



THE WANGARATTA PROJECT

A MASTERPLAN FOR THE CITY

The Wangaratta Project CBD Masterplan has been developed as a result of close collaboration between:

The Rural City of Wangaratta:

provided overall direction as well as supplying the framework for Council's strategic priorities and planned activities and detailed feedback throughout the process

Urban designers & planners Tract Consultants:

led research, analysis and the development of spatial aspects of the Masterplan including ideas relating to streets, parks, public space, roads and land use

Urban strategists Hello City:

led the design and delivery of the engagement process and the development of social and economic aspects of the masterplan including ideas relating to arts, culture, young people, retail, business, branding and events

Engagement specialists Local Logic Place made significant contributions to engagement activities, facilitation and analysis, particularly in relation to young people.

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prepared by Hello City and Tract Consultants

for Rural City of Wangaratta

March 2016

PART A:
THE
WANGARATTA
PROJECT



ABOUT THE WANGARATTA PROJECT

HOW TO USE THIS DOCUMENT

From its inception, the Wangaratta Project CBD Masterplan has aspired to reinvent masterplanning for Wangaratta - where previous more traditional masterplans or strategic planning efforts have either stalled, or not resulted in significant renewal, change and local support for the CBD. It has sought to do this by allowing the plan to emerge from an all-of-city conversation about the future of the place, and in the development of a masterplan that focuses as much on people, activity, experience and moments as it does on buildings, streets and large infrastructure.

there are people with dreams, ambition and knowhow to make things happen

This all-of-city conversation has meant that the ideas, concepts, strategies and actions emerging from the Masterplan are responding to the specific issues and opportunities identified by local people. They are true to the place and character of Wangaratta and true to the community and people of Wangaratta.

The CBD Masterplan references and builds upon the existing strategic work within the following documents, studies and plans, including but not limited to the following:

- Wangaratta Central Activities Area - Future Planning Report (August 2013), Rural City of Wangaratta
- Open Space Strategy - September 2012, Rural City of Wangaratta
- Recreation Strategy - September 2012, Rural City of Wangaratta
- Wangaratta Retail Audit and Development Plan Review/ Ovens Riverside Precinct Study (October 2008)
- Public Art Strategic Plan (15 May 2012), Rural City of Wangaratta
- Wangaratta Urban Design Framework (August 2002), Cox Sanderson Ness Architects, Macroplan

This Masterplan also highlights priority locations for each portfolio and separate advice has been provided to Council on implementation. This forms the basis of the next steps for the Masterplan ideas and concepts, and ensures that the plan's content can readily inform future grants and funding applications, internal Council planning, capital works budgets and programming, community engagement planning and other implementation processes.

The plan is for all of the people of Wangaratta - those who took part in the engagement process and those with aspirations for the city. It is particularly for those who want to make things happen in the CBD. Everyone from community groups, developers and local traders to Council and interested citizens.

It is intended to act as both an inspiration and a resource.

WHERE WE ARE IN THE PROCESS

The CBD Masterplan is intended to inspire, guide and provide backing when difficult or controversial decisions need to be made. It is intended to equip anyone in Wangaratta to make strategic decisions that will most directly and most powerfully contribute to achieving the vision for Wangaratta.

Maintaining momentum and energy beyond the initial Masterplan project is critical to ensure the elements and actions of the plan become reality over time. The implementation of Stage Four will rely on both Council and community efforts concurrently to ensure renewal and change takes place, guided by the agreed outcomes of the Masterplan.

Stage One:
REVIEW AND RESEARCH
review of previous consultations, local research



Stage Two:
AN ALL-OF-CITY CONVERSATION
engagement, testing of ideas and analysis



Stage Three:
THE MASTERPLAN DOCUMENT
a vision, a framework for strategic decision making, broad brush design decisions & key actions



Stage Four:
FURTHER WORK
detailed briefs, streetscape masterplans and business cases informed by the Masterplan

THE PURPOSE OF THE WANGARATTA PROJECT

The Masterplan has been developed as a framework for what could and should happen in the Wangaratta CBD into the future. It should focus local enthusiasm and energy across the Wangaratta community, including Council, business owners, traders and residents. It seeks to achieve this by bringing together a clear and ambitious road map for the future of the Wangaratta CBD, combining shared goals, an agreed vision for the future and achievable actions for the city centre.

We used comprehensive analysis and an engagement approach to uncover the key issues and challenges for the Wangaratta CBD. This document then proposes a suite of ideas and actions to resolve and progress these important issues.

This process builds upon the Wangaratta Central Activities Area - Future Planning Report by reinforcing and further developing the commitment within that report to:

'Undertake a place based approach to the development of the Wangaratta Central Activities Area'

It does not outline detailed actions or streetscape details or detailed development proposals - it is rather a tool to guide decisions and actions and make sure everyone is pulling in the same direction towards a shared vision for the future and includes guidance on implementation and next steps.

The Wangaratta Project Masterplan is also online. Check out the dedicated, easy to navigate website and access all of the details of the project, the engagement process, the Big Ideas, Quick Wins and all supporting material, at www.thewangarattaproject.com.au

THE MASTERPLAN FRAMEWORK IS MADE UP OF FOUR KEY ELEMENTS:

- a vision which captures a vibrant picture of the Wangaratta CBD people want for the future
- goals to set a clear target to work towards and to guide daily decision-making and actions by people implementing elements of the Masterplan
- big ideas that underpin the goals. These are organised into five portfolios - categories that cover a broad range of aspects of the CBD from arts to business to public space
- quick wins - smaller, easier, more nimble projects that can happen immediately to begin to realise the vision

WHAT THE MASTERPLAN IS & WHAT IT ISN'T

The masterplanning process began by asking questions of both Council and the broader community of Wangaratta about what they wanted the Masterplan to be and the job that they thought it should do.

It focused the energy on identifying and addressing important issues around the CBD, rather than providing a comprehensive analysis and discussion of the status quo in town. This means that the Masterplan is designed to solve specific local problems and take advantage of specific local opportunities, mapping out aspirations for the CBD that are more responsive to the local conditions and more effectively bringing change and renewal to Wangaratta.

This is what was agreed:

the masterplan is:

- for anyone and everyone in Wangaratta to pick up and use
- inspiring, it makes you feel like getting involved and making good things happen
- ambitious, it pushes boundaries and finds a Wangaratta way to make things happen
- a broad vision document that clearly guides later detailed strategies and plans
- about buildings, land, roads and parks but also about things like the life on the street, economic growth, local pride and special experiences
- shaped by the whole community and with broad ownership
- issues based so that it focuses its energy on where change could and should occur
- achievable, a practical action plan
- a long term vision that can effectively guide decisions for the next 10 to 20 years

- in plain english and easy to read
- a tool to guide development
- a tool to attract investment and bring good things to Wangaratta

the masterplan is not:

- useless, a door stop, another boring strategy that sits on a shelf
- too technical - it's not a structure plan, detailed design plans or an urban design framework
- too detailed - it's not a detailed design for a streetscape, a site or a development
- a comprehensive document of every street, site, building, business or constraint for the city centre
- hard to understand, boring or wordy
- unrealistic, a broad wishlist, all talk no action

It has been a great town to spend my life in, please look after it well!

Everything is achievable if you have the right people in the right places and if there is a good plan.

NEXT STEPS

There are many actions that ultimately follow a masterplan that are essential to the success of the analysis and ideas. For Wangaratta these may include:

- funding and grant investigations and applications
- detailed masterplan design work on specific land holdings, sites or precincts (where required)
- detailed streetscape masterplan work on specific CBD streets or lanes (where required)
- detailed discussions and liaison between Council and specific land-owners, business owners or traders (where required)
- meetings and liaison between Council, key stakeholders, State Government agencies and authorities (where required)
- cost estimates, feasibility and business case work to determine viability of proposals
- staging and timing investigations to integrate masterplan ideas, concepts and actions into capital works and other budget timelines

Big Ideas

- expand the arts and cultural precinct
- develop new events, activities, festivals and happenings
- celebrate the place of textiles
- create opportunities for live music
- support emergent, temporary, interactive and informal artforms
- expand the role of learning

Quick Wins

- remove barriers to busking
- hold an annual Ideas-a-thon
- install infrastructure for live performance in public places
- design locally themed Christmas decorations

Big Ideas

- develop an iconic provedore
- advocate for improved train services
- strengthen the offer of local shops, cafes and restaurants

Quick Wins

- Shop Local Wangaratta
- install pop-up op shops in vacant shops
- find a space for coworking
- develop a program of mentoring, training and inspiration for local businesses
- promote the breadth of produce of the region in the CBD
- enable new retail partnerships
- incentivise green business within the CBD

Big Ideas

- transform Sydney Beach into a beautiful, natural oasis
- intensify active play, recreation and events at Apex Park
- strengthen Merriwa Park as a point of arrival
- enhance King George Gardens' role as a place of contemplation and history
- create a landmark sculptural shade structure at Riverside Square
- intensify the experience of Wangaratta Railway Station
- reimagine the water towers & Goods Shed as spaces for emergent arts
- further integrate Wangaratta Primary School with the life of the city

Quick Wins

- support cafe owners in opening onto the street
- relocate CFA infrastructure from Apex Park

Big Ideas

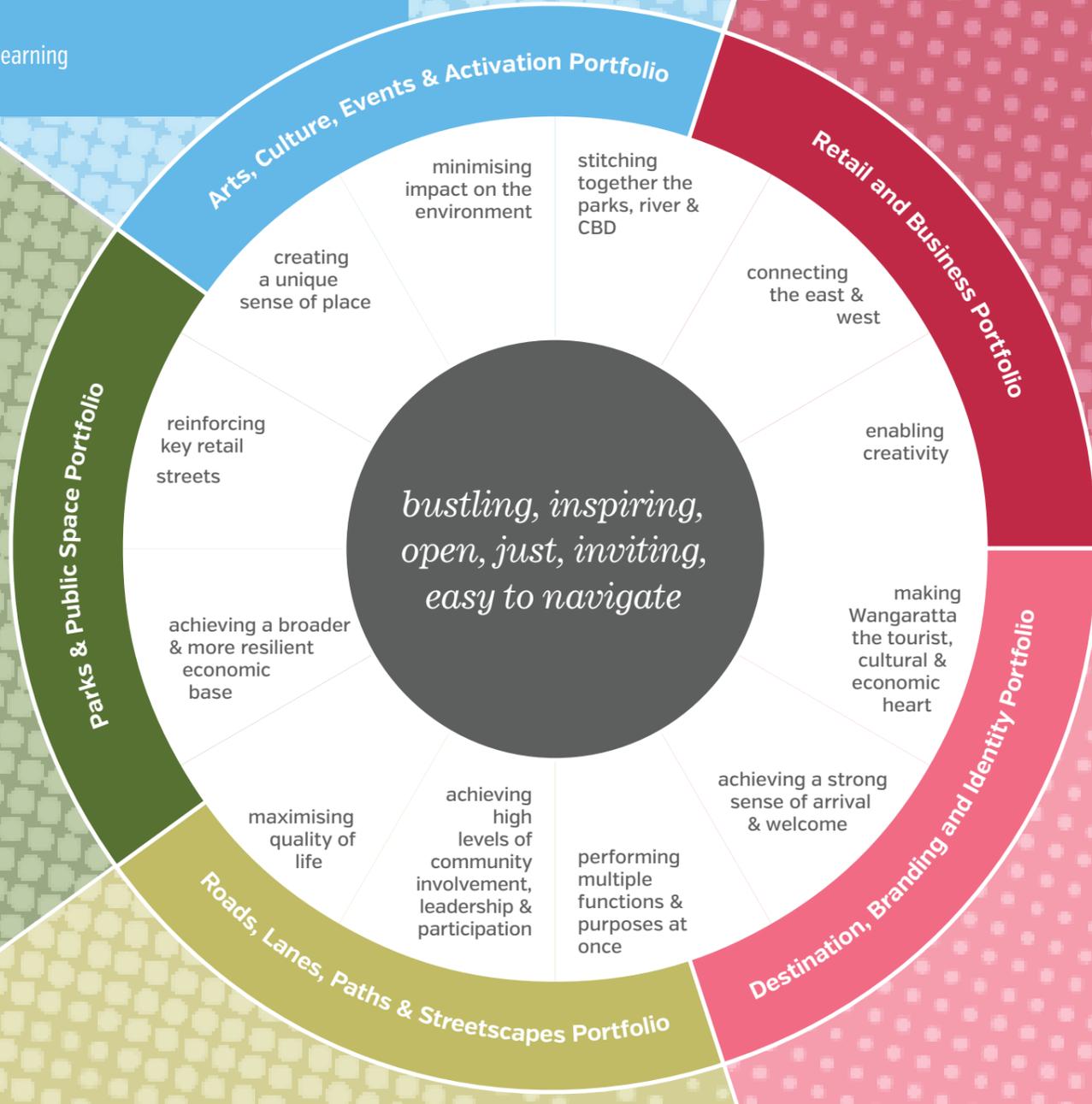
- improve streetscapes
- make crossing CBD streets safe & easy
- increase shade & comfort by greening the CBD
- improve the arrival experience

- embed art in public spaces, walls & streets
- bring life to the laneways
- create a new laneway public space - Maloney's Square
- create the Wangaratta Loop - a trail around the CBD

- make CBD car parking more efficient
- transform large format retail sites into more people friendly places
- consider options for the North East Water Treatment Facility

Quick Wins

- plant a community garden at Wangaratta Primary School
- enhance the sense of arrival through green arrival points
- commission a program of temporary artworks & street art



Big Ideas

- create a compelling brand for the CBD
- bring accommodation of all kinds to the CBD
- make Wangaratta a cyclists' paradise
- make the Wangaratta CBD youth friendly

Quick Wins

- establish a column of positive stories about local businesses
- publish a local recipe book
- create a local produce map
- make public transport information more accessible
- investigate options for relocation of the visitor information centre
- support the growth of the Wangaratta Farmers Market

WHERE WANGARATTA IS NOW

Wangaratta is a place full of possibilities. It is surrounded by the beauty of the King Valley, the Ovens Valley and alpine regions with abundant produce, world class wines and stunning tourist destinations that draw people from far and wide.

The Pangerang Aborigines, a nation of sub-clans, were the traditional owners of this beautiful land.

Ever since western colonisation, it has been a region of settlement, abundance and solace for everyone from European refugees, bush rangers, gold rush fortune seekers, farmers working the land for tobacco, wine and olives to those seeking a rural idyll, affordable land and a high quality of life.

The city itself has real strengths in its concentrated and walkable CBD, bookended by the revitalised river precinct and the lush parklands of Merriwa Park, its renowned Jazz Festival, creative spirit and its locational advantages on train and cycle routes.

However the city also faces serious challenges. Broader shifts in the economy, the impact of technology on shopping, working, learning and communicating as well as changing tastes have affected Wangaratta's retail offer, vacancy rates and levels of trust in the community. In addition, the challenges of providing for younger adults and a brain drain of young people to the bright lights of Melbourne have had impact on the attractiveness of the CBD to younger generations.

With challenging political and governance issues to grapple with and growing community and economic pressures in recent years, Wangaratta has had its share of tough times. The Wangaratta Project offers the opportunity to look to the future and to inject new energy, new ideas and new life into the city and catalyse new confidence and new investment.

KEY STRENGTHS OF WANGARATTA'S CBD

- it is a walkable, compact CBD
- great community events such as Down by the River and the Jazz Festival
- parks and gardens of different types and kinds
- great local produce
- it's at the confluence of two beautiful rivers which form part of the city
- it's a strategic location, a gateway city to a region with lots to offer visitors and residents
- significant green public spaces surrounding an urban core
- great examples of heritage architecture
- excellent assets in the Performing Arts Centre, Library and the Art Gallery
- local individuals and groups that are passionate about Wangaratta
- an emerging cafe and foodie culture
- sports, bikes and physical activity of all kinds

KEY GAPS OF WANGARATTA'S CBD

- a minimal sense of welcome or arrival by road or by train
- the dominance of cars and car parks in the CBD
- little existing points of difference from other areas and lack of a clear brand
- poor wayfinding generally
- a lack of connection between key destinations in the city centre
- a lack of a strong, unique identity and personality in the CBD
- minimal infrastructure that is currently taking advantage of the growing cycling culture
- the town is too quiet on weekends when many shops are closed
- it has a poor train service and scheduling
- historical issues around governance, consultation and trust

*Everything is so close,
you can walk everywhere*

*The Wangaratta
CBD is stuck -we
need more life in it*

*Wangaratta is well placed
geographically. 1.5 hours
to the snow, 2.5hours to
Melbourne. 1 hour to an
airport link in Albury, train
service to Melbourne and
Sydney and 45 minutes to
open water for boating.*

*Wangaratta CBD is like the hole
in the middle of the donut that
is the wider region. It needs to
become the jam in the donut*

THE PROCESS FOR THE PROJECT

An all-of-city conversation

Approaching masterplanning differently also involves engaging differently. A huge part of the masterplanning process has been a conversation with the people of Wangaratta that has allowed us to continually generate, test and refine ideas with the community.

For details of the engagement process and what people told us, see Part C: Engagement Summary.

Who did we speak to?

A really good mix of people across the community from all different backgrounds, ages, genders and occupations. Targeted sessions have taken place with key groups such as local business, Council staff and young people.

What kind of activities did we do?

We carried out workshops, a photo competition, an online survey, a session at the Youth Summit, phone interviews, surveys in nearby regional centres, an artwork mapping local people's stories and conversations on social media. The engagement culminated in a big public event called the Ideas Festa where we brought a number of ideas to life like a laneway gallery, colourful shade structures, a keyboard pedestrian crossing from chalk, music, food and more.

How many people took part?

Around 900 people have taken part in the conversation so far throughout the whole process; during the events of the initial engagement period, throughout the development of the ideas for the Masterplan and in response to the exhibition of the first draft.

What people told us they would like to see improved:

- pedestrian movement
- shade
- riverside walking and recreation
- retail mix
- non-retail CBD uses
- public transport information
- more places to go that don't cost money
- more shops, services or events targeting young people
- youth employment and opportunities to study
- vacancy rates
- rent levels
- parking
- trust, communications and attitudes
- accommodation options
- opening hours
- underused spaces

What people told us they saw as key opportunities for the CBD:

- music
- arts and culture
- the environment
- cycling
- tourism
- branding
- events and festivals
- health
- potential for collaboration
- enabling new kinds of businesses
- support for existing businesses
- becoming a city that embraces change
- technology
- new ways of working, shopping, learning and sharing ideas





Ideas From the Community

Throughout the engagement process for The Wangaratta Project, people who took part shared hundreds of fabulous, modest, ambitious, audacious, sensible, weird and wonderful ideas for the Wangaratta CBD. Here is a sample of just some of them.

- local heroes weekly newspaper column
- digital displays on energy use and environmental impact
- use technology to understand markets/demand for new products
- a new centre for ideas, words and stories
- visual merchandising design competition
- interactive artworks with sound, light and technology
- annual program of events and festivals
- textiles make-a-thons
- free bike hire from local businesses
- new social enterprises
- vertical gardens
- large scale art installations
- locally branded reusable shopping bags
- mother's care centre in empty shop
- a giant slide into Merriwa Park
- quirky public art
- a new brand and logo
- environmental business incentives
- new unique shops
- better infrastructure for local events
- new tourism campaign that lets people know about quality of life and affordability
- pop-up op shops
- new ways to experience music, art and film
- reuse old industrial buildings as arts spaces
- make shopping experience more local
- local recipe book
- new pedestrian crossings
- events on the river
- more unique products in the shops
- AirBnB support for householders
- better linked up bike paths & facilities for cyclists
- gateway sculptures to welcome you into town
- promote renewable energy, reuse and biodiversity
- emergent art
- improvements to the Ovens River and surrounds
- textile banners
- riverside glamping
- beautification of the laneways
- kinetic shade structures
- local produce markets
- integrate the Jazz Festival into the fabric of the city
- shaded areas at the Ovens Riverside Precinct
- public art program
- more interesting shops in the Co-Store
- hand stitched banners along Murphy Street celebrating the textile history of Wangaratta
- reimagine Big W
- environmental initiatives
- get Council to act as broker for local business involvement in events
- skills swaps, incentives and mentoring for existing small businesses
- refresh King George V Gardens
- local business mentoring
- joint trader events, marketing campaigns, fundraising, branding, lobbying, etc.
- promote and encourage behaviour that minimises impact on the environment
- rickshaw taxis

PART B:

THE MASTERPLAN



THE VISION FOR THE WANGARATTA CBD

Based on the broad engagement process carried out for The Wangaratta Project, the vision for the future of Wangaratta was defined to give everyone working in, for and on the city a shared view of where we are trying to get to and how we will know when we've got there. The vision for the CBD complements the Wangaratta Vision Principles outlined in

the Wangaratta Central Activities Area - Future Planning Report (August 2013) but takes in more than the physical, planning-based components of Wangaratta's city centre - it builds a place and people based vision which the community of Wangaratta can adopt for their CBD.

Whatever you do, do it interesting!

Now is Wangaratta's time to shine



bustling

What you will see, feel, experience

- People on the streets
- Shops, cafes and restaurants full of customers
- More people living in, working in and visiting the CBD
- Few vacant shops and businesses
- How you will be able to measure the change
- Low vacancy rates
- High demand for new business opportunities
- Thriving and diverse businesses
- Diverse employment, recreation and cultural opportunities
- Increased residential population in CBD
- Increased economic activity driving increased employment, business and investment opportunities

inspiring

What you will see, feel, experience

- Art, culture and expression everywhere you look, in the fabric of the city
- Lots of opportunities to learn, explore, share and make
- Intriguing new spaces to experience exhibitions, events and festivals
- How you will be able to measure the change
- Cultural institutions recognised as regionally significant
- Multiple platforms for producing and exhibiting art of both emergent and established practices
- Diverse arts programs across artforms
- Increased cultural and artistic activities and presence within the CBD
- Increased pride and use of the city centre

open

What you will see, feel, experience

- Lots of chances to share thoughts, ideas and views about the future of the city
- A feeling of trust and optimism
- How you will be able to measure the change
- High levels of engagement and participation
- High levels of trust between individuals, groups and institutions

just

What you will see, feel, experience

- Ease of recycling, reusing, repurposing and avoiding wastefulness
- People looking out for one another
- How you will be able to measure the change
- High levels of recycling and reuse
- More renewable energy use
- High levels of institutional and collaborative environmental practices

inviting

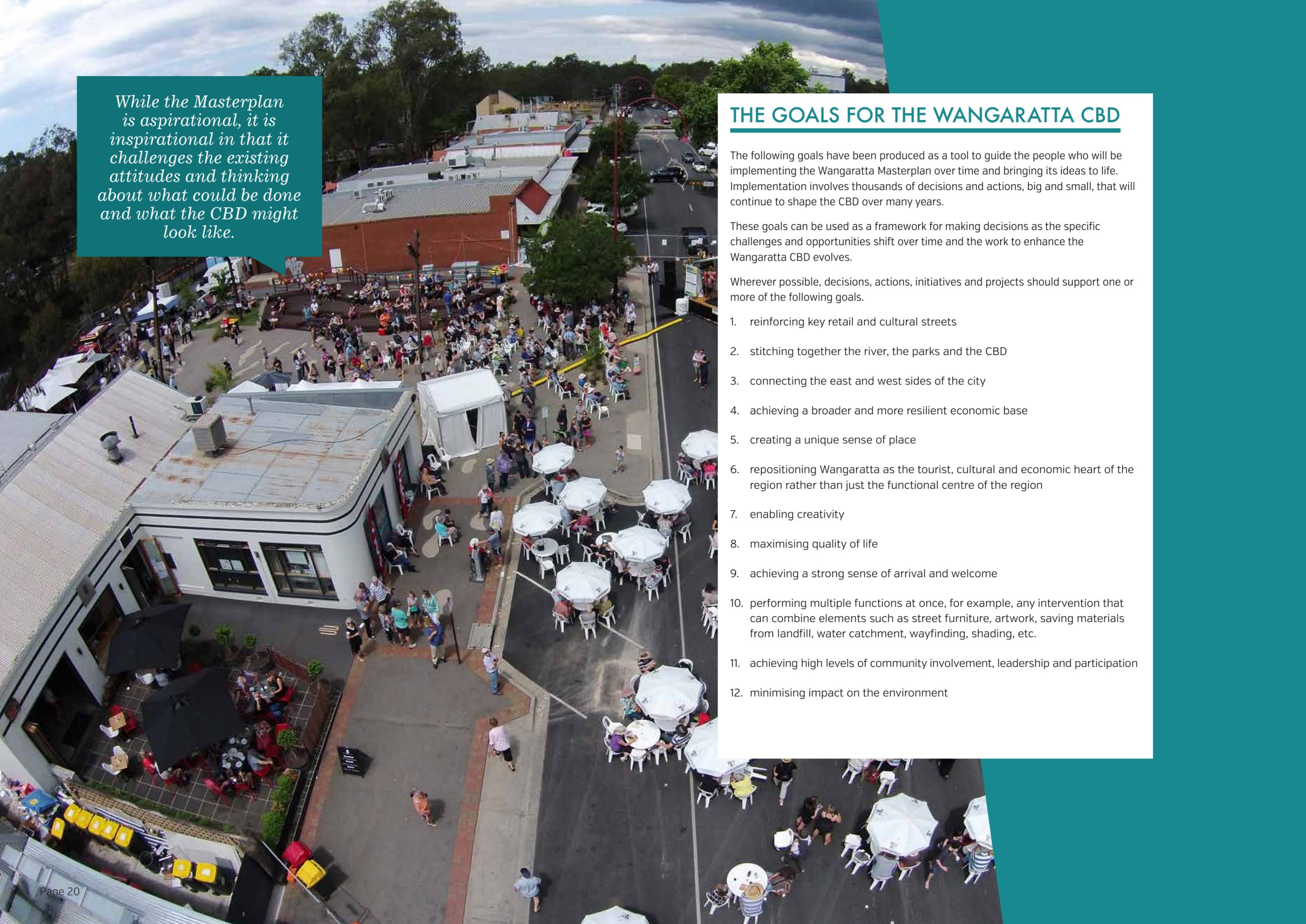
What you will see, feel, experience

- Cleaner, more accessible, better used waterways and river precincts
- More young people choosing to stay in the area and putting their own stamp on the city
- Positive news stories
- How you will be able to measure the change
- More visitors choosing to make Wangaratta their base and explore the surrounding region from the city
- High levels of positive reportage in the media
- Supporting diverse population growth ahead of regional averages
- High retention rate of under 25 year olds
- Increased tourism and visitation to both the city and the region
- Improved city infrastructure, facilities and landscaping

easy to navigate

What you will see, feel, experience

- Lots of people walking, cycling and using public transport
- Diverse businesses, products and people
- How you will be able to measure the change
- High levels of people walking, cycling and using public transport
- Diverse business ownership



While the Masterplan is aspirational, it is inspirational in that it challenges the existing attitudes and thinking about what could be done and what the CBD might look like.

THE GOALS FOR THE WANGARATTA CBD

The following goals have been produced as a tool to guide the people who will be implementing the Wangaratta Masterplan over time and bringing its ideas to life. Implementation involves thousands of decisions and actions, big and small, that will continue to shape the CBD over many years.

These goals can be used as a framework for making decisions as the specific challenges and opportunities shift over time and the work to enhance the Wangaratta CBD evolves.

Wherever possible, decisions, actions, initiatives and projects should support one or more of the following goals.

1. reinforcing key retail and cultural streets
2. stitching together the river, the parks and the CBD
3. connecting the east and west sides of the city
4. achieving a broader and more resilient economic base
5. creating a unique sense of place
6. repositioning Wangaratta as the tourist, cultural and economic heart of the region rather than just the functional centre of the region
7. enabling creativity
8. maximising quality of life
9. achieving a strong sense of arrival and welcome
10. performing multiple functions at once, for example, any intervention that can combine elements such as street furniture, artwork, saving materials from landfill, water catchment, wayfinding, shading, etc.
11. achieving high levels of community involvement, leadership and participation
12. minimising impact on the environment

BIG IDEAS

Arts, Culture, Events & Activation Portfolio

expand the arts & cultural precinct

develop new events, activities, festivals and happenings

celebrate the place of textiles

create opportunities for live music

support emergent, temporary, interactive and informal artforms

expand the role of learning

Retail and Business Portfolio

develop an iconic provedore

advocate for improved train services

strengthen the offer of local shops, cafes and restaurants

Destination, Branding and Identity Portfolio

create a compelling brand for the CBD

bring accommodation of all kinds to the CBD

Roads, Lanes, Paths & Streetscapes Portfolio

make Wangaratta a cyclists' paradise

make the Wangaratta CBD youth friendly

improve streetscapes

make crossing CBD streets safe and easy

increase shade & comfort by greening the CBD

improve the arrival experience

embed art in public spaces, walls & streets

Parks & Public Space Portfolio

bring life to the laneways

create a new laneway public space - Maloney's Square

create the Wangaratta Loop - a trail around the CBD

make CBD car parking more efficient

transform large format retail sites into more people friendly places

consider options for the North East Water Treatment Facility

transform Sydney Beach into a beautiful, natural oasis

intensify active play, recreation and events at Apex Park

strengthen Merriwa Park as a point of arrival

enhance King George V Gardens's role as a place of contemplation and history

create a landmark sculptural shade structure at Riverside Square

intensify the experience of Wangaratta Railway Station

reimagine the water towers & Goods Shed as spaces for emergent arts

further integrate Wangaratta Primary School with the life of the city

QUICK WINS

Arts, Culture, Events & Activation Portfolio



remove barriers to busking hold an annual Ideas-a-thon install infrastructure for live performance in public places design locally themed Christmas decorations

Retail and Business Portfolio

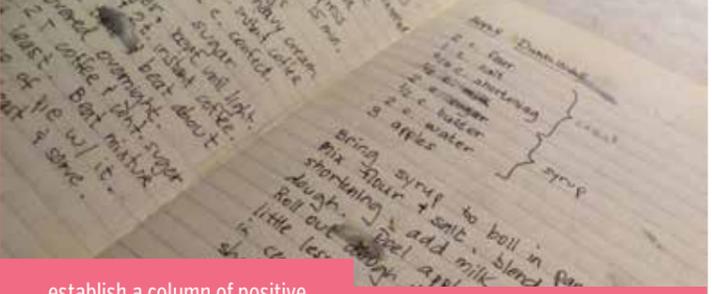


Shop Local Wangaratta install pop-up shops in vacant shops



find a space for coworking develop a program of mentoring, training and inspiration for local businesses promote the breadth of produce of the region in the CBD enable new retail partnerships incentivise green business within the CBD

Destination, Branding and Identity Portfolio

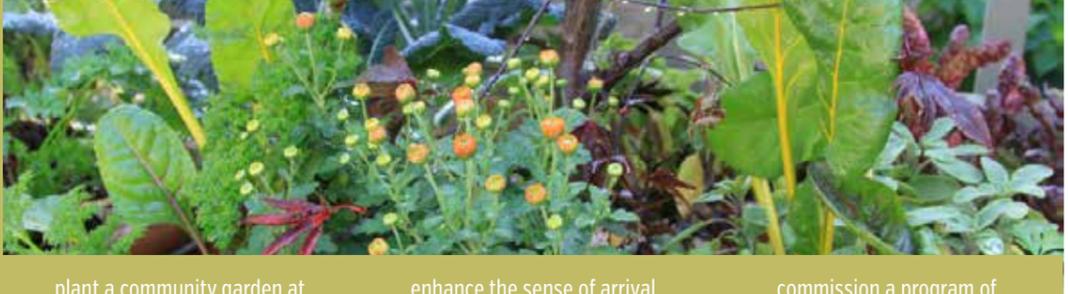


establish a column of positive stories about local businesses publish a local recipe book

Roads, Lanes, Paths & Streetscapes Portfolio



create a local produce map make public transport information more accessible investigate options for relocation of the visitor information centre support the growth of the Wangaratta Farmers Market



plant a community garden at Wangaratta Primary School enhance the sense of arrival through green arrival points commission a program of temporary artworks & street art

Parks & Public Space Portfolio



support cafe owners in opening onto the street relocate CFA infrastructure from Apex Park

I like the fact that we don't have every experience here, gives the opportunity to look around other towns. better to do less but do it well

ARTS, CULTURE, EVENTS & ACTIVATION PORTFOLIO

BIG IDEAS

Expand and intensify the arts and cultural precinct

Develop new events, activities, festivals and happenings of all kinds

Celebrate the place of textiles in Wangaratta's story in new street art, exhibitions and programs throughout the city

Create opportunities for live music of all kinds throughout the central city in performance venues, schools, cafes and on the streets

Find many ways to support emergent, temporary, interactive and informal art forms

Expand the role of learning in the CBD



QUICK WINS

Remove barriers to busking and street performance

Hold an annual ideas-a-thon

Install infrastructure for live performance in key public places

Commission local artists to design locally themed Christmas decorations





BIG IDEA:
**EXPAND AND
INTENSIFY
THE ARTS
AND CULTURAL
PRECINCT**

Arts and culture should be central to the future of Wangaratta and a strong focus on the making, sharing and exhibiting of creative work will bring a multitude of social, economic, tourism and quality of life benefits.

Expand and intensify existing cultural infrastructure to create an arts and cultural destination of regional significance that is loved and used by locals and visitors alike, ensuring any new buildings, uses or artworks are distinctly Wangaratta - where the character of Wangaratta's landscape and people shines through every element of the program, the architecture and daily activities.

New cultural uses that would intensify the current offer and add to Wangaratta's reputation and standing as a place for arts of all kinds include:

- more space for existing successful cultural institutions such as the Art Gallery
- a new dedicated textiles centre exploring the history and artistry of textiles in the region with space for making, learning and exhibiting
- a local history museum
- state of the art conference facilities
- space for local cultural organisations that may wish to colocate such as the Wangaratta Family History Society
- revitalise Ford Street as a cultural destination and as a key connection to other parts of the CBD

*the area around
the museum feels
a bit unloved*

WHY THIS IDEA

Arts and culture are already a strength within Wangaratta and play a vital role in the success of the place. Adding to and enhancing existing cultural facilities and filling current gaps would be a game changer in repositioning the city as a major creative centre.

There are constraints within the existing set up of cultural assets within the CBD, including:

- a lack of space for expansion over time of key facilities like the Art Gallery
- a lack of quality conference facilities that could attract large new events

There are also major assets such as:

- a story waiting to be told about textile production in Wangaratta and a thriving local community of artists and craftspeople
- artworks and local historic artefacts waiting for a place to be displayed
- a local population with a fantastic appetite for arts and culture

The most logical strategy would be to expand the existing cultural cluster around Ford Street, made up of the Performing Arts Centre (PAC), the Art Gallery, cathedrals and churches, which would also revitalise this key piece of the central city.

If, after detailed investigations, the immediate surrounds of Ford Street are not found to be suitable, a cultural cluster could be developed at an alternative site which will capitalise on other existing assets such as Sydney Beaches parkland or King George V Gardens.

Expanding and intensifying the precinct would:

- be a significant new investment in the arts and how they are experienced by the wider community within the city centre

- support and bring opportunities to the local arts community
- bring life to the streets and position Ford Street as an arts and culture destination of statewide significance
- be a regional arts destination, setting it apart from other regional centres due to its unique setting, program, collection and landmark buildings
- cater for regional tours of arts festivals, e.g. Opera Australia, Melbourne International Film Festival, Melbourne International Comedy Festival, etc.
- convey cultural identity by re-telling stories, responding to local history and the local environment
- enable new public art programs and artworks, permanent indoor and outdoor galleries and museum spaces
- enable new ways to experience music, art and film e.g. an arthouse film program and interactive artworks with sound, light and technology
- be high and low tech and include a high component of educational activities

The benefits of expanding along Ford Street include:

- upgrades to the streetscape will make it more pleasant to move through the city from the southern end of the CBD and the existing cultural buildings to the retail areas of Murphy and Reid Streets and strengthen the link between the two areas
- the prominence of the intersection of Murphy and Ford Streets as a gateway
- the proposed Wangaratta Loop will pass through the precinct and connect it to the station, Merriwa Park and the river

HOW IT COULD WORK

- as new spaces are needed, intensify the Ford Street precinct by adding a new building to the existing cluster, a new Cultural Centre that supports and expands the functions and operations of the PAC, Gallery, Museum and other Council cultural facilities central to Ford Street
- make use of existing buildings adjacent to current uses such as the Tara Court building or create new ones at the strategic sites
- anchor the outdoor public arts events and initiatives with the public plaza/forecourt of the new Cultural Centre which can host Council, community and art functions, launches, events and performances
- take a number of steps to improve the existing experience around Ford Street, including improving the landscape quality and pedestrian experience around the existing cultural facilities, especially the footpath areas and exploring opportunities for significant new public artworks
- facilitate events, activities and exhibitions within the Performing Arts Centre and the Gallery to break out into the outdoor places and spaces of Ovens and Ford Streets
- work with the Cathedral and St Patrick's Church to encourage events within those buildings and grounds to flow out into the street [where appropriate]
- reinforce generous walking and cycling connections along Ford Street from Docker/Ovens Street to Murphy Street and reducing the sense of a car dominated street
- establish more street trees, landscaping and softening of the area to provide shade and comfort for visitors [a central median strip with avenue tree planting, such as in Ovens Street, will make Ford Street more people friendly and make it easier to cross the street]

- encourage the Big W site and Council car park to strategically develop over time to incorporate shops directly fronting the footpath and engaging with the street activity
- establish a clear, direct and pedestrian friendly walkway from St Patrick's School, St Catherine's Hostel and St Patrick's Church to Ford Street in order to open up the area to pedestrians
- make car parking areas simpler, clearer and less cluttered so that they are less visually dominant in Ford Street
- create simple and efficient car access and parking for the Performing Arts Centre and Gallery by extending the laneway access through to Ford Street between the Museum and PAC
- embed temporary and permanent local arts and culture initiatives into the streetscape
- investigate simple ways to close part of Ford Street for local events or performances (retaining access to Big W and other tenancies and businesses)
- investigate which existing cultural organisations might be interested in being colocated, such as the Wangaratta Family History Society or the Dirrawarra Indigenous Network
- continue the green leafy landscape experience that is currently outside PAC down Ford Street to Ovens Street [start with an increase in canopy trees, a landscaped verge the length of Ford Street and a landscaped median strip the length of the Big W car park to create a sheltered and pleasant walking experience from the train station to Merriwa Park]
- Priority should be given to the installation of a new pedestrian crossing on Ford Street, between the Museum and Big W car park, to connect St Patrick's Primary School to Ford Street and through to Reid Street. This will provide a direct, safe mid-block pedestrian link between Ford Street, Maloney's Square and the Riverside Precinct.

ECONOMIC & COMMUNITY BENEFITS

- increase in visitation as Wangaratta transitions from a stop-over town to a destination city
- improvement in community health and wellbeing through increased activity
- support for local retail and CBD business by increasing feet on the streets
- increase in non-retail activities for all ages in the CBD
- provision of free activities and spaces for young people
- support for local economic activity in the arts

CHALLENGES

- potentially high build costs when modifying street and rail sections and creating new paths, signage and lighting
- coordination amongst stakeholders
- acquisition of private land

bring all of our arts and cultural attractions together within the city centre as a regional destination that is uniquely Wangaratta

PRIORITY LOCATIONS

The driver is to connect and cluster the cultural offer in the CBD and connect it to the retail and riverside precincts, providing a truly unique experience. When considering other potential sites, assess their proximity and access to the CBD and to existing cultural buildings and activities.

Initial investigations suggest the best sites to expand, in priority order are:

- the area next door to the PAC on Ford Street making use of the existing historic buildings (this site is recommended because of its adjacency to existing cultural uses and the potential to revitalise Ford Street)
- the land across the road from PAC on Ford Street in the area currently being used as Big W car parking
- the land fronting Templeton Street and overlooking Sydney Beaches near the intersection of Ovens Street (developing this site as a cultural centre would mean breaking the cultural precinct into two, forming a pair of cultural anchors on either end of the Ovens Street retail area)





design concept: Ford Street Cultural Precinct

A New Wangaratta Cultural Centre

A critical part of the Ford Street renewal would be the development of a new Cultural Centre building to complement and expand the operations of the Art Gallery, the PAC and other arts functions within the city.

The Tara Court building which currently contributes poorly to the overall activity and vibrancy of the Ford Street area could be redeveloped to meet this need. It is acknowledged that this is a complex and significant redevelopment but it remains the best option for increased and diversified arts and cultural operations within the Ford Street precinct, it strategically contributes greatly to the city centre and it aligns with a number of other key Masterplan initiatives.

Detailed ongoing conversations would need to take place with the owners of the Tara Court building to see whether an expanded cultural precinct could work for them.

Suggested elements of the new Cultural Centre:

- a new multi-purpose arts, culture and function building co-located with the existing Museum and the pedestrian walkway that fronts Ford Street
- a new public plaza space on Ford Street at the entry to the new building that supports appropriate functions, events and gatherings
- a new dedicated pedestrian crossing on Ford Street aligned with the new walkway and plaza space of the new multi-purpose building to enable easy and direct links to the rest of the CBD

Performing Arts Centre & Gallery

The Wangaratta Art Gallery and the PAC are key cultural attractions of the CBD and are an important part of the Wangaratta community and events calendar.

To further intensify the cultural precinct, reinforce the location and operations of the PAC and the Art Gallery as the cultural heart of Wangaratta. Plan for expanded arts and cultural uses, events and operations in the public realm of Ford Street and within the new Cultural Centre facility.

In particular, provide for additional car parking and function areas for the PAC and Art Gallery to give expanded useability and a more flexible offering.

