

4 Directions and Actions

4.1 SUMMARY

The directions and actions set out in this section have been developed to realise the vision and objectives for the CBD. Each of the 6 key directions (summarised in Section 3.4) are detailed further in terms of desired outcomes, targets and actions.

The desired outcomes describe the intent of each Direction, while the nominated actions are focused on practical implementation of the initiatives. While the CBD Plan focuses on transformative projects that will strengthen and enhance the CBD to create a long lasting legacy, it also identifies quick wins. The quick wins are projects or initiatives that can be achieved in the short-term but which will also drive positive change.

As a measure of success, targets have been established for each of the directions. While these targets are in some cases ambitious, they take into consideration current and emerging trends within Mildura and more broadly.

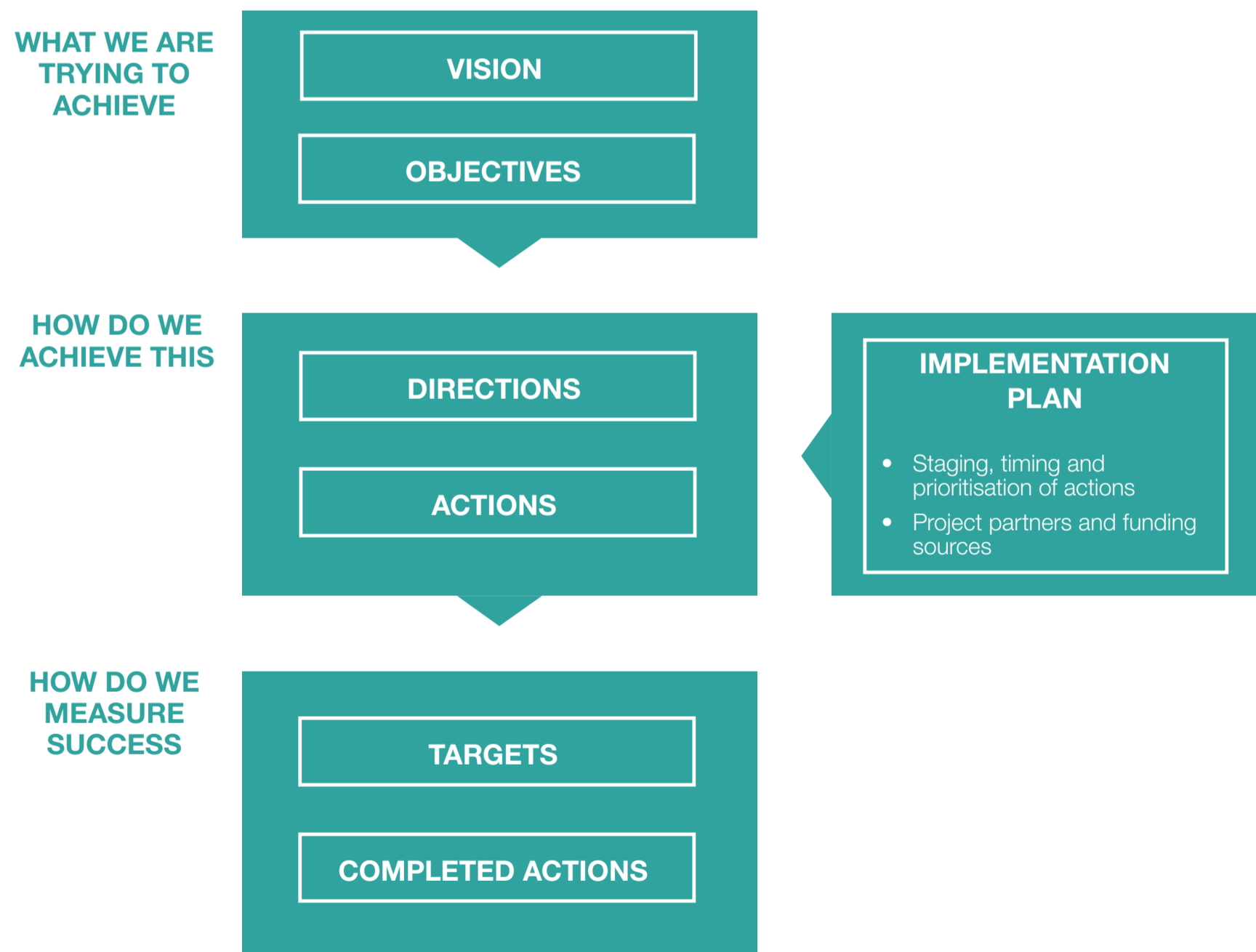


Figure 14 Directions and Actions - structure and function

4.2 POTENTIAL QUICK WINS

To make the CBD
more comfortable
install drinking
fountains



Refresh the active
transport and
parking plan



Integrate the existing
heritage trail with all
new arts and cultural
facilities



"Green Design" rewards
and recognition program -
showcase exemplary climate
responsive design



Establish an
Implementation
Action Group



Host regular industry
talks for local
businesses and
community members

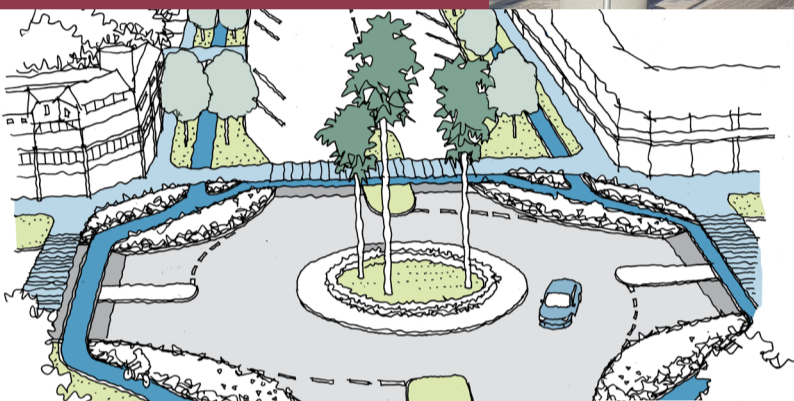


4.3 ICONIC PROJECTS

Langtree Avenue
Placemaking
Project



Feast Street
Concept?



Active CBD -
Intersection
upgrade



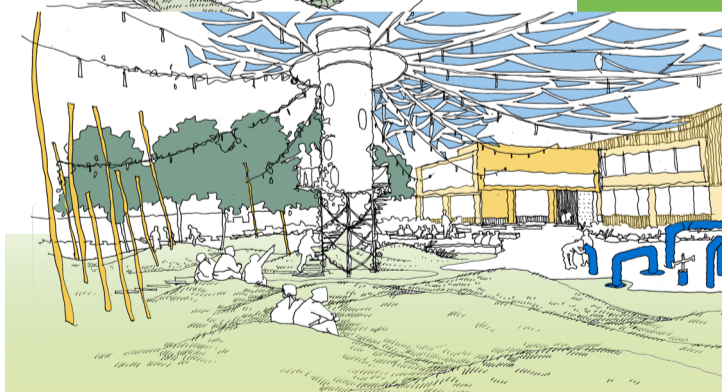
Linear Parkway
Concept



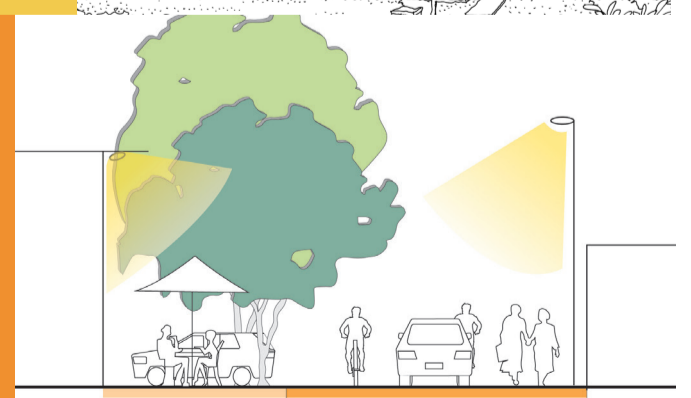
Affordable Eco-
Home Project



Creative Industries
Precinct and Interactive
Learning Hub



Destination
Laneways Project



1

DIRECTION 1 A DISTINCT AND DYNAMIC ACTIVITY HUB

SUMMARY:
Build on Mildura CBD's profile as the heart of the Sunraysia region, and promote a distinct and dynamic activity hub, through a diverse offering of niche retail and business, tourism, arts and cultural uses, and further CBD living options.

TARGETS (By 2035):

- + 25% increase in CBD living units for visitors and residents
- + Reduce retail tenancy vacancy rates to less than 2%
- + 25% increase in commercial floor space
- + 15% increase in temporary accommodation units

RELATES TO:



CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE



UNLOCK FUTURE POTENTIAL



BE AT THE FOREFRONT OF INNOVATION



STIMULATE AUTHENTIC EXPERIENCES

DESIRED OUTCOMES:

- 1A** Reinforce the city heart

 - Expand on the activities and events within the CBD.
 - Improve and provide further public spaces, to promote an active social, community life, extending beyond shopping.
 - Enhance the public realm and experience of the CBD, to reinforce its role and identity as the heart for the Sunraysia Region.
- 1B** Diversify the CBD retail offering

 - Diversify the CBD retail market and contribute to economic growth by attracting a strong, niche retail offering.
 - Expand the non-retail sector and support further artisan, tourism, hospitality and lifestyle services, as well as, temporary 'pop up activities' throughout the year.
 - Develop new, high quality mixed-use precincts which provide residential living and undercover parking.
 - Build on Mildura's arts, music and cultural scene within the CBD.
 - Support new and emerging retail and transportation business models, such as peer-to-peer (P2P) platforms, e-business, on demand transport options and co-sharing of workspaces.
- 1C** Encourage healthy and active communities

 - Build social capital and cohesion through promoting a healthy and active lifestyle, particularly within the CBD.
- 1D** Promote CBD living

 - Facilitate the development of a range of housing options within highly accessible areas of the CBD, responding to Mildura's changing demographic profile. In particular retirement and student housing should be considered, which is well connected to services and amenities.
 - Support improvements to College Lease Land, to provide social and affordable housing, and further public open space.
- 1E** Stimulate business and investment

 - Support strategic re-development opportunities to attract prospective local and regional enterprises within the CBD.
 - Attract new and niche businesses to the CBD through an incentives scheme.
 - Through tenancy mix and public realm enhancements, reinforce the role of the CBD as the primary location of retail and commercial activities.














SUMMARY OF ACTIONS

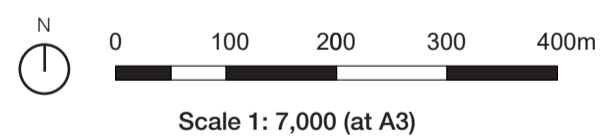
#	PROJECT
1A.1	Revisit CBD Events Calendar
1A.2	Review permit requirements for CBD events
1A.3	Langtree Avenue Placemaking Project
1B.1	Review zoning and planning controls
1C.1	'Active Mildura' Program
1C.2	Install drinking fountains
1D.1	College Lease Land Study
1E.1	CBD Economic Feasibility Study
1E.2	Investment Prospectus

Figure 15 Direction 1



LEGEND

- | | |
|--|--|
|  CBD area |  College lease land study 1D.1 |
|  Train line and station |  Development opportunity |
|  Murray River |  Diversify retail offering |
|  Public open space |  Strengthen service clusters and niche businesses |
|  Riverfront Park |  Support diverse housing mix |
| |  Langtree Avenue placemaking project 1A.3 |
| |  Expand public spaces and areas for future events |
| |  Connect key destinations |



KEY ACTIONS

1A.1 Revisit CBD Events Calendar

Council's Events team and CBD Committee to working closely with Mildura City Heart and the future Implementation/Action Group to review the Events Calendar and identify opportunities to host further events in the CBD. Consideration could be given to community events such as an open-mic night, twilight markets along Langtree Mall/Feast Street, cultural programming (food and art), community dinners in partnership with local producers and F&B operators, industry speakers, university talks and showcase events within the Creative Industries Precinct.

1A.2 Review permit requirements for CBD events

Review the permit process and fees associated with hosting events within the CBD, identifying ways to simplify and streamline the process to encourage further events, including a dedicated review team within Council.

1A.3 Langtree Avenue Placemaking Project

Commission a capital works project to revitalise Langtree Avenue from Seventh Street to Tenth Street. (refer to detail on pages 36-37)

1B.1 Review zoning and planning controls

As part of the future Planning Scheme Amendment for the CBD, review the zoning and planning controls for the defined precincts, to support innovation and a diverse, niche offering of business, industry, hospitality, accommodation and touristic uses. The existing height limits under DDO3 will need to be amended in accordance with the Precinct Design Guidelines.

1C.1 'Active Mildura' Program

We have heard the community values the importance of sport and physical health. The Active Mildura program should be a Mildura-wide project with a focus on infrastructure, programs and services. It shall identify ways to promote active and healthy lifestyles for residents and visitors. This program should involve local schools to promote knowledge sharing and design for future generations.



Image 38 Engage the community through flexible creative programs and retail opportunities



Image 39 Support events to draw people to the CBD



Image 40 Promote high quality design which contributes to the public realm

KEY ACTIONS

1C.2

Install drinking fountains

To mitigate the affects of hot dry days and retain visitors in the city heart, install drinking fountains to hydrate people and pets in the CBD. Fountains should be installed with dog bowls and tap points, in accordance with the CBD Design Guidelines.

1D.1

College Lease Land Study

Working with the College Lease Land Trust and MRCC's CBD Committee, undertake a study of College Lease land and develop a master plan for its future use. The study recommendations should be targeted at staged improvements and identification of each parcels highest and best use, ensuring it does not affect the current economic return to local schools.

1E.1

CBD Economic Feasibility Study

Undertake an Economic Feasibility Study, including an audit of existing uses, to identify the demand for additional retail space and other offerings, untapped markets and opportunities. The study should also identify practical solutions for 'pop-up' retail and temporary activation, tenancy mix and target retailers, office and conference space, trading hours and examine the potential for late night trading.

1E.2

Investment Prospectus

To supply analysis and varied commercial floor space accommodation, develop an Investment Prospectus for the CBD. It should focus on land earmarked for future development and recommend land acquisition within the CBD, supporting public realm enhancements and attracting private investment.

In line with recommendations coming out of the CBD Economic Feasibility Study, the Prospectus should target retirement and assisted living developers and operators, retailers, hotel and temporary accommodation providers, to deliver a pilot/ demonstration projects showcasing exemplary models for built form and service provision.



Image 41 Build on local arts/music scene



Image 42 Activate outdoor space for various uses



Image 43 High quality climate responsive housing



Image 44 Support Pop-up retail in unused space

LANGTREE AVENUE PLACEMAKING PROJECT

Langtree Avenue is the day-to-day civic spine of Mildura CBD connecting significant service precincts to the Riverfront. To improve the legibility of the street in the CBD urban fabric and revitalise the street life experience, the Placemaking project shall provide direction of future capital improvement works extending from Seventh to Tenth Street. The overall project vision is to support a round-trip shopping and engaging experience along Langtree Avenue through strategic placemaking interventions to lift the look, feel, spirit and vibrancy of the street and create new impromptu destinations to contribute to an enjoyable journey.

COMMUNITY BENEFITS

- Integrate safe and flexible places for families to shop, dine, play and enjoy the overall experience
- Incorporate food and edible plants to remind locals and visitors of Mildura's agricultural heritage and connection to the land
- Provide continuous outdoor shaded dining and seating areas
- Enhance pedestrian connections to and across Langtree Avenue from adjacent laneways and arcades
- Create a stronger physical and visual connection between Langtree Avenue and the Riverfront
- Enhance twilight street life to activate the CBD at different times of day depending on the season
- Provision of bicycle parking
- Promote CBD living and second floor activation
- Enhance planting to provide ample shade and greater levels of comfort and amenity for users
- Establish suitable spaces for programming, including formal and informal (i.e. busking) and planned events.



