



plān|ī'sphēre [urban strategy planners]

FIFTEENTH & DEAKIN STRUCTURE PLAN

FINAL



Mildura Rural City Council

JULY 2012

Acknowledgements

The Mildura Rural City Council acknowledges the traditional custodians of the land that now comprises the Mildura Rural City. We pay respect to their tribal elders, we celebrate their continuing culture and we acknowledge the memory of their ancestors.

Council Team

MILDURA RURAL CITY COUNCIL

Peter Douglas	Manager Strategic Planning Services
Rachael Attwood	Strategic Planner

Consultant Study Team

PLANISPHERE URBAN STRATEGY PLANNERS

Mike Scott	Director – Project Director
Chris Renkin	Associate – Project Manager
Kate Pleban	Senior Urban Designer / Planner
Scott Whyte	Strategic & Statutory Planner

Sub Consultants

AECOM (Traffic and Transport Advice)

Todd Blasch	Principal Traffic Engineer
Harry Chen	Civil and Municipal Engineer

ESSENTIAL ECONOMICS (Economic Analysis and Development Feasibility)

Matthew Lee	Senior Associate
Nick Brisbane	Senior Economist

ASPECT STUDIOS (Landscape and Urban Design Advice)

Kirsten Bauer	Landscape Architect
---------------	---------------------

Steering Committee

MILDURA RURAL CITY COUNCIL

Cr. Milne	Councillor, MRCC (Chair)
Cr. Knight	Councillor, MRCC
Mark Henderson	CEO, MRCC
Peter Douglas	Strategic Planning Manager, MRCC
Rachael Attwood	Strategic Planner, MRCC
Andrew Millen	Corporate Projects Manager, MRCC
Garry Healy	General Manager Assets & Devpt, MRCC
Donna Gardner	Community Development Manager, MRCC

PLANISPHERE URBAN STRATEGY PLANNERS

Mike Scott, Director	Project Director
Chris Renkin, Associate	Project Manager

Reference Group

MILDURA RURAL CITY COUNCIL

Peter Douglas	Manager Strategic Planning Services
---------------	-------------------------------------

COMMUNITY REFERENCE GROUP

Stephen Glasson	Woodeneye Winery / TAFE
Greg Horton	Individual Member
Raymond Wintle	Individual Member
Roger Drewitt	Individual Member
Dennis McPhee	GJ Gardner Homes
Ian McGlashan	Calder Tourist Park
Maria Reidl	Individual Member
Eileen Pica	Individual Member / ACOP
Jeremy Seward	Mildura Chamber of Commerce
Anne Mansell	Mildura Development Corporation
Natasha Miller	Irymple Progress Association

CONTENTS

<i>Acknowledgements</i>	<i>i</i>		
INTRODUCTION	1		
<i>HOW TO READ THE PLAN</i>	2		
<i>WHY WE NEED THE PLAN</i>	2		
<i>IMPLEMENTING THE PLAN</i>	2		
<i>COMMUNITY INPUT</i>	3		
<i>WHAT WE'VE HEARD</i>	3		
<i>REGIONAL CONTEXT</i>	4		
<i>PREVIOUS STUDIES</i>	4		
<i>THE CURRENT STUDIES</i>	4		
<i>COUNCIL'S OBJECTIVES</i>	5		
<i>RETAIL STRATEGY FINDINGS</i>	5		
Figure 1: Strategic Context Map	6		
<i>FIFTEENTH STREET CORRIDOR</i>	7		
<i>CORRIDOR STRATEGY</i>	7		
Figure 2: Fifteenth Street Corridor Strategy	8		
<i>FIFTEENTH & DEAKIN STUDY AREA</i>	9		
Figure 3: Fifteenth & Deakin Study Area Map	10		
Figure 4: Existing Land Use Zones Map	11		
STUDY AREA OBJECTIVES	12		
<i>ACTIVITIES</i>	13		
Study Area Objectives : Activities	14		
<i>BUILDINGS</i>	15		
Study Area Objectives : Buildings	16		
<i>ACCESS & SPACES</i>	17		
PRECINCTS	20		
<i>CITY GATE PRECINCT</i>	22		
A 'Vision' for City Gate	22		
City Gate Activities	23		
Objectives	24		
Strategies & Actions	24		
Figure 4: City Gate Activities Map	26		
Figure 5: City Gate Proposed Rezoning Map	27		
City Gate Buildings	28		
Objectives	28		
Strategies & Actions	28		
Figure 6: City Gate Buildings Map	29		
City Gate Access & Spaces	30		
Objectives	30		
Strategies & Actions	30		
Figure 7: City Gate Access & Spaces Map	32		
FIFTEENTH STREET PRECINCT	36		
A 'Vision' for Fifteenth Street Precinct	36		
Fifteenth Street Activities	37		
Objectives	38		
Strategies & Actions	38		
Figure 8: Fifteenth Street Precinct Activities Map	39		
Figure 9: Fifteenth Street Proposed Rezoning Map	40		
Fifteenth Street Precinct Buildings	41		
Objectives	41		
Strategies & Actions	41		
Figure 10: Fifteenth Street Precinct Buildings Map	42		
Fifteenth Street Access & Spaces	43		
Objectives	43		
Strategies and Actions	43		
Figure 11: Fifteenth Street Precinct Access & Spaces Map	45		
Figure 12: Fifteenth Street Indicative Car Parking Layout	46		
IMPLEMENTATION PLAN	49		
APPENDIX	57		
Appendix A: General Design Guidelines	58		
Appendix B: Fifteenth & Deakin - City Gate Precinct Structure Plan	61		
Appendix B: Fifteenth & Deakin – Fifteenth Street Precinct Structure Pla	62		



INTRODUCTION

INTRODUCTION

HOW TO READ THE PLAN

The Structure Plan has been divided up into four parts:

CHAPTER 1: INTRODUCTION

This chapter sets the context of the Structure Plan and introduces the Study Area, identifies Precincts and presents the Vision.

CHAPTER 2: STUDY AREA OBJECTIVES

The Plan is structured around 3 Key Themes:

- ◆ Activities;
- ◆ Buildings;
- ◆ Access & Spaces.

Chapter 2 separates each of the themes, gives a broad overview, and identifies strategic objectives that apply to the Study Area in its entirety.

CHAPTER 3: PRECINCTS

The Study Area has been divided into two Precincts:

- *City Gate Activity Centre Precinct*
- *Fifteenth Street Activity Precinct*

Chapter 3 separates each of the two Precincts. An overall vision is provided for each of the two Precincts. The key principles that underpin the vision are then summarised under each of the three themes: *Activities, Buildings, and Access & Spaces*. Maps are provided to illustrate the key directions of the Structure Plan, under each of the relevant themes.

CHAPTER 4: IMPLEMENTATION PLAN

WHY WE NEED THE PLAN

This document has been prepared by the Mildura Rural City Council to articulate a vision, for the Fifteenth and Deakin study area, in accordance with the intent of the State Planning Policy Framework, which requires planning to:

'integrate relevant environmental, social and economic factors in the interests of net community benefit and sustainable development'...

The purpose of the Fifteenth and Deakin Structure Plan is to provide a framework for integrated development of this important sub-regional activity centre, managing change to the physical environment and guiding future activities.

The Plan sets a framework for action of major and incremental changes in land use and built form, movement networks and public spaces, to achieve economic, social and environmental objectives described in the vision for the future.

The Plan defines the specific policy and objectives for the transformation of the area, and identifies opportunities and strategies to realise those objectives.

IMPLEMENTING THE PLAN

Successful realisation of this 15 year Structure Plan will require commitment and involvement from all stakeholders. The Mildura Rural City Council will manage the Structure Plan and resource much of its implementation. Other actions will require input from a variety of sources and organisations.

The Structure Plan contains a comprehensive implementation plan for all actions. The implementation plan identifies short, medium and long-term actions, allocates priorities and identifies agencies that will assist with implementation of the Plan.

The Plan will be ultimately implemented through amendments to local planning policy framework, zoning controls, and council's development priorities.



INTRODUCTION

COMMUNITY INPUT

This Plan has been prepared with input and assistance from a wide range of community stakeholders.

A communication strategy was developed with the Council to engage and involve community and Council representatives, key stakeholders and the broader community in shaping the content and direction of the Fifteenth and Deakin Structure Plan.

Issues, opportunities, ideas and aspirations have been shared about the study areas through the first phase of consultation. This included:

- ♦ A Steering Committee involved members from Mildura Rural City Council, Planisphere and sub-consultants.
- ♦ Reference Group involving the Mildura Rural City Council and community representatives was established to oversee the preparation of the Plan.
- ♦ Project Bulletin 1 was issued in early 2010 to owners and residents in the Study Area to provide the community with project information and notification of the first Community Workshop. The bulletin included a questionnaire which provided an opportunity for community members to make initial comments on what they would like to see the Structure Plan address.
- ♦ A Community Workshop was held on 24 March to discuss issues, opportunities, ideas and aspirations for the future of Fifteenth and Deakin and Irymple study areas. The session was attended by approximately 50 people (see below for further details).
- ♦ Project Bulletin 2 was issued in April 2010 to owners and residents in the Study Area to inform the community about the 4 week public exhibition of the Draft Structure Plans (17 May to 11 June).

- ♦ A second Community Workshop was held on 25 May, 2010 to present and receive feedback on the Draft Structure Plans. The session was attended by approximately 50 people (see below for further details).

WHAT WE'VE HEARD

Community feedback has indicated key issues, opportunities, ideas and aspirations to help shape the content and direction of the Fifteenth and Deakin Structure Plan.



Key issues identified by the community:

- ♦ The amount of car parking available in peak times
- ♦ Maintaining some tourist accommodation
- ♦ Pedestrian and cycle safety
- ♦ Pedestrian and cycle infrastructure
- ♦ The amount of 'green space' and public space

- ♦ Traffic management issues
- ♦ Built form setbacks and quality of architecture
- ♦ Land use allocation, particularly Business Zones

Key opportunities identified by the community:

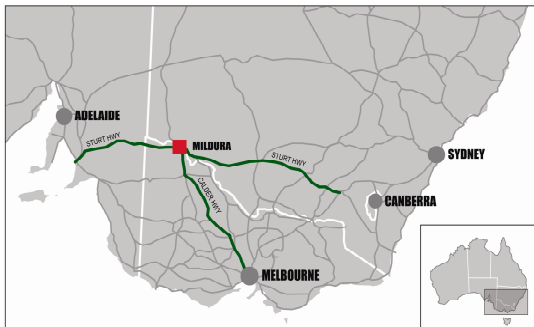
- ♦ Install a signalised intersection for Deakin Avenue and Fifteenth Street to increase pedestrian and cyclist safety and improve traffic management.
- ♦ Streetscape, landscaping and signage treatment improvements.
- ♦ Improve pedestrian and cycle pathways and infrastructure
- ♦ Increase car parking in core retail area, and provide opportunities for caravan/ RV parking.
- ♦ Develop street and security lighting.
- ♦ Improve pedestrian, bicycle and vehicle safety, including footpath development.
- ♦ Consolidate and expand the City Gate retail core.
- ♦ Develop better open space and provide opportunity for public art in appropriate locations
- ♦ Incorporate opportunity for more professional services to establish in the area, including, medical services
- ♦ Increase security through improved lighting and passive surveillance.

INTRODUCTION

REGIONAL CONTEXT

Mildura, located on the Murray River in the north-west corner of Victoria, is the major regional service centre serving the needs of residents and visitors in the north-western part of Victoria and adjoining areas in New South Wales (NSW) and South Australia.

Mildura's central location relative to capital cities in adjoining States, has cemented the centre as a major link for interstate transportation via the Sturt and Calder highways.



A booming agricultural industry, growth in tourism and recreation sectors and strong migration due to broader tree change/ lifestyle trends have contributed to steady population growth in the region.

The Mildura area contains a resident population of approximately 53,100 persons (estimate for 2008) and has experienced population growth of 1.0% pa over the past seven years, slightly greater than the Victorian average (0.9% pa).

Continued population growth is projected for the region. The Mildura Retail Strategy (2010) provides an updated analysis of population, projecting a population increase of up to 10,850 persons by 2025 for the primary trade area.

PREVIOUS STUDIES

Previous strategic studies completed by Council have attempted to garner a better understanding of the impact of growth and in part established a framework to manage growth and development. Key strategic studies relevant to, and that provide context to this project include:

- ◆ The Mildura and Irymple Residential Land Strategies Review, 2003
- ◆ The Mildura Retail Strategy Review, 2004
- ◆ Mildura – Irymple Interface Study, 2006
- ◆ The Mildura Industrial Land Strategy Update, 2006
- ◆ Mildura CBD Plan, 2007
- ◆ Residential Development Plans for Irymple, and Etiwanda Avenue, 2007
- ◆ Mildura South Strategic Framework Plan, 2007
- ◆ Mildura – Irymple Urban Transition Area Urban Design Guidelines, 2008
- ◆ Mildura Planning Scheme Review 2010



THE CURRENT STUDIES

Three studies were undertaken simultaneously in 2010: Mildura Retail Strategy, Fifteenth and Deakin Structure Plan, and Irymple Structure Plan.

Mildura Retail Strategy 2010

The Mildura Retail Strategy 2010, prepared by Essential Economics, was commissioned to assess demand and supply trends for retailing in the urban Mildura area, and provide a strategy which will guide the future location of retail development over the period 2010 to 2025. One of the main functions of the Strategy is to review the 2000 retail strategy, and the update that occurred in 2004.

The study area for this project is the urban area of Mildura, plus the nearby towns of Merbein, Irymple and Red Cliffs. The study estimates that there is currently around 150,000m² of occupied retail floorspace in this study area.

Fifteenth and Deakin Structure Plan 2010

The purpose of the Fifteenth and Deakin Structure Plan 2010, prepared by Planisphere, is to prepare a structure plan for Fifteenth Street and its immediate hinterland, covering the area between Walnut and Benetook Avenues. The Retail Strategy 2010 provides an important strategic context for this structure plan.

Irymple Structure Plan 2010

The purpose of the Irymple Structure Plan 2010, also prepared by Planisphere, is to prepare a structure plan for the settlement of Irymple. The Retail Strategy 2010 provides an important strategic context for resolving the future of the Irymple town centre.

INTRODUCTION

COUNCIL'S OBJECTIVES

The Council's aims in undertaking the Fifteenth and Deakin and Irymple Structure Plans were to:

- ◆ Ensure that retail development on Fifteenth Street does not threaten the long term viability and sustainability of retailing in the Mildura CBD as the primary regional centre.
- ◆ Ensure that the types of development and activities on Fifteenth Street are consistent with its designation as a sub-regional centre, and complements the offer of the Mildura CBD.
- ◆ Confirm the strategic basis for land uses with the study areas;
- ◆ Identify the long-term preferred land use vision and development future for the land;
- ◆ Identify realistic development options for the land and an appropriate zoning regime to realise its attainment;
- ◆ Recognise the strategic and visual importance of the area;
- ◆ Identify urban design issues and appropriate planning responses to ensure that future use and development of the land occurs in a manner that reflects the preferred land use vision;
- ◆ Establish sound planning and design and development principles to guide future development and the preparation of development plans;
- ◆ Identify any consequential changes which need to be made to the Mildura planning scheme.
- ◆ Support growth and development of Mildura and Irymple in a sustainable manner.

RETAIL STRATEGY FINDINGS

The Strategy concludes that approximately an additional 60,000m² of retail floorspace is supportable over the period 2010 to 2025.

A variety of locations in Mildura are candidates for future retail development, including:

- ◆ The Mildura CBD, including the redevelopment of major land holdings currently containing large anchor tenants (currently 63,000m² of occupied retail floorspace);
- ◆ The Centro Mildura and surrounding area (referred to in this study as City Gate) for grocery and specialty retailing (currently 19,000m², with potential for up to an additional 20,000m² – but that includes 11,000m² for the approved Big W based development);
- ◆ Fifteenth Street for homemaker retailing (currently 47,000m², with potential for up to an additional 20,000m² of retail);
- ◆ Development of a Neighbourhood Activity Centre at Irymple (potential for up to an additional 4,500-6,000m², including a full-line supermarket);
- ◆ Tourist and limited retail development at the Marina; and
- ◆ Neighbourhood centre development in the growth areas of Mildura, which is to be investigated at the structure planning phase for these areas.

The Mildura South Structure Plan shows locations for two local activity centres, one each side of the Calder Highway corridor.

Implications for the Structure Plans

City Gate can continue to develop as a Sub-Regional Activity Centre, playing a lesser role than the Mildura CBD, but still developing as the second most important activity centre in the municipality. According to the Retail Strategy 2010, potential exists for up to an additional 9,000m² of additional retailing (including an additional supermarket), over and above the amount of retail development that has already been approved (ie the Big W based development). Up to an additional 3ha of B1Z land is estimated to be needed to accommodate this.

Fifteenth Street can continue to develop as a homemaker/bulky goods strip, which is congruent with the present B4 Zone that covers most of this area. This type of retail activity is also appropriate in the western section of the SUZ, rezoned recently in the transitional interface area between the B4Z land and Irymple. According to the Retail Strategy 2010, potential exists for up to an additional 20,000m² of additional homemaker/bulky goods retailing in these combined areas along Fifteenth Street, plus a further 5,000m² of non-retail. There is already sufficient land zoned B4Z or SUZ to accommodate this growth.

Irymple, as a growing residential neighbourhood, has potential for a Neighbourhood Activity Centre containing a full-line supermarket and associated specialty shops, with a total floorspace of up to around 4,500-6,000m². There is planning approval for a shopping centre with a less than full-line supermarket. Advice from the Retail Strategy consultants is that, there is an insufficient catchment to support the development of two supermarket-based shopping centres in Irymple.