The Gallery currently experiences operational pressures, including:

- limited room for gallery exhibition in a climate controlled internal space
- limited back of house and administration space
- constraints on upgrades of the existing premises and building given the age and heritage significance
- limited external or flexible space to hold temporary functions or travelling exhibitions

Important factors to consider in the future strategic planning for the Art Gallery include:

- the Gallery is located in a great strategic location within the city centre
- the Gallery has natural synergies with the PAC and is close to the Council offices

- the location works well for visitors to the city in terms of access, presence, walkability and arrival
- the creation of the new Cultural Centre facility within Ford Street will potentially aid the expansion of gallery, exhibition and function spaces

The future of the Art Gallery in the current building and the future uses of the building itself should be investigated once further detailed investigations, feasibility and strategy work is done for the Cultural Centre facility.

Streamlined Car Parking

Provide a streamlined, more effective car park for the PAC and Arts Gallery by extending the Art Gallery lane around to connect with Ford Street next to the Museum building. This also makes loading and service movements for the PAC and the new Cultural Centre building easier to access.

New Dedicated Pedestrian Lane

Provide a generous new pedestrian connection from the school, St Catherine's Hostel and St Patrick's Church directly to the Ford Street precinct.

Streamline car parking areas around the pedestrian lane to ensure pedestrian priority crossings and to formalise car parking in this area.

Provide generous landscaping and shade cover to the pedestrian lane to make it a comfortable, interesting and enticing walking option.

Council Car Park - Future Development

Plan a long term strategy to encourage a stronger retail presence on Ford Street by reorienting the Discount Department Store (DDS) footprint to Ford Street, with a sleeve of small retail tenancies directly fronting Ford Street.

Establish a small public space forecourt linking the pedestrian crossing and the front door of the Discount Department Store, setback from the street.

Connections To & Through the Retail Core

Ensure safe, comfortable and easy pedestrian access from Ford Street through the block linking into the new Maloney's Square and Reid Street. This will link the Ford Street precinct through to other areas of the CBD.



Priority Cycling Route

Ford Street is an important cycling connection through the CBD between the train station, Docker Street, the Bike Hub and Merriwa Park.

Allow for on-road cycling lanes or sharrows and effective wayfinding to reinforce the legibility and usability for cyclists.

Dedicated Pedestrian Crossing

Create a new pedestrian crossing linking directly to the new Cultural Centre, its public arts plaza, the pedestrian lane to St Catherine's Hostel and the primary school.

This pedestrian connection is an important link from the south west of the CBD all the way through to Reid Street, Victoria Parade, the Riverside Square and river to the north east.

Ford Street Revitalisation

Encourage development of the Council car park site over time and in conjunction with the Discount Department Store (Big W) site to create small tenancy shopfronts that directly front Ford Street and contribute activity and interest to street level.

Kerb Outstands and Indented Car Parking

Create kerb outstands within the on-street car parking to enable low level landscaping and mature shade trees to visually reduce the width of the street.

Utilise the kerb outstands to enable easier, dedicated pedestrian crossings.

Incorporate public arts and cultural installations and artworks to reinforce the identity of the Ford Street precinct.

Ford Street Beautification

Make Ford Street a more people friendly environment, softening the footpath and verge areas with low level landscaping and mature street trees for shade.

Investigate the incorporation of a central median strip to:

- reduce the overall area of asphalt, soften the street and provide significantly more shade
- make crossing the street easier for all ages with a pedestrian crossing
- develop a beautiful avenue that supports the clustering of the arts and cultural facilities of the city

Bus Interchange

Retain the existing bus interchange and services, delivering people directly into the Ford Street arts and cultural precinct.

Move bus stops south, clear of the pedestrian crossing, arts plaza and entry to the new Cultural Centre building.

Wangaratta Museum

Celebrate and revitalise the existing Wangaratta Museum building and operations in conjunction with the new Cultural Centre building and adjacent arts plaza.

Reclaim the on-street car parking between the Art Gallery lane vehicle crossover and the new pedestrian lane for a generous landscaped footpath area and public arts or cultural installations.

New Ford Lane

Create a new pedestrian mid-block connection as a public space linking the rear of the school, the church, the gallery, the museum and the new Cultural Centre directly into Ford Street.

Art Gallery Lane

Create a new connection for Art Gallery lane directly into Ford Street allowing direct and efficient loading and car parking movements.



BIG IDEA:
**DEVELOP
NEW EVENTS,
ACTIVITIES,
FESTIVALS AND
HAPPENINGS OF
ALL KINDS**

Recent events in Wangaratta, such as Down By the River, have been wildly successful and have shown that there is a real appetite locally for events of all kinds. Build on this success by developing a full program of cultural events that are embraced by residents, people from the wider region and visitors from further afield.

Bringing new events large and small to the city will bring life to the streets and position it as a place where there's always something happening.

WHY THIS IDEA

Victorians are major consumers of events: 89% of all Victorians aged 15 years or over attended a cultural venue or event in 2013-14 [Creative Victoria]. Building a full program of local events for Wangaratta would have multiple social, cultural, tourism and local business benefits.

Events can also act as testing grounds, giving smaller artists, producers, performers or businesses a chance to participate at an entry level as a stepping stone to further opportunities. For example, market stallholders may go on to take up local shops once their business model has been tested and refined through events or local musicians may go on to book more formal or regular gigs once they've had the chance to test material with a live audience.

A key opportunity to explore is expanding the involvement of significant festivals that currently tour to regional areas, such as the Melbourne International Film Festival, the Melbourne International Comedy Festival and Opera Australia productions or new offshoots of existing events such as White Night. Creating new collaborations with existing organisations such as The Wheeler Centre for Books, Writing and Ideas, universities, culturally specific film festivals, Federation Square and others who potentially have an interest in regional opportunities.

HOW IT COULD WORK

The program should be as wide as possible including existing signature events, film, children's events, indigenous cultural events, markets, sports, small business, music, dance, lifelong learning, spoken word and more. The diversity of potential venues, both indoors and outdoors, is a real strength that could be explored to make events that are unique to the city and create a real talking point.

The events program should bring together event organisers, community groups and local business owners to ensure a strategic and co-ordinated approach to the activation of the CBD.

We recommend cross promoting activity so that, for example, an Italian Film Festival coincides with special Italian food feasts at local restaurants. Think broadly and creatively around venues, especially for events in the winter months.

Strategies to consider include:

- holding an exhibition in more than one small venue
- taking an open-house approach and inviting people into commercial buildings, studios and private homes
- holding events in cafes and restaurants

I want our arts and culture to be high profile. To be about joy and participation and belonging. If we don't support the arts in the CBD, what would we have? Concrete and buildings and a community who has to go outside of itself to experience things

ECONOMIC AND COMMUNITY BENEFITS

- bringing people into the CBD increases patronage of local businesses
- increased tourist visitation and increased likelihood of tourists staying in Wangaratta for longer periods
- social cohesion through celebration of different cohorts within the community
- pathways to employment and small business ownership

CHALLENGES

- achieving coordination and effective communication so that local businesses directly benefit from events
- access and health and safety considerations in opening up venues that have not previously been used for public events
- building the case for Wangaratta as a location for touring productions and festivals

PRIORITY LOCATIONS

Priority locations for events and activation (subject to detailed review and changing logistical considerations) are:

- Riverside Square because the stage is already set and it's worked well in the past and new infrastructure, such as the shade structure and temporary seating will support a range of events
- the proposed Maloney's Square (positioned right in the hub of the CBD and connected by a pedestrian north east/south west thoroughfare) is a well located event space for after work/ evening events
- the Goods Shed near the train station is a large, flexible, easily accessed space that can be transformed to accommodate a range of events and includes ample car parking

we need to build on the success of Down by the River in Apex Park

CLUNES BOOKTOWN FESTIVAL

May 2016 will see Clunes' tenth Booktown Festival. The festival has reinvigorated the town - the event sees over 18,000 visitors flocking to experience author talks, book trading, exhibitions, workshops, roaming street performances and more.

"A small group of us got together because we were concerned about our town's survival. We had to work out how to become a sustainable community. It was a ghost town here." Tim Hayes, Creative Clunes Inc.

The event has had a major impact on Clunes all year round and has succeeded in promoting the town, attracting large numbers of volunteers and enabling a number of new book based businesses to open.





BIG IDEA:
**CELEBRATE THE
PLACE OF TEXTILES
IN WANGARATTA'S
STORY IN NEW
STREET ART,
EXHIBITIONS
AND PROGRAMS
THROUGHOUT
THE CITY**

The history and culture of textiles in Wangaratta is a unique and special part of its background, from local craft groups to large scale manufacturers like the Bruck Group and Wangaratta Woolen Mills. Play on this strength by introducing new events, groups, exhibits and public space elements and inspire new, younger audiences to get involved.

WHY THIS IDEA

Textiles are already something special in Wangaratta, particularly through the Stitched Up Festival, Contemporary Textile Awards and local champions and artisans. We recommend spreading the love for textiles to new, broader audiences and making it something the city is really known for.

People in Wangaratta are very resourceful, there's a lot going on, like knitting in pubs and the Stitched Up Festival is really incredible

HOW IT COULD WORK

- work with local textile groups (eg. Wangaratta Textile Arts Association) to develop a program of activities that capitalise on the current trend for homemade and handcrafted products, including:
 - weaving
 - knitting circles
 - textile art
 - yarn bombing
- attracting younger people through the use of targeted communications and social media
- create permanent and temporary exhibitions of textile art within local galleries
- provide support for locals to sell their work on Etsy, including:
- marketing advice
- photography sessions and access to equipment for shooting small objects
- group promotional activities including posters, displays in vacant shops, local and regional advertising for Wangaratta makers
- brokering sales opportunities and commissions outside Wangaratta



in the gallery recently there were beautiful wall hangings made of silk that move so beautifully in the breeze, imagine if we had something like that as banners on the street

ECONOMIC AND COMMUNITY BENEFITS

- developing local skills
- providing more reasons to visit Wangaratta CBD
- making the streets more beautiful
- increasing the sense of Wangaratta being loved and cared for by locals
- strengthening local communities
- reducing isolation
- providing pathways to employment and supporting local makers
- tapping into the global trend around the handmade, makers and craft

CHALLENGES

- broadening the audience and participation in textiles beyond those already participating, especially inspiring young people to get involved
- supporting the Wangaratta way to do craft and doing contemporary craft that is part of a larger movement but isn't a watered-down version of hipster Melbourne



SLOW ART COLLECTIVE

Melbourne based The Slow Art Collective has a focus on environmental sustainability, material ethics, DIY culture and collaboration. Their approach is typified by a highly imaginative use of materials, including textile elements, to explore the process of making.





BIG IDEA:
CREATE

**OPPORTUNITIES
FOR LIVE MUSIC
OF ALL KINDS
THROUGHOUT THE
CENTRAL CITY IN
PERFORMANCE VENUES,
SCHOOLS, CAFES AND
ON THE STREETS**

we need to be like Clunes is with books, we should be that for music. Lots of experiences around music that can fill a weekend.

Create opportunities for live music of all kinds and genres throughout the central city in performance venues, schools, cafes and on the streets.

We recommend using the success of the Jazz Festival as a jumping off point for expanding music as a central part of the offer of the city so that it becomes known not just as the Jazz Festival city but more generally as an excellent place to experience live music of all kinds, both formal and informal.

WHY THIS IDEA

The Jazz Festival is already a key strength for Wangaratta. It has an excellent reputation and attendance and is a key component of the existing brand of the city. However, the flow-on effects are not being realised as well as they could be and the festival is somewhat separate from the broader offer of the city.

While there are many music activities taking place, in schools and community groups for example, you can't often experience music in public spaces, year-round or as a core component of other events.

Live music could be a key differentiator for Wangaratta - attracting new visitors to the city as well as improving quality of life for locals.

There's a lot of music happening in Wangaratta in all sorts of ways, people singing in choirs, going to their dance classes, playing in orchestras - doing culture in all sorts of ways. There's quite a lot of stuff already happening which hopefully can be encouraged and enhanced.

HOW IT COULD WORK

Create multiple new opportunities for live music and activities that support the culture of live music by:

- supporting local pubs, cafes and restaurants to include live music performances by streamlining permit processes, offering advice and support and setting up a single point of contact to connect musicians and local venues
- increasing the amount of original live music performances in the PAC program
- curating new events and festivals that celebrate different genres of music, especially those that offer a contrast to jazz
- supporting existing groups, community choirs and musicians with grants and mentoring programs
- working with the Jazz Festival board to reimagine the festival's place in the community and find ways to realise the benefits more broadly by exploring how different groups could be included
- using live music as a theme for public space elements
- musical elements within new children's play areas at Apex Park, for example swings that play notes in harmony, bells embedded into the paving and/or sound sculpture elements
- making Please Play Me pianos available at events
- embedding the region's musical history in public space by naming new streets and laneways after local musicians or song titles
- the Arts Council and the Wangaratta Farmers' Market working together to deliver a program of live music and performance
- enabling all kinds of music from established performers to community choirs
- holding a regular music market where people can buy and sell musical paraphernalia, memorabilia, secondhand instruments, LPs and CDs
- encouraging collaboration between schools, community groups and local businesses with projects like the Diddly Bow project

- expanding live music into Council events, festivals and activities wherever possible and making it a prominent part of those activities
- establishing a live music journey with a series of custom designed, temporary stages and seating areas that vary in size and style (this journey might start small and grow to take in the whole CBD, initially it could begin along Reid Street, take audiences down Victoria Parade via the RSL and music at the Bowls Club, to a larger stage at Riverside Square, over the swing bridge to a proposed new soundshell/stage at Apex Park)
- creating a range of opportunities for making instruments, from workshops for children making instruments from recycled materials, to courses in instrument making by master craftspeople
- developing symposiums, debates and talks on the place and future of music as part of the work of the PAC
- taking music to community venues such as aged care facilities and neighbourhood houses or commissioning roaming street musicians for events

ECONOMIC AND COMMUNITY BENEFITS

- increasing visitation to the CBD all year round with more events targeting a broader audience
- increasing and diversifying the local spend in a broader range of businesses by expanding the diversity of events in terms of scale, timing and audience
- expanding the opportunities for CBD cafe, bar and restaurant operators and accommodation providers
- effective place marketing and flow-on brand association benefits when musicians and festivals promote Wangaratta and local venues in their own marketing campaigns
- strengthening local skills
- improving social inclusion and knock-on health benefits

CHALLENGES

- collaborating between many different groups, organisations and individuals who are currently sometimes working in silos
- engaging with perceptions of previous live music failures
- weaning Wangaratta away from the dependence on jazz and avoiding becoming too focused on one genre
- establishing new initiatives in the context of limited funding without taking away from established, successful programs and events

PRIORITY LOCATIONS

Have a diverse range of spaces available for live music and performances that consider the varying logistical elements and scales of events. Give priority to the following locations with appropriate permits:

- the main retail areas on Reid and Ovens Streets
- Merriwa Park Soundshell
- King George V Gardens
- the proposed pavilion in Apex Park
- Riverside Square and along the riverside
- the new proposed Maloney's Square and other suitable laneway sites
- the Goods Shed near the train station
- at gathering spaces along the proposed Wangaratta Loop

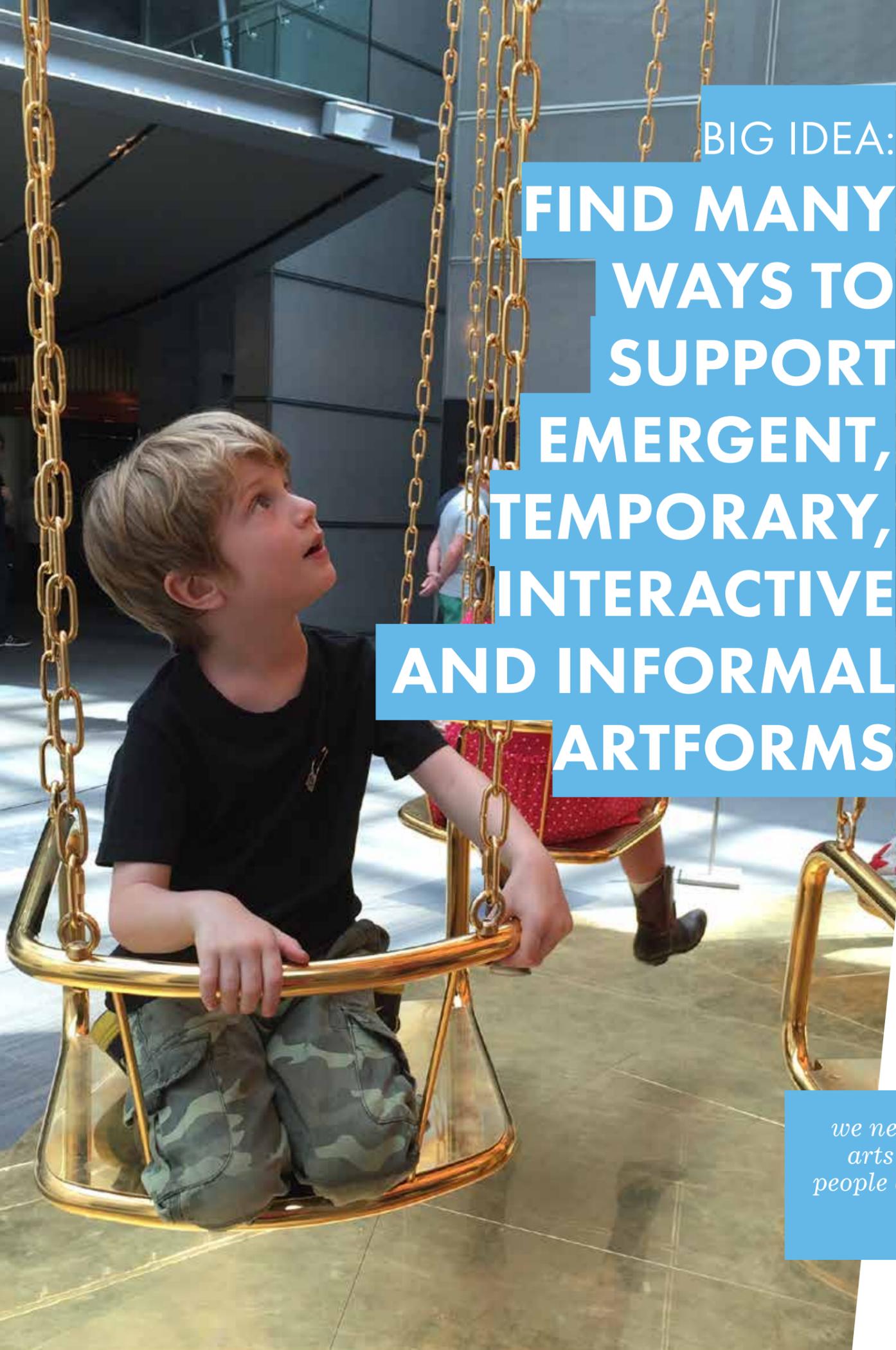
I just think that total integration of music is what will give Wangaratta its USP

21 SWINGS

21 Balançoires by Canadian design collective Daily Tous Les Jours, brings music to the street through an art installation that also functions as a huge interactive instrument.

When people swing, pre-recorded sounds from a xylophone, piano and other instruments play. Multiple people can swing together to create complex melodies and harmonies.





**BIG IDEA:
FIND MANY
WAYS TO
SUPPORT
EMERGENT,
TEMPORARY,
INTERACTIVE
AND INFORMAL
ARTFORMS**

we need to develop a culture of the arts in a grass roots way, where people can experience culture, even if they don't realise it

Think of the arts as an ecosystem with a multitude of ways that it can be created, performed, published, shown and experienced and establish ways to support the widest possible variety of these spaces and processes.

WHY THIS IDEA

Large, expensive, high profile infrastructure based projects are not the only way to invest in the arts. A strategy that focuses on strengthening multiple elements of the arts ecosystem and making many small things happen will have immediate impact and allow the arts to permeate the city.

HOW IT COULD WORK

In order to do this we recommend:

- creating new partnerships that support and promote arts education
- opening up opportunities for TAFE students and local primary school children to collaborate with established artists to create new art works as a result of the Masterplan
- fostering emergent art: making small grants available to new artists, democratising new exhibition spaces and finding ways to mentor and support them
- ensuring creative opportunities arising from the Masterplan target emerging and local artists as well as established and visiting ones and finding ways to support collaboration between new and established artists
- where possible, using humble, domestic or reused materials, particularly where there is the dual benefit of saving them from landfill
- using derelict, industrial or underused spaces such as the shopfronts on Norton Street as exhibition or performance venues with as little modification as possible so that their original use and state become part of the character of the place
- making cultural experiences playful and interactive by embedding technology, conversation, moving parts or responses to weather conditions
- brokering relationships between businesses, organisations and cultural producers to commission works, provide spaces to show or perform or collaborate around events, exhibitions, publications and ideas
- supporting emerging indigenous artists, for example through a specific grant for this purpose or other in-kind benefits

How can we support artists to help them become sustainable and creative in their own right?

ECONOMIC & COMMUNITY BENEFITS

- supporting local creative producers with funding and richer opportunities to collaborate and make their works public
- making the CBD more attractive, enriching the layers of meaning and the overall experience of being in the CBD
- creating more reasons to visit and linger in the CBD with knock-on economic benefits of increased retail spend
- strengthening the sense of local identity and pride in place
- developing local skills
- repositioning Wangaratta as a place for art and culture and strengthening the brand experience
- boosting tourist visitation

How about something near the cathedral leading to the library - where you can step on something to make sounds?

CHALLENGES

- negotiating access to underutilised spaces
- brokering partnerships and relationships between the arts community and the broader business or not-for profit community

PRIORITY LOCATIONS

There should be consideration of CBD wide locations, with a range of formal and informal spaces. No space should be considered too big or too small. Priority locations, subject to detailed review and changing logistical considerations are:

- underutilised spaces in Norton Street
- Maloney's Arcade, Victoria Parade and other sites that are on the connection from Riverside Square to Ford Street including around Big W
- eastern side of the Riverside Square
- the proposed Wangaratta Loop
- Co-Store windows and footpath outside
- King George V Gardens (subject to appropriate scale)

We are working on a project called the Diddly Bow project. We are using Luke's expertise as an artist to make instruments out of recycled materials, workshops in schools and elsewhere. The Men's Shed have helped us to construct & make instruments parts.

SONIC BLOOM

Dan Corson's Sonic Bloom in Seattle is highly interactive - the giant flowers generate renewable energy from solar panels, light up, move and sing in harmony in response to human movement.





BIG IDEA:
**EXPAND
THE ROLE
OF LEARNING
IN THE CBD**

Our Library is a vibrant cultural centrepiece

Put lifelong learning, curiosity and exploration at the heart of Wangaratta. There are multiple sites for learning in the CBD - the Library, TAFE, primary schools and The Centre for Continuing Education are essential parts of Wangaratta's future success as a city and significant assets that should be supported and strengthened. Enable them to continue to grow their roles, particularly through integrating the institutions more with other city events, services, businesses and the broader community.

WHY THIS IDEA

Knowledge, learning and ideas are the lifeblood of any city. Wangaratta Library and the Wangaratta TAFE enable people of all backgrounds, ages and aspirations to access them. Support should be provided to expand and build on the excellent work that is already taking place to extend the reach of these services even further throughout the community and give a stronger voice to the learning institutions in other events and services being delivered across the city.

So much of the community enjoy the library's facilities, activities and welcoming staff

One way forward is the creation of more partnership opportunities

HOW IT COULD WORK

- actively seek opportunities to link local events and programs to the Library, for example by running community workshops at the Library using theatre companies, speakers or artists visiting the PAC or Art Gallery
- incorporate more events and activities involving learning, authors, reading and writing into broader local programs
- install a little free library in the CBD either as a permanent fixture or a portable one moving between sites such as outside the Art Gallery, Maloney's Square and King George V Gardens or in Maloney's Square
- incorporate library services and activities into local events, for example expanding the Story Time sessions held at Down By The River into further events
- coordinate more activities between local schools and the Library
- allow the TAFE to regularly use other appropriate public spaces such as the PAC for their activities
- build relationships between local businesses and the TAFE, particularly where there are opportunities for work experience, apprenticeships or guest lecturers
- build lifelong learning elements into existing events
- strengthen connections between the Library, TAFE and local community organisations involved in learning activities
- facilitate local skill swap programs that enable different members of the community to share their talents and learn from each other
- promote activities and events celebrating Aboriginal history and culture

ECONOMIC & COMMUNITY BENEFITS

- increased access to education and employment pathways
- increased skills, knowledge, creativity and confidence
- enhancement of local social networks

CHALLENGES

- managing resources effectively to expand programs whilst maintaining existing services
- ensuring the Library and the TAFE have a strong voice in ongoing plans that will impact them

Writing and reading is both an art form and recreational activity which can be further enhanced and treasured in Wangaratta

AKB ARCHITECT'S STORY POD

Opening like a giant book, AKB Architects' Story Pod in Toronto functions as a book exchange and public space to lounge and read. At night it is lit up to act as an urban marker and beautiful object.



QUICK WINS FOR ARTS, CULTURE, EVENTS & ACTIVATION

REMOVE BARRIERS TO BUSKING AND STREET PERFORMANCE

Make Wangaratta known as the most busker-friendly town in Australia by developing ambitious policies and guidelines to encourage busking in the CBD.

Busking supports the reputation of Wangaratta as a music city and enhances the vibrancy, colour and energy of the CBD.

Consider the following:

- keep the paperwork simple
- communicate a clear set of expectations and guidelines for buskers and for CBD business operators and residents
- locate areas (in collaboration with local traders and CBD organisations) with outdoor dining, such as the Riverside Precinct where buskers can perform without a permit if they conform with busking guidelines
- consider seed-funding professional buskers in the short term until a strong busking culture is established
- encourage festival performers to busk to promote their ticketed performances
- manage the use of public space and any issues or complaints that might arise (don't allow people to generalise the issues related to one individual performer to all buskers)

HOLD AN ANNUAL IDEAS-A-THON

Invite everyone to share ideas and keep the conversation going. Stage the event in a public space and use gamification strategies like the possibility of competing in teams for prizes from local businesses in order to attract a broad range of participants who might not normally bring their voice or ideas to discussions about the future of the CBD.

Make an annual call for ideas, add in the best ideas from the Ideas-a-thon and allow voting on a shortlist of ideas that have the most potential to make Wangaratta better. Award the winners with Council support, mentoring, plus a dedicated budget for implementation.

Invite special interest groups to donate funds to support ideas that further their ambitions for the CBD, for example local business groups might like to support ideas that create opportunities for local entrepreneurs, the Jazz Festival might support people with ideas for creating unique programming or venue opportunities.

INSTALL INFRASTRUCTURE FOR LIVE PERFORMANCE IN KEY PUBLIC PLACES

Make it easy to deliver performances of all kinds in public space by putting in place enabling infrastructure. This could include:

- putting together a kit of simple staging blocks and informal seating such as folding chairs, milk crates or bean bags for groups to use
- wire up speakers, create wifi hotspots and enable live streaming in priority locations such as the riverside, Maloney's Square or as part of the new Ford Street Cultural Precinct

COMMISSION LOCAL ARTISTS TO DESIGN LOCALLY THEMED CHRISTMAS DECORATIONS

Instead of purchasing standard Christmas decorations for the public areas of Wangaratta, use the budgets defined for this purpose to commission Christmas themed public artworks that celebrate the unique and special things about the city, the region and Southern Hemisphere Christmas.

A combination of traditional approaches and art works could also work, for example using public Christmas decoration companies for manufacture, installation and removal services whilst artists are commissioned to supply designs for bin wraps, pole toppers and garlands.

The results of this process would be unique, give shoppers an extra reason to visit the Wangaratta CBD during the festive season and should cost no more than a traditional approach.

Take away the obstacles to musicians and performers busking and you will have pop-up arts events happening in Wangaratta spontaneously.



RETAIL AND BUSINESS PORTFOLIO

BIG IDEAS

- Develop an iconic new local produce cafe and provedore
- Advocate for improved train services
- Strengthen the offer of local shops, cafes and restaurants

QUICK WINS

- Shop Local Wangaratta
- Install pop-up shops or other social enterprises in vacant shops
- Find a space for coworking
- Develop a program of mentoring, training and inspiration for local businesses
- Promote the breadth of produce of the region in the CBD
- Enable new retail partnerships
- Incentivise and support new and existing green business within the CBD





**BIG IDEA:
DEVELOP AN
ICONIC NEW
LOCAL PRODUCE
CAFE AND
PROVEDORE**

The regions surrounding Wangaratta are renowned for their abundant and high quality produce, from Milawa Cheese to the world-class wines and olive oils of the King Valley. We recommend bringing a taste of the food and wine experience of the region into the CBD of Wangaratta in a stunning, new, purpose built facility on a strategic site.

The key opportunities are to:

- forge a partnership of local winemakers, growers, producers and farmers dedicated to showcasing their products in the CBD and who are strongly supported by Council
- bring together an experience of the diverse food, produce and wine offerings from the wider region in a one-stop-shop within the CBD
- develop one of the recommended landmark sites so that the provedore is located in a prominent CBD position that showcases Wangaratta's beautiful landscapes and enables the facility to make the strongest possible contribution to the activity and identity of the CBD

WHY THIS IDEA

Currently there are few opportunities in the Wangaratta CBD to sample the abundant variety of foods grown and produced in the region. There is an opportunity to show off the wonderful breadth and quality of produce, food, wine and gourmet offerings of the north east region in the CBD and support and inspire local restaurateurs and retailers to better showcase their local farmers and producers.

A purpose built facility that showcases local produce in the context of world class architectural design and stunning local landscape would provide a destination in the CBD that would attract visitors from far and wide. Unlike many attractions in the wider region, this would be available to all visitors, including those travelling by train and by bicycle.

Locals and visitors alike would be able to sample a broad range of produce, admire the views and soak up the atmosphere. The provedore could also promote the food and wine experiences of the broader region as well as repositioning the CBD as a foodie centre.

Wangaratta has absolutely taken to cafe culture - much more than Albury and Wodonga

The provided would:

- support local and regional producers and growers
- strengthen the brand of Wangaratta and link it to existing strong regional brands
- provide a strong destination for tourists and locals alike
- encourage visitors to base themselves in Wangaratta and make day trips to regional destinations, increasing the money spent on accommodation, food and entertainment in Wangaratta
- make better use of key CBD land to benefit Wangaratta as a whole
- support the framing of Wangaratta CBD as a foodie centre, benefiting all local cafes and restaurants

HOW IT COULD WORK

- engage with local producers to understand their aspirations and explore the potential of expanding existing supply chains within the CBD to make local produce more accessible to all cafes and restaurants
- engage with broader produce-related potential partners such as the Wangaratta Farmers' Market and Victorian Farmers Federation
- explore the feasibility of a series of pop-up food and drink events in existing venues as a first step towards building the brand and delivery model of a permanent providedore
- identify a suitable location through detailed site investigations (see discussion regarding sites below) and discussions with landowners
- secure funding and delivery partners through conversations with state government agencies and private sector partners

- support the development of a new facility in a landmark architectural building that reinforces the character, identity and aspirations of Wangaratta and the wider region
- Include spaces for a variety of uses including:
 - meeting, small office and workspaces
 - exhibition
 - seminars, functions, talks, promotions and tourism events
 - fine dining, casual dining and drinking
 - shaded, sheltered but open and inviting indoor and outdoor areas with enticing views
- incorporate nighttime and weekend uses, indoors and outdoors so the site is a lit beacon of activity and great produce for visitors at all hours, featuring music spilling out into the street and nearby green spaces
- provide a shopfront to a retail street as a CBD base for regional producers (this could include individual stalls/ exhibits, city centre offices or workspaces for the producers to use when visiting, links to the Visitor Information Centre and other visitor information, Rail Trail and other nature-based tourism information)

ECONOMIC & COMMUNITY BENEFITS

- significant investment in the promotion of local and regional produce, producers and businesses
- boost to the night-time and weekend economy for the CBD as an attractor for locals and visitors
- a food and beverage landmark with pull beyond the local catchment to entice visitors from regional Victoria, Melbourne, Sydney and beyond

- a location to host functions, events, music and hospitality events linked to the produce and producers
- community health benefits by linking to the growing cycling tourism market and being linked to the proposed Wangaratta Loop, the Bike Hub and the Rail Trail

CHALLENGES

- creation of a regional producers association or similar stakeholder group to drive the concept
- forging the necessary partnerships including private sector partners
- securing public or private funding for acquisition of land, design and construction of a facility
- developing the governance model
- inspiring landowners of suggested sites to consider a change of use
- negotiation and potential acquisition process
- funding for the refurbishment of existing buildings and/or development of new buildings

We are a gateway to fantastic experiences - so to capture some of that locally is a great idea

Wangaratta needs to be more than a service town for the great things happening in the north-east region. It has an opportunity to exhibit all of these attractors within its city centre.

the food thing is really important and it's very disparate. We need to intensify the sense of local

PRIORITY LOCATIONS:

Most of the sites identified as possible locations for permanent civic uses in this report are currently occupied by big box retail. Once on the outer edge of the CBD, these sites are now recognised as having strategic importance and considerable natural beauty. Over time it can be expected that some of the big box retail uses may drift further out to the fringes of the CBD and the land will become available for alternative uses. Because of their strategic locations and lovely settings we recommend that these land use changes are anticipated and that steps are taken to ensure that these sites are reserved for civic or commercial uses that make them available to visitors and locals alike.

All of the following sites would be suitable for the provedore facility and are shown in priority order:

1. Lot 8 Wangaratta Road/Murphy Street, currently occupied by Harvey Norman
2. Any lot located between 2-16 Templeton Street that back onto Sydney Beaches and provide excellent views [preference for sites clearly visible from the intersection of Ovens Street]
3. Any lot on Faithfull Street which is adjacent to the river, offers excellent views and is clearly visible from the Wangaratta Road/Murphy Street Bridge
4. Land adjacent to King George V Gardens, Apex Park or in the Norton Street precinct.

In order to provide an attractive location to locals and visitors and to maximise the benefits to the CBD, the provedore should be located so that it:

- is within walking distance of the train station
- holds a position that is highly visible to visitors entering the CBD
- is close enough to the main retail core to contribute to the activity of the CBD
- has the best possible views and landscape setting available in Wangaratta

The recommended site is on Murphy Street beside Merriwa Park and is currently occupied by Harvey Norman. Locating this project on this site would have the following benefits:

- a beautiful building on this site would be one of the first things a visitor will see when arriving in the Wangaratta CBD
- the site offers stunning, iconic views over the billabongs of Merriwa Park, King River and the landscape beyond
- development of the site could improve visual and walking links to from the CBD to the parklands and river
- the proximity of the site to the cultural precinct on Ford Street and the retail offering of Murphy Street
- it provides easy access to cycle paths and sits beside the new Bicycle Hub facility

In this location the space could be designed so that it:

- creates a buffer from the heavy traffic on Murphy Street, embraces the park and provides new and appealing pathways from the CBD down the slope to the river and tranquility of the parklands below
- creates a greatly improved visual arrival experience into the city centre [particularly approaching from the south west]
- activates the frontage to Murphy Street with openable facades, inviting uses and interaction between the hub and the street and creates a visual invitation for people walking down Ford Street
- brings the character of Merriwa Park into the city and enables people in the city to better access and experience Merriwa Park within the CBD
- provides clear, easy access into the park from Murphy Street reinforcing the bike station access path
- better links pedestrians and cyclists between the city streets and the paths and trails of Merriwa Park, Kaluna Park and the King River
- creates an attractive destination that is visible from the top of Ford Street and invites people to walk from the PAC and the Gallery along Ford Street to Merriwa Park

We recommend that this project is kickstarted with a program of displays and a cafe/provedore in vacant shops and/or with a mobile/temporary/portable facility. High profile sites near other key visitor destinations should be selected, such as the Big W car park, Riverside Square, the railway precinct and the Goods Shed.



ILLUSTRATIVE CONCEPTS OF A POSSIBLE FUTURE DEVELOPMENT OF THE SITE

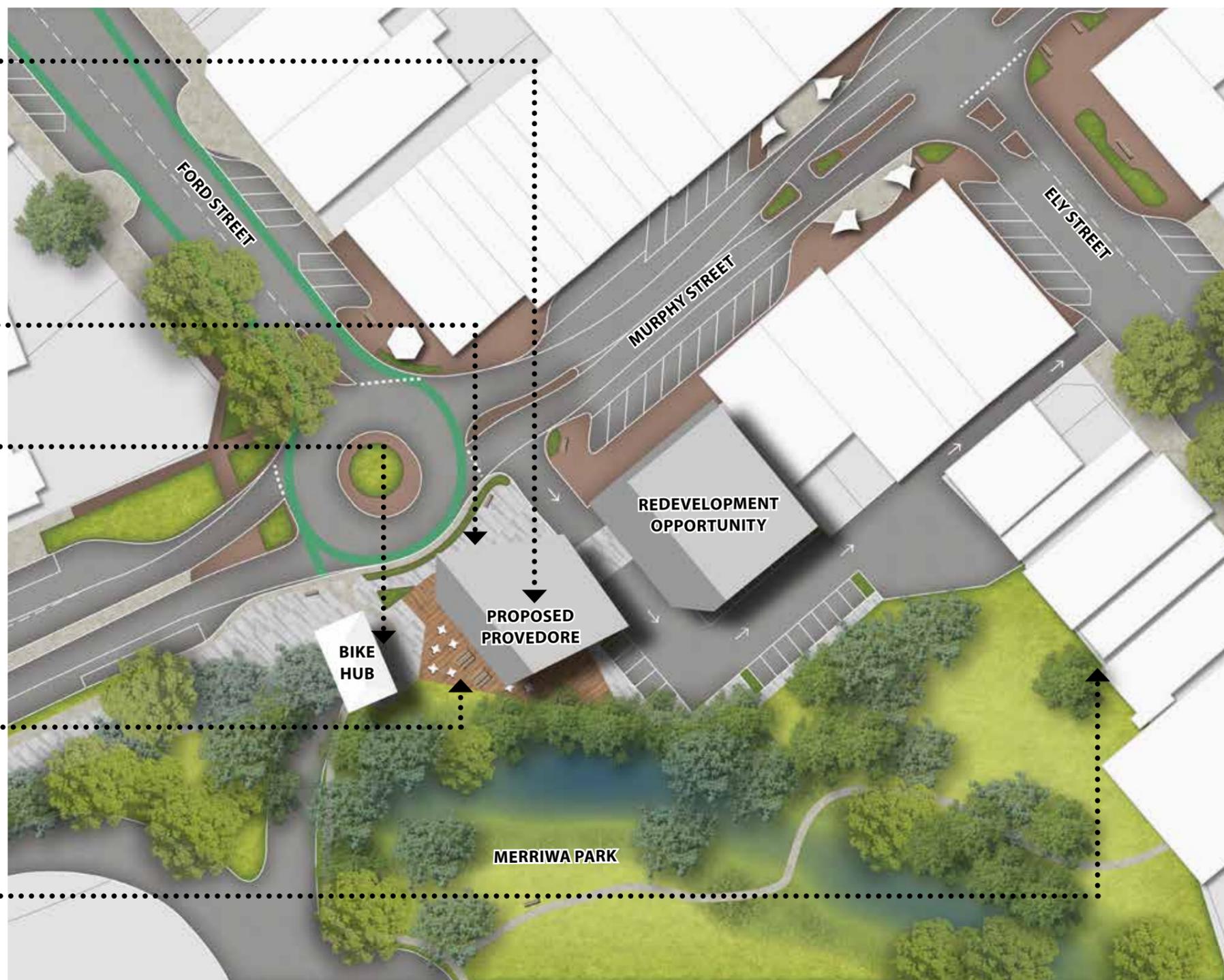
To showcase Wangaratta's local and regional food and produce offer create a **new landmark building**, located on southern entrance to the CBD. This prominent site is one of the first views experiences as they arrive in the CBD. The site has beautiful views over the billabongs of Merriwa Park and the King River. It is walking distance to the Cultural precinct along Ford Street, the Train Station and the bike hub is conveniently located next door

The new building will **encourage street trading and activity on Murphy Street** by having operable facades and outdoor seating

A new bike and pedestrian path will connect the provedore and bike hub to Merriwa Park

Locals and visitors can enjoy outdoor dining with views overlooking Merriwa Park. Feature tree lighting along the billabong would create a magical evening experience

Encourage future development along the park interface to address the park, encouraging uses that complement and support tourism operations



ECONOMIC BENEFITS

- Creates a food and cycling destination experience enticing visitors from regional Victoria, Melbourne, Sydney and beyond
- The hub will showcase local producers in one central location and improve the perception of Wangaratta as a key food destination
- Support local & regional producers with access to flexible office space and a significant investment in infrastructure and promotion
- Boosts the night-time and weekend economy for the CBD
- A new landmark building will improve the arrival experience into the CBD
- A new landmark building will contribute to increased street life on Murphy Street (operable facades, outdoor seating, music spilling out into the street)
- Promotes the benefits of shopping locally and supports local and regional food production
- Creates jobs and supports the surrounding regional traders

COMMUNITY BENEFITS

- Meet friends in a centrally located, destination cafe
- Year round indoor & outdoor events space
- Positioned next to the Bike Hub and on the Loop it encourages cycling and walking
- A strong visual link connects Merriwa Park to the CBD

Arrival point to the CBD

The site is one of the key arrival points into the CBD core. As such, the development of a local landmark, Taste of the Region Hub, on this site will set the tone for the renewal of the city by anchoring important view lines along Murphy Street/Wangaratta Road, along Ford Street from the north west and from Merriwa Park up to the activity of the city centre.

Link Murphy Street to Merriwa Park

Focus the outdoor terrace and public realm spaces on direct view lines and links between Murphy Street and Merriwa Park. The elevated nature of the site means the space between the new building and the Bike Hub has captivating views through existing trees down into the fernery, Merriwa Park and the creek.

Local functions and events

The new outdoor public space will be used for informal daily wining and dining for city workers, locals and visitors keen to taste great local produce with a view of the park and the church.

Coffees and lunch could be served from a window opening to Murphy Street for passers by.

Nighttime events and functions could be held on the terrace with the doors of the Bike Hub thrown open with people, music and nighttime activity spilling out into Murphy Street and Merriwa Park.