Shared zone



Wayfinding signage

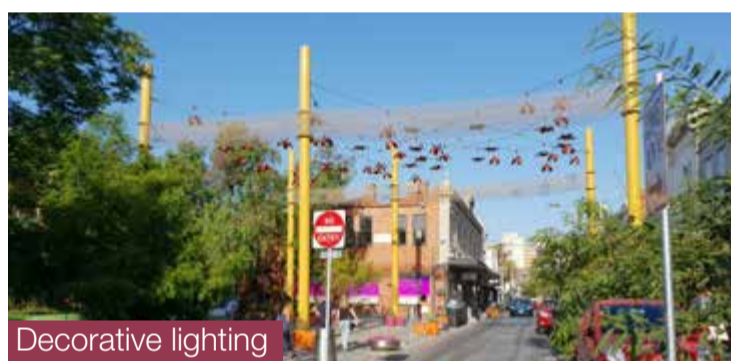


Figure 16 Langtree Avenue Placemaking Project concept -- Artist impression only

- A** Improve interface with Seventh Street promenade through consistent material finishes and street level plantings
- B** Install critical linkages to the mall to improve activation
- C** Lift the linear prominence of the street with an avenue of vertical markers, i.e. creative flags, totems, decorative lighting
- D** Kerb outstands with low height and themed drought tolerant plantings to maintain passive surveillance
- E** Reduced length of pedestrian crossings to prioritise safer street movements
- F** Create well shaded connections from car parks
- G** Consistent awning treatments with seasonal vines to create unique and intimate shaded spaces
- H** Promote second storey activation
- I** Improve safety and green landscaping
- J** Through a grid of trees, improve shade comfort within mall
- K** Potential for multi-storey carpark
- L** Potential for bus interchange (with car parking)
- M** Remove parklets and widen footpath for dining and furniture shape structures
- N** Prime development site to positively contribute to Feast St
- O** Potential screening / landscape treatment on laneway edge



Pedestrianised streets



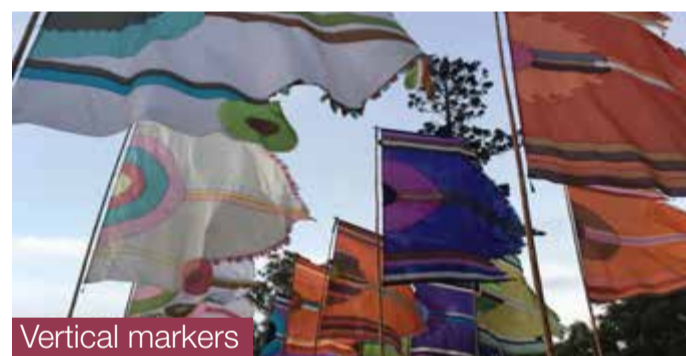
Decorative lighting



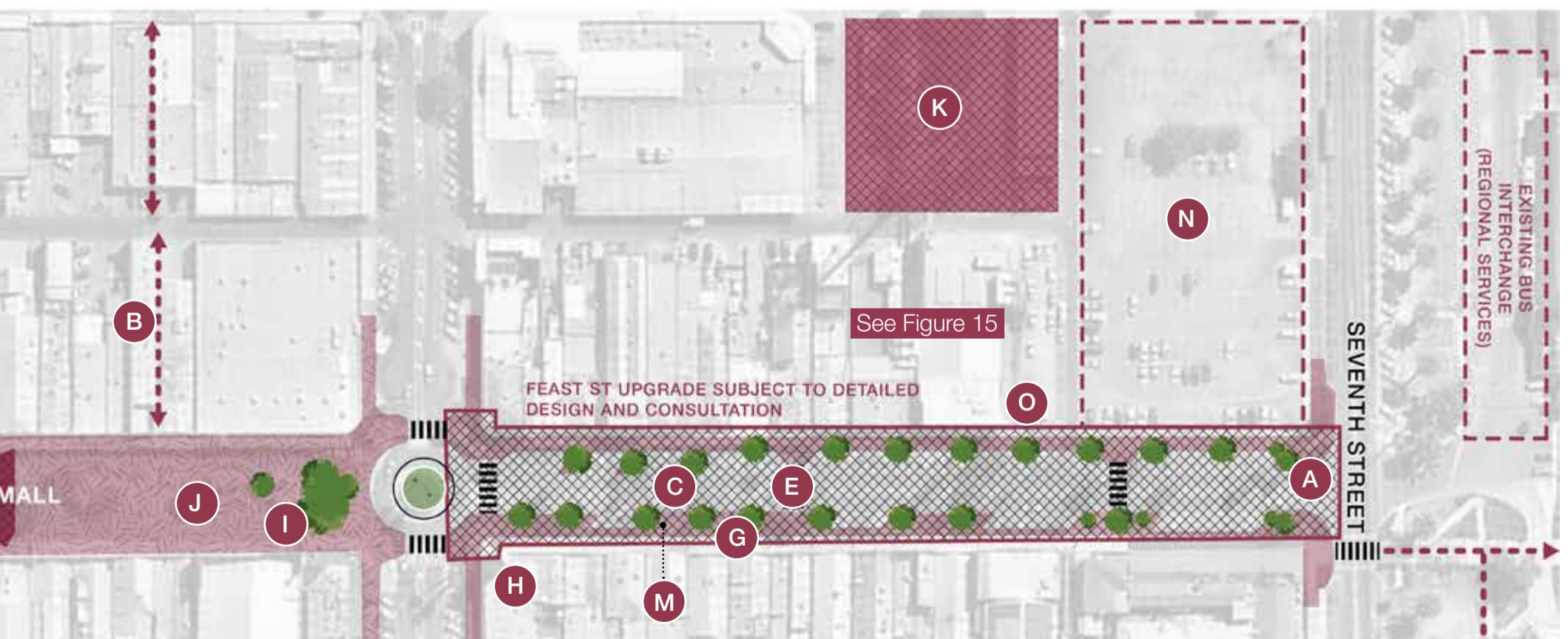
Second floor activation



Wayfinding lighting



Vertical markers



FEAST STREET UPGRADE

Feast Street continues to resonate in the community as the main restaurant and eatery strip in Mildura's CBD and therefore commands a public space that provides a pleasant space for people to eat, drink, participate and socialise. There is an opportunity to expand the public realm by closing the end northern end of Langtree Avenue to two-way traffic and introducing a shared zone with a single roadway. Pavements could be flush to prioritise universal access and integrate with a new priority 'wombat' crossing across Seventh Avenue.

'FEAST' STREET COMMUNITY BENEFITS

- Opportunities to provide a new public open space that brings the river to the CBD
- Provide a comfortable street that minimises conflicts with vehicles
- Opportunity to provide a variety of shaded seats and flexible spaces for event programming
- Create a celebratory character through a vertical landscape of colour and light that can be viewed from the Riverfront
- Provide well shaded spaces for outdoor dining and seating
- Integrate furniture and informal play features to engage children with the place, through storytelling or other visual interpretations
- Through enhancements along Feast Street, stimulate private investments

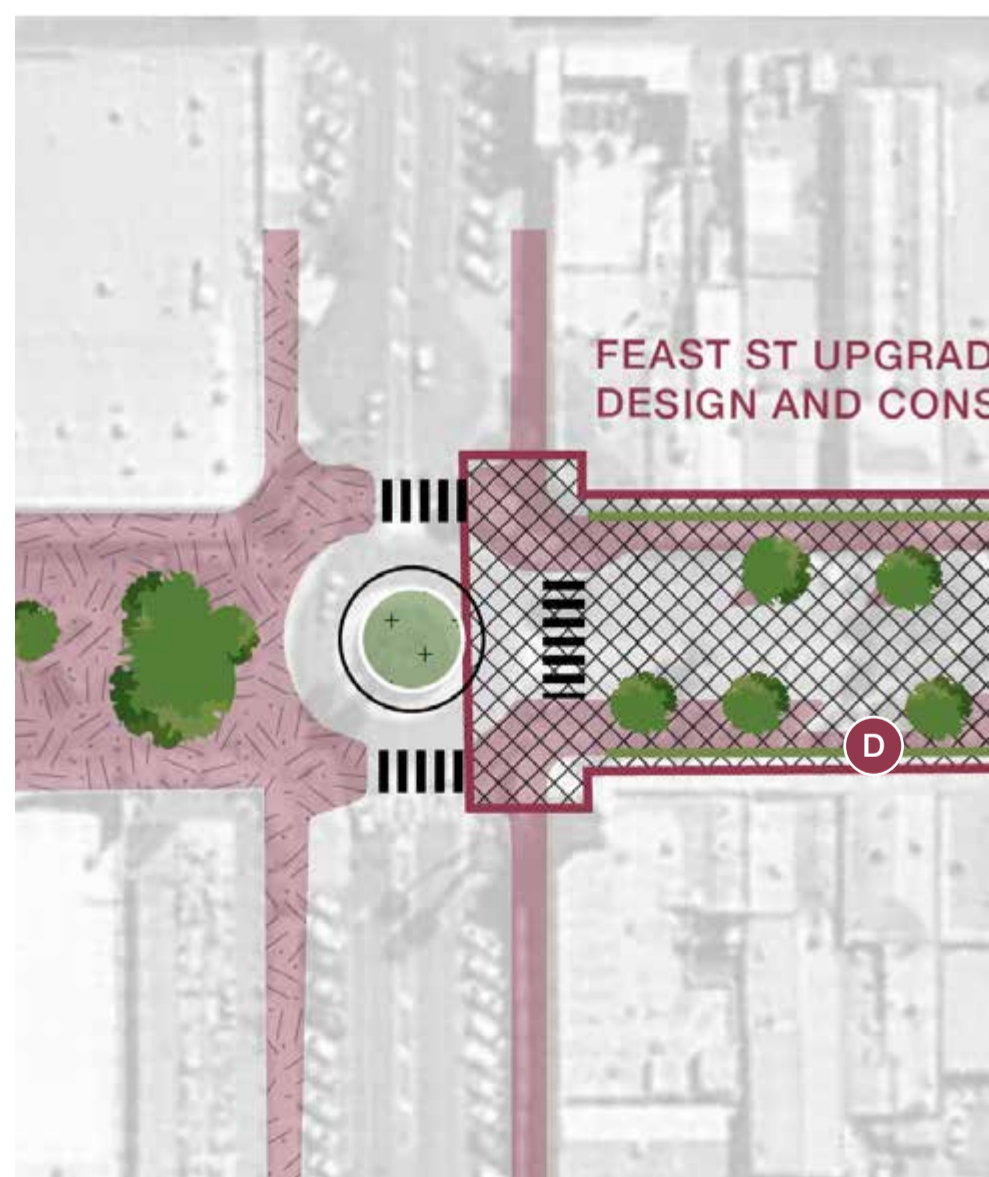


Figure 17 Feast Street upgrade opportunity

DESIGN PERFORMANCE REQUIREMENTS

- A** Northern green anchors as a marker and to provide shade
- B** Opportunity to establish green public open space areas in the north towards the riverfront
- C** Future development opportunities with existing carpark on eastern side of Feast Street
- D** Promote consistent awning and shade treatments
- E** Extend opportunities for outdoor dining
- F** Install an avenue vertical markers to define linear character
- G** Ensure the newly upgraded design is complimentary to the riverfront development in both style and form
- H** Employ traffic calming techniques to create a shared zone for vehicles, cyclists and pedestrians
- I** Consider festive decorative lighting features



2

DIRECTION 2

A CONNECTED AND COMPACT CBD

SUMMARY:

As a regional centre offering a range of services and amenities for local residents and the broader region, promote a compact CBD, which is legible and strengthens existing service clusters, while also being well connected for pedestrians, as well as, a variety of transport modes.

TARGETS (BY 2035):

+ 25% increase in pedestrian and cyclist movements in the CBD

+ Establish planned priority active transport network

+ 15% increase in number of bus patrons, and expansion of current bus services

+ 15% reduction in private car use

RELATES TO:

 DELIVER A SHARED VISION

 UNLOCK FUTURE POTENTIAL

 CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE

 CHAMPION A COMMITTED COMMUNITY AGENDA

 CULTIVATE ACTIVE STREETS

DESIRED OUTCOMES

- 2A

Protect and strengthen service clusters
- Promote a compact urban form by protecting and strengthening existing service clusters.
- 2B

Support adaptive re-use and infill development
- Support further infill development within the CBD.
 - Promote adaptive re-use of vacant and underutilised buildings and warehouses for temporary and permanent accommodation, and emerging/niche businesses and industries.
- 2C

Improve places and journeys
- Cultivate a network of ‘active’ streets and public open spaces that connects key destinations within the CBD.
 - Provide further pedestrian links to better connect the CBD and reduce block sizes, and enhance mobility for the community through safe and comfortable spaces.
 - Improve the level of safety and connectivity (actual and perceived) between the CBD and the Riverfront.
 - Improve streetscape amenity through planting and other treatments, as a visual and physical cue to reduce traffic speeds.
 - Continue streetscape improvements to provide ample shade and comfort, especially between car parks and key service destinations.
 - Advocate for implementation of the VicRoads alternative freight vehicle bypass via Benetook Avenue, to remove heavy vehicle traffic and improve the user amenity along Deakin Avenue.
- 2D

Enrich urban form and wayfinding
- Encourage strong urban form and art installations that celebrates the region's indigenous and cultural heritage.
 - Promote high quality and climate responsive new development, setting new benchmarks in accordance with the CBD guidelines.
 - Provide high quality and consistent wayfinding, directional and street signage, which is easily distinguishable by locals and visitors.
 - Curate art installations at key entry points, junctions and within the CBD's public open space network, to enrich the area and provide a strong visual cue to aid wayfinding.

- 2E

Promote sustainable transport modes
- Make travel to the CBD more accessible, practical and inviting for everyone.
 - Improve the quality, safety and amenity of networks and facilities within the CBD, for public transport users and cyclists.
 - Review the business case for re-instatement of a passenger rail service and airport link to Mildura's CBD.
 - Establish a bus interchange within a central location of the CBD.
 - Re-think the relationship with cars in the CBD and Council's parking policy, to suitably regulate on street parking.
 - Re-examine the modal hierarchy, DDA access and right-of-way provision for pedestrians within the CBD, to ensure convenient and safe walking and cycling routes are provided.
 - Consider car share and prioritised parking spaces.

SUMMARY OF ACTIONS

#	PROJECT
2A/B.1	Implement precinct controls
2A.2	Multi-storey carpark
2C.1	Future Regional Transport Study
2C.2	Seventh Street upgrade
2D.1	Design Competition – Mildura Arrival Statements
2D.2	CBD Wayfinding and Signage roll out
2E.1	New bus interchange
2E.2	Upgrade bus and taxi shelters
2E.3	Improve bus services
2E.4	Active CBD - Intersection upgrade
2E.5	Sustainable Transport and Parking Plan

Figure 18 Direction 2



LEGEND

- | | | |
|----------------------------|--|---|
| CBD area | Taxi rank | Electric vehicle charging points |
| Train line and station | New bus interchange 2E.1 | Local bus services and stops |
| Murray River | Multi-storey carpark opportunity 2A.2 | 300m pedestrian walkability radius |
| Public open space | Priority intersection upgrades | Design Competition – Mildura Arrival Statements |
| Riverfront Park | Riverfront boulevard | Upgrade bus and taxi shelters |
| Carparking | On road bike path | |
| Medical precinct | Destination laneway network | |
| City heart retail area | Priority shaded active transport route | |
| Food and beverage precinct | Seventh Street upgrade 2C.2 | |
| Arts precinct | Potential gateway feature | |



0 100 200 300 400m

Scale 1: 7,000 (at A3)

KEY ACTIONS

2A/B.1 Implement precinct controls

Upon completion of the CBD Economic Feasibility Study, review and finalise zoning changes and related planning controls and design guidelines, to promote infill development and strengthen the existing service clusters within the CBD. This should include:

- Medical and complementary uses within the Health and Wellbeing Precinct;
- Cafés and dining premises along Feast Street;
- Arts and cultural activities along Deakin Avenue;
- Education, training, artisan and niche businesses and industries within the Creative Industries Precinct;
- Retail and commercial activities within the Retail Heart and Mixed Use and Commercial Precincts.

The relevant planning controls should support target and/or complementary uses within the precinct, and promote adaptive re-use of existing building stock.

2C.1 Future Regional Transport Study

Prepare a regional transport study and business case revisiting the potential for passenger rail and improved freight services. This study should also consider the proposed freight bypass along Benetook Avenue, to minimise heavy vehicle traffic along Deakin Avenue and consider the impact on urban design and active transport connections within the CBD.

2C.2 Seventh Street upgrade

In conjunction with future improvements planned as part of the Riverfront Stage 2 proposal, carry out intersection upgrades and streetscape enhancements along Seventh Street. Upgrade works and enhancements should create a unified and striking interface between the CBD and Riverfront area. Upgrade works should be timed to coincide with the Riverfront Stage 2 Promenade works, to promote a consistent character and planting palette along both sides of Seventh Street. A key focus should be on creating safe pedestrian and cycle connections over Seventh Street from Lemon Avenue, Madden Avenue and Pine Avenue, to the Riverfront area.

2D.1 Design competition – Mildura arrival statements

Curate a design competition inviting specialised local creatives and artisans to submit proposals for the procurement of gateway feature works. The works shall comprise of signage, artwork and planting to celebrate the unique culture and landscape, iconic to Mildura. The competition should aim to deliver an integrated landscape response to highlight active transport and consider the visual experience for vehicles, pedestrians and cyclists.

2D.2 CBD wayfinding and signage roll out

Develop and roll out an integrated Wayfinding and Signage scheme for the CBD for all traffic, interpretive, digital, advertising, wayfinding and directional signage requirements.

The strategy should promote signs which are coordinated, complement the CBD's character, and which are designed, constructed and maintained to a high standard.

2E.1 New bus interchange

Funded by Transport for Victoria (TFV), in partnership with the local bus operators, establish a new bus interchange to support uptake of a range of active transport modes including buses, taxis, bicycles, car share and kiss 'n' ride facilities.

The hub should be centrally located in the CBD and well integrated with retail activities, to provide a high level of safety and accessibility.

2E.2 Upgrade bus and taxi shelters

Work with the local bus operator (CDC) to ensure that bus and taxi shelters are of a suitable quality, and comply with disabled access standards, weather protection, seating and adjacencies to other amenities such as bicycle hoops, public toilets and drinking fountains. In partnership with CDC and TFV, develop a new design model for shelters and stops, inclusive of solar panels to offset power loads for any associated amenities (e.g digital screens, wifi facilities, real-time service information). Suitable consideration should be given to seasonal variation and protect users from extreme heat and wind.

2E.3 Improve bus services

Work with local bus operator (CDC Victoria) to explore options to provide new bus services and review bus timetabling. This could include a CBD bus loop for tourists, services to/from the airport and future established employee carparking areas, if provided away from the retail core area. Advocate to TFV for a hybrid bus fleet to service the local area.

2E.4 Active CBD intersection upgrades

Upon completion of the Sustainable Transport and Parking Plan, confirm priority locations and roll out mid-block pedestrian crossings and intersection upgrades along routes nominated as priority pedestrian and cycle routes. Work should be undertaken in accordance with the Place Guidelines for Active Transport, and any subsequent update.

As a temporary measure, test intersection upgrades with the community through colour surface treatments.

