

Mildura Rural City Council



MILDURA CITY HEART REDEVELOPMENT



Final Draft
OCTOBER 1996

Mildura Rural City Council

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EXECUTIVE SUMMARY

Background

The landscape and urban design practice of Mark McWha Pty Ltd was engaged in June 1996 to work closely with Mildura Rural City Council and the Mildura City Heart Traders Association to prepare plans for the further development and upgrade of the City Heart shopping and business precinct.

The study is intended to provide the basis for consideration of funding by Council and the Traders Association in future operations, special rate levy and capital works budgets, as well as expenditure on immediate priorities from the 1995 / 96 capital works funding program and beyond.

Study Area

Although the commercial area encompasses the broad precinct between Deakin Avenue across to Lime Avenue, the focus of the study area is specifically upon Langtree Avenue. The study area takes into account the long term vision for the City of Mildura, and does embrace the objectives of the Sunraysia 2000 proposals, for a strong and exciting link with the River Murray, so close to the north.

Study Process

The study process is illustrated on Figure 3. The consultant team, including TTM (Traffic Consultants), have reviewed the relevant recent reports: (Sunraysia 2000, Tourism, Information and Visitor Centre Study; and the Central Business District Traffic Study) and undertaken a detailed field investigation and prepared an assessment of the existing conditions. The study involved a detailed community consultation program. Meetings were organised with the traders and community members at an early stage to discuss issues and concerns. Initial Concept options were prepared for review by the Steering Committee, and then presented to leader groups at a public meeting and placed on public display. Feedback was incorporated, and the final concepts are presented in this report.

Streetscape Concepts

The basic elements of the streetscape concept include:

Alfresco Dining Precinct - Seventh to Eighth Street

Creation of an Alfresco Dining Precinct from Seventh to Eighth Street, including two way traffic; widened footpaths with room for tables and chairs; extensive central widened paved area at mid street with a pedestrian crossing point; new grand avenue tree planting with a special theme tree; a new suite of street furniture, banners, paving, signage and feature lighting; and scope for artworks to be incorporated into street furniture and highlight locations.

Langtree Mail - Eighth to Ninth Street

Upgrade and rationalisation of the existing Langtree Mail. Main elements include upgrade to end water features; improvements to covered way; provision of a visitors information kiosk at the south side of Sophie's Cafe; incorporation of the sail bandstand into a new fenced-off childrens play structure; retention and improvements to the larger raised grassed area, with a new stage area; and upgrade to the existing cafe area at the south end. Also the gradual replacement of paving and theme trees, with the reuse of the brick name elements. The possibility of introducing a special shade / sail / pergola device to the entire east verandah side has been explored.

Langtree Avenue - Ninth to Eleventh Streets

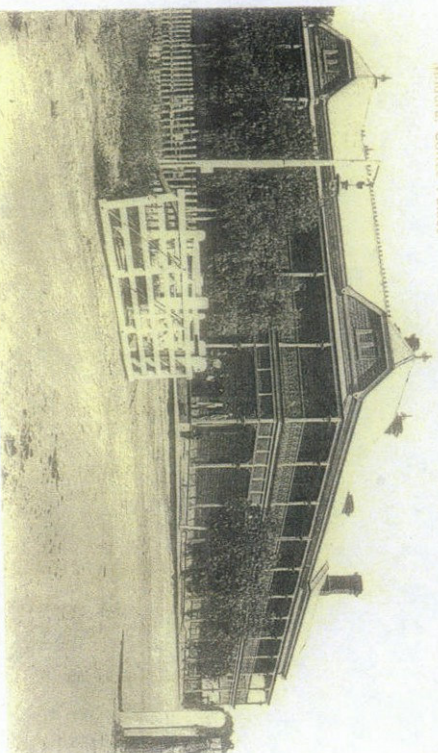
Angle parking is proposed to replace the existing central 90° and parallel footpath side parking. Existing footpath widths are maintained with new paving, and provision for a continuous avenue of street theme trees, to enhance and give the 'Avenue' name meaning. Intersections area given the same focal highlight treatment as the northern intersections, with banner poles and signs, advanced palm trees with special colourful underplanting, and defined pedestrian crossing points. Feature lighting continues the streetscape theme along the entire length of Langtree Avenue.

Estimates and Priorities for Staged Implementation

Detailed estimates for each street section are provided in Section 5 of the report. The significant costs involved would appear to be beyond the scope of Council to fund the works out of its capital expenditure program over a relatively short time frame. Clearly the works will need to be staged, and there needs to be close consultation with traders and others, to determine whether other options such as special rate levies are appropriate, to meet their goals.

It is anticipated that the works could be completed over the medium term, say 5 years. The following is a list of recommended priorities for staging of the works:

1. Centre Identification and Directory Signage
2. Alfresco Dining Precinct Project
3. Banners to all Street Entrances
4. Individual Mail Projects, eg. Childrens Play Facility
5. Ninth to Tenth Street Infrastructure - Lights and Trees
6. Tree Planting to Tenth to Eleventh Streets
7. Paving to Ninth Street to Tenth Street
8. Major rework of Mail
9. Balance of Tenth to Eleventh Street works
10. Balance of works and items omitted for cost savings.



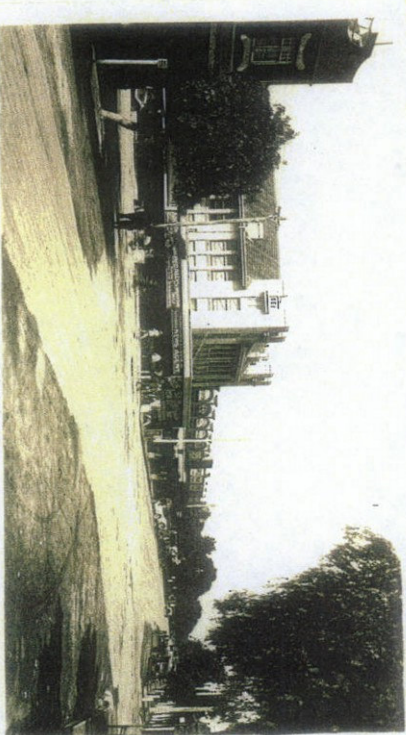
Mildura Coffee Palace (Grand Hotel), Circa 1900.



VALERIE SERIES No. 3488

T. & G. BUILDING, MILDURA.

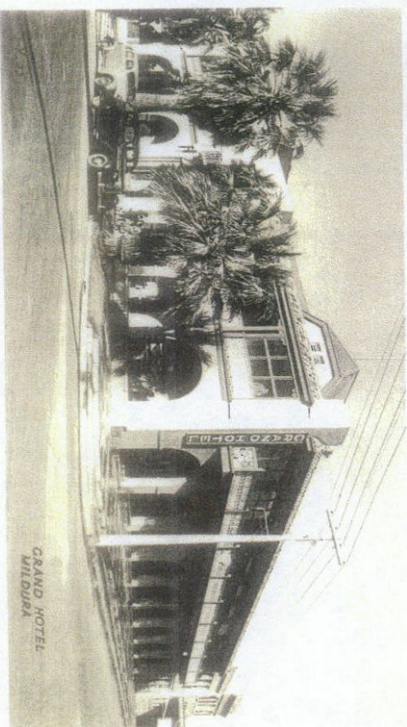
T & G Building, 1940's.



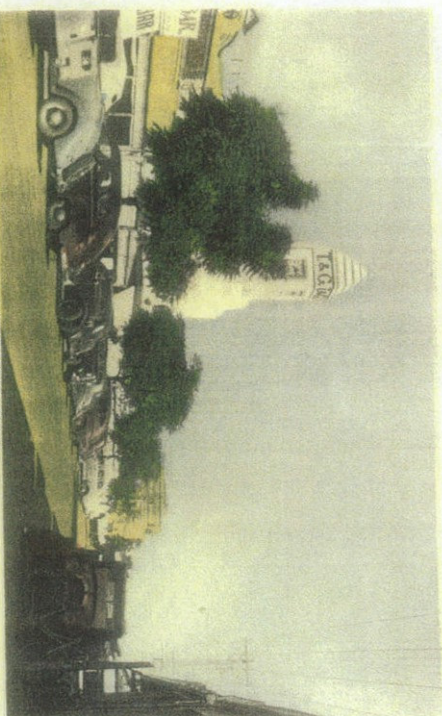
VALERIE SERIES No. 1815

LANGTREE AVENUE, MILDURA.

Langtree Avenue, 1940's.

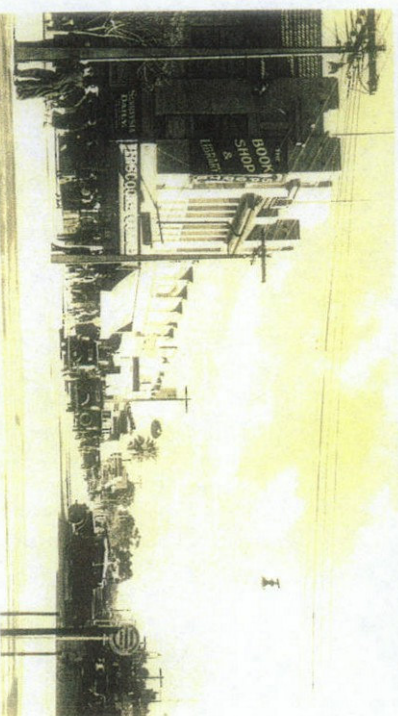


Grand Hotel Mildura, Circa 1940's.



LANGTREE AVENUE, MILDURA.

Langtree Avenue, Circa 1940's.



THE ROSE SERIES P. 288

LANGTREE AVENUE, MILDURA, VIC.

June & July 1943.

Langtree Avenue, Circa 1943.

1.0 INTRODUCTION

1.1 BACKGROUND

The landscape architectural and urban design practice of Mark McWha Pty Ltd was engaged in June 1996 to work closely with Mildura Rural City Council and the Mildura City Heart Traders Association to prepare plans for the further development and upgrade of the City Heart shopping and business precinct.

The work undertaken under this consultancy is intended to provide the basis for consideration of funding by Council and the Traders Association in future operations, special rate levy and capital works budgets, as well as expenditure on immediate priorities from the 1995 / 96 capital works funding program and beyond.

This report provides an outline of the study process, the assessment of existing conditions, and describes the proposed streetscape concept plans and recommendations for implementation.

1.2 STUDY AREA / SITE LOCATION

The commercial precinct of the Mildura City Heart Redevelopment encompasses three distinct areas:

- the existing mall (Langtree Avenue) between Eighth and Ninth Streets
- the future alfresco dining area (Langtree Avenue) between Seventh and Eighth Streets
- conventional CBD commercial retail and office space (Langtree Avenue) between Ninth and Eleventh Streets.

The Mildura Central Business District extends to the east of Deakin Avenue, and is generally bounded by:

- Seventh Street (North)
- Eleventh Street (South)
- Orange Street (East)
- Pine Avenue (West).

However, the focus of this study as a design exercise is specifically upon Langtree Avenue between Seventh and Eleventh Streets.

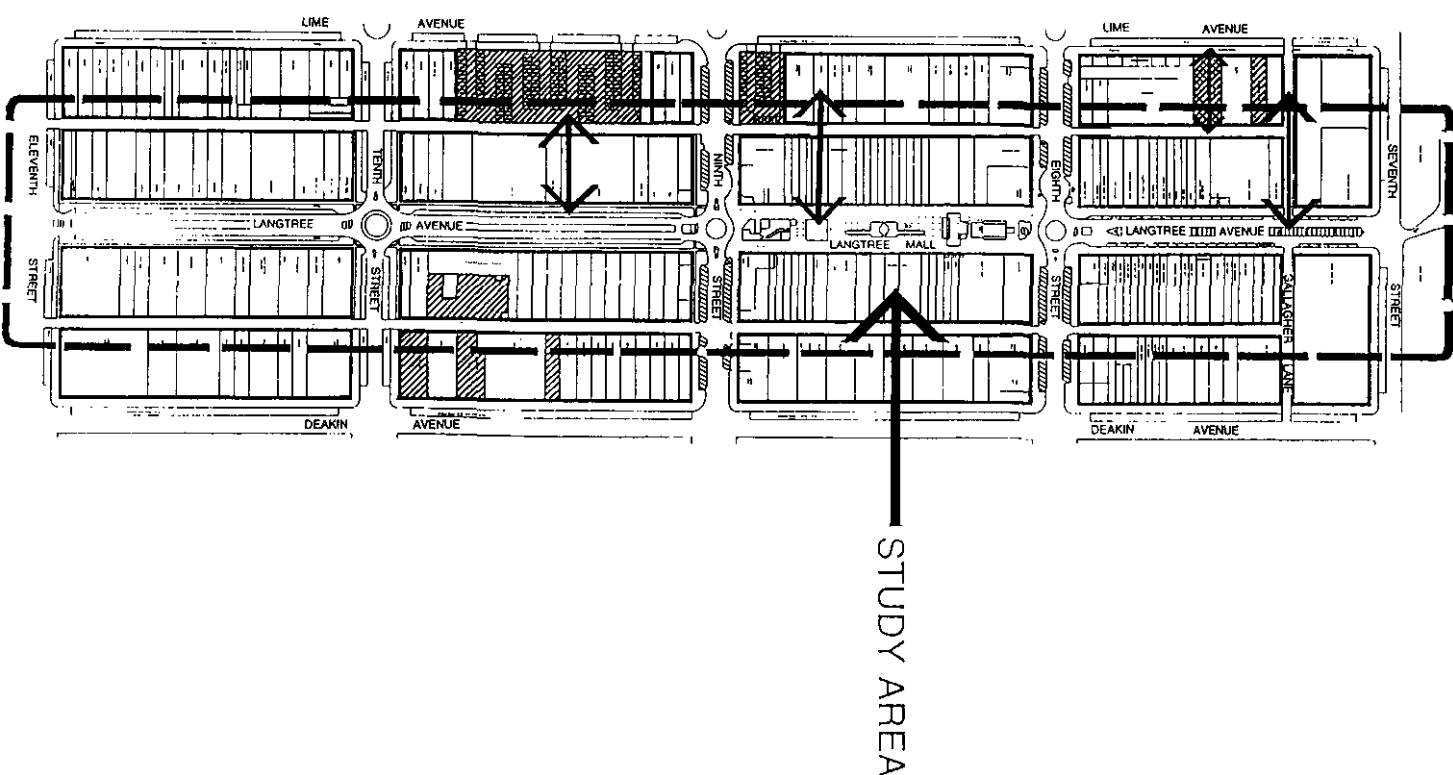
The Study Area is shown on Figure 2.

A number of important studies have recently been completed:

- Sunraysia 2000 Study
- Tourism, Information and Visitor Centre Study
- Central Business District Traffic Study

The scope of these reports extend beyond the limits of the study area, but it is important that these concept proposals take into account the broader vision for the City of Mildura.

The Mildura City Heart Redevelopment Area will form a strong link between the Sunraysia 2000 project for the redevelopment of the rail freight yards and river foreshore, and the Alfred Deakin Centre (a Tourism, Information and Visitor Centre) proposed for the corner of Deakin Avenue and Twelfth Street.



1.3 STUDY OBJECTIVES

The main objectives for this project were:

1. to incorporate timely and meaningful community participation in the planning and design process
2. to evaluate the appropriateness of existing design components
3. to consider the implications and recommendations of other studies in progress
4. to propose a design theme for the entire length of Langtree Avenue
5. to prepare a design concept for each of the three nominated design areas (mall, alfresco and avenue)
6. to prepare a short, medium and long term design position for each of the design areas
7. to propose practical working design solutions within relevant time and cost frames
8. to produce an order of costs estimate for the design concepts
9. to identify alternative project funding sources for consideration

1.4 PROJECT OUTCOMES

The project is expected to result in a number of specific outcomes, which have been provided, and are embodied in this report:

1. Drawings detailing existing building construction and infrastructure services in Langtree Avenue - the Existing Conditions Plans.
2. City Heart Traders Association design options participation meeting.
3. Design theme for the entire length of Langtree Avenue.
4. Design concept for each of the three nominated design areas (mall, alfresco and avenue).
5. A public consultation meeting for presenting preferred design solution to community.
6. A set of design concept drawings, detailing relevant demolition / construction / management / proposals.
7. An order of costs estimate for the design concepts.
8. Consideration of potential staged funding sources for project implementation.
9. An 'after walk-through graphic production on video and CD-ROM.
10. A report addressing relevant considerations, options, and recommended strategies. This document is the final draft of that report.

1.5 STUDY PROCESS

An outline of the study process is shown in the following project methodology diagram (Figure 3).

PROJECT METHODOLOGY DIAGRAM

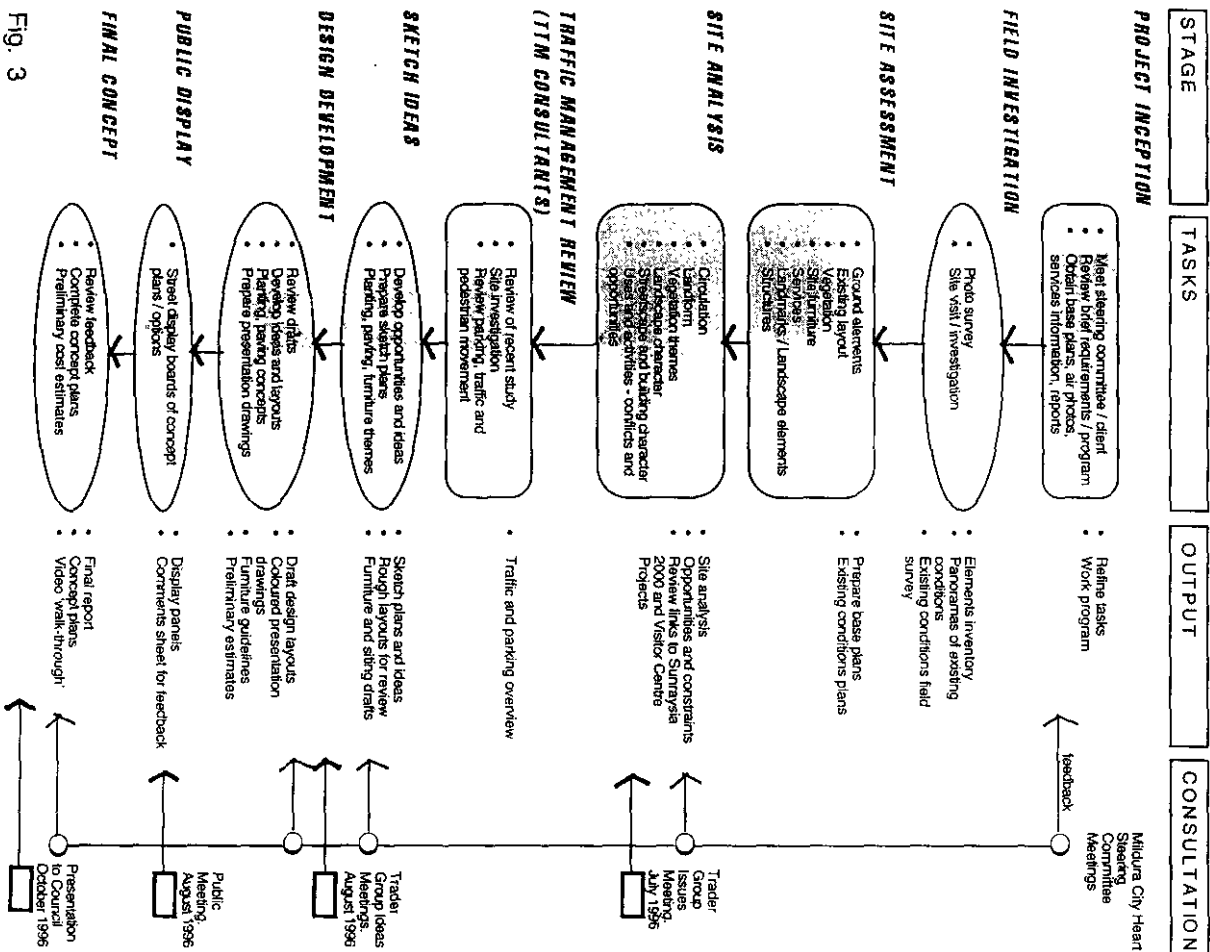


Fig. 3

2.0 EXISTING STREETScape CONDITIONS

2.1 GENERAL STREETScape CHARACTER

Mildura is a marvellous regional Victorian town, with a great sense of history and individual character. The town's special attributes include the wide, sunny streets, an interesting early to mid-Twentieth Century architectural heritage, a unique range and combination of exotic and native trees, and the Murray River, and irrigation district history and context.