Bike Hub

Create links to the new Bike Hub by providing a place for cyclists to pause, stop, eat and drink. Embed cycle tourism information and links to capitalise on the passing cyclists and those using the Bike Hub.

illustrative concepts of a future development of the site



DUCK DUCK GOOSE AND LARDER

Kyneton's Duck Duck Goose and Larder is a great example of a cafe and provedore showcasing the best of local fruit, vegetables, dairy products, meats, sauces, pastas, olive oils, cordials, teas, preserves and gifts.





**BIG IDEA:
ADVOCATE FOR
IMPROVED TRAIN
SERVICES**

Efficient, speedy train services are the transport of the future. They are particularly important for regional centres in allowing them to connect to wider economic and social opportunities and avoid becoming isolated or left behind.

While other regional centres such as Geelong, Ballarat and Bendigo have benefited from fast rail services that link them more effectively to Melbourne and to each other, increasing their competitiveness, productivity and success, Wangaratta has not received the same benefit. Its existing train service is slow, infrequent and marred by regular disruptions.

An improved train service to Wangaratta is critical to underpin the city's growth, give access to opportunities in the broader economy, provide additional choice for local people and businesses and safeguard its future as a successful regional city.

WHY THIS IDEA

The Victorian Regional Fast Rail completed in 2006 demonstrates the impacts rail investment can have on regional cities. Geelong, Ballarat and Bendigo have realised the benefits of these upgrades, including increases to their populations, a surge of rail usage and increased confidence and investment.

HOW IT COULD WORK

Strategic improvements to rail are expensive, long-term and large scale with massive competition between regions but the benefits make this investment of time and energy worthwhile. In order to maximise Wangaratta's chances of being successful in accessing the necessary funds, Council could work in partnership with local business and community champions.

In consultation with strategic partners (and if all concerned agree it is useful to do so) collate up-to-date, compelling evidence about the benefits of improved rail services by commissioning an Economic Impact Assessment of:

- upgrades to stock, track and other infrastructure
- increased frequency of the existing service between Wangaratta and Melbourne
- Wangaratta's inclusion as a stop in a high speed rail link between Sydney and Melbourne
- nearby, easily accessible stations' inclusion as stops in a high speed rail link between Sydney and Melbourne
- maintain an ongoing conversation with all relevant state and federal governments and agencies including Public Transport Victoria, V/Line, Infrastructure Australia, Regional Development Victoria and local MPs to make the case for improvements
- engage with politicians and political candidates across all parties to ensure bipartisan support for rail improvements
- advocate for consideration within key pieces of policy or funding, for example the new Cities and the Built Environment Ministry

ECONOMIC AND COMMUNITY BENEFITS

- maximised productivity and competitiveness
- connection of resources and labour to the marketplace
- greater choice and opportunity for individuals and for local businesses
- social benefits of greater connectedness to employment opportunities, education and health services as well as recreational facilities
- reduced carbon emissions by providing alternative to private vehicles
- reduced congestion
- job creation and benefits to the local supply chain through the delivery of major infrastructure
- Provides a viable option for tourists/visitors to sample the offering of the region – in particular wine and cycling

CHALLENGES

- making a strong case for Wangaratta in the face of stiff competition for resources from other centres
- navigating a complex, political, multi-agency environment and dealing with multiple tiers of government over time
- maintaining strong stakeholder engagement over time so that Wangaratta can be responsive to opportunities as they arise

A reliable train system would encourage visitors to our city.

BIG IDEA: STRENGTHEN THE OFFER OF LOCAL SHOPS, CAFES AND RESTAURANTS



Encourage the establishment of a subcommittee of Business Wangaratta which is focussed on the specific needs of main street traders and is organised to allow local traders to access funding, support, networks and other benefits so that they can work together to be more than the sum of their parts.

Collaborative working injects new energy into local retail operators and could be a platform for improving everything from window displays and customer service to local events and festivals.

WHY THIS IDEA

Retail is at the heart of any CBD. Local shops, cafes and restaurants are integral to the way people experience Wangaratta and their perspective on how successful it is as a place.

However the environment is changing. The rise of online shopping and shifting markets are impacting bricks and mortar retailers like never before. Tastes are changing as millennials displace baby boomers as the nation's biggest consumer buying group. Technology is throwing up major challenges as well as offering opportunities to reach customers in new ways.

This once in a generation shift for retail will be hugely challenging for some traders and present major opportunities for others - those who are able to embrace changing tastes and offer excellence in customer experiences will thrive.

In order to compete with other centres, as well as with online retailing, the Wangaratta CBD needs to be highly functioning, competitively priced, offer products that are unique and special and provide an experience that can be had nowhere else.

To reinvigorate the retail experience of the Wangaratta CBD the following actions would strengthen existing businesses, create new connections between

businesses, enable new businesses and greatly improve the experience for customers.

Formalising collaboration between retailers opens up a wealth of opportunities. Eligible trader organisations can access dedicated funds and dedicated support that are not available to existing organisations in Wangaratta at the moment. Most importantly, they allow traders to define specific goals and work cooperatively to achieve far more than they could ever achieve alone.

A distinct group for traders should be formed as a subcommittee of Business Wangaratta with a very clear mission to strengthen retail. This group should focus on the specific and detailed requirements of traders while allowing the insights and needs of traders to inform broader strategic work. At the same time, the bigger picture thinking of Business Wangaratta can influence the opportunities prioritised by the traders and inform their overall approach for achieving shared objectives.

The energy and commitment to make this happen should be aimed at the most enthusiastic and dynamic retailers - those interested in making something happen - even if this is a really small group to start with.

Outcomes that could be achieved by the establishment of a new retail subcommittee include:

- giving a strong voice to the sector in negotiations with Council, developers, funders, the community and state government
- securing new funds for enhancing local shopping experiences and boosting trade
- new, jointly delivered activities such as seasonal special offers, late night shopping, street markets, long table lunches, disloyalty schemes etc.
- a review of customer focused practices such as opening hours
- jointly commissioned market research
- a strong social media presence that markets the whole CBD shopping experience

The nature of retail is changing with the internet. Businesses need to cater for what the customers want, not what the traders want. The days of closing at 12 on a Saturday are gone.

HOW IT COULD WORK

The Business Wangaratta retail subcommittee would need:

- a group of like-minded traders who are enthusiastic about working together and making things happen
- a group chairperson
- a business plan outlining the specific vision, governance and activities of the association
- ideas for joint programs, events and marketing
- the support of Council

A variety of funding options could be explored including state government funding available for eligible traders organisations, pooled contributions from members and match funding from Council. The scale and participation level of any funding arrangements can be determined by the traders themselves in defining what level of activities they want to undertake.

There are about 70-80 trader associations and similar organisations operating with support from councils through special rates levies currently operating in Victoria, implementing initiatives such as seasonal promotions, branding, competitions, loyalty programs, newsletters, advertising, marketing campaigns, community events, directories, business events and networking, improving amenity, and increasing awareness and customer numbers to their precincts. About \$7-8 million is generated annually by these programs according to Mainstreet Australia.

The first steps towards setting up a retail subcommittee are for Council to:

- hold a session with Mainstreet Australia and Business Wangaratta to explore possibilities with local traders
- research funding opportunities
- identify a number of interested traders

The new group can then:

- develop their terms of reference
- develop a business and marketing plan
- carry out an analysis of the local context, demographic trends and retail trends
- develop a shared vision
- carry out an analysis of the precinct including the identification of major assets, shifts, challenges, risks and key opportunities
- create a detailed action plan around marketing, events and training
- organise the financial management and fundraising elements of the organisation
- make governance arrangements including defining and assigning roles

Once the new retail subcommittee is established and in operation it should also:

- carry out a retail precincts local identity study to understand the specific needs of member traders who operate in different areas of Wangaratta, for example, traders in the riverside precinct will have different needs to Reid Street retailers
- create a website and a social media presence that communicates the vision, a directory of members and promotes events and special offers

The Co-Store is the first 7 days a week trading centre in Wangaratta. The success of The Co-Store in terms of bodies through on the weekend is phenomenal, it's proving that that's what people want in the CBD.



PRIORITY LOCATIONS

Priority should be given to revitalising precincts, in particular the retail and riverside. Prioritise the:

- retail area around Maloney's Arcade by increasing shop openings into the arcade and proposed new public square
- Victoria Parade, activating the southern side of the street
- The riverside precinct, opening onto the riverside path and Riverside Square

ECONOMIC AND COMMUNITY BENEFITS

- creating new sources of funding for local retail initiatives
- increasing the colour and personality in window displays, footpath activation and trader promotions and events
- increasing local spend as retail is strengthened
- extended opening hours so that enough shops are open to encourage visitors 7 days a week and up to 7pm at least one night a week
- lowering vacancy rates
- creating more employment opportunities for local people within the retail sector
- increasing activity on the main retail streets

CHALLENGES

- identifying a group of dynamic local traders who can take this forward
- agreeing a shared vision for the shopping area
- agreeing governance and funding arrangements, particularly the level of individual contributions and how these are allocated
- avoiding duplication of activities of other organisations or dilution of the energy/ membership base of these organisations

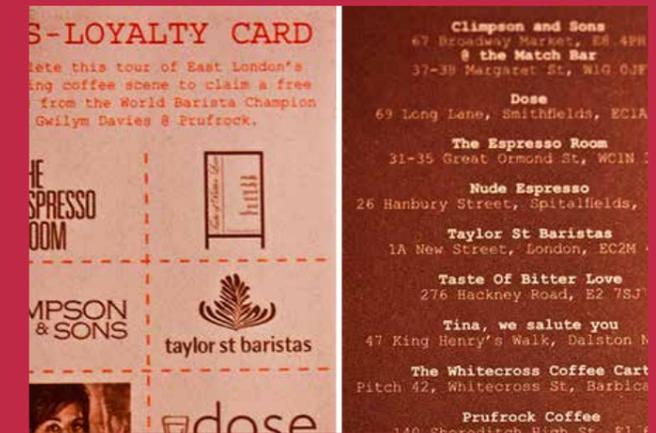
Get more unique shops so people will come here - we have too many big box shops - you can find these anywhere



DISLOYALTY SCHEME

In 2010 barista Gwilym Davies came up with an idea to champion independent coffee houses in London. Instead of developing a loyalty card that rewarded customers for using his establishment, he developed one that encouraged customers to frequent 8 interesting, quality cafes around East London, rather than just his own cafe. This approach encouraged customers to support great coffee and independent sellers in general, which was good for all of them.

Disloyalty cards for independent coffee shops are now springing up all over the States and Asia inspired by the London scheme.



BELGRAVE EMPORIUM

Belgrave Emporium incorporates over 70 stalls from a single, wooden, wall-hung crate to larger units delineated by pallets giving small-scale and just-starting-out makers and retailers access to flexible, suitable, affordable retail spaces as well as the chance to collaborate. Everything offered is high quality, handcrafted and/or hand picked. The Emporium also has a cafe, art spaces and holds regular workshops.



QUICK WINS FOR RETAIL AND BUSINESS

SHOP LOCAL WANGARATTA

Hold a session with local traders and producers to explore ways to intensify the sense of local by providing unique products and experiences that can't be had anywhere but Wangaratta. Shopping areas that are most successful are the ones that feel completely true to themselves. The experiences, products and services that you get in Wangaratta CBD should feel unique to Wangaratta and like nowhere else.

The session should explore the following:

- identifying the experiences, products and services that are unique to Wangaratta or which could be developed so that they are more specific to Wangaratta
- strengthening any elements that bring moments of delight, surprise, personality and local-ness to individual businesses through visual merchandising, business naming, customer service style, stock, interior design, events or marketing materials
- using and stocking local produce from the city and the region, from Millawa Cheese to locally-produced textiles, to ground businesses with a strong sense of place
- finding underused spaces that could be used by start-ups and small scale producers [the spaces could offer very flexible, short-term, affordable lease arrangements, for example renting and offering temporary micro-spaces in the Co-Store]

INSTALL POP-UP OP SHOPS OR OTHER SOCIAL ENTERPRISES IN VACANT SHOPS

Make use of vacant shops for non-traditional retail uses or for uses that support the surrounding retail uses [subject to any planning and building requirements]. Pop-up op shops or retail offers run by community groups would generate activity in vacate shops while attracting members of the community who might not normally use the CBD. Alternatively, a reading room, mother's room, toy library or playgroup space supports the surrounding retail by providing amenity to shoppers and an indoor place to rest and unwind.

FIND A SPACE FOR COWORKING

The ubiquity of the internet has transformed the way people now work with many people choosing to work in cafes, their homes or public spaces instead of or as well as the traditional office. Identify a spot within the CBD where local people could take advantage of this flexible approach.

Spaces to consider:

- existing public buildings such as a space within the PAC or the Art Gallery, internal public spaces such as the Post Office Arcade or exterior spaces such as laneways, on an occasional, temporary or pop-up basis
- a vacant shop unit

Suggested approach:

- keep it simple and homely with free wifi, printers and beanbags, affordable or secondhand desks and chairs, plants, rugs and artworks
- promote use of the Council's website, a local flyer and poster, the local paper and the Creative Spaces online resource
- assume a lower initial take-up: start small and expect a slow build

DEVELOP A PROGRAM OF MENTORING, TRAINING AND INSPIRATION FOR LOCAL BUSINESSES

The support Council could offer includes:

- a program of training, inspiration and support for local retailers based on their specific needs and aspirations
- brokering mentoring relationships between different local businesses according to their skills and needs
- investigating and enabling the take-up of new technology to multiple retailers, for example those that assist with ongoing market research
- brokering relationships between traders and others such as event managers, local schools, artists or community groups in ways which are of benefit to all
- bringing inspirational speakers to Wangaratta to talk to retailers about what is happening elsewhere

Alongside support for new businesses, Council could act as a point of information, training and support for those considering new retail businesses in the Wangaratta CBD to encourage new, small business start-up.

PROMOTE THE BREADTH OF PRODUCE OF THE REGION IN THE CBD

Hold a session with regional food producers to find and create opportunities to exhibit, offer and promote the breadth and quality of produce, food, wine and gourmet offerings of the north east region in the heart of the CBD.

Explore regional producers' existing supply chains and the procurement processes of local cafes, shops and restaurants to find opportunities to sell or serve more local food.

Create opportunities to work with local accommodation providers like B&B's and Painters Island Caravan Park to promote, sell and exhibit local produce and destinations.

How do we inspire businesses in Wangaratta to offer experiences that are unique? How do we get them to take a risk and expand?

ENABLE NEW RETAIL PARTNERSHIPS

The engagement process for The Wangaratta Project suggested that some traders feel disconnected from events that take place in the city. A co-ordinated approach to brokering connections between major events and retailers would maximise benefits to all.

Wherever possible, events should engage with traders to explore how they could be represented, for example:

- having pop-up stalls for local shops or cafes as part of events
- exploring with traders how they can reflect events in their activities, for example having window displays that celebrate the Jazz Festival or having special offers inspired by specific events

INCENTIVISE AND SUPPORT NEW AND EXISTING GREEN BUSINESS WITHIN THE CBD

There are multiple ways that the Wangaratta CBD can support businesses that are actively seeking ways to minimise their impact on the environment including:

- incentives and brokering arrangements for new businesses with a strong commitment to environmental sustainability
- providing resources and support to existing businesses to improve their environmental performance

The benefits of this sort of approach for business in Wangaratta include:

- future-proofing at a single business scale
- future-proofing at a city scale
- attracting sustainable economic growth

- attracting investment for local businesses
- providing employment and diversified employment opportunities
- getting ready to take advantage of likely changes in funding and priorities on both state and federal levels
- involvement in a growth industry which is less tied to location or natural resources than most
- embedding a point of difference/brand/position in the region and for the city of Wangaratta

A consolidated city approach to environmental business strategies and incentives around increased green business opportunities are needed as the city is vulnerable to the impacts of climate change - particularly around fuel and water into the future. Wangaratta also has ageing infrastructure around water management and energy that suggests in the short-medium term, that Wangaratta will need to seek new decentralised technologies.

To incentivise new green businesses to locate in Wangaratta:

- invite experts who have achieved similar projects in regional areas to share ideas, such as Starfish Initiatives, Moreland Energy Foundation, Climate Works, Enhar, ARENA for early research, Clean Energy Finance Corporation etc.
- define criteria for the kinds of green businesses that will have the most impact in the region in terms of employment, inward investment, leadership and advocacy around environmental issues
- identify what Wangaratta has that might make it attractive for investors or innovative green companies, for example: cheap land, river, lots of sun, surrounding rural and agriculture, location in relation to Sydney, Melbourne and Canberra, situated on major freight route for road and rail, population size between town and city as site to test or scale up new technology or models, range of very different climates nearby including snow and 40+ degrees

- identify key gaps and barriers to investment around green technology including distance from airport or lack of local research facilities
- communicate the benefits of Wangaratta to green businesses through existing channels such as the media, business networks and state government departments.
- offer a package of support to businesses that meet the criteria, for example identification of suitable sites, support with lease negotiations, expedited planning processes, support with relocation costs etc.

To incentivise existing businesses to green their practices:

- act as a broker, source of information and support and advocate for green business practices such as use of recycled and repurposed materials in renovations, developments and fit outs, biodegradable packaging, reduction of food miles, use of green technologies such as composting systems, conversion of lights to LEDs, growing food on site etc.
- develop a program of collaborative retail practices that minimise impact on the environment such as reusable Wangaratta CBD bags, joint green energy plans, greener product ranges (e.g. reusable coffee cups, preloved clothes) etc.
- provide free training, advice and support to green start-ups where the investment relates to job attraction

Council could also strengthen its own green business practices such as allowing Council staff to telecommute one day a week, providing additional bike racks and showers, setting stretch targets on recycling and introducing new renewable energy measures like solar panelling.

Wangaratta is where the two rivers meet, it is a city that grew out of its environment. We have the chance now to position ourselves as a green, sustainable city.

DESTINATION, BRANDING & IDENTITY PORTFOLIO

BIG IDEAS

Create a compelling brand for the CBD that invites people to see it in a new way

Bring accommodation of all kinds to the CBD

Make Wangaratta a cyclists' paradise

Make the Wangaratta CBD youth friendly

QUICK WINS

Establish a regular column that tells positive stories about local businesses

Publish a local recipe book that showcases the food offer of CBD restaurants and regional producers

Create a map to guide visitors around Wangaratta for a tour of local produce

Make public transport information more accessible

Investigate options for the relocation of the Visitor Information Centre

Support the growth of the Wangaratta Farmers' Market





BIG IDEA:
**CREATE A
COMPELLING
BRAND FOR
THE CBD
THAT INVITES
PEOPLE TO
SEE IT IN A
NEW WAY**

Design a new logo, tagline & brand strategy specifically for the CBD incorporating unique aspects of the place that repositions the city in people's minds, inviting them to see it as a great place to visit, to work, to invest and to live.

WHY THIS IDEA

The strongest place brands are not just logos or taglines. They are embedded in everything you can see, touch, smell, hear and taste. They capture these qualities and then effectively communicate them to a broad audience.

As a place, Wangaratta is not currently particularly well understood or loved by those who don't know it well. It is often talked of as a place to move through, a stopping off point to the charms of the broader region, rather than a destination in its own right. Other provincial towns, such as Bright and Beechworth, have more positive associations and stronger reputations.

A clear brand that captures what is true about a place is able to inspire people to build on it in all kinds of ways, from public art commissions to window displays, from B&B decor to streetscape design, from the names of dishes in local cafes to the titles of civic buildings.

We recommend a new brand based on the unique strengths of Wangaratta that accurately conveys the positive experiences of being in the place. A brand that is used to achieve consistent theming, storytelling and brand building efforts across multiple sectors.

We suggest an approach based on identifying and articulating the unique place characteristics of the Wangaratta CBD as a starting point for celebrating and intensifying the lived experience of them.

The Italians have been doing this for a long time, culture is part of everything, the way they wear their hair, their shoes, how they present their food or a cup of coffee. It's just in everything

At the moment Wangaratta is trying to be all things to all people but we end just up being nothing to everyone

*there's no real brand
or identity*

HOW IT COULD WORK

The following process should form a brief to a branding expert:

- creatively engage with locals, particularly local traders, to identify the unique strengths of the Wangaratta CBD (these could include characteristics such as the range and quality of gardens, the bookending rivers, sports, easy lifestyle, gateway to the region, its abundant produce, friendliness, walkability and compact nature, creative culture, variety of shops, cycling, quality of cafes etc.)
- design, get feedback on and refine a logo and tagline that communicates the characteristics identified through engagement
- develop an action plan for implementation including collaborative activities with local traders such as:
 - unifying shop fronts through window decals
 - installing street banners
 - unified reusable eco-shopping bags with the Wangaratta logo
- communicate the brand broadly with ongoing campaigns in local and regional newspapers, social media and through tourist sites, inviting people to look again at the possibilities offered by Wangaratta
- use the brand and logo as a driver for the design process within any streetscape enhancements by finding ways to echo its colour palette, motifs, materials, shapes, themes, styles etc. in a subtle way
- provide the logo and style guide to traders and trader representatives for use in their newsletters, adverts, flyers, campaigns etc. as well as Council teams responsible for communications such as newsletters, events, flyers, webpages etc. that relate to the CBD
- develop a set of brand guidelines that govern how the brand is used to ensure maximum impact

Outline Brand Guidelines for a Logo and Tagline

Consistency of how the brand is applied is critical in increasing awareness and cementing emotional connection. The brand guidelines should include elements such as:

- formats
- treatment of clear space to isolate the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact
- colour
- logo usage guidelines covering scaling, background, cropping, proportions, use of effects, outlining etc.

The brand should:

- capture and evoke the special things about the Wangaratta CBD giving a sense of the real experience of the place (it can't promise something that won't be delivered or that would feel inauthentic)
- be absolutely unique to Wangaratta (the elements should be more true of Wangaratta than they are of any other place)

The logo and tagline should:

- be short and memorable
- work for traders, residents and outsiders
- work in colour or black and white

*public art isn't about
looking pretty, it's about
improved community well
being, it's about civic pride
and identity and a sense of
belonging in a place*

ECONOMIC & COMMUNITY BENEFITS

- increased visitation to Wangaratta CBD by locals and visitors with flow on economic benefits for local businesses
- consistent brand building by local businesses, artists, event promoters etc. responding or republishing the defined brand
- higher levels of interest in living, working or investing in the Wangaratta CBD
- increased awareness of what is on offer in the CBD so that people stay in town for multiple reasons
- higher levels of pride in the area

CHALLENGES

- working out a hierarchy or family of brands that can encompass both the broader CBD and a defined shopping experience, including one that is owned by Council and one that is owned by the traders
- capturing what is unique and powerful about the Wangaratta CBD and what gives it a point of difference in the region

KEEP AUSTIN WEIRD

The Austin Independent Business Alliance's (AIBA) Keep Austin Weird campaign was so successful in encapsulating the eclectic, tolerant and progressive nature of the city that it transcended the initial slogan and became the positioning for the city.

The strength of the brand is that it is utterly true to Austin. What makes the city unique - its proliferation of things that are edgy, alternative and marginalised in a conservative state - is also its selling point.

Alongside the slogan, AIBA has championed local business by creating Indy Biz Zones (neighbourhood districts all over Austin with at least 75 percent of the businesses locally owned), that they promote as destinations to experience authentic Austin character.

AIBA provides support to local businesses, championing the greater responding within the local economy that is achieved by small independent businesses.





BIG IDEA:
**BRING
ACCOMMODATION
OF ALL KINDS
TO THE CBD**

A broad spectrum of quality accommodation options would encourage more people to visit and stay in the CBD. More people means more life on the streets over a greater period of the day and evening as well as giving more options to those considering a home or a home-away-from-home.

WHY THIS IDEA

The Wangaratta CBD has a number of different uses - shops, schools, churches, workplaces and cultural institutions are all within easy reach of each other on its compact streets. One use that isn't currently well represented is quality accommodation for residents, tourists or business visitors.

Enabling people to stay in the heart of a CBD brings a range of benefits including passive surveillance, greater vibrancy and increased patronage of local shops, cafes and restaurants.

the one thing the city desperately needs is accommodation at every level from backpackers thru to serviced apartments and 2.5 to 5 star motels.

HOW IT COULD WORK

- work with a small number of forward-thinking developers, find suitable sites and demonstrate what can be achieved in developing CBD accommodation that meets a variety of markets
- support locals to take advantage of peer to peer models like AirBnB or similar providers by developing and providing an advice booklet that covers marketing tips on how to approach decor, photography, descriptions, sense of welcome etc.
- review Council permits that could impact on the ease of operating an AirBnB property
- encourage boutique accommodation uses in the houses facing Ely and Chisholm Streets and backing onto the river
- work with the owners of the Painters Island Caravan Park to extend their accommodation offer to develop high-end, riverside glamping along the rail trail
- support partnerships between local short-stay accommodation providers, regional producers and CBD restaurants to provide hampers of local food and wine
- support short-stay accommodation businesses to provide visitor information that encourages visitors to base themselves in Wangaratta and take day-trips to the surrounding area
- support local motels to make improvements with training, advice and incentives for enhancements to decor, customer service, marketing and food offers

ECONOMIC AND COMMUNITY BENEFITS

- building a residential population in the CBD that can generate enough activity in the streets on weekends and after trading hours to support the growth of a rich and diverse retail, food and beverage offer
- increasing overall tourist visitation and the number of nights people stay in the Wangaratta CBD
- supporting local food, restaurant, bar and cafe operators
- increasing business visitation
- opening up new housing markets
- attracting new inward investment through mid-size developers

CHALLENGES

- identifying appropriate sites
- identifying and attracting development
- demonstrating the commercial conditions are in place for CBD residential development

POSTCODE 3000

Postcode 3000, Melbourne's renowned policy of the early 90s to attract people back to the city, used changes to regulations, financial assistance, improved street level environments and promotional activities to enable residential development and increase density. Retail, events and arts strategies were developed alongside the residential development strategy.

The cumulative effect of these strategies was over 30,000 new homes, 1,500 new bars, cafes and restaurants and numerous supermarkets in just over 15 years.

Melbourne today teems with life from morning to night. Outdoor cafes have increased from less than 50 in 1990 to over 600 today and the number of pedestrians in the city on weekday evenings has doubled with Swanston Street having more pedestrians per day than Regent Street in London.





BIG IDEA:
**MAKE
WANGARATTA
A CYCLISTS'
PARADISE**

Cycling is already a central part of Wangaratta's culture, a passion and a strength for the city. Build on this strength by filling in the gaps to make seamless bike paths throughout the CBD, particularly around the Wangaratta Loop and adding new facilities, a workshop, bike shop and bike hire in the train station precinct.

Promote all kinds of cycling including tourist activity, regular commuter transport and all-ages recreational activity.

WHY THIS IDEA?

The benefits of cycling are far reaching in terms of health, wellbeing, access and transport.

As a visitor attractor, cycling is a key opportunity for Wangaratta. Recreational cyclists are a high yield, high spending market and the estimated total expenditure of cycle tourists in Australia at approximately \$2.4 billion as of 2010, and growing according to State Government research.

HOW IT COULD WORK

- fill in the missing links in cycling infrastructure in the CBD
- establish a street hierarchy for cyclists within the CBD to provide a seamless route that integrates with the Wangaratta Loop at key nodes
- provide additional cycling infrastructure at key points including bike hoops and bike pumps integrated into the streetscape in sculptural forms
- harness the energy and support generated around the opening of the new Bike Hub at Merriwa Park
- investigate realigning the rail trail along the edge of the train line from the intersection of Mackay and Templeton Streets to the train station (as part of the implementation of the Wangaratta Loop)
- encourage cycling related businesses to develop around the Norton Street precinct (vacant buildings with large footprints could be transformed into uses such as a bike service and repair workshops and bike hire and shuttle service depots)
- encourage bike friendly cafes to open on Norton Street (large floor spaces to accommodate groups, ample bike parking close by, cleat resistant floors, water bottle refill stations, signage showing the Loop and shared path network)
- encourage local accommodation providers to include free bike hire as part of their offer to guests
- use bike parts, old bike adverts or bike paraphernalia imaginatively in the fit out of any bike related facilities or shops in the precinct
- carry out joint marketing activities with other regional areas that share a focus on cycling (example, Bright)

COMMUNITY AND ECONOMIC BENEFITS

- Providing cycling infrastructure in the CBD will transform Wangaratta into a bike friendly city, and the place to stay when visiting the rail trails in the north east of Victoria
- As well as supporting bike related businesses, the increase in bike tourism related visitors will support local accommodation, retail, food and beverage businesses
- Studies have shown that if a city has good cycling infrastructure it will attract new cyclists. Dedicated bike lanes are particularly attractive to beginners who are learning to feel comfortable sharing a road with vehicles
- New bike lanes in the CBD provides an opportunity for people of all fitness levels to participate in exercise
- As more people cycle the volume of vehicles in the CBD decreases. This reduces traffic, noise and fumes in the CBD. It also reduces the number of vehicles looking for car parks
- Cycling can mean a quicker commute and is defiantly more efficient for short trips and parking

encourage local accommodation providers to include free bike hire as part of their offer to guests

CHALLENGES

- Securing funding needed to provide new infrastructure such as dedicated bike lanes and bike hoops on key streets (such as the Wangaratta Loop)
- Planning and designing new bike lanes to accommodate a diversity of users
- Designing bike lanes with enough space to ride, that is a consistent smooth and weather proof surface and is well connected to the wider cycling network
- Designing shared paths to minimising conflict between cyclists and pedestrians
- Designing bike lanes to fit into existing road reserves, minimising potential conflict with vehicles, car parks and intersections

REFERENCE

The CAA Future Planning Report's Clause 3.4.4 supports and outlines improved cycling within the CBD.

there's no safe place to put bikes for cyclists, they leave them out the front of the shop so they can see them

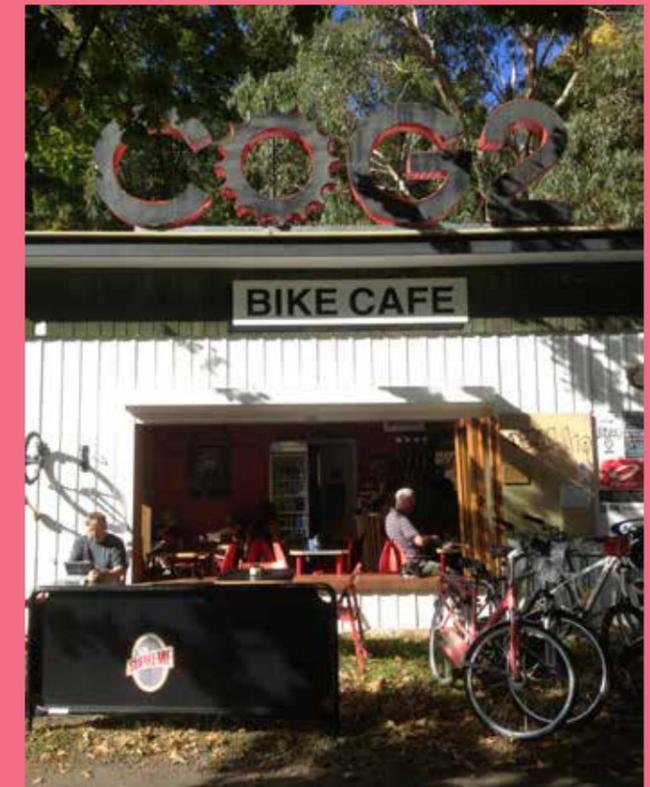


WARBURTON'S COG BIKE CAFE

Warburton's Cog Bike Cafe is a mecca for cycle tourists on the Lilydale to Warburton Rail Trail. They provide for a wide range of cyclist needs and wants, including:

- visitor information
- bike hire
- pick up shuttle service
- a workshop providing servicing such as adjusting suspension and gears, changing tubes or grease and oil changes
- shop selling new bikes and cycling accessories
- a popular cafe

The owners' love of bikes shines through in every aspect of the cafe's decor, food, service and offer.





BIG IDEA:

MAKE THE WANGARATTA CBD YOUTH FRIENDLY

Instead of creating separate areas or programs for young people, embed experiences that engage young people in all aspects of the city, from sheltered areas to sit in public spaces to cheap tickets to shows.

Formalise mechanisms that increase the involvement of young people in reviewing and giving their input into plans for the city. Capture the ideas and energy of young people and allow them to be a real part of shaping the city.

Provide a raft of experiences that are targeted directly at young people as an audience and that benefit them specifically. Ensure these experiences are diverse enough to cater for a broad range of interests and social experiences and allow young people to explore and experiment with different ideas and attitudes.

Support businesses and initiatives in the Wangaratta CBD that offer jobs or training for young people or that provide pathways to long-term employment. Provide opportunities and remove barriers for young entrepreneurs.

WHY THIS IDEA

Young people are leaving regional areas for the big city and often they're leaving for good. While many young people will leave their home town to experience life more broadly, places with enriched local experiences are able to attract these young people back again and then benefit from the knowledge and experiences they bring with them.

At the moment, the offer to young people in the CBD of Wangaratta is poor. There is very little that speaks to them, captures their imagination or makes them feel like they are an important part of the life of the centre.

Wangaratta needs to tap into the enthusiasm, energy, dynamism, creativity and future-thinking of young people to spark new life in the city.

If we want Wangaratta to go forward in the future we need to try and make the town a place for the younger population as well.

HOW IT COULD WORK

As the Masterplan and other programs are progressed, develop a framework for embedding features that young people value.

Set up a CBD review group made up of a diverse body of young people which can review plans at an early stage and build in youth-friendly elements based on their feedback.

Potential youth friendly elements to consider:

- mobile phone charging points
- shelter from the weather
- places where you can skate
- places where you can ride a bike
- places where you can sit comfortably
- places where you can be for free or at very low cost
- outdoor games such as table tennis
- technology based platforms for young people to socialise at a local level
- finding out about what is going on in the local area
- places that allow you to be creative
- places that allow you to manufacture, record or build
- places and opportunities to exhibit, perform, publish or broadcast
- opportunities to get feedback on your work or your ideas from peers and from experts
- events and occasions to meet people who want to make things happen, or who can bring resources to help make things happen
- places that allow you to debate with other people

Set up a young Wangaratta app and website with benefits to young people, such as:

- information on employment, education, events etc. targeted towards young people
- platforms for young people to share thoughts and opinions on the issues they are facing
- free or discounted admission to cultural buildings like galleries, cinemas, museums etc.
- negotiated discounts and special offers in shops, cafes or restaurants
- small grants or prizes for events, initiatives or programs created by young people

ECONOMIC AND COMMUNITY BENEFITS

- bringing life and energy to the CBD
- slowing the brain-drain to the major cities
- increasing the spend of young people in local businesses
- including young people
- attracting young people back to Wangaratta later in life
- retaining a critical demographic within the region
- creating competitive advantage over other regional centres
- improved engagement of young people
- reduced disenfranchisement
- increased civic pride and participation by young people

CHALLENGES

- providing enough employment and training opportunities to keep young people in the area
- competing with the many places young people can make their home once they leave Wangaratta - in Victoria, Australia and internationally



YOUNG SCOT

Young Scot is a national youth information and citizenship charity in Scotland that provides young people with information, ideas, discounts, incentives, rewards and access to opportunities.

The organisation uses a range of platforms to empower and inform young people about all aspects of their lives from managing relationships to internship opportunities to fun things to do.



QUICK WINS FOR DESTINATION, BRANDING & IDENTITY

ESTABLISH A REGULAR COLUMN THAT TELLS POSITIVE STORIES ABOUT LOCAL BUSINESSES

Share pro-tips and offer an insider's guide to topics related to their business offer.

Generate positive publicity about retail in Wangaratta. Recent headlines about vacancies in the CBD create an impression of a struggling shopping area. Counterbalance these sorts of stories with more positive ones working with The Wangaratta Chronicle to explore possible approaches to a regular feature that introduces the community to their local traders and tells stories rather than promotes products or services.

One possibility is to invite popular local business operators to share their insights and tips - for example a lolly shop could offer an insider's guide on how to minimise calories and maximise health benefits like antioxidants while still enjoying a sweet hit or a lighting shop could provide a guide to easy mood lighting or ways to switch to low-energy lighting.

PUBLISH A LOCAL RECIPE BOOK THAT SHOWCASES THE FOOD OFFER OF CBD RESTAURANTS AND REGIONAL PRODUCERS

Gather local recipes and use interviews and photographs to capture the personality of regional producers and local restaurateurs, provedores and cafe operators. Tell the whole paddock to plate story and capture the pleasure around cooking, serving and enjoying food and wine.

CREATE A MAP TO GUIDE VISITORS AROUND WANGARATTA FOR A TOUR OF LOCAL PRODUCE

Make it easy for people staying in Wangaratta to explore the local area by bike. Create a tour with regular stops to enjoy local food and wine and provide a pleasant, easy pedal through the landscape away from major roads.

MAKE PUBLIC TRANSPORT INFORMATION MORE ACCESSIBLE

Local people report that public transport information can be difficult to access, particularly information on bus stops, routes and times.

Solve this by:

- liaising with bus companies to provide up to date timetable information at all stops within the CBD
- providing bus timetables in public buildings including the Library, PAC, Gallery, Council offices etc.
- liaising with local traders such as newsagents to include bus timetables in their shops
- commissioning a bus street map and improving signage about stops



INVESTIGATE OPTIONS FOR THE RELOCATION OF THE VISITOR INFORMATION CENTRE

The existing Visitor Information Centre (VIC) is located on Murphy Street in the core of the CBD. This location presents a number of operational challenges including lack of accessibility and parking for caravans, buses and other larger vehicles. Moving the VIC to a new site would allow it to develop, enable innovation and also allow its current venue to be reimagined for a new purpose.

A detailed feasibility study should be carried out to investigate potential options. When considering which location will work best, the following should be considered. Is the location:

- accessible for people arriving by foot, train, car, bus and bike and provide adequate parking?
- accessible for those with mobility issues?
- highly visible?
- co-located with other complementary uses that together would form a destination?
- well connected to major attractions within the CBD of Wangaratta e.g. the PAC, Gallery, Library etc.?

Council should investigate a number of suitable locations. Early investigations suggest new premises on Norton Street, facing the train station could be suitable because this location:

- creates a true visitor arrival precinct in conjunction with the train station, coach services and rail trail/Wangaratta Loop
- has the potential to be a catalyst for new businesses in vacant or underused premises on Norton Street that see a benefit in being located adjacent the VIC
- has parking already provided in the Norton Street/train station precinct and some efficiencies in dual-use VIC and station parking could be achieved
- can be readily accessed by train station and coach users and visitors, giving an increased focus on public transport links and information
- can help support, as well as leverage, existing businesses in Norton Street
- would increase visitor activity and foot traffic in an area that needs improved vibrancy and visitation

Apex Park is also a possibility to consider as a location as a major destination and arrival point for the CBD as is the Olympic pool site.

SUPPORT THE GROWTH OF THE WANGARATTA FARMERS' MARKET

Continue to enable the Wangaratta Farmers' Market to grow and develop within Apex Park to celebrate the role of fresh, local, seasonal food and shopping within the region.

Support the Farmers' Market ambition to expand their reach further and grow local awareness about food, healthy eating, seasonality and provenance. Do this by assisting with grant applications, providing in-kind contributions or direct funding, providing advice or assistance with practical changes to their site such as the provision and upkeep of infrastructure such as lighting, power and/or shelter.

the farmers markets are going really fabulously



ROADS, LANES, PATHS & STREETSCAPES PORTFOLIO

BIG IDEAS

Improve streetscapes to make CBD streets lovely places for people

Make crossing CBD streets safe and easy and the CBD walkable

Increase shade & comfort by greening the CBD

Improve the CBD arrival experience

Embed art in CBD public spaces, walls & streets

Bring life to the laneways

Create a new laneway public space - Maloney's Square

Create the Wangaratta Loop - a trail around the CBD that stitches together the rivers, parks and streets

Make CBD car parking more efficient

Transform large format retail sites into more people friendly places

Consider options for the North East Water Treatment Facility

QUICK WINS

Plant a community garden at Wangaratta Primary School

Enhance the sense of arrival into the CBD at key points through green arrival points

Commission a program of temporary artworks & street art





BIG IDEA:
**IMPROVE
STREETSCAPES
TO MAKE CBD
STREETS LOVELY
PLACES FOR
PEOPLE**

The Wangaratta CBD has a network of generous, established and well-used streets which support the activities of the city centre. Over time many of these streets have succumbed to utilitarian pressures and have, in some places, lost some of the allure and attraction of great streets for people to enjoy.

The Masterplan seeks to reimagine the CBD streets as beautiful, comfortable, functional public open spaces, embedding elements that are evocative of Wangaratta's story, encourage pedestrian activity, street level activation and a strong sense of place.

The key opportunities are to:

- identify and outline the key CBD streets so they can be addressed accordingly in the treatment of everything from car and bike lanes, footpath zones, signage, wayfinding and local character elements such as art works [see Key CBD Streets Plan on page 112]
- enhance the experience of the CBD streets by refreshing elements such as street furniture, pavements, landscaping and street trees and lighting to create a cohesive, contemporary CBD [see Appendix for Streetscaping Style Guide]
- create special moments and spaces within the streets where small-scale, daily occurrences, gatherings, happenings and events can take place informally as part of life in Wangaratta

WHY THIS IDEA

The purpose of this recommendation is to provide design guidance based on principles around future streetscaping works in Wangaratta's CBD. It is a targeted response to the feedback received through the consultation process. The recommendations set out general principles in two key CBD areas:

- core retail area streetscaping in Reid and Murphy Streets where the main retail shops and businesses are located and attract people to the core of the city centre
- cultural area streetscaping on Ford and Docker Streets where significant Wangaratta institutions, Council and other public facilities and attractions develop a sense of the civic and cultural importance of the street

Make things human scale, create human activity - conviviality - wider footpaths, streetscapes. Get people out and about talking to each other, involved in commerce, enjoying the CBD

*give more of the streets
back to people*

HOW THIS COULD WORK

One of the aims of the CBD Masterplan is to create multiple reasons for people to visit the CBD. Offering a variety of interesting and engaging pedestrian experiences is fundamental in drawing people into the city. Streets, laneways and CBD spaces should be comfortable so people enjoy being in the CBD and stay longer. All streetscaping improvements are opportunities to create more comfortable spaces for people to meet, socialise, linger, relax and people watch. Careful selection of streetscaping elements, such as footpaths, seating, trees and landscaping contribute to the community's experience and enjoyment in the CBD.

