



MILDURA CBD PLAN



[NOVEMBER 2007]

Prepared for the Mildura Rural City Council

Acknowledgements

The structure plan for the Mildura CBD acknowledges the traditional owners of this land and the part they play in the community.

The important contribution that individuals and groups of the Mildura community have made to the development of the Mildura CBD Structure Plan is also acknowledged.

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INTRODUCTION

The Mildura CBD Structure Plan

The Mildura CBD Structure Plan has been prepared for the Rural City of Mildura. In conjunction with the Structure Plan, a review of the 1999 Mildura Urban Design Framework (UDF) has been undertaken to identify UDF actions not yet implemented. These outstanding actions have been incorporated into the Structure Plan. Council initiated the Structure Plan & UDF review for the Mildura CBD in response to the recent C29 (part 2) amendment process and adoption of the Mildura Riverfront Master Plan.

Mildura is experiencing rapid population growth such that it is projected to grow to the size of Ballarat by 2030. To manage this growth the Structure Plan has been developed to guide change to future land use, built form, access and public spaces in the Mildura CBD for a ten to fifteen year timeframe. The Plan identifies short term and long term actions that can be undertaken by the Council, other organisations and stakeholders, so that the Mildura CBD sustains and prospers in achieving Council's vision that:

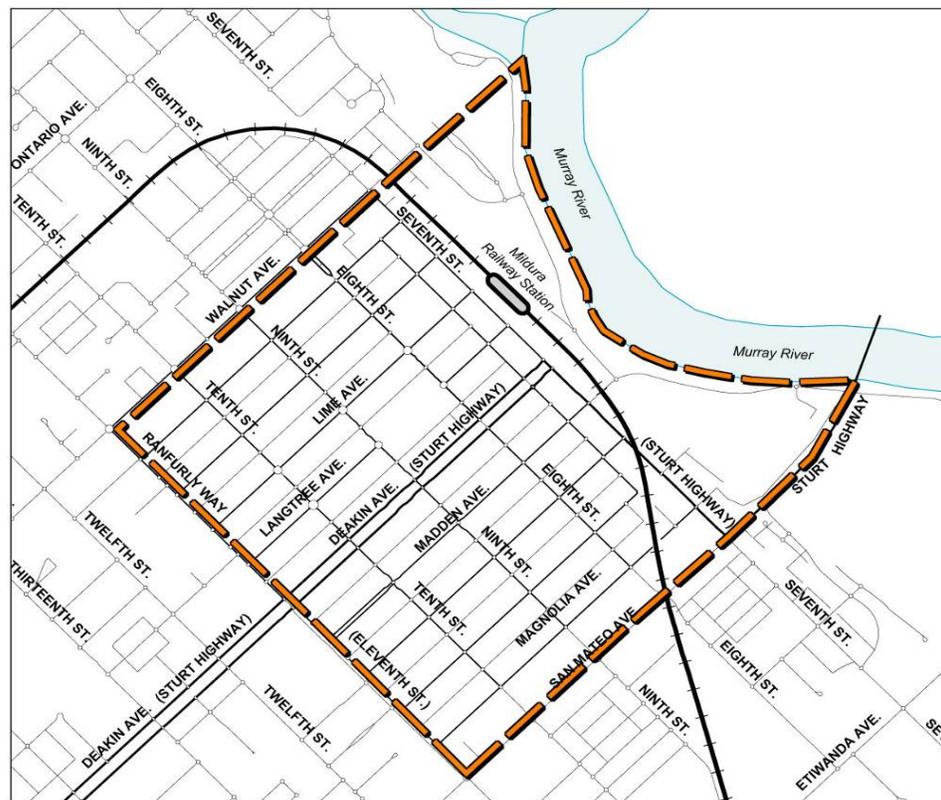
Mildura CBD will be the primary activity centre in the region providing a wide range of retail, commercial, financial, community service, recreation and entertainment opportunities for residents in a wide catchment, for tourists and other visitors. Mildura CBD will be better integrated with the riverfront and marina area.

Community and stakeholder consultation has been an important component of developing the Structure Plan. An outline of the consultation undertaken and the feedback provided is contained at Appendix 4.

Study Area

The Mildura Structure Plan Study Area is bounded by San Mateo Avenue, Eleventh Street, Walnut Avenue and Seventh Street as shown in the map below. This area is referred to as the Mildura Central Business District (CBD). While the Plan relates only to the area shown, it has been prepared having regard to the Riverfront Masterplan area and the CBD's relationship with surrounding areas.

MAP 1: STUDY AREA



Metres 250 500

Policy Directions for the Structure Plan

Numerous studies have recently been undertaken by Council for the Mildura CBD that provide direction for, and are relevant to this Structure Plan. A number of these studies provide a particularly important underpinning for this Structure Plan. These are:

Study	Relevance to this Structure Plan
Mildura Urban Design Framework 1999	CBD ideas and actions contained in the UDF need to be reviewed and updated in the Structure Plan.
C29 Panel recommendation 2005	Recommends that the Structure Plan establishes a strategic context and identifies opportunities for retail development (in zones and overlay controls).
Mildura Riverfront Masterplan 2005	Implies a significant new direction of growth for the CBD.
Deakin Avenue Landscape Masterplan 2006	Provides a framework for streetscape works in Deakin Avenue, and contains direction the Structure Plan can incorporate and implement.
Strategic Plan for the Mildura CBD 2007	Concurrent with the Structure Plan; sets marketing directions relevant to the Structure Plan, and contains suggestions relating to land use and streetscape improvements.
Mildura CBD Safety Strategy 2007	Concurrent with the Structure Plan; contains recommendations of direct relevance to the Structure Plan.
Car Parking Policy in the CBD Area 2005 (Amendment C35 – May 2007)	Amendment C35 introduced a car parking policy into the Mildura Planning Scheme that reduces car parking rates. This policy has been used to calculate projected car parking requirements for the Plan.

The Structure Plan explicitly responds both to the C29 Panel recommendation and the Mildura Riverfront Masterplan 2005. With the other studies, the level of detail that is directly relevant is considerable. One of the starting points for the Structure Plan has been an audit of the actions contained in the Mildura Urban Design Framework 1999, so reference is made to this at appropriate points. With the two concurrent plans – Strategic Plan for the Mildura CBD 2007, and Mildura CBD Safety Strategy 2007 – direct cross-references are included at appropriate points.

Brief summaries of all the relevant studies (including those listed above) and the State and Local Planning Policy context appear at Appendix 8.

How to Read the Plan

The Structure Plan is organised with the following sections:

Introduction includes detail about the study methodology and how it was developed, and a policy context including relevant previous studies.

Overall Directions sets the scene for the Plan. A Vision and identification of Priorities for the Plan are described, along with general objectives and actions for the following themes:

- Activities
- Buildings
- Access
- Spaces

Precinct Directions identifies the specific vision, objectives and actions for nine precinct areas in the Study Area. The precincts are based on existing and future land use and built form. Design guidelines, and key site development guidelines are included in some Precincts.

Implementation Plan sets out the specific actions recommended by the Structure Plan detailing the priority for the actions and responsibilities for implementation.

OVERALL DIRECTIONS FOR MILDURA CBD

A snapshot of the Mildura CBD

History

The Mildura region has a rich indigenous cultural history. European settlement of the municipality is heavily linked to the Murray River and the preparation of fertile soils for horticultural operations which began in the late 1800s. The Chaffey brothers legacy began around 1887 and is still intertwined with the identity of the Mildura CBD including the Chaffey Plan grid street pattern, college leases, and the 1920s heritage buildings and structures. Mildura is known as a 'rural oasis', a green and fertile area within a dry and outback landscape.



View of the Mildura CBD from the north

Overview & Context

Mildura is located in the north-west corner of Victoria, near the borders of New South Wales and South Australia. Within this context, the Mildura CBD is the pre-eminent regional activity centre providing key civic, retail, financial, office, entertainment and tourist functions. The resident population of Mildura Rural City in 2006 was around 53,000 persons.

The Mildura CBD is easily navigated with a formal grid street pattern supported by a parallel laneway network. The laneways provide a service function to business fronting the main roads.

Deakin Avenue creates a grand boulevard entrance into the CBD with civic buildings and churches along its edge, and a wide central median strip comprising large trees, memorial garden beds and public artworks. Deakin Avenue acts as a divide between the two sides of the CBD with the core retail, office and entertainment functions on the western side of Deakin Avenue, and the supporting retail, light industrial and civic functions on the eastern side. Lower density (traditionally approximately quarter acre) residential areas surround the centre, with some medium density housing development recently constructed or under construction.

The Sturt Highway entrance to Mildura from New South Wales is a nondescript and low profile entry to the Mildura CBD.

The Murray River flows to the north of the CBD, however the CBD is segregated from the river plains by a railway line and its associated infrastructure. The river side area is currently undergoing major

redevelopment with construction of the Marina development and recent preparation of the Riverfront Masterplan.

Heritage buildings provide a strong link to the past with heritage precinct overlays on sections of Deakin Avenue and a residential area in Lemon Avenue. There are several other original buildings in the CBD including but not limited to the T&G Building and clock tower, the Grand Hotel, the Sandbar building, the Brewery, and the Settlers Club some of which do not have formal planning scheme protection.

Langtree Mall is considered the 'heart' of the CBD. Events are held in the Mall and often extend along Langtree Avenue north where a renowned alfresco dining and entertainment area has established.

Strengths of the Mildura CBD

Community views have been sought about the strengths of the Mildura CBD. It is important that these strengths are recognised, preserved and further strengthened in the Structure Plan. The strengths of the Mildura CBD include:

- The open air / outdoor experience.
- The Langtree Avenue alfresco dining and entertainment area.
- Deakin Avenue's grandeur.
- The laneway network.
- Vine covered footpaths i.e. outside The Grand Hotel.
- Heritage buildings.
- Village atmosphere.
- The easily navigated grid road plan and consistent scale of built form.

Opportunities for the Mildura CBD

Members of the community and stakeholders have also identified the weaknesses of the Mildura CBD. These weaknesses provide an opportunity for the Plan to respond to so that in the future, they are addressed and considered strengths. Opportunities for the Structure Plan include:

- Celebrating Mildura's history through protection of heritage buildings and structures, scheduling cultural events, and using horticultural links i.e. vine covered footpaths in public spaces to create a unique CBD identity.
- Exploiting the great Mildura climate by creating a safe and comfortable outdoor pedestrian environment to promote pedestrian activity and movement around the CBD (more shade, lighting, signage, seating, development of east – west arcades and along laneways etc).
- Linking the CBD with the riverside area and new developments along the river front.
- More residential development to increase activity and safety in the CBD.
- Integrating the two sides of Deakin Avenue to create a consolidated CBD.
- Upgrading the Mall.
- Improving the management of car parking and traffic movement.
- Improving facilities for tourists and visitors to the CBD.
- To link the objectives and actions of a series of Strategies developed for the Mildura CBD into a cohesive action plan.

Planning for the Future of Mildura CBD

Current growth trends and projections indicate that Mildura as a whole will grow to the size of Ballarat by 2030. The *Review of Mildura and Irymple Land Strategies* predicts a population increase in the Shire of 34,700 people to an estimated total of around 86,000 people. The nearby townships of Buronga and Gol Gol in New South Wales are also planning for population growth. This significant level of growth will place heavy pressures and demand on the Mildura CBD as the City's and Region's primary activity centre. Developing key strategies and actions as part of this Plan is vital to ensure that the Mildura CBD sustains its pre-eminent role in the Region, and Council has a decision making tool to direct and manage investment and growth.

The projected requirements that form the basis of this Plan are identified under the Themes sections of this report. A key assumption of this Structure Plan is to plan for maximum projected growth scenarios, and this is reflected in all future land use projections.

This high level of growth needs to be managed in a way that improves environmental sustainability. For the CBD, this will mean changing patterns of behaviour about access in particular. Activities will need to be more easily accessible on public transport, by bike or on foot. The Structure Plan needs to show how the environmental sustainability of the CBD can be improved by this means and others.

Within the overall imperative of planning to accommodate growth in a sustainable manner, there are a number of challenges more specific to the CBD. The CBD will need to orient itself more towards the river as the riverfront master plan developments come on stream – indeed, actions taken within the CBD can help to facilitate this change. The CBD must further develop its sense of place and mix of services compared to the 'offer' of Fifteenth Street – it must use contrast to improve complementarity. East-west links across the CBD, both vehicle and pedestrian, need further improvement.

Vision

The Mildura CBD is the 'heart' of Mildura, a vibrant, attractive and safe outdoor experience for residents, workers and visitors.

It is the regional retail, business and employment centre for a tri state catchment with a diverse range of shops, community facilities, restaurants and recreational opportunities.

A stronger character and distinctive image created by shady vine covered streets, heritage buildings and interesting laneways and arcades, as well as strong links to the river front area, provides a unique and comfortable pedestrian environment and a renowned tourist destination.

Deakin Avenue plays the role of integration, with key links to either side of the CBD, and outwards to the Chaffey Trail, river side and residential areas.

The streets have places to stop and sit or meet other people and with a busy event schedule and resident population, the centre is lively during the daytime and into the evening, seven days a week.

PRIORITIES FOR THE MILDURA CBD PLAN

Six Key Priorities

To achieve the Vision, six key priorities have been identified for the Structure Plan. They include in no particular order:

- Make the Mildura CBD a place people will 'want to experience'
- Make the CBD more environmentally sustainable
- Deliver real improvements in the short term
- Improve access to the CBD
- Start to link the CBD to the River
- Improve east-west links

Delivering on the Key Priorities for the Mildura CBD

These Priorities have influenced the Plan in three ways:

- They have guided the directions established in the Themes that follow.
- They find expression in the actions recommended in the Precincts section of the Plan.
- They will be reflected in the actions identified for early implementation in the Implementation section of the Plan.

An outline of each priority is provided in the following section.

Make the Mildura CBD a place people will 'want to experience'

"A positive social experience for locals and tourist" – WORKSHOP PARTICIPANT

"Being outdoors, exploring laneways and getting lost in arcades is what makes the CBD unique" – REFERENCE COMMITTEE MEMBER



To maintain its pre-eminent role in the region, the Mildura CBD will need to support business activity and direct investment, improve access around the centre, as well as create a safe and comfortable pedestrian environment. It needs to offer a distinctively different mix of services and quality of environment to the Centro indoor shopping complex and other retail developments on Fifteenth Street.

Example Initiatives in the Plan

- 1 Opportunities for outdoor cafes throughout the CBD (*see page 33*)
- 2 A weekly market in the Langtree Mall (investigate combining the Sunday Market and Farmers Market). Include such things as local farmers produce, gourmet food stalls, indigenous arts and crafts, and bread baking demonstrations by the Cafe 27 pastry chefs (*see page 33*)
- 3 Awnings, trees and vine covered pergolas to provide weather protection along pedestrian pathways (*see page 53*)
- 4 Safe and attractive laneways, mid block links and arcades for pedestrians through use of lighting, public art and active frontages. Install public street art to add vitality and interest to street spaces (*see page 48*)
- 5 Creating opportunities for residential developments in the CBD to generate activity and provide passive surveillance of public spaces (*see page 31*)

1

Opportunities for outdoor cafes throughout the CBD



Outdoor dining on the corner of Langtree Avenue and Eighth Street

2

A weekly market in the Langtree Mall (investigate combining the Sunday Market and Farmers Market).



Farmers Market experience

3

Weather protection along pedestrian pathways.



Shady pedestrian environment outside The Grand Hotel

4

Provide safe and attractive laneways, mid block links and arcades for pedestrians. Install public art to add vitality and interest to street spaces.



QV Precinct, Melbourne and examples of City of Melbourne City Lights laneway project.

5

Create opportunities for residential developments in the CBD to generate activity and provide passive surveillance of public spaces.



Medium to high density residential development in Melbourne

Make the CBD more environmentally sustainable

“This plan must improve the sustainability of the CBD” – WORKSHOP PARTICIPANT



Our understanding about the extent of climate change, and its causes and effects, has increased dramatically in recent years. It is now a significant concern in the Mildura community. The Structure Plan needs to show how the environmental sustainability of the CBD can be improved.

Example Initiatives in the Plan

- 1 | Change the patterns of behaviour about access to and around the CBD. Activities will need to be more easily accessible on public transport, by bike or on foot (*see pages 42 to 52*)
- 2 | Sustainable design of the built form and public spaces (*see page 38*)
- 3 | Increase the intensity of activity in the CBD (*see pages 29 to 33*)
- 4 | Water Sensitive Urban Design initiatives (*see page 34*)

1

Change the patterns of behaviour about access to and around the CBD. Activities will need to be more easily accessible on public transport, by bike or on foot.



Sustainable Access

2

Sustainable design of the built form and public spaces



Sustainable Design

New development in Deakin Avenue demonstrates the possibilities of reducing energy use

3

Increase the intensity of activity in the CBD



Encourage active street frontages to increase pedestrian activity

4

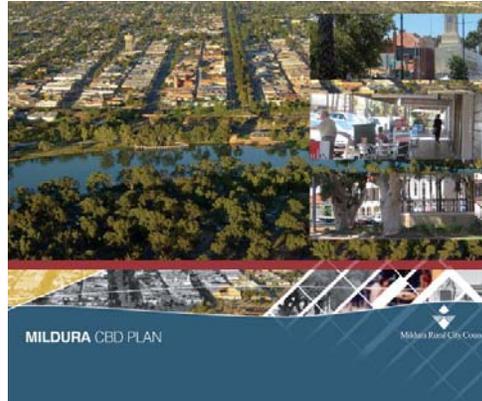
Water Sensitive Urban Design initiatives



Water Sensitive Urban Design examples in Melbourne (left) and Shepparton (right)

Deliver real improvements in the short term

*“We have lots of plans for the CBD but there has been little or no action” –
REFERENCE COMMITTEE MEMBER*



The Mildura CBD requires an integrated approach to future development with clear leadership from Council and clear directions for the allocation of Council resources in the CBD. Identifying short term actions within a longer term strategic context should encourage better leveraging from private investment through targeted capital works by Council, and a CBD that can sustain projected growth into the future.

Example Initiatives in the Plan

- 1 Provide up to 200 new car parking spaces along Pine Avenue (*see page 42*)
- 2 Protect Mildura's valued heritage buildings and installations (*see page 35*)
- 3 A three year program to upgrade all signs in the CBD (*see page 59*)
- 4 Priority program to improve pedestrian safety and access in and around the CBD (*see page 59*)

1

Provide up to 200 new car parking spaces along Pine Avenue



Pine Avenue car parking sign and a shady centre of road car park

2

Protect Mildura's valued heritage buildings and installations



Examples of heritage places in Mildura

3

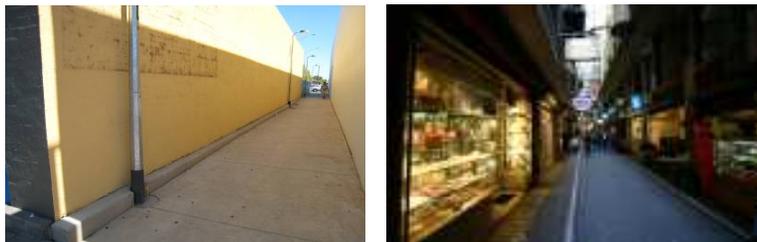
A three year program to upgrade all signs in the CBD



Current sign at the gateway to the CBD.

4

Priority program to improve pedestrian safety and access in and around the CBD.



Promoting pedestrian safety by upgrading laneways in the CBD, such as this Mildura example (left), to encourage active frontages, lighting and pedestrian activity such as the Melbourne example (right).

Improve access to the CBD

“If the car park was well signed and shaded I would be prepared to walk further to the shops” – REFERENCE COMMITTEE MEMBER



The Plan needs to facilitate change in the perception there is insufficient car parking supply in the CBD. This includes ensuring the existing on and off street car parks are shaded, safe and have clear access paths to functions of the CBD. Alternative parking schemes and structures will be required to ensure adequate supply in the future. Population growth in the Mildura CBD will generate additional traffic on the road network and more cars competing for on and off street car parking spaces. Traffic management will need to recognise the role of alternative transport modes such as cycling, walking and bus in reducing the amount of traffic on the CBD road network.

Example Initiatives in the Plan

- 1 Safe and convenient links between car parks and key destinations in the CBD (*see page 48*).
- 2 More bus services and stops with high quality shelters, seating, lighting, litter bins and timetable information (*see page 51*)
- 3 A taxi rank located where it is safe for passengers and close to amenities (*see page 51*)
- 4 Bike facilities and cycle paths throughout the CBD to support commuter and recreational cycling (*see page 52*)
- 5 Reduce the level of non-local through traffic and heavy vehicles from the CBD streets (*see page 45*).

1

Safe and convenient links between car parks and key destinations in the CBD



Arcades, laneways and mid block links improve pedestrian movement around the CBD

2

More bus services and stops with high quality shelters, seating, lighting, litter bins and timetable information



Examples of clearly identifiable bus stops with signs, shelter and lighting.

3

A taxi rank located where it is safe for passengers and close to amenities.



Upgraded Taxi Rank in Dean Street, Albury

4

Bike facilities and cycle paths throughout the CBD to support commuter and recreational cycling



Bicycle parking rails, end of trip facilities and safe on road bicycle lanes.

5

Reduce the level of non-local through traffic and continue to redirect truck movements to appropriate alternate arterial routes.



Start to link the CBD to the River

“My vision is to move the CBD down a block to overlook the river” – TRADER



The Marina and future Riverfront and Mildura Arts Centre developments will bring significant activity to the water front area. The link between the CBD and water front area will be critical to leveraging from this development and to the future of the CBD.

Example Initiatives in the Plan

- 1 | A new vision for a built edge to the CBD along Seventh Street, taking advantage of the river and parkland views (*see page 79*)
- 2 | Facilitating pedestrian movements between the River environs and CBD with improved pedestrian links across Seventh Street at the intersections with Madden Avenue and Langtree Avenue (*see page 79*)
- 3 | Creation of a 'CBD Edge Park' in the open space between Seventh Street and the railway line (*see page 53 and 86*)
- 4 | Support implementation of the Riverside Masterplan (*see page 85*)

1

A new vision for a built edge to the CBD along Seventh Street, taking advantage of the river and parkland views



The Grand Hotel with frontage to River

2

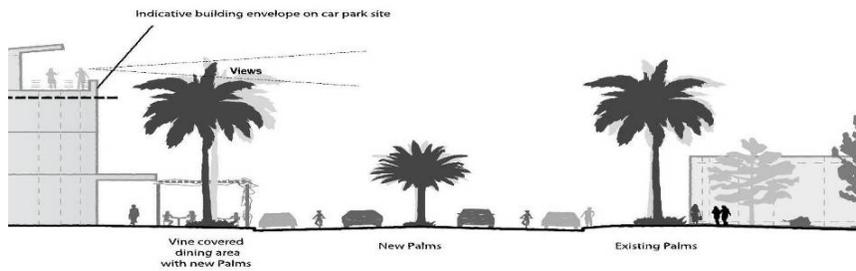
Facilitating pedestrian movements between the River environs and CBD through improved pedestrian linkages



Existing link to River at Deakin Avenue should be improved.

3

Creation of a 'CBD Edge Park' in the open space between Seventh Street and the railway line



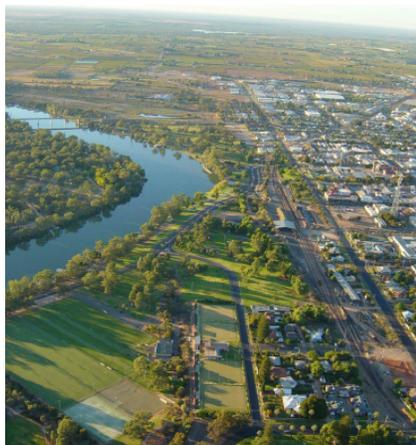
4

Support implementation of the Riverside Masterplan

Mildura Riverfront Masterplan

March 2005

Prepared For:
Mildura Rural City Council



Improve east-west links

“If I am shopping in Langtree Avenue and want to visit a business on the other [east] side of Deakin Avenue, I will always drive the hundred metres across in my car rather than walk.”



Deakin Avenue has traditionally created a division between the eastern and western parts of the CBD. The eastern part of the CBD will provide much of the residential and business growth in the future, and improved pedestrian links across Deakin Avenue will be imperative to sustainable growth and the perception of integration of the two parts of the CBD.

Example Initiatives in the Plan

- 1 Creating two priority pedestrian routes along Eighth and Ninth Streets from residential areas to the CBD with tree planting for shade, signage and lighting (*see page 49*).
- 2 Facilitating pedestrian movement across Deakin Avenue at the intersections of Eighth and Ninth Streets including (*see page 49*):
 - Longer signalised priority for pedestrians.
 - Directional signage on street corners directing pedestrians to key functions and attractions within the CBD.
 - Shade
 - Lighting
- 3 Provision of shaded seating in central median strip (*see page 49*)
- 4 Introduce signature Palm Tree planting at the key intersections of Eighth and Ninth Streets with Madden Avenue to match central medium planting in west of CBD. This will provide important visual cues linking the two sides of Deakin Avenue (*see page 88*).

1

Priority pedestrian routes with tree planting for shade, signage and lighting including the median strip of Deakin Avenue.



2

Facilitating pedestrian movement across Deakin Avenue at the intersections of Eighth and Ninth Streets



Improve directional signage to direct pedestrians to key functions and attractions within the CBD.

3

Introduce signature Palm Tree planting at the key intersections of Eighth and Ninth Streets with Madden Avenue to match central medium planting in west of CBD.



THEMES

Themes

The strategies for the Mildura CBD Structure Plan have been set out by way of four themes that apply across the Mildura CBD or large parts of the CBD:

Activities

The Activities theme relates to the location and intensity of land use activities in the Mildura CBD including retail, office, commercial, community, residential and industrial uses.

Buildings

The Buildings theme looks at the '3D' form of the CBD. This includes the height and form of buildings, how they relate to the streets and spaces around them, and issues of heritage and streetscape character.

Access

The Access theme looks at the various modes of transport used to travel to and through the CBD, with a particular focus on pedestrian, cyclist and public transport accessibility to increase the sustainability of travel choices. Vehicular traffic, roads, and parking are also addressed in this section.

Spaces

The Spaces theme looks at the different types of spaces within the CBD, and how these could be improved or expanded. This includes integration with the key spaces of the Riverfront Masterplan, as well as footpaths, laneways and plaza spaces. It also addresses landscaping, street trees, street furniture, public art, and safety in public spaces.

Theme 1: Activities

The CBD will need to ensure adequate supply of land is available to support the right mix and intensity of land use activities into the future. The *Activities* theme relates to the location and intensity of land use activities including retail, office, commercial, civic, residential and industrial uses.

Retail

The Mildura CBD is recognised as the primary retail centre in Mildura and the Region. The Centro and Fifteenth Street retail centres are considered competition to retailing in the CBD, and immediate actions are required to consolidate the CBD's pre-eminent role within the hierarchy of centres. The contribution of retail tourism to the economy of Mildura is acknowledged.

The Review of the Mildura Retail Strategy (21 June 2004) identified that in 2004 there was around 67,040sqm of retail floorspace in the Mildura CBD. This included approximately 2,265 of unoccupied retail floorspace.

Based on maximum projected growth outlined in previous retail strategies for the whole of Mildura, an upper limit of 79,000sqm of future retail floorspace will be required by 2021. Of this 45,000sqm is expected to be within the CBD. The bulk of the retail development will be within the existing Business 1 Zone land including undeveloped land and car parking sites, within arcade developments and redevelopment of underutilised sites. Smaller scale retail showroom uses will be accommodated in the area east of Deakin Avenue. This may require consolidation of lots, some of which are covered by a College Lease.

In the short term, consolidation of the Business 1 Zone through existing redevelopment opportunities will lead to better utilisation of land and facilitate better quality design outcomes. Improvements to the pedestrian environment and an increase in street activity will facilitate these qualities of the Mildura CBD.

In the long term, the potential areas for Business 1 should be assessed in line with the recommendations of a Retail Strategy review (predicted for 2008 to take into consideration the 2006 census data). Any additional Business 1 zoned land within the CBD should be located to the west of Olive Avenue, where it adjoins the existing Business 1 Zone.

A special rate scheme applies to parts of the project Study Area (refer to Special Rate Scheme map at Appendix 3). Businesses in the Langtree Mall are classified as 'inner city heart' with other businesses between Seventh Street and Tenth Street, the west side of Deakin Avenue and a western boundary that follows parts of Lime Avenue and Pine Avenue classified as 'outer city heart'. Different rates apply to each area. The boundary of the special rate scheme should be reviewed.

A mobile food vendor, Mallee Burgers, has operated from a location in Deakin Avenue for over twenty years. Mallee Burgers has a similar established reputation for take away food in Mildura as Harry's Café de Wheels in Woolloomooloo, Sydney. This presents as a marketing opportunity. The location of Mallee Burgers requires consideration with regard to improved access by foot and vehicles including large freight vehicles, and to enhance safety around the business. Should relocation be considered, the proposed transport interchange is an alternative location that should be investigated.

Objectives

- Consolidate the Mildura CBD as the pre-eminent retail centre in Mildura and the Region.

Strategies

- Reinforce and improve specialty retail offer and activity in the Langtree Mall.
- Seek to locate large format retail in Business 1 Zone areas outside of the Langtree Mall.
- Seek to locate smaller scale retail showroom uses in the Business 2 Zone and Mixed Use Zone to the east of Deakin Avenue.

- Support the retail, marketing and business strategies of the Strategic Plan for the Mildura Central Business District 2007 and encourage CBD traders to continue ongoing marketing and promotion activities.
- Acknowledge and support the role of retail as a significant attraction for tourists to Mildura.
- Improve pedestrian movement and connections between the Langtree Mall and surrounding retail areas and car parks.

Actions

- Undertake a review of the Mildura Retail Strategy in 2008 or when 2006 ABS Census data are available to extrapolate accurate future retail floor space requirements for the CBD. Consider no further expansion of Business 1 Zoned areas in the CBD until the time that the review of the Mildura Retail Strategy is undertaken. Direct Business 1 zone expansion to area west of Olive Avenue where it adjoins the existing Business 1 zone.
- Develop consistent trading hours for retail businesses in the CBD ie. for public holiday opening periods.
- Incorporate a new policy into the Mildura Planning Scheme to ensure that new developments in Business 1 zoned areas of the CBD incorporate retail uses on the ground level to create active street frontages and pedestrian movement. Uses such as shops, cafes, banks, other financial institutions and travel agents all generate pedestrian traffic and interest. Blank walls, non-transparent windows, empty shopfronts and offices that do not generate pedestrian visits should be avoided at ground level, particularly in the Langtree Mall, business 1 zoned areas and pedestrian connections.
- Continue to facilitate discussions between Sandhurst Trustees and estates and properties under its control to achieve appropriate development and redevelopment of underutilised sites.
- Explore opportunities for site consolidation and redevelopment for retail uses within the CBD Business 1 zone area.
- Promote the CBD retail offer in any marketing campaign for Mildura or the Region.
- Review the CBD Special Rate Scheme, in particular the differentiation between rates for inner city heart and outer city heart.
- Consider the location of Mallee Burgers mobile food vendor in Deakin Avenue to improve access and enhance safety. Any consideration to relocate the business should be made with regard to vehicle and pedestrian access (including freight vehicles), safety, and proximity to transport and late night entertainment facilities. Marketing opportunities should be investigated.

Commercial

In the years 2000 to 2006, approximately 2000sqm of land has been taken up per annum for new office developments within the CBD. Based on this growth, around 25,740sqm of land will need to be accommodated within the existing CBD office precincts for new developments by 2020. There is more than enough vacant land and land ripe for development in the existing office precincts (refer to Precinct F) to accommodate future projected growth.

Deakin Avenue provides a civic office function including the Council Offices and new Law Courts and Police Headquarters. Larger format offices, business headquarters and post secondary and tertiary education uses should be encouraged to locate along Deakin Avenue where larger scale development can occur, and which is readily accessible to the Mildura Airport and primary vehicle access routes for business travel.

Objectives

- *Reinforce and strengthen the CBD's role as the regional office and commercial location.*

Strategies

- Encourage business headquarters / regional offices / post secondary education offices to locate on Deakin Avenue and allow for higher built form and consolidation of sites along Deakin Avenue to accommodate larger scale development.
- Encourage offices to locate at upper levels of retail uses in the CBD.
- Allow multi storey office development on larger sites in Deakin Avenue.

Actions

- Include strategy and policy within the Mildura Planning Scheme that actively seeks to ensure that proposed head offices and large businesses locate in the CBD in office precincts and Deakin Avenue rather than other locations in Mildura or the Region.
- Investigate the potential to consolidate Council offices/functions at Deakin Avenue, where multiple trips by service users can be avoided.
- Continue to facilitate discussions between Sandhurst Trustees and the Council to explore opportunities for site consolidation and redevelopment for commercial uses within the CBD.
- Promote the Mildura CBD as a key office location through Mildura marketing campaigns.

Residential

The project study area includes the established residential areas that surround the business district. Within the business district itself, there is currently very limited residential development, however in recent years several new inner city houses and apartments have been built. There is a significant opportunity for residential development to be developed within the centre of the city in areas or buildings that have high amenity.



Examples of recent townhouse development & shop top housing in the Mildura CBD Study Area

Residential development is considered beneficial to an activity centre for the following reasons:

- residents generate after hours activity as well as provide a customer base for the restaurants and shops, and introduce vitality and interest in the CBD.
- additional activity promotes safety and passive surveillance of streets and areas in the CBD.
- provides a wider housing stock for the CBD, which will cater for an ageing population and the growing rental market.

Based on the 2003 Mildura Residential Strategy, around 11,800 new residential lots will be required in Mildura by 2030. Of this, the CBD could attract a third of the total medium/high density potential which equates to around 500 dwellings. This figure is based on dwelling approvals data for the last five years, expected housing requirements of an ageing population, and consideration that Riverfront activities will provide impetus for medium to high density housing that is currently not available in the Mildura CBD.

The most appropriate location for medium to high density residential development is along Seventh Street, however there are also opportunities for shop-top and mixed-use developments that incorporate a residential component throughout the CBD.

In the mixed use zone, the location of residential uses need to take into consideration existing light industrial and service industries that may have negative amenity impacts on a residential use (refer to Precinct H: Eastern Mixed Use).

The peripheral established residential areas can accommodate medium density housing development. Care should be taken to ensure building footprints do not restrict planting of large shade trees within private open space that contributes to neighbourhood character and the shaded comfort of both the private and public realms.

Objectives

- *Create more opportunities for people to live in the Mildura CBD.*
- *Provide clear and safe pedestrian links from residential areas to the CBD.*

Strategies

- Encourage medium to high density residential development and/or retirement accommodation along Seventh Street.
- Encourage housing / accommodation above offices and shops in locations and buildings of high amenity, focusing on areas east of Deakin Avenue.
- Encourage new mixed use developments to include residential use at upper levels.
- Support residential development by undertaking amenity improvements such as streetscape upgrades and safety initiatives.

Actions

- Encourage well designed medium density housing in existing residential areas in accordance with ResCode standards.
- Undertake capital works to improve two priority pedestrian routes from residential areas along Eighth Street and Ninth Street. This should include tree planting, signage, lighting, and upgraded pedestrian crossing points across Deakin Avenue.

Tourism / Entertainment / Events

To sustain its position of activity centre pre-eminence, the CBD will not only rely on retailing, but on the expansion of its non-retailing role. The entertainment / recreation function of the CBD is considered a mark of difference from Centro and other retail centres and should be consolidated in Langtree Avenue North. There are other opportunities throughout the CBD, particularly in the Langtree Mall that can support alfresco outdoor cafes.

There is need for tourist information in the CBD, particularly in the Langtree Mall. Signage needs to be improved to inform tourists of where important features and destinations are in the CBD area. Mildura Tourism is the region's peak tourism body responsible for the management, leadership and development of the region's tourism industry. Mildura Tourism is currently working with VicRoads to install new visitor signage throughout the rural city. Any proposal to install tourist information in the CBD should be done in partnership with Mildura Tourism.

Events attract people to the CBD and reinforce the image of the CBD as the primary retail, community and cultural hub of Mildura. They also introduce vitality into the area. The Mildura Wentworth Arts Festival schedules events throughout the year. In 2007 this included the Writers Festival in July, Palimpsest in September which focuses on the visual arts and environment, and the Murray River

International Music Festival in January. These current events are dispersed throughout different locations within the CBD area, as there is no central community open space, which can be utilised for holding large festivals and events. The Langtree Mall should be improved as an event space by opening up of the Mall area by reducing the clutter of buildings and infrastructure (Refer to Precinct A).

The Riverfront Masterplan includes a component of community outdoor space that could be suitable for holding community events. Additional events that build on the role of the CBD should be encouraged.

Objectives

- *Promote the Mildura CBD as a tourist destination.*
- *Attract visitors and tourists to the CBD by enlivening the streets with events and activity both day and night.*

Strategies

- Encourage and support development of quality visitor accommodation on Seventh Street (refer to Precinct C – Seventh Street Riverside Interface).
- Ensure backpacker accommodation is located in appropriate locations in the CBD with good access to public transport and avoiding high amenity areas such as established residential uses.
- Expand the entertainment and quality dining uses in Langtree Avenue north.
- Encourage outdoor cafes throughout the CBD to support recreational use and activity of the CBD.
- Create a safe, attractive and comfortable CBD that entices visitors to the CBD.
- Ensure that improved pedestrian connections and installation of interpretive and directional signage, facilitate tourist movements.
- Improve Langtree Mall as an event space (refer to Precinct A actions).
- Improve management of the amenity issues associated with late night entertainment uses.