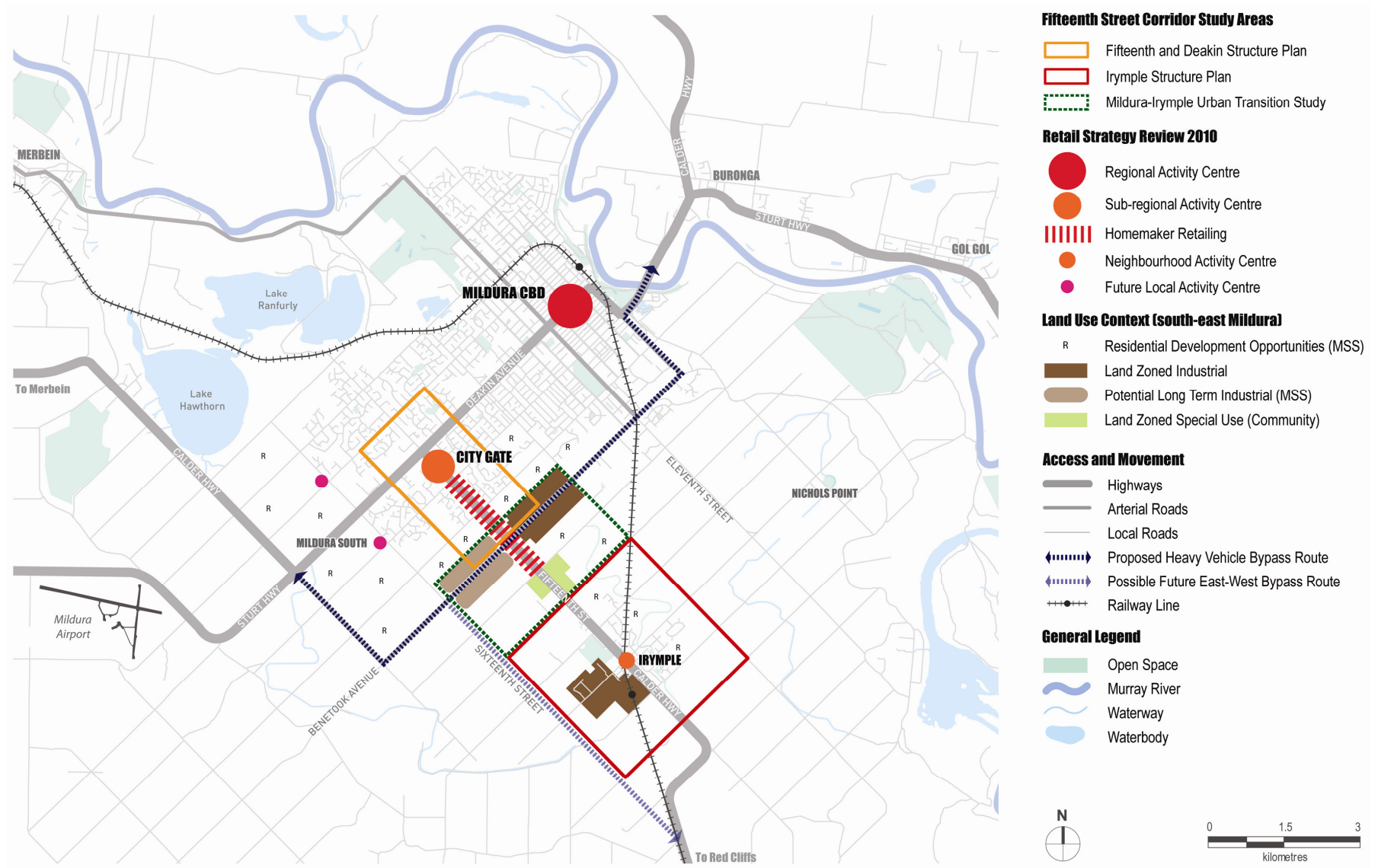


Figure 1: Strategic Context Map

INTRODUCTION

FIFTEENTH STREET CORRIDOR

As a result of strong population growth, commercial development has established along Mildura's main south-eastern arterial thoroughfare, the Calder Highway, commonly known as *Fifteenth Street*.

Mildura-Irnyple Urban Transition Study 2008

The purpose of the Urban Transition Study was to resolve the future land use and development of the 'non-urban break' area between Mildura and Irnyple.

Urban Design Guidelines were prepared to guide the future development of the land along Benetook Avenue, between Fifteenth and Fourteenth Streets, and land along Fifteenth Street, between Benetook and Sandilong Avenues.

Fifteenth Street has been rezoned to Special Use Zone (SUZ) with special provision to maintain a break in urban form between Mildura and Irnyple, in terms of land use, landscaping and built form. This zone allows for the continuation of the Homemaker/ Bulky Goods Retailing activity between Benetook and Cowra Avenues. Community, tourism and education uses are encouraged between Cowra and Sandilong Avenues.

Residential Growth

The majority of population growth and residential development in the Mildura Region has occurred within urban Mildura, particularly in the south and south eastern parts of the urban area and also in the township of Irnyple over the past decade.

Extensive residential growth is planned to the south and south east of Mildura. This includes Mildura south, areas to the north of Fifteenth Street, and expansion of Irnyple itself.

Caravan park accommodation, for visitors, itinerant workers and others, has long been an important land use along the Fifteenth Street corridor.

The Council intends to prepare a housing strategy in the near future.

Industrial Land

Benetook Avenue north of Fifteenth Street has recently been rezoned to Industrial 3 (IN3Z). This direction supports Council's promotion of Benetook Avenue as a heavy vehicle bypass route and Industrial activity precinct. The MSS shows Benetook Avenue south of Fifteenth Street as a location for long term future industrial activity.

There is a large area in Irnyple zoned for Industrial 1.

CORRIDOR STRATEGY

Refer to Figure 2: Fifteenth Street Corridor Strategy.

The findings of the Fifteenth & Deakin and Irnyple Structure Plan need to be seen in the context of an overall strategy for the Fifteenth Street Corridor, as shown on the accompanying map. The essence of this strategy is:

Develop City Gate (the area mostly on the north side of 15th, between Deakin and San Mateo) **as a sub-regional centre**. The major challenge for City Gate is to develop it in a way that: physically integrates components of the centre that are developed by separate private developers. By this is meant integration of:

- ♦ vehicle access arrangements, consistent with traffic management of 15th street
- ♦ car park layout and management
- ♦ public transport access

- ♦ pedestrian routes, both to and within the centre, so that the whole centre (not just each component) is safe and pleasant to walk around

Develop Fifteenth Street from San Mateo to Sandilong Avenues as a homemaker/bulky goods retailing strip. The challenges here are to:

- ♦ produce a reasonably consistent built form
- ♦ limit access points off the highway
- ♦ integrate as far as possible the car parking areas
- ♦ provide for the extensive landscaping concept envisaged in the Mildura-Irnyple Urban Transition Study 2008

Develop a single, attractive Neighbourhood Activity Centre in Irnyple that:

- ♦ links into the physical layout of its surrounding area
- ♦ is easily accessible from all parts of Irnyple, including by non-motorised means
- ♦ connects with other community locations
- ♦ includes, or is well connected with, a breadth of activities and services needed by a neighbourhood community

Resolve the location of other land uses in Irnyple as it expands, including residential, open space, industrial and community uses.

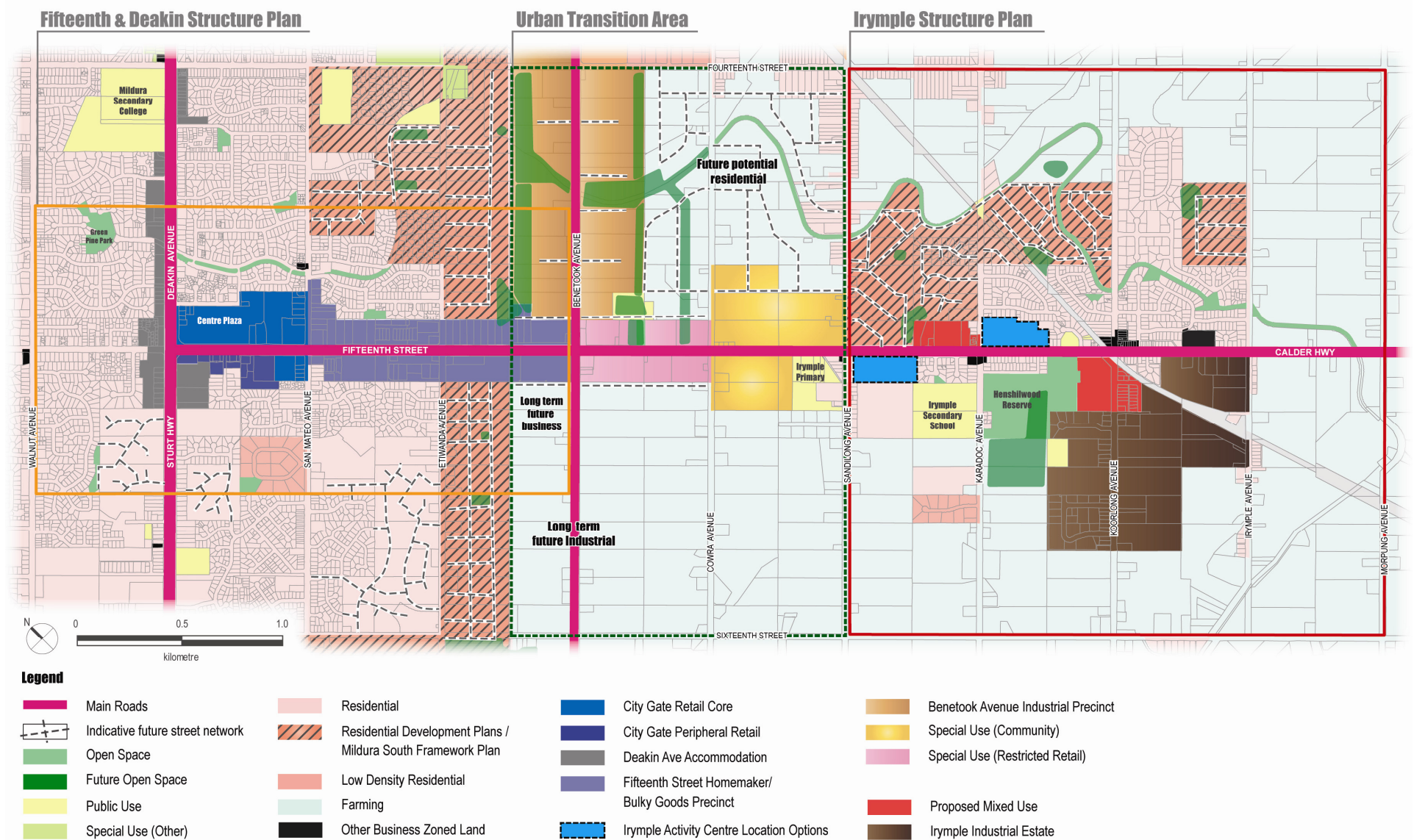


Figure 2: Fifteenth Street Corridor Strategy

INTRODUCTION



FIFTEENTH & DEAKIN STUDY AREA

The Fifteenth and Deakin study area is located approximately 3.5km south-west of the Mildura CBD.

Fifteenth & Deakin serves as the Mildura's sub-regional or secondary retail centre (Mildura CBD is the primary regional centre). Fifteenth and Deakin includes large areas of commercially zoned land, major retail and bulky goods, tourism related accommodation including multiple caravan parks, industrial and surrounding established and developing residential areas. Situated at the southern gateway to Mildura, the area plays a critical role in contributing to the overall image of the City.

The Study Area encompasses the area generally surrounding Deakin Avenue and Fifteenth Street, bounded by Walnut Avenue and Benetook Avenue (refer to the *Study Area Map* on page 10).

For the purposes of the Structure Plan, the Study Area has been divided into two Precincts:

City Gate Precinct

- ◆ A Precinct focused on Fifteenth Street between Deakin Avenue in the north-west and San Mateo Avenue in the south-east.
- ◆ The area includes the City Gate Activity Centre: Centro Plaza Precinct and commercial activity fronting Fifteenth Street between Deakin Avenue and San Mateo Avenue. It also includes surrounding residential uses extending west to Walnut Avenue and commercial uses fronting the west side of Deakin Avenue.

Fifteenth Street Precinct

- ◆ A Homemaker / Bulky Goods Centre based on Fifteenth Street between San Mateo Avenue to the north-west and Benetook Avenue to the south-east. This area also includes surrounding residential uses to the north-east and south-west.

Figure 3: *Fifteenth and Deakin Study Area Map* is provided on page 10. It identifies the study area and two Precincts.

Figure 4: *Existing Land Use Zones Map* is provided on page 11, and shows the existing land use zone context.



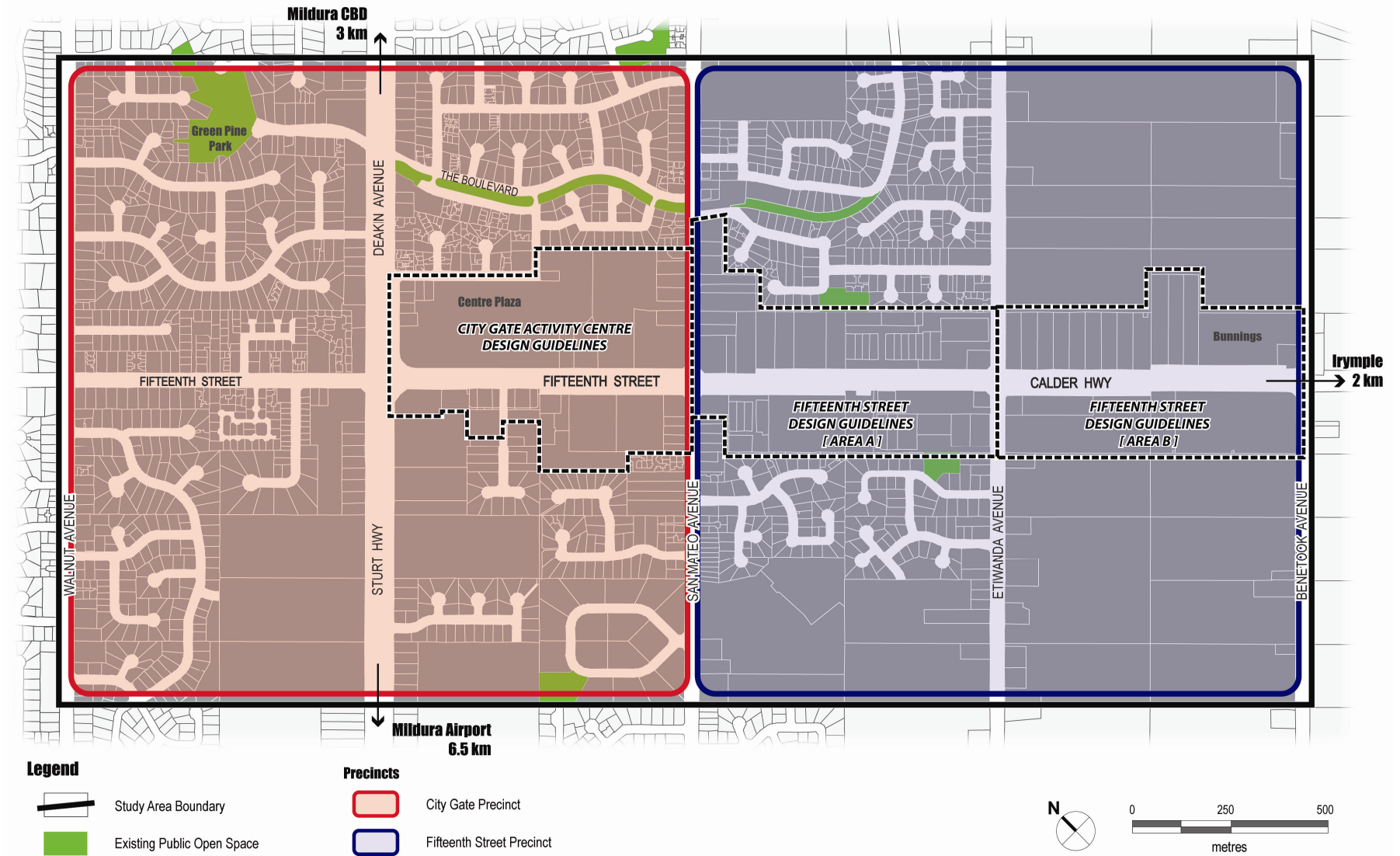


Figure 3: Fifteenth & Deakin Study Area Map

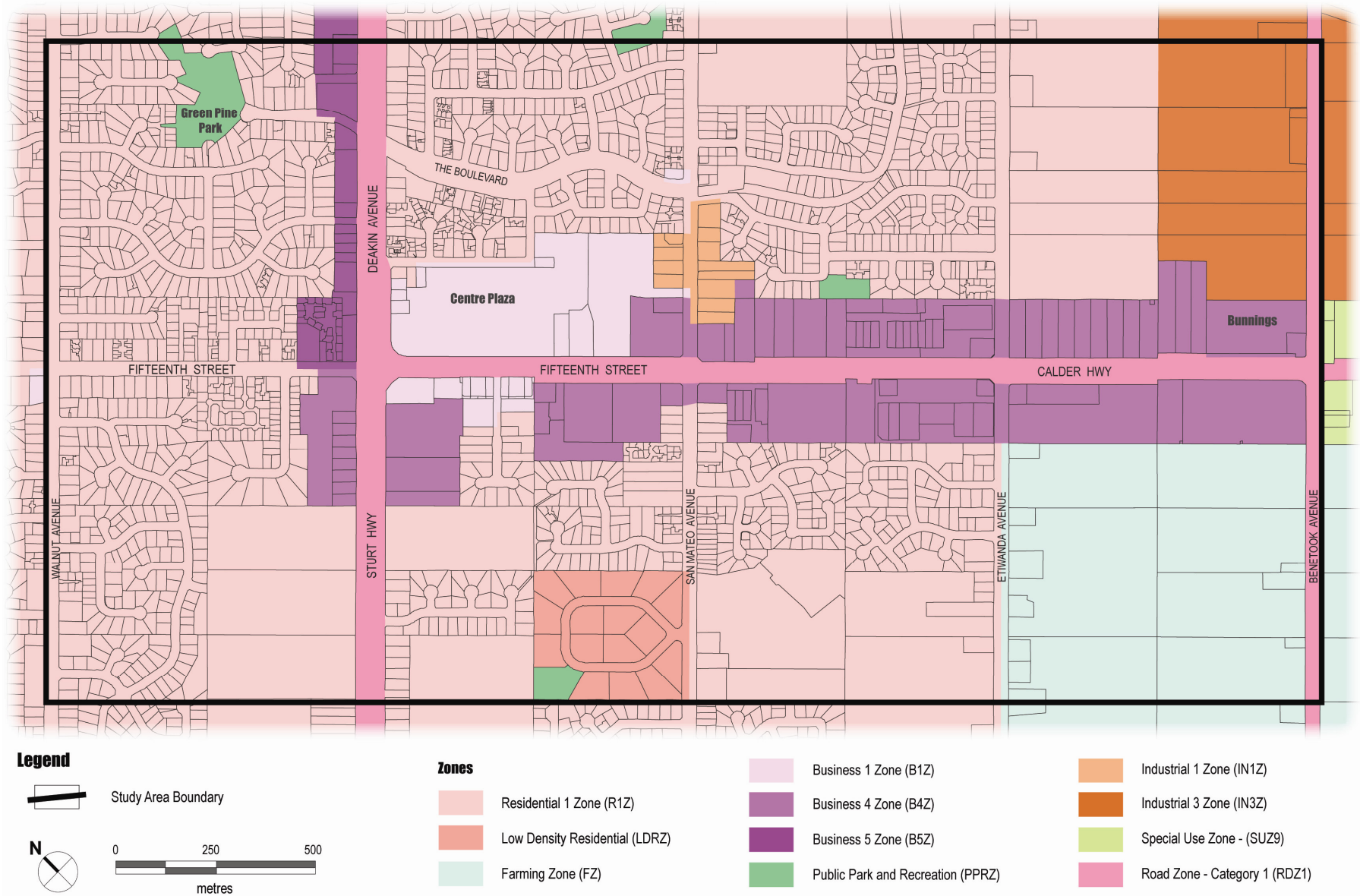


Figure 4: Existing Land Use Zones Map

2

STUDY AREA OBJECTIVES

STUDY AREA OBJECTIVES

ACTIVITIES

The *Activities* theme relates to the location and intensity of land use activities in the Study Area including retail, bulky goods, office, commercial, community, industrial and residential uses.

LAND USE

Although a wide variety of land uses and activities occur across the Study Area, it is clear that there are two identifiable commercial precincts. Towards the Deakin end of Fifteenth Street, north-west of San Mateo Avenue, the Centro Shopping Plaza provides a strong retail focus catering for the everyday needs of residents and visitors to the area. Land uses such as the supermarket, bakery, newsagency and post office contribute to the 'local neighbourhood' feel. Further along Fifteenth Street south-east of San Mateo Avenue, larger scale buildings in the form of 'big box' bulky goods retailing support the 'Homemaker Centre' of Mildura.

