

Mildura CBD Directions Report

November 2018

DRAFT FOR COMMENT



Mildura Rural City Council



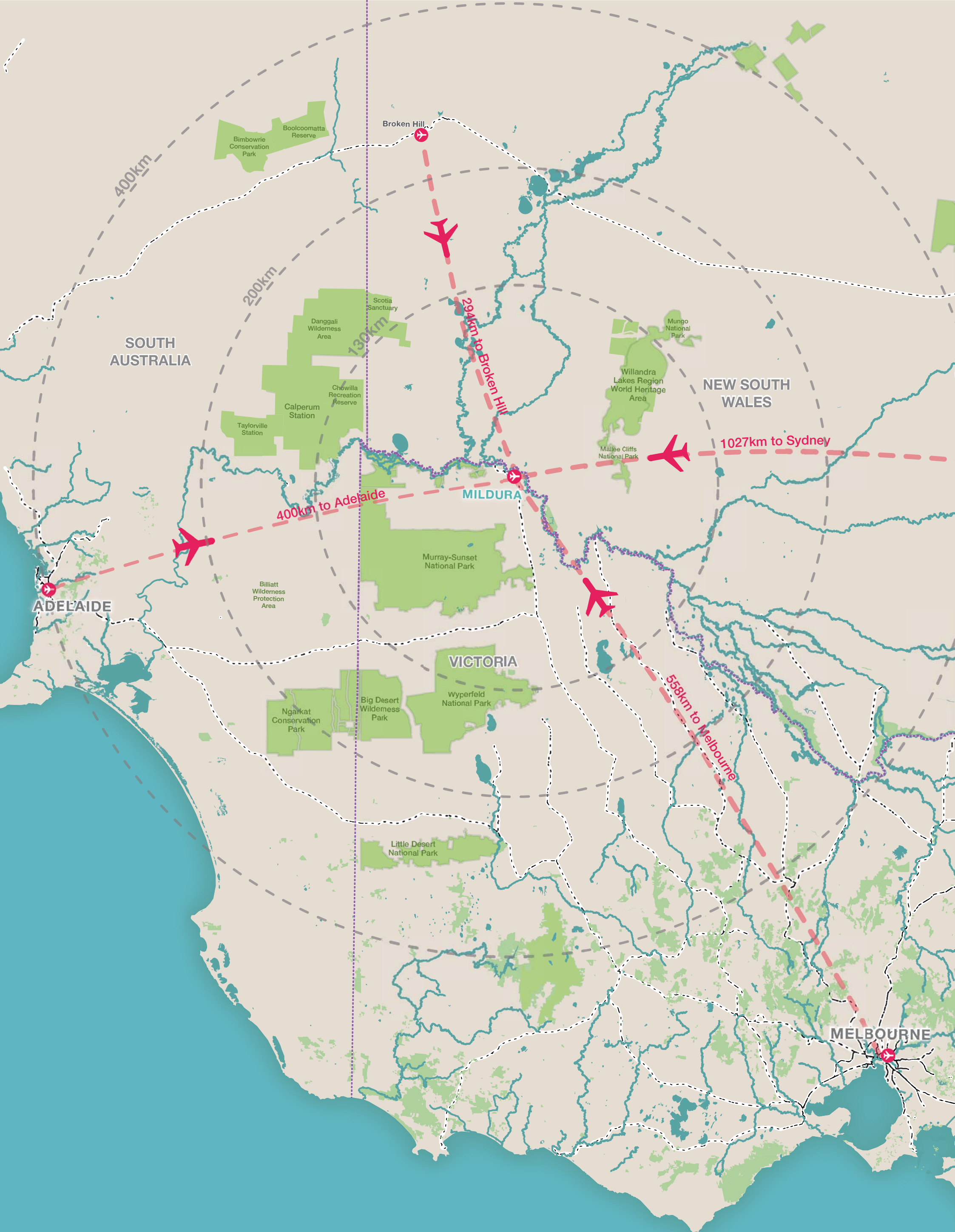


Figure 1 Mildura Regional Context

Preamble

Known as the ‘oasis in the desert’, Mildura is beautifully situated along the Murray River in Victoria’s north-west. Mildura and the surrounding region is a highly important and dynamic area in terms of agriculture, horticulture, manufacturing and tourism, and is fast becoming the solar capital of Victoria. Given the remote nature of surrounding localities, Mildura’s CBD has long been an important and thriving administrative, service, business and cultural centre for the Loddon Mallee Region. It is anticipated that by 2031 the regional population will increase from 329,489 in 2016 to 387, 786 people in 2031.

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

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

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

For Mildura, an important focus is to improve seasonal comfort and integrate more public places for people to build social capital and neighbourhood liveability, through optimising the iconic climate and local character of Mildura.

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

Progress is dependent on change and with change comes opportunity. This project represents a proactive and exciting step towards delivering a dynamic and sustainable plan for Mildura’s CBD.

You are encouraged to have your say and help deliver a shared vision for Mildura’s CBD in 2035!



Image 1 Langtree Avenue - ‘Feast Street’



Image 2 Murray River



Image 3 Water Tower Park Artwork



Image 4 Murray River



Council and GHD acknowledges the traditional custodians of the land, the Latji Latji people, which now comprises the Mildura Rural City Council area, and to those of our neighbouring municipalities.

We pay our respects to Elders past, present and emerging; we celebrate and respect their continuing culture and connection to the land.

DRAFT

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

Note: All images contained within the document are
credited in Appendix A.



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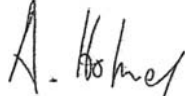
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1 Introduction

1.1 PROJECT OVERVIEW

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

The purpose of the review is to ensure the CBD plan is appropriate to guide the major changes to land use, built form and public spaces that, together, can enhance economic, social and environmental objectives for the future of the CBD in accordance with an established vision. This review will deliver a strategy to encourage and guide CBD living and will explore options of economic incentives, and/or planning dispensations to stimulate development and promote envisaged use and built form outcomes.

This review will also provide guidance for the public realm and infrastructure, in relation to street trees, public realm lighting and safety, public toilets, parking distribution and duration, as well as, movement networks.

The current CBD plan sets out a number of key priorities, which has led to many successful outcomes, including the Stage 1 Riverfront Development, Langtree Mall, several street upgrades and public realm improvements.

Based on feedback, many completed urban design improvements to the CBD are working well, especially in relation to accessibility and convenience to specialist services and the Riverfront, major cultural events such as the Great Vanilla Slice Triumph are also testament to a strong community sense of pride. Whether it's being able to attend community events, or the running of the Waiter's Race, or just doing some shopping, or simply wanting to feel connected to the broader community rather than stay home alone, there is much that works well within the CBD at present. We're equally cognisant of the fact that there are further improvements that can be made to our CBD, such as providing diverse housing choice, conveniently located public amenities (toilets and baby change rooms) and expanding transport options.

This review builds on the initiatives of the current CBD Strategy, while also charting new waters, to respond to current and emerging trends and challenges.

Through this process, MRCC are striving to develop a new vision and framework for future development of the CBD that captures community desires and aspirations for a liveable, diverse and resilient CBD area. As such, the community and key stakeholders will be engaged during each stage of the project.

This Directions Report has been prepared as part of Stage 2 of the project and establishes the framework for the future CBD Plan. This represents a draft report and will be formally exhibited for public comment.



Image 5 Langtree Mall



Image 6 Pine Avenue Street Upgrade



Image 7 Residents at the Vanilla Slice Triumph, 2018

1.2 APPROACH

Developing a strategic plan is a journey with several key milestones. It starts from a clear understanding of where Mildura’s CBD is currently positioned and where we want it to be by 2035. Through this process we will help develop a road map to help achieve these objectives (refer to Figure 2). The project is to be undertaken in four key stages, as detailed below:

Stage 1: Mildura CBD Context

Stage 2: Mildura CBD Directions Report

Stage 3: Updated Mildura CBD Plan

Stage 4: Preparation of Planning Scheme Amendment

The Stage 1 draft Background Report was prepared by GHD in August 2018, and summarises the current context and highlights issues and opportunities to be considered in the ensuing stages of the project, including a review of the current CBD Plan.

For the new CBD Plan to succeed, it is vital that it reflects the views and aspirations of the community, business operators and traders, industry and other key government stakeholders. In that regard, Stage 1 of the project also included the first round of community and stakeholder engagement. The research, analysis and community and stakeholder feedback received during Stage 1 has informed the shared vision, supporting objectives and proposed strategic directions outlined in Section 3 of this Directions Report.