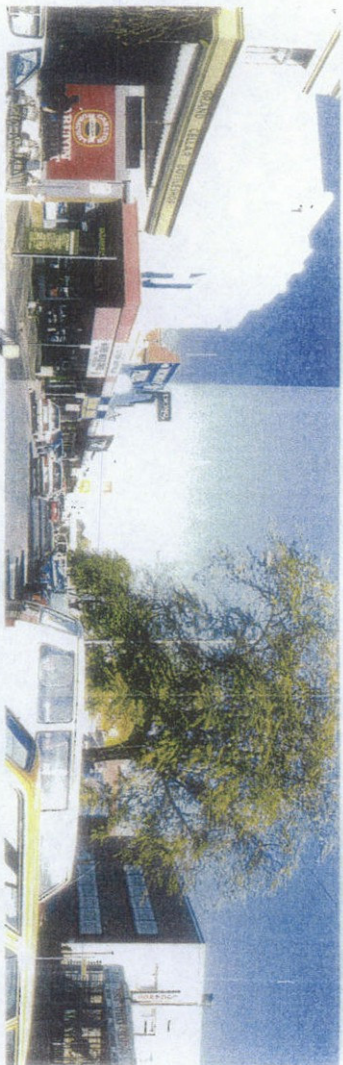
Langtree Avenue seems to have an almost ideal layout in terms of uses, activities and locational context. It is a wide, generous street with good easy vehicle and pedestrian access; it has a fairly vibrant core of lively retail specialty shops, with an established mail - albeit somewhat cluttered and in need of a design review and upgrade; it has perimeter anchor stores; the beginnings of a tremendous tourist eating entertainment precinct to the north end, with the potential for re-establishing in a grand way, the links with the Murray River, as identified in the Sunraysia 2000 study.

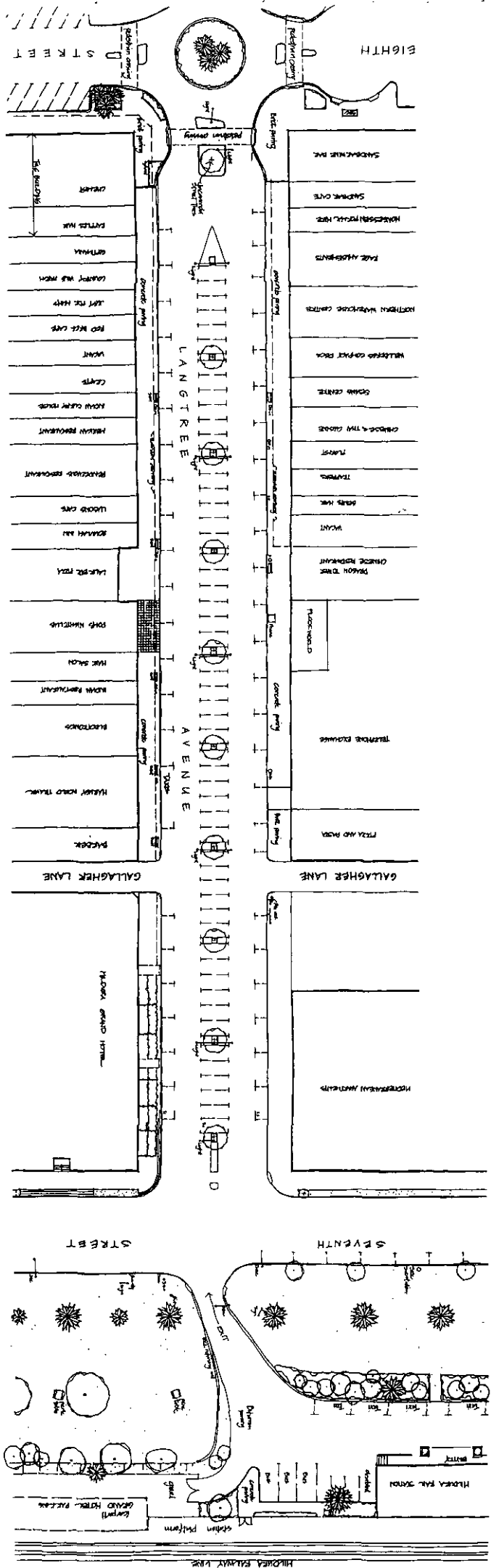
The following report section provides a 'walk-through' description in point form, of each main street section; a plan reduction of the existing conditions within Langtree Avenue for that particular block length, and a photo survey sheet with key views, which provides a visual summary of the existing streetscape character.

2.2 SEVENTH STREET TO EIGHTH STREET

The existing street conditions are shown on Figure 5. The following points describe a list of impressions moving along the street from north to south:

- There is no visual or physical pedestrian connection to the railway station or the Murray River frontage.
- Phoenix and Washington Fan palms on the railway reserve and nature strips provide a strong landmark character at the Seventh Street end.
- The Grand Hotel precinct relates to the park reserve opposite, with something of a 'Californian / Mediterranean' resort character.
- The ornamental grape pergola at the Grand Hotel provides great amenity and strong local context, and an opportunity for further application.
- The Telstra tower provides a strong architectural landmark.
- The telephone exchange has a blank anonymous facade which contributes little to the streetscape.
- The Lugano's restaurant open forecourt provides a lively Alfresco street interface.
- There is a wide road reserve (30 metres) with abundant convenient street parking.
- The central line of Jacaranda trees provide shade and a strong theme, although the trees are in poor condition.
- The wide concrete footpaths are in average to poor condition. Widths allow some tables and chairs. The pavement is worst on the north west side.
- The street furniture is sturdy but lacks 'style'. The cream and green colour scheme is a drab colour combination.
- There are wide verandahs, especially to east side, with unique vertical drop sections. Shade is a critical issue.





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Mildura City Heart Redevelopment



LANGTREE AVENUE - BETWEEN SEVENTH AND EIGHTH STREETS
EXISTING CONDITIONS
 1:200 2000 0000 0000 0000 0000
 July 1996



Wine Bar



Chinese Restaurant



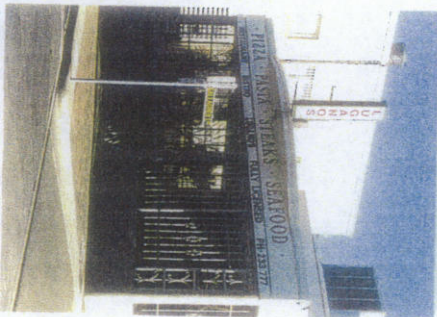
Cafe



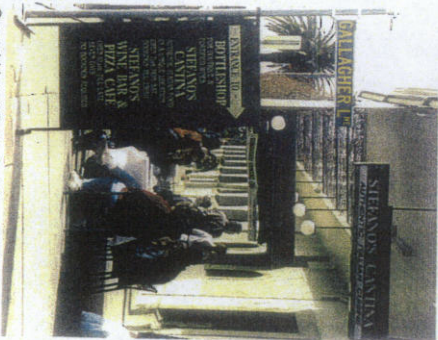
Pizza Restaurant & Nightclub



Thai Restaurant



Italian Restaurant



Grand Hotel Cafe Outdoor Dining



French Restaurant



Mildura City Heart
Redevelopment

LANGTREE STREET RESTAURANTS

Fig. 6

Mildura City Heart
Redevelopment

EXISTING VIEWS - Eighth St to Ninth St
(North Mall)

Fig. 7

2.3 LANGTREE MALL - EIGHTH TO NINTH STREETS

The existing street / mall conditions are shown on Figure 9. The following points describe a list of impressions moving through the mall from north to south:

- The large Californian Fan palms introduced at the roundabout and kept outstands provide great landmark elements - scattered rocks and assorted groundcover detract from this imposing entry statement.
- The pedestrian crossings provide good access to pedestrians, and drivers are exceptionally courteous. The issue of vehicle congestion is covered in the Traffic Section of this report.
- Brick paving commences - the workmanship varies but there is often poor alignment and some lipping.
- The brick garden bed upstands interfere with pedestrian movement and introduce clutter.
- Sophie's Restaurant - provides a lively activity, but the 'black' tinted glass hides the internal activity. The building is of reasonable architectural character but the rear service side has a large 'blank' area behind. The cream colour continues the theme.
- The high curved roof steel canopy structure has a strong cross directional form - but really leads nowhere.
- There is a good range and variety of specialty shops.
- The wide verandahs with drop shade elements, reinforce the desirability of shade. These provide the basis for some sort of 'strong' design theme.
- Shop 'stalls' on the pavement outside shops provide variety and street life character - many could be better presented.
- The raised grassed areas seem to be well used, especially by young families and visitors - but are very hard to maintain; and these do impede pedestrian movement.
- Trees in the central walk - Ash and Yunnan poplar, provide a leafy green heart space - but the trees are in variable condition, and present management problems - ash decline, disruption to pavement, etc.
- There are a range of civic elements - SS Mildura Bell, the stainless steel 'tensile' structure bandstand, Dané drinking font, and the Rotary clock. These have important community ties, but their form and 'plonked' placement introduce an uncoordinated sense of clutter to the Mall. Some of these elements are shown in Figure 10.
- Some rustic park furniture elements seem out of place in this more urbanised streetscape context. Mall street furniture items are shown on Figure 11.
- The 'Sportsgirl' shop has made a dramatic effort to link through to the rear carparking areas, with special palm landscape treatment.
- The filling of the former raised water course channel with soil to a narrow grassed strip creates a visual and physical barrier in the Mall.
- Palm clusters again provide a strong landmark character at the roundabout and intersection area.
- The taxi shelters are useful but the structures lack 'elegance'.
- The structures at the south end are a bit cluttered. The pergola and water element are good ideas, but the general layout is not well designed. These structures, together with the water ladder feature somewhat impede views into the Mall.





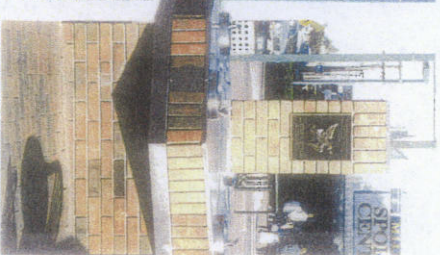
Rotary Clocktower



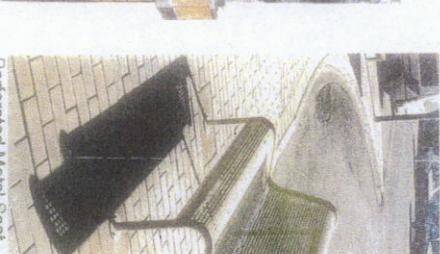
Sound Mixer Podium



Flagpole & SS Mildura Bell Tower



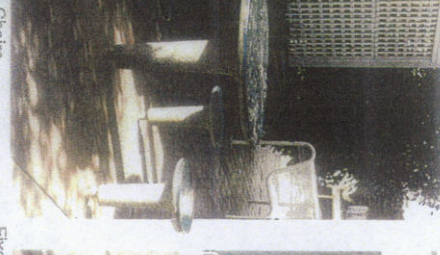
Dante Drinking Fountain



Perforated Metal Seat



Fixed Table & Chairs



Fixed Table & Chairs



Contemporary 'Bandstand'



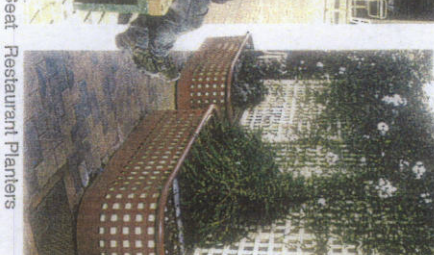
Covered Walkway



Water Feature



Timber Slatted Bench Seat



Restaurant Planters



Litter Bin



Stainless Steel Drinking Fountain



Ninth St. Corner Water Wall



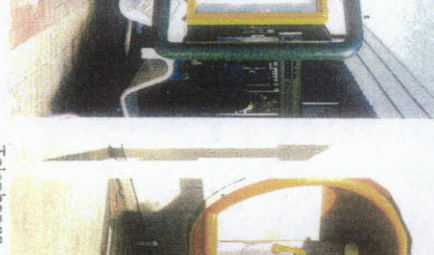
Paving Feature



Directory Signage



Directory Sign



Telephones



Bike Rack



2.4 NINTH STREET TO TENTH STREET

The existing street / mall conditions are shown on Figure 13. The following points describe a list of impressions moving through the street from north to south:

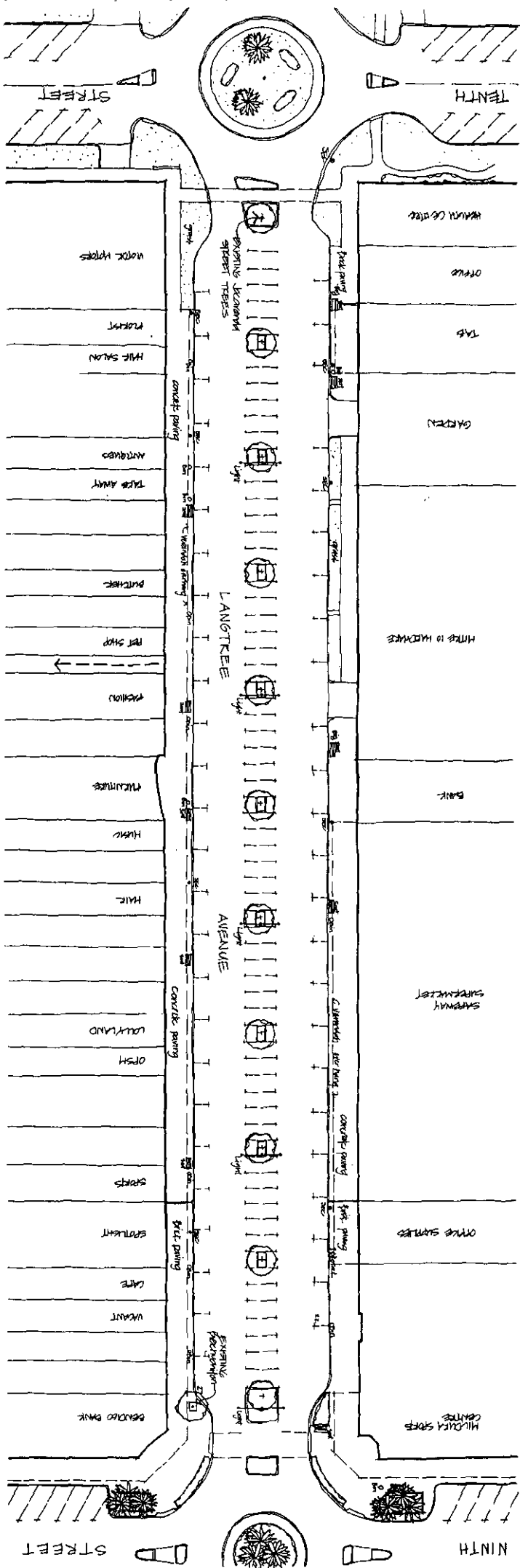
- The palm intersection treatment acts as a landmark when viewed along Ninth Street from both directions.
- Brick pavers continue for 50 metres, then a standard concrete footpath commences which is in average condition.
- The old Carob Bean tree at the Ninth Street intersection is an unusual tree - but in poor condition.
- The wide road reserve provides good parking, with central 90° parking and parallel parking both sides. Angle parking both sides as an alternative could be considered.
- Verandahs on the east side are important for afternoon sun.
- The central line of Jacaranda theme trees is strong, but the trees are generally in poor condition.
- Both the Safeway store and Mitre 10 store provide blank, anonymous facades to the streetscape.
- There are overhead power lines on the west side.
- Grassed kerb outstands and nature strips at the Tenth Street and signify a change from retail specialty to lower key commercial / service uses.



Mildura City Heart Redevelopment



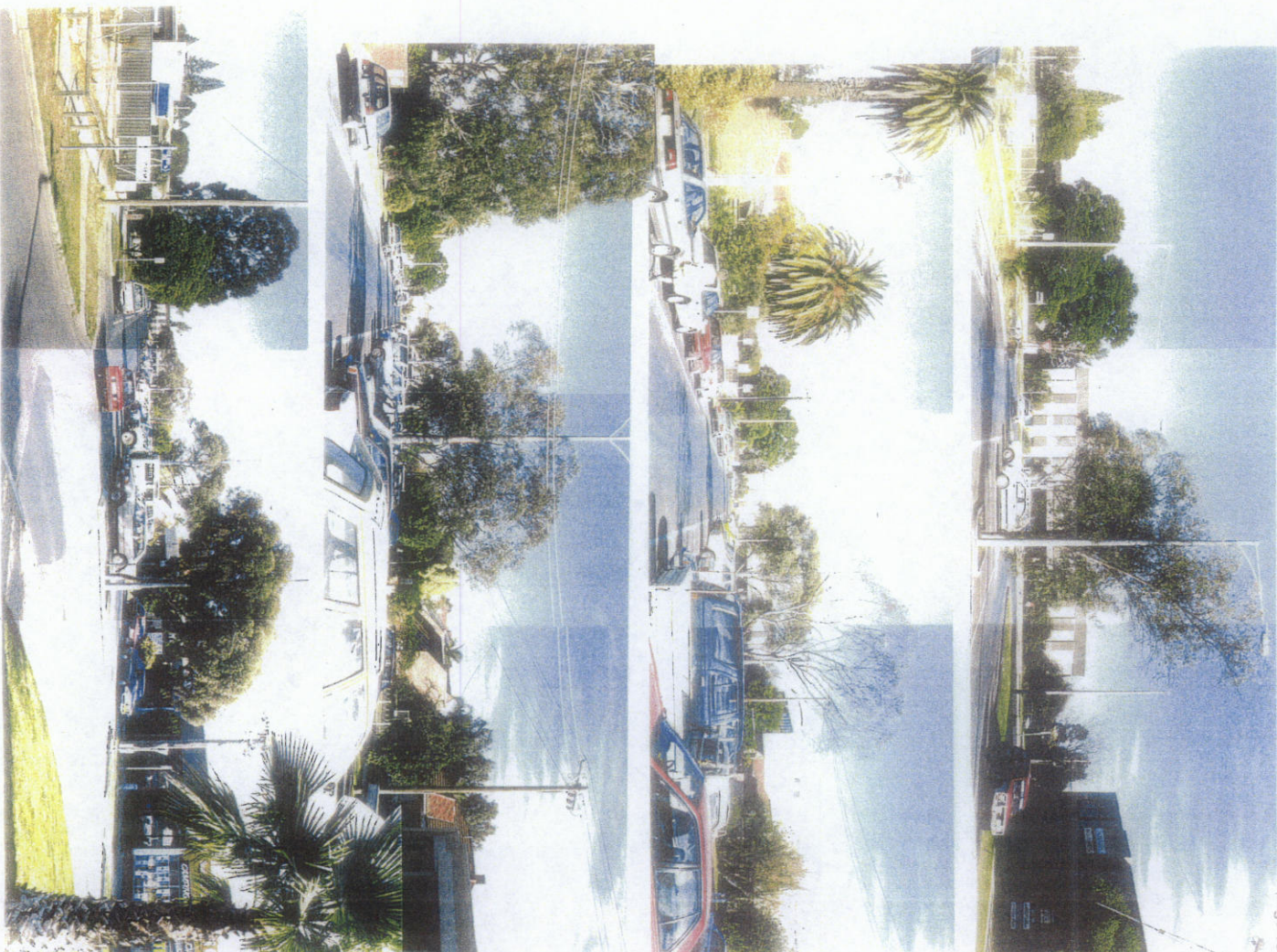
LANGTREE AVENUE - Between Ninth and Tenth Streets
EXISTING CONDITIONS
0 750' 500' 100' 400'



2.5 TENTH STREET TO ELEVENTH STREET

The existing street / mall conditions are shown on Figure 15. The following points describe a list of impressions moving through the street from north to south:

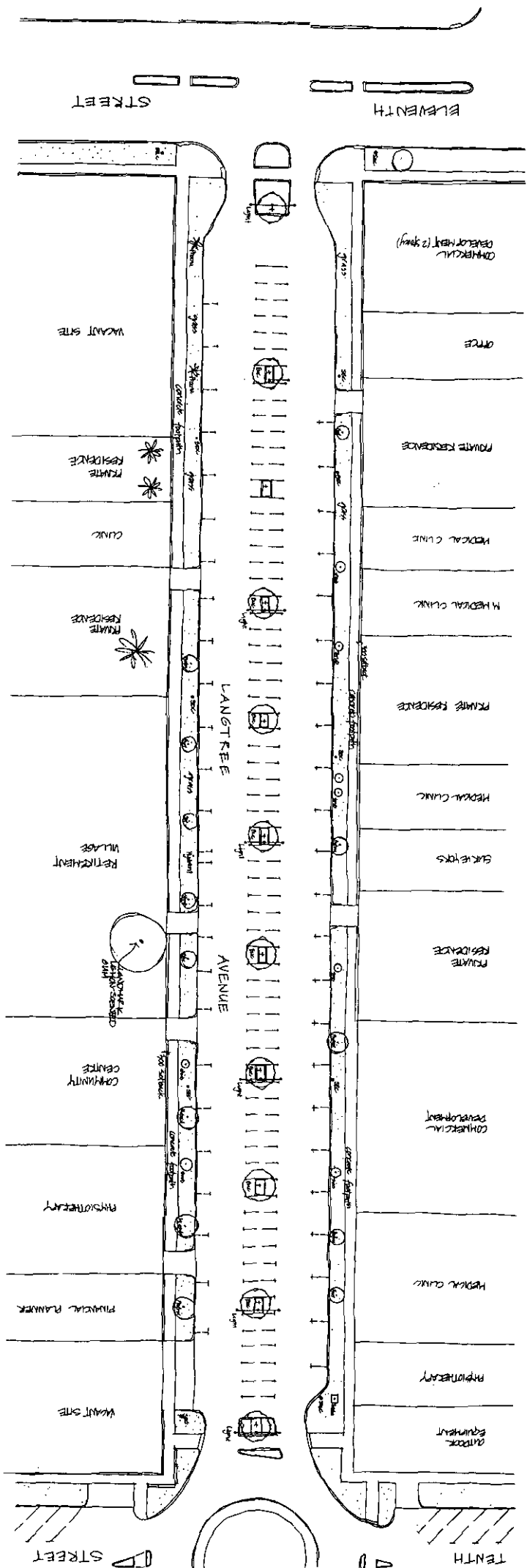
- The wide roundabout at Tenth Street with a smaller palm (less imposing), set in grass signifies a less intensive retail use.
- The present vacant corner site reinforces the sense of reduction in activity.
- The change to Eucalypt species in the central parking aisle reinforces the change in land use.
- Grassed nature strips and remnant private garden trees also signify a transition from former residential land use.
- The treated pine log barriers at the Tenth Street intersection indicate less attention to quality.
- The lack of formal pedestrian crossings also leads to confusion in terms of the pedestrian treatment with the main retail area.
- Remnant residential building stock, and recycled buildings leads to a sense of confused land use type. Most sites have a 'landscaped' setback, with blank brick walls and 'anonymous' facades presented to the street.
- The area presents no clear transition into the commercial heart. The present uses are likely to remain for the median to long term. Stronger avenue and nodal treatment at intersections would help to visually integrate the streetscape.
- There are no distinctive identification signs indicating the presence or location of the shopping centre, either in Eleventh Street or on the approach road sections on the Deakin Avenue approaches into the centre.