Given the identifiable land use difference between the two precincts, core retailing versus bulky goods retailing, and how this manifests itself in the built form, the Study Area has been divided into two Precincts: City Gate Precinct and Fifteenth Street Precinct.

It is important that City Gate is predominantly retail offer, complementing activities within the Mildura CBD that define its primary regional role. Entertainment, restaurants, larger format offices and headquarters, community and civic services should be directed to the Mildura CBD and have limited if any presence in Fifteenth and Deakin. Retailing, smaller scale professional services, medical and dental, and tourist accommodation should play a dominant role in the City Gate Precinct. Bulky good retailing, light industry, leisure related activities (dance and martial arts

studios), and tourist accommodation should locate in the Fifteenth Street Precinct.

Caravan Parks have a strong presence within the Fifteenth and Deakin providing tourist accommodation, low cost housing, and temporary accommodation for seasonal workers. The caravan parks are highly valued by the local community and visitors due to their unique location close to shops and services on Fifteenth Street. However, the location in Fifteenth and Deakin is also placing development pressure on caravan parks to be redeveloped for other commercial and retail uses which yield a higher land value.

Change of use, and closure of the caravan parks should be avoided until the time that their role and contribution to tourism, providing affordable housing and retail spending in the study area and Mildura is understood. Opportunities for other forms of tourist accommodation such as cabins, Recreation Vehicle parks, serviced apartments amongst other accommodation types should be encouraged in these locations, uses that will capitalise on land values whilst providing essential accommodation in the area.

Strategies and Actions for Activities are located in the Precincts sections of this Plan.



STUDY AREA OBJECTIVES

Study Area Objectives : Activities

- ♦ *Strengthen Fifteenth and Deakin as the sub-regional retail centre in Mildura.*
- ♦ *Complement the Mildura CBD as the primary regional centre in the region.*
- ♦ *Support land use activities within the Study Area that are representative of the different role to be played by the City Gate precinct as distinct from the Fifteenth Street precinct.*
- ♦ *Ensure that new urban growth in Mildura is consistent with any applicable Residential Development Plan including provision of community and social infrastructure, open spaces and road layout.*
- ♦ *Protect established residential and industrial areas from inappropriate commercial uses.*
- ♦ *Ensure that tourist accommodation continues to play a significant role in Fifteenth and Deakin Activity Precinct.*

STUDY AREA OBJECTIVES

BUILDINGS

Buildings are major factors in contributing to an area's character and identity. The relationship of buildings with the street space influences 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 area. It covers issues relating to the scale and form of the buildings, how to encourage buildings that support the activities in the Study Area, along with consideration of high quality design and ecologically sustainable design principles.

SCALE AND FORM

A variety of building types, sizes and heights occur within the Study Area. The diversity in scale, siting and design of built form is reflective of the range of land uses and activities that occur along Fifteenth Street, (as described in the activities section above).



Whilst two distinct focus areas have been identified in the development of the Structure Plan, it is important to note that each of the two Precincts still, however lack an overall consistency in built form. Building heights, setbacks,

spacing and typologies all vary, failing to create a sense of streetscape definition and distinctive identity for both the City Gate and Fifteenth Street Precincts.



A key objective of the Structure Plan is to ensure that the Fifteenth & Deakin Activity Precinct in its entirety, is not viewed as a single urban entity, but rather as separate areas of focus that provide a rational transition between the open rural areas to the south-east, and the more intense built up area to the north-west that defines the City's southern gateway.

This has been achieved through applying discreet shifts in urban form (building heights and spacing) and pattern (setbacks) to ensure that future development contributes to the creation of a strong and distinct image for both the City Gate and Fifteenth Street Precincts.

DESIGN QUALITY

Many buildings within the Study Area have been poorly designed and sited; with large blank walls that present to the street edge, rear service areas that are exposed to

public view, and limited opportunities for pedestrian permeability.



A number of vacant/ potential redevelopment sites within the Study Area present opportunities for new high quality contemporary buildings, founded upon the principles of sustainability, to convey a strong and positive image for the area. New buildings will act to 'fill in the gaps', achieve consistency, provide local landmarks and set a new standard for architectural excellence and sustainability within the Fifteenth & Deakin Activity Precinct.

It is important that new buildings within the area are designed to better address their streetscape context and make a positive contribution to the pedestrian experience along Fifteenth Street, Deakin Avenue and neighbouring side streets. This can be achieved through applying the fundamental principles of good urban design, as outlined in [Appendix A: General Design Guidelines - Fifteenth & Deakin](#).

SUSTAINABLE DESIGN

Improving the environmental performance of buildings is a key step in enhancing the sustainability of a city and is an indicator of a progressive community. As part of shaping a new image and identity for both the City Gate and

STUDY AREA OBJECTIVES

Fifteenth Street Precincts there is a great opportunity to set a new agenda for Ecologically Sustainable Development (ESD) in the Study Area.

Web-based self-administered assessment tools such as STEPS (Sustainable Tool for Environmental Performance Strategy) and SDS Non-Residential (Sustainable Design Scorecard) can be used for assessing the environmental performance of a proposed residential or non-residential building, within the context of planning permit applications.

Study Area Objectives : Buildings

- ♦ *Establish a consistent built form pattern that communicates a clear transition between both the City Gate and Fifteenth Street Precincts, and emphasises the southern gateway to the CBD.*
- ♦ *Facilitate the development of high quality built form that contributes to the contemporary image and identity of the Fifteenth & Deakin Activity Precinct.*
- ♦ *Ensure that new built form is designed to make a positive contribution to its setting.*
- ♦ *Underpin the principles of ESD (Environmentally Sustainable Development) and Crime Prevention Through Environmental Design (CPTED) in the siting and design of new development, or retrofitting of existing buildings.*

STUDY AREA OBJECTIVES

ACCESS & SPACES

Public spaces and the streets that connect them are important aspects of an area's function, identity, vibrancy and amenity. A key element of the Draft Structure Plan is making the Deakin & Fifteenth Activity Precinct a pleasant place to visit, live, do business and wander the shops.

The Access & Spaces theme looks at how the Study Area is primarily accessed, and examines the function, amenity and appearance of public spaces within the area. It then considers ways to improve the public realm for the benefit of all users.

VEHICULAR ACCESS

The Study Area is dissected by both Fifteenth Street and Deakin Avenue; which serve as the main Highway routes from Melbourne and Adelaide respectively. Both these roads carry significant volumes of traffic and serve regional traffic network functions. As a result, access to, from and within the Study Area is heavily biased towards car based infrastructure.



The Study Area is however, accessible via a range of alternative transport options, including a frequent bus service. A balance between car-based transport and other

more sustainable transport modes needs to be achieved where possible.

PEDESTRIAN & CYCLIST ACCESS

Given the Highway function of Fifteenth Street and Deakin Avenue, pedestrian access across these roads is currently restricted. This presents significant issues regarding the safety and movement of pedestrians within the area.



Traffic management solutions proposed in the Draft Structure Plan, including the implementation of traffic signals at the Deakin & Fifteenth intersection; aim to optimise the safety and efficiency of the road network for all road users. A long term prospect to re-route through traffic, particularly large trucks, away from Fifteenth Street is favoured as it will significantly reduce heavy vehicle movements and consequently improve pedestrian priority within the Study Area.

Opportunities to improve pedestrian and cyclist permeability across private sites will be encouraged through the establishment of pseudo service lanes and through limiting the extent of fencing around private developments.



Promoting sustainable modes of transportation can be supported through high quality and attractive infrastructure and facilities, such as the bike stand featured above.

PUBLIC REALM

A key direction of the Structure Plan is to facilitate the creation of a high quality, attractive and safe public realm that encourages an increase in pedestrian and cyclist movement throughout the Study Area. This includes recommendations to improve the existing shared path network along both sides of Fifteenth Street and enhance facilities such as drinking fountains, seating and bike parking rails. Such improvements could provide an impetus for more pedestrian and cyclist movements to, from and within the study area as an alternative form of transport to the car.

It is essential that a coordinated streetscape palette/ theme is developed to guide future streetscape/ public realm improvements within the Study Area. The theme should reiterate a slightly different sense of place between the City Gate and Fifteenth Street Precincts, and continue

STUDY AREA OBJECTIVES

to emphasise the importance of the CBD gateway. This palette should be encouraged to continue into private commercial/ retail properties and car parking areas to promote a more coherent relationship between the public and private realms within the Study Area.



Recent streetscape improvements along the Nunawading 'MegaMile' in Melbourne's east have significantly increased pedestrian activity and amenity along the strip.

The core focus of the Fifteenth & Deakin Activity Precinct in providing large floor plates and car parking areas has taken priority over providing 'green' space within the area. Subject to traffic noise and fumes, there are limited opportunities for new quality open spaces along Fifteenth Street.

However, as the level of activity in the area grows, opportunities to improve the public realm through providing greenery, seating, shelter and a feeling of enclosure or comfort for residents and visitors to the area, need to be met. Furthermore, opportunities to provide new public open space in the future redevelopment of private sites should be explored.



Improvements to the public realm can also include small changes such as public art instalments which help to create visual interest and improve the overall amenity of the area.

CAR PARKING

Car parking areas in both the City Gate and Fifteenth Street Precincts should be located at the front of the building, between the building and the road, in order to increase passive surveillance, safety and convenience within the area.

Car parking areas will be encouraged to 'link up' and connect over numerous sites in a south-east/ north-west direction, to provide opportunities for increased vehicular and pedestrian permeability in the longer term.

The provision of pedestrian priority routes through car park areas is considered key to ensuring compatibility between all forms of movement; directing pedestrians in an orderly and safe manner along the shortest practicable routes. Designation of these routes should be highlighted through painted line markings, coloured pavements or raised tables which will serve to slow traffic.



Raised tables such as the one above, will help to slow traffic and give more priority to pedestrians within car parking areas.

STUDY AREA OBJECTIVES

Study Area Objectives: Access & Spaces

- ♦ *Facilitate a modal shift from private vehicles to sustainable modes of transport including cycling, walking and public transport.*
- ♦ *Provide an attractive, consistent and recognisable public realm that communicates a clear transition between both the City Gate and Fifteenth Street Precincts.*
- ♦ *Enhance the safety, quality and amenity of the existing pedestrian environment.*
- ♦ *Provide a variety of experiences and opportunities for people to meet, enjoy and relax.*
- ♦ *Manage the road network to optimise the practicality, safety and efficiency for all road users including cars, bicycles and pedestrians.*
- ♦ *Manage car parking demand and provision to support the activity, streetscape amenity and economic capability of the Fifteenth & Deakin Activity Precinct.*
- ♦ *Provide equitable access for all.*



PRECINCTS



CITY GATE PRECINCT

CITY GATE PRECINCT

CITY GATE PRECINCT

A 'Vision' for City Gate

- ♦ *City Gate will strengthen its sub-regional role, complementing the Mildura CBD as the primary activity centre.*
- ♦ *Retailing will be strengthened as the predominant use in City Gate and focused in the City Gate Activity Centre, with tourist accommodation, professional services and residential uses supporting this core role.*
- ♦ *A strong image will be created through consistent built form and streetscape themes within the City Gate Precinct.*
- ♦ *Access and movement within the centre will recognise the nature of the Precinct with its reliance in part on private vehicle access. However, a strong focus of actions will be on the pedestrian environment and design of car parking areas to increase pedestrian activity and encourage more sustainable transport options.*
- ♦ *Improvement to connections from surrounding residential and accommodation uses, including on the north-west side of Deakin Avenue to the key activity nodes within the Activity Centre will facilitate safer movement across Deakin Avenue and Fifteenth Street.*

CITY GATE PRECINCT

City Gate Activities

The following points provide an overview to the key directions regarding *Activities* within the City Gate Activity Centre, as summarised on the *Activities Map* on page 26.

- ♦ The Mildura Retail Strategy Review 2010 has identified that approximately 20,000sqm of additional retail floorspace in a Business 1 zone will be required in City Gate by 2025.
 - Big W and associated retailing is already approved for the vacant site adjoining Centro Mildura, and consists of approximately 11,000m² of retail floorspace development.
 - Analysis shows that a new full-line supermarket and specialty retailing could be supported within the City Gate 'retail core'.
 - Overall, this assessment indicates that approximately 9,000m² of additional conventional retail floorspace could be supported in Fifteenth Street in the area near Centro Mildura. This level of retail floorspace development would require a land area of approximately 3 ha, based on a typical site coverage of around 30%.
- ♦ The Mildura Retail Strategy Review 2010 also identifies the need to integrate the various separate developments in the locality so that they perform as a single integrated retail centre.
- ♦ A compact retail centre will be promoted with core retailing focused on the north-eastern side of Fifteenth Street between Deakin Avenue and San Mateo Avenue, and the south side of Fifteenth Street at the San Mateo Avenue end. This will create a 'retail heart' to the activity centre and a focus for shopping and community meeting place. A compact retail centre will

enable more pedestrian activity and consolidation of car parking.

- ♦ To provide for the projected growth in retail floor space, expansion of the centre will occur to the south of Fifteenth Street at the San Mateo Avenue end where the existing pedestrian crossing can facilitate safe north south pedestrian movement.

Opportunity exists to consolidate this retail node and provide the additional required Business 1 zoned land on the following sites:

- The existing Industrial 1 zoned land on San Mateo Avenue. The land shares direct interface with established residential uses. The sites adjoin the proposed Big W development and offer dual frontage potential.
- Business 4 zoned land on the north-west corner of Fifteenth Street and San Mateo Avenue. There is substantial area surrounding the existing Tavern that could provide for retail activity.
- Business 4 zoned land and Residential 1 zoned land on the south-west corner of Fifteenth Street and San Mateo Avenue. This area would provide a commercial focus at this gateway corner, and consolidate retail development around existing intersection with pedestrian crossing facilities.

Refer to the *Proposed Rezoning Map* on page 27 for the location of these sites.

- ♦ The south-western side of Fifteenth Street provides opportunity for growth in professional services and medical related services including mixed use office and upper level residential or tourist accommodation.
- ♦ Accommodation will continue to have a dominant presence within City Gate, with the north-western side

of Deakin Avenue providing a focus for accommodation uses such as caravan parks, hotels / motels and serviced apartments; and the south-western side of Fifteenth Street retaining a role for caravan parks and new formats of tourist accommodation into the future.

- ♦ Caravan Parks have significant land holdings within City Gate and provide an important tourist accommodation role in City Gate and the region, residency for low income persons and provision of accommodation for seasonal workers amongst others. Prior to their development, the contribution they make to City Gate in terms of retail spending and also as an accommodation type must be understood to ensure they are not lost, or can be redevelopment in another location.
- ♦ Established residential areas surrounding the activity centre will be protected from the creep of commercial uses and the location for appropriately designed new residential development.
- ♦ After normal business hours activity such as recreation and clubs will be encouraged to use private car parking areas and buildings to activate the area at night and provide an important public function.

Rezoning of the additional B1Z land should occur as demand arises, in a sequence that observes the following order of priority:

1. Consolidate the north side of Fifteenth Street
2. Extend to the south side of Fifteenth Street, to enable the development of a full-line supermarket
3. Add residential sites in the longer term.

CITY GATE PRECINCT

Objectives

The key objectives in relation to *Activities* are:

- ♦ ***Strengthen City Gate as the sub-regional retail centre in Mildura.***
- ♦ ***Create a viable and sustainable City Gate Activity Centre focused around a compact retail centre that reduces dependency on the car.***
- ♦ ***Support opportunities that enhance community life within City Gate including recreation and leisure activities.***
- ♦ ***Ensure that community infrastructure supports residential growth, and new infrastructure is provided in a coordinated manner consistent with a Residential Development Plan.***
- ♦ ***Provide opportunities for housing diversity including retirement living.***
- ♦ ***Protect established residential and industrial areas from inappropriate commercial uses.***
- ♦ ***Support existing and encourage new format tourist accommodation in City Gate.***

Strategies & Actions

- ♦ Create a compact retail heart to the City Gate Activity Centre that is a focus for shopping and community life.
 - Prepare an amendment to rezone land within the 'City Gate Activity Core' as shown on the City Gate Proposed Rezoning Map to a Business 1 Zone, including:
 - Residential 1 zoned sites fronting Deakin Avenue south of Eileen Street, and Eileen Street.
 - Industrial 1 zoned land on San Mateo Avenue south of The Boulevard.
 - Business 4 zoned land on the north-west corner of Fifteenth Street and San Mateo Avenue.
 - Business 4 zoned land and Residential 1 zoned land on the south-west corner of Fifteenth Street and San Mateo Avenue.
 - Ensure key gateway sites to City Gate, including the corners of Fifteenth Street at Deakin Avenue and San Mateo Avenue, are developed for retailing that reinforce entry to the activity node, and discourage service station or other such uses that are unlikely to achieve this objective.
 - Facilitate new retail development in the 'retail heart' that integrates with existing surrounding commercial activity for the benefit of the community.
 - Provide a public plaza within any new retail development in the 'retail heart' for people to sit, stop and interact to support community life and the wellbeing of residents.
- ♦ Direct professional services, medical related services, tourist accommodation and mixed use development with upper level residential to the south side of Fifteenth Street.
- ♦ Support opportunities for after hours use of car parking areas to create recreation and leisure activities in City Gate.
- ♦ Discourage ribbon retail development along Deakin Avenue.
- ♦ Support opportunities for tourist accommodation in City Gate, particularly on Deakin Avenue and the south side of Fifteenth Street.
- ♦ Retain caravan parks as an important provider of low cost visitor accommodation and temporary housing in City Gate.
- ♦ In the short term, Council should undertake a review of caravan parks to establish the following:
 - The role of caravan parks in providing tourist accommodation and accommodation for seasonal workers amongst others in Mildura and the Region.
 - The impact of closure of caravan parks on their permanent residents and as a provider of affordable housing.
 - The impact of redevelopment of caravan parks for accommodation where the market focus of the park changes toward tourists and become less affordable.
 - The contribution of retail spending of visitors and residents of caravan parks in City Gate and Mildura.

CITY GATE PRECINCT

- Other potential location opportunities for caravan parks in Mildura and the region.
- ◆ Promote tourist information within the Activity Centre, for example at entrances to the retail heart, and at bus stops.
- ◆ Discourage industrial uses in City Gate.
- ◆ Support good quality medium density housing development in surrounding residential areas and at upper levels on Fifteenth Street.
- ◆ Support residential development in accordance with any applicable Residential Development Plan.
- ◆ Encourage retirement living opportunities within City Gate to provide housing for the elderly close to shops and services.