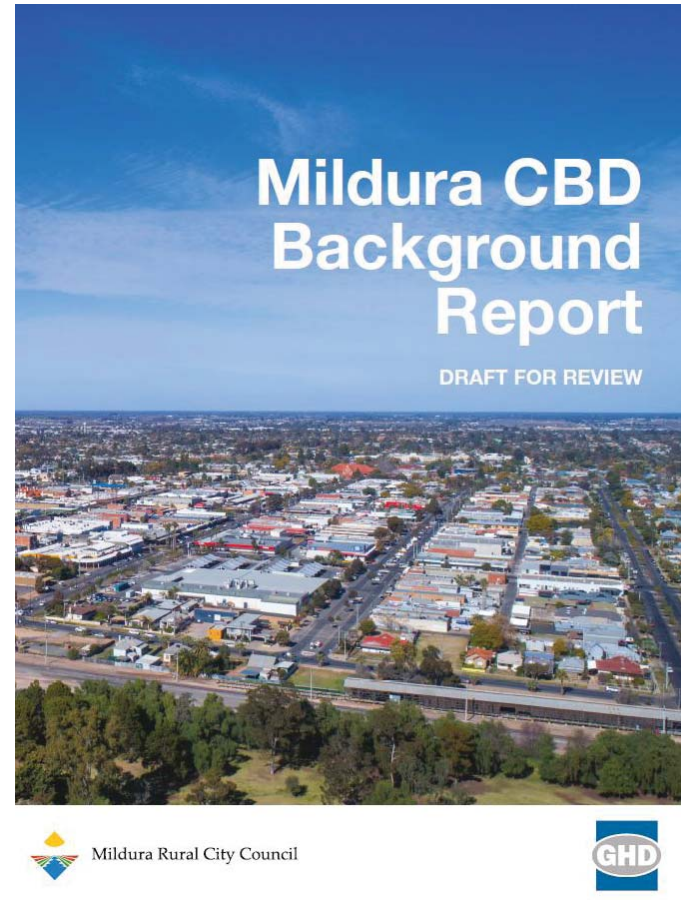


Image 8 Background report

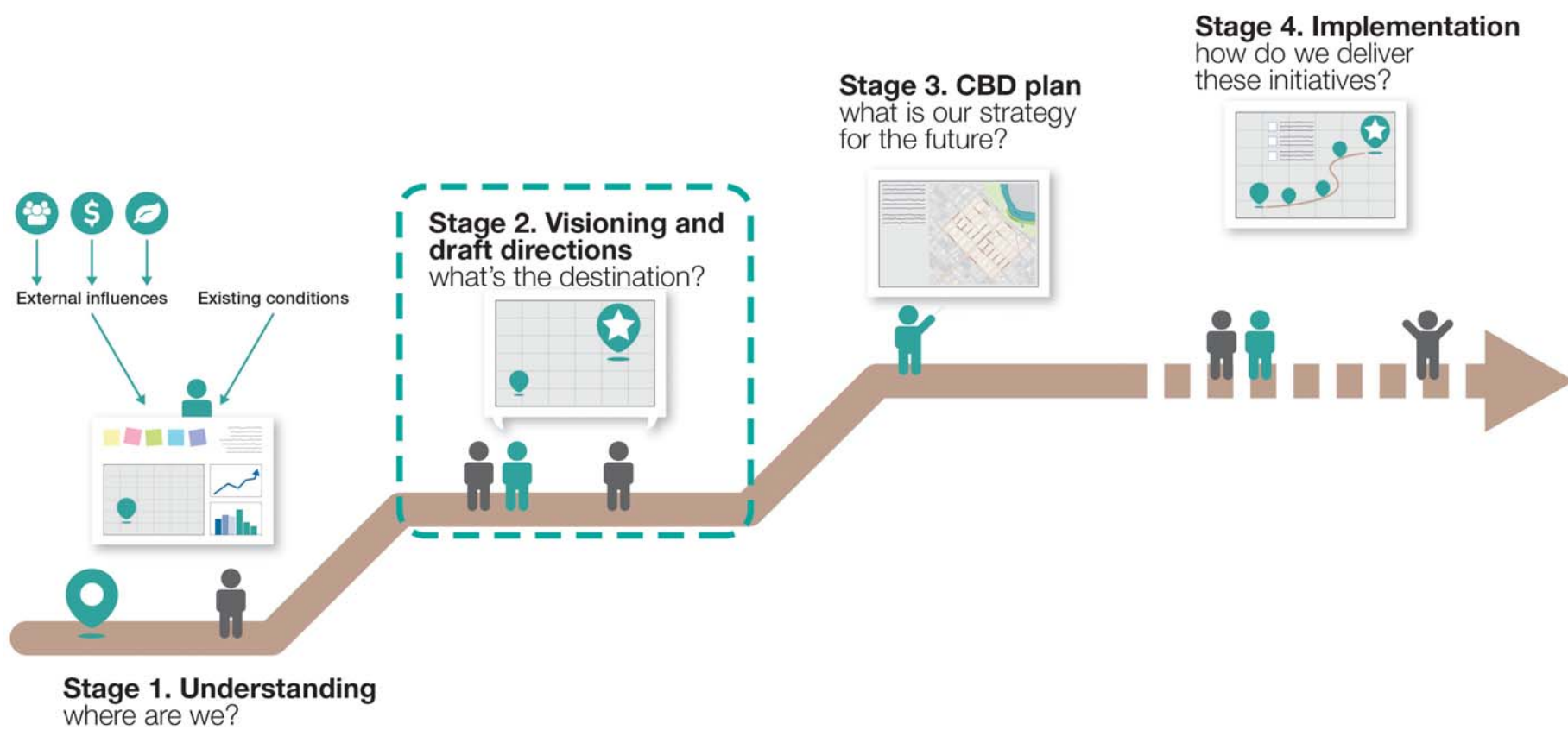


Figure 2 Project Process

1.3 ENGAGEMENT SUMMARY

1.3.1 Engagement Approach

Refreshing the CBD Plan is a great opportunity to examine things differently and uncover new ways to build on Mildura’s strengths, and address its future needs and challenges. It is also a chance to refine how everyone can work together effectively to achieve successful outcomes.

During Stage 1, a two pronged engagement approach was used to gain different perspectives on the current context, issues and opportunities for the CBD, and start the process of envisioning Mildura’s CBD in the years to come. This stage of engagement included face-to-face community and Council/ Government agency workshops and an online interactive website called Social PinPoint where people could comment and interact via an online map of the CBD.

The visioning workshops were held on 24 July 2018 at the Mildura Visitor Information Centre. In total, 25 community members and 12 Council and Government Agency staff participated in the three workshop sessions. A further 58 participants commented using the online social pinpoint application, which was open for a period of 1 month from 6 July – 6 August, 2018 (Refer to Figures 3 and 4).

1.3.2 What we Heard

While a detailed record of the feedback received during the visioning workshops is documented in the Stage 1 Summary Engagement Report, below is a summary of the feedback received during the Visioning Workshops.

‘REFLECT’ EXERCISE

For the ‘REFLECT’ exercise, focusing on what people think and enjoy about the CBD, a broad range of responses were received (refer to Figure 4). Generally speaking, there was a positive sentiment expressed in terms of the CBD and its services and amenities.



Figure 3 Who we heard from



Figure 4 Consultation timeline

DESCRIBE MILDURA IN ONE WORD:



Image 9 Community consultation workshops



Image 10 Community consultation workshops

IDENTIFY YOUR FAVOURITE PLACE / ASPECT OF THE CBD:



Image 11 Blk Milk Cafe, Tschirpig Lane



Image 12 Langtree Mall

'DISCOVER' EXERCISE

For the 'DISCOVER' exercise, online and workshop discussions were focused around 6 broad themes:

1. Transport and movement
2. Uses and activities
3. Community and public spaces
4. Character and image
5. Environment and sustainability
6. Governance and Advocacy.

Comments and feedback elicited through both the online and workshop forums was reviewed to distil re-occurring themes and popular ideas. Here is a summary of what we heard.

TRANSPORT AND MOVEMENT:

Over 40 comments received online and throughout the three workshops were in relation to parking. This was the most discussed theme throughout the community consultation process.

The reoccurring conversations around parking mostly involved community and stakeholder concerns around a lack of parking within the CBD and that Langtree Mall had been closed off to cars. There were also a number of future proofing suggestions and ideas to ensure adequate parking for the growing population.

A lack of connectivity and access to central areas within the CBD was also highlighted as a concern when discussing transport and movement. Residents would like to see more cycling and walking connections as the current active transport network are considered disjointed and unsafe.



PARKING
(41 Comments)



BUS NETWORK
(17 Comments)



SAFETY
(16 Comments)



CONNECTIVITY
(14 Comments)



CYCLING
(13 Comments)



ACCESS
(13 Comments)

COMMENTS

"New developments need underground carpark".

"Laneway access to the Mall"

"Need language diversity in signage"

BIG IDEAS

"Bike Path to Irymple"

"Tiered parking plan"

"Airport bus or tram link"

"Future proof for autonomous vehicles"

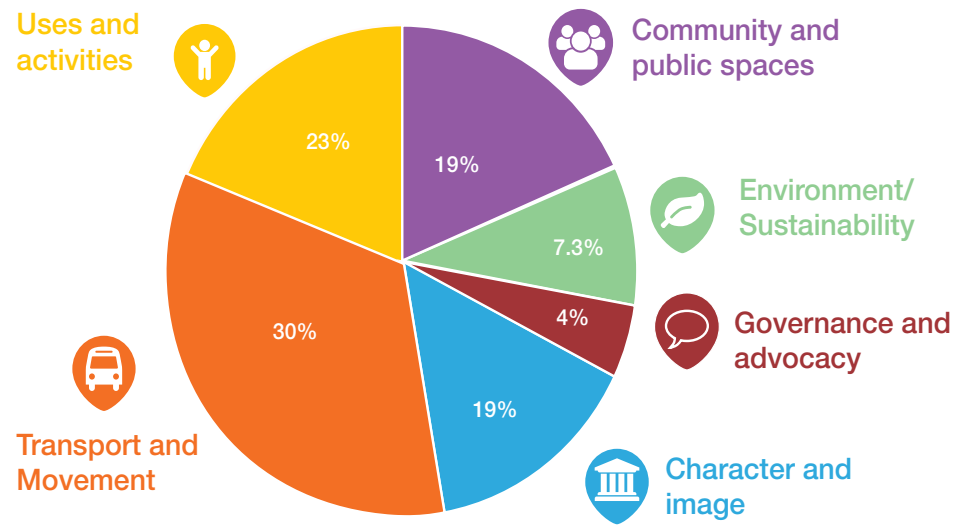


Figure 5 Summary of themed discussion responses

USES AND ACTIVITIES:

19 comments were made online and in the workshops around potential and existing events in the Mildura CBD. Feedback was also offered around current events, i.e. Mildura Day and the Jazz festival and ideas were generated around potential future events the CBD could host.

This theme also prompted discussion on potential opportunities for higher density/mixed use CBD living. Residents acknowledged that retirees and the elderly population are wanting to move closer to the CBD and there is potential demand for high-quality residential development.

Ensuring the CBD is family friendly was a reoccurring theme for residents, and addressing the lack of open space and areas for children to play within the CBD was also considered a priority.



EVENTS/FESTIVALS
(19 Comments)



FOOD AND BEVERAGE
(11 Comments)



FAMILY FRIENDLY
(9 Comments)



CBD LIVING
(7 Comments)



RIVERFRONT
(6 Comments)



YOUTH SPACES
(5 Comments)

COMMENTS

"More residential properties in the CBD"

"No family friendly spaces in the CBD"

"Vanilla Slice Triumph is a great event"

BIG IDEAS

"Central youth hub supervised activities and events"

"Gaming arcade in the CBD"

"Community family public garden"

"Pop up shops for empty shops"

COMMUNITY AND PUBLIC SPACES:

Reoccurring themes with respect to community and public spaces were primarily about a lack of open green and public space within the CBD. Suggestions were made around using vacant college lease land to provide more open space and improve overall comfort for residents in the CBD.

Arts and culture was also a reoccurring theme with the community expressing a desire for more public art and sculptures that celebrates Mildura's diversity and history.



GREEN/OPEN SPACE
(8 Comments)



ARTS AND CULTURE
(6 Comments)



LANEWAY
(3 Comments)

COMMENTS

- "More ethnic art"
- "Not much passive surveillance in the area"
- "Not enough shading in the Mall"

BIG IDEAS

- "Wall art in the laneways"
- "Information kiosk showing Mildura's history"
- "Outdoor Cinema"
- "Incorporate cultural spaces representative of our diverse community"

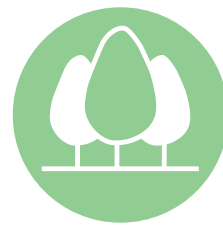


Image 13 'Memories' meeting place artwork

ENVIRONMENT AND SUSTAINABILITY:

This theme raised discussions around planting and shade. Mildura's hot climate is a concern to many residents, noting it is often a deterrent to visit the CBD in the warmer months. A lack of shade was an emerging theme throughout the workshops and considered a priority to be addressed.

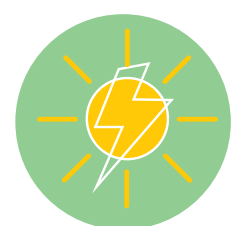
The community also expressed a need for council to further invest in recycled water and renewable energy initiatives such as solar, within the CBD.



TREES AND PLANTING
(10 Comments)



WATER
(8 Comments)



SOLAR
(2 Comments)

COMMENTS

- "Recycled water for irrigation"
- "Solar cars"
- "Deciduous trees preferred"

BIG IDEAS

- "Electric charge for cars"
- "Passive solar principles - every street having a veranda over the footpath"
- "Water bubble taps"
- "underground water tanks for storage when it rains"



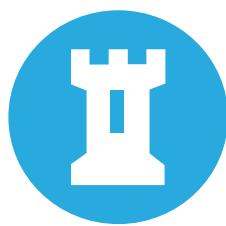
Image 14 Vine shading along Feast Street

CHARACTER AND PLACE:

Heritage and identity were emerging themes when discussing character and place. Mildura residents discussed having a strong connection to the history of their city and want this to be further celebrated throughout the CBD. A number of suggestions and ideas revolved around streetscaping and how it should play a key role in informing Mildura’s character and identity. Residents expressed concerns around future developments destroying the “country feel” and want Mildura’s regional and agricultural identity to be protected.