Actions

- Establish a partnership between Council and Mildura Tourism to install a satellite tourist information kiosk in Langtree Mall.
- Develop a signage strategy for the CBD, including a review of any existing strategies, in partnership with Mildura Tourism and VicRoads, to provide interpretive and directional signage to key tourist destinations, amenities, pedestrian links, car parks and transport stop locations. Utilise a consistent approach in terms of design and theming of all signage.
- At completion of the one year service agreement for a market at the Ornamental Gardens, consideration should be given to future location of the market to a CBD location. This should include investigation whether the role of the Sunday Market in Langtree Mall can be extended to a weekly operation, and include a ‘farmers market’ component extending along Langtree Avenue north. The market could include such things as:
 - Bread baking demonstrations (by Café 27 pastry chefs)
 - Local farmers produce;
 - Gourmet food stalls;
 - Local wine tasting stalls;
 - Aboriginal handicrafts and weaving demonstrations.
- Compliment and support the existing Mildura Wentworth Arts Festival events program and establish additional events and activities in the CBD.

Infrastructure

Provision of infrastructure services is a vital component to the future growth of the Mildura CBD. Coordination and planning needs to occur between Council and servicing authorities to ensure that these essential services can cope with the increased level of demand from higher density development.

Drainage and better management of stormwater to achieve ecologically sustainable water management should be a priority of regional communities such as Mildura where water shortage is an issue, and stormwater runoff impacts the quality of Murray River waters. The Council has the opportunity to provide best practice example through Water Sensitive Urban Design (WSUD). This could include management of runoff from the CBD, water storage and recycling in its own buildings and operations. These WSUD measures undertaken by Council and within private development will make better use of water in the CBD, and contribute to improving the health of the Murray River.



Example of Water Sensitive Urban Design, Crenorne Street, Richmond

Objectives

- *Ensure that provision of infrastructure services is coordinated to meet the demand of new development and redevelopments within the Mildura CBD.*

Strategies

- Encourage the integration of water sensitive urban design, ecologically sustainable water practices and runoff management through the approvals process and by demonstration and examples.

Actions

- Work closely with servicing authorities to coordinate future expansion of servicing infrastructure to cater for the growth of the Mildura CBD. Maintain frequent contact with strategic planning services within each authority,
- Continue to implement ecologically sustainable development guidelines for buildings and stormwater management including Water Sensitive Urban Design practices. Review and update the Guidelines as required, to incorporate new technology and/or reflect best practice.

Theme 2: Buildings

The buildings and built form of a centre are a major factor in its appearance, function, character and identity. For example, the relationship of buildings with the street space is important as it can influence whether an area is pleasant to walk around, feels safe and provides for the types of land use appropriate to the locality.

The *Buildings* theme looks at the 'three dimensional' form of the CBD. It covers issues relating to the scale and form of buildings, how to encourage design quality and buildings that support achieving the Activities objectives and actions.

Heritage & Character

The design quality of the built form makes a significant contribution to the image and identity of a place. The Mildura CBD built form is currently an eclectic mix of architectural styles, periods and quality.

Heritage built form originating from the 1920s makes a significant contribution to the identity and character of the CBD, however there are only a few heritage overlays applied to this significant built form, including precincts in Deakin Avenue and Lemon Avenue. There are several other original buildings in the CBD which appear to have heritage value and are highly valued by members of the community, but are not covered by a Heritage Overlay (see Building Heights Map). Some of these buildings include the T&G Building, the Grand Hotel, the Sandbar building, the Brewery, and the Settlers Club.



Buildings along Deakin Avenue The Sandbar building

There is scope for undertaking a heritage review of the CBD to ensure that all original heritage features are protected. This includes Interwar shopfronts within the CBD that are not currently recognisable because the facades have cladded over or are obscured by advertising signage. Opportunity exists to actively encourage restoration of these facades.

Buildings can convey messages of prosperity and the success of a centre, the extent to which a city is forward thinking and progressive. Proposals for redevelopment or improvement of existing buildings are opportunities to strengthen and enhance the image and appearance of the CBD's built form and heritage. This is particularly relevant to older shopfronts within the CBD of which many are in need of general maintenance and upgrade. There is scope for a Council led but coordinated incentive program that supports and encourages private capital expenditure on upgrading of building façades, by contributing to the upgrade of the public streetscape environment. This would enable a 'total package' approach to the appearance of Mildura's streetscapes – in which the quality of buildings is matched by the quality of public space design.

Objectives

- *Strengthen the identity of the Mildura CBD through protection of its built heritage and improving the appearance of existing buildings.*

Strategies

Heritage

- Maintain and restore heritage buildings as an important part of the CBD's identity.
- Encourage creative re-use of heritage buildings that will see them enhanced, well utilised and maintained.
- Encourage the restoration of historic shopfronts and the removal of upper level signage and cladding that obscures the original facades.
- Utilise Heritage Funds to facilitate the refurbishment and reuse of heritage buildings.
- Ensure that new buildings adjoining heritage sites are respectful of the form, scale, siting and design of the heritage building.
- Encourage building owners and business operators to refurbish building frontages, regularly restore heritage facades through provision of advice, information and tangible assistance wherever possible.

Actions

- Undertake a heritage review of the Mildura CBD to inform an amendment to the Mildura Planning Scheme to include significant built heritage in the Heritage Overlay.
- Introduce a Coordinated Street Upgrade Scheme to encourage private investment in the upgrade of building/s facades. This will ensure that the quality of appearance of a building is matched by the quality of appearance of the public realm to which it presents, and will create maximum benefit to the overall appearance of a street. The Scheme could include such things as where a building facade/s has been upgraded, for Council to program works to improve the public realm of that street.
- Improve existing buildings as redevelopment opportunities arise through initiatives such as:
 - Redesigning the rear or side elevation of buildings that open onto laneways or retail spaces.
 - Recladding office buildings and improving ground level frontages and open spaces.
 - Redesigning the ground level of buildings to create active streetscape frontages.
 - Screening rooftop utilities such as air conditioning units from view.

Building Design

Proposals for redevelopment or improvement of existing buildings provide opportunities to strengthen and enhance the image and appearance of the centre through the quality of new design. They also provide an opportunity to introduce the principles of environmentally or ecologically sustainable design (ESD) into the built fabric of Mildura. ESD can be defined as development which aims to meet the needs of today, while conserving our ecosystems for the benefit of future generations. There are many ways in which development in the CBD can respond to this issue. Mildura and the Council in particular, has the opportunity to lead by example in this area.

It is important to promote the incorporation of ecologically sustainable design practices within individual buildings, in new developments or through the retrofitting of existing buildings. There are many resources and sources of information available to assist building owners in doing so. While incorporating ESD may in some instances incur expense in the short term, it can lead to long term savings through lower operating costs, creation of more comfortable internal spaces and an increase in property value due to the growing desirability of 'green' buildings.

Objectives

- *Strengthen the identity and character of the Mildura CBD through high quality architectural design in new buildings and public spaces around buildings.*
- *Promote the principles of environmentally sustainable design in new development.*

Strategies

Quality of architecture

- Emphasise important sites, such as those located on prominent corners or adjacent to public spaces, through the quality of architectural design.
- Ensure adequate attention to building tops to hide lift overruns and air conditioning and other plant equipment from visibility.

Sustainable Design

- Promote ESD techniques for all aspects of construction and management of buildings and landscape.



Recent developments in Gisborne (left) and Mildura (right) demonstrating the principles of environmental sustainable design. The Gisborne supermarket development provides active frontages to the car park and streets.

Sensitive Interface

- Ensure that new development is designed to address specific design considerations of sensitive interfaces, such as residential properties or heritage buildings.
- Where adjoining open spaces or public car parks, design new buildings to overlook these spaces and provide a positive façade to enhance their appearance, amenity and safety.

Actions

- Introduce new policy and strategies into the Mildura Planning Scheme to require new development and redevelopment to provide active frontages and weather protection to improve the pedestrian environment.
- Encourage developers to use qualified and experienced design professionals. Reinforce the message that good design can save costs by expediting approvals as well as by providing potentially higher returns on capital investments.
- Investigate opportunities to change the Mildura Planning Scheme to adopt Crime Prevention Through Environmental Design (CPTED) principles for all development with the CBD.
- Investigate opportunities to promote ESD techniques for all aspects of construction and management of buildings and landscaping, including such things as:

- Designing new buildings so that they can be easily adapted for expansion or re-use in the future and can more easily respond to the different needs of a range of land uses.
- Orient windows to maximise sunlight access in winter and cross-ventilation in summer.
- Employ building techniques that increase the thermal efficiency of a development.
- Use energy efficient lighting, heating, cooling and appliances.
- Consider water storage and low water usage techniques, and waste disposal.

Building Heights

Buildings in the Mildura CBD are generally low scale with most buildings between one and two storeys. Opportunities for taller buildings are generally limited because of the existing low scale and the heritage and character of buildings.

It is important that the scale of the valued heritage and character buildings is not diminished by new development. Some of these buildings provide visual cues for way finding in the CBD such as the T&G Clock tower. Viewlines to such buildings should be maintained.

There may be opportunities for taller buildings along Seventh Street to take advantage of elevated views to the river, and to act as a visual cue upon entering the CBD. There is also opportunity for higher built form on Deakin Avenue.

Other locations for taller buildings could include landmark sites such as prominent corners or larger sites where additional storeys could be recessed with minimal impact on the streetscape.



The T&G clock tower is visible from many parts of the CBD

Objectives

- *Create attractive and vibrant streetscapes that are defined by high quality buildings of an appropriate scale to their location.*

Strategies

- Establish appropriate building heights for each part of the CBD.
- Provide for increased development opportunities within the CBD by allowing higher scale buildings in Seventh Street, Deakin Avenue and appropriate locations, as shown on the Building Heights Map.

Actions

- Implement the maximum heights contained in the *Building Heights Map*, through the Mildura Planning Scheme.
- Include the objectives and following Development Guidelines for building heights in the Mildura Planning Scheme.

Development Guidelines

ALL AREAS

The determination of an appropriate building height must be tempered by consideration of heritage issues, site context and the amenity of adjoining buildings and open space on a site by site basis.

Approval of any building height above a discretionary limit should be subject to superior performance under each of a number of assessment criteria, including:

- Achieving excellence in architectural design
- Implementing environmental sustainability principles
- Achieving heritage restoration and adaptive re-use
- Enhancing public and private amenity
- Protection of the development potential of nearby sites.

NOTE – Discretionary means subject to approval from the Council and consideration of the context, amenity issues and any heritage of the building or buildings nearby.

UP TO 4 STOREYS WITH UPPER LEVEL RECESSED

4 storey / 12 metres preferred maximum and 4 storey / 13.5 metre maximum limit (with additional height to accommodate architectural features and roof). Building above three storeys should be set back as necessary to integrate with existing built form and so as to retain human scale at street level.

UP TO 3 STOREYS

3 storey / 9 metres preferred maximum and 3 storey / 10 metre maximum limit (with additional height to accommodate architectural features and roof).

1-2 STOREYS

1 – 2 storey / 7 metres preferred maximum and 1 – 2 storey / 8 metre maximum limit (with additional height to accommodate architectural features and roof).

MAP 2: BUILDING HEIGHTS



Proposed Building Heights & Setbacks
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Theme 3: Access

The Access theme explores the access needs to the CBD and how to make it function better for the benefit of all users, including issues of traffic, parking, pedestrians, cycling and public transport.

Parking

Car parking is a key issue for the economic viability of the Mildura CBD. Mildura residents are used to the idea that parking will be available close to the shop or service they wish to visit. In summer, high temperatures and inadequate shade along pedestrian routes from car parks are a significant deterrent to walking any distance from a parking space. Anecdotal evidence tells of employees occupying prime parking spots outside some businesses, to the detriment of customers. A need for additional long stay parking in Mildura CBD has been identified by local traders.

The perception that there is a lack of parking in the CBD is considered a threat to retail and commercial business. Car parks are dispersed throughout the centre, particularly Council owned car parks which are generally located away from activity nodes or on the periphery of the centre. In addition, car parks in the CBD have little or no shade in contrast to the shaded car spaces provided at Centro.

Recent Council car parking strategies conclude there is adequate supply of car parking in the Mildura CBD. Amendment C35, gazetted in May 2007, introduced a car parking policy into the Mildura Planning Scheme to reduce car parking rates for use and development in the CBD.

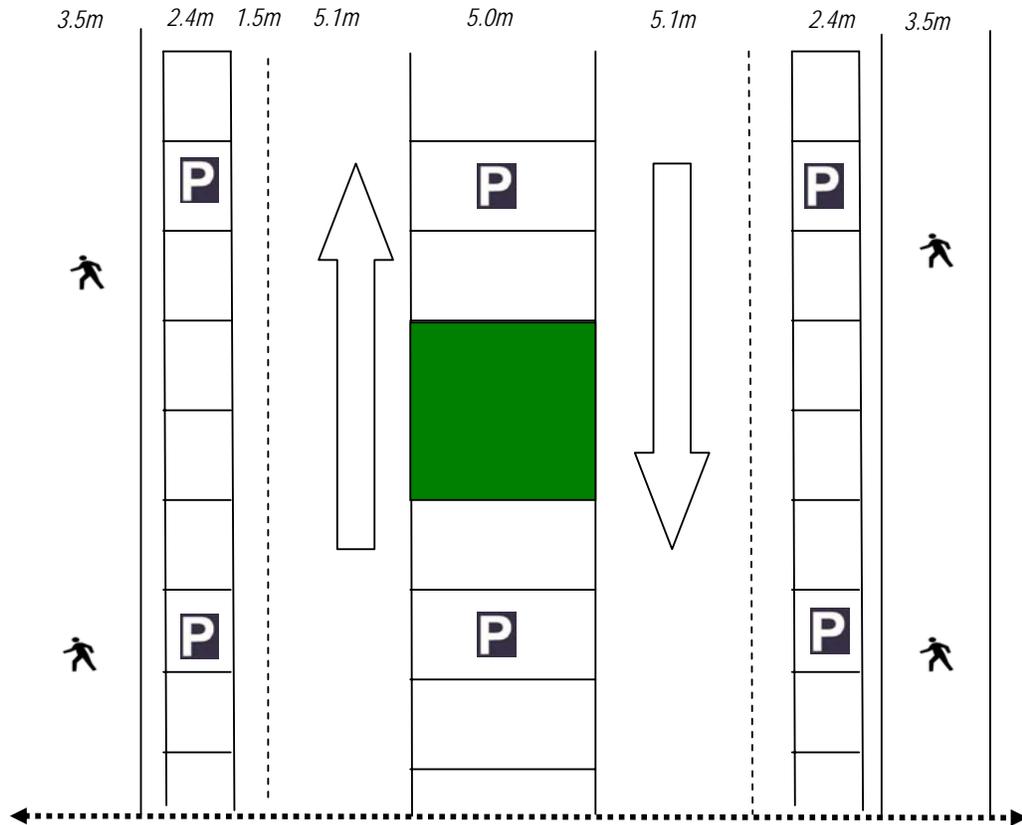
Short Term

In the short term, there are two strategies to improve access to car parking in the CBD:

- Council owned car parks should be upgraded to incorporate shade and upgrade safety to make them more attractive to visitors and traders to the CBD, reducing the pressure on car parks in the heart of the CBD. Improvements to directional signage to clearly identify the location of car parking spaces, and the most appropriate pedestrian route from a car park to key functions of the CBD should also be a priority for the CBD. The Madden Avenue car park could be upgraded first as an example for other car park upgrades.
- Introduce right angle centre of road parking in Pine Avenue between Seventh Street and Eleventh Street, in addition to the existing parallel parking, to provide an additional approximately 200 car parking spaces. The spaces could be long or short stay. Centre of road car parking along Pine Avenue is recommended, for the following reasons:
 - It provides maximum capacity in the safest environment;
 - It can be implemented in stages as demand increases;
 - It spreads parking availability along the length of the town centre and therefore responds to parking demands across a wider area as opposed to providing parking in one location;
 - It reserves the centre of the carriageway for landscaping and planting of large tree species for shade and to screen the cars;
 - The centre parking provides a continuous refuge for pedestrians;
 - The layout accommodates cycle lanes at both sides of the road adjacent to the parallel parking;
 - From an urban design perspective, the car parking bays are presented at right angles to Pine Avenue, consistent and complimentary to the Mildura right angled grid street pattern.

The suggested Pine Avenue layout is highlighted below.

Figure 1: Indicative Pine Avenue Car Parking Layout



Medium to Long Term

In the long term, a key component of responding to growth of the CBD will be providing adequate parking supply into the future. Future parking needs should be considered in the context of improvements to other modes of travel and the aim to discourage excessive and unnecessary car trips. In order to reduce reliance on the use of private cars, adequate parking should also be provided for bicycles and improvements to public transport and walking to achieve a sustainable future for the centre.

Future car parking requirements are based on the assumption that all new residential development will supply parking for visitors and residents on site. With regard to commercial and retail development, the planning scheme rates are reduced by two thirds to recognise provision of parking on site, and to support the State Government's modal shift target, that by 2020, 20% of all motorised vehicles will take place on public transport.

Once the current car parking supply (including the additional spaces as part of the Pine Avenue proposal) is at capacity, it is estimated that the CBD will require around 900 car spaces by 2030. New developments have the opportunity to design for the convenient provision of car parking (usually underground or multi deck). Introducing paid parking into the CBD in the future will enable funding of multi deck car parks by Council or in partnership with private investment. It will also benefit turnover of existing parking spaces near the core retail areas.

There are opportunities in the CBD to improve disabled parking and parking for parents with prams where the existing spaces do not meet width and location standards of the Disability Discrimination Act (DDA).

Objectives

- *To manage car parking demand and provision to support the economic competitiveness of the Mildura CBD.*
- *Encourage modal shift from cars to more sustainable modes of transport such as cycling, buses and walking to reduce the requirement for car parking in the CBD.*

Strategies

- Provide long term parking for workers and long stay visitors within off-street or on-street car parks on the edge of the CBD.
- Provide shorter stay parking within core retail areas to allow for higher turnover.
- Balance the provision of parking in the CBD with improving options for public transport, walking and cycling.

Actions

- In the short term, Council should prepare a Pine Avenue Masterplan applicable between Seventh Street and Eleventh Street. The plan should detail the following:
 - widening of Pine Avenue carriageway (traffic flow requirements include a minimum carriageway width of 22 metres for up to 200 vehicles per hour or 29 metres for between 201 and 450 vehicles per hour);
 - replacement of parallel parking on each side of Pine Avenue. The parallel parking should be designed with planting strips every four bays for planting of large canopy tree species;
 - installation of 5 metre length by 2.4 metre width right angled centre of road parking bays for long stay use. Landscaping strips must be provided between every fourth car parking bay to allow for the planting of large tree species for shade and low shrubs at each end to screen cars from vehicles travelling in an east-west direction.;
 - on road bicycle lanes in both north and south direction;
 - turning bays at appropriate distances along the centre of road parking;
 - pedestrian refuge areas at appropriate distances along the centre of road parking;
 - reduction in traffic speed limit on Pine Avenue to ensure safety of motorist is not reduced due to reversing cars into the carriageway;
 - water sensitive urban design;
 - a landscape plan detailing species of plant/s.
 - a staged works program to enable flexible implementation as required, including: Stage 1 – Seventh Street to Eight Street; Stage 2 – Eighth Street to Ninth Street; Stage 3 – Ninth Street to Tenth Street; and Stage 4 – Tenth Street to Eleventh Street.
- In the short term, upgrade the Council owned off street car parks as a model for other off street car parks in the CBD, including:
 - investigate the most appropriate shade devices (sails/canopy trees) and install to provide shade for all car spaces.
 - improve directional signage to car parks on all approaches.
 - improve lighting in the car park.
 - review pedestrian routes to and from car parks to ensure they are well lit and signed.

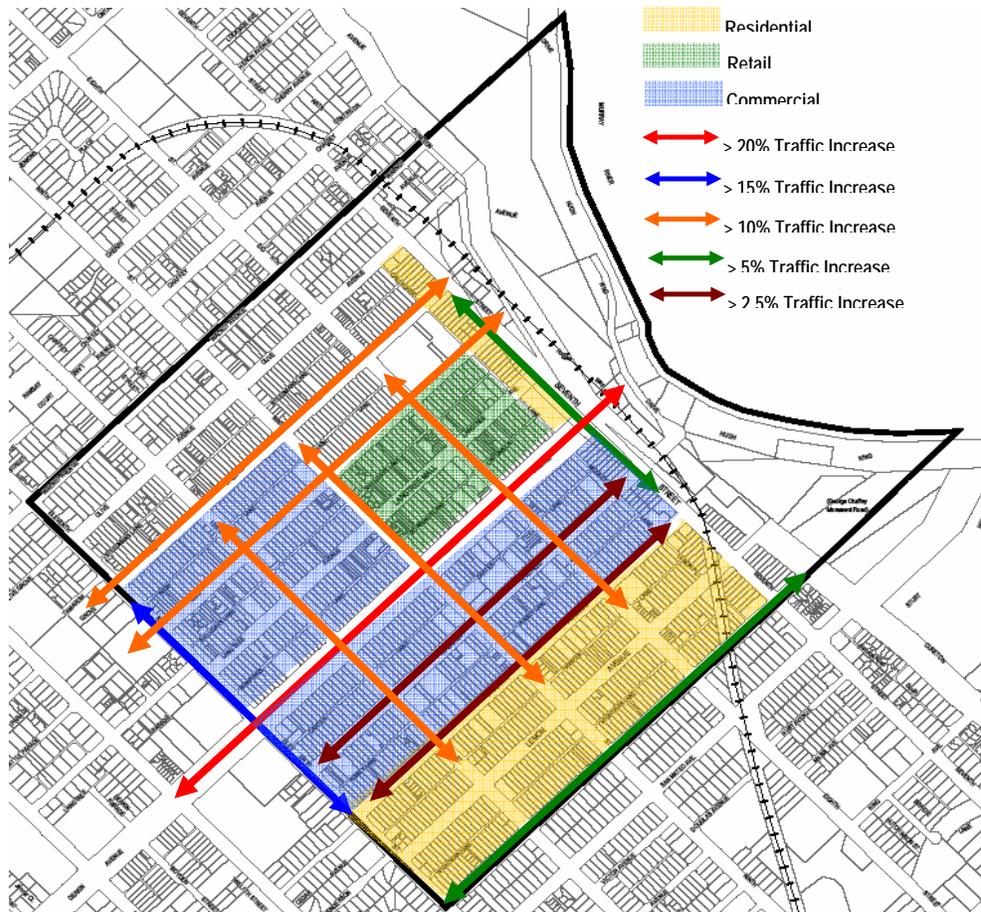
- Undertake an audit of the disabled car parking spaces in the CBD and upgrade, where necessary, to Disability Discrimination Act (DDA) standards.
- Encourage private car park owners to undertake a safety audit in partnership with Council to determine how to make more safe and accessible, particularly at night.
- Encourage private car park owners to provide new and/or upgrade 'Parents with Prams' car parking spaces to ensure adequate width for access to child car seats and convenient access to shops.
- Encourage larger scale redevelopment to include multi level car parking structures.
- Investigate partnerships between Council and private developers to develop multi deck car parks on Council owned land.
- Prepare a parking strategy for the Mildura CBD that considers options for paid parking in retail areas.

Traffic Management

The Mildura CBD is a destination for workers, shoppers, visitors, people doing business and delivery vehicles providing goods to the businesses. Some of the people who travel to the CBD must travel by private vehicle (e.g. deliveries, disabled, weekly grocery shop, nature of work). Others accessing the CBD travel by private vehicle based on convenience, cost and comfort.

The projected growth and new development in the CBD will create a predicted additional 2785 peak hour trips in the Mildura CBD. This is based on the evening peak hour traffic period that generally displays the highest traffic flows. Pressure will be placed on Deakin Avenue as the main north-south route, Eleventh Street and Seventh Street as cross town routes, and distributor roads such as Lime Avenue and Ninth Street. The subsequent impact will be reduction in safety for all road users, and significant impacts upon its amenity and safety, particularly for pedestrians.

FIGURE 2: OVERALL TRAFFIC GENERATION FROM PROPOSED LAND USE DEVELOPMENT



A pleasant pedestrian environment is critical to achieving the aim of getting more people to use the CBD, as is good access by all transport modes. Creating a sustainable CBD in the future will require traffic management to support private vehicle use, however to also focus on improving alternative transport modes and infrastructure including for cycling, walking and public transport. Within this context, existing infrastructure such as pedestrian priority roundabouts should be retained, and options as discussed in the Parking section to this Plan pursued.

Inter-town and regional freight movements along Deakin Avenue, Eleventh and Seventh Streets also generate traffic on the CBD's roads. The selection of route can be influenced by amongst other things, the road conditions and lack of signage highlighting alternative routes.

State Government commitment to Mildura's growth has recently been sealed with the approval of funding to relocate the Mildura Freight Gate from its current position on prime riverfront land adjoining the CBD to Merbein, approximately 15km south west of Mildura. This development will enable planned redevelopment of the waterfront precinct to proceed. In addition to the freight gate, an immediate solution to reduce larger vehicles from the CBD roads is to continue working with VicRoads to reroute traffic to Benetook Avenue. This should include redirecting traffic at the intersection of San Mateo Avenue and Seventh Street away from Deakin Avenue or Seventh Street to Benetook Avenue. The southbound entrance to the CBD along Deakin Avenue should also clearly direct north bound traffic along Fifteenth Street (Calder Highway) to Benetook Avenue.

Objectives

- *Manage the CBD road network to improve safety and amenity, reduce the level of non-local through traffic and continue to redirect truck movements to appropriate alternate arterial routes.*
- *To create easy access for people to the CBD by a variety of modes including private vehicle, public transport, foot and bicycle.*

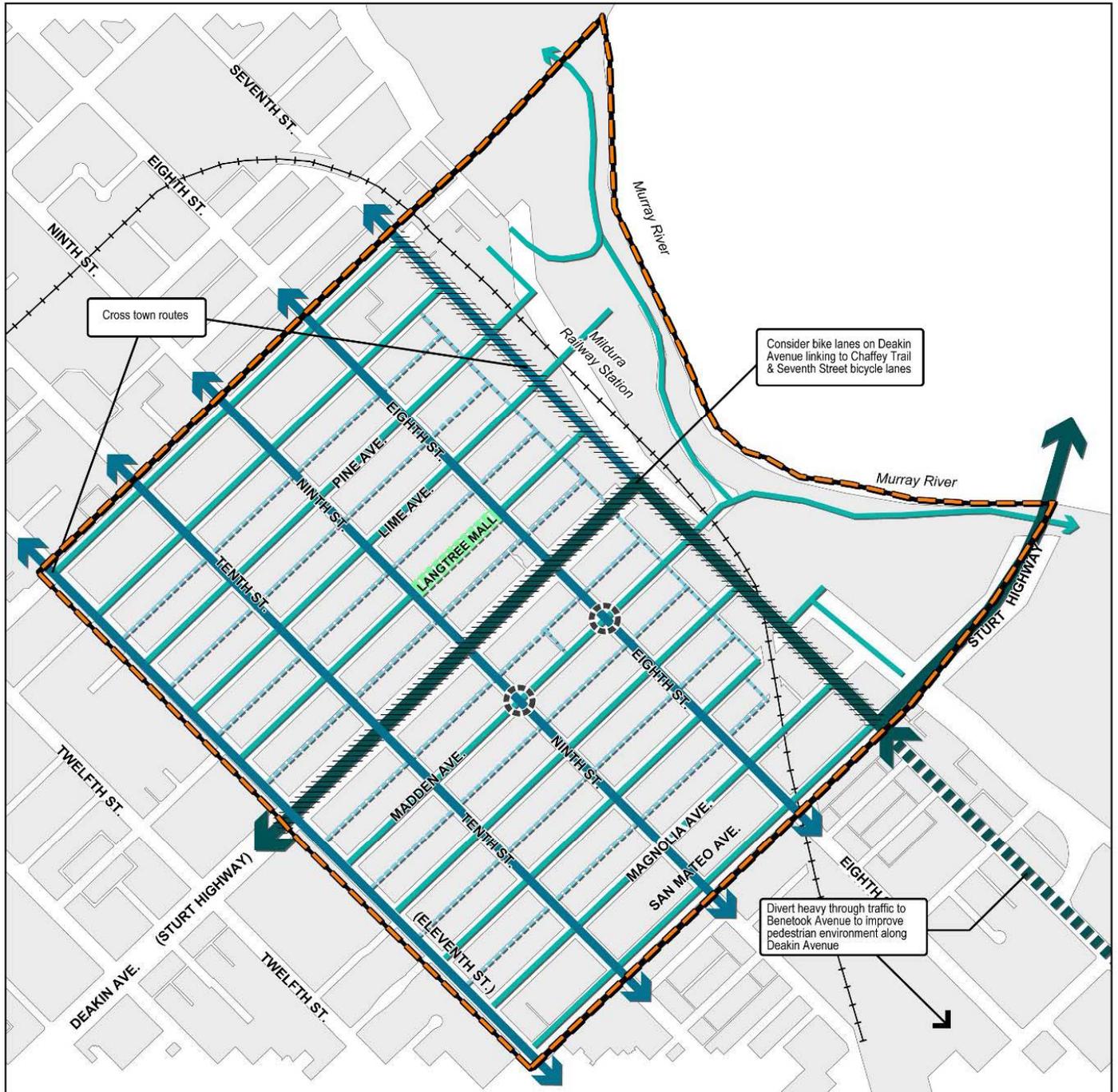
Strategies

- Maintain pedestrian priority in the CBD such as at roundabouts, and in short term improve such things as mid block links to disperse pedestrian traffic throughout the CBD.
- Continually monitor traffic patterns and adjust management measures as necessary to achieve the objectives.
- Ensure the function of the road network as identified on the *Traffic Circulation Strategy Map* is appropriate to the road classification.

Actions

- Continue to work with VicRoads to redirect inter-town freight to Benetook Avenue, including to improve directional signage at the intersections of San Mateo Avenue and Seventh Street, and Fifteenth Street and Deakin Avenue (eg. CBD Bypass).
- In partnership with VicRoads, consider introducing vehicle size, load limits and heavy vehicle usage by-laws on Deakin Avenue, Eleventh Street and Seventh Street, or on all CBD streets.
- Investigate options for reducing through traffic in the CBD.
- Improve directional signage at the intersection of San Mateo Avenue and Seventh Street to direct visitor traffic to the CBD.
- Investigate traffic management options for the intersections of Madden Avenue with Eighth and Ninth Streets to improve pedestrian and vehicle safety.
- Support education campaigns of health providers and private transport operators that inform of the benefits of cycling, walking and public transport use. Such campaigns contribute to shift in transport choice and a reduction in the number of vehicles on the road network. Further, the health benefits to pedestrians and cyclists.

MAP 3: TRAFFIC CIRCULATION STRATEGY



- | | | | |
|--|---------------------|--|--|
| | Study Area Boundary | | Service Lane |
| | Highway | | Pedestrianised Street |
| | Distributor Road | | Reduce traffic along these roads to improve pedestrian environment |
| | Local Access Road | | Proposed roundabouts |

Traffic Circulation Strategy

MILDURA CBD PLAN

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Pedestrian Movement

The Mildura CBD is generally a pedestrian friendly place complimented by the easy navigated grid street layout and such things as pedestrian priority roundabouts. The opportunity exists to build on this strong base by facilitating safe, attractive and convenient pedestrian movement. The emphasis should shift to management of the CBD streets, laneways and arcades to optimise local access and circulation.

Pedestrian Links

Creating strong pedestrian connections and routes across Deakin Avenue will facilitate more east west pedestrian traffic across the CBD. Eighth Street and Ninth Street should be established as priority pedestrian routes linking the two sides of Deakin Avenue, and encouraging walking from residential areas into the CBD.

Links to the waterfront area also need to be created to facilitate pedestrian movement between the CBD and Riverfront. Improved pedestrian crossing points where Langtree Avenue and Madden Avenue intersect with Seventh Street should improve pedestrian links to the Riverside.

The grid street network is supported by a parallel laneway network. In addition to the laneways, mid-block links and arcades are being created around the core retail area. The circulation routes created by lanes and arcades reduces the effective size of the city blocks for pedestrians, improving convenience and accessibility, and providing routes with weather protection including shade. They also add choice, character and interest to the urban environments. This character was cited as a key feature of the CBD experience that can not be offered by other retail centres in Mildura.

Laneways, Arcades & Mid-Block Links

Extensions to the existing lane, arcade and mid block links to make a continuous and extensive network, would enhance pedestrian access and create places of special character within the CBD. It would also provide clear access routes to car parking spaces in the CBD.

The common role of lanes is to provide for service access, preserving valuable main street frontages for other uses and protecting them from negative impacts. This is an important function that should be maintained to enable deliveries, garbage collection, car parking and other services. Treatments to the pavement could highlight pedestrian vehicle conflicts points.

Mid-block pedestrian routes provide additional development frontages. This is traditional in core retail precincts where arcades provide a significant increase in shopfront exposure within a compact area.

In addition, lanes and arcades can provide an address for uses in upper levels of buildings without eroding valuable retail frontages along the main streets, thereby supporting vertical land use mixes within commercial precincts.



Improve access to existing arcades and create new mid block links. Melbourne example below.



Objectives

- *Create a high quality and safe pedestrian environment.*

- *Encourage a network of circulation routes that will enhance pedestrian amenity, convenience, flexibility and alternative frontage types in the CBD.*
- *Achieve an appropriate balance that maintains adequate vehicular and public transport access, while encouraging increased street activity and enhancing pedestrian safety.*

Strategies

- Improve pedestrian amenity through installation of weather protection (verandahs, awnings, shade trees) along pedestrian paths in the CBD.
- Link the CBD by creating strong east west pedestrian links across Deakin Avenue.
- Installing 'priority pedestrian routes' along Eighth and Ninth Streets.
- Develop a network of alternative pedestrian routes through the CBD via laneways, mid block links and arcades to provide safe and convenient 24 hour pedestrian connectivity.
- Provide mid-block links where possible in new developments to improve pedestrian access.
- Enhance all existing lanes and arcades to provide an interesting, active, accessible and safe environment.
- Use laneways for access to housing or other uses of upper floor levels to protect the continuity of valuable retail frontages.
- Encourage the use of lanes to create additional development frontages.
- Provide and encourage the use of rear lanes for access to properties to protect main streets from impacts of service vehicles and driveway crossovers.

Actions

Pedestrian Links

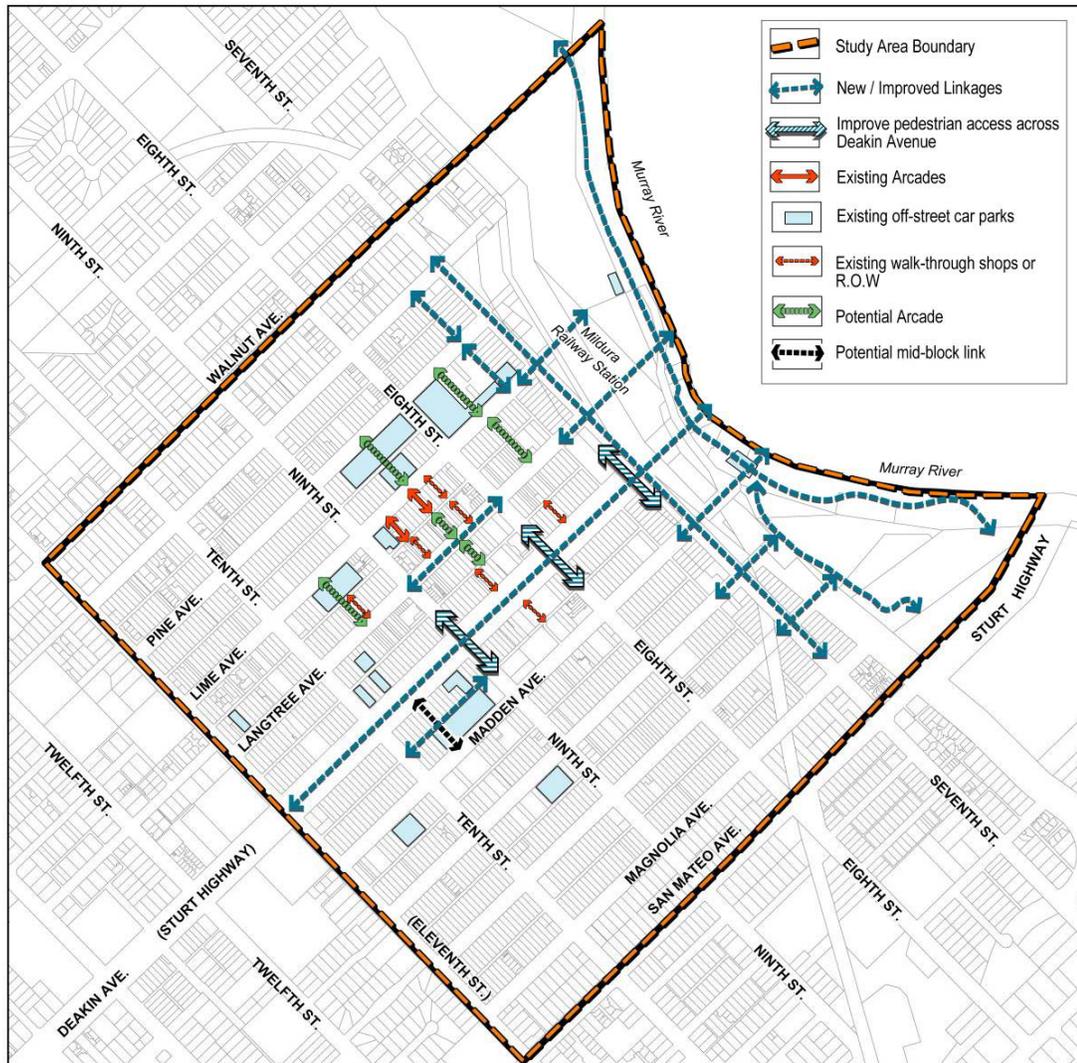
- Investigate options in consultation with VicRoads, and reference to the Riverfront Masterplan and John Piper Traffic Report for Seventh Street (dated January 2004), for engineering improvements at the intersections of Madden Avenue and Langtree Avenue with Seventh Street to reduce crossing distance, enhance safety and facilitate access across Seventh Street.
- Review and improve the intersections of Eighth and Ninth Streets with Deakin Avenue in conjunction with the Deakin Avenue Masterplan, to improve pedestrian crossing facilities, program traffic signals to allow more time for pedestrian crossing movements, install seating and drinking fountains in the median strip, and provide shade.
- Program traffic signals to allow more time for pedestrian crossing movements throughout the CBD.
- Improve Langtree Avenue north as a walking environment, including widening of the eastern footpath.

