

Mildura CBD Plan 2020-2035

AUGUST 2020



Mildura Rural City Council





Mildura's CBD will be a responsive, resilient and people-oriented centre for community life, drawing inspiration from the Murray River experience.

Preamble

This is the Mildura CBD Plan and it sets out a strategic vision and framework to guide the growth, development and enhancement of the CBD to 2035. Our vision for the CBD is to establish a: *responsive, resilient and people-oriented centre for community life, drawing inspiration from the Murray River experience.*

Known as the ‘oasis in the desert’, Mildura is beautifully situated along the Murray River in Victoria’s north-west. Mildura and the surrounding region is a highly important and dynamic area in terms of agriculture, horticulture, manufacturing and tourism, and is fast becoming the solar capital of Victoria. Given the remote nature of surrounding localities, Mildura’s CBD has long been an important and thriving administrative, service, business and cultural centre for the Loddon Mallee Region. It is anticipated that the regional population will increase from 329,489 people (2016) to 387,786 people by 2031¹.

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

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

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

For Mildura, an important focus is to improve seasonal comfort and integrate more public places for people. This will build social capital and neighbourhood liveability by optimising the year-round climate and local character of Mildura.

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

Progress is dependent on change and with change comes opportunity. This project is designed to deliver a dynamic and sustainable plan for Mildura's dynamic CBD.

¹ RDV; Mildura City Economic Profile 2016, p.12




Image 2 View of the historic T&G clock tower building



Image 3 Langtree Mall and shade structure, emulating aerial view over Mildura



Image 4 Murray River,
Image credit: Robert Klarich (Photographer)

An aerial photograph of a wide river at sunset. The sky is filled with large, dark clouds that are illuminated from below by the setting sun, creating a gradient of orange, yellow, and blue. The river's surface is dark, with several parallel white wake lines from a boat that has just passed. On the left bank, two houseboats are moored. The right bank is densely covered with lush green trees, with a few houses visible through the canopy. In the far distance, a low horizon line marks the edge of the land, with a few small structures and a tall antenna visible against the bright part of the sky.

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

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

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



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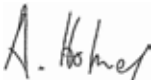
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1 Introduction

1.1 PROJECT OVERVIEW

Mildura's CBD has over time cemented its role as the administrative, service, business and cultural hub for the north-west region.

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

This project represents a proactive step by MRCC to refresh the plan and ensure it remains current and responsive to the community's needs and aspirations. The purpose of this project has been to develop a vision and strategy for the future of Mildura's CBD, which reinforces and supports a dynamic, attractive, liveable and sustainable centre for all.

The 2007 CBD plan sets out a number of key priorities, which has led to many successful outcomes, including the Stage 1 Riverfront Development, Langtree Mall, several street upgrades and public realm improvements. This CBD Plan intends to build on the initiatives of the prior plan, while also charting new waters, to respond to current and emerging trends and challenges.

While a well established activity centre, this next phase offers enormous opportunity to strengthen and diversify the CBD, attracting new users and giving it a distinct point of difference.

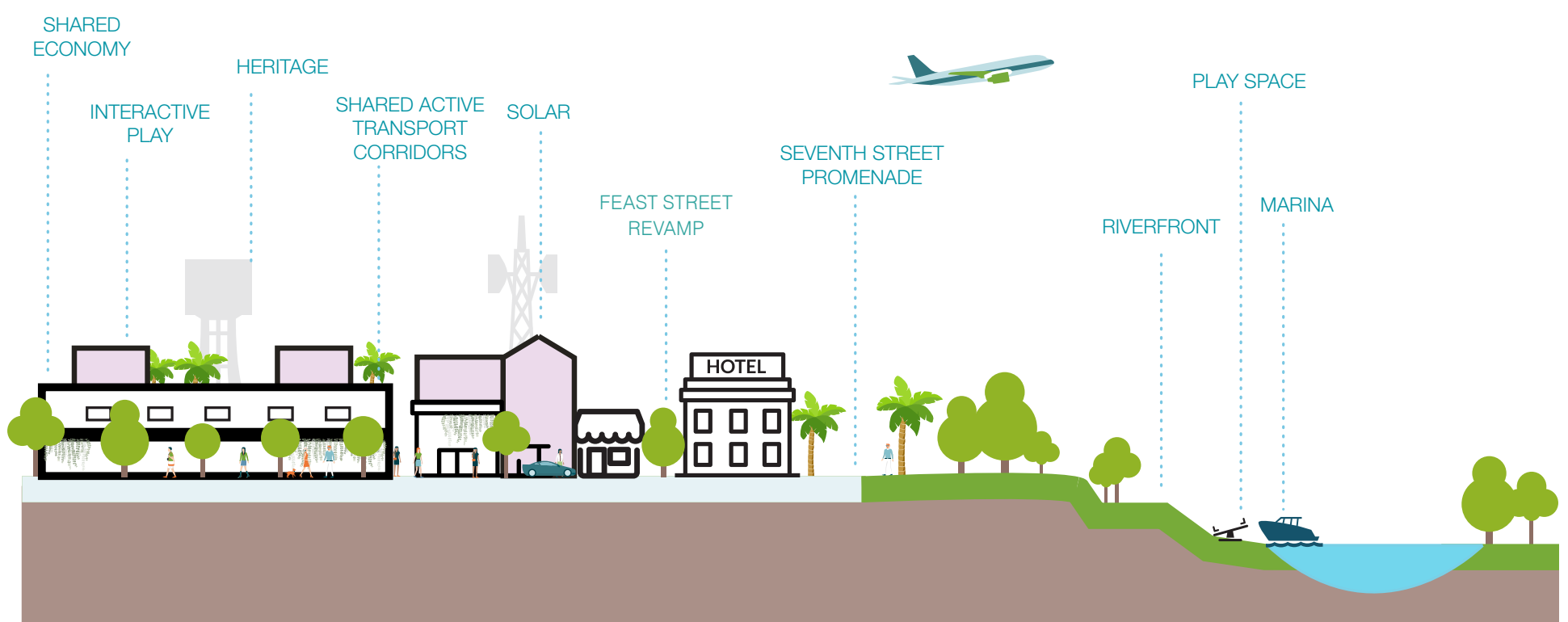
This CBD Plan Report has been prepared as part of Stage 3 of the project, setting out our vision for the Mildura CBD by 2035.

1.2 REPORT STRUCTURE

The CBD Plan sets the scene in terms of how the strategy has been developed, the CBD and broader regional context, and future vision, objectives and strategic directions for Mildura's CBD. The report is structured in 7 main sections, as outlined below:

- 1 INTRODUCTION:** Section 1 provides a summary of the project intent, and the approach taken in preparing the CBD Plan, including stakeholder and community engagement.
- 2 CBD SNAPSHOT:** Section 2 provides a background to the CBD and broader context.
- 3 THE FRAMEWORK:** Section 3 summarises the vision, objectives and strategic directions, which form the basis of the CBD Plan recommendations and actions.
- 4 DIRECTIONS AND ACTIONS:** Section 4 details each of the 6 key strategic directions, and associated actions.
- 5 PLANNING CONSIDERATIONS:** Section 5 highlights future considerations that will need to be addressed as part of the planning scheme amendment.
- 6 IMPLEMENTATION AND GOVERNANCE:** Section 6 sets out the implementation plan, including priorities for each of the nominated actions, and recommended governance structure.
- 7 DESIGN GUIDELINES:** Section 7 includes design guidelines for the CBD as a whole, as well as, individual precincts.

Reimagining Mildura in 2035



1.3 OUR PROCESS

Crafting a vision and strategic framework is a journey with several key milestones. The process that has been followed in preparing this CBD Plan is illustrated below. We started this project by gaining a clear understanding of where Mildura’s CBD is currently positioned and where we want it to be by 2035 (refer to Figure 1). As Stage 4 represents a future step, this project has been carried out in three stages, as detailed below:

Stage 1: Mildura CBD Background Report

- Research and investigations, including a review of relevant background reports and studies, and existing conditions.
- Review the status of the current CBD Plan, including the planning and policy framework.
- Review of the current market and socio-economic climate.
- Undertake visioning workshops with MRCC, key stakeholders and the community to understand current opportunities and constraints, and gain an appreciation of future aspirations.

Stage 2: Mildura CBD Directions Report

- Review the status and relevance of priorities within the current CBD plan.
- Develop a draft vision and strategic directions.
- Consult with key stakeholder groups, to refine and agree upon the vision and strategic directions to be taken forward as part of the CBD plan.

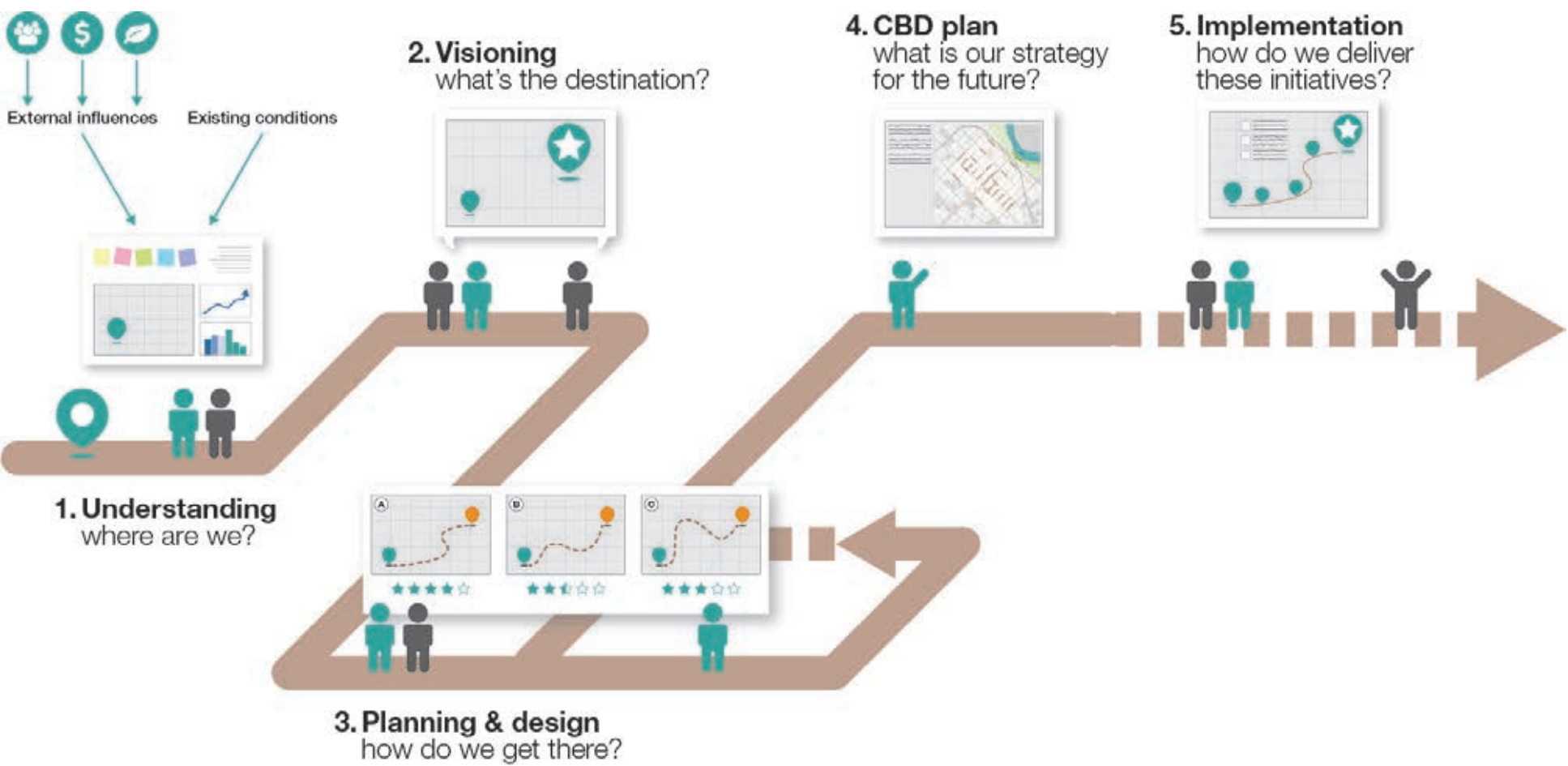
Stage 3: Updated Mildura CBD Plan

- Develop a draft structure plan and urban design framework for the CBD area.
- Explore high level concepts for focus areas nominated as key capital works projects and public realm enhancements.
- Prepare design guidelines for public and private development.
- Review and test design and policy initiatives for the CBD area with key stakeholder groups.
- Finalise the CBD Plan for public release and comment.
- Address comments and finalise the CBD plan for Council endorsement.

Stage 4: Preparation of planning scheme amendment (future stage)

- Prepare a planning scheme amendment to incorporate the new CBD plan and related policy provisions.

Figure 1 Project process



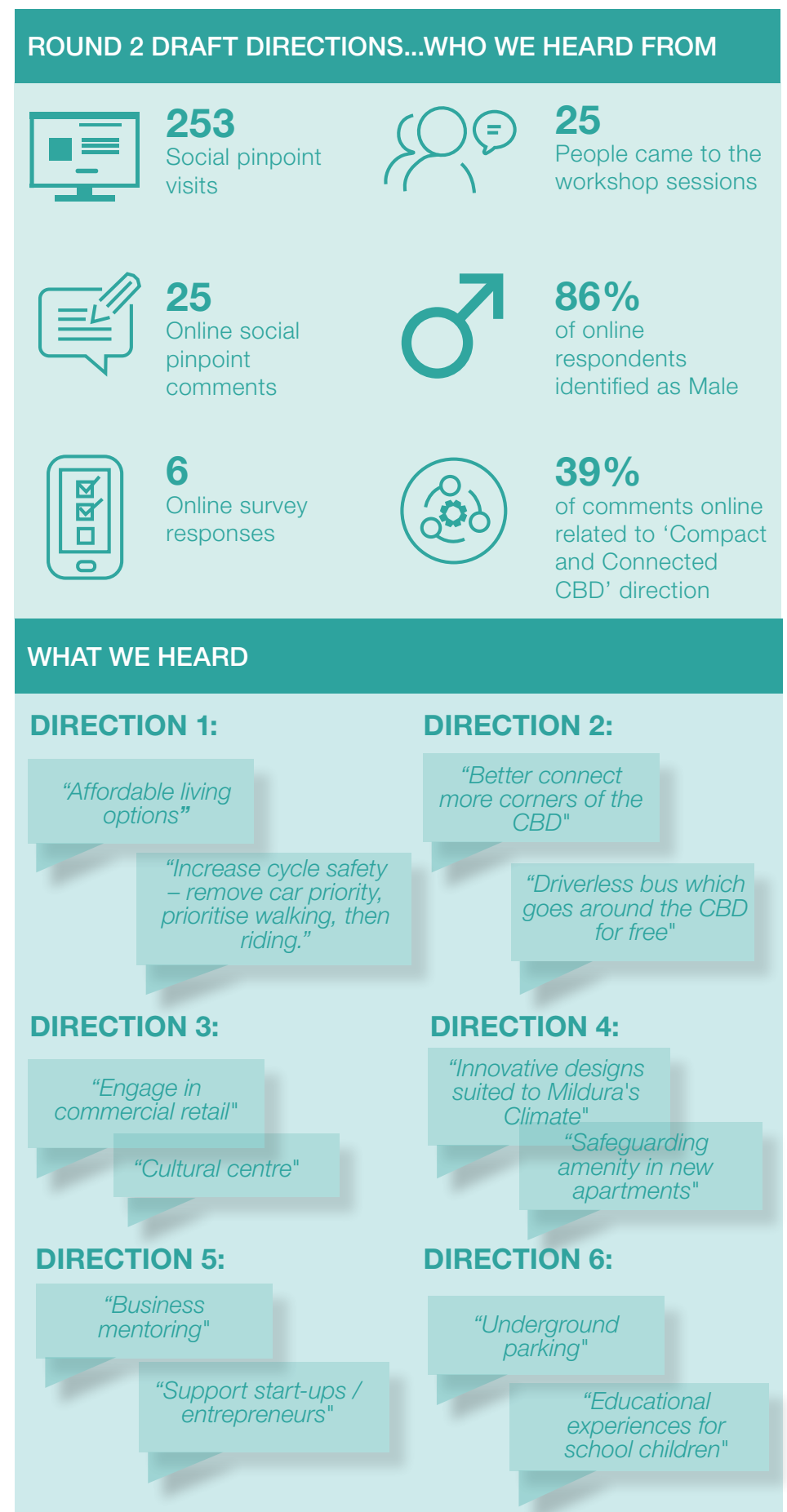
1.4 ENGAGEMENT APPROACH

Refreshing the CBD Plan has been a great opportunity to examine things differently, uncover new ways to build on Mildura's strengths, and address its future needs and challenges. It is also a chance to explore how everyone can work in partnership with MRCC to achieve successful outcomes for the CBD.

For the new CBD Plan to succeed, it is vital that it responds to the needs and aspirations of the community, business operators and traders, industry and other key government stakeholders. As part of the project, a series of workshops, face to face meetings and

drop in sessions were held with different groups. This report is supplemented by a Summary Engagement Report (for Stage 1 and 2), outlining the community and stakeholder engagement approach for each session and feedback from various groups/individuals who were consulted and participated via the online Social Pinpoint platform.

Responses from the local community, traders, government agencies and other groups, have informed the vision, directions and relevant actions set out in this CBD Plan.



Round 3 of engagement involved collecting feedback on the draft CBD Plan via written submissions and working group session with Mildura City Heart on March 20, 2019.

The draft CBD Plan has been revised to address the feedback received from the community and key stakeholders. Sixteen (16) formal submissions were received from a broad range of users and stakeholder groups, including local residents, employees, business owners, students and Government Agency representatives.

This round of engagement resulted in additional work commissioned by Council as a priority, relating to specific themes and sites within the CBD. This resulted in two subsequent projects including the Langtree Avenue Discussion Paper and Place Activation Plan, and Active Transit and Parking Strategy.

We understand that stakeholder and community engagement is critical to the success of any project, and as such, this has been central to our approach. Diverse groups have been engaged during each stage of the project, to promote shared ownership and ensure the CBD Plan is responsive to the needs and aspirations of the community.

ROUND 3 DRAFT CBD PLAN - WHAT WE HEARD

KEY THEMES:



Indigenous history



Retail strip shopping and vacancies



Public art



Greening and shading



Pedestrian safety



Parking and vehicle access



Environmental building standards



Access to open space



Image 5 Consultation and project reports on display



Image 6 Presenting on the draft vision



Image 7 Working together to refine our collective vision and directions for the CBD

“The future...will take belief, hope, promise and action”

- Year 6 students Mildura South Primary School

1.5 OUR FUTURE GENERATION

As a strategic plan for the next 15+ years, it is important that we listen to and capture our voices of the future. It is the next generation that will lead change and safeguard our towns and cities.

An initiative led by MRCC, invited several school groups to submit their creative and insightful visions for the future of Mildura. These well composed ideas for the CBD have been reviewed and drawn into the CBD Plan refresh.

The task assigned to Year 6 students from Mildura South Primary School and Ranfurly Primary School was to imagine what Mildura would be like in 30 years time, when these year 6 students are living in the community, and are working and may have their own families.

Ranfurly Primary School’s vision focused on social and environmental issues. Their vision was to strive for gender equality, raise awareness and reduce incidents of domestic violence, provide greater assistance to those who are homeless and other disadvantaged groups, and look at creative ways of being more environmentally and culturally aware.

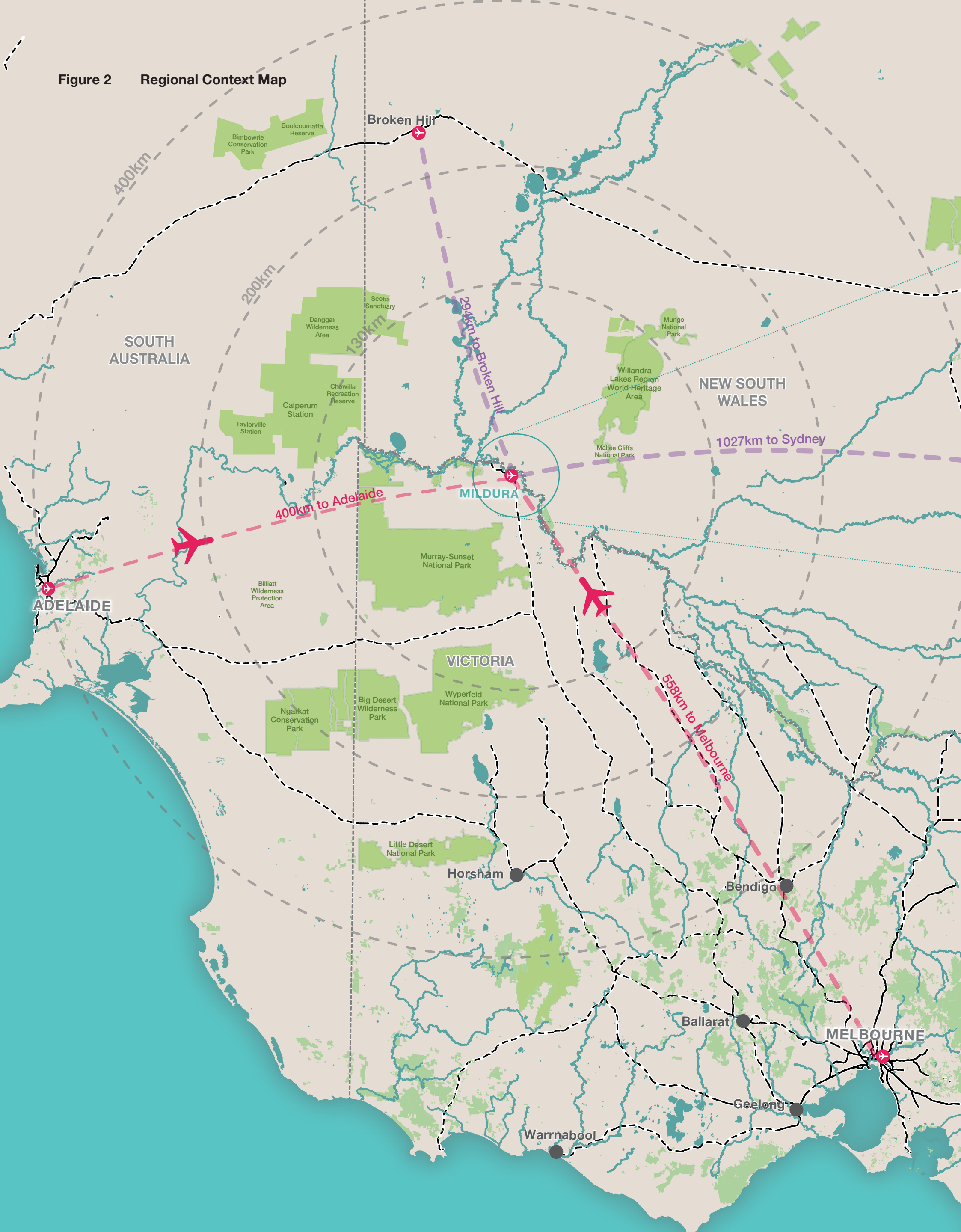
The group from Mildura South Primary School put forward a number of proposals and targets for 2048, such as:

- Mildura will have almost zero unemployment;
- Agriculture is no longer Mildura’s main business. Energy is the future;
- Mildura is green, clean and safe;
- Mildura is renowned for its renewable energy and houses the largest solar and wind farm in the State;
- There is a new high speed bullet train called the ‘Vineland Arrow’, which travels at about 400 km/per hour, enabling travel to Melbourne in less than 2 hours; and
- Mildura now has an iconic sports stadium called the ‘Latje Latje Stadium’.



Image 8 Aerial view over Mildura and the surrounding region

Figure 2 Regional Context Map



2 CBD Snapshot



2.1 REGIONAL CONTEXT

Mildura is a regional city in the north-west corner of Victoria, strategically located between several major cities, including Adelaide (440km), Melbourne (550km), Broken Hill (293km) and Sydney (1017km). With a population of 53,878 people as at 2016¹, it is the largest regional municipality in Victoria covering 22,000 square kilometres, or approximately 10% of the State of Victoria (refer to Figure 2).

The broader Loddon Mallee and Sunraysia region is home to a number of major settlements and townships, with Mildura being the largest and most prominent. It is not only the principal service centre in the area but also in northern Victoria, possessing the highest concentration and most diverse range of retail, health, education and Government services².

Mildura and the broader region is well connected by road to other major cities, via the Sturt Highway, Silver City and Calder Highways. As yet there are no passenger train services to Mildura, however V/Line passenger rail to surrounding regional centres of Bendigo and Swan Hill connect up with V/Line Coaches to Mildura. Mildura Airport is located south of Mildura's CBD and is the busiest regional airport in Victoria, providing direct flights daily to Melbourne and regular services to Adelaide³. Qantas have recommenced flights to Mildura - Sydney as of March 2020. In 2017, there were 225,000 passenger movements recorded⁴.

This region also features a number of significant national parks, open space and recreational areas, including the Murray-Sunset National Park, Willandra Lakes World Heritage Area (including Mungo National Park), Mallee Cliffs National Park and Hattah Lakes National Park, a Ramsar site.

Land in the region is characteristic of flat, low-lying landscapes interspersed with fertile alluvial soils adjacent to the River Murray and infertile dune fields associated with the large national parks. Due to its inland location, the climate is the hottest and driest in Victoria, with rainfall averages at approximately 267.9 millimetres per year⁵. Although a hot and dry climate, the region experiences the most sunshine hours, ideal for solar projects.

As a significant producer for the region and nationally, the economic and environmental prosperity of the area relies however on the proper management of the Murray River upstream to ensure adequate and reliable flows. Water supply and distribution is managed by Lower Murray Water, who recognises the Sunraysia region is sensitive to climate challenges and management of the Murray River with relatively low rainfall.^{6,7}

Tourism is driven by the exceptional offering of fresh local produce, wineries, natural landscapes and the beautiful Murray River which forms the northern border of the municipality.⁸ While tourism remains a strong driver, emerging industries for the broader Loddon Mallee/Sunraysia region may include renewable energy, aquaculture, mineral sands and recycling.⁹

¹ ABS; Mildura Community Profile, 2016

² RDV; Mildura City Economic Profile 2016, p.12

³ RDV; Mildura City Economic Profile 2016, p.44

⁴ Mildura Rural City Council

⁵ RDV; Victoria Loddon Mallee Region, 2018

⁶ RDV; Mildura City Economic Profile 2016

⁷ RDV; Mildura City Economic Profile 2016

⁸ www.lmw.vic.gov.au

⁹ www.bom.gov.au

2.2 BROAD TRENDS*



Climate Change

Climate change is currently tracking in line with high scenarios and is anticipated to result in an increase of 2.8 degrees, an 11% decrease in rainfall and 7% increase in evaporation rates for the Loddon Mallee Region (CSIRO) by 2020. As is the case for all metropolitan and regional cities, it is imperative that future planning considers better upstream management of the Murray-Darling River system, and responds to this trend, particularly in terms of urban design of the public realm, to preserve community health and wellbeing and develop strategies that promote resilient and drought responsive greening solutions and mitigate the urban heat island effect and suppress the impacts of dust storms. In the case of the Mildura CBD, this necessitates doing more to tame the wind while letting the sun shine through in winter, providing more shade and reducing the ambient air temperature in summer.



Digital Disruption

Through emerging digital technologies, traditional business models and ways of operating is dramatically transforming the business, industry and service sectors. Everyday transactions, from funding, manufacturing and production, design and delivery, through to operations and ongoing monitoring, are now relying upon various digital platforms. Some local traders are particularly vulnerable to digital disruption such as newsagents (due to 24/7 news cycle) and online shopping for discretionary items, which is now open to a lot more competition. The uptake of virtual reality, augmented reality, robotics, autonomous vehicles and smart technologies has also been rapid. Along with the prospect of imminent transition to solar-electric cars, this is a huge area of innovation to which a thriving CBD will need to respond.

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



Shared Economy

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

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



Changing Communities

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

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



Increased Resource Consumption

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



Lifestyle Changes

Australians are more attuned than ever to the fact that our lifestyles affect our health and wellbeing. High levels of car dependence and limited access to healthy food costs money in the longer term and contributes to the three "lifestyle" illnesses of heart diseases, diabetes and obesity. It also plays a significant role in determining the "need" for car parking and associated infrastructure.

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

* The above trends were prepared before the COVID-19 pandemic, which is a rapidly evolving situation all around the world. This is changing the way people interact, work, shop, move and travel. These patterns may continue for some time but have not been examined in preparing this strategy.

2.3 MILDURA - LOCAL CONTEXT

Mildura was founded in 1887, due to its strategic location along the Murray River and reliable water supply. Despite its relative geographic isolation, population in the area has seen a steady growth rate of 0.66% per annum from 2004-2014, with stronger growth in more recent years.

The population is diverse, with 79 different nationalities officially recognised. At present, Mildura also has the second largest population of Aboriginal and Torres Strait Islanders in regional Victoria¹. Based on the State of Mildura Report (2018), the area performs reasonably well across several health and wellbeing indicators, however initiatives to improve mental health and promote active and healthy living are recommended.

With the sixth-largest economy outside metropolitan Melbourne, Mildura recorded a Headline Gross Regional Product (GRP) of \$3.156 billion as at 2017². Traditionally, Mildura's economic base was dominated by horticulture, agriculture, and the town's role as a service centre for the Riverina region.

More recently however, Mildura local economy has diversified, extending beyond agriculture to include, tourism, hospitality and solar energy investment, establishing itself as a flourishing principal activity centre for the region.

Mildura provides regional level services in respect of government, retail, health services, arts and culture and tourism activities³. Major regional health and education facilities are located within Mildura, including La Trobe University and Mildura Base Hospital.

¹ ABS; 2016 Census Quick Stats

² REMPLAN: Australian Bureau of Statistics (ABS), 2017

³ RDV; Mildura City Economic Profile 2016



Image 9 Mildura's Eco-Village, a leader in innovation

2.4 THE CBD

The Mildura CBD, an area of approximately 121.7 hectares, features a range of land uses including retail, entertainment, arts and culture, leisure, formal and casual dining, offices and business activities, and residential and short term accommodation.

The CBD area, forming the basis for this plan, includes land from Seventh Street to Eleventh Street, and from Walnut Avenue to San Mateo Avenue. Deakin Avenue from Seventh Street up to Fifteenth Street is also included.

Bordering the largest river in Australia, the Murray River is located north east of the CBD, with the adjacent riverfront area providing a key open space and recreational area for the local community. Seventh Street is the main interface between the CBD and the riverfront.

The CBD is structured on a formal grid street pattern supported by a parallel laneway network. The CBD's built form was influenced by the Chaffey brothers, who established Mildura in 1906 based on the layout for Ontario (California, USA). The grid frames signature palms at key intersections, and views to prominent historic buildings and landmarks, such as the T&G Clock tower, and historic water towers.

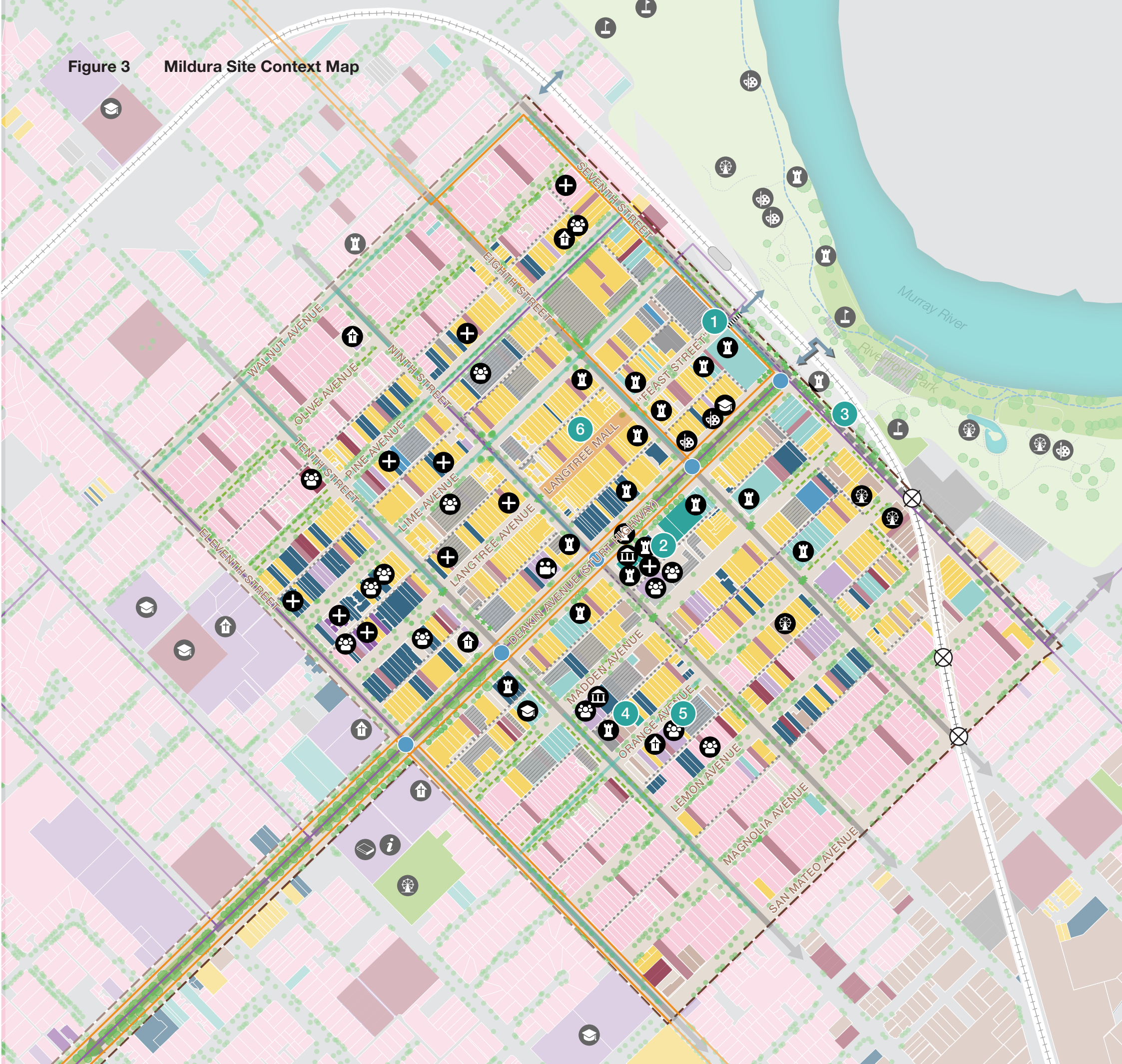
Buildings within the CBD are generally low scale, between one and two storeys. The form and style of buildings varies, however several buildings of heritage significance remain, creating a strong character.

The CBD area has undergone significant change over the past 10 years, which is anticipated to continue based on the actions set forth in this CBD Plan.



Image 10 View along Eighth Street

Figure 3 Mildura Site Context Map



LEGEND

- CBD area
- Train line and station
- City Heart
- Pedestrian only zone
- Public car parking
- Private parking
- Highway
- Distributor road
- Local street
- Local bus route
- Regional bus route
- Existing shared use path
- On road cycling path
- Rail level crossing
- Pedestrian rail crossing
- Rail overpass
- Zebra crossing
- Signalised pedestrian crossing
- Street Trees
- Palm trees

LAND USE

- Residential
- Retail
- Commercial
- Mixed use
- Community/cultural
- Light Industrial
- Local government offices
- Health/Medical facility
- Sports and recreation
- Hotel/club/temporary accommodation
- Public utilities and infrastructure
- College lease land

- Civic building
- Library
- Information centre
- Community service
- Arts and cultural facility
- Place of worship
- Cinema
- Sporting facility
- Historic site
- Education facility
- Recreation facility
- Medical facility



0 100 200 300 400m

Scale 1: 7000 (at A3)

Langtree Mall and 'Feast Street'

Langtree Mall is a pedestrian priority zone and one of the only areas of public open space within the CBD. Community and cultural events are regularly held in Langtree Mall, particularly during the warmer months, for example the Country Music Festival.

North of Langtree Avenue towards the river front is 'Feast Street', an area renowned for its quality dining, café and entertainment.



Image 11 Langtree Mall

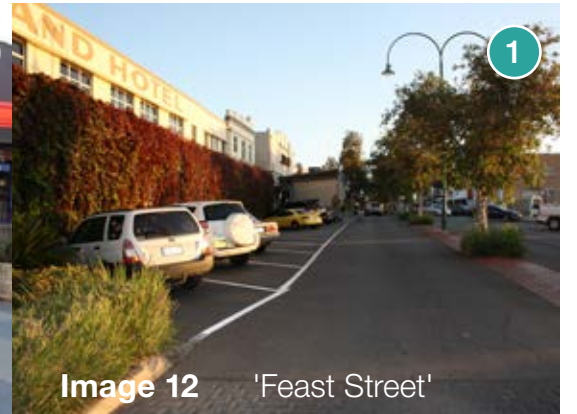


Image 12 'Feast Street'

2



Image 13 Council offices



Image 14 Historic rotunda

Deakin Avenue (Sturt Highway)

Deakin Avenue is home to a number of Mildura's major civic/community features. It provides a boulevard entrance into the CBD and is the primary north-south road to and through the city. It also provides the majority of the CBD's public open space.

Pedestrian and cyclist movement

Formalised footpaths exist along all streets within the CBD. There have been recent upgrades with the addition of a central median footpath along certain sections of Deakin Avenue.

Outside of the retail core, pedestrians and cyclists largely use the existing walking and cycling tracks along the riverfront. With formal crossing points along 7th Street connecting people from the CBD to the riverfront.



Image 15 Deakin Avenue



Image 16 Seventh Street

4

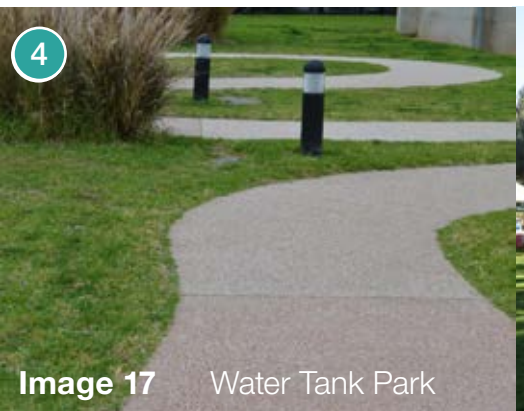


Image 17 Water Tank Park



Image 18 Riverfront Markets

Public open space and recreation

Public open space in the CBD is limited to streetscape environments (including Langtree Mall), the Deakin Avenue median and the small park under the Water Tower.

The Riverfront is the predominant area for usable public open space for a range of passive and active recreational activities.

Arts, culture and community facilities

Mildura has a range of arts and cultural facilities, and a long history of art as an important component of the city's identity. The key cultural facility is the Mildura Arts Centre, situated just outside the CBD. Mildura's built heritage is also key to its identity.

Community facilities such as medical centres, social clubs, youth services are spread throughout the city.



Image 19 The 'Art Vault'



Image 20 Community service

6

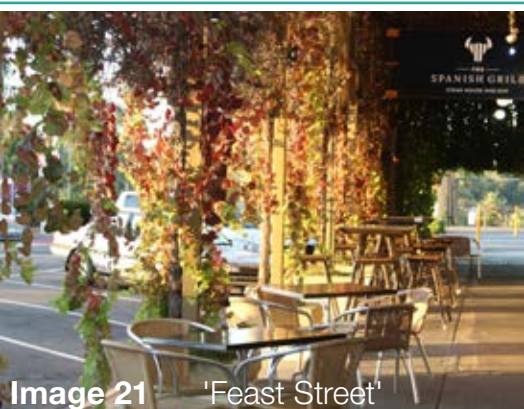


Image 21 'Feast Street'

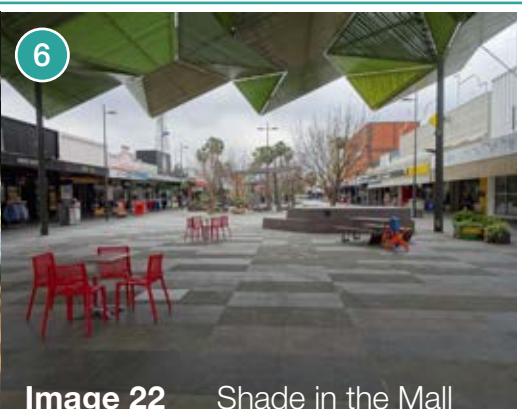


Image 22 Shade in the Mall

Environment and sustainability

Mildura's climate is typical of Mediterranean conditions with hot, dry summers with peak temperatures resulting in several days over 40 degrees in summer and lows of -2 degrees celsius in July.¹

Climate responsive design affects all aspects of liveability from plant species selection to provision of significant shade and cooling.

¹ Climate ready Victoria, Loddon Mallee, Victorian Government, 2015

2.5 STRENGTHS TO BUILD ON

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

1



Cultural heritage

Mildura has a number of sites of cultural and historical significance, which add to the experience and identity of Mildura.

Mildura's rich history and the legacy of the Chaffey Brothers should continue to be celebrated within the CBD.

2



Riverfront setting

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

3



Arts, creative thinking and laneways

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

4



Local produce

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

5



Social infrastructure and services

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

The CBD, particularly Langtree Mall and its adjoining streets, offer excellent accessibility for all abilities. Residential precincts (along Lemon, Olive and Magnolia Avenues) also provide prioritised pedestrian access along the street front and vehicle access via the rear laneway network. As the CBD Plan encourages further residential development, as a key economic and urban growth strategy, it will be important to maintain prioritised pedestrian access along the street front.

6



Leader in innovation

More recently, Mildura has established itself as a leader in agri-tech, recycling and solar power. There is an opportunity for Mildura to forge ahead and further promote Mildura as a "smart" and innovative regional centre, capitalising on its existing strengths, climate and industry drivers.

2.6 CHALLENGES TO ADDRESS

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



Governance arrangements

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



Retail mix

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



Developable land stock

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



Mobility

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



Usable and comfortable public open space

Approximately only 2% of the Mildura CBD area is public open space limiting the capacity for greening, cooling, community interactions and places for people to rest and play. Deakin Avenue makes up a substantial part of this open space provision but is underutilised. It can be difficult to access and be safely used by families and residents. The deficiency of shade trees within the existing CBD streets and along key pedestrian routes, may also deter users from frequenting these areas during the warmer seasons.



Housing diversity

While there are some medium density housing options within the CBD, the housing stock is predominately comprised of single detached dwellings on larger blocks. There is the potential to examine all development options including broadening housing diversity in the CBD.

Recognising the changing demographics and household trends within Mildura, alternative housing models should be considered particularly retirement, student and affordable housing supply. In the course of encouraging new residential development within the CBD a key challenge will be to preserve the current prioritised pedestrian access that the historic street layout offers.