The Streetscape Character Plan identifies the key street characters in the CBD that should be strengthened.

The key streetscape characters and their function in the CBD are:

- streets that link cultural and civic functions
- streets that form the core shopping area

Supporting street characters are:

- local streets that support multiple uses and activities
- riverside paths that connect users to the beauty of the Ovens and King Rivers
- rail trails that connect to the wider shared path network

Plan of key CBD streets



Streets that link cultural and civic functions

Docker and Ford Streets

Docker Street is a long, wide street framed by large canopy trees that connects the train station, Library, Cathedral, Council, Art Gallery, PAC and the Merriwa Park Soundshell. The design intention should be to create a boulevard character, a street that embodies the romance and joy of promenading.

Streetscaping upgrades should reinforce the established boulevard character along Docker Street and extend it along Ford Street. Protect the mature street trees and develop a long term replacement strategy. Gaps in the street tree canopy should be filled with trees of the same height and species where possible. Feature lighting could be used in the large canopy trees and on cultural buildings to create a magical nighttime atmosphere.

Streets that form the core shopping area

Reid, Ovens, Faithfull and Murphy Streets

The core retail streets in the CBD should be characterised by consistent, contemporary, high quality materials and furniture palette, a green street tree canopy, extensive landscaping beds and wide, comfortable footpaths. The design intention of a core retail streetscape

is to provide comfort and enjoyment for all users. The footpath should be sheltered by building awnings and the street tree canopy and provide a range of seating options for people visiting the CBD. Sheltered seating should be located where people can sit comfortably and people watch in all weather conditions. Landscaping beds with low level plantings should be arranged along the footpath edge to provide a visual buffer between people and vehicles. Bike storage hoops, drinking fountains and bins should be spread evenly throughout the retail core and positioned on the footpath parallel to the kerb.

Local streets that support multiple uses and activities

Chisholm, Ely, Templeton and Cusack Streets transition from a central shopping area to a quieter, river and park precinct. The streets are characterised by their leafy green streetscape and are comfortable, people friendly streets. They support multiple land uses including schools, small businesses and residential homes and should encourage safe and enjoyable walking between uses and attractions. A shared path is incorporated into local streets to accommodate pedestrians and cyclists and should have a wide verge to reinforce a safe pedestrian zone. Traffic calming measures such

as textured paving and pedestrian crossings at roundabouts should be used. There should be a consistent, on-street car parking configuration along the entire street.

Riverside paths that connect users to the beauty of the Ovens and King Rivers

Riverside paths are characterised by the surrounding natural environment, including the iconic eucalyptus trees, sandy riverbanks. Consider the following elements in their design:

- the path should relate to its natural setting
- extend the character of the Ovens Shared Path into the CBD
- playful, interactive, integrated lighting to support evening events held in the riverside precinct
- lighting to define the pedestrian connection between the riverside and CBD and further walking opportunities such as Sydney Beaches
- use streetscaping elements that appeal to young people, reinforcing the riverside path as a key link between the high schools, Wangaratta Recreational Parklands and the CBD

- include lots of spots to engage, access and experience the river and its environment
- provide multiple connection points to the CBD
- have adequate street lighting to encourage use at night
- encourage existing buildings along the riverside to open onto the path

The Rail Trail that connects the train station to the Ovens River Rail Trails

Rail trails are a huge tourism generator and there is opportunity to reinforce the established character of regional rail trails in Wangaratta's CBD by working on the following:

- the rail trail will bring the start of the Murray to Mountains Rail Trail to the train station and connect the train station to the river
- provide a continuous, smooth, all weather surface treatment, extending the character of the Murray to Mountains Rail Trail into the train station precinct
- clear signage including on road stenciling should promote the train station as the start of the Murray to Mountains Rail Trail and provide directions

- align the path adjacent to the rail corridor ensuring it is connected to bike storage areas at the train station and is of an adequate width for safe pedestrian and cyclist movements
- encourage beautification and passive surveillance in the private realm adjacent to the rail trail e.g. Gateway Health community garden
- encourage adjacent neighbours such as Gateway Health, Wangaratta Hospital and TAFE to collaborate on the provision of health related public realm interventions
- be the catalyst for the revitalisation of the Norton Street precinct providing opportunities for collaboration between sports, arts and education

A Streetscaping Style Guide has been developed [see Appendix] to outline a consistent approach to streetscaping treatments and palettes. The Style Guide outlines recommended materials palettes to strengthen the established street character in the retail, cultural and riverside precincts and to provide consistency across the CBD.

The Style Guide is organised according to:

- a hard and soft landscaping materials palette to guide consistent treatments in the core retail, cultural and riverside precincts
- section and plan of a typical streetscapes
- principles providing strategic guidance on how to translate the vision and goals of the CBD Masterplan into the streetscape
- recommendations on how to improve the streetscape

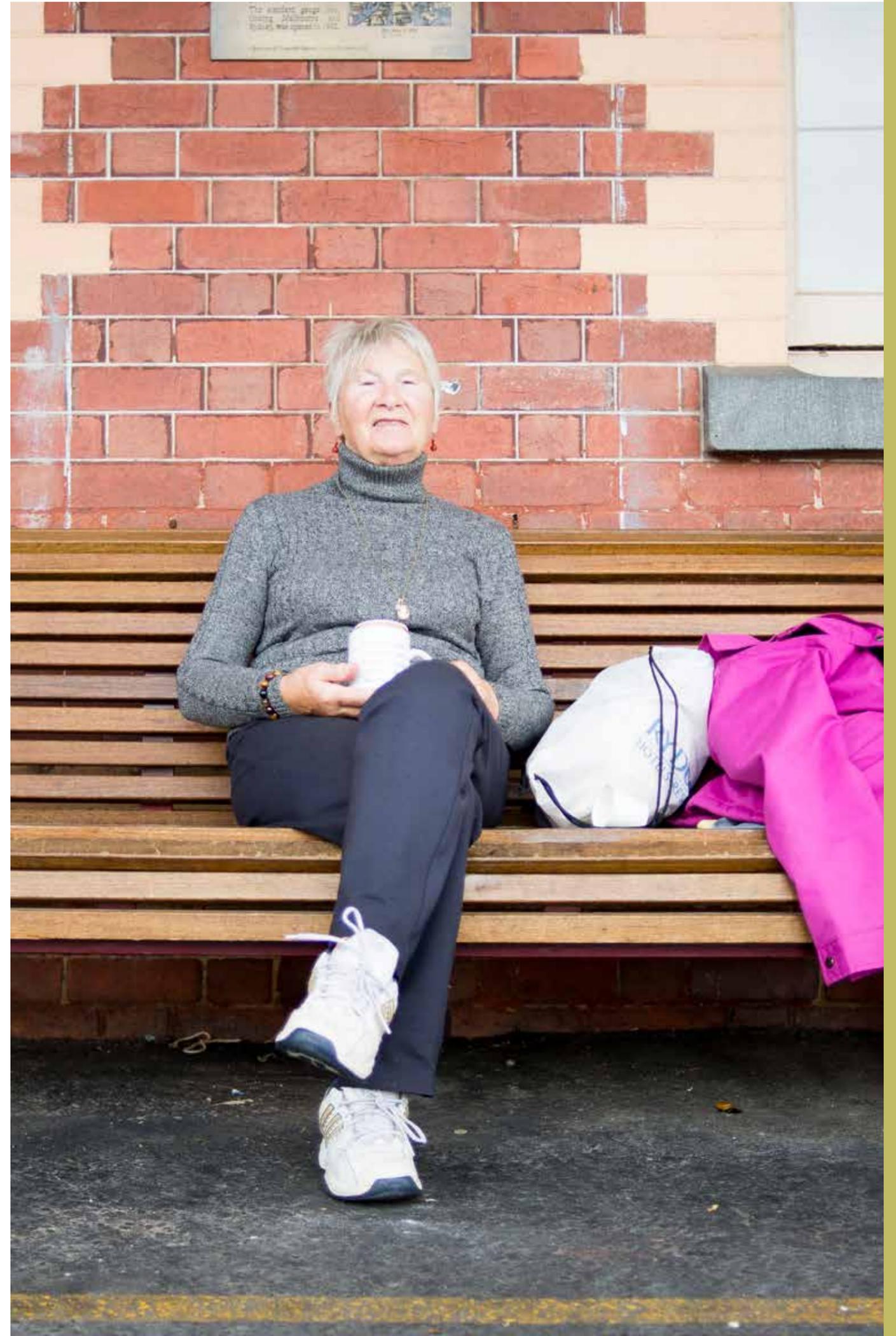
ECONOMIC & COMMUNITY BENEFITS

- increased aesthetic value in the CBD
- creating greater human scale with the addition of canopy trees and shade and reduction in space dominated by vehicles
- improved health and wellbeing in the community with more people visiting a comfortable and pleasant CBD, meeting and greeting
- reducing the amount of hard surfaces in the CBD to help mitigate the urban heat island effect
- increased foot traffic leads to increased retail spending in the CBD

REFERENCES

This concept supports and helps deliver the reference within the CAA Future Planning Report [Aug 2013] through the creation of:

- stronger links between the city, river and parks
- improved sight lines to open space
- better linkages and connections for walking and cycling
- pedestrian crossings that are easy to navigate
- improved streetscape character
- a wider pedestrian route from the train station to the town core
- strengthened wayfinding
- balanced car and pedestrian access
- footpaths that are accessible for people of all abilities





BIG IDEA:
**MAKE CROSSING CBD
STREETS SAFE AND
EASY AND THE CBD
WALKABLE**

*Make the roads easier
to cross*

*having our city walkable
and people-friendly is
essential to making it a
great place to visit*

Safe and convenient pedestrian crossings allow people of all ages, from children to the elderly, to be a part of the city's activities and events. Creating new ways to cross city streets could provide opportunity for engagement with artistic or cultural displays, interesting public lighting, comfortable furniture and creative landscaping.

The key opportunities are to:

- identify the key pedestrian routes and gaps in the CBD network and make it easier, safer and more enjoyable for all ages and abilities to get around the CBD on foot by filling in these gaps [see Key CBD Pedestrian Crossings Plan]
- progress the proposed pedestrian crossings identified in previous strategic studies such as the CAA Future Planning Report [August 2013]
- create new pedestrian crossings that use landscaping and artistic elements to make the CBD streets more attractive and engaging

WHY THIS IDEA

A pedestrian friendly CBD promotes a healthy, vibrant, sustainable and enjoyable city centre. It takes the pressure off car movement and parking and brings activity of all types to the footpath areas. Many of the existing city streets prioritise cars and are difficult to cross on foot at any hour of the day.

Statistics support the benefits of a walkable city: a study conducted by the University of Arizona & Indiana University showed that commercial property values increased by 5% - 8% with a 10-point increase in Walk Score [a measure of walkability]. Research from the University of New Hampshire also indicates that people living in walkable neighbourhoods trust neighbours more, participate in community projects and volunteer more than in non-walkable areas.

The city centre provides a healthy mix of retail shops, public space, organisations, streets and parks all within walking distance but getting around on foot can be challenging. In particular, the CBD laneways and car parks are generally not people friendly or accessible for all ages. Roundabouts allow cars to move through the area efficiently but make crossing streets on foot difficult and hazardous. A better network of effective pedestrian crossings are needed to help make Wangaratta a walkable city that is active, vibrant and attractive.

To prioritise walking over driving within the centre of the city, safe and comfortable crossings could be established at roundabouts where cars currently dominate and new pedestrian crossings on key routes [as identified in the CBD Masterplan] could link people to landmarks and attractors around the city.

HOW IT COULD WORK

Getting around Wangaratta CBD on foot would be made easier by implementing a program of capital works to deliver identified pedestrian crossings and streetscape works. This program should be developed by identifying where people want to walk within the city and their desired paths to surrounding areas ensuring there are no gaps in the pedestrian network.

Creating new pedestrian crossings:

There are a number of important locations where new dedicated pedestrian crossings will be installed (identified on the Key CBD Pedestrian Crossings Plan). These crossing points are located on key walking connections and desire lines that link destinations, public spaces and important attractors in the city centre. Three new crossings will help people move from the north east side of the CBD to the south west, providing connections from Ford Street through Maloney's Lane, Victoria Parade to Faithfull Street and the riverside precinct beyond. Other new crossings will enhance the experience of those arriving at the train station and crossing to Norton Street and improve pedestrian movement between the well used supermarket and retail car parks on Baker Street. Detailed traffic engineering investigations should be undertaken to determine the most efficient and effective crossing system.

Identifying pedestrian crossing points where changes could be made to improve walkability such as providing additional treatments to existing crossings:

There are a number of locations in the CBD where the footpath and verge conditions encourage pedestrian crossing but where there is no dedicated priority to ensure a safe crossing. In these locations there are often already kerb outstands, a mid-street pedestrian safe spot and tactile indicators for pedestrian crossing. These should be supplemented with dedicated crossing indicators such as zebra road markings, a raised threshold crossing or signalised lights. Detailed traffic engineering investigations should be undertaken to determine the most efficient and effective crossing system.

Creating dedicated pedestrian crossings for all city roundabouts:

The CBD features a number of roundabouts at important junctions where car traffic is prioritised and crossing the street on foot is challenging and dangerous. The roundabout junctions identified in the Key CBD Pedestrian Crossings Plan will incorporate dedicated pedestrian crossings on all four of the feed-in streets which will reverse the current prioritisation and allow pedestrians to cross with priority over cars. Zebra crossing lines or raised threshold crossings will be used in conjunction with the existing crossing islands in the middle of the street. Car movement will be slowed within the CBD but not significantly altered. This will help reduce the number of small car trips within the CBD and encourage a walkable city centre. Detailed traffic engineering investigations should be undertaken to determine the most efficient and effective crossing system.

Additional design considerations to support making the CBD walkable for all:

- establishing generous footpaths with clear wayfinding to make navigating the streets easy for all
- undertake footpath face-lifts where the street is uninviting to walk, uncomfortable or not up to standard
- provide relief from the asphalt with small landscape planting areas and bicycle parking next to the pedestrian crossings
- incorporating a sense of playfulness, intrigue, art and visual cues into new pedestrian crossings
- including local art and cultural references in new pedestrian crossings, walking trails and wayfinding to make it fun, interesting and engaging to get around the city on foot
- adopting a people friendly approach to all CBD places, spaces and streets that prioritises walking and cycling over driving
- providing efficient and well located car parking for the city centre that does not compromise getting around on foot
- investigating a reduction in driving speed within the CBD from 60 kmh to 40 kmh

getting around the city should be easy, safe and comfortable



PRIORITY LOCATIONS

Prioritise the installation of a new zebra crossings in the following locations:

New Pedestrian Crossings:

1. Create a safe connection between the Train Station and Norton Street
2. Provide a safe mid block crossing to connect St Patrick's Primary School, the Big W car park and Reid Street with a mid block crossing on Ford Street
3. Create a mid block crossing on Reid Street connecting Maloney's Arcade and Victoria Parade
4. Create a safe crossing point between the King George V Gardens, the Riverside precinct and Sydney Beaches
5. New pedestrian crossing on Faithfull Street between Murphy and Chisholm to provide safer crossing for students and families and connection to the Loop

Additional Treatment to an Existing Crossing:

6. Prioritise pedestrians on the Chisholm Street crossing
7. Prioritise pedestrians at the Parfitt Road and Faithfull Streets roundabout
8. Prioritise pedestrians at the Ovens and Faithfull Streets roundabout

9. Provide a mid block crossing at one designated point on Ovens Street (between Reid and Faithfull Streets) to provide better connection between the Co-Store and King George V Gardens
10. Prioritise pedestrians on the Ovens and Reid Street roundabout
11. Upgrade the mid block crossing on Ovens Street (between Ford and Reid Streets) to a pedestrian crossing
12. Prioritise pedestrians on the Ovens and Ford Streets roundabout
13. Prioritise pedestrians on the Baker and Rowan Streets roundabout
14. Upgrade the mid block crossing on Murphy Street (between Ford and Ely Streets) to a pedestrian crossing
15. Prioritise pedestrians on the Ryley and Ford Streets roundabout
16. Prioritise pedestrians at the Warby and Murphy Streets intersection

ECONOMIC & COMMUNITY BENEFITS

- improving community health by encouraging walking around the city centre
- decreasing overall car movements within the city centre and reducing pressure on CBD car parking
- increasing activity within the CBD by attracting all ages and abilities with improved accessibility
- encouraging more spending within the CBD with more people walking past local shops, more people stopping and socialising
- Reduced carbon emissions due to lower speeds and fewer cars

CHALLENGES

- the need to demonstrate the effectiveness and benefits of proposed changes to key personnel tasked with driving them through implementation, such as traffic engineers
- pedestrian crossings are often opposed by members of the community who mistakenly believe it will create traffic gridlock or make it harder to drive around the CBD
- incorporating elements of art and creativity to new pedestrian crossings means varying the local standards
- ensuring local businesses understand the economic value a pedestrian crossing can bring through increased foot traffic and how historically local economies grow with improved walkability

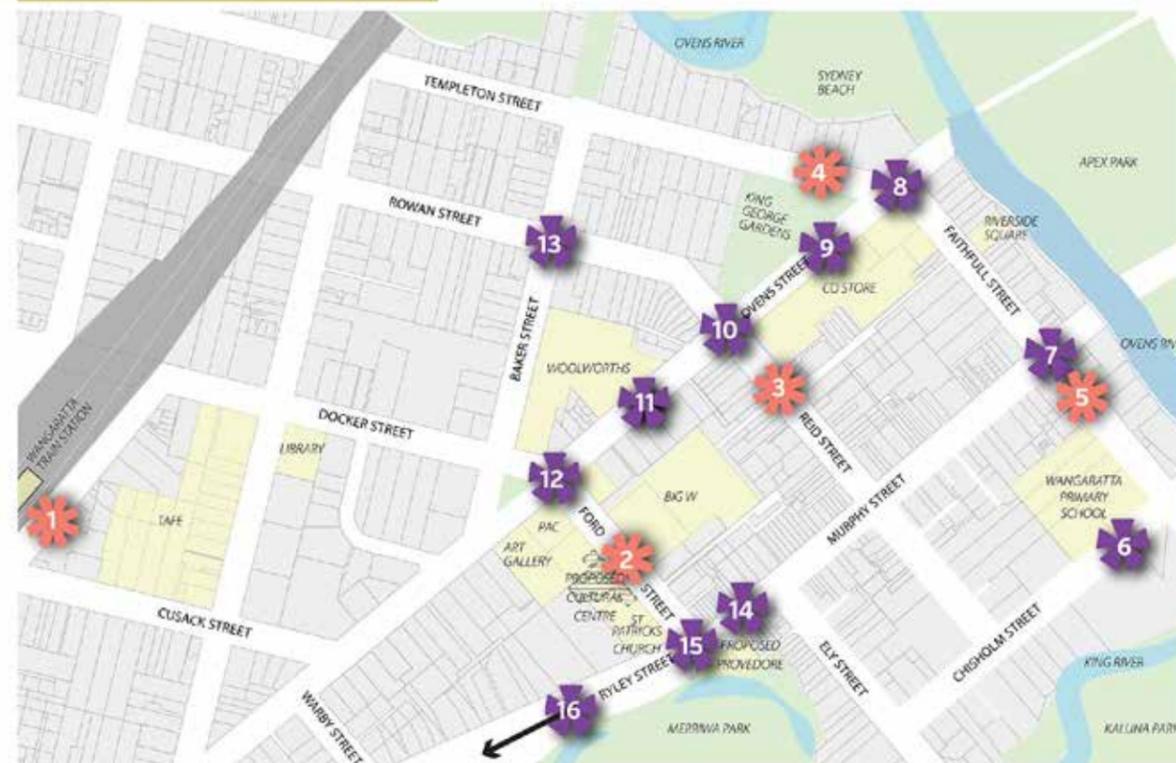
REFERENCES

The Key CBD Pedestrian Crossing Plan should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports and helps to deliver the reference within the CAA Future Planning Report (Aug 2013) to issues raised in the Public Environment and Residential Streetscapes themes:

- provide crossing points at appropriate locations through the CAA
- create a more pedestrian friendly CAA
- improve street crossing for the ageing community
- reduce vehicle speeds in the CAA

KEY CBD PEDESTRIAN CROSSINGS PLAN



- New pedestrian crossings
- Additional treatment to existing crossing
- Key site



BIG IDEA:
**INCREASE SHADE &
COMFORT BY
GREENING
THE CBD**

Trees are fundamental to the landscape character of Wangaratta. There are many beautiful and well loved trees on its CBD streets. But there are also areas which lack greenery, provide no shade or shelter for users and provide no softening to city streets, lanes or places.

The city centre should, over time, be full of consistent, mature, street, footpath and park trees as part of the city greening which, when combined with low level landscaping of verges, and footpath areas, will make the CBD a great place for people to take part in city life.

The key opportunities are to:

- make Wangaratta the north east region's greenest city with Ecologically Sustainable Design (ESD) principles underpinning every intervention
- set the benchmark for best practice, drought tolerant landscaping strategies
- make getting around the CBD on foot more comfortable and enticing by increasing shade and shelter in identified priority streets, squares, outdoor dining and meeting areas and car parks (see CBD Shading Plan)
- bring natural elements of the surrounding parks and rivers into the CBD to soften the urban environment, for example, increasing indigenous plantings and incorporating water elements into the streetscape design
- encourage traders to reinstate awnings on their premises, in compliance with planning and local law requirements
- develop a street tree replacement program

WHY THIS IDEA

Street trees are like the lungs of Wangaratta. They help mitigate against Wangaratta's hot summers and cold winters, provide shade and shelter for people on the street, bring birds, wildlife and biodiversity into the city centre and are significant tools in limiting the heat island effect in Wangaratta (the buildup of heat in summer from hard surfaces such as buildings, car parks and roads).

The addition of new greenery would transform streets into beautiful and comfortable places for people while also providing far-reaching environmental, community and health benefits. It has tangible effects on the sense of civic pride and also the activities and pastimes that people undertake in their city streets.

The city greening and increased shade and shelter in the CBD should include:

- opportunities to use species that reflect local history and environment
- opportunities to help bring the sense of the two rivers into the CBD and to link the CBD to the two river corridors meaningfully
- increased canopy street trees in local city streets, of a consistent spacing and species that provides shade for people using the footpaths as well as parking their car
- community gardens could provide a focus for social interaction and skills sharing between community members as well as providing free healthy food to locals

more trees to make it safe for the old people, and the young kids to get around in the shade

plant more shade trees in the CBD

- a boulevard of trees creates a sense of enclosure and delineates the street edge to help the street have a more human scale (recommend starting with Docker and Ford Streets)
- encourage building owners to install awnings to provide weather protection with priority to the retail core, cultural and riverside precincts

- plant street trees from the Bike Hub along Riley Street to the Warby Street intersection
- increase the street trees along on the eastern side of Ovens Street (between Faithfull and Reid Streets) to provide a stronger, green, leafy link between the King George V Gardens and the Co-Store

REFERENCES

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide .

This concept supports the following Big Ideas:

- Streetscaping improvements to reimagine the CBD as lovely places for people
- Bring life to the laneways

This concept helps to deliver the reference within the CAA Future Planning Report (August 2013) to issues raised in the Public Environment theme:

- provide seating in the shade
- make wide streets more attractive and pedestrian friendly
- create strong links between the city, river and parks
- improve the streetscape character in the urban environment
- landscape car parking areas
- set up standards for water sensitive urban design implementation within the CAA

HOW COULD IT WORK

- Council's landscape team should undertake a walking audit of the CBD to access potential sites for new street trees and cross check this with existing street tree offset requirements
- consider approaching the Royal Botanic Gardens to investigate who is currently undertaking research into drought tolerant street tree planting with the aim of becoming involved as a testing location

Squares:

- Riverside Square
- Maloney's Square

Car parks:

- prioritise increasing shelter in car parking areas or where is not possible to increase street trees use shade structures
- increase landscape beds and perimeter plantings in the large retail car parks, prioritising the Big W and Woolworths car parks
- integrate water sensitive urban design strategies such as rain gardens into large car parks

PRIORITY LOCATIONS

Undertake streetscaping planting and upgrades in the following priority locations:

Streets:

- filling in the gaps in the streetscape from the train station to Merriwa Park along Docker and Ford Streets (this will continue the boulevard character established in Docker Street along Ford Street to provide continuous shade on the journey to and from the train station)
- continue the landscape character established at the Ford Street entrance to PAC towards Tara Court and St Paul's Cathedral
- linking Merriwa Park to Murphy Street with careful shade planting along the exposed footpath

CBD Shading Plan



INCREDIBLE EDIBLE TODMORDEN

Todmorden in Lancashire has transformed its public space and its reputation at the same time by creating productive community gardens throughout the town on underused tracts of public land, nature strips, kerbsides and shopfronts. Incredible Edible Todmorden started as a couple of patches and has spread throughout the town providing free, fresh food to the townspeople and to local shops, through the work of an army of local community volunteers.

The approach has become a movement with 30 other towns around the world adopting the Incredible Edible methodology.





BIG IDEA:
**IMPROVE THE
CBD ARRIVAL
EXPERIENCE**

Draw on Wangaratta's natural assets and strong arts community to create a sense of arrival into the CBD. The purpose of this recommendation is to provide design guidance around transforming five key arrival streets into green CBD gateway experiences.

Together, arrival streets and entry points function as gateways. Gateways play an important role in contributing to the arrival experience of a town or city. They provide visual cues to help people navigate and orientate themselves. Forming a continuous wayfinding device, gateways define a transition experience from the greater city to the central business district. They impart an impression on visitors and are important devices in conveying a place's identity.

The Wangaratta Central Activities Area Future Planning Report identified three key arrival points into the central activities area and three key arrival points into the town core. The Wangaratta CBD Masterplan supports these with the addition of Wilson Road/Faithfull Street and Docker/Ford Streets.

The key opportunities are to:

- better define the arrival experience from the central activities area into the CBD
- transform the key CBD entry points into green leafy entrances that bring the surrounding parklands into the CBD [see CBD Arrival Experiences Plan]
- create CBD gateways that reference local narratives such as Wangaratta's textiles history

*Entry from every direction
to the city is ordinary.*

HOW IT COULD WORK

To improve the arrival experience into the CBD, visual cues in the streetscaping, landscaping and the built form need to be emphasised. For example:

- creating a sequence of local moments along key arrival routes that feature Wangaratta's assets and attractions using feature lighting, landscaping treatments and unique gateway markers [avoid using gratuitous gateway elements such as poles or flags, rather focus on a themed streetscape character that is suited to Wangaratta and can be implemented with consistency and high quality such as creating a green gateway using indigenous plantings or use textiles as a historical reference. Consult with the local arts community to inform and encourage participation in the design of public art elements and focus on a design response that conveys a sense of the local and works to strengthen a unique identity for Wangaratta]
- create a change in the scale of landscaping treatments along arrival streets to define the transition into the CBD
- design the tree canopy to provide a visual cue as to the need to reduce vehicle speeds on approach to the CBD
- upgrade inconsistent car parking treatments which typically detract significantly from the streetscape character
- improve the arrival experience for pedestrians by upgrading footpaths to have one consistent treatment, softening the roadside with planted verges and increasing shade with mature trees

PRIORITY FOCUS AREAS

Five arrival experiences have been identified as important:

1. Northern entry - Parfitt Road/Wangaratta Road along Apex Park
2. Eastern entry - Wilson Road and Faithfull Streets
3. Southern entry - Ryley and Warby Streets intersection
4. Train station to Merriwa Park
5. Western entry - Rowan Street underpass

REFERENCES

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports the following Big Ideas:

- Streetscaping improvements to reimagine the CBD as lovely places for people
- Increase shade & comfort by greening the CBD
- Embed arts throughout the streetscape

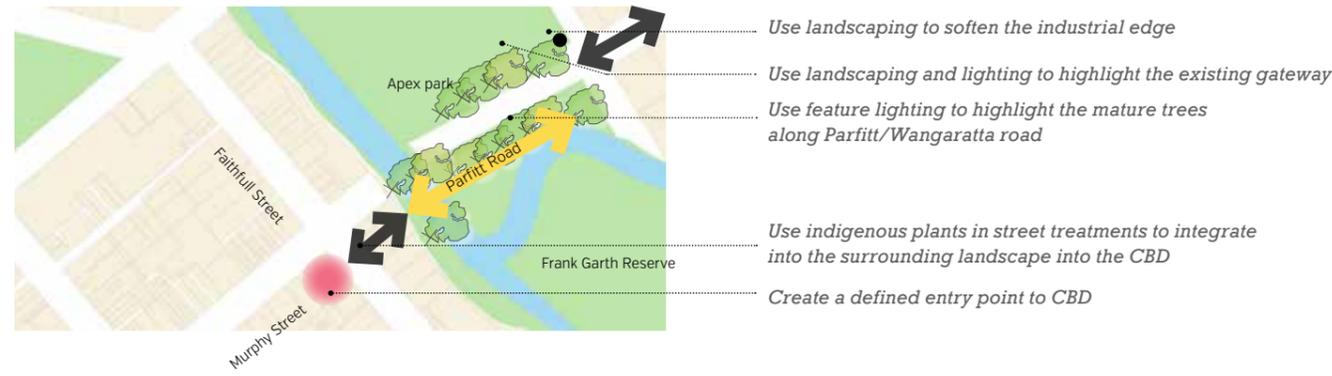
This concept helps to deliver the reference within the CAA Future Planning Report (Aug 2013) to issues raised in the Public Transport and Cycling theme



CBD Arrival Experiences Plan

CBD ARRIVAL EXPERIENCES

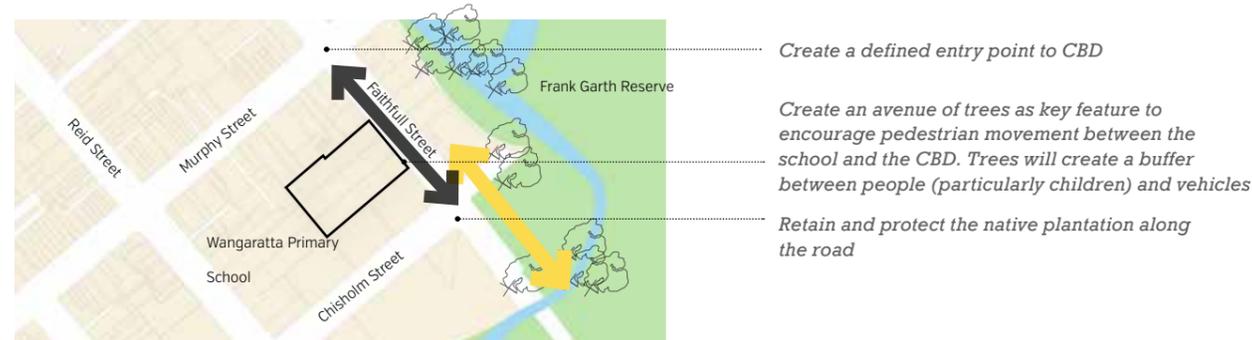
The detailed treatments of each of the arrival experiences should be the subject of a detailed analysis and design response for each individual streetscape. Below are a series of design cues and prompts for each of the 5 identified arrival points into the CBD



1 - Northern Entry - Starting at Parfitt Road/Wangaratta Road and Apex Park

1 Northern Entry

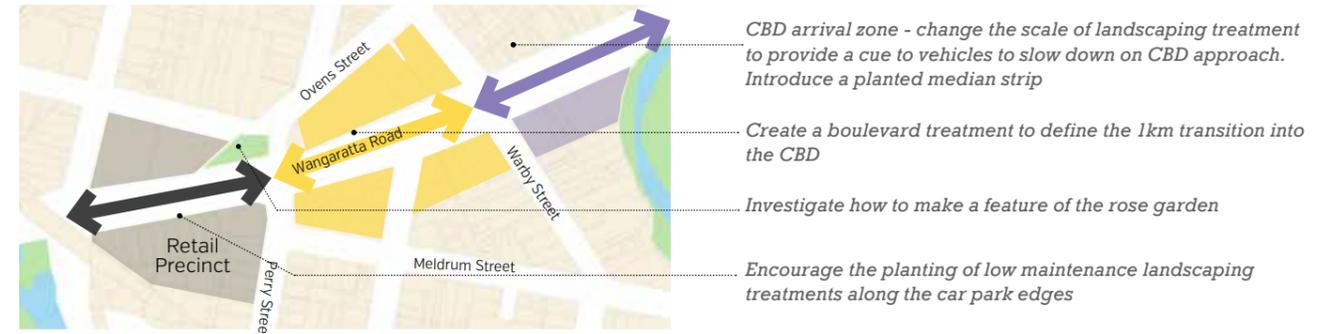
- CBD entry is largely experienced on the approach to Apex Park
- The existing stainless steel Wangaratta totem is a good visual marker for the CBD, that sets the tone for the entry.
- A face lift for the bridge to apply paint colours and treatments consistent with the CBD elements would help set the tone - simple, stainless steel elements.
- Consistency of signage and wayfinding is a challenge here - it is largely a hotch potch visually of different signage at different heights, styles, colours and messages.
- The landscape is dominated by the mature trees of Apex Park and the river corridor - these should be reinforced by using complementary low-level planting in the street verges either side of Apex Park and the bridge.
- Unmade road and path edges should be neatened up with low-level planting, not concrete.



2- Eastern Entry - Starting at Wilson Road/Faithfull Street

2 Eastern Entry

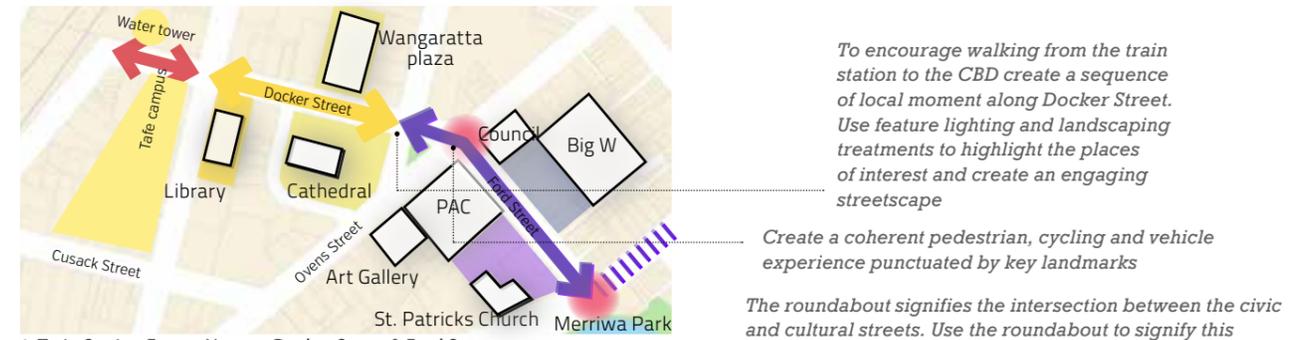
- This arrival into the CBD is visually dominated by the extensive mature trees of the King River and the bridge that lands in the CBD on Chisholm/ Faithfull Street.
- The experience of the river corridor as the gateway is a strong one, and representative of the history, natural assets and environment of Wangaratta
- Pedestrian paths in this area need work to ensure arrival on foot is as easy as arriving by car.
- Effective and consistent signage and wayfinding are needed, particularly around the corner of Chisholm and Faithfull where you emerge from the bridge and the river corridor.
- Low level verge planting and landscaping is almost non-existent. This should be reinstated to be consistent with the native species of the river corridor.
- A pedestrian crossing across Chisholm Street, as part of the Wangaratta Loop should be installed, with clear signage. This will physically form the entry experience to the CBD.
- The memorial on Faithfull Street at the eastern end of the treatment plant should be visually celebrated in the streetscape, and be used to help set the tone and character of this arrival into the CBD.



3 - Southern Entry - Starting at One Mile Creek , Wangaratta Road intersection & Ryley and Warby Streets intersection

3 Southern Entry

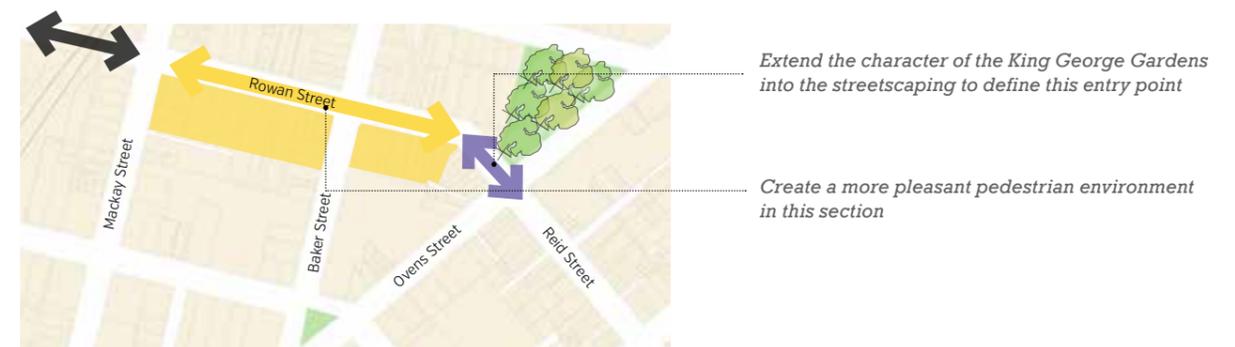
- The southern entry is most used entry into the CBD, particularly for visitors and tourists to Wangaratta.
- It is the arrival experience with the largest sense of scale, a boulevard road leading into the city centre.
- Street trees are ad-hoc, poorly located and not well kept. A detailed planting plan should be developed to ensure a well considered trees species, at consistent spacings through the street verges.
- On-street parking is a mix of angle and parallel spaces, often ad-hoc in its placement and sometimes with cars parking in unmade gravel or verge spaces. All on-street spaces should be marked clearly and inset between street tree places, to visually reduce the impact of parked cars on the arrival experience.



4- Train Station Entry - Norton, Docker Street & Ford Streets

4 Train Station Arrival

- There is no clear pedestrian path between the Train Station and Norton Street
- Its unclear how to get to the CBD for visitors arriving at the Train Station
- The route from the Train Station to the CBD via Docker and Ford Street connects the TAFE, Library, Cathedral, Art Gallery PAC



5 - Rowan and Reid Streets

5 Western Entry - Rowan Street Underpass

- There is limited shade and shelter for pedestrians along this arrival route
- There is a missed opportunity to incorporate the King George Gardens as a green entrance to the CBD
- Clear wayfinding into the CBD, particularly for first time visitors
- Shelter along the footpath



BIG IDEA:
**EMBED ART IN CBD
PUBLIC SPACES,
WALLS & STREETS**

Currently, art within Wangaratta is largely something which is experienced in specific ways within the confines of specific buildings. Installing art within public areas of Wangaratta and embedding it into the fabric of city life would transform the role and function of culture in Wangaratta.

Cultural life is an ecosystem made up of many small elements; exchanges, initiatives, works, practices and conversations, that together make a rich and dynamic whole. Creating an environment that allows all kinds of art to flourish in unexpected nooks and crannies as well as in galleries will expose arts and culture to a broader audience.

Think of every part of Wangaratta as a blank canvas for art; buildings, the river, walls, bridges, vehicles, awnings, windows, pavements, private gardens, laneways and street furniture. Allow the art inside galleries and institutions to expand out into the streets and spaces of the CBD to benefit the whole community.

WHY THIS IDEA

Arts, culture and events are critical elements to successful places. These elements enhance liveability, provide access to cultural experiences and promote innovation and creativity.

As well as enhancing quality of life, the arts sector generates widespread economic benefits. Close to 400,000 domestic and international cultural tourists [defined as those who attend three or more cultural attractions during their visit] visited Victoria in 2011, spending almost \$695m. Victoria's cultural sector accounted for 3.1 per cent of the state's employment and its economic value was comparable to other industry sectors such as mining, electricity, and food and accommodation [Creative Victoria].

Wangaratta currently has a multitude of underused spaces, buildings and sites that detract from the city's existing appeal. These gaps provide a fantastic opportunity for reimagining and reactivating the city, bringing cultural experiences to every corner, laneway, blank wall, empty building and/or water tower.