Laneways, Arcades & Mid-Block Links

- Create new mid-block links between Langtree Mall and Pine Avenue, and the Mall and Deakin Avenue.
- Create new east-west pedestrian links mid block and along Gallagher Lane from Langtree Avenue north to the K-mart car park.
- Implement a program of upgrade for all public lanes in the CBD to improve safety, pedestrian access and linkages where vehicle / pedestrian conflicts exist. This could include raised pavement or line marking, signage and lighting to highlight the location.

- Implement a program to assist and encourage the upgrade of arcades within the CBD to improve appearance, lighting, activity and hours of access.
- Enhance all existing lanes and arcades to provide an interesting, active, accessible and safe environment.

MAP 4: PEDESTRIAN ACCESS



Pedestrian Access Strategy

MILDURA CBD PLAN

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planisphere

Public Transport

To date public transport has not really played a key part in Mildura. The role of public transport will increase as the Mildura CBD responds to rapid growth and the car parking and traffic issues that are generated from new development.

Currently bus stops are difficult to locate and facilities are minimal and in poor condition, particularly along Deakin Avenue. Council needs to work closely with transport operators to improve bus services to the CBD including upgrading of bus stops so that they are easily identifiable and close to core functions in the CBD. An upgrade program should include installation of high quality shelters and or seating with weather protection, improved lighting, litter bins, signage and timetable information.



An example of a clearly identifiable bus stop – signage, shelter, litter bin and timetable information.

There are no passenger trains running into Mildura since the closure of the route to Melbourne, however there is a long term aspiration that once the track improvements have been made for the freight operations that this could lead to passenger services being reinstalled. The railway line currently provides a barrier between the CBD and the river and it has been proposed that it either be removed or train speeds reduced to allow pedestrians to use the space. Recent approval by the State Government of funds to relocate the Freight Gate facility will assist with achieving this aim.

An opportunity exists to consolidate the role of the station on Seventh Street as the transport hub. The Station environs need to be integrated with the CBD and improved for safety, particularly for late night arrival and departure of the Melbourne coach service which results in people waiting in the vicinity of the coach station, which is quite isolated from the rest of the CBD.

The taxi rank is located outside the Sandbar in Eighth Street, but between 11pm and 5am Friday and Saturday it is located at an alternative Eighth Street taxi rank. A safe and permanent location for a taxi drop off and pick up point is required in the CBD, particularly in the vicinity of late night entertainment uses in Langtree Avenue North. The rank should include identification signage and lighting for safety of users.

Objectives

- *Support, promote and improve public transport coverage, frequency and comfort in the CBD.*

Strategies

- Continue to support implementation of the improvements identified to the Mildura Station (transport interchange) in the Riverfront Masterplan 2006.
- Develop a public awareness / promotional campaign to promote alternative modes of transport to access the CBD including taxi rank locations.
- Support the current network of bus routes in the CBD.
- Expand bus routes as required and extend the hours of operation of bus services to cater for a variety of working and opening hours of business.

Actions

- Review current bus stop locations in the CBD to ensure optimum coverage.

- Advocate the improvement of all bus services through increased frequencies and extension of services into weeknights and weekends.
- Demarcate the location of bus stops in the CBD and install high quality shelters and generally enhance stops through the provision of seating, lighting, litter bins and timetable information.
- Investigate alternative locations in the CBD for the taxi rank to consolidate after hours transport options in consultation with local venues. The location must be close to amenities, within proximity to Langtree Avenue, and with safety as a key consideration.

Cycling

Mildura's climate and reasonably flat topography makes cycling a sustainable and healthy transport option in and around the CBD. There are significant opportunities to expand the existing facilities to encourage greater use of bicycles for journeys, especially commuting. These include:

- Road safety (cycling lanes and paths, traffic signals, pavement, education etc);
- Secure storage at origin and destination;
- Installation of shower and changing facilities.



On road cycle lanes create safer conditions for cyclists.

Recent upgrades to cycling in the CBD include a designated bicycle lane along Seventh Street and upgrade of the Chaffey Trail along the river front area. Opportunity exists to provide a north south bicycle route along Deakin Avenue to link to the new Seventh Street bicycle lane. It could further link the CBD with the riverfront areas and provide excellent recreational riding as well as a safe route to access the CBD from surrounding areas.

Objectives

- *Create a high quality and safe environment to encourage access and movement around the CBD by commuter and recreational cyclists*

Strategies

- Continue to implement the *Mildura Strategic Bicycle Plan 2003* including provision of on road bicycle lanes for Deakin Avenue.
- Maintain the existing network of cycle paths, and provide additional paths where possible.
- Provide more cycle parking or storage at strategic locations.

Actions

- Improve cycling amenity through the provision of bike parking rails and drinking fountains in shady locations or under shelter throughout the CBD.
- Implement a package of improvements to on-road bicycle facilities including exclusive bicycle lanes on key roads leading into the CBD and bicycle lanes at all signalised intersections within the CBD.
- Investigate creating an exclusive bicycle lane on Deakin Avenue linking to the Chaffey Trail and Seventh Street bicycle lanes.
- Provide secure bicycle parking at all Council buildings and community facilities and Council-controlled off-street car parks.

Theme 4: Spaces

The *Spaces* theme looks at the different types of spaces within the CBD and how these could be improved or expanded. This includes the key space of the Riverfront, as well as footpaths, plaza spaces. It also addresses landscaping, street trees, public art, and safety in public spaces.

Links to the Riverside spaces

A significant physical and aesthetic feature of Mildura is the Murray River that flows to the north of the CBD. The river front parklands provide the major public open space for the Mildura CBD. The area is currently undergoing intensive development with the Marina development to the north-east of San Mateo Avenue, and future implementation of the Riverfront Masterplan. These developments, amongst other proposals for the river front, will see a major transformation of this area to provide for new activities, new spaces and improved access to the water. A key issue for this project to resolve is to how best link the CBD with the Murray River area as a source of activity and open space.

The strip of parkland between the rail line and Seventh Street, from Langtree Avenue to Deakin Avenue, is a key space that will have a major role in strengthening the link between the CBD and the riverfront parklands. This area creates a strong edge to the CBD which is caused by the drop in topography at the railway cutting.

Objectives

- *Strengthen links with the riverside area as the key open space for the Mildura CBD.*

Strategies

- Improve and upgrade the open space between Seventh Street and the Railway line as an important open space for the CBD

Actions

- Prepare a Masterplan for a 'CBD edge park' prior to implementation of the Riverfront Masterplan as per the Brief in Precinct D.

Shade

Shade is a vital component of pedestrian comfort in Mildura. Community feedback acknowledges the 'open air experience' offered by the CBD is one of its major draw cards. However, the air conditioned Centro Shopping Centre and its shaded car park provide an alternative to the CBD if similar shaded conditions for pedestrians and within car parks are not provided in the CBD.

There are a number of ways to provide shade including:

- **Trees** can be used effectively in public open spaces and central medians (Deakin Avenue) where building awnings or shade structures are not an option. Street trees located within the road reserve can help to provide shade but are less effective than awnings. Canopy trees are an option in car parks. They would need to be planted in association with a maintenance strategy.
- **Grape vines** have been used successfully to provide shade in the CBD. The vines grow up the verandah posts across the footpath to the building frontage. They provide excellent shade and a pleasant 'greener' experience. They could be used in strategic locations such as Langtree Avenue North and the Langtree Mall. They would need to be planted in association with a maintenance strategy.



Trees in the Deakin Avenue median

- **Awnings** need to be sufficiently wide to provide shade when the sun is lower and be constructed to suit the architectural style of the building. There are some buildings in the CBD where the addition of a front awning would not be suitable. Ultimately shop owners are responsible for providing awnings over footpaths as they will bear the costs of construction. A scheme was proposed as part of the 1999 UDF to share the cost of funding the installation of awnings between Council and the shop owners. The scheme did not commence due to funding constraints from Council. This scheme should be reconsidered as part of this Plan.
- **Blinds** extending from an awning to the footpath are appropriate when installed in conjunction with outdoor dining activity. They should be retractable and not obstruct safe pedestrian movement or access to on street car parking spaces. A solid wall of blinds should be avoided for this reason.
- **Shade Cloths** have been used to provide shade for cars in car park locations around Mildura such as at Centro and Fishers IGA (refer to photo on right).



Awnings with retractable blinds outside the Mildura Brewery in Langtree Avenue.



Shade cloths in the Centro car park

Council needs to take leadership in providing shade in public spaces, in Council owned car parks, and for Council owned buildings. The Council owned car parks in the CBD are generally on the periphery of the retail functions of the CBD. If the Council owned car parks provided a shady parking option, these spaces may be chosen over closer off street car parking spaces, freeing up these spaces for visitors to the CBD.

Objectives

- *Provide contiguous weather protection to improve pedestrian comfort in the CBD.*

Strategies

- Continue greening the CBD.
- Encourage shop owners to install awnings over footpaths where there are gaps in weather protection. Particularly in the retail areas of Lime Avenue and the southern and northern extents of the retail area in Langtree Avenue.
- Establish Council leadership through a short term action to provide shade in all Council owned car parks in the CBD, as a model for other car park providers in the CBD.
- Provide weather protection on pedestrian routes along Eighth and Ninth Streets as key priority routes from the CBD to surrounding residential areas.
- Support use of retractable blinds in association with outdoor dining uses. Avoid a solid wall of retractable blinds along any given streetscape.

Actions

- Introduce new policy and strategies into the Mildura Planning Scheme to require new development and redevelopment to provide weather protection on all street frontages.
- Prepare verandah / awning design guidelines for the CBD to provide guidance on the appropriate type, style and location of weather protection measures such as awnings, verandahs, blinds, vine covered pergolas and shade cloths.
- Investigate introducing a verandah installation fund such as was proposed in the 1999 Mildura UDF, in which Council contributes one third of the cost of verandah / awning installation with the shop owner contributing two thirds.

- Undertake a street tree planting scheme in accordance with the Open Space and Streetscape Strategy map. Where possible, use indigenous tree species.
- Encourage shop owners to install awnings over footpaths where there are gaps in weather protection. Particularly in the retail areas of Lime Avenue and the southern and northern extents of the retail area in Langtree Avenue.
- Introduce new policy and strategies into the Mildura Planning Scheme to require new car park development to provide shade for all car parking spaces and key pedestrian routes within a car park.

AP 5: OPEN SPACE & STREETScape STRATEGY



-  Study Area Boundary
-  Preferred Weather Protection Area
-  Area where verandahs not suitable to architectural style
-  Provide for additional street tree planting to provide shade
-  Preferred area for vine covered pergolas
-  Provide shade in car parking area with trees, vine covered structures or shade sails
-  Significant plantings
-  Key Links
-  Riverfront Master Plan area

Open Space and Streetscape Strategy

MILDURA CBD PLAN

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Streetscapes

There are a series of different pavement treatments in the CBD. Application of more consistent street design principles at a larger scale would contribute to accessibility and safety of the CBD. It would enable upgrading to Disability Discrimination Act (DDA) standards and reduce the need for maintenance of existing paving which presents a significant cost to Council.

Three different suites of paving should be used in the CBD (refer to Streetscape Materials Strategy Map).

Street furniture is generally focused in the retail areas of the Mildura CBD where there is a greater amount of pedestrian activity. Street furniture can provide places for people to stop and sit in the CBD, improve litter management and display a common theme visually linking the CBD to a particular design and image. More seating and bins should be provided around the CBD, including recycling bins in accordance with Council's Commercial Recycling Review. Sustainability Victoria has recently provided funds to implement a recycling program within the CBD.



The Mildura Palette

Objectives

- *To improve the appearance and amenity of streetscapes in the CBD.*

Strategies

- Use a consistent suite of paving and other streetscape materials in the three areas of the CBD identified in the *Streetscape Materials Strategy Map*.
- Upgrade paving in the CBD to ensure pedestrian safety and compliance with Disability Discrimination Act Standards.
- Provide more drinking fountains in the CBD.
- Improve seating and litter management within the CBD.
- Continue to work with the Mildura Regional Waste Management Group (MRWMG) in areas of waste management and community education.
- Support waste recycling initiatives by encouraging events in the CBD to be certified through the Waste Wise program and ensuring Council give preference to products produced from recycled materials and products that can be reused or recycled.

Actions

- Develop a paving policy for the CBD with options consistent with the three suites shown on the Streetscape Materials Strategy Map. Any new paving option should be durable to minimise maintenance costs. The material should have low reflectivity and minimise absorption of heat. It would be ideal to utilise colours or materials that relate to Mildura and the natural environment.
- Undertake a program of streetscape upgrades throughout the CBD with consistent application of a suite of street furniture.
- Support recycling as part of a litter management strategy including reference to AS3123.7-2006 to ensure waste management infrastructure is compliant with Australian Standards and that related signage is consistent with the *Away from Home Best Practice Signage Guidelines*.

MAP 6: STREETSCAPE MATERIALS STRATEGY



Streetscape Materials Strategy
MILDURA CBD PLAN
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Signage

Signage plays an invaluable public relations role in the urban environment and could be better utilised within the CBD to promote activities and encourage uses of the area. A suite of interpretative / directional signage is currently being installed in the CBD.

Signage is also important to facilitate access and movement within the CBD. To encourage pedestrian movement, it is essential to provide signs regularly to show key destinations, such as tourist information, shopping centres and car parks, arcades and mid block links through shops. Signage should also be provided from car parks to these locations. Maps are lacking in the CBD.

Car parking signage has been designed by Council and commenced implementation, however further funding is necessary to install the remainder of the scheme.

There needs to be a consistent and coordinated approach to signage in the CBD, led by Council. Even some of the recent signage installations are considered ineffective in their purpose for example directing cars to car parks due to size of sign.



Entry points to the CBD, such as along Deakin Avenue, should be announced using appropriate signage.

Objectives

- *Improve accessibility in and around the CBD through use of signage to identify key functions and attractions.*

Strategies

- Develop a consistent and co-ordinated suite of signage for the CBD that is designed to serve a range of purposes, such as way finding, marking historical locations or announcing entry points.

Actions

- Develop a signage strategy, including a review of any existing strategies, for the CBD in consultation with Mildura Tourism and VicRoads to provide consistent interpretative and directional signage throughout the CBD to:
 - Identify key functions, attractions, pedestrian routes and transport stops.
 - Improve after hour's movement of pedestrians to transport hubs, taxi rank and car parks using direction signage in the footpath.
 - Improve access from retail areas to car parks by clearly identifying links to and from car parking areas.



Signage in Shepparton outlining the car parking zones.

Pedestrian Safety

A perceived lack of safety is considered a hindrance to pedestrian activity in the CBD, particularly after normal business hours. Council have invested in improved lighting in the CBD since 1997. However, lighting remains an issue for visitors to the CBD. Lighting of key pedestrian links, particularly between car parks and retail areas, is essential to a raised sense of security. A safe location for a taxi drop off and pick up point is required in the CBD, particularly in the vicinity of late night entertainment uses in Langtree Avenue North.

Introducing residential uses into the town centre will increase the number of people around the CBD in the evening. This will increase safety for pedestrians due to there being more people about at all times of the day and night.

Creating a safe environment is a key to encouraging greater pedestrian use in the CBD as well as being important for cyclists and motorists accessing vehicles. The large format retail sites in Pine Avenue i.e. Kmart site, are considered unsafe at night. To ensure efficient use of car parking areas in the CBD, these sites will require upgrading to ensure pedestrian safety is achieved.

Objectives

- *Improve pedestrian safety in the CBD.*

Strategies

- Continue to implement the actions identified in the CBD safety strategy.
- Encourage after hours activity in the CBD.
- Encourage residential uses in the CBD to generate after hours pedestrian activity and passive surveillance of public spaces.

Actions

- Encourage shop owners to extend outside of normal business hours to provide after hours activity in the CBD.
- Work with landowners of car parks to improve safety in and around car parks including lighting.
- Improve pedestrian routes to car parks and other transport sources (i.e. Taxi rank) with lighting and active frontages.
- Encourage owners to install gates onto or in laneways that are visually permeable to support passive surveillance of laneways in the CBD.
- Consider installing CCTV in key locations in the CBD. This may, amongst other locations, include the station / transport hub, taxi rank and public toilets.

Public Art

Public Art provides visual interest and attracts attention to public spaces. Themed artwork and other street beautification can create a comfortable shopping environment and encourage visitor interest to retain shoppers in an area.

Other than along the Deakin Avenue median strip, there is little public art displayed within the CBD. There is potential to develop a stronger link with historical development of the CBD through supporting interpretative signage along the Chaffey Trail that highlights historic places of interest and important public sculpture in the Deakin Avenue median from the Mildura Sculpture Triennials in the 60's and 70's.

Objectives

- *Celebrate the identity and creativity of Mildura through public art installations in appropriate locations.*



Sculpture adds interest to public spaces such as this example in Deakin Avenue

Strategies

- Maintain the existing public art installations in the CBD.

Actions

- Prepare a public art strategy that identifies appropriate locations for public art in the CBD.
- Prepare a Mildura Public Art Heritage Walk brochure that identifies and provides information on the historical collection of public art in the Deakin Avenue median strip and other locations.
- Consider installing interpretative signage to identify key indigenous and non-indigenous heritage in the Mildura CBD.

PRECINCTS OF THE MILDURA CBD

Identification of Precincts

Within the Mildura CBD Structure Plan Area, eight precincts have been identified as shown on the map below. These are areas that share similar land use patterns or built form and for which common strategic directions have been identified.

MAP 7: PRECINCT MAP

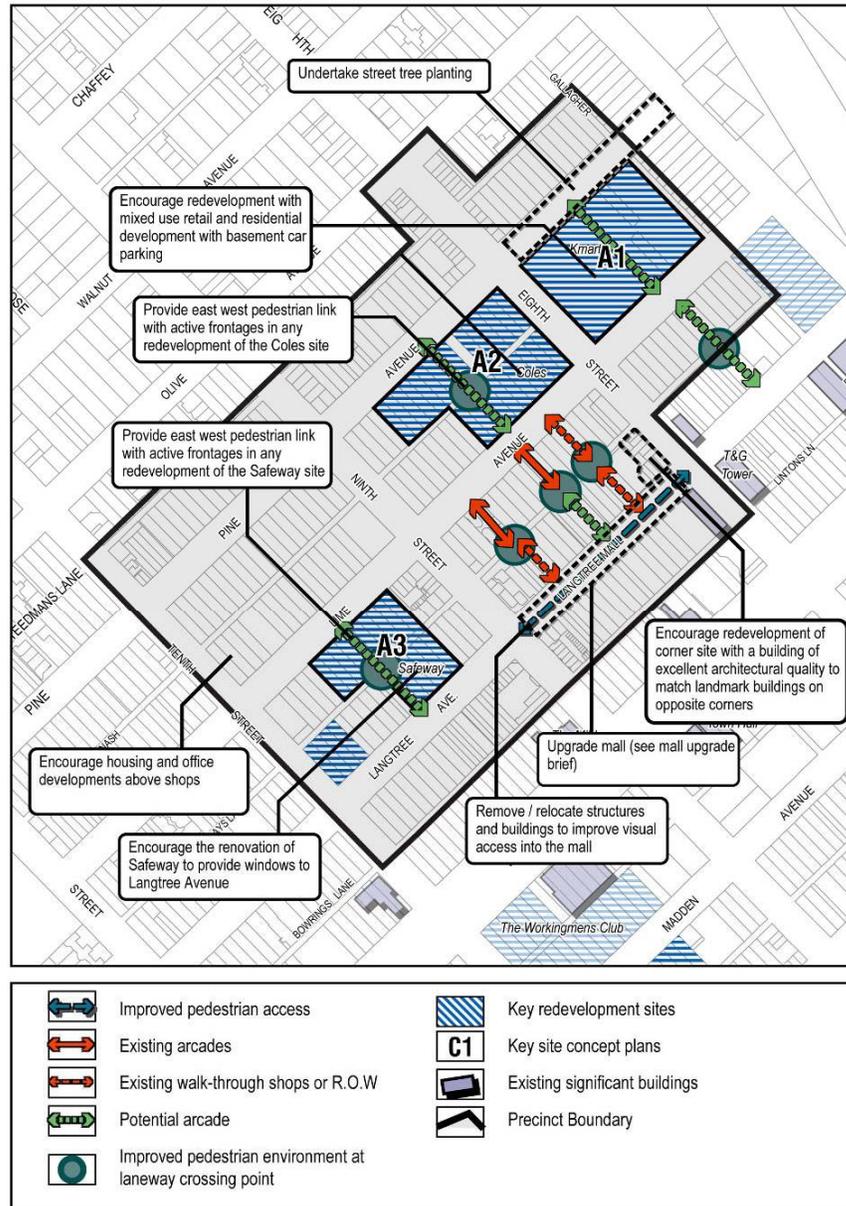


Precinct Map
MILDURA CBD PLAN
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Precinct A – Retail Core

Map

MAP 8 : PRECINCT A



Description

The Retail Core Precinct is located between Gallagher Lane and Tenth Street, Pine Avenue and Bowring Lane. The Precinct includes the Langtree Mall.

Issues & Opportunities

The Precinct incorporates a range of retail and service functions surrounding the Langtree Mall, which is considered the 'heart of the CBD'. Anchor tenants in the Precinct include Kmart, Woolworths and Coles.

The Langtree Mall is currently not functioning as a successful activity centre and is not serving its primary purpose, which is to promote pedestrian access to shops by providing a safe and friendly environment. The shopping mall is run down and tired and the entrances to the mall are uninviting including being visibly blocked by McDonalds and the Kiosk. Revitalisation of the mall needs to be led by Council and requires investment on both capital works by Council and shop fronts by shop owners. The potential to improve the pedestrian environment and increase street activity may present opportunities to attract a large anchor store such as David Jones or Harris Scarfe to the Mall in the future.



Bell tower in the Mall

Existing trees provide shade in the Mall

It is also difficult to hold events in the mall as structures including McDonalds and the Kiosk block the entrances. Removing the built structures on both sides of the mall would increase the public space required for events and stimulate greater movement past the shops.

Offices uses should be encouraged to locate above shops in the Mall. The PA system and events don't necessary preclude upper level residential uses, however any development should identify how it will manage off site amenity impacts such as noise.

The Mildura CBD Safety Strategy identifies a number of safety related issues within this Precinct. Issues relevant to the Mall generally relate to its visual dislocation from other CBD areas and lack of passive surveillance as a disincentive to after hours activity. Other safety issues focus on the large car park areas, after hours pedestrian safety between activities and car parks, and lack of lighting in the retail core.

The larger format stores or stand alone retail premises create large areas of car parking and blank facades at many of the street frontages, producing minimal contribution to the pedestrian environment. The sites provide significant redevelopment opportunities in the Precinct for additional retail floorspace incorporating car parking at basement or multi deck format. Redevelopment must include active frontages and weather protection on all street frontages.

The palm trees along Eighth and Ninth Streets create a uniform eastern vista. The Pine Avenue, Lime Avenue and Langtree Avenue environments are dominated by road space and suffer from a lack of shade. This is particularly noticeable around the stand alone premises such as Kmart where limited or no shade is provided in car parks and along street frontages.

Pedestrian movement should be encourage by improving the appearance and safety of laneways and promoting arcades and mid block links within the Precinct.

Vision

Precinct A will provide a strong and high quality retail mix, service functions, visually attractive buildings and will be the focus for pedestrian activity in the CBD. The pedestrian environment will be enhanced by contiguous shade or awnings and enlivened by active frontages.

Large development opportunities will be focused in the Precinct including redevelopment of the Kmart, Safeway and Coles sites. Strong links will be created from car parks to Langtree Mall, Feast Street (Precinct B) and other key destinations in the precinct.

Langtree Mall will continue to be the 'heart' of the CBD. Clear visual lines created through the removal of buildings and structures in the Langtree Mall will provide a safe and accessible pedestrian environment, further enabling after hours surveillance and an enhanced role as an event space. Tourist information and the green shaded oasis provided by trees and vines rather than structures will offer visitors and tourists a destination and comfortable place to have a drink in one of the cafes spilling out into the mall area.

Strategies

- Encourage specialty retail to locate in this precinct.
- Encourage large format retail to locate in this precinct in areas outside of the Langtree Mall.
- Encourage redevelopment of large sites in accordance with the relevant Key Development Concept Plans.
- Improve the pedestrian environment.
- Encourage the development of active frontages at street level.
- Encourage the upgrade of shopfronts by owners.
- Encourage the addition of awnings where missing.
- Encourage mid-block links and arcades to improve pedestrian access and movement around the Precinct.
- Encourage stand alone premises to provide shade in car parks and along main pedestrian routes within the carpark.
- Develop sites A1, A2 and A3 as identified on the Precinct A Map in accordance with Key Development Site Concept A1, Key Development Site Concept A2, and Key Development Site Concept A3.



Good example of upgraded shop fronts in Ninth Street incorporating active street frontages and shade provided by awnings and / or vine covered pergolas.

Langtree Mall

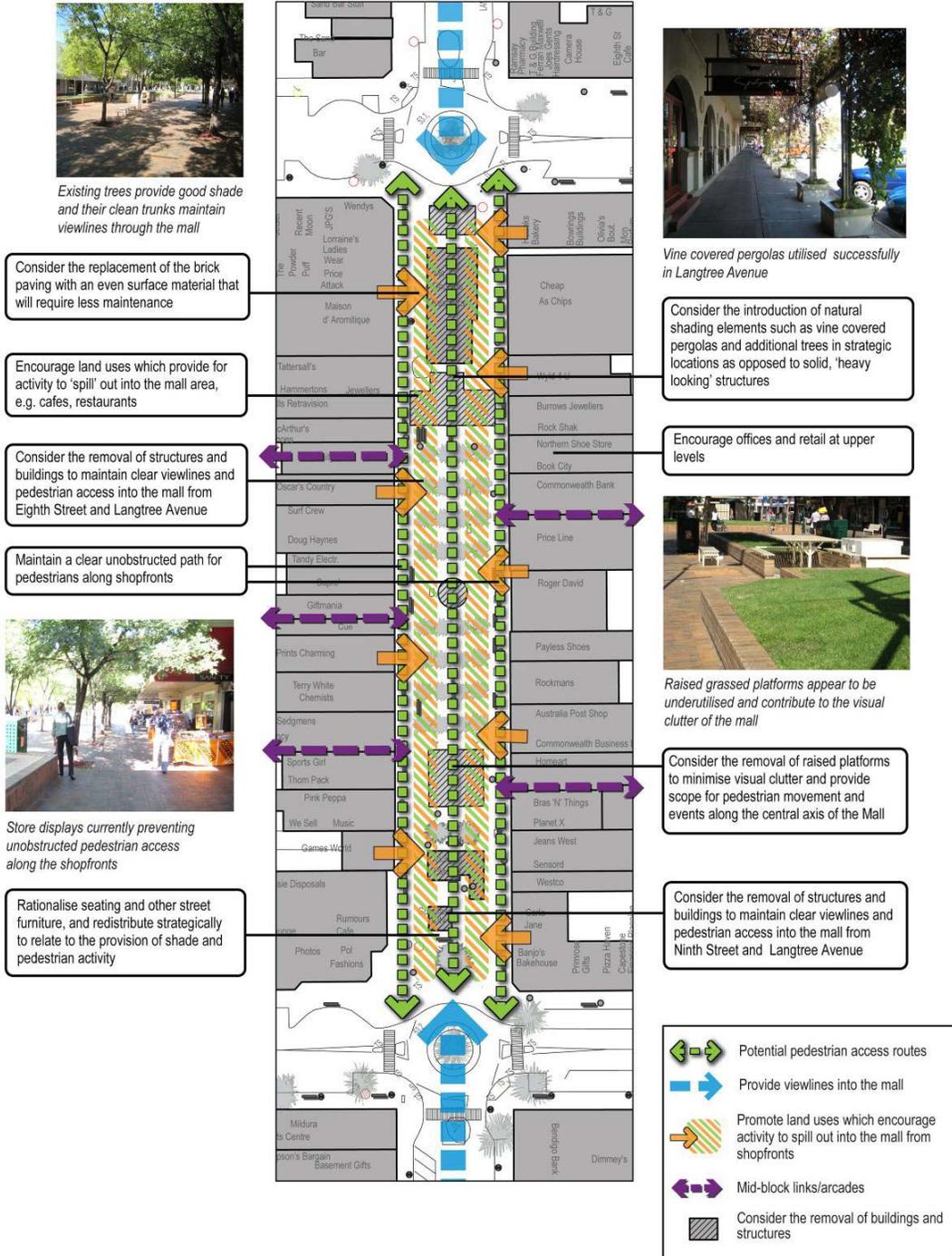
- Promote Langtree Mall as the 'retail heart' of the CBD.
- Revitalise the Langtree Mall to reinforce its role as the 'heart' of the Mildura CBD.
- Attract an anchor store and quality retail to the Mall to strengthen its specialty retail role in Mildura.
- Improve safety and twenty four hour activity in the Mall through improved lighting, and the removal of buildings and structures that block movement and passive surveillance of the Mall.
- Provide a safe and comfortable pedestrian environment to encourage visitors and tourists to stop, sit and enjoy the Mall experience.
- Introduce visitor information in the Mall to improve its role as a key destination for tourists and visitors to the CBD.
- Maintain the Langtree Mall as a pedestrian space.
- Encourage a building of exceptional architectural design to be developed on the south west corner of Langtree Avenue and Eighth Street.
- Encourage office use at upper levels of retail uses in the Mall.

Key Actions

- Introduce new policy and strategies into the Mildura Planning Scheme to require new development and redevelopment to provide active frontages and weather protection to improve the pedestrian environment.
- Support the redevelopment of key sites for mixed use developments including retail at ground level and residential at upper levels. They should include multi deck car parking, active frontages at street level, mid block links and weather protection.
- Work with mid-block shop businesses and owners to create links through their business. This should include clear direction signage.
- Work with the large format retail store owners to provide public access to car parking spaces after business hours.
- Work with shop owners to create access through shops to rear laneways.
- Investigate options to provide mid block pedestrian crossings in Lime Avenue.
- Continue the program of works to construct a terracotta median strip / pedestrian refuge in the centre of Eighth Street between Deakin Avenue to Lime Avenue.
- Provide for differentiation of the pedestrian crossing point in Lime Avenue such as a raised or painted area, refer to the crossing in Langtree Avenue south.
- Undertake street tree planting in Pine Avenue between Seventh and Eighth Streets.
- Upgrade the appearance of the Mall through streetscape improvements in accordance with the Langtree Mall Upgrade Brief. This should include rationalising structures and installations in the Mall including such things as the street furniture, the Bell Tower, former fountains, brick retaining walls, covered pedestrian walkway, and continue greening of the mall with an orchard of trees and vines. Encourage café uses to extend into the centre of the Mall during business hours.
- Investigate existing leases for businesses utilising the Mall to determine relocation options. Where appropriate remove buildings in the Mall and reinstate as public space.
- Work with the Kiosk operators to relocate their business into a new format space within the Mall. Minimise structures at the southern end of the Mall.
- Market the Mall to attract a key retail anchor and/or high quality retail as per the *Strategic Plan for the Mildura Central Business District 2007*.

LANGTREE MALL CONCEPT PLAN

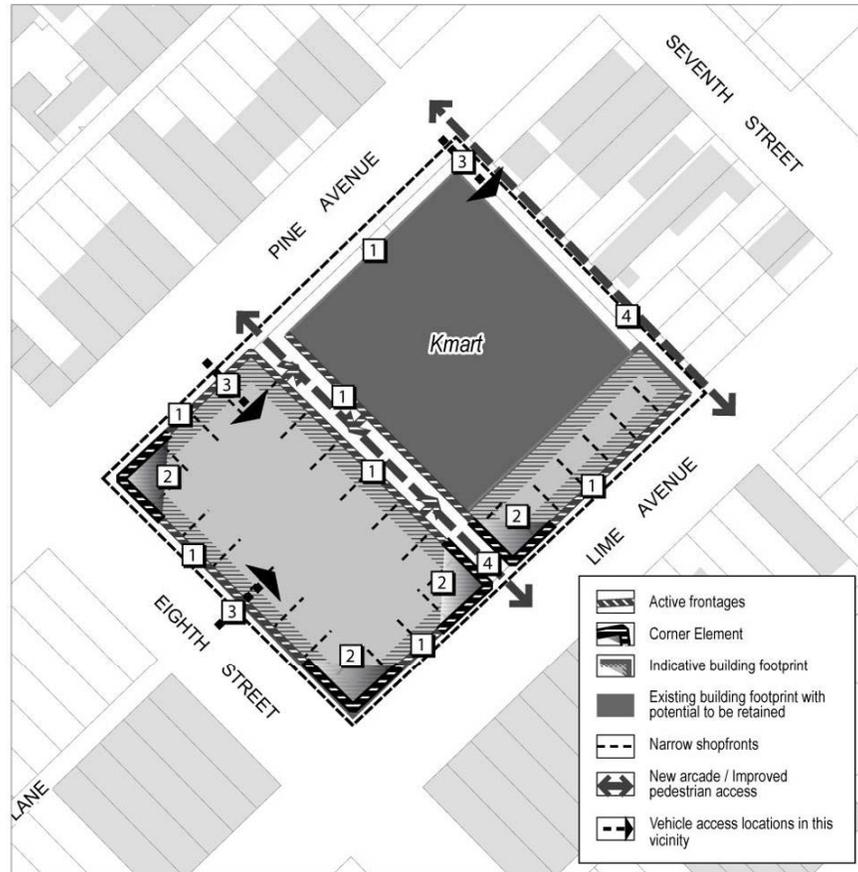
MAP 9 : LANGTREE MALL CONCEPT PLAN



Key Development Site Concept Plans

Key site plans for A1, A2 and A3 shown on the Precinct map have been developed. These plans update the concept plans that formed part of the 1999 Mildura Urban Design Framework.

MAP 10 : KEY DEVELOPMENT SITE CONCEPT A1



1 Building Frontages

- Provide no front setbacks to Lime Avenue, Eighth Street and Pine Avenue
- Provide active ground level frontages and verandahs to Lime Avenue, Eighth Street, Pine Avenue and internal arcade
- Design new buildings with well articulated facades, fenestration, parapet treatments, other detailing and materials
- If Kmart building is retained, improve frontage to Pine Avenue windows allowing views into the store.
- Provide new shopfronts along the Lime Avenue Frontage.
- Provide narrow shopfronts to each street frontage reflecting the existing pattern of subdivision in surrounding streets.

2 Corner Element

- Provide taller corner element to emphasise prominent corner locations
- Ensure corner elements address both street frontages

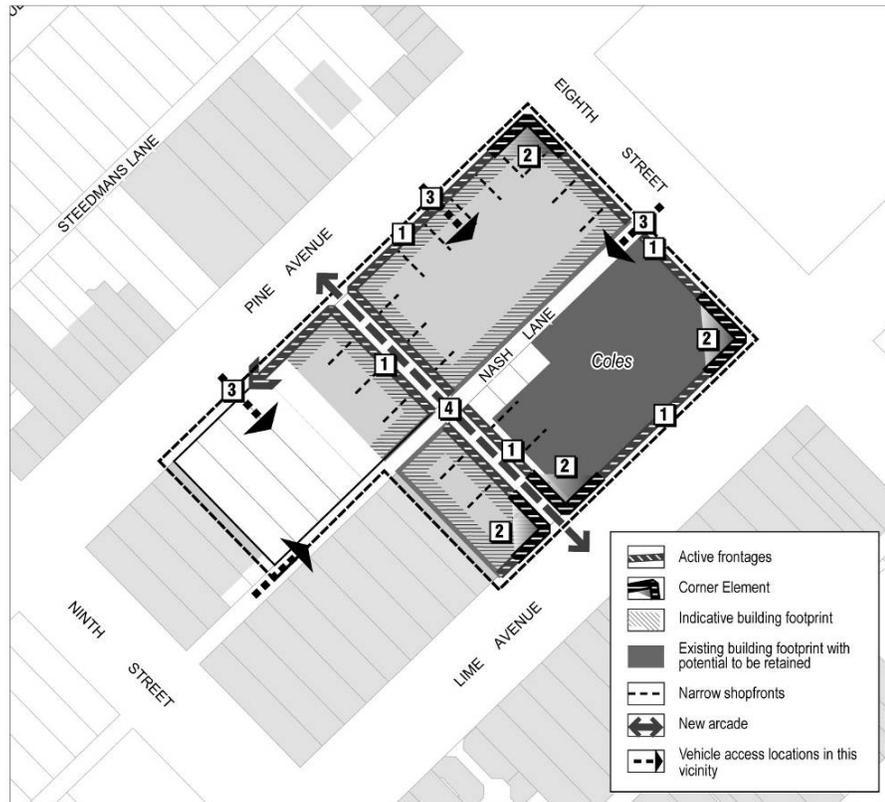
3 Vehicle Access

- Provide service vehicle access from the rear laneway minimise disruption to footpaths.
- Provide car park entrances either on Eighth Street or Pine Avenue.
- Provide underground car parking. If not feasible provide upper level car parking with appropriate shade treatments

4 Pedestrian Access

- Create shopping arcade through the centre of the site providing pedestrian access between Pine Avenue and Lime Avenue.
- Improve pedestrian access along Gallagher Lane by providing small rear setback to future development for dedicated pedestrian path.