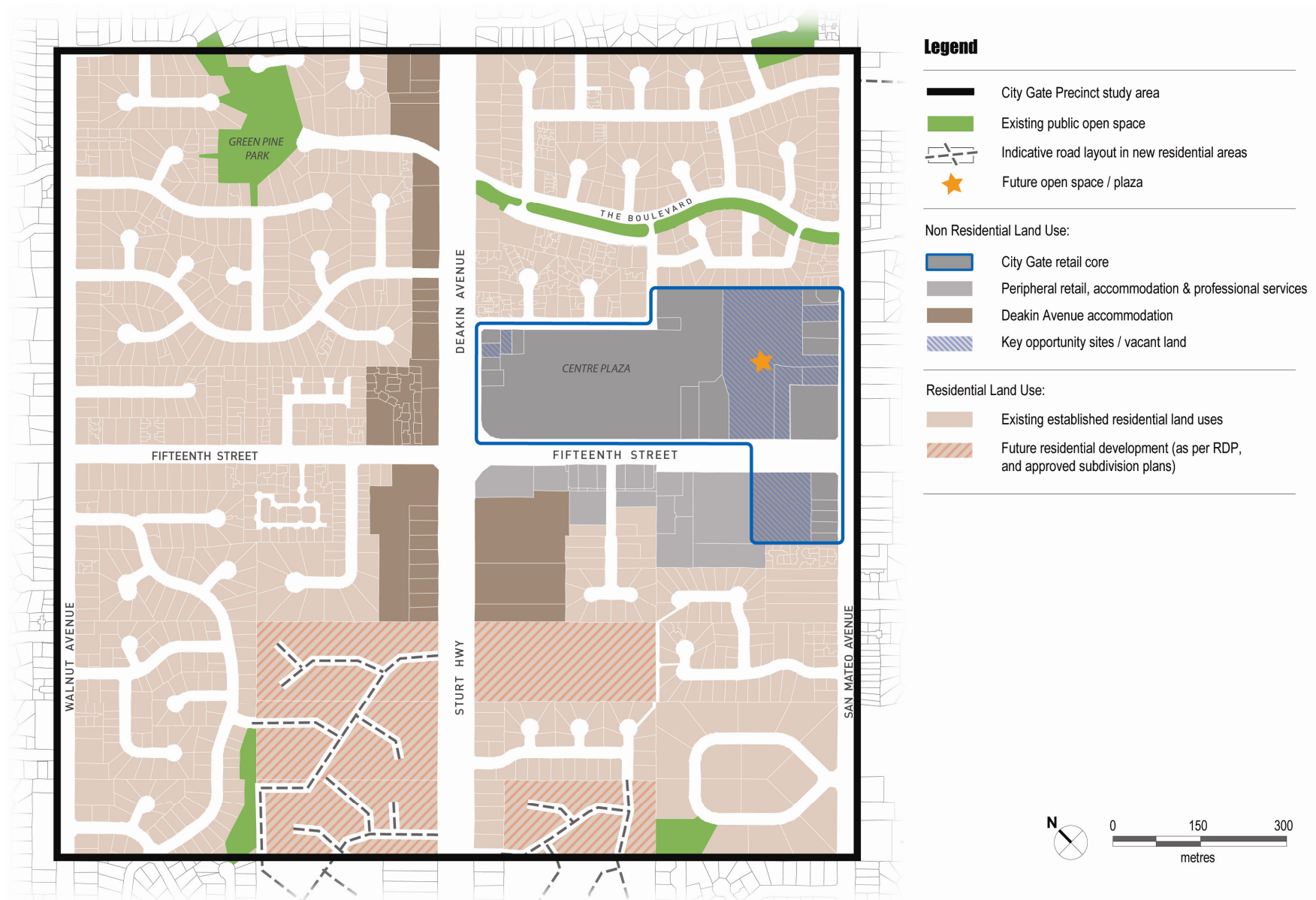


Figure 4: City Gate Activities Map

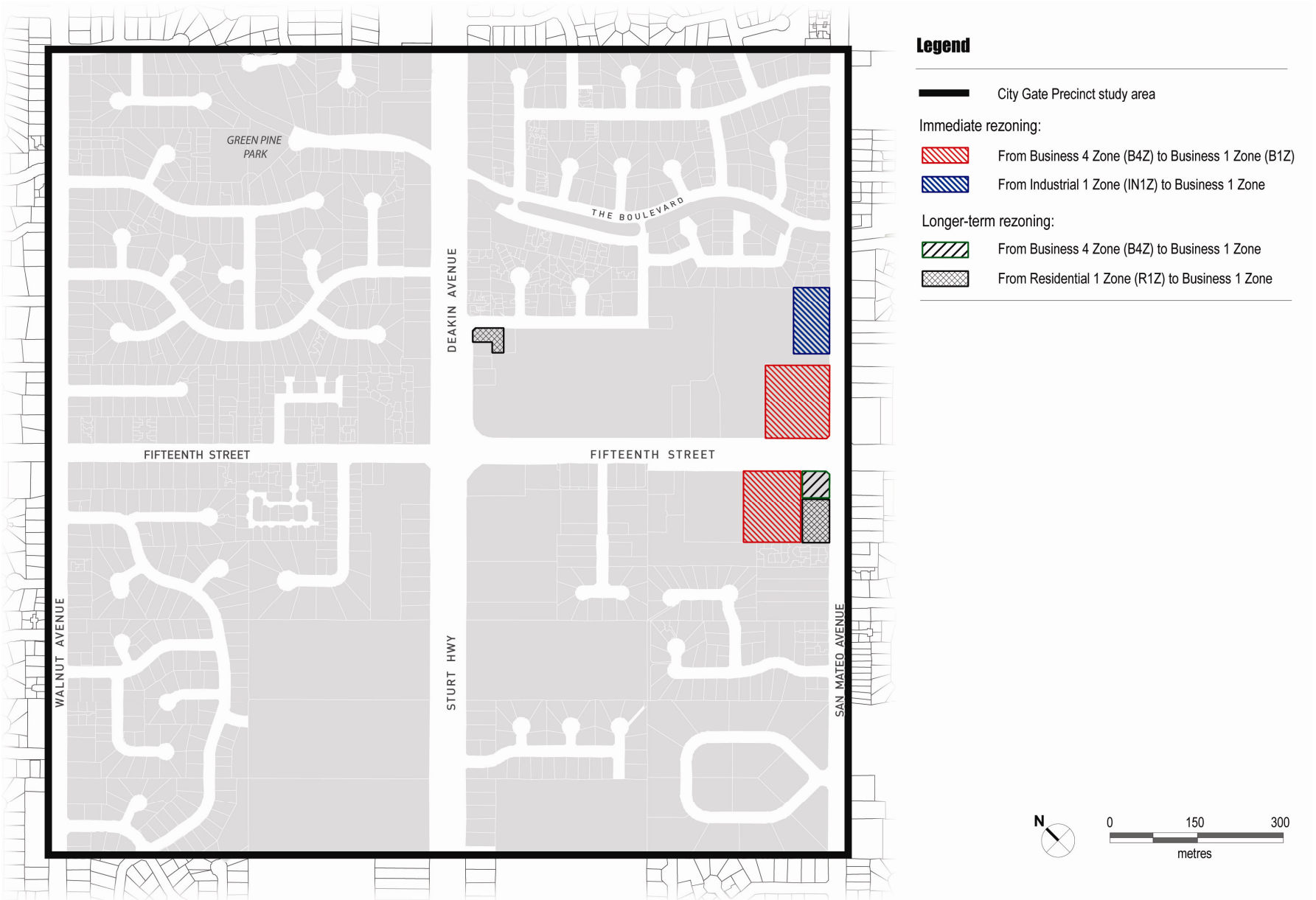


Figure 5: City Gate Proposed Rezoning Map

CITY GATE PRECINCT

City Gate Buildings

The *Buildings Map* on the following page summarises the proposed built form envisaged for the City Gate Activity Centre.

Future built form within the City Gate Activity Centre will be further guided by the *General Design Guidelines - Fifteenth & Deakin* in [Appendix A](#).

In order to emphasise a transition between the open rural areas to the south-east and the more intense built up areas that occur around City Gate, discreet shifts in urban form (building heights and spacing) and pattern (setbacks) have been established, as illustrated on the maps on the following pages.

Building design within the City Gate Activity Centre should be further underpinned by the fundamental principles of urban design, as detailed in [Appendix A: General Design Guidelines - Fifteenth & Deakin](#).

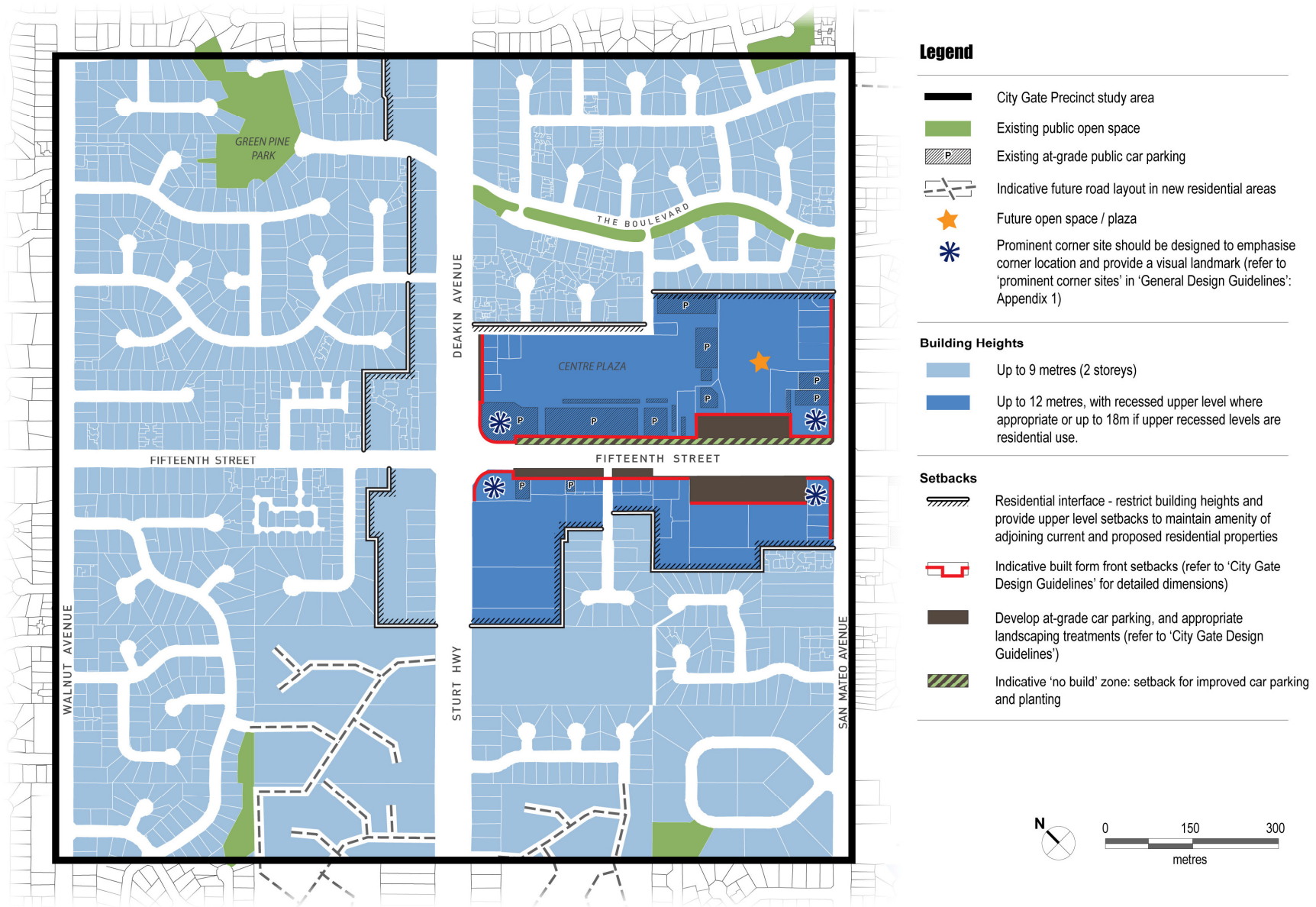
Objectives

The key objectives in relation to *Buildings* are:

- ♦ ***Establish a consistent built form pattern that communicates a clear transition between both the City Gate and Fifteenth Street Precincts, and emphasises the southern gateway to the CBD.***
- ♦ ***Facilitate the development of high quality built form that contributes to the contemporary image and identity of the City Gate Activity Precinct.***
- ♦ ***Ensure that new built form is designed to make a positive contribution to its setting.***
- ♦ ***Underpin the principles of ESD in the siting and design of new development, or retrofitting of existing buildings.***

Strategies & Actions

- ♦ Introduce a Design and Development Overlay to the Mildura Planning Scheme to implement the *General Design Guidelines: Fifteenth & Deakin* contained in [Appendix A](#), the *City Gate Activity Centre Design Guidelines – Deakin to San Mateo* and the heights and setbacks contained in the City Gate Buildings Map.



CITY GATE PRECINCT

City Gate Access & Spaces

The *Access & Spaces Map* on page 32 summarises the key directions relating to Access & Spaces within the City Gate Activity Centre.

Access & Spaces within the City Gate Activity Centre should be further underpinned by the fundamental principles of urban design, as outlined in [Appendix A: General Design Guidelines - Fifteenth & Deakin](#).

Objectives

The key objectives in relation to Access & Spaces are:

- ◆ ***Facilitate a modal shift from private vehicles to sustainable modes of transport including cycling, walking and public transport.***
- ◆ ***Manage the road network to optimise the practicality, safety and efficiency for all road users including cars, bicycles and pedestrians.***
- ◆ ***Manage car parking demand and provision to support the activity, streetscape amenity and economic capability of the Fifteenth & Deakin Activity Precinct.***
- ◆ ***Provide an attractive, consistent and recognisable public realm that communicates a clear transition between both the City Gate and Fifteenth Street Precincts.***
- ◆ ***Enhance the safety, quality and amenity of the existing pedestrian environment.***
- ◆ ***Provide a variety of experiences and opportunities for people to meet, enjoy and relax.***

Strategies & Actions

Access for All

- ◆ Ensure access for all levels of mobility and for all forms of travel.
 - Provide viable alternatives to the car for people who are unable to drive, including young people, the elderly or people with disabilities.
 - Require full Disability Discrimination Act (DDA) compliance for all new transport infrastructure and public realm upgrades.

Traffic Management

- ◆ Support all actions to reroute large vehicles from Fifteenth Street, including the Truck Bypass Route on Seventeenth Street, to reduce the volume of traffic and provide a safer pedestrian environment.
- ◆ Investigate opportunities to reduce speed on Fifteenth Street within the key activity areas to 40km/ph.
- ◆ Facilitate safe movement across Deakin Avenue and Fifteenth Street to the key retail node:
 - Investigate options, including funding options, for replacement of the roundabout at the corner of Deakin Avenue and Fifteenth Street with a signalised crossing, in consultation with VicRoads.
 - In the short term, upgrade the pedestrian crossing areas at the Deakin Avenue and Fifteenth Street intersection to clearly define pedestrian and vehicle shared use areas. This may include but is not limited to signage, paint and/or rails.
 - Ensure that new traffic works proposed as part of any new retail development in the retail core is designed as an integrated traffic management

CITY GATE PRECINCT

solution for Fifteenth Street, facilitating pedestrian, cyclist and vehicle movements across Fifteenth Street.

Public Transport

- ◆ Support an increase in bus services to the centre.
 - Work with bus companies to install high quality shelters and enhance stops through provision of lighting, seating, litter bins and timetable information.
- ◆ Locate a bus interchange area centrally in the retail core on the north-eastern side of Fifteenth Street, and improve pedestrian connections to and from the bus interchange.
- ◆ Provide a taxi rank within the retail core and near to the bus interchange.

Car Parking

- ◆ Consolidate core retail activity to the north-eastern side of Fifteenth Street between Deakin Avenue and San Mateo Avenue to enable consolidation of car parking in this area and prioritise pedestrian activity.

Pedestrian / Cycling

- ◆ Improve the existing shared pathway along both sides of Fifteenth Street (as detailed on page 34); commensurate with available funds and subject to VicRoads approval.
- ◆ Improve safety and access connections to surrounding residential areas, particularly at the rear of commercial developments to provide alternative connections to the key activity areas in the City Gate Activity Centre.
- ◆ Improve links to the existing and proposed network of open spaces to the north-east of Fifteenth Street.

- ◆ Improve pedestrian amenity through the use of street-tree planting and landscaping at key nodes such as prominent corners.
- ◆ Improve cyclist amenities:
 - provide high quality end of trip facilities at key locations. This includes bicycle lockers, vertical storage and change facilities.
 - Provide more bicycle parking racks through City Gate including at Centro and any new retail developments.
 - Provide drinking fountains, seating and shade at popular bicycle parking locations (e.g. Centro).
 - Encourage businesses to provide change facilities and bicycle storage to encourage people to ride to work.

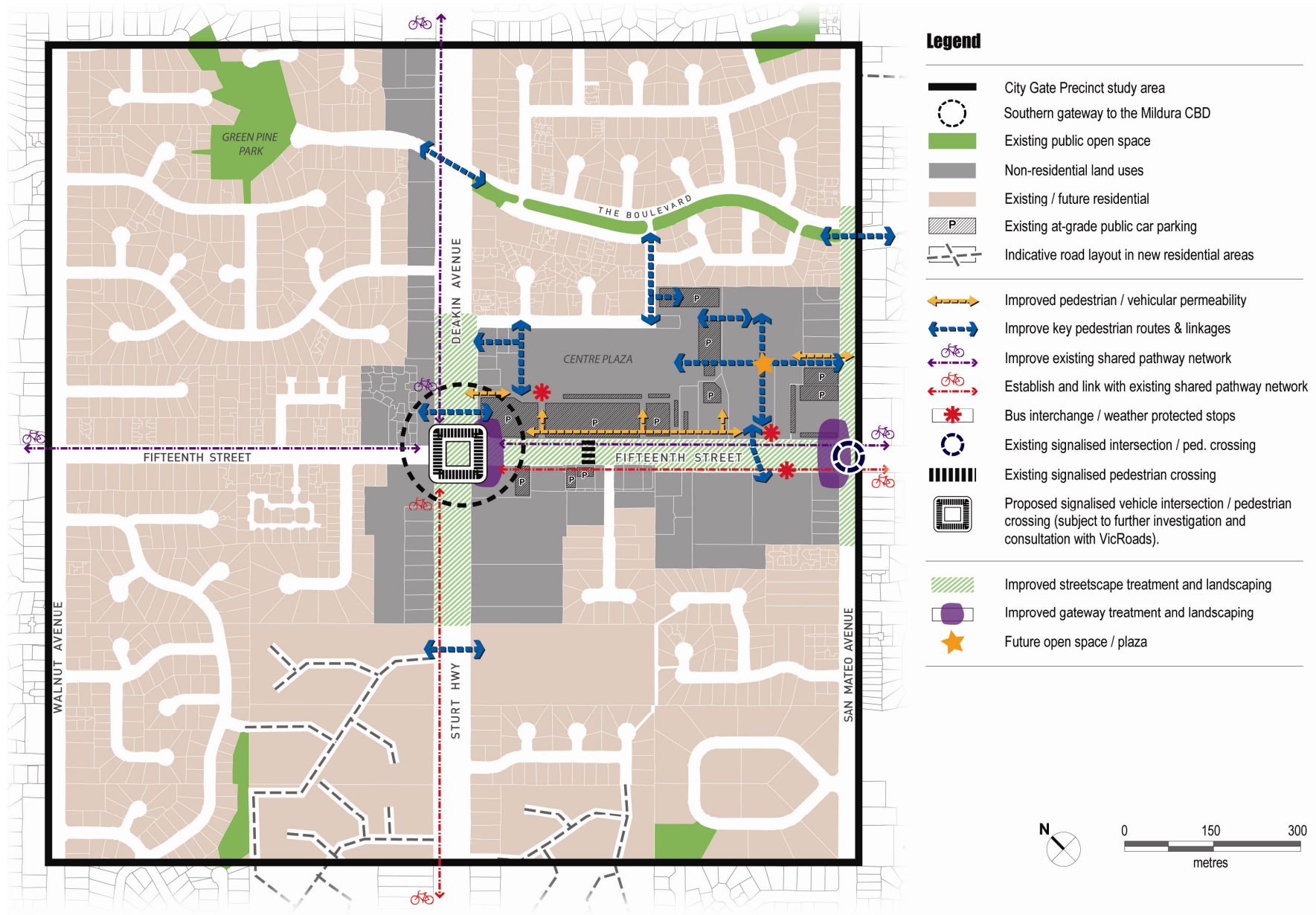
Streetscape & Landscaping

- ◆ Create a strong and consistent streetscape and landscaping image for Fifteenth Street to define and enhance its image as a sub-regional activity centre.
 - Prepare a Streetscape Masterplan for Fifteenth Street (between Deakin Avenue and San Mateo Avenue) to implement recommended improvements to Fifteenth Street, including continuation of the shared path network, additional street tree planting and low water species planting in kerb outstands; incorporating the principles of water sensitive urban design. (Refer to the cross section on page 33 for details).
- ◆ Define the gateway at the corner of Deakin Avenue and Fifteenth Street through providing substantial landscaping and landmark elements such as signage and urban art/ sculpture. This will complement built

form and access related objectives to enhance this as the southern gateway to Mildura.