STREETSCAPING
(13 Comments)



CELEBRATE HERITAGE
(9 Comments)



CHARACTER IDENTITY
(4 Comments)

COMMENTS

“Keep the old and celebrate!”

“Highlight history and contemporary achievements”

“Concerns around inconsistent development in CBD”

BIG IDEAS

“Permit application for introduction of vines”

“Beautification programs”

“College lease to become open space”

“Put design guidelines in as directed by council i.e., heritage colour pallet”

‘DREAM’ EXERCISE

Finally, as part of the ‘DREAM’ exercise, participants were asked to identify from a selection of ‘placemaking’ keywords, what they think should be priorities for the CBD Plan, to help inform the vision and strategic directions. Based on feedback from social pinpoint and the visioning workshops, the top 8 priorities identified were:

- Inclusive
- Sustainable
- Diverse
- Safe
- Active
- Connected
- Green
- Attractive

GOVERNANCE AND ADVOCACY:

Emerging themes that came out of this discussion was that the community wanted to be heard and included in the decision making process. Business owners and residents want a platform to provide direct feedback to council and help shape outcomes for the CBD.

Greater involvement by different community groups and school aged children was also considered a priority.



FEEDBACK
(5 Comments)



COMMUNITY INVOLVMENT
(4 Comments)



BUSINESS INVOLVMENT
(4 Comments)

COMMENTS

“Invite Youth Ambassadors to be involved”

“Create a CBD reference group”

“Community don’t feel listened to”

BIG IDEAS

“Business involvement and investment”

“Invite Youth Ambassadors to be involved”

“Community and Council to work on achieving the aims of the plan”

“Use videos, youtube, social media to make exciting”



Figure 6 ‘Dream’ exercise

2 CBD Positioning

Mildura's position within the local and broader regional and state context continues to grow and change. its drawcards in terms of arts and cultural facilities, tourism, its primary industries particularly agriculture and viticulture, entry into emerging niche markets and demonstration of innovation in relation to irrigation, agri-tech and solar energy, reinforces the importance and role that mildura and its cbd plays.

While remote, its strategic position at the nexus of three states and within a highly diverse region, provides a key competitive advantage. In developing a plan for the future, is important to recognise the broader national and global trends that may affect the cbd in the years to come. These are highlighted below in section 2.1.

As part of the stage 1, extensive research and analysis was undertaken, along with engagement, to distil the cbd's key strengths, challenges to address in the cbd plan update. It should be noted that the summary outlined in sections 2.1 – 2.3 below is not intended to be an exhaustive list but rather a snapshot summary of the key influences.

2.1 BROAD TRENDS



Climate Change

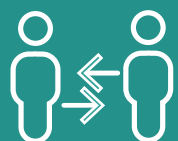
Climate change is currently tracking in line with high scenarios and is anticipated to result in an increase of 2.8 degrees, an 11% decrease in rainfall and 7% increase in evaporation rates for the Loddon Mallee Region (CSIRO). As is the case for all metropolitan and regional cities, it is imperative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



Digital Disruption

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

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



Shared Economy

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

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



Changing Communities

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

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



Increased Resource Consumption

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



Lifestyle Changes

Australians are more attuned than ever to the fact that our lifestyles affect our health and wellbeing. High levels of car dependence costs money and contributes to the three "lifestyle" illnesses of Heart Diseases, Diabetes and Obesity. It also plays a significant role in determining the "need" for car parking and land area allocated for this use within the CBD.

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

2.2 STRENGTHS TO BUILD ON

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

1



Cultural heritage

Mildura has a number of sites of cultural and historical significance, which add to the experience and identity of Mildura. Mildura's indigenous cultural heritage significance, history and the legacy of the Chaffey Brothers should continue to be celebrated within the CBD.

2



Riverfront setting

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

3



Arts and Creative Thinking

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

4



Local produce

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

5



Infrastructure and service offering

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

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

6



Leader in innovation

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

2.3 CHALLENGES TO ADDRESS

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



Governance arrangements

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



Retail Mix

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



Developable land stock

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



Mobility

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



Useable and comfortable public open space

Approximately 2% of the Mildura CBD area is public open space. Deakin Avenue makes up a substantial part of this open space provision, but is underutilised and somewhat difficult to access. The deficiency of shade trees within the existing public open spaces and along key pedestrian routes, may also deter users from frequenting these areas during the warmer seasons.



Housing diversity

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

3 CBD Framework

3.1 SETTING OUT A FRAMEWORK

This section provides a framework to achieve the vision for Mildura CBD. The consultation process affirmed that MRCC and the community are committed to revitalising the CBD, building on its strong foundation and transforming its future through contemporary and innovative solutions.

A draft Vision Statement and Key Objectives have been developed to capture the future direction for the CBD, embedded on the broader trends, key strengths and challenges, big ideas and emerging themes. The proposed directions have been informed by the consultation and work carried out during Stage 1. These directions also carry through various initiatives from the current CBD Plan which are still relevant.

3.2 STRUCTURE

The CBD Plan Framework is structured in 3 main parts:

- 1. Vision:** outlining the overarching goal and aspirations for the CBD Plan.
- 2. Objectives:** underpinning the vision, the objectives set out the key intentions of the CBD Plan.
- 3. Strategic Directions:** the directions set out the focus areas in terms of how we can achieve the vision and objectives.

Figure 7 Structure of CBD Plan Framework





Image 15 Vine shading along Feast Street



3.3 DRAFT VISION

Through **transformative** governance and partnerships, Mildura's CBD aspires to be a **leader** in sustainable living, business and industry **innovation**. The CBD area shall be **socially inclusive** precinct, **adaptive** and **resilient** to climatic changes and emerging social and retail trends, while supporting a **progressive, diverse** community.

Mildura's CBD will be a **focal point for community life**, drawing inspiration from the Murray River experience and interweaving it through a network of **living streets**. The CBD will provide a **responsive, distinctive, accessible and safe** centre for residents, visitors and businesses, founded on the city's rich indigenous and European **heritage** and **unique** environment.

The CBD will **celebrate** its past and forge its future, as the **heroic and dynamic heart** of the Sunraysia Region.

3.4 KEY OBJECTIVES

The following 8 key objectives will help to steer decision making and focus activation efforts within the Mildura CBD:



1

DELIVER A SHARED VISION

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



2

AN ADAPTABLE, LIVEABLE REGIONAL CENTRE

Build a resilient regional centre to adapt to future economic and population growth trends and provides an urban form that responds well to seasonal and climate changes to create diverse city living neighbourhoods, commercial hubs and shared spaces.



3

CULTIVATE LIVING STREETS

Create the CBD as a rich ecosystem connecting key destinations through safe and accessible human-scaled journeys for all.



4

UNLOCK FUTURE POTENTIAL

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



5

STIMULATE AUTHENTIC EXPERIENCES

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



6

TAKE THE WATER CHALLENGE

Ensure a secure future for Mildura through protection, storage and application of water and green infrastructure solutions throughout the CBD.



7

CHAMPION A COMMITTED AGENDA

Promote a CBD which is highly responsive to the needs of the community, local climate and water challenges.



8

BE AT THE FOREFRONT OF INNOVATION

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



Image 16 A resilient regional centre



Image 17 Places to roam and have unique experiences



Image 18 Collaborative partnerships



Image 19 Comfortable, climatic responsive settings (Noosa Junction Station, 2015)



Image 20 Be at the forefront of innovation



Image 21 Celebrate the local home grown character

3.5 STRATEGIC DIRECTIONS

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

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

1 **DIRECTION 1** **A DISTINCT AND DYNAMIC ACTIVITY HUB**

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

2 **DIRECTION 2** **A COMPACT AND CONNECTED CBD**

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

3 **DIRECTION 3** **AN INCLUSIVE AND PEOPLE FOCUSED CBD**

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

4 **DIRECTION 4** **A RESILIENT AND SUSTAINABLE CBD**

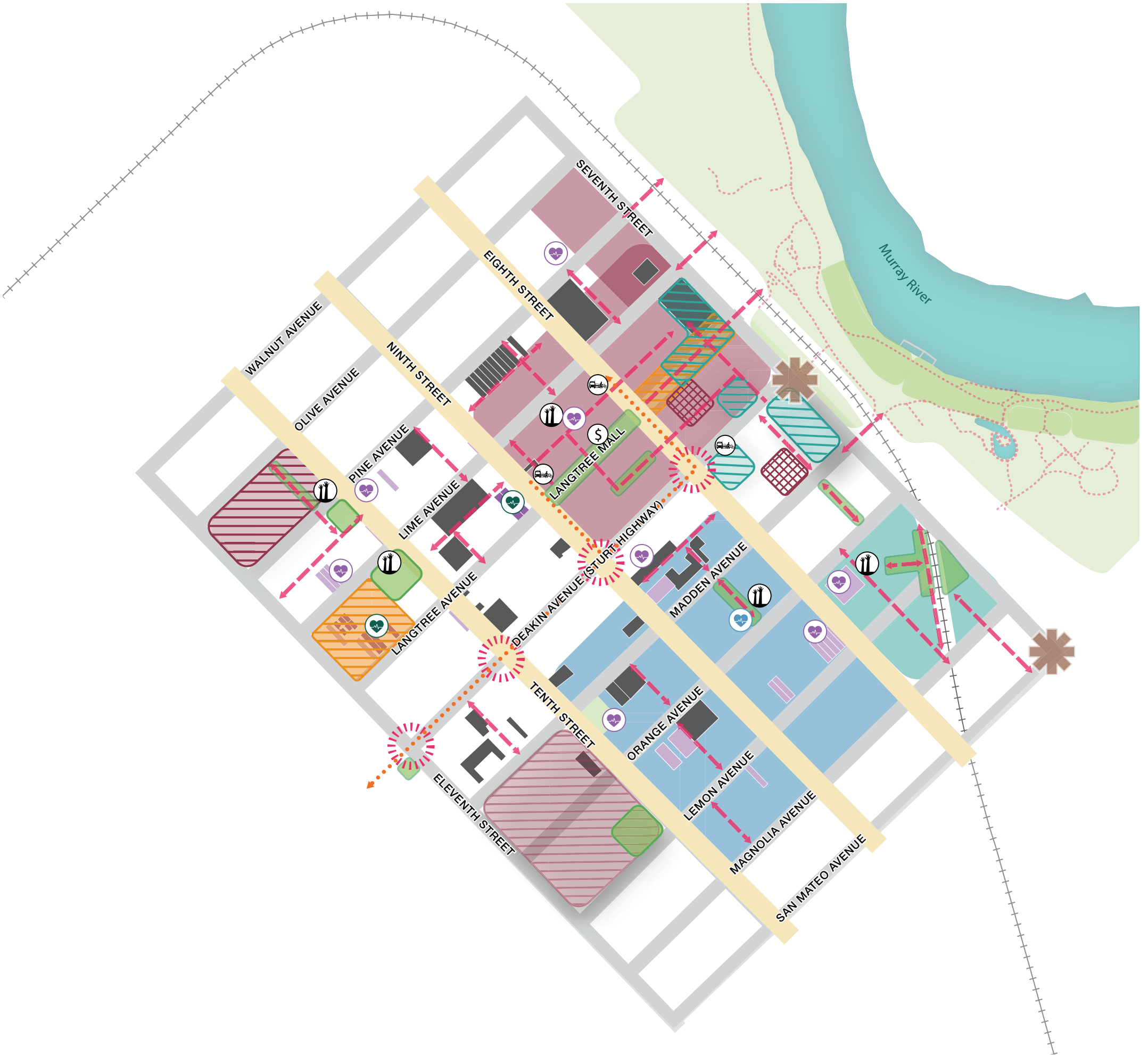
- 4A: Promote environmentally responsive design
- 4B: Capitalise on local climate
- 4C: Rethink Water Management
- 4D: Foster greater housing choice