MAP 11: KEY DEVELOPMENT SITE CONCEPT A2



1 Building Frontages

- Provide no front setbacks to Lime Avenue, Eighth Street and Pine Avenue
- Provide active ground level frontages and verandahs to Lime Avenue, Eighth Street, Pine Avenue and internal arcade
- Design new buildings with well articulated facades, fenestration, parapet treatments, other detailing and materials
- If Coles building is retained, improve frontage to Lime Avenue with windows allowing views into the store.
- Provide narrow shopfronts to each street frontage and the arcade reflecting the existing pattern of subdivision in surrounding streets.

2 Corner Element

- Provide taller corner element to emphasise prominent corner locations
- Ensure corner elements address both street frontages

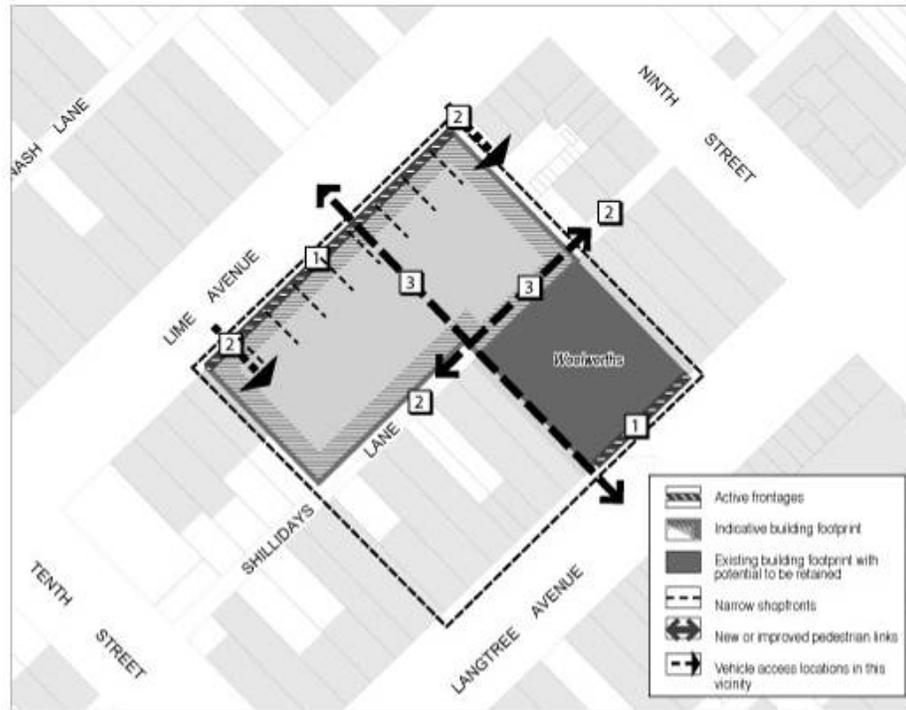
3 Vehicle Access

- Provide service vehicle access from the rear laneway minimise disruption to footpaths.
- Provide car park entrances on Pine Avenue.
- Provide underground car parking. If not feasible provide upper level car parking with appropriate shade treatments

4 Pedestrian Access

- Create shopping arcade through the centre of the site providing pedestrian access between Pine Avenue and Lime Avenue and through to Langtree Mall
- Improve pedestrian access along Nash Lane by providing small rear setback to future development for dedicated pedestrian path.

MAP 12 : KEY DEVELOPMENT SITE CONCEPT A3



1 Building Frontages

- Provide no front setbacks to Lime Avenue and Langtree Avenue
- Provide active ground level frontages and verandahs to Lime Avenue, Eighth Street, Pine Avenue and internal arcade
- Design new buildings with well articulated facades, fenestration, parapet treatments, other detailing and materials
- If Woolworths building is retained, improve frontage to Langtree Avenue with windows allowing views into the store
- Provide narrow shopfronts to Lime Avenue to reflect the existing pattern of subdivision in surrounding streets

2 Vehicle Access

- Limit number of car park entrance points on Lime Avenue to minimise disruption to the footpath.
- Provide service vehicle access from Lime Avenue or rear laneway if feasible
- Provide underground car parking. If not feasible provide upper level car parking with appropriate shade treatments
- If building is extended across laneway, ensure that existing service vehicle access to adjoining shops is maintained

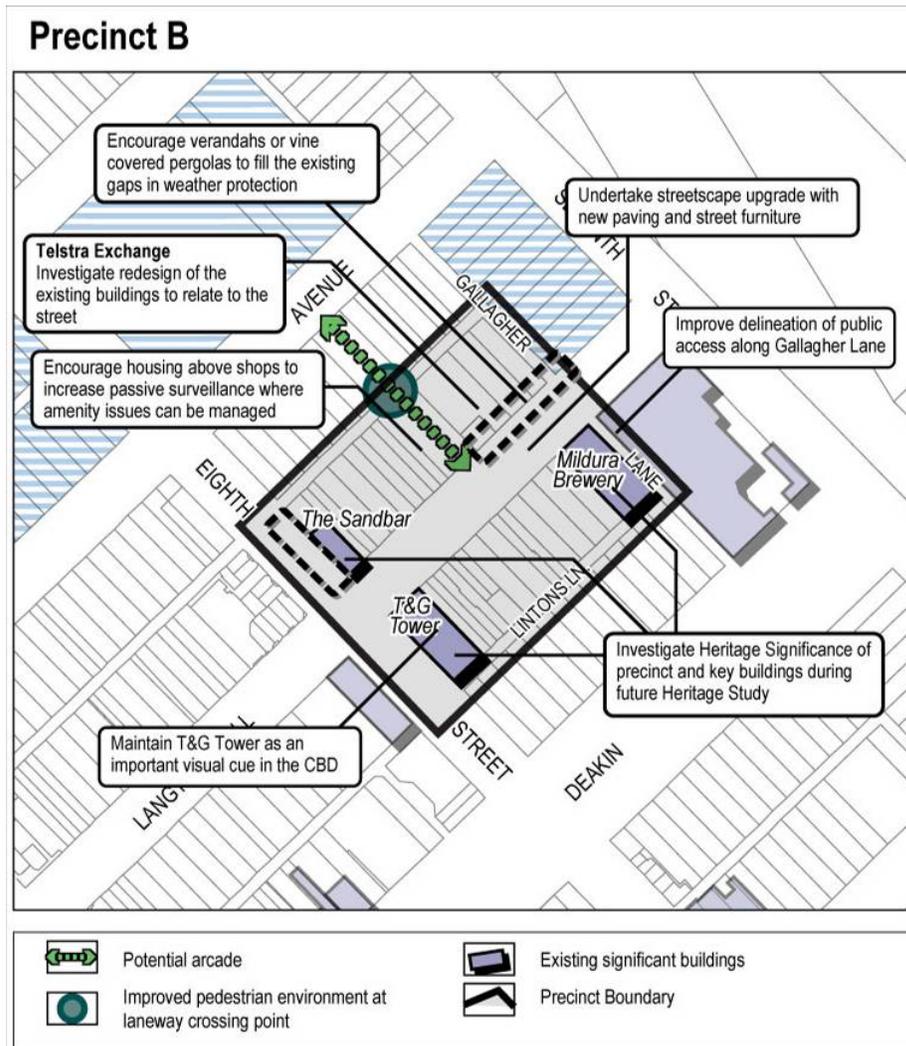
3 Pedestrian Access

- Create an east west pedestrian link at the southern edge of the site to provide access between car parking areas, Langtree Avenue and Lime Avenue
- If Shilladays Lane is closed, maintain a north south pedestrian link

Precinct B – Feast Street

Map

MAP 13 : PRECINCT B



Description

The Feast Street Precinct is based on Langtree Avenue between Eighth Street and Gallaghers Lane. An existing Alfresco Dining Policy applies to the Precinct.

Issues & Opportunities

Langtree Avenue north, also referred to as 'Feast Street', is renowned for its quality dining, café and entertainment functions. This role should be encouraged through supporting complimentary business, particularly on the west side of the street. The climate should be exploited by restaurants and cafes providing alfresco dining.

A unique pedestrian environment has been created in eastern parts of the street, using grape vines that shade the footpath and hang down to street level. Some buildings on the western side have limited or no weather protection, this includes the large Telstra exchange building. There is scope for providing weather protection along both sides of the street continuing the 'vine covered pergola/verandah' theme. The vines create an identity for the precinct linked to the history of viticulture production in the Region. It also promotes pedestrian and diner comfort.



The footpath on the east side of Langtree Avenue north is currently too narrow and gets congested by alfresco dining structures, queues to access ATM machines and people milling outside entertainment places. The *Mildura CBD Safety Strategy 2007* recommends the footpath be widened to provide additional space for pedestrian movement.

Redevelopment of the car park site on the corner of Langtree Avenue and Seventh Street will necessitate replacement car parking for visitors to the restaurants and entertainment area elsewhere in the CBD. Safe and accessible links along Gallaghers Lane will need to be created to alternative car parking spaces in Pine Avenue i.e. K-mart car park. Signage to other car parks, taxi ranks and the transport interchange will facilitate access to and from the area.

Vision

Langtree Avenue north will consolidate its role as the alfresco dining and entertainment destination in Mildura. Its business activity during and after normal business hours will be supported by promotion of the comfort and safety of the pedestrian environment. Vine covered pergolas extending along the east and west sides of Langtree Avenue will provide shade and links to the river side areas. Strong pedestrian links with signage, lighting and active frontages will be created to sources of parking (i.e. K-mart site), transport hubs (station), and tourist destinations. Heritage buildings including the Sand Bar and T&G clock tower will be recognised for their contribution to the image and identity of the Precinct and CBD.

Strategies

- Direct initial investment in Langtree Avenue North.
- Strengthen the restaurant, café and entertainment function in Langtree Avenue North by supporting complimentary business, particularly on the west side of Langtree Avenue.
- Encourage alfresco dining.
- Improve pedestrian comfort by encouraging weather protection options.
- Upgrade the appearance of the streetscape with new paving and street furniture.
- Improve access to car parking spaces and after hours transport modes.
- Widen footpaths on the eastern side of Langtree Avenue north for pedestrian movement and safety, and to facilitate more outdoor dining space.
- Recognise the contribution of key heritage buildings to the streetscape character including Sandbar, The Grand Hotel and T & G tower.

Key Actions

- Prepare a Feast Street Masterplan to provide design detail on kerb extensions of the eastern footpath, parking configuration, footpath repaving options.
- Create a safe and accessible link from Langtree Avenue North along Gallaghers Lane to Pine Avenue and the Kmart car park.

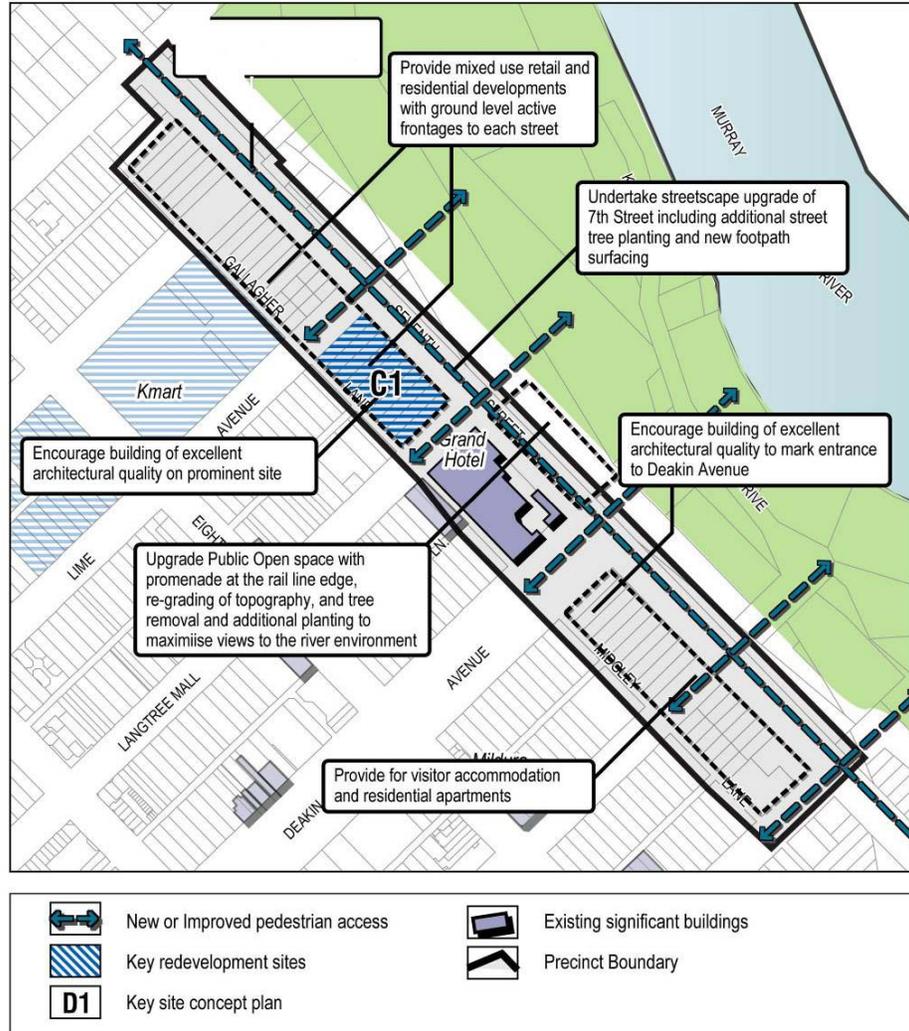
- Determine, in liaison with the owners of the Grand Hotel, how public access can be improved on Gallaghers Lane east of Langtree Avenue to Deakin Avenue.
- Investigate options to enhance the Telstra exchange building, and, if possible, redesign the exterior with a pergola and vines or verandah to improve pedestrian comfort.
- Work with shop owners on the west side of the street to install pergola or awnings, where there is no current building awning.
- Work with business operators and shop owners that provide outdoor dining to encourage use of retractable blinds from the edge of existing awnings to shade diners from the lower angles of the sun.
- Encourage the upgrade of shopfronts by owners.

Precinct C – Seventh Street Riverfront Interface

Map

MAP 14 : PRECINCT C

Precinct C



Description

The Seventh Street Riverside Interface precinct includes land on Seventh Street between Olive Avenue to the west and Orange Avenue in the east.

Issues & opportunities

The Marina, Riverfront and Mildura Arts Centre developments will bring significant activity to the water front area. Precinct E will be the focus for strategies that achieve the priority of this Structure Plan - to

start to link the CBD to the riverside area, and a catalyst for the CBD to leverage from the significant development and activity generated.

Few properties along Seventh Street take advantage of the stunning view onto the river. There is significant redevelopment potential along Seventh Street for multi storey residential apartments, retirement accommodation and/or tourist accommodation (eg. serviced apartments) looking onto the riverfront. This will also compliment the Riverfront Masterplan and create a stronger link between the CBD and the Murray River. Development up to four storeys would be appropriate in the middle of this Precinct tapering to three storeys on the east and west edges of the Precinct.

The large car park site on the corner of Langtree Avenue and Seventh Street is underutilised and provides great potential for a landmark building comprising retail uses at ground floor level, and residential or accommodation uses at upper levels. Car parking could be provided within the development as an example of how multi deck or basement level carparking can be provided on other sites in the CBD.

Integration of the CBD with the waterfront area would be further promoted by facilitating pedestrian flow through the area. Seventh Street has undergone recent upgrades to its road space with the introduction of bicycle lanes, and angled parking in the vicinity of Langtree Avenue. In the short term improved pedestrian links at Langtree Avenue and Madden Avenue should be implemented in accordance with the John Piper Seventh Street Traffic Report dated January 2004. In the longer term, creation of a pedestrian boulevard including footpath widening on the north side of Seventh Street, street tree planting, and infrastructure improvements.

Vision

The precedent set by The Grand Hotel in terms of function, quality architectural design and presentation / frontage to the River will be matched in new development along Seventh Street. There will be a hive of pedestrian activity around the corner of Seventh Street and Langtree Avenue with tourists, residents and visitors using the links across Seventh Street to access the riverfront area, or coming to the CBD for dining, shopping and accommodation. Alfresco dining under the vine covered pergolas of the Grand Hotel, matched in redevelopment on the western corner of Langtree Avenue, will provide the quintessential marketing and photo opportunity of the Mildura CBD.

Active frontages along all street and laneways will strengthen pedestrian links and movement around the precinct.

Strategies

- Improve the connection between the CBD and Riverfront area.
- Improve the pedestrian environment in the precinct.
- Encourage retail uses at ground floor level with active street frontages.
- Encourage high density residential development, retirement accommodation or tourist accommodation in the Precinct.
- Encourage redevelopment of vacant or underutilised sites on Seventh Street
- Allow for higher built form on Seventh Street.
- Develop site C1 as identified on the Precinct C Map in accordance with Key Development Site Concept C1.

Key Actions

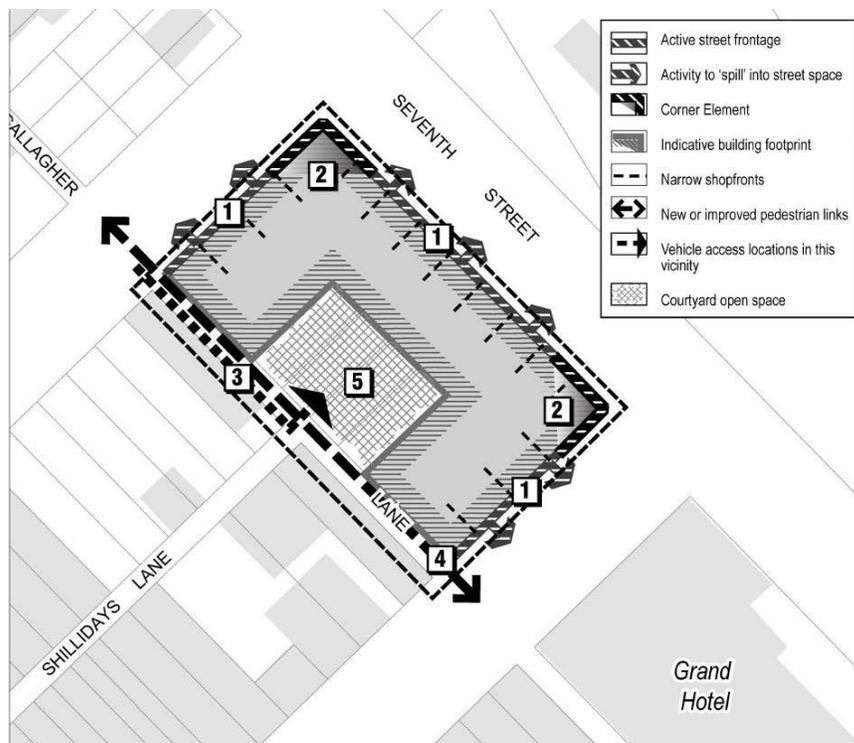
- Prepare building design guidelines for development on Seventh Street including:
 - Building heights.
 - Building setbacks.

- Active frontages.
- Streetscape and pedestrian amenity.
- Investigate options in consultation with VicRoads, and reference to the Riverfront Masterplan and John Piper Traffic Report for Seventh Street (dated January 2004), for engineering improvements at the intersections of Madden Avenue and Langtree Avenue with Seventh Street to reduce crossing distance, enhance safety and facilitate access across Seventh Street.
- Prepare a streetscape Masterplan to be implemented in conjunction with development of the Riverside Masterplan, that should address:
 - footpath widening on the north side of Seventh Street to incorporate large canopy tree species where appropriate.
 - signalised pedestrian crossing at Langtree Avenue.
 - plant canopy trees for shade in the central median strip.
 - options for improved traffic management on Seventh Street including
- In conjunction with the staging of the Seventh Street Streetscape Masterplan (as per above point), investigate options for improved traffic management of Seventh Street including the reduction of speed limits (in partnership with VicRoads)
- Continue to work with VicRoads to reroute freight traffic from Seventh Street to Benetook Avenue.
- Encourage redevelopment by buildings of excellent architectural quality on key sites in the Precinct including:
 - The car showroom on eastern corner of Deakin Avenue and Seventh Street adjacent to Gallagher Lane.
 - The car park site on corner of Langtree Avenue and Seventh Street.

Key Development Site Concept Plans

A key site plan for C1 shown on the Precinct map has been developed. This plan updates the concept plan that formed part of the 1999 Mildura Urban Design Framework. A cross section of Seventh Street is also included.

MAP 15 : KEY DEVELOPMENT SITE CONCEPT C1



1 Building Frontages

- Provide no front setbacks to Seventh Street, Langtree Avenue and Lime Avenue
- Provide active ground level frontages and verandahs to Seventh Street, Langtree Avenue and Lime Avenue
- Encourage land uses which promote activity in the street.
- Design new buildings with well articulated facades, fenestration, parapet treatments, other detailing and materials
- Provide narrow shopfronts to each street frontage reflecting the pattern of subdivision in surrounding streets.
- Provide upper level setbacks.

2 Corner Element

- Provide taller corner element to emphasise prominent corner locations
- Ensure corner elements address both street frontages
- Consider the scale and form of the Grand Hotel in the design of the building at the corner of Langtree Ave and Seventh Street

3 Vehicle Access

- Provide vehicle access from the rear laneway minimise disruption to footpaths.
- Provide underground car parking

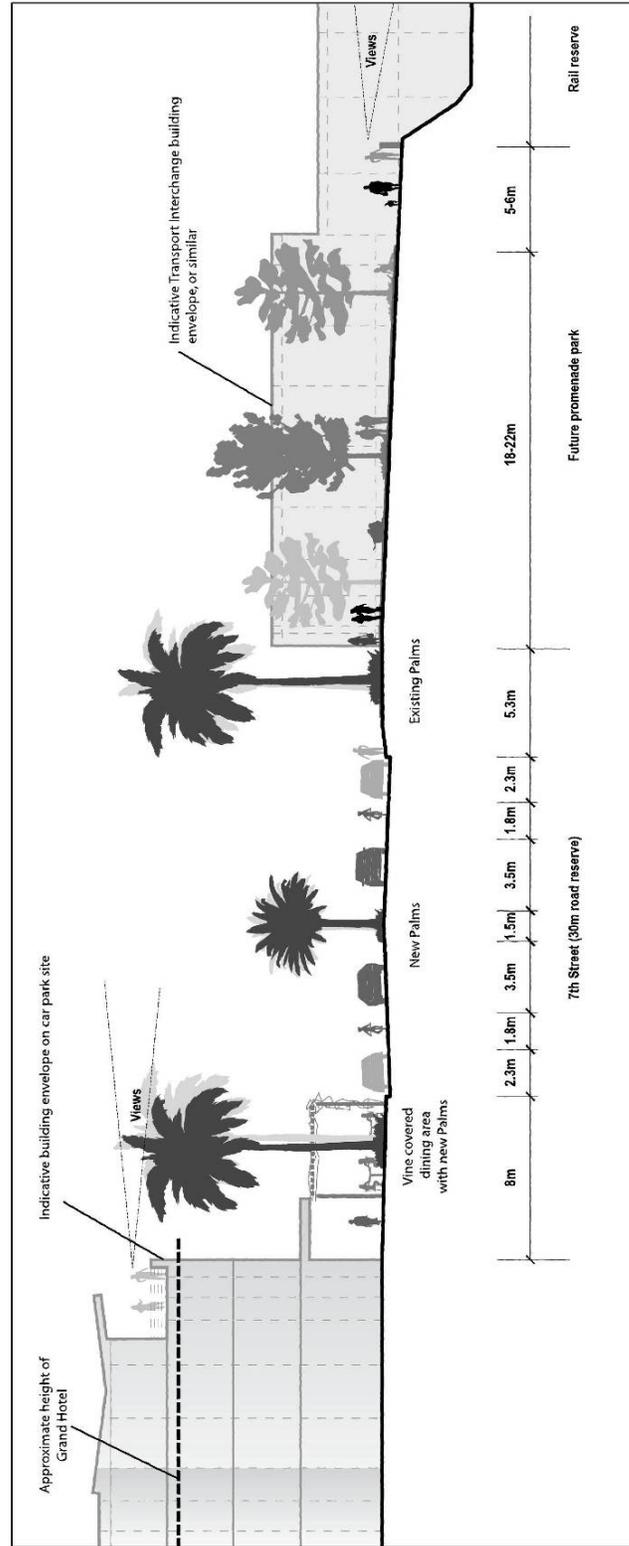
4 Pedestrian Access

- Improve pedestrian along Gallagher Lane by providing small rear setback to development for dedicated pedestrian path.

5 Landscaping and Open Space

- Provide rear courtyard open space with trees for shade.
- Provide outdoor dining spaces with vine covered pergolas along Langtree Avenue and Seventh Street

MAP 16 : SEVENTH STREET SECTION

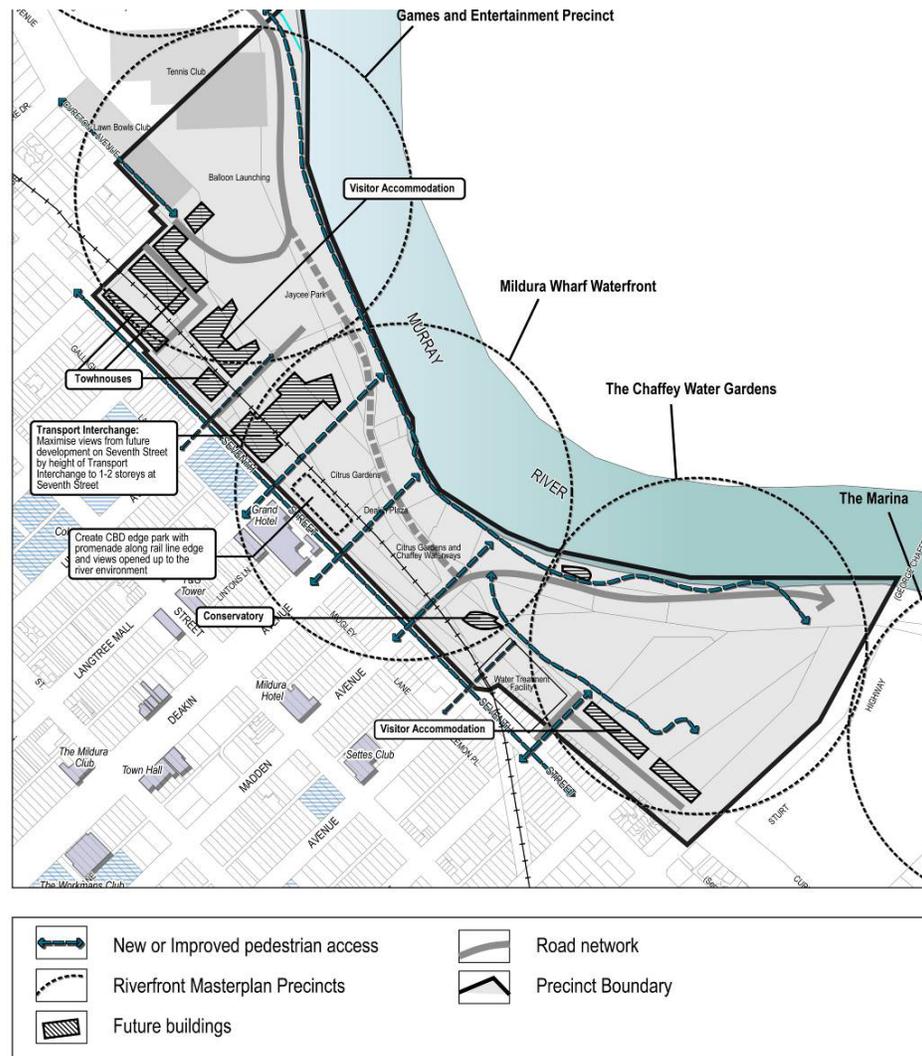


Seventh Street Cross Section

Precinct D – Riverfront Masterplan Area

Map

MAP 17 : PRECINCT D



Description

The Riverfront Masterplan Precinct is the area covered by the Riverfront Masterplan to the north of the CBD.

Issues & opportunities

Whilst the Riverfront Masterplan precinct is not part of the study area, the major public open space for the Mildura CBD is the riverfront parklands. Implementation of Riverfront Masterplan will see a major transformation of this area to provide for new activities, new spaces and improved access to the water. A key issue for this project to resolve is to how best link the CBD with the riverfront area.



Existing vegetation currently screening the river environment



Palm trees along Seventh Street

The strip of parkland between the rail line and Seventh Street, from Langtree Avenue to Deakin Avenue, is a key space that will have a major role in strengthening the link between the CBD and the riverfront parklands. This area creates a strong edge to the CBD which is caused by the drop in topography at the railway cutting. The space is currently underutilised and lacks focal points with vegetation and furniture dispersed in an incoherent manner.

Trees have been planted along the northern edge to screen the rail line however this also acts in screening the river environs from view. A row of palm trees is located along the southern edge and provide a significant feature that could be incorporated into future re-design of the space.

The riverfront Masterplan proposes to strengthen vegetation at the northern edge of this area to screen the rail line and effectively block views to the riverfront area. This proposal is inconsistent with the objective to strengthen the link between the CBD and the riverfront. An opportunity exists to remove vegetation along the northern edge to open up views and define an edge at the rail line cutting. Other opportunities exist to open up views to the river environment along north south streets. This could be achieved with the removal of vegetation and structures along these viewing corridors.

Vision

The Riverfront area provides the major public open spaces for the Mildura CBD. A seamless visual connection will be created to integrate the Riverfront Masterplan Area with the Mildura CBD through creation of a 'CBD Edge Park'.

Strategies

- Support implementation of the Riverfront Masterplan, and strengthen the Masterplan by creating a CBD edge park on the land between the railway cutting and Seventh Street.
- Provide additional uses for the transport interchange including taxi waiting areas and bus services.

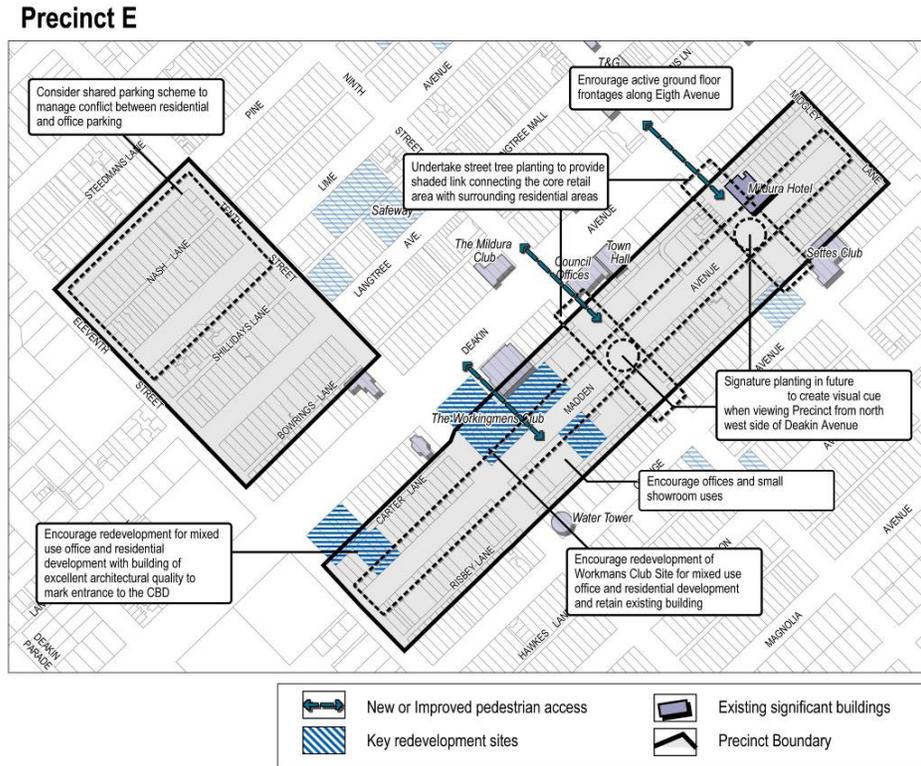
Key Actions

- Prepare a Masterplan for a 'CBD edge park' prior to implementation of the Riverfront Masterplan that includes:
 - a promenade along the rail edge;
 - removal of vegetation on the northern boundary to open up views to the river environment; and
 - continue the row of feature palm trees along the southern edge.

Precinct E – Offices

Map

MAP 18 : PRECINCT E



Description

The Offices Precinct is applicable to two areas either side of Deakin Avenue. The eastern office area includes Madden Avenue between Eleventh Street and Gallagher Lane. The western office area is in the block between Eleventh and Tenth Street, and Pine Avenue and Bowrings Lane.

Issues & opportunities

The office precinct can sustain additional office floor space requirements projected for the CBD. Residential uses are encouraged at upper levels of new office development and in existing building of high amenity.

On street car parking issues in the western precinct need to be resolved to ensure residents and businesses have adequate parking during and after business hours.

Vision

The projected growth in office floor space will be accommodated in this Precinct. Office developments will be complemented by upper level residential uses and some secondary retail showroom uses. Car parking will be managed to ensure a supply of spaces for both residents and other uses in the precinct.

Strategies

- To consolidate the Precinct's office role.
- Encourage residential uses at upper levels.
- Consider options for parking management.
- Improve visual connection between east and west parts of CBD through continuation of theme planting east of Deakin Avenue.
- Encourage active ground floor frontages along Eight and Ninth Streets.
- Encourage redevelopment of the Working Man's Club site as per Concept Plan in Deakin Avenue Precinct.

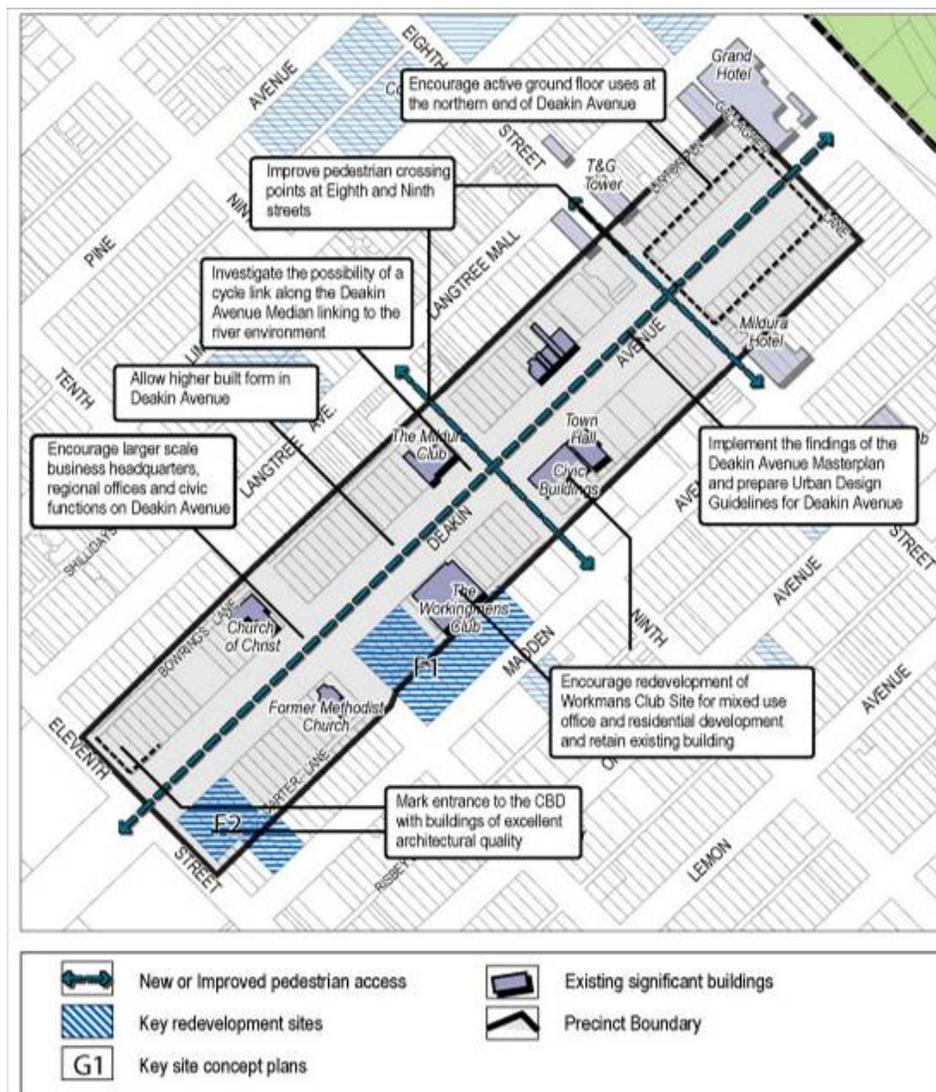
Key Actions

- Introduce shared parking scheme for the area in Pine and Lime Avenues between Tenth and Eleventh Streets to manage conflict between residential and office parking in western office area.
- Undertake street tree planting to provide shaded link connecting the retail core areas with surrounding residential areas.
- Introduce signature Palm Tree planting at key intersections in Madden Avenue to match central medium planting in west of CBD. This will provide important visual cues across Deakin Avenue. Include at:
 - Intersection with Eighth Street.
 - Intersection with Ninth Street.