- ◆ Improve existing streetscape lighting along Fifteenth Street. Pursue the installation of solar powered streetscape lighting in the longer term.
- ◆ Fences and barriers should be avoided within the 'retail core' where appropriate to encourage better integration of activities and access/ movement of pedestrians, cyclists and vehicles.

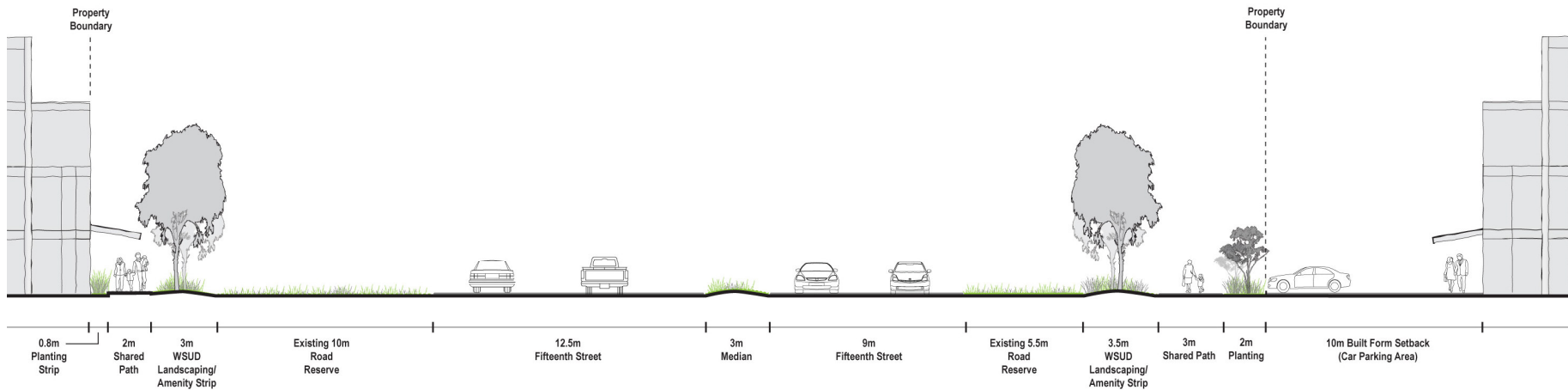
Refer also to [Appendix A: General Design Guidelines - Fifteenth & Deakin](#).



South-west side

Proposed Section – Fifteenth Street (City Gate)

North-east side



Proposed improvements to the south-west side of Fifteenth Street include:

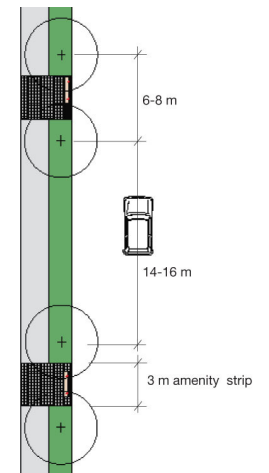
- ♦ 800mm wide planting strip along the property boundary
- ♦ Continuous 2m wide shared path network
- ♦ 3m wide landscaping (WSUD)/ amenity strip

Proposed improvements to the north-east side of Fifteenth Street include:

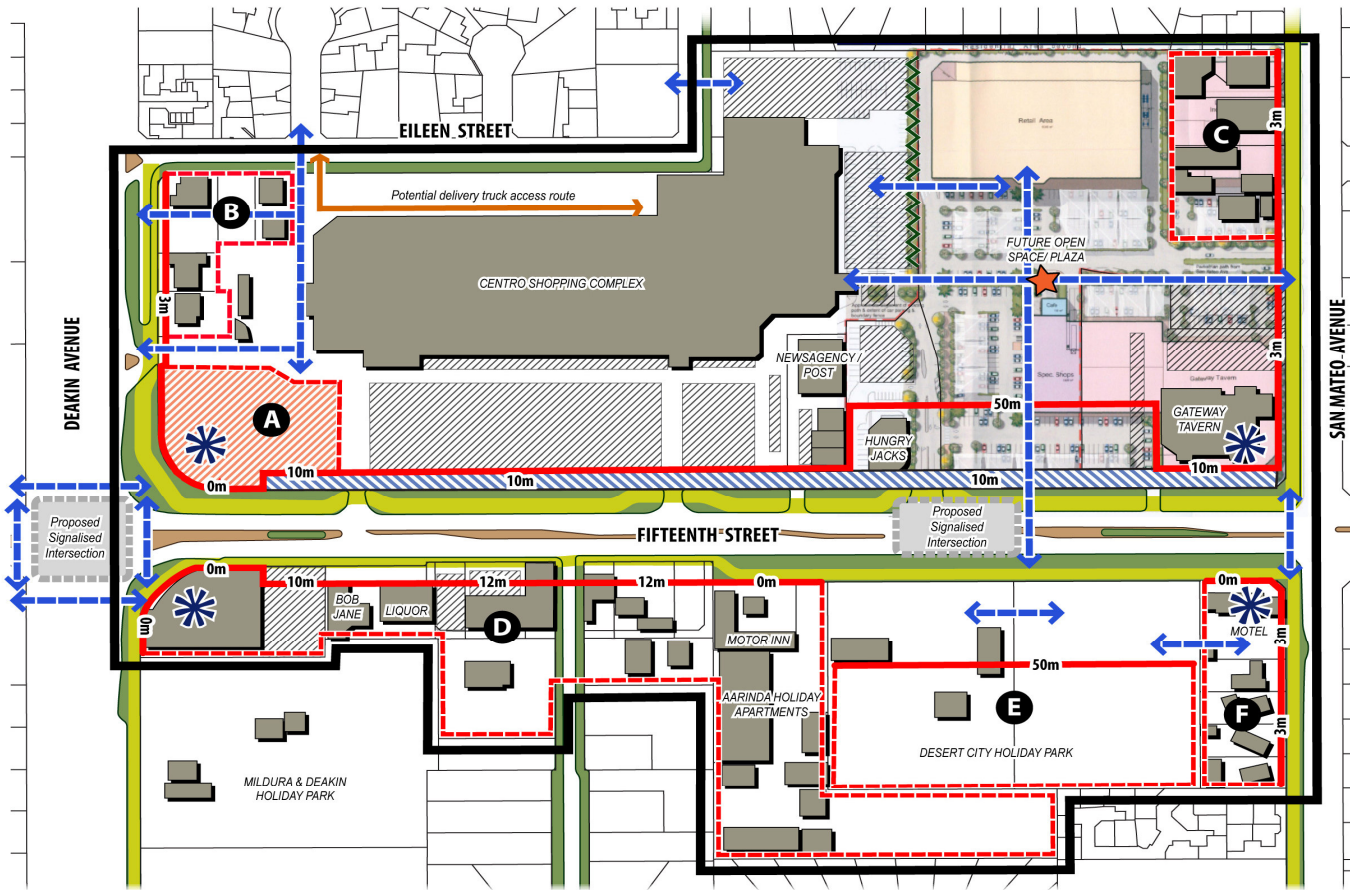
- ♦ 10m built form setback for improved car parking and planting
- ♦ 2m wide planting strip along the property boundary
- ♦ Continuous 3m wide shared path network
- ♦ 3.5m wide landscaping (WSUD)/ amenity strip

N.B. The above ideal streetscape layout is indicative only; commensurate with available funds and subject to VicRoads approval.

A 3m long concrete paving amenity strip should be provided at regular intervals along the shared path network (approx. every 14-16m) to allow for the inclusion of street furniture/ bike racks/ drinking fountains etc.



CITY GATE ACTIVITY CENTRE DESIGN GUIDELINES - DEAKIN TO SAN MATEO



Legend

- City Gate Activity Centre Design Guidelines boundary
- Existing built form
- Existing public realm landscaping
- Existing at-grade public car parking
- Indicative built form envelope
- Proposed mandatory built form setback (metres)
- Proposed 'no-build' zone: setback for improved car parking and planting
- Existing/ improved shared path network and WSUD landscaping
- Improved pedestrian permeability
- Limit the extent and height of fencing/ walls and consider low scale landscaping as an alternative.
- Prominent corner site (refer to General Design Guidelines)
- Site specific design guidelines (see below for details)

- A** The intersection of Deakin Avenue and Fifteenth Street should be recognised as a unique opportunity for high quality architecture that provides strong definition and a positive image for the gateway to Mildura. The key locality of this site should encourage a building design that responds to its visual prominence, providing quality frontages (i.e. no blank walls) to all facades and maintaining existing pedestrian/ vehicular links through the site from Deakin Avenue and Fifteenth Street. Zero setback from the property boundary at the corner will provide strong definition of the Deakin Avenue intersection, while a 10 metre setback will provide visual consistency along Fifteenth Street.
- B** Rezone two remaining R1Z sites to B1Z. This area is an ideal location for new ground floor small scale retail and cafe uses to promote pedestrian activity along the Deakin Avenue frontage. A 3 metre landscaped setback from the property boundary should be incorporated to complement the existing character of the Deakin Avenue boulevard and allow for continuation of the shared path. The development footprint should provide for pedestrian permeability from both Deakin Avenue and Eileen Street to the Centro Shopping Complex.
- C** Rezone existing IN1Z to B1Z. This area is an ideal location for office development above ground floor small scale service retail and cafe uses. New built form within this area should provide dual frontages to both San Mateo Avenue and the rear, with a 3 metre landscaped front setback. Upper levels should be recessed from the street frontage and sensitive to adjoining residential interfaces.
- D** Due to the inconsistent nature of property boundaries within this area, a variety of built form setbacks (zero, 10m and 12m) are required to achieve a consistent built form frontage along Fifteenth Street. Where the proposed setback is 12 metres, car parking should be avoided within the first 2 metres of the front setback to allow for an improved shared pathway network along this narrow pedestrian strip. Future redevelopment of this area should maximise redevelopment opportunities through the amalgamation of sites to the rear where possible.

- E** A 50 metre built form setback within this area will allow for car parking to be located at the front of the site to increase safety and convenience. This is consistent with the proposed 50 metre built form setback on the opposite side of Fifteenth Street.
- F** Rezone existing R1Z sites to B1Z. Future redevelopment of this area should maximise redevelopment opportunities through the amalgamation of sites where possible.

Refer also to Appendix A: General Design Guidelines – Fifteenth & Deakin



FIFTEENTH STREET PRECINCT

FIFTEENTH STREET PRECINCT

FIFTEENTH STREET PRECINCT

A 'Vision' for Fifteenth Street Precinct

- ♦ *The Fifteenth Street Precinct will be strengthened as the Homemaker / Bulky Goods retailing centre in the region.*
- ♦ *The Fifteenth Street Precinct will be distinguishable from the core retail activity in City Gate north-west of San Mateo Avenue, and the landscaped setback Interface Area south-east of Benetook Avenue through a distinct and identifiable built form and streetscape / landscape theme.*
- ♦ *A strong image will be created through consistent built form including the design of car parking.*
- ♦ *Caravan Parks will continue to play a role in the Fifteenth Street Precinct.*
- ♦ *Access and movement within the centre will recognise the nature of the centre with its reliance in part on private vehicle access. However, a strong focus of actions will be on the pedestrian environment and design of car parking areas to increase pedestrian activity and encourage more sustainable transport options.*

FIFTEENTH STREET PRECINCT

Fifteenth Street Activities

The following points provide an overview to the key directions regarding *Activities* within the Fifteenth Street Precinct, as summarised on the *Activities Map* on page 39.

- ♦ The Mildura Retail Strategy Review has identified that approximately 12,000m² to 16,000m² of homemaker retail floorspace will be directed to Fifteenth Street by 2025. In addition, homemaker centres also trade in other non-food retail merchandise including bicycles, camping equipment, sports equipment, leisure equipment, etc. Typically the provision of these other types of retailing comprise approximately 20% of total retail floorspace. On this basis, total new retail potential at Fifteenth Street as the dedicated homemaker precinct in Mildura is estimated at 15,000m² to 20,000m².
- ♦ Additional land will also need to be identified to account for demand for other land uses which typically locate in the Business 4 Zone, including rural supplies, car yards, caravan sales, trade supplies, etc. These uses may account for approximately 5 ha of land over the next 15 years (on the basis of current land use patterns).
- ♦ The Retail Strategy review 2010 estimates the total land area requirement in the Business 4 Zone is estimated at around 12.5 ha, including:
 - Approximately 7.5 hectares will be required for homemaker type uses, and
 - Approximately 5 hectares for agricultural / rural supplies and car yard type uses.
- ♦ The Review suggests that no additional Business 4 zoned land is required to be zoned based on the following:
 - The approximately 20 hectares of vacant or easily developable land is located in the Special Use 9 zoned (SUZ9) land fronting Fifteenth Street south-east of Benetook Avenue, which allows for restricted retail as an as of right use, developed in a landscape setting (in accordance with the *Mildura – Irymple Urban Transition Area Urban Design Guidelines, 2008*). For this reason, it provides opportunity for the development of the agricultural / rural supplies and car yard type developments for which at grade and open display of vehicles and product can achieve the objectives of the Design Guidelines.
 - Existing parcels of vacant Business 4 Zone land account for approximately 5.5 ha.
 - Caravan parks in the Business 4 Zone, which could potentially be redeveloped for restricted retail account for approximately 7.9 ha. However, where possible, caravan parks should continue the important role they play in provision of tourist accommodation.
- ♦ The Industrial zoned land on the south-eastern side of San Mateo Avenue should be rezoned to a Business 4 Zone to avoid industrial uses locating in an inappropriate area with direct residential interface, and to consolidate the bulky goods retailing in the Fifteenth Street Precinct.
- ♦ The residential zoned land to the north-east and south-west of commercial development on Fifteenth Street should be developed in accordance with any applicable Residential Development Plan.
- ♦ At the time of a 5 year review of the Retail Strategy including review of the supply of Business 4 Zoned land, the Farm Zone to the south-west of Fifteenth Street on Benetook Avenue should be considered for future Business 4 Zone should it be required.
- ♦ In the short term, the Council needs to undertake a strategic assessment of the role of Caravan Parks in Rural City of Mildura prior to the development of caravan parks in the Fifteenth Street Precinct for commercial uses.

FIFTEENTH STREET PRECINCT

Objectives

The key objectives in relation to *Activities* are:

- ♦ ***Strengthen the role of the Fifteenth Street Activity Precinct as the premier bulky goods / homemaker activity addresses in Mildura.***
- ♦ ***Support land use activities within the Study Area that are representative of the shift in focus between the City Gate and Fifteenth Street Precincts.***
- ♦ ***Protect established residential and industrial areas from inappropriate commercial uses.***

Strategies & Actions

- ♦ Consolidate bulky goods retailing in Mildura on Fifteenth Street between San Mateo Avenue and Benetook Avenue.
 - Prepare an amendment to the Mildura Planning Scheme to rezone the Industrial 1 Zoned land on the south-eastern side of San Mateo Avenue to a Business 4 Zone in accordance with the Proposed Rezoning Map on page 40.
 - Undertake a 5 year review of the Retail Strategy including review of the supply of Business 4 Zoned land. Should additional Business 4 zoned land be required to support growth in bulky goods retailing in Mildura, the Farm Zone to the south-west of Fifteenth Street on Benetook Avenue should be considered for future expansion of Business 4 Zone.
- ♦ Encourage agricultural / rural supplies, car yards and bulky goods retailing for which have associated at grade and open display of vehicles and products to locate outside of the Fifteenth Street Precinct in the Special Use 9 zoned land (Interface Area) fronting Fifteenth Street, south-east of Benetook Avenue. This development is subject to the *Mildura – Irymple Urban Transition Area Urban Design Guidelines, 2008*
- ♦ Support recreation and leisure related industries (such as dance and martial arts studios, gyms) to locate in the Fifteenth Street Precinct, particularly after normal business hours and at upper levels of buildings to provide after hours activity.
- ♦ Investigate opportunities for shared use of private car parking areas for after hours community leisure and recreation activities such as motorised car clubs, netball courts and/or walking groups amongst others.
- ♦ Continue use of the Business 1 zoned land on the north-west corner of Karadoc Avenue and Fifteenth Street for professional services and small offices.
- ♦ Retain caravan parks as an important provider of low cost visitor accommodation and temporary housing in Fifteenth Street Precinct.
- ♦ In the short term, Council should undertake a review of caravan parks to establish the following:
 - The role of caravan parks in providing tourist accommodation and accommodation for seasonal workers amongst others in Mildura and the Region.
 - The impact of closure of caravan parks on their permanent residents and as a provider of affordable housing.
 - The impact of redevelopment of caravan parks for accommodation where the market focus of the park changes toward tourists and become less affordable.
 - The contribution of retail spending of visitors and residents of caravan parks in the Fifteenth Street Precinct and Mildura.
 - Other potential location opportunities for caravan parks in Mildura and the region.
- ♦ Support residential development in accordance with any applicable Residential Development Plan.
- ♦ Ensure future storm water management provide a dual function as public open space as per the Residential Development Plan.