5 **DIRECTION 5** **A SMART AND COLLABORATIVE CBD**

- 5A: Become a leader in innovation
- 5B: Maintain regional competitiveness
- 5C: Foster strong partnerships and alliances

6 **DIRECTION 6** **AN EXPRESSIVE AND MEMORABLE CBD**

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



- | | | |
|---|---|---|
| ----- Train line | Promote universal and medium density housing options | Improve safety and amenity at key intersections |
| Existing public open space | Maximise consolidation of College Lease areas, and other land reserves | Community pulse point |
| Medical facilities | Strengthen existing service clusters | Commercial pulse point |
| Community facilities | Potential for high quality development | Medical pulse point |
| Car park | Optimise street orientation for improved weather protection and enhanced street amenity | Explore location for a transit hub |
| Integrate a variety of public open spaces within the CBD | Better connect existing cycle paths and shared pedestrianised links | Attract anchor tenants that will draw more people to come and shop in the CBD |
| Establish high quality mixed-use developments to support CBD living | Formalise intermodal transport links | Potential youth activation |
| Potential for mixed use and arts creative developments | Identify strategic locations for pedestrian links to safely connect the CBD | |
| Strengthen identity of the mixed use commercial precinct | Develop expressive entry features | |

Figure 8 Key Moves for CBD

1

DIRECTION 1 A DISTINCT AND DYNAMIC ACTIVITY HUB

-
- 1A** Reinforce the city heart
- Improve and expand on activities and spaces within the CBD, to promote an active social and community life.
 - Enhance the public realm and experience of the CBD, to reinforce its role and identity as the heart for the Sunraysia Region.
-
- 1B** Expand and diversify the CBD offering
- Expand the non-retail sector and support niche artisan, tourism, hospitality and lifestyle services that can diversify the CBD market and contribute to economic growth.
 - Identify opportunities to accommodate new and emerging research and industry enterprises and government agency offices within the CBD.
 - Develop new, high quality mixed-use precincts which provide residential living and undercover parking.
 - Work with existing land owners and the City Heart Traders Group to establish a “pop up” shop strategy, encouraging short term use of empty shops within Langtree Mall and the core retail area.
 - Explore ways to build on Mildura’s arts, music and cultural scene within the CBD.
 - Investigate and respond to peer-to-peer (P2P) platforms and trends, such as an increase in online businesses, co-sharing of work and retail spaces and transportation options.
-
- 1C** Encourage healthy and active communities
- Develop key design principles for a Mildura CBD Activate Strategy with a focus on community land use, community programs, events and services to build social capital and cohesion.
-
- 1D** Promote CBD living
- Promote a diverse range of housing options within highly accessible areas of the CBD, responding to Mildura’s changing demographic profile.
 - Support suitably designed retirement and student housing developments, which are well connected to services and amenities.
 - Review current planning controls to promote further temporary and permanent accommodation in highly desirable and accessible areas of the CBD, such as around Langtree Mall, Seventh Street and along Deakin Avenue.
 - Review and develop a master plan for College Lease land, to assess its condition and necessary improvements and/or re-development opportunities, particularly its potential to supply social and affordable housing and public open space.
-
- 1E** Stimulate business and investment
- Earmark suitable land reserves and support strategic re-development opportunities to attract prospective local and regional enterprises within the CBD.
 - Working in collaboration with the Mildura City Heart Traders Group and the community, identify initiatives to attract anchor tenants that will draw more people to come and shop in the CBD.
 - Review planning and policy controls and examine opportunities to incentivise capital investment and attract businesses to the CBD.
 - Through tenancy mix and public realm enhancements, reinforce the role of the CBD as the primary location for retail and commercial activities.
-



Image 23 Activities to engage children promoting active social and community life



Image 22 Mixed use development (Bowden, Adelaide SA)



Image 24 Pop-up retail in unused space (Spacemarket, WA)



Image 25 Build on local arts/music scene (Dark Mofo, TAS)



Image 26 Encourage healthy and active living



Image 27 Local music event (Rectango, TAS)



Image 28 High quality mixed use, eco developments (Whitmore Square, Adelaide, SA)



Image 29 Activating outdoor space for residents and visitors



Image 30 Establish "pop up" strategy

2

DIRECTION 2 A COMPACT AND CONNECTED CBD

-
- 2A** Protect and strengthen service clusters
- Promote a compact urban form by protecting and strengthening existing service clusters such as the health precinct on Langtree Avenue and the restaurant/café precinct on Feast Street and Langtree Mall.
-
- 2B** Support adaptive re-use and infill development
- Identify key opportunities to promote adaptive re-use of former businesses, warehouses, and heritage buildings, for temporary and permanent accommodation and/or premises for emerging or niche industries.
 - Explore opportunities to consolidate land by relocating certain service/light industry uses within a new industry and business park outside of the CBD, to allow for residential, public open space and more appropriate offerings proximate to the CBD.
-
- 2C** Improve places and journeys
- Cultivate a network of 'living' streets and public open spaces that focuses on connecting key destinations within the CBD. Review the potential of existing laneways and cross block connections, and identify further links where needed, particularly to Langtree Mall and Feast Street.
 - Identify strategic locations for pedestrian links to better connect the CBD through reducing the block size and mobilising the community through safe and comfortable spaces.
 - Improve the level of safety and connectivity between the CBD and the Riverfront.
 - Explore streetscape amenity with planting and other treatments to impose visual and physical cues in the streetscape to reduce traffic speeds.
 - Continue improvements for city wide weather proofing especially between car parks and key service destinations.
 - Advocate for an alternative vehicular freight bypass around the CBD, removing heavy vehicle traffic and improving the user amenity along Deakin Avenue.
-
- 2D** Enrich urban form and wayfinding
- Encourage strong urban form that celebrates the past and forges the CBD's future.
 - Develop planning assessment tools to help assess urban design considerations including urban form, architectural/built form, sustainability, heritage and cultural representation, thereby promoting high quality and responsive new development.
 - Drawing inspiration from the Riverfront area, review wayfinding, directional and street signage to promote consistency and signage which is easily distinguishable by locals and visitors.
 - Explore opportunities to use art installations at gateway entry points, at key junctions and strategically within the public realm, as a visual cue to aid wayfinding.
-
- 2E** Promote sustainable transport modes
- Consider alternate transport facilities that make travel to the CBD more accessible, practical and inviting for everyone.
 - Improve the quality and amenity of bus and taxi shelters, bike parking and other facilities provided for public transport users and cyclists and consolidate service provision to key locations.
 - Review the business case for re-instatement of a passenger rail service and airport link to Mildura's CBD.
 - Review and consider ways to augment the current cycle network within the CBD, to promote cycling as a safe and convenient alternative to private vehicle use.
 - Explore concepts to establish a combined multi-storey carpark and bus interchange within the CBD, which could provide suitable parking for employees and serve as a transit hub for buses and taxis.
 - Re-think our relationship with cars in the CBD and Council's parking policy, to suitably regulate on-street parking. Through this process and based on consideration of a combined transit and parking hub, also explore the conversion of existing off-street parking to public open space.
 - 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.
 - A critical mass of pedestrian and cycling activity is required to help promote these modes of travel. Help schools and other organisations to develop plans and nominate Champions, who will help advocate for sustainable travel options.
-



Image 31 Well designed streets provide a comfortable, high amenity setting for users (Noosa, QLD)



Image 32 Priority given to pedestrian and cycle movements - Fitzroy Mall (Tamworth, NSW)



Image 33 Noosa Junction Bus Station (QLD) is a transport hub, meeting place and landmark



Image 34 A refresh of the southern entrance to historic Grattan Gardens (Melbourne) provides a new relaxing meeting place



Image 35 Noosa Junction Bus Station (QLD) is a transport hub, meeting place and landmark



Image 36 Eastland Town Square (Melbourne, VIC)

3

STRATEGY 3 AN INCLUSIVE AND PEOPLE FOCUSED CBD

-
- 3A** Maintain climate resilient landscapes
- Mildura is often referred to as the ‘Oasis in the desert’. In close collaboration with Greening Mildura, establish a research-based approach for greening within the public realm, including localised cooling through the establishment of micro-climatic gardens to improve plant growth.
 - Establish streetscape planting guidelines for the CBD that are drought responsive and mitigates long term climate trends, to maximise shade cover and help improve the quality of the public realm.
 - Re-think green infrastructure initiatives in the CBD to improve street cooling and to retain and harvest storm water for reuse.
-
- 3B** Promote outdoor liveability
- Drawing on the values and aesthetic quality of the Murray River and new Riverfront area, develop a holistic approach for Mildura’s CBD, to promote outdoor liveability.
 - Recalibrate prior shading initiatives and consider ways to incentivise vine planting and other shade elements at the front of retail tenancies and businesses within the core retail area.
 - Examine options to improve the level of amenity outside of Langtree Mall, particularly along Feast Street, to allow people to stop and linger within the CBD.
-
- 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. Interspersed parks could then be used casually by proximate residents rather than being a ‘planned’ event, such as for the Riverfront area.
 - Identify the potential of College Leases and acquisition of other strategic land, to establish a network of useable open space within the CBD.
 - Develop concepts around the philosophy of ‘living streets and spaces’, integrating its movement function with varied public spaces offering a high level of amenity.
-
- 3D** Establish an intergenerational focus
- Promote well designed and flexible design solutions for new and improved public spaces and streetscapes, which cater to a broad range of 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
- In collaboration with the Latji Latji Elders and community groups, develop a program to 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 our local community and people, support events, activities and improvements to the public realm that are inclusive and is respectful of cultural diversity within Mildura and the broader region.
 - Support the recognition of the history of the Aboriginal community through community based projects.
-



Image 38 Initiatives such as public art in laneways can create enticing linkages (*Rush* by Nike Savvas, Sydney, NSW)



Image 39 Greening the public realm



Image 37 Community garden



Image 40 Attractive and safe routes can promote activity



Image 41 Activities for a broad range of ages, cultures and interests



Image 42 The Mainstreet Willunga redevelopment (SA) incorporates elements of both Indigenous and European cultural heritage