Not every exhibition should be in the gallery, sometimes we should have things in the shopping centre or in a laneway space

HOW THIS COULD WORK

- installations of large scale street art on blank walls to celebrate Wangaratta-ness, for example, encourage artists to incorporate elements of the surrounding landscape into their artwork so they become site specific and transform into 3D installations in the streetscape (this could become Wangaratta's point of difference from other regional cities)
- develop a trail of public art installations that encourage people to explore the city and the surrounding bush landscape and river (this will also strengthen Wangaratta's current trails offer)
- support programs that connect sport and art to bring art to new audiences and express local culture in new ways
- use light as well as paint as a material, for example on the water towers
- invite artists to be part of broader processes, such as involvement in new developments, facade treatments, window displays, community engagement processes and local events
- install a grid of overhead wires in suitable public spaces and streets to allow high-impact displays to be installed for short periods cheaply and easily
- create a program of art play for young children with sessions run by local and national artists
- develop high impact and cheap creative elements for the entrance/s to Wangaratta using banners or recycled materials that create a strong sense of arrival by car, by train and by bike
- make objects in public spaces do double duty, for example, develop shade structures that are also interactive or moving sculptures
- support art programs like Big hART for young people at risk or who are isolated from the cultural life of the city and create opportunities for these works to be shown in high profile location

- when undertaking streetscaping upgrades look for opportunities to integrate local stories into the new paving/furniture/walls/landscaping
- create opportunities for passers-by to watch artists as they work in the streetscape
- commission a textiles artist to design and make temporary street banners to be installed along Murphy and Reid Streets ensuring they:
 - engage local textiles groups
 - design pieces that embody Wangaratta in some way, its character or culture and especially ways of celebrating its textile history
 - liaise with the artist to resolve issues such as durability of materials, installation and visual alignment with other streetscape elements
 - develop a public arts program with senior students at local schools

PRIORITY LOCATIONS

- the water towers in the train station precinct to transform them into iconic, contemporary landmarks
- laneways
- Maloney's Square as it's a new community space that needs an identity
- North East Water Treatment Plant facade on Faithfull Street near to Wangaratta Primary School and the laneways behind the school, engaging the school to either commission or create the artworks

ECONOMIC & COMMUNITY BENEFITS

- making the CBD more attractive and a destination of choice
- enriching the overall experience of being in the CBD
- creating more reasons to visit and linger in the CBD providing the knock-on economic benefit of increased retail spending
- strengthening the sense of local identity and pride in place
- developing local skills
- repositioning Wangaratta as a place for art and culture and strengthening the brand experience
- boosting tourism and visitation
- increasing the sense of community ownership in the young by getting schools involved with public art programs

CHALLENGES

- working within funding limitations without spreading funding too thin
- providing opportunities for diversity in artistic expression while maintaining overall quality

REFERENCES

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports and helps to deliver the reference within the CAA Future Planning Report (Aug 2013) to issues raised in the Tourism, Arts & Culture theme

GRANVILLE ISLAND CONCRETE FACTORY

Silos in a working concrete factory in Granville Island, Vancouver, become a blank canvas for artist Os Gemeos' large scale murals.





BIG IDEA:
**BRING LIFE TO
THE LANEWAYS**

Wangaratta's CBD laneways have untapped potential to improve the way locals and visitors use the CBD and are an integral part of the public realm. The laneways provide different opportunities to create engaging, lively and richly textured places that contrast with its existing spaces and streets.

We recommend a holistic approach to laneway revitalisation in order to protect, enhance and manage these important Wangaratta attractions. A range of enhancements could be rolled out to increase comfort and walkability, for example, creating a new public open space with seating, shade and public artworks at the junction of Maloney's Lane and the laneway through from Ovens Street.

The key opportunities are to:

- transform the significant network of laneways in the Wangaratta CBD into more people friendly spaces and enable people to get around more easily on foot
- reinforce and effectively deliver the proposed landscape interventions from the CAA Future Planning Report
- create new public places and spaces within the laneways where interesting local things happen from city workers having lunch, to pop-up market stalls, to summer outdoor cinema screenings
- encourage businesses to spill their activities into surrounding laneway spaces to generate interest and activity, with appropriate approvals
- identify the laneways where vehicle movement and access is the main function to be supported

WHY THIS IDEA

The laneway project would:

- encourage new activities, programming and events within laneways
- improve access to and the function of laneways, ensuring safety, increasing maintenance, linking destinations and prioritising uses
- improve publicly used laneways and influence private development outcomes
- provide new socialising opportunities and encourage new partnerships by creating new laneway activities
- ensure good design principles are applied so laneways remain vibrant over time

Improvements to laneways can provide:

- increased walkability and connectivity through the CBD
- new smaller scale venues and locations for community events and entertainment
- increased space for informal physical activity
- unique destinations and new public and green spaces within the core of the city
- a canvas for public art
- people friendly spaces
- pop-up shops and small business opportunities

HOW IT COULD WORK

A laneway hierarchy plan has been created to guide Council, key stakeholders and local businesses when deciding how and where they can make changes. The plan categorises laneways according to their characteristics, namely; vehicle and pedestrian access, shop front activation, size and length of space and the potential for the lane to become more than an access way for parking. The hierarchy uses five groupings; Laneway Streets, Vehicle Access Laneways, Shared Pedestrian Laneways, City Places and Spaces and New Laneway Public Spaces

Laneway Streets

The Laneway Streets are the largest laneway type within the CBD with character and function similar to that of city streets.

The main Laneway Street within the CBD is Victoria Parade which is a key pedestrian connector between Reid and Faithfull Streets and a key vehicle access way to car parking areas and local businesses. There are opportunities within this street to create a more comfortable, street-level pedestrian environment with increased shade, weatherproofing, landscaping and street trees. This will soften the current street environment dominated by asphalt and concrete and entice more pedestrians to use it as a thoroughfare. This should be applied to the southern side of the laneway as the northern side is largely dominated by driveways, loading docks for the Co-Store buildings and an entry to the multi-level car park. Improved signage and wayfinding could also be added to make it easier to get around this area of the CBD.

Vehicle Access Laneways

These laneways are primarily used by cars to access business loading areas or car parking at the rear of the premises. These vehicle uses are important and should be retained. These laneways are generally not suitable places to encourage businesses to open up their tenancies to the lane or for business operations to spill out into the laneway as they will remain car based access and loading spaces. Improvements to these laneways could include:

- the addition of trees or low-level landscaping that won't compromise car access or driving visibility
- clear signage and wayfinding at the entry and exit of the laneway
- incorporation of local artworks on large blank walls that front the laneway

Shared Pedestrian Laneways

These laneways have been identified as being important links in the CBD pedestrian and walking network as people regularly use them to get around. As such, they need to balance people and vehicle access to ensure a safe and comfortable environment for all ages and abilities.

These laneways could:

- at certain times of the week, month or year be temporarily closed to vehicles for markets, local business events or other activities
- be improved by replacing often old or dilapidated concrete and asphalt to a more forgiving pavement treatment for pedestrians
- encourage local businesses to open up their shopfronts to allow activity to spread into the laneway or use blank walls to creatively engage people moving around at street level

City Places and Spaces

These laneways have the attributes and potential to be people friendly areas where locals and visitors feel comfortable and welcome. Generally in these areas, car access and parking should be limited or removed to allow foot traffic to take over the laneway. These are places that could host arts and cultural initiatives, pop-up spaces and stalls, temporary events (including laneway closures) and longer term art works on laneway surfaces.

New Laneway Public Spaces

A new public space has been proposed in an area linked to Maloney's Arcade (this is further outlined in Maloney's Square Big Idea). This space is the ideal testing ground for the community and all CBD users to try different ideas for Wangaratta's public spaces and feedback their likes and dislikes. In this way, it can be the catalyst in creating other laneway based public spaces around the city, subject to ownership investigation and consent.

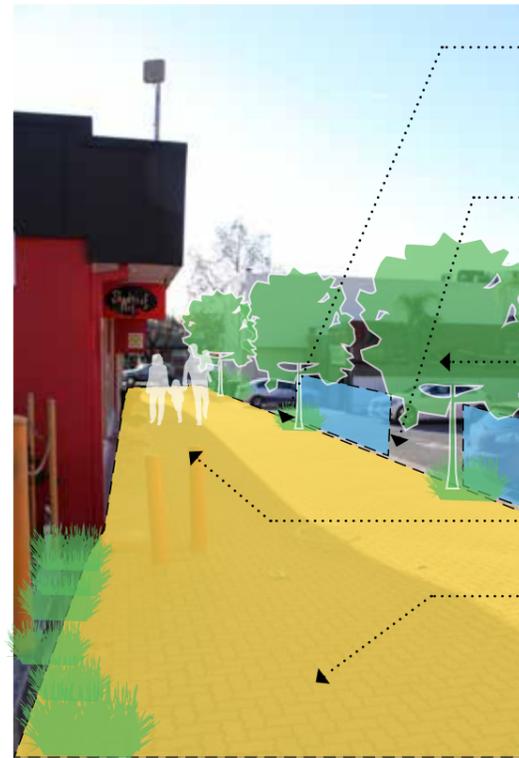
*if our streets are our
city arteries, then the
laneways are our veins*

Existing Conditions and Design Recommendations



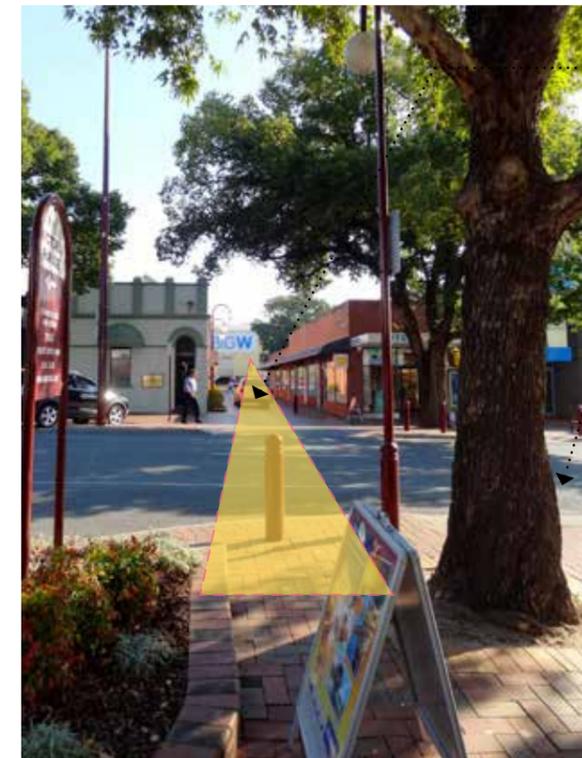
- Little delineation or separation between public laneway and private carparking areas
- Good north-south solar aspect
- Direct and clear viewline through to Ovens Street
- Existing pavers start to create a sense of a pedestrian lane
- Building eaves and business signage are useful elements of a more people-oriented space

Laneway connecting to Ovens St



- Define the edge of the shared space with low-level landscaping
- Retain car access but create defined carpark entries with a high-quality fencing
- New mature trees applied in the laneway and throughout the new Maloney's Square
- Remove bollards
- Incorporate consistent ground level paving and materials through the laneway, and Maloney's Square to tie all the spaces together

Laneway Concept



- Reinforcing the view line through to Maloney's Square will draw people in from Reid Street and Victoria Parade
- A dedicated pedestrian crossing on Reid Street (aligned with the existing kerb outstands) will help all ages and abilities cross the road safely and comfortably

Maloney's Arcade - Towards Big W



- Existing laneway space is not enticing or comfortable for pedestrians
- Informal car access and parking to the rear of tenancies visually dominates the space
- While shopfronts face the lane, they are largely closed of and uninviting to passers by
- There are not trees, shade, seating, landscaping to help soften the laneway, and invite people in
- The car access-way is wider than it needs to be for vehicles, and visually dominates the view from Ovens Street

Laneway connecting to Ovens St



- A new paving treatment draws the eye into the laneway and leads to Maloney's Square at the southern end
- Shopfronts are encouraged to have entries, shop displays and opening windows to the laneway
- Dedicated areas of seating, dining, and landscaping help reduce the overall width to the paving
- Incorporation of local artworks or installations gives visual cues to the laneway, its character and identity
- The laneway should be named, for wayfinding and legibility

Laneway Concept

PRIORITY LOCATIONS

The Laneway Hierarchy Plan provides guidance on which laneways to start developing to kick-start the revitalisation process. The plan identifies:

- laneways that should be prioritised for pedestrians because they connect streets or important places
- key mid-block pedestrian movements throughout the CBD including a desired path linking Ford Street and the front of Big W, north east all the way through Maloney's Arcade, Victoria Parade to the Riverside Square
- laneways that should be prioritised for vehicles where parking and loading are important
- special public spaces that could be created to enrich experiences within the CBD

Priority locations are:

1. Maloney's Square including public art works and murals, displays, events, seating, umbrellas and cafe or dining seating
2. Victoria Parade including awnings, landscaping and lighting
3. underutilised spaces behind buildings on key pedestrian routes such as behind the Commonwealth Bank
4. laneways identified in the Masterplan as City Places and Spaces
5. laneways with enthusiastic traders who are keen to bring activity to their adjoining laneway spaces

Thereafter, start the process of revitalising the laneway spaces collaboratively with local businesses by:

- trialling a variety of temporary creative installations [interesting and engaging local art can have a rapid effect on changing the perception of laneway spaces - impromptu activities and performances can light up CBD laneways with sound and colour]
- developing a program to bring activity and interest to laneways and challenge the perception that laneways are just thoroughfares dominated by cars
- getting the community involved by asking them to nominate names for new spaces as part of the transformation process of a space

Laneway hierarchy plan



- City Places and Spaces
- Shared Pedestrian Laneways
- Vehicle Access Laneways
- Laneway Streets
- Pedestrian Walkway Through Carports
- Priority Location for Laneway Public Space

ECONOMIC & COMMUNITY BENEFITS

The revitalisation and increased use of laneways would offer extensive cultural, economic, social, health and environmental benefits including:

- an improved walking experience will bring increased foot traffic through the revitalised laneway spaces, boost shopping activity and make the city more inviting for locals and visitors
- the expanded arts and cultural activities within laneway spaces will bring a sense of local happenings
- arts-based initiatives within the laneways could offset the effect of large areas of car parking
- businesses could benefit from increased foot traffic and activity
- new, smaller and more shady spaces for people to sit, eat lunch or pause during a busy day away from the city streets
- movement to and from car parking areas would be safer, more enticing and more accessible
- cafes and restaurants near to the new public spaces would benefit from the increased footfall and visitation
- local traders and businesses could embrace laneway walls for artworks of all types

- creative installations across laneways could create a sense of cosiness and shelter
- provide opportunities to local new and emerging artists to use laneway spaces as testing grounds

CHALLENGES

- encouraging business (especially food and beverage) to spill their activity out into the surrounding laneway spaces
- perceived loss of car parking for affected businesses and tenancies
- the perception that vehicle circulation is the priority, not walking
- explaining the benefits to businesses of opening up tenancies to front the new space with shop windows or entries
- ensuring the design of the new public space embodies Wangaratta's rural character and is not too heavily influenced by other cities, for example Melbourne's intensely urban laneways
- heritage restrictions

REFERENCE

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports and helps to deliver the reference within the CAA Future Planning Report (Aug 2013) relating to:

- the creation of landscape interventions within city laneways
- the renewal within Victoria Parade and an upgrade to that laneway/street



BIG IDEA:
**CREATE A NEW
LANEWAY
PUBLIC SPACE
- MALONEY'S
SQUARE**

A key public space opportunity is to make laneways more people friendly, called Maloney's Square at the junction of Maloney's Arcade and the connections through to Ovens Street, Big W and Ford Street, would put people at the heart of the CBD.

Maloney's Square is a generous, outdoor public space on the junction of several laneways spaces that will enable people to enjoy, gather and linger in a comfortable, people friendly, shady space. It will reclaim the asphalt from a car dominated space and encourage surrounding shops or businesses to open out onto the improved space.

The key opportunities are to:

- create a new CBD public space in an area that sees a lot of people passing through and is part of the wider pedestrian network linking Ford Street through to Faithfull Street and the riverside precinct
- reinforce the proposed pedestrian crossing identified in the CAA Future Planning Report (Aug 2013)
- resolve some of the adhoc car parking areas throughout the CBD and reclaim space for people to use, enjoy and interact

WHY THIS IDEA

The network of CBD laneways are well used for access to shops and businesses on foot and by car. They are more intimate, enclosed spaces than the generous city streets and as such have a different character and identity that is important to the overall livability and experience of the city centre.

In particular, Maloney's Arcade is a well used thoroughfare that has developed over time to see local adjoining businesses address their shopfronts to the laneway, the installation of paving installed to the ground level and the addition of treatments like verandahs.

Opportunities exist to build on Maloney's Arcade by creating a new public space, Maloney's Square, where the arcade meets the laneway connection to Ovens Street. Strategically, this puts a new CBD public realm space on the junction of three or four important thoroughfares with good visibility from Reid Street, Ovens Street and the Big W car park.

Visualisation of a possible approach to the creation of a new public space near Maloney's Arcade



New Kiosk/Pop Up Structure

Reclaim car parking spaces for a new kiosk style pop-up structure that can host temporary events, functions and activities. Centrally located in the heart of the CBD, Maloney's Square is an ideal venue to host evening events. Staging events here will generate activities, giving people reasons other than shopping to visit the CBD. Activity at the square will enliven the CBD.

Public Artwork

When walking down Maloney's Arcade from Reid Street the rear of the Big W wall is prominent. There is opportunity to create a new local public exhibition space on the rear of the Big W building. With its strategic location and prominent size the wall has the potential to become a local landmark.

Lighting

Use feature lighting such as festoon lights and light sculptures to create a festive and magical evening atmosphere in the Square. Create a magical ambiance that will draw people to the Square even when there is no event being held. Make it a fun spot to meet after work and a convenient place to stop off for an early morning coffee.

Seating

Provide a range of seating styles such as long bench seats configured for groups, smaller seats and flexible, light weight stools that can be easily moved to accommodate different activities. Seating should be contemporary in style to add colour and interest to the square. There is a large area of grass in the center of the square. Provide heavy duty beanbags to encourage people, [particularly young people] to use an informal chill out space.

New Paving Treatment

Create a uniform palette of paving materials throughout both lanes and the square to unite the spaces and create a new public square. Paving should be a different material to what is existing in Ovens and Reid Streets to define the laneway as a different type of public space.

MALONEY'S SQUARE CONCEPT PLAN

Create a new pedestrian crossing to provide a safe crossing point between Maloney's Square and the supermarket

Opportunity for gateway artwork at the laneway entrance to change the streetscape character from retail street to laneway/public space, direct people towards Maloney's Square

Create a clear delineation between laneway and private car parking with a high quality fence or screen. Use materials consistent with the palette of Maloney's Square. Use the fence/screen as a public artwork space

Activate the edges of the buildings along both laneways by encouraging existing business to create an alternative shopping/retail experience. If not appropriate encourage artwork, feature lighting and planting along the buildings.

Remove existing car parking spaces and reallocate if needed within the adjacent Big W undercroft parking.

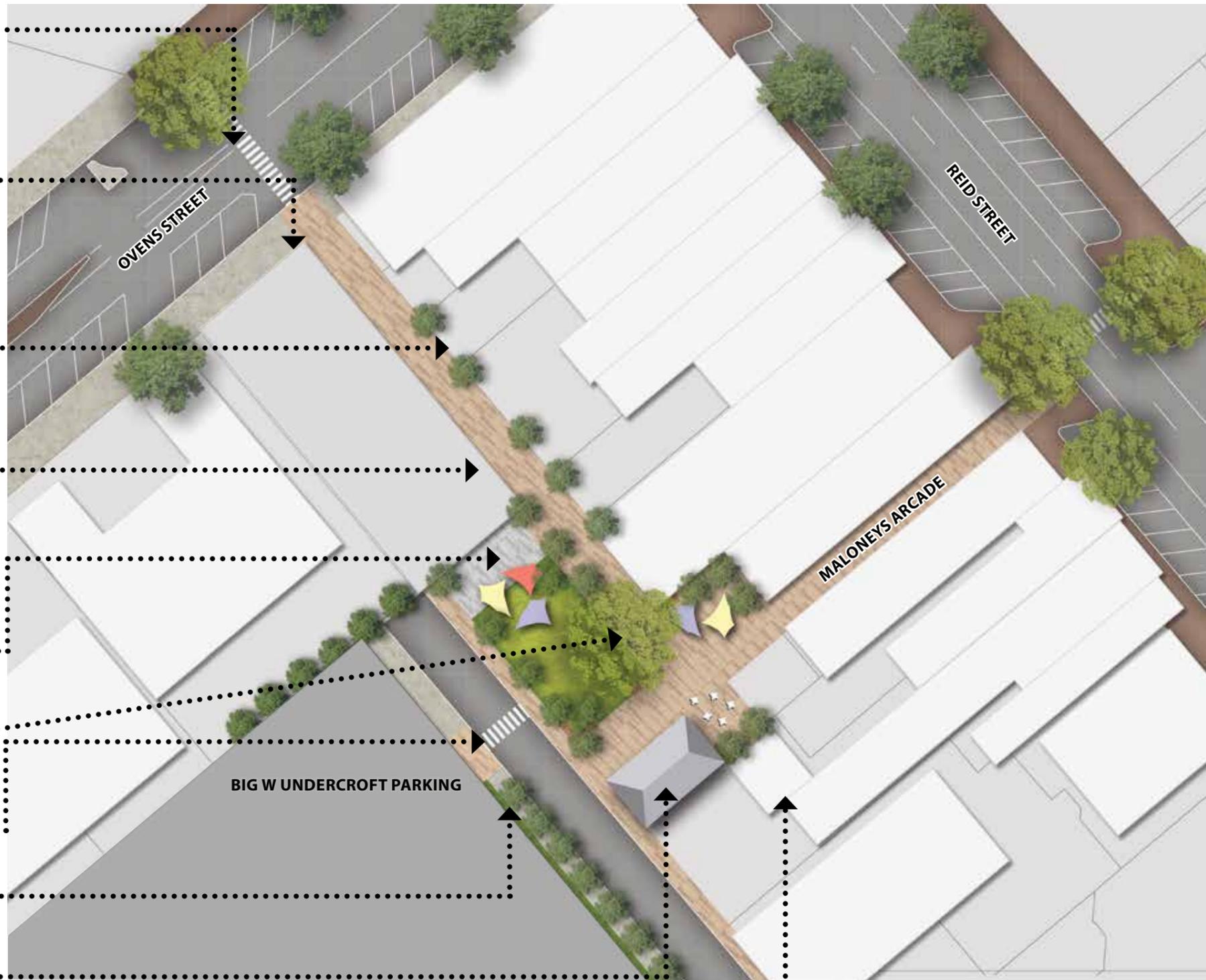
Create a focal point in the Square by transforming the existing mature tree into a feature with seating surrounding it and illuminating it at night.

Create a pedestrian crossing to provide a safe path between Maloney's Square and the Big W undercroft parking

Create a new public outdoor exhibition space on the Big W wall

Reclaim car parking spaces for a new kiosk style pop up structure that can host temporary events. Include a small lock up storage area where stools, chairs and event infrastructure can be secularly stored

Retain existing service and bin access with limited service vehicle access via the square



ECONOMIC BENEFITS

- Encourages more frequent and longer visits to the CBD
- Encourages the whole community to visit and participate
- Make businesses more visible by supporting local traders to open their shop-fronts into the square

COMMUNITY BENEFITS

- Improves walkability in the CBD by formalising important pedestrian thoroughfares
- Creates a youth friendly urban space encouraging young people to hang out in the CBD (wi-fi enabled, relaxed & informal)
- Creates a flexible, centrally located events space with infrastructure such as power, projector and catenary lighting system
- Creates a new, low cost outdoor exhibition space for local artists to exhibit in a range of mediums and scales

HOW IT COULD WORK

The revitalisation of the laneways and creation of Maloney's Square will:

- create a new public space at the junction of Maloney's Lane and the laneway through from Ovens Street which encourages pedestrian movement from Reid Street, Victoria Parade and Ovens Street
- revise the car parking layout to be more efficient while not visually dominating the whole space remove some car parking spaces from areas that are difficult to access and allow these cars to easily access the spaces in the Big W undercroft car park
- use the new public space to establish areas of shade, seating, mature trees and low-level landscaping, public art and sculpture
- create a place where people can gather for lunch in the sun, have a quiet moment away from the busy retail streets and engage in intimate local events or activities in a more enclosed urban setting
- provide a well lit, inviting and attractive public space at night so that people feel safe and comfortable walking the laneways and car parking areas
- retain the existing car access to the Big W undercroft and soften the Big W blank wall with significant landscaping
- encourage the use of the new space, over time, for interesting local events such as busking, temporary artworks or commissions, trader events or nighttime cinema or projection art
- encourage businesses that abut Maloney's Lane, the laneway from Ovens Street and those who front onto the new Maloney's Square, to open up to the improved public spaces, embrace the increased foot traffic and engage with people using the space
- encourage a new pedestrian crossing aligned with Maloney's Lane on Reid Street to allow easy and safe links to Victoria Parade and the riverside precinct beyond
- provide an informal meeting place in the middle of the CBD with the addition of grass/lazing lawn in Maloney's Square to encourage people of all ages to hang around
- wifi enabled space to encourage younger people

PRIORITY FOCUS AREA

- start the transformation of the existing car parking areas into a green public space by removing the existing asphalt and relocating and defining remaining car parking spaces
- undertake detailed design work to determine the size and location of the central grassed area, the paving treatment, the design of the shade structure and seating
- commission art work to be installed on the Big W wall
- tender request for interest in managing the small kiosk
- engage with surrounding business owners on the benefits of the square

ECONOMIC AND COMMUNITY BENEFITS

- fostering better walkability of the CBD by reinforcing and supporting important pedestrian thoroughfares
- using investment in the public realm as a catalyst for local businesses to open out and address shopfronts to the square, bringing more business traffic and activity
- linking to important pedestrian crossings of CBD streets such as Reid and Ovens Streets
- creating new, diverse CBD public spaces for local artists, events, festivals and activities

CHALLENGES

- creation of Maloney's Square through the reclaiming of existing asphalt car parking and ensuring businesses maintain adequate levels of vehicle and loading access
- engagement with local businesses to test scenarios for pedestrian and vehicle access
- engagement with the local community and CBD users to find out in detail how they would like to see the space developed and with what sort of character
- delivering on-street pedestrian crossings particularly to Reid Street, in conjunction with the new Maloney's Square to make sure it can be easily accessed

REFERENCE

The Maloney's Square Concept Plan should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports the following Big Ideas:

- Bring life to the laneways
- Make crossing CBD streets safe and easy, and the CBD walkable
- Embed arts throughout the streetscape
- Increase shade & comfort by greening the CBD

This concept helps to deliver the reference within the CAA Future Planning Report (Aug 2013) to:

- the installation of pedestrian crossings for Reid and Ovens Streets

This concept was tested and supported in the Ideas Festa engagement discussions for the CBD Masterplan (held within Maloney's Arcade).

The clear view line and consistent materials will draw pedestrians from Ovens Street through into the new Maloney's Square



Maloney's Arcade - Towards Lane 02

YARRAVILLE POP UP PARK

In the summer of 2012, Maribyrnong Council and the Yarraville Traders Association worked together to install a pop-up park in one of the suburb's main streets. The park was such a simple intervention - some astroturf, some potted trees and deckchairs - yet it transformed the area, gained an enormous amount of publicity, caused an increase in visitors to the area and won awards for its innovative approach.

A key factor in the pop up park's success is the involvement and vision of the area's traders who understood that the creation of a village green, the publicity and the increased visitation would make losing a couple of parking spaces a small price to pay.

The low-fi nature of the park is part of its charm and allowed the park to be trialled for two seasons before making a decision about its permanent future. The opportunity to try out an intervention of this kind makes it much less risky and therefore easier to make happen. Maribyrnong Council has now created a permanent park on the site which people continue to flock to, day and night.





BIG IDEA:
**CREATE THE
WANGARATTA LOOP
- A TRAIL AROUND
THE CBD THAT
STITCHES TOGETHER
THE RIVERS, PARKS
AND STREETS**

The Wangaratta Loop is a new shared pathway which will connect the centre of the city with the surrounding parks and rivers. The Loop will make walking and cycling the most attractive and comfortable way to get around the CBD. It will draw in art works, events and culture.

WHY THIS IDEA

- encouraging activity, the Loop makes Wangaratta a place that inspires healthy living
- the Loop reimagines the CBD streets as beautiful, comfortable and functional public spaces
- it draws the CBD to the riverside and links the parks
- the Loop will add to the diversity of CBD experiences and seeks to encourage participation from the wider community
- activity generated by people using the Loop activates the CBD after hours
- at street crossings, priority will be given to pedestrians and cyclists (over vehicles) using the Loop
- the Loop concept builds on the existing bike culture in Wangaratta
- the Loop will extend the start of the rail trail to the train station precinct
- the Loop route ties together the shared path network, nature and cultural walking trails
- Provides a focus for the integration of art in the public realm
- the concept combines the local arts and sporting cultures
- walking or cycling around the Loop provides moments of intensity and moments for reflection
- engaging the senses using interactive art works and streetscaping
- transforming dead spaces into performance and exhibition spaces
- building intensity around hot spots
- connecting the CBD to the shared path network, walking trails and major sporting facilities
- making walking and cycling people's preferred way of getting around the CBD, encouraging active modes of transport and mode share
- providing a shared path to safely and efficiently connects users to attractions [wide enough to accommodate cyclist and pedestrians]
- providing a dedicated on-road bike lane for safe passage along Docker and Ford Streets, minimising potential conflict with pedestrians and vehicles, providing commuter cyclists with a safe, fast, and efficient route

our city should be a series of extraordinary places and spaces, which are intricately connected

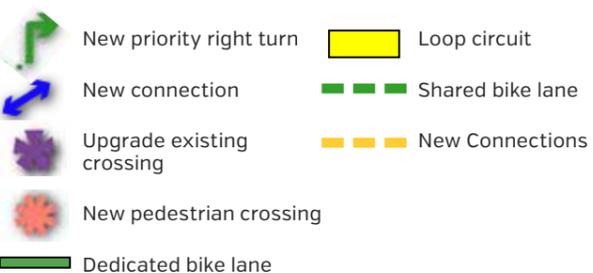
THE WANGARATTA LOOP CONCEPT PLAN

ECONOMIC BENEFITS

- The circuit links many of Wangaratta attractions, landmarks and points of interest, showcasing unique local experiences to both visitors and locals (the circuit is designed to pass through changing landscapes to make the journey a diverse and evolving activity for all to enjoy time and time again)
- Builds on the strong bike related tourism in north east Victoria, bringing the start of the Murray to Mountains Rail Trail into the CBD/ Train Station precinct

COMMUNITY BENEFITS

- Transforms Wangaratta into a city that inspires a healthy lifestyle by making walking and cycling people's preferred way of getting around the CBD
- Provides a safe and pleasant journey for school children and their families to and from school
- Encourages the community to get out and use the shared path network and walking trails
- Engages the senses using interactive artworks and streetscapes and builds intensity around hot spots
- Transforms dead spaces into performance and exhibition spaces
- Encourages active modes of transport by providing safe connects between the CBD and surrounding sporting facilities and parks
- Encourages people to visit environmentally significant sites such as Kahula Park and the point of confluence between the Ovens and King Rivers and the Significant Tree Walk



New connection to the Ovens Shared Path, Wangaratta Recreational Parklands & HP Barr Reserve

Reinforce connection to Sydney Beaches, Swing Bridge the Ovens Shared Path

New connection to the Murray to Mountains Rail Trail along the rail corridor extending the existing Rail Trail character and treatment into the Train Station

New connection to lower Riverside Path to minimise conflict between pedestrians and cyclists along the upper Riverside walk through the Riverside Precinct

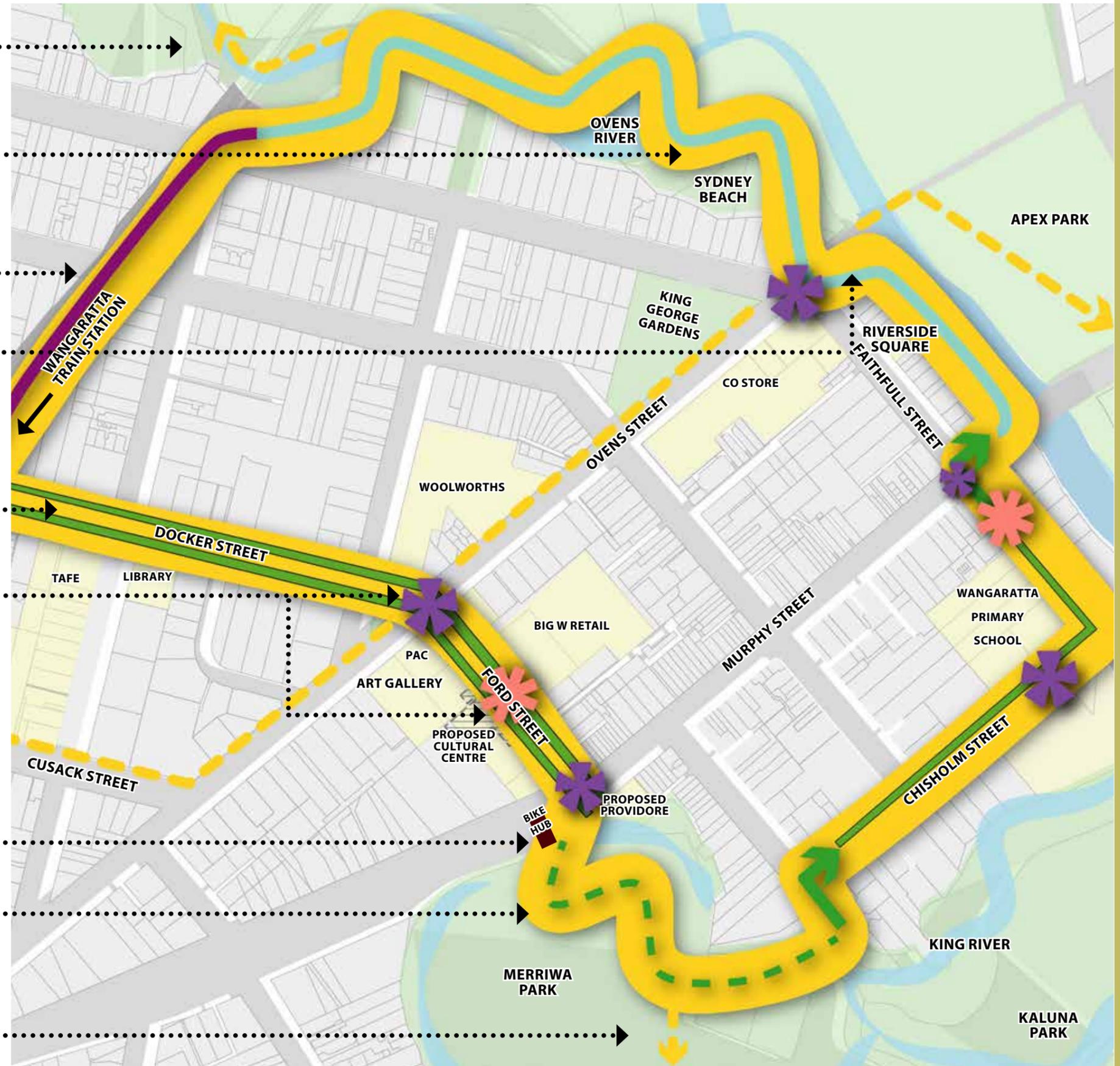
New bike lanes along Docker Street on both sides of the street. Locate between the verge and footpath to minimise conflict with parking and turning vehicles

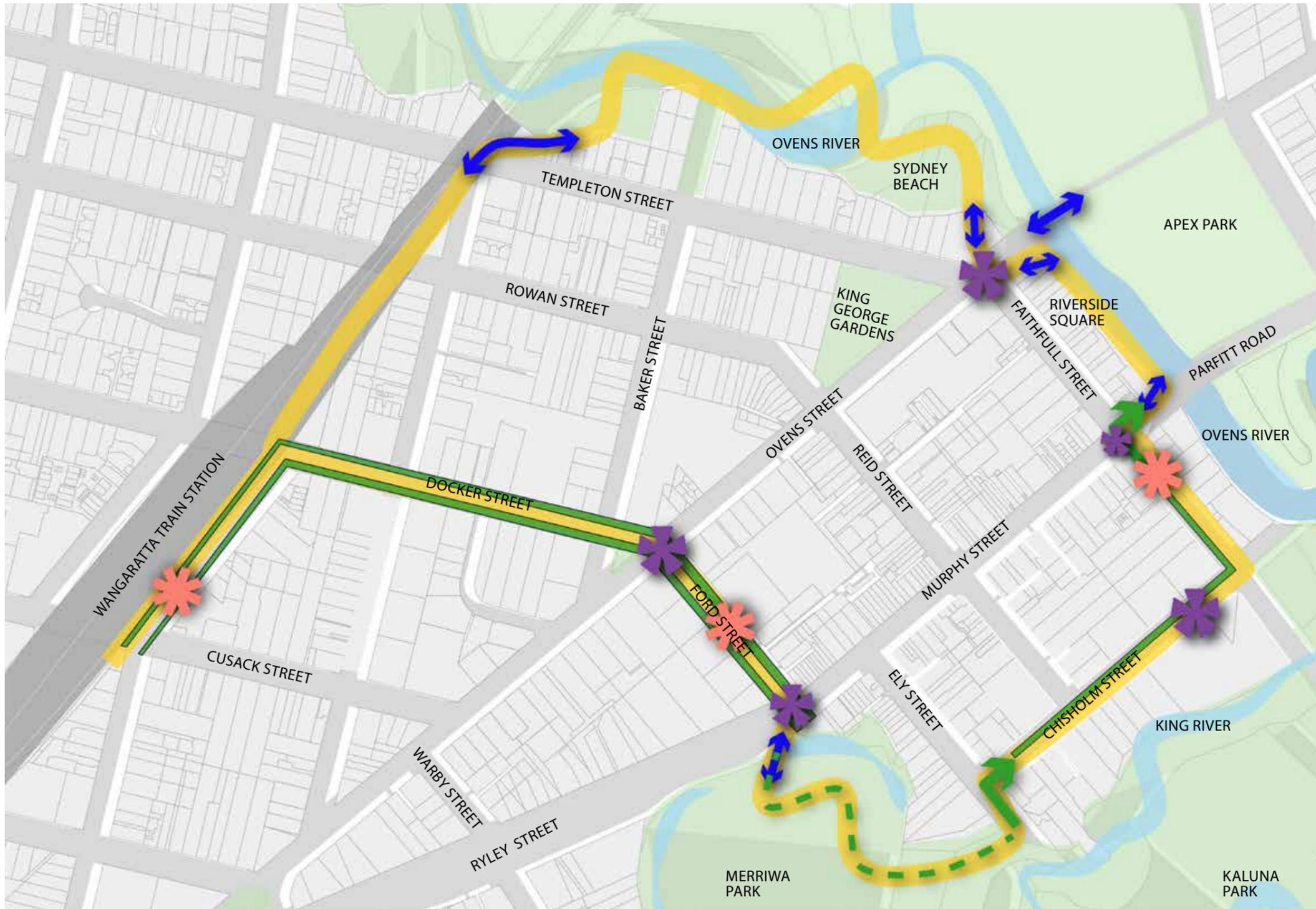
Create new (pink) and upgrade (purple) pedestrian crossings at key CBD intersections to prioritise people and bikes

New pedestrian & bike access from the Bike Hub to Merriwa Park

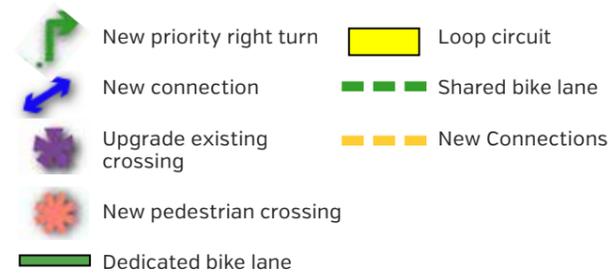
New bike lane connecting the Bike Hub to Chisholm Street

New cycling connection to the One Mile Creek Path and alternative route through Kaluna Park





Plan of key focus areas for the proposed Wangaratta Loop



Prioritise the installation of pedestrian crossings at:

- Norton Street mid block connecting the Train Station entrance to Norton Street
- Ford and Ovens Streets roundabout
- Mid block on Ford Street (between Ovens and Murphy Streets)
- Murphy and Ford Streets roundabout
- Chisholm Street for children and families attending Wangaratta Primary School
- Mid block on Faithfull or children and families attending Wangaratta Primary School
- Murphy and Faithfull Streets roundabout
- Ovens and Faithfull Streets roundabout

Create new bike lane markings:

Docker Street

- Locate a dedicated bike lane on both sides of Docker Street between the footpath and the verge to minimise conflict with vehicles parking on street, and turning into car parks and driveways
- Other potential conflict points along Ford Street are the two Big W car park entrances on the northern side of the street and the bus interchange, and proposed pedestrian crossing on southern side of the street

Merriwa Park

- Mark the bike lane on existing road ensuring good connections throughout the park

Ely Street

- mark the bike lane on existing road with a priority right turning lane into Chisholm Street

Chisholm Street

- mark the bike on northern side of the street for access to Wangaratta Primary School

Faithfull Street

- mark the bike lane on western side of the street for access to Wangaratta Primary School
- **Connect the Loop** to the Bike hub, Riverside paths Sydney Beaches, Ovens Shared Path & the Murray to Mountains Rail Trail

HOW IT COULD WORK

Loop Design Considerations

- design the circuit for ease of use, ensuring footpaths, cycle lanes, parking and crossing points are clearly defined with consistent signage and are easy to navigate
- design the circuit to prioritise pedestrians and cyclists at road crossing points
- ensure the circuit is accessible to all by having limiting level changes and safe crossing points and ensuring it is wide enough for mobility scooters
- ensure there is a smooth transition zone when path character changes
- Design the circuit to be interesting and to engage the senses. For example, use feature lighting to beautifully illuminate the circuit at night. Investigate glow path technology as used by Gosford Council in Wyoming.
- Ensure consistent signs that make the Loop feel like one seamless experience.
- provide interactive components that encourage activity and community participation, such as exercise stations, activity counters and bike repair stations
- encourage buildings fronting onto the circuit to contribute to the activity and atmosphere, for example, shops opening onto the circuit should illuminate their window displays at night
- make connections from the Loop to the wider shared path network clear and safe for cyclists and pedestrians
- The Loop circuit could be extended to provide a cycling connection to the One Mile Creek Path and an alternative route through Kaluna Park.

