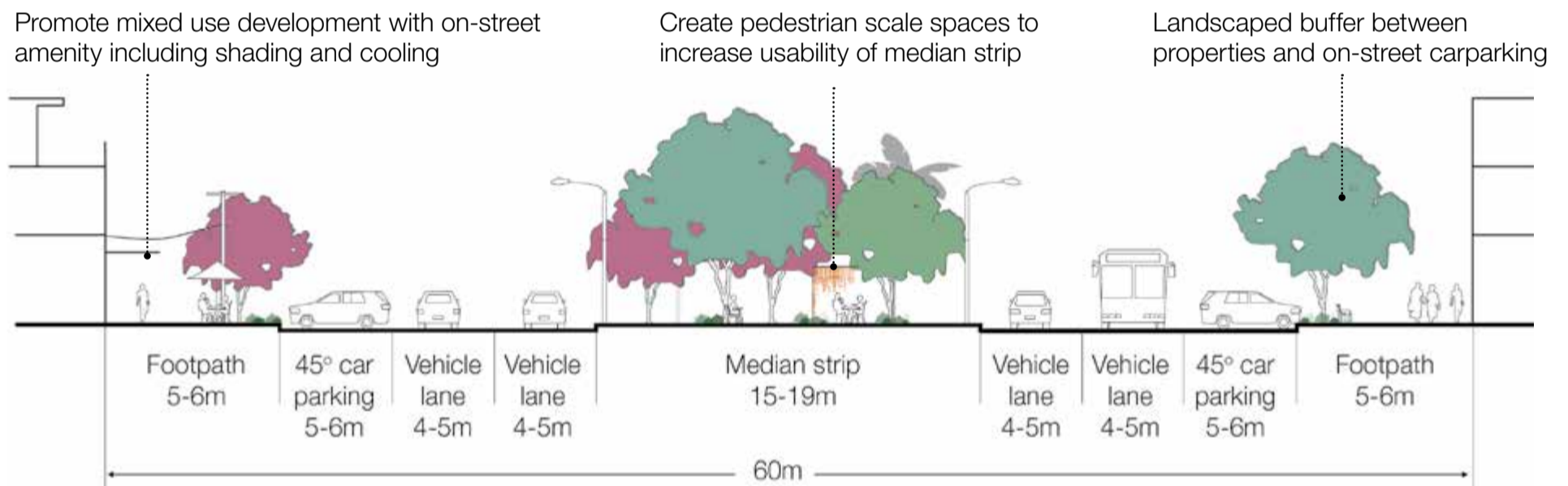


Figure 12 Deakin Avenue

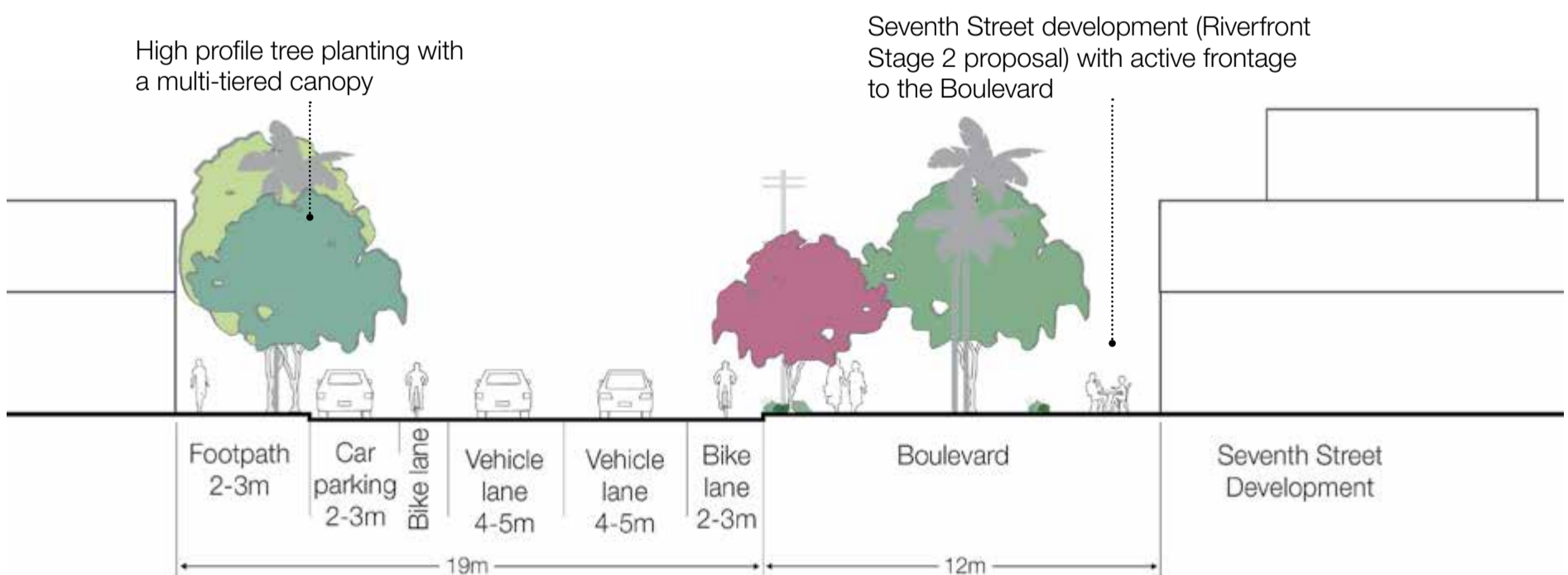


Figure 13 Seventh Street Promenade