KEY ACTIONS

2E.5 Sustainable Transport and Parking Plan

Undertake further investigations and surveys to develop an Sustainable Transport and Parking Plan for the CBD. The Plan should be developed in collaboration with local schools and other key stakeholders. It must consider:

- Traffic, pedestrian and cyclist volumes, including the current modal split;
- Walkability assessment including recreational trails;
- Cycling infrastructure and parking;
- Current parking supply, occupancy and current time limits, to inform recommended changes;
- Level crossing solutions over the rail line and Seventh Street, including at Orange Avenue, Lemon Avenue, Magnolia and San Mateo Avenue;
- Opportunities for car share and other on-demand transport options;
- Emerging trends in relation to peer-to-peer transport models, public and private transport modes;
- Electric vehicle parking and charging stations; and
- Confirm transport related actions and design guidelines detailed in the CBD Plan, particularly the proposed intersection upgrades, roundabout upgrades, priority active transport routes, and the location of the bus interchange and multi-storey carpark.



Image 45 Well integrated and comfortable bus interchange



Image 46 Create well shaded plaza spaces



Image 47 Dynamic traffic calming solution, combining high quality public realm and a shared zone for all transport modes

ACTIVE CBD - INTERSECTION UPGRADE

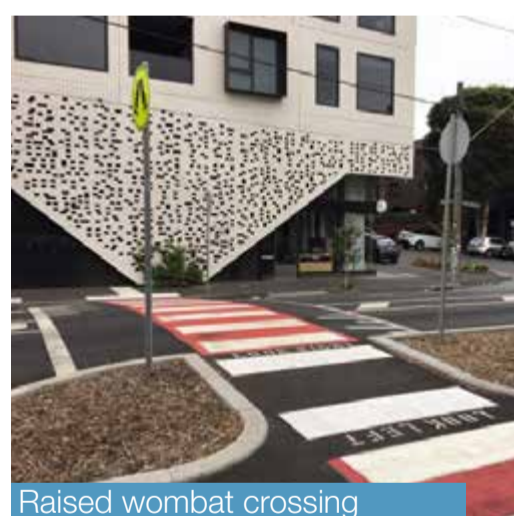
The intersections upgrades are proposed, subject to further investigations as part of the Sustainable Transport and Parking Plan which shall confirm priority locations and roll out safer pedestrian interventions, as well as, traffic calming devices to make the streetscapes safer places for all. Madden Avenue has been identified as a key location for improved access and could facilitate a potential pilot project.

COMMUNITY BENEFITS

- Safer pedestrian crossings
- Prioritised pedestrian and cycling routes to improve journeys in the CBD
- Provide additional on-route facilities for commuters, such as pump stations and drinking fountains
- Improved street legibility and wayfinding through linemarking, signage and designated painted cycleways
- Improved visual and physical connections to the Riverfront
- Additional traffic calming measures to slow vehicles down



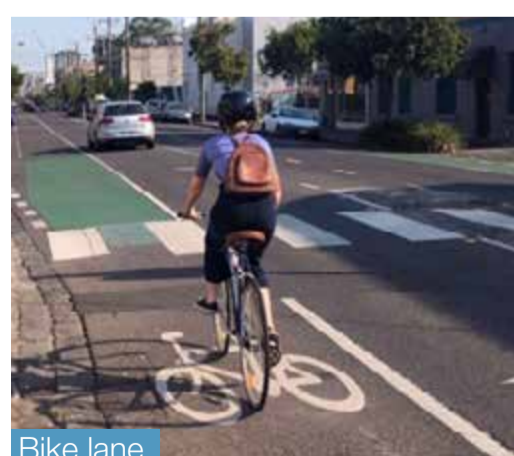
Pedestrian crossing signage



Raised wombat crossing



Clear line marking



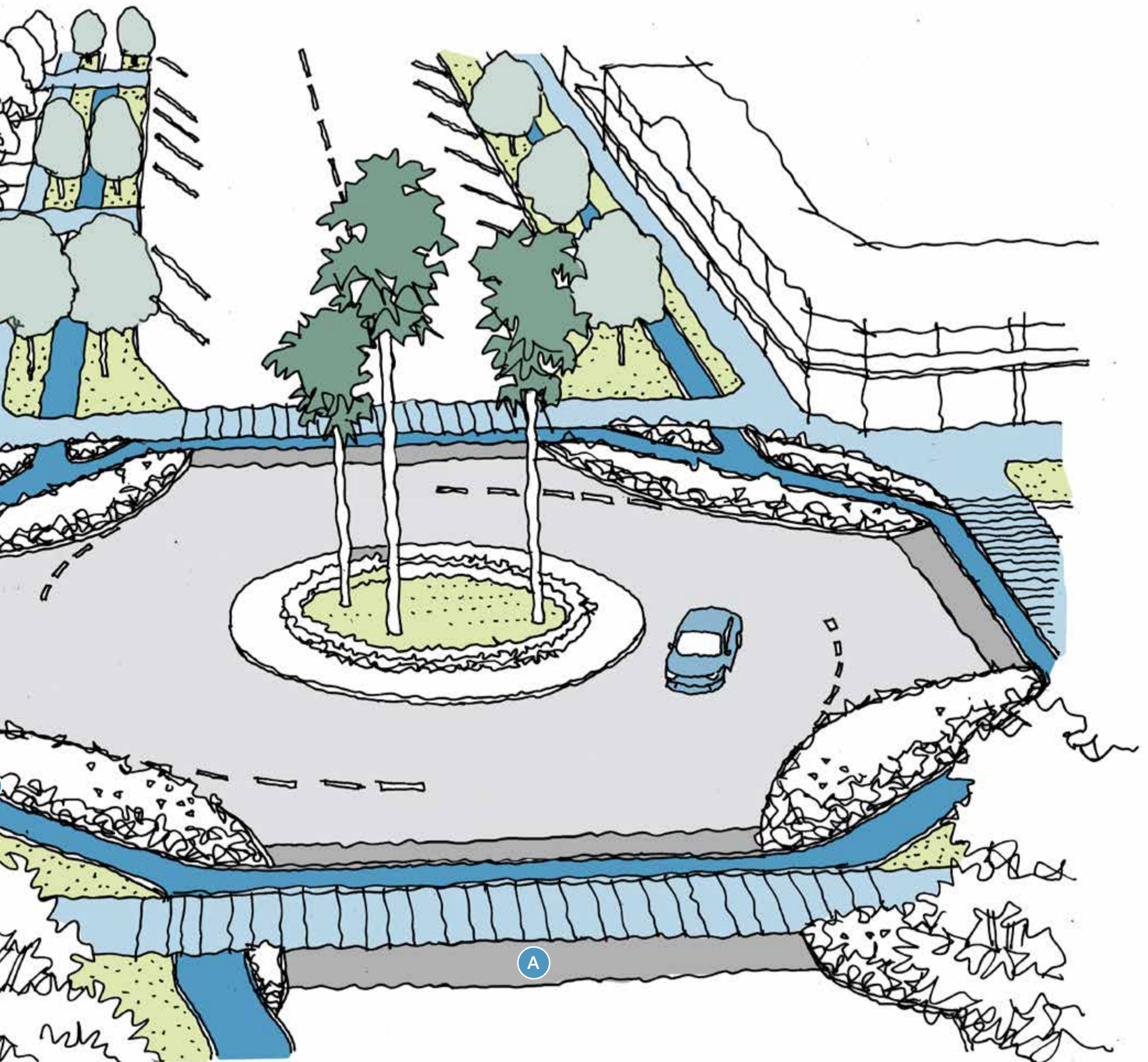
Bike lane

Figure 19 Roundabout upgrade co



- A Raised wombat crossing at entry / exit points to roundabouts
- B Off-road cycle ways
- C New at-grade pedestrian treatment

Concept - Madden Avenue / Eighth Street - Artist impression only



3

DIRECTION 3

AN INCLUSIVE AND PEOPLE FOCUSED CBD

SUMMARY:

Mildura is often referred to as the ‘oasis in the desert’. Giving consideration to the CBD’s rich tapestry, setting on the Murray River and local climate, this direction seeks to expand the public realm and promote outdoor liveability, while also protecting and celebrating the diverse range of cultures, ages and interests.

+ 8% increase in public open space within the CBD.

+ 25% increase in uptake of shading solutions along retail and commercial frontages.

+ Achieve at least 10 new art installations within the CBD by 2035

RELATES TO:

 GROW A SEASONAL PLANTED OASIS

 STIMULATE AUTHENTIC EXPERIENCES

 CHAMPION A COMMITTED COMMUNITY AGENDA

 CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE

 CULTIVATE ACTIVE STREETS

DESIRED OUTCOMES:

- 3A

Maintain climate resilient landscapes

 - Undertake further research and establish an agreed position for greening within the public realm, to support optimum micro-climates within the CBD.
 - Implement streetscape guidelines for the CBD to promote planting which is drought responsive, maximises shade and helps to improve the quality of the public realm.
 - Develop green infrastructure initiatives for the CBD to improve street cooling and retain stormwater for reuse.
- 3B

Promote outdoor liveability

 - Drawing on the values and aesthetic quality of the Murray River and new Riverfront area, implement design guidelines for public and private development, to promote outdoor liveability.
 - Recalibrate prior shading initiatives to encourage business owners to install shade elements along shop/business frontages.
 - Provide a high level of amenity within key public areas, to encourage people to stop and linger within the CBD.
 - Increase the tree canopy to support shading initiatives and reduce urban heat island.
- 3C

Interlace a network of public open space

 - Introduce well connected parks to encourage individuals and families to use, walk and cycle through the CBD, particularly casual use by proximate residents.
 - Undertake further studies to determine the potential of College Leases and acquisition of other strategic land, to establish a network of usable open space in the CBD.
 - Promote ‘active’, living streets, integrating the movement function with varied public spaces that offer a high level of amenity.
- 3D

Establish an intergenerational focus

 - Promote well designed, flexible design solutions for public spaces, catering to various ages, cultures and interests.
 - Improve and cluster youth services and ensure provision for a greater diversity of associated spatial program including other community facilities, open spaces and creative outlets.
 - Consider and address the need for further services and facilities which cater to the ageing population.

- 3E

Pay homage to cultural diversity

 - Support art and cultural exhibitions and installations which celebrates Mildura’s Indigenous community and cultural diversity.
 - Recognising that cultural awareness builds the foundation for understanding the local community and people, support events and activities, and provide improvements to the public realm that are inclusive and is respectful of cultural diversity.
 - Support the recognition of the history of the Aboriginal community through community based projects.

SUMMARY OF ACTIONS

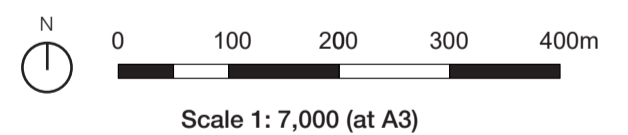
#	PROJECT
3A.1	Greening the public realm – guidelines
3B.1	Promote rooftop activation
3B.2	Climate responsive shading
3C.1	Linear parkway project
3C.2	CBD public open space network
3C.3	Feast Street Upgrade
3D.1	Universal design requirements
3D.2	Intergenerational Connections Project
3E.1	Showcase Mildura's heritage
3E.2	Curate Public Art

Figure 20 Direction 3



LEGEND

- CBD area
- Train line and station
- Murray River
- Public open space
- Riverfront Park
- Street Trees
- Heritage Victoria Walking route
- Heritage Victoria Walk start/finish point
- Heritage site
- Medical Precinct
- Public realm enhancements
- Potential CBD open space network
- Support rooftop activation 3B.1
- Intergenerational connections pilot project 3D.2
- Destination Laneways
- Promote shading 3B.2
- Greening along priority active transport route
- 300m pedestrian walkability radius



- 3E.1 Showcase Mildura's heritage
- 3C.3 Feast Street Piazza

KEY ACTIONS

3A.1 Greening the public realm – design guidelines

In collaboration with Greening Mildura, establish a research-based design guidelines for greening within the public realm, including localised cooling during summer and exposure during winter, through the establishment of micro-climatic gardens to improve plant growth.

The guidelines should outline a recommended street tree palette and other detailed planting requirements, to be included within a broader Planting Policy for the Mildura locality. This work should be a subset of the CBD Green Infrastructure Strategy and relevant requirements should be reflected in the CBD Design Guidelines.

3B.1 Promote rooftop activation

Through zoning and the associated precinct design guidelines, promote rooftop activation within the central Retail Heart and Mixed Use and Commercial precincts, particularly for evening use. Proposals for new rooftop bars and entertainment facilities must consider the proximity and amenity of nearby residential properties.

3B.2 Climate responsive shading

Implement design guidelines for new development and encourage existing land owners and tenants, particularly within the central Retail Heart precinct, and along Deakin Avenue and Seventh Street, to construct quality shade structures, awnings and trailing vines/plants, de-misters and fans adjacent to their frontage and over semi-private and private open spaces. Shading should be climate responsive and also target highly exposed frontages predominantly of a north-west and south-west orientation.

This action responds to the community voicing concern about the lack of shading and climate sensitive street design interventions. Discounted rate charges could be offered and exemplary examples acknowledged through the 'Reward and Recognition Scheme (4B.2)'.



Image 48 Activate rooftops for leisure and entertainment

3B.1 Linear Parkway project

Optimise the existing road reserves by turning road pavement into public open space. The pilot study shall demonstrate how to make CBD streets more liveable through providing high amenity connections not only for accessibility and travel, but for people to linger and interact. The Linear Parkway should emphasise planting of high ecological value, both indigenous and exotic species to provide ample shade, seasonal colour and include productive landscapes. Further investigations and consultation required to nominate appropriate CBD areas with rear lane access, to implement this concept.

3C.2 CBD public open space network

Support liveability through an interconnected and high amenity public open space network within the CBD, through the creation of new linear greenways, local parks and informal play and restful places for recreational use. Particular consideration should be given to youth activities, family friendly facilities and pet-friendly spaces. Also, given Mildura is known for its produce, the use of ornamental vines for shade structures are recommended. College Lease Land should be investigated for this purpose. This should be discussed with potentially affected land owners to ensure that future Public Acquisition Overlays are accepted, before the Structure Plan is adopted by MRCC.

3C.3 Feast Street Upgrade

Consider traffic calming measures to promote safe movement towards the Riverfront, and expand the public realm along Feast Street, offering opportunities for casual sitting and gathering, outdoor dining and recreation. Play spaces for children and flexible areas suitable for temporary 'pop-up' activities (e.g evening markets) are recommended. Feast Street works should be undertaken in accordance with the CBD Design Guidelines.



Image 49 Incorporate formal and incidental indigenous and cultural elements to a stronger sense of place.

3D.1 Universal design requirements

Mandate universal design standards for the design and construction of all new public and private-development within the CBD, through the CBD Design Guidelines. In accordance with the Structure Plan, the ultimate zoning plan and planning controls, particularly for the Health and Wellbeing Precinct, should prioritise age-friendly housing and assisted living facilities in close proximity of health and community services, the Retail Heart precinct and public transport stops.

3D.2 Intergenerational Connections project

Undertake an 'Intergenerational Connections' project to better guide the type, quality and location of key age specific facilities and elements in the CBD. This responds to the communities need for improved liveability, adaptable streets and open spaces to accommodate all ages. Through the consultation process we heard the supply distribution of DDA and pram accessible carparks needs to be addressed.

Additionally the project should promote equitable access and provide places to rest, gather and interact along the street. The project should also consider a demonstration housing project for senior citizens, tied to education or training facilities, and near childcare centres. Research demonstrates the benefits to various age groups, through regular interaction and comradery.

3E.1 Showcase Mildura's cultural heritage

Working with the Mildura Arts Centre, as part of Action 2D.2 relating to signage and wayfinding, promote the existing heritage trail, explore ways to expand the interpretive trail to tell Mildura's story. It is recommended under Action 3E.2 that Council commission further artworks and creative installations, which could also draw inspiration and celebrate Mildura's indigenous and cultural heritage, iconic landscapes and cultural diversity.

3E.2 Curate Public Art Plan

As part of the broader initiative highlighted under the Arts, Culture and Heritage Strategy (2016-2020), prepare a specific curation plan to guide the placement and procurement of public art across the CBD, while protecting/enhancing existing murals, historical artefacts and landscapes. Art expression is an important medium to communicate, recognise, celebrate and create visually stimulating public spaces. It is recommended that public art be considered along Feast Street, Langtree Avenue West and within the Creative Industries Precinct. Graffiti art, to provide opportunities for youth groups/young artists should also be curated and encouraged along Destination Laneways as nominated in Action 6A-1. Consideration should be given to design competitions and annual events for temporary art installations along Deakin Avenue.



Image 50 Public art in laneways can create enticing linkages



Image 51 Ensure Mildura CBD remains an inclusive and welcoming area for all



Image 52 A new palette of activities for a broad range of ages, cultures and interests

LINEAR PARKWAY CONCEPT

This project aims to better integrate public open space in the CBD, through optimising existing road reserves and turning road pavement into public open space. The pilot study shall demonstrate how to make CBD streets safer and more vibrant by improving connections for movement, and overall amenity for lingering and social interaction. The 'Active' Street should emphasise planting of high ecological value, both indigenous and exotic species to provide ample shade, seasonal colour and include productive landscapes. The project shall also investigate the potential for rear lot access to further expand the provision of continuous open space by minimising the need for vehicular crossovers.