KEY FOCUS AREAS

The Wangaratta Loop is a significant infrastructure project that could provide benefits to the whole community and will generate significant benefits to local jobs and tourism. The implementation of the Loop should be sequenced as follows:

1. Establish the Loop circuit in one direction with priority given to constructing the missing connections in the existing shared path network. Prioritise the installation of pedestrian crossings at:
 - Norton Street mid-block connecting the train station entrance to Norton Street
 - Ford Street (between Ovens and Murphy Streets)
 - Murphy Street to assist people in crossing at the Murphy and Faithfull Street roundabout
2. Create new bike lane markings on Docker Street, Merriwa Park internal road, Ely Street, Chisholm Street and Faithfull Street
3. Address crossing and conflict points, including:
 - Docker Street across Ovens Street
 - Ford Street on the northern side with two Big W car park entrances, bus interchange, proposed median strip and pedestrian crossing on southern side
 - Ford Street crossing Murphy Street to Merriwa Park entrance at the Bike Hub
 - Ely Street turning right into Chisholm Street
 - Faithfull Street turning right into Murphy street
4. Address connections including:
 - bike and pedestrian access point and path at the Bike Hub
 - connecting to the existing lower level riverside path
 - connecting up to the higher level riverside path to cross the footbridge, through Apex Park to the Murray to Mountains Rail Trail
 - Sydney Beach to the Ovens Riverside Path
 - new path connecting the Ovens Riverside Path to the rail line and the train station [to avoid exiting on the new road route along Mackay Street/ Rowan Street/Docker Street]

5. Make the circuit navigable and comfortable
 - stencil out the circuit on the road [this is a quick win that can be achieved easily at low cost]
 - produce a map of the circuit
 - signage advising people where they are, how to get around and how long it will take
 - embed LED footpath lighting to illuminate the circuit at night
 - install water fountains, public toilets and signage directing people to the closest facilities along the circuit
6. Get people interested in the concept and involved in its successful implementation
 - form a project team to take ownership
 - apply for grants funding
 - develop a marketing plan
 - establish a path and facilities maintenance program

See Key Focus Areas Plan on previous page.

ECONOMIC & COMMUNITY BENEFITS

By linking many of Wangaratta's key attractions, landmarks and points of interest, the Loop will create significant job and tourism related benefits for the community.

The Loop will increase the number of ways locals and visitors can enjoy the CBD. It will transform the CBD into a place of interesting and inspiring journeys, encouraging community participation and strengthening community pride.

Recreation & sports benefits

- promote Wangaratta as an exciting cycling and walking destination
- improve the connection to the start of the Murray to Mountains Rail Trail by bringing the start to the train station
- encourage people to get out, participate and be active, improving community wellbeing
- provide a shared path network connecting major sporting facilities

- support exercise by embedding fitness stations, bike counters and water fountains into the circuit

Arts, cultural & events benefits

- develop a trail of public art installations that encourage people to explore the city and get a deeper sense of connection to place
- weave interesting stories and local narratives into streetscaping and wayfinding elements
- transform unloved spaces into less formal, outdoor, low cost exhibition spaces and highlight these exhibition opportunities to local artists
- connect the major cultural buildings, PAC, Art Gallery, TAFE and the Library to other arts spaces
- bring the surrounding landscape and river into the CBD
- provide connections to Wangaratta's current walking trails such as the Heritage Tree Walk, Heritage Walking Trail, Cemetery Walk, Natural Highlights and the Bullawah Indigenous Cultural Trail
- create a range of small outdoor stages and venues for street performances

Food & regional produce benefits

- provide facilities such as bike storage and outdoor seating around cafes to cater for increased local foot and bike traffic
- develop tourism marketing strategies to support the developing local food culture

Education benefits

- benefit school children and families by providing a safe and pleasant commute to and from school and between school and public facilities like parks, the riverside, the arts precinct, Library and train station

REFERENCES

The Wangaratta Loop Concept Plan should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports and helps to deliver on issues referred to in the CAA Future Planning Report (Aug 2013) in the Activities and Land Use and Public Environment themes.



BIG IDEA:
**MAKE CBD CAR
PARKING MORE
EFFICIENT**

Improve the car parking in and around the CBD, reinforcing efficient car parking areas which do not clog up CBD streets with traffic and that make getting around the CBD on foot easier.

The key opportunities to improve CBD car parking are:

- create a CBD wide car parking approach that emphasises longer stay parking around the periphery of the CBD and well located, multi-level parking within the CBD
- ensure there is sufficient short and long stay car parking within the CBD that does not detract from the activity, vibrancy and people friendliness of the city centre
- connect car parks to surrounding areas with efficient, comfortable and safe footpaths
- make parking easy to access to reduce the time taken searching for available parks
- change the local perception that CBD parking is limited
- minimise the visual impact of large areas of car parking within the city centre

WHY THIS IDEA

Historically, Wangaratta has had significant city centre sites used for formal and informal at-grade car parking. This gives convenient local access but detracts visually from the activity of the city, usually provides poor comfort, shade or shelter for people using the parking areas and represents an underuse of those sites. The CBD is currently an easy place to drive through and a relatively difficult place to walk around. This balance needs to be redressed, transforming the CBD into an easy place to both walk and park. The revitalisation and evolution of the Wangaratta CBD relies on making it a great place for people; a place where people movement on foot and bike is prioritised over car movements.

There is a significant amount of car parking that exists within the city centre but local perception is that CBD car parking is an issue. This stems from people being used to parking in front of, or close to the shop or business they are visiting and limitations in the awareness and legibility of finding multi-level car parking where spaces are always available.

The challenges identified in the CAA Future Planning Report largely have not been addressed. This concept seeks to outline a CBD car parking approach that balances efficient and easy car parking with an improved urban environment for the CBD.

We don't need more parking in Wangaratta, there is that much parking already.

HOW IT COULD WORK

Encourage longer stay parking around the periphery of the CBD:

- in the north east of the CBD - Bickerton Street car park adjacent to Apex Park
- in the north west of the CBD - Templeton Street, north of Ovens Street
- to the west of the CBD - Norton Street and the surplus VicTrack land

Encourage all day parking in well located, multi-level parking within the CBD:

- improve the connection and signage to the existing Co-Store multi-level car park off Victoria Parade
- make parking areas safer to use by connecting them to shopping areas with pedestrian crossings

Start the transformation process of reinforcing the CBD as a place for people, where pedestrian and cycling movement is prioritised over car movements by:

- ensuring there are footpaths that provide a safe, easy, interesting and efficient connection between the CBD and longer stay car parking areas
- communicating the CBD approach to car parking is to provide adequate car parks that are well located with good access to city shops and businesses
- reclaiming the extensive areas of at-grade car parking for a use that contributes to the activity of the city
- reduce the visual impact of existing at-grade car parking in areas where higher and better uses contributing to the activity of the city are encouraged, such as Sydney Beaches, Ford Street and the interface with Merriwa Park and Murphy Street
- soften parking areas by increasing street trees and low-level plantings

PRIORITY FOCUS AREAS

- removal of car parking in Sydney Beaches to support its revitalisation
- reinforce the Bickerton Street car park adjacent to Apex Park as the all day parking area for the north eastern area of the CBD (this car park is well located to encourage people to park and walk across the Apex Park footbridge into the CBD and the Apex Park Concept formalises a new footpath along this route to support this use)
- encourage all day parking in Templeton Street (north of Ovens Street) where people can walk through the King George V Gardens into the CBD
- improve signage and wayfinding for access into the existing Co-Store multi-level car park off Victoria Parade
- encourage people to park in the Co-Store by creating a more interesting pedestrian experience (there are opportunities to integrate dynamic artworks into the journey between the car park and along Victoria Parade)
- reconfigure the on-street parking environment along Norton Street to allow for generous footpath zones, verges and street trees for shade, and easy access between the train station and Norton Street
- reclaim selected on-street car parks within the key pedestrian and shopping streets to allow for improved footpath works, outdoor seating and café dining areas, street furniture and additional pedestrian crossings (give priority to Murphy, Reid, Ovens, Ford and Faithfull Streets)
- investigate the use of VicTrack land on the north western side of the railway line for car parking areas for:
 - increased arts and cultural uses within the Goods Shed and other nearby buildings or spaces
 - all day or long stay parking for the hospital, its staff and visitors, with easy pedestrian access to the health precinct
- plan for increased public car parking in the riverside precinct

- investigate future uses of the One Mile Motors site as this has great access to King George V Gardens, Templeton Street, Sydney Beaches and the riverside precinct

ECONOMIC AND COMMUNITY BENEFITS

- releases key sites within the CBD from lower level parking uses to be renewed or redeveloped
- releases key public spaces currently dominated by parking to create more active, engaging and inviting places for people within the city centre

CHALLENGES

- challenging community perceptions about car parking availability
- ensuring there is awareness of the number of off-street car parks available and changing behaviours to use underutilised parking, such as the Co-Store car park
- challenging community perceptions around using surrounding parks as all day parking areas

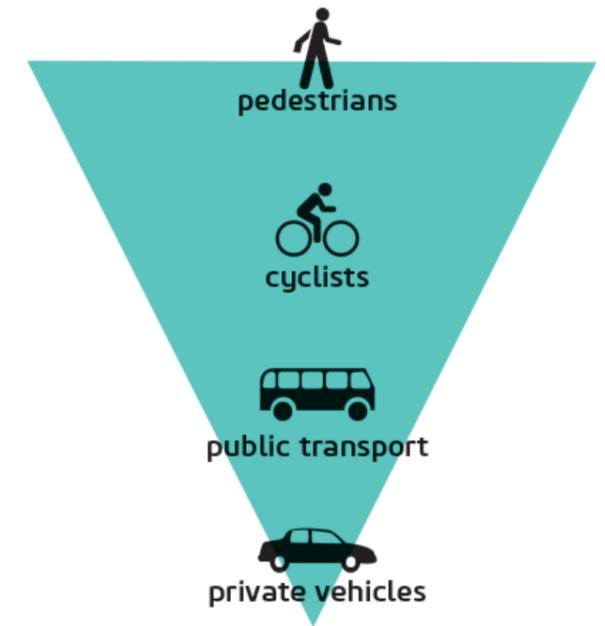
REFERENCES

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports the following Big Ideas:

- Improve streetscapes to make CBD streets lovely places for people
- Increase shade & comfort by greening the CBD
- Embed art in CBD public spaces, walls & streets

This concept helps to deliver the reference within the CAA Future Planning Report (Aug 2013) to issues raised in the Movement and Access theme



source: *The Australian Government National Capital Authority*



BIG IDEA:
**TRANSFORM
LARGE FORMAT
RETAIL SITES INTO
MORE PEOPLE
FRIENDLY PLACES**

The CBD will be the centre of business, visitation and people activity for wider Wangaratta into the future. The large format retail offering is important to the diversity and depth of retail as well as a key employer and attractor to the city centre. As such the city should retain these uses within the CBD as valued businesses. However, over time there are significant improvements that should be made to ensure that these large tenancies are cohesive within the vibrancy and activity of the CBD.

The key opportunities to improve the quality of large format retail sites are to:

- reinforce the important role that large format retail stores play in the activity, shopping offering and general life of the CBD
- reinforce the importance of car parking and access to the stores in a way that does not visually dominate the site or the views from the street
- prioritise pedestrian movements over car and truck movements within the car parking areas
- increase the amount of shade and shelter where large areas of asphalt exist
- soften existing large scale buildings with elements of low-level landscape planting, vertical landscaping on large, blank walls and public art work or murals where appropriate
- plan for higher quality buildings with architectural articulation and detailing consistent with adjacent and surrounding shops and tenancies

WHY THIS IDEA?

The large anchor retail tenants such as Big W and Woolworths, should contribute positively to the street based city CBD environment, be integrated with other smaller retail shops and support all of the key strategic aims of the CBD Masterplan.

The existing street level environments around the Big W and Woolworths stores are typically lower quality public spaces that pose challenges for people to safely access and move through. Their expansive at-grade car parking detracts from the streetscape. Open, at-grade car parking areas are generally poor quality in their pedestrian, landscape and urban environment and lack shade and shelter for users.

Big W site

Big W occupies a key site between Ford and Reid Streets on the pedestrian north south route between Ford Street and the riverside precinct. The Big W site is one of the biggest single tenancies within the Wangaratta CBD, located on Ford Street. It is an important retail and employment generator for the city centre and attracts many daily and weekly shoppers.

Notwithstanding the current structural issues facing the existing Big W building, a strategy for the future is needed for the site to ensure any change, renewal or redevelopment in the area is positive, consistent and well considered. Any redevelopment should also be guided by, and respond to, the proposed development of the Ford Street Cultural Precinct and the proposed new Cultural Centre facility on the opposite side of Ford Street.

Any future planning or redevelopment of the Big W site should include consideration of:

- relocating the large single tenancy closer to the front area of the Council car park site (in conjunction and liaison with Council) to avoid the at-grade car park that currently dominates Ford Street
- sleeving smaller, traditional sized retail tenancies along Ford Street directly addressing the footpath to activate and engage with Ford Street
- allowing for a clear, generous and open pedestrian connection across the northern side of the site, linking from Ford Street and the Council offices through to the new Maloney's Square and Reid Street beyond
- reducing the effect of the service and loading bays on pedestrian movement through the block by either putting them below ground in the basement/undercroft level or by bringing them closer to the Ford Street frontage and away from laneway connections to Reid Street (meaning less truck movements deep into the block and ensuring loading docks do not visually dominate any views from Ford Street)
- providing a new compact public space fronting Ford Street, aligned with the new pedestrian crossing and laneway linking the new Cultural Centre (Refer Big Idea - Create an arts and cultural cluster around Ford Street)
- providing the majority of retail car parking below ground level and away from the views from Ford Street
- creating a clear, safe, generous and direct pedestrian path to the southern side of the tenancy, linking Ford Street to the car parking areas, Maloney's Square and Reid Street beyond

Woolworths site

Woolworths occupies a key site within the CBD between Ovens and Baker Streets and is an important element of the retail offering for the CBD. The existing building is a standard concrete tenancy set to the rear of a site that is visually dominated by an at-grade asphalt car park. The site has good visibility, pedestrian and vehicular connection to the activity of the city centre and as such gets good use by both locals and visitors. In particular, the mid-block vehicle lane running east west between Mackay and Baker Streets creates a clear, well used pedestrian desire line through the Woolworths site to Ovens Street.

Given both of these key locations, the Big W and Woolworths sites are key pedestrian links and streetscaping works should be undertaken to create more pleasant places and reinforce the pedestrian links. The following principles should guide future works:

- strengthen the key east west pedestrian link between Baker and Ovens Streets within the car parking area
- minor realignment of painted car spaces to allow a generous, safe and continuous pedestrian path across the southern front of the Woolworths store, enabling easy access for people into the store from both Baker and Ovens Streets and also easy access across the site
- link the pedestrian path to the street footpaths on Baker and Ovens Streets with painted linework in the car park to denote pedestrian priority and safety
- plant street trees within the car parking and pedestrian zones to increase shade and shelter
- link pedestrian movements within the Woolworths car park to the existing pedestrian crossing on Ovens Street
- increase the amount of landscaping beds in car parking areas and create vertical gardens on the large, blank walls of the existing buildings
- ensure car parks are well lit at night to encourage night trading

CHALLENGES

- encouraging private business to invest in streetscaping works
- maintenance of landscaping on private land
- liaison and planning required between Council, landowners and Big W
- timing of any potential redevelopment is unknown and may be well into the future
- cost of creating significant new underground or undercroft car parking areas
- planning an improved loading and service solution for the Big W tenancy which does not significantly compromise pedestrian paths in the area and car parking areas

ECONOMIC & COMMUNITY BENEFITS

- retain and reinforce the retail offering and local employment base of the large format retail tenancies within the CBD
- improve walkability between Ford and Reid Streets
- improve people's comfort in hot summer and cold winter weather
- soften the visually dominant large format retail buildings and improve their contribution to the attractiveness of the CBD

BIG W REDEVELOPMENT PLAN

Redeveloped Discount Department Store

Plan a long term strategy to encourage the DDS footprint to be relocated closer to Ford Street frontage, with a sleeve of small retail tenancies directly fronting Ford St.
Establish a small public space forecourt linking the pedestrian crossing, and the front door of the DDS setback from the street.
Provide under croft/ underground car parking across the existing Big W site, and the Council car park site, to limit the visual dominance of at-grade car parking.

Small Tenancy Retail Frontages

Within the DDS redevelopment, encourage small frontage retail tenancies to address Maloneys Square, and active the public space.
Potential to expand Maloney's Square public space, over time.
Plan to link all of the key pedestrian desire lines through Maloney's Square to make it easy to get around.

New Dedicated Pedestrian Lane

Provide a generous pedestrian path/ lane along the back of the tenancies that front Murphy St. Encourage businesses and tenancies to open out onto this thoroughfare over time, with shop fronts, and entries.
Ensure safe, comfortable and easy pedestrian access from Ford St, through the block linking into the new Maloney's Square and Reid Street.

Council Pedestrian Link

Within the DDS redevelopment, allow for a generous dedicated pedestrian connection from the Council buildings directly through to Maloney's Square, and Reid Street.
Provide a site and car park entry to basement car parking from Ford Street.



Indicative Structure for future Big W Site Redevelopment

REFERENCES

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports the following Big Ideas:

- Improve streetscapes to make CBD streets lovely places for people
- Increase shade & comfort by greening the CBD

This concept helps to address the reference within the CAA Future Planning Report [Aug 2013] to issues raised in the Movement and Access theme:

- provide long term car parking on the edges of the CAA
- potential for the CAA to be a sea of car parking
- car parking can create a traffic intrusion into the inner CBD area and surrounding residential streets
- open space is perceived to be an area to solve car parking issues
- car parking areas have poor appearance
- car parking is unclear and difficult to navigate
- lack of accessible parking in suitable locations



BIG IDEA:
**CONSIDER
OPTIONS FOR
THE NORTH
EAST WATER
TREATMENT
FACILITY**

The North East Water Treatment Facility occupies a key location within the Wangaratta CBD and is a crucial facility to the ongoing prosperity of the city. The facility is a significant piece of water infrastructure located adjacent to the Ovens River, out of the floodplain and with easy distribution access to the city pipe network.

The CBD Masterplan should reinforce the role of the facility for the city and the location of the facility. Over time, strategic planning should be undertaken to investigate future-proofing Wangaratta's water supply, including potential upgrades or relocation of existing or new water treatment plants. The considerations should also include the strategic highest and best use for the corner site fronting Faithfull Street, Parfitt Road and the Ovens River. The opportunities for the Water Treatment facility site include:

Short Term

Short term beautification works around the edge of the site where it interfaces with Faithfull Street and Parfitt Road to ensure comfortable, interesting and engaging street edges and footpath zones.

Short term public art works to blank walls of the facility facing the surrounding streets to contribute positively to the area and exhibit some of the cultural identity of Wangaratta.

Long Term

Undertake an investigation in collaboration with North East Water to determine the strategic drivers for the

plant facility to either remain in the current location or be relocated to a better location for water delivery.

Investigate opening up the riverfront to public use with pathway, landscaping and public access as a key connection between Chisholm Street, Mitchell Bridge and the riverside precinct beyond.

Investigate longer terms strategic uses for the site, if the water treatment facility is to relocate, including uses such as short-stay accommodation, conference or function facilities, commercial uses that benefit from a landmark location central to the city and with river frontage.

Challenges

- existing facility is required to stay in its current location in the short-medium term
- longer term, there are significant funding challenges for the relocation of the facility
- longer term, a strategy may be investigated that moves the treatment plant to an improved location for water treatment and releases the current site to be a higher order use for an important corner site within the CBD

QUICK WINS FOR ROADS, PATHS AND STREETScape

PLANT A COMMUNITY GARDEN AT WANGARATTA PRIMARY SCHOOL

Install a community garden at Wangaratta Primary School using productive, easy growing plants like herbs, vegetables and fruit trees.

Identify local community members keen to be involved in community gardening and support them to be involved, alongside school staff, in all aspects of the project from design and planting scheme to tending and harvesting.

Involve local cafes and restaurants and allow them to access produce for their menus.

Use vertical as well as flat surfaces for maximum impact.

Tie activities of the gardening group into local farmers' markets and swap meets.

we need more greenery- this could be edible gardens, schools could contribute

ENHANCE THE SENSE OF ARRIVAL INTO THE CBD AT KEY POINTS THROUGH GREEN ARRIVAL POINTS

The CBD gateways provide a perfect opportunity to tell parts of Wangaratta's story. For example, develop a narrative around Wangaratta's unique setting and beautiful parks which could be conveyed through the creation of green gateways. Steps to test this idea include:

- liaise and collaborate with local artists to create a green gateway
- include references to the new branding strategy as part of the brief to local artists [refer to Big Ideas: create a compelling brand and improve the CBD arrival experience]
- select a small scale area to test the style guide and concept i.e. the Murphy and Ford Streets intersection, opposite and in conjunction with the new Bike Hub [once installed, review the outcome and consider the challenges and how they can be best overcome when implementing the larger strategy]
- include the learning outcomes into the overall arrival strategy as outlined in Big Idea: Improve the arrival experience into Wangaratta

COMMISSION A PROGRAM OF TEMPORARY ART WORKS & STREET ART

Commission a street artist, or group of street artists, to deliver large scale works at key locations that can act as high impact cultural landmarks.

Through the artist's brief, encourage artists to:

- think big and use the entire structure, space or wall as their canvas
- avoid incorporating anything that references Wangaratta too directly or feels like a marketing exercise
- focus on highly original and engaging ideas and approaches and take artistic risks
- consider the use of various media, including paste-ups and mixed-media
- consider where art will be seen from, both close-up and far away and how it will be experienced from different vantage points

Locations to include in this program:

Location	Purpose	Treatment
The water tower near the train station	to make this existing landmark stand out and act as a visual cue of the cultural life of Wangaratta from the point of arrival by train	one large scale work that makes use of the scale and significance of the site
Around Ford Street	as a way of signposting the area's eventual transition into a multifaceted creative precinct	multiple surfaces, walls, pavements, street furniture and existing trees could all be considered as potential sites
Sydney Beaches	to inspire people to see this space differently	art works that integrate with the landscape and encourage people to interact with the space and use light

The Docker Street water tower is a local visual landmark for the CBD that has long sat idle without a use or purpose. The opportunity exists to capitalise on the height, scale and form of the tower to create new street art works that capture and represent the character and identity of contemporary Wangaratta. This program should be prepared and curated by a team of local artists or creative groups in conjunction with the Council arts team and should prepare an expression of interest style process for local artists to apply to be a part of the program

- communicate the opportunity widely to ensure buy-in and collaboration opportunities are maximised
- have a panel of local identities, community members or interested people, shortlist and ultimately select, a design for the water tower that best represents elements of the character, identity, vibe and personality of Wangaratta in interesting and visually engaging ways
- prepare a plan to exhibit the selected artwork on the water tower for an agreed timeframe [say 12 months or similar]
- liaise with the planned works around the base of the water tower for Norton Street and the implementation of the Wangaratta Loop which also connects to this area
- undertake a rolling exhibition each year or on a fixed basis to continually refresh and update the street art to the water tower to provide a constantly changing landmark for both locals and visitors

PARKS & PUBLIC SPACE PORTFOLIO

BIG IDEAS

Transform Sydney Beach into a beautiful, natural oasis, connecting to the activity of the riverside precinct

Intensify active play, recreation and events at Apex Park

Strengthen Merriwa Park as a point of arrival

Enhance King George V Gardens's role as a place of contemplation and history

Create a landmark sculptural shade structure at Riverside Square and provide new infrastructure for events, performances & gatherings

Intensify the experience and character of Wangaratta Railway Station & Norton Street

Reimagine the water towers & Goods Shed as spaces for makers & emergent arts

Further integrate Wangaratta Primary School with the life of the city

QUICK WINS

Support cafe owners in opening onto the street

Relocate CFA infrastructure from Apex Park





BIG IDEA:
**TRANSFORM
SYDNEY BEACH
INTO A BEAUTIFUL,
NATURAL OASIS,
CONNECTING TO
THE ACTIVITY
OF THE RIVERSIDE
PRECINCT**

Sydney Beach, one of Wangaratta CBD's four main public green spaces, provides a unique river bend and beach experience on the banks of the Ovens River close to the central city. However, the area is currently dominated by car parking with little connection back into the activity of the city. It is also hard to find limiting its use by visitors to the city and locals.

The key opportunities are to:

- protect and enhance the natural environment and the cultural heritage of Sydney Beaches and the Ovens River
- enhance the experience of the Bullawah Cultural Trail and the swing bridges
- make Sydney Beach an inviting and safe place to swim
- sensitively activate the area at night with sensory, interactive art works and water play elements
- make it easier to walk to Sydney Beach from the CBD
- remove all day public parking from Sydney Beach to enhance its natural quality

WHY THIS IDEA

- draw the parks into the CBD and the city activity to the parks
- green space plays an important complementary role to the CBD streets
- provide a diverse range of experiences in the CBD
- opportunity to tell stories about river landscapes and park history
- builds on Wangaratta's love of significant trees
- strengthens Wangaratta's identity as a sports, arts and tourism city
- gives directions for an open space strategy such as planning and budget allocation
- ensures parks are youth friendly spaces that allow unstructured activities
- extends and supports activities throughout the riverside precinct
- bookends the arts and culture precinct
- connects to and enhances the experience of the Bullawah Cultural Trail

We need to capture the natural beauty of Sydney Beach, not wasting the beautiful views

HOW IT COULD WORK

- restrict all day parking at Sydney Beach (increasing car parking at Apex Park and along Templeton Street to compensate) and create more natural public uses such as parkland recreation, BBQ and shelter areas and seating
- create a local, sensory river bend experience, complementing the Ovens River and its character
- transform the beach after dark into a magical place by integrating light-based, site specific installations (consideration of the natural beauty should be the key driver of the brief for any interventions to ensure a subtle, respectful plantings, artworks, lighting and facilities into the sensitive natural environment)
- commission art works to be located in and around the river bend to tell stories of the river landscape
- investigate the viability of a pedestrian path connecting Templeton Street to Sydney Beach (possibilities include access from the Sydney Hotel where the RSL could potentially be relocated, connecting to the swing bridges and Ovens Shared Path) and encourage redevelopment of land either side of the Templeton Street public access that sensitively addresses and activates the Sydney Beach environment

PRIORITY LOCATIONS

- remove car parking from Sydney Beach and establish a small picnic and BBQ area with seating and shelter
- establish a trail linking the riverside precinct to a circuit of local features, the Bullawah Cultural Trail, Ovens Shared Path and the swing bridges
- undertake detailed design work to commission lighting installations to highlight the natural environment, cultural assets along the Bullawah Cultural Trail and the new walking trail

ECONOMIC & COMMUNITY BENEFITS

- supports Wangaratta's unique point of difference in north eastern Victoria
- promotes healthy living with connections to the wider shared path network
- supports food and beverage business within the riverside precinct with increased foot traffic
- adds to the cluster of riverside attractions
- extends and strengthens the riverside precinct reinforcing it as a destination attracting locals and visitors
- supports the arts community and experience of arts and culture in outdoor CBD spaces
- removal of car parking in Sydney Beach increases the rich sensory experience created by the natural landscape and makes for a safer, quieter and cleaner passive recreational space
- by installing subtle feature lighting (which can be embedded in paths and used to highlight key features), the evening activity of the riverside precinct can be extended by the opportunity for a walk along the riverside into Sydney Beach and across the footbridges

CHALLENGES

- the mindset around car parking needs to shift to realise the potential of the area as a natural environment (if the car park is relocated to Apex Park or Templeton Street, there may be resistance to the idea if it's perceived that car parking spaces will be lost or less convenient to access)
- there may be concerns that development of the park will result in damage to the river banks, flora and fauna

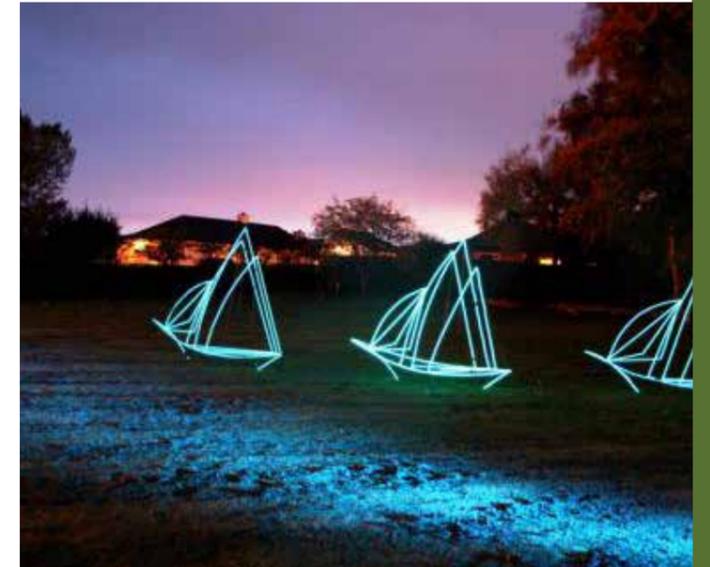
- increasing nighttime activity at Sydney Beach which currently isn't visited after dark (even though the swing bridges are beautifully illuminated at night) by encouraging the nighttime activity occurring along the riverside precinct into the park and changing people's perception of safety or local interest after dark
- respectfully integrating any additional art works with the Bullawah Cultural Trail
- funding for infrastructure works

REFERENCES

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept helps to address the reference within the CAA Future Planning Report [Aug 2013] which states:

- Don't turn open space areas into car parks





BIG IDEA:
**INTENSIFY ACTIVE
PLAY, RECREATION
AND EVENTS AT
APEX PARK**

Apex Park's role as one of the four key CBD parks is to be a family fun park and a venue for large events. Priority should be given to works that intensify this role, increase its appeal and extend the playground facilities to cater to kids of all ages. Additionally, the park needs to be better equipped to stage large events such as the Jazz Festival and Down by the River.

WHY THIS IDEA

- responds to the community's love of local events, building on the success of events like Down by the River
- transforms Apex Park into a more youth friendly park
- provides a diverse range of experiences in the CBD
- supports activities that stitch together the river, the park and the CBD
- provides a great riverside meeting spot for locals and visitors from the surrounding regions, drawing them into the CBD
- makes Wangaratta a place that inspires healthy lives

HOW IT COULD WORK

Short Term:

- upgrade the existing playground to broaden its appeal to older children
- install a more diverse range of seating and shade around the playground for families
- protect and enhance the existing red gums and riverside trees by undertaking revegetation with indigenous plantings
- provide informative and educational messages to the public about improvements made to the floodplain and drainage areas
- install lighting to facilitate night events
- install a picnic area with seating and shade close to the historic footbridge to capture spillover activity from the riverside precinct
- relocate the CFA training track and support the development of more riverside activities [such as the expansion of the farmers' market]
- investigate the viability of relocating the Visitor Information Centre to Apex Park

Apex Park should be the active, events-based public space for the city, attracting kids, families, tourists and teenagers

Medium/Long term:

- upgrade event facilities including a stage for large events
- upgrade BBQ and picnic facilities so Apex Park continues to attract visitors to the rail trail
- upgrade the playgrounds to create more child and youth friendly activity areas
- install a small, multi-functional pavilion style structure (can be temporary) to function as a kiosk, located at the playground and an informal space for local musicians and performers to rehearse and perform
- strengthen the arrival experience into the CBD along Apex Park and Parfitt Road

PRIORITY FOCUS AREAS

- **Riverside picnic area** is a new site identified because of its high use during events such as Down By The River. Located next to the footbridge and directly opposite the riverside precinct, it's a highly visible and accessible section of Apex Park that is currently underutilised. There is potential for it to be the anchor between riverside activities and happenings in Apex Park with the construction of a boardwalk and walking path connecting the bridge to the riverside, a small kiosk and pavilion area and toilets. This area will continue the character established at the footbridge along the path into Apex Park and capture the spillover activity from the riverside precinct and footbridge (as occurred in the Down by the River event).
- **Existing playground (young children)** to be upgraded to better cater for smaller children.
- **Adventure Zone (teenage space)** to be constructed including a circuit wrapping in and around the large trees, a series of slides using and exaggerating the existing gradients and wifi enabled seating areas providing teenagers both active and passive areas.

- **Learners Cycleway, Hedge Maze or small scale Adventure Park (primary aged children)**
Smaller in scale than the adventure zone, this area is located close to the kiosk allowing parents to supervise their children from a seating area in front of the kiosk. The area could be a learners cycleway, a small circuit with roads, line markings and traffic lights to educate bike learners about how to correctly and safely use the roads. Or it could be a hedge maze, creating a landscaped area between the existing playground and the new teenage adventure zone.
- **Kiosk and Multi-function Pavilion**
Small scale pavilion with raised platforms as a stage and rehearsal space. Incorporated into the space is a small kiosk that opens out to the playground providing coffee and refreshments in busy times

ECONOMIC & COMMUNITY BENEFITS

- an important leisure and recreation resource that offers low cost, outdoor activities for children, young people and adults in close proximity to CBD
- strengthens Wangaratta's identity as a sports, arts and tourism city
- increased foot traffic supports food & beverage business within the riverside precinct
- provides a unique, beautiful riverside setting for events
- revegetation opportunities with indigenous plantings along the riverfront and around the proposed playground areas in the northern pocket to enhance the existing red gums and riverside trees
- provides a range of experiences with active playgrounds/play zones, riverside walk and jetty, pavilion, ephemeral billabong, views across the the riverside precinct and activities and connections to the Ovens Trail, Murray to Mountains Rail Trail and the proposed Loop

- educational opportunity to explain the enhancement and creation of the floodplain and drainage features which would communicate key features of the ephemeral wetland, drainage treatments and wetland system

CHALLENGES

- Apex Park is under a flood overlay so any building works needs to take drainage into account
- funding the new infrastructure such as the large activity areas and a new multi-function pavilion/ cafe space
- having a strong point of difference to the Merriwa Park Soundshell

REFERENCES

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept helps to deliver references within the CAA Future Planning Report (Aug 2013) issues raised in the Movement and Access theme, including:

- improving pedestrian and cycling linkages between urban areas and the CAA
- plan, design and develop a regional play space in an agreed location in central Wangaratta
- Wangaratta Recreation and Open Space Strategy September 2012



APEX PARK CONCEPT PLAN

Reconfigure car parking and access

to Apex Park via Bickerton Street to provide additional car parking and safe access via a one way entry/exit

Upgrade the pedestrian path

from Clements Street along Bickerton Street to the footbridge to encourage people to park and walk into the CBD

Create a new pathway

connecting the footbridge to the riverside and to the new play areas

Create a series of activity areas

integrated into the natural landform and existing trees, for all age groups

Extend the character of the footbridge into Apex Park and down into the proposed riverside picnic area. This area will capture spill over activities held in the Riverside Precinct. Design a boardwalk to take people from the footbridge down along the river. Design a small jetty to encourage fishing and waterside activities. Install bench seating and shade to encourage riverside picnics. Its a lovely spot to sit and watch the activities along both sides of the river

If the CFA training infrastructure is relocated use the opportunity to re-vegetate the riverfront and support more riverside activities

Install a small kiosk & pavilion.

The kiosk can provide refreshments to park visitors and the pavilion becomes a rehearsal and performance space

Retain this large open space

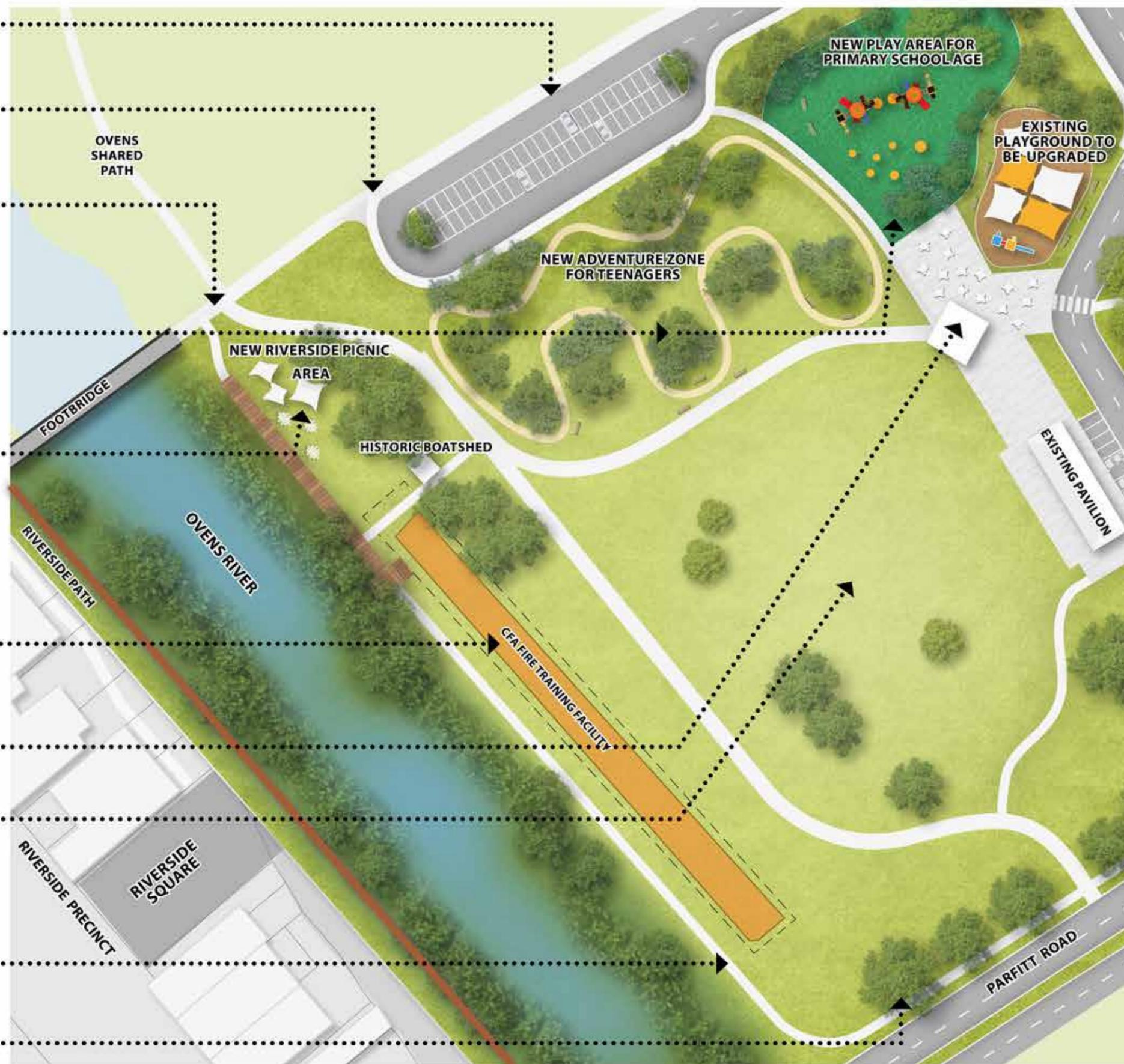
as a flexible events and activities area

Continue a walking path

along the riverfront separated from the bike path creating a quieter riverside environment. The bike path extends the Murray to Mountains Rail Trail into Apex Park [and connects it to the Wangaratta Loop]

Prioritise planting of mature trees

along the Parfitt Road interface to strengthen the green gateway arrival experience



ECONOMIC BENEFITS

- With a range of high quality facilities and events, and easy connections to the Riverside, CBD, and surrounding cycling trails, Apex Park will be transformed into a key tourism destination in North East Victoria
- Increases foot traffic to the Riverside Precinct supporting local business
- New infrastructure supporting the Farmers Market benefits the community [buying fresh produce], local producers [increasing their customer base] and brings visitors to the region [regular tourism] & showcases local produce and contributes to Wangaratta's regional identity
- Provides 'local' tourism experiences including active playgrounds/play zones, riverside walk and jetty, pavilion, ephemeral billabong, views across the the Riverside precinct activities and connections to the Ovens Trail, Murray to Mountains Rail Trail and the proposed Wangaratta Loop

COMMUNITY BENEFITS

- Strengthens identity as a riverside park, offering low cost, outdoor activities for all in the community
- Key outdoor recreational space connecting the CBD to the shared path network
- Gives young people a fun, engaging, flexible, outdoor [adventure Zone] and performance and rehearsal space [kiosk/pavilion] that's easily accessible [connected to the bike paths and Loop and close to the CBD]
- Reconnects to, and strengthens the Ovens riverside
- Reclaiming the former CFA training site as an area of high environmental significance and re-vegetating appropriately
- Educational opportunities with the creation of an ephemeral wetland, drainage treatments and wetland systems

Existing trees of Apex Park

Retain the magnificent existing trees of Apex Park wherever possible, to provide shade, seclusion, visual separation and a natural environment for people to enjoy.

Create the new park elements, paths trails and play spaces to weave in and out of the existing trees, responding to the natural environment and features of the park.

Provide interpretive and educational information around the role of the trees in the river floodplain, and to explain local biodiversity and flora features of the park in interesting ways.

Floodplain and Drainage

Apex Park is an important part of the floodplain for the Owens River. Drainage is a critical consideration for any new works within the park - ensuring best-practice natural drainage management.

The new park features, passive and play spaces have the opportunity to be planned around the drainage spaces, to communicate to users in subtle ways the important role of water within the park.

Investigate wetland, rain garden and appropriate drainage treatments with effective landscaping that will work in with the new park upgrades.

Accessible and Universal

Plan and design the Apex Park upgrades based on the principles of accessible and universal access. This creates an environment where all ages and abilities can access, move through and enjoy the public places, spaces and facilities.

The target audience for Apex Park should be everyone from babies in strollers, through to kids, young people, families and the elderly.

Considered design and planning of spaces will ensure attractions, spaces and provision for all locals and visitors to enjoy.

Wayfinding

Ensure that for families, kids or young people who are using the CBD nearby, there is generous and effective wayfinding and information for them to find their way across the river to the attractions of Apex Park.

This will create much closer links between Apex Park and the CBD. Signs and information in Owens Street, Faithfull Street and the Riverside Square should be implemented.

A sense of the "journey" built into paths and trails [perhaps set in the concrete or visually drawing people in] from Owens Street and the Riverside Precinct will aid people finding their way to Apex Park.