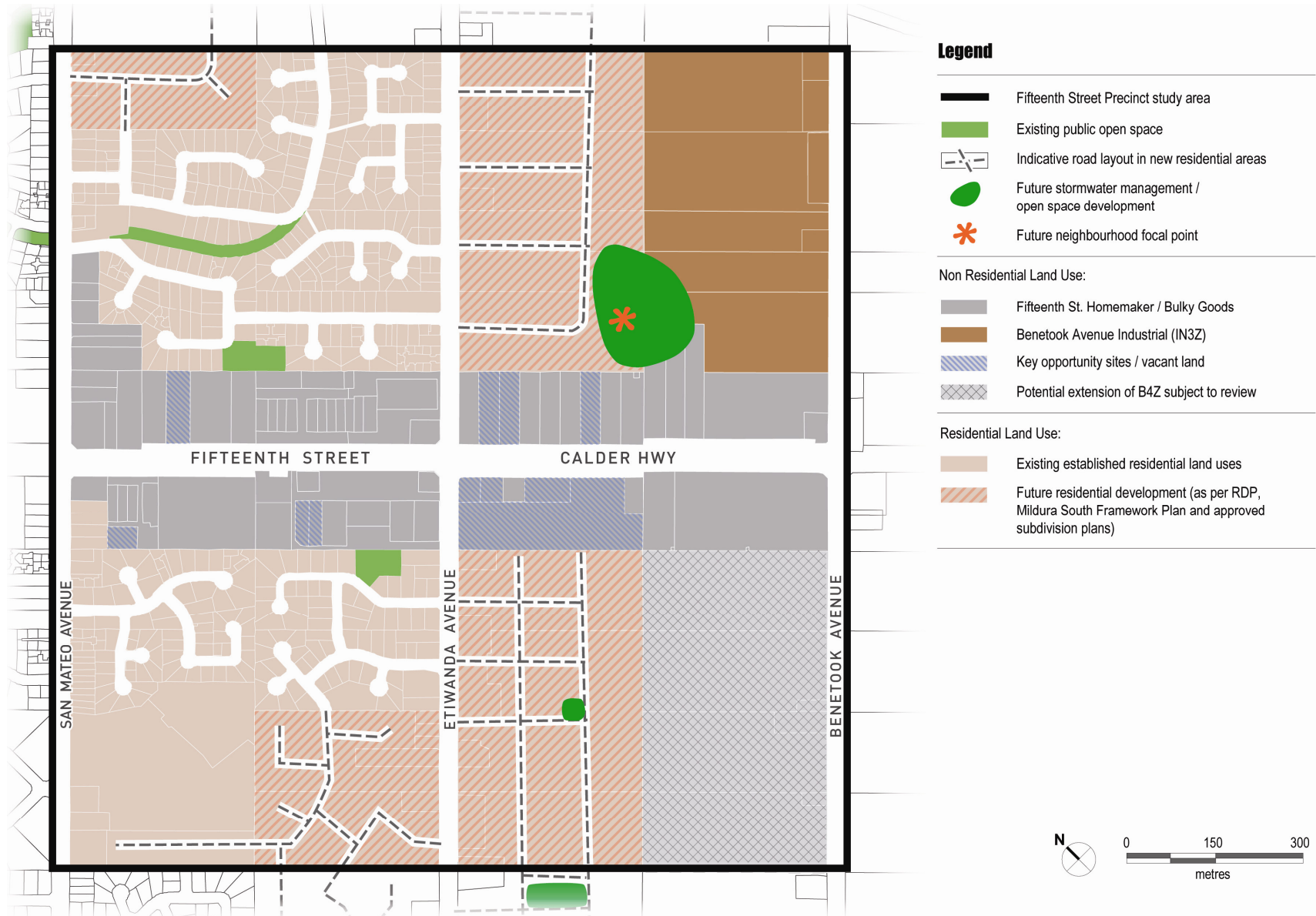


Figure 8: Fifteenth Street Precinct Activities Map



Figure 9: Fifteenth Street Proposed Rezoning Map

FIFTEENTH STREET PRECINCT

Fifteenth Street Precinct Buildings

The *Buildings Map* on the following page summarises the proposed built form envisaged for the Fifteenth Street Precinct.

Future built form within the Fifteenth Street Precinct will be further guided by the *Fifteenth Street Design Guidelines* as detailed on pages 47 and 48. These guidelines have been divided into two areas: (Area A: San Mateo to Etiwanda) and (Area B: Etiwanda to Benetook).

In order to emphasise the transition that occurs between the open rural areas to the south-east, and the more intense built up areas to the north-west, discreet shifts in urban form (building heights and spacing) and pattern (setbacks) are provided, as illustrated on the maps on the following pages.

Building design within the Fifteenth Street Precinct should be further underpinned by the fundamental principles of urban design, as detailed in [Appendix A: General Design Guidelines - Fifteenth & Deakin](#).

Objectives

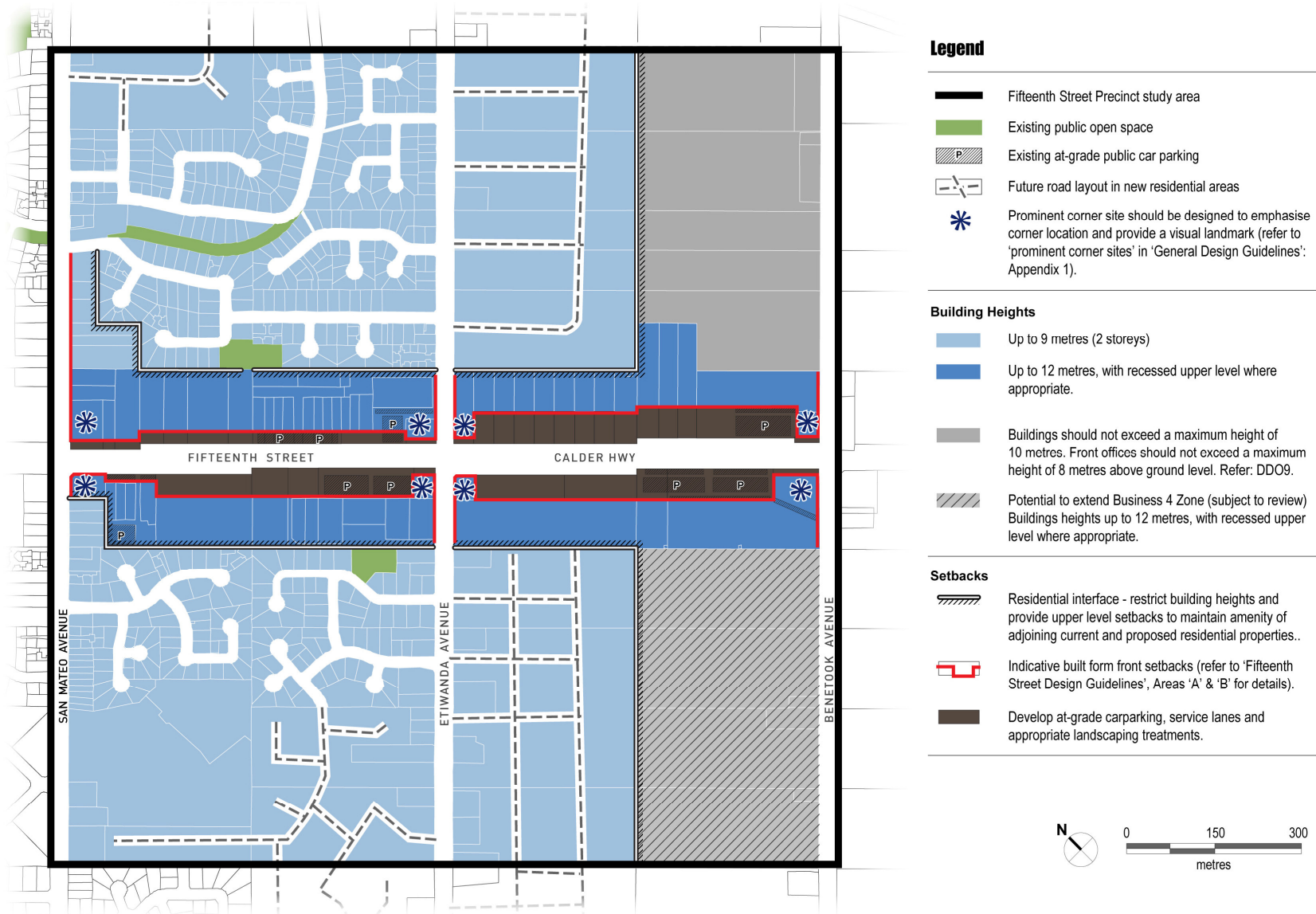
The key objectives in relation to *Buildings* are:

- ♦ ***Establish a consistent built form pattern that communicates a clear transition between both the City Gate and Fifteenth Street Precincts.***
- ♦ ***Facilitate the development of high quality built form that contributes to the contemporary image and identity of the Fifteenth Street Precinct.***
- ♦ ***Ensure that new built form is designed to make a positive contribution to its setting.***
- ♦ ***Underpin the principles of ESD in the siting and design of new development, or retrofitting of existing buildings.***

Strategies & Actions

- ♦ Introduce a Design and Development Overlay to the Mildura Planning Scheme to implement the *General Design Guidelines - Fifteenth & Deakin* contained in [Appendix A](#), the *Fifteenth Street Design Guidelines – Area A: San Mateo to Etiwanda* and *Fifteenth Street Design Guidelines – Area B: Etiwanda to Benetook* and the heights and setbacks contained in the Fifteenth Street Precinct Buildings Map.

Figure 10: Fifteenth Street Precinct Buildings Map



FIFTEENTH STREET PRECINCT

Fifteenth Street Access & Spaces

The *Access & Spaces Map* on page 45 summarises the key directions relating to Access & Spaces within the Fifteenth Street Precinct.

Access & Spaces within the Fifteenth Street Precinct should be further underpinned by the fundamental principles of urban design, as outlined in Appendix A: General Design Guidelines - Fifteenth & Deakin.

Objectives

The key objectives in relation to Access & Spaces are:

- ♦ ***Facilitate a modal shift from private vehicles to sustainable modes of transport including cycling, walking and public transport.***
- ♦ ***Provide an attractive, consistent and recognisable public realm that communicates a clear transition between both the City Gate and Fifteenth Street Precincts.***
- ♦ ***Manage the road network to optimise the practicality, safety and efficiency for all road users including cars, bicycles and pedestrians.***
- ♦ ***Manage car parking demand and provision to support the activity, streetscape amenity and economic capability of the Fifteenth Street Precinct.***
- ♦ ***Enhance the safety, quality and amenity of the existing pedestrian environment.***
- ♦ ***Provide a variety of experiences and opportunities for people to meet, enjoy and relax.***

Strategies and Actions

Access for All

- ♦ Ensure access for all levels of mobility and for all forms of travel.
 - Provide viable alternatives to the car for people who are unable to drive, including young people, the elderly or people with disabilities.
 - Require full Disability Discrimination Act (DDA) compliance for all new transport infrastructure and public realm upgrades.

Traffic Management

- ♦ Support all actions to reroute large vehicles from Fifteenth Street, including the Truck Bypass Route on Seventeenth Street and Benetook Avenue, to reduce the volume of traffic and provide a safer pedestrian environment.
- ♦ Support the road layout proposed as part of any Residential Development Plan.

Public Transport

- ♦ Support an increase in bus services along Fifteenth Street.
 - Locate bus stops at 400 metre intervals or at key activity nodes along Fifteenth Street, and improve pedestrian connections to and from the bus stop.
 - Work with bus companies to install high quality shelters and enhance stops through provision of lighting, seating, litter bins and timetable information.

Car Parking

- ♦ Consolidate car parking between uses where possible.

FIFTEENTH STREET PRECINCT

- ♦ Reduce the number of ingress/ egress locations onto Fifteenth Street (where there are no existing service lanes) through the design of car parks with pseudo service lanes (refer to *Fifteenth Street Indicative Car Parking Layout*, page 46)

Pedestrian / Cycling

- ♦ Improve connections to surrounding residential areas, particularly at the rear of commercial developments.
- ♦ Improve pedestrian amenity through the use of street-tree planting and landscaping at key nodes such as prominent corners.
- ♦ Create safe movement across Fifteenth Street.
- ♦ Continue / improve the shared pathway along both sides of Fifteenth Street to link to City Gate and in the longer term, Irymple; commensurate with available funds and subject to VicRoads approval.
- ♦ Improve cyclist amenities:
 - Provide more bicycle parking racks through Fifteenth Street including at bus stops and any new retail developments.
 - Provide drinking fountains, seating and shade at bicycle parking locations.
 - Encourage businesses to provide change facilities and bicycle storage to encourage people to ride to work.

Streetscape & Landscaping

- ♦ Create a strong and consistent streetscape and landscaping image for Fifteenth Street to define and enhance the image of the Fifteenth Street Precinct as distinct from City Gate.
 - Consider streetscape improvements to Fifteenth Street (between San Mateo and Benetook

Avenue) in line with the recommended streetscape improvements for City Gate, including continuation of the shared path network, additional street tree planting and low water species planting in kerb outstands; incorporating the principles of water sensitive urban design.

- ♦ Improve the Gateway to the Fifteenth Street Precinct at Benetook Avenue through increased landscaping.
- ♦ Improve existing streetscape lighting along Fifteenth Street. Pursue the installation of solar powered streetscape lighting in the longer term.
- ♦ Improve links to the existing and proposed network of open spaces to the north-east of Fifteenth Street.

Figure 11: Fifteenth Street Precinct Access & Spaces Map

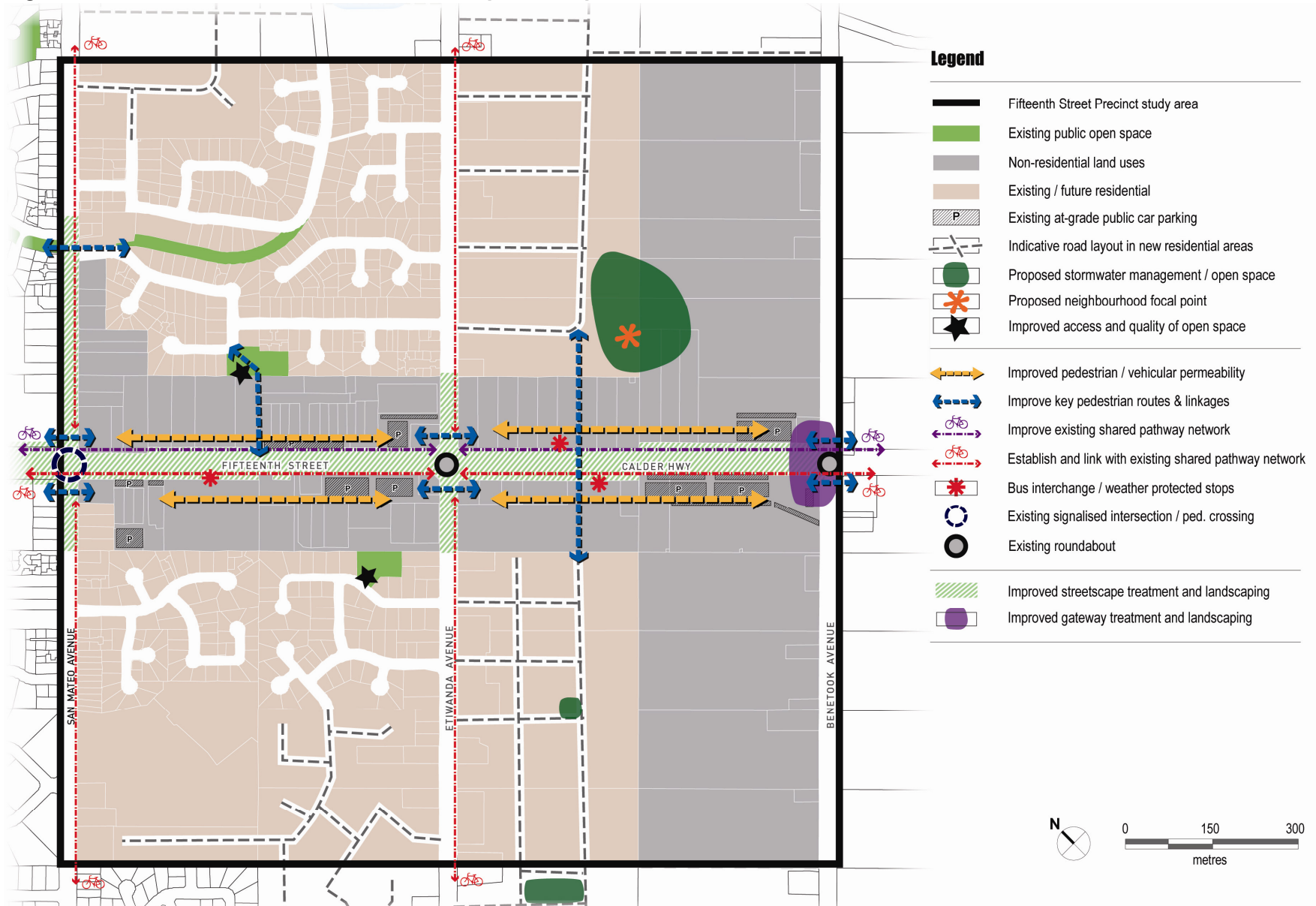
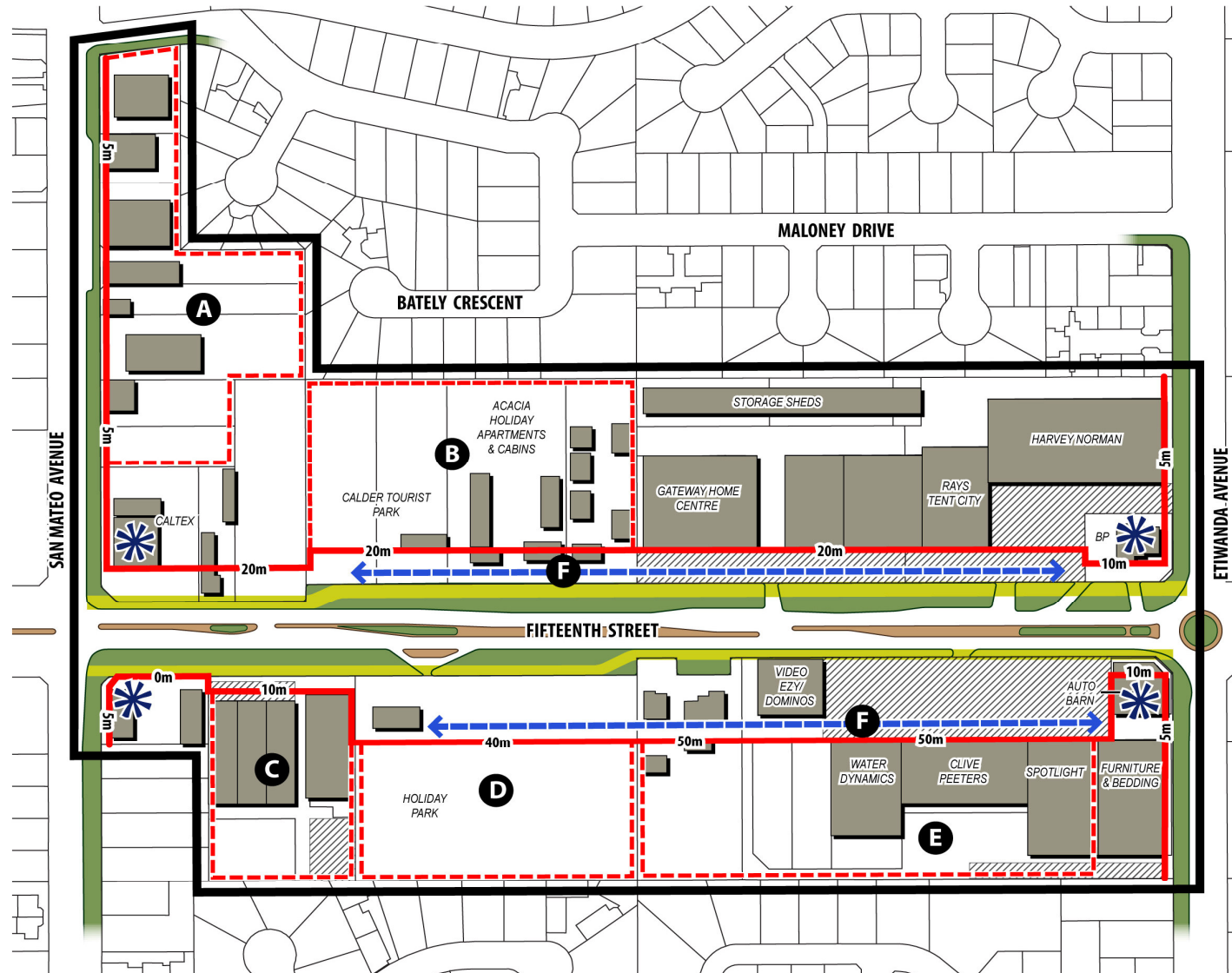