Precinct F – Deakin Avenue

Map

MAP 19 : PRECINCT F



Description

This precinct includes properties fronting Deakin Avenue between Eleventh Street and Gallagher Lane.

Issues & opportunities

Deakin Avenue is an impressive landscape feature of Mildura that plays an important role in the journey and arrival into the CBD. The central median is lined with avenues of large trees and includes several gardens, structures, and sculptures. The space appears to be underutilised by pedestrians as access to the median is constrained by two lanes of traffic and a parking lane, resulting in a lack of safe crossing opportunities.

The Deakin Avenue Masterplan proposes a variety of landscaping and management responses to beautify the avenue and improve access and safety. The Masterplan is supported by Council and is accompanied by a comprehensive implementation plan. Further detailed design is required to implement the outcomes for each of the precincts in the Masterplan area.

The width of Deakin Avenue lends itself to bicycle lanes on either side of the street. A bicycle path could link with the recent bicycle lanes installed in Seventh Street and with the Chaffey Trail along the River.

Deakin Avenue has been identified in community feedback as splitting the CBD into two parts. The significant width of the road reserve is perhaps the major reason for this perception. Other factors that also contribute include the difficulties for pedestrian and vehicle access across Deakin Avenue, the high levels of traffic along Deakin Avenue, the absence of pedestrian activity along Deakin Avenue and in the central median, and the poor visual link between both sides of the road.

Deakin Avenue contains many of the larger scale buildings in the CBD. The scale and width of the Avenue enables buildings of a higher scale. Council has recently approved the preparation of Urban Design Guidelines for Deakin Avenue.

Eleventh Street is considered to be the southern boundary of the CBD however strip shopping areas along Deakin Avenue diminish its status. There is an opportunity to clearly demarcate the beginning of the CBD with high quality buildings and landscaping at the corner of Deakin Avenue and Eleventh Street. There is a current development proposal on the north eastern corner of this intersection.

Vision

Deakin Avenue will provide the grand southern boulevard entrance to the Mildura CBD. Grand scale buildings of high architectural and historical quality will establish its role as the civic and high end business part of town. Improvements to the pedestrian environment will reconnect the east and west sides of Deakin Avenue facilitating greater movement around the CBD generally. A cycle path along the Avenue will connect to the Chaffey Trail providing recreation, and sustainable and safe access options to the CBD and beyond.

Strategies

- Protect heritage buildings and features in Deakin Avenue.
- Ensure new development has regard for heritage buildings, features and vegetation.
- Encourage larger scale office and civic buildings.
- Allow for higher built form along Deakin Avenue.
- Encourage active frontages, particularly at the northern end of Deakin Avenue.
- Improve the pedestrian environment and connections across Deakin Avenue.
- Investigate a cycle route along Deakin Avenue to the Chaffey Trail.
- Support implementation of the Deakin Avenue Masterplan.
- Develop sites F1 and F2 as identified on the Precinct F Map in accordance with Key Development Site Concept F1 and Key Development Concept F2.

Key Actions

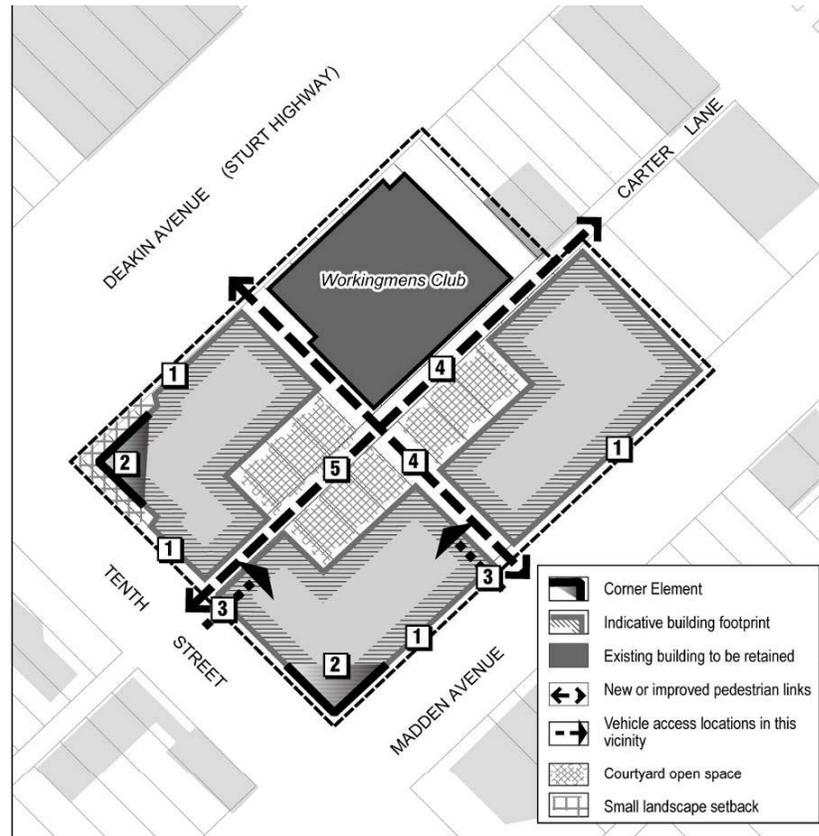
- Prepare Urban Design Guidelines for Deakin Avenue that include direction for:
 - Building heights (up to four storeys).
 - Setbacks.
 - Heritage related siting and design issues.
 - Active frontages.

- Streetscape and weather protection.
- Improve pedestrian crossings at Eighth Street and Ninth Street including:
 - Longer signalised priority for pedestrians.
 - Directional Signage on street corners directing pedestrians to key functions and attractions within the CBD.
 - Shade.
 - Lighting.
 - Provision of seating in central median strip.
- Investigate options for a cycle link along Deakin Avenue to link with the Chaffey Trail. This should be on the roadside in both directions.
- Investigate consolidating Council Offices and Services in existing civic buildings in Deakin Avenue.
- Investigate developing an Arts Precinct in Deakin Avenue between Seventh Street and Eighth Street to showcase sculptural works.

Key Development Site Concept Plans

Key site plans for F1 and F2 as shown on the Precinct map have been developed. These plans update the concept plans that formed part of the 1999 Mildura Urban Design Framework.

MAP 20 : KEY DEVELOPMENT SITE CONCEPT F1



1 Building Frontages

- Provide no front setbacks to Deakin Avenue, Tenth Street and Madden Avenue. Provide small landscaped setback at the corner of Deakin and Tenth to complement Heritage Church on opposite corner of Tenth
- Provide verandahs to Deakin Avenue and Madden Avenue
- Locate rooms / spaces that include a human presence on the ground floor street frontage, and provide clear-glazed windows
- Design new buildings with well articulated facades, fenestration, parapet treatments, other detailing and materials
- Ensure building of excellent architectural quality along Deakin Avenue to complement existing Workingmens Club building and other Civic buildings
- Provide upper level setbacks

2 Corner Element

- Provide taller corner element to emphasise prominent corner locations
- Ensure corner elements address both street frontages

3 Vehicle Access

- Limit the number of car parking access points to minimise disruption to footpaths
- Provide primary vehicle access to car parking and servicing areas from Tenth Street, Deakin Avenue and Carter Lane
- Provide underground car parking or upper level car parking with appropriate shade treatments. If these options are not feasible, provide at grade car parking within the site so that it is not visible from the street.

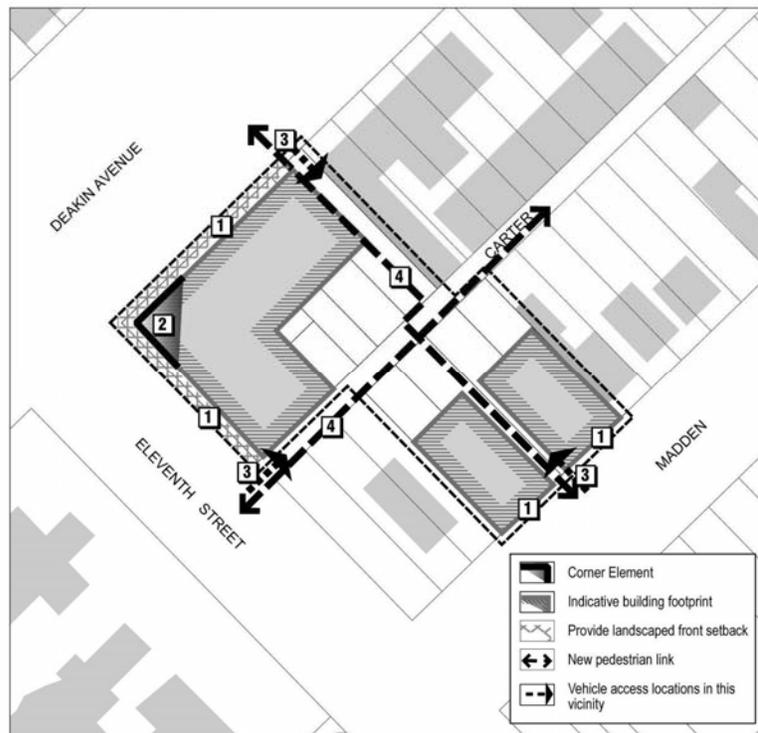
4 Pedestrian Access

- Create an east west link to improve access between Madden Avenue and Deakin Avenue
- Improve north south pedestrian access and manage any conflict between pedestrians and vehicle movement along Carter Lane

5 Landscaping and Open Space

- Provide rear courtyard open space with trees for shade and design buildings with windows that overlook the open space

MAP 21 : KEY DEVELOPMENT SITE CONCEPT F2



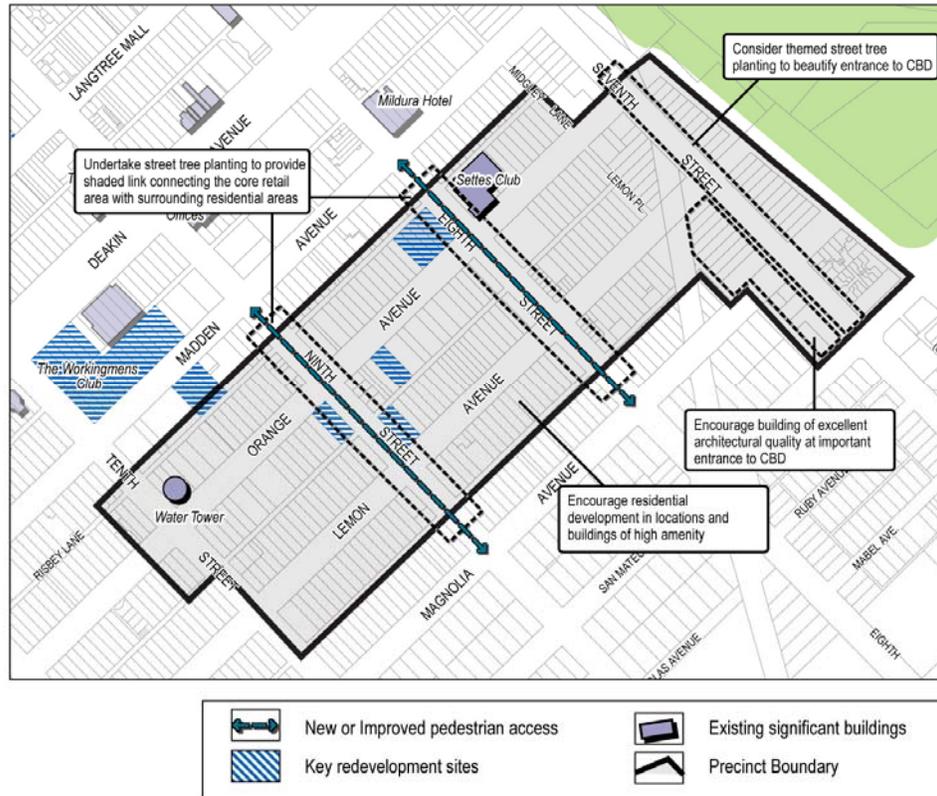
- 1 Building Frontages**
 - Provide landscaped setback of at least 3 metres to Deakin Avenue and Eleventh Street and no front setbacks Madden Avenue.
 - Locate rooms / spaces that include a human presence on the ground floor street frontage, and provide clear-glazed windows
 - Design new buildings with well articulated facades, fenestration, parapet treatments, other detailing and materials
 - Ensure building of excellent architectural quality along Deakin Avenue to complement existing Workingmens Club building and other Civic buildings
 - Provide upper level setbacks
- 2 Corner Element**
 - Provide taller corner element to emphasise prominent corner location at the entrance to the CBD
 - Ensure corner elements address both street frontages
- 3 Vehicle Access**
 - Limit the number of car parking access points to minimise disruption to footpaths
 - Provide primary vehicle access to car parking and servicing areas from Madden Avenue, Deakin Avenue and Carter Lane
 - Provide underground car parking or upper level car parking with appropriate shade treatments. If these options are not feasible, provide at grade car parking within the site with landscaping and appropriate shade treatments
- 4 Pedestrian Access**
 - Create an east west link to improve access between Madden Avenue and Deakin Avenue
 - Improve north south pedestrian access and manage any conflict between pedestrians and vehicle movement along Carter Lane

Precinct G – Eastern Mixed Use

Map

MAP 22 : PRECINCT G

Precinct G



Description

The Eastern Mixed Use Precinct comprises the Mixed Use Zoned area on Orange Avenue and Lemon Avenue between Tenth and Seventh Streets, and extends along Seventh Street to San Mateo Avenue.

Issues & opportunities

The Mixed Use zoned land in this Precinct encompasses a wide range of uses including car repairs, showrooms, office, and both old and new residential dwellings. The current development pattern emerging is not achieving the objectives of the zone and more defined directions are required to separate incompatible uses. There is potential to cluster like uses within the zone to avoid conflicting land use types.

Residential uses at upper levels of commercial premises and redevelopment for medium density housing should be encouraged in this Precinct. Smaller retail showrooms and corner stores could be dispersed throughout the precinct to serve residents and workers alike.

A main entrance to the CBD, approaching from the NSW border, is undefined and unattractive. Enhancing the appeal of this entrance to the CBD would reinforce the image of the CBD as the primary retail hub and may attract more visitors to the CBD, particularly visitors driving through Mildura to get to other destinations and shoppers from NSW currently bypassing the CBD for the Fifteenth Street Precinct.

The priority pedestrian routes along Eighth Street and Ninth Street should be improved to enhance safety and access to the western part of the CBD.

Vision

The eastern mix use precinct will continue its service role. It will be a growth area of the CBD with more activity generated by the increase in offices and residents in the area. Incompatible land uses and the ensuing interface issues will be avoided through clustering of like uses within the precinct. Clear pedestrian routes along Eighth and Ninth Streets will link the precinct with central retail and entertainment functions of the CBD.

Vehicles entering Mildura across the Chaffey Bridge from New South Wales will have clear direction to key destinations within the CBD.

Objectives

- Maintain the mixed use functions of the area.
- Separate incompatible land uses in the mixed use zone.
- Promote the eastern mix use precinct for location of smaller scale retail showroom uses.
- Locate light industrial uses in Orange Avenue and Lemon Avenue north of Eighth Street.
- Encourage residential uses at upper levels of offices and showrooms and redevelopment for medium density housing.
- Create a distinct gateway entrance to the CBD from the Chaffey Bridge. This should include higher built form along Seventh Street.

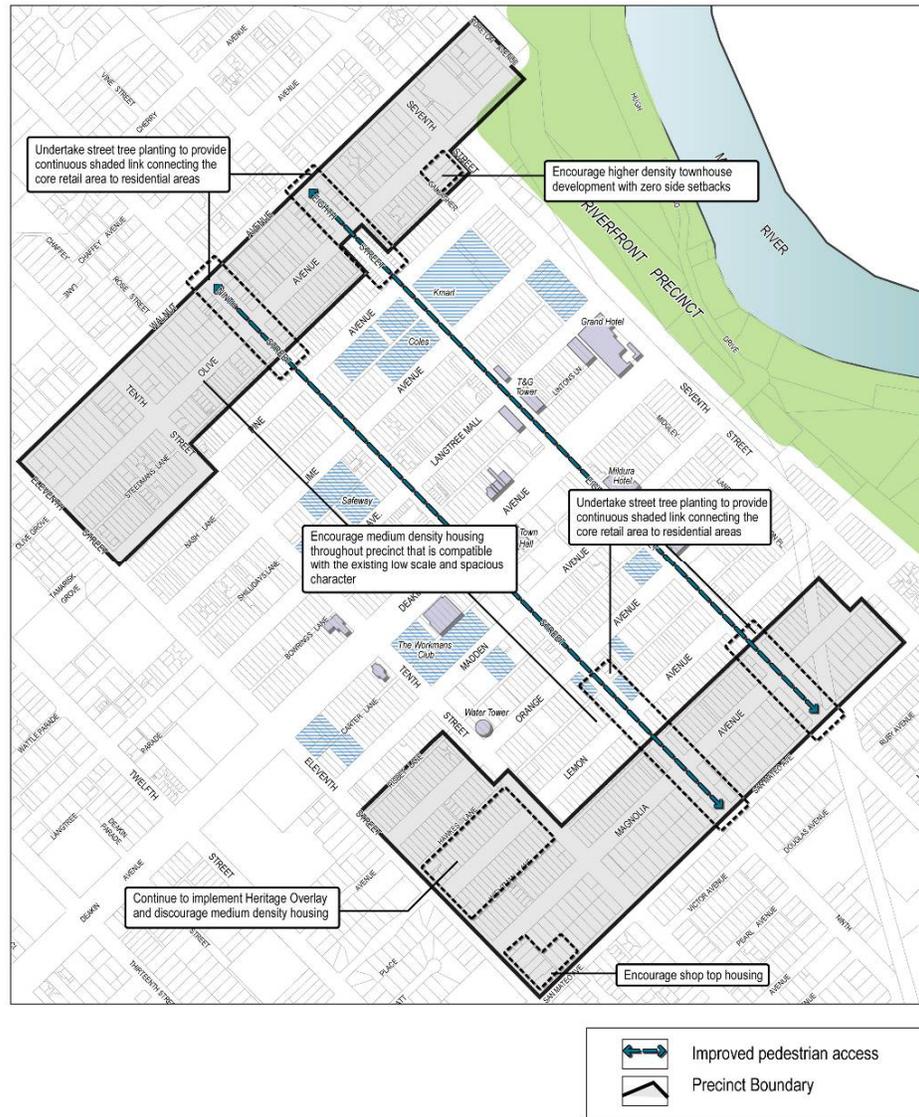
Key Actions

- As part of a Signage Strategy, introduce clear signage at the intersection of Seventh Street and San Mateo Avenue clearly directing traffic to the CBD and marketing its attractions.
- Consider themed street tree planting along Seventh Street to beautify entrance to CBD.

Precinct H – Peripheral Residential

Map

MAP 23 : PRECINCT H



Description

Precinct I includes the established residential areas that are on the eastern and western periphery of the CBD.

Issues & opportunities

There is opportunity to increase medium density residential development close to the CBD. Site coverage should not restrict planting of large tree species to provide shade to the site and public areas.

In the residential areas to the east of Deakin Avenue, clear and comfortable pedestrian routes to the CBD need to be established. This should include shade and weather protection, signage, lighting and upgraded pedestrian links across Deakin Avenue at Eighth and Ninth Streets.

Vision

Medium density housing will be encouraged in appropriate locations to maximise residential opportunities close to services and functions of the CBD. Safe, accessible and comfortable pedestrian routes along Eighth and Ninth Streets will link the residential areas to the CBD to promote pedestrian activity. The historical integrity of the Lemon Street heritage residential area will be protected.

Strategies

- Retain the high level of amenity of established residential areas surrounding the CBD.
- Encourage medium density housing in the peripheral residential areas.
- Create clear pedestrian access routes from residential areas to the CBD.
- Continue to protect historical integrity of the Lemon Avenue heritage overlay area in accordance with the Local Policy at Clause 22.08 of the Mildura Planning Scheme.

Key Actions

- Undertake works to improve pedestrian routes from the eastern periphery to the CBD along Eighth Street and Ninth Street, including tree planting, signage and lighting.

IMPLEMENTATION

DSE – Department of Sustainability and Environment

DOI – Department of Infrastructure

DAAC – Disabled Access Advisory Committee

SMEDB – Sunraysia Mallee Economic Development Board

Action	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Priority for Implementation
Theme 1 - Activities			
RETAIL			
<ul style="list-style-type: none"> Undertake a review of the Mildura Retail Strategy in 2008 or when 2006 ABS Census data is available to extrapolate accurate future retail floor space requirements for the CBD. Consider no further expansion of Business 1 Zoned areas in the CBD until the time that the review of the Mildura Retail Strategy is undertaken. Direct Business 1 zone expansion to area west of Olive Avenue where it adjoins the existing Business 1 zone. 	Development Services SMEDB	DSE	Medium
<ul style="list-style-type: none"> Develop consistent trading hours for retail businesses in the CBD ie. for public holiday opening periods. 	SMEDB	City Traders Local Businesses	Medium
<ul style="list-style-type: none"> Incorporate a new policy into the Mildura Planning Scheme to ensure that new developments in Business 1 zoned areas of the CBD incorporate retail uses on the ground level to create active street frontages and pedestrian movement. Uses such as shops, cafes, banks, other financial institutions and travel agents all generate pedestrian traffic and interest. Blank walls, non-transparent windows, empty shopfronts and offices that do not generate pedestrian visits should be avoided at ground level, particularly in the Langtree Mall, business 1 zoned areas and pedestrian connections. This can occur as part of the Planning Scheme Review scheduled for July 2008. 	Development Services	City Traders Local Businesses Land Owners	High
<ul style="list-style-type: none"> Continue to facilitate discussions between Sandhurst Trustees and estates and properties under its control to achieve appropriate development and redevelopment of underutilised sites. 	CEO Development Services	Dept. of Education Sandhurst Trustees	Medium
<ul style="list-style-type: none"> Explore opportunities for site consolidation and redevelopment for retail uses within the CBD Business 1 zone area. 	Development Services	Land Owners Developers	Medium
<ul style="list-style-type: none"> Promote the CBD retail offer in any marketing campaign for Mildura or the Region. 	SMEDB	Mildura Tourism City Traders	High
<ul style="list-style-type: none"> Review the CBD Special Rate Scheme, in particular the differentiation between rates for inner city heart and outer city heart. 	Development Services	City Traders Local Businesses	Medium
<ul style="list-style-type: none"> Consider the location of Mallee Burgers mobile food vendor in Deakin Avenue to improve access and enhance safety. Any consideration to relocate the business should be made with regard to vehicle and pedestrian access (including freight vehicles), safety, and proximity to transport and late night entertainment facilities. Marketing opportunities should be investigated. 	Asset Development SMEDB	Mallee Burgers	Medium

COMMERCIAL			
<ul style="list-style-type: none"> Include strategy and policy within the Mildura Planning Scheme that actively seeks to ensure that proposed head offices and large businesses locate in the CBD in office precincts and Deakin Avenue rather than other locations in Mildura or the Region. 	Development Services	Large Businesses and Corporations Federal Government State Government	High
<ul style="list-style-type: none"> Allow multi storey office development on larger sites in Deakin Avenue, as per design guidelines in Precinct F. 	Development Services	Land Owners Developers	High
<ul style="list-style-type: none"> Investigate the potential to consolidate Council offices/functions at Deakin Avenue, where multiple trips by service users can be avoided. 	CEO		Low
<ul style="list-style-type: none"> Promote the Mildura CBD as a key office location through Mildura marketing campaigns. 	SMEDB	Mildura Tourism	Medium
RESIDENTIAL			
<ul style="list-style-type: none"> Encourage well designed medium density housing in existing residential areas in accordance with ResCode standards. 	Development Services	Land Owners Developers DSE	High
<ul style="list-style-type: none"> Undertake capital works to improve two priority pedestrian routes from residential areas along Eighth Street and Ninth Street. This should include tree planting, signage, lighting, and upgraded pedestrian crossing points across Deakin Avenue (refer to Precinct G). 	Asset Development Infrastructure Services	DAAC	High
TOURISM / ENTERTAINMENT / EVENTS			
<ul style="list-style-type: none"> Establish a partnership between Council and Mildura Tourism to install a satellite tourist information kiosk in Langtree Mall. 	SMEDB Asset Development Infrastructure Services	Mildura Tourism	High
<ul style="list-style-type: none"> Develop a signage strategy for the CBD, including a review of any existing strategies, in partnership with Mildura Tourism and VicRoads, to provide interpretive and directional signage to key tourist destinations, amenities, pedestrian links, car parks and transport stop locations. Utilise a consistent approach in terms of design and theming of all signage. 	Development Services Asset Development Infrastructure Services	Mildura Tourism VicRoads	High
<ul style="list-style-type: none"> At completion of the one year service agreement with for a market at the Ornamental Gardens, consideration should be given to future location of the market to a CBD location. This should include investigation whether the role of the Sunday Market in Langtree Mall can be extended to a weekly operation, and include a 'farmers market' component extending along Langtree Avenue north. The market could include such things as: <ul style="list-style-type: none"> Bread baking demonstrations (by Café 27 pastry chefs) 	Community and Culture SMEDB	Sunraysia Entertainment Agency (current one year lease) City Traders Mildura Tourism	High

<ul style="list-style-type: none"> Local farmers produce; Gourmet food stalls; Local wine tasting stalls; Aboriginal handicrafts and weaving demonstrations. 			
<ul style="list-style-type: none"> Compliment and support the existing Mildura Wentworth Arts Festival events program and establish additional events and activities in the CBD. 	SMEDB	Mildura Tourism City Traders Tourism Victoria	High
INFRASTRUCTURE			
<ul style="list-style-type: none"> Work closely with servicing authorities to coordinate future expansion of servicing infrastructure to cater for the growth of the Mildura CBD. Maintain frequent contact with strategic planning services within each authority, 	Development Services	Servicing Authorities	High
<ul style="list-style-type: none"> Continue to implement ecologically sustainable development guidelines for buildings and stormwater management including Water Sensitive Urban Design practices. Review and update the Guidelines as required, to incorporate new technology and/or reflect best practice. 	Development Services Asset Development	Water Authority DSE	Medium
Theme 2 - Buildings			
HERITAGE & CHARACTER			
<ul style="list-style-type: none"> Undertake a heritage review of the Mildura CBD to inform an amendment to the Mildura Planning Scheme to include significant built heritage in the Heritage Overlay. 	Development Services	DSE Heritage Victoria National Trust Mildura Historic Society Land Owners	High
<ul style="list-style-type: none"> Introduce a Coordinated Street Upgrade Scheme to encourage private investment in the upgrade of building/s facades. This will ensure that the quality of appearance of a building is matched by the quality of appearance of the public realm to which it presents, and will create maximum benefit to the overall appearance of a street. The Scheme could include such things as where a building facade/s has been upgraded, for Council to program works to improve the public realm of that street. 	Development Services Asset Development	Land Owners Developers	Medium
<ul style="list-style-type: none"> Improve existing buildings as redevelopment opportunities arise through initiatives such as: <ul style="list-style-type: none"> Redesigning the rear or side elevation of buildings that open onto laneways or retail spaces. Recladding office buildings and improving ground level frontages and open 	Development Services SMEDB	Land Owners Developers	Ongoing

spaces (not to obscure heritage facades or features)			
<ul style="list-style-type: none"> ○ Redesigning the ground level of buildings to create active streetscape frontages. ○ Screening rooftop utilities such as air conditioning units from view. 			
BUILDING DESIGN			
<ul style="list-style-type: none"> • Introduce new policy and strategies into the Mildura Planning Scheme to require new development and redevelopment to provide active frontages and weather protection to improve the pedestrian environment. 	Development Services	DSE	High
<ul style="list-style-type: none"> • Encourage developers to use qualified and experienced design professionals. Reinforce the message that good design can save costs by expediting approvals as well as by providing potentially higher returns on capital investments. 	Development Services	DSE Architects Urban Designers	On-going
<ul style="list-style-type: none"> • Investigate opportunities to change the Mildura Planning Scheme to adopt Crime Prevention Through Environmental Design (CPTED) principles for all development with the CBD. 	Development Services	DSE DAAC Victoria Police	Medium
<ul style="list-style-type: none"> • Investigate opportunities to promote ESD techniques for all aspects of construction and management of buildings and landscaping, including such things as: <ul style="list-style-type: none"> • Designing new buildings so that they can be easily adapted for expansion or re-use in the future and can more easily respond to the different needs of a range of future occupants. • Orient windows to maximise sunlight access in winter and cross-ventilation in summer. • Employ building techniques that increase the thermal efficiency of a development. • Use energy efficient lighting, heating, cooling and appliances. • Consider water storage and low water usage techniques, and waste disposal. 	Development Services	Developers Land Owners	High
BUILDING HEIGHTS			
<ul style="list-style-type: none"> • Implement the maximum heights contained in the <i>Building Heights Map</i>, through the Mildura Planning Scheme. 	Development Services	DSE	High
<ul style="list-style-type: none"> • Include the objectives and following Development Guidelines for building heights in the Mildura Planning Scheme: <p>Development Guidelines</p>	Development Services	DSE	High
ALL AREAS			

<p>The determination of an appropriate building height must be tempered by consideration of heritage issues, site context and the amenity of adjoining buildings and open space on a site by site basis.</p> <p>Approval of any building height above a discretionary limit should be subject to superior performance under each of a number of assessment criteria, including:</p> <ul style="list-style-type: none"> • Achieving excellence in architectural design • Implementing environmental sustainability principles • Achieving heritage restoration and adaptive re-use • Enhancing public and private amenity • Protection of the development potential of nearby sites. <p>NOTE – Discretionary means subject to approval from the Council and consideration of the context, amenity issues and any heritage of the building or buildings nearby.</p> <p>UP TO 4 STOREYS WITH UPPER LEVEL RECESSED</p> <p>4 storey / 12 metres preferred maximum and 4 storey / 13.5 metre maximum limit (with additional height to accommodate architectural features and roof). Building above three storeys should be set back as necessary to integrate with existing built form and so as to retain human scale at street level.</p> <p>UP TO 3 STOREYS</p> <p>3 storey / 9 metres preferred maximum and 3 storey / 10 metre maximum limit (with additional height to accommodate architectural features and roof).</p> <p>1-2 STOREYS</p> <p>1 – 2 storey / 7 metres preferred maximum and 1 – 2 storey / 8 metre maximum limit (with additional height to accommodate architectural features and roof).</p>			
<p>Theme 3 – Access</p>			
<p>PARKING</p>			
<ul style="list-style-type: none"> • In the short term, Council should prepare a Pine Avenue Masterplan applicable between Seventh Street and Eleventh Street. The plan should detail the following: <ul style="list-style-type: none"> ○ widening of Pine Avenue carriageway (traffic flow requirements include a minimum carriageway width of 22 metres for up to 200 vehicles per hour or 29 metres for between 201 and 450 vehicles per hour); ○ replacement of parallel parking on each side of Pine Avenue. The parallel 	<p>Asset Development Infrastructure Services Environmental Services</p>	<p>Residents Traders</p>	<p>High</p>

<p>parking should be designed with planting strips every four bays for planting of large canopy tree species;</p> <ul style="list-style-type: none"> ○ installation of 5 metre length by 2.4 metre width right angled centre of road parking bays for long stay use. Landscaping strips must be provided between every fourth car parking bay to allow for the planting of large tree species for shade and low shrubs at each end to screen cars from vehicles travelling in an east-west direction.; ○ on road bicycle lanes in both north and south direction; ○ turning bays at appropriate distances along the centre of road parking; ○ pedestrian refuge areas at appropriate distances along the centre of road parking; ○ reduction in traffic speed limit on Pine Avenue to ensure safety of motorist is not reduced due to reversing cars into the carriageway; ○ water sensitive urban design; ○ a landscape plan detailing species of plant/s. ○ a staged works program to enable flexible implementation as required, including: Stage 1 – Seventh Street to Eight Street; Stage 2 – Eighth Street to Ninth Street; Stage 3 – Ninth Street to Tenth Street; and Stage 4 – Tenth Street to Eleventh Street. 			
<ul style="list-style-type: none"> ● In the short term, upgrade Council owned off street car parks as a model for other off street car parks in the CBD, including: <ul style="list-style-type: none"> ○ investigate the most appropriate shade devices (sails/canopy trees) and install to provide shade for all car spaces. ○ improve directional signage to car parks on all approaches. ○ improve lighting in the car park. ○ review pedestrian routes to car parks to ensure they are well lit and signed. 	<p>Asset Development Infrastructure Services Environmental Services</p>		<p>High</p>
<ul style="list-style-type: none"> ● Investigate short term options to increase car parking numbers in road reserves, particularly Pine Avenue. Consideration should be given to 45 degree angle parking, road realignments or other solutions. 	<p>Asset Development</p>		<p>High</p>
<ul style="list-style-type: none"> ● Undertake an audit of the disabled car parking spaces in the CBD and upgrade, where necessary, to Disability Discrimination Act (DDA) standards. 	<p>Infrastructure Services</p>	<p>DAAC</p>	<p>Medium</p>
<ul style="list-style-type: none"> ● Encourage private car park owners to undertake a safety audit in partnership with Council to determine how to make more safe and accessible, particularly at night. 	<p>Infrastructure Services Development Services</p>	<p>Private car park owners ie Kmart, Woolworths, Coles</p>	<p>High</p>

		Police	
<ul style="list-style-type: none"> Encourage private car park owners to provide new and/or upgrade 'Parents with Prams' car parking spaces to ensure adequate width for access to child car seats and convenient access to shops. 	Infrastructure Services	Private car park owners ie Kmart, Woolworths, Coles	Medium
<ul style="list-style-type: none"> Encourage larger scale redevelopment to include multi level car parking structures. 	SMEDB Development Services	Developers Land Owners	Ongoing
<ul style="list-style-type: none"> Investigate partnerships between Council and private developers to develop multi deck car parks on Council owned land. 	SMEDB	Developers	Low
<ul style="list-style-type: none"> Consider a parking strategy for the Mildura CBD that considers options for paid parking in retail areas. 	Development Services	DOI DSE	Medium
TRAFFIC MANAGEMENT			
<ul style="list-style-type: none"> Continue to work with VicRoads to redirect inter-town freight to Benetook Avenue, including to improve directional signage at the intersections of San Mateo Avenue and Seventh Street, and Fifteenth Street and Deakin Avenue (eg. CBD Bypass). 	Asset Development Infrastructure Services	VicRoads	High
<ul style="list-style-type: none"> In partnership with VicRoads, consider introducing vehicle size, load limits and heavy vehicle usage by-laws on Deakin Avenue, Eleventh Street and Seventh Street, or on all CBD streets. 	Asset Development Infrastructure Services	VicRoads	High
<ul style="list-style-type: none"> Investigate options for reducing through traffic in the CBD. 	Asset Development Infrastructure Services	VicRoads	Medium
<ul style="list-style-type: none"> Improve directional signage at the intersection of San Mateo Avenue and Seventh Street to direct visitor traffic to the CBD. 	Asset Development Infrastructure Services	VicRoads	Medium
<ul style="list-style-type: none"> Investigate traffic management options for the intersections of Madden Avenue with Eighth and Ninth Streets to improve pedestrian and vehicle safety. 	Asset Development Infrastructure Services	VicRoads?	Medium
<ul style="list-style-type: none"> Support education campaigns of health providers and private transport operators that inform of the benefits of cycling, walking and public transport use. Such campaigns contribute to shift in transport choice and a reduction in the number of vehicles on the road network. Further, the health benefits to pedestrians and cyclists. 	Communications Asset Development Infrastructure Services	VicRoads Dept. of Health?	Low
PEDESTRIAN MOVEMENT			
<ul style="list-style-type: none"> Investigate options in consultation with VicRoads and reference to the Riverfront Masterplan and John Piper Traffic Report for Seventh Street (dated January 2004), for engineering improvements at the intersections of Madden Avenue and Langtree Avenue with Seventh Street 	Infrastructure Services	VicRoads	Medium

to reduce crossing distance, enhance safety and facilitate access across Seventh Street.			
<ul style="list-style-type: none"> Review and improve the intersections of Eighth and Ninth Streets with Deakin Avenue to improve pedestrian crossing facilities, program traffic signals to allow more time for pedestrian crossing movements, install seating and drinking fountains in the median strip, and provide shade. 	Infrastructure Services Asset Development	VicRoads	High
<ul style="list-style-type: none"> Program traffic signals to allow more time for pedestrian crossing movements throughout the CBD. 	Infrastructure Services	VicRoads	Medium
<ul style="list-style-type: none"> Improve Langtree Avenue north as a walking environment, including widening of the eastern footpath. 	Asset Development Infrastructure Services		Medium
<ul style="list-style-type: none"> Create new mid-block links between Langtree Mall and Pine Avenue, and the Mall and Deakin Avenue. 	SMEDB Development Services	City Traders	Medium
<ul style="list-style-type: none"> Create new east-west pedestrian links mid block and along Gallagher Lane from Langtree Avenue north to the K-mart car park. 	Asset Development		High
<ul style="list-style-type: none"> Implement a program of upgrade for all public lanes in the CBD to improve safety, pedestrian access and linkages where vehicle / pedestrian conflicts exist. This could include raised pavement or line marking, signage and lighting to highlight the location. 	Infrastructure Services Asset Development		Medium
<ul style="list-style-type: none"> Implement a program to assist and encourage the upgrade of arcades within the CBD to improve appearance, lighting, activity and hours of access. 	SMEDB	Land Owners Traders City Traders	Medium
<ul style="list-style-type: none"> Enhance all existing lanes and arcades to provide an interesting, active, accessible and safe environment. 	Asset Development	City Traders	Medium
PUBLIC TRANSPORT			
<ul style="list-style-type: none"> Review current bus stop locations in the CBD to ensure optimum coverage. 	Infrastructure Services	Bus Operators Commuters DOI	High
<ul style="list-style-type: none"> Advocate the improvement of all bus services through increased frequencies and extension of services into weeknights and weekends. 	Infrastructure Services	Bus Operators DOI	Medium
<ul style="list-style-type: none"> Demarcate where bus stops are in the CBD and install high quality shelters and generally enhance stops through the provision of seating, lighting, litter bins and timetable information. 	Infrastructure Services		High
<ul style="list-style-type: none"> Investigate alternative locations in the CBD for the taxi rank to consolidate after hours transport 	Infrastructure Services	Taxi Operators	Medium

options in consultation with local venues. The location must be close to amenities, within proximity to Langtree Avenue and with safety as a key consideration.		VicRoads DOI VicTrack Mildura CBD Safety Committee	
CYCLING			
<ul style="list-style-type: none"> Improve cycling amenity through the provision of bike parking rails and drinking fountains in shady locations or under shelter throughout the CBD. 	Infrastructure Services Environmental Services		High
<ul style="list-style-type: none"> Implement a package of improvements to on-road bicycle facilities including exclusive bicycle lanes on key roads leading into the CBD and bicycle lanes at all signalised intersections within the CBD. 	Infrastructure Services Environmental Services	VicRoads	Medium
<ul style="list-style-type: none"> Investigate creating an exclusive bicycle lane on Deakin Avenue linking to the Chaffey Trail and Seventh Street bicycle lanes. 	Infrastructure Services	VicRoads	High
<ul style="list-style-type: none"> Provide secure bicycle parking at all Council buildings and community facilities and Council-controlled off-street car parks 	Infrastructure Services Environmental Services		Medium
Theme 4- Spaces			
LINKS TO THE RIVERFRONT MASTERPLAN			
<ul style="list-style-type: none"> Prepare a Masterplan for a 'CBD edge park' prior to implementation of the Riverfront Masterplan as per the Brief in Precinct D. 	Leisure Services Development Services Environmental Services		Medium
SHADE			
<ul style="list-style-type: none"> Introduce new policy and strategies into the Mildura Planning Scheme to require new development and redevelopment to provide weather protection on all street frontages. 	Development Services	DSE Land Owners Developers	High
<ul style="list-style-type: none"> Prepare verandah / awning design guidelines for the CBD to provide guidance on the appropriate type, style and location of weather protection measures including awnings, verandahs, pergolas, shade cloths and retractable blinds. 	Development Services	Land Owners Developers	Medium
<ul style="list-style-type: none"> Investigate introducing a verandah installation fund such as was proposed in the 1999 Mildura UDF, in which Council contributes one third of the cost of verandah / awning installation with the shop owner contributing two thirds. 	Financial Services Asset Development	Land Owners Developers	High