Clear Kick about Grassed Area

Retain the majority of Apex Park as it is currently, a clear kick about grassed space for passive recreation, family picnics or a stroll.

Ensure this area remains suitable for local events and functions including upgrades for provision of power/ water as appropriate, and service vehicle access remains for the whole of Apex Park.



Illustrative concept of a future development of the site.

Apex Park Pavilion

Engage the existing Apex Park Pavilion in the new upgrade design and work - as the primary entry from the Clement Street parking and pull in spaces, into the Park.

Ensure the character of the pavilion - with its pitched corrugated roof, solid exposed timbers and embedded public artworks is carried through the new Apex Park works.

Link new paths and trails directly to the Pavilion, and ensure signage is upgraded in this area to communicate the access around, through and to the new attractions and areas of Apex Park.

BBQ Areas and Picnic Seating

Create new recreation areas with integrated gas or electric BBQ's and associated picnic tables and seating to provide for families and visitors of all ages.

Provide shade and shelter to these areas for comfort, and bins and water bubbler's for convenience.

Ensure clear and direct views from the BBQ and picnic facilities to the different play areas for parent supervision, but create a sense of separation between the areas to allow different users to enjoy the park at the same time.

Wangaratta Loop

Create a generous shared pedestrian pathway along the northern edge of Apex Park alongside Bickerton Street, to link into the Bickerton/ Owens Street bridge, the new Wangaratta Loop alignment in Riverside Precinct, and the city center beyond. Signage and wayfinding should make finding your way to other local landmarks or facilities easy and engaging.

Kids Adventure Path

Create an engaging adventure path for kids and youths on bikes, skateboards, and scooters. This will be a sensory experience adjacent the shared path, with built-in moments of pause, excitement and challenge. Materials could be a combination of concrete, inset timber boardwalk style or other local materials that fit the character of Wangaratta and the river.

Interpretive info-graphics could link the journey of the path to that of the two local rivers, and the path of water through and around the city in educational ways.

Path Seating

Moments of comfortable seating along the paths and trails that are built into the pathway, providing a place to catch your breath or enjoy the action of the area - without sitting for longer.

Integrate smaller moments of low-level landscaping or water management areas such as rain-gardens with the seating.

Engage local artists and makers for the design and fabrication of the seating in conjunction with the wider park character.

Paths and Trails Network

Ensure that for families, kids or youths who are using the CBD nearby, there is generous and effective wayfinding and information for them to find their way across the river to the attractions of Apex Park.

This will create much closer links between Apex Park and the CBD. Signs and information in Ovens Street, Faithfull Street and the Riverside Square should be implemented.

A sense of the "journey" built into paths and trails (perhaps set in the concrete or visually drawing people in) from Ovens Street and the Riverside Precinct will aid people finding their way to Apex Park.

Skate and Active Play

Create a concrete, paved and undulating active play area between the trees for skating, scooter and other children's and youth activities.

Allow for seating and rest points around the edges of the more active zones.

Create a variety of challenge zones to cater for different ages and abilities.

Consider inclusion of wi-fi or music connectivity for users to plug in a smartphone for music.

Park Connectivity

Create a contemporary public space environment for users and visitors to enjoy and interact with.

Provide effective wi-fi connections and promote it widely.

Provide wi-fi portals or on line information for grey nomads, caravan or car trip visitors to access local tourism and visitor information.

Consider an expansion of the on line presence and information to allow park users to access interesting information and details for the Ovens River, the history and heritage of the area, the biodiversity of the floodplain and park and other engaging local information.



Illustrative concept of a future development of the site.

Small Kiosk & Multi-functional Pavilion

Small scale pavilion with raised platform to be used as a stage and rehearsal space. Incorporated into the pavilion is a small kiosk, opening out to the playground, providing coffee and refreshments in busy times

Passive Enjoyment

Ensure the character of Apex Park as a grassed, shady space near the river for people to enjoy, is retained and reinforced.

Plan for paths, trails and new facilities to connect and interact with these areas, but ensure quieter contemplative spaces are also provided for.

Seating and Events Space

Create a hard paved seating and events space where both regular and informal events can be held.

Day to day this space can be used for seating with clear viewlines of playground spaces.

Potential for this space to be the cafe seating/eating spaces for the kiosk if this is developed.

The flexibility of the space means it can also be used for informal events, performances and rehearsals as needed.

Existing Playground Upgrades

Retain the existing children's playground near the corner of Bickerton and Clement Streets. Upgrade existing play facilities as required.

Review the existing fencing in liaison with the new concept and works to ensure gates and points of entry work within the wider park design and layout.

Upgrade the fencing to be consistent with the materials and character of the new works.



BIG IDEA:
**STRENGTHEN
MERRIWA PARK
AS A POINT OF
ARRIVAL**

Develop better access and views into Merriwa Park so it remains the CBD's key recreation and relaxation park and enhances the city's southern arrival experience.

WHY THIS IDEA

- strengthens the connection between Murphy Street and Merriwa Park supporting the ambition to draw the park into the CBD and bring the CBD activity to the park
- provides clarity around the distinct and complementary roles Merriwa Park plays in relation to other CBD parks
- supports Merriwa Park as the CBD's key recreational park with bike paths, tennis courts and walking trails
- transforms the the Merriwa Park Soundshell into a valuable events asset and promote its unique and picturesque location
- connects the walking trails of Kaluna Park and the wider shared path network to the CBD
- connects the park to the central heart of the city giving people more opportunities to participate in exercise and sporting activities over lunch time and before and after work/school
- builds on the work and recommendations of the Merriwa Park Masterplan (2015)

HOW IT COULD WORK

The CBD Masterplan supports the recommendations in the The Merriwa and Kaluna Parks Masterplan (2015) with priority given to:

- further investigation into large vehicle access as the steep descent into Merriwa Park from Murphy Street impedes large truck access (delivering staging and catering equipment) to the Soundshell
- opportunities to convey aspects of the local history through wayfinding strategies and didactic signage (Merriwa Park tells part of the Wangaratta story, in particular promenading and swimming)
- proceeding with the refurbishment of the Soundshell, promoting its picturesque setting and developing a program of events throughout the year held on the riverside lawn areas
- providing a better pedestrian connection between Ford Street, the Bike Hub and the park
- strengthening the visual connection between the park and the CBD by highlighting identifying elements such signage and the Bike Hub

ECONOMIC & COMMUNITY BENEFITS

- providing a range of options for activity close to the CBD so the community are able to integrate regular exercise into their daily routines leading to a healthier lifestyle
- the shared path network makes it safe and enjoyable for people to run and cycle while Merriwa Park connects the shared path network to the CBD encouraging people to use active transport modes to commute to and from work and school
- increased visitation to Merriwa Park supports the nearby CBD businesses
- strengthens a key arrival route into the CBD

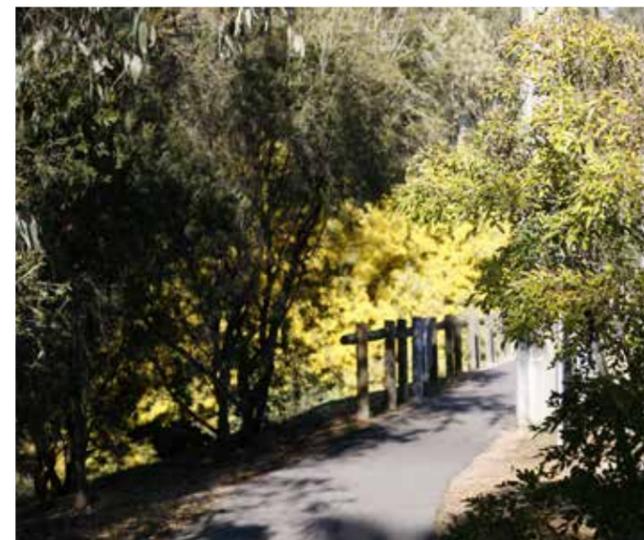
harness the energy and support generated around the opening of the new Bike Hub at Merriwa Park

CHALLENGES

- strengthening the park's presence on Murphy Street (the park doesn't have a strong street presence due to the significant difference in elevation)
- threat of flooding of the King River
- funding the Soundshell refurbishment to resolve key issues:
 1. the moat surrounding the Soundshell no longer serves a purpose and is potentially dangerous
 2. no sound and light infrastructure is housed in the Soundshell so event organisers are responsible for bringing in required equipment (investigations should consider the cost of installation of underground channeling cables to safely connect the Soundshell to a power supply)
 3. no backstage facilities so event organisers are responsible for organising marquees to house backstage areas
 4. how large events can be catered for given the difficulty in securing a boundary
 5. researching potential users and how regularly they would use the facility

REFERENCES

This concept supports the key recommendations of the Merriwa and Kaluna Parks Masterplan, February, 2015.





**BIG IDEA:
ENHANCE
KING GEORGE V
GARDENS' ROLE
AS A PLACE OF
CONTEMPLATION
AND HISTORY**

Improve the quiet reflective spaces of the King George V Gardens while respecting and reinforcing the heritage design of the park.

WHY THIS IDEA

- to ensure the King George V Gardens remain the CBD's green centerpiece by protecting and supporting the importance of its botanic and civic roles in the community
- to future-proof its existing character
- to improve its facilities so it remains a much loved meeting spot and a comfortable green space for small events
- to improve its interface with Ovens Street and the Co-Store

HOW IT COULD WORK

- strengthen its botanic role through formal (workshops) and informal (identifying significant plants with plant labels) educational programs
- increase the amount of significant botanic plantings in the gardens
- upgrading its facilities:
 - provide flexible seating so people can decide where to sit and who to sit with
 - install lighting so people feel safe walking through at night and exercising early in the morning
 - open the CWA building into the gardens to be used for workshops, small celebrations, events and civic ceremonies
 - remove the pool fence as it's not in keeping with the character of the gardens and reinstate a fence consistent with the stone and iron gates
- re-establish its relationship with the Co-Store and Ovens Street by planting shade trees (such as London Plane Trees to continue the established character) along the eastern edge on Ovens Street to soften the wide footpath running along the front of the Co-Store and provide shade over the recent streetscaping works
- connect the gardens to the Co-Store with a pedestrian crossing (locate the crossing between the recent streetscaping works and the gardens entrance)
- continue to undertake a thinning out of species/plants considered to be contributing negatively to the gardens and replanting suitable new species to ensure renewal of the garden beds
- make the entrances to the gardens more visible, highlighting the historic gates

ECONOMIC & COMMUNITY BENEFITS

- the gardens play a role in educating the community about the importance of conserving plants
- much loved community asset:
 - “nice relaxing area when up the street”
 - “provides a quiet, peaceful place to enjoy a seat or grass. Majestic old established trees. Venue for live music and picnic lunch venue”

CHALLENGES

- safely crossing the street from the Co-Store to the gardens
- extending the character of the gardens into Ovens Street
- providing a new opening and set of gates on the eastern side of the gardens to enable access from Ovens Street while retaining the remainder of the Ovens Street frontage as fenced, landscaped garden areas

REFERENCES

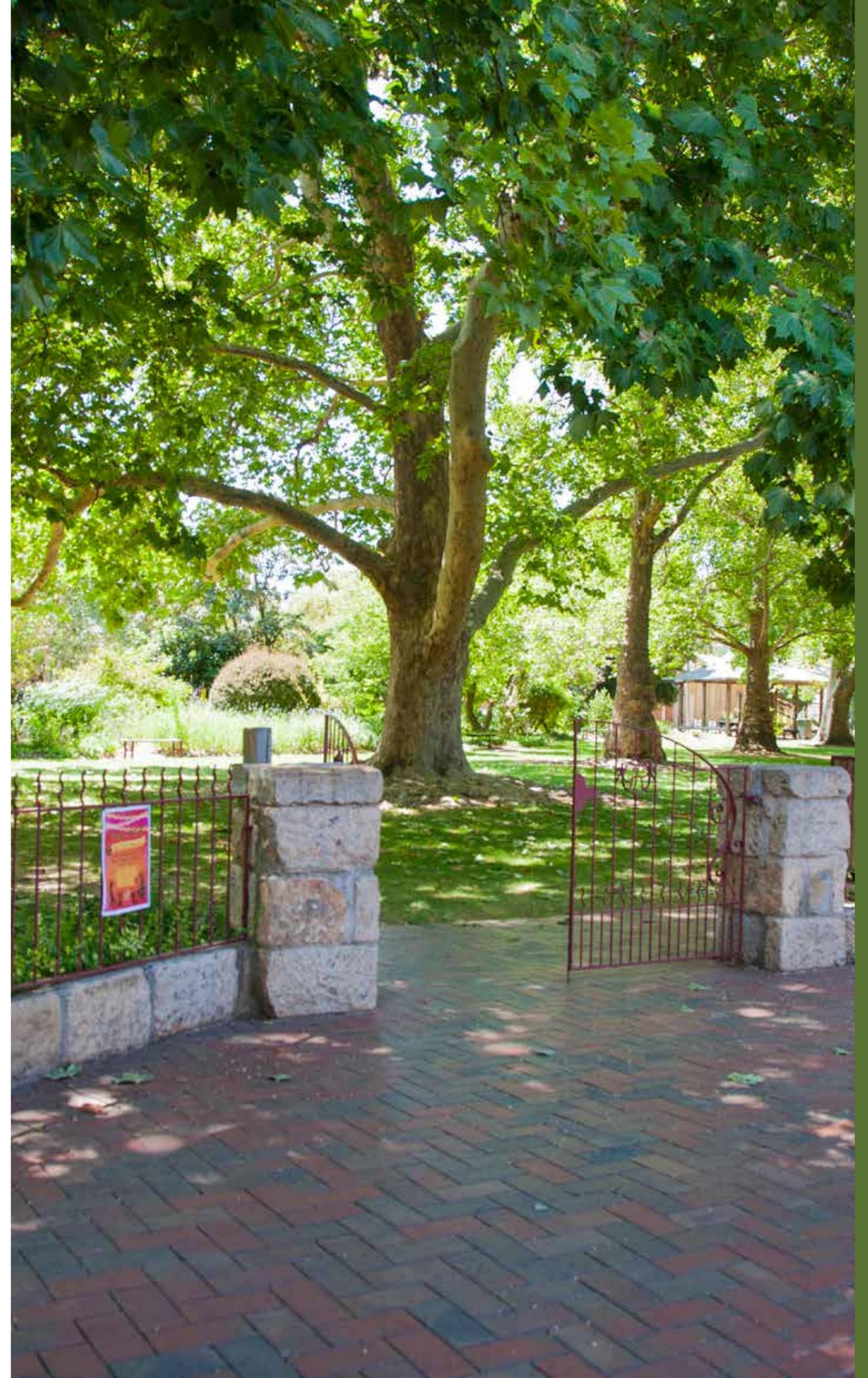
The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports the following Big Ideas:

- Streetscaping improvements to reimagine the CBD as lovely places for people
- Make crossing CBD streets safe & easy, and the CBD walkable

This park could be a mini botanical gardens.

King George Gardens is the only garden in the CBD that is a veritable haven and retreat.





BIG IDEA:
**CREATE A LANDMARK
SCULPTURAL SHADE
STRUCTURE AT
RIVERSIDE SQUARE
AND PROVIDE NEW
INFRASTRUCTURE FOR
EVENTS, PERFORMANCES
& GATHERINGS**

Recent works to Riverside Square have transformed the area into a public space with landscaping and a large deck area, connecting it to the riverside promenade and surrounding restaurants and cafes. Strategically situated between the CBD and the Ovens River, the Square has demonstrated how successfully it can be used for community events when shade is brought into the space.

WHY THIS IDEA

Outside of organised events, there is a lack of shade and other infrastructure which prevents the Square from becoming the always-busy, well loved CBD gathering place it has the potential to be.

As part of The Wangaratta Project Ideas Festa, an intervention tested the community's response to the addition of shade through colourful parasols temporarily strung through the square providing shade in an

imaginative way. The reactions from the community to this experiment were overwhelmingly positive.

Adding a large, eye-catching sculptural shade structure and other ready-to-go infrastructure would make the space usable, comfortable and beautiful and attract people to gather for events large and small, from informal after work drinks to lazy Sunday afternoon lounging or major music performances.

HOW IT COULD WORK

- addition of shade for comfort
- incentives for the adjoining businesses to open their buildings into the Square
- installation of permanent speakers
- provision of new power outlets
- provision of flexible seating options
- installation of fairy lights to convey a magical atmosphere at night
- make it easier to get to with the addition of a pedestrian crossing to Victoria Parade
- strengthen connection from the Square to the CBD with the addition of spot lighting along the footpath in Victoria Parade

PRIORITY LOCATIONS

Start with locating two new shade structures in the Square. The first should be positioned to shade the recently landscaped area on the northern side. The Ideas Festa tested the need for shade in this area by installing temporary hanging parasols. Community feedback was overwhelmingly positive in regards to the increased shade and the treatment. We suggest using this opportunity to commission a site specific, eye catching sculptural shade structure that will transform the Riverside Square into a riverside

landmark. To compliment the shade structure, a second, smaller structure should be located on the opposite side of the square to provide shade over the decking area. Introducing shade into the Square will extend its use throughout the year, providing shade during the hotter summer months and protection from the cold in winter. A key design criteria for the new structure is to maintain view lines to the riverfront.

Permanent speakers and a small storage area (for chairs and events infrastructure) should be installed in the Square for events and markets (sound equipment is currently transported to and from the Square for each event).

ECONOMIC & COMMUNITY BENEFITS

- increasing visitation to the Riverside Square strengthens the community by providing a comfortable space for social exchange
- the increase in foot traffic supports the businesses surrounding the Square and encourages new private investment in the area
- a lively public square with riverside views will increase the CBD's tourism offer and appeal

CHALLENGES

- funding for larger scale infrastructure (shade sails and speakers)
- gaining agreement for works from adjoining property owners
- inspiring nearby businesses to agree upon a shared vision for the area and their role in making the Square a great public space
- developing a co-ordinated design response so that seating, shade structures and landscaping all work together to create a strong sense of place

REFERENCES

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports the following Big Ideas:

- Streetscaping improvements to reimagine the CBD as lovely places for people
- Make crossing CBD streets safe & easy, and the CBD walkable
- Embed arts throughout the CBD streetscapes
- Develop new events, activities & festivals
- Create opportunities for live music
- Create a youth friendly CBD



I just loved the umbrellas with those wires for the Ideas Festa in Riverside Square.

We should have permanent wires with changing displays, like community art or poetry on textiles



Riverside Square does urgently require temporary shade cover at the very least! Ideally permanent shade areas.



BIG IDEA:
**INTENSIFY THE
EXPERIENCE AND
CHARACTER OF
WANGARATTA
RAILWAY STATION
& NORTON STREET**

An integral part of any regional city has historically been the presence and character of a train station and its daily use. The area around Wangaratta train station currently has a windswept, car-dominated, edge-of-town feel, broken up by the occasional hive of activity such as the thriving Cafe Derailleur.

We propose creating new activity by transforming it into a place for emergent artists, makers and cyclists to give it a distinct and non-competing character to the central retail area.

THE KEY OPPORTUNITIES ARE TO:

- enhance the arrival experience when getting off a train or bus service at Wangaratta station, making it more comfortable and enjoyable
- create an immediate sense of character and identity for Wangaratta upon arrival or when alighting the train at the station through local arts, culture and creative initiatives
- to provide a more people friendly experience at Wangaratta station, particularly around Norton Street through more shade, landscaping, dedicated paths and street crossings
- bring the start of the rail trail into the train station

WHY THIS IDEA

This idea aims to transform Norton Street into a bustling precinct central to the action of the city. An area that provides a real sense of arrival and anticipation to visitors, with the following elements:

- transform the water towers into cultural landmarks that become sites for significant art works to signify the precinct as an important arts destination (start with the concrete water tower located on the corner of Docker and Norton Streets and transform it into a contemporary, iconic landmark, anchoring the north west, just as St Patrick's Cathedral spire does to the south east)
- integrates the activity of the Wangaratta Loop into Norton Street
- creates a bike mecca within the precinct, attracting cycling enthusiasts with a bike repair and hire workshop and supporting cafe (the workshop could have the additional benefit of providing visitors with tourism related information such as local accommodation and dining options)
- encourage vacant shops to be used as spaces for emerging artists and makers such as incubator spaces and artist studios
- provide rehearsal spaces for local musicians and performers
- establish co-working spaces and a small business hub in the shop fronts along Norton Street
- support for existing businesses from the activity generated
- investigate the viability of establishing an arts market in the Goods Shed
- reinforce the historic nature of the buildings within the precinct and support the listing on the Victorian Heritage Register for the Wangaratta Railway Station Complex

HOW IT COULD WORK

The train station precinct improvements are focussed on creating a more people friendly, comfortable and welcoming environment for people arriving into Wangaratta by train, coach services, foot, bicycle or car. The area around Norton Street could become a front door for the city centre to represent the local character and identity of Wangaratta. This includes embedding the arts, culture, music and local natural environment into an all-encompassing experience.

Streetscaping improvements should include:

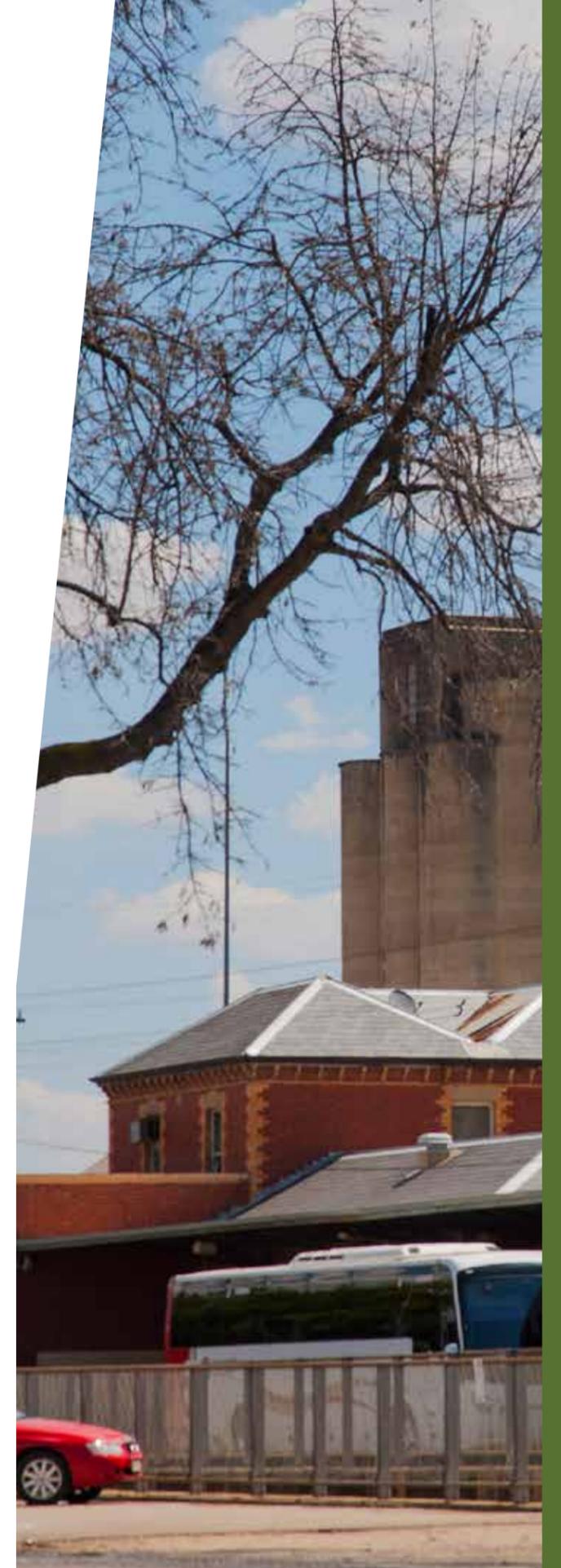
- defining a pedestrian path between the train station entrance, waiting areas and Norton Street with trees, landscaping and paving
- providing shade and more seating in and around the train station using the opportunity to integrate beautiful street furniture unique to Wangaratta
- improving the station entry and forecourt to define public realm spaces from coach and drop-off spaces and make it more people friendly for station users
- streamlining the amount of road and asphalt space allocated to parking, to provide what is needed for efficient car movement and parking and reclaim the rest for landscape verges, trees and a general softening of the streetscape
- introducing a median strip to Norton Street where there is excessive road width to visually reduce the width of the street, make crossing the street easier and provide further shade with mature street trees
- introducing landscaping treatments along Norton Street to screen the expansive areas of asphalt and car parking

- minimising the conflict between vehicles and people by formalising pedestrian access from the train station entrance to other platforms and around the car parking areas
- prioritising people and bikes leaving the station by creating a new pedestrian crossing
- connecting the Wangaratta Loop to the train station entrance and Norton Street by providing a well defined, clearly signed pedestrian and bike path
- providing incentives for tourism related businesses and the arts community to move into the precinct and support the presence of cafes at the south western end of Norton Street
- improving links to the hospital and health precinct on the other side of the railway corridor through effective wayfinding and signage

PRIORITY FOCUS AREAS

The first stage of the train station precinct streetscaping upgrades should focus on Norton Street, the area directly outside the station entry (north east from the Cusack Street corner, approximately 140m) and should include:

- installation of a pedestrian crossing from the train station forecourt to Norton Street, removing part of the asphalt to accommodate planting, a walkway and crossing
- commissioning an artist (preferably local or with local connection to Wangaratta) to transform the water towers into contemporary, iconic landmarks (the water towers, particularly the concrete tower located at the intersection of Docker and Norton Streets will become a key visual marker signifying the Norton Street precinct and the direction of the CBD)



TRAIN STATION CONCEPT PLAN

Transform the water tower into a contemporary, cultural landmark to assist with wayfinding. If possible commission local artists and specify the water tower artwork should be visible at night

Create a landscaped area surrounding the water tower to create a pleasant walking experience between the train station and Docker Street. In the short term upgrade the existing footbridge until a new footbridge is built linking the train station to the goods shed

Reconfigure the existing carpark to rationalise spaces and provide a clearer, safer walkway to the train station entrance to minimise pedestrians and vehicle conflict. Landscape the edge of the car park area with medium sized trees to create shade and reduce the amount of asphalt

Build a new footbridge to provide direct access to the Goods Shed to support its transformation into an multi-functional arts space

Create a more welcoming arrival experience when leaving the train station. Create a pedestrian path and pedestrian crossing between the train station entrance, waiting areas and Norton Street with trees, landscaping and paving providing shade and more seating in and around the train station entrance

Rationalise the amount of road and asphalt space allocated to parking, to provide what is needed for efficient car movement and parking and reclaim the rest for landscape verges, trees and a general softening of the streetscape (the length of Norton Street). Include

Introduce landscaping treatments along Norton Street to screen the expansive areas of asphalt and car parking

Reconfigure access into the station to provide separation between people, bikes and vehicles including intersection reconfiguration, providing a dedicated bike lane terminating at the bike storage area and defining the coach and drop off areas with a different paving treatment



Create a boulevard character by planting mature canopy streets trees along Norton Street

Reconfigure the coach exit from the train station to minimise the conflict with pedestrians and cyclists

Connect the Wangaratta Loop to the Train Station

SUMMARY OF ECONOMIC BENEFITS

- Increased visitation to the precinct supports tenancies and shop-owners on Norton Street
- Support the expansion of TAFE in Norton Street
- Filling empty tenancies and the introduction of new, more diverse businesses to Norton Street will kick start the revitalisation process
- Visitor information services could support tourists when arriving in Wangaratta
- Encourage bike-based businesses into the precinct to leverage off the Train Station, Rail Trail & Wangaratta Loop
- Provide an engaging arrival experience and iconic landmarks (transforming the water towers and converting the goods sheds) to strengthen Wangaratta's arts cultural identity

SUMMARY COMMUNITY BENEFITS

- Providing the community with improved public transport facilities
- More foot traffic increases vibrancy and activity in the precinct
- Increasing landscaped and shaded areas around the Train Station and across to Norton Street transforms the precinct into a pleasant place for people to be
- Integrating Norton Street into the CBD cycling network supports the local and visiting cycling communities
- Increase in public transport and cycling results in a decrease in traffic
- Adaptive reuse of existing infrastructure (Norton Street shop fronts, Goods Shed, Water Towers) reduces the energy required to create new spaces and the retention of the original buildings embodied energy

The Arts and Cultural Identity of the City

Seize opportunities in the precinct to exhibit and curate local arts and culture initiatives, to invigorate the area and provide an engaging arrival experience.

Incorporate public artworks or commissions that represent engaging elements of the Wangaratta identity.

Make it easy and safe to get around

Provide dedicated pedestrian paths through the asphalt carparking areas with direct, safe and comfortable access to both of the pedestrian overpass bridges. This will make it easier to move across the rail corridor, and reduce the visual dominance of cars and coaches.

Provide shade and shelter for people moving between platforms, services and the surrounding streets.

Cycling Links

Ensure the Norton Street area is an integrated part of the Wangaratta Loop, and the cycling network of the CBD.

Allow dedicated cycling lanes, or sharrows within Norton Street to prioritise bicycle use.

Incorporate clear, fun and engaging signage and wayfinding to help cyclists find their way around, and connect to the city centre.

Dedicated Pedestrian Crossing

Provide a dedicated pedestrian crossing from the train station, through the carparking areas and across Norton Street to the southern footpath. Revamp the arrival experience from coach and train services, and make the train station precinct a pedestrian priority zone to make it easier to get around.



Soften an uncomfortable street

Introduce areas of generous landscaping, ground cover and mature trees to soften the overall impact of the train station precinct, and Norton Street.

Incorporate kerb outstands and expanded verges to better define car spaces, aisles and lanes, and re-claim left over spaces to make the whole area more people friendly.

Streamlined Access and Parking

Streamline the size of the carparking areas while maximising spaces close to the train station.

An Active Street Life

Encourage the development of an active street life on Norton Street, by supporting existing businesses like Cafe Derailleur. These shopfronts and businesses should open up their street frontage to contribute to the activity and surveillance on the street, and where possible incorporate footpath seating or dining areas.

Norton Street

Re-invigorate Norton Street to create an improved visitor arrival experience to Wangaratta from the train station.

Reinforce the arrival experience for coach or train users with new footpath areas, landscaping, trees for shade and information signage.

Create a pedestrian crossing on Norton Street to link the train station entry and the new Visitor Information Centre and southern footpath, and cafes.

Surplus VicTrack Land

Engage VicTrack in discussions for renewal and redevelopment of the surplus land to the north-western side of the rail corridor.

Potential future uses include health services related to the adjacent hospital and health precinct, short-stay housing or other uses consistent with the CBD Masterplan.

User Friendly Station Parking and Drop-Off

Re-plan the existing extensive asphalt areas to make the station parking more efficient, less visually dominant from Norton Street, and easy to walk from parking areas to the station safely.

Investigate ways for cars to exit the parking area onto Norton Street before the water tower.

Provide a comfortable and safe, continuous pedestrian path from Docker Street, the new overpass and the water tower, through the parking areas to the station entry.

Increased Train Services

Continue to advocate for increased train services to Wangaratta, including more services, greater reliability of train service, wi-fi on trains and easier on line timetable access and information.

New Pedestrian Bridge

Link the north-western areas of Wangaratta directly into the CBD with a new car, pedestrian and cycle overpass extension of Docker Street.

Emphasise clear, direct, comfortable and safe pedestrian and cycle access across the rail corridor.

Train Station Upgrades

Train station upgrades over time, consistent with the objectives of other planning and capital works within the rail corridor.

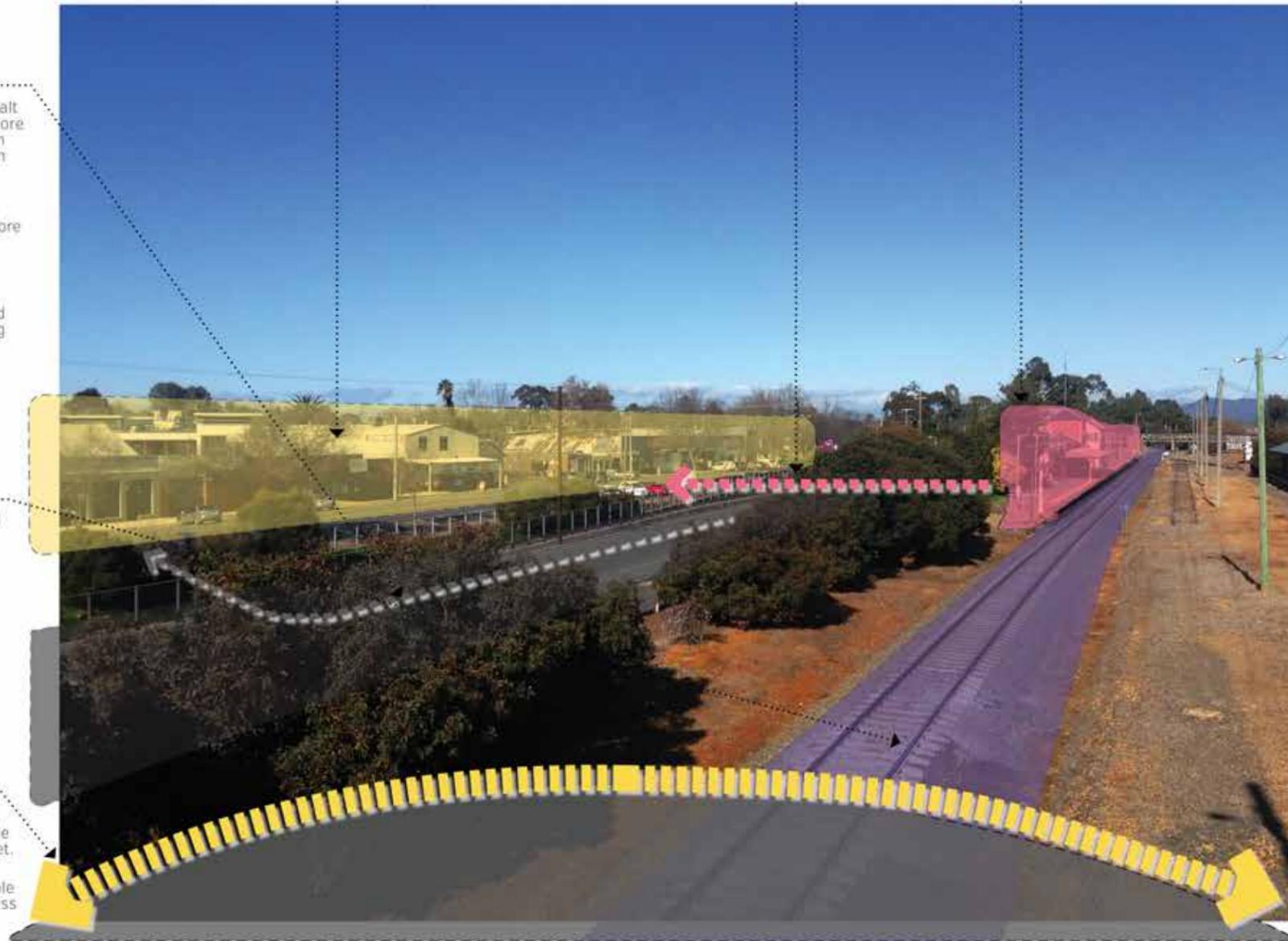
Train and Coach Arrival Experience

Revamp the arrival experience from coach and train services, and make the train station precinct a pedestrian priority zone to make it easier to get around.

Provide a dedicate pedestrian crossing from the train station, through the carparking areas and across Norton Street to the southern footpath.

Refresh and expand the verge and footpath areas with low-level landscaping and mature trees for shade, to reduce the overall dominance of carparking and the extent of asphalt.

Incorporate elements of the arts and cultural offering of Wangaratta to build the sense of local identity and character for users of the train station precinct.



ECONOMIC & COMMUNITY BENEFITS

- improved local use of the train and coach services from Wangaratta station
- increased business to local tenancies and shop-owners on Norton Street including filling empty tenancies and the introduction of new, diverse businesses to the street
- support for successful businesses with increased foot traffic on the street and the creation of a sense of vibrancy and activity within the precinct
- increased shade, shelter, comfort and safety for people in the area particularly users of the station who currently have little shade and have to walk through asphalt car parks to access car parking, train platforms, coach services and to enter the station
- potential for other local businesses and institutions to relocate to a renewed Norton Street precinct (including perhaps a TAFE) with connection to the station and Norton Street
- potential for visitor information services to have a presence on Norton Street
- opportunities for bicycle-based businesses (leveraging off the train station and rail trail/ Wangaratta Loop bike paths) and other allied local businesses to have a presence in the area

CHALLENGES

- working with and celebrating the listing under the Victorian Heritage Register - Wangaratta Railway Station Complex
- transforming the expansive, underutilised land into a human scale, comfortable environment
- finding appropriate uses for the underutilised buildings that will activate the precinct
- encouraging local businesses and users to embrace the train station and Norton Street precinct which has historically been an unloved part of town
- mitigating the existing conflict between pedestrians, cyclists and vehicles
- improving connectivity across the precinct
- stakeholder collaboration [VicTrack]
- advocating and lobbying the state government and V/Line for increased daily and weekly train services to and from Wangaratta

REFERENCES

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports the following Big Ideas:

- Streetscaping improvements to reimagine the CBD as lovely places for people
- Make crossing CBD streets safe & easy, and the CBD walkable
- Increase shade & comfort by greening the CBD
- Improve CBD arrival experiences
- Embed arts throughout the CBD streetscapes
- Advocate for improved train services
- Create the Wangaratta Loop

This concept helps to address the reference within the CAA Future Planning Report (Aug 2013) to issues raised in the Movement and Access theme:

- Precinct 3 - Transport Hub Central to the Transport Hub is the Wangaratta Train Station which connects the town and region

HIN SO BUS DEPOT

Hin So was a dilapidated and empty former bus depot in Georgetown Malaysia until it was given a second life as an open art space for exhibitions. It is now a contemporary art centre which aims to support and nurture the new generation of contemporary artists in Malaysia by providing spaces for them to work and exhibit.





BIG IDEA:
**REIMAGINE THE
WATER TOWERS
& GOODS SHED
AS SPACES FOR
MAKERS &
EMERGENT ARTS**

The rail corridor creates a barrier within the Wangaratta CBD, physically for people trying to cross the rail and also visually where large vacant areas of land create a sense of emptiness, inactivity, and dilapidation.

There are significant opportunities to make more of the rail corridor and its spaces and buildings to benefit the wider Wangaratta community. The areas to the north west of the railway line hold some amazing opportunities to rebirth and refresh the Goods Shed building and the nearby brick tower as a local visual landmark.

The key opportunities are to:

- transform the water towers into iconic, contemporary landmarks
- create new uses for the Goods Shed building and brick tower that bring activity and vibrancy to the area
- work in conjunction with VicTrack and other key stakeholders to outline a clear strategy for repurposing surplus land parcels in the area
- open up opportunities in the short term to local, smaller creative and arts based businesses or startups that may not otherwise have a home within the Wangaratta CBD

WHY THIS IDEA

This idea aims to prompt renewal and revitalisation of the northern side of the rail corridor where large areas of VicTrack land are largely unused. These parcels create a large void of activity between the CBD to the south east, the hospital and medical precinct and residential areas to the north west.

Where the cluster around the Ford Street arts precinct would enable established, large-scale and well-developed works to be exhibited, the train station precinct would enable early-career artists, small-scale producers, micro art organisations and creative businesses to work collaboratively providing spaces for making, exhibiting and selling their work.

There are a large number of creative people in Wang but it is hard to find a place to be creative

Brick Tower

Investigate interesting uses of this unique building that reinforce its status as a local landmark and allow people to enter, engage with and enjoy the natural character of the building.

External uses of the tower walls should incorporate potential arts/ cultural initiatives or installations while ensuring the historical character of the building fabric is respected.

Potential VicTrack Surplus Land

Investigate potential arts and creative uses within these parcels allied with the re-purposing of the Goods Shed and brick tower.

Potential VicTrack Surplus Land

Investigate potential surplus land parcels in liaison with VicTrack, and identify possible or preferred strategic land uses consistent with the CBD Masterplan and other local strategies.

Potential future uses other than those outlined in this Big Idea, may also include health services related to the adjacent hospital and health precinct, short-stay housing or other uses consistent with the CBD masterplan.



Wangaratta Loop

Prioritise works to implement the connection of the proposed Wangaratta Loop shared path through this area to connect into Norton Street and the Train Station.

[Refer Big Idea - Wangaratta Loop]

Water Tower

Re-purpose the water tower for community arts and cultural activities and uses, and use the outside of the tower for public artworks or creative installations to reinforce its identity as a landmark for the CBD.

Pedestrian Bridges

Undertake upgrades of both of the existing, ageing pedestrian bridges to create contemporary, accessible pedestrian links that meet current codes and standards.

Increase Rail/ Truck Freight Uses

Investigate increased and more efficient freight uses, storage and transfer within the rail corridor and abutting parcels.

[Refer Supporting Masterplan Considerations - Docker Street Overpass]

Goods Shed

Investigate renewal of the existing building and surrounding land for creative businesses, small scale producers, and/ or local smaller arts organisations and to work collaboratively, with spaces for making, exhibiting and selling their work.

Norton Street

Work in collaboration with proposed upgrades and renewal within Norton Street to create consistent, high-quality public spaces throughout the rail corridor.

[Refer Big Idea - Train Station Precinct]

Goods Shed Building + Platform

Re-invigorate this building with interesting, community-based uses that bring activity, visitation and productivity to the precinct

Investigate future uses such as artists spaces, local arts business incubator, or uses such as potential produce market (consistent with the CBD Masterplan)

Train Station Upgrades

Train station upgrades over time, consistent with the objectives of other planning and capital works within the rail corridor.

New Pedestrian Bridge

Link the north-western areas of Wangaratta directly into the CBD with a new car, pedestrian and cycle overpass extension of Docker Street.