Mildura City Heart
Redevelopment



LANGTREE AVENUE · Between Tenth and Eleventh Streets
EXISTING CONDITIONS
0 200 500 1000 500
July 1996



2.6 ARCHITECTURAL STREETSCAPE CHARACTER

A representative range of landmark buildings and structures is shown on Figure 16. These and other readily identifiable 'signature' buildings are landmarks by which locals and visitors orient themselves in daily pedestrian movement and activity. Some buildings in particular such as the Grand Hotel, the T & G Building and Bowring's Building have strategic focal locations, and their form and character has become part of the cultural fabric of Mildura. The early postcard views shown in Figure 1 compared to the contemporary views in Figure 16, indicate a reassuring sense of continuing history.

The street section between Seventh and Eighth Streets has a fairly consistent sense of scale, with one or two storey shopfronts, generally built up to the boundary frontage. There is a wide variety of architectural styles and character, determined mostly by the commercial signage and paint finishes and colours, rather than the architectural period of the building. The telephone exchange stands out as a monolithic cream brick structure, which interrupts the streetscape activity with its bland anonymous facade. Some buildings have significant potential to enhance their period character - the present garish yellow paint finish on the 'Northern Warehouse' shop certainly makes the building stand out - but does little to highlight the special Art Deco character of the building.

The Mall shopfronts also have a fairly consistent sense of scale, although many of the upper facades are concealed by tree foliage or intervening structures. The very wide verandahs, with their drop louvre structures provide distinctive and memorable streetscape elements. The subsequent recesses of the shopfronts become very dark when viewed from opposite on a bright, sunny day.

The variety and scale and streetscape patterns of the Ninth to Tenth Street shopfronts begins to fragment and break down at mid block, with the long, continuous, blank frontage belonging to the Sateway store. The lack of shopfront windows, or even commercial signage or displays detracts from the sense of lively strip shopping centre activity.

As previously described, the Tenth to Eleventh Street section is an area in transition from former residential use, to commercial and consulting suite uses. Many of the former homes have had simple commercial 'makeovers', and the landscape setbacks and lower scale buildings create a very different character to the previous street sections, with little visual integration.



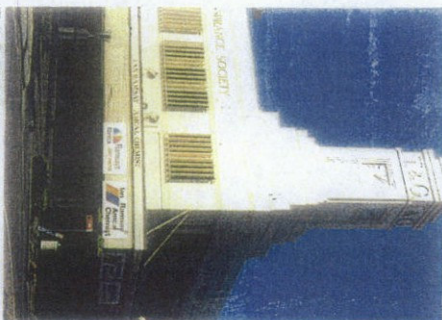
Bowring's Building



Telstra Tower



Mildura Telephone Exchange



T & G Building



Former Bank



Special Verandah Shade Elements



Mildura Grand Hotel

2.7 EXISTING STREET FURNITURE

The 'Street Furniture' photo sheet, Figure 17, provides an indication of the range and quality of existing street furniture. As for many commercial centres, although there is some theming, furniture has been added over a period of time, and these street elements now lack coordination, and many items now look 'tired' or are in poor condition.

It is important that a consistent range of functional, well designed and comfortable street furniture be introduced into all of the Mildura Commercial area.

It is also important that similar high quality design parameters be placed on the use of tables and chairs as provided by traders for outdoor sitting and eating, at cafes and restaurants. At present these vary from high quality metal or timber elements to rustic pine log picnic tables and cheaper plastic modular stackable units, and generally do not present a high streetscape standard.



Mildura City Heart Redevelopment

STREET FURNITURE

Fig. 17

2.8 EXISTING SIGNAGE

The signs in Langtree Avenue, whether simple directional street signs, civic signs, identification or commercial signage, take on a wide variety of types, forms, colours and materials. There is a clear lack of theming or strong identity. A range of existing types is shown on Figure 18.

Identification Signage

There is no adequate signage located on the approaches to the City Heart area, for example, in Deakin Avenue - either in the form of standard VicRoads 'Shopping Centre' directional signs, or special theme signage.

There are no theme identification signs in Langtree Avenue, to reinforce a special sense of character or identity.

Location Signage

There are a variety of street name and directional sign types, and a constant form should be adopted.

Civic Information Signs

Civic signs provide information to the visitor on the Centre's facilities and announce entry to the city and its precincts. In Mildura, the civic signs are currently visually confusing and contribute little to the streetscape due to the lack of uniformity of size, materials, placement and lettering styles.

There are few information signs for pedestrians, and nothing special or consistent.

Traffic Signs

Traffic signs provide information on parking, traffic speed, road hierarchy and pedestrian safety. Within Mildura, the signs are standard VicRoads signs, and are often positioned poorly and compete for attention with other streetscape items.

Commercial Signs

Commercial signs announce entry to the retail core, provide valuable information on services offered, and contribute to a character or image of an area. In Mildura, in common with most other regional centres, advertising signage appears in a variety of styles, colours and forms, with no discernible coordination. Although this provides a richness of colour and vitality in some areas, the appearance is often ad hoc and confusing, with some of Mildura's heritage buildings hidden behind an assortment of competing advertising displays. The older buildings at the Eighth Street intersection provide a notable exception, with simple, relatively unadorned elevations above verandah level.



Tenth St. Corner



Restaurant Signage



Langtree Plaza Sign



Railway Sign



Street Signage



Feature Tourist Sign



Mail Sign



Painted SEC Substation



Bus Stop & Civic Sign



Commercial Signage



Mail Retail Signage

2.9 PAVING DETAILS

Figure 19 illustrates the assortment of paving types within a relatively small precinct, and Figure 20 shows some of the typical traffic management devices and ground elements.

Roads

All road surfaces consist of traditional grey bitumen. Kerbs are generally plain grey barrier kerb or with a 45° splay upstand. These are sometimes painted white at intersections.

Pedestrian crossings are mostly painted with white lines, and sometimes edged with a brick header course closer to the Mall.

The main laneways are sometimes plain grey concrete, and sometimes bitumen.

General Footpaths

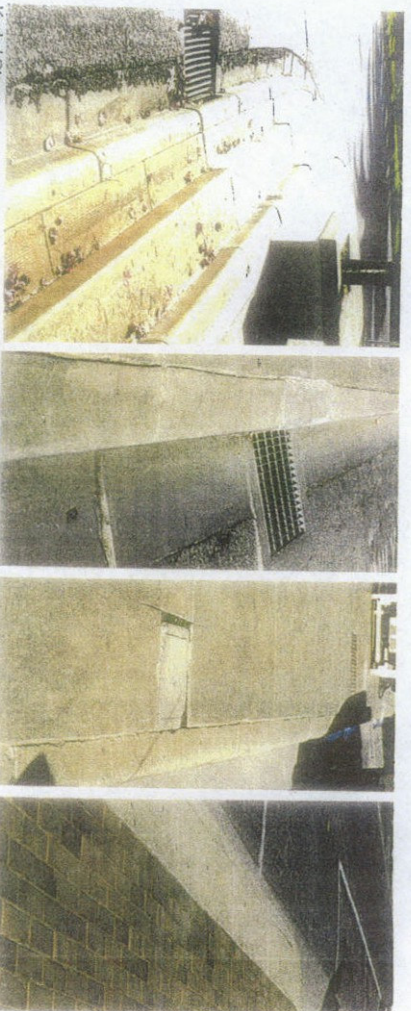
Apart from the Mall, and the first section of street south of the mall, most footpaths are concrete paved with insitu concrete slabs. These surfaces are in average condition, with some lipping at construction joint lines. They generally do not have a high quality appearance.

Mall Paving

The Mall and some adjacent footpath sections are paved with clay brick pavers, butt jointed, in a range of patterns and brick colours - mostly reds and burnt oranges. The pavers are generally laid on stabilised sand or crushed rock, with a section for service vehicles on a stable base.

The brick paving is in variable condition, with some areas in poor condition. Due to some areas with uneven surfaces and associated problems, it is evident that this paving will need to be replaced, or relaid, in at least the medium term (5 - 10 years), with isolated areas repaired sooner.

There is a significant area of paving with local community members individual names cast into each brick. These obviously have a strong local attachment, and it would be appropriate to reinstate these in any new scheme.



Kerb / Steps

Comp. Kerb & Channel

Concrete Paving

Brick / Conc. Paving

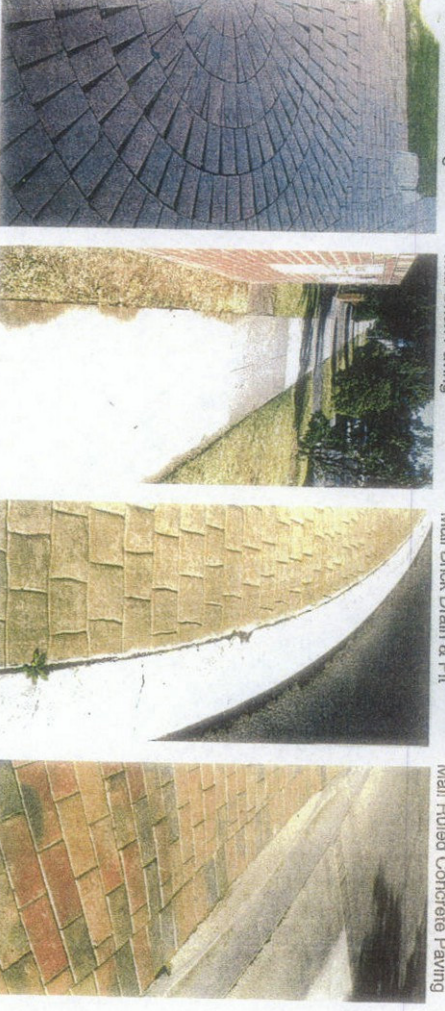


Pedestrian Crossing

Mall Brick Paving

Mall Brick Drain & Pit

Mall Rutted Concrete Paving



Tenth St. Corner Brick Paving

Nature Strip & Conc. Path with 300mm Setback

Roundabout Conc. Edge Paving

Brick Paving



Eighth Street Roundabout



Ninth Street Roundabout



Tenth Street Roundabout



Raised Traffic Island



Central Concrete Tree Surround



Kerb Extension Garden Bed



Central Road Parking



Pedestrian Crossing



Formal Pedestrian Crossing

2.10 EXISTING VEGETATION AND PLANTING THEMES

Landmark Trees

Due to a range of factors, from the local arid climate to local soil conditions, use of irrigation and the area's historical development, Mildura has established a fairly unique and distinctive tree planting character.

The use of exotic 'Mediterranean' character trees such as palms and conifers, mixed together with native 'architectural' or focal trees such as Sugar Gums, has a long tradition in Mildura.

These trees are used either as individual focal landmark elements, or in striking avenues and formal plantations, as shown in Figure 21. Tree species include:

<i>Araucaria heterophylla</i>	Norfolk Island Pine
<i>Cupressus sempervirens</i>	Pencil Pine
<i>Cupressus torulosa</i>	Bhutan Cypress
<i>Eucalyptus cladocalyx</i>	Sugar Gum
<i>Jubaea chilensis</i>	Cocoquito Palm
<i>Phoenix canariensis</i>	Canary Island Palm
<i>Washingtonia filifera</i>	Washington Fan Palm
<i>Washingtonia robusta</i>	Californian Fan Palm

Common Street Trees

Trees which are commonly planted in Mildura streets, and which have obviously been found to tolerate local growing conditions, and perform reasonably well include:

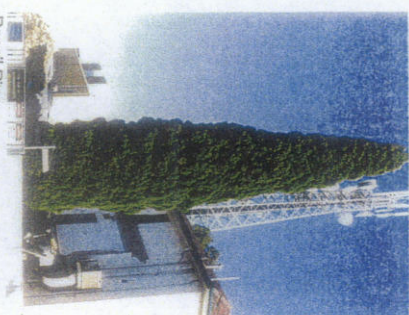
Native:

<i>Acacia stenophylla</i>	Native Willow, River Coocha
<i>Brachychiton acerifolia</i>	Illawarra Flame Tree
<i>Brachychiton populneus</i>	Kurrajong
<i>Brachychiton rupestris</i>	Bottle Tree
<i>Eucalyptus</i> spp.	Red Capped Mallee
<i>Eucalyptus leucosylon</i> 'Roseae'	Pink Flowering Yellow Gum
<i>Eucalyptus salubris</i>	Fluted Gum
<i>Eucalyptus steedmanii</i>	Steedman's Mallee
<i>Lophosolen conferta</i>	Brush Box
<i>Melia azederach</i>	White Cedar

Exotic Trees:

<i>Ceratonia siliqua</i>	Carob Tree
<i>Erythrina cristagalli</i>	Coral Tree
<i>Fraxinus oxycarpa</i>	Desert Ash
<i>Jacaranda minosifolia</i>	Jacaranda
<i>Olea europaea</i>	Olive Tree
<i>Platanus orientalis</i>	Plane Tree
<i>Schinus molle</i>	Peppercorn Tree
<i>Ulmus parvifolia</i>	Chinese Elm

Some of these trees are shown on Figure 21.



Pencil Pine
Cupressus sempervirens



Norfolk Island
Araucaria heterophylla



Lemon Scented Gum
Eucalyptus citriodora



Cocoquito Palm
Jubaea chilensis



Californian Fan Palm
Washingtonia robusta



Californian
Washingtonia robusta



Petiole Palm
Washingtonia filifera



Canary Island Palm
Phoenix canariensis



Canary Island Palm
Phoenix canariensis

Mildura City Heart
Redevelopment

LANDMARK THEME TREES

Fig. 21



White Cedar *Melia azadirach*



Kurrajong *Brachyctition populneus*



Peppercorn Tree *Schinus molle*



Sugar Gum *Euc. cladocalyx*



Blue Tamarisk *Tamarix sp.*



Swamp Mallet *Eucalyptus spathulata*



Pink Flowering Yellow Gum *Euc. laucocylon 'Rosea'*



Yunnan Poplar *Populus yunnanensis*



Jacaranda *Jacaranda mimosaeifolia*



Ash



Bean Tree *Fraxinus sp.*

Mildura City Heart
Redevelopment

COMMON STREET TREES

Fig. 22



Photinia *Photinia robusta*



Mail Shrub Planting *Viburnum tinus*



Ornamental Grape Vine *Vitis vitifera 'Purpurea'*



Orange Trees *Citrus spp.*



Grapes *Vitis sp.*



Citrus sp.



Roundabout Floral Planting & Palm



Succulent Garden Detail *Aloe arborescens*

Mildura City Heart
Redevelopment

PLANTING THEMES

Fig. 23

3.0 STREETSCAPE CONCEPT

3.1 GENERAL STREETSCAPE CONCEPT

The basic elements of the streetscape concept include:

Alfresco Dining Precinct - Seventh to Eighth Street

Creation of the Alfresco Dining Precinct from Seventh to Eighth Street, including two way traffic, widened footpaths with room for tables and chairs; extensive central widened paved area at mid street with a pedestrian crossing point; new grand avenue tree planting with a special theme tree; a new suite of street furniture, banners, paving, signage and feature lighting; and scope for artworks to be incorporated into street furniture and highlight locations.

Langtree Mall - Eighth to Ninth Street

Upgrade and rationalisation of the existing Langtree Mall. Main elements include upgrade to end water features; improvements to covered way; provision of a visitors information kiosk at the south side of Sophie's Cafe; incorporation of the sail bandstand into a new fenced-off childrens play structure; retention and improvements to the larger raised grassed area, with a new stage area; and upgrade to the existing cafe area at the south end. Also the gradual replacement of paving and theme trees, with the reuse of the brick name elements. The possibility of introducing a special shade / sail / pergola device to the entire east verandah side has been explored.

Langtree Avenue - Ninth to Eleventh Streets

Angle parking is proposed to replace the existing central 90° and parallel footpath side parking. Existing footpath widths are maintained with new paving, and provision for a continuous avenue of street theme trees, to enhance and give the Avenue name meaning. Intersections area given the same focal highlight treatment as the northern intersections, with banner poles and signs, advanced palm trees with special colourful underplanting, and defined pedestrian crossing points. Feature lighting continues the streetscape theme along the entire length of Langtree Avenue.

The following report section describes the final preferred streetscape design options for each section of Langtree Avenue.

The earlier alternative streetscape concept options which were presented to the traders and broader community for consideration, are contained in Appendix B. The final street design concepts described here have incorporated the preferences and feedback received during the process of community consultation.

The overall traffic management recommendations for Langtree Avenue are described in detail in TTM Consultants Pty Ltd' Traffic Engineering Issues report contained in Appendix C. The proposed alterations are shown on Figure 24.

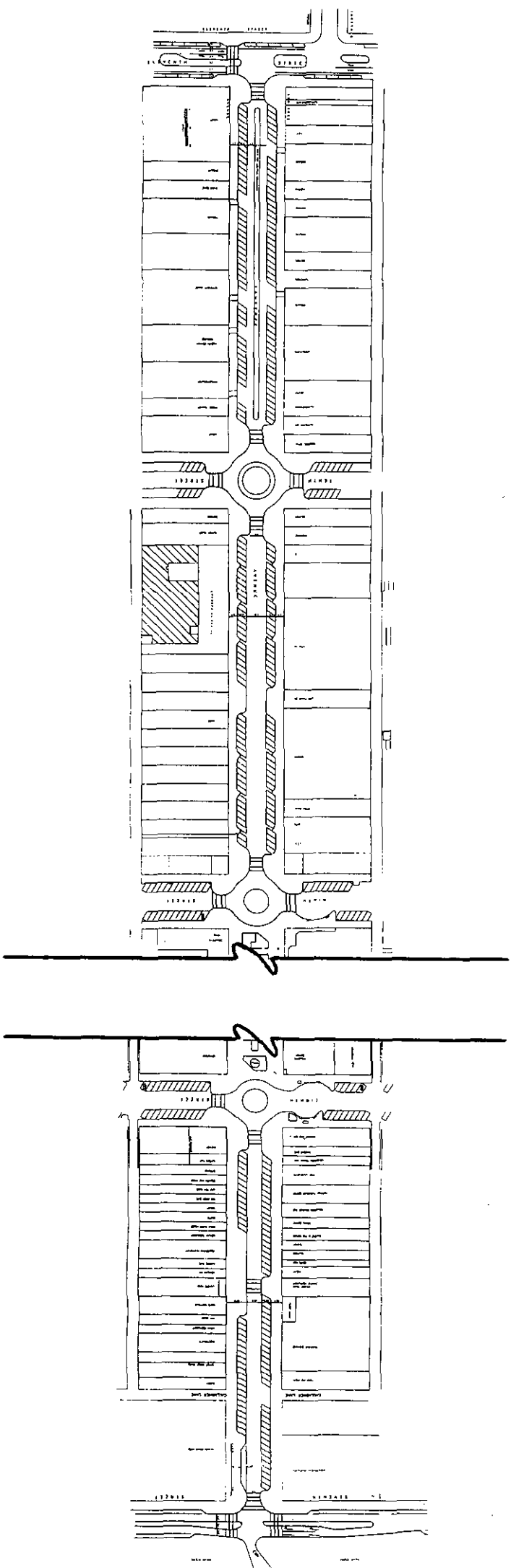
The final preferred arrangement allows for two-way traffic between Seventh and Eighth Streets, with new angle parking either side. Adjustments to the location of pedestrian crossing points at the Eighth Street roundabout should ease congestion of car movements at this intersection. As previously described, angle parking is also proposed in the medium to longer term for the two street sections between Ninth and Eleventh Streets.