	Economic Development		
<ul style="list-style-type: none"> Encourage shop owners to install awnings over footpaths where there are gaps in weather protection. Particularly in the retail areas of Lime Avenue and the southern and northern extents of the retail area in Langtree Avenue. 	Development Services SMEDB	City Traders Traders Land Owners Developers	High
<ul style="list-style-type: none"> Undertake a street tree planting scheme in accordance with the Open Space and Streetscape Strategy map. Where possible, use indigenous tree species. 	Environmental Services		High
<ul style="list-style-type: none"> Introduce new policy and strategies into the Mildura Planning Scheme to require new car park development to provide shade for all car parking spaces and key pedestrian routes within a car park. 	Development Services	Land Owners Developers	High
STREETSCAPES			
<ul style="list-style-type: none"> Develop a paving policy for the CBD with options consistent with the three suites shown on the Streetscape Materials Strategy Map. Any new paving option should be durable to minimise maintenance costs. The material should have low reflectivity and minimise absorption of heat. It would be ideal to utilise colours or materials that relate to Mildura and the natural environment. 	Infrastructure Services Environmental Services	City Traders	Medium
<ul style="list-style-type: none"> Undertake a program of streetscape upgrades throughout the CBD with consistent application of a suite of street furniture. 			
<ul style="list-style-type: none"> Support recycling as part of a litter management strategy including reference to AS3123.7-2006 to ensure waste management infrastructure is compliant with Australian Standards and that related signage is consistent with the <i>Away from Home Best Practice Signage Guidelines</i>. 	Asset Development Environmental Services	City Traders Mildura Regional Waste Management Group	Ongoing
SIGNAGE			
<ul style="list-style-type: none"> Develop a signage strategy for the CBD, and review existing strategies, in consultation with Mildura Tourism and VicRoads to provide interpretative and directional signage in the CBD to: <ul style="list-style-type: none"> Identify key functions, attractions, pedestrian routes and transport stops. Improve after hour's movement of pedestrians to transport hubs, taxi rank and car parks using direction signage in the footpath. Improve access from retail areas to car parks by clearly identifying links to and locations of car parking areas. 	Strategic Planning Asset Development Infrastructure Services	Mildura Tourism VicRoads	High
PEDESTRIAN SAFETY			
<ul style="list-style-type: none"> Encourage shop owners to extend outside of normal business hours to provide after hours 	SMEDB	Business Owners	Ongoing

activity in the CBD.		City Traders	
<ul style="list-style-type: none"> Work with landowners of car parks to improve safety in and around car parks including installation of lighting. 	SMEDB	Land Owners Victoria Police Mildura CBD Safety Committee	Medium
<ul style="list-style-type: none"> Improve pedestrian routes to car parks and other transport sources (i.e. Taxi rank) with lighting and active frontages. 	Infrastructure Services Asset Development Environmental Services		High
<ul style="list-style-type: none"> Encourage owners to install gates onto or in laneways that are visually permeable to support passive surveillance of laneways in the CBD. 	Land Owners Development Services		Ongoing
<ul style="list-style-type: none"> Consider installing CCTV in key locations in the CBD. This may include amongst other locations, the. station / transport hub, taxi rank, public toilets etc. 	Asset Development	Mildura CBD Safety Committee Victoria Police	Medium
PUBLIC ART			
<ul style="list-style-type: none"> Prepare a public art strategy that identifies appropriate locations for public art in the CBD. 	Community Development		Medium
<ul style="list-style-type: none"> Prepare a Mildura Public Art Heritage Walk brochure that identifies and provides information on the historical collection of public art in the Deakin Avenue median strip. 	Community Development	Mildura Tourism Historical Society	Medium
<ul style="list-style-type: none"> Consider installing interpretative signage to identify key indigenous and non-indigenous heritage in the Mildura CBD. 	Community Development Strategic Planning	Mildura Tourism Historical Society Local Indigenous Groups	Medium
PRECINCT A: RETAIL CORE			
<ul style="list-style-type: none"> Introduce new policy and strategies into the Mildura Planning Scheme to require new development and redevelopment to provide active frontages and weather protection to improve the pedestrian environment. 	Development Services	DSE	High
<ul style="list-style-type: none"> Support the redevelopment of key sites for mixed use developments including retail at ground level and residential at upper levels. They should include multi deck car parking, active frontages at street level, mid block links and weather protection. 	Development Services	Land Owners Developers	Ongoing
<ul style="list-style-type: none"> Work with mid-block shop businesses and owners to create links through their business. This should include clear direction signage. 	SMEDB	Land Owners Businesses City Traders	Ongoing

<ul style="list-style-type: none"> Work with the large format retail store owners to provide public access to car parking spaces after business hours. 	SMEDB Infrastructure Services	Land Owners	High
<ul style="list-style-type: none"> Work with shop owners to create access through shops to rear laneways. 	Development Services SMEDB	Land Owners Businesses	Medium
<ul style="list-style-type: none"> Investigate options to provide mid block pedestrian crossings in Lime Avenue. 	Infrastructure Services		Medium
<ul style="list-style-type: none"> Provide for differentiation of the pedestrian crossing point in Lime Avenue such as a raised or painted area, Refer to the crossing in Langtree Avenue south. 	Infrastructure Services		Medium
<ul style="list-style-type: none"> Undertake street tree planting in Pine Avenue between Seventh and Eighth Streets. 	Environmental Services		High
<ul style="list-style-type: none"> Upgrade the appearance of the Mall through streetscape improvements in accordance with the Langtree Mall Upgrade Brief. This should include rationalising structures and installations in the Mall including such things as the street furniture, the Bell Tower, former fountains, brick retaining walls, covered pedestrian walkway, and continue greening of the mall with an orchard of trees and vines. 	Asset Development Infrastructure Services Environmental Services	City Traders Mildura CBD Safety Committee	High
<ul style="list-style-type: none"> Investigate existing leases for businesses utilising the Mall to determine relocation options. Where appropriate remove buildings in the Mall and reinstate as public space. 	Financial Services	McDonalds Owner/Operator	High
<ul style="list-style-type: none"> Work with the Kiosk operators to relocate their business into a new format space within the Mall. Minimise structures at the southern end of the Mall. 	Financial Services	Kiosk Owner/Operators	High
<ul style="list-style-type: none"> Market the Mall to attract a key retail anchor and/or high quality retail as per the <i>Strategic Plan for the Mildura Central Business District 2007</i>. 	SMEDB Development Services	Mildura Tourism	Low
PRECINCT B: FEAST STREET			
<ul style="list-style-type: none"> Prepare a Feast Street Masterplan to provide design detail on kerb extensions of the eastern footpath, parking configuration, footpath repaving options. 	Infrastructure Services Environmental Services	Langtree Avenue traders	Low
<ul style="list-style-type: none"> Create a safe and accessible link from Langtree Avenue North along Gallaghers Lane to Pine Avenue and the Kmart car park. 	Infrastructure Services		High
<ul style="list-style-type: none"> Determine in liaison with the owners of the Grand Hotel, how public access can be improved on Gallaghers Lane east of Langtree Avenue to Deakin Avenue. 	Asset Development Financial Services?	Proprietors of the Grand Hotel	Medium
<ul style="list-style-type: none"> Investigate options to enhance the Telstra exchange building, and, if possible, redesign the exterior with a pergola and vines or verandah to improve pedestrian comfort. 	Development Services	Telstra	Medium
<ul style="list-style-type: none"> Work with shop owners on the west side of the street to install pergola or awnings where there is no current building awning. 	SMEDB	Land Owners	High

	Development Services	City Traders	
<ul style="list-style-type: none"> Work with business operators and shop owners to encourage use of retractable blinds from the edge of existing awnings to shade the lower angles of the sun. 	SMEDB Development Services	Land Owners City Traders	Medium
<ul style="list-style-type: none"> Encourage the upgrade of shopfronts by owners. 	SMEDB Development Services	Land Owners City Traders	Ongoing
PRECINCT C: SEVENTH STREET RIVERFRONT INTERFACE			
<ul style="list-style-type: none"> Prepare building design guidelines for development on Seventh Street including: <ul style="list-style-type: none"> Building heights. Building setbacks. Active frontages. Streetscape and pedestrian amenity. 	Development Services		High
<ul style="list-style-type: none"> Investigate options in consultation with VicRoads, and reference to the Riverfront Masterplan and John Piper Traffic Report for Seventh Street (dated January 2004), for engineering improvements at the intersections of Madden Avenue and Langtree Avenue with Seventh Street to reduce crossing distance, enhance safety and facilitate access across Seventh Street. 	Infrastructure Services	VicRoads	Medium
<ul style="list-style-type: none"> Prepare a streetscape Masterplan to be implemented in conjunction with development of the Riverside Masterplan, that should address: <ul style="list-style-type: none"> Footpath widening on the north side of Seventh Street to incorporate large canopy tree species where appropriate; signalised pedestrian crossing at Langtree Avenue; plant canopy trees for shade in the central median strip. 	Infrastructure Services	VicRoads	Medium
<ul style="list-style-type: none"> Continue to work with VicRoads to reroute freight traffic from Seventh Street to Benetook Avenue. 	Development Services Infrastructure Services	VicRoads	High
<ul style="list-style-type: none"> In conjunction with the staging of the Seventh Street Streetscape Masterplan (as per above point), investigate options for improved traffic management of Seventh Street including the reduction of speed limits (in partnership with VicRoads) 	Infrastructure Services	VicRoads	Medium
<ul style="list-style-type: none"> Encourage buildings of excellent architectural quality on key sites in the Precinct including: <ul style="list-style-type: none"> The car showroom on eastern corner of Deakin Avenue and Seventh Street adjacent to Gallagher Lane. The car park site on corner of Langtree Avenue and Seventh Street. 	SMEDB Development Services	Land Owners Developers	Ongoing

PRECINCT D: RIVERFRONT MASTERPLAN AREA			
<ul style="list-style-type: none"> • Prepare a Masterplan for a 'CBD edge park' prior to implementation of the Riverfront Masterplan that includes: <ul style="list-style-type: none"> ○ a promenade along the rail edge; ○ removal of vegetation on the northern boundary to open up views to the river environment; and ○ continue the row of feature palm trees along the southern edge. 	Development Services Environmental Services		Medium
PRECINCT E: OFFICES			
<ul style="list-style-type: none"> • Introduce shared parking scheme for the area in Pine and Lime Avenues between Tenth and Eleventh Streets to manage conflict between residential and office parking in western office area. 	Infrastructure Services	Offices Residents	Medium
<ul style="list-style-type: none"> • Undertake street tree planting to provide shaded link connecting the retail core areas with surrounding residential areas. 	Asset Development Environmental Services		High
<ul style="list-style-type: none"> • Introduce signature Palm Tree planting at key intersections in Madden Avenue to match central medium planting in west of CBD. This will provide important visual cues across Deakin Avenue. Include at: <ul style="list-style-type: none"> • Intersection with Eighth Street. • Intersection with Ninth Street. 	Environmental Services Asset Development		Low
PRECINCT F: DEAKIN AVENUE			
<ul style="list-style-type: none"> • Prepare Urban Design Guidelines for Deakin Avenue that include direction for: <ul style="list-style-type: none"> • Building heights (up to four storeys). • Setbacks. • Heritage related siting and design issues. • Active frontages. • Streetscape and weather protection. 	Development Services		High
<ul style="list-style-type: none"> • Improve pedestrian crossings at Eighth Street and Ninth Street including: <ul style="list-style-type: none"> • Longer signalised priority for pedestrians. • Directional Signage on street corners directing pedestrians to key functions and attractions within the CBD. • Shade. • Lighting. 	Infrastructure Services Environmental Services	VicRoads	High

<ul style="list-style-type: none"> Provision of seating in central median strip. 			
<ul style="list-style-type: none"> Investigate options for a cycle link along Deakin Avenue to link with the Chaffey Trail. 	Infrastructure Services Environmental Services	Bicycle Users Group	High
<ul style="list-style-type: none"> Investigate developing an Arts Precinct in Deakin Avenue between Seventh Street and Eighth Street to showcase sculptural works. 			
<ul style="list-style-type: none"> Investigate consolidating Council Offices and Services in existing civic buildings in Deakin Avenue. 	CEO Corporate & Civic Administration		Low
PRECINCT G: EASTERN MIXED USE			
<ul style="list-style-type: none"> As part of a Signage Strategy, introduce clear signage at the intersection of Seventh Street and San Mateo Avenue clearly directing traffic (and marketing) to the CBD and its attractions. 	Development Services	Mildura Tourism City Traders	High
<ul style="list-style-type: none"> Consider themed street tree planting along Seventh Street to beautify entrance to CBD. 	Infrastructure Services Environmental Services		Low
PRECINCT H: PERIPHERAL RESIDENTIAL			
<ul style="list-style-type: none"> Undertake works to improve pedestrian routes from the eastern periphery to the CBD along Eighth Street and Ninth Street, including tree planting, signage and lighting. 	Infrastructure Services Environmental Services		Medium

APPENDICES

Appendix 1: Executive Summary of Mildura CBD Structure Plan

Introduction

The Mildura CBD Structure Plan has been prepared for the Rural City of Mildura. In conjunction with the Structure Plan, a review of the 1999 Mildura Urban Design Framework (UDF) has been undertaken to identify UDF actions that have not been implemented and to incorporate these into the Structure Plan. Council initiated the Structure Plan & UDF review for the Mildura CBD in response to the recent C29 (Part 2) amendment process and adoption of the Mildura Riverfront Master Plan.

The Structure Plan is a document that builds on the strengths of the Mildura CBD. It guides future change to land use, built form, access and public spaces in the Mildura CBD for a ten to fifteen year timeframe, setting out preferred directions for growth and how the changes should be managed. The Plan identifies short term and long term actions that can be undertaken by the Council, other organisations and stakeholders.

Aims of the Structure Plan

The aims of the Mildura CBD Structure Plan include:

- Identify short term (5 year) actions within an overarching long term strategy (10–15 years) to realise, respond and sustain the expected growth of the city, and the CBD's role as the pre-eminent regional activity centre.
- Consolidate a range of previous strategies prepared for the Mildura CBD into a comprehensive action plan. This includes audit of the 1999 Mildura Urban Design Framework (UDF), and subsequently update the UDF in light of the direction of more recent Council strategies undertaken.
- Develop ideas for how the CBD can integrate with the river front area including the Riverfront Master Plan, the Marina and Mildura Regional Arts Centre developments – 'City by the River'.
- Evaluate the land use zones in the CBD – their effectiveness and capacity for growth – to provide a strategic basis for any changes to the Mildura Planning Scheme.
- Identify opportunities for development and to direct investment to appropriate locations in the CBD.
- Identify ways to create an environmentally sustainable centre that promotes sustainable transport and the pedestrian as a priority.

How the Mildura CBD Structure Plan was developed

The process for preparing the Structure Plan included the following key stages:

January 2007	Project Commencement
February 2007	Research and site survey
March 2007	Community Bulletin & Community workshops Issues/ideas for CBD
April 2007	Emerging Directions and Options Report Community Bulletin & Community workshop
May-June 2007	Preparation of Draft Structure Plan
July/Aug 2007	Community Consultation on Draft Structure Plan
November 2007	Final Structure Plan

Community Consultation

Community and stakeholder consultation was an important component of developing the Structure Plan. Consultation that was undertaken includes:

- A Steering Committee involving Councillors, Council Officers, a Department of Sustainability and Environment (DSE) and City Trader representative was established to oversee the preparation of the Structure Plan.
- A Reference Committee involving community members was formed to provide direct input to the project.
- Project Bulletins were released at key milestones to provide the community with project information and updates, including:
- Project Bulletin 1 was issued at the inception of the project to provide the community with information about the process for preparing the Structure Plan and the types of issues it would address. It included a feedback form that helped identify the key issues for the CBD.
- Project Bulletin 2 provided a project update and information on the *Emerging Directions and Options Report* and associated consultation.
- Project Bulletin 3 was issued in conjunction with the draft Plan to provide information about where the Plan is on display and an outline of the directions included in the Draft Plan.
- Interviews were conducted with key landowners / developers to understand commercial drivers and issues for the investment industry.
- Community workshops were held on 13th March 2007 to raise and discuss issues with the community, and on 17th April 2007 to discuss the emerging directions and options for the Study.
- The Draft Structure Plan was placed on exhibition between Monday 30th July and Thursday 30th August, with all members of the community invited to provide comments on the draft Plan.

Further details regarding the community consultation undertaken as part of this plan is provided in the Appendices to this Report.

The Mildura CBD Vision

The Mildura CBD is the 'heart' of Mildura, a vibrant, attractive and safe outdoor experience for residents, workers and visitors.

It is the regional retail, business and employment centre for a tri state catchment with a diverse range of shops, community facilities, restaurants and recreational opportunities.

A stronger character and distinctive image created by shady vine covered streets, heritage buildings and interesting laneways and arcades, as well as strong links to the river front area, provides a unique and comfortable pedestrian environment and a renowned tourist destination.

Deakin Avenue plays the role of integration, with key links to either side of the CBD, and outwards to the Chaffey Trail, river side and residential areas.

The streets have places to stop and sit or meet other people and with a busy event schedule and resident population, the centre is lively during the daytime and into the evening, seven days a week.

The Key Priorities for the Mildura CBD Structure Plan

To achieve the Vision, six key priorities have been identified for the Structure Plan. They include in no particular order:

Make the Mildura CBD a place people will ‘want to experience’

To maintain its pre-eminent role in the region, the Mildura CBD will need to support business activity and direct investment, improve access around the centre, as well as create a safe and comfortable pedestrian environment. It needs to offer a distinctively different mix of services and quality of environment to the Centro indoor shopping complex and other retail developments on Fifteenth Street.

Make the CBD more environmentally sustainable

Our understanding about the extent of climate change, and its causes and effects, has increased dramatically in recent years. It is now a significant concern in the Mildura community. The Structure Plan needs to show how the environmental sustainability of the CBD can be improved.

Deliver real improvements in the short term

The Mildura CBD requires an integrated approach to future development with clear leadership from Council and clear directions for the allocation of Council resources in the CBD. Identifying short term actions within a longer term strategic context should encourage better leveraging from private investment through targeted capital works by Council, and a CBD that can sustain projected growth into the future.

Improve access to the CBD

The Plan needs to facilitate change in the perception there is insufficient car parking supply in the CBD. This includes ensuring the existing on and off street car parks are shaded, safe and have clear access paths to functions of the CBD. Alternative parking schemes and structures will be required to ensure adequate supply in the future. Population growth in the Mildura CBD will generate additional traffic on the road network and more cars competing for on and off street car parking spaces. Traffic management will need to recognise the role of alternative transport modes such as cycling, walking and bus in reducing the amount of traffic on the CBD road network.

Start to link the CBD to the River

The Marina and future Riverfront and Mildura Arts Centre developments will bring significant activity to the water front area. The link between the CBD and water front area will be critical to leveraging from this development and to the future of the CBD.

Improve east-west links

Deakin Avenue has traditionally created a division between the eastern and western parts of the CBD. The eastern part of the CBD will provide much of the residential and business growth in the future, and improved pedestrian links across Deakin Avenue will be imperative to sustainable growth and the perception of integration of the two parts of the CBD.

These Priorities have influenced the Plan in three ways:

- They have guided the directions established in the Themes.
- They find expression in the actions recommended in the Precincts section of the Plan.
- They will be reflected in the actions identified for early implementation in the Implementation section of the Plan.

Themes

To achieve the vision for the Mildura CBD, four key themes have been identified. Each Theme includes discussion of the issues involved, identification of a set of Objectives, and then Strategies and Actions to achieve the Objectives.

Theme 1 – Activities: Objectives

The CBD will need to ensure adequate supply of land is available to support the right mix and intensity of land use activities into the future. The Activities Objectives include, to:

- *Consolidate the Mildura CBD as the pre-eminent retail centre in Mildura and the Region.*
- *Reinforce and strengthen the CBD's role as the regional office and commercial location.*
- *Create more opportunities for people to live in the Mildura CBD.*
- *Provide clear and safe pedestrian links from residential areas to the CBD.*
- *Promote the Mildura CBD as a tourist destination.*
- *Attract visitors and tourists to the CBD by enlivening the streets with events and activity both day and night.*
- *Ensure that provision of infrastructure services is coordinated to meet the demand of new development and redevelopments within the Mildura CBD.*

Theme 2 - Buildings: Objectives

The *Buildings* theme looks at the 'three dimensional' form of the CBD. This includes the height and form of buildings, how they relate to the streets and spaces around them, and issues of heritage and streetscape character.

The Buildings Objectives include, to:

- *Strengthen the identity of the Mildura CBD through protection of its built heritage and improving the appearance of existing buildings.*
- *Strengthen the identity and character of the Mildura CBD through high quality architectural design in new buildings and public spaces around buildings.*
- *Promote the principles of environmentally sustainable design in new development.*
- *Create attractive and vibrant streetscapes that are defined by high quality buildings of an appropriate scale to their location.*

Theme 3 – Access: Objectives

The Mildura CBD is a destination for workers, shoppers, visitors, people doing business and delivery vehicles providing goods to the businesses. Some of the people who travel to the CBD must travel by private vehicle (e.g. deliveries, disabled), but for the remainder travel by private vehicle is a choice. This choice is made primarily on the basis of convenience, cost and comfort.

The Access theme explores the access needs to the CBD and how to make it function better for the benefit of all users, including issues of traffic, parking, pedestrians, cycling and public transport.

The Access Objectives include, to:

- *Manage the CBD road network to improve safety and amenity, reduce the level of non-local through traffic and continue to redirect truck movements to appropriate alternate arterial routes.*
- *To create easy access for people to the CBD by a variety of modes including private vehicle, public transport, foot and bicycle.*
- *To manage car parking demand and provision to support the economic competitiveness of the Mildura CBD.*
- *Encourage modal shift from cars to more sustainable modes of transport such as cycling, buses and walking to reduce the requirement for car parking in the CBD.*
- *Create a high quality and safe pedestrian environment.*

- *Encourage a network of circulation routes that will enhance pedestrian amenity, convenience, flexibility and alternative frontage types in the CBD.*
- *Achieve an appropriate balance that maintains adequate vehicular and public transport access, while encouraging increased street activity and enhancing pedestrian safety.*
- *Support, promote and improve public transport coverage, frequency and comfort in the CBD.*
- *Create a high quality and safe environment for cyclists to move around the CBD.*

Theme 4 – Spaces: Objectives

The *Spaces* theme looks at the different types of spaces within the CBD and how these could be improved or expanded. This includes the key space of the Riverfront, as well as footpaths, plaza spaces. It also addresses landscaping, street trees, public art, and safety in public spaces.

The Spaces Objectives include, to:

- *Provide contiguous weather protection to improve pedestrian comfort in the CBD.*
- *Improve accessibility in and around the CBD through use of signage to identify key functions and attractions.*
- *Improve pedestrian safety in the CBD.*
- *Celebrate the identity and creativity of Mildura through public art installations in appropriate locations.*
- *Strengthen links with the past and Mildura identity by an interpretative signage trail.*

Precinct Visions

The Mildura CBD has been divided into eight precincts to allow for more detailed analysis and recommendations for areas of the CBD that have different roles and functions.

Precinct A – Retail

Precinct A will provide a strong and high quality retail mix, service functions, visually attractive buildings and will be the focus for pedestrian activity in the CBD. The pedestrian environment will be enhanced by contiguous shade or awnings and enlivened by active frontages.

Large development opportunities will be focused in the Precinct including redevelopment of the Kmart, Safeway and Coles sites. Strong links will be created from car parks to Langtree Mall, Feast Street (Precinct B) and other key destinations in the precinct.

Langtree Mall will continue to be the 'heart' of the CBD. Clear visual lines created through the removal of buildings and structures in the Langtree Mall will provide a safe and accessible pedestrian environment, further enabling after hours surveillance and an enhanced role as an event space. Tourist information and the green shaded oasis provided by trees and vines rather than structures will offer visitors and tourists a destination and comfortable place to have a drink in one of the cafes spilling out into the mall area.

Precinct B – Feast Street

Langtree Avenue north will consolidate its role as the alfresco dining and entertainment destination in Mildura. Its business activity during and after normal business hours will be supported by promotion of the comfort and safety of the pedestrian environment. Vine covered pergolas extending along the east and west sides of Langtree Avenue will provide shade and links to the river side areas. Strong pedestrian links with signage, lighting and active frontages will be created to sources of parking (i.e. Kmart site), transport hubs (station), and tourist destinations. Heritage buildings including the Sand Bar and T&G clock tower will be recognised for their contribution to the image and identity of the Precinct and CBD.

Precinct C – Seventh Street Riverfront Interface

The precedent set by The Grand Hotel in terms of function, quality architectural design and presentation / frontage to the River will be matched in new development along Seventh Street. There will be a hive of pedestrian activity around the corner of Seventh Street and Langtree Avenue with tourists, residents and visitors using the links across Seventh Street to access the riverfront area, or coming to the CBD for dining, shopping and accommodation. Alfresco dining under the vine covered pergolas of the Grand Hotel, matched in redevelopment on the western corner of Langtree Avenue, will provide the quintessential marketing and photo opportunity of the Mildura CBD.

Active frontages along all street and laneways will strengthen pedestrian links and movement around the precinct.

Precinct D – Riverfront Masterplan Area

The River front provides the major public open spaces for the Mildura CBD. A seamless visual connection will be created to integrate the Riverfront Masterplan Area with the Mildura CBD through creation of a 'CBD Edge Park'.

Precinct E – Offices

The projected growth in office floor space will be accommodated in this Precinct. Office developments will be complemented by upper level residential uses and some secondary retail showroom uses. Car parking will be managed to ensure a supply of spaces for both residents and other uses in the precinct.

Precinct F – Deakin Avenue

Deakin Avenue will provide the southern boulevard entrance to the Mildura CBD. Grand scale buildings of high architectural and historical quality will establish its role as the civic and high end business part of town. Improvements to the pedestrian environment will reconnect the east and west sides of Deakin Avenue facilitating greater movement around the CBD generally. A cycle path along the Avenue will connect to the Chaffey Trail providing recreation, and sustainable and safe access options to the CBD and beyond.

Precinct G – Eastern Mixed Use

The eastern mixed use precinct will continue its service role. It will be a growth area of the CBD with more activity generated by the increase in offices and residents in the area. Incompatible land uses and the ensuing interface issues will be avoided through clustering of like uses within the precinct. Clear pedestrian routes along Eighth and Ninth Streets will link the precinct with central retail and entertainment functions of the CBD.

Vehicles entering Mildura across the Chaffey Bridge from New South Wales will have clear direction to key destinations within the CBD.

Precinct H – Peripheral Residential

Medium density housing will be encouraged in appropriate locations to maximise residential opportunities close to services and functions of the CBD. Safe, accessible and comfortable pedestrian routes along Eighth and Ninth Streets will link the residential areas to the CBD to promote pedestrian activity. The historical integrity of the Lemon Street heritage residential area will be protected.

Implementation Plan

The implementation plan sets out how the specific actions recommended by the Structure Plan are to be achieved.

Appendix 2: 1999 Mildura UDF Implementation Map

Map 23: 1999 Mildura UDF Implementation Plan (details all items implemented to date as part of the 1999 Mildura UDF)



1999 UDF Implementation
MILDURA CBD PLAN
 date | Jun / 07 revision | 00 client | Mildura Rural City Council
 planisphere

Specific Improvements

-  Langtree Mall - paving only replaced on maintenance needs and plinth arms turned into seating.
-  Street Trees planted - (feature palms planted along Seventh Avenue)
-  Lighting upgrades completed (Langtree Ave between Ninth and Tenth Avenues due to be completed in May 07)
-  Interpretive/directional signage installed (all intersections to have upgrades)
-  Basic intersection throating completed. Streetscape improvements now required
-  Bicycle lane constructed along Seventh Avenue between Deakin and Langtree. (remainder to be constructed soon)
-  Banners installed at intersections

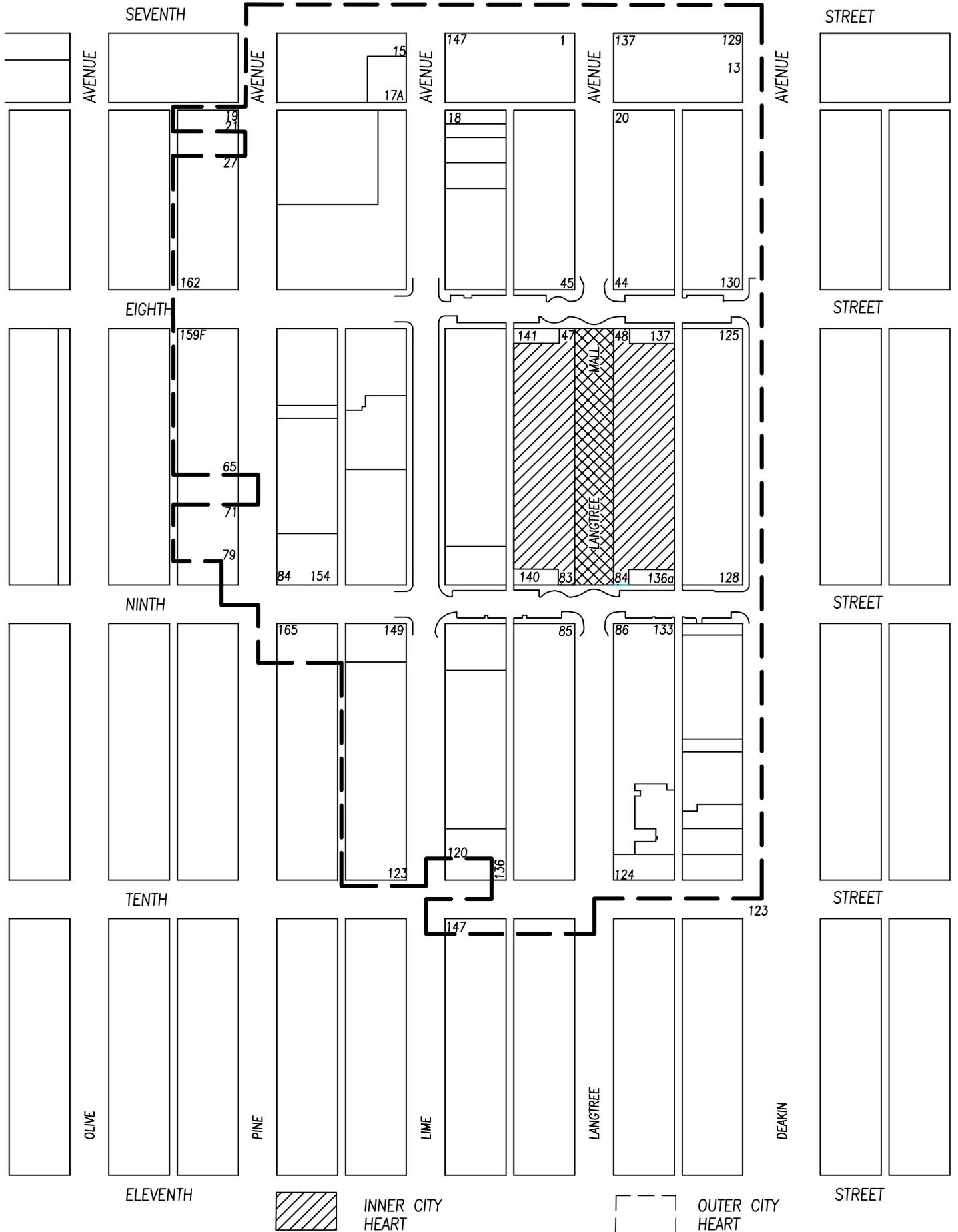
General Improvements

Disabled car parking space improvements
 Council policy developed for 50% contribution to nature strip paving
 Re-asphalting and resealing of roads has taken place including installation of underground irrigation to facilitate watering of street trees. Council plans to eventually upgrade all road surfaces in the CBD

Specific Projects

- a.** K-Mart - shrubs removed and agreement to leave lights on at night. Council patrolling of 2 hour car parking limit
- b.** Coles - Agreement to leave lights on to increase visibility and security. Council patrolling of 2 hour car parking limit
- c.** Woolwoths - Council patrolling of 2 hour car parking limit
- d.** Pine Avenue carpark - Redesign, resealing and line-marking creating extra 12 spaces. Pedestrian link created
- e.** Pine Avenue on-street parking improvements on both sides of street from Seventh to Eleventh Avenue
- f.** New Eighth Street bus stop
- g.** Stormwater gross pollutant trap
- h.** Skate park
- i.** Stormwater outfall wetland (cnr Cureton and Etiwanda)

Appendix 3: Special Rate Scheme Map



MALL DIFFERENTIAL RATE

G/Roads/Mildura/Langtree Mall/Mall Special Charge.Dwg

23-6-2005

Appendix 4: Consultation Report

COMMUNICATION STRATEGY

A Communication Strategy was developed to ensure that all parties had a number of opportunities to participate in the study. Community and stakeholder consultation was an important component of developing the Structure Plan. Consultation that was undertaken includes:

Steering Committee

To assist in the development of the Structure Plan a Steering Committee was established to oversee the project. The Steering Committee met during key milestones of the study. Members of the Steering Committee include representatives from the Rural City of Mildura, the Department of Sustainability and Environment (DSE), Mildura City Traders and Mildura Chamber of Commerce.

Members of the Steering Committee are:

- Cr. Sharon Morrison, Mildura Rural City Council, Councilor (Chair)
- Cr. Glenn Milne, Mildura Rural City Council, Councilor
- Peter Douglas, Mildura Rural City Council, Manager Development Services
- Sarah Nickas, Mildura Rural City Council, Strategic Planner (Project Manager)
- Ivan McKenzie, Mildura Rural City Council, Infrastructure Support Officer
- Garry Healy, Mildura Rural City Council, General Manager Asset & Development
- Allan Morffew, Mildura Rural City Council, Asset Development Manager
- Peter Boyle, Department of Sustainability and Environment (DSE), Senior Urban Designer, Urban Design
- Richard Morfaw, Manager Mildura City Traders
- Paula Mastropolitto, President Mildura Chamber of Commerce

Member until June 2007

- James Golsworthy, Mildura Rural City Council, Manager Development Services

Reference Group

A Reference Group was established to allow a focused group of community members representing a wide variety of experience, perspectives and points of view, to provide an advisory role during the development of the Mildura CBD Structure Plan.

Members of the Reference Group include:

- Councilor Sharon Morrison
- Councilor Glen Milne
- Joy Clarke
- Eileen Pica
- Adele Morrison
- Michael Hudak
- Nola Andriske
- Len Poole
- Ruth Penny
- Graeme Burrows
- Ian Hammerton
- Maria Reidl
- Australia Breastfeeding Association
- Richard Morfaw
- Paula Mastrippolito
- Jon Clark
- Geoffrey Brown

Project Bulletin

Project Bulletins were released at key milestones of the project to provide the community with project information and updates. They were distributed to owners and occupiers of land and business within the Study Area boundary. The three Bulletins included:

- Project Bulletin 1 was issued at the inception of the project to provide the community with information about the process for preparing the Structure Plan and the types of issues it would address. It included a feedback form that helped identify the key issues for the CBD.
- Project Bulletin 2 provided a project update and information on the Emerging Directions and Options Report and associated consultation.
- Project Bulletin 3 was issued in conjunction with the draft Plan to provide information about where the Plan is on display and an outline of the directions included in the Draft Plan.