Figure 12: Fifteenth Street Indicative Car Parking Layout



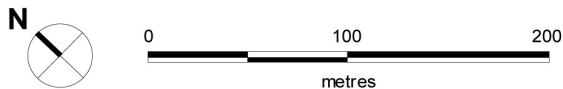
FIFTEENTH STREET DESIGN GUIDELINES - AREA A: SAN MATEO TO ETIWANDA



Legend

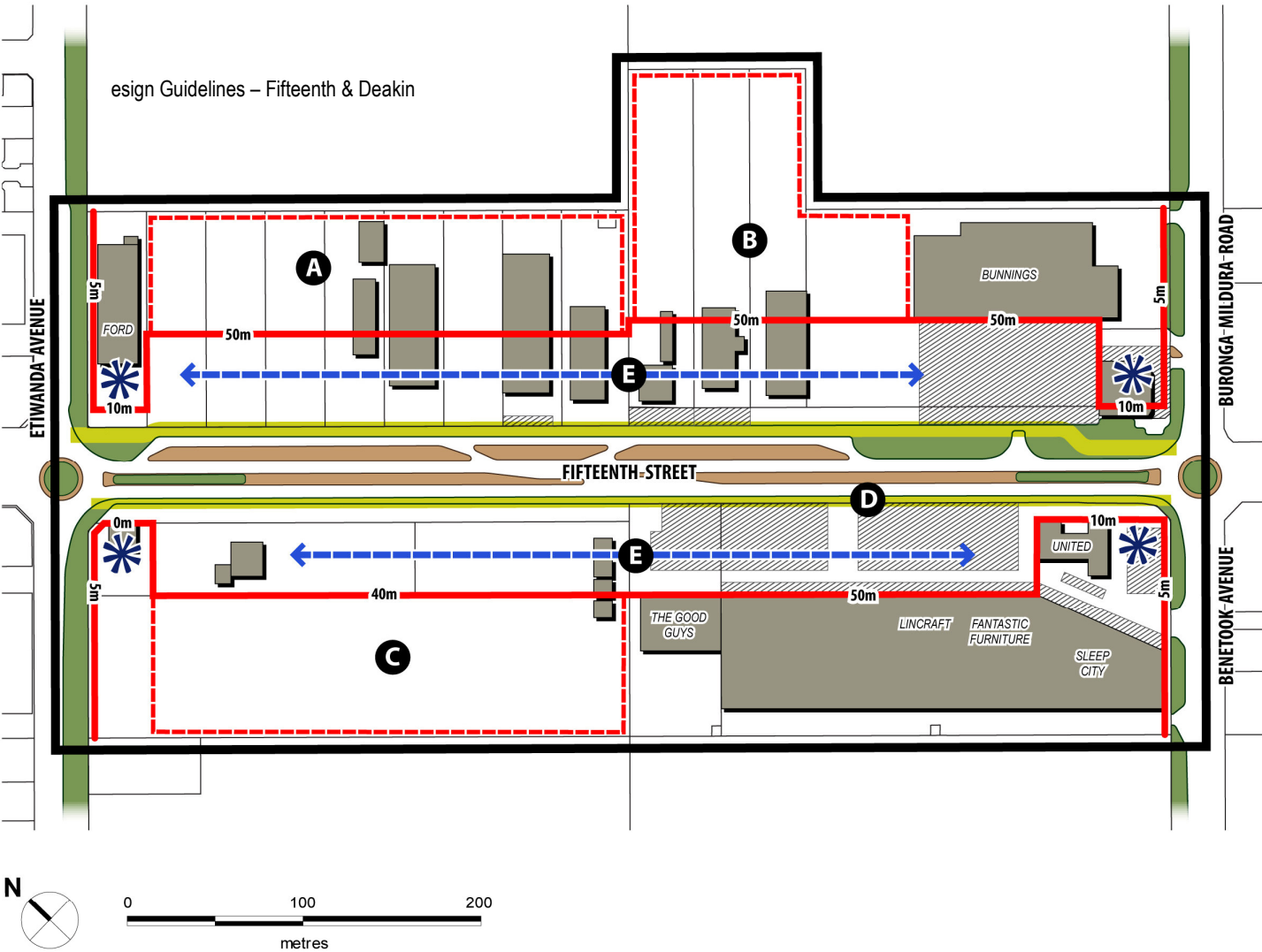
- Fifteenth Street Design Guidelines Area A boundary
- Existing built form
- Existing public realm landscaping
- Existing at-grade public car parking
- Proposed mandatory built form setback (metres)
- Existing/ improved shared path network
- Improved pedestrian/ vehicular permeability
- Prominent corner site (refer to General Design Guidelines)
- Site specific design guidelines (see below for details)

- A** Rezone existing IN1Z to B4Z. This area should support medium scale service business activities/ office/ showrooms in line with uses that currently occupy the area. New developments fronting San Mateo Avenue should incorporate a 5 metre landscaped setback from the street frontage and must respect the amenity of adjoining residential uses, in line with the requirements of ResCode.
- B** A front setback of 20 metres within this area will provide consistency with the existing built form frontage to the south-east, along Fifteenth Street. Car parking should be located within the front setback to increase passive surveillance, safety and convenience.
- C** A front setback of 10 metres within this area will provide a recessive development form from San Mateo Avenue to Etiwanda Avenue.
- D** A built form setback of 40 metres will provide a consistent built form frontage along Fifteenth Street. Car parking should be located within the front setback in line with the *Fifteenth Street Indicative Car Parking Layout*, as detailed on page 35.
- E** A built form setback of 50 metres within this area will provide a consistent built form frontage along Fifteenth Street. Built form and car parking should be avoided within a 10 metre setback to allow for an improved shared pathway network and safer vehicular access in the future.
- F** A sense of continuity should be facilitated along Fifteenth Street to increase opportunities for pedestrian and vehicular permeability between various sites, through measures such as: removing existing visual and physical barriers (fencing, vegetation etc.), amalgamating car parking areas where possible, consolidating signage and applying a consistent landscape theme.



Refer also to Appendix A: General Design Guidelines – Fifteenth & Deakin

FIFTEENTH STREET DESIGN GUIDELINES - AREA B: ETIWANDA TO BENETOOK



Legend

- Fifteenth Street Design Guidelines Area B boundary
- Existing built form
- Existing public realm landscaping
- Existing at-grade public car parking
- Proposed built form setback (metres) - mandatory exempt in Area A
- Existing/ improved shared path network
- Improved pedestrian/ vehicular permeability
- Prominent corner site (refer to General Design Guidelines)
- Site specific design guidelines (see below for details)

- A** A built form setback of 50 metres within this area will provide a consistent built form frontage along Fifteenth Street in the longer term.
- B** A built form setback of 50 metres within this area will provide a consistent built form frontage along Fifteenth Street in the longer term. Development within this area should maximise the potential of these large sites by amalgamating sites where possible.
- C** Development within this area should maximise the potential of large sites by amalgamating sites where possible. A built form setback of 40 metres within this area will provide a consistent built form frontage along Fifteenth Street. Car parking should be located within the front setback in line with the *Fifteenth Street Indicative Car Parking Layout*, as detailed on page 35.
- D** Built form and car parking should be avoided within the first 2 metres of the front setback to allow for an improved shared pathway network within this narrow pedestrian environment in the future.
- E** A sense of continuity should be facilitated along Fifteenth Street to increase opportunities for pedestrian and vehicular permeability between various sites, through measures such as: removing existing visual and physical barriers (fencing, vegetation etc.), amalgamating car parking areas where possible, consolidating signage and applying a consistent landscape theme.

4

IMPLEMENTATION PLAN

IMPLEMENTATION PLAN

Implementation of the Structure Plan will require cooperative involvement from a number of government departments, agencies and organisations. The Mildura Rural City Council Planning Scheme is the primary statutory tool to implement the recommendations of the Plan, however it is not the only statutory mechanism that may be used by the Council. While most of the actions require some input from the Council in its various roles, some require direct input and management by others.

The Implementation Plan identifies the Council department that will be responsible for hosting or input to the implementation of the action, and it is anticipated that these actions will then be contained within the programs for the relevant departments. Other responsible agencies or stakeholders that would be directly involved or consulted are listed in the second column. These organisations may provide funding, own relevant sites or manage related infrastructure for example.

The timeline for implementation is classified as follows:

- ◆ Immediate: 6 to 18 months
- ◆ Short term: 18 months to 5 years
- ◆ Medium term: 5 to 10 years
- ◆ Long term: 10 to 15 years
- ◆ On-going: throughout life of the Structure Plan

Terms:

DPCD – Dept. of Planning and Community Development

DOT – Department of Transport

IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
GENERAL			
Include key objectives and directions of the Structure Plan in the Local Planning Policy Framework of the Mildura Planning Scheme.	Council	DPCD	Immediate
Include the Fifteenth and Deakin Structure Plan as a Reference Document within the Mildura Planning Scheme.	Council	DPCD	Immediate
CITY GATE PRECINCT			
ACTIVITIES			
<p>Create a compact retail heart to the City Gate Activity Centre that is a focus for shopping and community life.</p> <ul style="list-style-type: none"> – Prepare an amendment to rezone land within the 'City Gate Activity Core' as shown on the City Gate Proposed Rezoning Map to a Business 1 Zone, including: <ul style="list-style-type: none"> ○ Residential 1 zoned sites fronting Deakin Avenue south of Eileen Street, and Eileen Street. ○ Industrial 1 zoned land on San Mateo Avenue south of The Boulevard. ○ Business 4 zoned land on the north-west corner of Fifteenth Street and San Mateo Avenue. ○ Business 4 zoned land and Residential 1 zoned land on the south-west corner of Fifteenth Street and San Mateo Avenue. – Ensure key gateway sites to City Gate, including the corners of Fifteenth Street at Deakin Avenue and San Mateo Avenue, are developed for retailing that reinforce entry to the activity node, and discourage service station or other such uses that are unlikely to achieve this objective. – Facilitate new retail development in the 'retail heart' that integrates with existing surrounding commercial activity for the benefit of the community. – Provide a public plaza within any new retail development in the 'retail heart' for people to sit, stop and interact to support community life and the wellbeing of residents. 	Council	DPCD	Immediate
Direct professional services, medical related services, tourist accommodation and mixed use development with upper level residential to the south side of Fifteenth Street.	Council		Ongoing
Support opportunities for after hours use of car parking areas to create recreation and leisure activities in City Gate.	Council		Ongoing
Discourage ribbon retail development along Deakin Avenue.	Council		Ongoing
Support opportunities for tourist accommodation in City Gate, particularly on Deakin Avenue and the south side of Fifteenth Street.	Council		Ongoing

IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
Retain caravan parks as an important provider of low cost visitor accommodation and temporary housing in City Gate.	Council		Ongoing
<p>In the short term, Council should undertake a review of caravan parks to establish the following:</p> <ul style="list-style-type: none"> – The role of caravan parks in providing tourist accommodation and accommodation for seasonal workers amongst others in Mildura and the Region. – The impact of closure of caravan parks on their permanent residents and as a provider of affordable housing. – The impact of redevelopment of caravan parks for accommodation where the market focus of the park changes toward tourists and become less affordable. – The contribution of retail spending of visitors and residents of caravan parks in City Gate and Mildura. – Other potential location opportunities for caravan parks in Mildura and the region. 	Council	Caravan park owners and operators; others with an interest in the subject	Short term
Promote tourist information within the Activity Centre, for example at entrances to the retail heart, and at bus stops.	Council		Short term
Discourage industrial uses in City Gate.	Council		Ongoing
Support good quality medium density housing development in surrounding residential areas and at upper levels on Fifteenth Street.	Council		Ongoing
Support residential development in accordance with any applicable Residential Development Plan.	Council		Ongoing
Encourage retirement living opportunities within City Gate to provide housing for the elderly close to shops and services.	Council		Ongoing
BUILDINGS			
Introduce a Design and Development Overlay to the Mildura Planning Scheme to implement the General Design Guidelines - Fifteenth & Deakin contained in Appendix A, the City Gate Activity Centre Design Guidelines – Deakin to San Mateo and the heights and setbacks contained in the City Gate Buildings Map.	Council		Immediate
ACCESS and SPACES			
<p>Ensure access for all levels of mobility and for all forms of travel.</p> <ul style="list-style-type: none"> – Provide viable alternatives to the car for people who are unable to drive, including young people, the elderly or people with disabilities. – Require full Disability Discrimination Act (DDA) compliance for all new transport infrastructure and public realm upgrades. 	Council	Shopping centre management	Ongoing
Support all actions to reroute large vehicles from Fifteenth Street, including the Truck Bypass Route on Seventeenth Street, to reduce	Council	VicRoads	Short term

IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
the volume of traffic and provide a safer pedestrian environment.			
Investigate opportunities to reduce speed on Fifteenth Street within the key activity areas to 40km/ph.	Council	VicRoads	Short term
Facilitate safe movement across Deakin Avenue and Fifteenth Street to the key retail node: <ul style="list-style-type: none"> Investigate options, including funding options, for replacement of the roundabout at the corner of Deakin Avenue and Fifteenth Street with a signalised crossing, in consultation with VicRoads. In the short term, upgrade the pedestrian crossing areas at the Deakin Avenue and Fifteenth Street intersection to clearly define pedestrian and vehicle shared use areas. This may include but is not limited to signage, paint and/or rails. Ensure that new traffic works proposed as part of any new retail development in the retail core is designed as an integrated traffic management solution for Fifteenth Street, facilitating pedestrian, cyclist and vehicle movements across Fifteenth Street. 	Council	VicRoads	Short term
Support an increase in bus services to the centre: <ul style="list-style-type: none"> Work with bus companies to install high quality shelters and enhance stops through provision of lighting, seating, litter bins and timetable information. 	Council	DOT, bus companies	Short term
Locate a bus interchange area centrally in the retail core on the north-eastern side of Fifteenth Street, and improve pedestrian connections to and from the bus interchange.	Council	DOT, bus companies	Short term
Provide a taxi rank within the retail core and near to the bus interchange.	Council	DOT	Short term
Consolidate core retail activity to the north-eastern side of Fifteenth Street between Deakin Avenue and San Mateo Avenue to enable consolidation of car parking in this area and prioritise pedestrian activity.	Council		Ongoing
Improve the existing shared pathway along both sides of Fifteenth Street (as detailed on page 34); commensurate with available funds and subject to VicRoads approval.	Council	VicRoads	Ongoing
Improve safety and access connections to surrounding residential areas, particularly at the rear of commercial developments to provide alternative connections to the key activity areas in the City Gate Activity Centre.	Council		Ongoing
Improve links to the existing and proposed network of open spaces to the north-east of Fifteenth Street.	Council		Ongoing
Improve pedestrian amenity through the use of street-tree planting and landscaping at key nodes such as prominent corners.	Council		Ongoing
Improve cyclist amenities: <ul style="list-style-type: none"> Provide high quality end of trip facilities at key locations. This includes bicycle lockers, vertical storage and change facilities. 	Council		Ongoing

IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
<ul style="list-style-type: none"> – Provide more bicycle parking racks through City Gate including at Centro and any new retail developments. – Provide drinking fountains, seating and shade at popular bicycle parking locations (e.g. Centro). – Encourage businesses to provide change facilities and bicycle storage to encourage people to ride to work. 			
<p>Create a strong and consistent streetscape and landscaping image for Fifteenth Street to define and enhance its image as a sub-regional activity centre.</p> <ul style="list-style-type: none"> – Prepare a Streetscape Masterplan for Fifteenth Street (between Deakin Avenue and San Mateo Avenue) to implement recommended improvements to Fifteenth Street, including continuation of the shared path network, additional street tree planting and low water species planting in kerb outstands; incorporating the principles of water sensitive urban design. (Refer to the cross section on page 33 for details). 	Council	VicRoads	Ongoing
Define the gateway at the corner of Deakin Avenue and Fifteenth Street through providing substantial landscaping and landmark elements such as signage and urban art/ sculpture. This will complement built form and access related objectives to enhance this as the southern gateway to Mildura.	Council	Shopping centre management	Short-medium term
Improve existing streetscape lighting along Fifteenth Street. Pursue the installation of solar powered streetscape lighting in the longer term.	Council	VicRoads	Ongoing
Fences and barriers should be avoided within the 'retail core' where appropriate to encourage better integration of activities and access/ movement of pedestrians, cyclists and vehicles.	Council	Shopping centre management	Ongoing
FIFTEENTH STREET PRECINCT	Council		
ACTIVITIES	Council		
<p>Consolidate bulky goods retailing in Mildura on Fifteenth Street between San Mateo Avenue and Benetook Avenue.</p> <ul style="list-style-type: none"> – Prepare an amendment to the Mildura Planning Scheme to rezone the Industrial 1 Zoned land on the south-eastern side of San Mateo Avenue to a Business 4 Zone in accordance with the Proposed Rezoning Map on page 40. – Undertake a 5 year review of the Retail Strategy including review of the supply of Business 4 Zoned land. Should additional Business 4 zoned land be required to support growth in bulky goods retailing in Mildura, the Farm Zone to the southwest of Fifteenth Street on Benetook Avenue should be considered for future expansion of Business 4 Zone. 	Council		Short-medium term
Encourage agricultural / rural supplies, car yards and bulky goods retailing for which have associated at grade and open display of vehicles and products to locate outside of the Fifteenth Street Precinct in the Special Use 9 zoned land (Interface Area) fronting Fifteenth Street, south-east of Benetook Avenue. This development is subject to the Mildura – Irymple Urban Transition Area Urban Design Guidelines, 2008	Council		Ongoing

IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
Support recreation and leisure related industries (such as dance and martial arts studios, gyms) to locate in the Fifteenth Street Precinct, particularly after normal business hours and at upper levels of buildings to provide after hours activity.	Council		Ongoing
Investigate opportunities for shared use of private car parking areas for after hours community leisure and recreation activities such as motorised car clubs, netball courts and/or walking groups amongst others.	Council		Ongoing
Retain caravan parks as an important provider of low cost visitor accommodation and temporary housing in Fifteenth Street Precinct.	Council		Ongoing
<p>In the short term, Council should undertake a review of caravan parks to establish the following:</p> <ul style="list-style-type: none"> – The role of caravan parks in providing tourist accommodation and accommodation for seasonal workers amongst others in Mildura and the Region. – The impact of closure of caravan parks on their permanent residents and as a provider of affordable housing. – The impact of redevelopment of caravan parks for accommodation where the market focus of the park changes toward tourists and become less affordable. – The contribution of retail spending of visitors and residents of caravan parks in the Fifteenth Street Precinct and Mildura. – Other potential location opportunities for caravan parks in Mildura and the region. 	Council	Caravan park owners and operators; others with an interest in the subject	Short term
Support residential development in accordance with any applicable Residential Development Plan.	Council		Ongoing
Ensure future storm water management provide a dual function as public open space as per the Residential Development Plan.	Council	Water authorities	Ongoing
BUILDINGS			
Introduce a Design and Development Overlay to the Mildura Planning Scheme to implement the General Design Guidelines - Fifteenth & Deakin contained in Appendix A, the Fifteenth Street Design Guidelines – Area A: San Mateo t Etiwanda and Fifteenth Street Design Guidelines – Area B: Etiwanda to Benetook and the heights and setbacks contained in the Fifteenth Street Precinct Buildings Map.	Council	DPCD	Immediate
ACCESS & SPACES			
<p>Ensure access for all levels of mobility and for all forms of travel.</p> <ul style="list-style-type: none"> – Provide viable alternatives to the car for people who are unable to drive, including young people, the elderly or people with disabilities. – Require full Disability Discrimination Act (DDA) compliance for all new transport infrastructure and public realm upgrades. 	Council	Shopping centre management	Ongoing

IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
Support all actions to reroute large vehicles from Fifteenth Street, including the Truck Bypass Route on Seventeenth Street and Benetook Avenue, to reduce the volume of traffic and provide a safer pedestrian environment.	Council	VicRoads	Short term
Support the road layout proposed as part of any Residential Development Plan.	Council		Ongoing
Support an increase in bus services along Fifteenth Street. <ul style="list-style-type: none"> Locate bus stops at 400 metre intervals or at key activity nodes along Fifteenth Street, and improve pedestrian connections to and from the bus stop. Work with bus companies to install high quality shelters and enhance stops through provision of lighting, seating, litter bins and timetable information. 	Council	DOT, bus companies	Short term
Consolidate car parking between uses where possible.	Council	Land owners/occupiers	Ongoing
Reduce the number of ingress/ egress locations onto Fifteenth Street (where there are no existing service lanes) through the design of car parks with pseudo service lanes (refer to Fifteenth Street Indicative Car Parking Layout on Page 46)	Council	VicRoads	Ongoing
Improve connections to surrounding residential areas, particularly at the rear of commercial developments.	Council		Ongoing
Improve pedestrian amenity through the use of street-tree planting and landscaping at key nodes such as prominent corners.	Council		Ongoing
Create safe movement across Fifteenth Street.	Council		Ongoing
Continue / improve the shared pathway along both sides of Fifteenth Street to link to City Gate and in the longer term, Irymple; commensurate with available funds and subject to VicRoads approval.	Council	VicRoads	Ongoing
Improve cyclist amenities: <ul style="list-style-type: none"> Provide more bicycle parking racks through Fifteenth Street including at bus stops and any new retail developments. Provide drinking fountains, seating and shade at bicycle parking locations. Encourage businesses to provide change facilities and bicycle storage to encourage people to ride to work. 	Council		Short term
Create a strong and consistent streetscape and landscaping image for Fifteenth Street to define and enhance the image of the Fifteenth Street Precinct as distinct from City Gate. <ul style="list-style-type: none"> Consider streetscape improvements to Fifteenth Street (between San Mateo and Benetook Avenue) in line with the recommended streetscape improvements for City Gate, including continuation of the shared path network, additional street tree planting and low water species planting in kerb outstands; incorporating the principles of water sensitive urban design. 	Council	VicRoads	Short term

IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
Improve the Gateway to the Fifteenth Street Precinct at Benetook Avenue through increased landscaping.	Council	VicRoads	Short term
Improve existing streetscape lighting along Fifteenth Street. Pursue the installation of solar powered streetscape lighting in the longer term.	Council	VicRoads	Short term
Improve links to the existing and proposed network of open spaces to the north-east of Fifteenth Street.	Council		Ongoing

APPENDIX

APPENDIX A: GENERAL DESIGN GUIDELINES – FIFTEENTH & DEAKIN

Appendix A: General Design Guidelines

LAND USE & ACTIVITY

- ◆ Facilitate and encourage the amalgamation of sites to maximise redevelopment opportunities along Fifteenth Street.
- ◆ Avoid the development of large internal retail spaces that do not encourage a street based retail environment, where possible.
- ◆ Require ground floor uses to include a component of active frontage to any street frontage/ pedestrian route to provide visual interest for pedestrians.
- ◆ Where possible, 'wrap' the edges of large stores with smaller scale uses (such as speciality shops or cafes) which will assist in activating the street frontage during both the day and evening.
- ◆ Negotiate with owners of buildings that currently present a dominant blank façade to pedestrian routes or street frontages, to either open up the facades with doors and/ or windows or improve the visual appearance of the facade through vertical articulation, re-cladding, artwork, painting or landscape treatment.
- ◆ Encourage traders to provide outdoor seating and dining/ other external areas to activate edges of the development and maximise solar access opportunities.
- ◆ Ensure future retail/ commercial development respects adjoining residential uses in terms of scale, hours of operation and noise generation.
- ◆ Encourage residential uses at upper levels of existing commercial buildings/ shopfronts.

ACCESS

- ◆ Provide direct, high quality pedestrian connections (footpaths, tree planting, WSUD, and weather protection where possible) along building frontages/ key pedestrian desire lines.
- ◆ Ensure permeability between existing retail core and any new development. Particularly, limit fences between developments to maximise pedestrian movement.
- ◆ Avoid street alignments which are not parallel to Fifteenth Street or adjoining side streets.
- ◆ Avoid winding street alignments which increase walking/ cycling distances.
- ◆ Minimise the number and width of vehicle ingress and egress points (crossovers) along Fifteenth Street.
- ◆ Provide secondary vehicular and pedestrian access points along side streets where possible.
- ◆ Provide safe, direct links to surrounding neighbourhoods, particularly for pedestrians and cyclists.
- ◆ Provide safe, direct pedestrian links from shopping areas to car parking areas.
- ◆ Incorporate bicycle parking facilities where possible and encourage businesses to provide change facilities and bicycle storage to encourage people to ride to work.
- ◆ Manage traffic volumes and lower speeds through traffic calming measures.
- ◆ Provide adequate access for commercial vehicle, service and loading activities.
- ◆ Separate access for service vehicles from main vehicular access areas, building entrances and pedestrian routes to minimise potential conflicts.
- ◆ Locate loading facilities and service points to the rear of buildings where possible.

- ◆ Provide for adequate emergency and service vehicle access to all developments.

CAR PARKING

- ◆ Design parking and access areas to ensure compatibility between all forms of movement – pedestrian, cyclist, wheelchair and vehicular (including service and emergency).
- ◆ Encourage the majority of required car parking bays to be located at the front of the building, between the building and the road, to increase passive surveillance, safety and convenience. Refer to the *Indicative Car Parking Layout*, as detailed on page 46.
- ◆ Locate car parking underground where practicable.
- ◆ Avoid large areas of grade level car parking at prominent corner sites (as identified in the *Buildings Maps* on pages 29 and 42).
- ◆ Investigate options for inclusion of caravan/ recreation vehicle (RV) parking. Locate in an area easily accessible and on an angle for easy access. Ensure clear signage to direct users to parking areas.

BUILDING SCALE & SITING

- ◆ Implement the recommended building heights as detailed on the *Buildings Maps* on pages 29 and 42.
- ◆ Ensure that new development makes best use of available space, achieving a more compact and sustainable urban form.
- ◆ Ensure that the scale of new development respects the character and amenity of adjoining residential areas. Built form which is adjacent to residential areas should step

APPENDIX A: GENERAL DESIGN GUIDELINES – FIFTEENTH & DEAKIN

down to match the height of neighbouring buildings and dwellings, in line with the requirements of ResCode.

- ◆ Encourage a site responsive design envelope. Adjoining buildings, land uses and streetscape character will guide a performance based approach to determining the exact building envelope of new developments. However, in determining the siting of a new building, the recommended setbacks specified in the *Design Guidelines* should be adhered to (refer to pages 34, 47 and 48 for details).
- ◆ Minimise the overshadowing of adjoining lots through the scale, bulk and placement of a building and allow for a sufficient amount of sunlight penetration and natural ventilation.
- ◆ Ensure the siting of new built form does not affect the capacity or the ability for high quality landscape treatments along streets. In some locations it may be appropriate for sites to contribute a small portion of private land to the area required for future public realm upgrades.
- ◆ Avoid large free-standing buildings (built form 'islands') in car parking areas.

BUILDING DESIGN

- ◆ Facilitate the development of contemporary, high quality and sustainable architecture that incorporates principles of Ecologically Sustainable Design (ESD) and Crime Prevention through Environmental Design (CPTED), as part of creating a distinctive image and identity for Fifteenth Street and Deakin Avenue.
- ◆ Encourage adaptable building design that can be readily altered or expanded for alternate uses over time.
- ◆ Encourage the use of durable, sustainable, quality materials that are consistent with the local character and responsive to the climate of Mildura.

- ◆ Avoid large continuous masses of the same finish.
- ◆ Require all new buildings to include articulation to all visible facades to generate pedestrian activity at the street level and provide visual interest, through design treatments such as variations in surface texture, colours or materials and the well considered placement of transparent windows and doors.
- ◆ Require new retail/ commercial buildings to have 60-80% of all visible facades activated with doors and/ or windows (using clear glazing) at the lower levels, offering a visual connection between the building occupants and people on the street.
- ◆ Restrict the use of blank walls and reflective glazing that hides the presence of activity within buildings.
- ◆ Discourage wide building frontages with a single use.
- ◆ Design buildings to overlook streets, footpaths and public spaces where possible.
- ◆ Incorporate balconies or terraces in upper levels where appropriate to enhance the architectural articulation of buildings and provide passive surveillance and connection with the street.
- ◆ Incorporate lighting into the facade design to contribute to a sense of security at night.
- ◆ Integrate service related areas such as loading and storage within the building fabric where possible.
- ◆ Avoid solid roller door shutters along ground level retail/ commercial frontages.
- ◆ Effectively screen air conditioning services, antennas and other utilities from public view using roof structures and architectural elements designed as an integral part of the building.

- ◆ Design new buildings with the ground floor at street level to avoid the need for ramp or staircase access.
- ◆ Ensure that building design adheres to the established standards and guidelines regarding the safety and accessibility of all users. Good building design embodies planning for access by people of all mobilities in accordance with the Disability Discrimination Act (DDA).
- ◆ Provide continuous weather protection (verandahs, shade cloths or canopies) along key pedestrian routes.
- ◆ Ensure that pedestrian entry points into buildings are prominent, legible and well sheltered.

PROMINENT CORNER SITES

- ◆ Sites located at the corner of a cross intersection to Fifteenth Street have been labeled a 'prominent corner site' (refer to the *Design Guidelines* on pages 34, 47 and 48 for locations). It is recommended that built form on prominent corner sites is sited to protrude outwards; emphasising the corner location and providing visual landmarks along Fifteenth Street. Consistency in built form setbacks at corner sites will be achieved through maintaining a parallel built form alignment (in a north-west to south-east direction) at all 'book ends'. Given the inconsistent alignment of current property boundaries along Fifteenth Street however, recommended setback distances (in metres) for prominent corner sites are variable (refer to the *Design Guidelines* on pages 34, 47 and 48 for setback distances).
- ◆ Development on prominent corner sites should emphasise the importance of the corner location and act as a local landmark through:
 - achieving well designed, high quality contemporary architecture;

APPENDIX A: GENERAL DESIGN GUIDELINES – FIFTEENTH & DEAKIN

- actively defining corners and edges through building up to and addressing all street frontages;
- developing the site to its full height potential;
- providing active frontages to all visible facades;
- ensuring attractive side elevations;
- providing substantial landscaping; and
- Incorporating landmark elements such as urban art/ sculpture.

SIGNAGE

Signage should have a minimal detrimental visual impact on the public realm. For detailed signage guidelines refer to *Clause 52.05 Advertising Signs* and the *Advertising Sign Guidelines* contained in Schedule 1 to the *Design and Development Overlay*. The following guidelines should also be considered:

- ◆ Integrate signage within the building facade, so that it complements the design of the building.
- ◆ Consolidate areas of signage and advertising so as to not dominate the streetscape environment.
- ◆ Avoid signage which is visually obtrusive or out of proportion with the built form of the area.

LANDSCAPING

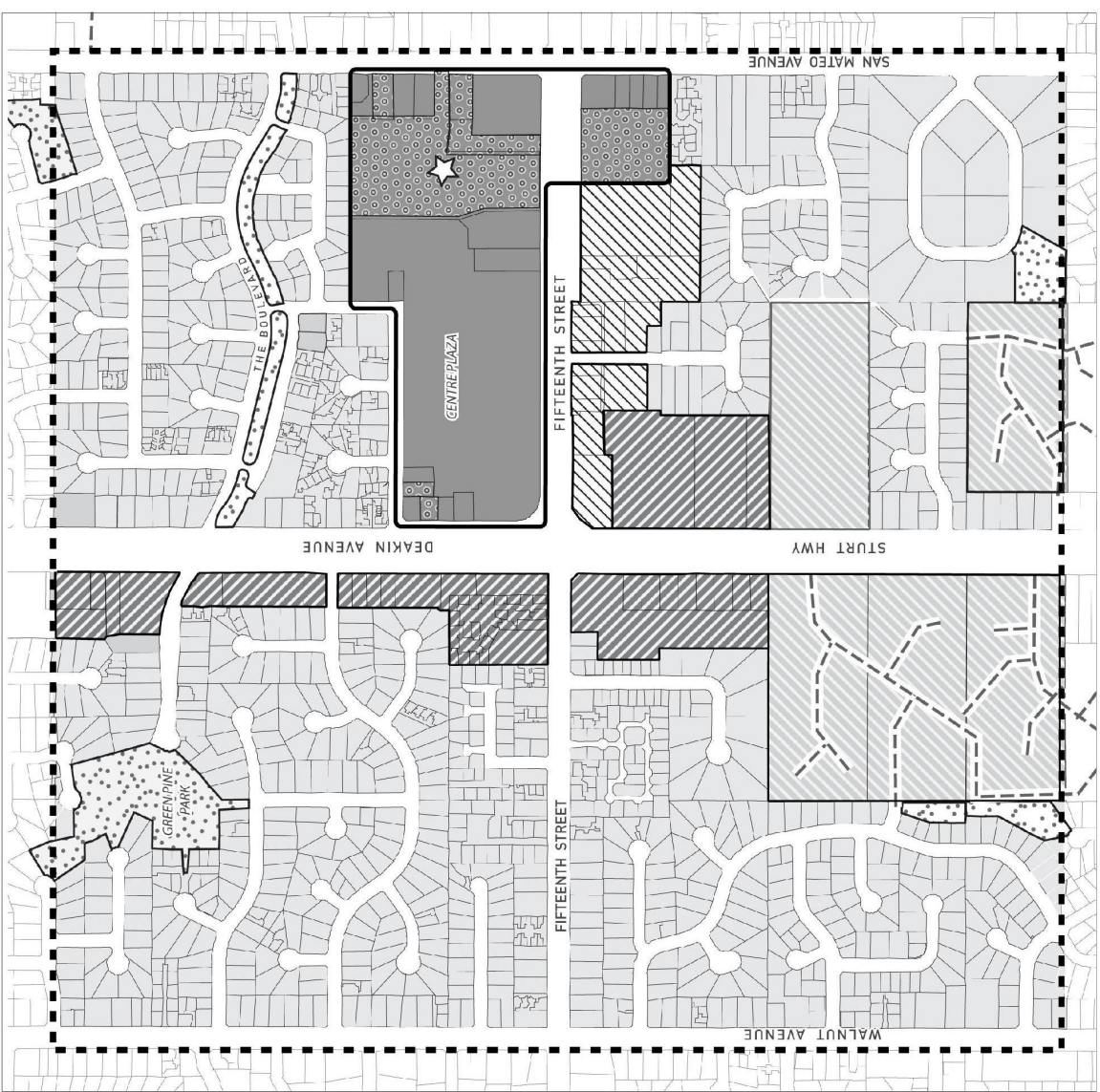
- ◆ Ensure that the front setback is attractively landscaped and has primary regard for any overall landscape theme for Fifteenth Street and Deakin Avenue, as emphasised in Schedules 1 & 2 to the *Design and Development Overlay* contained within the Mildura Planning Scheme.
- ◆ Encourage the continuation of the Fifteenth Street and Deakin Avenue streetscape theme (including landscaping,

street furniture and streetscape materials) into private commercial/ retail properties to promote a more coherent relationship between the public and private realms.

- ◆ Retain existing native vegetation where possible.
- ◆ Incorporate large scale tree planting along or close to the property frontage to complement the existing planting theme of the highway reservation. Ensure species chosen are proportionate with the adjacent built form.
- ◆ Incorporate one large canopy tree for every 6 to 8 cars within the central medians of parking bays to provide shelter and offer an attractive appearance to ground-level car parking. Trees to be provided as established species with no lower branches or foliage to impinge on visibility. Expected mature height of the underneath of the canopy to be a minimum of 2.4m above ground level.
- ◆ Apply landscaping to screen unsightly car parking areas and utility areas without compromising user safety.
- ◆ Incorporate Water Sensitive Urban Design (WSUD) treatments where possible throughout the site for the collection and treatment of stormwater.
- ◆ Incorporate plant species for environmental benefit by means of:
 - Deciduous trees for summer shade and winter sun penetration (i.e. adjacent to windows, car parking areas and outdoor dining areas);
 - Drought tolerant and low water usage species; and
 - Plants with low fertiliser requirements.
- ◆ Limit the extent and height of fencing/ walls and consider landscaping as an alternative. If fencing or walling is necessary, maximise the extent of low level and visually permeable fencing/ walling.
- ◆ Minimise maintenance requirements by using robust landscape materials.
- ◆ Avoid piecemeal works/ design elements.
- ◆ Investigate opportunities for, and incorporate public art/ sculptures in appropriate locations in accordance with Council's Art Strategy and programmes.

APPENDIX B: FIFTEENTH & DEAKIN – CITY GATE PRECINCT STRUCTURE PLAN

CITY GATE PRECINCT STRUCTURE PLAN



LEGEND

- City Gate Precinct study area
- Existing public open space
- Indicative road layout in new residential areas
- Future open space / plaza

Non Residential Land Use:

- City Gate retail core
- Peripheral retail, accommodation & professional services
- Deakin Avenue accommodation
- Key opportunity sites / vacant land

Residential Land Use:

- Existing established residential land uses
- Future residential development (as per RDP, and approved subdivision plans)

NOTE: This is a version of the Activities Map from the Fifteenth & Deakin Structure Plan. It is indicative only of desired growth patterns and is to be read in conjunction with Clause 21 and Clause 22.

The lines show broadly the areas required for different uses but are not meant to be used for statutory purposes.

Planning Scheme maps precisely define the boundaries of different zones.

APPENDIX C: FIFTEENTH & DEAKIN – FIFTEENTH STREET PRECINCT STRUCTURE PLAN

FIFTEENTH STREET PRECINCT STRUCTURE PLAN



LEGEND

- Fifteenth Street Precinct study area
- [Pattern] Existing public open space
- [Pattern] Indicative road layout in new residential areas
- [Pattern] Future stormwater management / open space development
- [Pattern] Future neighbourhood focal point

Non Residential Land Use:

- [Pattern] Fifteenth St. Homemaker / Bulky Goods
- [Pattern] Benetook Avenue Industrial (IN32)
- [Pattern] Key opportunity sites / vacant land
- [Pattern] Potential extension of BAZ subject to review

Residential Land Use:

- [Pattern] Existing established residential land uses
- [Pattern] Future residential development (as per RDP, Mildura South Framework Plan and approved subdivision plans)

NOTE: This is a version of the Activities Map from the Fifteenth & Deakin Structure Plan. It is indicative only of desired growth patterns and is to be read in conjunction with Clause 21 and Clause 22. The lines show broadly the areas required for different uses but are not meant to be used for statutory purposes. Planning Scheme maps precisely define the boundaries of different zones.