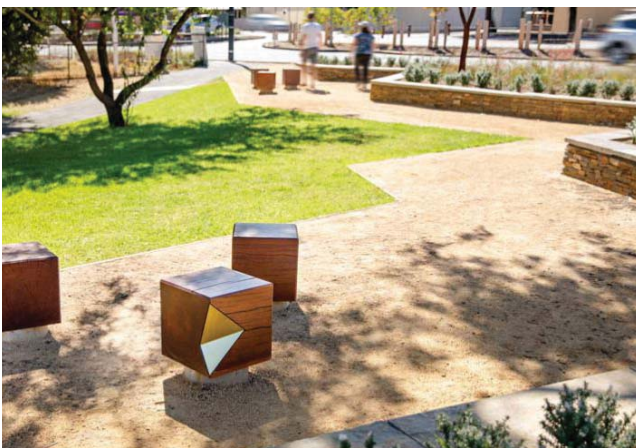


Image 43 Meaningful design (Willunga redevelopment, SA)



Image 44 Ensure Mildura CBD remains an inclusive and welcoming area for all



Image 45 Improved pedestrian amenity through street art

4

STRATEGY 4 A RESILIENT AND CLIMATE RESPONSIVE SETTING

- 4A** Promote environmentally responsive design

 - Given Mildura’s geographical location and established lead role in solar power generation, establish design guidelines which promote environmentally responsive design solutions appropriate to local climatic conditions and which demonstrate reduced energy, water and resource consumption, to complement MRCC’s Eco-village.
 - Adopt energy and water efficient design principles in the design for all future planned works delivered as part of the CBD Plan.
 - In partnership with the private sector, provide electric bus and private vehicle Fast Charge points, ideally integrated in new solar-powered housing developments, supermarket car parks and other sites as available.
- 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

 - Establish an Integrated Water Management Strategy to mitigate extreme climatic conditions and demonstrate how urban stormwater is collected, stored and re-used within the CBD, to improve the resilience of the urban landscape and the overall appearance of the public realm.
- 4D** Foster greater housing choice

 - Identify and address the need for a mix of higher density housing options, including but not limited to social and affordable housing within the CBD to facilitate greater housing choice and convenient location within walking distance of key destinations. As part of this initiative, explore the potential and consolidation of College Lease areas, and other suitable sites for redevelopment.
 - 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 options



Image 46 Provision of quality retirement housing in a highly accessible location (Castlemaine, VIC)

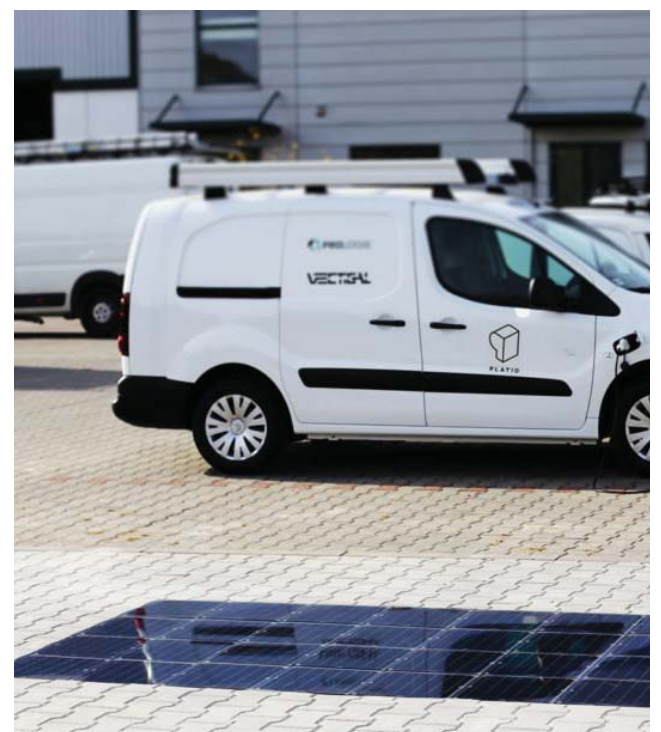


Image 47 New solar charging technologies (Platio)



Image 50 Urban cooling through pergolas covered with vines, which grow well in the local climate (Mildura CBD)



Image 48 Social housing in Seven Hills (NSW) by Fox Johnston



Image 49 Solar parking meter



Image 51 Creative heat mitigation/shade canopy using vine planting (Cavenagh Street, Darwin - NT)



Image 52 Well shaded environments provide a cool setting to sit within (The Grand Hotel, Mildura - VIC)



Image 53 Solar powered bins in Wyndham (VIC)



Image 54 Solar powered electrical charge points (University of Central Florida, USA)

5

STRATEGY 5 A SMART AND COLLABORATIVE CBD

- 5A** Become a leader in innovation

 - Encourage innovative and entrepreneurial ventures within the CBD through spatial allocation for new facilities, funding and local government policies that aim to support Mildura’s digital readiness and start up initiatives.
 - Explore innovation opportunities 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.
 - Exhibit Mildura as a progressive centre by exploring the application of ‘smart’ technologies within the public realm, as a means of improving the efficiency of buildings, infrastructure and transport systems.
 - Improve ICT services and create greater digital awareness within the CBD, to support high-tech industry and businesses.
 - Work with local universities and industry bodies to help lead innovative practices and research, and support education and awareness around digital innovation.
- 5B** 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).
 - Demonstrate the need and advocate for upgrades to passenger and freight infrastructure and timetabling.
- 5C** Foster strong partnerships and alliances

 - Working with relevant stakeholders and community groups, review the current governance arrangements for the CBD, to establish a model which promotes shared ownership and participation.
 - Advocate for a CBD Advisory Group, to help drive CBD initiatives, leveraging the group’s knowledge and creating lasting relationships among community and industry groups.



Image 55 The ‘connected’ world in which we now live



Image 56 Emerging autonomous buses make transport highly accessible and efficient

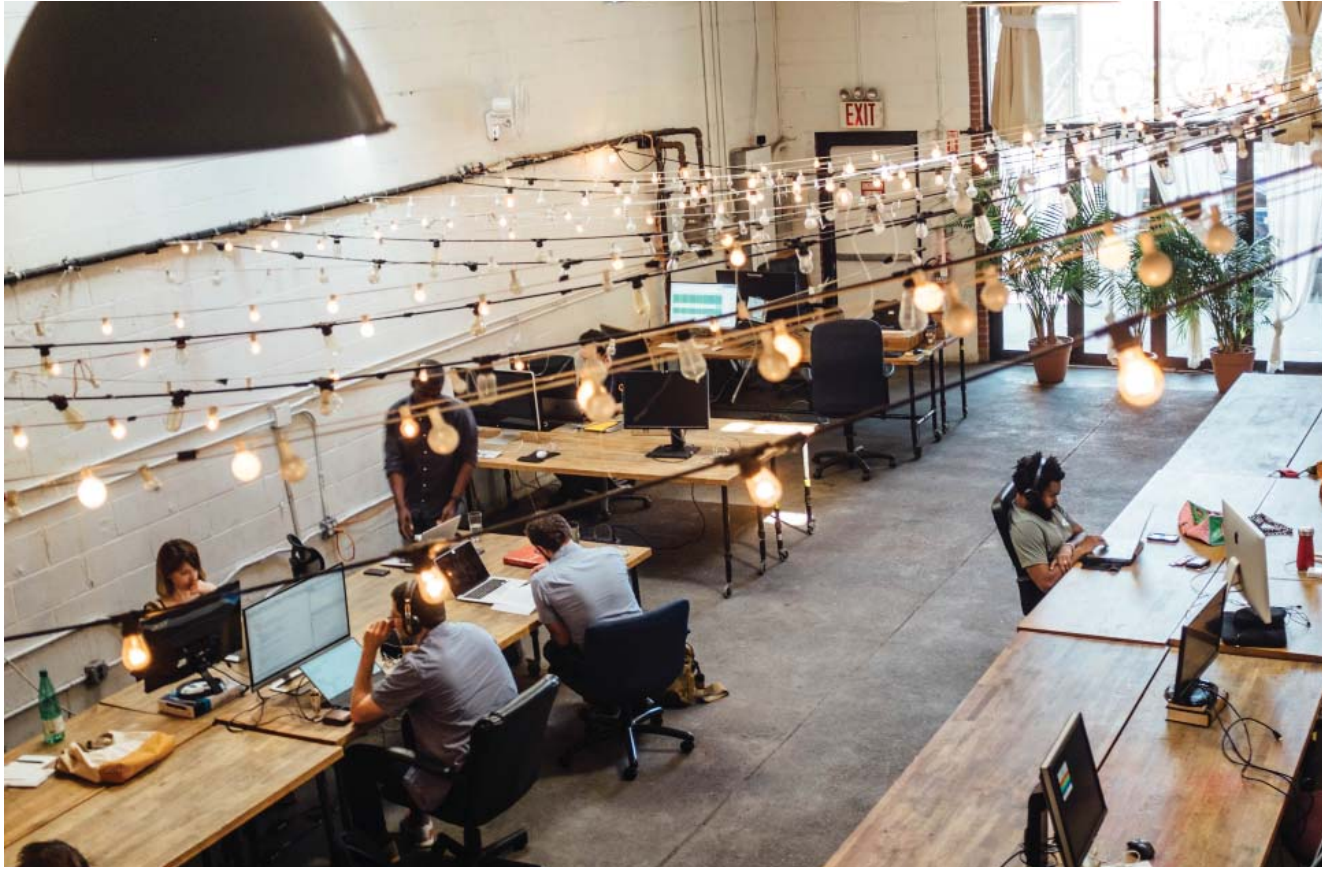


Image 57 Coworking spaces provide flexible spaces and facilities for a range of businesses of various sizes



Image 58 Continue to promote and showcase local producers



Image 59 Smart infrastructure can enhance the resident and visitor experience of the CBD



Image 60 Working collaboratively can promote shared ownership and participation



Image 61 Support entrepreneurs and small businesses



Image 62 Support Mildura's profile as the solar capital of Australia



Image 63 Promote research and education opportunities for key industry sectors

6

STRATEGY 6 AN EXPRESSIVE AND MEMORABLE CBD

- 6A** Provide unique and varied experiences
- Develop strategies to reveal a distinctive journey experience based on character within different areas of the CBD. In particular, focusing on journeys from the CBD to the riverfront, Lime Street, Madden Avenue and the 'Feast Street' precinct.
 - 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.
 - Work with the Mildura City Heart Traders group, to encourage local producers, artisans and businesses to showcase 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.
 - Review and inform the draft Heritage Policy, including provisions and controls relating to new development and adaptive re-use of the heritage stock, to maintain its landscape value.
 - Explore creative ways to tell Mildura's story through the landscape within the CBD, particularly the significance of this area to our Indigenous community.
 - Hero the legacy of the Chaffey Brothers by integrating the idea of water into the public realm through visual and interpretive cues.
- 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.