Feedback Form

A Feedback Form was distributed with Project Bulletin 1. The purpose of the Form was to enable the community to identify the key issues for the CBD. Fourteen responses were received.

A second Feedback Form has been attached to Community Bulletin 3 to receive feedback on the Draft Structure Plan.

Interviews with Key Landowners / Developers

Interviews were conducted with key landowners / developers to understand commercial drivers and views on key issues for the investment industry and commercial drivers. Landowners, developers and stakeholders interviewed for the study include:

- Barry Taylor – Owner Woolworths
- Tim Wilkin – Woolworths
- Andrew Millen – Sunraysia Mallee Economic Development Board
- Richard Randall – Ex Council Valuer
- John Kelly – Mildura Marina

Community Workshop – Issues & Ideas

A community workshop was held on 13th March 2007 at the Setts Club and was attended by approximately 32 people. The purpose of the workshop was to discuss issues and ideas for the study. People attending the Workshop broke into smaller groups around tables and were asked to respond to a series of questions.

1. Which buildings are most important to the CBD's character and should be retained? What kind of improvements can be made to the design and location of new buildings?
2. What kind of activities would you like to see more of in the CBD? Shopping? Apartment living? Cafes and restaurants? Tourist attractions? What kinds of experience should the CBD offer, as compared to other centres of activity in Mildura?
3. What kind of improvements can be made to existing public spaces in the CBD (e.g. the streets, the mall, Deakin Ave, the riverside parkland)? Can you identify any opportunities for new public spaces in the CBD? What should they be like?
4. Where are improvements needed to car, public transport and bike access to the CBD? How can the walking environment be made safer, more convenient and more pleasant?

A summary of the notes taken at the Workshop, identify the following issues:

Ideas / Issues

- Accessibility in the CBD– prams, elderly, wheelchairs
- Existing pavers require too much maintenance, uneven surface etc
- Not enough shade especially for pedestrian pathways (trees or verandahs / awnings / eaves)
- Civic Buildings require upgrade
- New buildings should be respectful of existing buildings & site context

- Creative building design
- Environmental Sustainability - to become the leading town in energy rating (including buildings & landscaping)
- Accessible to everyone - prams, elderly, wheelchairs
- MDA Club important to keep
- Deakin Ave splits the retail sectors into two areas
- Retain significant historic buildings:
 - T & G building & clock tower
 - Carnegie Library & Old Town Hall
 - Old Post Office building
 - Old Bowrings building
 - Working Mans club
 - Mildura Club
 - Grand Hotel
 - Mildura Hotel
 - The Setts Club
 - Risby Chambers
 - Churches
 - Sandbar
 - O'Malleys
 - 27 Deakin Avenue
 - Nash's Buildings
 - (Old) Methodist Manse
 - Brewery
 - Wintersun
- Encourage mixed use and multi level developments (commercial & residential above)
- High density living - edging perimeters of CBD, NOT along riverfront or riverfront view!
- Provide multistorey car parks etc
- Improve access from river to CBD
- Open the CBD to the river – make the riverside area spaces more accessible
- Upgrade Langtree Mall - make into restaurants, shops outside
- Shift mall?
- Deakin Ave - keep commercial
- Keep lanes - have better lighting
- Pedestrian lights on crossings and round mall area
- Security cameras in mall area
- More shade in mall
- Paving
- More policing of public areas? Alcohol?
- Multi storey car park In CBD area
- Suggest using central medium strip Deakin 7th to 10th St parking
- Need large pocket of land within CBD for commercial development
- College lease impending development
- Security?
- Widen footpaths in Lime Avenue
- Roundabouts, traffic flow needs improving for cars
- More shade in public spaces e.g. deciduous trees and look after them
- Get trucks off Deakin Ave
- Seating areas in the mall for people to eat lunch
- Seating (tables and chairs) in Deakin Ave in Centre Plantation
- Riverfront: need to retain public space, include a café but otherwise natural/grassed
- Better public access to laneway system - should not be sold off to private enterprise
- New paving (flagstone)
- Remove obstructions in mall (lawn strips etc). Bell Tower
- More trees, kiosks etc in mall
- Themes within CBD

- Smaller tables + chairs
- Remove railway station
- Walkway from Deakin to mall
- Laneways - filled with cafes wedged in to sit and chat - not competing but totally different experience
- Maybe arcades could attract varying shops of interest
- Little streets cutting through laneways, little laneway with little public spaces with art works
- Open mall to river
- Deakin Ave - Grass areas, dirty looking, dirt under trees
- Railway station - disgusting, a mess! - Bulldozer?!
- Wall between 7th + 8th rather than 8th to 9th
- Corner of 8th + Langtree dangerous
- Shade - trees, shade sails
- Art in public spaces, sculptures, seating
- Seating incorporated into spaces
- Extra public screaming for more parking spaces, suggest high-rise
- Lighting
- Riverfront wasted spaces for railway station (anything other than railway station)
- Art gallery
- Casino down to river - employment
- Parking close by (high-rise) - Kmart, Woolworths, Coles
- Arcades - make shopping increase, boutique shops

Question 3 Response

- Wider footpaths for wheelchairs/prams
- If block across from Grand is taken - more car parks would be needed - underground?
- Shuttle service from carpark to mall - this could allow car parks to go further out without clogging up land for buildings etc
- Less pavers - cause trips
- Ensure adequate lighting
- Security cameras for night
- Keep footpaths wide
- Keep open with small low plants
- Round-a-bouts safe for transport and pedestrians
- Multi story car park In CBD area
- Central bus terminal
- Vines growing along footpath for shade (Grand Hotel)
- More cleaning (mall)
- Upgrading of lanes
- Walking made safer by more lighting
- Both ends of mall with roundabouts, vehicle and pedestrian problem (possible solution - 1 way traffic)
- Taxi bay for evening but car parking during day
- Enforce rules on using footpaths for bikes/skateboards
- Designated bike paths that are pleasant to ride on
- Relocate skate park
- Underground powerlines and cables
- Better bike parking where whole bikes can be secured not just tyre
- Sensible planting of trees in nature strips to not impede vision for traffic, car/pedestrian
- Better public transport to CBD linking local and interstate services
- Solar powered time for bus schedules
- Review parking space time restrictions i.e. allow 2 hours for people using restaurants
- Maintain safe footpaths
- Sails over existing car parks
- Multilevel carpark, car Ninth + Lima Ave
- Tram system

- Trees in all supermarket car parks - Kmart, Coles etc
- Resurface of mall for safer walking etc flagstone
- Safe area at night
- More carparking
- Specialist zones Feast Street?
- High-rise parking - Coles, Kmart, Woollies?
- Parking fees deal with Kmart - put shopping centre on ground floor - deals
- Only so much retail to be able to service Mildura (?) 3 states, interstate, tri-state
- (Riverland Playa happening?!)
- Wipe one block for parking
- Investors looking for projects to investors
- Not 7th + Langtree
- Mitre 10 hardware - great for parking
- Kmart owned privately so perhaps negotiate a deal
- 8th + Lime parking
- Country people need to be re-educated neg distances
- Park to shops signs to indicate long-term parks
- One compliant = parking is difficult
- Need education - bigger parks
- Need traffic lights - pedestrians - Langtree + Lime, Langtree + 8th (fumes, length of lines)
- Flashing yellow lights
- Railway station need pulling down but maybe an art gallery instead
- Bulldoze art centre + theatre (leave Rio Vista, as lovely architecture)
- Instil art water features, place it over hanging with view to river or down to tennis court
- Grand new theatre
- Revitalise mall as per council and consultant promise, this needs to be followed through
- Eliminate pedestrian right of way at roundabouts - balance is wrong because of backlog of traffic

Question 4 Response

- Cafes and restaurants for riverfront - available for all ages/families
- Central bus depot like Broken Hill
- Shops together - like shops near each other
- Small (l) information shop available in centre of town
- Paddle steamers on show/view
- Apartment living on outer part of CBD
- Kids entertainment keep together e.g. waterslide, putt, skateboard
- Keep Jacee Park - BBQ areas - keep
- Mothers room
- History of river - photos etc in laminated signs
- Park/swing set near artificial lakes etc
- Footpath upgrade
- Piped music
- Apartment living
- Outdoor eating (in shade)
- 9th Street end - pleasant social experience
- More business activities rather than residences in CBD
- If residences allowed in this area, what rules + regulations will be incorporated
- By allowing new residences in amongst business areas it is creating pockets rather than allowing business to expand. Problems may be (noise) factors etc
- More suitable parking for mall area shopping
- More integration from city to river
- Langtree Mall dead - ongoing entertainment
- More cafes + restaurants - lit up and enticing for visitors + locals alike
- Shade sails or covered area for mall
- Beautification of entertainment areas e.g. fairy lights in trees
- More variety of shops

- Tourist attractions - gallery/museum more local content, need to publicise activities to accommodation houses
- Transport interchanges, starting point for local tours
- Make known what we already have and make a feature by expanding, interpretation
- Need to retain small scale residential areas on fringes on CBD, particularly Lemon Ave heritage area
- Craft workshops for professionals and group based amateurs e.g. on riverfront
- Activities/attractions within easy walking distance of CBD for tourists without cars
- Tourist information centre in the mall
- Development of mall to cater for major events
- Events for young people
- More public facilities 7th Street end
- Lane access through shops and walkways
- Shade in mall, vines, trees
- Strolling, - snails pace along quaint streets, shaded + exciting areas
- Open space
- Offices close to CBD

Community Workshop Directions & Options

On Tuesday 17 April 2007 a community workshop was held at the Benetook Room, Alfred Deakin Centre in Deakin Avenue between 6pm and 8pm. The purpose of the workshop was to provide the community with a project update and to present, discuss and receive feedback on the draft Vision for the Mildura CBD, the Key Priorities for the Plan, and the Emerging Directions and Options for the Plan. Feedback focused on traffic management and car parking and reinforced that the directions and options proposed for the project were satisfactory to inform a draft Structure Plan.

Public Display of Draft Structure Plan

The Draft Mildura CBD Structure Plan was placed on exhibition between Monday 30th July and Thursday 30th August, with all members of the community invited to provide comments on the draft Plan.

A total of sixteen (16) responses were received, including one representing the interests of the Mildura City Heart businesses and committee of management, and another from a planning consultant who worked on the Buronga – Gol Gol Structure Plan for the Wentworth Shire Council.

The following is a summary of the feedback received:

General:

- Needs to make reference to the Buronga Gol Gol Structure Plan and planning in New South Wales.
- Mildura City Heart Business Submission – that the CBD Structure Plan vision should be identical with the new City Heart's vision and mission
- The Plan has been well consulted on, and all feedback taken into consideration, however as a result, the Plan lacks a sense of visionary direction.
- There needs to be more focus on environmental sustainability, particularly water and waste.

Activities:

- More specialty retail promoted in the plan i.e. greengrocers, fromagerie, butcher so that there is less emphasis on the supermarket.
- There is limited land for office development. Plan should consider the western side of Pine Avenue between Tenth and Eleventh Streets for professional office purposes and included in the office precinct.

- Protect neighbourhood character in peripheral residential areas.
- Balancing residential development in the CBD with noise attenuation so that night life is not compromised.

Buildings

- The poor quality of appearance of building stock in the CBD needs to be addressed.

Access

- Train service & infrastructure related issues:
 - Transport link to Melbourne
 - Improve railway crossing area
 - Removal of the train line to the outskirts of town.
 - A sprinter rail service which could service Wentworth, Merbein, Mildura, Irymple, Red Cliffs and Ouyen and replace the bus.
- Bus stops, particularly on Deakin Avenue, require upgrading. Suggestions for security cameras, shelter, seating and lighting in conjunction with night rider.
- The plan is oriented toward the motor vehicle. It needs to improve public transport services i.e. tram line in Deakin Avenue
- Mildura City Heart Business Submission –
 - *Council take immediate action to provide 160-200 new and additional parking places within the CBD as suggested in the attached plans of similar by Christmas 2008, and that the majority of them be used for all day parking as required by CBD workers and customers.*
 - *It is also strongly recommended that Council develops a parking strategy, which on implementation not only delivers the 160-200 new and additional parking places by Christmas 2008, but must clearly spell out how **adequate parking will continue to be provided and funded over the next 15 to 20 years.***
- Council should purchase a property and develop for multi deck undercover parking with a parking fee to help pay.
- Put a load limit on Deakin Avenue
- Items needs to be addressed:
 - removal of pedestrian crossings
 - one way traffic 8th and 9th streets
 - traffic flow improvements
 - removal of mall
- The Plan should provide public access across Seventh Street at Magnolia Avenue to river.
- The environment must be considered at the time of commissioning up to date traffic/parking review and implementation plan.

Spaces

- Not much on offer for youth in the CBD - recreation areas crucial.
- Consider old style markers at entrances to residential streets (eg. Henderson Place between Tenth and Eleventh Streets).
- Submission by the Mildura Regional Waste Management Group – relating to waste recycling.

- More drinking fountains in the CBD.
- Graffiti is an issue in the CBD
- Mildura is known for the Mildura Sculpture Triennial. Develop an Art precinct in Deakin Avenue between Seventh and Eight Streets.
- Security issues – no mention of security measures i.e. CCTV, security cameras, foot patrols, lighting

Precincts

- 104 Tenth Street should be located in the Eastern Mixed Use Precinct.
- Make the eastern half of Langtree between 7-8th into a permanent alfresco dining area with pedestrian only zone, vegetation etc to make more attractive.
- Reinforce the Mall as the CBD focal point. This should include remodel / refacade, removal of centre obstacles / buildings, vegetation, shade – so it is the place to be.

Appendix 5 : Project Bulletin 1

MILDURA CBD PLAN

Mildura Rural City Council

Community Workshop

You are invited to join a Community Workshop to help set the agenda for the Mildura Central Business District (CBD) Plan

Date: Tuesday 13th March

Time: 6pm-8pm

Location: The Setts Club, Woolandra Room, 110-114 Eighth Street

Please RSVP by **Tuesday 6th March**, to Sarah Nickas on 5018 8410

Your attendance at the Community Workshop will provide an opportunity to explore the questions included in the attached Feedback Sheet for consideration in the preparation of the Mildura CBD Plan. If you can't make it to the Workshop, please take the time to complete the Feedback Sheet and return to Council.

The Purpose of the Mildura CBD Plan

The Mildura CBD is the key business, retail, cultural and community focus of the region. The CBD is undergoing growth and change as a result of population growth, and is experiencing development pressures that could potentially change the direction and functions of the CBD. The Mildura Rural City Council has commenced the preparation of a plan for the CBD to properly guide future development, and to ensure that the future planning of the CBD reflects the community's values and aspirations.

The main aims of the project are to:

- Identify ways to ensure the continued, appropriate economic growth of the CBD to maintain and build on its unique role in the region.
- Develop a clear strategy that directs retail, commercial and residential uses to preferred locations in the CBD.
- Provide design guidance for future development in the CBD.
- Recommend ways to integrate public transport services, improve traffic movement, and create safer and more convenient access for pedestrians and cyclists .
- Provide ideas for improvements to public spaces so they are active and safe places that help to define the identity of the Mildura CBD.
- Ensure the continual involvement of the community in the development of the Plan.

Who is involved in the Project?

The project aims to involve people who visit, shop, live, study or work in and around the CBD, including residents, tourists, key landowners, employers, developers, local businesses, community groups and organisations, and government agencies.

The Mildura Rural City Council is undertaking this project with support from the Department of Sustainability and Environment (DSE). A Steering Committee of representatives of Council and State government will oversee the project.





MILDURA CBD PLAN

Mildura Rural City Council

Have Your Say

Information about the project will be communicated in a number of ways, and there will be opportunities to participate or comment as follows:

- Regular project bulletins, letterboxed throughout the study area (see below)
- Feedback sheet (attached)
- Interviews
- Public workshop (13 March – see over)
- Reference Group
- Consultation on a Draft Plan
- Public display (June)
- Street stall (June)

Process

1. **Issues & Vision** March
2. **Directions & Options** April
3. **Draft Plan** June

After June, a final version of the plan will be prepared for adoption and implementation by Council.

Why a new plan for the CBD?

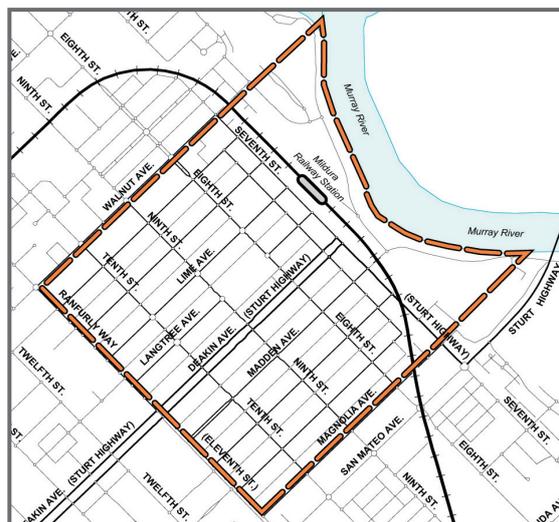
The Council has continued to take a pro-active role in planning Mildura’s CBD. In the eight years since the 1999 Urban Design Framework was prepared, much has been achieved, and much has changed. The 2005 Riverfront Master Plan has transformed the way we think about the CBD’s relationship with the river. The 2004 Retail Study has set new directions for the CBD in light of continuing development of suburban retail centres. The population continues to grow and demand new and better services.

More information

To register your interest in the project or to find out more information about the Mildura CBD Plan, please contact:

Sarah Nickas
 Strategic Planner
 Mildura Rural City Council
Phone 5018 8410
Fax 5021 1899
Email sarah.nickas@mildura.vic.gov.au

The Study Area



Appendix 6 : Project Bulletin 2

MILDURA CBD PLAN



Community Workshop

A community workshop held at the Setts Club on the 13th March identified local issues and ideas to be addressed in the Mildura CBD Structure Plan. This feedback has informed the preparation of an *Emerging Directions and Options Report*.

You are now invited to join a Community Workshop to provide feedback on the emerging directions and options for the Mildura CBD

Date: Tuesday 17th April
Time: 6pm-8pm
Location: Alfred Deakin Centre, Benetook Room, Deakin Avenue

Please RSVP by **Thursday 12th April**, to Sarah Nickas on 5018 8410

Key facts about Mildura:

- Mildura is growing ...by 2030 it is predicted Mildura will potentially have an overall population of 86,000 people.
- In the 2005-06 financial year, urban areas in the district grew by 2.2% putting the region's growth above Bendigo, Ballarat and Shepparton.
- The Mildura CBD is the primary retail core for the region and is expected to maintain this role into the future.

Community ideas for the Mildura CBD

The Emerging Directions and Options Report has been informed by a combination of community feedback and professional analysis undertaken for the Mildura CBD. Some preliminary ideas in the Report include:

- The Mildura CBD should be an attractive, vibrant, safe, comfortable (and very shady) place to visit, work and live.
- Strong links need to be created between the CBD and river front area, including with the Riverside and Marina developments.
- Safety and access in the CBD needs to be improved.
- The Langtree Mall needs upgrading to create a heart for the CBD 'a positive social experience for locals and tourists'.
- Residential uses should be increased in the CBD to create more pedestrian and business activity, and greater housing choice.
- Car parking issues need to be addressed by such things as improved signage, and well designed multi deck carparks.
- Valued heritage and character buildings such as the T&G Clock, Carnegie Library and the Mildura Club should be protected.
- That Mildura CBD should be a sustainable place.





MILDURA CBD PLAN

Mildura Rural City Council

Steering Committee

To assist in the development of the Structure Plan a Steering Committee has been established to oversee and manage the project. The Steering Committee will meet during key milestones of the study. Members of the Steering Committee include representatives from the Mildura Rural City Council (incl. Councillors), Dept. of Sustainability and Environment, Mildura City Traders and Mildura Chamber of Commerce.

Reference Group

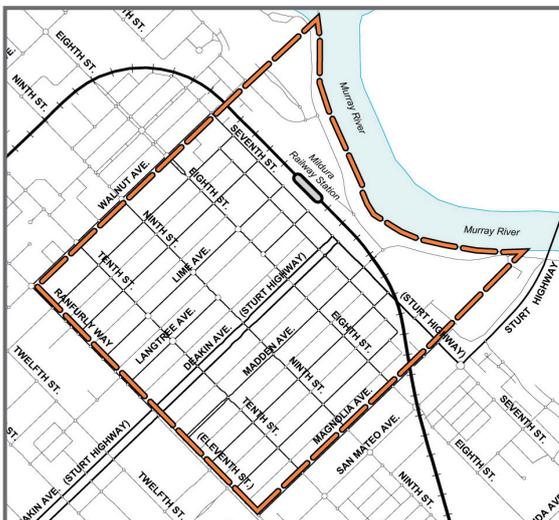
A Reference Group has also been established to allow a focused group of community members representing a wide variety of experience, perspectives and points of view, to provide an advisory role during the development of the Mildura CBD Structure Plan. Members of the Reference Committee are available to discuss issues regarding the Mildura CBD, and include:

- Joy Clarke
- Eileen Pica
- Adele Morrison
- Michael Hudak
- Nola Andriske
- Len Poole
- Ruth Penny
- Graeme Burrows
- Ian Hammerton
- Maria Reidl
- Australian Breast Feeding Association
- Richard Morfaw
- Paula Mastrippolito
- Jon Clark
- Geoffrey Brown
- Councillor Sharon Morrison
- Councillor Glen Milne

'The CBD Plan will guide the major changes to land use, built form and public spaces that together can achieve economic, social and environmental objectives for the CBD area'

Councillor Sharon Morrison

The Study Area



More information

To register your interest in the project or to find out more information about the Mildura CBD Plan, please contact:

Sarah Nickas
Strategic Planner
Mildura Rural City Council
Phone 5018 8410
Fax 5021 1899
Email sarah.nickas@mildura.vic.gov.au



Appendix 7 : Project Bulletin 3



MILDURA CBD PLAN



Mildura Rural City Council

DRAFT PLAN RELEASED FOR COMMENT

The Draft Mildura CBD Structure Plan has been released to provide the community with an opportunity to comment before it is finalised and adopted by Council.

PLEASE NOTE this Community Bulletin provides a summary only of the Draft Mildura Structure Plan. A full copy of the draft Plan can be viewed from Monday 30th July to Thursday 30th August 2007 at the following locations:

- Planning Counter at 108 - 116 Madden Avenue, Mildura
- Mildura Library, Alfred Deakin Centre, 180 - 190 Deakin Avenue, Mildura
- Irymple Library, Fifteenth Street, Mildura.
- A display in the Langtree Mall noticeboards.
- On Council's website at www.mildura.vic.gov.au

Project Update

The Rural City of Mildura has been working with a Study Team led by Planisphere to prepare a Structure Plan for the Mildura CBD. A Structure Plan is a document that guides major change to land use, built form and public spaces. It sets out preferred directions for growth and how the changes should be managed. The Plan aims to set out the scale and direction of development to meet the future needs of the community and gives clear direction to owners, investors, government bodies, business operators and Council about preferred locations for new development and change, and areas that need to be retained and enhanced.

The Draft Mildura CBD Structure Plan contains a vision, priorities and actions to guide the future growth of the Mildura CBD. It is based on analysis and research undertaken by consultants, feedback from the community and stakeholders during the project consultation, and ongoing input from a Committee of local representatives.

For more information about the study or to obtain a copy of the 'Draft Structure Plan' please contact: Sarah Nickas, Strategic Planner, Mildura Rural City Council, Phone 5018 8410, Fax 5021 1899 or email sarah.nickas@mildura.vic.gov.au.

Feedback Sheets and written submissions may be sent or returned to:

Manager Development Services, Mildura Rural City Council, PO Box 105, Mildura 3502 or fax to: 5021 1899

FEEDBACK FORM DUE THURSDAY 30TH AUGUST, 2007

Most of the photos that appear in this bulletin were taken by reference group member Maria Reidl, whose contribution is gratefully acknowledged.





A Vision for the Mildura CBD

The Mildura CBD will be the 'heart' of Mildura, a vibrant, attractive and safe outdoor experience for residents, workers and visitors.

It will be the regional retail, business and employment centre for a tri state catchment with a diverse range of shops, community facilities, restaurants and recreational opportunities.

A stronger character and distinctive image created by shady streets, heritage buildings and interesting laneways and arcades, as well as strong links to the river front area, will provide a unique and comfortable pedestrian environment and a renowned tourist destination.

Deakin Avenue will play the role of integration, with key links to either side of the CBD, and outwards to the Chaffey Trail, river side and residential areas.

The streets will have places to stop and sit or meet other people and with a busy event schedule and resident population, the centre will be lively during the daytime and into the evening, seven days a week.

Priorities for the Structure Plan



Make the Mildura CBD a place people will 'want to experience'



Make the Mildura CBD more environmentally sustainable



Deliver real improvements in the short term



Strengthen access and movement in the CBD



Improve east-west links



Start to link the CBD with the River



Themes

The Plan has been approached by considering four themes: Activities, Buildings, Access and Spaces. An extract of each theme is provided on the following four pages.



MILDURA CBD PLAN

Theme One - Activities



Upgrade the Langtree Mall



Encourage outdoor cafes throughout the CBD



Create opportunities for people to live in the CBD

- Consolidate Mildura CBD as the pre-eminent retail centre in Mildura and the Region.
- Include strategy and policy within the Mildura Planning Scheme that actively seeks location of proposed head offices and large businesses in the CBD rather than other locations in Mildura or the Region.
- Encourage business headquarters & regional offices to locate on Deakin Avenue, and allow for higher built form and consolidation of sites along Deakin Avenue to accommodate larger scale development.
- Create more opportunities for people to live in the Mildura CBD including:
 - medium to high density residential development and/or retirement accommodation along Seventh Street.
 - housing above offices and shops in locations and buildings of high amenity.
 - new mixed use developments to include residential use at upper levels.
- Encourage outdoor cafes throughout the CBD to support recreational use and activity of the CBD.
- Improve management of the amenity issues associated with late night entertainment uses.
- Establish a partnership between Council and Mildura Tourism to install a satellite tourist information kiosk in Langtree Mall.
- Develop ecologically sustainable development guidelines for buildings and stormwater management including Water Sensitive Urban Design.





Theme Two - Buildings



Strengthen the identity of Mildura through protection of its built heritage



Require new development to have active frontages and avoid blank walls



Encourage building owners and business operators to refurbish building frontages

- Strengthen the identity of the Mildura through protection of its built heritage and improving the appearance of existing buildings.
- Undertake a Heritage Review of the Mildura CBD to inform include significant built heritage in the Heritage Overlay of the Mildura Planning Scheme.
- Encourage building owners and business operators to refurbish building frontages and restore heritage facades, through provision of advice, information and tangible assistance wherever possible.
- Strengthen the identity and character of the Mildura CBD through high quality architectural design in new buildings and public spaces around buildings.
- Require new development and redevelopment to provide active frontages and weather protection to improve the pedestrian environment.
- Investigate opportunities to promote environmentally sustainable design techniques for all aspects of construction and management of buildings and landscaping.
- Provide for increased development opportunities within the CBD by allowing higher scale buildings in Seventh Street, Deakin Avenue and appropriate locations.



Theme Three - Access



Upgrade Council owned car parks



Review the intersection of Eighth and Ninth Streets at Deakin Avenue



Redirect inter-town freight to Benetook Avenue

- Continue to work with VicRoads to redirect inter-town freight to Benetook Avenue, including improving directional signage (eg. CBD Bypass).
- Upgrade Council owned off street car parks as a model for other off street car parks in the CBD including:
 - investigate short term options to increase the number of car parking spaces.
 - investigate the most appropriate shade devices (sails / canopy trees) and install to provide shade for all car spaces.
 - improve signage and lighting in the car park and review pedestrian routes to car parks to ensure that are well lit and signed.
- Investigate short term options to increase car parking numbers in road reserves.
- Undertake an audit of the disabled car parking spaces in the CBD and upgrade, where necessary, to comply with Disability Discrimination Act standards.
- Encourage larger scale development to include multi-level car parking structures.
- Investigate partnerships between Council and private developers to develop multi-deck car parks.
- Prepare a parking strategy for the Mildura CBD that considers options for paid parking in retail areas.
- Review the intersections of Eighth and Ninth Streets where they intersect with Deakin Avenue to improve pedestrian crossing facilities; program traffic signals to allow more time for pedestrian crossing movements, install seating and drinking fountains and shade in the median strip.
- Widen the eastern side footpath in Langtree Avenue north to improve the walking environment.
- Upgrade Gallaghers Lane to improve the pedestrian link between Langtree Avenue and the K-Mart carpark.
- Advocate the improvement of all bus services through increased frequencies and extension of services into weeknights and weekends.
- Demarcate the location of bus stops in the CBD and install high quality shelters and generally enhance through the provision of seating, lighting, litter bins and timetable information.
- Improve cycling amenity through the provision of bicycle parking rails and drinking fountains in shady locations or under shelter throughout the CBD.
- Investigate creating a bicycle lane on Deakin Avenue, linking to the Chaffey Trail and Seventh Street bicycle lanes.





Theme Four - Spaces



Encourage shop owners to install awnings over footpaths



Undertake a program of streetscape upgrades



Develop a signage strategy for the CBD

- Strengthen links between the Riverfront Masterplan concept and the CBD by creating an integrated open space along Seventh Street.
- Encourage shop owners to install awnings over footpaths where there are gaps in weather protection.
- Investigate introducing a verandah installation fund, in which Council contributes one third of the cost of verandah / awning installation with the shop owner contributing two thirds.
- Introduce new policy and strategies in the Mildura Planning Scheme to require new car park development to provide shade for all car parking spaces and key pedestrian routes within a car park.
- Undertake a program of streetscape upgrades throughout the CBD, with consistent application of a suite of street furniture and paving. Any new paving should be durable to minimise maintenance costs. The material should have low reflectivity and minimise absorption of heat. It would be ideal to utilise colours or materials that relate to Mildura and the natural environment.
- Develop a signage strategy for the CBD in consultation with Mildura Tourism and VicRoads to provide interpretative and direction signage in the CBD. Utilise a consistent approach in terms of design and theming to :
 - identify key functions, attractions, pedestrian routes and transport stops.
 - improve after hours movement of pedestrians to transport hubs, taxi rank and car parks using direction signage in the footpath.
 - improve access from retail areas to car parks by clearly identifying pedestrian links to and locations of car parking areas.
- Prepare a public art strategy that identifies appropriate locations for public art in the CBD.





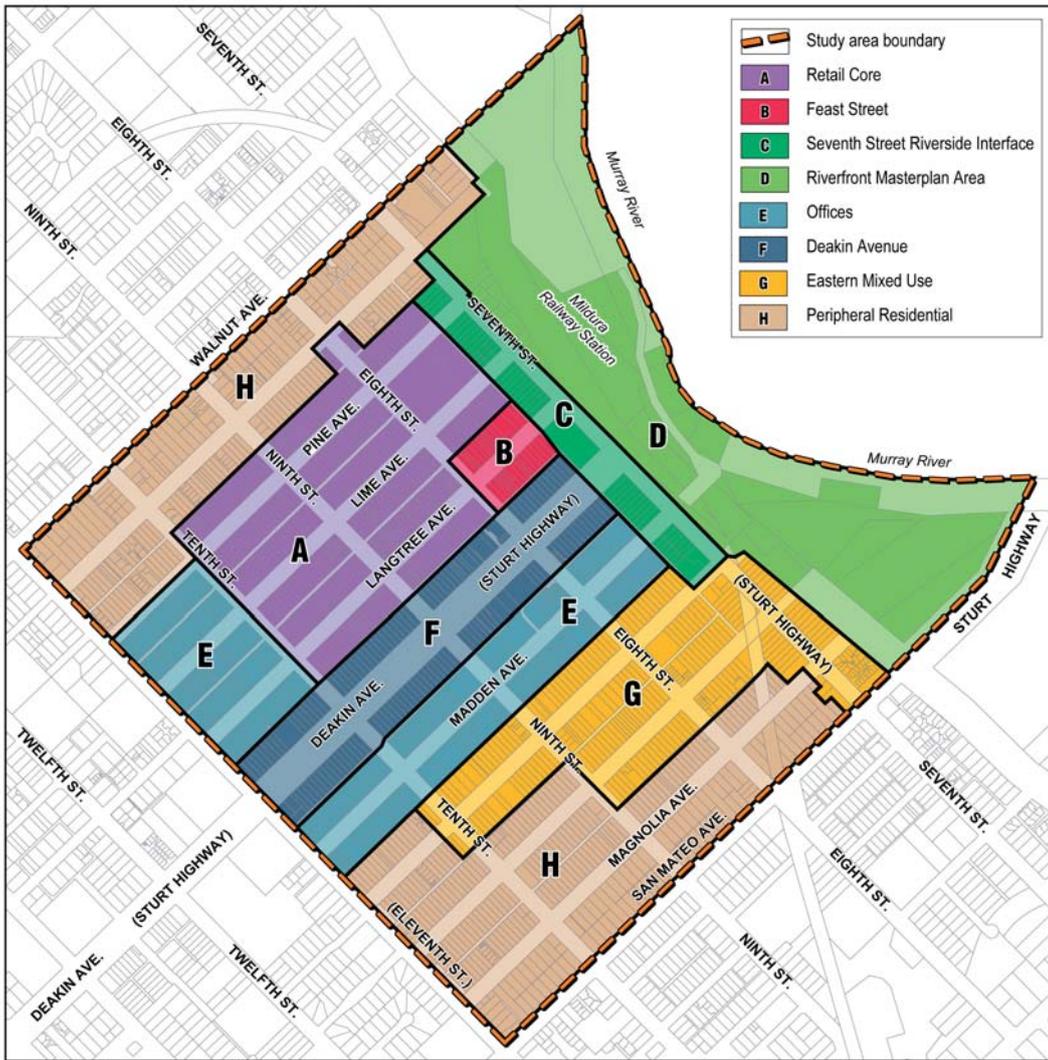
MILDURA CBD PLAN

Mildura Rural City Council

Precincts and Actions

The Mildura CBD has been divided into Precincts to allow for more detailed analysis and recommendations. The Precinct map is shown below.

For more detail about the recommendations for each precinct please view the display at the location outlined on the front page, or view a copy of the Draft Structure Plan.



Precinct Map
MILDURA CBD PLAN
 date | Jul / 07 revision | 00 client | Mildura Rural City Council



Appendix 8 : Planning Policy Framework

Mildura Urban Design Framework 1999

A framework to provide clear direction for the future development of Mildura. It established a capital works program for a 10 year period and identified key development opportunities to be pursued.

It was divided into various sections which included objectives and strategies for the CBD:

- The Place – detailed the key factors that influenced the future of the area, namely its location, a geographical, economic and demographic context, key industry sector profiles, the municipal vision and a SWOT analysis
- The Vision – was intended to raise aspirations by detailing positive and achievable goals for the area
- The Strategies – detailed a series of strategies to realise the vision and incorporates analysis of the key influences, and forms a rationale for the more in depth proposals that follow.
- The Proposals – summarises the specific public works and other Council actions that result from the application of the strategies, including development promotion, streetscape improvements, off-street car park improvements, public works and the development of Council policies.
- The Implementation Strategy – outlines the 10 year Council program, including a project management approach and funding options.

Mildura Retail Strategy 2000

This strategy identifies the Mildura CBD as the pre-eminent retailing centre not only in Mildura, but throughout the region and identifies a vision for retailing in Mildura that seeks to reinforce that existing hierarchy.

Projected floor space requirements informed preferred locations for retail development in the CBD, which include retail specially shops, commercial offices, entertainment, cafes, restaurants and tourist developments.

EDAW Mildura Urban Design Advice 2001

This advice provided suggestions about the further upgrading of the Langtree Mall and Langtree Avenue area between Seventh and Eighth Street. It included recommendations for streetscape improvements, as well as providing an assessment of the quality and adequacy of lighting for a number of areas, including laneways and public carparks.

Mildura Strategic Bicycle Plan 2003

This plan, which encompasses the entire Mildura municipality, identified a number of recommendations for the CBD area which included the provision of on-road bicycle lanes for Deakin Avenue, edge line treatments along Seventh Avenue and an exclusive bicycle lane along Seventh Street east of Deakin Avenue

2004 Review of 'Mildura Retail Strategy 2000'

This review was undertaken for a number of reasons including changes in population growth, a need to update the audit of the retail provision and the resolution of a number of issues that had arisen during the development of other strategies.

It examined the CBD in relation to the emerging Fifteenth Street Retail Precinct (including Mildura Centro) and identified a number of competitive weaknesses, such as its strip shopping layout, perceived parking difficulties and land ownership patterns that made lot consolidation difficult.

It identified a number of strategies for the CBD to maintain its primary retail centre role. This includes not only focusing upon retail, but also encompassing commercial, financial, community service, recreation and entertainment functions.

Alfresco Dining Policy 2004

This Policy details the way in which alfresco dining is to be conducted by businesses and has restrictions on the location of the outdoor dining area. The 1999 Urban Design Framework identifies the area along Langtree Avenue between Seventh and Eighth streets as having potential for a major alfresco dining area.

Public Open Space Strategy 2004

This Strategy examines the current and future needs for open space across the whole municipality. It does not address the foreshore area or the Langtree Mall. It does note however that the development of new local parks in the CBD may not be possible due to cost and lack of suitable spaces.