COMMUNITY BENEFITS

- Enhance the frequency of chance encounters with nature by children
- Create more places for inter-generational exchanges and appropriate facilities to promote more opportunities for exercising and socialisation
- Reduces the heat island effect in residential areas
- Provide shaded play spaces or exercise nodes to promote physical health
- Outdoor activities such as walking are easy to access, enjoyable and conducive to a better quality of life especially for older people
- Create multiple en-route destinations to make CBD journeys more exciting and desirable for the community to participate
- Integrate bus stop facilities with other programs to increase natural surveillance and promote better uptake of the service



Nature play elements



Shade tree



Shared bike & vehicle lane



Community garden

- A** Extend nature strip to provide for a linear park
- B** Provide outdoor play and fitness equipment
- C** Shared use path
- D** Indented car parking spaces to reduce the presence of vehicles and slow traffic
- E** Provide for vegetation between carparking spaces
- F** Provide space for a community garden to grow fresh produce
- G** Provide active frontage to laneway for residential access
- H** Potential chicanes to lower vehicle speeds

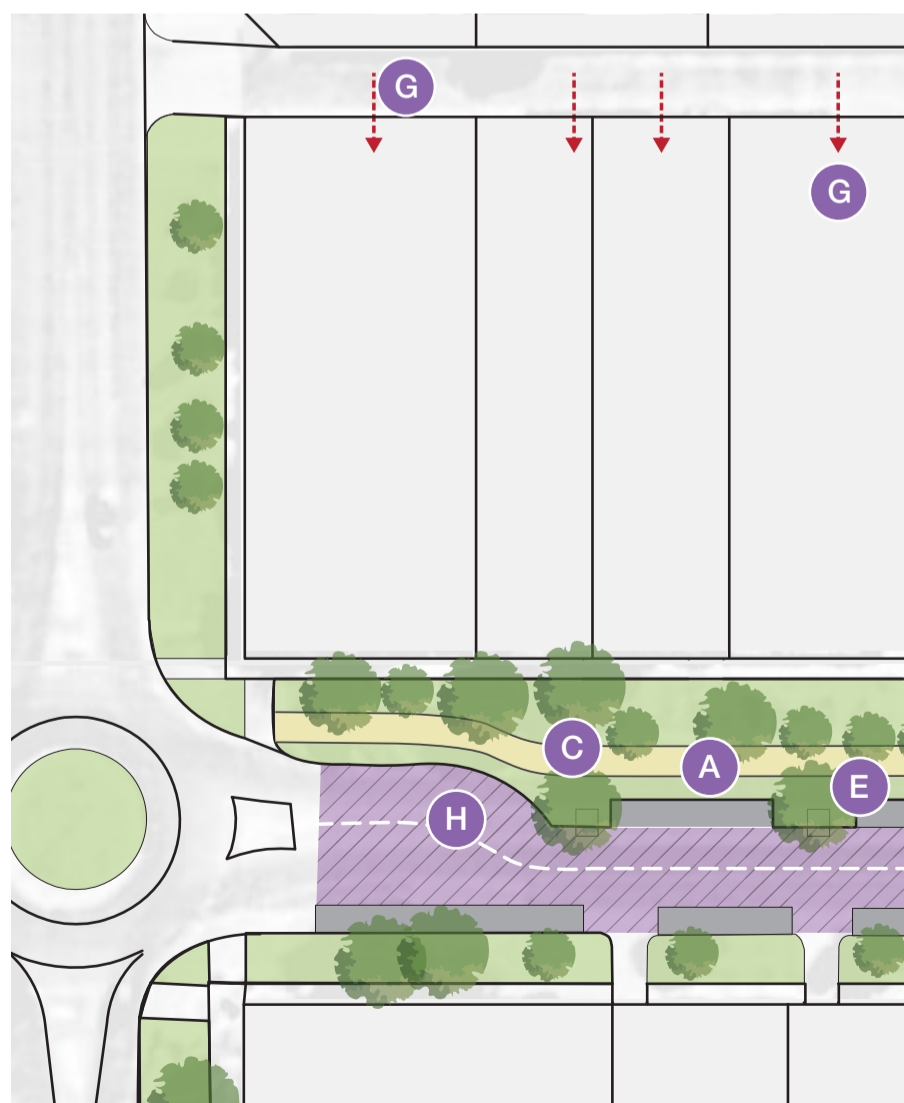


Figure 21 Linear Parkway Concept - Artist impression on

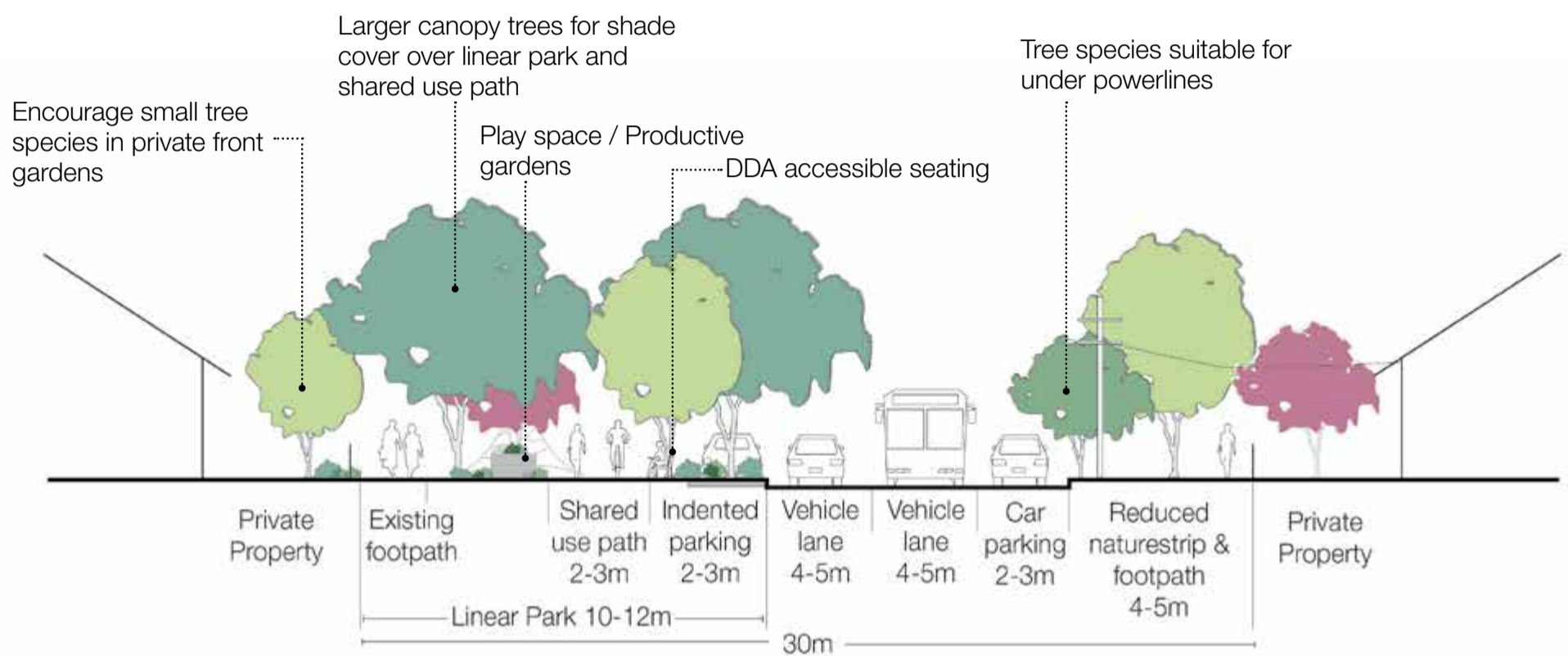
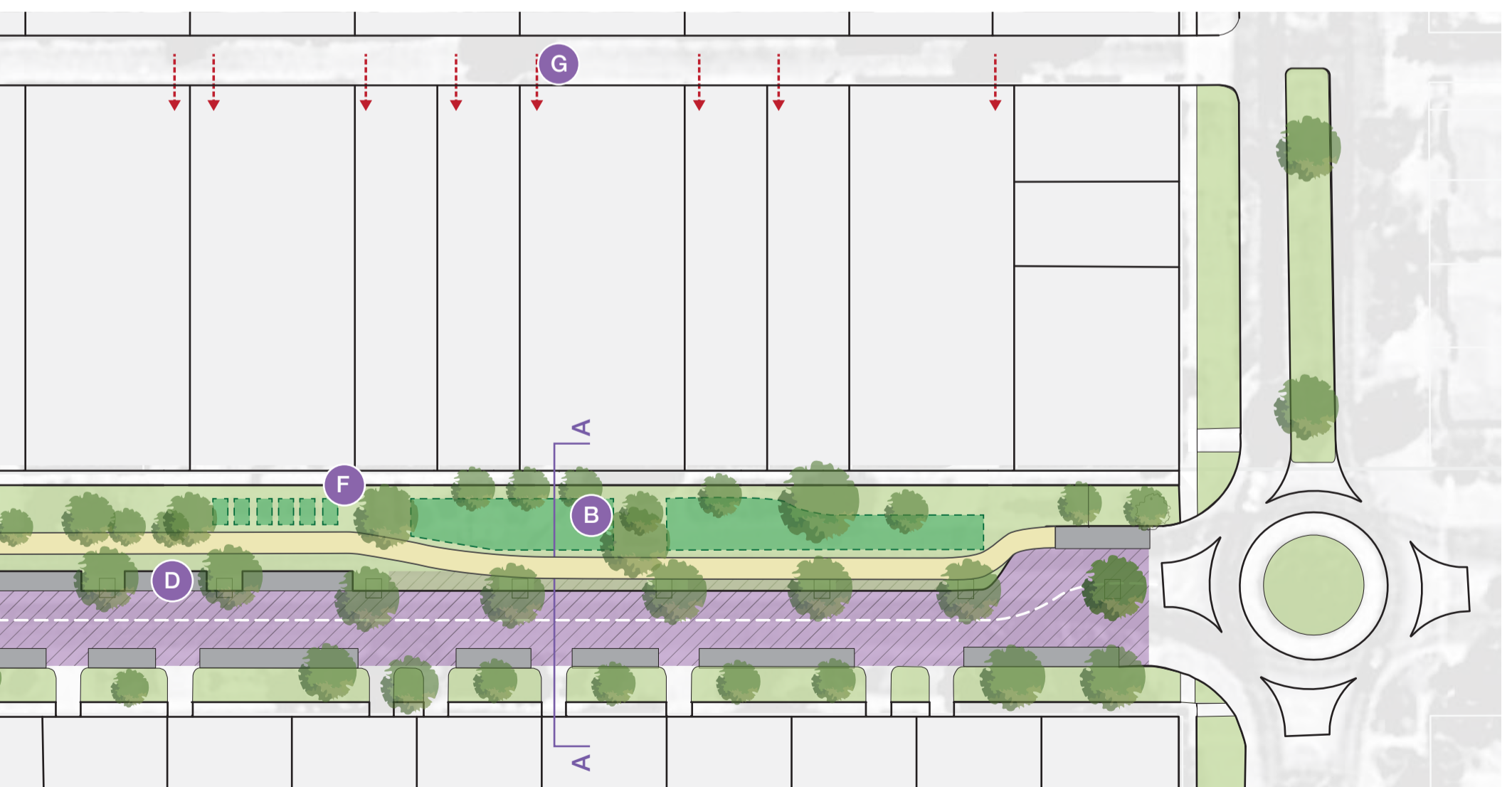


Figure 22 Linear Parkway Concept - Section A



- A** Open space for a diversity of activities
- B** Indented car parking spaces
- C** Vehicle lanes (each direction)
- D** Selection of seasonally diverse tree species
- E** Shared use path (pedestrians and cyclists)
- F** Planting between carparks (suitable height to avoid interference with powerlines)
- G** Park frontage properties
- H** Maintain crossovers



Figure 23 Linear Parkway Concept - Artist impression only



4

DIRECTION 4
A RESILIENT AND CLIMATE RESPONSIVE CBD

TARGETS (BY 2035):

RELATES TO:

SUMMARY:

Given Mildura’s geographical location and established lead role in solar power generation, there is a further opportunity to capitalise on the local climate and promote environmentally and socially responsive development, which is resilient and can be sustained for future generations.

- + 3,000 new trees planted within the public realm
- + Establish at least 5 electric charging points in the CBD
- + Successful roll out of Eco-home pilot project
- + 10% increase in solar powered apartments/units



CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE



CHAMPION A COMMITTED COMMUNITY AGENDA



BE AT THE FOREFRONT OF INNOVATION



GROW A SEASONAL PLANTED OASIS

DESIRED OUTCOMES:

- 4A** Promote environmentally responsive design

 - Establish design guidelines which promote environmentally responsive design solutions appropriate to local climatic conditions.
 - Adopt energy and water efficient design principles in the design for all future planned works delivered as part of the CBD Plan.
 - Through public and private investment, retrofit and provide supporting infrastructure for solar electric vehicles, scooters and bicycles within public parking and street reserves.
- 4B** Capitalise on local climate

 - Capitalise on MRCC’s already significant investment in solar power for street lighting, civic and other facilities by highlighting cost savings and return on investment lessons for the local development and design community.
 - Continue to work with utility and technology providers, and review incentives, subsidies and grant schemes to help increase the uptake of solar technologies by private land owners and business operators.
 - Explore ways to reward and recognise residents, traders and businesses, and community groups, to promote ‘Green’ design and operational practices.
- 4C** Rethink water management

 - In response to climatic conditions, promote the collection, storage and re-use of stormwater within the CBD, to improve the resilience of the urban landscape and overall appearance of the public realm.
- 4D** Foster greater housing choice

 - Promote and support a diverse mix of housing options, including age-appropriate housing, assisted living, smaller attached housing options, social and affordable housing.
 - Review planning controls and explore the appetite for small lot and other emerging housing trends, such as the new 'tiny house' settlements to supply affordable and social housing.

SUMMARY OF ACTIONS

#	PROJECT
4A/C.1	CBD Green Infrastructure Strategy
4A.2	Tree Planting Festival
4B.1	Electric charging points
4B.2	'Green Design' reward and recognition program
4D.1	Expand CBD living

Figure 24 Direction 4



LEGEND

- CBD area
- Train line and station
- Murray River
- Public open space
- Riverfront Park
- Street Trees
- Expand CBD living options 4D.1
- CBD Greening and shade strategy
- Key active transport movements
- Provide and mandate electric car charging points 4B.1



0 100 200 300 400m

Scale 1: 7,000 (at A3)

KEY ACTIONS

4A.1 CBD Green Infrastructure Strategy

We heard big shade trees are important to the community. Recognising the positive impacts of green infrastructure on visual amenity and comfort, and to address the shortage of usable public open space, develop a Green Infrastructure Strategy for the CBD.

This is to focus investment decisions around additional tree planting for shading and cooling, WSUD initiatives such as roof gardens and at-grade greening treatments to ensure future planting and streetscape improvements are environmentally responsive, strategically located and durable.

The strategy should also consider how Council can confidently maintain and support the new greening initiatives through integrated water management solutions. Options should be explored to address supply, storage and the economic viability of a recycled water scheme and/or dual pipeline schemes to provide Class A water to households for toilet flushing and irrigation.

As a demonstration project consider how installation of greywater recycling units in Council buildings and key assets, could be delivered to promote water re-use.

4A.2 Tree Planting Festival

To support further greening initiatives within the CBD, work with Greening Mildura to hold an annual tree planting festival, which would allow the community to be involved. The tree planting festival could also be used to educate the community and school groups on species which are most appropriate for Mildura, based on the local climate, soil conditions and other factors.

4B.1 Roll out electric charging points

Provide for electric bus and private vehicle Fast Charge points, integrated into supermarket car parks and other sites as available. Through consultation we heard excitement around the addition of new technologies in the public realm to foster behavioural change and set examples of commitment to sustainable practices. Nominated locations and guidelines should be established as part of the Active Transport and Parking Strategy.



Image 53 Provide cool, well shaded seated environments



Image 54 Solar powered bins with smart technologies to monitor capacity



Image 55 Provision of quality retirement housing in a highly accessible locations



Image 56 Clear ways to incorporate new solar charging technologies (Platio)

KEY ACTIONS

4B.2 'Green Design' reward and recognition program

To showcase exemplary climate responsive design, work with the Institute of Architects and Australian Institute of Landscape Architects, to reward and recognise high quality urban and architectural design solutions within the CBD, or retail programs for the use of recyclable packaging and shared compost systems. Projects could be showcased monthly in a range of categories within local media (Sunraysia Daily), Council's website and other online forums to promote initiatives. For new development and/or conversion of existing development, MRCC could also promote 5+ Green Star or NATHERS ratings, by offering a small 2-5% reduction in annual rates.

4D.1 Expand CBD Living

Recognising the lifestyle opportunity, amenity and accessibility that the CBD affords, support CBD living by:

- Responding to recommendations outlined in the Economic Feasibility Study, in relation to the residential and short-term accommodation markets;
- Explore the potential and consolidation of College Lease areas, and suitable sites for redevelopment;
- Promoting adaptive re-use of existing heritage or other interesting buildings for accommodation;
- Look more broadly at the region and ways of attracting people to relocate from major centres to Mildura (i.e.. affordable housing prices);
- Explore innovative and cost effective solutions for social and affordable housing through pilot projects delivered by public and private partnerships; and
- Limit land development on the periphery and encourage infill/adaptive re-use of development within the CBD.



Image 57 Urban cooling through pergolas covered with vines, which grow well in the local climate



Image 58 Support the provision of quality, affordable housing



Image 59 Solar powered electric charge points

AFFORDABLE ECO HOMES

Partner with the Department of Health and Human Services, Mildura Regional Development, Regional Development Victoria and reputable private developers, to deliver affordable and scalable eco-homes that are designed according to bioclimatic design and green star standards. It is recommended that housing designs are developed for both permanent and semi-permanent housing, responding to a range of needs. For this Pilot Project, it is recommended that an agreement is made with the College Lease Trust to re-develop a central land parcel for this purpose.