Image 64 Build on Mildura's arts and cultural scene within the CBD (Mildura Arts Centre, Mildura)



Image 65 Promote the CBD as the primary location for community and public events (White Night, Bendigo, VIC)

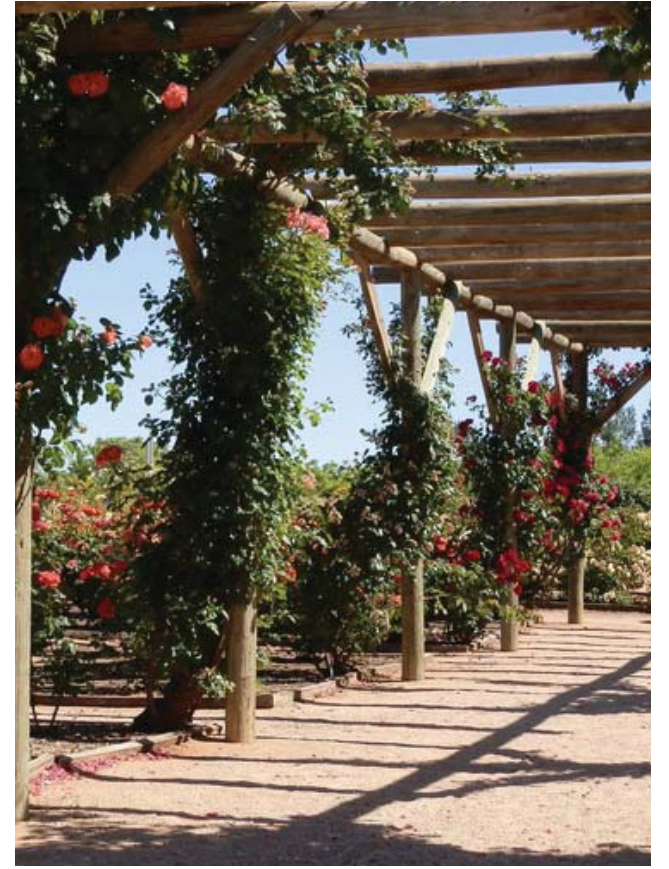


Image 66 Create a distinct identity (Mildura Botanical Gardens, VIC)



Image 67 Activate rooftops for leisure and entertainment (Perth, WA)



Image 68 Celebrate Mildura's food and wine industry



Image 69 Establishing a distinct identity (Junction Place - Wodonga, VIC)



Image 70 Continue to support a diverse range of music and other events within the CBD



Image 71 Incorporate dynamic art installations which tell a story about the place (Newcastle Museum, Newcastle, NSW)

3.6 REVIEW AGAINST 2007 CBD PLAN

The Background Report highlighted strategies and actions that are incomplete, but are still relevant to the current state of play in the CBD.

These have been categorised to align with newly identified strategic directions and will be incorporated into the next stage of the project.

1 DIRECTION 1 A DISTINCT AND DYNAMIC ACTIVITY HUB

- Explore opportunities for site consolidation and redevelopment for retail uses within the CBD business 1 Zone area.
- Improve existing buildings as redevelopment opportunities arise through initiatives.
- Encourage developers to use qualified and experienced design professionals. Reinforce the message that good design can save costs by expediting approvals as well as by providing potentially higher returns on capital investments.
- Continue to facilitate discussions between Council and Sandhurst Trustees and estates and properties under its control to achieve appropriate development and redevelopment of underutilised sites.
- Implement a program of upgrade for all public lanes in the CBD to improve safety, pedestrian access and linkages. Investigate creating an exclusive bicycle lane on Deakin Avenue linking to the Chaffey Trail and Seventh Street bicycle lanes.
- Encourage larger scale redevelopment to include multi-level car parking structures.
- Implement a program to assist and encourage the upgrade of arcades within the CBD to improve appearance, lighting, activity and hours of access.
- Support the redevelopment of key sites for mixed use developments including retail at ground level and residential at upper levels.
- Work with business operators and shop owners to encourage use of retractable blinds from the edge of existing awnings to shade the lower angles of the sun.
- In partnership with VicRoads, consider introducing vehicle size, load limits and heavy vehicle usage by-laws on Deakin Avenue, Eleventh Street and Seventh Street, or on all CBD streets.

2 DIRECTION 2 A COMPACT AND CONNECTED CBD

- Investigate partnerships between Council and private developers to develop multi deck car parks on Council owned land.
- Support education campaigns of health providers and private transport operators that inform of the benefits of cycling, walking and public transport use.
- Review and improve the intersections of Eighth and Ninth Streets with Deakin Avenue to improve pedestrian crossing facilities, program traffic signals to allow more time, install seating and drinking fountains in the median strip, and provide shade.
- Provide secure bicycle parking at all Council buildings and community facilities and Council controlled off-street car parks.
- Work closely with servicing authorities to coordinate future expansion of servicing infrastructure to cater for the growth of the Mildura CBD.
- Encourage well designed medium density housing in existing residential areas in accordance with ResCode standards.
- Encourage private car park owners to provide new and/or upgrade 'Parents with Prams' car parking spaces to ensure adequate width for access to child car seats and convenient access to shops.
- Review current bus stop locations in the CBD to ensure optimum coverage and install high quality shelters and generally enhance stops through the provision of seating, lighting, litter bins and timetable information.
- Advocate the improvement of all bus services through increased frequencies and extension of services into week nights and weekends.
- Investigate alternative locations in the CBD for the taxi rank to consolidate after hours transport options in consultation with local venues.
- Undertake capital works to improve two priority pedestrian routes from residential areas along Eighth Street and Ninth Street.

3 DIRECTION 3 AN INCLUSIVE AND PEOPLE FOCUSED CBD

- Introduce new policy to provide weather protection on all street frontages. Particularly in the retail areas of Lime Avenue and the southern and northern extents of the retail area in Langtree Avenue.
- Prepare verandah / awning design guidelines for the CBD.
- Investigate engineering improvements at the intersections of Madden Avenue and Langtree Avenue with Seventh Street to reduce crossing distance, enhance safety and facilitate access across Seventh Street.
- Create new mid-block links between Langtree Mall and Pine Avenue, and the Mall and Deakin Avenue.
- Create new east-west pedestrian links mid-block and along Gallagher Lane from Langtree Avenue north to the K-mart car park.
- Improve cycling amenity through the provision of bike parking trails and drinking fountains in shady locations or under shelter throughout the CBD.
- Undertake an audit of the disabled car parking spaces in the CBD and upgrade, where necessary, to Disability Discrimination Act (DDA) standards.
- Encourage private car park owners to undertake a safety audit in partnership with Council to determine how to make more safe and accessible, particularly at night.
- Enhance all existing lanes and arcades to provide an interesting, active, accessible and safe environment.
- Encourage owners to install gates onto or in laneways that are visually permeable to support passive surveillance of laneways in the CBD.

4 DIRECTION 4 A RESILIENT AND SUSTAINABLE CBD

- Support recycling as part of a litter management strategy.
- Introduce new policy to require new car park development to provide shade for all car parking spaces and key pedestrian routes within a car park.
- Undertake a street tree planting scheme.
- Investigate opportunities to promote ESD techniques for all aspects of construction and management of buildings and landscaping.

5 DIRECTION 5 A SMART AND COLLABORATIVE CBD

- Introduce a verandah installation fund such, as proposed in the 1999 Mildura UDF, in which Council contributes one third of the cost of verandah / awning / deciduous canopy installation with the shop owner contributing two thirds.

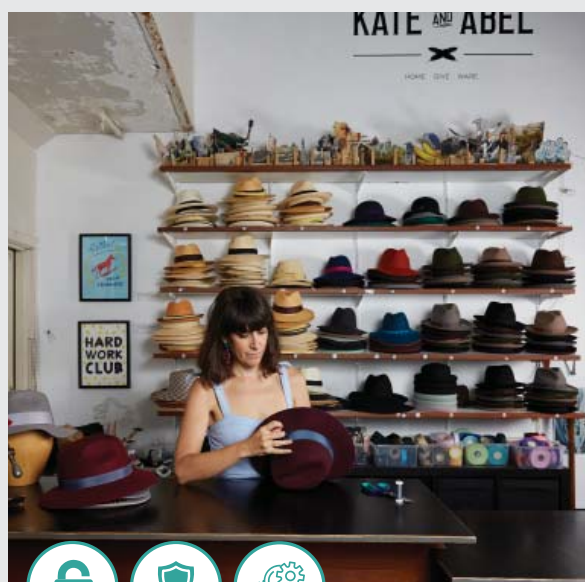
6 DIRECTION 6 AN EXPRESSIVE AND MEMORABLE CBD

- Prepare a public art strategy that identifies appropriate locations for public art in the CBD.
- Undertake a heritage review of the Mildura CBD to inform an amendment to the Mildura Planning Scheme to include significant built heritage in Heritage Overlay.
- Introduce a Coordinated Street Upgrade Scheme to encourage private investment in the upgrade of building/s façades.
- Develop a paving policy for the CBD with options consistent with the three suites shown on the Streetscape Materials Strategy Map.
- Undertake a program of streetscape upgrades throughout the CBD with consistent application of a suite of street furniture.
- Prepare a Mildura Public Art Heritage Walk brochure that identifies and provides information on the historical collection of public art in the Deakin Avenue median strip and other locations.
- Encourage redevelopment by buildings of excellent architectural quality on key sites in the Precinct.
- Consider themed street tree planting along Seventh Street to beautify entrance to CBD.

4 Exemplar Projects

The following benchmark projects demonstrate how the CBD Objectives can be achieved. They highlight innovative and creative solutions that have been implemented around Australia and will assist us in developing key initiatives as part of the CBD Plan.

The projects which demonstrate creative ways of addressing urban needs and challenges...



(Credits - Photo: Liz Looker, Store owners: Kate and Abel, Fremantle)

SPACEMARKET

Location: various locations in Perth

Delivered by: Spacemarket in partnership with local governments, property groups, arts organisations

Year: current

Overview: Spacemarket connects inactive and underutilised spaces with potential tenants, with a focus on housing independent and creative enterprises. As an example, the *Many 6160* project made 20,000m² of floorspace in central Fremantle available as a former department store was waiting to be redeveloped. *Many 6160* had more than 120 tenants at its peak, including retail, makers, studios, galleries, and events spaces. The project was also shown to reduce vandalism, and contribute significant economic benefit to the community.

Intent: Adaptive reuse of existing space to activate under-utilised areas within Perth, by offering low cost tenancy options for small business, and supporting the arts and culture.

(Source: <https://www.spacemarket.com.au/>)

TINY HOME BOARDING HOUSE

Location: Gosford, NSW

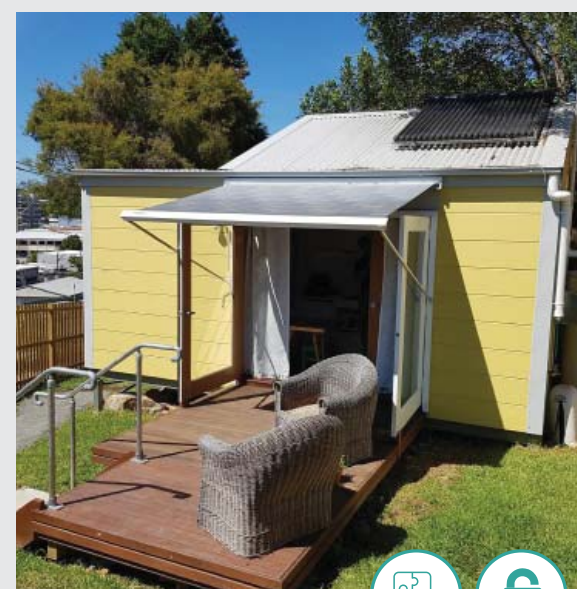
Delivered by: Tiny Homes Foundation (THF)

Year: current

Overview: The Tiny Home Boarding House provides accommodation for homeless women, men, youth and the elderly. The project consists of four 14m² homes with full bathroom and kitchen, a common lounge, a common laundry/workshop and community vegetable gardens. Each home has a finished cost of less than \$30,000, embraces solar efficient design, and is easily assembled and dismantled, providing a model which is scalable.