3.2 ALFRESCO DINING PRECINCT - SEVENTH TO EIGHTH STREET CONCEPT

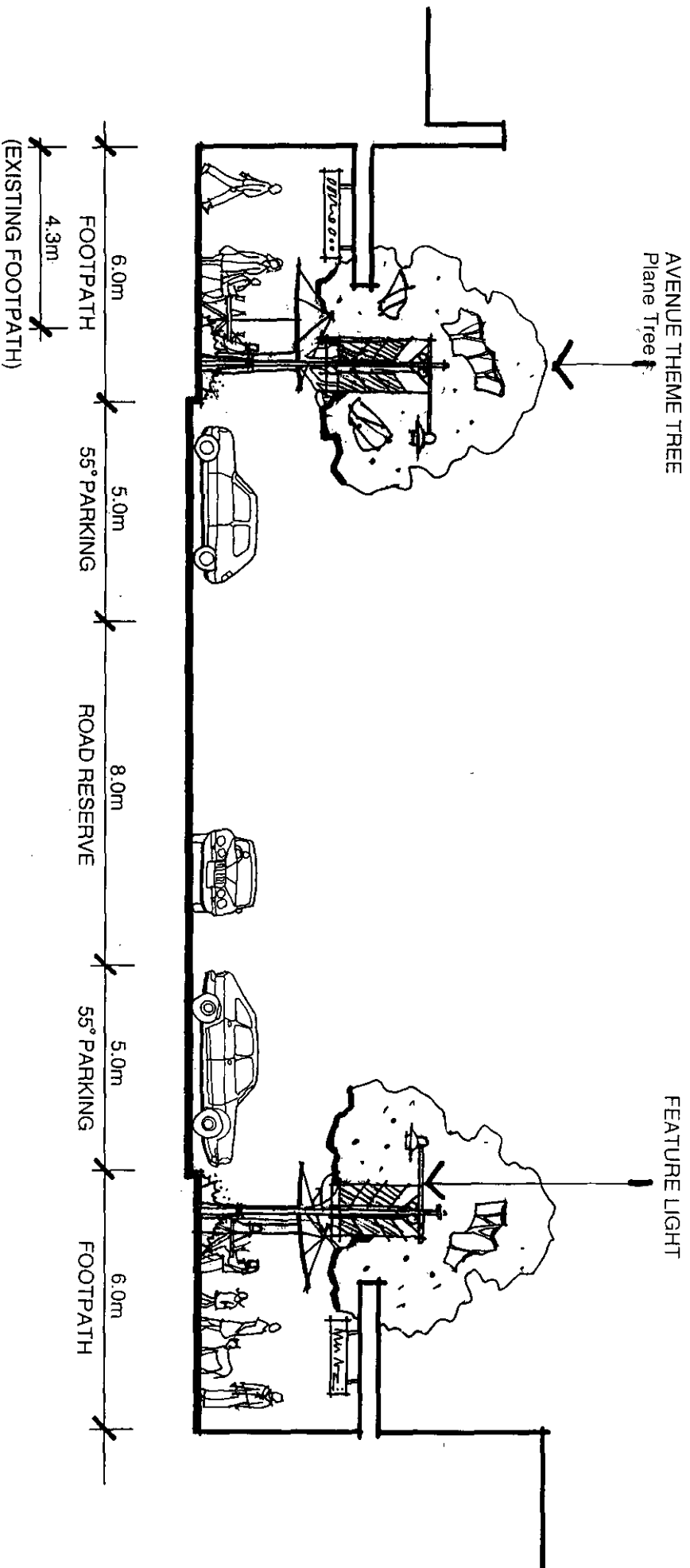
The streetscape design concept for this section of street is shown on Figures 25, 26, 27 & 28.

The proliferation of existing restaurants in the street, leading down to the Grand Hotel at the northern end, already establishes a great setting for the proposed Alfresco dining use. There is a further strong link across Seventh Street to the railway reserve park, and eventually, a direct link to the Murray River as planned in the Sunraysia 2000 project. The design concept provides a framework not only for the outdoor dining, but for general civic streetscape upgrade, a place with great amenity and character, for the whole community to enjoy. The main elements of the concept include:

- Maintenance of two way traffic for ease of access, with the roundabout at Eighth Street retained, and centre median islands and turning aisles at Seventh Street.
- Introduction of 55° angle parking both sides of the street - a 'comfortable', convenient and relatively safe form of parking. Carpark numbers reduce by 5.
- Widening of the footpaths both sides to 6.0 metres, allowing a generous 2.3 metres for pedestrian movement and the balance for seating, or outdoor tables and chairs.
- Provision of a major central paved heart space on the sunny eastern side, which is about 11.0 metres wide. A space for further outdoor dining, sitting and gathering.
- A pedestrian link across the road at mid way, with the potential to be explored for a further link through the shops or the telephone exchange site, to the Lime Plaza carpark behind, and beyond to the K-Mart carpark in Lime Avenue.
- 'Throttling down' of the road entrances at street ends to a safe 7.5 metres.
- Provision of pedestrian connections across Seventh Street to the railway reserve parkland, and the future Sunraysia 2000 development link to the Murray River.
- New avenue trees using one main tree species. The final recommendation is the Bottle Tree, *Brachycton rupestris*, a unique and distinctive tree for this section of the street.
- The use of the Advanced Californian Fan Palm theme reinforced at street ends.
- Rows of banner poles are used at street entries, to announce arrival.
- New pavement materials are to be large, precast concrete pavers with dye colours and exposed aggregates, in sandy - ochre colours to reflect the local geology, with some tonal variations to set up banding and edge trim patterns.
- New feature lights, 4 - 6 metres height, will provide a high level of illumination.
- A new suite of street furniture - seats, litter bins, bollards, lights and banner poles used throughout the street, to integrate and set a high standard of comfort and amenity.
- An approved guideline standard for traders tables and chairs is proposed. There is no intention to restrict variety or flexibility, as long as a sense of quality is achieved.
- Street Art is to be encouraged in this section of street. A number of locations have been identified for significant sculptures or other outdoor art elements. These could take many forms - a kinetic wind sculpture, a special light, special mosaic pavement treatment, etc. It is important that the location and form integrate with other street elements.
- The possibility of involving local artists in the design of streetscape furniture has been considered. For example, one of the furniture items such as all seats or all banner poles, lights or bollards, could be designed and /or made by a range of local artists. Examples of seats by local artist Tim Curry are shown on Figure 29. The potential variety, colour, liveliness and even whimsy of these elements could create a very special tourist precinct.
- Overhead power lines should be located underground in the long term. Aerial bundle cabling of wires would reduce the visual impact, and should be considered in the medium term.





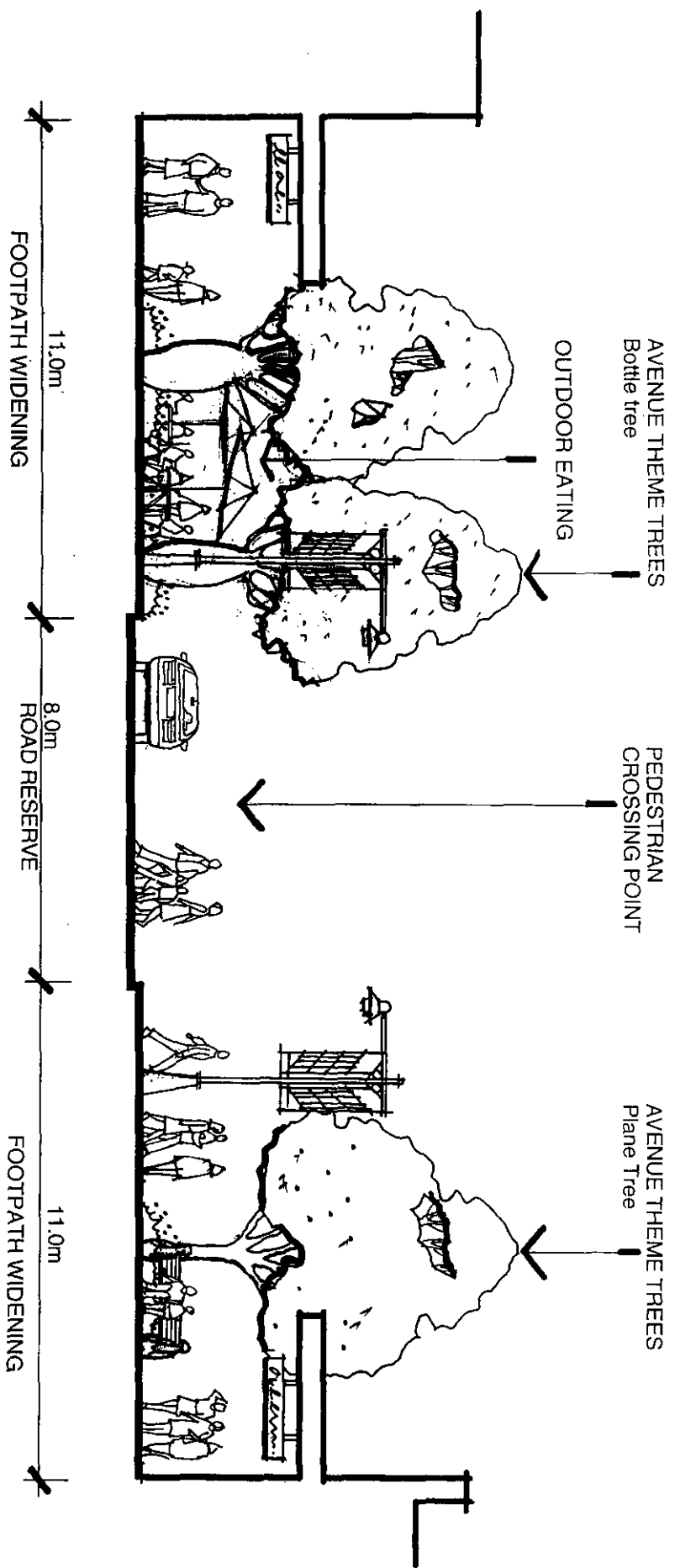


**STREET CROSS SECTION BETWEEN SEVENTH & EIGHTH STREETS
(Langtree Avenue)**

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67398 SMITH ST
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Fig. 26



STREET CROSS SECTION AT EXTENDED PAVED AREA
(Langtree Avenue between Seventh and Eighth Streets)

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Fig. 27

3.3 LANGTREE MALL - EIGHTH TO NINTH STREET CONCEPT

The streetscape design concept for the Langtree Mall is shown on Figures 30 and 31.

This study endorses the role of the Langtree Mall as a major retail and community pedestrian heart space for the City of Mildura. It is emphasised that ultimately, it is the actual presence, form and nature of the retail activity which will determine the success and vitality of this important community focus.

The streetscape concept for the Mall is intended to be one which is creative and exciting, but realistic and achievable. It retains and builds upon, and enhances the existing major elements - the curved steel roof covered way, Sophie's Cafe, the bandstand sail structure, the raised grassed area, and the basic services and infrastructure. Nevertheless, the Concept proposes some very major redevelopment work, and it is expected that this would be completed on a staged basis over at least the medium term.

The main elements of the Concept include:

Paving

The entire Mall is to be repaved over a period of time. The existing clay brick surface will increasingly require additional maintenance, and it is proposed that it will be replaced with large coloured precast concrete pavers with exposed aggregate, proposed for the remainder of Langtree Avenue. The large area of bricks with names impressed into their surface, are to be reused in the bands of the new layout, set on a stable concrete base.

Water Features

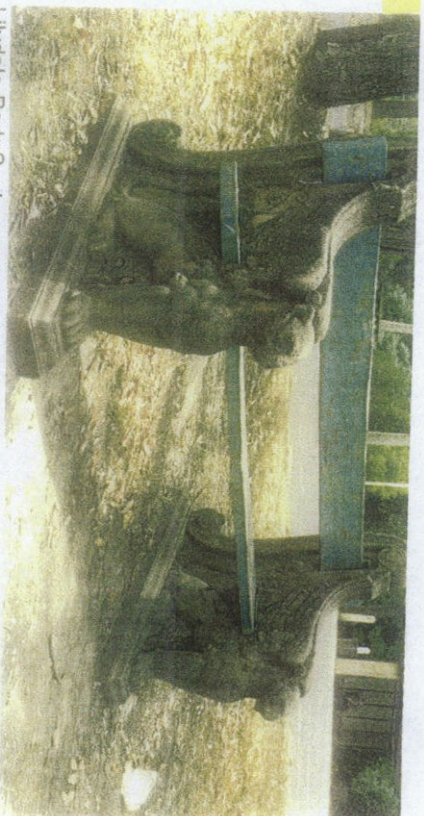
The existing water feature elements are to be rationalised, and reduced to the two main features at each end of the Mall. Water is regarded as a critical element and symbol in Mildura, and it is fitting that it be used in these focal locations in the City Heart. However, it is also important that they be of significant quality, rather than the token elements which they are to replace.

It is recommended that both be the subject of a detail design commission, perhaps on the basis of a design competition, or by a recognised fountain designer, with the involvement of local artists. Some ideas and design parameters are listed here:

The south water ladder is slightly too high, and should be reduced by 300mm, although the stepped water ladder concept works well. The tiles are dated and a local stone finish would add more quality. The element is off-centre, and a mirrored or balancing component would create a grander focal gesture. The element could become a kinetic water sculpture, and could be used to interpret, symbolise or 'inform' the area's irrigation history. The Dané drinking fountain could be related or incorporated into this element, to give both elements additional meaning and focus.

The circular form of the north end water feature works well in terms of its central focus, and ease of pedestrian circulation around the fountain. However, the brick planter surround and general detailing lack the necessary quality for this important location. All sorts of opportunities exist for an exciting feature, which could become a major tourist attraction:

- It could include or be a significant sculpture.
- Local stone(s) could be used in a creative way.
- Pulsating water jets or surges could 'perform' to music.
- Water jets could spring from one side of the pool to the other, or pool water could surge or swirl around the base.
- Irrigation elements or devices could be incorporated as a theme or sculpture components.



Lilydale Park Seat



Tim Curry Seat



Tim Curry Seat

Pergola Sail Cover Walk

Summer shade is a crucial factor in Mildura. Distinctive streetscape elements have evolved to deal with this issue. Examples include the distinctive wide verandahs in Langtree Avenue, their louvre fascia devices, detailing such as the louvres on the Lime Plaza market building, and pergolas such as the Grand Hotel ornamental grape vine trellis.

The Streetscape Concept Plan shows a notional sail / pergola walk, appended to the east side verandahs. A sketch concept for how this could be developed is also shown on the street cross section on Figure 31. These structures could become a unique and distinctive feature of Langtree Mall, provide summer shade, and some protection from rain. This is a design idea which would require considerable design development, beyond the scope of this study.

Banner Poles

Banner poles are proposed to announce each end of the Mall, and other street entrances, with 6 metre high posts either side of each entry. The banners can have a main theme for general use, and change for seasonal festive events such as Christmas, Arts, International Balloon Fiesta and Wine Festivals.

Covered Way

The existing green painted curved roofed canopy structure is to be retained, but modified. At present the building form has a strong directional focus to each side, acting as an arcade, but in fact it leads to no real focus or entry point. A canopy is proposed for the south side, directed out into the Mall. Apart from providing shelter, the structure can have a flexible multi-use, working as an enclosure for minor events, performance, and local trade or event displays.

An extension to the south side of Sophie's Cafe is proposed to create an information kiosk, and City Heart office. This is not intended as a main tourist information centre, but certainly tourist information, local events, as well as retail centre information could be provided from this location. Some special local produce could be available here, as an incentive for travellers to seek out local tourist attractions.

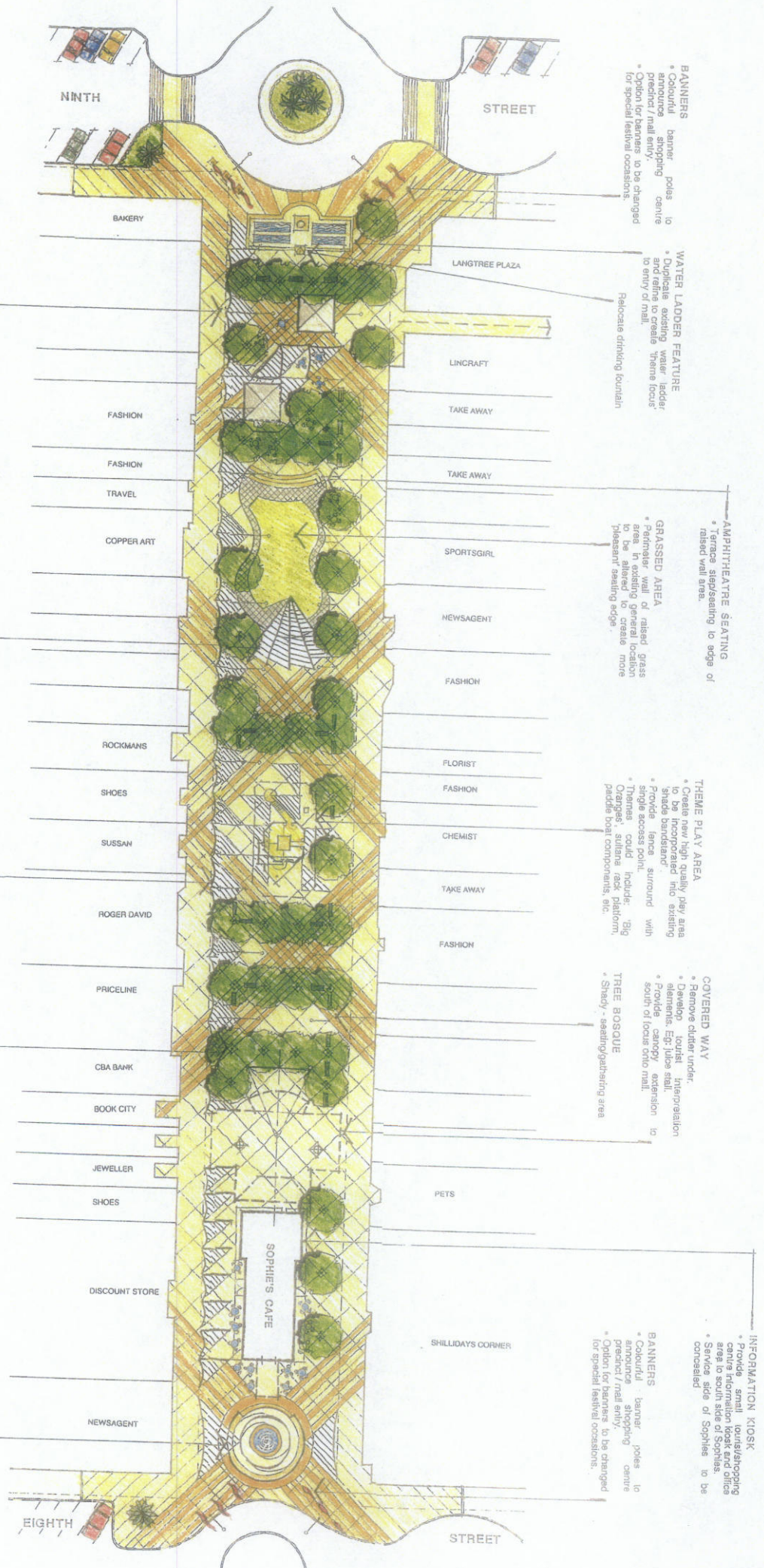
Central Tree Bosque

The existing tree layout is to be rationalised. Some of the existing trees such as Ash and Yunnan Poplar are either not performing well or have some horticultural / management problems. Trees, and the shade relief and amenity which they provide, are still regarded as major elements within the Mall. A new, more regimented avenue, with Plane Trees as the main theme tree, is proposed. Jacarandas and Illawarra Flame trees are proposed as secondary theme trees, selected for their spectacular seasonal flower display.

Central Childrens Play Area

A high quality, fenced off 'adventure' play facility is proposed for a central location in the Mall. It is intended to incorporate the existing 'sail' covered bandstand area, with its stainless steel posts and raised platform. The play element would be the subject of a detail design, and should incorporate all current Standards and safety requirements. A number of themes could provide the facility with a strong local emphasis, and again, promote tourism. For example, themes could include paddle boat components or theming; sensitive incorporation of the 'Mildura Steamer' ship's bell; 'Big Orange' elements; and sultana rack play maze platforms.

The area should have a synthetic rubberised soft fall base, and fence surround with controlled entry points. Adjacent seats should be provided for parents for overview.