3 The Framework

3.1 FRAMEWORK STRUCTURE

The CBD Plan sets out the strategic vision and framework to guide future growth, development and enhancement. The consultation process during Stages 1 and 2 of the project affirmed that MRCC and the community are committed to revitalising the CBD, building on its strong foundation and transforming its future through contemporary and innovative solutions.

The CBD Plan is intended to provide a clear pathway for achieving the directions set out in the plan by 2035. However, given the plan applies for the next 15+ years, a degree of flexibility should be maintained, to adapt to changing community needs.

Change and growth is incremental and relies on shared ownership and a strong commitment by stakeholders to deliver the project objectives.

- The CBD Plan is a framework comprising 6 key components:
- 1. Vision:** outlining the overarching goal and aspirations for the CBD Plan.
 - 2. Objectives:** underpinning the vision, the objectives set out the overall intent of the CBD Plan.
 - 3. Strategic Directions:** key directions, setting out performance based outcomes to be achieved for the project, in accordance with the vision and objectives. These directions are also synthesised into an overall structure plan for the CBD.
 - 4. Targets and Actions:** identifying key actions and projects to achieve the outcomes sought under each direction.
 - 5. Design Guidelines:** Includes place, use and precinct design guidelines to promote the desired outcomes outlined in the vision, objectives and strategic directions.
 - 6. Implementation Plan:** outlines potential partners, priorities and timeframes to deliver the key actions identified.

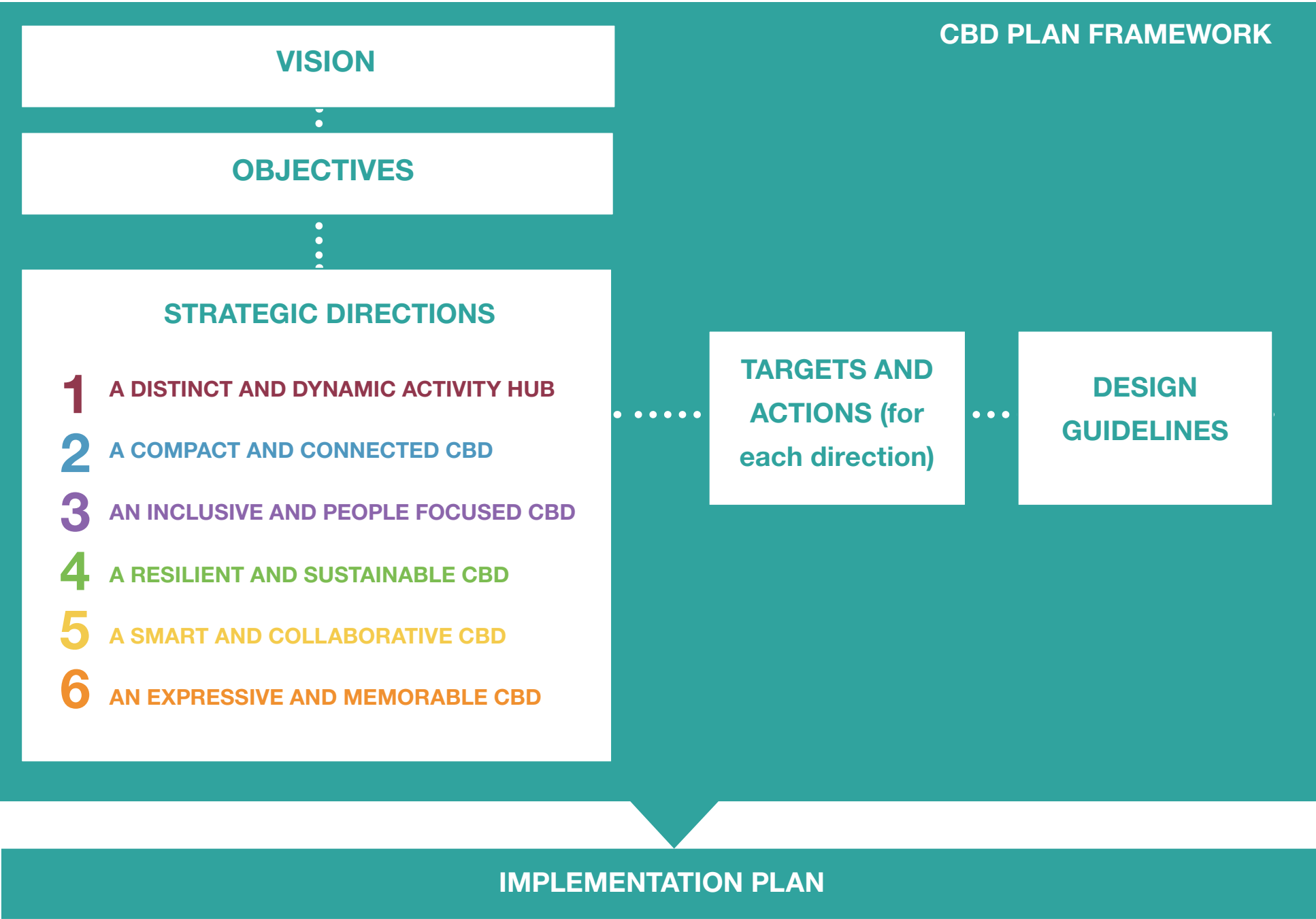




Image 23 Vine shading along Feast Street




Vision

Mildura's CBD will be a responsive, resilient and people-oriented centre for community life, drawing inspiration from the Murray River experience.

3.2 OBJECTIVES

The following eight key objectives underpin the vision for Mildura CBD and will help to steer decision making and focus activation efforts within the Mildura CBD:



1

DELIVER A SHARED VISION


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



2

CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE


Build a resilient and economically prosperous regional centre to adapt to future economic and population growth trends, and which nurtures and enhances diverse city living, commercial and community activities.



3

CULTIVATE ACTIVE STREETS


Create the CBD as a rich ecosystem connecting key destinations through safe, well shaded and universally accessible journeys for all.



4

BE AT THE FOREFRONT OF INNOVATION


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



5

STIMULATE AUTHENTIC EXPERIENCES


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



6

GROW A SEASONAL PLANTED OASIS


Nourish a green CBD, which optimises seasonal shade and water sensitive urban design solutions to create a comfortable micro-climate, offering a high level of amenity for users within the public realm.



7

CHAMPION A COMMITTED COMMUNITY AGENDA

Promote a CBD which is highly responsive to the needs of the community, seasonal and climatic changes, and water challenges.



8

UNLOCK FUTURE POTENTIAL

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



Image 24 A resilient regional centre



Image 25 Places to roam and have unique experiences



Image 26 Collaborative partnerships



Image 27 Comfortable, climatic responsive settings



Image 28 Be at the forefront of innovation



Image 29 Celebrate the local home grown produce

3.4 STRATEGIC DIRECTIONS

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

The proposed directions have been informed by the consultation and work carried out during Stage 1 and 2. These directions also carry through various initiatives from the 2007 CBD Plan, and which are still considered relevant.

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

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

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

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

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

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

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

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

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

- 5A: Foster better decision making
- 5B: Become a leader in innovation
- 5C: Maintain regional competitiveness

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

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



Image 30 A distinct and dynamic activity hub



Image 31 A connected and compact CBD



Image 32 An inclusive and people focused CBD



Image 33 A resilient and sustainable CBD



Image 34 A smart and collaborative CBD



Image 35 An expressive and memorable CBD

3.5 STRUCTURE PLAN

The purpose of the Mildura CBD Structure Plan is to manage and plan for the future growth of the CBD. This will help to:

- Provide greater certainty to the local community and investors, about the future form and anticipated change in the CBD;
- Manage future development and public realm improvements to ensure the CBD remains an attractive and thriving centre to live, work and shop;
- Ensure economic and social vitality of the CBD; and
- Focus Council and private investment within the CBD, to best serve the local community's immediate and longer term needs.

The Structure Plan (including Street Typologies) aims to facilitate the development and management of public infrastructure, streets, open space and walkways. It also establishes development parameters for private property around preferred land uses and building form, to achieve the key objectives for the CBD.

The Structure Plan has been informed by the strategic directions expressed for the CBD and provides a framework for the actions and design guidelines set out in Sections 4 and 7. It builds on, and carries forward certain initiatives from the 2007 CBD Plan.

More specifically, the Structure Plan targets a diverse range of uses and activities, to capitalise on high value and underutilised land within the CBD, promote further CBD living, strengthen and create service clusters, and improve accessibility for all transport modes.

While the proposed Structure Plan differs from the 2007 zoning plan, it is designed to support the initiatives of the CBD Plan.

This plan will form the basis of the future Planning Scheme Amendment (PSA) for the CBD area, with the associated Design Guidelines.

The rationale and basis of the Structure Plan is summarised below:

URBAN STRUCTURE AND NETWORKS

- Responds to the CBD's location, cultural heritage and interface with the Riverfront.
- Targets a higher level of integration between transport networks, the main retail core and commercial areas, community infrastructure and services, and open space networks.
- Rethinks the present street hierarchy, to promote safe and convenient movement throughout the CBD, particularly for pedestrians and cyclists.
- Defines street typologies for the CBD, to help direct decisions for planting and the overall street cross section for movement and other activities, thereby creating a strong and legible character.
- Aims to increase the level of public open space within the CBD, for a variety of active and passive recreational pursuits.
- Supports a better public transport service and provides for a more centrally located bus station within the CBD.
- Identifies street and intersection upgrades to support the access and movement objectives of the CBD plan.
- Promote better walkability and access for active transport, as per the current State Legislative framework.
- Safeguard liveability and walkability through preserving prioritised

pedestrian access along the street front and vehicular access from rear laneways.

- Supports activation of central laneways to become destinations for dining, retail and cultural activities.

LAND USE AND ACTIVITY

The proposed land use and future zoning changes, are designed to:

- Support a diverse range of housing, in highly accessible areas of the CBD, particularly affordable medium density options, which cater to different ages and household sizes.
- Strengthen existing service clusters for health and wellness, community services and service retail functions.
- Activate select laneways to create 'destination' laneways, which enable further retail uses, and opportunities for integrated art.
- Capitalise on under-utilised areas within the CBD, particularly adjacent to the Riverfront for temporary and permanent accommodation.
- Create opportunities for private investors to invest in the CBD, particularly current and emerging industries.
- Support further mixed use development in central parts of the CBD, to enable a more diversified offering.
- Expand opportunities for the local and regional community, by supporting arts and cultural facilities and other creative industries.
- Nominate suitable locations for supporting infrastructure, such as the intermodal hub and multi-storey carpark.

IMAGE AND CHARACTER

- Build on and celebrate Mildura's rich heritage.
- Create a greater level of physical and visual connection between the CBD and the Riverfront.
- Enhance artistic and cultural programming through partnerships with local community groups.

THE ENVIRONMENT

- Create areas of relief within the CBD, to promote outdoor liveability and comfort.
- Promote improvements for seasonal amenity, including shading along streets and within the public realm.
- Enhance existing open spaces and both locally indigenous vegetation or climate responsive vegetation.
- Enhance access to open space and the Riverfront.

While this represents the Structure Plan, a number of initiatives have been identified in the CBD Plan, to undertake further research and studies for the CBD. It is anticipated that these studies may result in further changes, particularly in respect of transport and movement. The recommended process from here, is therefore outlined in Section 5.1.

Figure 4 Structure Plan



LEGEND

- | | | | |
|---------------------------|----------------------------------|----------------------------------------|---------------------------------------------|
| CBD area | Residential - medium density | Public open space opportunity | Riverfront boulevard |
| Train line and station | Public use - health | Core retail area (City Heart) | Arcades/walkways |
| Murray River | Mixed use | Riverfront stage 2 area | Proposed mid-block connections |
| Public open space | Commercial office | Priority intersection upgrades | Laneways for priority pedestrian connection |
| Riverfront Park | Langtree Mall | Multi-story carpark opportunity | Existing roundabout |
| Residential - low density | New bus interchange | Priority shaded active transport route | Roundabout upgrades |
| Development opportunity | Unrealised development potential | Key riverfront connections* | Arrival statement |
- * Subject to intersection upgrades and level crossing removal works

3.6 PRECINCT PLAN

While the intention of this plan is for the CBD is to be understood as one cohesive area, eight precincts have been defined, to target specific uses and built form outcomes, and the needs of different place users.

The precinct boundaries defined in the 2007 CBD Plan have been redefined as part of this refresh, in line with the strategic directions and actions set out in this CBD plan.

The eight precincts include:

Precinct 1: Retail Heart

Covering the central retail area from behind Seventh Street to Tenth Street, and from Langtree Avenue to Pine Avenue. This is referred to as the 'City Heart' area, and is the principal shopping centre within Mildura.

Precinct 2: Seventh Street Promenade

Seventh Street Promenade includes land fronting Seventh Street, from Olive Avenue south to Orange Avenue. This area is beautifully situated on the eastern edge of the CBD, interfacing with the riverfront area.

Precinct 3: Mixed use and commercial

Comprising a significant portion of the CBD, south of Deakin Avenue between Deakin Avenue and Lemon Avenue, and the Seventh Avenue interface area and Eleventh Street to the west. This precinct comprises a mixture of light industry, commercial uses and government offices, with some residential development on the western periphery.

Precinct 4: Creative Industries

The Creative Industries precinct encompasses the land from San Mateo Avenue north to Orange Avenue, between Seventh and Eighth Street. This area currently consists of a range of entertainment uses, along with light industry workshops and warehouses, commercial offices and residential dwellings.

Precinct 5: Health and Wellbeing

The Health and Wellbeing Precinct includes land on the southern edge of the CBD, north of Deakin Avenue and extending to Olive Avenue, between Tenth and Eleventh Street.

Precinct 6: CBD living - West

The CBD Living West Precinct is located on the western edge of the CBD, and provides various low density housing options.

Precinct 7: CBD living - East

The CBD Living West Precinct is located on the eastern edge of the CBD, and provides various low density housing options.

Precinct 8: Deakin Avenue

This area was defined in the 2007 plan and has a separate set of Urban Design Guidelines. It includes land fronting onto Deakin Avenue from the Seventh Street interface land up to Eleventh Street, and the Deakin Avenue road reserve from Eleventh to Fifteenth Street.

The intent and additional design guidelines relating to each of the Precincts above, is outlined in Section 6. In respect of landscape character however, typologies have been defined for the CBD and are detailed in Section 3.7.



Image 36 View overlooking Langtree Mall



Image 37 Seventh Street interface with the Riverfront



Image 38 Health and wellbeing cluster along Lime Avenue

Figure 5 Precinct Plan



LEGEND

- | | | |
|------------------------|---------------------------------------|--------------------------------------------------|
| CBD area | Precinct 1 - Retail Heart | Precinct 5 - Health and wellbeing |
| Train line and station | Precinct 2 - Seventh Street promenade | Precinct 6/7 - CBD Living west / CBD Living east |
| Murray River | Precinct 3 - Mixed use and commercial | Precinct 8 - Deakin Avenue |
| Public open space | Precinct 4 - Creative industries | |
| Riverfront Park | | |

N
0 100 200 300 400m
Scale 1: 7,000 (at A3)

* Note: these typologies may be amended upon further work being carried out as part of the Active Transit and Parking Strategy.

3.7 STREET CHARACTER

Distinct street character contributes to experience, legibility of place and can guide future development. Key attributes are further explained in Section 7 - Design Guidelines. Through defining street character typologies, we can prioritise different modes of transport, and create comfortable conditions for users, particularly pedestrians and cyclists. The six street types assigned are:

CBD Active Streets

CBD Active Streets are strategically nominated to prioritise active transport movements, by providing a high level of shade, safety and amenity for pedestrians and cyclists. Located predominately within the dynamic retail and service precincts of Mildura's CBD, revitalisation initiatives focus on enhancing the street identity, promote cultural expression and integrate adaptive and flexible design outcomes to cater for varied street events, programs and seasonal requirements. The streets will capture the essence of Mildura through a memorable and comfortable public realm experience.

CBD Fringe Streets

CBD Fringe Streets are located outside of the retail core, within the residential and mixed use/commercial areas. The streets shall provide prioritised pedestrian and cycle networks and adjacent facilities, including more seating, canopy trees and smaller places for gathering. This is to promote safe and active travel.

Deakin Avenue

Deakin Avenue is the premier boulevard entrance into the CBD and is the primary north-south road to and through the city. It also provides the majority of the CBD's public open space in the central median, filtered with large memorable Sugar Gums. Enhancements will be guided by the Deakin Avenue Urban Design Guidelines.

Langtree Avenue

Langtree Avenue is considered the central retail spine within the CBD, featuring Langtree Mall and Feast Street, and connects significant service precincts to the Riverfront. As the current epicentre of activity within the CBD, greater priority will be given to people along this spine, through regular crossing points and traffic calming solutions. Consistent street planting, vertical markers, decorative lighting and features are encouraged to stimulate street life through recognisable elements.

Seventh Street Promenade

Seventh Street is the northern frontier of the CBD and a connector road to Sturt Highway. The streetscape will prioritise pedestrian connections through consistent tree-lined boulevard plantings to complement the existing palm trees and visually link the CBD to the Riverfront. Priority pedestrian crossings shall be encouraged at Langtree, Madden and Lemon Avenue.

Active Laneways

Active Laneways are interlaced between the CBD Fringe Streets, perform as both pedestrian linkages and service lanes for adjoining properties. They will prioritise people to take short cuts on route to their destination.

Destination Laneways

Laneways designed to be 'destinations' in their own right through strategic activation, opening up potential for new laneway addresses. This will not only increase patronage and passive surveillance for day and night time safety but will also lift their appearance and amenity.



Image 39 Central CBD - desired character

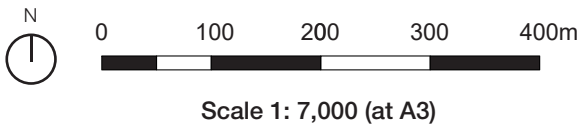


Image 40 CBD Fringe Street Character



Image 41 Destination Laneways

Figure 6 Street Character



LEGEND

- Site area
- Train line and station
- Murray River
- Public open space
- Deakin Avenue
- Seventh Street promenade
- Langtree Avenue
- CBD active Streets
- CBD fringe streets
- Destination laneways
- Active laneways

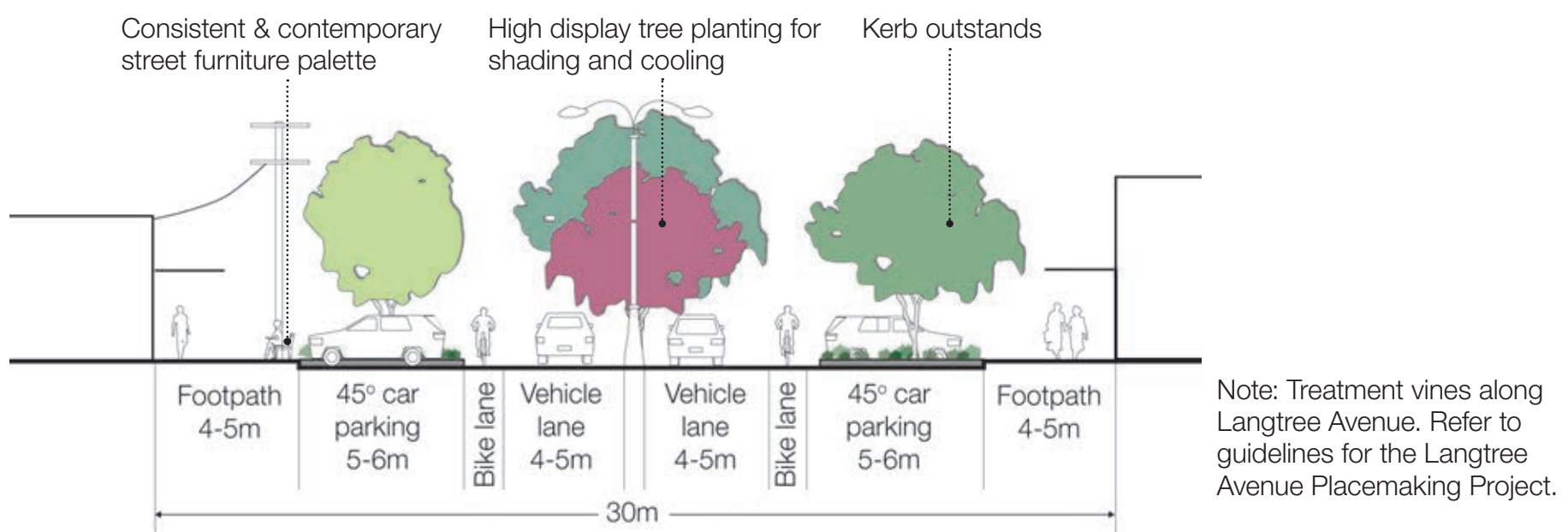


Figure 7 Langtree Avenue

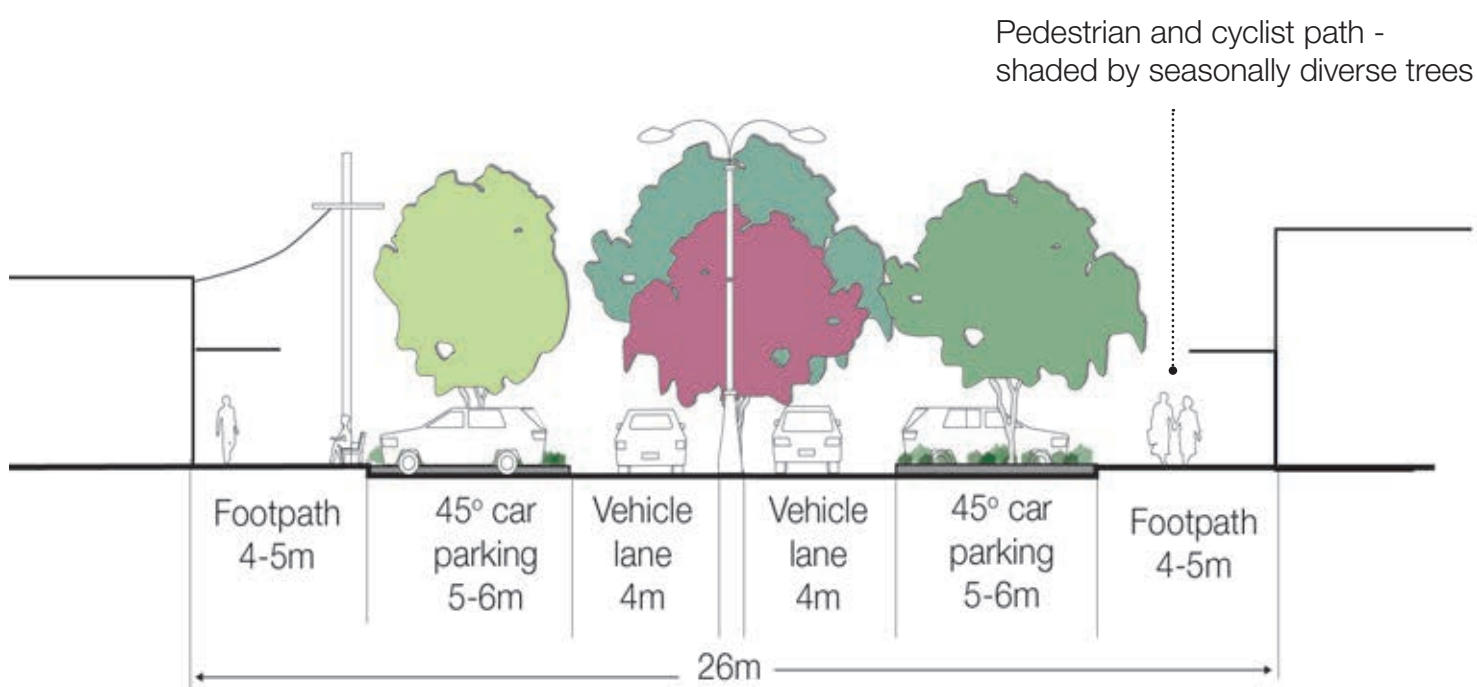


Figure 8 CBD Active Streets

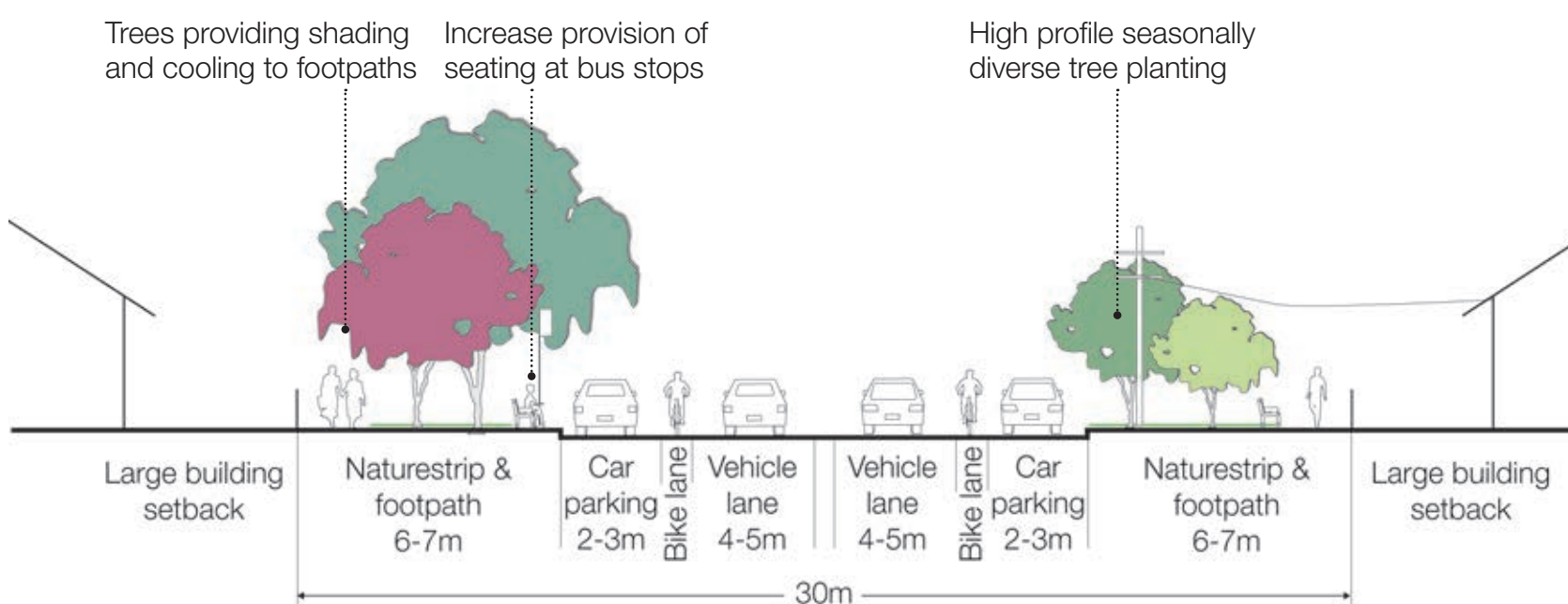


Figure 9 CBD Fringe Streets

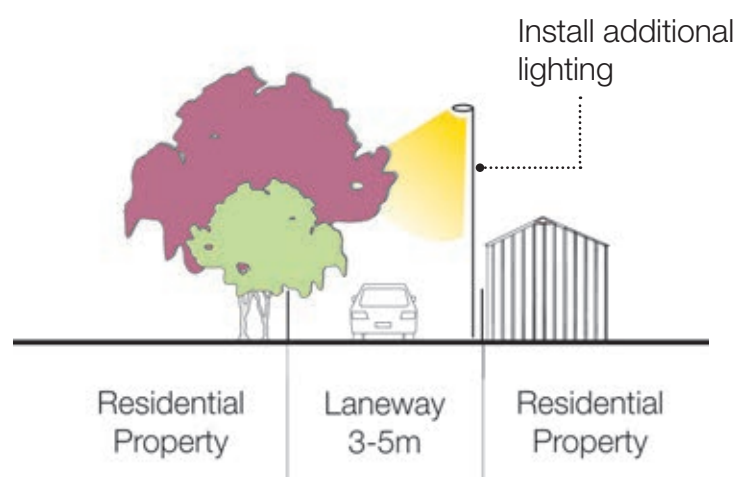


Figure 10 Active Laneways



Figure 11 Destination Laneways

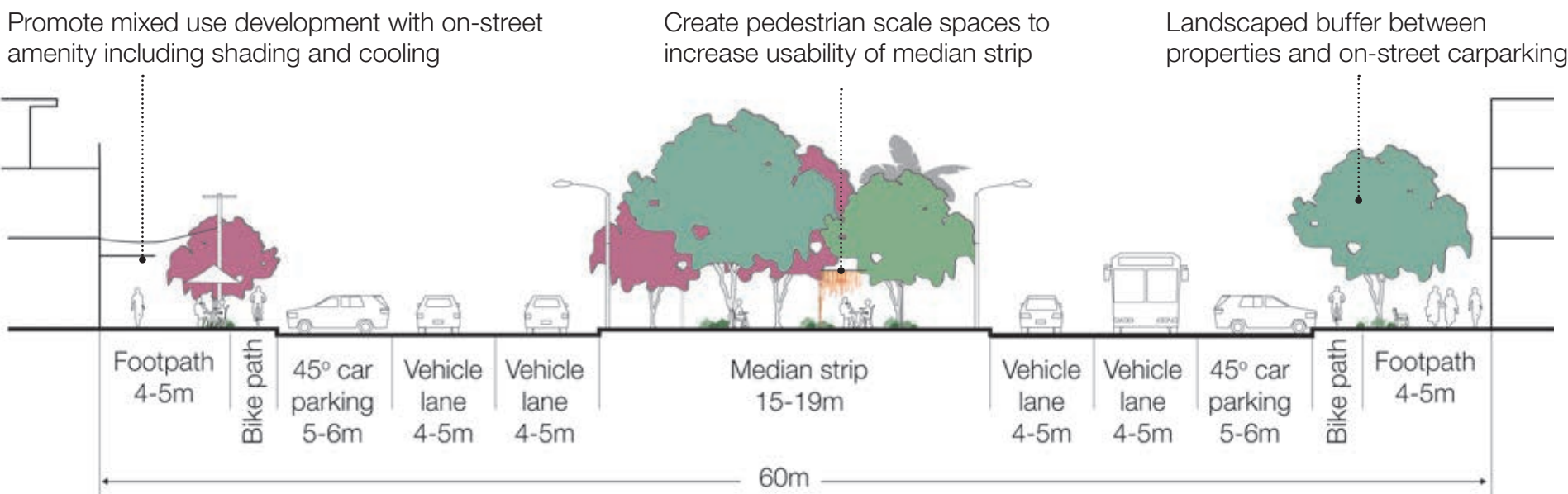


Figure 12 Deakin Avenue

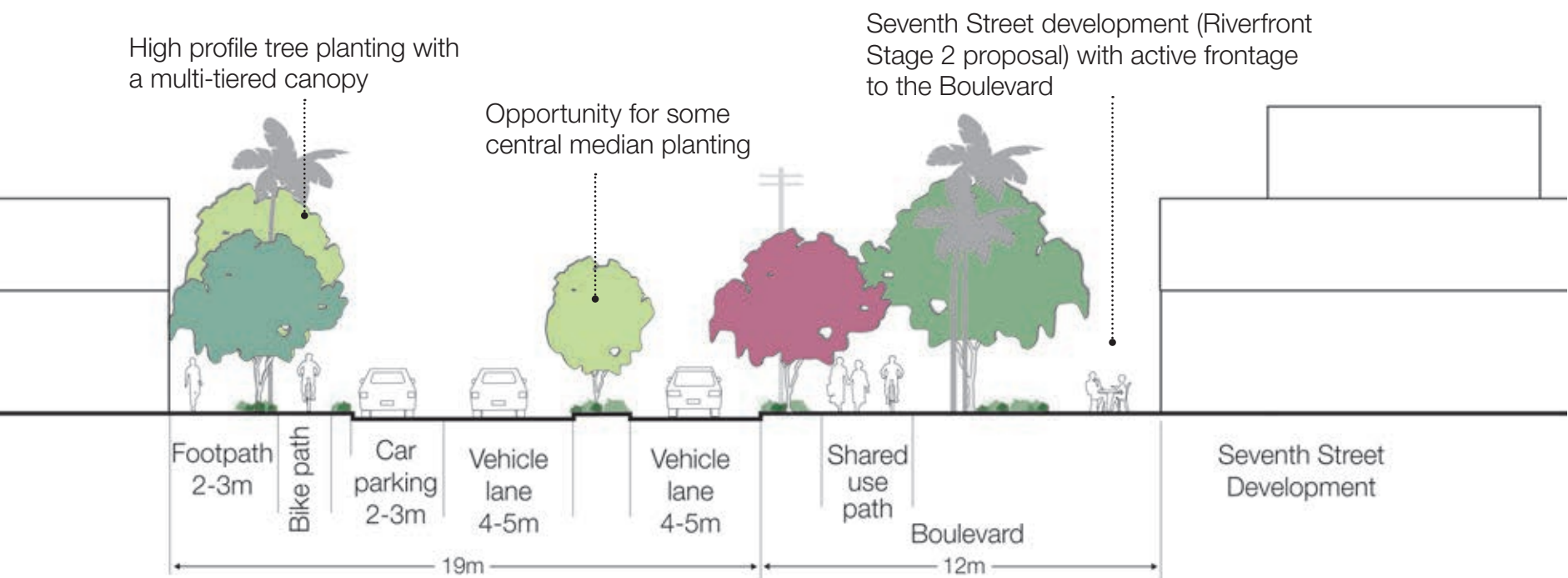


Figure 13 Seventh Street Promenade

4 Directions and Actions

4.1 SUMMARY

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

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

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

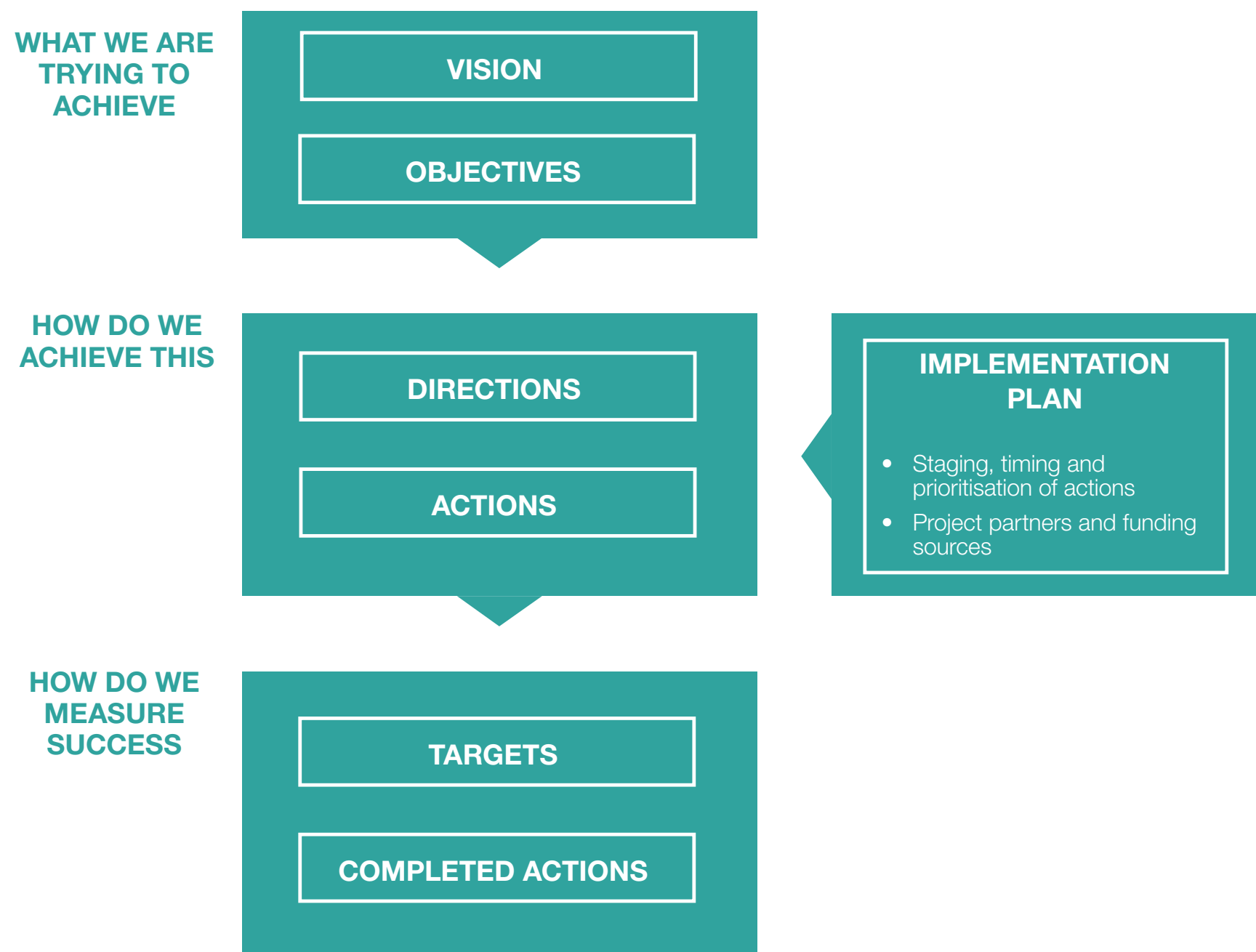


Figure 14 Directions and Actions - structure and function

4.2 POTENTIAL QUICK WINS

To make the CBD
more comfortable
install drinking
fountains



Refresh the active
transport and
parking plan



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



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



Establish an
Implementation
Action Group



Host regular industry
talks for local
businesses and
community members

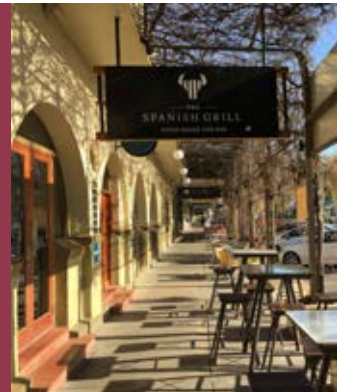


4.3 ICONIC PROJECTS

**Langtree Avenue
Placemaking
Project**



**Feast Street
Upgrade**



**Active CBD -
Intersection
upgrade**



**Linear Parkway
Concept**



**Sustainable/
affordable home
project**



**Creative Industries
Precinct and Interactive
Learning Hub**



**Destination
Laneways Project**



1

DIRECTION 1 A DISTINCT AND DYNAMIC ACTIVITY HUB

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

TARGETS (By 2035):

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

RELATES TO:




CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE



UNLOCK FUTURE POTENTIAL



BE AT THE FOREFRONT OF INNOVATION



STIMULATE AUTHENTIC EXPERIENCES

DESIRED OUTCOMES:

1A Reinforce the city heart

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

1B Diversify the CBD retail offering

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

1C Encourage healthy and active communities

- Build social capital and cohesion through promoting a healthy and active lifestyle, particularly within the CBD.

1D Promote CBD living

- Identify key sites for strategic land acquisition to facilitate redevelopment and transition to new land uses and/or facilitate creation of new, comfortable and interesting mid-block connections for pedestrians.
- Facilitate the development of a range of housing options within highly accessible areas of the CBD, responding to Mildura's changing demographic profile. In particular retirement and student housing should be considered, which is well connected to services and amenities.
- As a significant landholder within the CBD, the College Lease Trustees are encouraged to work with Council to facilitate optimum use and further development of these sites, such as the culmination of lease term allows.

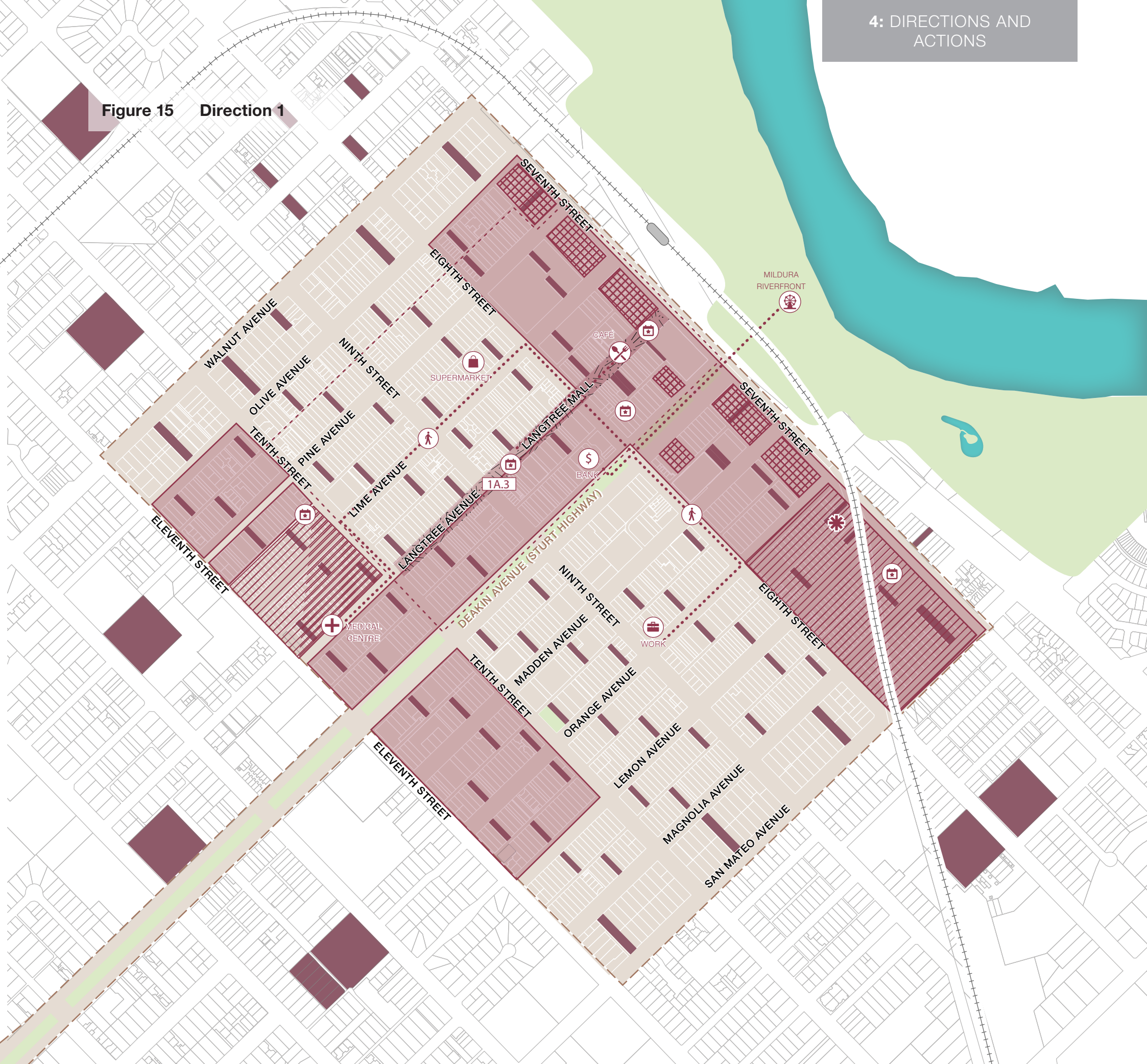
1E Stimulate business and investment

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







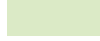






SUMMARY OF ACTIONS

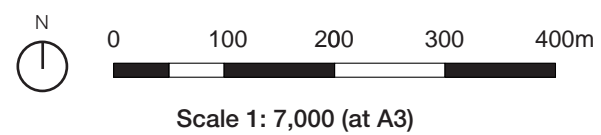
| # | PROJECT |
|------|-------------------------------------------|
| 1A.1 | Revisit CBD Events Calendar |
| 1A.2 | Review permit requirements for CBD events |
| 1A.3 | Langtree Avenue Placemaking Project |
| 1B.1 | Review zoning and planning controls |
| 1C.1 | 'Active Mildura' Program |
| 1C.2 | Install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

Figure 15 Direction 1



LEGEND

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



KEY ACTIONS

1A.1 Revisit CBD Events Calendar

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

1A.2 Review permit requirements for CBD events

Simplify and streamline the permit process to encourage further events in the CBD, including a review team within Council.