Intent: To support people experiencing or at risk of homelessness, based on a 'housing-first' solution supported by training, employment and social support services.

(Source: <http://www.tinyhomesfoundation.org.au>)



(Photo credit: Renewal SA)

BOWDEN

Location: Adelaide

Delivered by: Renewal SA

Year: 2008 – 2025 (projected)

Overview: Located 2.5 kilometres from Adelaide's CBD on 16 hectares of land bordered by parklands, the Bowden site is a former industrial precinct being revitalised into the State Government's first higher density development of its kind. When completed, the development is intended to house 3500 residents, 2400 dwellings, cafes, restaurants, offices, open spaces, parks and gardens. All buildings within Bowden must be designed to achieve a minimum five Star Green Star rating, and The Prince's Terraces, completed in 2015, was Australia's first residential development to receive a six Star Green Star design rating.

Intent: Establish a walkable urban neighbourhood close to the CBD and public transport, adaptive reuse of the Bowden Heritage Precinct, job creation, provision of affordable housing (at least 15% of dwellings), increased activation and community activity.

(Source: <https://renewalsa.sa.gov.au/projects/bowden/>)



(Photo credit: NT Government)

CAVENAGH STREET HEAT MITIGATION

Location: Darwin

Delivered by: Northern Territory Government and Darwin City Deal partners

Year: 2018

Overview: A 55-metre shade structure is currently being built over Cavenagh Street, an area identified through heat mapping as one of the hottest locations in the city, with surface temperatures often exceeding 60 degrees. The structure will be in the form of a sculptural interpretation of a large-scale pergola with two species of vines grown over it to create shade and evapotranspiration. The project is part of a series of trial heat mitigation initiatives being undertaken in the Darwin CBD. While Mildura is a different climate, similar concepts could be considered incorporating deciduous species or adjustable solar panels, to provide shade in summer and wind protection during the winter season.

Intent: Help reduce surface and air temperatures to create a more walkable environment, encourage greater pedestrian and cyclist use, and rejuvenate Darwin's CBD through increased activity.

(Source: <https://www.darwin.nt.gov.au/council/transforming-darwin/key-projects>)

IXL DEVELOPMENT

Name: IXL Development

Location: Hobart, TAS

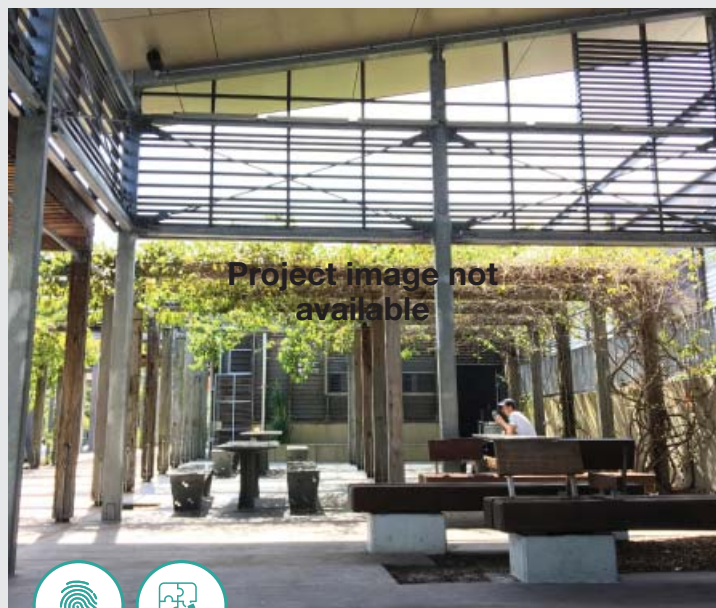
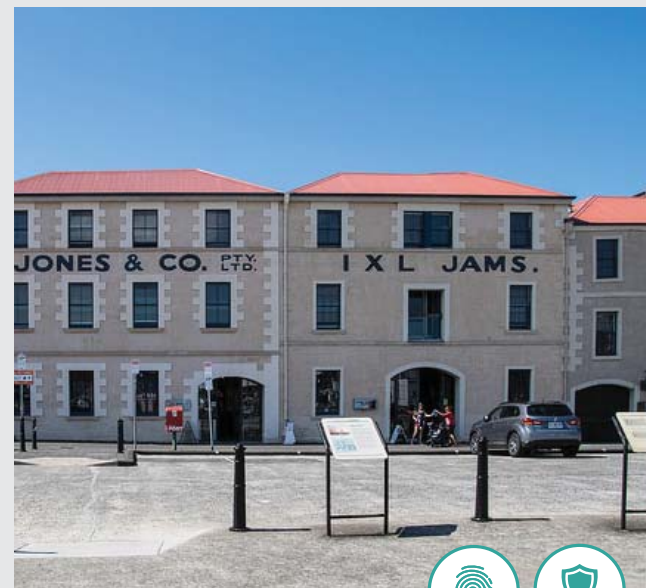
Delivered by: Circa Morris-Nunn

Year: 2001

Overview: A derelict row of historic warehouses was revitalised as part of the restoration of Hobart's waterfront. The former jam factory now houses a hotel with function rooms and high-end restaurant, cafes, art spaces, offices, apartments, shops and an atrium that hosts events such as performances and markets.

Intent: Adaptive re-use of heritage building stock, attracting visitors to the northern side of the Sullivan's Cove area and provide high-end accommodation options to visitors.

(Source: <https://www.circamorrisnunn.com.au/ixl-development/>)



NOOSA JUNCTION BUS STATION

Location: Noosa, QLD

Delivered by: TransLink, Sunshine Coast Regional Council

Year: 2012

Overview: Noosa Junction Bus Station is in the heart of Noosa Heads and serves nine bus routes. It features seven bus bays, drop-off/pick-up facilities for tourist buses, public toilets, three layover bays, a transit card ticketing machine, short-term car parks, loading bays for the adjoining shops, public plazas and bicycle storage.

Intent: This well shaded, high amenity interchange improves connectivity, safety, CPTED, and has become a landmark which promotes a strong identity and civic pride.

(Source: <http://www.barkdesign.com.au/>)

VERANDAH WALK, JAMES COOK UNIVERSITY

Location: Townsville, QLD

Delivered by: TransLink, Sunshine Coast Regional Council

Year: 2017

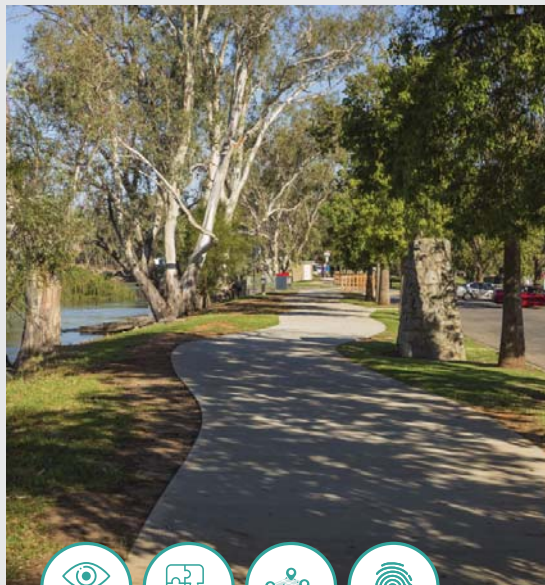
Overview: The Verandah Walk at James Cook University is a pedestrian and cyclist link that weaves through the regional campus.

Intent: Designed by Wilson Architects, the design for the Verandah Walk creates a series of 'nodal' meeting and seating areas that encourage students to study, collaborate and socialise in an open-air landscaped setting.

(Source: <http://www.wilsonarchitects.com.au/jcu-verandah-walk/>)



(Credits - Design: Wilson Architects, Photo credit: Andrew Rankin)



SWAN HILL ACTIVE TRANSPORT STRATEGY (2014 - 2034)

Location: Swan Hill, VIC

Delivered by: Swan Hill Rural City Council

Year: 2014

Overview: Swan Hill Rural City Council's Active Transport Strategy 2014-2034 aims to encourage active lifestyles and make walking, cycling and using public transport easier for more trips within the municipality. Strategy-led achievements include Improvements to footpaths, pedestrian crossings and shared paths continue to be implemented across the municipality. Bicycle riding for recreation and tourism is also being promoted, and events such as the Swan Hill triathlon in Riverside Park, skate park competitions and the Colour Your Run event are being supported.

Intent: Increasing activity to meet National Physical Activity Guidelines for adults, promoting behaviour changes in relation to active transport, through improved and safe infrastructure.

(Source: <http://www.healthyactivebydesign.com.au/case-studies/swan-hill-active-transport-strategy>)

LIYAN-NGAN NYIRRWA CULTURAL HEALING CENTRE

Location: Broome, NT

Delivered by: Nyamba Buru Yawuru (NPF owned by Yawuru native title holders)

Year: 2017-current

Overview: The Liyan-ngan Nyirwa Cultural Healing Centre development will involve new construction, renovation to an existing building, and new open spaces. The project will see the construction of a multi-purpose community hall, open gathering place, community garden, cafe kitchen, indoor and outdoor dining and a workshop. The centre will deliver programs and activities to strengthen Yawuru culture and share it with the wider Broome community, promoting Indigenous healing, connections and reconciliation.

Intent: Provide an inclusive community facility which celebrates indigenous culture.

(Source: <https://www.mudmapstudio.com/liyan-ngan-nyirwa>)





NEWMAN TOWN SQUARE

Location: Newman WA

Delivered by: Shire of East Pilbara, LandCorp

Year: 2017

Overview: Newman Town Square was the final stage of works in the Newman revitalisation project. The 2,600m² space incorporates landscaping, seating, shade structures, and entertainment area with a stage and large screen, and interpretative artwork designed by the traditional owners. Adjacent buildings house a small business incubator offering pop-up retail and office spaces, full commercial kitchen, and mezzanine function space for community events. The Newman Town Square includes a Business Activation Program and Place Management Plan to help manage the area to ensure it is used to its full potential.

Intent: Urban renewal of former car park to create a multi-functional asset for the community.

(Sources: <https://www.landcorp.com.au/Residential/Newman-Revitalisation/> and <http://www.eastpilbara.wa.gov.au>)

SOLAR SAVER

Location: Victoria

Delivered by: Partnership between not-for-profit greenhouse alliances and local councils, and funded by the Victorian Government through a New Energy grant.

Year: 2017 - ongoing

Overview: Solar Savers is a new way for councils to help pensioners install solar power infrastructure, lower their household bills, and protect themselves against future electricity price rises.

Intent: Increase solar power uptake by making it affordable and accessible for retirees and pensioners.

(Source: <http://solarsavers.org.au/>)



TAMWORTH REGIONAL PLAYGROUND

Location: Tamworth, NSW

Delivered by: Tamworth Regional Council

Year: 2015

Overview: A derelict row of historic warehouses was revitalised as part of the restoration of Hobart's waterfront. The former jam factory now houses a hotel with function rooms and high-end restaurant, cafes, art spaces, offices, apartments, shops and an atrium that hosts events such as performances and markets.

Intent: Adaptive re-use of heritage building stock, attracting visitors to the northern side of the Sullivan's Cove area and provide high-end accommodation options to visitors.