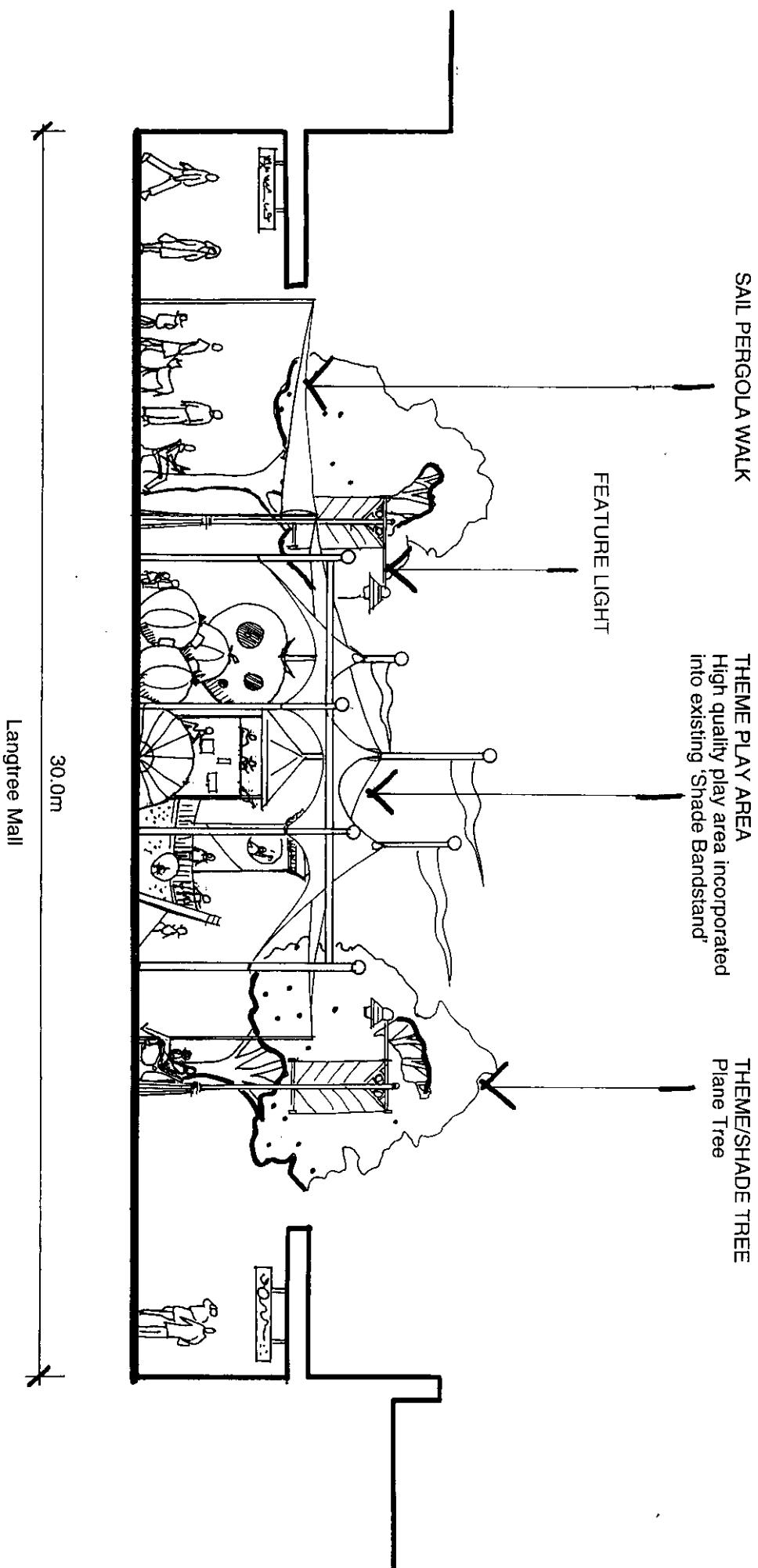


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Mildura City Heart
Redevelopment



LANGTREE MALL - Between Eighth and Ninth Streets
STREETSCAPE CONCEPT
200 200 500 500
September 1996
FIGURE 30



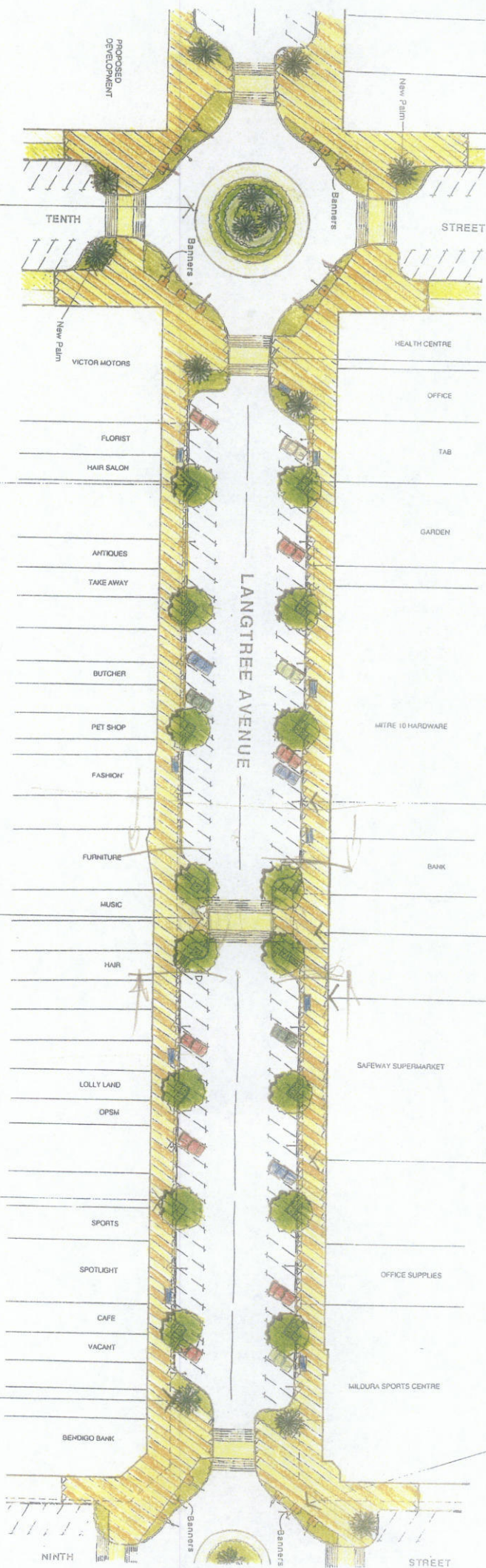
CROSS SECTION OF LANGTREE MALL BETWEEN EIGHTH & NINTH STREETS
(Langtree Avenue)

3.4 NINTH TO TENTH STREET - LANGTREE AVENUE

The streetscape design concept for this section of street is shown on Figures 32 and 33.

The main elements of the concept include:

- Removal of central 90° parking and replacement with 55° side angle parking. This is a safer and more 'comfortable' form of parking, and will provide a sense of continuity with the balance of Langtree Avenue and adjacent streets.
- Provision of a crossing point opposite Sateway, at midway along the street. The scheme shown is at the expense of eight car spaces, providing a generous pedestrian gathering point - the size of this area could be adjusted up or down.
- Potential for Sateway to highlight its entrance with an architectural entry or arcade type entry treatment, to link into the store and the carpark to the rear.
- A scheme for an upgrade to the rear carpark is shown in Figure 34, with a pedestrian crossover defined at the Sateway entry, and potential architectural upgrade to the building entrance.
- Suggestions for wall section murals or combined commercial signage, to visually break up and reduce the monotonous length of blank wall to the Sateway store.
- Kerb outstands are designed to locate trees out from kerbs and verandah overhangs, without significant loss of car space numbers. The arrangement will require the provision of new storm water pits at each location.
- New advanced landmark Callioman Fan Palms are provided at street end sections, to highlight arrival.
- Banner Poles are located in clusters at street ends to highlight the sense of entry.
- Paving materials utilise the same large exposed aggregate, dye coloured, precast concrete paving units proposed for the north of Langtree Avenue.
- Street furniture is to be replaced with the new suite of elements to provide visual integration, comfort and amenity.
- Street lights shown are to be the new feature lights at roadside edges, which will allow for significant light spill back under verandah overhangs.
- Overhead power lines should be located underground in the long term. Aerial bundle cabling of wires would reduce their visual impact, and should be considered in the medium term.



PEDESTRIAN CROSSING

- Provide unified crossing layout along entire length of Langtree Ave. to create pedestrian friendly crossing point.

OVERHEAD SERVICES

- Consider relocating SEC services underground as a long term objective.

STREET LIGHTS

- New feature street lights

MURAL

- Potential for mural(s) and/or local signage to enhance street facade

FEATURE PAVING

- Precast concrete paver edge behind kerb with ruled pattern concrete paving fill

ROUNDAABOUT AREA

- Special landscape treatment to roundabout area to 'announce' city heart precinct.
- New canopy as shown to create 'pedestrian friendly' crossing point.
- Highlight Palm planting feature paving and banner poles

LINK

- Potential for Safeway to highlight link into store and through to carpark behind

ROUNDAABOUT

- Special landscape treatment to proposed roundabout to 'announce' city heart precinct.
- Retain existing Palms and provide new highlight understory planting such as 'Coburn' Flax and Lemnons

AVENUE THEME TREE PLANTING

- Selected avenue theme tree to be planted along entire length of Langtree Ave.

PEDESTRIAN CROSSING

- Provide central crossing point

KERB EXTENSIONS

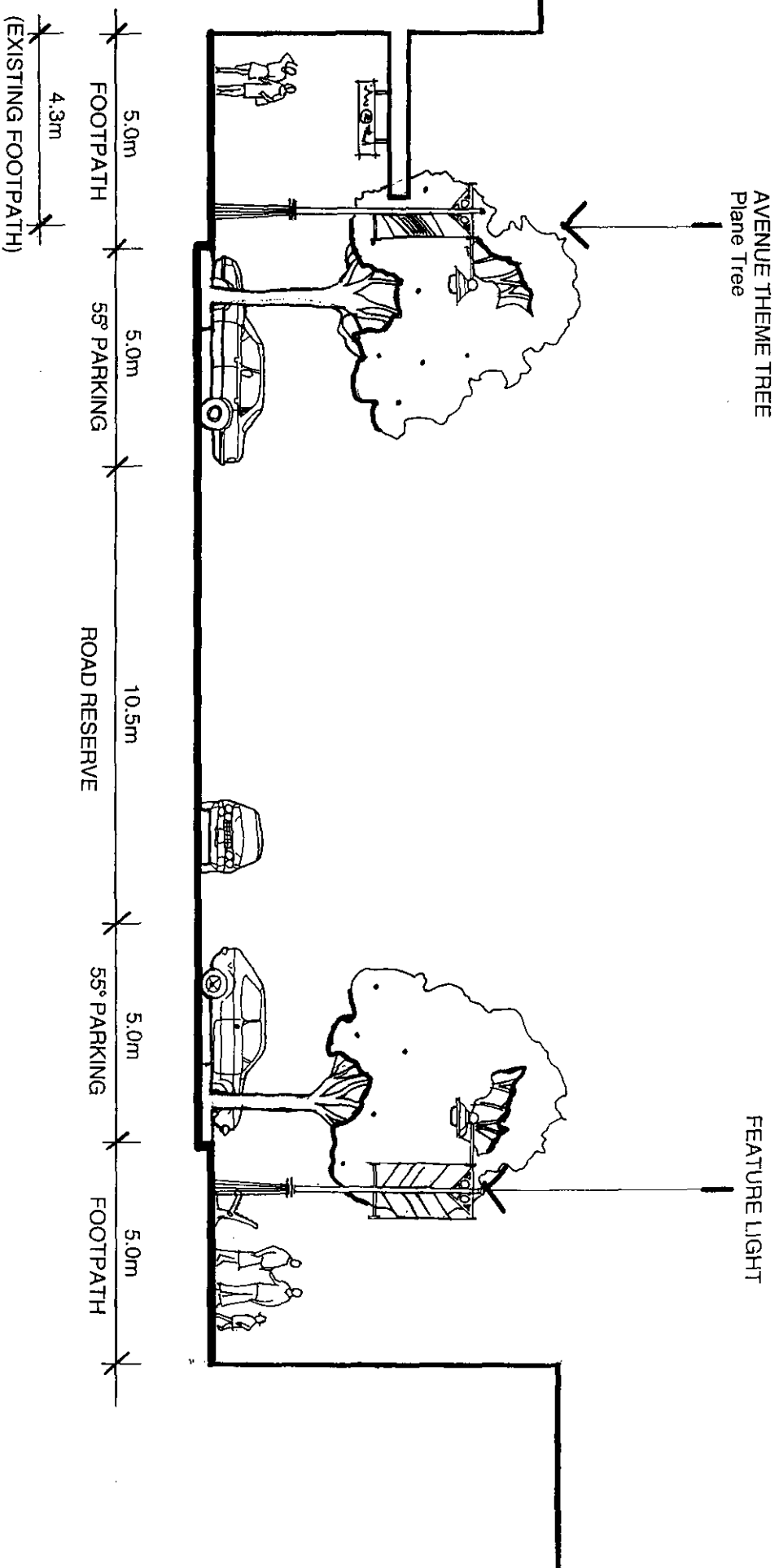
- Extend kerb alignment to highlight understory planting

New landmark palm to highlight intersection

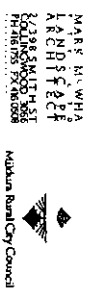
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Mildura City Heart Redevelopment



STREET CROSS SECTION BETWEEN NINTH & TENTH STREETS
(Langtree Avenue)



SAFeway CARPARK STREETSCAPE CONCEPT

3.5 TENTH TO ELEVENTH STREET - LANGTREE AVENUE

The streetscape design concept for this section of street is shown on Figures 35 and 36.

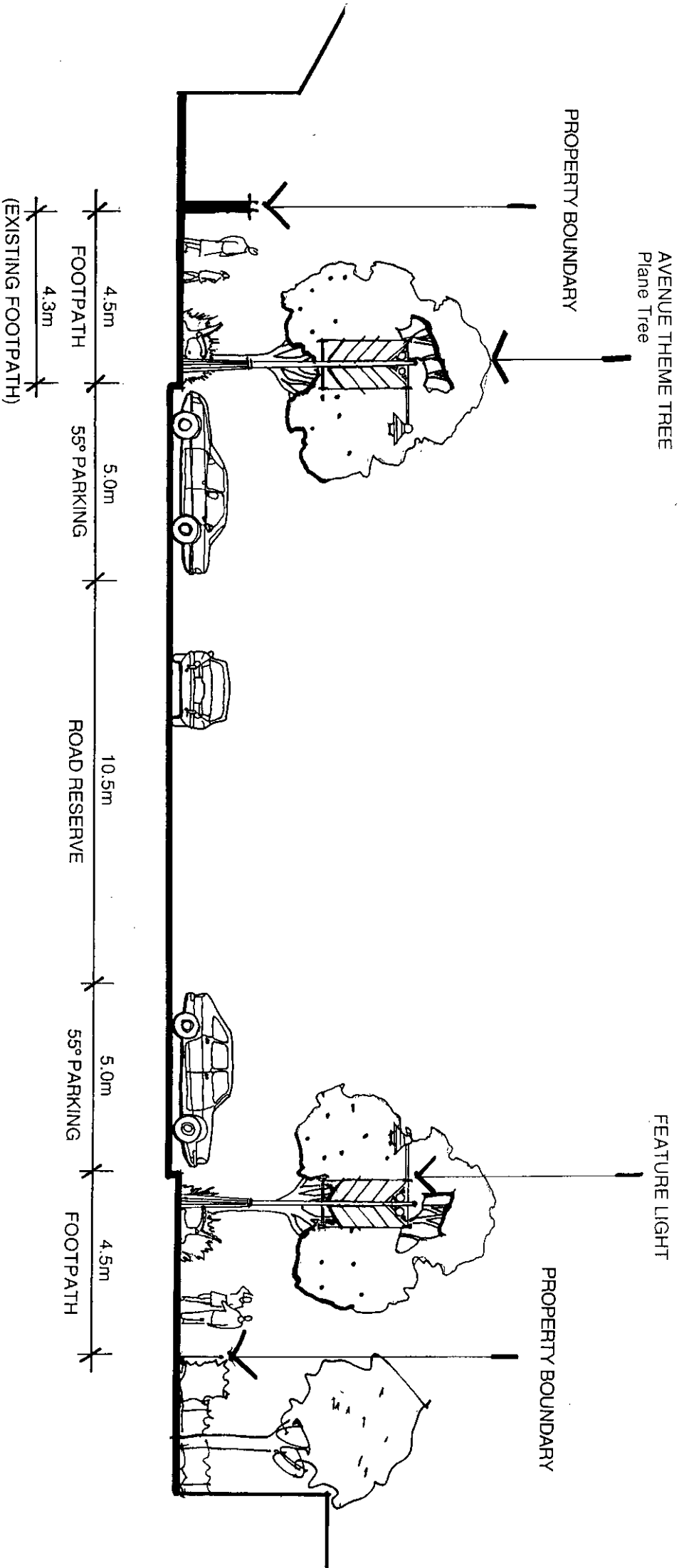
The main elements of the concept include:

- Removal of central 90° parking and replacement with 55° side angle parking. This is a safer and more 'comfortable' form of parking, all will provide a sense of continuity with the balance of the northern parts of Langtree Avenue.
- Avenue theme trees are located within the footpath reserve, as there are no verandah overhangs in this short section.
- There is room for generous garden bed areas under the trees, and these will improve growing conditions as well as visually soften the otherwise 'hard' streetscape treatment.
- New advanced landmark Californian Fan Palms are provided at street end sections, to highlight arrival.
- Banner Poles are located in lines at street ends to highlight the sense of entry.
- It is anticipated that grassed 'nature strips' would be removed in stages, with the transition to more office and commercial land use.
- Paving materials utilise the same large exposed aggregate, dye coloured, precast concrete paving units proposed for the north of Langtree Avenue. Some sections of the footpath could include simple in situ concrete paving, with ruled lines to match patterns elsewhere. This would be a more economical solution.
- Street furniture is to be replaced with the new suite of elements.
- Street lights shown are to be the new feature lights at roadside edges, which will provide a sense of continuity along the Avenue.
- Overhead power lines should be located underground in the long term. Aerial bundle cabling of wires would reduce the visual impact, and should be considered in the medium term.



Mildura City Heart Redevelopment





4.0 STREET FURNITURE, SIGNAGE, PAVING AND PLANTING GUIDELINES

4.1 STREET FURNITURE AND PAVING DETAIL GUIDELINES

A new suite of street furniture elements is proposed for the Mildura Commercial area.

The consistent use of a well designed, attractive range of street furniture will assist to visually integrate the centre, as well as improve amenity and function.

The design guidelines for the items are shown on Figures 37 and 39. The following text provides a brief description of the items:

Seats

It is proposed that well detailed timber slatted seats, with painted mild steel supports be used. Timber has been selected rather than metal for its comfort in summer sun conditions. The slats are robust, durable timber such as jarrah, with a natural oil finish, which will not require painting but will require an annual buff sand-up treatment. The design is intended to be refined, rather than rustic, suitable for use in an urban street environment.

Litter Bins

Metal hopper bin surrounds have been detailed with a standard polished stainless steel top, for cleanliness and ease of maintenance.

Lights

Metal poles with a feature conical bowl reflector light fitting are proposed. The luminaires are approved by the local power authorities, and will match similar light fittings used in Lime Avenue and elsewhere in the centre. It is hoped that the light fittings can be set at a relatively low level, say 6 metres height (and at 4.5 metres height at central pedestrian crossings), which will provide a better human scale.

Banner Poles

The banner pole bases will match the metal light pole bases, and banners can be changed over for various festivals and special occasions - for example, Christmas, Wine and Harvest Festivals, International Balloon Festival, etc.

Paving Details

The new paving detail utilises large 500 x 500 precast concrete modular pavers with a selected dye colour additive, and a sand-blasted exposed aggregate finish. A range of colours and various types of exposed aggregate can be used to vary the tone, colour and texture in bands and patterns.

Sandy - ochre oxide colours are proposed to tie into a local geology colour theme context.

4.2 SIGNAGE DETAIL GUIDELINES

Good identification, locational and directory signage is critical to the marketing of the commercial centre.

The Mildura City Heart Committee have approved the idea of incorporating the California Fan cluster into their logo and signage. The real palms already work well as landmarks, drawing visitor attention into the Langtree Avenue area.

A range of sign types are proposed, as shown on Figure 38. There are four main sign types.

Location / Identification Signs

These are 'approach' type signs and should be located in Deakin Avenue on the southern approach just prior to Eleventh Street; and on Seventh Street just prior to Deakin Avenue approaching from the east.