1A.3 Langtree Avenue Placemaking Project

Commission a capital works project to revitalise Langtree Avenue from Seventh Street to Tenth Street, focusing on laneway connections to mall, public realm enhancements to create a 'green spine', the programming of space and local business contributions, where everyone has a part to play. Placemaking concepts could be curated by local arts, groups, organisations and schools, with support from Council and other funding partners. This would be a joint-initiative by the CBD Committee, Mildura City Heart and future Implementation/Action Group.

1B.1 Review zoning and planning controls

As part of the future Planning Scheme Amendment for the CBD, review the zoning and planning controls for defined precincts, to support innovation and a diverse, niche offering of business, industry, hospitality, accommodation and touristic uses.

1C.1 'Active Mildura' Program

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



Image 42 Engage the community through flexible creative programs and retail opportunities



Image 43 Support events to draw people to the CBD



Image 44 Promote high quality design which contributes to the public realm

KEY ACTIONS

1C.2

Install drinking fountains

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

1D.1

College Lease Land Study

Work with College Lease Trustees to encourage a study of College Lease Land, to understand timing opportunities (e.g. expiration of lease), its condition, possible re-purposing and staged improvements to facilitate optimum high quality redevelopment opportunities; while protecting its legacy and current economic return to local schools.

1E.1

CBD Economic Feasibility Study

Undertake an Economic Feasibility Study for the CBD, including an audit of existing uses, to identify supply and demand for commercial/retail floor space, residential development, untapped markets and other opportunities. It should also identify practical 'pop-up' retail/ temporary activation solutions, target retailers and recommended tenancy mix, office and conference space, trading hours and the potential for late night trading; considered in conjunction with the Langtree Avenue Placemaking Project.

1E.2

Investment Prospectus

In line with recommendations coming out of the CBD Economic Feasibility Study, to target a varied supply of commercial floor space and accommodation, develop an Investment Prospectus for the CBD. It should focus on land earmarked for future development and recommend strategic land acquisition within the CBD by Council and other parties, supporting public realm enhancements and attracting private investment. The Prospectus should target retirement, assisted living, hotel and temporary accommodation providers, retailers and businesses, to deliver pilot/demonstration projects and exemplar models for built form and service provision.



Image 45 Build on local arts/music scene



Image 46 Activate outdoor space for various uses



Image 47 High quality climate responsive housing



Image 48 Support Pop-up retail in unused space

LANGTREE AVENUE PLACEMAKING PROJECT

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

COMMUNITY BENEFITS

- Integrate safe and flexible places for families to shop, dine, play and enjoy the overall experience
- Incorporate food and edible plants to remind locals and visitors of Mildura's agricultural heritage and connection to the land
- Provide continuous outdoor shaded dining and seating areas
- Enhance pedestrian connections to and across Langtree Avenue from adjacent laneways and arcades
- Create a stronger physical and visual connection between Langtree Avenue and the Riverfront
- Enhance twilight street life to activate the CBD at different times of day depending on the season
- Provision of bicycle parking
- Promote CBD living and second floor activation
- Enhance planting to provide ample shade and greater levels of comfort and amenity for users
- Consider the programming of the mall, and establish suitable spaces for formal and informal (i.e. busking) and planned events
- Promote the subdivision of larger tenancies
- Develop a strategy for long term leasing arrangements and conditions, to avoid shop vacancies and promote a dynamic and attractive range of opportunities within the CBD
- Target a range of niche-retailers and other experiential businesses, to create a point of difference and further activate the mall

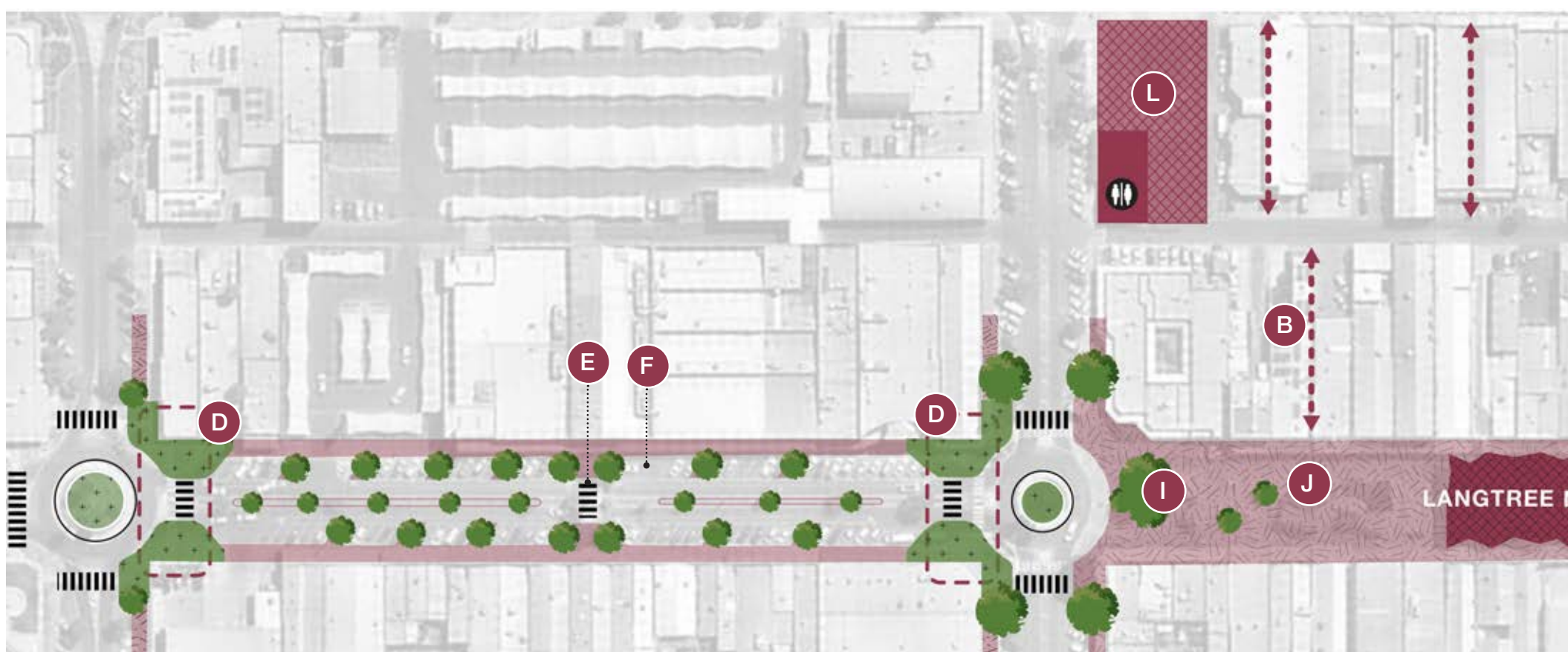
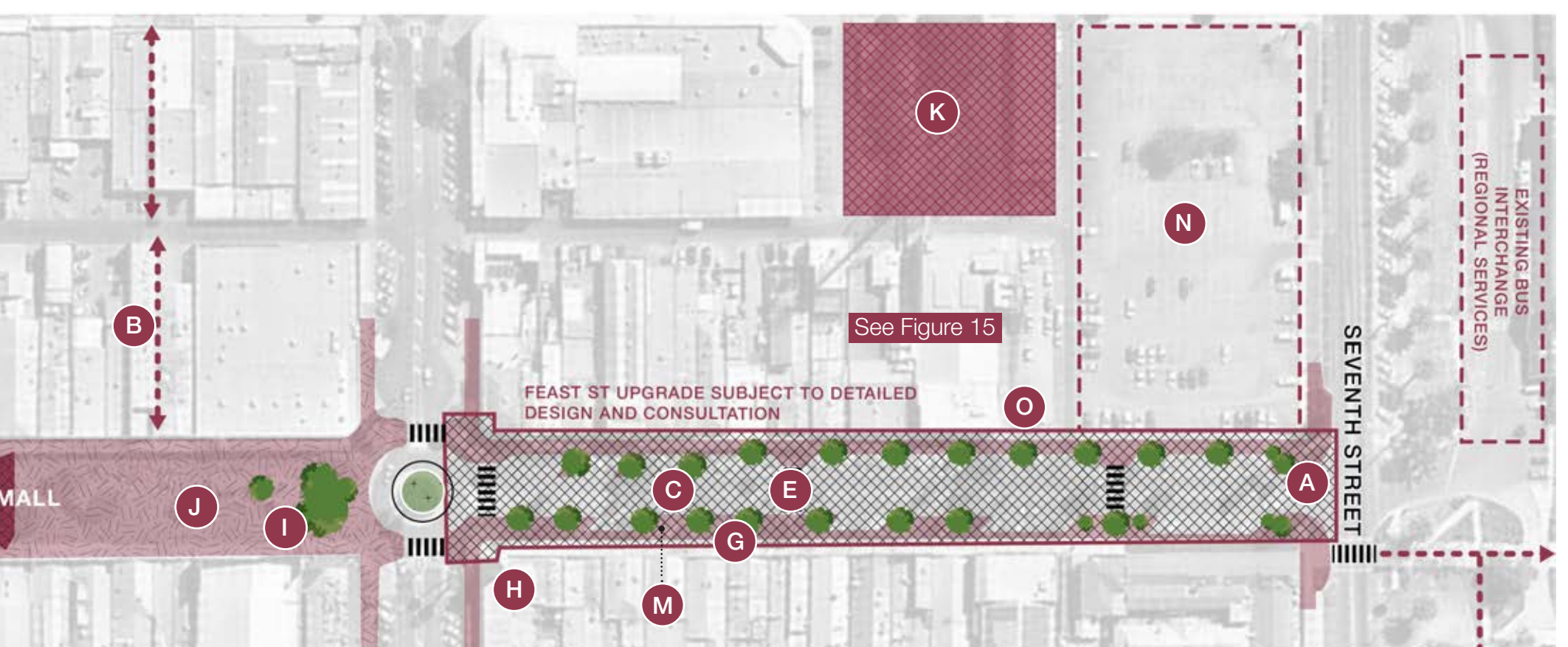


Figure 16 Langtree Avenue Placemaking Project concept - artist impression only

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



FEAST STREET UPGRADE

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

'FEAST' STREET COMMUNITY BENEFITS

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



Promote well shaded seating areas, which contribute to streetscape amenity



Figure 17 Feast Street upgrade opportunity

DESIGN PERFORMANCE REQUIREMENTS

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



Shared zone



Wayfinding signage



Pedestrianised streets



Decorative lighting



Second floor activation



Wayfinding lighting



Vertical markers

2

DIRECTION 2

A CONNECTED AND COMPACT CBD

SUMMARY:

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

TARGETS (BY 2035):

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

+ Establish planned priority active transport network

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

+ 15% reduction in private car use

RELATES TO:

 DELIVER A SHARED VISION

 UNLOCK FUTURE POTENTIAL

 CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE

 CHAMPION A COMMITTED COMMUNITY AGENDA

 CULTIVATE ACTIVE STREETS

DESIRED OUTCOMES

- 2A

Protect and strengthen service clusters

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

Support adaptive re-use and infill development

 - Support further infill development within the CBD.
 - Promote adaptive re-use of vacant and underutilised buildings and warehouses for temporary and permanent accommodation, and emerging/niche businesses and industries.
 - Support multi-storey car parking and redevelopment of key sites for mixed use development.
- 2C

Improve places and journeys

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

Enrich urban form and wayfinding

 - Encourage strong urban form and art installations that acknowledges and celebrates the region's indigenous and European cultural heritage.
 - Promote high quality and climate responsive new development, setting new benchmarks, according to the CBD living guidelines.
 - Provide high quality and consistent wayfinding, directional and street signage, which is easily distinguishable by locals and visitors.

- Curate art installations at key entry points, junctions and within the CBD's public open space network, to enrich the area and provide a strong visual cue to aid wayfinding.
- 2E

Promote sustainable transport modes

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

SUMMARY OF ACTIONS

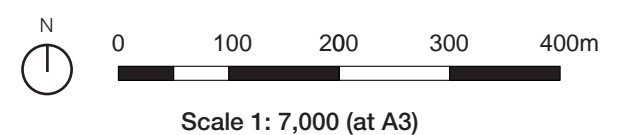
| # | PROJECT |
|--------|-------------------------------------------------|
| 2A/B.1 | Implement precinct controls |
| 2C.1 | Regional freight and passenger services |
| 2C.2 | Seventh Street upgrade |
| 2D.1 | Design competition – Mildura arrival statements |
| 2D.2 | CBD wayfinding and signage roll out |
| 2E.1 | New bus interchange |
| 2E.2 | Upgrade bus and taxi shelters |
| 2E.3 | Improve bus services |
| 2E.4 | Active CBD intersection upgrades |
| 2E.5 | Active Transit and Parking Strategy |

Figure 18 Direction 2



LEGEND

- CBD area
- Train line and station
- Murray River
- Public open space
- Riverfront Park
- Carparking
- Medical precinct
- City heart retail area
- Food and beverage precinct
- Arts precinct
- Taxi rank
- New bus interchange 2E.1
- Multi-storey carpark opportunity
- Priority intersection upgrades
- Riverfront boulevard
- On road bike path
- Destination laneway network
- Priority shaded active transport route
- Seventh Street upgrade 2C.2
- Potential gateway feature



- Electric vehicle charging points
- Local bus services and stops
- 300m pedestrian walkability radius
- 2D.1 Design Competition – Mildura Arrival Statements
- 2E.2 Upgrade bus and taxi shelters
- Key riverfront connections*

* Subject to intersection upgrades and level crossing removal works

KEY ACTIONS

2A/B.1 Implement precinct controls

Upon completion of the CBD Economic Feasibility Study, review and implement zoning changes and related planning controls / design guidelines, to promote infill development and adaptive re-use of existing building stock whilst supporting targeted complementary uses within the precinct.

This should include:

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

2C.1 Regional freight and passenger services

Continue to work with relevant State and Federal agencies to advocate the strategic merit of completing upgrades of the rail line and return passenger rail services. Strategic planning work will need to include removal of problematic level crossings throughout the CBD including at Lemon Avenue and across Seventh Street. Council will continue to advocate to State government for the full upgrade of Benetook Avenue as the alternative truck route, as a pre-requisite infrastructure project to the removal / enforced ban of trucks, from Deakin Avenue.

2C.2 Seventh Street upgrade

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

2D.1 Design competition – Mildura arrival statements

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

2D.2 CBD wayfinding and signage roll out

Develop and roll out an integrated Wayfinding and Signage scheme for the CBD for all traffic, interpretive, digital, advertising, wayfinding and directional signage requirements. The strategy should promote signs which are coordinated, complement the CBD's character, and which are designed, constructed and maintained to a high standard.

2E.1 New bus interchange

Funded by Transport for Victoria (TFV), in partnership with the local bus operators, establish a new bus interchange to support uptake of a range of active transport modes including buses, taxis, bicycles, car share and kiss 'n' ride facilities. The hub should be centrally located in the CBD (potentially Eighth Street and between Pine and Lime Avenues) and well integrated with retail activities, to provide a high level of safety and accessibility, as determined by the Active Transit and Parking Strategy.

2E.2 Upgrade bus and taxi shelters

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

2E.3 Improve bus services

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

KEY ACTIONS

2E.4 Active CBD intersection upgrades

Confirm as part of the Active Transit and Parking Strategy, priority locations and roll out mid-block pedestrian crossings and intersection upgrades along routes nominated as priority pedestrian and cycle routes. Works should be undertaken in accordance with the Place Guidelines for Active Transport, and any subsequent update. As a temporary measure, test intersection upgrades with the community through colour surface treatments.

2E.5 Active Transit and Parking Strategy

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

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



Image 49 Well integrated and comfortable bus interchange



Image 50 Create well shaded plaza spaces



Image 51 Dynamic traffic calming solution, combining high quality public realm and a shared zone for all transport modes

ACTIVE CBD - INTERSECTION UPGRADE

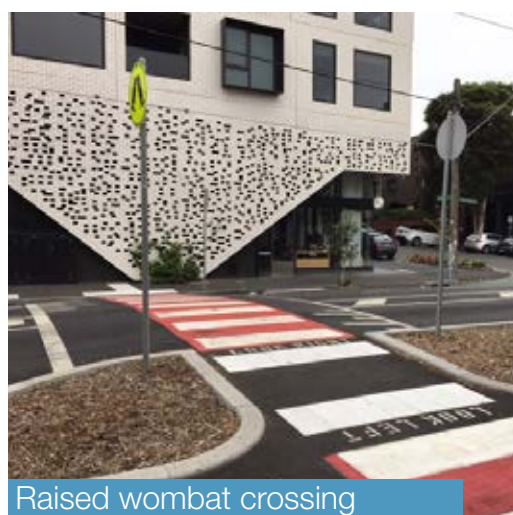
The intersections upgrades are proposed, subject to further investigations as part of the Active Transit and Parking Strategy which shall confirm priority locations and roll out safer pedestrian interventions. They will also serve as traffic calming devices to make the streetscapes safer places for all. Madden Avenue and Eighth Street has been identified as a key location for improved pedestrian and cyclist safety and could be undertaken as a pilot project.

COMMUNITY BENEFITS

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



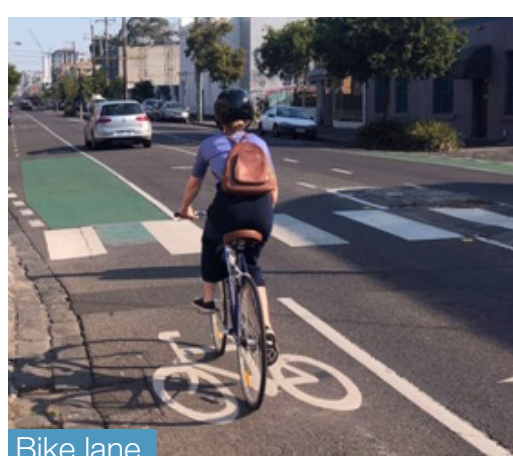
Pedestrian crossing signage



Raised wombat crossing



Clear line marking



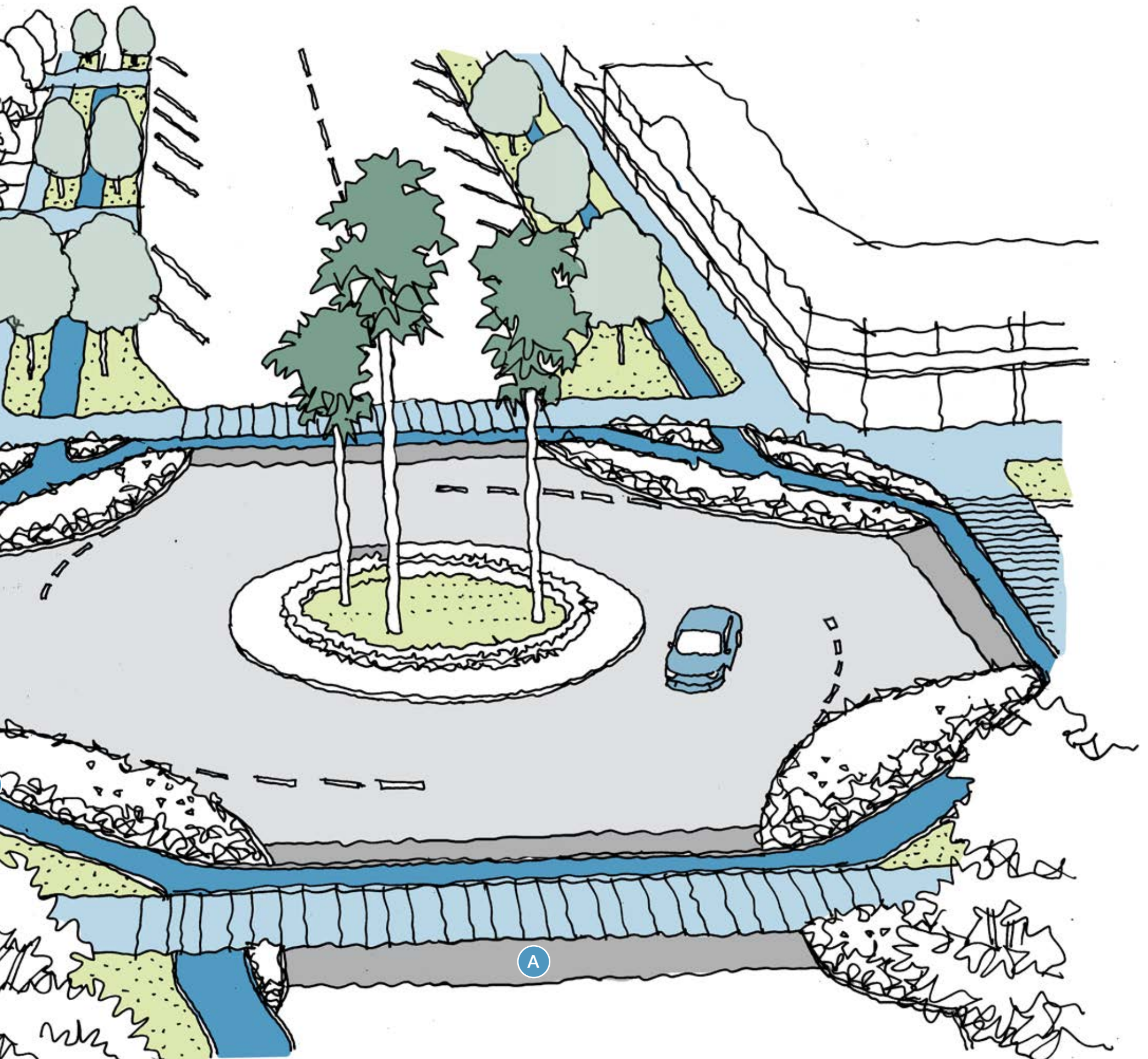
Bike lane

Figure 19 Roundabout upgrade co



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

Concept - Madden Avenue / Eighth Street - Artist impression only



3

DIRECTION 3

AN INCLUSIVE AND PEOPLE FOCUSED CBD

SUMMARY:

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

+

8% increase in public open space within the CBD.

+

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

+

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

RELATES TO:

GROW A SEASONAL PLANTED OASIS

STIMULATE AUTHENTIC EXPERIENCES

CHAMPION A COMMITTED COMMUNITY AGENDA

CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE

CULTIVATE ACTIVE STREETS

DESIRED OUTCOMES:

- 3A Maintain climate resilient landscapes

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

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

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

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

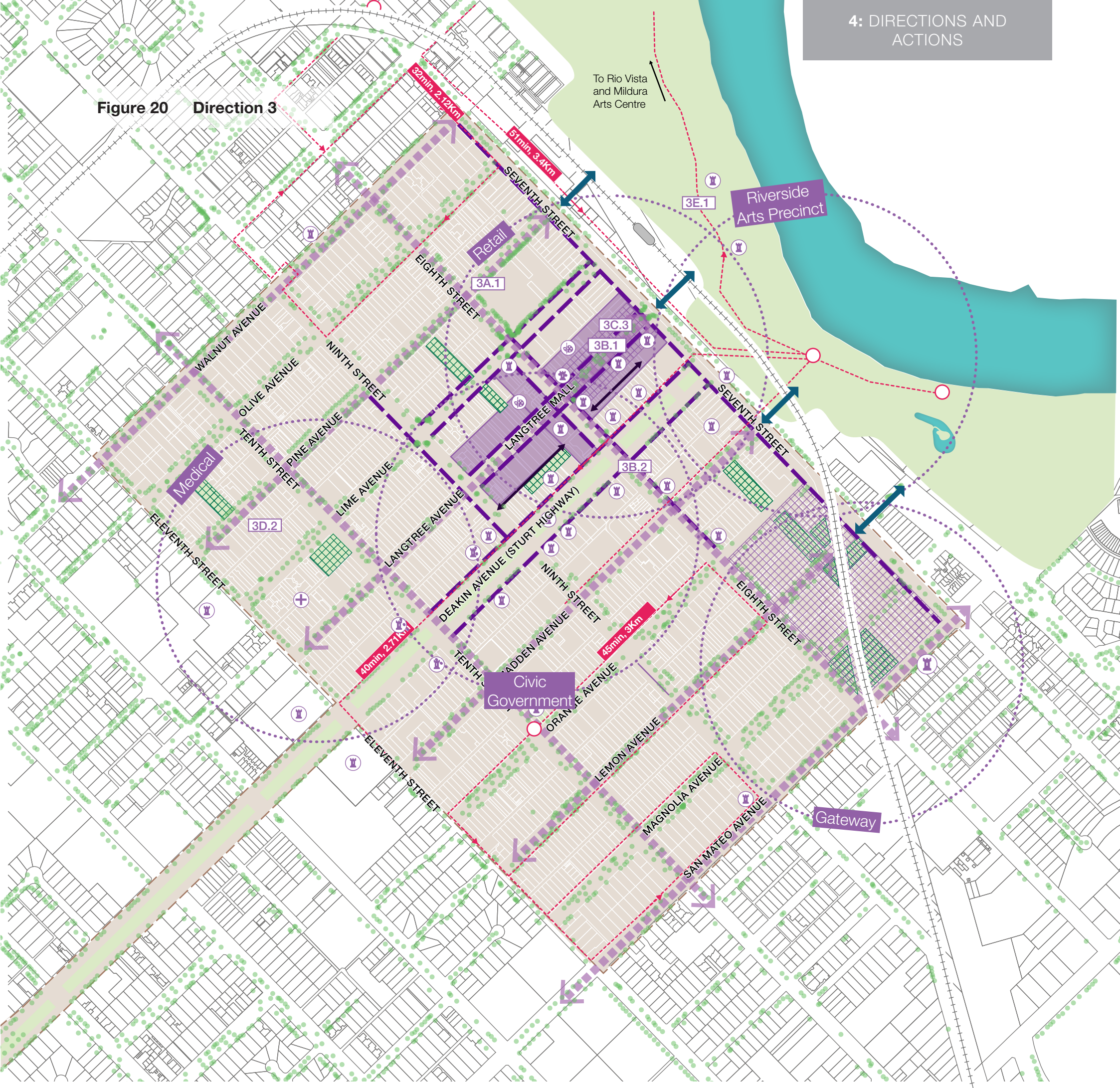
- 3E Pay homage to local Aboriginal heritage and cultural diversity

 - Support art and cultural exhibitions and installations which celebrates Mildura’s Indigenous community and cultural diversity.
 - Recognise that cultural awareness builds the foundation for understanding the local community and people, support events and activities, and provide improvements to the public realm that are inclusive and is respectful of cultural diversity.
 - Formalise the recognition of the history of the Aboriginal community through community based projects, as guided by the Regional Aboriginal Party, First People of the Millewa-Mallee Aboriginal Corporation and Traditional Owners.

SUMMARY OF ACTIONS

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

Figure 20 Direction 3



LEGEND

CBD area

Train line and station

Murray River

Public open space

Riverfront Park

Street Trees

Heritage Victoria Walking route

Heritage Victoria Walk start/finish point

Heritage site

Medical Precinct

Public realm enhancements

Potential CBD open space network

Support rooftop activation 3B.1

Intergenerational connections pilot project 3D.2

Destination Laneways

Promote shading 3B.2

Greening along priority active transport route

300m pedestrian walkability radius

Key riverfront connections*



0 100 200 300 400m

Scale 1: 7,000 (at A3)

3E.1 Showcase Mildura's heritage

3C.3 Feast Street Piazza

* Subject to intersection upgrades and level crossing removal works

KEY ACTIONS

3A.1 Greening the public realm – design guidelines

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

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

3B.1 Promote rooftop activation

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

3B.2 Climate responsive shading

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

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



Image 52 Activate rooftops for leisure and entertainment

3C.1 Linear parkway project

Optimise the existing road reserves by turning road pavement into public open space. Conduct a pilot study with local residences supporting this concept for their street. This pilot study is intended to demonstrate how to make CBD streets more liveable through providing high amenity connections not only for accessibility and travel, but for people to linger and interact.

The Linear Parkway should emphasise planting of high ecological value, both indigenous and exotic species to provide ample shade, seasonal colour and include productive landscapes.

Further investigations and consultation required to nominate appropriate CBD areas with rear lane access, to implement this concept.

3C.2 CBD public open space network

Support liveability through an interconnected and high amenity public open space network within the CBD, through the creation of new linear greenways, local parks and informal play and restful places for recreational use. Particular consideration should be given to youth activities, family friendly facilities and pet-friendly spaces.

Also, given Mildura is known for its produce, the use of ornamental vines for shade structures are recommended.

3C.3 Feast Street Upgrade

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

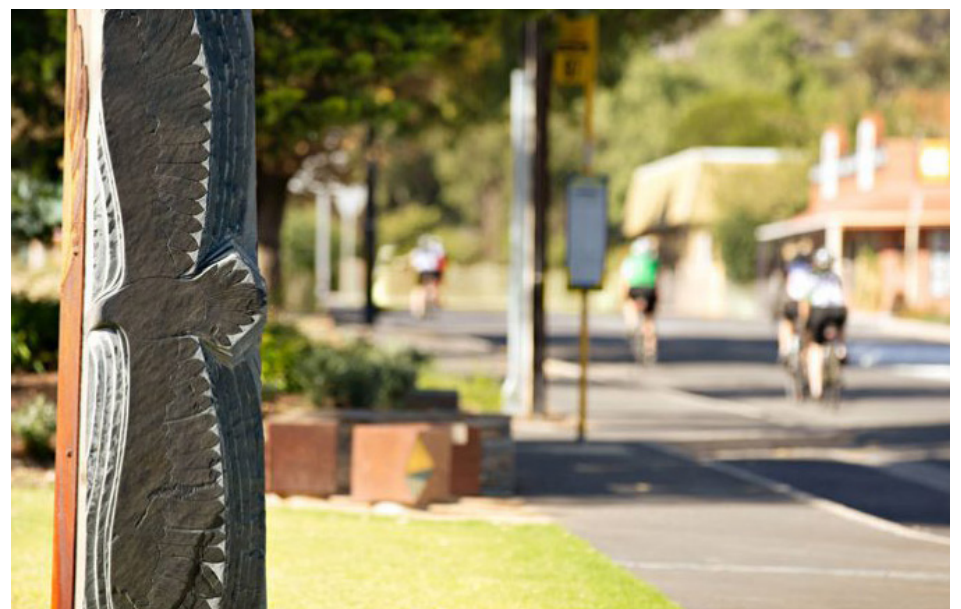


Image 53 Incorporate formal and incidental indigenous and cultural elements to a stronger sense of place.

3D.1 Universal design requirements

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

3D.2 Intergenerational Connections project

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

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

3E.1 Showcase Mildura's Aboriginal and European cultural heritage

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

3E.2 Curate Public Art Plan

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



Image 54 Public art in laneways can create enticing linkages



Image 55 Ensure Mildura CBD remains an inclusive, accessible and welcoming area for all



Image 56 A new palette of activities for a broad range of ages, cultures and interests

LINEAR PARKWAY CONCEPT

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

COMMUNITY BENEFITS

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



Nature play elements



Shaded promenades



Shared bike & vehicle lane



Community garden

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

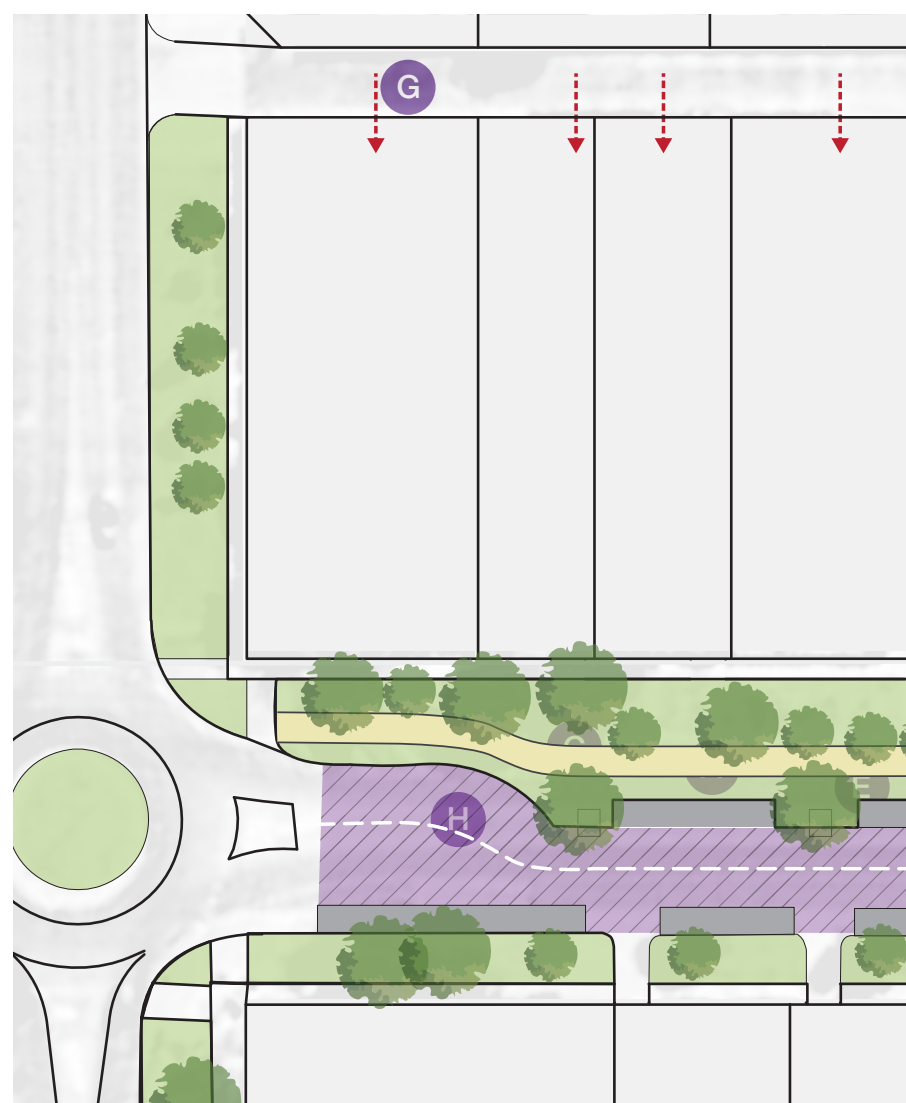


Figure 21 Linear Parkway Concept - Artist impression on

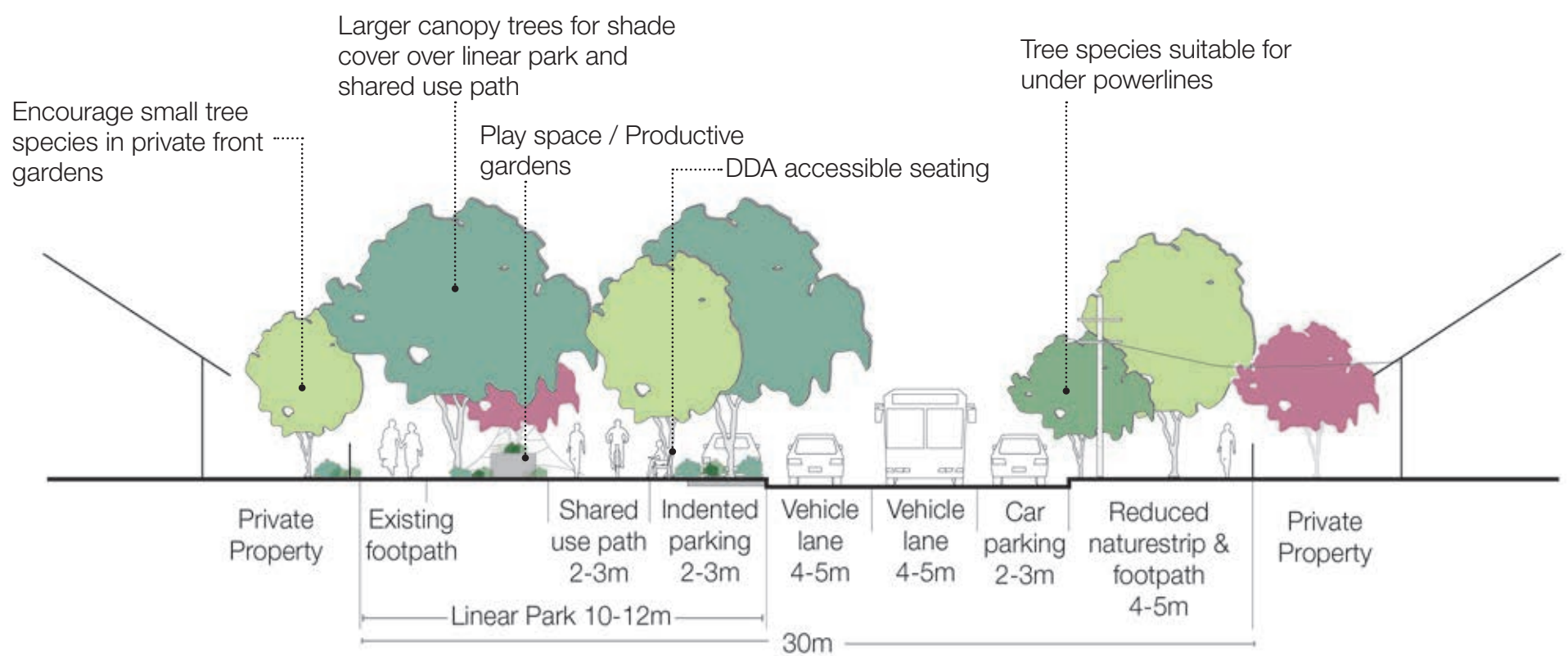
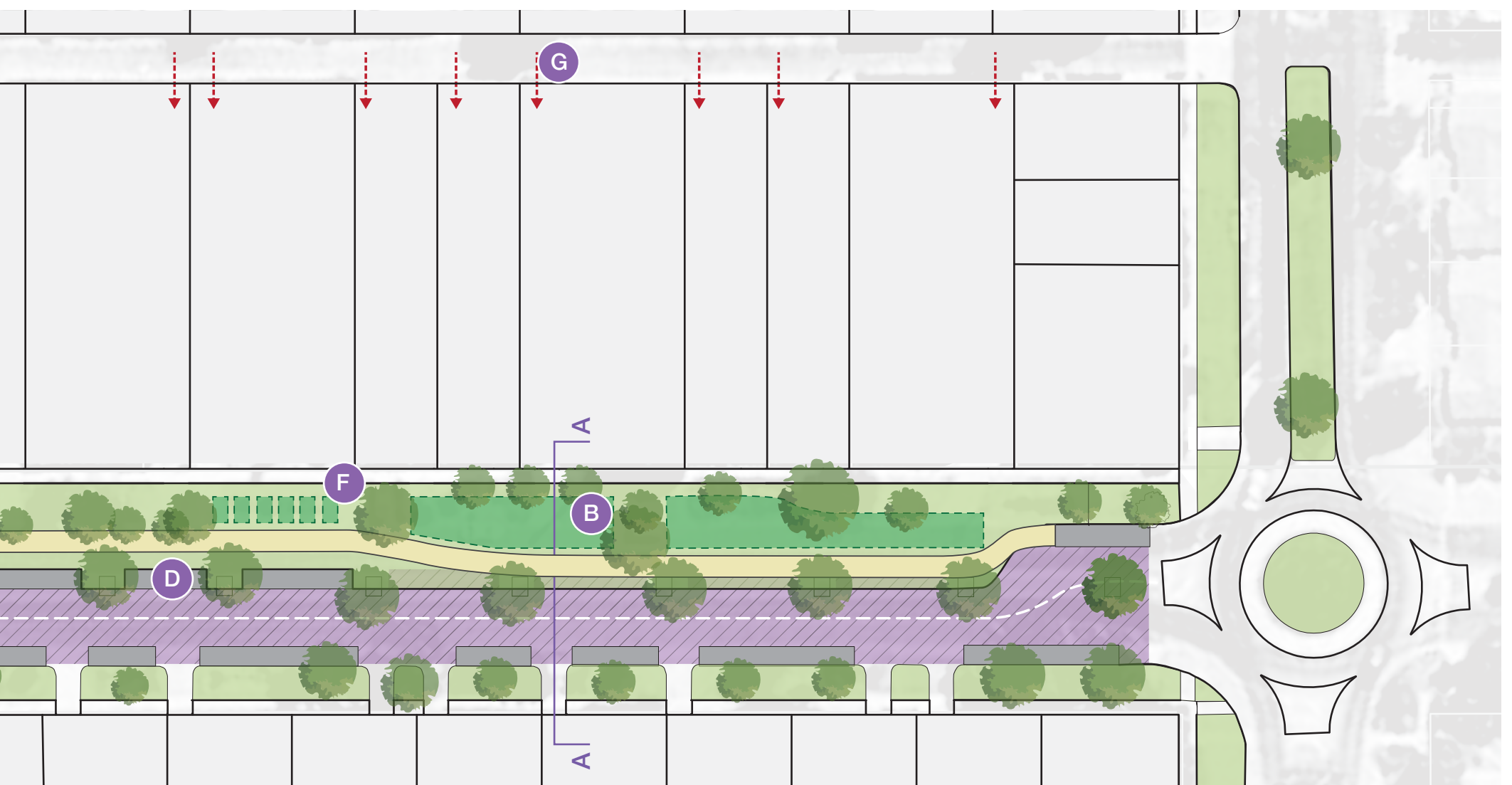


Figure 22 Linear Parkway Concept - Section A



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



Figure 23 Linear Parkway Concept - Artist impression only



4

DIRECTION 4
A RESILIENT AND CLIMATE RESPONSIVE CBD

TARGETS (BY 2035):

RELATES TO:

SUMMARY:

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

- + 3,000 new trees planted within the public realm
- + Establish at least 5 electric charging points in the CBD
- + Successful roll out of Eco-home pilot project
- + 50% increase in solar powered apartments/units



CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE



CHAMPION A COMMITTED COMMUNITY AGENDA



BE AT THE FOREFRONT OF INNOVATION



GROW A SEASONAL PLANTED OASIS

DESIRED OUTCOMES:

4A Promote environmentally responsive design

- Establish design guidelines for commercial and residential buildings which promote environmentally responsive design solutions appropriate to local climatic conditions. This is to safeguard amenity and physical health and wellbeing during extreme summer heat.
- Adopt energy and water efficient design principles in the design for all future planned works delivered as part of the CBD Plan.
- Through public and private investment, retrofit and provide supporting infrastructure for solar electric vehicles, scooters and bicycles within public parking and street reserves.