(Source: <http://www.healthyactivebydesign.com.au/case-studies/tamworth-regional-playground>)



WHITE GUM VALLEY RESIDENTIAL DEVELOPMENT

Location: White Gum Valley, WA

Delivered by: TransLink, Sunshine Coast Regional Council

Year: 2008- Present

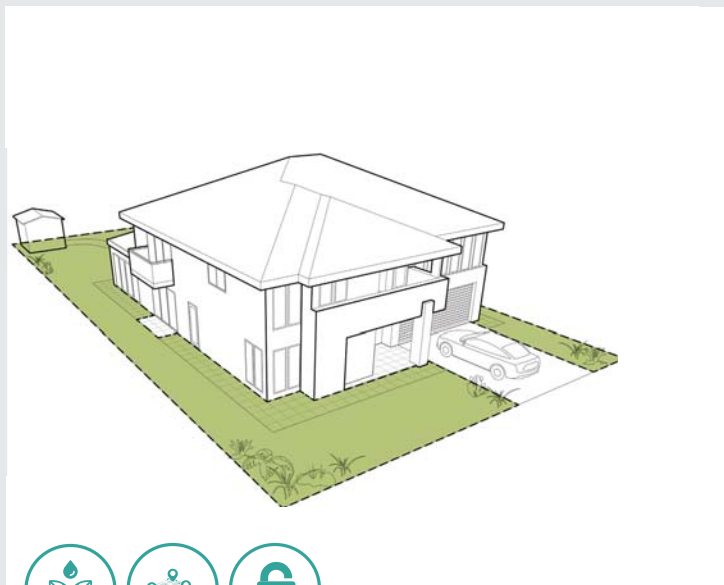
Overview: Setting a new standard for waterwise development in WA, White Gum Valley includes a communal groundwater irrigation system, lot scale rainwater harvesting and demonstrates how to transform an infiltration basin eyesore into a sought-after public space.

Intent: To develop an innovative sustainable community with waterwise homes, a community bore and a 2000m³ publicly accessible infiltration basin by creating water storage cells underground so that water can slowly soak into the ground. The site demonstrates waterwise principles, driving an expected 60-70% reduction in potable water use in homes in the development compared with the average Perth household.

(Source: <http://www.landcorp.com.au/innovation/wgv/>)



(Photo credit: Landcorp, WA)



GARDEN SPACE GUIDELINES

Location: Melbourne, VIC

Delivered by: Council and private property owners and State government

Year: 2017

Overview: Under the current refreshed *Plan Melbourne*, the State government is bringing in new mandatory garden rules for housing development, to promote comfortable, suitably sized outdoor spaces.

Intent: To combat climate change and the amplifying urban heat island effects.

(Source: <https://www.planning.vic.gov.au/resource-library/planning-practice-notes>)

CREATIVE CONVERSATIONS

Location: Bendigo, Victoria

Delivered by: City of Greater Bendigo

Year: 2017, 2018

Overview: 'Creative Conversations' was a three part panel discussion series conducted as a part of a community consultation and engagement process for Bendigo's new 'Arts and creative industries strategy'. Academics from the local universities, storytellers, local residents, indigenous community members and other creatives were brought together to discuss topics around arts and culture and broader issues surrounding the future of Bendigo.

Intent: Discussions and conversations that came from this three part series have helped inform the new arts and creative strategy.

(Source: <https://www.bendigo.vic.gov.au/Services/Strategic-Planning/Strategic-Planning-Projects/Arts-and-Creative-Industries-Strategy>)





NORTHCOTE FOOD LIBRARY

Location: Northcote, VIC

Delivered by: Darebin Council in partnership with the local community

Year: 2011

Overview: This project established a large community ‘food forest’, which is now overflowing with edible annuals, perennials and herbs, which mimics the canopy, mid-layer and ground cover of natural forest. The garden is maintained by the Community and community education workshops are often held here.

Intent: The City of Darebin wanted to promote neighbourhood gardening and sustainable gardening practices, while also encouraging community togetherness, health and education around food sources.

(Source: <http://northcotelibraryfoodgarden.blogspot.com/> and <https://darebinfoodharvestnetwork.org.au/>)

TASTINGS ON HASTINGS

Location: Port Macquarie, NSW

Delivered by: Port Macquarie - Hastings Council partnership with local business

Year: Annual event

Overview: ‘Tastings on Hastings’ is the NSW North Coast’s premier food and wine festival drawing exhibitors and patrons from Greater Port Macquarie and surrounding regions and attracting visitors from regional NSW and Sydney. The event showcases the region’s farmers, artisans, food producers, wine growers, brewers, restaurants and cafés and attracts up to 20,000 people.

Intent: To showcase local produce, gourmet products, local artisans, wines, beers, chefs, restaurants and cafés.

(Source: <https://tastingsonhastings.com.au>)



LOST LANEWAYS

Location: Wagga Wagga, NSW

Delivered by: Wagga Wagga City Council with local business and property owners

Year: 2018

Overview: The Lost Lanes Festival is an activation initiative where four murals were unveiled in an area that is known as the “forgotten” part of the city.

Intent: Designed to enliven a rather inactive part of the city, bringing life and people back to the area, whilst also celebrating local artists.

(Source: <https://www.visitwagga.com/lostlanes>)



SUMMER SUNDAYS

Location: Ballarat, VIC

Delivered by: City of Ballarat Council

Year: Annual event

Overview: A music event that runs throughout January every Sunday from 3pm-7pm, where a mix of musical styles and genres perform in the botanical gardens, with food and beverages offered.

Intent: Celebrate Ballarat's local talent and the music and arts scene.

(Source: www.ballarat.vic.gov.au/lae/events/summer-sundays.aspx)



ADELAIDE CENTRAL BUS STATION

Location: Adelaide, SA

Delivered by: Adelaide City Council

Year: 2009

Overview: Adelaide City Council in association with GHDWoodHead and Denton Corker Marshall, have established a new and innovative model to combining transport and social housing needs. The central bus terminal building integrates public carparking and social housing apartments in the floors above. Designed to be a high quality landmark, the contemporary design has paid special attention to providing a transport facility which is convenient, comfortable, light and welcoming. The social housing component is designed to a very high standard, providing acoustic separation between the bus zone and apartments, so that a high level of amenity is maintained.

Intent: High quality transit oriented development, with a strong social focus.

(Source: <https://www.ghd.com/en/projects/adelaide-central-bus-station.aspx>)

TINDO SOLAR ELECTRIC BUS

Location: Adelaide, SA

Delivered by: Adelaide City Council with funding support from the Australian Government

Year: 2013

Overview: Taken from the Kurna Aboriginal name for sun, 'Tindo' is the first electric solar bus in the world, powered purely by photovoltaic solar energy. Advanced battery modules provide excellent storage capacity and have a longer life and reliability than other batteries. The operation of these buses is much cleaner and quieter within residential neighbourhoods, making it popular choice for residents and visitors to travel around parts of Adelaide.

Intent: Provides a more sustainable mode of transport.

(Source: <https://www.cityofadelaide.com.au/assets/documents/FACTSHEET-tindosolar-bus.pdf>)



5 Next Steps

5.1 NEXT STEPS

This Directions Report has initially been prepared as a draft for comment, and is on exhibition from [Date] to [Date]. Upon the exhibition period closing, comments and feedback received from key Stakeholders, the local and broader regional community shall be carefully reviewed to refine and modify the Directions, as needed.

Following finalisation and acceptance of the key directions by MRCC, the draft Mildura CBD plan shall be progressed along with the associated implementation plan. We anticipate future consultation shall occur on the draft plan in April 2019.

MRCC and the GHD project team welcome your input on the draft vision and key directions for the Mildura CBD. So again, let's imagine Mildura CBD in 2035 and develop our shared vision together!

5.2 ACKNOWLEDGEMENTS

MRCC and GHD project team would like to thank those who contributed to shaping vision and priorities during Stage 1. Your participation is greatly appreciated.

In particular, we would like to thank:

- Mildura Rural City Council Project team and Steering Committee;
- Mildura's Lord Mayor and Councillors;
- Mildura City Heart Traders;
- Mildura Regional Development;
- Mildura Visitor Information Centre;
- Greening Mildura;
- Mallee District Aboriginal Services;
- Local traders and businesses; and
- The local community.

Appendix A: References

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28	Whitmore Square (Adelaide, SA)	https://architectureau.com/articles/whitmore-square-eco-house/	Peter Bennetts	Page 21
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66	Mildura Botanical Gardens	MRCC	Bernadette George	Page 31
67	Activate rooftops (Perth, WA)	GHD	GHD	Page 31
68	Celebrate food and wine industry	Pexels - #696219	No attribution.	Page 31
69	Junction Place (Wodonga, VIC)	https://www.aspect-studios.com/au/project/junction-place-wodonga/	Aspect Studios	Page 31
70	Build on existing arts, culture and music scene	Sunraysia Daily	No attribution.	Page 31
71	Newcastle Museum (Newcastle, NSW)	http://www.migrationheritage.nsw.gov.au/projects/	No attribution.	Page 31
N/A	Spacemarket	https://www.spacemarket.com.au/	Elizabeth Looker	Page 35
N/A	Tiny Home Boarding House	Real Estate.com news online	No attribution.	Page 35
N/A	Bowden	https://lifemoreinteresting.com.au/	No attribution.	Page 35
N/A	Cavenagh Street Heat Mitigation	https://dipl.nt.gov.au/news/cavenagh-heat-mitigation	Northern Territory Government	Page 36
N/A	IXL Development	https://www.flickr.com/photos/palbion/24595666640/in/photostream/	Peter Albion	Page 36
N/A	Noosa Junction Bus Station	GHD	GHD	Page 36
N/A	Verandah Walk, James Cook University	http://www.wilsonarchitects.com.au/jcu-verandah-walk	Design: Wilson Architects Photographer: Andrew Rankin	Page 37
N/A	Swan Hill Active Transport Strategy	https://www.visitmelbourne.com/Regions	No attribution.	Page 37
N/A	Liyan-Ngan Cultural Healing Centre	GHD	GHD	Page 37
N/A	Newman Town Square	Shire of East Pilbara Council	Shire of East Pilbara	Page 38
N/A	Solar saver	www.energyaustralia.com.au	No attribution.	Page 38
N/A	Tamworth Regional Playground	GHD	GHD	Page 38
N/A	White Gum Valley Residential Development	GHD	GHD	Page 39
N/A	Garden Space Guidelines	Department of Water, Environment, Land & Planning (VIC)	No attribution.	Page 39
N/A	Creative Conversations	https://www.bendigo.vic.gov.au/node/3037	No attribution.	Page 39
N/A	Northcote Food Library	https://localfoodconnect.org.au/community-gardening/northcote-library-food-garden/	No attribution.	Page 40
N/A	Tastings on Hastings	https://tastingsonhastings.com.au/	No attribution.	Page 40
N/A	Lost Laneways	https://vimeo.com/279169893	No attribution.	Page 40
N/A	Summer Sundays	http://fortemag.com.au/?p=36879	No attribution.	Page 41
N/A	Adelaide Central Bus Station	GHDWoodhead	GHDWoodhead	Page 41
N/A	Tindo Solar Electric Bus	http://www.greenlaunches.com	No attribution.	Page 41