Gateway / Identification Signage

These are identification theme signs and should be located at gateway entries such as:

- Eleventh Street and Langtree Avenue
- Tenth Street and Deakin Avenue
- Ninth Street and Deakin Avenue
- Eighth Street and Deakin Avenue
- Seventh Street and Langtree Avenue

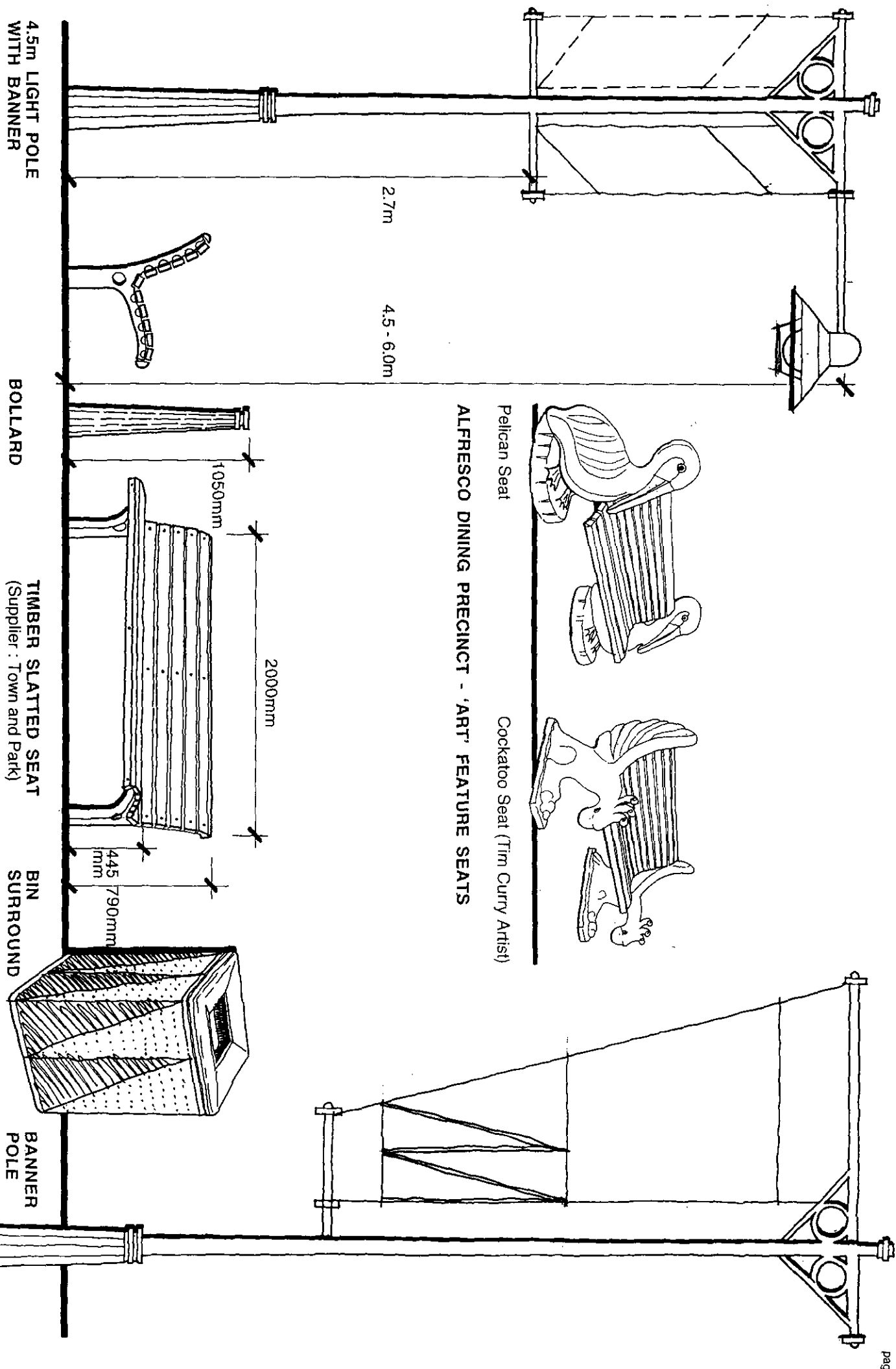
Entry / Identification / Name Signs

There are identification / name signs located within the major Langtree Avenue precincts:

- Mail signs at Eighth and Ninth Street Mail entries
- Identification Signs in Alfresco Dining Precinct and Retail and Commercial areas which name main uses and activities

Internal Directory Signs

There are internal directory signs located in strategic locations such as central pedestrian crossing points, which could include a map, 'you are here' type information, and key information on land uses.



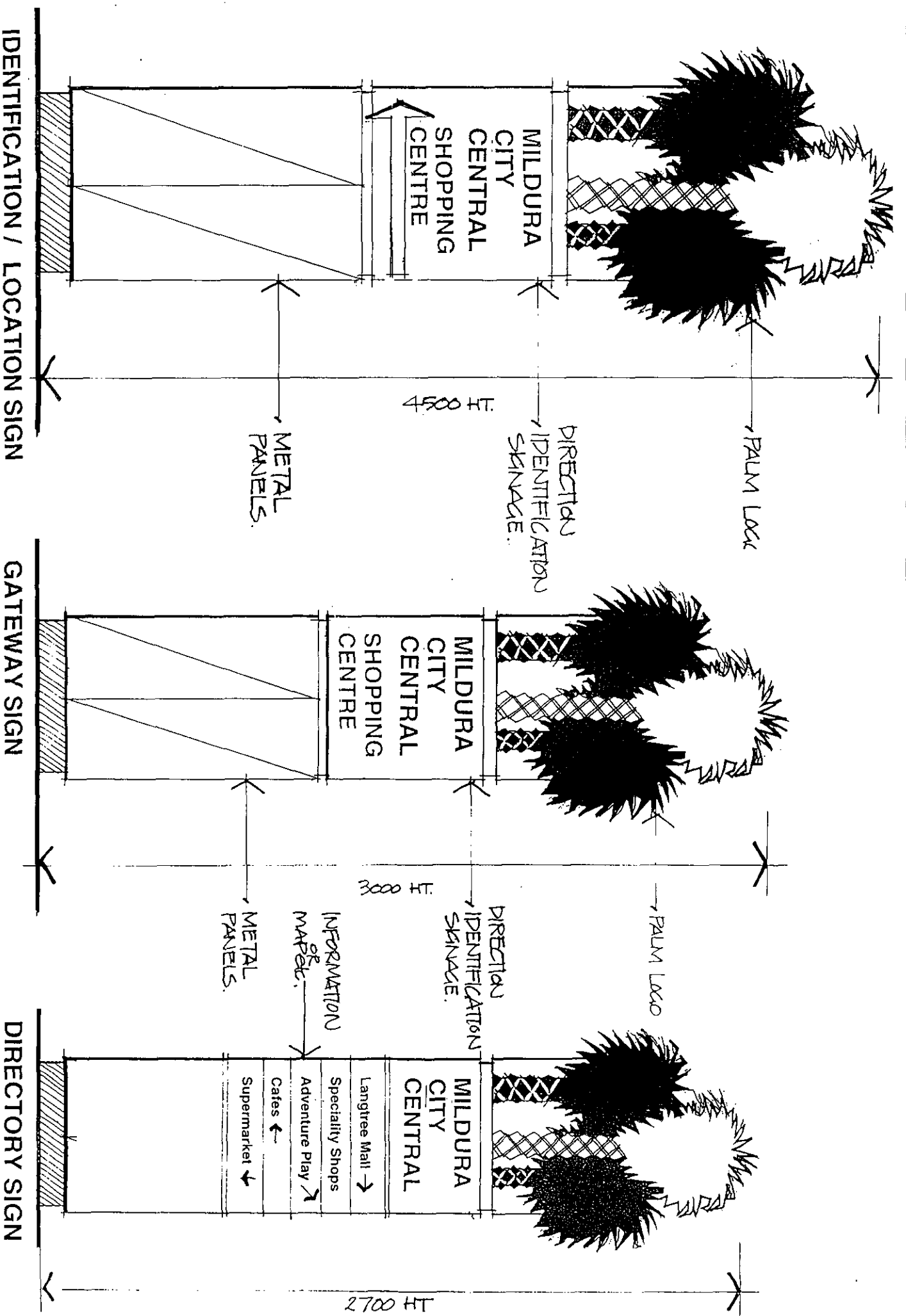
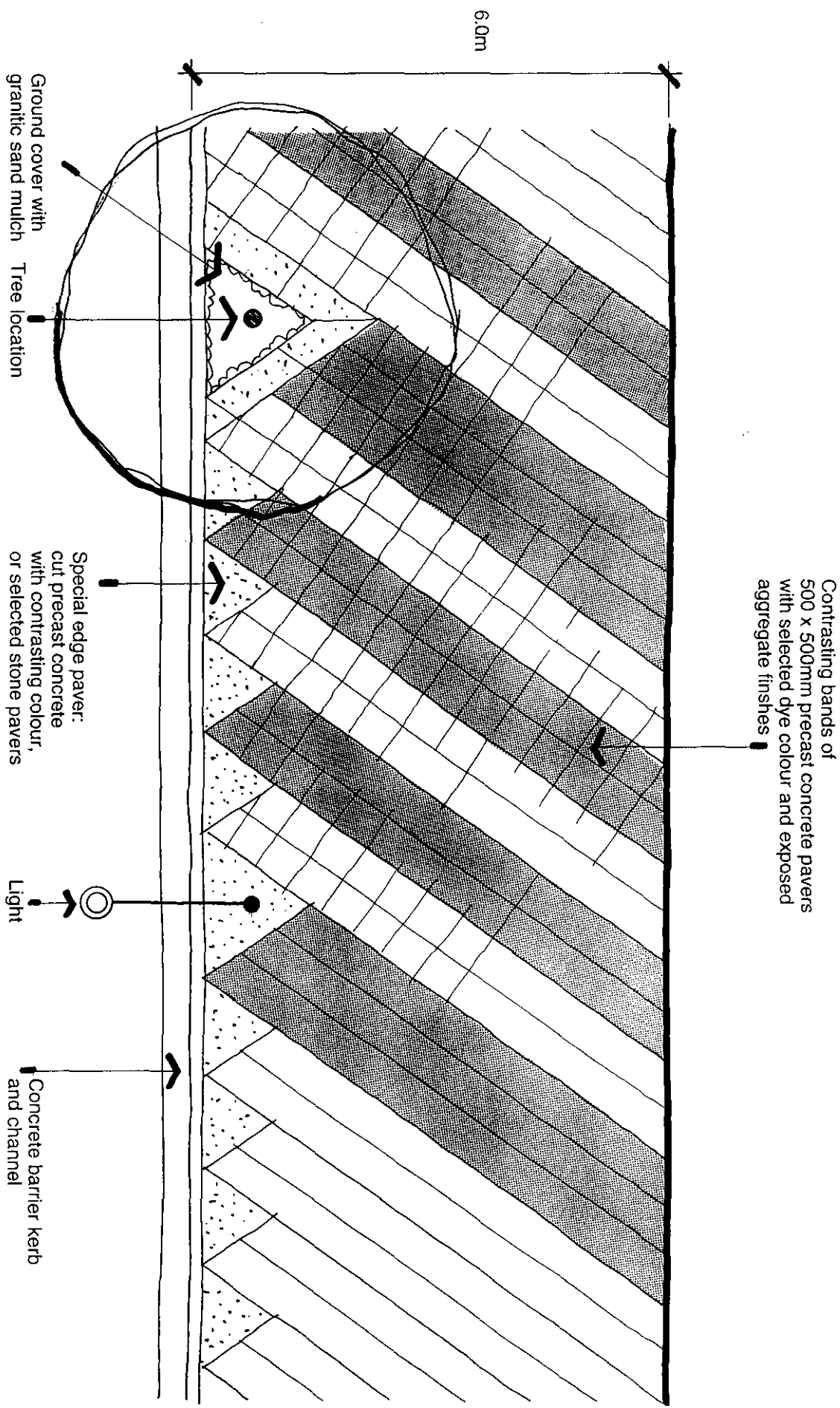


Fig. 38



PAVING DETAIL GUIDELINES

Fig. 39

MARK MCGWILL
LANDSCAPE
CONSULTANTS
7/388 MATHIAS ST
MILBURN NSW 2216



Midurea Rural City Council

4.3 THEME TREE AND PLANTING THEMES

This section of the report describes the options and proposed themes for new tree and garden bed planting in Langtree Avenue.

Signature Palm Trees

As previously discussed, the Californian Fan Palm, *Washingtonia robusta*, has become the signature or landmark tree for the City of Mildura. This is based soundly on a strong sense of history and local identity, as well as horticultural performance. The tree has a dramatic character for use in focal or formal architectural layouts. It is one of the few palms that can be readily transplanted as a mature tree.

These trees should only be used at strategic focal locations. They should not be 'overdone', or used indiscriminately, or they will no longer act as landmark signposts, 'drawing the eye' into the City Heart.

In the concept plans they are used at intersections in roundabouts, and kerb outstands to highlight entry gateways.

It is also proposed that palms be located at the Deakin Avenue entrances to Eighth, Ninth and Tenth Streets. These should be planted in the side street kerbs outstands, rather than Deakin Avenue itself.

Avenue Theme Trees

It is proposed that a main tree type become the avenue theme tree in Langtree Avenue. To a degree the existing Jacarandas work in this way, although the trees are generally in poor condition and need to be replaced.

A number of tree species have been identified as being appropriate and the following matrix indicates some of these qualities:

Botanical Name	Common Name	Available	Good Local Performance	Reasonably Fast Growth	Shade Cover Large Leafy Tree	Native	Exotic	Deciduous	Colour / Drama
<i>Brachycthyon acerifolia</i>	Flame Tree	●	●	●	●	●	●	●	●
<i>Brachycthyon populneus</i>	Kurrajong	●	●	●	●	●	●	●	●
<i>Brachycthyon rupestris</i>	Bottle Tree	●	●	●	●	●	●	●	●
<i>Ceratonia siliqua</i>	Carob	●	●	●	●	●	●	●	●
<i>Jacaranda mimosicola</i>	Jacaranda	●	●	●	●	●	●	●	●
<i>Platanus orientalis</i>	Plane Tree	●	●	●	●	●	●	●	●
<i>Quercus suber</i>	Cork Oak	●	●	●	●	●	●	●	●
<i>Ulmus parvifolia</i>	Chinese Elm	●	●	●	●	●	●	●	●

The final recommendation for the main uniting avenue tree is for the Cyprian Plane Tree, *Platanus orientalis insularis* (sometimes known as Autumn Glory Plane). This will provide a broad, leafy, uniting shade tree, and this particular variety should perform well in local conditions.

There are some opportunity spaces where secondary trees can be utilised for their special qualities, such as spectacular flower colours, or dramatic form, and this should be exploited. It is proposed that the Bottle Trees, *Brachycthyon rupestris*, be used in the central Alfresco dining precinct heart space, for its dramatic form. A copse of these trees used in an urban street environment has the potential to become an exciting tourist feature.

There are wide spaces within the Langtree Mall, where the vibrant alternating flower colours of Jacarandas (Blue) and Illawarra Flame Trees (Red) could provide a seasonal highlight. Their variable moderate horticultural performance would be less critical where used to a more limited extent.

Grassed Area, Stage and Amphitheatre

The existing raised grassed surface is retained as an area for casual lunchtime sitting and gatherings. The perimeter layout and edge treatment is modified to provide more useable sitting areas. The edge is given a curved alignment to create seating 'nooks', and the edge coping is extended to provide a wide hard paved surface, so the grass is less likely to be worn down.

The edge is stepped down in three wide steps at the south end to create a small amphitheatre space, again used mostly for informal sitting, but with the potential for small outdoor gatherings.

The north end is treated more elaborately, with a larger raised area working as stage, with sail structures for weather protection, and sound shell effect. This area could be used for special events such as festivals, music events and performances, and on a daily basis for simple sitting and gathering.

Existing South Cafe Pergola Area

This area is also to be rationalised and upgraded. The most important changes are in terms of adjustments to levels. The remnants of the water course are to be removed, with the main water feature to be upgraded as previously noted. Levels are to be rationalised so that most of the area is at general Mall level, without steps. The existing Cafe use is encouraged with ample room for outdoor tables and chairs. The pergola / shade device elements are carried through and over this area.

5.0 COST ESTIMATES AND IMPLEMENTATION

Broad preliminary cost estimates have been prepared for each street section.

In accordance with the study brief, design emphasis and time, has been placed on resolving the Alfresco Dining Precinct, Seventh to Eighth Street, and accordingly the estimate for this component of streetscape concept is more resolved.

It should be emphasised however, that these estimates are preliminary, and are only an opinion of the probable costs, and should be subject to further examination by qualified Quantity Surveyors or Cost Consultant experts.

The estimates generally allow for medium to high quality materials and finishes, and the rates are in accordance with our experience for projects in rural Victoria. The rates should be checked by Council officers to confirm local experience.

Alfresco Dining Precinct - Seventh to Eighth Street

The general cost estimates for the balance of the works is in the order of \$750,000 - \$1,000,000.

Some cost savings could be made by omitting elements such as extent of rumble strips or the north end advanced palms.

It would be difficult to subdivide and incrementally stage the works, and to still maintain the desired design outcome and intent.

Langtree Mall - Eighth to Ninth Street

A general cost estimates has been prepared as if the Mall was being completely reworked with new paving, new trees, new lights and new furniture in a similar way to the estimates for other street sections.

The general preliminary estimate for those works would seem to be in excess of \$1,000,000.

Allowances for the separate main elements or projects can not be determined with great accuracy, until those items have been designed. It is useful to provide some general order of cost, but it must be emphasised that these are only guesses at this stage.

1. North Water Feature	75,000
2. Information Kiosk	120,000
3. Covered Way Extension	40,000
4. Theme Play Facility	150,000
5. Sail Covered Stage	100,000
6. South Gate Alterations	75,000
7. South Water Feature	45,000
8. Pergola / Sail Walk (175m length)	275,000

Ninth to Tenth Street

The general cost estimate is in excess of \$500,000.

Some cost savings could be made by omitting elements such as the advanced palms.

This street section could be staged by doing the new paving, which is clearly the most expensive item on, an incremental basis.

The lighting is also an expensive item. It could be possible to utilise the new double goose neck lights, previously proposed for the Mall, in the centre of the road here. The traffic consultants have confirmed that space is available, although VicRoads would need to approve the detail. The present light bases may need to be modified to allow for a frangible footing detail connection.

Tenth to Eleventh Street

The general cost estimate is in excess of \$500,000.

Some cost savings could be made by omitting elements such as the advanced palms.

This street section could be staged by doing the new paving on an incremental basis, or by utilising in situ concrete with a dye colour and ruled jointed patterns to match precast paving. This area is less intensely developed and used, and a lower key treatment could be appropriate.

Funding and Priorities for Implementation

One of the objectives of this study has been to determine the broad order of costs associated with the streetscape design proposals. Having done that work, it is difficult to establish a definitive list of priorities without defining the exact source and extent of funding.

Funding is likely to be obtained from ongoing Council capital works budget allowances, possible special rate levies which might be agreed, with some minor works such as tree planting or maintenance, which might come from recurrent expenditure budgets. At this point in time, there are no known available State or Federal Government grants such as the former Better Cities Program, which are available to fund this type of project. These types of grants do however, seem to be created on a cyclical basis, and Mildura Rural City Council will have this document ready, to be used for any possible application.

It is possible that some projects could be taken on and funded by special interest groups such as service clubs. This has happened in the past. Some of the individual Langtree Mall projects, such as the fountains, the stage, or play facility, could fall into this category. Other examples could include the sculptures, or even the special 'art' seats proposed for the Alfresco Dining precinct.

There has been wide discussion with the community and traders during the consultation process, and the general priorities for implementation which have been identified are:

1. Centre Identification and Directory Signage
2. Alfresco Dining Precinct Project
3. Banners to all Street Entries
4. Individual Mall Projects, eg. Childrens Play Facility
5. Ninth to Tenth Street Infrastructure - Lights and Trees
6. Tree Planting to Tenth to Eleventh Streets
7. Paving to Ninth Street to Tenth Street
8. Major rework of Mall
9. Balance of Tenth to Eleventh Street works
10. Balance of works and items omitted for cost savings.

This list may need to be further broken-up, and re-ordered when budgets and funding sources become clearer.

**LANGTREE AVENUE - SEVENTH TO EIGHTH STREETS
STREETSCAPE CONCEPT
PRELIMINARY COST ESTIMATE - September 1996**

No	Item	Qty	Rate	Cost
1	Advanced Trees Including Planting	28 No	400 ea	11,200
2	Advanced Palms	12 No	2,000 ea	24,000
3	Super Advanced Palms	4 No	8,000 ea	32,000
4	Garden Bed	280 m ²	40 /m ²	11,200
5	Paving (Precast Conc. Pavers)	4,500 m ²	75 /m ²	337,500
6	Conc. Kerb & Channel	500 m	45 /m ²	22,500
7	Pedestrian Crossing (In situ Coloured Concrete)	160 m ²	60 /m ²	9,600
8	Pedestrian Crossing Rumble Strips	267 m ²	200 /m ²	53,400
9	Banner Poles	12 No	3,000 ea	36,000
10	Lights	35 No	3,500 ea	122,500
11	Seats	15 No	1,500 ea	22,500
12	Litter Bins	7 No	900 ea	6,300
13	Signs	3 No	3,000 ea	9,000
TOTAL:				\$ 697,700

(See Section 5.0)

Excludes: Any contingency, consultant fees, new services reticulation, undergrounding of power lines, demolition works, road surfacing, roadworks in Seventh Street, traders street furniture items, sculptures signage, maintenance, drainage works, irrigation, etc.

**LANGTREE MALL - EIGHTH TO NINTH STREETS
STREETSCAPE CONCEPT
PRELIMINARY COST ESTIMATE - September 1996**

No	Item	Qty	Rate	Cost
1	Advanced Trees	44 No	400 ea	17,600
2	Advanced Palms	2 No	8,000 ea	16,000
3	Grass (New Turf)	150 m ²	15 /m ²	2,250
4	Precast Concrete Paving (Total Area)	6,600 m ²	75 /m ²	495,000
5	Reuse of Named Brick	500 m ²	70 /m ²	35,000
6	Banner Poles	12 No	3,000 ea	36,000
7	Lights	26 No	3,500 ea	91,000
8	Seats	24 No	1,000 ea	24,000
9	Litter Bins	12 No	900 ea	10,800
10	Signs	5 No	3,000 ea	15,000
TOTAL:				\$ 742,650

(See Section 5.0)

Excludes: Any contingency, consultant fees, new services reticulation, undergrounding of power lines, demolition works, road surfacing, roadworks, traders street furniture items, sculptures, signage, maintenance, drainage works, irrigation, etc.