4D Foster greater housing choice

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

4B Capitalise on local climate

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

4C Rethink water management

- In response to climatic conditions, promote the collection, storage and re-use of stormwater in all existing buildings and new developments within the CBD, to improve the resilience of the urban landscape and overall lush 'oasis' appearance of the public realm.

SUMMARY OF ACTIONS

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

Figure 24 Direction 4



LEGEND

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



0 100 200 300 400m

Scale 1: 7,000 (at A3)

* Subject to intersection upgrades and level crossing removal works

KEY ACTIONS

4A/C.1 CBD Green Infrastructure Strategy

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

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

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

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

4A.2 Tree Planting Festival

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

4B.1 Roll out electric charging points

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

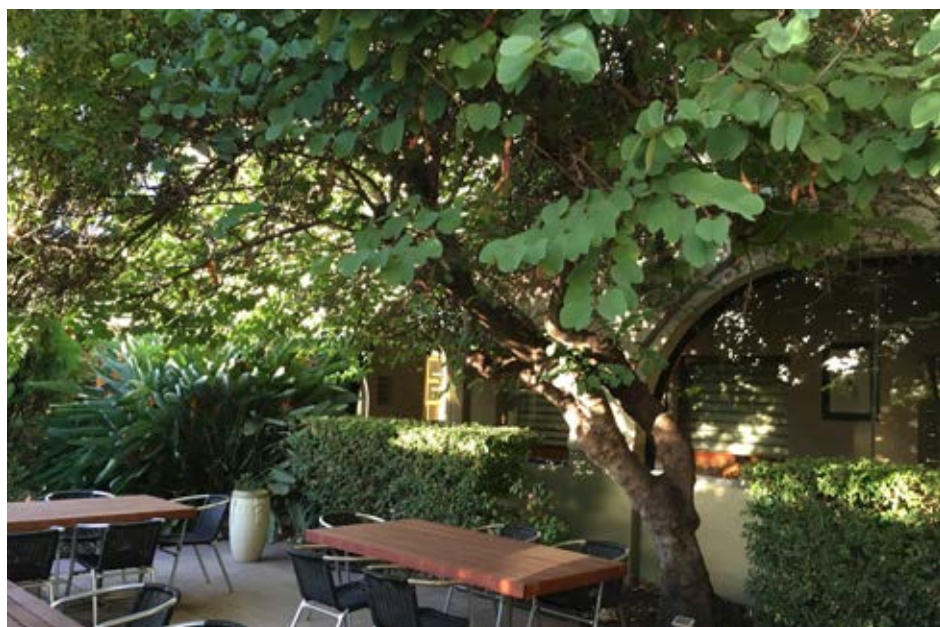


Image 57 Provide cool, well shaded seated environments



Image 58 Solar powered bins with smart technologies to monitor capacity

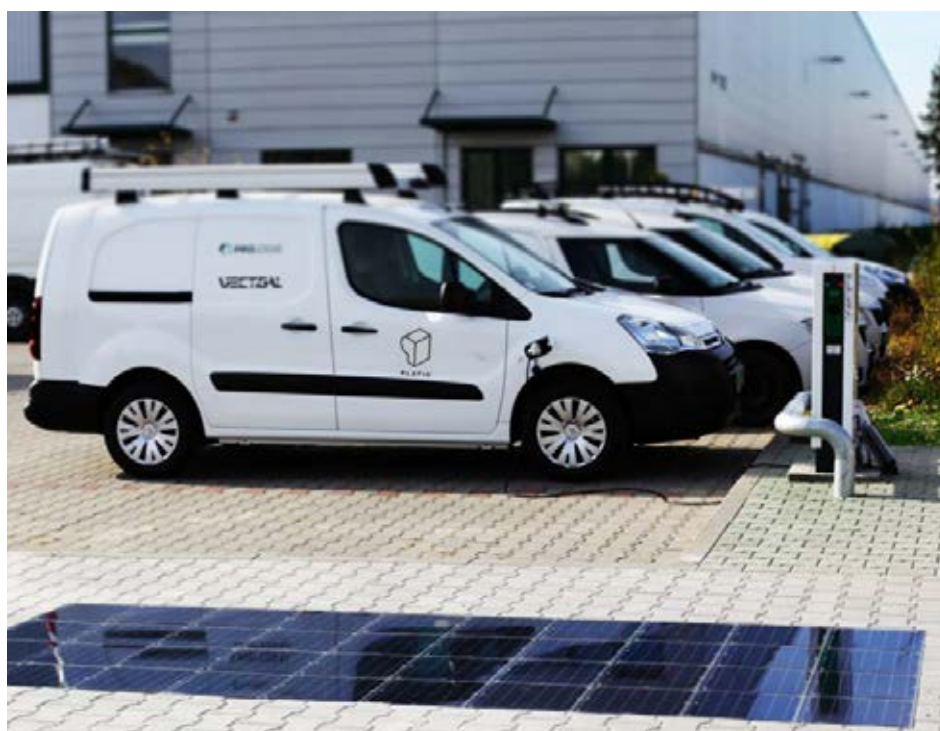


Image 60 Clear ways to incorporate new solar charging technologies (Platio)



Image 59 Provision of quality retirement housing in a highly accessible locations

KEY ACTIONS

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

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

4D.1 Expand CBD Living

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

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



Image 61 Urban cooling through pergolas covered with vines, which grow well in the local climate



Image 62 Support the provision of quality affordable housing



Image 63 Solar powered electric charge points

SUSTAINABLE AFFORDABLE HOMES

Partner with the Department of Health and Human Services, Mildura Regional Development, Regional Development Victoria and reputable private developers, to deliver affordable and scalable homes that are designed according to bioclimatic design and green star standards. It is recommended that housing designs are developed for both permanent and semi-permanent housing, responding to a range of needs. For this Pilot Project, it is recommended that Council consider strategic land acquisition of suitable land holdings.

COMMUNITY BENEFITS

- Although local developers are delivering a range of quality, well-built housing options, there is a distinct lack of affordable, sustainable housing for all. This project is aimed at providing a model that could be replicated and achieved elsewhere in the CBD or Mildura more broadly
- Provides a practical training opportunity for SuniTAFE students, ideally in partnership with local building companies, supported by State Government funding
- Minimises impact on the local environment
- There are environmental and economic benefits to be gained from improvement of Mildura's housing stock in terms of water and energy efficiency
- Provides further diverse options for CBD living
- Promotes housing stock which is climate responsive, and homes that are energy generators not net users
- Demonstrates a collaborative and joint delivery model that can be replicated at a broader scale
- Position Mildura as a leader in sustainable development and attract new residents

- A** Deciduous trees for summer shade and winter light
- B** Cross ventilation
- C** Double glazing to optimise energy efficiency
- D** Rainwater tanks for on-site water collection and lush garden maintenance
- E** Universally accessible design
- F** Adjustable louvres to optimise passive energy efficiency
- G** Source local recycled materials
- H** Plant species to minimise water use
- I** Solar panels / building integrated photo-voltaic panels on roof



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



5

DIRECTION 5
A SMART AND COLLABORATIVE
CBD

TARGETS (BY 2035):

RELATES TO:

SUMMARY:

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

+ An engaged Implementation Action Group

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

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

- 

CREATE AN ACCESSIBLE, LIVEABLE AND PROSPEROUS CENTRE
- 

BE AT THE FOREFRONT OF INNOVATION
- 

CHAMPION A COMMITTED COMMUNITY AGENDA

DESIRED OUTCOMES:

- 5A** Foster better decision making

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

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

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

SUMMARY OF ACTIONS

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

Figure 26 Direction 5



LEGEND

- CBD area
- Train line and station
- Murray River
- Public open space
- Riverfront Park
- Education facilities
- Expand telecommunications infrastructure **5C.2**
- Opportunities to attract research and innovative businesses/industries **5B.1**
- Potential creative industries precinct **5B.3**
- Opportunity for interactive play hub **5B.2**
- Potential for co-working spaces **5B.4**



0 100 200 300 400m

Scale 1: 7,000 (at A3)

KEY ACTIONS

5A.1 Implementation Action Group

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

5A.2 Redefine Governance Model

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

5B.1 Education and Innovation Clusters

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

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

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



Image 64 Strong branding for 'Mildura City Heart' to support CBD businesses

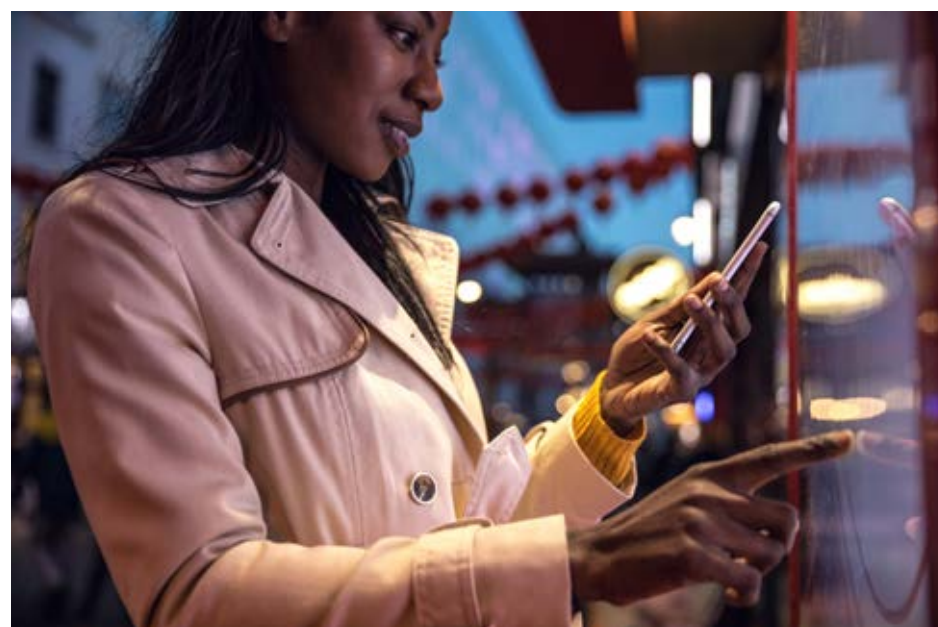


Image 65 Smart infrastructure can enhance the resident and visitor experience of the CBD



Image 66 Emerging autonomous buses make transport highly accessible and efficient

KEY ACTIONS

5B.3 Yearly Bursary

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

5B.4 Co-working spaces

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

5C.1 Digital innovation strategy

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

5C.2 Invest in telecommunications

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

5C.3 Business support service

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



Image 67 Support entrepreneurs and small businesses



Image 68 Working collaboratively can promote shared ownership and participation



Image 69 Co-working spaces provide flexible spaces and facilities for a range of businesses of various sizes



Image 70 Support Mildura's profile as the solar capital

CREATIVE INDUSTRIES PRECINCT

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

COMMUNITY BENEFITS

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



Flexible co-working space



Public space for a variety of uses and users

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

LEGEND

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

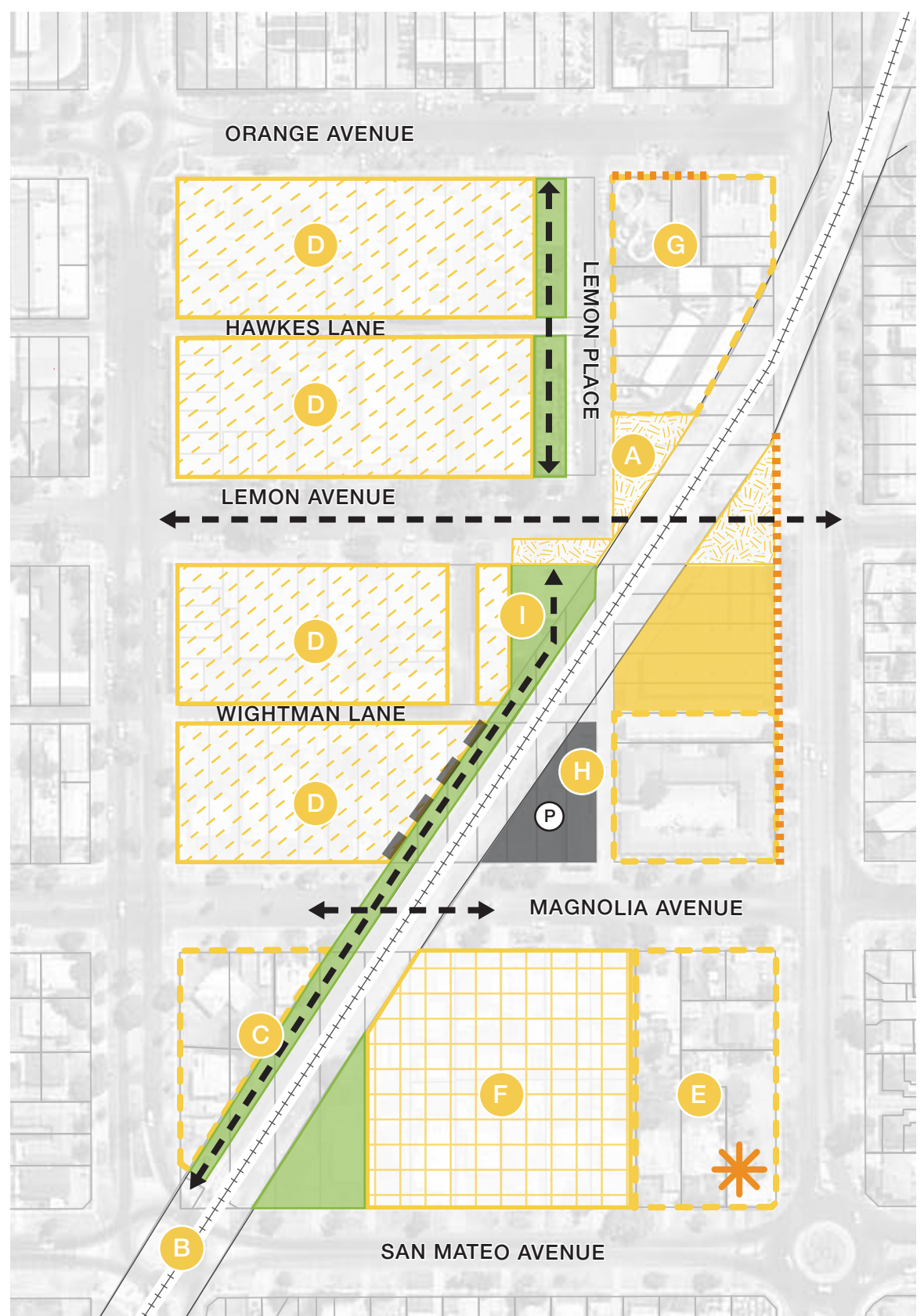


Figure 27 Creative industries precinct concept

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

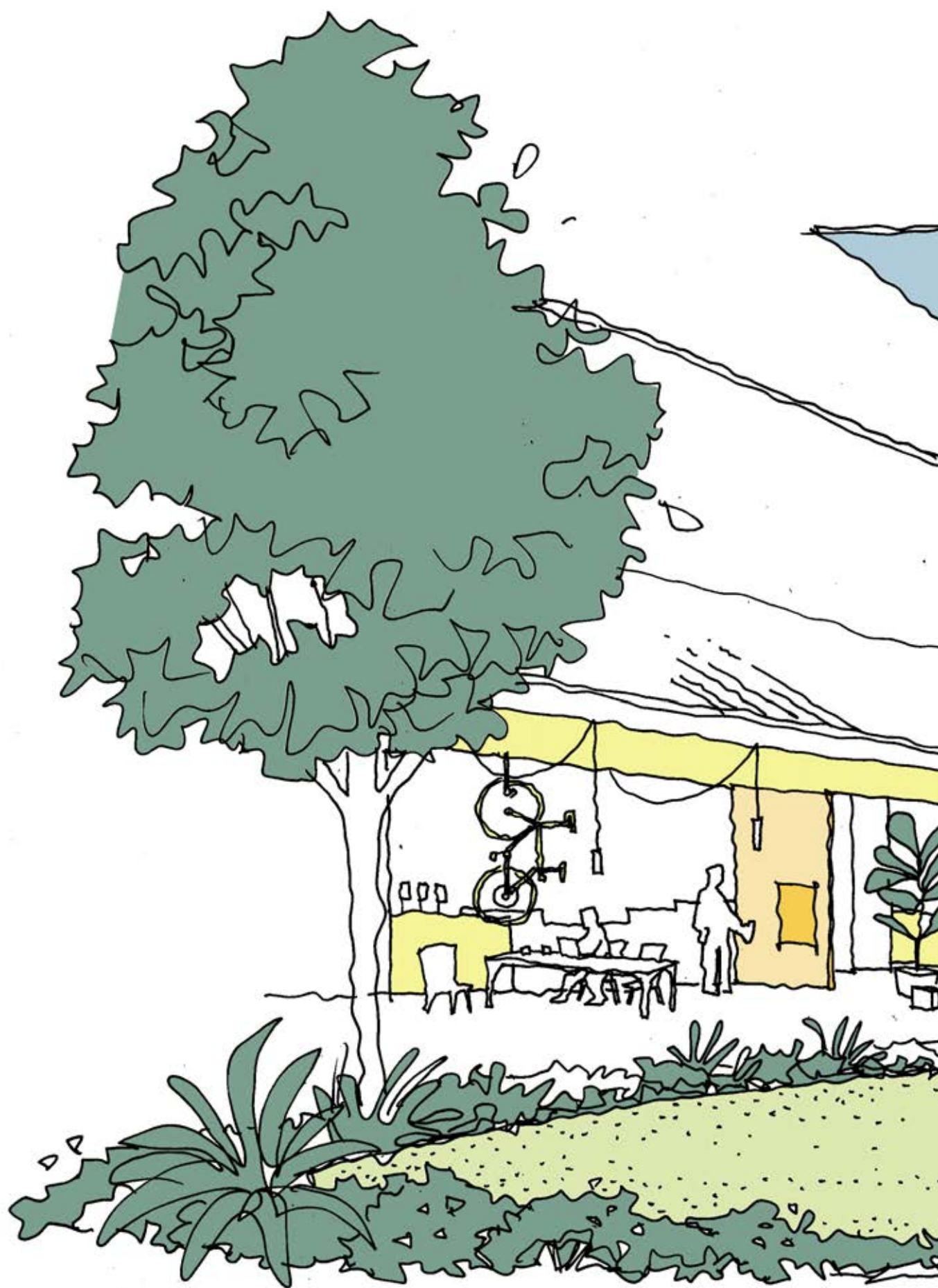
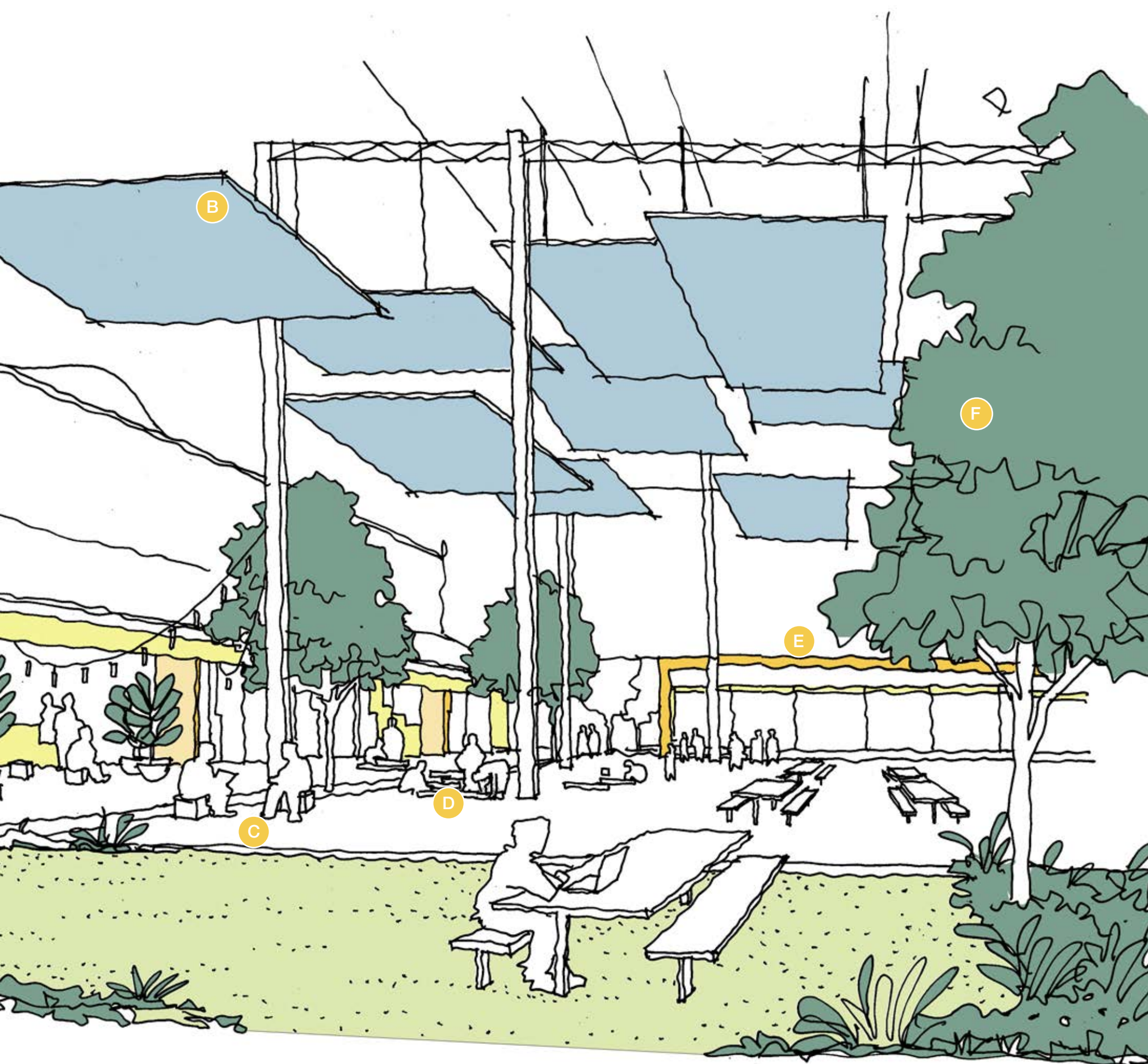


Figure 28 Creative Industries Precinct concept - Artist impression only



INTERACTIVE LEARNING HUB

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

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



Outdoor spa

COMMUNITY BENEFITS

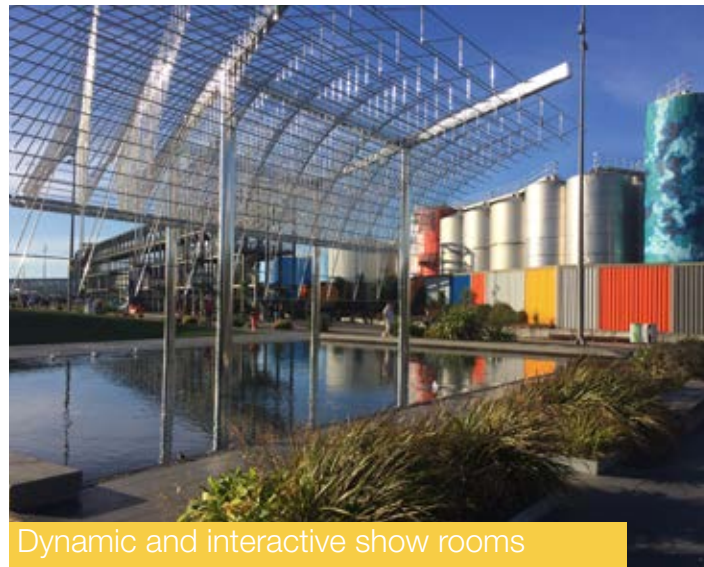
- New facility for young children and youths
- Opportunity to showcase local industries
- Creates a further attraction within the CBD, drawing residents and tourists
- Showcases Mildura as a centre of education and innovation



Figure 29 Interactive Learning Hub concept sketch - Artist impression on



Spaces for shows/exhibitions



Dynamic and interactive show rooms



Fun and educational play spaces



6

DIRECTION 6

AN EXPRESSIVE AND MEMORABLE CBD

SUMMARY:

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

TARGETS:

+ 10% increase in informal music and cultural events held within the CBD

+ At least 5 industry events hosted every year in the CBD

+ 75% positive feedback from CBD user experience surveys

+ Establishment of a heritage fund

- RELATES TO:
- CREATE AN ACCESSIBLE AND LIVEABLE REGIONAL CENTRE

CULTIVATE ACTIVE STREETS

STIMULATE AUTHENTIC EXPERIENCES

DESIRED OUTCOMES:

- 6A

Provide unique and varied experiences

- Develop strategies to reveal a distinctive journey experience based on character within different areas of the CBD.
 - Build on the existing arts, culture and music scene, to deliver authentic experiences and set Mildura’s CBD apart from other comparable regional destinations.
 - Promote contributions from local artists within the public realm, to enhance and create meaningful spaces, which foster a high level of civic ownership and pride.
 - Encourage greater use of the CBD for community and public events.
 - Showcase local producers, artisans and businesses and the unique local and regional offering within the CBD.
 - Develop expressive entry features from the Sturt Highway, and other nominated vantage points, to foster a strong ‘sense of place’ upon entering the CBD.
- 6B

Respect and build on heritage

- Celebrate Mildura’s rich history, so that it informs the overall CBD experience for residents and visitors.
 - Promote adaptive re-use of buildings and elements within the CBD.
 - Explore creative ways to tell Mildura’s story through the landscape, particularly the significance of this area to the Indigenous community.
 - Hero the legacy of the Chaffey Brothers through creative applications of water technology in the public realm and their progressive thinking.
- 6C

Celebrate local industry

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

SUMMARY OF ACTIONS

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

Figure 30 Direction 6



LEGEND

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



0 100 200 300 400m

Scale 1: 8,000 (at A3)

KEY ACTIONS

6A.1 Destination laneways

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

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

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

6A.2 Create flexible spaces

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



Image 71 Laneway activation to create engaging places



Image 72 Celebrate Mildura's food and wine industry throughout the seasons



Image 73 Continue to support a diverse range of music and other events within the CBD



Image 74 Incorporate dynamic art installations which tell Mildura's story

KEY ACTIONS

6A.3 Expand CBD Events

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

6B.1 Heritage fund

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

6C.1 Industry talks

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



Image 75 Provide comfortable and memorable journeys



Image 76 Promote the CBD as the primary location for community and public events



Image 77 Build on Mildura CBD's identity and character

DESTINATION LANEWAY PROJECT

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

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

COMMUNITY BENEFITS

- Improved access and functionality by linking destinations throughout the CBD
- Promote economic vitality by supporting local businesses and capitalising on laneway opportunities
- Support critical links to Langtree Mall, which will shorten trip time through the CBD and lift patronage in the mall
- Enhance the overall 'sense of place' by building on Mildura CBD's unique identity
- Provide an opportunity for local artists and creatives to showcase their work, and celebrate Mildura's indigenous and cultural heritage
- Create a network of further engaging and flexible spaces for different activities



Shared Laneways



Activate laneways with public art

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

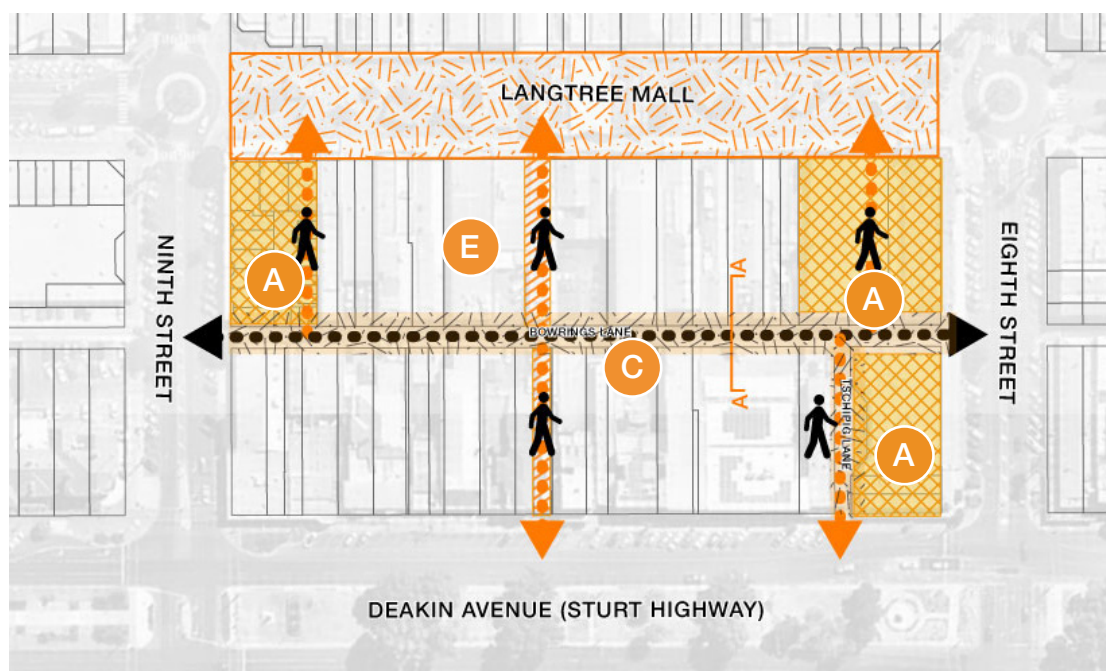


Figure 31 South of Langtree Mall - future scenario

Section A:

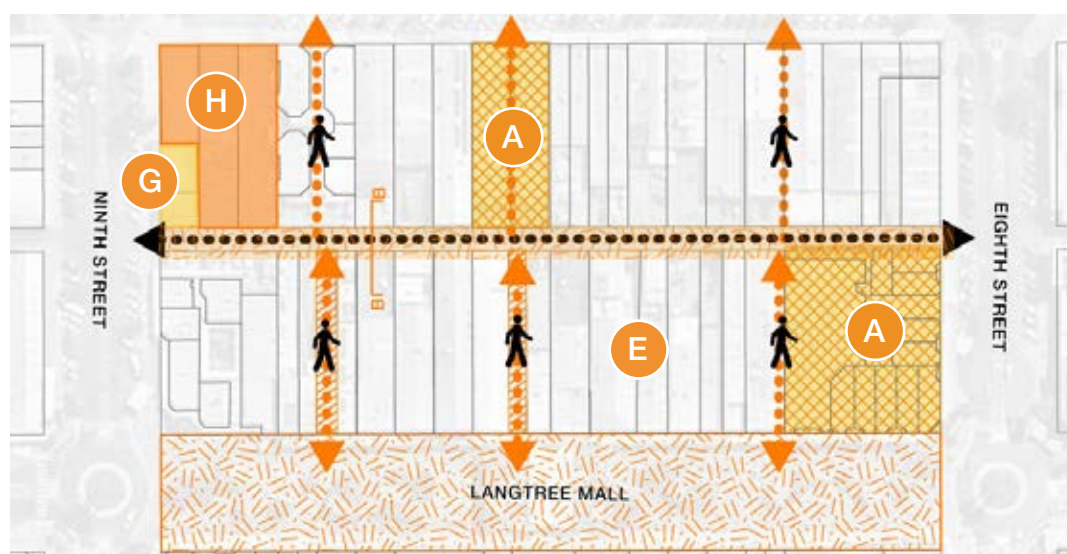
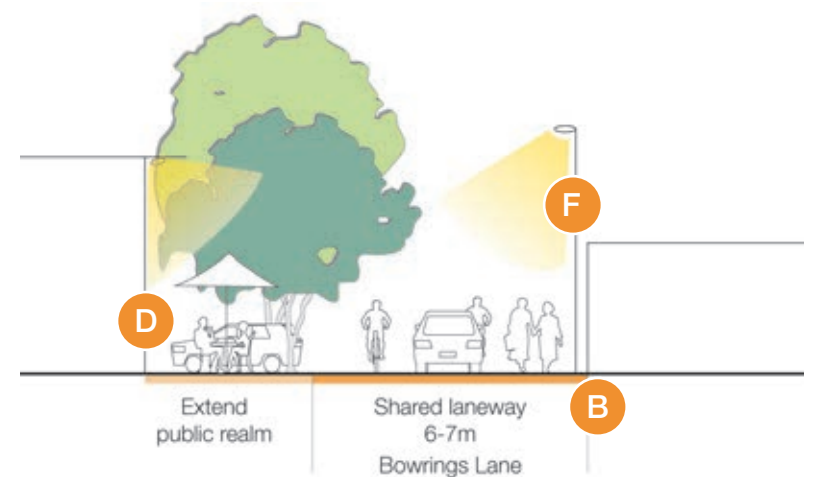
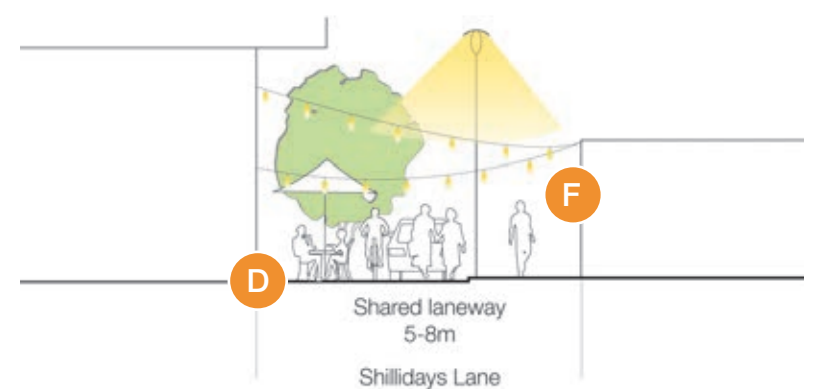


Figure 32 North of Langtree Mall - future scenario

Section B:



5 Planning Considerations

5.1 PLANNING SCHEME AMENDMENT

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

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

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

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

The recommended process from here is illustrated in Figure 33.

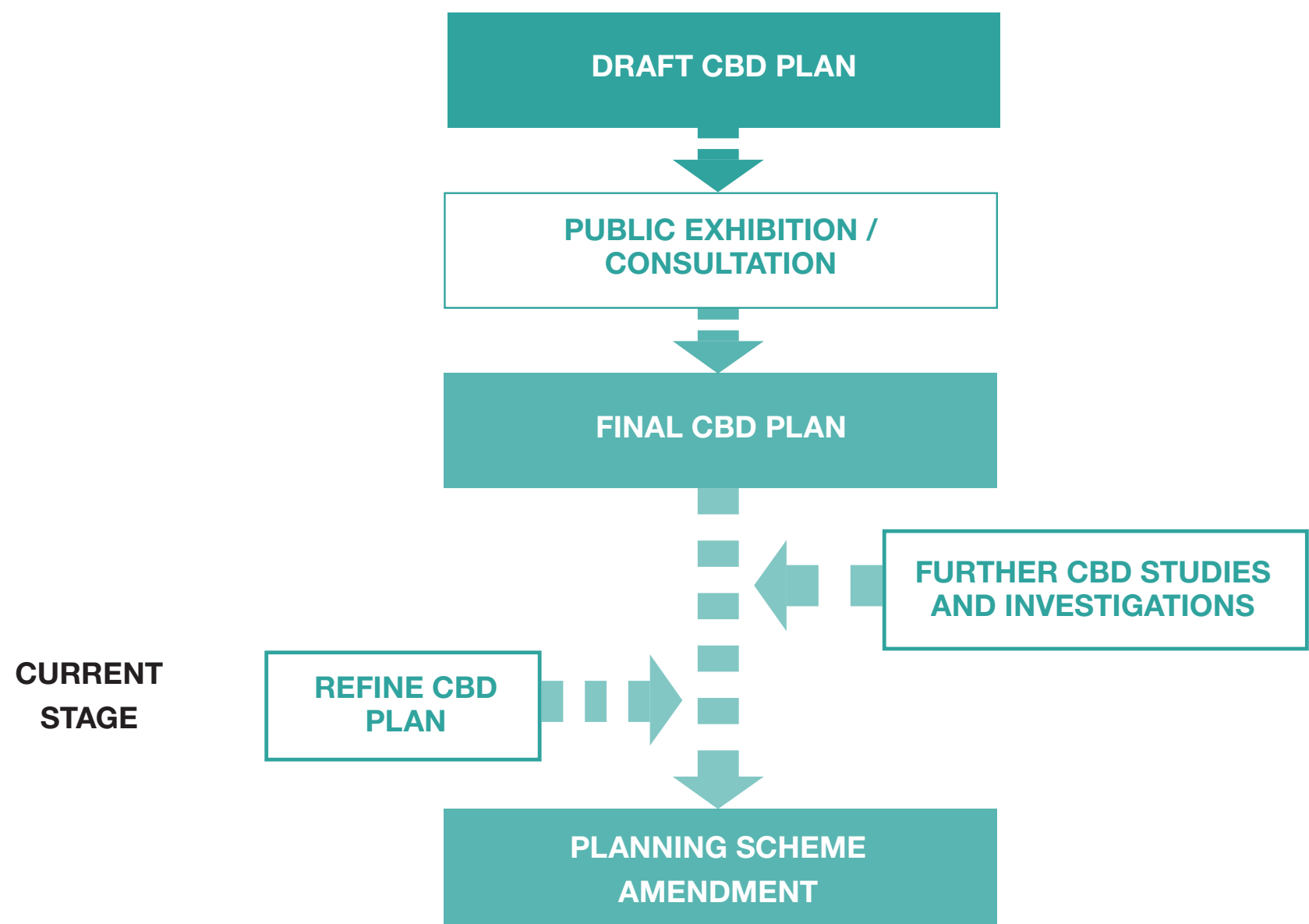


Figure 33 Recommended process from here

5.2 PLANNING CONTROLS

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

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

LPPs must be taken into account when preparing amendments or making decisions. Changes to the Mildura Planning Scheme will be required in order to achieve the strategic directions and desired outcomes of the Mildura CBD Plan. The current 2007 Zoning Plan and Structure Plan (2020-2035) are illustrated in Figures 34 and 35. The rationale for changes to the preferred land use direction are outlined in Section 3.5.

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

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

Commercial 1 Zone (C1Z)

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

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

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

Mixed Use Zone (MUZ)

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

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

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

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

Design and Development Overlay (DDO)

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

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

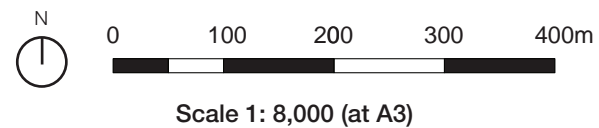
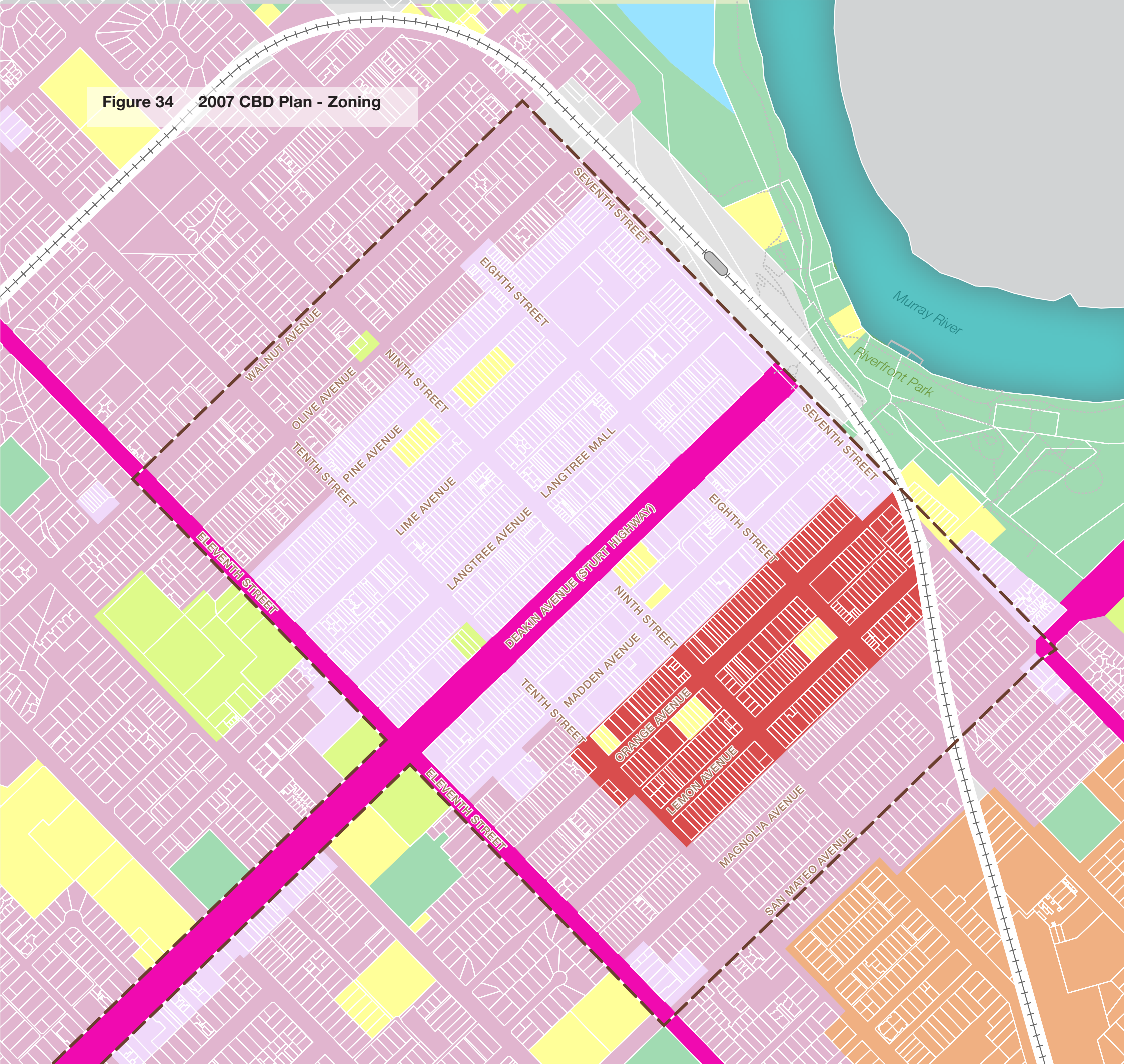
Public Acquisition Overlay

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

Section 173 Agreements

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

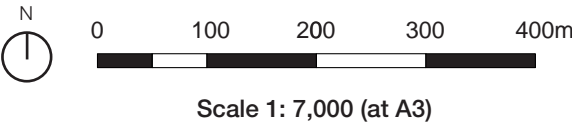
Figure 34 2007 CBD Plan - Zoning



LEGEND

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

Figure 35 Structure Plan



LEGEND

- | | | | |
|---------------------------|----------------------------------|----------------------------------------|---------------------------------------------|
| CBD area | Residential - medium density | Public open space opportunity | Riverfront boulevard |
| Train line and station | Public use - health | Core retail area (City Heart) | Arcades/walkways |
| Murray River | Mixed use | Riverfront stage 2 area | Proposed mid-block connections |
| Public open space | Commercial office | Priority intersection upgrades | Laneways for priority pedestrian connection |
| Riverfront Park | Langtree Mall | Multi-story carpark opportunity | Existing roundabout |
| Residential - low density | New bus interchange | Priority shaded active transport route | Roundabout upgrades |
| | Development opportunity | Key riverfront connections* | Arrival statement |
| | Unrealised development potential | | |

5.3 DESIGN GUIDELINES

The Design Guidelines (Section 7) outline the priorities and principles of the Mildura CBD Plan aims to promote design excellence and high quality and sustainable outcomes to support the growth of Mildura and implementation of the Structure Plan.