Mildura CBD Paid Parking Feasibility Study Final Report 2004

This study evaluated the feasibility of implementing paid parking in the Mildura CBD. Overall the study shows that the anticipated resultant drop in retail turnover for the CBD and the potential for community dissatisfaction leads to the conclusion that the introduction of paid parking for a relatively small increase in parking turnover is an unfavourable socio-economic outcome for the Mildura CBD.

Mildura Environmental Policy 2004 (updated 2005)

To implement Council's vision for a healthy and sustainable natural environment, five key areas are identified with objectives, strategies and actions. They are: Council leading by example, resource conservation and pollution reduction, catchment management and water quality, land use and town planning and protecting and enhancing biodiversity.

Car Parking Policy in the CBD Area 2005 (Amendment C35)

The paper recommends that Council develop a local policy for car parking in the CBD area to reduce car parking rates, with associated changes are made to the MSS. The recommendations were implemented in May 2007 as part of Amendment C35 to the Mildura Planning Scheme.

C29 Panel 2005

The amendment sought to finalise the implementation of the 'Three Year Review' which was retail focused. It aimed to implement the retail components of the strategic work undertaken by Council arising from the review of the new format planning scheme. It involved changes to the MSS, LPPF as well as Zoning, Overlay and Schedule changes.

Amongst other proposals, the amendment proposed rezoning of the Working Man Club Site from Business 2 Zone to a Business 1 Zone to facilitate retail development. This component of the Amendment was not supported. The Panel noted that the proposed change did not take into account the 'bigger picture' elements, and that although a proposal of that type is permissible under the existing zoning, "... *the preferable course would be for a Structure Plan for the CBD to be prepared, based on the material contained in the Retail Strategy (and its Review), and which will identify opportunities for future retail development and the appropriate zones and overlay controls in facilitating the orderly development of this Primary Activity Centre.*"

Mildura Riverfront Masterplan 2005

This Masterplan recognises the importance of the riverfront to the City of Mildura. The plan is more than just a landscaping exercise; it involves such issues as tourism, employment generation, recognition of aboriginal and white settlement history, economic development, transport links, accessibility and social benefits.

The stated objectives include ensuring the proposed Mildura marina is physically and visually integrated with the remainder of the park, integration with the Mildura CBD, generating economic benefits, increasing tourism benefits and a reduction of impacts upon the environment.

Five distinct precincts are identified, each with a clear goal and focus. They are the Mildura Wharf Riverfront, Games and Entertainment Precinct, Arts and Lock Precinct, The Chaffey Water Gardens and the Marina.

Mildura Destination Plan 2006-2009, Mildura Tourism (2006)

The Mildura region is recognised as internationally renowned for food and local produce. Tourism objectives include: Increase visitor expenditure through offering a range of quality experiences; increase visitor dispersal both geographically and seasonally; increase visitor satisfaction; and build destination brand equity.

Development and product opportunities for tourism identified include: promote further development of local Food and Wine product and establish a dedicated farmers market; develop the conference market and facilities for domestic and international markets; develop sports tourism; develop a Backpacker strategy. In particular, infrastructure and investment attractions development opportunities included city entrances and streetscape

Deakin Avenue Landscape Masterplan 2006

This Masterplan for the length of Deakin Avenue from Seventh to Seventeenth Street focus primarily upon tree plantings and also addresses car parking, infrastructure and built elements such as monuments, lighting, artwork, signage and street furniture.

Five major issues were identified throughout the process which includes the importance of the Avenue to town image and pride, enhancement of the heritage values of the trees, safety and public liability issues, reinstating a range of new functions to reinforce the Avenue as the armature of Mildura and sustaining the asset for the future.

Strategic Plan for the Mildura Central Business District 2007

This Plan was initiated by Council in conjunction with the Mildura City Traders to stimulate further development and business growth in the CBD. It is currently in draft form and is due to be presented to Council for adoption in the near future.

A SWOT analysis was undertaken and a number of suggestions relating to land use and streetscape improvements were recommended.

Mildura CBD Safety Strategy 2007

This Strategy was tabled before Council on 22 February 2007, detailing the development of a comprehensive CBD Safety Strategy. Six key actions were identified to address issues that affect the economy of the CBD. They are project coordination and monitoring, conducting a safety audit, creation of a liquor licensing accord, installation of CCTY cameras, creation of safe waiting and dispersal areas and a youth outreach program.

Economic Development Strategic Plan 2007-2010

A key strategic vision of the SMEDB is to ensure that there is sufficient supply of correctly zoned land for industry, residential and commercial interests at any given time.

Mildura Street Traders Policy

This policy outlines the requirements for the issuing of street trading permits for the municipality. It indicates that there is a permanent food van site located outside 73 Deakin Avenue.

Mildura City Heart Redevelopment 1996

This study proposes a number of streetscape upgrades in three areas along Langtree Avenue, including the Alfresco Dining Precinct (Seventh to Eighth Street), The Langtree Mall, and the area from Ninth to Eleventh Street.

State Policy

Melbourne 2030

The State Government has developed a metropolitan strategy to plan for sustainable growth in the future, *Melbourne 2030*. Melbourne 2030 is principally focused on the metropolitan area of Melbourne but also provides directions for the development of important regional centres, such as Mildura. Key directions included in *Melbourne 2030* that are relevant to this project include:

Direction 1: A more compact city – Activity centres are to be developed to provide a wide range of activities and services for the whole community and to become a focus for new housing taking advantage of good access to services and transport.

Direction 3: Networks with the regional cities – Planning for the growth of regional cities, including Mildura, is to improve public transport and services while ensuring that important heritage and environmental values are protected. Planning needs to ensure that regional centres have the necessary physical, social, and cultural infrastructure needed to support expanded populations, provide local employment and offer a viable alternative location to metropolitan Melbourne for living, working, business, investment and recreation.

Direction 5: A great place to be – Good urban design is to make the environment more liveable and attractive while protecting heritage and neighbourhood character values. Community safety is to be improved and excellent neighbourhood design is to create attractive, walkable and diverse communities.

State Planning Policy Framework

Clause 11.01 of the Mildura Planning Scheme states:

Planning, under the Planning and Environment Act 1987, is to encompass and integrate relevant environmental, social and economic factors. It is directed towards the interests of sustainable development for the benefit of present and future generations, on the basis of relevant policy and legislation. Planning authorities and responsible authorities are responsible for the effective planning management of land use and development in plans, statutory plans, development and conservation plans, development contribution plans, and other relevant plans to achieve the objectives of the Act.

The State Planning Policy Framework (SPPF) of the Mildura Planning Scheme sets out the State policy directions to be addressed in the Structure Plan. Key policy directions relevant to the project are that:

- There is a sufficient supply of land for a wide variety of uses;
- Higher density development is to focus around public transport;
- Planning provides for open space networks for recreation and conservation;
- Planning recognises and protects heritage;
- Sustainable, energy efficient development is achieved;
- Activities are concentrated at highly accessible activity centres;
- Land uses are integrated around public transport.
- Development is to consider access for all modes of transport.
- High quality urban design responses appropriately to the built form.

A summary of the relevant sections of the SPPF is included in Appendix 8.

Local Policy

The Local Planning Policy Framework in the Mildura Planning Scheme includes the Municipal Strategic Statement (MSS) and local policies.

Municipal Strategic Statement

The MSS contains Council's current policies and preferred direction for land use and development. The MSS provides key directions to be considered when developing the Mildura CBD Structure Plan, including:

- Recognising the Mildura CBD as the primary activity centre in the region providing a wide range of retail, commercial, financial, community service, residential, recreation and entertainment opportunities.
- The Mildura CBD will be better integrated with the riverfront and marina areas, and improvements made to access the Murray River foreshore from the Mildura CBD.
- Encourage future residential development at a range of lot sizes and densities (including medium density development) in appropriate locations, particularly in close proximity to town centres.

Budget Accommodation Policy

The *Budget Accommodation Policy* (Clause 22.04) of the Mildura Planning Scheme applies to all high-density commercial accommodation and aims to minimise the negative impacts of budget accommodation on neighbouring properties, whilst meeting the needs of the region's high number of visitors and seasonal workers.

The policy outlines that budget accommodation should be located within the commercial areas of the Mildura CBD and in particular within the Business 1 Zone, the Business 2 Zone, the Business 5 Zone and the Mixed Use Zone. Budget accommodation is strongly discouraged in the Residential 1 Zone.

Heritage Precincts Policy

This policy applies to all land within a Heritage Overlay Precinct. The policy aims to protect the strong visual and cultural contribution of Mildura's heritage assets.

Of relevance to the Structure Plan is the Deakin Avenue area (HO308) and Lemon Avenue area (HO309). The Deakin Avenue area comprises properties between Eighth and Eleventh Streets including the corner sites and the Lemon Avenue heritage precinct relates to conservation of the 1920s built form including protection of the residential character of the precinct.

Mildura CBD Car Parking Policy

The Mildura CBD Car Parking Policy was introduced into the Mildura Planning Scheme in May 2007. The Policy applies to land in the Mildura CBD which is generally bounded by Seventh Street, Lemon Avenue, Eleventh Street and Olive Avenue. There is a map provided in the Policy. It aims to provide certainty for council and the development community with regard to car parking requirements for all applications in the Policy area.

Its basis for lower rates includes: that the Clause 52.06 rates are much higher than typically applied in the CBD area; and the new rates are considered more consistent with the car parking rates of other comparable regional Victorian centres. Further, it responds to local matters including promoting the retention of heritage buildings, the provision of improved pedestrian linkages within the Mildura CBD area and streetscape improvements which will influence whether the maximum rate is applied.

The MSS vision for the Mildura CBD is:

- *Mildura CBD will be the primary activity centre in the region providing a wide range of retail, commercial, financial, community services, recreation and entertainment opportunities for residents in a wide catchment, for tourists and other visitors.*
- *Mildura CBD will be better integrated with the riverfront and marina areas.*

Settlement & Housing

In regard to population projections the MSS refers to the Review of Mildura and Irymple Land Strategies, which indicates that by the year 2030 the municipality's population is likely to grow between 74,300 to 86,00 people (an increase of 23,000- 34,700 people). The key influences on settlement and housing identified in the MSS include:

- *The municipality has experienced very high growth rates over the last 12 years and this trend is forecast to continue.*
- *The failure to adequately anticipate and provide for population growth can lead to serious distortions in the residential and other land markets.*
- *The rate of residential housing construction within the Mildura, Mildura South and Irymple is being constrained by the lack of appropriate stormwater infrastructure. Stormwater infrastructure is expensive and requires long times to fund and construct.*
- *Urban salinity and rising groundwater levels are a threat to urban development.*
- *The municipality's heritage and environmental values can be easily and irreparably damaged by inappropriate development."*

The strategic directions for new development in the Mildura Rural City are outlined in Clause 21.04 through future objectives and strategies. These include:

- *To facilitate orderly development;*
- *To provide, maintain and make efficient use of infrastructure and community facilities;*
- *To provide a diversity of housing styles and living opportunities;*
- *To protect the integrity, function and appearance of existing natural and built features.*
- *Facilitate the urban expansion of Mildura, Mildura South and Irymple as the prime residential growth areas of the municipality and wider region;*
- *Reinforce the development of Mildura as the key service centre of the Region providing a wide range of community and commercial services along with residential, industrial, commercial and community development opportunities;*
- *Ensure that there is at least 10 year supply of vacant zoned residential land able to readily access required infrastructure;*

- *Support proposals for residential development that can be serviced by Council's infrastructure program as indicated on the Town Structure Plans in preference to on-site infrastructure provision;*
- *Focus development around existing community infrastructure services;*
- *Encourage future residential development at a range of lot sizes and densities (including medium density development) in appropriate locations, particularly in close proximity to town centres;*
- *Improve access to the Murray River foreshore from Mildura CBD*
- *Minimise unplanned urban intrusion into horticultural areas;*

The Mildura CBD is identified as a major **retail** concentration for residents and visitors. Approximately 130 hectares of land is commercially zoned in the municipality. In regard to economic development, the historic buildings and features of commercial and retail centres throughout the municipality are considered valuable by the community and contribute to the character of the area.

In the year 2030 the Council aim is that:

- *Retail activities throughout Mildura will be sufficient to serve the needs of residents and visitors;*
- *Mildura CBD will be the primary activity centre in the region providing a wide range of retail, commercial, financial, community service, recreation and entertainment opportunities for residents in a wide catchment, for tourist and other visitors;*
- *Mildura CBD will be better integrated with the riverfront and marina areas.*

These objectives are to be achieved through the following strategies:

- *Sustain the Mildura CDB as the primary activity centre, encompassing strong retail, commercial, financial, community services, recreation and entertainment components;*
- *Provide adequate retail capacity in anticipation for future growth*

Tourism

The MSS also identifies **Tourism** as a significant economic driver of the municipality. The CBD of Mildura is a key attraction in the Mallee tourism sub-region for its proximity on the Murray River and unique character. Indigenous tourism, special events, art-related industries and wineries are highlighted as key tourism assets of the region. In regard to tourism the Councils objective for the future is:

- *To increase visitor numbers and length of stay in the Municipality*

This will be achieved through Council supporting the development of new tourism enterprises including the Marina. The Marina is a large-scale redevelopment of the riverfront northeast of the CBD (outside the study area), which is currently under construction. On completion, the Mildura Marina will comprise the following:

- 100 berths for houseboats and other craft
- 4 paddle steamer berths
- Marina related land based activities (boat maintenance, launching and fuelling)
- Waterfront retail (1500m²)
- 3 star hotel with 120 rooms (2 level)
- Convention Centre catering for up to 300 people (2 level)
- 24 waterfront townhouses (2 level)
- 46 No Riverview townhouses (2-3 level)
- 18 Riverfront units beside the hotel (2 level)
- 24 Waterfront apartments (9 level, maximum 28 meter height)
- Public parking facilities
- Bus terminal
- New boat ramp and retention of the existing boat ramp
- Public parklands and passive recreation.

Appendix D Summary of relevant sections of the Rural City of Mildura Planning Scheme State Planning Policy Framework

Clause	Theme	State Planning Policy directions
14	Settlement	Planning needs to ensure that a sufficient supply of land is available for a wide variety of uses, with higher density development encouraged near public transport. Orderly development is to be achieved through preparing structure plans that provide for sustainable, integrated, liveable urban development that maximises efficient use of infrastructure.
15	Environment	Important environment policies require consideration of: <ul style="list-style-type: none"> • protection of catchments, waterways and groundwater • planning for the network of open space for recreation and conservation. • recognition and protection of heritage areas; • encouraging land use and development that provides for efficient use of energy and minimises greenhouse gases; and • promotion of renewable energy.
17	Economic Development	State policy encourages the concentration of major retail, commercial, administrative, entertainment, tourist and cultural development in activity centres to provide a wide variety of uses in highly accessible locations.
18	Infrastructure	It is State policy that integrated land uses are provided around existing and planned transport services. Access to a development should take into account all modes of travel, including walking, cycling, public transport, taxis and private vehicles. Health and education facilities should be integrated with the local and regional communities having regard to demographic trends and access requirements. Developer contributions should be considered for the partial provision of community and physical infrastructure.
19	Particular Uses and Development	Relevant Particular and development policy includes Design and Built Form, which requires high quality urban design and architecture that has regard to context, the public realm, landmarks, vistas and views, pedestrian spaces, heritage, consolidation of sites, light and shade, energy and resource efficiency, architectural quality and landscape architecture.

Appendix E Summary of relevant sections of the Rural City of Mildura Planning Scheme State Planning Policy Framework

Clause 21 Municipal Strategic Statement

Clause	Objectives	Strategies
<p>21.03-1 The Vision for Mildura Rural City</p>	<p>The Vision for Mildura Rural City</p> <p>Mildura Rural City Council has developed a Council Plan for the period 2003 – 2006. The Plan provides a Vision that includes the following key elements.</p>	<ul style="list-style-type: none"> • Our Vision for the PEOPLE of our communities is that we will be the most liveable, people friendly municipality in Australia. • Our Vision for the DEVELOPMENT of the Municipality is that all of our communities will have plans, infrastructure and utilities to proactively attract and support ongoing future development. Planning will be integrated to support the development of an inclusive community. • Our Vision for the IDENTITY of the municipality is one that builds on the unique and diverse attributes of our locality and people to become the regional tri-state hub, ensuring the ongoing growth and development of our region. • Our Vision for the ENVIRONMENT of our municipality is for a healthy and sustainable natural environmental system. • Our Vision for TRANSPORT systems in our municipality is that there will be an increase in transport capacity in and out of the region. <p>Key themes in support of the DEVELOPMENT vision include:</p> <ul style="list-style-type: none"> • A Master Plan for the municipality which includes development and infrastructure needs for future generations; • Local Town Plans for all of our individual communities; • Access to best practice Communications systems and development in all communities to improve links with each other and the world. • Clear retail, industrial and residential precincts for the municipality; and • Integration between the Mildura City and its river precinct with recognition of the Port of Mildura as a tourism icon. <p>Key themes in support of the ENVIRONMENT vision include</p> <ul style="list-style-type: none"> • Positive working relationships between farming community and local environmental groups to achieve a balance between environmental and industry sustainability; • Improved farm quality through enhancement of our land and water practices; • Proactive plans in place to mitigate the impacts of dryland salinity; • Waste management systems that will have embraced best practice technology for waste treatments to ensure the health of our community; • Best industry practice in renewable energy resources; • Well managed National Parks; and • Minimised air and noise pollution. <p>Key themes in support of the TRANSPORT vision include:</p> <ul style="list-style-type: none"> • Rail upgrade and standardisation; • Extension of rail link with the Transcontinental; • Creation of a multi-modal transport hub centred on the Mildura Airport as the preeminent regional airport; • Appropriate heavy vehicle road by-pass/ring road around Mildura; • Improved public transport systems across all areas of the municipality; • Ensuring that this municipality is a centre of expertise in transport systems. • In achieving this vision Council will plan and advocate for excellence of transport systems including appropriate road funding and transport links. <p>The following land use planning vision aims to complement Council's broad vision for the Rural City and paint a picture of how the</p>

Clause	Objectives	Strategies
		<p>municipality will look and function in 2030. The statements provide underlying targets to guide the development of the Municipality in accordance with the four identified key land use themes.</p> <p>In the year 2030</p> <p>Settlement and Housing</p> <ul style="list-style-type: none"> • Mildura Rural City will have a population of approximately 86,000 people. • The major concentration of population in the region will be at Mildura, Mildura South and Irymple. Other significant concentrations of population will be in the townships of Merbein, Red Cliffs, and Ouyen and to a lesser degree at Murrayville and Underbool. • The municipality's townships will be clearly defined. • The townships will be maximising the use of infrastructure and services in a staged and orderly manner avoiding out of sequence development and avoiding development in environmentally sensitive or prime agricultural areas. • Major road entrances to each of these townships will be well designed and landscaped and will reflect the character and charm of these communities. • Residents will be living in a variety of housing styles and environments. They will range from attractive and consolidated medium density clusters in the major townships, to rural living in low density allotments in clearly defined rural settings that are in harmony with the environment and that are not inhibiting the productivity of agricultural and horticulture activities. • Deakin Avenue will be Mildura's main boulevard providing residents and visitors a grand entrance to and exit from the City. All development and use along its route will be sensitive and enhance its visual amenity. • Residents throughout the entire municipality will have access to affordable essential services and facilities and be well served by a diverse range of community infrastructure. <p>Environment</p> <ul style="list-style-type: none"> • The natural resources of the municipality and surrounding region will be protected and maintained to provide a diversity of species and development that is ecologically sustainable. • Land and water systems will be well managed, meeting the community's needs and expectations. • Salinity and nutrient levels in the municipality's water system will be at their lowest concentration in 40 years. • Remnant vegetation and habitat on both private and public land will be preserved and enhanced. • Environmental pest plants, particularly boxthorn, boneseed, cactus, bridal creeper, and horehound will be controlled. • Pest animals, particularly rabbits, foxes, feral pigs and feral goats will be controlled. • Public land in the municipality and surrounding region will be recognised, protected, and promoted for its significant environmental, cultural and economic value. • The history and culture of the municipality will be well preserved and clearly evident, contributing to the charm and attractiveness of the Rural City. <p>Economic Development</p> <ul style="list-style-type: none"> • Extensive value adding and processing of the region's agricultural and horticultural produce will be occurring in well sited industrial estates which will be served by power and piped Natural Gas. • Tourism visitations will be at their highest level and visitors will be enjoying a wide range of leisure activities, both passive and active, throughout the entire municipality. • Agricultural and horticultural production will be the foundation of the municipality's strong and prosperous economy and will be

Clause	Objectives	Strategies
		<p>uninhibited by urban encroachment.</p> <ul style="list-style-type: none"> • Agricultural pest plants, particularly silver-leaf nightshade, hardheads, camelthorn, and “spiked weeds”, will be controlled. • The region’s industrial needs will be well served for the established and well designed industrial precincts at Mildura, Red Cliffs, Irymple, Merbein, Block “H”, Thurla and Mildura Airport. • Retail activities throughout Mildura will be sufficient to serve the needs of its residents and visitors. • Mildura CBD will be the primary activity centre in the region providing a wide range of retail, commercial, financial, community service, recreation and entertainment opportunities for residents in a wide catchment, for tourists and other visitors. • Mildura CBD will be better integrated with the riverfront and marina areas. • The Mildura Centre Plaza Precinct will have developed as a fully integrated subregional centre which complements the function of the Mildura CBD. • The Fifteenth Street Precinct will have consolidated and expanded along Benetook Avenue (between Fourteenth and Fifteenth Streets) and will be functioning as the major regional concentration of bulky goods and other forms of peripheral sales retailing in the region. • Convenience centres, including town centres, neighbourhood centres and local shops, will serve an important function in providing limited retail facilities to residents. <p>Infrastructure</p> <ul style="list-style-type: none"> • Mildura Airport will be one of the country’s main regional passenger and freight centres. • Land, water and physical infrastructure in agricultural and horticultural areas will be utilised for their most productive agricultural or horticultural use and being managed in a sustainable manner. • Residents and visitors will be utilising a comprehensive mix of safe and efficient transport services to travel within and to the municipality. <p>Benetook Avenue will have established its role as the major heavy vehicle bypass route around the township of Mildura.</p>
21.04-2 Settlement	Objective 1 <ul style="list-style-type: none"> • To facilitate orderly development. 	<ul style="list-style-type: none"> • Reinforce the development of Mildura as the key service centre of the Region providing a wide range of community and commercial services along with residential, industrial, commercial and community development opportunities. • Facilitate the urban expansion of Mildura, Mildura South and Irymple as the prime residential growth areas of the municipality and wider region. • Reinforce Merbein as a service centre for the local community. • Reinforce Red Cliffs as a service centre for the surrounding horticultural industry. • Reinforce Ouyen as a service centre providing important support services for the communities in the southern areas of the municipality. • Support the continued growth and role of the other smaller towns and settlements through the provision of adequate residential land, convenience shopping and community services for their surrounding areas and as gateways to public land such as National Parks. • Prepare Development Plans that identify subdivision layout, staging and provision of services as a precursor to subdivision of land zoned for residential purposes. • Ensure that proposals for residential development have access to stormwater infrastructure in accordance with Council’s infrastructure program as indicated on the Town Structure Plans. • Support well designed infill residential development and urban consolidation within the existing residential areas of Mildura

Clause	Objectives	Strategies
		<ul style="list-style-type: none"> and Irymple. • Ensure that there is at least a 10 year supply of vacant zoned residential land able to readily access required infrastructure. • Ensure that the residential growth areas of Mildura, Mildura South and Irymple are contiguous with existing residential estates and in locations that reflect logical and cost effective infrastructure servicing options. • Implement residential development and rezonings in accordance with the Town Structure Plans contained in this Clause. • Implement the strategic directions of the Town Structure Plans contained in this Clause.
	<p>Objective 2</p> <p>To provide, maintain and make efficient use of infrastructure and community facilities.</p>	<ul style="list-style-type: none"> • Provide drainage and other relevant infrastructure on at least two or ideally three development fronts within the Mildura, Mildura South and Irymple urban areas. • Support proposals for residential development that can be serviced by Council's infrastructure program as indicated on the Town Structure Plans in preference to on-site infrastructure provision. • Recover Council's upfront construction costs for the development of physical and community infrastructure on a staged basis through the application of Development Contribution Plans. • Focus development around existing community infrastructure and services. • Encourage the application of water sensitive design principles in subdivision and development.
	<p>Objective 3</p> <p>To provide a diversity of housing styles and living opportunities.</p>	<ul style="list-style-type: none"> • Encourage future residential development at a range of lots sizes and densities (including medium density development) in appropriate locations, particularly in close proximity to town activity centres. • Encourage a diversity of housing styles and densities reflecting changing market demands and recent trends such as the development of units and smaller housing lots. • Accommodate the demand for rural residential and low density residential development in planned estates.
	<p>Objective 4</p> <p>Minimise the potential for future land use conflicts.</p>	<ul style="list-style-type: none"> • Limit the location of sensitive land uses in the vicinity of industries or other activities with significant off site effects such as noise, traffic and residual air emissions. • Discourage housing in locations where amenity may be negatively impacted by farming and related activities, or where the location of housing may inhibit rural activities. • Discourage the siting of sensitive land uses such as residential development along either side of Benetook Avenue (from Eleventh Street to Seventeenth Street) and along Seventeenth Street (from Benetook to Deakin Avenue) in anticipation of a future heavy vehicle by-pass designation. • Ensure that development is in accordance with the Mildura Airport Master Plan 2000- 2015, particularly in relation to noise and height restrictions.
	<p>Objective 5</p> <p>To protect the integrity, function and appearance of existing natural and built features.</p>	<ul style="list-style-type: none"> • Minimise the impacts of salinity and potential increase the salt loads in the Murray River associated with residential development. • Maintain Deakin Avenue as a grand boulevard and gateway to Mildura. • Improve access to the Murray River foreshore from Mildura CBD.
21.04-3 Environment	<p>Objective 8</p> <p>To conserve and enhance heritage places and items of natural, archaeological, architectural, cultural and historical significance.</p>	<ul style="list-style-type: none"> • Protect important elements of the Chaffey heritage. • Protect individual sites and precincts of significance.
21.04-4	<p>Objective 2</p> <p>To increase visitor numbers and length of</p>	<ul style="list-style-type: none"> • Support the development of new tourism enterprises throughout the Municipality in appropriate locations.

Clause	Objectives	Strategies
Economic Development	stay in the Municipality.	<ul style="list-style-type: none"> Support tourism enterprises such as "bed and breakfast" accommodation in appropriate rural locations. Support the development of the Mildura Marina in accordance with the Mildura Marina Resort Development Plan.
	<p>Objective 3 To achieve balanced and sustainable retailing facilities that serve the needs of, and are accessible to, residents and visitors.</p>	<ul style="list-style-type: none"> Focus future retail development on the three existing major retail concentrations in general accordance with those outlined in the Mildura Retail Strategy, 2000, the Review of the Mildura Retail Strategy, 2000 - Final Report, June 2004 (Maunsells Pty.Ltd. and Doug March and Associates) and the Mildura Urban Design Framework, July 1999. Sustain the Mildura CBD as the primary activity centre, encompassing strong retail, commercial, financial, community service, recreation and entertainment components. Support the sub-regional retailing role of the existing and expanded retail concentration in the vicinity of Mildura Centre Plaza, which complements the function of the Mildura CBD. Support the Fifteenth Street Precinct as a bulky goods location. Provide adequate retail capacity in anticipation for future growth.
	<p>Objective 4 To provide an adequate supply of industrial zoned land and direct future industrial development to appropriate locations.</p>	<ul style="list-style-type: none"> Concentrate industrial development in areas highly accessible to truck routes. Encourage small-medium scale local and regional industrial and commercial activities in Mildura. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a Structure Plan for the Mildura CBD (key responsibility – Council). <p>Undertaking other actions</p> <ul style="list-style-type: none"> Integrate signage and publicity around themes such as heritage, landscape, wilderness, the arts and recreation. Integrate the promotion of public and private tourist facilities. Promote the tourism potential of the Mildura Marina and the major parks in the Municipality. Utilise the recommendations of the Mildura Urban Design Framework (July 1999) as the starting point, to coordinate the planning and provision of necessary and appropriate infrastructure to support retail expansion with such actions to include: <ul style="list-style-type: none"> Ensuring access to water, drainage, gas, electricity, and road infrastructure; Structure Planning of centre / precinct layouts and operation; and The creation of estate formats for peripheral sales areas. Coordinate the planning and provision of necessary and appropriate infrastructure to support retail development with such actions to include: <ul style="list-style-type: none"> Ensuring access to water, drainage, gas, electricity, and road infrastructure; Structure Planning of centre/precinct layouts and operation; and The creation of estate formats for peripheral sales areas. Maintain a coordinated and collaborative approach involving retail traders, property owners, and representative organisations via the creation of a Retail Board in order to effectively organise and implement retail development programs and marketing. Maintain a Retail Liaison Officer to act as a common point of contact between retailers, property owners and Council and to oversee the preparation of management plans and function of the proposed Retail Board.
21.04-5	<p>Objective 1 To protect existing infrastructure and</p>	<ul style="list-style-type: none"> Require that those developing land for residential, business, industrial or rural purposes fund capital works that are required to provide infrastructure and services.

Clause	Objectives	Strategies
Infrastructure	effectively plan and implement the development of new infrastructure that meets the needs of the growing community.	<ul style="list-style-type: none"> • Focus development in those areas that are or can be readily serviced with infrastructure. • Ensure that the placement and maintenance of services occurs in a way that minimizes detrimental impacts to environmental and cultural heritage values. • Encourage the application of water sensitive design principles in subdivision and development. • Encourage the co-location of infrastructure such as water, electricity and natural gas.
	Objective 2 To develop a safe and efficient traffic, transport, freight and pedestrian network.	<ul style="list-style-type: none"> • Improve the gateway to Mildura for tourist traffic. • Avoid the proliferation of further ribbon development along the main Highways which may prejudice the function of the highways. • Improve the appearance of major transport routes into and within the towns through street side landscaping, preferably using native species, with an emphasis on local or indigenous species. • Require the provision of service roads in appropriate locations along major roads that serve new development. Undertaking other actions <ul style="list-style-type: none"> • Implement the recommendations of the Mildura CBD Parking Strategy (2002). • Encourage service provision that keeps pace with technological advancements and innovation in environmental alternatives. • Implement the recommendations of the Mildura Strategic Bicycle Plan (2003). • Promote and encourage the return of passenger rail services. • Facilitate the development of Benetook Ave and Seventeenth Street as the preferred route for heavy vehicles. • Encourage the retention of the railway line to Yelta and the relocation of some of the freight functions from the centre of Mildura and the industrial areas to the west of Mildura. • Promote and encourage the relocation of the freight gate from Mildura CBD to Thurla.

Clause 22.04 Budget Accommodation Policy

Policy Basis	Objectives	Policy
<p>All accommodation should be located, designed and operated to provide affordable, safe and pleasant environments while maintaining the amenity of the neighbourhood setting.</p> <p>Budget worker accommodation is especially important to the economy of the region as they provide short to medium stay accommodation for horticultural workers. It is estimated that in the peak season, up to 10,000 visitors to Mildura are actively working in the harvest of horticultural produce.</p>	<ul style="list-style-type: none"> • To provide for a wide variety of accommodation types to meet the diverse needs of the region's visitors and seasonal workers. • To encourage a variety of budget accommodation in appropriate locations which meet acceptable standards in terms management and amenity. • To locate budget accommodation premises within convenient access to public transport, community and retail facilities. • To provide clear guidelines for operators, 	<p>It is policy that where land is to be used for budget accommodation:</p> <p>Location</p> <ul style="list-style-type: none"> • The preferred location is within the commercial areas of the Mildura CBD, Merbein Town Centre, Red Cliffs Town Centre, Irymple Town Centre and Ouyen Town Centre. • It is encouraged to locate within the Business 1 zone; the Business 2 Zone, the Business 5 zone and the Mixed Use zone, and is strongly discouraged in the Residential 1 zone unless the land meets the following criteria: • The site has frontage to a Road Zone 1 • The site is abutted by non residential uses

Policy Basis	Objectives	Policy
<p>Existing accommodation types for these workers include camping on the farm site; on-site pickers huts; caravan parks, motels, hotels, bed and breakfast and, most recently "backpackers hostels". Hostels provide relatively cheap accommodation for young visitors who are attracted to the region for employment reasons. Typically, the occupants of these hostels are under thirty, they do not have cars and are travellers from overseas looking for seasonal employment of between two weeks and three months. They require accommodation facilities as close as possible to the central area of Mildura so that, after work, the occupants can avail themselves of nearby shopping and entertainment venues.</p> <p>Recent experience in Mildura has suggested that some forms of budget accommodation, especially backpacker's premises, have had a negative impact on neighbouring properties and neighbouring amenity especially in wholly residential areas. Community concerns have been expressed, and upheld on appeal, regarding the location of such premises in wholly residential areas, their hours of operation, on site management, provision of car parking and other amenity concerns especially noise.</p>	<p>visitors, workers and residents about the location and likely approval conditions for budget accommodation.</p>	<ul style="list-style-type: none"> • The site already accommodates an existing non residential use • The site is already used for another form of accommodation (other than dwelling or bed and breakfast) such as a motel, hotel, residential building, caravan park, or group accommodation • No more than ten persons are to be accommodated on the site at any one time. <p>Advertising</p> <ul style="list-style-type: none"> • Whether or not the application indicates that the proposed use is to be managed as budget accommodation, notice will be given to adjoining and nearby owners and occupiers and by a sign erected at the front of the property pursuant to Section 52 of the Planning and Environment Act 1987 of any application to use land for: <ul style="list-style-type: none"> ○ Backpacker's Lodge ○ Bed & Breakfast ○ Boarding House ○ Group Accommodation ○ Hostel ○ Motel ○ Residential Building ○ Residential Hotel <p>Amenity</p> <ul style="list-style-type: none"> • Where the premises are located other than within a Business zone, a resident on-site manager or supervisor is required at all times. This also applies if the premises are located within 30 metres of a Residential zone. • Premises are to be managed in accordance with a Management Plan that addresses safety, security, emergency procedures, alcohol limitations or ban, refuse disposal, and complaints mechanisms. The management plan must be prepared by the applicant to be to the satisfaction of the responsible authority. • If the land is in a Residential 1 zone or a part of a part of a Township zone used for residential purposes, or is within 30 metres of a Residential 1 zone or a Township zone used for residential purposes, the premises is to be built and managed to ensure that noise does not cause nuisance or annoyance to adjacent residents, and no recorded music is to be played outside the building. <p>Car Parking</p> <ul style="list-style-type: none"> • Car parking requirements for Accommodation are set out in Clause 52.06 of this scheme. In deciding whether to reduce or waive the requirement of Clause 52.06, in

Policy Basis	Objectives	Policy
		<p>accordance with Clause 52.06-1 the responsible authority will consider, as a relevant consideration, whether the use is proposed to be managed as budget accommodation catering primarily for travellers who are unlikely to have cars. If the responsible authority is satisfied that this is the intention, the following parking provision will be required:</p> <ul style="list-style-type: none"> o One space for the manager o One space for a mini-bus o One space for every ten beds <ul style="list-style-type: none"> • If the parking requirements are waived, the owner may be required to enter into an agreement with the responsible authority that if the reduced provision proves inadequate or that the management of the premises changes so that more parking is required, the responsible authority may require arrangements to be made for provision of additional parking spaces to meet the demand.

Clause 22.08 Heritage Precincts Policy

Policy Basis	Objectives	Policy
<p>Many of the original buildings and irrigation infrastructure of the settlement period of Mildura by the Chaffey Brothers still exist today. The turn of the century developments in and around Deakin Avenue are also still evident as is the Victorian/Edwardian working class neighbourhood around Lemon Avenue. All three precincts continue to make a strong visual and cultural contribution to the city and the region.</p>	<p>To protect, preserve and promote individual precincts that reflect the early development of Mildura.</p>	<p>It is policy that:</p> <ul style="list-style-type: none"> • Within the Chaffey Avenue and Environs area (HO307): <ul style="list-style-type: none"> - The cultural significance of "Rio Vista" and any other evidence of the Chaffey Brothers occupation should be conserved and recovered; - Culturally significant houses formerly occupied by other families noteworthy in Mildura's history, including the Conway, Gordon, Kilburn, Bowring and Shilliday families should be conserved and recovered; - All buildings and works (including fences) built up to 1920 should be conserved and enhanced; - The character of the precinct as a former prestigious residential area established during the Victorian and Edwardian periods should be protected; - The integrity of the Lock 11 installation and natural environment should be conserved and protected; and - Early plantings within this area should be protected. • Within the Deakin Avenue area (HO308): <ul style="list-style-type: none"> - The visual prominence of the following features should be conserved and enhanced:

		<ul style="list-style-type: none"> ▪ The churches and related buildings within the area; ▪ The scheduled corner buildings within the area; and ▪ The public buildings as envisaged in the Chaffey Plan for the Mildura Irrigation Colony; <ul style="list-style-type: none"> - The original plantings within the landscaped plantations in Deakin Avenue should be protected and preserved; - All evidence of nineteenth century building activity and especially the red brick architecture which is typical of this period should be retained and made prominent, where possible; and - The architecture of the 1920's which makes a significant contribution to this area's built form should be preserved by retaining all scheduled and unscheduled buildings and works representative of this period. <ul style="list-style-type: none"> • Within the Lemon Avenue area (HO309): <ul style="list-style-type: none"> - All buildings and works (including fences) built up to 1920 should be conserved and enhanced; and - The character of the precinct as a former working class residential area established during the Victorian and Edwardian periods should be protected.
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