**LANGTREE AVENUE - NINTH TO TENTH STREETS
STREETSCAPE CONCEPT
PRELIMINARY COST ESTIMATE - September 1996**

No	Item	Qty	Rate	Cost
1	Advanced Trees Including Planting	16 No	400 ea	6,400
2	Super Advanced Palms	5 No	8,000 ea	40,000
3	Garden Bed	455 m ²	40 /m ²	18,200
4	Precast Conc. Paving	2,640 m ²	75 /m ²	198,000
5	Conc. Kerb/Channel (Replacement)	670 m	45 /m ²	30,150
6	Pedestrian Crossing (In situ Coloured Concrete)	70 m ²	60 /m ²	4,200
7	Pedestrian Crossing Rumble Strips	100 m ²	200 /m ²	20,000
8	Banner Poles	8 No	3,000 ea	24,000
9	Lights	22 No	3,500 ea	77,000
10	Seats	13 No	1,000 ea	13,000
11	Litter Bins	6 No	900 ea	5,400
12	Signs	3 No	say 3,000 ea	9,000
TOTAL:				\$ 445,350

(See Section 5.0)

Excludes: Any contingency, consultant fees, new services reticulation, undergrounding of power lines, demolition works, road surfacing, roadworks, traders street furniture items, sculptures, signage, maintenance drainage works, irrigation, etc.

**LANGTREE AVENUE - TENTH TO ELEVENTH STREETS
STREETSCAPE CONCEPT
PRELIMINARY COST ESTIMATE - September 1996**

No	Item	Qty	Rate	Cost
1	Advanced Trees Including Planting	18 No	400 ea	7,200
2	Advanced Palms	6 No	2,000 ea	12,000
3	Super Advanced Palms	5 No	8,000 ea	40,000
4	Garden Bed	385 m ²	40 /m ²	15,400
5	Precast Concrete Paving	2,615 m ²	75 /m ²	196,125
6	Concrete Barrier Kerb	630 m	45 /m ²	28,350
7	Pedestrian Crossing (In situ Coloured Concrete)	72 m ²	60 /m ²	4,320
8	Pedestrian Crossing Rumble Strips	96 m ²	200 /m ²	19,200
9	Banner Poles	8 No	3,000 ea	24,000
10	Lights	22 No	3,500 ea	77,000
11	Seats	11 No	1,000 ea	11,000
12	Litter Bins	2 No	900 ea	1,800
13	Signs	2 No	3,000 ea	6,000
TOTAL:				\$ 442,395

(See Section 5.0)

Excludes: Any contingency, consultant fees, new services reticulation, undergrounding of power lines, demolition works, road surfacing, roadworks, traders street furniture items, sculptures, signage, maintenance, drainage works, irrigation, etc.

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APPENDICES

APPENDIX A

ACKNOWLEDGMENTS AND STUDY TEAM

This report was prepared for the Mildura Rural City Council by the Study Team listed below. Principal liaison with the Council was undertaken by Mr Neil R. Smithson, Manager Business Development.

The consultants wish to acknowledge the combined efforts, professional skills, valuable local knowledge and dedicated input for this study, from the Council Officers, the Mildura City Heart Steering Committee, traders and community members.

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Bill Nicol	Director Infrastructure and Technical Services
Neil Smithson	Manager Business Development Project Coordinator
Garry Healy	Asset and Development Manager
David Krimins	Manager Development Services
Allan Morflew	Manager Business Development and CCT
Wolfe Duda	Coordinator Environmental Services
Lee Jones	Traffic / Team Leader Infrastructure
Kevin Bottoms	CAD Officer
Mark Jenkins	Horticultural Officer

Mildura City Heart Management Committee:

Graeme Burrows	Chairman MCH
Joyce Clifford	Manager MCH
Peter Kedmenec	Dorm's Night Club
Jane Bawden	The Outdoor Centre
John Klemm	Klemms Newsagency

Consultant Study Team:

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Brent Williams

Assistance and base data were provided by officers representative of the following government departments, authorities and private organisations:

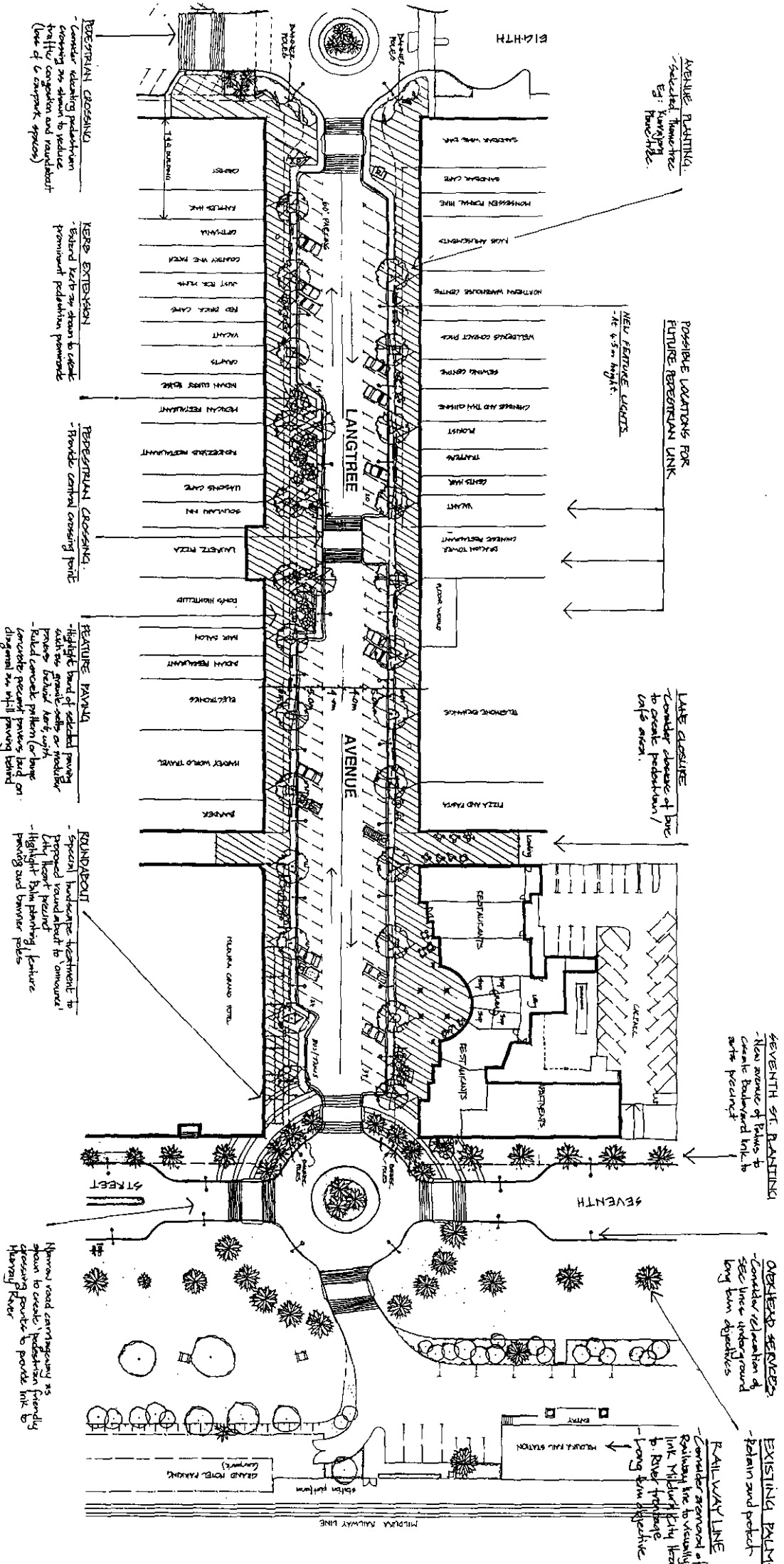
- Mildura Rural City Council
- Mildura City Heart Traders Association Inc.
- Department of Business and Employment (Victoria)
- Department of Conservation and Natural Resources (Victoria)
- Department of Planning and Development (Victoria)
- Department of Transport (Victoria)

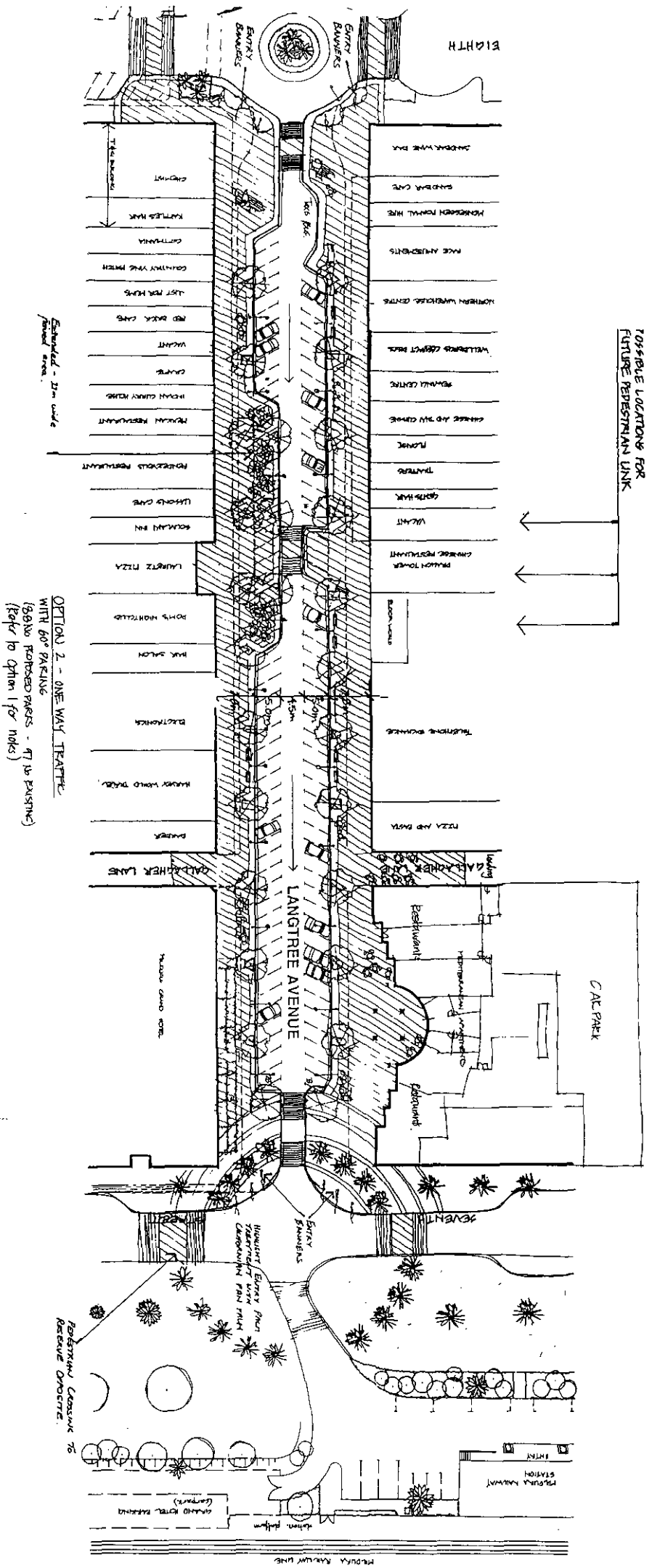
APPENDIX B

PRELIMINARY STREETSCAPE OPTIONS

The attached Streetscape Options for Langtree Avenue were presented at the August 1996 Public Meeting and placed on display for community comment and feedback.

Appendix No.	Drawing Title
B1	Streetscape Option 1 - Seventh to Eighth Street.
B2	Streetscape Option 2 - Seventh to Eighth Street.
B3	Streetscape Plan - Eighth to Ninth Street (Langtree Mall).
B4	Streetscape Option 1 - Ninth to Tenth Street.
B5	Streetscape Option 2 - Ninth to Tenth Street.
B6	Streetscape Option 1 - Tenth to Eleventh Street.
B7	Streetscape Option 2 - Tenth to Eleventh Street.

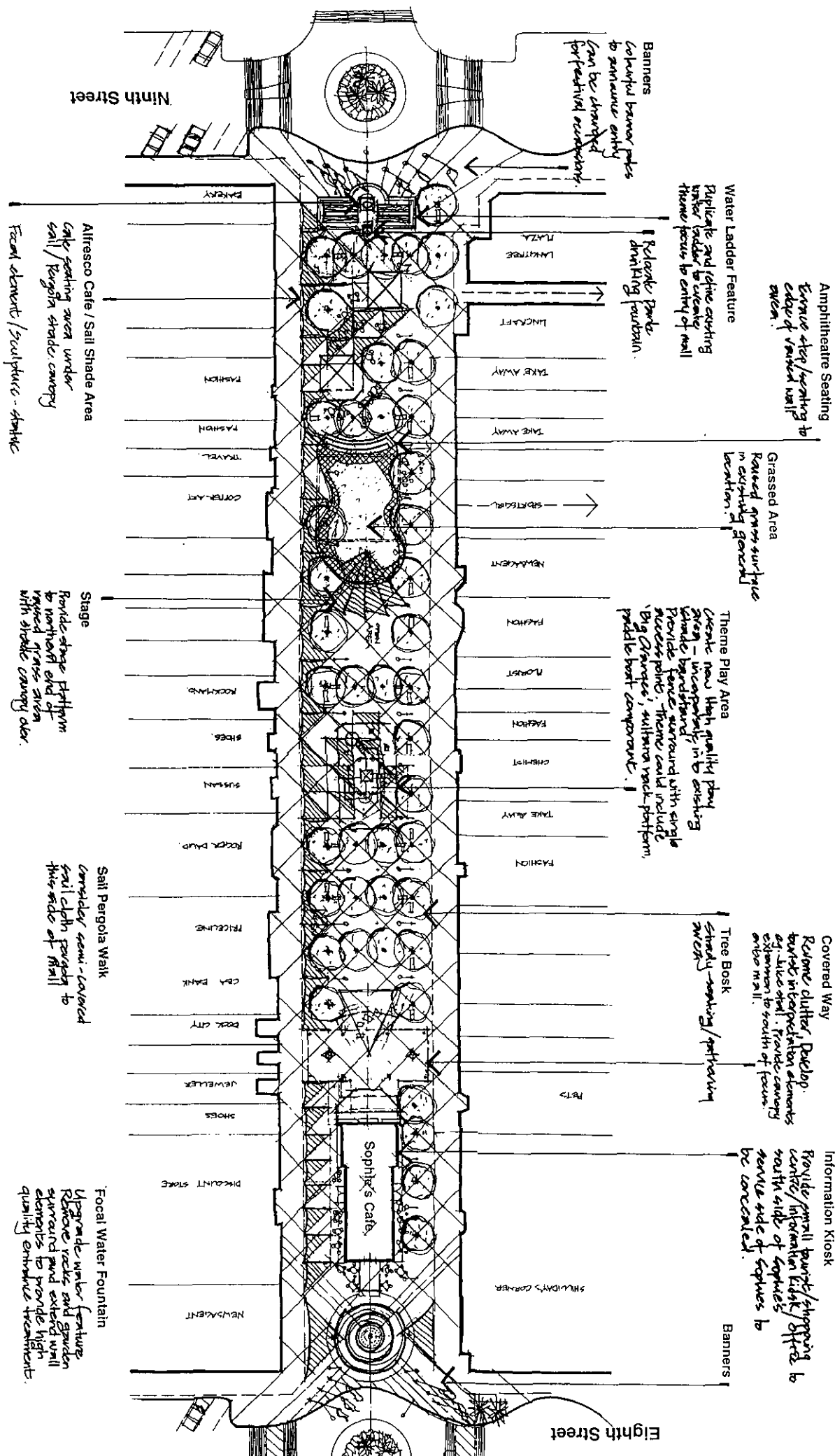


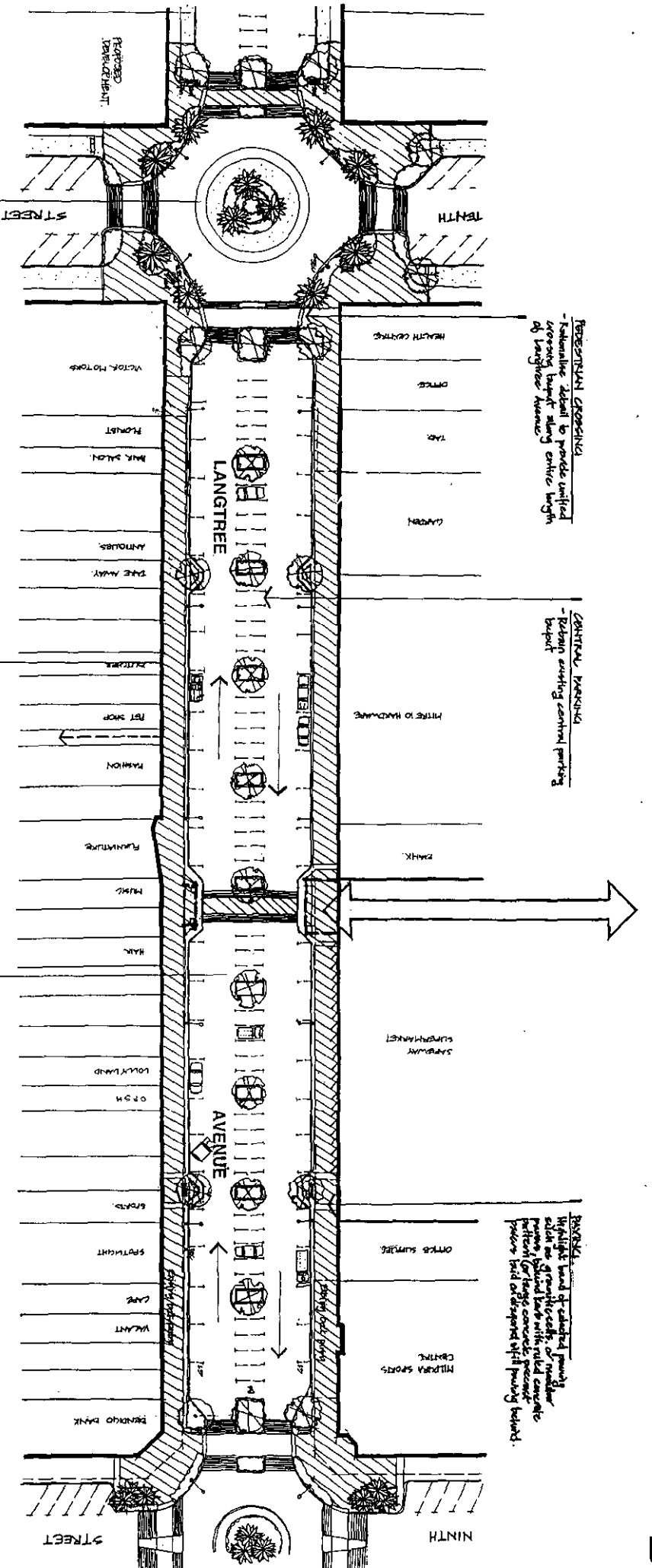


Mildura City Heart
Redevelopment



LANGTREE MALL - Between Eighth and Ninth Streets
STREETSCAPE PLAN
0 2500 5000 10000 Feet
August 1996





RECREATION CROSSING
- Retain existing central parking layout
- Retain existing central parking layout

CENTRAL PARKING
- Retain existing central parking layout

RECREATION
- Highlight land of existing parking area as greenfield site, or smaller piece of land with retail car park. (or large concrete piece of land as a park area).

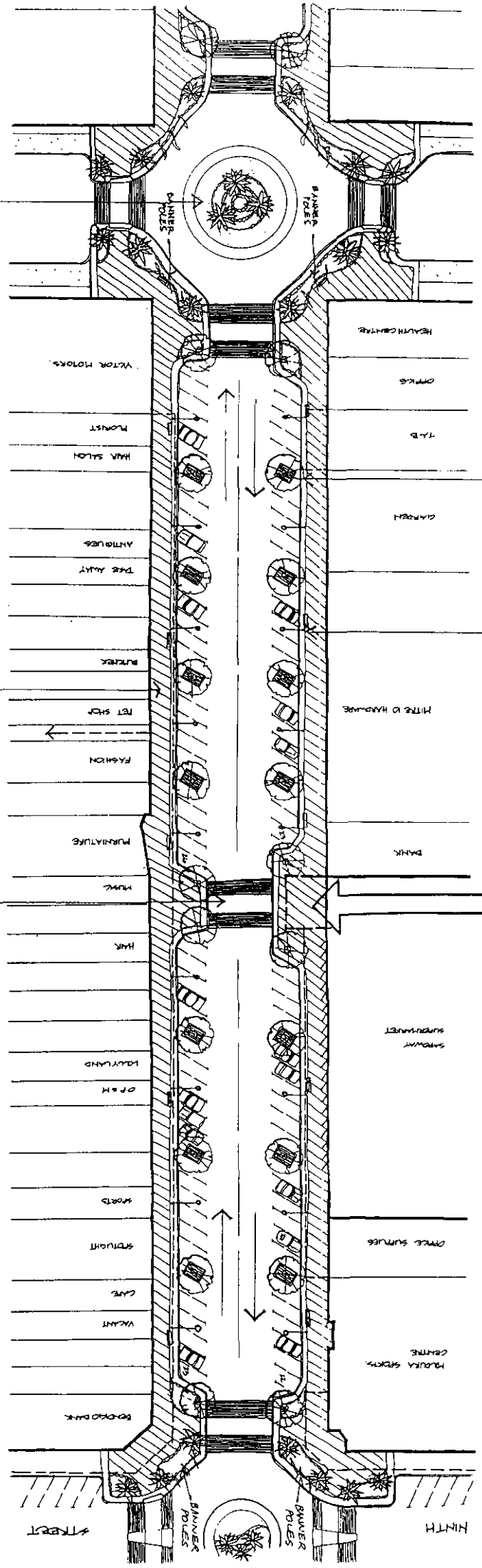
RECREATION
- Special landscape treatment to roundabout area to encourage City Heart presence
- New public and private space planting
- E.g. Roundabout with low-level or low-level tree or low-level tree

RECREATION
- Extend tree alignment to include new space planting with public underground parking
- Remove the car park bay (that has a tree)

CENTRAL PARKING
- New island bed with planting concrete kerb surround
- Remove existing grassed area and replace with selected theme tree
- E.g. Kauri pine
- Plant trees
- Highlight groundcover planting under

AVENUE PLANTING
 - Selected theme trees
 by Kurrupong
 Plant Note

NEW FEATURE LIGHTING
 - At 4.5m height



ROUNDABOUT

- Special landscape treatment to roundabout area to 'announce' City Heart precinct
- New paving and highlight theme planting
- Planting with low shrubs or shrubs
- Place understory planting

FEATURE PAVING

- Highlight band of selected paving such as granite sets or modular pavers behind kerb, with
- Raised concrete pattern for large concrete precinct pavers laid and disposed on infill paving behind.