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

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

5.4 REFERENCE DOCUMENTS

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

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

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

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

6 Implementation and Governance

6.1 FROM STRATEGY TO ACTION

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

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

6.2 GOVERNANCE

A recommendation of the CBD Plan is to establish an Implementation Action Group. This group could potentially be comprised of members from key groups, such as the Traditional Owners, Mildura City Heart, Commercial and Development Industry, Tourism and Economic Development, Victoria Police, Community Organisations, Local Community Representatives, Transport and Property Owners. The MRCC CBD Coordination Group would need to play a central coordination role.

This group could assume a central role in helping MRCC to deliver the initiatives of the CBD Plan and foster a collaborative partnership between all of the group members (see Figure 36).

It is understood that the present governance structure would need to reviewed, to clearly define the roles and responsibilities of MRCC’s CBD Coordination Group, other MRCC groups, and the proposed Implementation Action Group. No formal recommendation has been made within this report, however this should be one of the first orders of business, in establishing the group (refer to Actions 5A.1 and 5A.2).

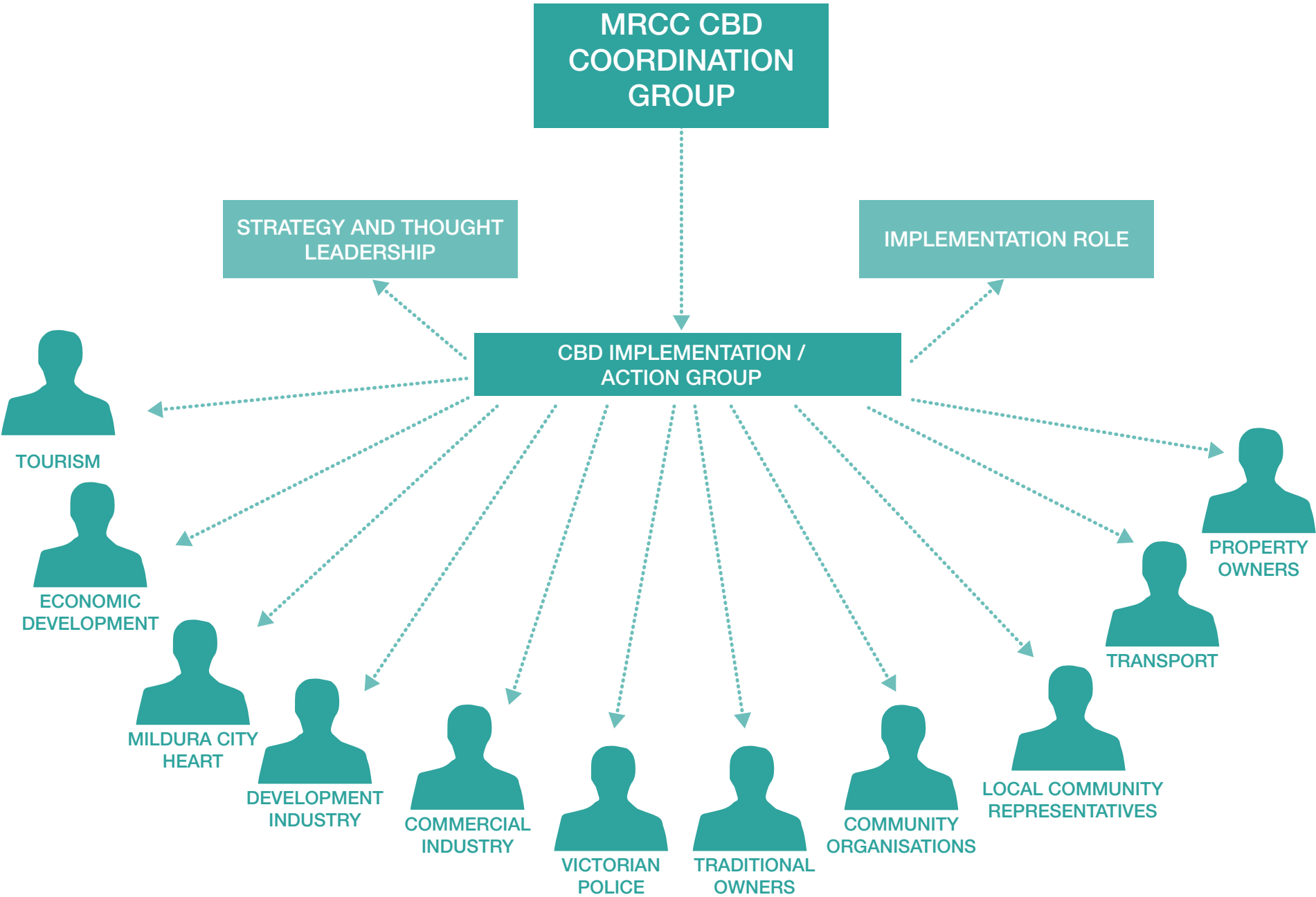


Figure 36 Potential Implementation Action Group Membership

6.3 IMPLEMENTATION PLAN

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

The timeframes established for delivery of the projects listed include:

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

A total of 48 actions have been identified as part of the 2020-2035 CBD Plan. For each action, a responsible Authority has been identified, along with a list of potential funding and delivery partners. The priorities and timing for each project varies, taking into consideration potential lead times and delivery constraints, such as level of funding required and other CBD related actions.

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

The top 12 priority actions that Council should commence as soon as possible, are as follows:

1. *Langtree Avenue Placemaking Project (1A.3)*
 2. *Active Transit and Car Parking Strategy (2E.5)*
 3. *Implementaiton Action Group (5A.1)*
 4. *CBD Economic Feasibility Study (1E.1)*
 5. *Feast Street upgrade (3C.3)*
 6. *Seventh Street upgrade (2C.2)*
 7. *Destination laneways (6A.1)*
 8. *Linear Parkway project (3C.1)*
 9. *CBD Green Infrastructure Strategy (4A.1/4C.1)*
 10. *Digital Innovation Strategy (5C.1)*
 11. *Expand CBD Living (4D.1)*
 12. *Curate Public Art Plan (3E.2)*

Abbreviations

- MRCC - Mildura Rural City Council
- MCH - Mildura City Heart
- MRD - Mildura Regional Development
- RDV - Regional Development Victoria
- FFI - Future Industries Fund
- RIF - Regional Infrastructure Fund
- OVGA - Office of the Victorian Government Architect
- DHHS - Department of health and human services
- DoT - Department of Transport
- DELWP- Department of Environment, Land, Water and Planning

Table 1: Implementation Plan

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

2 A COMPACT AND CONNECTED CBD

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

3 AN INCLUSIVE AND PEOPLE FOCUSED CBD

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

4 A RESILIENT AND SUSTAINABLE CBD

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

5 A SMART AND COLLABORATIVE CBD

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

6 AN EXPRESSIVE AND MEMORABLE CBD

| # | Action | Outcome | Responsible Authority | Potential Partners | Priority | Quick Wins | Short | Medium | Long |
|------|------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|-------|--------|------|
| | | | | | | Time-frames | | | |
| 6A.1 | Destination laneways | Investigate and deliver unique concepts to activate key laneways within the CBD | <ul style="list-style-type: none">MRCC CBD Coordination Group | <ul style="list-style-type: none">Future implementation action groupMCHLocal Businesses and DevelopersDELWP | Medium | | | | + |
| 6A.2 | Create flexible spaces | Create flexible spaces within the CBD to support a variety of activities | <ul style="list-style-type: none">MRCC CBD Coordination Group | <ul style="list-style-type: none">MRCCFuture implementation action groupMRD | High | | | | + |
| 6A.3 | Expand CBD Events | Support further events to be held in the CBD | <ul style="list-style-type: none">MRCC CBD Coordination Group | <ul style="list-style-type: none">MRCCFuture implementation action groupMRDLocal Businesses | Low | | + | | |
| 6B.1 | Heritage fund | Establish a fund to support heritage restoration / adaptive reuse | <ul style="list-style-type: none">MRCC CBD Coordination Group | <ul style="list-style-type: none">MRDDELWPHeritage Victoria | Medium | | | + | |
| 6C.1 | Industry talks | Host industry talks within the CBD | <ul style="list-style-type: none">Future implementation action group | <ul style="list-style-type: none">MRCCFuture implementation action groupLocal Businesses and Industry GroupsLocal UniversitiesMRD | Low | + | | | |

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7 Design Guidelines

7.1 OVERVIEW

The CBD Design Guidelines are to be used by Council, developers and the community to guide and inform decision making related to the look, feel and strategic intent of the CBD.

These guidelines are structured in 3 parts to provide guiding principles at varying scales of intervention.

Part 1 outlines general principles which apply throughout the Mildura CBD and provide overarching direction to guide consistency of treatments and promote high quality forms of development, streetscape and public realm improvements.

Parts 2 and 3 are more targeted guidelines focusing on particular uses and precincts within the CBD.

PURPOSE OF THE DESIGN GUIDELINES

The Mildura CBD design guidelines have been prepared to support the strategies and initiatives of the CBD Plan, to promote a memorable, thriving and innovative centre for all.

These guidelines are important in ensuring that all new development meets the following criteria. By promoting best practice approaches for the planning and design of new development and building works, we are targeting high-quality outcomes, in line with the vision and objectives of the CBD Plan.

BENEFITS OF GOOD DESIGN

Through these guidelines we are promoting sustainable design, which is known to result in improvements in comfort and amenity and therefore health and wellbeing, reduce energy demands and ongoing life cycle costs for operation and maintenance of the development.

At a community level, this results in improved neighbourhood amenity and environmental quality, and reduction in carbon emissions and pollutants resulting from low-performance buildings. By contributing in this way, there are benefits to the environment and overall image of Mildura. The right design can increase footfall, and therefore improve safety and passive surveillance, and social connectedness.

According to the Green Building Council, ‘Green star’ certified buildings which focus on passive and bioclimatic design principles, can result in 66% less energy use, 62% fewer greenhouse gas emissions and enable 96% of waste products (greywater).

With recent record-breaking summer heatwave temperatures in the high 40+ degrees, it will be essential to enhance Mildura’s liveability reputation, such that it is renowned for design excellence. It will be critical to the overall success of Mildura’s CBD that with each new development, whether commercial or residential, a higher standard is set for exemplary sustainable design that responds to local climate conditions.

PART 1: PLACE GUIDELINES

- G1 Streets and Public Realm
- G2 Active Transport and Car Parking

PART 2: USE GUIDELINES

- U1 Mixed Use Development
- U2 CBD Living

PART 3: PRECINCT GUIDELINES

- P1 Retail Heart
- P2 Seventh Street Promenade
- P3 Mixed use and Commercial
- P4 Creative Industries
- P5 Health and Wellbeing
- P6 CBD Living - East and West

G1

Streets and Public Realm

G1.1

Built form

To promote contextually responsive development, the siting, form and massing of buildings, is important in promoting outdoor liveability and enhancing the comfort, amenity and character of Mildura's CBD.

Building Form

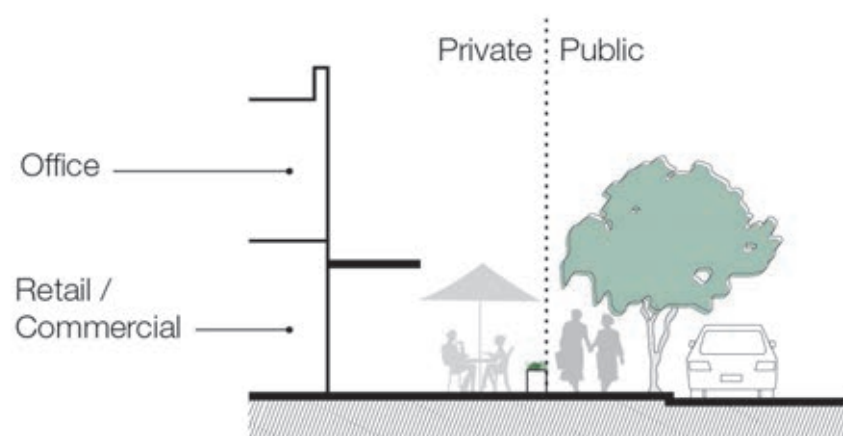
- The form and design of new development, particularly building edges which interface with the public realm, should positively contribute to the character and amenity of the CBD.
- Ensure new development is appropriate to the existing site context by respecting the style and scale and of adjacent buildings, especially buildings of heritage significance.
- Define street edges through careful building placement. Varied building setbacks may be used to add variety to the street experience or create interstitial spaces, where appropriate.
- New development, alterations and additions, must be designed in accordance with Environmentally Sustainable Design (ESD) principles.
- The ground floor of retail and commercial buildings must have a high level of articulation to enrich the street experience.
- The material palette, façade treatments, and articulation of horizontal and vertical building components should be complementary and read together as a consistent design response.
- For prominent and corner sites within the CBD, careful attention should be paid to building massing and the articulation of horizontal and vertical building planes.

Outdoor Spaces

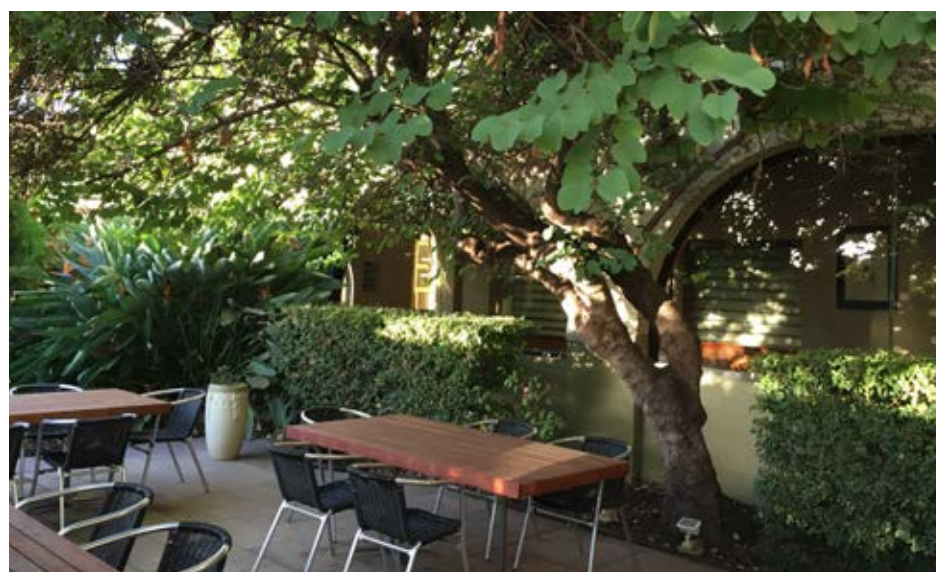
- The creation of semi-private outdoor spaces that extend and contribute to the public realm and street experience is recommended within the central retail, commercial and mixed use precincts (refer to Precinct Guidelines).
- The conversion and establishment of rooftop outdoor space, for dining and entertainment, or passive use, is recommended to capitalise on the local climate and views of the CBD and Riverfront.

Servicing Access

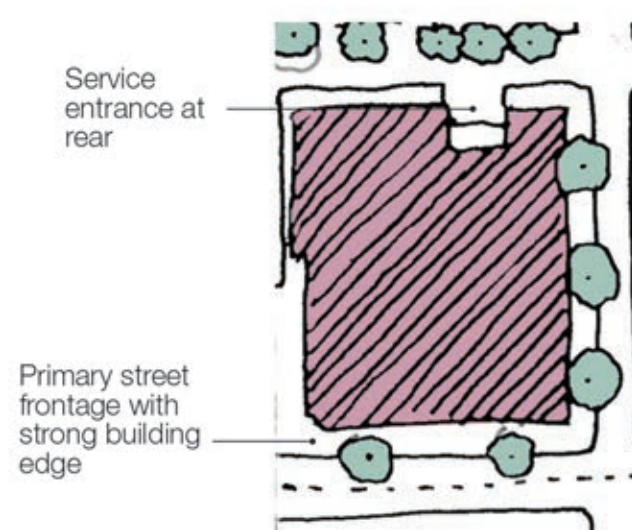
- The location of servicing access points should be to the rear of building premises from laneways, to maintain street amenity and minimise potential conflict between pedestrians and servicing vehicles.



Commercial buildings should use setbacks purposefully, adding variety to the street experience



Promote commercial developments that include well shaded and comfortable private open space areas



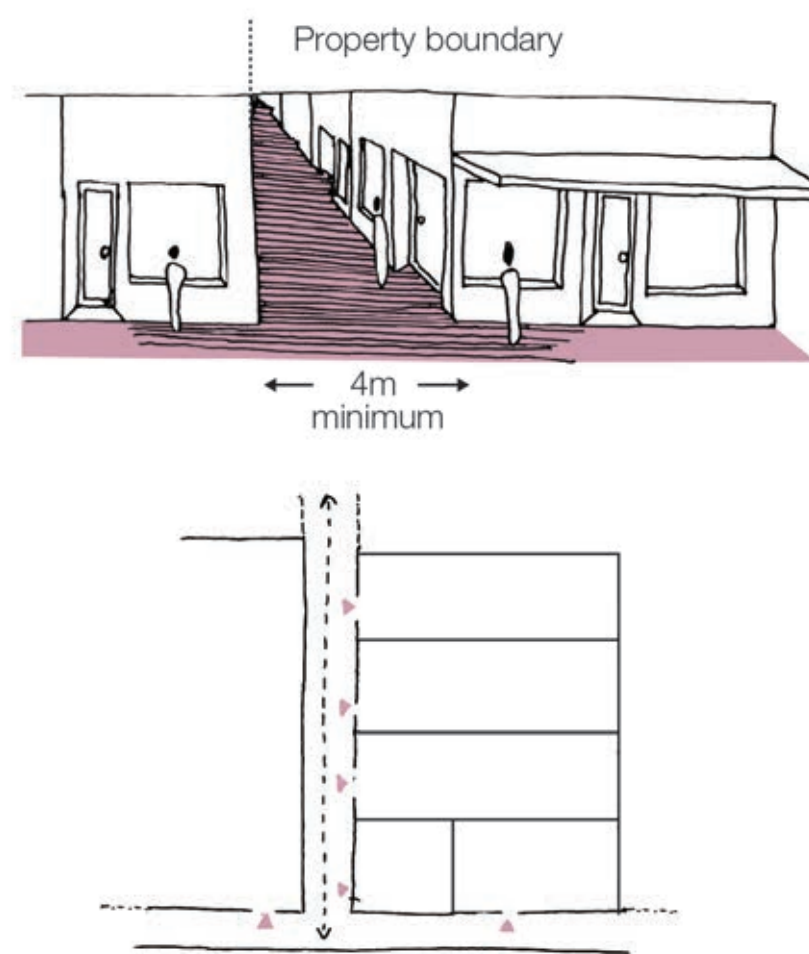
Rear servicing access to minimise impacts on streetscape amenity and safety

G1

Streets and Public Realm

Arcades

- To improve mid-block permeability, the siting and design of buildings, particularly within the central City Heart Precinct, should promote the establishment of through-links or arcades, and create multiple frontages.
- The design of arcades shall be either open air or covered with a translucent canopy to filter natural daylight, and contribute to the public realm through artistic and cultural expression.
- The width of arcades should be approximately 4 metres wide to ensure safe egress, cater for logistics and deliveries to potential sublet tenancies



Promote subdivisions that include private arcades, adding to mid-block permeability

Awnings

- Buildings within the central retail, commercial and mixed use precincts should provide contemporary weather protection to footpaths through awnings or arbours, to complement existing architectural facades.
- Building awnings should be of a uniform height of approximately 3.5m - 5m along the building line to provide ample shade and weather protection. The awning length should align with the building span.
- Awnings are recommended on streets with greater exposure to maximise coverage at warmer times of the day.
- Buildings within the central retail, commercial and mixed use precincts are encouraged to explore flexible seasonal cooling and shading devices to contribute to a climate responsive streetscape approach. These include solar powered fans, misting machines, retractable blinds from the edge of existing awnings and umbrellas.



Awnings and pergolas during summer which provide shade to key pedestrian routes

G1

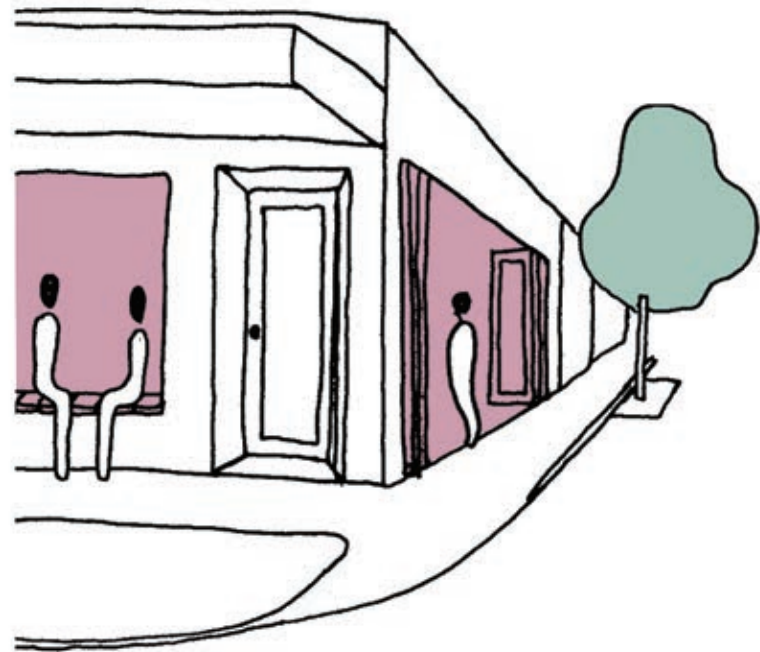
Streets and Public Realm

G1.2

Street interface

Accessibility

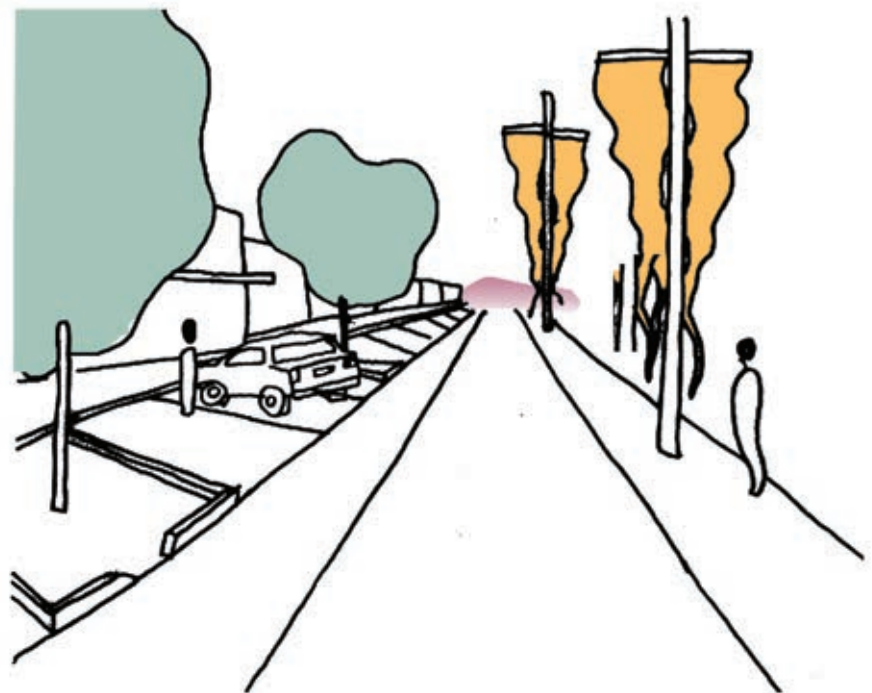
- The design of buildings and landscape features should:
 - Promote engaging and complementary street interfaces; and
 - Minimise street clutter to maintain key views and promote a high level of accessibility.
- Through the street typology guidelines, improve pedestrian accessibility along neighbourhood laneways by providing street level planting, and pavement changes through pavement colour, finish or graphics.
- Ensure laneways and roadways intended for shared use have the appropriate CPTED principles applied and provide public realm improvements that emphasise the shared nature of the space and calm vehicle traffic.



Promote engaging street interfaces that minimise clutter

Street Ambience

- Private external lighting is encouraged along ground floor frontages to increase the safety and interest of select destination streets.
- Extend the activity of buildings into the public realm to invite interaction and engagement, providing a seamless transition between the public and private realm, thereby promoting a sense of pride and positive ownership of the public realm.
- Spill out uses and activities such as outdoor seating and retail stands are encouraged to activate footpaths in designated CBD Active Streets.
- Street design should create a diverse and engaging pedestrian experience to make journeys between destinations more engaging and meaningful, and lessen the perceived distance between destinations.
- Property owners are encouraged to retrofit existing rear property fences with pedestrian gates to maximise natural surveillance.



Promote street views to significant features

Street Views

- Street design should promote views towards the Riverfront and significant landscape features.
- To protect and frame north-easterly views, strategic tree planting should be employed along the road reserve.

G1

Streets and Public Realm

G1.3

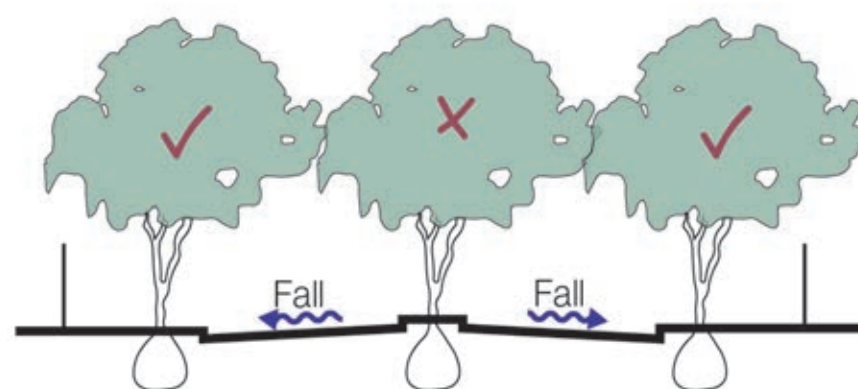
Trees

Trees play a significant role in the CBD as a source of shade and cooling, offering visual framing and amenity and operating collectively as ecological and habitat corridors. A healthy thriving streetscape can lift the quality of the street life experience and contribute to improved community health and activation of place.

Canopy Cover & Cooling

To promote good tree health and broad canopy cover for wide and exposed streets, the guidelines for planting are:

- Locate trees for optimum growth.
- Encourage good horticultural practice to ensure that the tree stock planted is of the highest quality, free from pest and disease, and has well established root systems.
- Avoid hard surfaces and bitumen around tree roots for optimal plant growth.
- Promote moisture ingress via passive watering to support optimum tree growing conditions.
- Trees planted in these environments should be sufficiently advanced, staked and tied to discourage vandalism.
- Achieve high canopy coverage through allowing as much planting space as possible.
- Where footpaths are wide and devoid of underground service clashes consider planting trees to increase the benefit to urban cooling resulting from increased pavement shading.
- Achieve high canopy coverage through allowing as much planting space as possible. Where footpaths are wide and devoid of underground service clashes consider planting trees to increase the benefit to urban cooling resulting from increased pavement shading.



Employ passive watering to enhance outcomes for tree planting

G1

Streets and Public Realm

Trees provide measurable cooling of urban heat by intercepting radiation before it strikes pavements. They can also reduce heat via evapotranspiration which exchanges gas and moisture between soil and air.

Tree Species Selection

In selecting tree species, consider and address the following guidelines:

- Preserve and protect existing mature trees.
- Large summer canopies suitable to their location, orientation and application.
- To promote cooling it is essential that they are planted in a suitable tree pit and have access to water for establishment and ongoing health.
- Avoid planting mono-culture trees to encourage greater biodiversity and a food bank in the CBD.
- Select dense, canopied tree species to provide summer shade, deciduous tree species to provide winter sun, and evergreen tree species with dense foliage to provide wind protection or screening.
- Locate street trees for optimum growth and encourage good horticultural practice to ensure that the tree stock planted is of the highest quality, free from pest and disease, and has well established root systems.
- Consider drought resistance, landscape heritage, cultural context, and local identity in plant selection.
- Select tree species with foliage-free zones between 600mm and 2500mm (from ground level) to allow clear sightlines and eliminate opportunities for concealment.

General Plant Species Selection

- Select shrub and ground cover plantings to be no more than 600mm in height within the streetscape.
- Use indigenous and exotic drought tolerant species and diversity-rich plantings to increase street patronage and participation.
- Promote climate responsive gardens such as the woody meadows research project.



Existing local tree species

G1

Streets and Public Realm

G1.4

Street Greening

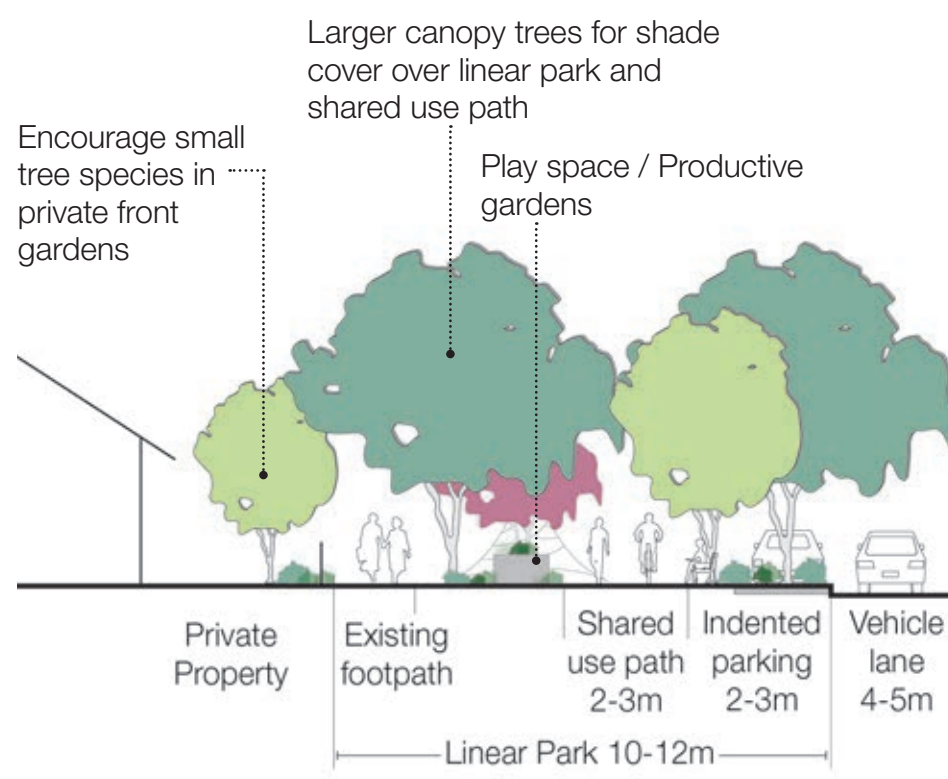
Mildura CBD streetscapes are typically expansive with wide nature strips. There is an opportunity for these green spaces to be reinvigorated and re-purposed to better connect the community.

Naturestrips

- Maintain and enhance naturestrips within the CBD.
- Strengthen ecological biodiversity through optimising plant diversity and garden types.
- Adopt alternative applications of landscape, such as productive gardens, to increase street patronage and participation.
- Provide high quality tree pits in hard pavements to manage soil compaction and enable gaseous exchange.
- Promote moisture ingress via passive watering to support optimum tree growing conditions.
- Trees planted in these environments should be sufficiently advanced, staked and tied to discourage vandalism.

Street Level Planting

- Utilise planting beds as visual cues to delineate changes in pedestrian flows, including at intersections.
- Use infill pavements with well sized garden beds to break up expansive hard pavements, to emphasise streetscape character and offer visual stimulation, seasonality and colour to the streets.
- Encourage temporary, moveable planters to offer flexible solutions for traders to incorporate street level planting adjacent to their frontage.
- The species selection should reflect both an indigenous and exotic plant palette that is drought tolerant and resilient to site specific conditions.
- Raingardens shall be installed at key locations to promote WSUD initiatives, with the capacity to deal with long dry periods and short but intense storm surges.
- Allow for recycled water drip irrigation the central CBD streets to lift the visual appearance of the gardens and support healthy plant growth.



Potential community utilisation of naturestrips



Raised planter beds provide greening and seating opportunities

G1

Streets and Public Realm

G1.5

Pavements

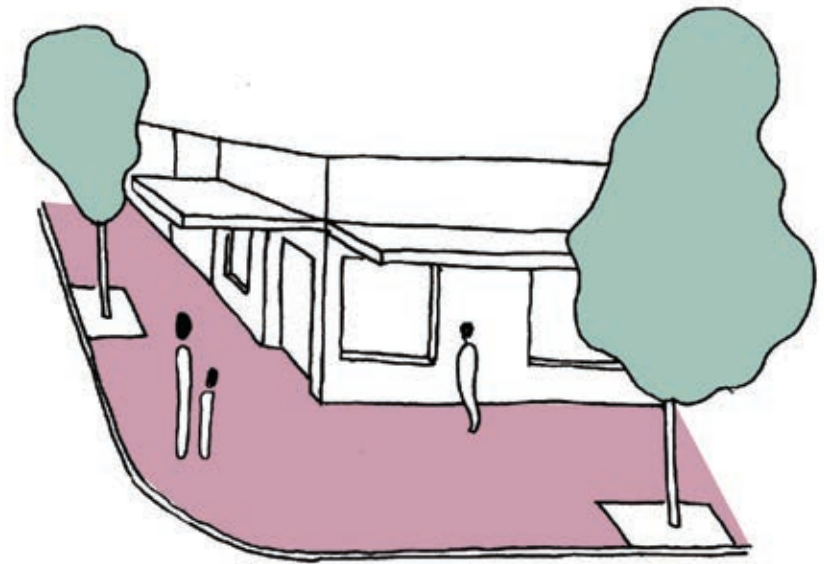
There is an opportunity to promote greater consistency and adopt durable, climatically appropriate pavements, which will lift the overall appearance of the streets and reduce and aid maintenance procedures to avoid patching.

Pedestrian Pavements

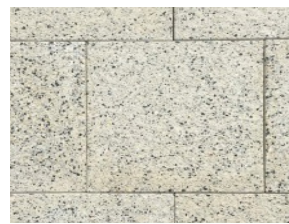
- Upgrade pavements to meet DDA standards.
- Select materials with high reflectivity, durability and suitability for large expansive areas.
- Select pavement colours that are lighter in tone to reflect and mitigate heat retention. (Low Carbon Living CRC, Guide to Urban Cooling 2017)
- Avoid large expanses that may become too glary in direct sunlight.
- Areas with high levels of foot traffic shall be insitu concrete or pebblecrete with decorative finishes or saw cuts or patterning to highlight key pedestrian nodes and intersections.
- Unit pavers are generally not preferred in large pedestrian spaces, due to potential lifting and ongoing supply of stock.
- Permeable pavements should be considered in smaller spaces with reduced foot traffic to reduce the heat island effect and introduce additional greening to the streetscape.
- Colour palette shall be neutral earthy tones to compliment the local area and incorporate locally sourced aggregate sourced local.
- The colour palette for pavements should generally be neutral earthy tones to compliment to local area and incorporate locally sourced aggregate.

Road and Cycle Pavements

- For road pavement surfaces, use varied colour and materiality to offer drivers and cyclists visual cues as to on road cycle paths.



Apply consistent surface treatments



Selection of pedestrian paving colours and feature paving

G1

Streets and Public Realm

G1.6

Street Amenity

Street furniture can provide a place for people to stop and sit, where they can connect and exchange stories. Mildura CBD shall have a contemporary unified suite of street furniture elements to enforce a common identity and improve the level of amenity throughout Central CBD. This will support a greater focus on user experience, more enjoyable places for conversations, universal accessibility and cultural identity.

Street furniture

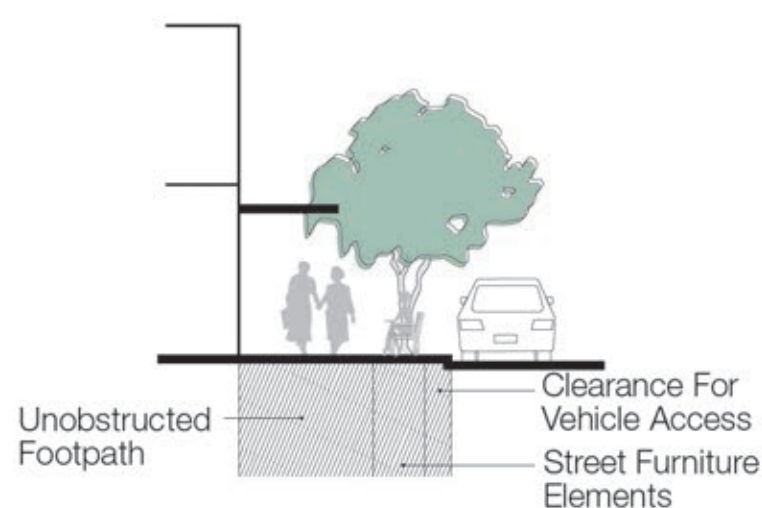
- The street furniture suite of elements shall be contemporary, durable, easily maintainable and unified in style and finish.
- Rubbish bins (standard and recycling) shall be replaced/ supplied throughout the Central CBD, to promote suitable waste management and a coordinated appearance.
- Provide a range multi-functional seating types for families, elderly and youth, including both informal and DDA compliant.
- Install drinking fountains every 200m throughout the CBD.
- Locate seating and gathering areas to promote desirable safety and amenity with access to summer shade and winter sun. Place street furniture in convenient and accessible locations to ensure that it does not obstruct movement, create concealment opportunities, or block critical sightlines. Place seating at intervals of 100m. Where possible, minimise clutter by combining multiple street furniture functions into a single item.
- Integrate Smart technology into the furniture, such as battery chargers to cater for inter-generational user needs.
- Incorporate bike hoops adjacent at key locations such as Council buildings, the Transport Hub, community facilities, family destinations, public toilets and Council controlled off-street car parks to promote cycling and cluster end-of-route facilities.
- Provide consistency in bicycle hoop type to improve legibility within the streetscape.
- Safety barriers shall only be used as an integrated element with street level plantings, as demonstrated on Seventh Avenue. The barrier style shall be contemporary, recessive and have a minimal impact of vistas.
- Through considered placement of street trees and street furniture, bollards should be avoided.
- Consider the use of multi-purpose, integrated solar powered poles to house CCTV, banners for local content and branding, and lighting.



Provide a consistent and unified suite of street furniture



Provide bike parking adjacent to key locations



Ensure adequate clearance between roads, footpaths and street furniture

G1

Streets and Public Realm

Lighting

- Ensure pedestrian lighting supports safety and amenity.
- Optimise decorative lighting installations to activate the skyline, increase street vibrancy and celebrate the Mildura climate and cultural values.
- Create a range of decorative lighting effects located in specific precincts to promote active night life.
- Locate lighting for safe movement and wayfinding, illuminating laneways and potential entrapment locations.
- Direct lighting downwards to illuminate the immediate surrounds and ensure sensitive adjacencies are protected from light spill.
- Place lighting to avoid blockages by vegetation, built form and overhead wires.
- Where possible, integrate luminaries with other vertical pieces, such as banner totems or flag poles.
- Use long-life, low-energy, glare-controlled lights.



Provide a variety of decorative lighting features

G1.7

Public Art

Cultural and artistic expression can take many forms. To enhance the cultural vibrancy of the CBD and recognise the strong multi-cultural community of Mildura, the entire CBD shall provide a canvas for innovative and inter-connected place-based interventions.

Cultural Expression

Celebrate the aspects that make Mildura unique through considered artistic interventions within the streetscape and CBD public realm, including:

- Indigenous stories and dreamings to recognise and improve cultural visibility.
- Thoughtful temporary and permanent art installations celebrating Mildura's multi-cultural diversity and rich heritage.
- Utilise sophisticated and innovative mixed media platforms to synthesise art including tactile, visual, sound and virtual media interventions.
- Optimise expansive vertical surfaces for murals or interactive art. Ensure selected locations promote safe and universal accessibility during the day and night.
- Create new culturally charged public spaces or place interventions for informal play, and outdoor learning for children to explore safely.



Incorporate public art which evokes meaning

G1

Streets and Public Realm

Public Art

Public art may be a standalone piece or be physically integrated into another project such as an architectural element (e.g. building façade), or public realm element (e.g. seating). For public art installations, the following guidelines apply:

- Public art should enhance urban amenity and contribute to a sense of place and identity. It should be accessible and relevant to the Mildura community.
- Consider Mildura's Indigenous cultural heritage, European heritage, and historic relationship with public art when commissioning new public art.
- Utilise interactive public art or media technology as a tool to draw people to a space. Integrate artistic interventions with other streetscape elements such as flags, decorative light installations or bespoke furniture elements.