COMMUNITY BENEFITS

- Provides a model development to inspire other property developers and land owners
- Minimises impact on the local environment
- Provides further diverse options for CBD living
- Promotes housing stock which is climate responsive, and homes that are energy generators not net users
- Demonstrates a collaborative and joint delivery model that can be replicated at a broader scale
- Position Mildura as a leader in sustainable development and attract new populations



- A** Deciduous trees for summer shade and winter light
- B** Cross ventilation
- C** Double glazing to trap the winter sun
- D** Rainwater tanks for on-site water collection
- E** Universally accessible design
- F** Adjustable louvres
- G** Source local recycled materials
- H** Plant species to minimise water use
- I** Solar panels on roof

Figure 25 Affordable eco-home pilot concept sketch - Artist impression



5

DIRECTION 5
A SMART AND COLLABORATIVE
CBD

TARGETS (BY 2035):

RELATES TO:

SUMMARY:

Mildura’s CBD plays a pivotal role in community life, providing a range of facilities and services for the region. To promote a shared vision and maintain Mildura's competitiveness, establish a smart and collaborative model, founded upon innovative practices and partnerships, to deliver on the CBD Plan actions.

+ An engaged Implementation Action Group

+ Effective roll out of fiber optic telecommunications cables within the core retail heart area

+ Establish at least 2 co-working office spaces within the CBD

- 

CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE
- 

BE AT THE FOREFRONT OF INNOVATION
- 

CHAMPION A COMMITTED COMMUNITY AGENDA

DESIRED OUTCOMES:

- 5A** Foster better decision making

 - Working with relevant stakeholders and community groups, establish a governance model which promotes shared ownership and participation.
 - Establish a CBD Implementation Action Group, to help drive CBD initiatives, leveraging the group's knowledge and creating lasting partnerships among community and industry groups.
 - Develop and agree on a targeted implementation plan, which identifies quick wins and major iconic projects, and ensures achievable outcomes through staged delivery.
- 5B** Become a leader in innovation

 - Encourage innovative and entrepreneurial ventures within the CBD through spatial allocation for new facilities, funding and policy changes that aim to support Mildura’s digital readiness and start-up initiatives.
 - Promote innovative businesses centred around Mildura’s key industries – agriculture, energy, tourism, food production, manufacturing and logistics, to enable Mildura to become an epicentre for research and knowledge in these areas.
 - To improve the efficiency of buildings, infrastructure and transport systems, and exhibit Mildura as a progressive centre, explore the application of ‘smart’ technologies within the public realm.
 - Develop partnerships with national innovation clusters, local universities and industry bodies to help lead innovative practices and research, and support education and awareness around digital innovation.
- 5C** Maintain Regional Competitiveness

 - To ensure Mildura’s CBD remains competitive within an ever-changing global context, identify gaps and recommend improvements for infrastructure and service provision, particularly information and communication technology (ICT).
 - Create greater digital awareness and support high-tech industry and businesses.
 - Advocate for further studies to be undertaken in relation to the reinstatement and improvement of passenger and freight rail services.

SUMMARY OF ACTIONS

#	PROJECT
5A.1	Implementation Action Group
5A.2	Redefine Governance Model
5B.1	Education and Innovation Clusters
5B.2	Creative Industries Precinct (inc. Interactive Learning Hub)
5B.3	Yearly Bursary
5B.4	Co-working spaces
5C.1	Digital innovation strategy
5C.2	Invest in telecommunications
5C.3	Business support service

Figure 26 Direction 5



LEGEND

- CBD area
- Train line and station
- Murray River
- Public open space
- Riverfront Park
- Education facilities

- Expand telecommunications infrastructure 5C.2
- Opportunities to attract research and innovative businesses/industries 5B.1
- Potential creative industries precinct 5B.3
- Opportunity for interactive play hub 5B.2
- Potential for co-working spaces 5B.4



0 100 200 300 400m

Scale 1: 7,000 (at A3)

KEY ACTIONS

5A.1 Implementation Action Group

To involve key parties in the delivery of CBD actions, establish an Implementation Action Group which comprises representation from a broad range of community groups. Upon establishing the group, a Terms of Reference (TOR) and any delegation of authority for decision making must be established. It is recommended that the Implementation Action Group be involved in determining a name for the group. At a minimum, the group should include representatives from Mildura Regional Development, Mildura City Heart, Greening Mildura, Mallee District Aboriginal Services (MDAS), College Lease Trustees, Victorian Police, CDC Victoria (Bus operators), Sunraysia Mallee Ethnic Communities Council (SMECC), Mildura Visitor Information and Booking Centre, industry groups, local builders and developers and CBD residents.

5A.2 Redefine Governance Model

Based on involvement by the Implementation Action Group, it is recommended that MRCC look at their internal structure and that of the CBD Committee, to ensure that roles and responsibilities are clearly defined.

5B.1 Education and Innovation Clusters

Promote the establishment of education and innovation clusters within the CBD. The new Creative Industries Precinct and central precincts such as Deakin Avenue, the City Heart (retail core) and Mixed Use and Commercial Precinct, should facilitate complementary land uses that solidify education and innovation clusters, including research institutions, related business and student housing.

5B.2 Creative Industries Precinct (inc. Interactive Learning Hub)

Partner with Regional Development Victoria, Mildura Regional Development and interested private parties, to deliver a Creative Industries Precinct, capitalising on vacant, underutilised areas and existing warehouses, to provide a space for emerging industries, artisans and creative projects. Within the Creative Industries Precinct, there is an opportunity to establish an Interactive Play Hub. We heard from the community that there are presently no indoor recreation and learning centres for different age groups. Forming partnerships with key industries, look at solutions to provide a fun and interactive learning hub, themed around Mildura's key industries. Building on experiences offered at Mildura's Eco-Village and Arts Centre, the hub should provide unique learning and play spaces to educate people on the history of the Murray River, water management, agriculture, solar and renewable energy, using digital technologies or other innovative mediums.



Image 60 Strong branding for 'Mildura City Heart' to support CBD businesses

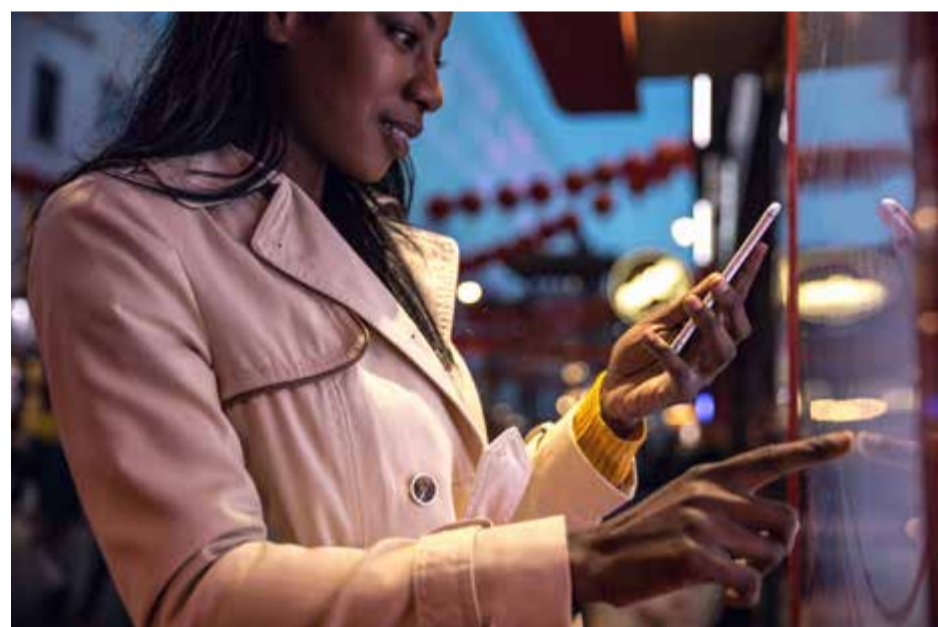


Image 61 Smart infrastructure can enhance the resident and visitor experience of the CBD



Image 62 Emerging autonomous buses make transport highly accessible and efficient

KEY ACTIONS

5B.3 Yearly Bursary

Establish a bursary to support emerging and innovative businesses and entrepreneurs in business ventures and establishing themselves in the CBD.

5B.4 Co-working spaces

Gauge the interest of existing owners and tenants within the CBD, to subdivide and/or share floor space within the existing retail areas. Consideration should also be given to co-working spaces in the Creative Industries Precinct, offering a dynamic and attractive space for small businesses, entrepreneurs and students to use.

5C.1 Digital innovation strategy

Prepare a Digital Innovation Strategy, which is linked to actions for signage and wayfinding, and events/cultural activities. As part of this strategy, it is recommended that Council develop an online app, which could be combined with the Riverfront, showcasing opportunities within the CBD, including businesses, CBD activities and events, historical information and stories.

5C.2 Invest in telecommunications

Build on the CBD's capacity by investing in additional telecommunications infrastructure to support the CBD as a 'digital ready' space. The roll out of additional infrastructure should consider expanding free wifi services within the main City Heart (core retail) precinct, particularly along Feast Street, and within the new Creative Industries Precinct. Community oriented businesses should also be encouraged to provide wifi for their own customer base.

5C.3 Business support service

Employ a new resource to provide business support services to start-up and existing businesses within the CBD. The business support personnel could also assist with targeting retailers and businesses, small start-up operations, industry and research organisations, to operate within the CBD.



Image 63 Support entrepreneurs and small businesses



Image 64 Working collaboratively can promote shared ownership and participation



Image 65 Co-working spaces provide flexible spaces and facilities for a range of businesses of various sizes



Image 66 Support Mildura's profile as the solar capital

CREATIVE INDUSTRIES PRECINCT

Partnering with private parties, regional and State Government, deliver a Creative Industries precinct, capitalising on vacant, underutilised areas and existing warehouses to provide a space for emerging industries, artisans and creative projects. This project would showcase Mildura as an innovative and progressive centre, by establishing a dynamic precinct for a range of businesses, local industry, educational and training institutions. As part of the precinct, an Interactive Learning hub is proposed, creating an educational and unique experience for all ages, around Mildura's key industries.

COMMUNITY BENEFITS

- Dynamic employment precinct, offering opportunities for smaller businesses and start-ups
- Potential economic benefits through tourism and visitation
- Potential to accommodate larger floor area requirements and attract different institutions and groups
- Adaptive re-use of existing warehouses which are in poor repair
- Social benefits through collaborative and engaging spaces
- Opportunities to significantly expand and contribute to the public realm within the CBD
- Could be promoted regionally and nationally through events, talks and guest speakers



Flexible co-working space



Public space for a variety of uses and users

- A** Create dynamic and flexible public spaces
- B** Investigate potential to relocate or lower railway line
- C** Establish new pedestrian and cycle connections through the precinct
- D** Utilise and transform existing buildings and warehouses for creative industries
- E** Opportunity to create an iconic mixed use and office development, and strong gateway entry from Sturt Highway
- F** Opportunity for diverse, medium density housing (particularly student housing)
- G** Explore opportunities to relocate/establish new water park within a new Interactive Learning Hub
- H** Promote shared parking areas within precinct
- I** Create linear open space, connecting with the core retail and commercial heart to the north

LEGEND

-  New public space
-  Public open space opportunity
-  Support diverse medium density housing
-  Development opportunity
-  Gateway entry feature
-  Adaptive re-use / warehouse redevelopment opportunity
-  Mixed use development
-  Active edge recommended
-  Key pedestrian / cycle connections
-  Opportunity for shared parking area
-  Rail corridor investigation area

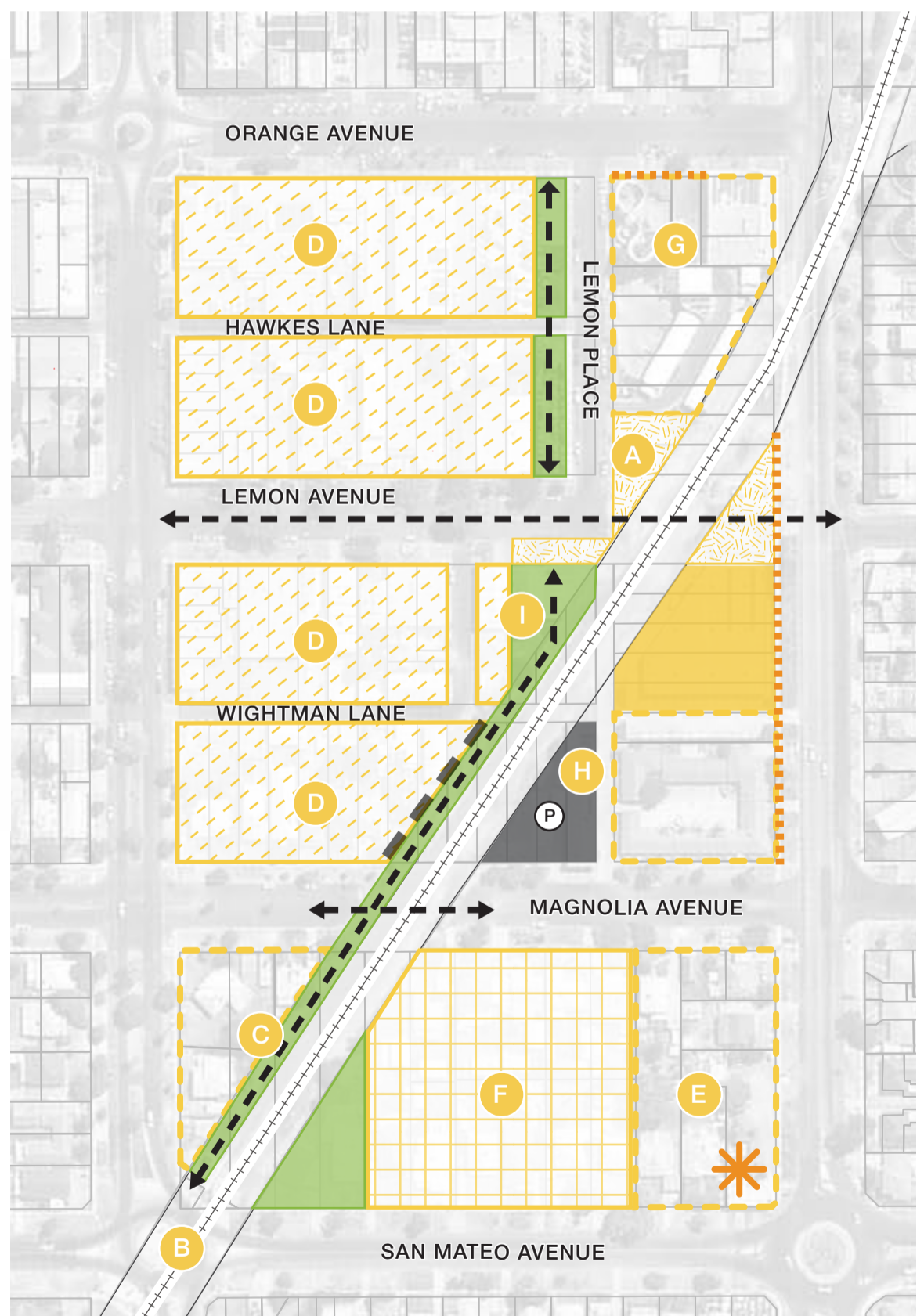
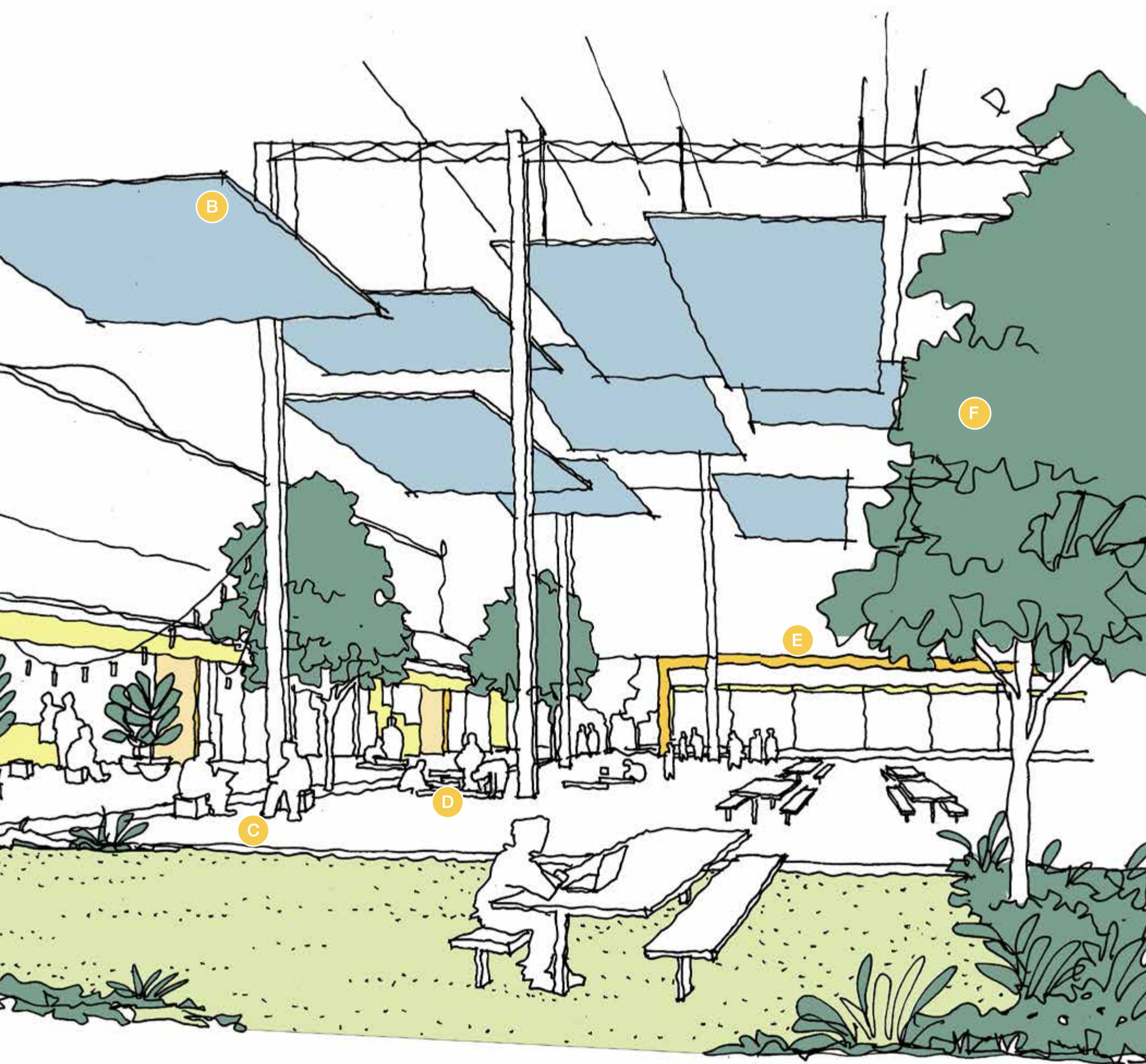


Figure 27 Creative industries precinct concept

- A** Consider land use program to allow activities to spill out into public realm areas
- B** Utilise solar technologies to demonstrate innovation and meet energy demands
- C** Create opportunities for co-working spaces and flexible working
- D** Central flexible spaces within precinct to be used for informal and formal uses by employees and visitors
- E** Utilise existing buildings wherever possible
- F** Cool and well shaded public space



Figure 28 Creative Industries Precinct concept - Artist impression only



INTERACTIVE LEARNING HUB

Forming partnerships with key industries, look at solutions to provide fun and interactive learning centre within the CBD for various age groups, around Mildura's key industries. Building on the experiences offered at Mildura's Eco-Village and the Arts Centre, it is recommended the centre provides several unique learning and play spaces to educate people on Water Management, Agriculture, Solar and Renewable Energy using digital technologies and a range of activities.