PEDESTRIAN CROSSING

- Provide central crossing point

APPENDIX C

TRAFFIC MANAGEMENT REPORT

LANGTREE AVENUE
MILDURA RURAL CITY COUNCIL
TRAFFIC ENGINEERING ISSUES

Prepared By

TTM Consulting Pty. Ltd.
230 Rae Street,
North Fitzroy Vic 3068

For

Mark McWha and Associates

Consultant To

Mildura Rural City Council
October 2nd, 1996



1. INTRODUCTION AND SCOPE

TTM Consulting Pty. Ltd. has been engaged as sub-consultant to Mark McWha Pty. Ltd. to provide consultant services for the Mildura City Heart Redevelopment study focussing on Langtree Avenue and connecting streets.

The brief for the study requires traffic engineering input to the development of the urban design proposals, and an analysis of parking and traffic impacts of the urban design proposals.

This report provides the background to the traffic engineering considerations in respect of the design prepared by Mark McWha Pty. Ltd, and details of the layout of the traffic facilities proposed. Strategic traffic planning recommendations to accompany the proposals are also provided.

2. EXISTING TRAFFIC AND PARKING CONDITIONS

2.1 Background

This review has been carried out by making an inspection of the study area during Friday and Saturday peak periods, and with reference to the January 1996 report by Murray F. Young and Associates Pty. Ltd. entitled "Central Business District - Traffic and Parking Study".

The extent of this review is limited to that which potential has impacts on the area encompassed by this study, that is Langtree Avenue and the immediate surrounds.

2.2 Key Points from Observation and the CBD Study

2.2.1 Traffic Management at Intersections in Langtree Avenue

Eighth, Ninth and Tenth Streets Intersections

The most relevant traffic management issues to Langtree Avenue concern intersection control and pedestrian movements at the intersections of Langtree Avenue with the cross streets.

Roundabouts at Eighth, Ninth and Tenth Streets manage most traffic adequately except for the pedestrian movements.

The pedestrian crossings are located close to roundabouts, and with high pedestrian demands during peak activity periods there are often cars queued in the roundabout which blocks the passage of other cars through the roundabout.

The roundabouts provide a steady (rather than platooned) flow of traffic in the connecting streets, which is not always best for pedestrians. This is because the frequency of gaps in the traffic stream sufficient to allow pedestrians to cross is typically reduced.

Possible solutions include :-

- Replace roundabouts with signal controls, and
- Move pedestrian crossings further away from roundabouts to increase queuing space for cars. Control could be signals or "walking feet".

The option to use signal controls has a significant cost implication in that the roundabouts would need to be removed and signals installed, probably with costs of around \$150,000 for each intersection.

The roundabouts assist with speed control, and provide planting opportunities, benefits which may be partially lost if they were to be removed.

The CBD study refers to the possible replacement of signals along Deakin Avenue with roundabouts, an action which would similarly provide more even traffic flows within the core CBD area. At high flow rates this condition does not match as well with angle parking and pedestrian amenity as does upstream signal control.

In this case traffic volumes are not considered high enough to warrant a decision to replace the roundabout with signal controls.

The conditions which might result from roundabout control at Deakin Avenue should be observed and monitored because it is likely that no action at the Langtree Avenue intersections will be warranted in the short to medium term.

Eleventh Street Intersection

The street pavement in both Langtree Avenue and Eleventh Street is wide and travel paths for both pedestrian and vehicles are poorly defined.

Pedestrian walk distances are excessive, and the pavement width in Eleventh Street encourages excessive speed.

The layout of the intersection is such that there is no "announcement" of the presence of Langtree Avenue to drivers travelling along Eleventh Street.

Eleventh Street has been designed by Council as one of the main streets for cross-town traffic, and compared with other streets intersecting with Langtree Avenue, is relatively free of interruption to traffic flow.

Seventh Street Intersection

Like the intersection at Eleventh Street this intersection does not highlight the presence of Langtree Avenue

The Seventh Street pavement is approximately 13 metres without pedestrian refuge, and consequently the pedestrian amenity and safety conditions are less than desirable. This area serves as the main linkage between the CBD and the Riverfront park area, emphasising the value for a quality pedestrian environment.

2.2.2 On-Street Parking

Street parking in Langtree Avenue was heavily used during the Friday and Saturday evening periods, particularly near the Mall. At other times during the shopping periods the areas near the Mall were typically heavily used, but it is apparent that minor reduction in street parking could readily be accommodated by the overall system.

There are significant parking areas behind the retail premises with vehicular access from streets other than Langtree Avenue, and good pedestrian connectivity through to Langtree Avenue, to allow some reductions in available parking in some parts of Langtree Avenue.

In particular the section between Seventh Street and Eighth Street where the land use is dominated by restaurants and other entertainment related premises, relies less on adjacent kerbside parking than other parts of the street. Removal of parking to allow improved amenity and quality for urban design is clearly of less significance than in those other sections of the street.

2.2.3 Traffic Management Patterns

At present all traffic movements are allowed at each intersection and in each street within the Langtree Avenue area.

Council has considered a policy of making Langtree Avenue one-way to the north, in the section north of the Mall.

If this were to be carried out the traffic patterns at the Eighth Street and Seventh Street intersections with Langtree Avenue would change to the effect that :-

- Additional traffic westbound in Eighth Street, between Deakin Avenue and Langtree Avenue, will occur.
- Eastbound traffic in Eighth Street between Langtree Avenue and Deakin Avenue, will be reduced.
- Westbound traffic in Eighth Street between Langtree Avenue and Lime Avenue, will be reduced.

- Right turns out of Langtree Avenue at Seventh Street will increase from current levels.

- Interaction of cars with pedestrian traffic at the Langtree Avenue/Eighth Street intersection will be increased on the eastern side of the intersection will be clearly of less significance than in those other sections of the street, increased, potentially reducing the performance of the intersection.

- Interaction with other pedestrian movements are reduced, potentially improving the performance of the intersection.

- Vehicles seeking to park in Langtree Avenue between Eighth Street and Seventh Street may require longer travel distance on either the approach or departure movement, potentially increasing frustration levels if a parking space is not available.

- There will be a loss of convenience for some car drivers.

3. THE DESIGNS PRESENTED

3.1 Generally

The designs presented are based on the use of angle parking, typically 55 degrees to the kerb, with adequate space for manoeuvres in and out of parking spaces to be achieved.

The geometry is based upon the dimensions given in the Australian Standards AS 2890.5, with bays set at the maximum width of 2.6 metres.

This width is described in the Australia Standards as being suitable for "high turnover" use, where children and goods are frequently loaded into vehicles, eg at shopping centres.

Pedestrian crossings are in accordance with a standard theme, having a 2 metre wide band or "rumble" strip on either side of the actual walk strip which is either 2 metres wide or 3 metres wide depending upon observed pedestrian demands.

3.2 Langtree Avenue, Intersection at Eleventh Street

Drawings attached show proposed traffic islands to channelise flows, provide definition of travel paths, announcement of the intersection, landscape opportunity, and shortened pedestrian walk distances.

The layout has been based on being trafficable by a design semi-trailer, in accordance with Austroads Design Turning Templates.

The through lane width is 2.9 metres with an adjacent bike lane of 1.3 metres next to the parking lane.

The purpose of this configuration is to allow safe space for cyclists using the street pavements at the intersection.

Larger vehicles can "borrow" space within the bike lane if required for turning movements.

3.3 Langtree Avenue, Intersection at Seventh Street

This design includes a media, in Seventh Street to allow for staged pedestrian crossings for access to the park area, and also a planting opportunity.

All movements are proposed to be allowed, with the designs being checked for accessibility by the Austroroads semi trailer template.

The island in Seventh Street can continue as far as funding and requirements for access permit.

3.4 Intersections with Tenth, Ninth, Eighth Streets

At these intersection the centre splitter island currently present is planned to be removed, and the pedestrian crossings are set back from the circulating path on the roundabouts to allow at least one car length clear between circulating vehicles and a vehicle waiting for pedestrians to clear.

Throats providing entry to the streets from the roundabouts are shown 7.5 metres wide.

3.5 Mid Block Treatments

Tenth Street to Eleventh Street

Existing kerb alignment is retained, with angle parking being introduced.

There is adequate space within the existing pavement to allow for lighting standards to be placed centrally within the street.

Some protective barrier will be necessary around the bases of these if they are to be introduced.

Ninth Street to Tenth Street

This section is similar to that described above except that kerb outstands for trees are included along the parking lanes.

This is needed because veranda overcharges preclude the placement of trees in the usual footpath area.

Eighth Street to Seventh Street

In this section the kerb alignments are brought out towards the centre of the street, to widen the footpath.

A strip of 8 metres in width is clear for 55 degree angle parking.

Significant areas of wider path, without parking, are provided in the plan.

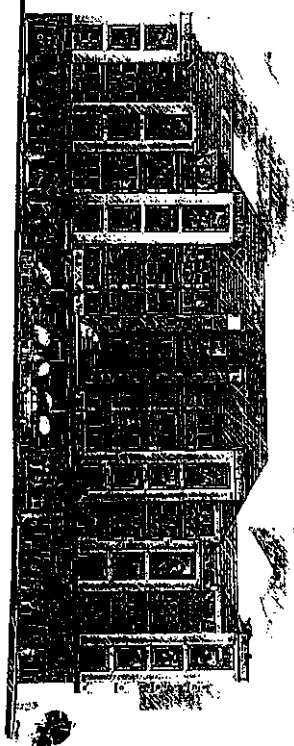
Two way traffic is proposed as the option which provides most flexibility of access and potentially shortest vehicular travel distances.

4. SUMMARY

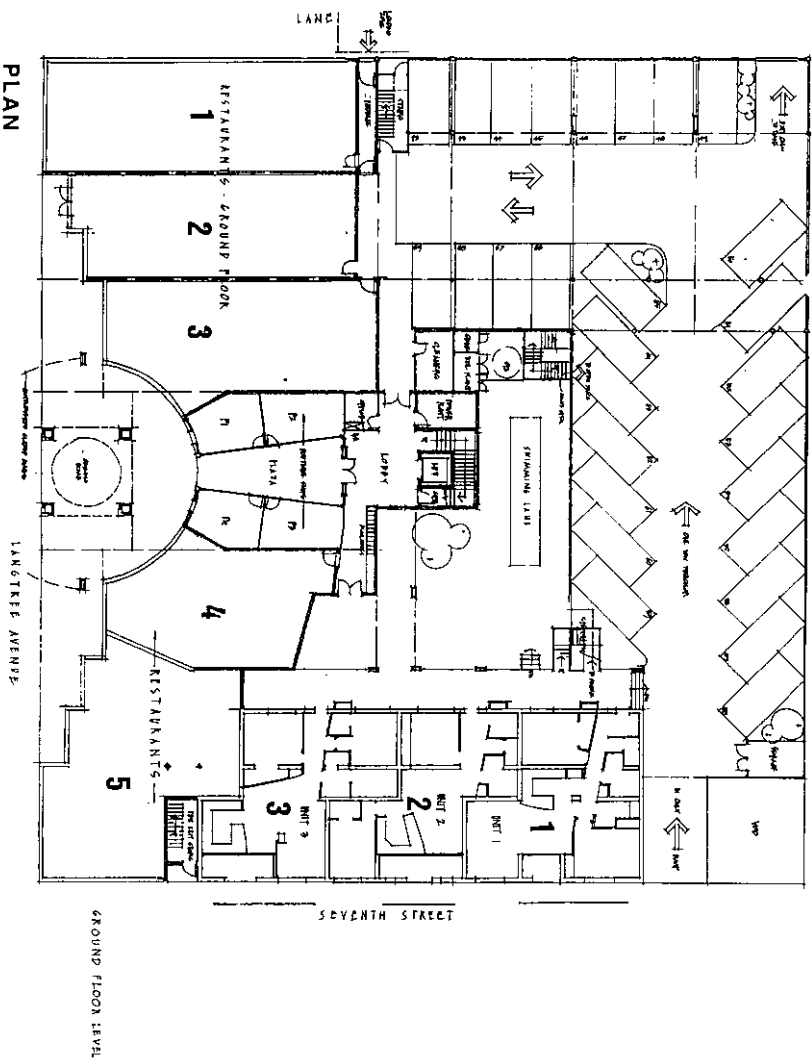
The design presented in Drawings 326801, 326802 and 326803 provide the opportunity for a quality urban design solution within a set of traffic facilities appropriate to a high quality Central Business District Environment.

APPENDIX D

MEDITERRANEAN SITE DEVELOPMENT PROPOSALS

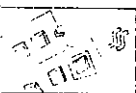


LANGTREE AVE ELEVATION



GROUND FLOOR LEVEL

Langtree
TOWERS



GROUND FLOOR
1 E V E 1

APPENDIX E

STUDY BRIEF

CONTRACT SPECIFICATION

MILDURA CITY HEART REDEVELOPMENT PROJECT

1.0 BACKGROUND

The Mildura Rural City Council is working with the Mildura City Heart Traders Association to prepare plans for the further development of the City Heart shopping and business precinct.

The City Heart shopping and business precinct extends along the length of Langtree Avenue between Seventh Street and Eleventh Street, Mildura and incorporates the existing Langtree Mall.

The work undertaken under this consultancy will provide the basis for consideration of funding by Council and the Traders Association in future operations, special rate levy and capital works budgets, as well as expenditure on immediate priorities from 1995 / 96 capital works funding.

2.0 SITE LOCATION

The commercial precinct of the Mildura City Heart Redevelopment encompasses three distinct areas :

- the existing mall (Langtree Ave) between Eighth and Ninth Streets
- the future alfresco dining area (Langtree Ave) between Seventh and Eighth Streets
- conventional CBD commercial retail and office space (Langtree Ave) between Ninth and Eleventh Streets.

The Mildura City Heart Traders Association is funded from a Special Rate Levy struck by Council, which is raised from commercial property in and around Langtree Avenue (refer map previously distributed), it is relevant to note that this area does not extend to the east of Deakin Avenue.

The Mildura Central Business District extends to the east of Deakin Avenue, and is generally bounded by :

- Seventh Street (North)
- Eleventh Street (South)
- Orange Avenue (East)
- Pine Avenue (West).

It is important to recognise the extent of the CBD area, however, the focus of this study as a design exercise is specifically upon Langtree Avenue between Seventh Street and Eleventh Street.

3.0 PROJECT OBJECTIVES

The nominated objectives for this project are :

- a) to incorporate timely and meaningful community participation in the planning and design process
- b) to evaluate the appropriateness of existing design components
- c) to consider the implications and recommendations of other studies in progress
- d) to propose a design theme for the entire length of Langtree Avenue
- e) to prepare a short, medium and long term design position for each of the design areas
- f) to prepare a design concept for each of the three nominated design areas (mall, alfresco and avenue)
- g) to propose practical working design solutions within relevant time and cost frames
- h) to produce an order of costs estimate for the design concepts
- i) to identify alternative project funding sources for consideration
- j) to produce a proposal within eight (8) to twelve (12) weeks of appointment

4.0 PROJECT OUTCOMES

The project is expected to result in a number of specific outcomes, and without limiting the generality of the study, includes :

- a) a design drawing detailing existing building construction and infrastructure services in Langtree Avenue
- b) a City Heart Traders Association design options participation meeting
- c) a design theme for the entire length of Langtree Avenue
- d) a design concept for each of the three nominated design areas (mall, alfresco and avenue)
- e) a public consultation meeting for presenting preferred design solution to community
- f) a sense of community understanding and adoption of the report and proposed strategies
- g) a set of design drawings detailing relevant demolition / construction proposals
- h) a set of design drawings detailing management and maintenance considerations
- i) an order of costs estimate for the design concepts
- j) consideration of potential staged funding sources for project implementation
- k) a quality annotated report addressing relevant considerations, options and recommended strategies
- l) an 'after' walk-through graphic production on Video and CD-Rom of Langtree Avenue (medium-term).

5.0 LINKAGES

The Mildura City Heart redevelopment area will form a strong link between the Sunraysia 2000 project for the redevelopment of the rail freight yards and river foreshore, and the Alfred Deakin Centre (a Tourism, Information and Visitor Centre) proposed for the corner of Deakin Avenue and Twelfth Street.

A number of important studies have recently been completed or are in the process of being undertaken :

- Sunraysia 2000 Study
- Tourism, Information and Visitor Centre Study
- Central Business District Traffic Study
- Mildura Marina Project EES and EIS (Inception Reports).

Appropriate references should be made to this documentation in order to integrate design strategies, and ensure a level of co-ordination between projects and outcomes.

6.0 PROJECT SUPERINTENDENT

The key contact in the Council and superintendent for this project is :

Mr Neil Smithson
Manager Business Development
Mildura Rural City Council
PO Box 105 Mildura VIC 3502

Tel : (050) 214 446
Fax : (050) 211899
Mob : 0419 368 887

7.0 PROJECT MANAGEMENT

The Council would anticipate that the contract will be let to a company with a specific Project Director responsible for organisational management and budget control, and that the project itself would be managed by a specific Project Manager, who will draw together resources as required relating to :

- urban design
- town planning
- retail development
- engineering
- computer graphics
- architecture
- asset management
- commercial property analysis
- real estate valuation
- local expertise / representation.

8.0 PROJECT BUDGET

The Council has anticipated project budget items (not necessarily inclusive or exhaustive) relating to :

- Project Research Team
 - Project Direction / Quality Assurance
 - Project Management / Quality Assurance
 - Urban Design / Architecture / Landscape Architecture
 - Town Planning / Asset Management
 - Engineering
 - Real Estate Valuation
 - Computer Graphics
 - Local expertise / representation
 - Maps, Drawings (preferably A3, A4 or AO as required)
 - Video / CD Rom (One copy only of each)
 - Interpretation, cognisance and expression
 - Word Processing, Collation, Copying
 - Five (5) Copies
 - Twenty (20) Copies (A4 Bound Report plus Drawings)
 - Airfares
 - Hire Cars
 - Mildura secretarial support
 - Residential
 - Venue, refreshments
- Office support
- Accommodation
- Consultation

The current budget estimate for this design project is \$20,000.00.

9.0 PROJECT PUBLICITY

The Council enjoys and promotes a healthy bilateral relationship with local media, and it is to be anticipated that the successful tender will be called upon to make timely and effective public statements at pertinent development stages of the project.

10.0 TENDER DOCUMENTATION

The Council requires all tenders to submit the standard Tender Documentation.

In addition, a possible format for Council consideration of supporting documentation (five copies) would include :

- Letter of transmittal
- Introduction
- Study Objectives
- Methodology (Approach, Consultation, Project liaison, Data collection, Time allocation, Study product)
- Consultancy Team (Key people to direct, manage, and produce outcomes)
- Time and Fee Schedule
- Table A - Work Task / Area Time Allocation (spreadsheet of who does what for how long)
- Table B - Project Budget (refer to Item 8.0 above)
- Figure A - Study Management Flow Diagram
- Figure B - Key Result dates
- Appendix A - Study Brief
- Appendix B - Curriculum Vitae
- Appendix C - Representative Projects and Brochures
- Appendix D - Terms of Engagement

11.0 TIME FRAME

The Council is keen to implement the redevelopment project, and would be looking at a notional eight (8) to twelve (12) week time frame from appointment to practical completion. This will require some dedicated project management skills in order to satisfy community / client expectations.

The anticipated project schedule is as follows :

• closing date for Tenders	Friday	17 May 1996
• complete Tender Evaluation	Friday	24 May 1996
• appointment of Consultants	Friday	31 May 1996
• project commencement	Saturday	1 June 1996
• project completion	Saturday	31 August 1996

12.0 QUALITY ASSURANCE

All tenders shall demonstrate a system of quality assurance applicable to their practice, and it is the responsibility of the tenders to prove to the Council that a quality assurance system is in place.

13.0 ASSESSMENT CRITERIA

Tender submissions will be assessed on :

- Project expertise
- Project experience / creativity
- Cognisance of project objectives / outcomes
- Methodology
- Cost effective service delivery
- Quality assurance and project management.

14.0 CLOSING DATE FOR TENDER SUBMISSIONS

The closing time and date for submission of tenders is 5.00 pm Friday 17 May 1996.
Facsimile submissions will not be accepted.

NEIL R. SMITHSON
Manager Business Development
23 April 1996