Celebrate Mildura's indigenous cultural heritage

G1.8

Signage and Wayfinding

To assist wayfinding within the CBD, signage and other elements should be employed to promote a legible urban structure and assist users, particularly visitors in moving around the CBD.

Signage and Wayfinding

- Wayfinding signs must provide consistent and reliable information about the CBD and surrounding destinations, as well as being appropriate for, and sensitive to their setting.
- Signs should be accessible for a variety of users and comply with applicable Australian Standards, such as AS1428.4.2:2018 Design for access and mobility.
- Minimise visual clutter and look at ways to consolidate existing signs. Signage should only be provided at key nodes and decision points.
- Develop a consistent visual style throughout the signage network, to build on and align with the visual styles already developed, such as for the Riverfront.
- Utilise recycled or sustainable signage materials to the greatest extent possible.



Provide consistent signage and wayfinding throughout the CBD

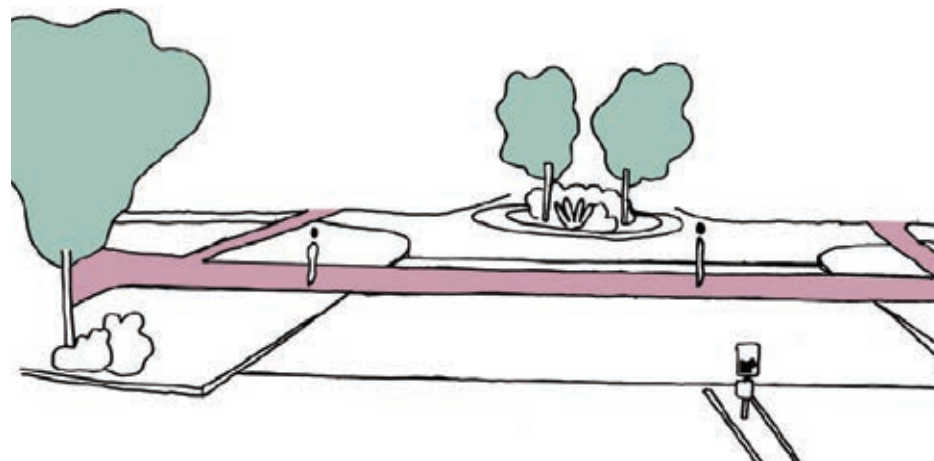
G2

Active Transport and Car Parking

G2.1 Prioritised Pedestrian Connections

Mildura's existing and well defined grid network of streets and footpaths provides a strong base for pedestrian linkages and movement through the CBD. The level of 'walkability' is key to promoting an active and healthy lifestyle, however at present, the use of pedestrian paths is challenged by the relative ease of movement afforded by this same network of streets and parking to motor vehicles. It is important to provide additional amenity to pedestrians in terms of relief through shade, visual amenity and intermittent locations of interest that encourage active movement over longer distances and reduce the number of trips made by car.

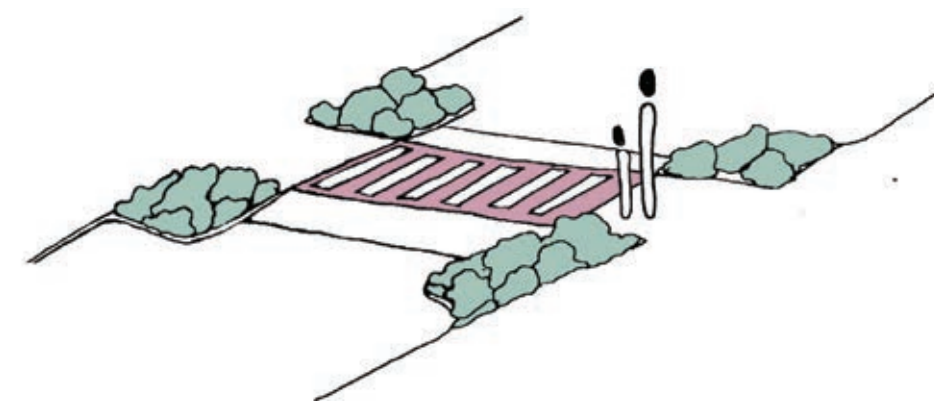
- Locate footpaths on both sides of the road and consider secondary footpaths to separate car access from key pedestrian journeys throughout the CBD.
- Maintain clear sightlines at pedestrian approaches to provide safe conditions at intersections.
- Construct kerb extensions at intersections and at nominated mid-block locations to facilitate safer crossing points and enhance overall permeability.
- The application of appropriate plantings and urban design features to enforce traffic calming should reinforce the presence and activity of pedestrians and other road users.



Prioritise pedestrian movement around the CBD

G2.3 Traffic Calming

Traffic calming is an effective tactic to slow vehicle speeds and give greater priority to pedestrian and cyclist movements. Through deliberate urban design treatments to the road environment, it provides a strong visual cue so that drivers instinctively travel at or below the desired speed limit rather than relying on enforcement. By calming traffic conditions, the perceived and actual safety and amenity of streets can be enhanced.



Provide raised crossing treatments

General

- Establish visual cues through complementary traffic and urban design treatments, such as the planting of canopy trees within the median and kerbside of streets. Such changes will help to encourage a lower traffic speed environment, reduce the 'traffic' focus of roads, to encourage active travel modes.
- Traffic calming approaches should be applied consistently across the CBD.

Key Intersections and crossing points

- Pedestrians are generally disadvantaged by roundabouts. This disadvantage is compounded by the additional distance that much be covered because of the land-take of the pavement and associated devices. The design of roundabouts along the primary Active Transport routes should improve the navigability of all of these intersections from a pedestrian and cyclist perspective without unduly impacting the efficiency of the CBD road network.
- For higher order intersections where anticipated pedestrian and cyclist movements will be greater, consider a raised 'wombat' crossing treatment at each roundabout entry/exit point, to define and give priority to pedestrian and cycling paths.



Use traffic calming methods to reduce hooning on local roads

G2

Active Transport and Car Parking

- Raised crossings should also be adopted for those intersections nominated within the Structure Plan as 'Priority intersection upgrades', to ensure that suitable priority is given to pedestrians and cyclists around the central CBD area.

Traffic Speeds

- Reduce posted traffic speeds within the CBD down to at least 40 km/h (and possibly 30 km/h) where possible.
- Reduce the speed of Deakin Avenue down to 40 km/hr within the CBD.

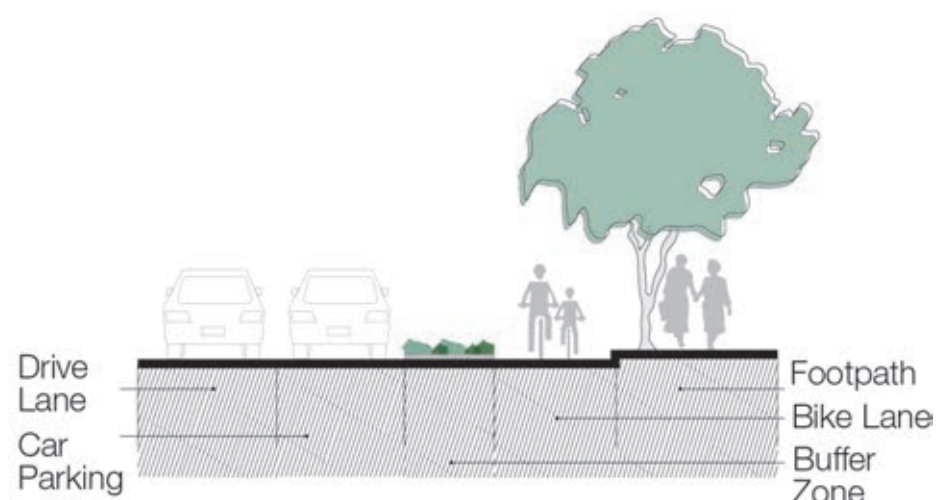
G2.2 Cycle Movement

Cycling is a great way to move around urban areas, including commuter and recreational journeys. To improve the safety and amenity for cyclists travelling to, from and within the CBD, improvements to the road network and further infrastructure shall be required. Mildura's relatively flat grid network of streets provides opportunity for strong cycling linkages to and through the Mildura CBD. To promote further take-up of cycling within the CBD and the broader Mildura region, a highly defined cycling network of streets that gives appropriate consideration to rider comfort, priority active transport routes and the design of intersections to facilitate continuous cycle movements.

- Provide colour marked bicycle lanes along CBD streets and at the approach to intersections to indicate the likely presence of bike riders and provide spatial separation from adjacent traffic.
- Where possible, provide a bicycle buffer zone (painted chevron or kerb separators) to provide additional clearance and minimise risks to bike riders i.e. the dooring zone along high turnover on-street parking or on traffic lane side with higher vehicle volumes or traffic speeds.
- Provide direct, continuous and well-lit active transport routes, and remove or design out obstructions as part of streetscape upgrades.
- Maintain clear sightlines and install suitably designed signage at appropriate locations.
- Active transport infrastructure should be inclusive and consider diverse user needs. Shade, seating, drinking fountains, bicycle parking and end-of-trip facilities should be provided strategically throughout the network, close to key destinations.
- Active transport routes should be a logical network connecting users with local destinations such as schools, parks, shops and public transport, as well as linking neighbourhoods.
- Provide safe and direct road crossing points, to ensure pedestrians and cyclists can be seen by approaching drivers, and other road users.
- Vehicle crossovers that intersect with key pedestrian and bicycle paths should be minimised.
- Adopt a consistent approach to line marking and coloured pavements for bike lanes, and provide suitable signage to indicate where lanes discontinue or change at key intersections.



Provide wombat crossings to reduce traffic speeds within the CBD



Buffer zone between bike lane and parking lane

G2

Active Transport and Car Parking

G2.4 Transport Integration

At present, bus services within the CBD are limited. To make public transport an attractive and convenient choice for workers, locals and visitors, improvements are needed to related public transport infrastructure and the level and frequency of services.

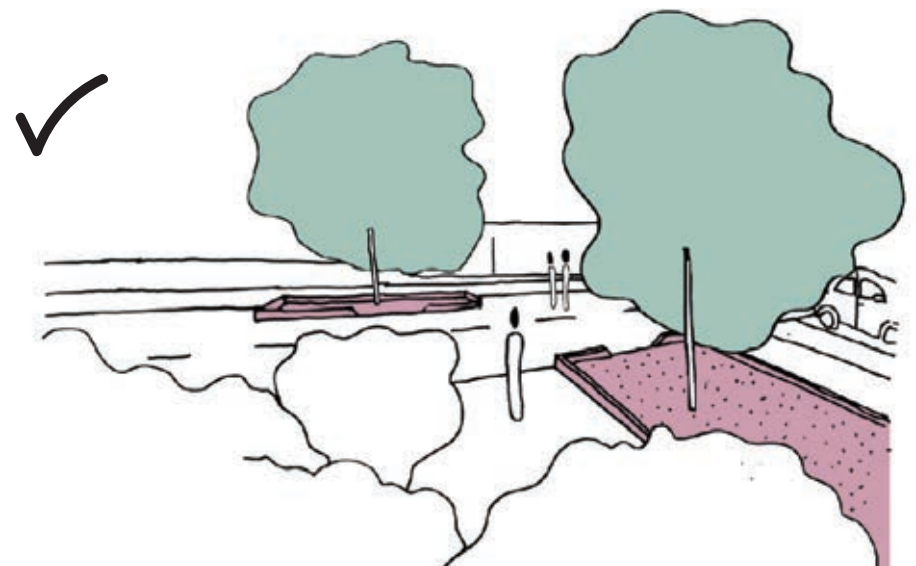
- Upgrade bus shelters with uniform, distinct high quality shelters to ensure optimum weather protection.
- Integrate bus shelters with provision of seating, potential art/ advertising signage and automated timetable information.
- Co-locate bus stops, taxi and Kiss 'n' Ride bays and toilets to improve legibility of transport node and make it easier for commuters to use public transport options.



G2.4 Carparking

There is an adequate supply of parking within the CBD, however it is important that carparks do not dominate the streetscape and affect the overall safety and accessibility of the CBD. Furthermore, there is an opportunity to capitalise on carparking areas for electricity generation to power street lighting and other Council assets.

- Car parks shall provide shading through artificial canopies or tree planting every six bays.
- Co-locate key pedestrian routes within car parks to activate mid-block connectivity.
- Install additional widened bays for 'Parents with Prams' and DDA compliant bays in both private and public car parking bays.
- Adapt off-street car parking bays with scooter bays to promote alternate modes of transport for the community.
- Provide electric charging points for hybrid and electric powered vehicles.
- Incorporate solar powered shade structures or solar pavements to offset energy demands for utilities and Council assets, such as street lighting.



U1

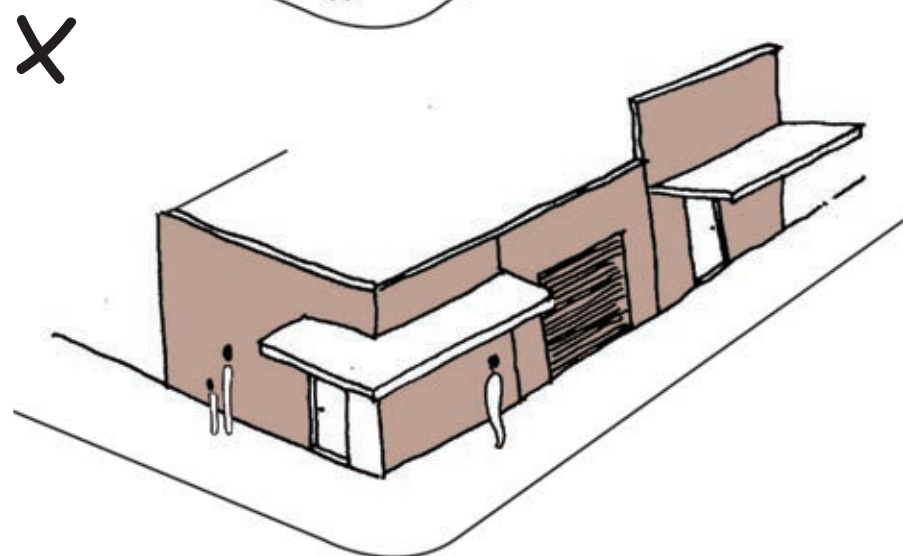
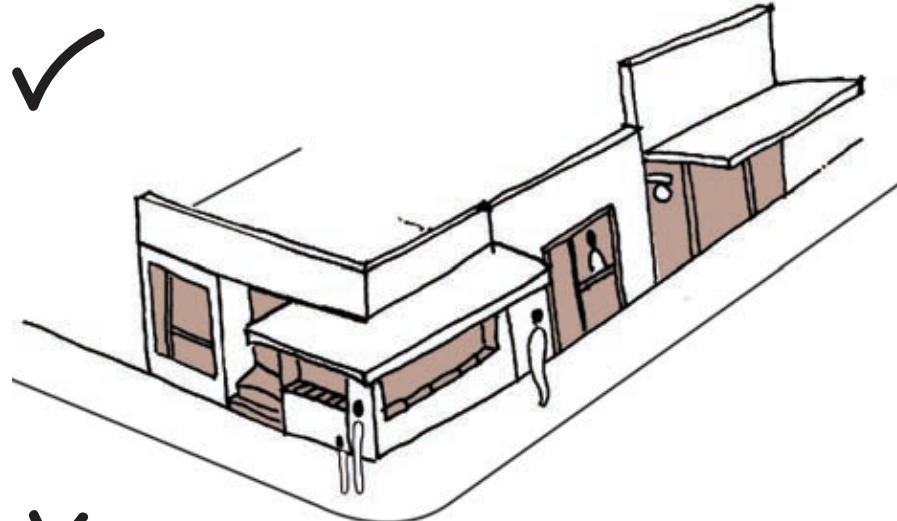
Mixed Use Development

U1.1

Ground Plane

Ground plane activities add to the vibrancy and 'place' value of urban areas. As such, the program and design of buildings and landscape must be carefully considered to respond to its setting and stimulate a range of different experiences within the CBD.

- The height, scale, and proportions of mixed use development, must be responsive to the existing character of the surrounding setting and relevant precinct design guidelines.
- Subject to the proposed program of uses, activate building frontages to provide visual engagement between the street and building users. Windows should use clear glass with minimal advertising or other view obstructions to maximise passive surveillance and interaction opportunities.
- Mixed use developments must carefully consider the program of uses, to provide a mix of activities that attracts people throughout the day and evening.
- Avoid the use of fences and barriers along the primary frontage of mixed use development, to define public and private space. Grade changes and planted areas should be used instead, to promote a seamless transition between private development and the public realm.
- Large blank wall facades in excess of 10 metres should be avoided without some form of articulation.



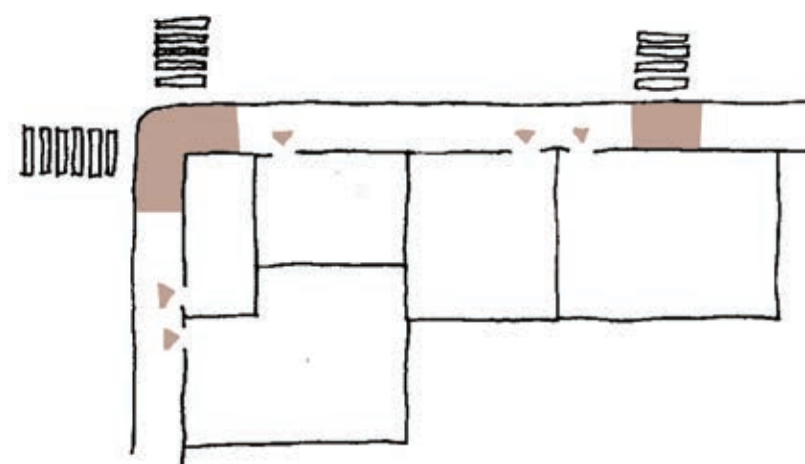
Articulated facades preferred

U1.2

Site and Building Access

Site and building access arrangements which are clearly identifiable and create a strong street address, contribute to the legibility, safety and amenity of ground planes within the CBD. Suitable consideration must be given to the placement and design of these access points, responding to surrounding development and the street frontage.

- Building entrances must be located and designed in a way which is easily distinguished from the street and from other secondary entrances.
- Maximise the number of pedestrian entrances to provide for public interaction and tenancy flexibility (i.e. subdivision of tenancies).
- Provide bicycle parking near the primary pedestrian entries.
- The building design must provide for separate pedestrian and vehicle entrances. Vehicle and service entrances behind or to the side of the building, away from the primary street frontage, wherever practicable.
- Avoid vehicle crossovers which create conflict points with key pedestrian entries and paths.



Consider suitable site/building access according to context

U1

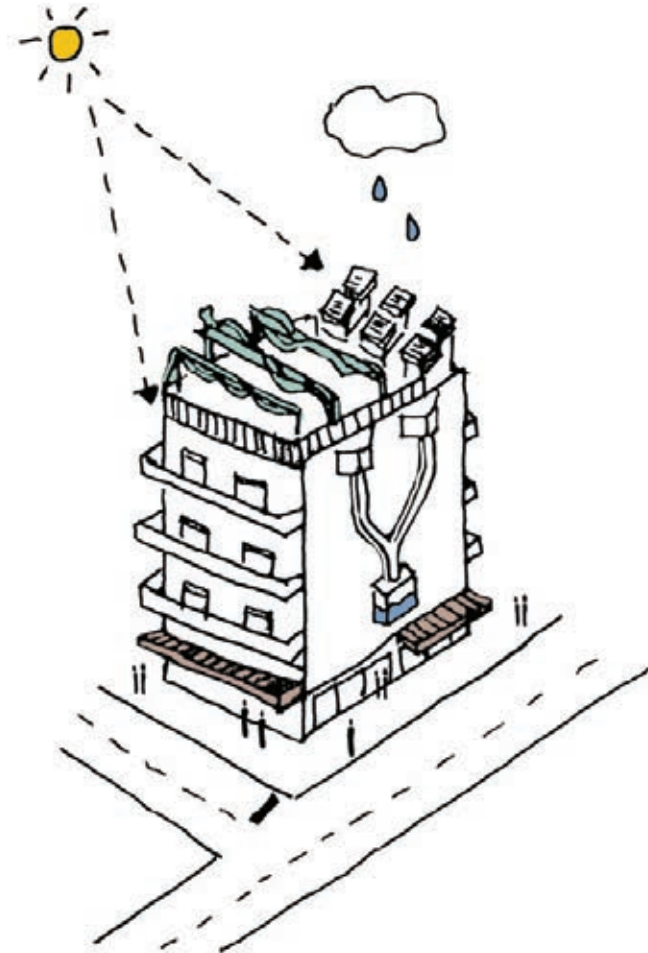
Mixed Use Development

U1.3

Climate Response

Mildura's unique climatic conditions of hot dry summers and cool winters means significant consideration needs to be given to climatically responsive design solutions. There is an opportunity to take advantage of the local climate and promote comfortable indoor and outdoor mixed use environments.

- To optimise passive solar gain and improve energy efficiency, locate and orientate buildings between 20° west and 30° east of north.
- The design and orientation of buildings, should provide shelter for adjoining streets and public spaces, from extreme heat and wind conditions.
- Modelling should be undertaken to verify the potential for stormwater collection and harvesting, and the use of greywater systems, for irrigation and non-potable water uses.
- Facilitate natural ventilation through buildings by incorporating design elements such as open building plans, atriums, internal stairwells and ventilation stacks.
- Minimise the level of sun exposure along the western façade, through suitable building orientation and the use of shade elements.
- Employ passive design principles as outlined in the CBD Living Guidelines (U2.3).



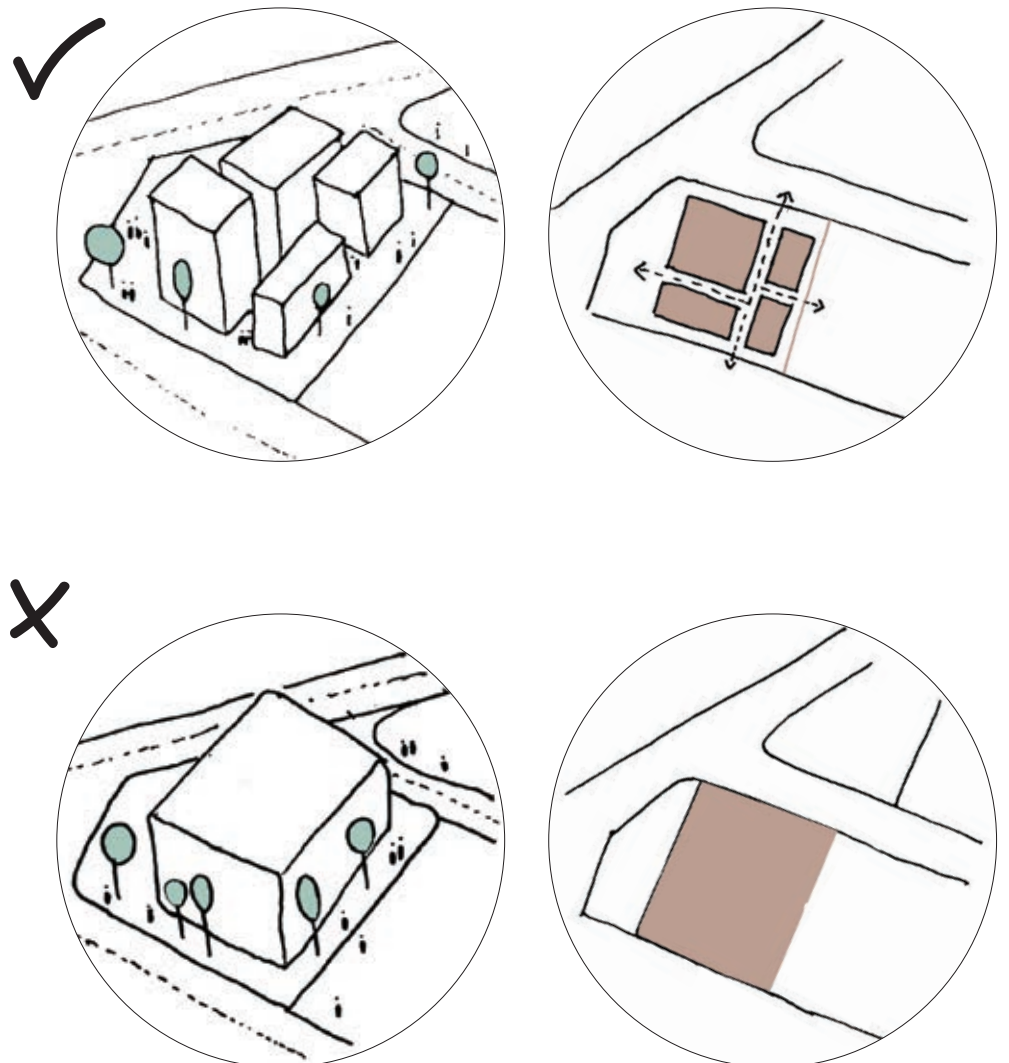
Optimise passive solar gain and design climate responsive buildings

U1.4

Permeability

The standard block size within Mildura is relatively large compared to Melbourne and Adelaide. These guidelines are intended to promote a coordinated effort between Council and private land owners, to achieve a greater level of permeability within the CBD area.

- For mixed use development, a modular or campus building composition is preferred, which breaks up the building mass at a more human scale, provides visual interest, and allows for additional through connections.
- Provide safe, direct and convenient pedestrian connections that align with desire lines to local destinations such as schools, parks, shops and public transport stops.
- Through links and pathways must be well-lit and promote casual surveillance.
- Wherever possible, maintain views to significant features and landmarks.



Provide a modular or campus building composition where appropriate

U1

Mixed Use Development

U1.5

Adaptive re-use

The term 'adaptive re-use' refers to the process of reusing existing building stock for a different purpose. It promotes a more sustainable approach to construction, minimising building material waste and preserving the heritage of areas. It is a way to breathe new life into existing buildings and structures. There are a number of innovative and dynamic benchmarks from which to draw inspiration, throughout Australia and internationally.

- The height, scale, and proportions of mixed use development, must be responsive to the existing character of the surrounding setting and relevant precinct design guidelines.
- Subject to the proposed program of uses, activate building frontages to provide visual engagement between the street and building users. Windows should use clear glass with minimal advertising or other view obstructions to maximise passive surveillance and interaction opportunities.
- Mixed use developments must carefully consider the program of uses, to provide a mix of activities that attracts people throughout the day and evening.
- Avoid the use of fences and barriers along the primary frontage of mixed use development, to define public and private space. Grade changes and planted areas should be used instead, to promote a seamless transition between private development and the public realm.
- Large blank wall facades in excess of 10 metres should be avoided without some form of articulation.



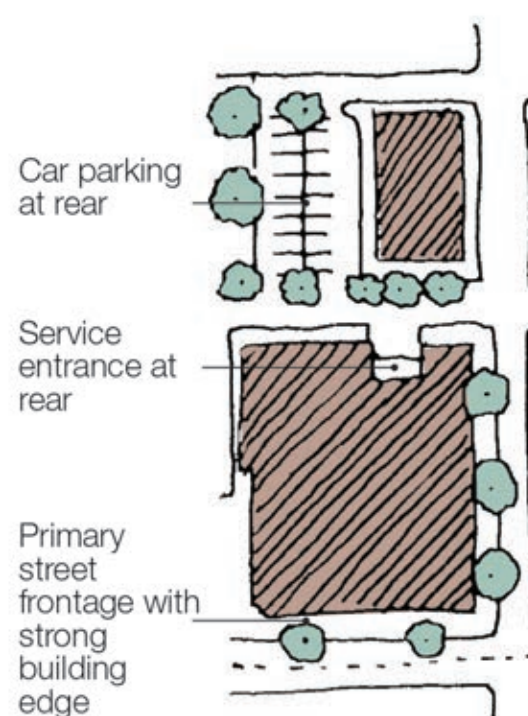
Ensure innovative and dynamic adaptive re-use of existing building stock

U1.6

Carparking

These guidelines are intended to promote suitable carparking provision within mixed use development, which does not detract from the safety or amenity of the streetscape.

- Ensure the location and width of vehicle entrances minimises the impact on pedestrian and cyclist movement and public realm.
- Provide carparking to the side and rear of developments, wherever possible.
- Ensure a suitable level of planting is provided within carparking areas, to provide shade and visual screening of carparking areas.
- Provide at least 2 electric solar charging points within the carpark, for hybrid vehicles, and future proof other areas to expand provision of charging points.
- It is recommended that solar panels be used as shade structures for at-grade carparking areas, in accordance with the CBD Living Guidelines (U2.4).
- For any site, where prioritised pedestrian access is provided along the street front, and vehicle access from the rear laneway, additional crossovers shall generally not be permitted along the primary street frontage.



Ensure carparking areas minimise the impact on pedestrian and cyclist movement

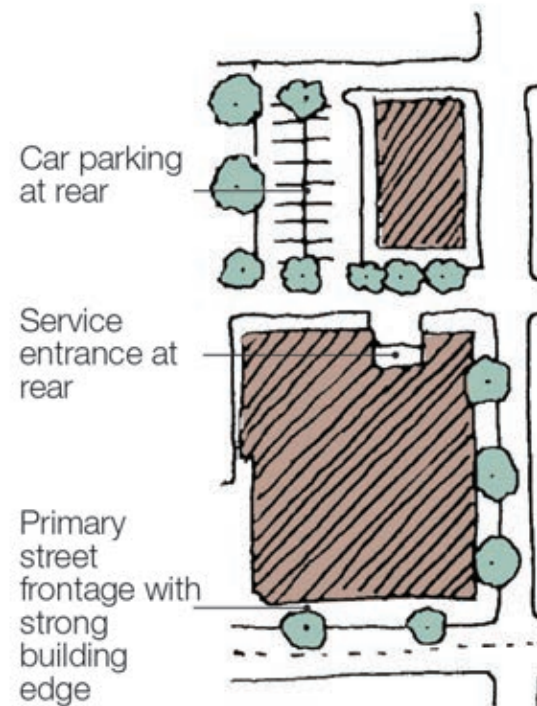
U1

Mixed Use Development

U1.7 Servicing

Servicing functions associated with retail, commercial and light industry activities can often be unsightly. These guidelines are intended to ensure that the layout of buildings, servicing and storage areas is well placed and obscures views from the street front.

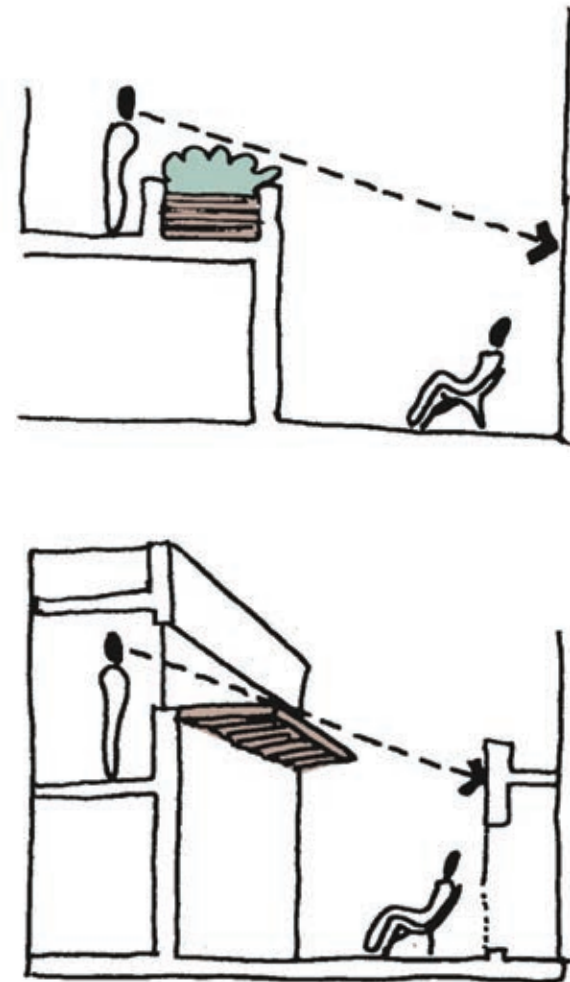
- Locate service areas to the rear of buildings or within basement levels, if appropriate.
- Minimise the ground floor area occupied by servicing functions.
- Integrate service cabinets internally, within loading, waste or parking areas wherever possible.
- Where services must be located on a street frontage, design them as integrated or screened components of the façade to minimise their impact on the building's active street frontage.
- Ensure the design of waste storage, separation and removal facilities is treated as integral part of the overall building design.



U1.8 Amenity

Mixed use development comprises a mixture of 2 or more land uses within a single building or multiple buildings within the same site. To ensure an appropriate level of amenity is maintained for all users, particularly residential apartments, these guidelines are intended to promote the appropriate location of uses, and manage noise generating activities.

- Orient building floorplates, and position balconies and windows to promote views towards the public realm and away from surrounding residential properties.
- Locate servicing entrances/exits and other noise generating activities away from sensitive uses within the building, particularly residential units.
- Where noise problems cannot be resolved through building layout, use acoustic buffering solutions such as glazing, insulation, cladding and noise attenuated ventilation systems.
- Acoustically insulate mechanical plant rooms and shield adjacent dwellings from plant noise.



Position balconies and windows away from surrounding residential properties and promote views towards the public realm

U2

CBD Living

U2.1 Site response

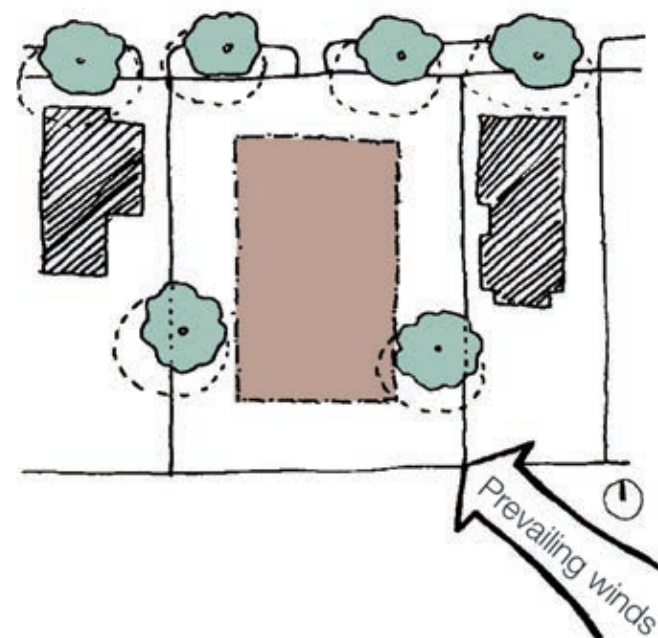
Mildura's riverfront, key services, retail and dining opportunities and areas of employment, provides an opportune lifestyle within the CBD. A key objective of the CBD Plan is to facilitate a range of high quality housing options, which are highly responsive to the local climate and context.

- Ensure new residential development is designed with a sensitive and appropriate interface to adjoining streetscapes, buildings and established residential areas. Development should respond to existing conditions including adjoining uses, topography, vegetation and views.
- Ensure pedestrian priority is maintained along streetfronts and vehicle access from laneways.
- Facilitate the development of contemporary, high quality and sustainable architecture that creates a distinctive identity for Mildura's CBD.
- New buildings should be designed to respond to the future development potential of adjoining sites and ability to achieve reasonable solar access.
- Medium density residential developments should provide a range of dwelling sizes, catering to different household types.
- Design buildings to overlook streets, footpaths and public spaces where possible to promote passive surveillance.
- Avoid large blank walls in excess of 10 metres, which are visible from the street. Facades should provide an appropriate level of articulation to protect streetscape amenity and provide visual interest.
- Ensure materials, colours and finishes complement and respond to the scale, character and appearance of surrounding built form and streetscape.

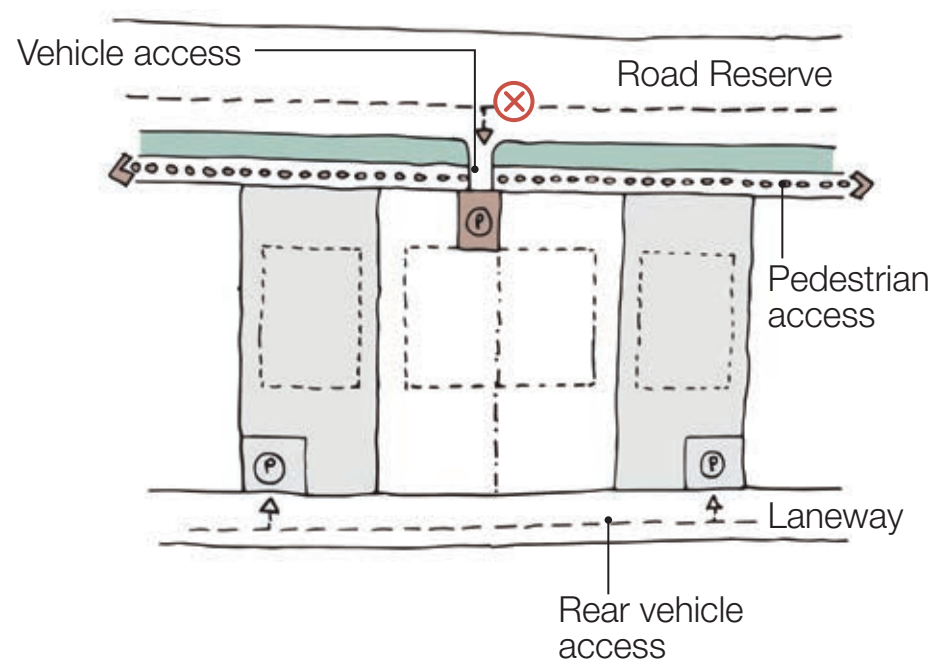
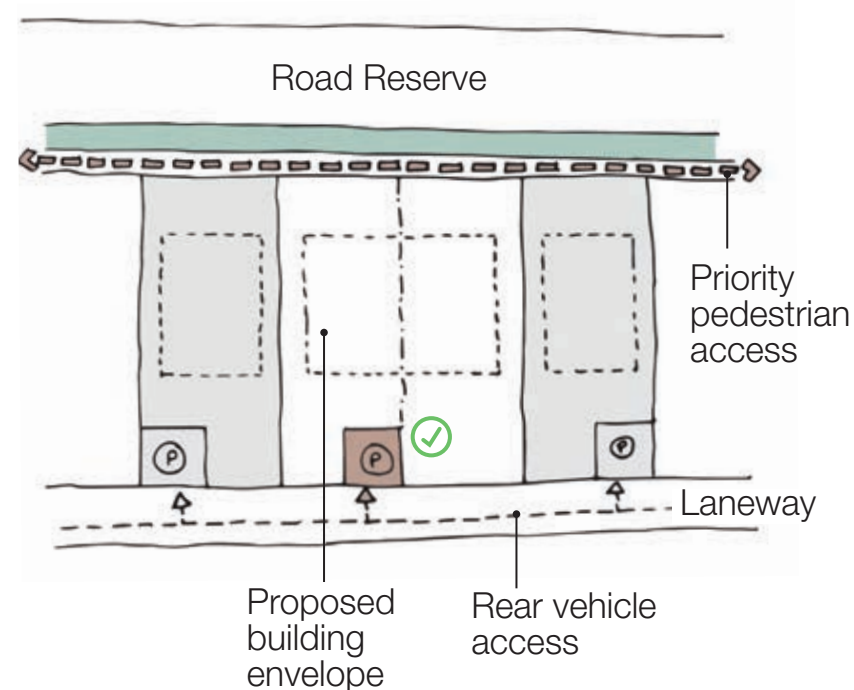
U2.2 Access and Parking

These guidelines are designed to promote a high level of accessibility for all modes, and the suitable siting and design of carparking for low and medium density residential development.

- 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) and universal design principles.
- Medium density residential developments should provide for on-site parking, including bicycle parking.
- The number of carparking spaces must be provided in accordance with the Precinct Design Guidelines, however reductions may be possible based on the provision of car-share spaces for recognised providers, or sites within 200 metres of a bus stop.
- For any site, where prioritised pedestrian access is provided along the street front and vehicle access from the rear laneway, additional crossovers shall generally not be permitted along the primary street frontage. In particular, this includes land within the two main residential precincts, along Lemon Avenue, Olive Avenue and Magnolia Avenue.



Promote design which is responsive to its context



Maintain prioritised pedestrian and vehicle access arrangements

U2

CBD Living

U2.3

Passive Design

Mildura's unique climatic conditions of hot dry summers and cool winters means significant consideration needs to be given to passive design principles. These principles will allow for maximum daylight and sun access during the winter months and limit sun exposure during the summer months. It is important we take advantage of the local climatic conditions to maintain a comfortable and liveable environment now and into the future. Particular attention should be given to building orientation, passive solar cooling and heating, natural ventilation and thermal massing.

Building orientation

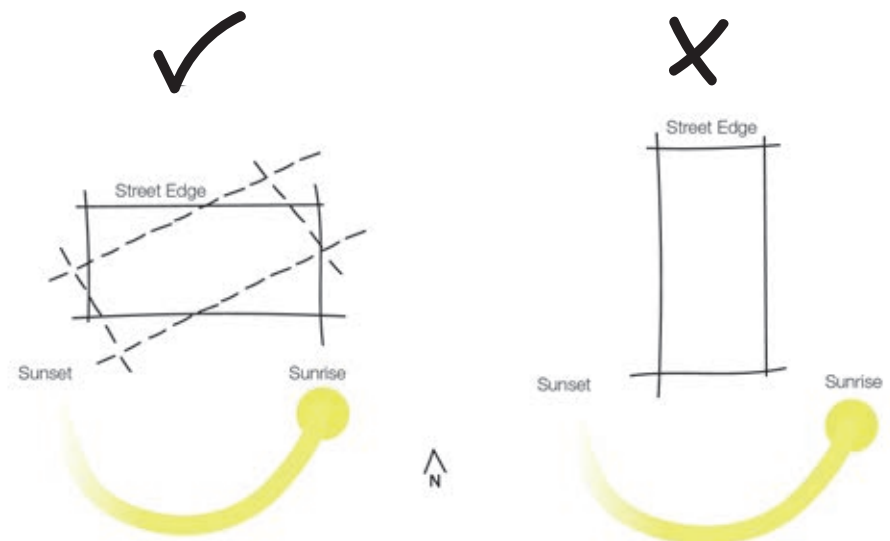
- To optimise passive solar gain and improve energy efficiency, locate and orientate buildings between 20° west and 30° east of north.
- Minimise the level of sun exposure along the western façade, through suitable building orientation and the use of shade elements.