MRCC and the Implementation Action Group help form collaborative partnerships with Solar Providers, the Mallee Regional Farmers Association, local Universities, Mallee Region Water Catchment Authority and Regional Development Victoria, to deliver this project.



Outdoor spa

COMMUNITY BENEFITS

- New facility for young children and youths
- Opportunity to showcase local industries
- Creates a further attraction within the CBD, drawing residents and tourists
- Showcases Mildura as a centre of education and innovation

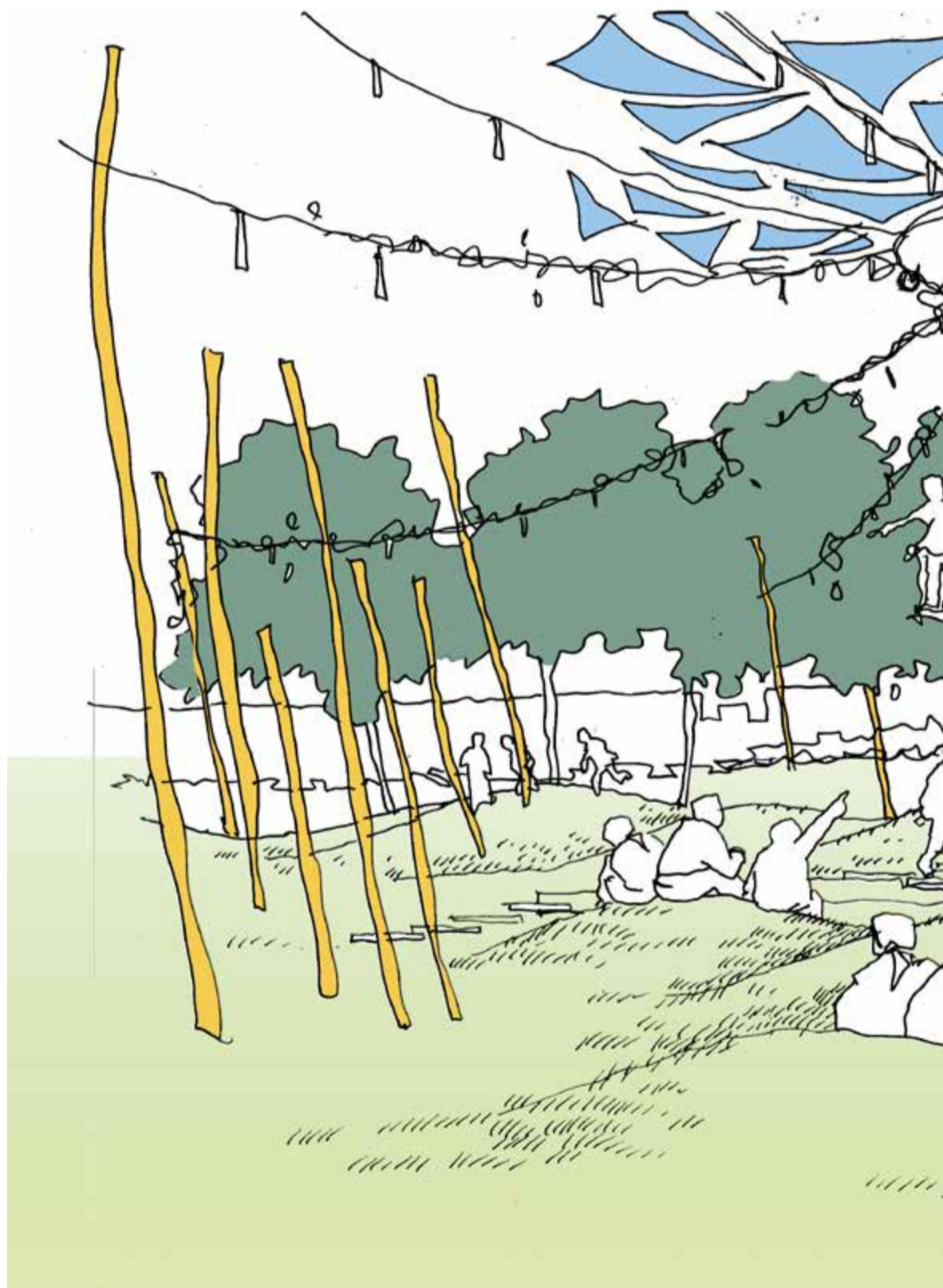
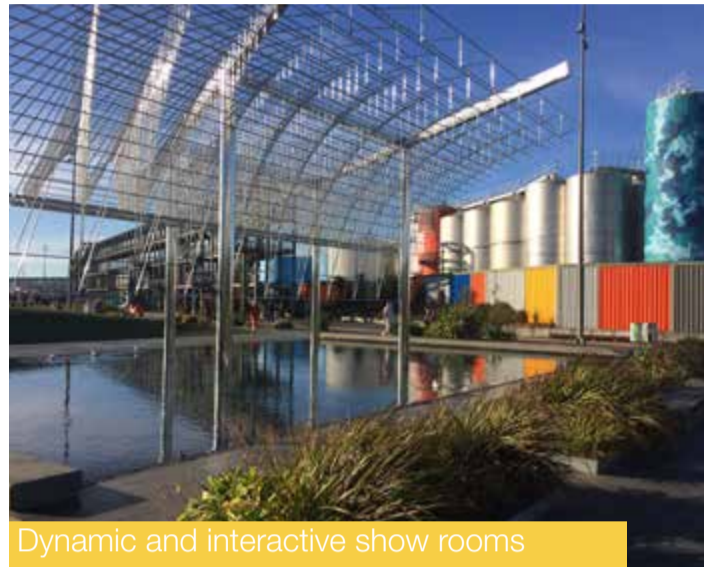


Figure 29 Interactive Learning Hub concept sketch - Artist impression on



Spaces for shows/exhibitions



Dynamic and interactive show rooms



Fun and educational play spaces



6

DIRECTION 6
AN EXPRESSIVE AND
MEMORABLE CBD

TARGETS:

RELATES TO:

SUMMARY:

While Mildura’s CBD already has a lot on offer, this Direction seeks to build on its image, as an expressive and memorable centre, offering authentic and varied experiences but also respecting Mildura’s indigenous and cultural heritage, and diversity.

- + 10% increase in informal music and cultural events held within the CBD
- + At least 5 industry events hosted every year in the CBD
- + 75% positive feedback from CBD user experience surveys
- + Establishment of a heritage fund



CREATE AN ACCESSIBLE
AND LIVEABLE
REGIONAL CENTRE



CULTIVATE ACTIVE
STREETS



STIMULATE
AUTHENTIC
EXPERIENCES

DESIRED OUTCOMES:

SUMMARY OF ACTIONS

6A Provide unique and varied experiences

- Develop strategies to reveal a distinctive journey experience based on character within different areas of the CBD.
- Build on the existing arts, culture and music scene, to deliver authentic experiences and set Mildura’s CBD apart from other comparable regional destinations.
- Promote contributions from local artists within the public realm, to enhance and create meaningful spaces, which foster a high level of civic ownership and pride.
- Encourage greater use of the CBD for community and public events.
- Showcase local producers, artisans and businesses and the unique local and regional offering within the CBD.
- Develop expressive entry features from the Sturt Highway, and other nominated vantage points, to foster a strong ‘sense of place’ upon entering the CBD.

6B Respect and build on heritage

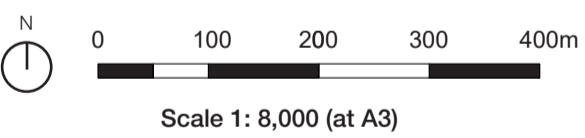
- Celebrate Mildura’s rich history, so that it informs the overall CBD experience for residents and visitors.
- Promote adaptive re-use of buildings and elements within the CBD.
- Explore creative ways to tell Mildura’s story through the landscape, particularly the significance of this area to the Indigenous community.
- Hero the legacy of the Chaffey Brothers through creative applications of water technology in the public realm and their progressive thinking.

6C Celebrate local industry

- Through public realm enhancements and design guidelines, promote new elements and artistic features which celebrate Mildura’s importance as a food and wine region.
- Explore the concept of productive landscapes to bring food production into the CBD, and celebrate Mildura’s primary industry.

#	PROJECT
6A.1	Destination laneways
6A.2	Create flexible spaces
6A.3	Expand CBD Events
6B.1	Heritage fund
6C.1	Industry talks

Figure 30 Direction 6



LEGEND

- | | | |
|------------------------|-----------------------------------|------|
| CBD area | Flexible open spaces | 6A.2 |
| Train line and station | Active street network | |
| Murray River | Destination laneway pilot project | 6A.1 |
| Public open space | Potential areas for future events | 6A.3 |
| Riverfront Park | | |

KEY ACTIONS

6A.1 Destination Laneways

The CBD's laneway network is extensive and highly adaptable to service new developments, land use changes and population growth. Laneways are highly valued as they perform a servicing and rear access function at present. It is recommended that a design project be commissioned to firstly understand issues and opportunities in establishing the nominated destination laneways. Implications in terms of servicing and vehicle access, and pedestrianisation to improve safety and amenity for pedestrians and cyclists, would need to be investigated.

Destination laneways with desirable dimensions to support access, additional retail frontages and universal access to be considered for immediate activation are;

- Gallagher Lane;
- Shillidays Lane;
- Bowrings Lane; and
- Lintons Lane.

6A.2 Create flexible spaces

Provide further opportunities for entertainment and recreation within the CBD through additional open space, extensions to the public realm along Feast Street, within the new Creative Industries Precinct, and Health and Wellbeing Precinct. Spaces should be flexible in their design, to allow for informal activities (busking and temporary stalls) and more formal use of the space. It is recommended that art and cultural features, digital technologies and wayfinding signage be incorporated within these areas.



Image 67 Laneway activation to create engaging places



Image 68 Celebrate Mildura's food and wine industry throughout the seasons



Image 69 Continue to support a diverse range of music and other events within the CBD



Image 70 Incorporate dynamic art installations which tell Mildura's story

KEY ACTIONS

6A.3 Expand CBD Events

As per Action 1A.1, MRCC should seek support from local groups and sponsors, to establish a further series of music, cultural and educational events, within the CBD. These events should appeal to a range of CBD users and age groups.

6B.1 Heritage fund

Investigate funding sources through Heritage Victoria and State Government, to establish a heritage fund to assist in the restoration and adaptive re-use of heritage building stock within the CBD.

6C.1 Industry talks

Through the Events team at MRCC and drawing on key industry bodies and local universities, establish a schedule of industry talks and conferences, showcasing the region's offering and establishing Mildura as a centre of innovation.



Image 71 Provide comfortable and memorable journeys



Image 72 Promote the CBD as the primary location for community and public events



Image 73 Build on Mildura CBD's identity and character

DESTINATION LANEWAY PROJECT

Mildura's CBD laneway network is extensive and highly valued as it performs a servicing and rear access function at present. Several laneways proximate to the central retail heart along Langtree Avenue represent an opportunity to revitalise and enhance hidden spaces within the CBD, to contribute to further vibrant and engaging spaces for a range of activities.

With retail trends leading to a decline in floor space requirements, there is an opportunity to capitalise on underutilised space at the back of tenancies fronting onto Langtree Mall, for dining, small bespoke retail outlets, temporary pop-up activities, and other uses. The activation of 'destination' laneways is also designed to promote greater permeability through the Retail Heart Precinct.

COMMUNITY BENEFITS

- Improved access and functionality by linking destinations throughout the CBD
- Promote economic vitality by supporting local businesses and capitalising on laneway opportunities
- Enhance the overall 'sense of place' by building on Mildura CBD's unique identity
- Provide an opportunity for local artists and creatives to showcase their work, and celebrate Mildura's indigenous and cultural heritage
- Create a network of further engaging and flexible spaces for different activities



Shared Laneways



Activate laneways with public art

- A** Potential subdivision of large tenancies and blocks to create through access to Langtree Mall
- B** Potential extension of footpath along Bowrings Lane
- C** Encourage shared access for pedestrians, cyclists and vehicles through signage and pavement finishes
- D** Activate ground floor interfaces where appropriate
- E** Encourage second floor activation to improve passive surveillance
- F** Enhance pedestrian amenity through lighting, murals and public art
- G** Existing public toilets
- H** New bus interchange

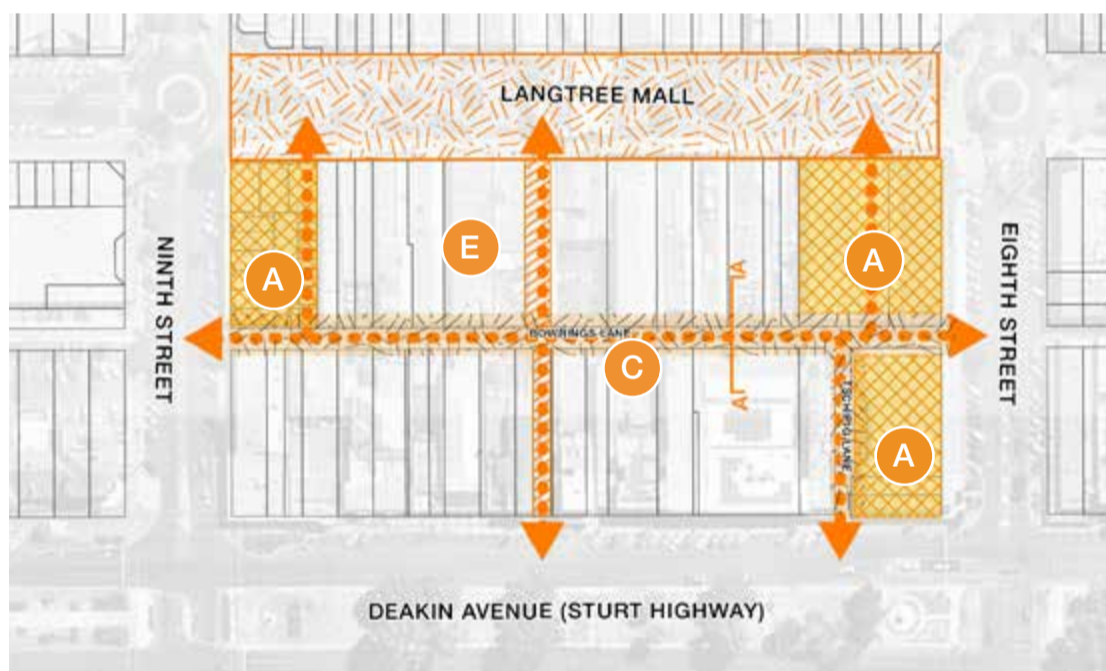


Figure 32 South of Langtree Mall - Artist impression only

Section A:

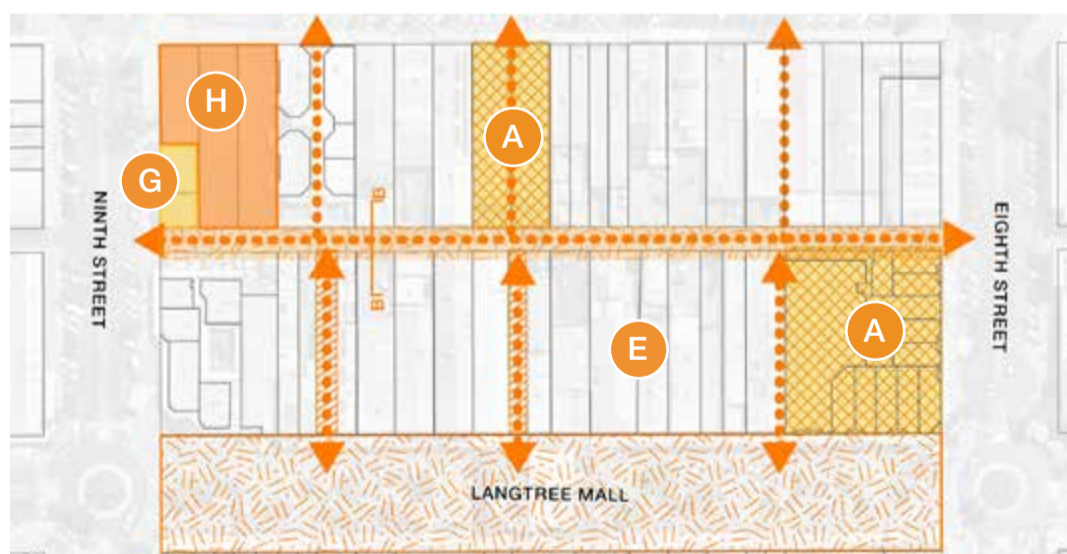
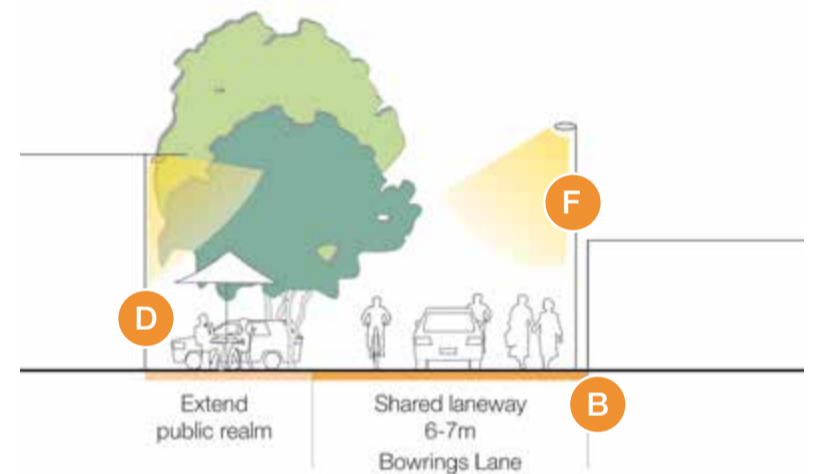
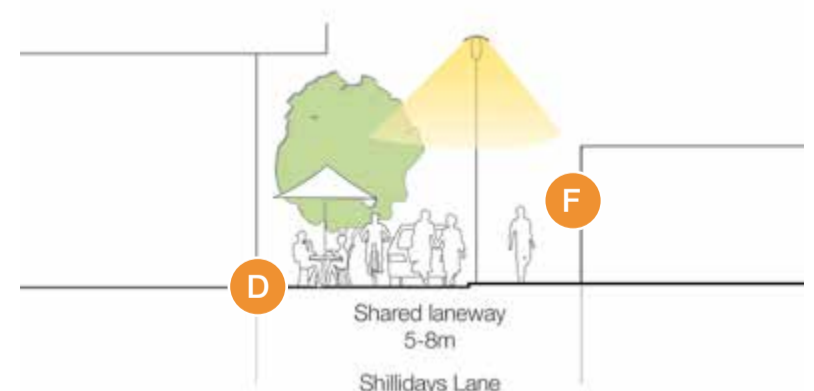


Figure 31 North of Langtree Mall - Artist impression only

Section B:



5 Planning Considerations

5.1 PLANNING SCHEME AMENDMENT

The Structure Plan and related policy provisions will be implemented through a Planning Scheme Amendment (PSA) process led by Council. The PSA will incorporate new Local Policy and Provisions as outlined above which reflect the strategic directions of the Structure Plan. The PSA will form part of a future stage (refer to Section 1.3).

There are a number of further studies and actions, which are recommended to be undertaken in advance of preparing the PSA. These include:

- CBD Economic Feasibility Study
- College Lease Land Study
- Future Regional Transport Study
- Sustainable Transport and Parking Plan
- CBD Green Infrastructure Strategy

The recommendations and findings of these studies above can help inform and strengthen the Structure Plan and planned initiatives and design guidelines, forming part of the CBD Plan.

The recommended process from here is illustrated in Figure 26.

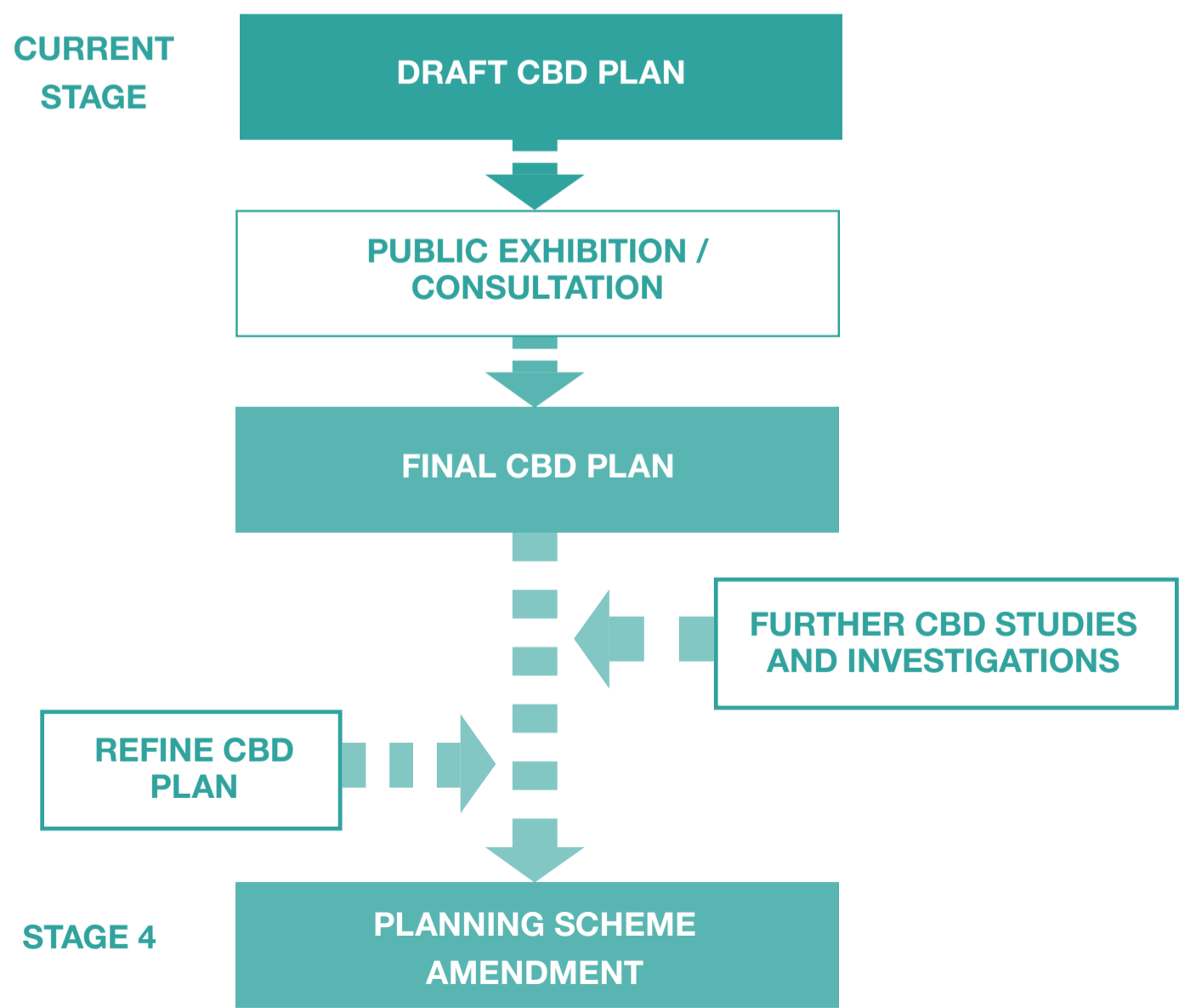


Figure 33 Recommended process from here

5.2 PLANNING CONTROLS

The opportunities and directions outlined in the Structure Plan and Design Guidelines will be achieved through the Mildura Planning Scheme (the planning scheme), in particular the Local Planning Policies (LPP's), Zones and Overlays.

The LPP's establish the guiding principles of the municipality and implements the objectives and strategies of the MSS. An LPP provides MRCC with the opportunity to state its view of a planning issue and its intentions for an area. They also help the local community understand what will be considered in the decision making process.

LPPs must be taken into account when preparing amendments or making decisions. Changes to the Mildura Planning Scheme will be required in order to achieve the strategic directions and desired outcomes of the Mildura CBD Plan. The current 2007 Zoning Plan and draft Structure Plan (2019-2035) are illustrated in Figures 25 and 26. The rationale for changes to the preferred land use direction are outlined in Section 3.5.

Planning Scheme Zones define the purpose for which land is to be used. By defining the types of uses which are to be encouraged within each 'precinct' area, the proposed new zoning will play a major role in achieving the goals outlined in the CBD Plan.

In order to achieve the outcomes outlined in the structure plan, the CBD has been arranged in to 'precincts'. As part of Stage 4 (Planning Scheme Amendment), it is recommended that the following zones be applied, as outlined below:

Commercial 1 Zone (C1Z)

The C1Z is generally the most appropriate zone for the central CBD (Retail Heart Precinct). Considerations include:

- Limitation of floor space for Office use (500m²);
- Still allows for residential development (frontage must not exceed 2 metres at ground level); and
- Allows for multiple uses.

An issue that was raised during consultation was the lack of ability to provide space for larger office uses. This is evidenced by the 500m² limitation outlined above. Consideration should be given to amending the Schedule to the C1Z in key locations in order to encourage tenants such as government departments and industries with larger office requirements closer to the CBD area. Alternatively, the Commercial 2 Zone (currently only utilised on Fifteenth St) may be applied to certain localities.

Mixed Use Zone (MUZ)

Consideration should be given to rezoning land along Seventh Street to MUZ, to facilitate smaller retail and residential uses. This zones allows a greater variety of uses than C1Z, including:

- Art gallery;
- Museum;
- Home base business;
- Retail;
- Food and drink (150m²); and
- Smaller office.
- Medical centre (max 250m²)

Public Use Zone – Schedule 3 Health and Community (PUZ3)

With regards to the Health and Wellbeing Precinct, there is an option to zone the area along Eleventh Street, from Olive Avenue to behind Deakin Avenue, to PUZ3 – Health and Community. This zone facilitates both medical uses and community accommodation such as aged care facilities, however does not encourage residential accommodation outside of this. The PUZ3 would strengthen the service cluster but would limit a diverse range of housing and other uses. MUZ on the other hand allows for medical uses but would not encourage a 'precinct' as such.

Design and Development Overlay (DDO)

The Design and Development Overlay (DDO) and a number of associated Schedules have already been applied to the Mildura CBD. In order to achieve the objectives of the Structure Plan, a number of new DDO's will need to be applied to the CBD area. This provision will implement the Design Guidelines and associated requirements of the Structure Plan.

The DDO will be supported by the Design Guidelines and Structure Plan will become a Reference Document within the Mildura Planning Scheme and will provide the community with context to the DDO provisions and help to guide decision making under the Mildura Planning Scheme.

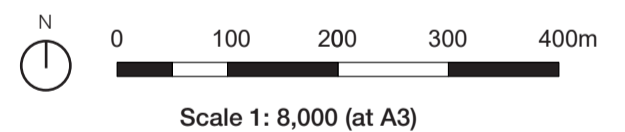
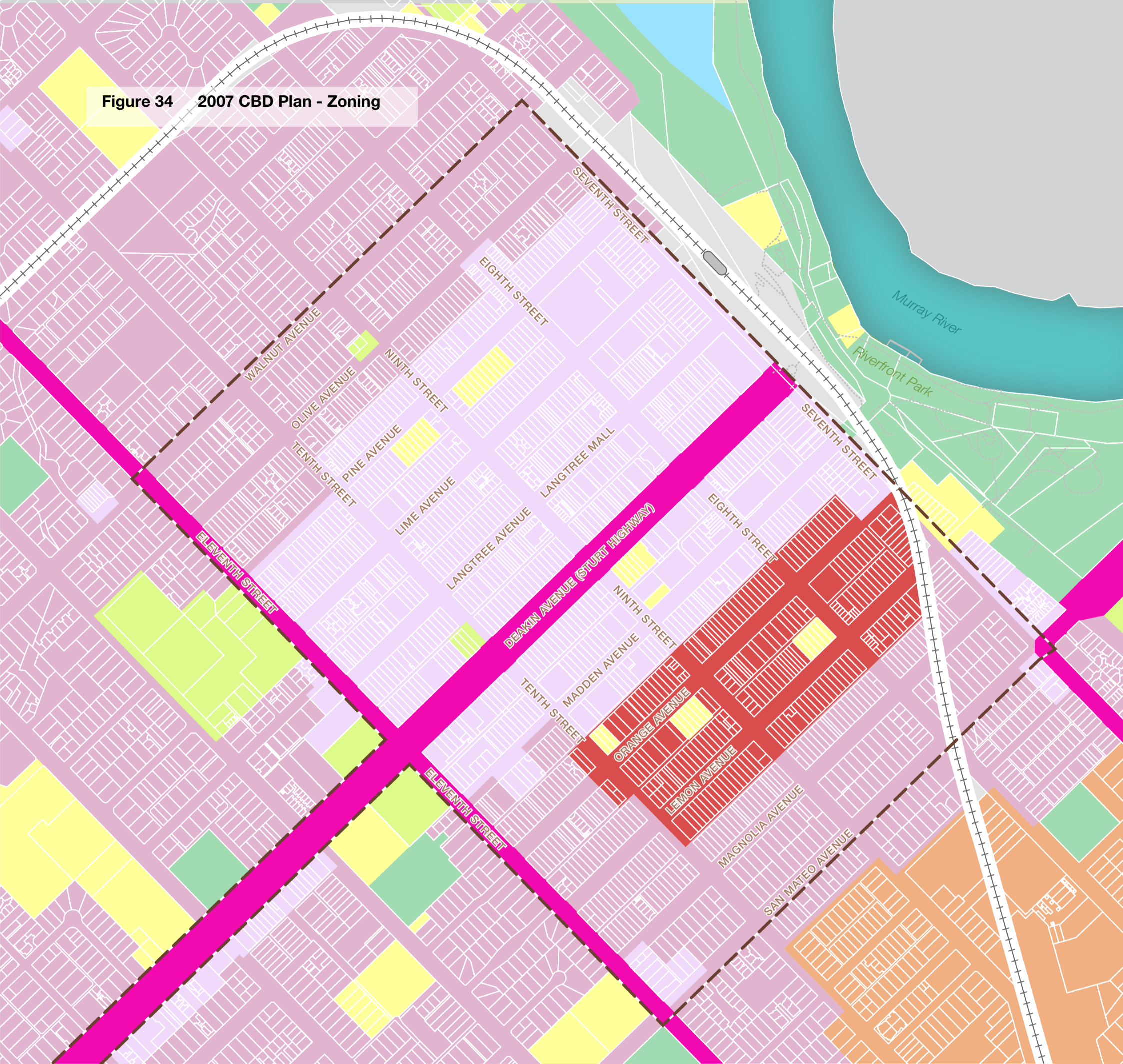
Public Acquisition Overlay

A number of 'ideal' locations for new public open space have been identified in the Structure Plan. A Public Acquisition Overlay (PAO) should also be considered in these strategic locations around the Mildura CBD where it is proposed to provide services such as new Public Open Space areas. This tool can also be used for other land acquisition considerations.

Section 173 Agreement

In certain cases, to establish mid-block connections and activate destination laneways, it may be necessary to negotiate Section 173 Agreements with land owners of strategic parcels. This would be subject to further consultation as part of the formal PSA process.

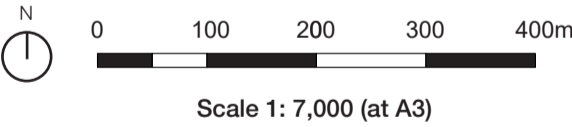
Figure 34 2007 CBD Plan - Zoning



LEGEND

	Site area		Public Park and Recreation
	Train line and station		Public Use
	Commercial 1		Public Use -Transport
	General Residential		Road – Category1
	Industrial 1		Special Use
	Mixed Use		Urban Flood

Figure 35 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 |

5.3 DESIGN GUIDELINES

The Design Guidelines outline the priorities and principles of the Mildura CBD Plan aims to promote design excellence and high quality and sustainable outcomes to support the growth of Mildura and implementation of the Structure Plan.

The Design Guidelines have been prepared to support a number of development controls and strategic directions across the CBD area. The Guidelines are to be used by Council, developers and the community to guide and inform decision making related to the look, feel and strategic intent of the CBD and enable planners apply 'better practice' design principles.

The Design Guidelines will also ensure future development responds to the character and objectives outlined in the Mildura CBD Plan. The Guidelines will also ensure high levels of amenity are achieved within the CBD by promoting best practice environmentally responsive design solutions both within the public and private sectors, that are appropriate to the local climatic conditions and help to encourage walking, cycling and public transport use.