Natural ventilation

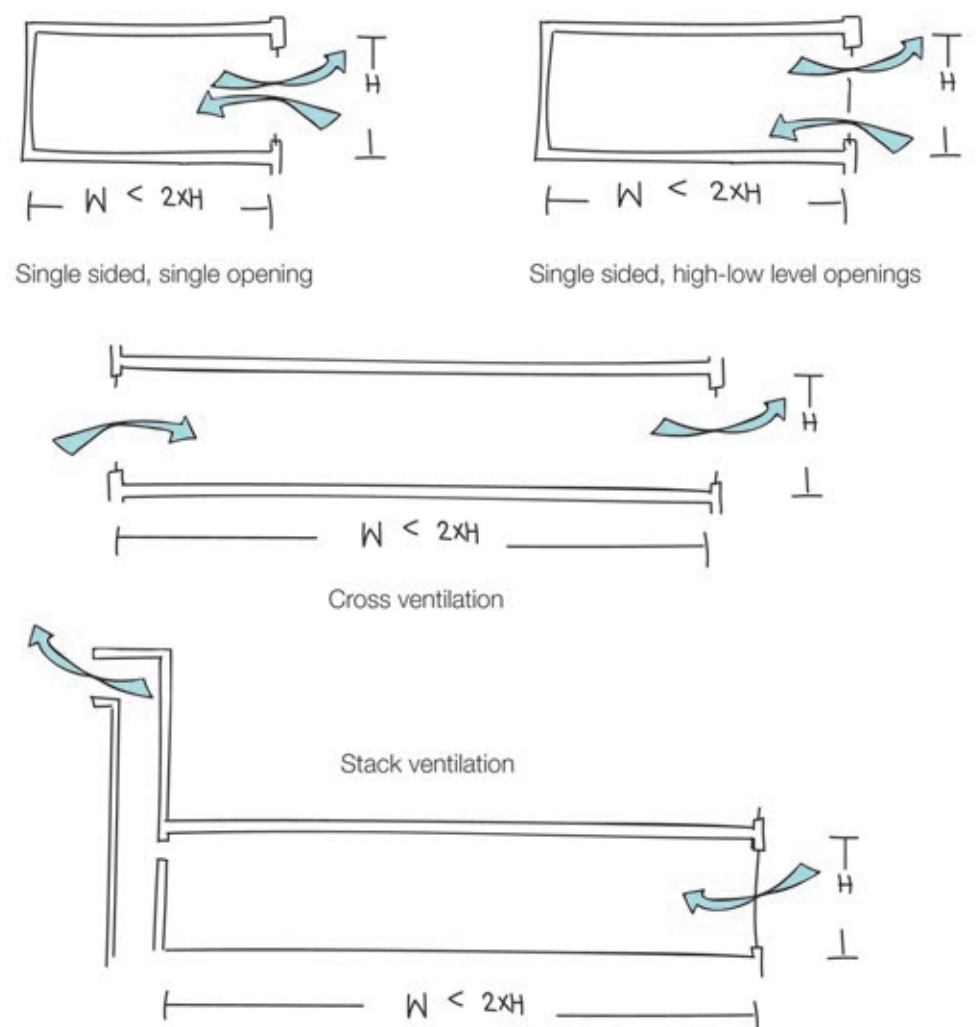
- Ensure the orientation of windows and openings maximise natural cross ventilation flow throughout the building. Trees and other external objects should also be used to direct breezes.
- Buildings should aim for at least two exposed walls per residential or commercial building to allow for cross-ventilation. In larger buildings with significant core spaces, induced ventilation with high spaces such as atria, stacks and wind towers may be necessary to provide adequate ventilation by strictly passive means.
- For naturally ventilated spaces, buildings should achieve the maximum depth to height ratio as outlined in Table 1 below.

Table 1: Ventilation Optimum Depth to Height Ratio

| Ventilation | Depth to Height Ratio |
|---------------------------------------|-----------------------|
| Single Sided, single opening | 2 |
| Single Sided, high low-level openings | 2.5 |
| Cross Ventilation | 5 |
| Stack Ventilation | 5 |



Ideal orientation of buildings



Location of openings for cross and natural ventilation

U2

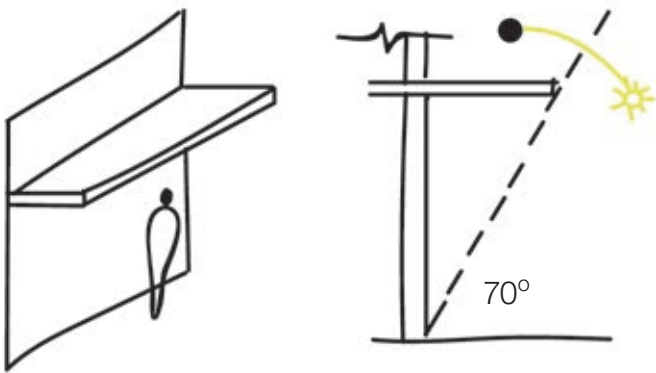
CBD Living

Shading devices

- To reduce heat gains in summer, north, east and west facing windows should be shaded by an overhang or other devices such as awnings and shutters, in accordance with the guideline outlined in Table 2 below.

Table 2: Ventilation Optimum Depth to Height Ratio

| Window Orientation | Shade Angle |
|--------------------|--------------------------------------------------------|
| North | Horizontal shading with a shade angle of 70° or below. |
| South | No shading required. |
| East and West | Horizontal shading with a shade angle of 70°. |



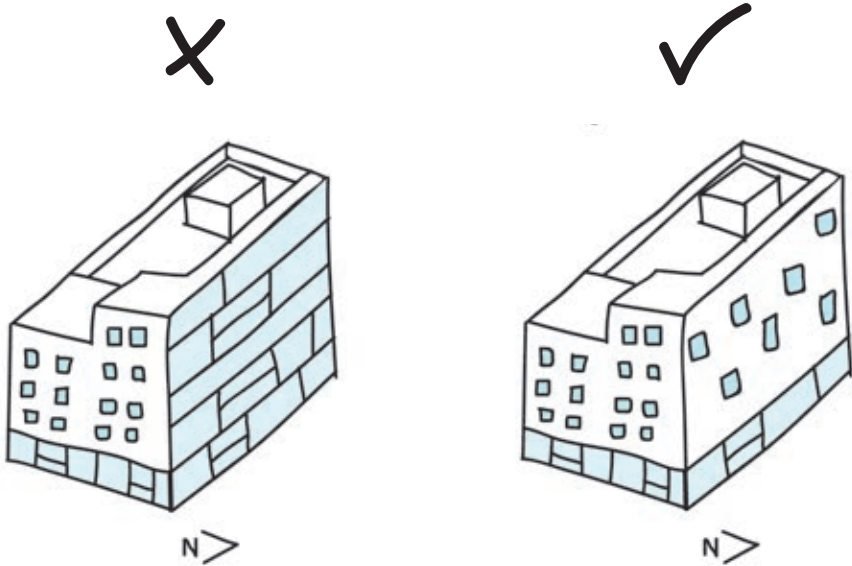
Horizontal shading on north, east and west facing façades should be at 70°

Building insulation, materials and finishes

- According to the intended use, new buildings should not exceed the maximum glazed area outlined in Table 3, as a percentage of the total façade for each orientation.
- While skylights are recommended, the glazed roof area should not exceed 10% of the surface area.

Table 3: Maximum glazed area for facades

| Land Use | North | South | East / West |
|-------------------------------------------------------------|-------|-------|-------------|
| Residential, Temporary Accommodation (Hotels, Resorts) Uses | 35% | 50% | 30% |
| Commercial, Offices, Medical, Education and Civic Uses | 30% | 20% | 20% |



Maximum glazed area for façades

- The minimum insulation levels that should be achieved, are as required by the BCA for Mildura.
- Highly effective thermal mass materials such as concrete and brick should be used to provide an insulation layer for the floor and walls, whereas low thermal mass materials such as timber should be used sparingly.

U2

CBD Living

U2.4 Energy Efficiency

Mildura's local climate provides optimum sunlight hours for solar power. Solar installations not only promote the sustainability objectives of the CBD Plan, but offer real benefits to property owners and tenants, reducing energy demands and associated electricity costs.

- The installation of solar panels is recommended for new development, to reduce and/or offset a portion of the total energy load. Solar panels must be appropriately located on rooftops, to avoid overshadowing or glare to neighbouring properties.
- The use of solar for the following domestic applications is recommended:
 - Hot water systems;
 - Air conditions systems;
 - Mechanical ventilations units; and
 - Lighting.
- The use of 'Smart' meters to automate and reduce energy loads during non-peak periods, are highly recommended.
- Energy efficient fixtures should be installed within new residences.
- Wherever possible, energy efficient hot water systems should be installed in all new residential developments. For optimum performance, the system should face north, or within 45° of north, for maximum efficiency.
- For maximum efficiency, ensure that all solar collectors installed on rooftops or within the property are not shaded by trees or nearby buildings, particularly during the winter months, when the sun angle is lower.
- New buildings should aim to achieve a Nationwide House Energy Rating Scheme (NATHERS) star rating of at least 7/10 to reduce occupants reliance on artificial heating and cooling

Solar Carpark

Solar shaded car parks, subject to their size, have the ability to cut energy demands for a development by 30% or more. The return on investment is now as little as 10 years.

- It is recommended that solar panels are used as shade structures for at-grade car parks.
- Direct or passive provision should be made for Electric vehicle Chargers in certain parking bays beneath the shade structures, utilising energy generated by the solar shade installations.



Solar powered energy efficient CBD living



Encourage solar powered carparking

U2

CBD Living

U2.5 Water Management

The design of new residential development should support principles for integrated water management, to maximise re-use of stormwater flows for landscaped areas and non-potable water demands.

- Water sensitive urban design should be adopted for the design of proposed civil and landscape works, such as:
- Wherever possible Stormwater flows should be directed to landscaped beds.
- The use of permeable hardscape surfaces;
- Working closely with Council's Assets team, assess opportunities to use greywater recycling systems, which promote maximum use of greywater for suitable purposes, such as irrigation, toilet flushing and other non-potable uses.



Greywater recycling for non-potable uses

U2.6 Adaptive re-use

Mildura's existing building stock comprises a range of historic and more contemporary style buildings, which creates a distinct character within areas of the CBD. Opportunities have been identified to re-purpose derelict and under-utilised areas of the CBD for different activities and niche industries and businesses, including temporary and permanent accommodation. These guidelines are intended to support the development.

- Wherever possible the re-use and re-purposing of the existing building stock or heritage buildings within the CBD is recommended. The design should be carefully considered in respect of its contribution to the broader urban context.
- For buildings with Heritage Significance, the guide for working with heritage sites, structures and spaces within Australia is the Burra Charter. The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance 1999.
- Ensure a suitable level of community consultation and engagement is undertaken for proposals relating to the adaptive reuse of heritage sites.
- The design of new contemporary building elements and artistic features should sensitively respond to the cultural and heritage importance of existing buildings, and the surrounding built and streetscape character.



Promote adaptive re-use of buildings throughout the CBD

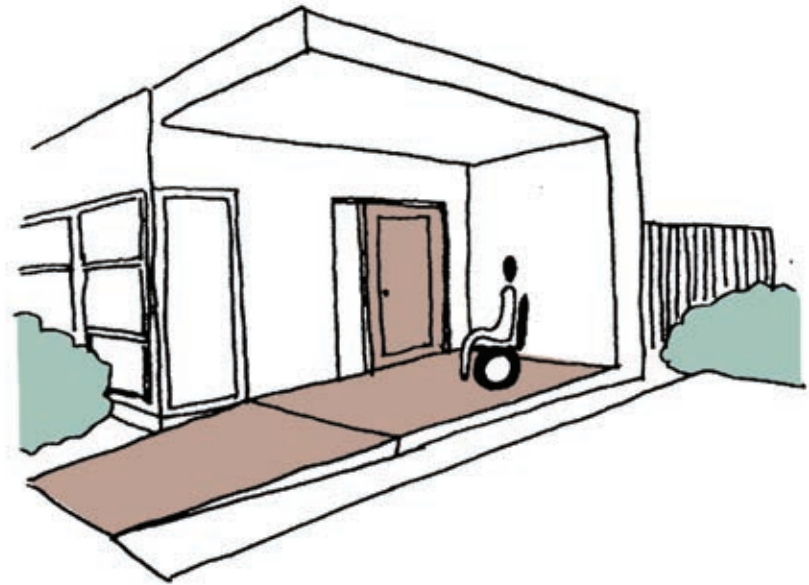
U2

CBD Living

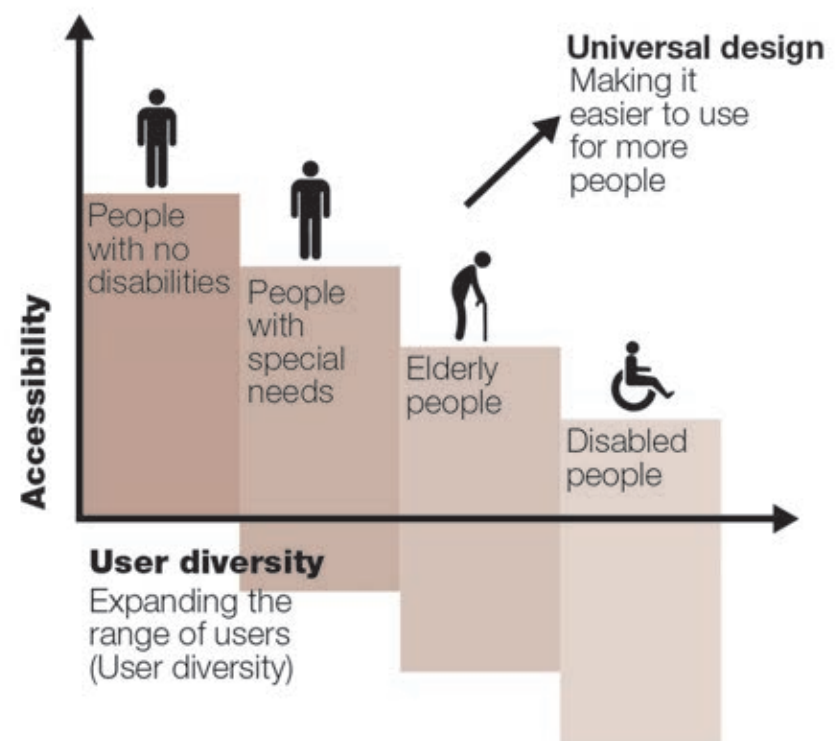
U2.7 Universal Design

Universal design refers to the practice of designing the built environment to be accessible for all people, irrespective of age, physical ability and other factors. As an overarching principle of this plan, it to further promote a CBD which is inclusive and responsive to the needs of the community.

- Ensure compliance with Australian Standards AS 4299-1995, Adaptable housing, which provides guidance for designing houses to accommodate varying physical abilities and promote ageing in place.
- Ensure the following components are considered when designing for universal access and adaptability;
- Accessible building entrances;
- Suitable internal circulation space;
- Height and levers/handles for windows and doors;
- Design of bathrooms and toilets and kitchens;
- Layout and circulation space for living spaces and bedrooms; and
- Interior finishes.
- Provide universally designed housing close to amenities, such as health and community facilities, public transport stops, retail shopping and employment opportunities.
- Adaptable housing should ensure easy access from both the street and parking spaces in all weather conditions. Entry pathways must use non-slip surfaces and be appropriately lit.
- Avoid stairs and use ramps for primary entrances, in accordance with AS 1428.1.



Provide universally designed housing with accessible building entrances, ramps and circulation spaces



Universal Design - a practical way to provide for all users

U2

CBD Living

U2.8 Amenity

As Mildura's CBD performs a multitude of functions, it is important that a suitable level of amenity maintained for residents living in the CBD. These guidelines are designed to ensure that housing established within existing and new retail and mixed use precincts, is not negatively affected by these activities.

- Ensure all new developments achieve high levels of internal amenity, including visual and acoustic privacy, natural sunlight and ventilation.
- The height and setback of new buildings must be responsive to surrounding development to limit overshadowing and overlooking of private open space. Planter boxes, screening and louvres are also recommended to obscure downward views.
- To promote outdoor liveability, consideration should be given to communal and private outdoor space in the form of rooftops, podiums, balconies and courtyards, which are well shaded and provide benefit in terms of the internal and external comfort of buildings.
- Double or triple glazed windows are recommended, in areas where noise generating uses are present or traffic volumes result in ambient noise levels in excess of the acceptable range outlined in the Environmental Protection (Residential Noise) Regulations 2018.



Ensure new developments achieve a high level of amenity

U2.9 Quality and Innovation

Housing design principles and practices have evolved significantly over the past 10 years. To showcase Mildura as an innovative city, the design of housing needs to push the envelope, challenge base standards and strive for quality outcomes which promotes a high standard of living and is environmentally responsive.

- Encourage well designed medium density housing in accordance with ResCode standards.
- Encourage developers to use qualified and experienced design professionals. Reinforce the message that good design can save costs by expediting approvals, as well as by providing potentially higher returns in capital investments.
- Engage with Sustainability Victoria and the Green Building Council of Australia to promote ESD techniques and targets for all aspects of construction and management of buildings and landscape.
- Encourage the development of affordable housing that contributes to and addresses social needs.
- Encourage and reward built form innovation in housing options that are affordable, sustainable, contribute to the street character and variability for housing choice. Such rewards could be in the form of recognition via a design award system introduced by Council or earned building height discretionary allowances.



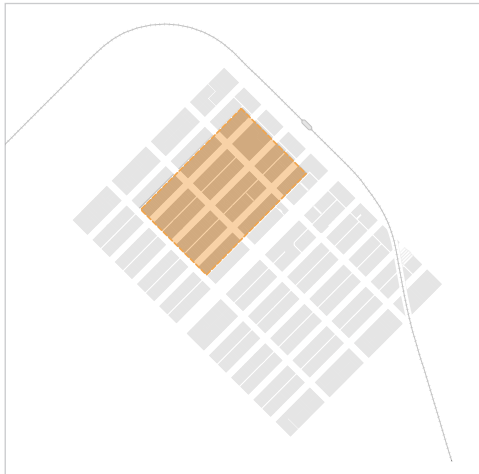
Encourage well designed medium density housing

P1

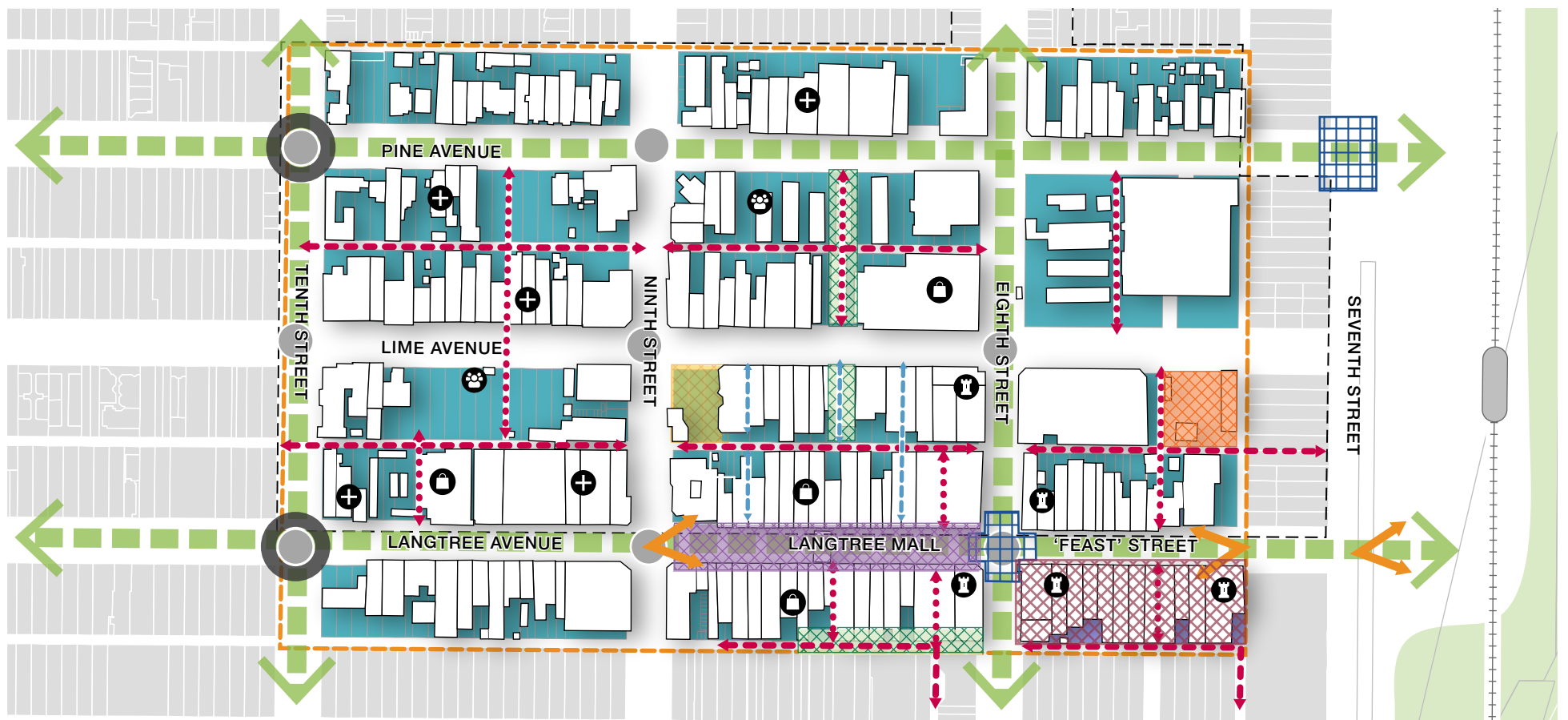
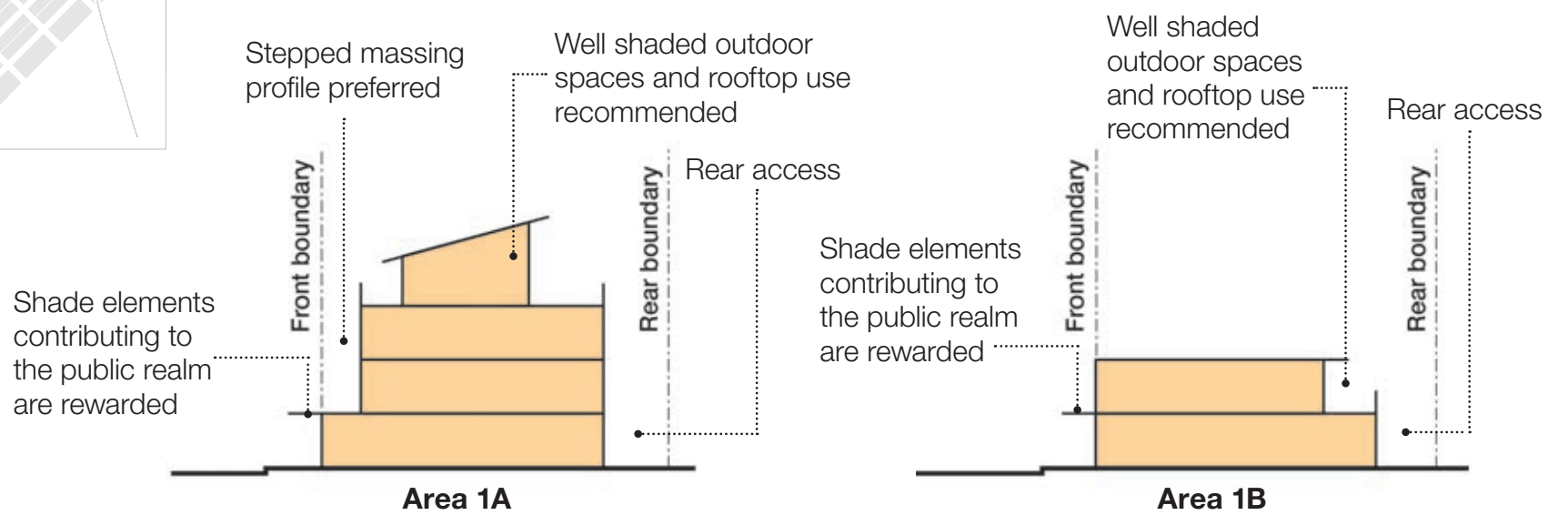
Precinct Guidelines: Retail Heart

Summary:

Known as the City Heart, this precinct covers the central retail area from behind Seventh Street to Tenth Street, and from Langtree Avenue to Pine Avenue. The intent for this precinct is to reinforce and enhance this area to become a destination offering a lively blend of retail shopping, entertainment, arts and culture and residential uses, with a strong connection to the Riverfront.



Key Plan



LEGEND

- | | | | |
|-------------------------------|---------------------|----------------------------------|---------------------------------------------|
| Retail heart precinct | Medical facility | Mixed use | Priority active transport route |
| Train line and station | Community space | Commercial office | Proposed mid-block connections |
| Public open space | Historic site | Priority intersection upgrades | Laneways for priority pedestrian connection |
| Built Form | Shopping | Public open space opportunity | |
| Core retail area (City Heart) | Existing roundabout | New bus interchange | |
| Langtree Mall | Views | Development opportunity | |
| Arcades | | Multi-storey carpark opportunity | |
| | | Unrealised development potential | |



Table 2: Precinct Guidelines: Retail Core

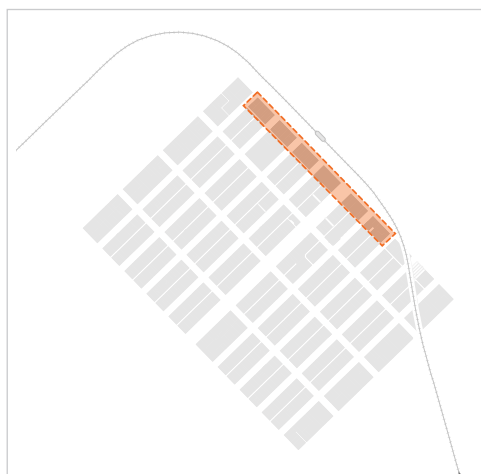
| # | SUB-HEADING | DESIGN GUIDELINES |
|------|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| P1.1 | Target uses | <p>Specialty Retail</p> <p>Food and beverage premises</p> <p>Mixed use development (ground floor retail, with office or residential uses above)</p> <p>Office premises and second floor conversions</p> <p>Temporary Accommodation</p> <p>Medium Density Residential</p> |
| P1.2 | Building Heights and Setbacks | <p>Building Height:</p> <p>Area 1A – 3 storeys (G+2)</p> <p>Area 1B – 2 storeys</p> <p>Building setbacks:</p> <p>Pine, Lime and Langtree Avenue: 0 metres</p> <p>Eighth, Ninth and Tenth Street: 0-3 metres *</p> <p>*with landscaped entries.</p> |
| P1.3 | Plot Ratio | <p>Maximum site cover: 80%</p> <p>Plot ratio bonuses: up to 0.6% on maximum floor-to-area ratio of 2.4. Plot ratio bonuses can be earned through:</p> <ul style="list-style-type: none"> • The creation of public arcades or through connections; • Contribution to the public realm (e.g vine covered pergolas); and • Sustainable / green design solutions. |
| P1.4 | Access and Parking | <ul style="list-style-type: none"> • Primary vehicular access via laneways for properties fronting onto Langtree Avenue and Lime Avenue. • Vehicle access points should be shared or consolidated wherever possible and located to minimise impacts on active street frontages. • Provision for carparking to be in accordance with the rates outlined in the future Active Transport and Parking Strategy. |
| P1.5 | Connectivity | <ul style="list-style-type: none"> • Improve the level of connectivity between the Retail Heart Precinct and Riverfront. • Establish further mid-block links to Langtree Mall and Feast Street, from key carparking areas and other surrounding destinations. • Improve the streetscape along Feast Street to include traffic calming and further crossings, promoting a high level of pedestrian and cycle accessibility. |
| P1.6 | Views and Amenity | <ul style="list-style-type: none"> • Protect the primary view corridor along Langtree Avenue towards the Riverfront. • Frame and protect long views towards built landmarks and heritage buildings, such as the T&G Tower. • Shopfront upgrades and contribution to the public realm, in terms of shading and cooling elements, and amenity is highly recommended and shall be rewarded through the 'Reward and Recognition' program. |
| P1.7 | Built and Landscape Character | <ul style="list-style-type: none"> • All new development and building works within the Retail Precinct to positively contribute to the activation and passive surveillance of the adjacent public realm. • Rooftop development for existing buildings and tenancies is encouraged within this precinct. • A stepped building profile is recommended to create a comfortable pedestrian scale at street level and allow for rooftop spaces and outdoor amenity. • Activate the rear parts of tenancies or subdivide buildings to provide further activities along Gallagher, Shillidays, Bowrings and Linton Lanes, and strengthen linkages to the central retail heart. The concept for these laneways should read as a connection sequent, presenting a strong level of visual connectivity, safety and outdoor comfort for users. • Planting – refer to general Place Design Guidelines. |

P2

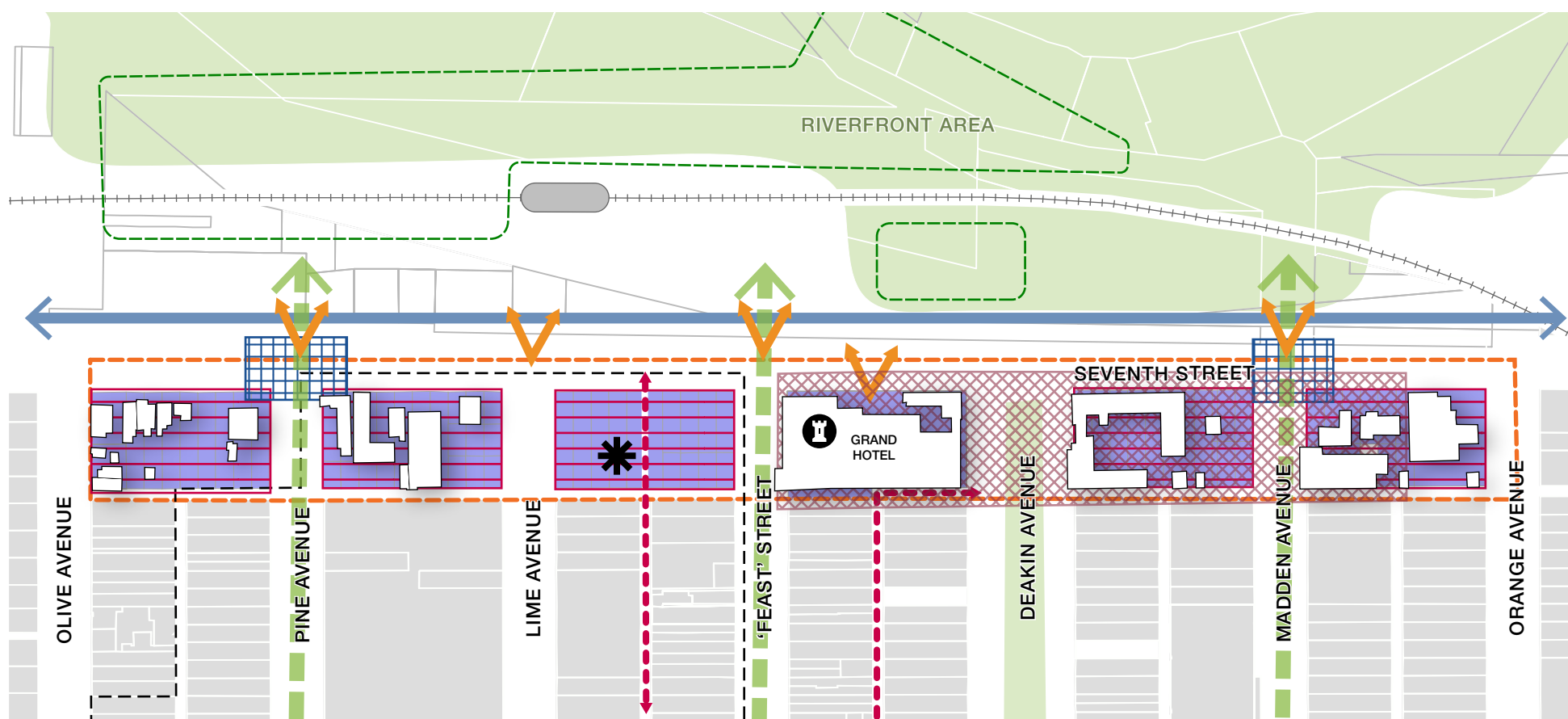
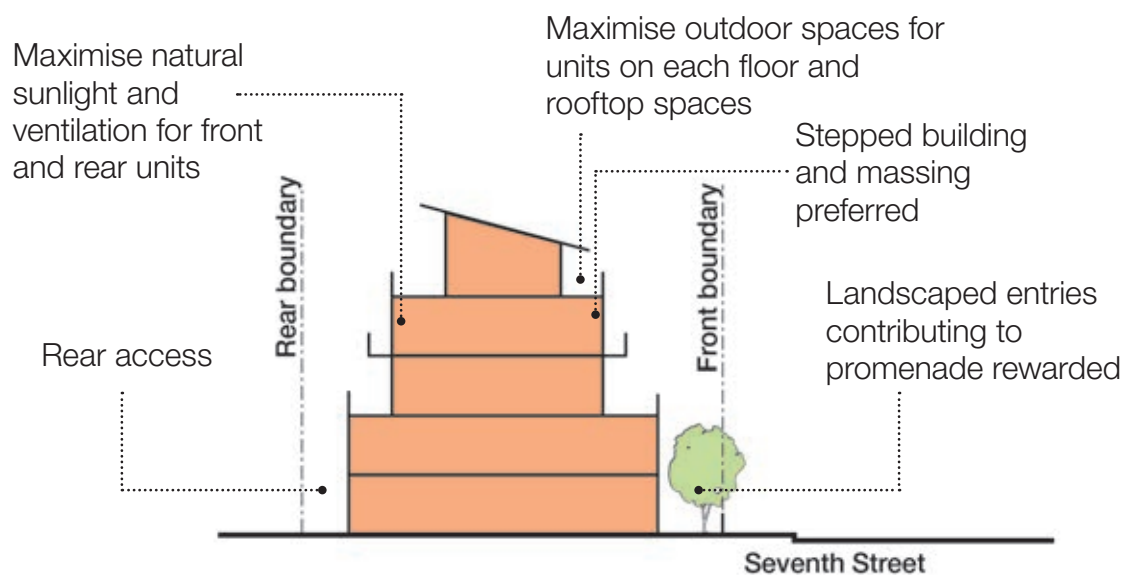
Precinct Guidelines: Seventh Street Promenade

Summary:

Seventh Street Promenade includes land fronting Seventh Street, from Olive Avenue south to Orange Avenue. At present this area offers some temporary accommodation, light industry and commercial uses, however is significantly underutilised. Capitalising on its location adjacent to the Riverfront, the intent is to transform this precinct to offer high quality accommodation and mixed use development, which creates a strong and striking interface with the Riverfront, and draws people back up into the CBD.



Key Plan



LEGEND

| | | | | | |
|--|-------------------------------|--|---------------|--|---------------------------------------------|
| | Riverfront promenade precinct | | Historic site | | Mixed use |
| | Train line and station | | Views | | Priority intersection upgrades |
| | Public open space | | | | Development opportunity |
| | Built Form | | | | Priority active transport route |
| | Core retail area (City Heart) | | | | Laneways for priority pedestrian connection |
| | Riverfront stage 2 area | | | | Unrealised development potential |
| | Riverfront boulevard | | | | |

Table 3: Precinct Guidelines: Seventh Street Promenade

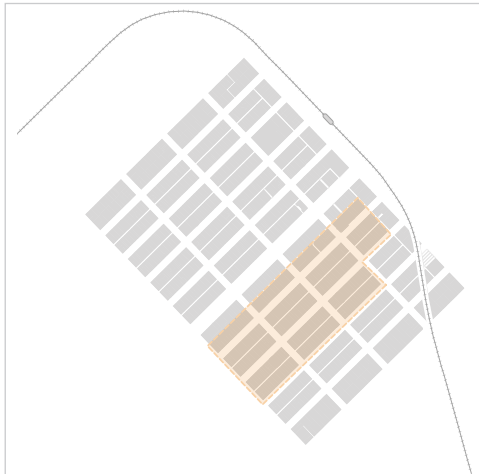
| # | SUB-HEADING | DESIGN GUIDELINES |
|------|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| P2.1 | Target uses | Mixed Use Development (Ground floor with residential uses above) Temporary Accommodation Medium Density Residential Office premises |
| P2.2 | Building Heights and Setbacks | Building Height: 4 storeys (G+3) Building setbacks: Langtree Avenue (inc. Feast Street): 0 metres All other street frontages: 3 metres |
| P2.3 | Plot Ratio | Maximum site cover: 90% Plot ratio bonuses: up to 0.70% on maximum floor-to-area ratio of 3.6. Plot ratio bonuses can be earned through: <ul style="list-style-type: none"> • Contribution to the public realm – e.g landscaped entries, vine covered pergolas; • Universal design; and • Sustainable / green design solutions. |
| P2.4 | Access and Parking | <ul style="list-style-type: none"> • Primary pedestrian and cycle access shall be from Seventh Street. • Establish safe crossing points along Seventh Street, to promote efficient and safe movements between the CBD and Riverfront. • Utilise existing north-south laneways to provide suitable property access for land fronting onto Seventh Street. • Parking and vehicle access points should be avoided along Seventh Street. Vehicle access and egress points must be from the existing laneways or east-west streets, including Pine Avenue, Lime Avenue, Madden Avenue and Orange Avenue. • Provision for carparking to be in accordance with the rates outlined in the future Active Transport and Parking Strategy. |
| P2.5 | Connectivity | <ul style="list-style-type: none"> • Promote strong linkages between the new pedestrian promenade within the Riverfront Stage 2 area and development within this precinct on the western side of Seventh Street. |
| P2.6 | Views and Amenity | <ul style="list-style-type: none"> • Capitalise on views towards the Murray River and Riverfront area, to the east. • Create a strong and striking interface between the Riverfront and Retail Heart precinct. |
| P2.7 | Built and Landscape Character | <ul style="list-style-type: none"> • The form and massing of buildings should maximise view opportunities of the Riverfront area but also create shade and comfort along the Seventh Street promenade. • Podium levels with suitable shade structures and elements to create comfortable spaces and promote outdoor liveability for temporary and permanent residents are highly encouraged. • Establish a high quality mixed use development at the corner of Langtree Avenue and Seventh Street, to create an iconic landmark and bookend to Langtree Avenue. The development should add to the vibrancy and quality of Feast Street, as a dining and entertainment area and create a strong interface with the Riverfront area. • Planting – refer to general Place Design Guidelines. |
| P2.8 | Other | N/A |

P3

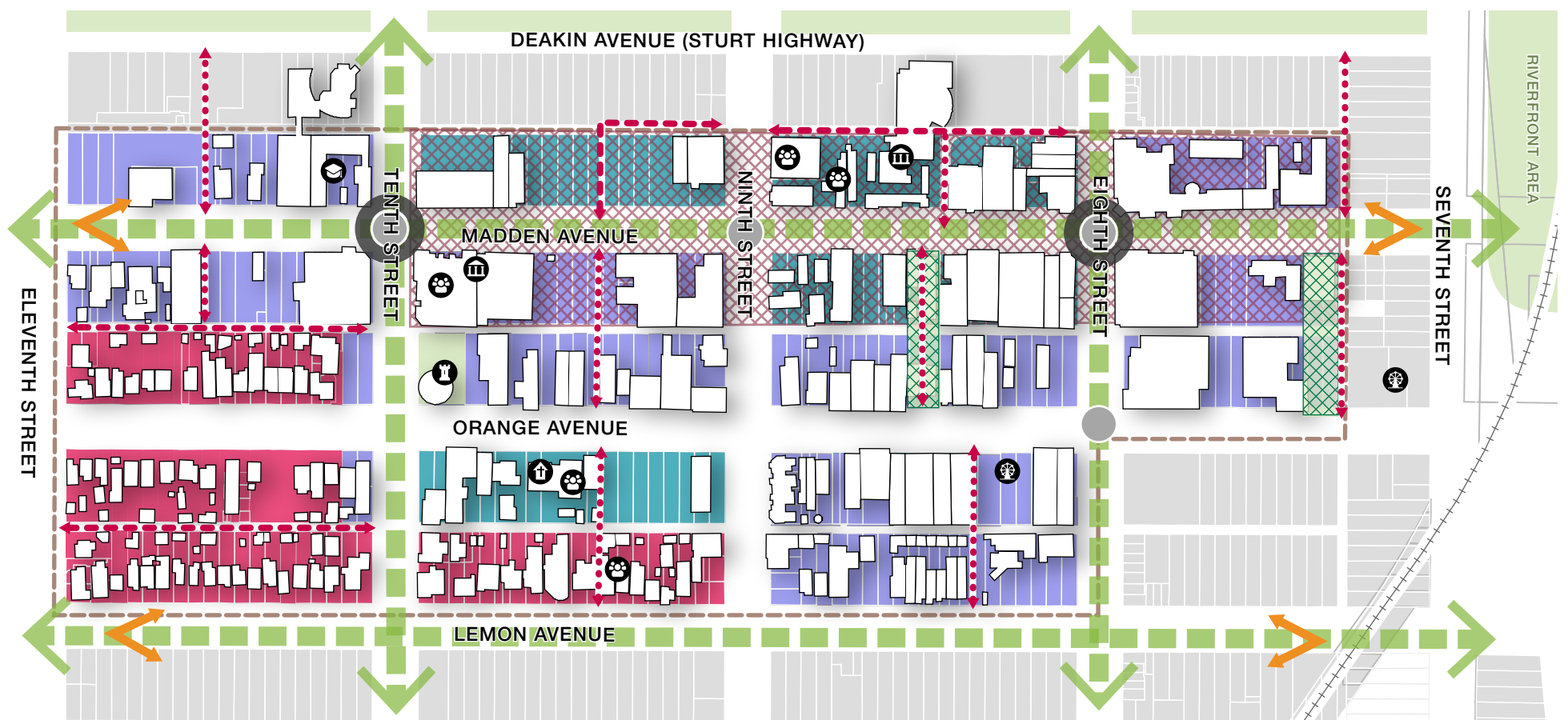
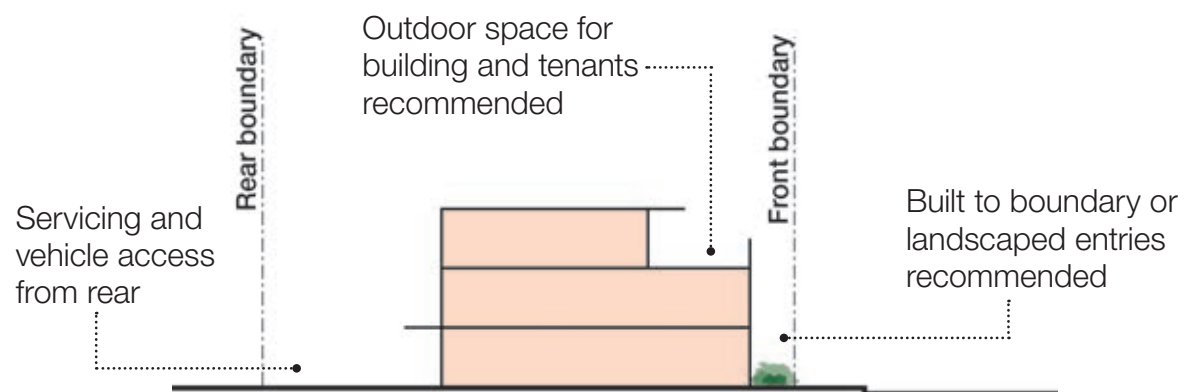
Precinct Guidelines: Mixed use and Commercial

Summary:

Comprising a significant portion of the CBD, south of Deakin Avenue between Deakin Avenue and Lemon Avenue, and the Seventh Avenue interface area and Eleventh Street to the west. This precinct comprises a mixture of light industry, commercial and government offices, with some residential development on the western periphery. The intent is to strengthen and diversify this precinct as an employment centre, and promote alternative CBD living opportunities.



Key Plan



LEGEND

Mixed use and commercial Precinct

Train line and station

Public open space

Built Form

Views

Existing roundabout

Education facility

Civic building

Religious facility

Community space

Historic site

Residential - medium density

Mixed use

Commercial office

Public open space opportunity

Unrealised development potential

Proposed mid-block connections

Laneways for priority pedestrian connection

Priority active transport route

Roundabout upgrades

Table 4: Precinct Guidelines: Mixed use and Commercial

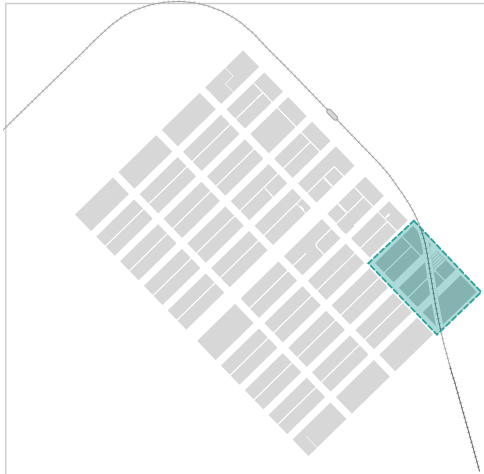
| # | SUB-HEADING | DESIGN GUIDELINES |
|------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| P3.1 | Target uses | <p>Mixed Use development (Ground floor offices with residential uses above)</p> <p>Office premises</p> <p>Educational institutions</p> <p>Child Care centres</p> <p>Food and Beverage Premises</p> <p>Temporary Accommodation</p> <p>Medium Density Residential</p> |
| P3.2 | Building Heights and Setbacks | <p>Building Height: 3 storeys (G+2)</p> <p>Building setbacks:</p> <p>Seventh Street and Eighth Street: 0-3 metres *</p> <p>Madden Avenue, Orange Avenue: 0-3 metres *</p> <p>All other street frontages: 3 metres</p> <p>Rail corridor: 8 metres</p> <p>*with landscaped entries.</p> |
| P3.3 | Plot Ratio | <p>Maximum site cover: 80%</p> <p>Plot ratio bonuses: up to 0.6% on maximum floor-to-area ratio of 2.4. Plot ratio bonuses can be earned through:</p> <ul style="list-style-type: none"> • Creation of public through connections and linear open space contributions; • At least 50% of the housing stock to be designed to universal housing standard; • Affordable housing - provision of 10% of total building stock; • Contribution to the public realm e.g landscaped entries; and • Sustainable / green design solutions. |
| P3.4 | Access and Parking | <ul style="list-style-type: none"> • Primary vehicular access via laneways for properties fronting onto Langtree Avenue and Lime Avenue. • Vehicle access points should be shared or consolidated wherever possible and located to minimise impacts on active street frontages. • Provision for carparking to be in accordance with the rates outlined in the future Active Transport and Parking Strategy. • On street parking permitted for tenancies of less than 150 m², except uses which generate a high vehicle turnover (e.g Café) |
| P3.5 | Connectivity | <ul style="list-style-type: none"> • Promote strong through block connections through arcades or walkways. The creation of linear parks to facilitate mid-block movements to the Retail Heart and other key destinations north are recommended. • On street connectivity should be enhanced through priority crossings and intersection upgrades. • Contribute to public open space are also highly encouraged within this precinct, to earn plot ratio bonuses. |
| P3.6 | Views and Amenity | <ul style="list-style-type: none"> • Enhance views along the primary streetscapes, particularly the Active Transport Routes along Madden Avenue and Lemon Avenue. • All new development should enhance the amenity of the local streetscape and provide semi-public and public space, through the creative use of structures, planting and built form design. • Podium levels with suitable shade structures and elements to create comfortable spaces and promote outdoor liveability for temporary and permanent residents are highly encouraged. |
| P3.7 | Built and Landscape Character | <ul style="list-style-type: none"> • A modular, campus-style building form is preferred in this precinct, over a single solid form, to promote permeability and to optimise climatic conditions for the building itself and exterior open spaces. • Podium levels to create comfortable spaces for temporary and permanent residents, is highly encouraged with suitable shaded structures and elements. • Planting – refer to general Place Design Guidelines. |

P4

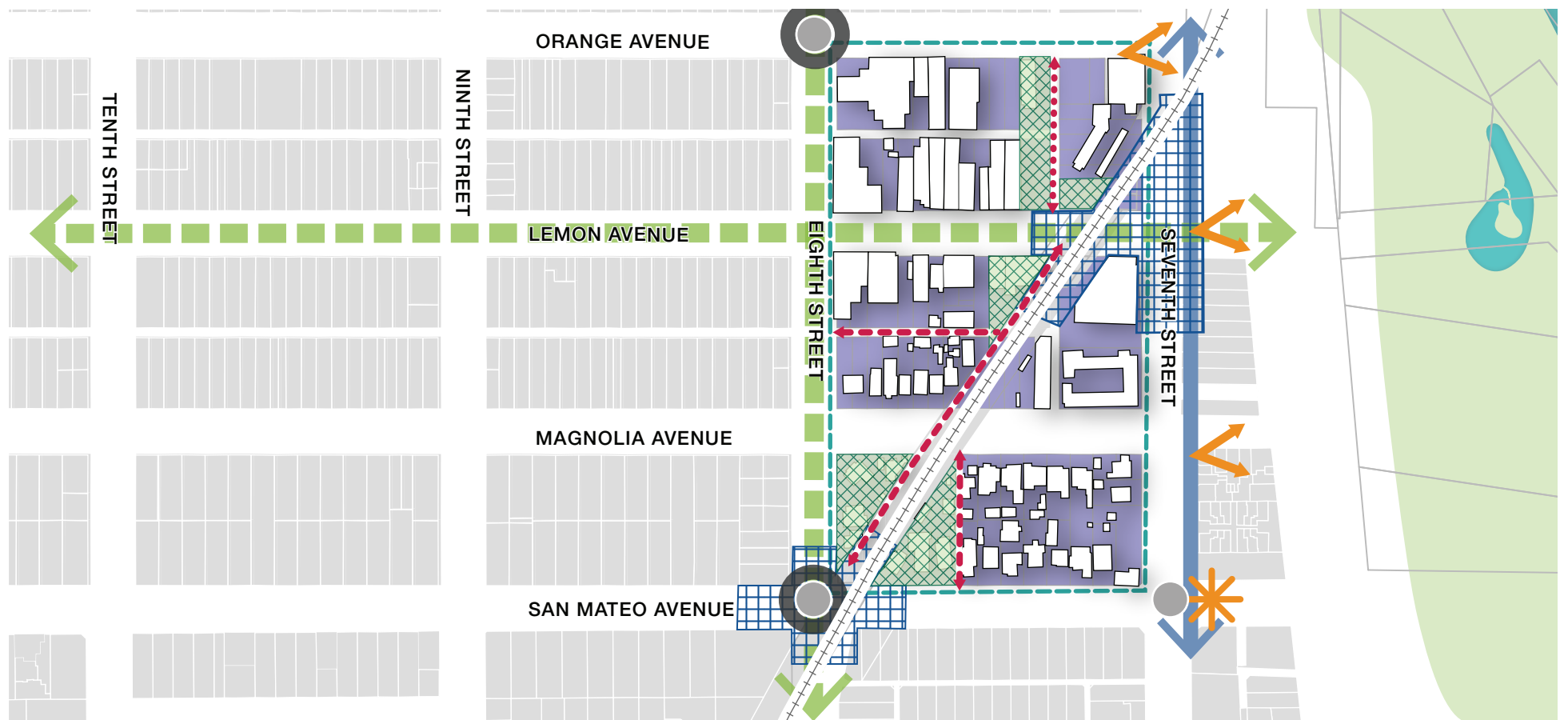
Precinct Guidelines: Creative Industries

Summary:

The Creative Industries precinct encompasses the land from San Mateo Avenue north to Orange Avenue, between Seventh and Eighth Street. This area currently consists of a range of entertainment uses, along with light industry workshops and warehouses, commercial offices and residential dwellings. The intent for this precinct, is to capitalise on an underutilised area to create a dynamic industry precinct for niche activities, centred around Mildura's key industries – solar, agriculture, viticulture, arts and creative works.



Key Plan



LEGEND

| | | | | | |
|--|------------------------------|--|---------------------------------------------|--|---------------------|
| | Creative industries precinct | | Mixed use | | Roundabout upgrades |
| | Train line and station | | Priority intersection upgrades | | Arrival statement |
| | Public open space | | Public open space opportunity | | |
| | Built Form | | Priority active transport route | | |
| | Views | | Proposed mid-block connections | | |
| | Existing roundabout | | Laneways for priority pedestrian connection | | |
| | Riverfront boulevard | | | | |

Table 5: Precinct Guidelines: Creative industries

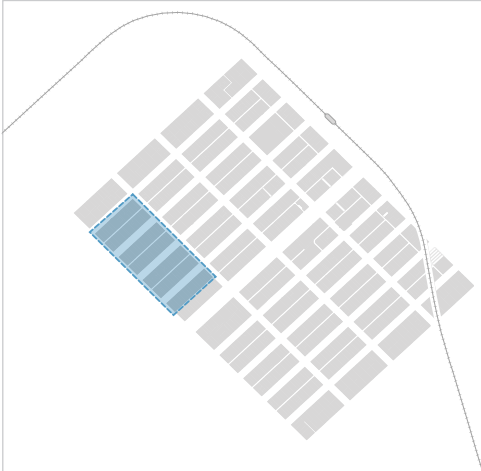
| # | SUB-HEADING | DESIGN GUIDELINES |
|------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| P4.1 | Target uses | <p>Workshops</p> <p>Art Gallery / Exhibition spaces</p> <p>Co-sharing office spaces</p> <p>Office premises (particularly technology and key industry sectors – Agri-tech, Agriculture, Viticulture, Solar Energy etc)</p> <p>Food and beverage premises</p> |
| P4.2 | Building Heights and Setbacks | <p>Building Height: 3 storeys (G+2)</p> <p>Building setbacks:</p> <p>Primary frontage: 0-3 metres*</p> <p>All other street frontages: 3 metres*</p> <p>*with landscaped entry</p> |
| P4.3 | Plot Ratio | <p>Maximum site cover: 60%</p> <p>Plot ratio bonuses: up to 0.2% on maximum floor-to-area ratio of 1.8. Plot ratio bonuses can be earned through:</p> <ul style="list-style-type: none"> • Creation of public through connections and linear open space; • Contribution to the public realm; and • Sustainable / green design solutions. |
| P4.4 | Access and Parking | <ul style="list-style-type: none"> • Consolidate vehicle parking needs for the precinct on site, allowing for shared access and use by business owners and tenants within the precinct. • Provide for a bus stop as part of the shared parking area, to enable a future connection to the Retail Heart and promote public transport use. • Vehicle access should be via Lemon or Orange Avenue, or other internal laneways. • Provision for carparking to be in accordance with the rates outlined in the future Active Transport and Parking Strategy. |
| P4.5 | Connectivity | <ul style="list-style-type: none"> • Working with VicTrack, upgrade intersections and consider active crossing points or removal of the level crossing, to enable safe cross corridor connectivity and movements towards the Riverfront. • The overall master plan for the precinct is to provide for mid-block movements, north to the Retail Heart and Mixed Use and Commercial Precinct, and east to the Riverfront area. |
| P4.6 | Views and Amenity | <ul style="list-style-type: none"> • Capitalise on views towards the Murray River and Riverfront area, to the east. • All new development should enhance the amenity of the local streetscape and provide semi-public and public space, through the creative use of structures, planting and built form design. |
| P4.7 | Built and Landscape Character | <ul style="list-style-type: none"> • A modular, campus-style building form is preferred in this precinct, over a single solid form, to promote permeability and to optimise climatic conditions for the building itself and exterior open spaces. • A well shaded, centrally located plaza space, providing a shared zone for outdoor dining and pedestrian movements around the precinct. • Planting – refer to general Place Design Guidelines. |
| P4.8 | Other | <ul style="list-style-type: none"> • Work with Mildura Arts Centre and local artists, to develop a strong integrated art concept for this precinct, showcasing its intent for Creative industries and emerging niche-businesses. |

P5

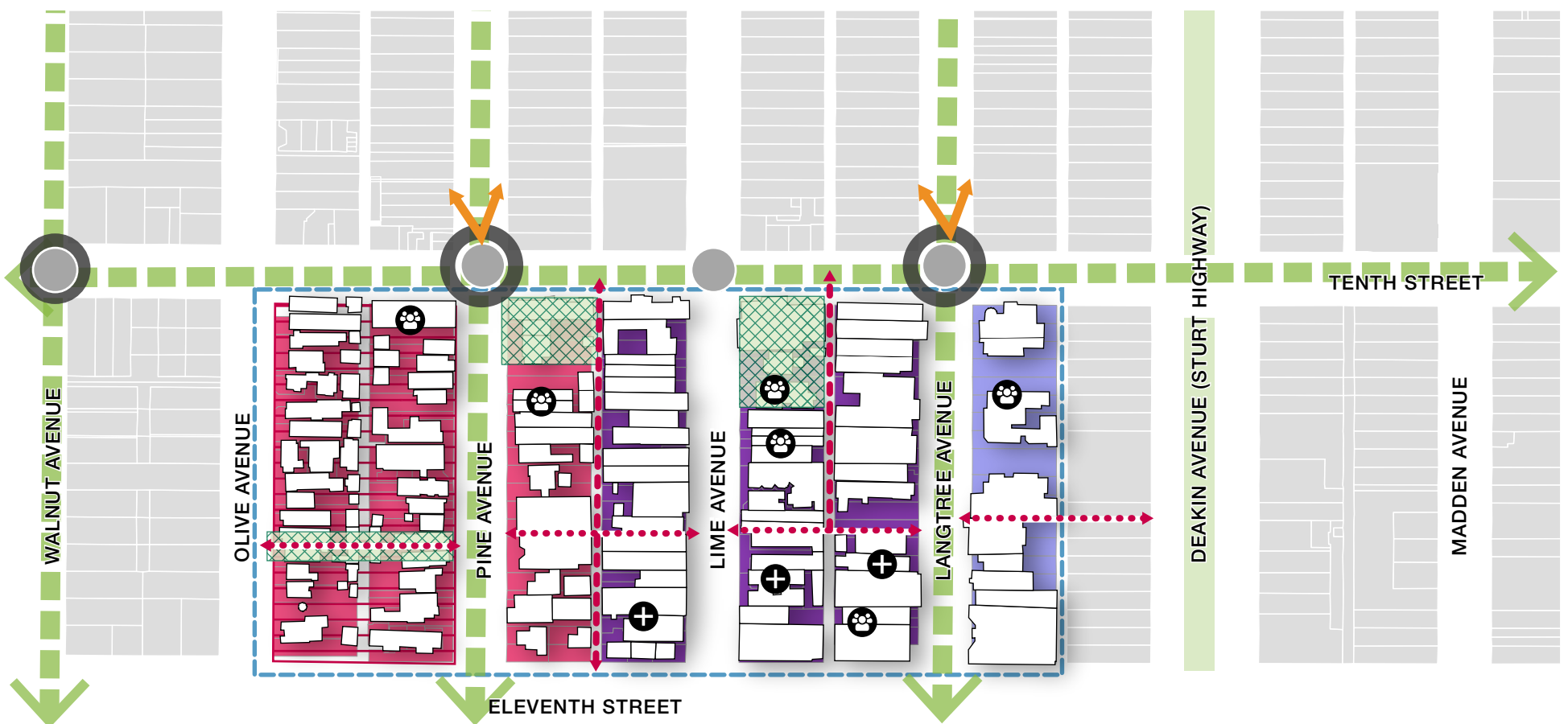
Precinct Guidelines: Health and Wellbeing

Summary:

The Health and Wellbeing Precinct includes land on the southern edge of the CBD, north of Deakin Avenue and extending to Olive Avenue, between Tenth and Eleventh Street. A number of medical premises are present within this area already, and the intent is to strengthen this service cluster, providing for a range of related activities and diverse, age-friendly housing options.



Key Plan



LEGEND

| | | | | | |
|--|-------------------------------|--|-------------------------------|--|---------------------------------|
| | Health and wellbeing precinct | | Public use - health | | Roundabout upgrades |
| | Public open space | | Mixed use | | Priority active transport route |
| | Built Form | | Residential - medium density | | |
| | Views | | Development opportunity | | |
| | Existing roundabout | | Public open space opportunity | | |
| | Community space | | | | |
| | Medical facility | | | | |

Table 6: Precinct Guidelines: Health and Wellbeing

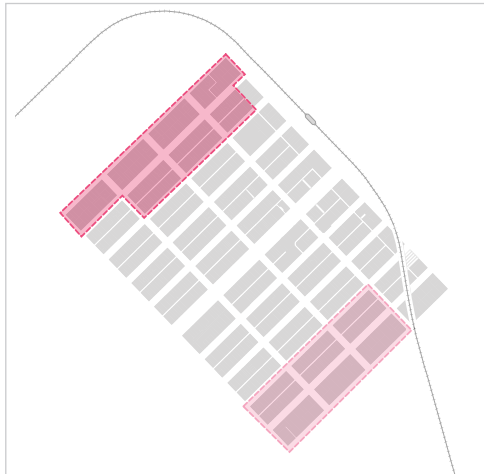
| # | SUB-HEADING | DESIGN GUIDELINES |
|------|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| P5.1 | Target uses | Aged Care / Assisted Living Facilities Retirement Housing Medical centres Alternative therapy centres Medical research institutions Gyms and fitness centres / wellbeing centres |
| P5.2 | Building Heights and Setbacks | Building Height: Area 5A: 3 storeys (G+2) Area 5B: 4 storeys (G+3) Building setbacks: Langtree Avenue and Lime Avenue: 0-3 metres * Eleventh Street: 5 metres All other street frontages: 0-3 metres * *with landscaped entries. |
| P5.3 | Plot Ratio | Maximum site cover: 80% Plot ratio bonuses: up to 0.6% on maximum floor-to-area ratio of 3.2. Plot ratio bonuses can be earned through: <ul style="list-style-type: none">• Creation of public through connections and linear open space contributions;• Contribution to the public realm;• At least 50% of the housing stock to be designed to universal housing standard;• Affordable housing; and• Sustainable / green design solutions. |
| P5.4 | Access and Parking | <ul style="list-style-type: none">• Primary vehicle access and parking generally encouraged from laneways.• Provision for carparking to be in accordance with the rates outlined in the future Active Transport and Parking Strategy.• On site parking required only for development in excess of 200 m2 or uses generating a high vehicle turnover. |
| P5.5 | Connectivity | <ul style="list-style-type: none">• Promote strong through block connections through arcades or walkways. The creation of linear parks to facilitate mid-block movements to the Retail Heart and other key destinations north are recommended.• Provide mid-block connections to Priority Active Transport routes along Pine Avenue and Langtree Avenue.• Provide enhanced mid-block connections between the residential areas and medical / wellbeing premises within this precinct. |
| P5.6 | Views and Amenity | <ul style="list-style-type: none">• Enhance views along the primary streetscapes, particularly the Active Transport Routes along Pine Avenue and Langtree Avenue.• All new development should enhance the amenity of the streetscape and semi-public and public space, creating shade and amenity through the creative use of elements and built form design. |
| P5.7 | Built and Landscape Character | <ul style="list-style-type: none">• A modular, campus-style building form is preferred in this precinct, over a single solid form, to promote permeability and to optimise climatic conditions for the building itself and exterior open space areas.• Podium levels with suitable shade structures and elements to create comfortable spaces and promote outdoor liveability for temporary and permanent residents are highly encouraged.• Planting – refer to general Place Design Guidelines. |
| P5.8 | Other | <ul style="list-style-type: none">• The design of new development and improved streetscapes must ensure pathways, new spaces, dwelling units and common areas are designed to universal design standards, to promote suitable access for all. |

P6

Precinct Guidelines: CBD Living

Summary:

The CBD Living West and East Precinct is located on the periphery of the CBD, and provides for various low density housing options. The intent is to allow for some further medium density housing along the southern edge of this precinct, to support highly accessible housing, in proximity of the Retail Heart, medical facilities and areas of employment.



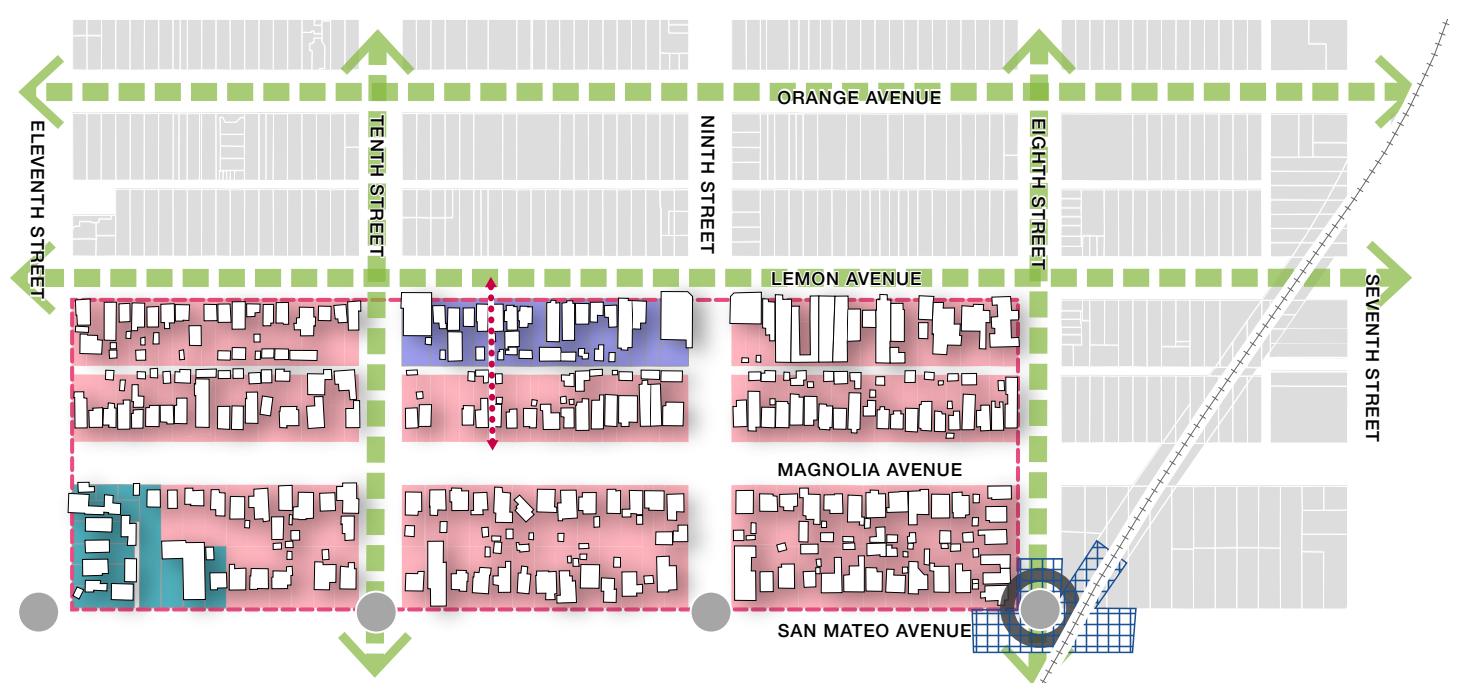
Key Plan

LEGEND

- CBD Living precinct
- Public open space
- Core retail area (City Heart)
- Built Form
- < Views
- Existing roundabout
- ↑ Religious facility
- Residential - low density
- Residential - medium density
- Mixed use
- Commercial office
- Priority intersection upgrades
- Roundabout upgrades
- Priority active transport route
- Riverfront boulevard
- Proposed mid-block connections



0 60 120m



0 60 120m

Table 7: Precinct Guidelines: CBD Living

| # | SUB-HEADING | DESIGN GUIDELINES |
|------|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| P6.1 | Target uses | Single Detached Dwellings Apartment Complex Villas Townhouses / Duplexes |
| P6.2 | Building Heights and Setbacks | Building Height: Area 6A: 2 storeys (G+1) Area 6B: 3 storeys (G+2) Area 7A: 2 storeys (G+1) Area 7B: 3 storeys (G+2) Building setbacks: Primary frontage: min. 3-5 metres Side boundaries: min. 3 metres Rear setback: min. 5 metres |
| P6.3 | Plot Ratio | Maximum site cover: 50% Plot ratio bonuses: up to 0.1% on maximum floor-to-area ratio of 1.5. Plot ratio bonuses can be earned through: <ul style="list-style-type: none">• Contribution to the public realm and public open space;• Affordable housing; and• Sustainable / green design solutions. |
| P6.4 | Access and Parking | <ul style="list-style-type: none">• Refer to CBD Living Guidelines. |
| P6.5 | Connectivity | <ul style="list-style-type: none">• Refer to CBD Living Guidelines. |
| P6.6 | Views and Amenity | <ul style="list-style-type: none">• Refer to CBD Living Guidelines. |
| P6.7 | Built and Landscape Character | <ul style="list-style-type: none">• Refer to CBD Living Guidelines. |
| P6.8 | Other | <ul style="list-style-type: none">• Refer to CBD Living Guidelines. |

8 Acknowledgements

MRCC and GHD would like to acknowledge a number of individuals and organisations who have contributed to the development of this CBD Plan, in particular those who attended and participated in stakeholder and community consultation sessions, and online via Social Pinpoint.

Although it is not possible to list all individuals separately, your contributions to shaping the future of Mildura's CBD is greatly appreciated.

The contributions of the following groups are in particular acknowledged:

- Mildura Rural City Councillors
- Internal Departments of Mildura Rural City Council
- Mildura Regional Development
- First People of the Millewa-Mallee Aboriginal Corporation
- Victorian Aboriginal Heritage Council
- Mildura City Heart
- Greening Mildura
- Mallee District Aboriginal Services (MDAS)
- Victorian Police
- CDC Victoria (Bus operators) and Buslink
- Members of industry groups
- Members of the general community and community group representatives

Appendix A

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| N/A | Rear servicing access to minimise impacts on streetscape amenity and safety | GHD | 96 |
| N/A | Promote subdivisions that include private arcades, adding to mid-block permeability | GHD (Adapted from "Central Melbourne Design Guide") | 97 |
| N/A | Awnings and pergolas during summer which provide shade to key pedestrian routes | GHD | 97 |
| N/A | Promote engaging street interfaces that minimise clutter | GHD | 98 |
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| N/A | Employ passive watering to enhance outcomes for tree planting | GHD | 99 |
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| N/A | Apply consistent surface treatments | GHD | 102 |
| N/A | Ensure adequate clearance between roads, footpaths and street furniture | GHD | 103 |
| N/A | Provide a range of decorative lighting features | GHD | 104 |
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| N/A | Consider suitable site/building access according to context | GHD (Adapted from "Central Melbourne Design Guide") | 109 |
| N/A | Optimise passive solar gain and design climate responsive buildings | GHD (Adapted from "Central Melbourne Design Guide") | 110 |
| N/A | Provide a modular or campus building composition where appropriate | GHD (Adapted from "Central Melbourne Design Guide") | 110 |
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| N/A | Position balconies and windows away from surrounding residential properties and promote views towards the public realm | GHD | 112 |
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Image List

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| 5 | Consultation and project reports on display | GHD | GHD | Page 4 |
| 6 | Presenting on the draft vision | GHD | GHD | Page 4 |
| 7 | Working together to refine our collective vision and directions for the CBD Plan | GHD | GHD | Page 4 |
| 8 | Aerial view over Mildura and the surrounding region | GHD | GHD | Page 5 |
| 9 | View over the broader Mildura area | GHD | GHD | Page 9 |
| 10 | View along Eighth Street | GHD | GHD | Page 9 |
| 11 | Langtree Mall | GHD | GHD | Page 11 |
| 12 | Feast Street | GHD | GHD | Page 11 |
| 13 | Council offices | GHD | GHD | Page 11 |
| 14 | Historic rotunda | GHD | GHD | Page 11 |
| 15 | Deakin Avenue | GHD | GHD | Page 11 |
| 16 | Seventh Street | GHD | GHD | Page 11 |
| 17 | Water tank park | GHD | GHD | Page 11 |
| 18 | Riverfront Markets | GHD | GHD | Page 11 |
| 19 | The 'Art Vault' | GHD | GHD | Page 11 |
| 20 | Community service | GHD | GHD | Page 11 |
| 21 | Feast Street | GHD | GHD | Page 11 |
| 22 | Shade in the mall | GHD | GHD | Page 11 |
| N/A | Cultural heritage | GHD | GHD | Page 12 |
| N/A | Riverfront setting | GHD | GHD | Page 12 |
| N/A | Arts and creative thinking | GHD | GHD | Page 12 |
| N/A | Local produce | Flickr: 25597558714 | Mallee Farmscapes | Page 12 |
| N/A | Infrastructure and service offering | GHD | GHD | Page 12 |
| N/A | Leader in innovation | Sunraysia Daily | Sunraysia Daily | Page 12 |
| N/A | Governance arrangements | GHD | GHD | Page 13 |
| N/A | Retail mix | GHD | GHD | Page 13 |
| N/A | Developable land stock | GHD | GHD | Page 13 |
| N/A | Mobility | GHD | GHD | Page 13 |
| N/A | Useable and comfortable public open space | GHD | GHD | Page 13 |
| N/A | Housing diversity | GHD | GHD | Page 13 |
| 23 | Vision page image | GHD | GHD | Page 16-17 |
| 24 | A resilient regional centre | Unsplash - #783083 | Brad Stallcup | Page 19 |
| 25 | Places to roam and have unique experiences | Unsplash - #642499 | Kyle Nieber | Page 19 |
| 26 | Collaborative partnerships | Pxhere - #213281 | No attribution. | Page 19 |
| 27 | Comfortable, climatic responsive settings (Noosa Junction Station, 2015) | http://www.barkdesign.com.au/public/noosa-junction-station/ | GHD | Page 19 |
| 28 | Be at the forefront of innovation | Unsplash - #609875 | Brooke Cagle | Page 19 |
| 29 | Celebrate the local home grown produce | Unsplash - #419077 | Elle Hughes | Page 19 |
| 30 | A distinct and dynamic Activity hub | GHD | Katie Williams | Page 21 |
| 31 | A compact and Connected CBD | https://unsplash.com/photos/KEhNcoCldbk | Zachary Staines | Page 21 |
| 32 | An inclusive and people focused CBD | https://unsplash.com/photos/BVLVJ6YErSc | Dane Deaner | Page 21 |
| 33 | A resilient and sustainable CBD | GHD | Katie Williams | Page 21 |
| 34 | A smart and collaborative CBD | GHD | GHD | Page 21 |
| 35 | An expressive and memorable CBD | GHD | GHD | Page 21 |

| # | IMAGE TITLE | SOURCE | CREDIT/ATTRIBUTION | PAGE # |
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| 36 | Retail Heart Precinct - overlooking Langtree Mall | GHD | GHD | Page 24 |
| 37 | Riverfront Promenade Precinct - along Seventh Street | GHD | GHD | Page 24 |
| 38 | Health and wellbeing precinct | GHD | GHD | Page 24 |
| 39 | Central CBD - desired character | GHD | GHD | Page 26 |
| 40 | CBD Frindge Street Character | GHD | GHD | Page 26 |
| 41 | Destination Laneways | GHD | GHD | Page 26 |
| N/A | To make the CBD more comfortable install drinking fountains | Unsplash - #500081 | Vita Marija Maurenaite | Page 32 |
| N/A | Refresh the active transport and parking plan | http://architectus.co.nz/en/projects/hastings-street-streetscape | No attribution. | Page 32 |
| N/A | Refresh the active transport and parking plan | GHD | GHD | Page 32 |
| N/A | Integrate the existing heritage train with all new arts and cultural facilities | Pixabay - 778406 | No attribution. | Page 32 |
| N/A | Integrate the existing heritage train with all new arts and cultural facilities | Pexels - #1116984 | Creative Commons no attribution required | Page 32 |
| N/A | "Green Design" rewards and recognition program - showcase exemplary climate responsive design" | GHD | GHD | Page 32 |
| N/A | Establish an implementation action group | Unsplash - #678685 | Shridhar Gupta | Page 32 |
| N/A | Host regular industry talks | GHD | GHD | Page 32 |
| N/A | Host regular industry talks | GHD | GHD | Page 32 |
| N/A | Langtree Avenue Placemaking Project | GHD | GHD | Page 33 |
| N/A | Feast Street Upgrade | GHD | GHD | Page 33 |
| N/A | Active CBD intersection upgrade | https://unsplash.com/photos/nphovVuT9OE | Flo Karr | Page 33 |
| N/A | Linear Parkway concept | GHD | Carmen Du | Page 33 |
| N/A | Eco home pilot project | https://architectureau.com/articles/nsw-governments-1-billion-deal-for-affordable-housing/ | Steve Back | Page 33 |
| N/A | Creative industries precinct and interactive learning hub | GHD | GHD | Page 33 |
| N/A | Destination Laneways Project | GHD | Marty Rowland | Page 33 |
| 42 | Engage the community through flexible creative programs and retail opportunities | https://iheartbendigo.com.au/tag/visual-artists-bendigo/ | No attribution. | Page 36 |
| 43 | Support events to draw people to the CBD | GHD | GHD | Page 36 |
| 44 | Promote high quality design which contributes to the public realm | https://renewalsa.sa.gov.au/projects/bowden/bowden-hero-1580x800/ | Renewal SA, the Government of South Australia | Page 36 |
| 45 | Build on local arts/music scene | GHD | GHD | Page 37 |
| 46 | Activate outdoor space for various uses | pixabay.com | No attribution. | Page 37 |
| 47 | High quality climate responsive housing | https://architectureau.com/articles/whitmore-square-eco-house/ | Peter Bennets | Page 37 |
| 48 | Support pop-up retail in unused space | https://www.spacemarket.com.au/ | Elizabeth Looker | Page 37 |
| N/A | Promote well shaded seating areas, which contribute to streetscape amenity | GHD | GHD | Page 41 |
| N/A | Shared Zone | GHD | GHD | Page 41 |
| N/A | Wayfinding Zone | GHD | GHD | Page 41 |
| N/A | Places for people | GHD | GHD | Page 41 |
| N/A | Decorative lighting | GHD | GHD | Page 41 |
| N/A | Second floor activation | GHD | GHD | Page 41 |
| N/A | Wayfinding Lighting | GHD | GHD | Page 41 |
| N/A | Vertical Markers | GHD | GHD | Page 41 |
| 49 | Well integrated and comfortable bus interchange | GHD | GHD | Page 45 |

| # | IMAGE TITLE | SOURCE | CREDIT/ATTRIBUTION | PAGE # |
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| 50 | Create plaza spaces with well shaded areas and seating | GHD | GHD | Page 45 |
| 51 | Dynamic traffic calming solution, combining high quality public realm and a shared zone for all transport modes | GHD | GHD | Page 45 |
| N/A | Pedestrian crossing signage | GHD | GHD | Page 46 |
| N/A | Raised wombat crossing | GHD | GHD | Page 46 |
| N/A | Clear line markings | GHD | GHD | Page 46 |
| N/A | Bike Lane | GHD | GHD | Page 46 |
| 52 | Activate rooftops for leisure and entertainment | GHD | Marty Rowland | Page 50 |
| 53 | Incorporate formal and incidental indigenous and cultural elements to a stronger sense of place | https://www.foreground.com.au/public-domain/street-design-stories/ | Dan Schultz | Page 50 |
| 54 | Public art in laneways can create enticing linkages | http://www.cityartsydney.com.au/artwork/rush/ | City Art Sydney | Page 51 |
| 55 | Ensure Mildura CBD remains an inclusive and welcoming area for all | MRCC | Bernadette George | Page 51 |
| 56 | A new palette of activities for a broad range of ages, cultures and interests | Pxhere - #719348 | No attribution. | Page 51 |
| N/A | Nature Play Elements | GHD | GHD | Page 52 |
| N/A | Fitness Equipment | GHD | GHD | Page 52 |
| N/A | Shared bike and vehicle lane | GHD | GHD | Page 52 |
| N/A | Community Garden | GHD | GHD | Page 52 |
| 57 | Provide cool, well shaded environments | GHD | GHD | Page 58 |
| 58 | Solar powered bins with smart technologies to monitor capacity | GHD | GHD | Page 58 |
| 59 | Provision of quality retirement housing in a highly accessible locations | GHD | GHD | Page 58 |
| 60 | Clear ways to incorporate new solar charging technologies (Platio) | Platio online | Platio | Page 58 |
| 61 | Urban cooling through pergolas covered with vines, which grow well in the local climate | GHD | GHD | Page 59 |
| 62 | Support the provision of quality, affordable housing | https://architectureau.com/articles/nsw-governments-1-billion-deal-for-affordable-housing/ | Steve Back | Page 59 |
| 63 | Solar powered electric charge points | GHD | GHD | Page 59 |
| 64 | Strong branding for 'Mildura City Heart' to support CBD businesses | GHD | GHD | Page 64 |
| 65 | Smart infrastructure can enhance the resident and visitor experience of the CBD | Getty Images - 925239558 | No attribution. | Page 64 |
| 66 | Emerging autonomous buses make transport highly accessible and efficient | www.truckandbus.net.au | No attribution. | Page 64 |
| 67 | Support entrepreneurs and small businesses | Pexels - #935756 | GHD | Page 65 |
| 68 | Working collaboratively can promote shared ownership and participation | GHD | GHD | Page 65 |
| 69 | Co-working spaces provide flexible spaces and facilities for a range of businesses of various sizes | Unsplash - #678685 | Shridhar Gupta | Page 65 |
| 70 | Support Mildura's profile as the solar capital of Australia | www.energyaustralia.com.au | No attribution. | Page 65 |
| N/A | Flexible co-working space | https://unsplash.com/photos/NSFG5sJYZgQ | Tim Gouw | Page 67 |
| N/A | Public space for a variety of uses and users | GHD | Katie Williams | Page 67 |
| N/A | Outdoor spaces for shows/exhibitions | GHD | Matthew Kneale | Page 71 |
| N/A | Dynamic and interactive show rooms | GHD | Katie Williams | Page 71 |
| N/A | Fun and educational play spaces | GHD | Katie Williams | Page 71 |
| 71 | Laneway activation to create engaging places | GHD | GHD | Page 74 |

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| 72 | Celebrate Mildura's food and wine industry throughout the seasons | Pexels - #696219 | No attribution. | Page 74 |
| 73 | Continue to support a diverse range of music and other events within the CBD | Sunraysia Daily | No attribution. | Page 74 |
| 74 | Incorporate dynamic art installations which tell Mildura's story | http://www.migrationheritage.nsw.gov.au/projects/ | No attribution. | Page 74 |
| 75 | Provide comfortable and memorable journeys | MRCC | Bernadette George | Page 75 |
| 76 | Promote the CBD as the primary location for community and public events | https://concreteplayground.com/melbourne/event/white-night-bendigo-2018/ | No attribution. | Page 75 |
| 77 | Build on Mildura CBD's identity and character | https://www.aspect-studios.com/au/project/junction-place-wodonga/ | No attribution. | Page 75 |
| N/A | Shared laneways | GHD | GHD | Page 76 |
| N/A | Activate laneways with public art | GHD | GHD | Page 76 |
| N/A | Promote commercial development that includes well shaded and comfortable private open space | GHD | GHD | Page 96 |
| N/A | Selection of pedestrian paving colours and feature paving | GHD | GHD | Page 102 |
| N/A | Provide a consistent and unified suite of street furniture | GHD | GHD | Page 103 |
| N/A | Provide bike parking adjacent to key locations | GHD | GHD | Page 103 |
| N/A | Incorporate public art which evokes meaning | GHD | GHD | Page 104 |
| N/A | Celebrate Mildura's indigenous cultural heritage | GHD | GHD | Page 105 |
| N/A | Provide consistent signage and wayfinding throughout the CBD | GHD | GHD | Page 105 |
| N/A | Provide traffic calming methods to reduce hooning on local roads | MRCC | Bernadette George | Page 106 |
| N/A | Provide wombat crossings to reduce traffic speeds within the CBD | GHD | GHD | Page 107 |
| N/A | Buffer zone between bike lane and parking lane | GHD | GHD | Page 107 |
| N/A | Transport integration | GHD | GHD | Page 108 |
| N/A | Transport integration | GHD | GHD | Page 108 |
| N/A | Carparking | GHD | GHD | Page 108 |
| N/A | Ensure innovative and dynamic adaptive re-use of existing building stock | GHD | GHD | Page 111 |
| N/A | Promote design which is responsive to its context | GHD | GHD | Page 113 |
| N/A | Carparking should be located to the rear of the building wherever possible | GHD | GHD | Page 113 |
| N/A | Passive design | https://www.foreground.com.au/public-domain/street-design-stories/ | Dan Schultz | Page 114 |
| N/A | Solar powered energy efficient CBD living | Real Estate.com news online | No attribution. | Page 116 |
| N/A | Encourage solar powered carparking | Platio online | Platio | Page 116 |
| N/A | Promote adaptive re-use of buildings throughout the CBD | GHD | GHD | Page 117 |
| N/A | Ensure new developments achieve a high level of amenity | GHD | GHD | Page 119 |
| N/A | Encourage well designed medium density housing | https://renewalsa.sa.gov.au/projects/bowden/bowden-hero-1580x800/ | Renewal SA, the Government of South Australia | Page 119 |

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| 4 | Precinct Guidelines: Mixed use and Commercial | GHD | 125 |
| 5 | Precinct Guidelines: Creative industries | GHD | 127 |
| 6 | Precinct Guidelines: Health and Wellbeing | GHD | 129 |
| 7 | Precinct Guidelines: CBD Living | GHD | 131 |



ENDORSED PLAN
AUGUST 2020