5.4 REFERENCE DOCUMENTS

While it is intended that the CBD Design Guidelines become a reference document to the Planning Scheme, there are a number of existing reference documents that would still apply, including:

- MRCC Housing and Settlement Strategy
- Community and Council Plan 2017-2021
- Mildura Retail Strategy (v2, 2018)
- Mildura Heritage Strategy (2019)
- Health and Wellbeing Plan (2017-2021)
- Tracks and Trails Strategy (2017-2021)
- Mildura Riverfront Stage 2 Master Plan
- Deakin Avenue Urban Design Guidelines

In addition to the above existing strategies and frameworks, a number of new studies and strategies are proposed under this current CBD Plan, and shall become further reference documents to the Planning Scheme. These comprise:

- College Lease Land Study
- CBD Economic Feasibility Study
- Future Regional Transport Study
- Sustainable Transport and Parking Plan
- CBD Green Infrastructure Strategy

6 Implementation and Governance

6.1 FROM STRATEGY TO ACTION

The journey of change is incremental and requires good planning, leadership and commitment by all to turn strategy into a reality. The CBD action list represents broad selection of recommendations to investigate change and include varying initiatives such as:

- Further investigations and studies
- Planning policy and regulatory requirements/updates
- The development of plans and strategies for particular issues (e.g CBD Green Infrastructure Strategy, Wayfinding and Signage Strategy)
- Minor and major capital works projects, such as streetscape and road/intersection upgrades
- Infrastructure upgrades
- Pilot projects to showcase ‘best practice’ design approaches and development models, to establish a strong benchmark for other development within Mildura
- Establish and support further events and activities within the CBD

6.2 GOVERNANCE

A recommendation of the CBD Plan is to establish an Implementation Action Group, comprising members from key groups such as Mildura City Heart, MDAS, Greening Mildura, Victoria Police, College Lease Trust, Mildura Regional Development, School and youth groups, and industry bodies. This group could assume a central role in helping MRCC to deliver the initiatives of the CBD Plan and foster a collaborative partnership between all of the group members (see Figure 29).

It is understood that the present governance structure would need to reviewed, to clearly define the roles and responsibilities of MRCC’s CBD Committee, other MRCC groups, and the proposed Implementation Action Group. No formal recommendation has been made within this report, however this should be one of the first orders of business, in establishing the group.

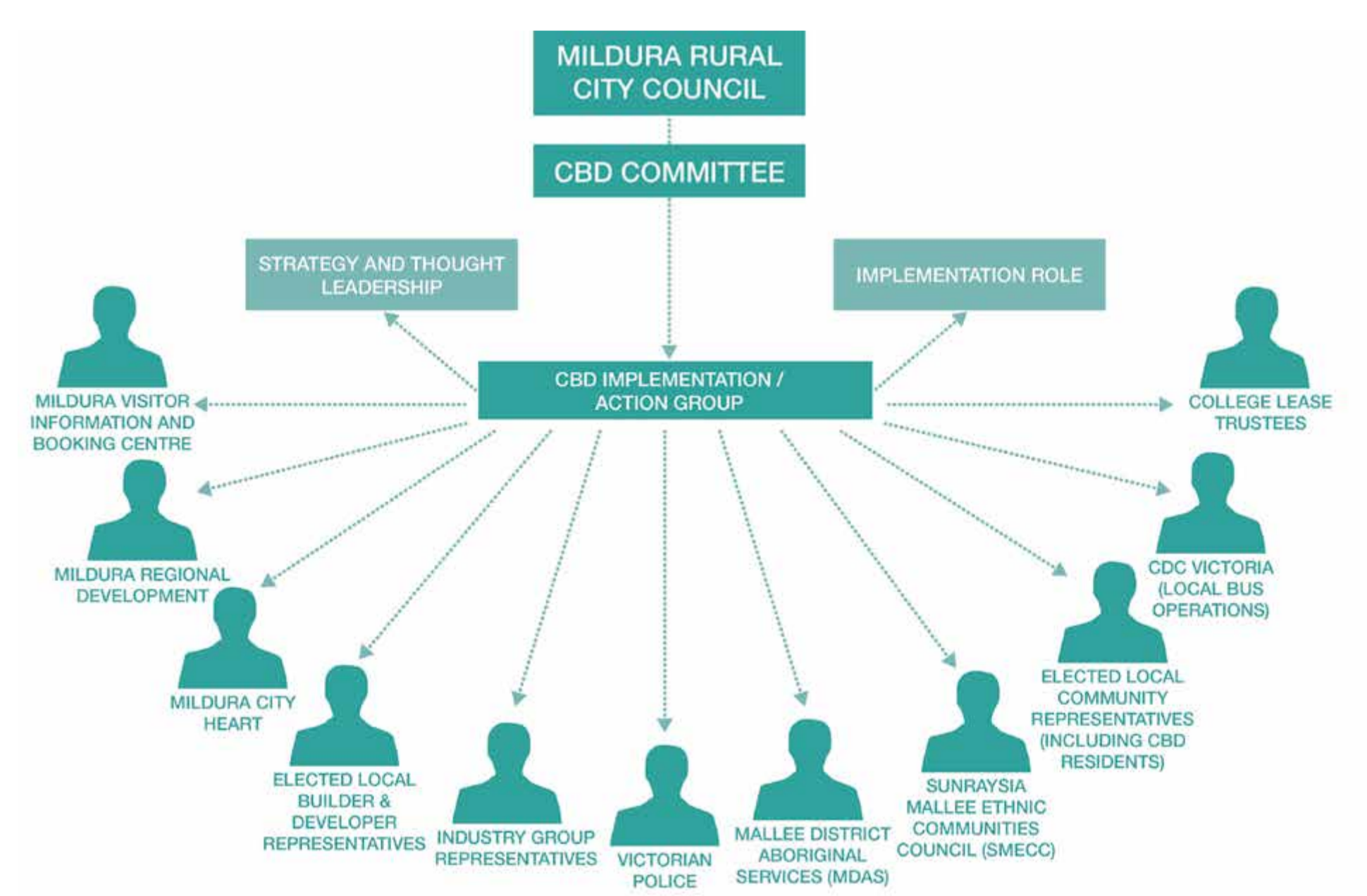


Figure 36 Recommended Implementation Action Group Membership

6.3 IMPLEMENTATION PLAN

The following implementation plan should be read alongside the CBD Plan – Structure Plan, Directions and Actions. It sets out the list of actions, delivery partners, timing and priority for these key projects, in order to achieve the vision and objectives established for the CBD.

The timeframes established for delivery of the projects listed include:

- Quick wins: projects that can be undertaken almost immediately (within 3-6 months of an endorsed CBD Plan);
- Short: 0-5 year period;
- Medium: 5-8 year period; and
- Long: 8-15 year period (by 2035).

A total of 49 actions have been identified as part of the 2019-2035 CBD Plan. For each action, a responsible Authority has been identified, along with a list of potential funding and delivery partners. The priorities and timing for each project varies, taking into consideration potential lead times and delivery constraints, such as level of funding required and other CBD related actions.

While each of the major iconic projects have been contemplated as a single project, there is an opportunity to undertake each in stages, to achieve both quick wins and medium term actions. This may also assist MRCC in obtaining funding for different project components.

Abbreviations

MRCC - Mildura Rural City Council

MCH - Mildura City Heart

MRD - Mildura Regional Development

RDV - Regional Development Victoria

FFI - Future Industries Fund

RIF - Regional Infrastructure Fund

OVGA - Office of the Victorian Government Architect

DHHS - Department of health and human services

DoT - Department of Transport

DELWP- Department of Environment, Land, Water and Planning

Table 1: Implementation Plan

1 A DISTINCT AND DYNAMIC ACTIVITY HUB

#	Action	Outcome	Responsible Authority	Funding / Project Partners	Priority	Quick Wins	Short	Medium	Long
						Delivery Timeframe			
1A.1	Revisit CBD Events Calendar	Explore opportunities to host further unique events within the Mildura CBD	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> Future implementation/ action group MCH Mildura Tourism Information Centre 	Low			+	
1A.2	Review permit requirements for CBD events	Remove barriers for those wanting to host events in the CBD	<ul style="list-style-type: none"> MRCC CBD Committee 		Medium		+		
1A.3	Langtree Avenue Placemaking Project	Street upgrades along Langtree Avenue south and Feast Street.	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> MRD MCH RDV RIF 	Medium		+	+	
1B.1	Review zoning and planning controls	As part of the future PSA, define zones and precincts that support a diverse offering of uses	<ul style="list-style-type: none"> MRCC CBD Committee DEWLP DHHS 	<ul style="list-style-type: none"> DELWP DHHS 	High		+		
1C.1	Active Mildura Program	Prepare a strategy to promote active and healthy lifestyles	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> Future implementation/ action group Local Schools 	Medium			+	
1C.2	Install drinking fountain	Provide drinking fountains in key areas, to hydrate users of the CBD.	<ul style="list-style-type: none"> MRCC CBD Committee 		Medium	+			
1D.1	College Lease Land Study	Increase amenity throughout CBD through a plan to manage these properties/sites	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> College Lease Land Trustees Tenants Future implementation/ action group MRD 	High		+		
1E.1	CBD Economic Feasibility Study	Understand supply and demand for various uses within the CBD	<ul style="list-style-type: none"> MRD 	<ul style="list-style-type: none"> College lease land owners Tenants Future implementation/ action group MRD 					
1E.2	Investment Prospectus	Targeted prospectus aimed at attracting investors	<ul style="list-style-type: none"> MRD 	<ul style="list-style-type: none"> MRCC Future implementation/ action group MRD Local businesses and developers 	Medium			+	

2 A COMPACT AND CONNECTED CBD

#	Action	Outcome	Responsible Authority	Funding/Project Partners	Priority	Quick Wins	Short	Medium	Long
						Time-frames			
2A/ 2B.1	Implement precinct controls	As part of future PSA, implement precinct design controls to reinforce service clusters	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> Future implementation/ action group 	High		+		
2C.1	Future Regional Transport Study	Undertake further study to understand regional transport network and potential improvements	<ul style="list-style-type: none"> MRCC CBD Committee VicRoads DOT 	<ul style="list-style-type: none"> RDV Transport for Victoria RIF 	Medium		+	+	
2C.2	Seventh Street Upgrade	Capital works project to improve the streetscape interface and create safe crossing points between the CBD and Riverfront	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> MRCC MRD RIF 	Medium			+	
2D.1	Design Competition - Mildura Arrival Statement	Improve legibility for visitors and residents when entering the CBD	<ul style="list-style-type: none"> Mildura Arts Centre 	<ul style="list-style-type: none"> MRCC CBD Committee Future implementation/ action group Local Artists 	Low	+			
2D.2	CBD Wayfinding and Signage roll out	Improve legibility and wayfinding within the CBD for visitors, residents and other users	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> MCH Mildura Tourist Information Centre Riverfront Taskforce Future implementation/ action group 	Medium			+	
2E.1	New bus interchange	Establish a new bus interchange within the CBD	<ul style="list-style-type: none"> MRCC CBD Committee DoT 	<ul style="list-style-type: none"> MRD CDC Victoria Future implementation/ action group 	High				+
2E.2	Upgrade bus and taxi shelters	Upgrade bus and taxi shelters to promote public transport use and comfort	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> CDC Victoria Local taxi operators 	Medium			+	
2E.3	Improve bus services	Re-examine bus network and expand to offer CBD and other key links	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> CDC Victoria 	Low			+	
2E.4	Sustainable transport and parking plan	Prepare a detailed strategy to understand and recommend changes to Active Transport networks and parking within CBD	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> Future implementation/ action group 	High		+		
2E.5	Active CBD - Intersection upgrade	Upgrade nominated intersections to provide safe and efficient active transport movements	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> RIF MRD DoT 	High			+	+

3 AN INCLUSIVE AND PEOPLE FOCUSED CBD

#	Action	Outcome	Responsible Authority	Potential Partners	Priority	Quick Wins	Short	Medium	Long
						Time-frames			
3A.1	Greening the public realm - guidelines	Prepare detailed planting guidelines to inform greening strategies for the CBD	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> Greening Mildura Mildura Botanical Gardens Future implementation/ action group 	High		+		
3B.1	Promote rooftop activation	Support rooftop activities in the core retail and mixed use areas	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> MRD MCH Local Businesses 	Medium				+
3B.2	Climate responsive shading	Promote shading and cooling measures along retail / property frontages	<ul style="list-style-type: none"> Future implementation/ action group 	<ul style="list-style-type: none"> MCH Local Businesses Mildura City Heart MRCC CBD Committee 	Medium			+	
3C.1	Linear parkway project	Undertake pilot project for a linear parkway, utilising part of the current road reserve.	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> Future implementation/ action group Local Businesses MCH 	Medium			+	
3C.2	CBD public open space network	Expand public open spaces for passive and active recreation	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> Local Businesses Mildura City Heart Riverfront Taskforce 	Medium				+
3C.3	Feast Street Upgrade	Develop concept to slow traffic and expand the public realm along Feast Street	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> MRD Local Businesses Mildura City Heart MRCC CBD Committee 	High			+	
3D.1	Universal design requirements	Mandate universal design through the CBD design guidelines	<ul style="list-style-type: none"> MRCC CBD Committee DHHS 	<ul style="list-style-type: none"> Local developers Local property owners 	High		+		
3D.2	Intergenerational Connections Project	Establish public space and projects which suit all ages and abilities	<ul style="list-style-type: none"> MRD DHHS 	<ul style="list-style-type: none"> MRCC CBD Committee Future implementation/ action group 	Medium				+
3E.1	Showcase Mildura's heritage and story	Build on existing heritage trail, to incorporate new arts and cultural facilities	<ul style="list-style-type: none"> Mildura Arts Centre 	<ul style="list-style-type: none"> MRCC CBD Committee Future implementation/ action group 	Low	+			
3E.2	Curate public art	Curate a series of art installations across the CBD	<ul style="list-style-type: none"> Mildura Arts Centre 	<ul style="list-style-type: none"> MRCC CBD Committee Local artists Future implementation/ action group 	Low			+	

4 A RESILIENT AND SUSTAINABLE CBD

#	Action	Outcome	Responsible Authority	Potential Partners	Priority	Quick Wins	Short	Medium	Long
						Time-frames			
4A.1/ 4C.1	CBD Green Infrastructure Strategy	A comprehensive strategy to guide decisions regarding green infrastructure	<ul style="list-style-type: none">MRCC CBD Committee	<ul style="list-style-type: none">Future implementation/ action groupGreening MilduraMildura Botanical Gardens	High		+		
4A.2	Tree Planting Festival	Annual event involving the community, to plant trees within the CBD	<ul style="list-style-type: none">Greening Mildura	<ul style="list-style-type: none">MRCC CBD CommitteeMCHLocal community	Medium	+			
4B.1	Electric charge points	Roll out electric charging points within carparking areas	<ul style="list-style-type: none">MRDRIV	<ul style="list-style-type: none">MRCC CBD CommitteeLocal Businesses and developers	Low			+	
4B.2	'Green Design' reward and recognition program	Establish a program to reward design excellence	<ul style="list-style-type: none">MRCC CBD CommitteeRIVDELWP	<ul style="list-style-type: none">Future implementation/ action groupMRDLower Murray WaterGreen Building CouncilOVGA	High	+			
4D.1	Expand CBD Living	Support a diverse range of housing options	<ul style="list-style-type: none">MRCC CBD CommitteeDHHS	<ul style="list-style-type: none">Future implementation/ action groupLocal Businesses and DevelopersMCH	Medium				+

5 A SMART AND COLLABORATIVE CBD

#	Action	Outcome	Responsible Authority	Potential Partners	Priority	Quick Wins	Short	Medium	Long
						Time-frames			
5A.1	Implementation / Action Group	Set up group to help deliver CBD Plan actions	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> MRD College Lease Trust Local Businesses and Developers MCH Key community groups 	High	+			
5A.2	Redefine Governance Model	Review governance model, roles and responsibilities	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> MRCC Future implementation/ action group 	High		+		
5B.1	Education and Innovation Clusters	Strengthen education and innovation clusters within the CBD	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> Future implementation/ action group RDV and MRD Local Universities RIV 	Medium				+
5B.2	Creative industries precinct (inc. Interactive Learning Hub)	Develop a new state-of-the-art precinct which supports emerging and creative industries, including an Interactive Learning Hub	<ul style="list-style-type: none"> MRD / MRCC CBD Committee 	<ul style="list-style-type: none"> Future implementation/ action group RDV, MRD, FFI, RIV Mildura Arts Centre Local schools 	Medium				+
5B.3	Yearly Bursary	Create bursary to support start-ups	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> RDV and MRD Launch Vic 	Medium			+	
5B.4	Co-working spaces	Establish co-working spaces	<ul style="list-style-type: none"> MRD 	<ul style="list-style-type: none"> MCH MRCC CBD Committee Local Businesses 	Medium				
5C.1	Digital Innovation Strategy	Prepare a strategy to inform investment in digital infrastructure	<ul style="list-style-type: none"> MRD 	<ul style="list-style-type: none"> MRCC CBD Committee Future implementation/ action group Local Businesses, Universities MRD 	High		+		
5C.2	Invest in telecommunications	Expand telecommunications infrastructure to support digital technologies	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> Future implementation/ action group MRD FFI 	High			+	
5C.3	Business support service	Provide business support to local retailers	<ul style="list-style-type: none"> MCH 	<ul style="list-style-type: none"> MRCC Local Businesses MRD and RDV FIF 	Low		+		

6 AN EXPRESSIVE AND MEMORABLE CBD

#	Action	Outcome	Responsible Authority	Potential Partners	Priority	Quick Wins	Short	Medium	Long
						Time-frames			
6A.1	Destination Laneways	Investigate and deliver unique concepts to activate key laneways within the CBD	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> Future implementation/ action group MCH Local Businesses and Developers DELWP 	Medium				+
6A.2	Unveil flexible spaces	Create flexible spaces within the CBD to support a variety of activities	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> MRCC Future implementation/ action group MRD 	High				+
6A.3	Expand CBD Events	Support further events to be held in the CBD	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> MRCC Future implementation/ action group MRD Local Businesses 	Low		+		
6B.1	Heritage Fund	Establish a fund to support heritage restoration / adaptive reuse	<ul style="list-style-type: none"> MRCC CBD Committee 	<ul style="list-style-type: none"> MRD DELWP Heritage Victoria 	Medium			+	
6C.1	Industry Talks	Host industry talks within the CBD	<ul style="list-style-type: none"> Future implementation/ action group 	<ul style="list-style-type: none"> MRCC Future implementation/ action group Local Businesses and Industry Groups Local Universities MRD 	Low	+			

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