Emphasise clear, direct, comfortable and safe pedestrian and cycle access across the rail corridor.

Landmark Towers

Create local visual markers for the city, and the train station precinct

Investigate the towers for engaging visual treatments or artwork representative of the local arts and culture ecosystem

Surplus VicTrack Land

Engage VicTrack in discussions for renewal and redevelopment of the surplus land to the north-western side of the rail corridor.

Potential future uses other than those outlined in this Big Idea, may also include health services related to the adjacent hospital and health precinct, short-stay housing or other uses consistent with the CBD masterplan.

Activate Spearing Street

Use the renewal and redevelopment within the rail corridor to help re-activate Spearing Street.

Formalise and upgrade footpaths, verges and streetscaping within Spearing Street. Ensure fencing and site landscaping or works abutting Spearing Street is of a high quality and consistent with the character of the street. Where new buildings are developed, these should address Spearing Street with active, open and engaging frontages to contribute to the life of the street



HOW IT COULD WORK

The Goods Shed and adjoining brick tower are empty buildings that could be readily repurposed to create interesting and effective spaces. There are large vacant areas around these buildings that, if renewed, can provide car parking, public spaces, landscaping for shade and comfort and footpath connections.

The fit out of the Goods Shed and brick tower should use humble materials in an imaginative way. Spaces should be delineated in a super flexible way that allow tenants to change the size and scope of their tenancy over time. Leasing should also be flexible. All decisions should be driven by what will make tenancies as affordable and flexible as possible for tenants, to encourage a dynamic, creative tenancy mix.

Possible uses that should be explored that could fit with this idea:

- micro, small and medium arts organisations
- micro, small and medium creative businesses
- flexible co-working spaces
- cafes/bars
- artist studios
- recording studios
- maker spaces with shared workshops and equipment such as kilns, 3D printers, woodworking tools, sewing machines and metalworking
- gallery spaces
- performance spaces
- cycle workshops
- informal social spaces, indoors and out
- shared retail spaces

The existing water tower on the southern side of the rail corridor, at the junction of Docker and Norton Streets, presents significant opportunities to further enliven the area through:

- creative uses of the exterior of the tower with public art works, installations or projections (the tower is a local landmark clearly visible from the core of the CBD along Docker Street)

- investigate possible uses for the inside of the tower that will work around the safety and physical constraints of the internal spaces
- reclaim the ground level space around the base of the tower as a public realm space that may include elements such as landscaping, public seating, lighting and community gardens
- incorporate the implementation of the Wangaratta Loop within the ground level public space works to ensure the new shared path connection is integrated into the new works, maximises the presence of the water tower within the experience of using the Wangaratta Loop and provides a pause point on the Loop with a small public space around the base of the tower
- link with the TAFE encouraging creative work to spill into Norton Street

PRIORITY FOCUS AREA

- start to transform the train station precinct with conversion of the Good Shed into a large, community, multi-purpose space that will bring activity, visitation and production to the area
- create a new pedestrian bridge to connect the Goods Shed to the train station, the centre of Norton Street and provide another key link between the CBD and north western Wangaratta

ECONOMIC & COMMUNITY BENEFITS

- increased pedestrian and tenant activity in the rail precinct which brings a vibrancy and an increased sense of surveillance and safety
- flexible and affordable tenancies that may not be otherwise available within the Wangaratta CBD
- business activity, employment and creation within what is currently a vacant corridor of land
- greater diversity of tenants, small businesses and creative start-ups within the precinct
- repurposing and reuse of amazing existing buildings which will otherwise lay dormant

- flow on benefits of business uplift and new tenancies to Norton and Spearing Streets adjacent the rail corridor
- a more vibrant, interesting and local character portrayed by the whole of the train station precinct to visitors arriving either by train or bus to the CBD

CHALLENGES

- ongoing collaboration and liaison with VicTrack is needed to understand the sensitivities and rail requirements for land parcels and infrastructure within the rail corridor
- clear identification of excess or surplus land where renewal and redevelopment can be pursued
- planning short-term, quick wins in the area that do not hamper longer term strategic plans for projects such as rail upgrades

REFERENCE

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports the following Big Ideas:

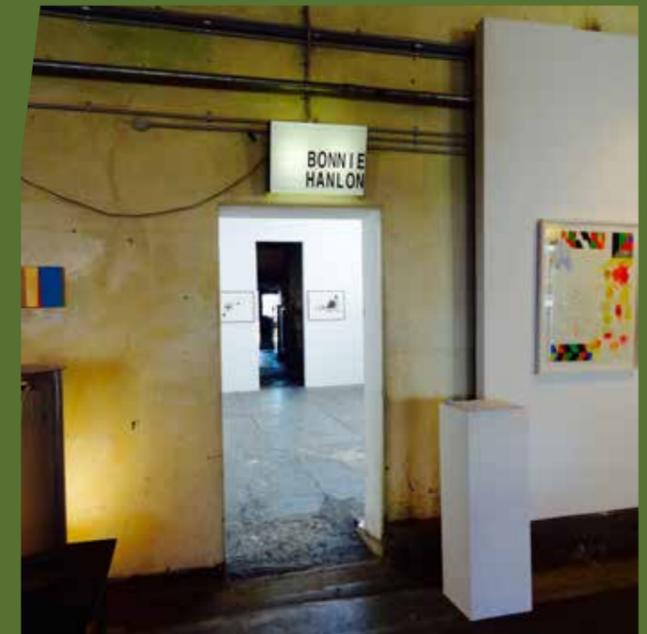
- Streetscaping improvements to reimagine the CBD as lovely places for people
- Make crossing CBD streets safe & easy, and the CBD walkable
- Increase shade & comfort by greening the CBD
- Improve CBD arrival experiences
- Embed arts throughout the CBD streetscapes
- Advocate for improved train services
- Create the Wangaratta Loop

This concept helps to address the reference within the CAA Future Planning Report [Aug 2013] to issues raised in the Movement and Access theme:

- Precinct 3 – Transport Hub Central to the Transport Hub is the Wangaratta Train Station which connects the town and region

KYNETON STOCKROOM

Kyneton's Stockroom is a multidisciplinary arts hub providing exhibition and retail space for contemporary artists, makers and designers to showcase their jewellery, ceramics, homewares, furniture, fashion and vintage and industrial furniture and collectibles. The imaginative use of industrial and upcycled materials in the refit - such as dressing rooms made out of pallets - reinforces the sense of informality, immediacy and creativity.





**BIG IDEA:
FURTHER
INTEGRATE
WANGARATTA
PRIMARY SCHOOL
WITH THE LIFE
OF THE CITY**

Support the location of the Wangaratta Primary School in the CBD and better connect it to city life and activity by making it easier and more inviting to share school facilities between student activities, local events and community uses.

The Wangaratta Primary School is well located within the city centre and contributes to the activity, vibrancy and diversity of the city centre. A new School Masterplan outlines areas of renewal and new school facilities within the existing location.

The CBD Masterplan should support and reinforce the Primary School engaging with the local community via Faithfull and Chisholm Streets and ensure that new school facilities can be shared with the wider community allowing access for non-school related activities across the school week, out of school hours and across weekends.

WHY THIS IDEA

The Wangaratta Primary School Masterplan is a proactive strategy for growth, expansion and renewal of facilities at the school and offers some great synergies with the CBD Masterplan.

In particular, the sharing of new or existing facilities between school functions and uses, and wider community uses [outside school hours] can provide great activation and community involvement in Faithfull and Chisholm Streets.

The redevelopment of the school green space on Chisholm Street represents great opportunities for wider partnerships between the school, community groups or Council to leverage investment in new buildings, spaces and facilities.

HOW IT COULD WORK

The opportunities from the Primary School Masterplan include:

- shared recreational facilities in the proposed new multi-purpose hall on Faithfull Street
- hiring/opening school facilities out of school hours for community groups to activate the school site at night and on weekends
- opening up the revitalised green space on Chisholm Street to wider community uses out of school hours
- installing a productive garden for students and the community to work in and grow produce to cook and eat

ECONOMIC & COMMUNITY BENEFITS

- shared buildings and spaces leverage and capitalise on the investment
- wider community uses for otherwise dormant and locked up facilities out of school hours
- potential to improve youth engagement by providing a location for recreational activities within the CBD
- draws activity into the CBD after school hours, at night, on weekends, with knock on benefits for restaurants and cafes
- addresses Wangaratta's shortfall in indoor recreation spaces

CHALLENGES

- governance and management of shared facilities

REFERENCES

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports the following Big Ideas:

- Streetscaping improvements to reimagine the CBD as lovely places for people
- Embed art in the CBD
- Improve the CBD arrival experience
- Create the Wangaratta Loop

This concept supports the Wangaratta Primary School Master Plan Report _ Draft July 2015.



QUICK WINS FOR PARKS & PUBLIC SPACES

SUPPORT CAFE OWNERS IN OPENING ONTO THE STREET

Identify cafe owners who are interested in having a street presence and support them to do this in line with appropriate permits and requirements.

The bustle of sidewalk cafes would add interest and life to the streets of Wangaratta and immediately make it feel more lively and welcoming, as well as giving cafe and restaurant owners more covers for their business.

Actions to consider in supporting cafe street life:

- providing small grants for additional seating and umbrellas
- widening pavements where appropriate
- supporting cafe owners through any permit or approval processes by assigning a single point of contact within Council to support them
- develop an on-street and mobile trading policy

RELOCATE CFA INFRASTRUCTURE FROM APEX PARK

Commence investigations and liaison with the CFA and other stakeholders to relocate the asphalt apron from the Apex Park riverbank to a better equipped facility. This will support the CFA in their training and in staging events that take place using this equipment.

The relocation and the removal of the small, ageing building associated with the CFA activities will allow this area in Apex Park to be reclaimed for green parkland where the public can enjoy the riverbank. This in turn will make more public space adjacent the riverbank in the park and significantly improve the outlook to Apex Park from the riverside precinct on the other side of the river.

Explore appropriate and feasible alternative locations for the infrastructure (early discussions have indicated the potential new CFA facility may be appropriate).

Plan for the reclamation of the Apex Park areas.

Prepare capital works allowances for path upgrades, public seating and lighting to the riverbank opposite the riverside precinct.

Ensure all plans for this area of Apex Park are consistent with and complementary to the visual style, character and aims of the proposed adventure play upgrades for Apex Park.



PART C:

ENGAGEMENT SUMMARY



SUMMARY OF ANALYSIS

APPROACH TO THE ENGAGEMENT PROCESS

Our approach was to facilitate a conversation with the city about its own future. We wanted people to not only tell us what they thought, wanted, worried about and wanted to see Council make happen but to be inspired too about what they themselves could make happen.

As much of the previous consultation that had taken place was recent and relevant enough to consider, we started with analysing this existing data and drawing up a set of initial directions and ideas to test with local people.

We used an ideas-based approach, based on research of what has worked elsewhere as well as new ideas brought by the community. Where possible, we brought ideas to life in order to test and explore them in real space and see how people responded to them.

Our activities fell into two main types:

- broad public engagement, both in real life and online
- engagement with targeted groups with particular interests or concerns

In addition to these organised activities, numerous conversations were carried out with local individuals and groups throughout the process of developing ideas to continue to test and refine them.

<i>Engagement Type</i>	<i>Activities or Events Carried Out</i>
broad public engagement, both in real life and online	<p>Ideas Festa public event with pop-up gallery, Ideas Stand, origami wishes, chalked pedestrian crossing art work, pop-up food stand</p> <p>surveys carried out in nearby regional catchment areas</p> <p>online surveys</p> <p>social media discussions</p> <p>Masterplan Exhibition period for feedback: 2 public sessions, one-on-one conversations and formal submissions</p>
engagement with targeted groups with particular interests or concerns	<p>2 local business sessions</p> <p>organised community group drop-ins</p> <p>young people's workshop</p> <p>Council workshop</p>

WHO ENGAGED

Around 900 people engaged with The Wangaratta Project across all of the activities. The participants represent a good mix in terms of:

- age
- gender
- occupation
- relationship to Wangaratta

More importantly than the quantity of people taking part, the consultant team were really impressed with the quality of the involvement. We received excellent data in the form of detailed submissions, well thought through written proposals, specific ideas and even hand drawn maps and plans from local people.

OVERVIEW OF ANALYSIS OF DATA

Initial Themes

Review of previous consultation and a workshop with Council officers involved in delivery led us to define 6 themes as a starting point for community discussions:

- make Wangaratta CBD a place of comfortable, interesting, easy and inspiring journeys
- transform underused, unattractive or underperforming buildings and spaces
- enhance the way people from near and far see, understand and feel about Wangaratta
- infuse every part of the CBD with art, culture, events and activity
- intensify the experience of the CBD and enable new ways to shop, work, learn, play and explore
- green every aspect of the CBD

These themes were tested and refined and eventually formed the basis of the Masterplan.

Feedback from specific groups was as follows.

Our workshop and conversations with young people about the CBD highlighted the following:

- there is very little in the CBD currently to attract young people
- there are few places to hang out that don't cost money
- there are few shops, services or events targeting young people
- the main drivers for young people leaving Wangaratta are opportunities for employment, study & other adventures that are not available to them locally
- Wangaratta needs to embrace the new and be future-focussed in order to maintain young people's interest

There was extensive engagement with the local business community, particularly traders, who voiced the following concerns:

- vacancy rates
- rent levels
- parking
- trust, communications & attitudes
- dissipating energy if too many areas of the CBD are focussed on at once
- poor accommodation options locally
- the current opening hours of local shops making the CBD less competitive than nearby alternatives

Local business representatives were very positive about opportunities for the future of the CBD and were particularly enthusiastic about:

- the potential for collaboration
- enabling new kinds of businesses
- new kinds of support for existing businesses
- a new brand or theme for the city
- embracing change and becoming a city that says yes

The results of engagement across the broader community show there is concern about the following:

- parking
- pedestrian movement
- shade
- riverside walking and recreation
- the current retail mix
- a lack of non-retail CBD uses
- a lack of public transport information

There was a high level of enthusiasm around the potential for the following to be strengthened as part of the Masterplan:

- live and original music
- arts and culture
- the environment
- cycling
- tourism
- branding
- events and festivals
- health



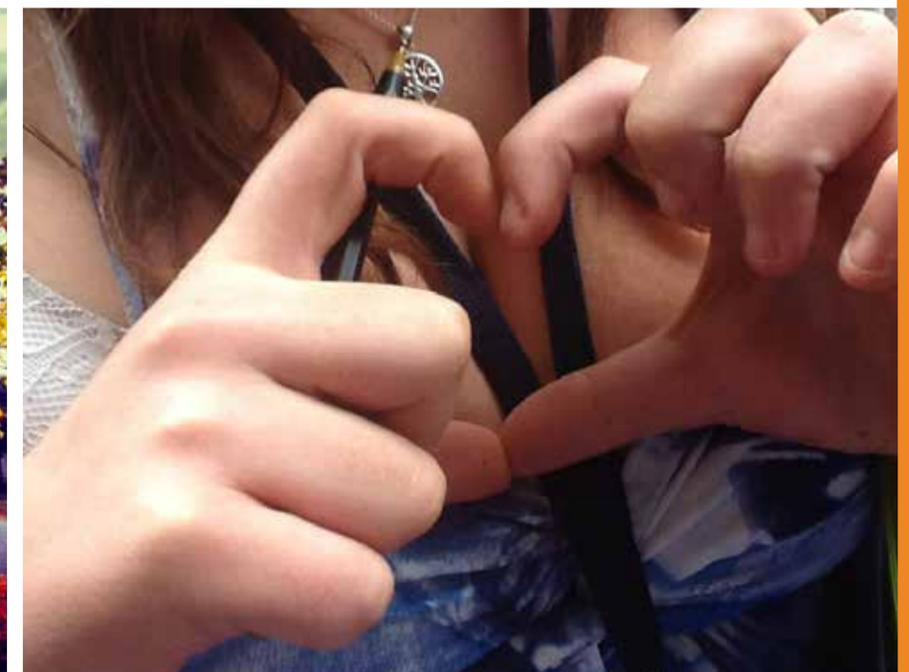
SNAPSHOT WANGARATTA

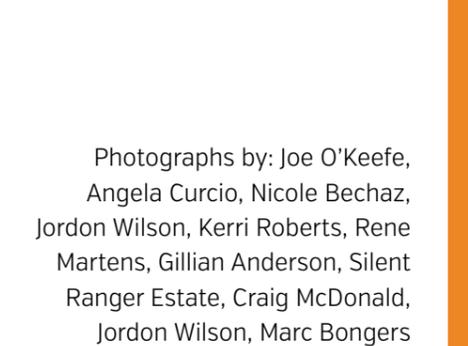
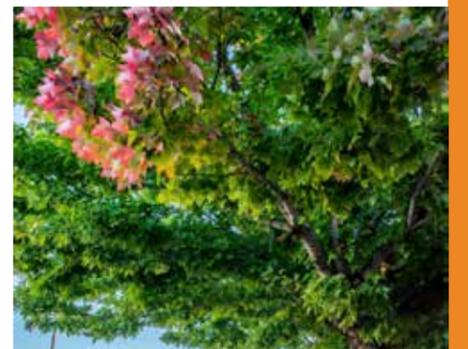
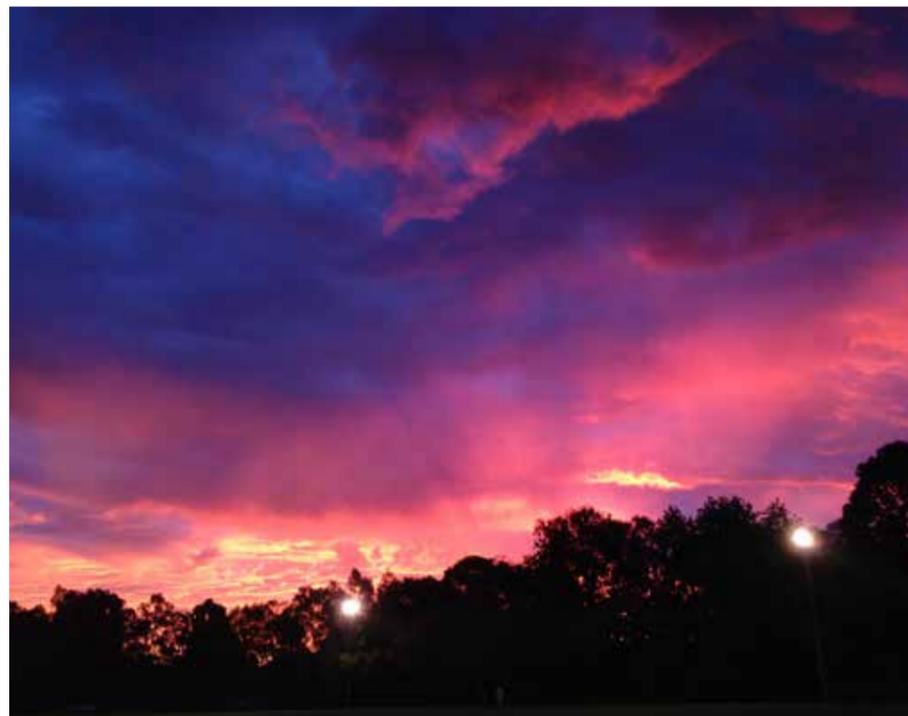
To understand Wangaratta from their perspective, we asked local people to show us the CBD through their eyes in the Snapshot Wangaratta competition.

Participants took photos that responded to words about the city: Love, Leap or True and uploaded them onto Facebook, Twitter or Instagram.

The best photos were exhibited at the Ideas Festa as part of the outdoor gallery in Maloney's Lane.

The photos provide some beautiful insights into what the people of Wangaratta cherish about the CBD, what frustrates them and what they are excited about for the future.





Photographs by: Joe O'Keefe, Angela Curcio, Nicole Bechaz, Jordon Wilson, Kerri Roberts, Rene Martens, Gillian Anderson, Silent Ranger Estate, Craig McDonald, Jordon Wilson, Marc Bongers

THE PEOPLE'S WANGARATTA

The story of the city is written not by the historians or the tourist bureaus. It is written as its people interact with its places through the simplicity of everyday life.

We give the city its personality by exchanging smiles, stealing kisses and slamming car horns;

We construct its sights and sounds with our street art and busking;

We draw the lines on the map with our paths to work and our escape routes.

Our stories build the city, brick by brick, paragraph by paragraph.

The People's Wangaratta tells some of the stories that connect the people of Wang to the places that are meaningful to them in the simplest of ways. All places were marked and described by the people of Wang for the people of Wang.

This is the people's Wangaratta.

Take yourself on a tour.

Bring your neighbour.

- Asha Bee Abraham

Alongside more traditional forms of engagement like surveys, public events and workshops, The Wangaratta Project asked participatory artist and human ecologist **Asha Bee Abraham** to collaborate on a unique art work for Wangaratta.

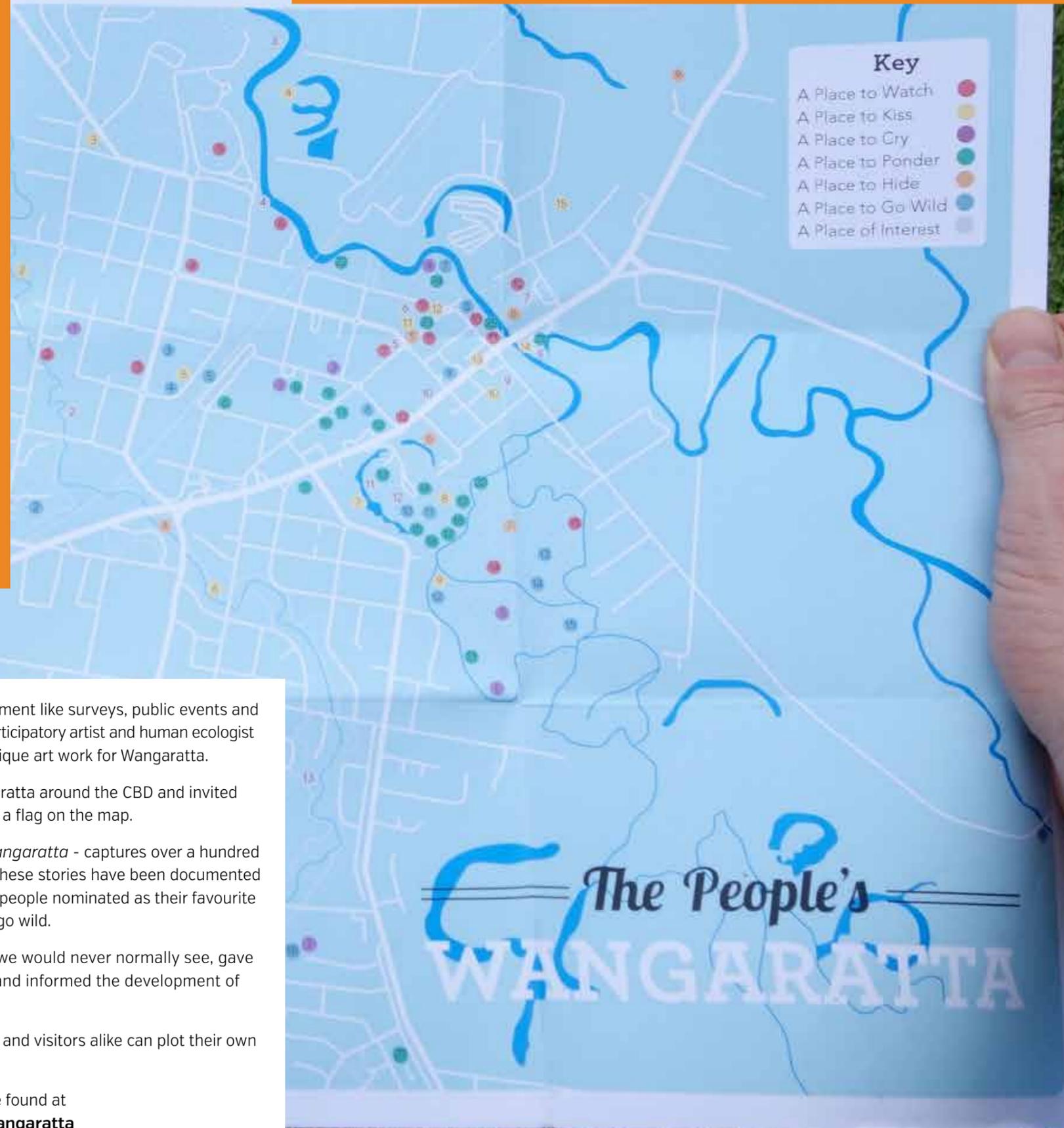
Asha wheeled a large mobile map of Wangaratta around the CBD and invited people to contribute their stories by placing a flag on the map.

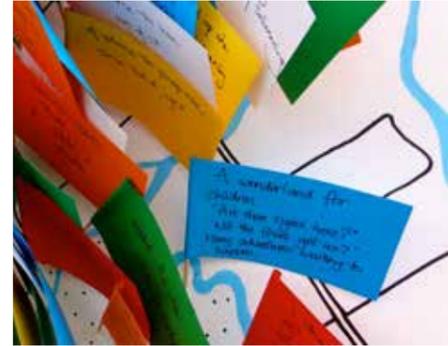
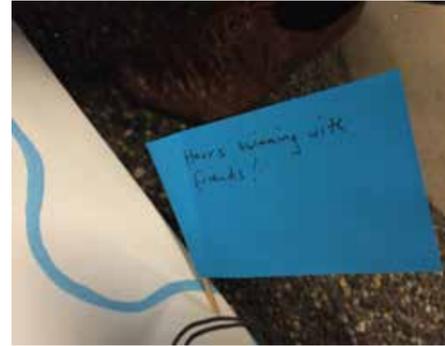
Asha's resulting art work - *The People's Wangaratta* - captures over a hundred local people's stories that overlay the city. These stories have been documented in this beautiful map showing the locations people nominated as their favourite places to kiss, watch, cry, ponder, hide and go wild.

These stories showed us a side of the city we would never normally see, gave us an appreciation for its unique qualities and informed the development of the Masterplan.

The map is available as a print out so locals and visitors alike can plot their own journeys around the stories of the city.

More photos of the mapping process can be found at www.ashabeeabraham.com/peoples-wangaratta





HUMANS OF WANGARATTA

At the Ideas Festa, professional photographer Michelle McFarlane roamed the streets of the CBD capturing local people in their environment and chatting to them about the journeys they were taking, their thoughts about the CBD and their ideas for the future. These photos capture this process.



PART D:

APPENDIX





WANGARATTA CBD MASTERPLAN

STREETSCAPE STYLE GUIDE

STYLE GUIDE PURPOSE

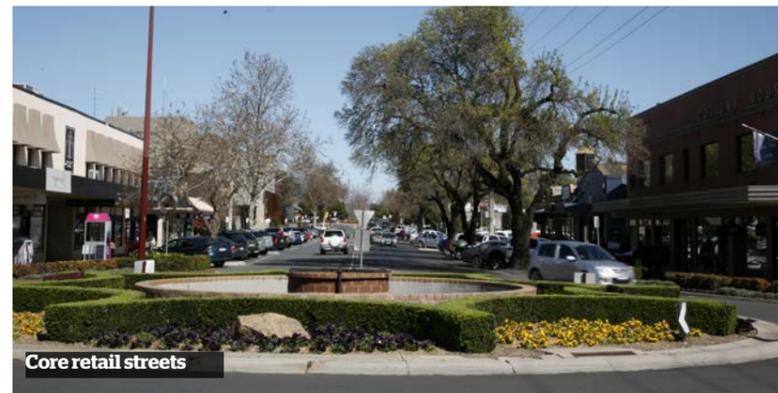
This Streetscape Style Guide has been developed to guide the direction of future streetscaping upgrades and new works in the CBD. The guide outlines how to implement the design intentions of the Wangaratta CBD Masterplan, 2016.

The Style Guide aims to:

- create a unified and visually appealing CBD,
- reinforce existing, desired streetscape characters and precincts,
- create a high quality streetscape,
- reduce visual clutter in the streetscape ,
- improve pedestrian and cycling comfort,
- create a local sense of place, connecting the community to the surrounding natural landscapes,

The Style Guide is organised according to:

- A hard & soft landscaping **materials palette** to guide future streetscaping direction in the retail, cultural and riverside precincts,
- **Typical streetscape treatments,**
- **Principles** providing strategic guidance on how to translate the vision and goals of the CBD masterplan into the streetscape,
- **Recommendations** on how to implement the components of the Style Guide such as street furniture, lighting, etc.



WHERE TO APPLY THE STYLE GUIDE

The Wangaratta CBD Masterplan, outlines a number of ideas and strategies for renewal of the CBD and surrounding areas. In conjunction with this, the Wangaratta Central Activities Area Future Planning Report also outlines a number of precincts, and spatial strategies for the improvement of the city centre.

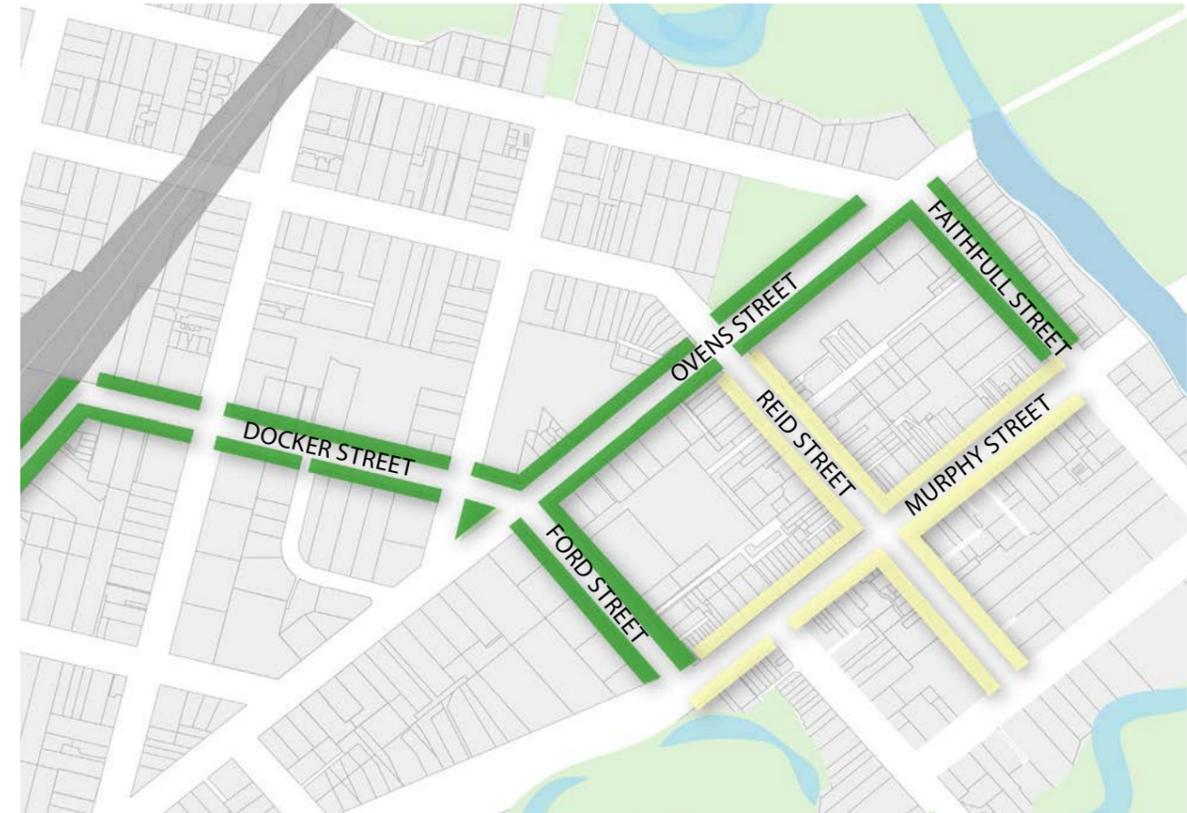
The focus of both of these plans has been to reinforce the role of the core of the CBD in attracting people to the 'heart' of Wangaratta to shop, gather, socialise, work and enjoy themselves.

It is important for the renewal of Wangaratta that the delineation of different streets, or precincts does not create divisions or marked differences in the treatment of the public realm. Where differences exist in materials palettes or street furniture sections, these differences should be subtle and generally complement the CBD as a contiguous urban environment. Consistency is important across all elements of streetscape upgrades and renewal.

Funding and capital works budgets for streetscape works and upgrades are limited, and priority needs to be assigned. As such, the Style Guide focuses initial streetscape upgrade attention on the city centre, in order to support the goals and aspirations of these two plans.

The Retail Core supports the main retail shopping and gathering activity of the CBD, and is generally the busiest part of Wangaratta for both pedestrian and vehicle movements. This incorporate the key intersecting axes of Reid Street and Murphy Street.

The Cultural Streets surround the retail core to the east, north and west and generally accommodate many of the important attractors in the CBD, cultural and public institutions and the riverside precinct. This incorporates Ford Street, Ovens Street and Faithfull Street. Docker Street, as an extension of Ford Street through to the Train Station and featuring the Cathedral, Library, and TAFE is also considered a Cultural Street.



*Priority for Streetscape Upgrades and Works
(refer to Streetscapes Big Idea for details)*

- Core Retail Streets
- Cultural Streets

STREETSCAPE STYLE GUIDE

MATERIAL PALETTE - RETAIL CORE

The retail core is the 'heart' of Wangaratta and supports much of the activity of the CBD. The material palette outlines how the important principles for the retail core will be implemented within the streetscape.

"To unify the CBD streets and support the preferred street character use a consistent materials and furniture palette"

"Reinforce local streetscapes that positively contribute to the identity of CBD & support placemaking"

Refer also 'Big Idea - Improve Streetscapes to Make CBD Streets Lovely Places for People' - Wangaratta CBD Masterplan, 2016.

Recommendations

- A number of existing contemporary materials that have been used in upgrades around the town centre, should continue to be used on a consistent basis to renew and upgrade the retail core streets,
- The selected materials should be applied consistently and rigorously to ensure a repeated palette is used over time,
- The existing red brick unit pavers to Reid Street and Murphy Street are an important component of the streetscape. However there is also a view that they are dated in terms of the visual appeal, and could be replaced gradually and systematically, in order to revitalise the retail core. As part of the retail area upgrades undertake a paving replacement program, methodically over time, to replace the dated red pavers with a contemporary concrete paver,
- Consider durability, slip resistance, cost and long term supply when selecting the replacement paver,
- For feature areas use a locally sourced paver or a paver that references local materials such as Warby granite (pink grey tint). This should be a single material used consistently throughout the retail core,
- Continue to use timber as a key, natural material for benches and seating. Continue using the custom made timber and concrete benches recently used in Ovens Street, throughout the retail core,
- The current dominant visual colour used for street furniture and streetscape elements is a heritage-style maroon. This should be replaced by a more contemporary colour scheme in keeping with renewal of the CBD. Options for this colour selection may include a mid-deep grey colour that helps street furniture, street poles and other items visually fade into the background and helps to reinforce material selections such as feature timber or a bright colour where this is being used. Alternatively, using stainless steel as the predominant street furniture base material achieves a similar, outcome,
- Update the precinct with contemporary stainless steel street furniture. This is a robust material that is resistant to vandalism, provides a contemporary aesthetic, and can be tailored where needed (where possible, commission local artists to create bespoke pieces for feature areas),
- Where paving is being replaced, prioritise filling in any gaps in the street tree canopy in the retail precinct to ensure pedestrians can walk between destinations in continuous shade, and ensure the paving works with new paving materials supports these actions,
- Soften the wide streets and extensive hard surfaces by replicating the green edge landscaping treatment successfully used along the Ford Street edge outside the PAC,

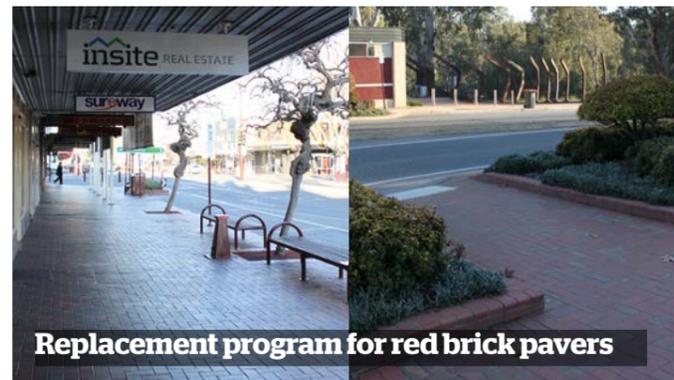
Detailed material specification and selection for specific or individual sites or projects within the CBD will depend on the detailed concept plan, context, project budget and conditions, and should be undertaken at the time of detailed design.



Existing colour scheme to be updated



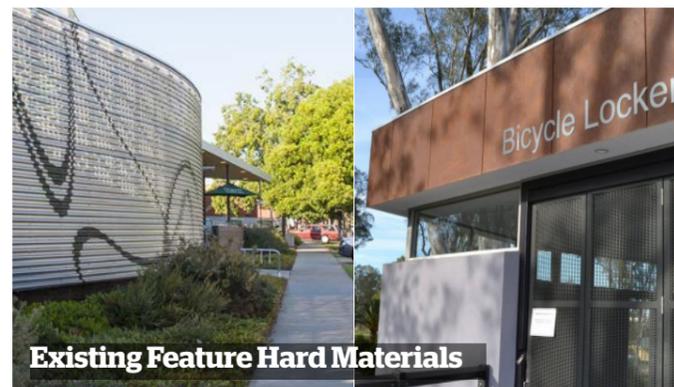
Local examples for contemporary streetscape colours



Replacement program for red brick pavers



Concrete pavers



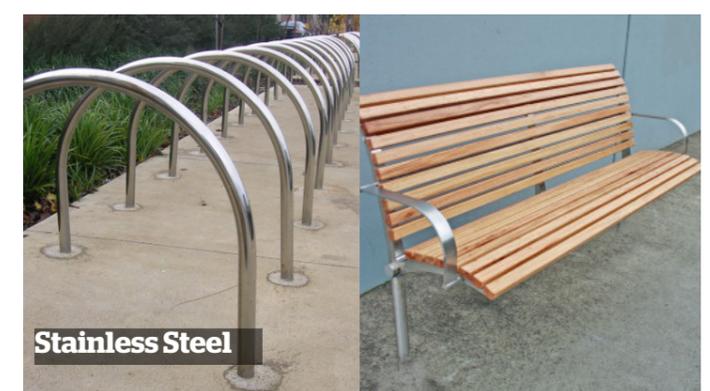
Existing Feature Hard Materials



Existing Stainless Steel Elements



Feature Timber



Stainless Steel

TYPICAL TREATMENTS - RETAIL CORE

Implement staged upgrade of street lights to selected contemporary light poles and fittings including LED globes

Upgrade public realm footpath lighting to ensure safety and accessibility for pedestrians

Encourage incorporation of awnings/verandahs over footpath within new shop fronts to create a contiguous covered pedestrian environment

Incorporate opportunities within street furniture and poles for local arts and cultural initiatives

Develop a consistent CBD wayfinding, signage and information strategy and format for inclusion at gathering areas

Incorporate drought-tolerant, low level landscaping to soften the verge and highlight the crossing location

Implement a staged upgrade of paving materials, replacing existing red brick pavers with selected high quality concrete unit pavers or exposed aggregate concrete in key areas



Reinforce and soften central median treatments to include low level planting and landscaping

Ensure any tree planting "gaps" in the streetscape are filled in the short term with consistent species selection to complete the streetscape

Upgrade existing pedestrian crossing points to give pedestrian priority over vehicle movements and create a "people friendly CBD"

Incorporate drought-tolerant, low level landscaping to soften the verge and highlight the crossing location including water sensitive urban design systems

Implement staged upgrade of street furniture to renew the typical colour scheme, and furniture style consistently through the CBD

DESIGN OBJECTIVES

The following design principles from the Wangaratta CBD Masterplan, 2016, should inform the key streetscaping planning and design decisions:

- Create destination streets that keep people in the CBD longer
- Enhance the visual appeal of the retail core of the CBD
- Create comfortable streets that encourage people to shop locally
- Create small scale spaces where special moments can informally occur
- Connect people to the surrounding environment by introducing streetscaping elements that reference (through materials and colours) the Ovens and King Rivers and local parks
- Make it easy for visitors to navigate through the CBD
- Make it safe and convenient for local cyclists to get around the CBD and visitors to the rail trail to come into the CBD

TYPICAL TREATMENTS - RETAIL CORE

Implement staged upgrade of street lights to selected contemporary light poles and fittings including LED globes

Ensure any tree planting "gaps" in the streetscape are filled in the short term with consistent species selection to complete the streetscape

Incorporate opportunities within street furniture and poles for local arts and cultural initiatives

Incorporate drought-tolerant, low level landscaping to soften the verge and highlight the crossing location

Implement a staged upgrade of paving materials, replacing existing red brick pavers with selected high quality concrete unit pavers or exposed aggregate concrete in key areas

Implement staged upgrade of street furniture to renew the typical colour scheme, and furniture style consistently through the CBD



Implement staged upgrade and planting of street trees to complete CBD streetscapes,

Implement staged upgrade of street furniture to renew the typical colour scheme, and furniture style consistently through the CBD

Develop a consistent CBD wayfinding, signage and information strategy and format for inclusion at gathering areas

Incorporate drought-tolerant, low level landscaping to soften the verge and highlight the crossing location including water sensitive urban design systems

Upgrade existing pedestrian crossing points to give pedestrian priority over vehicle movements and create a "people friendly CBD"

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STREETSCAPE STYLE GUIDE

MATERIAL PALETTE - CULTURAL STREETS

The cultural streets of Wangaratta connect and support many of the important community, arts and cultural attractions and facilities. The material palette outlines how the important principles for the retail core will be implemented within the streetscape.

“To unify the CBD streets and support the preferred street character use a consistent materials and furniture palette”

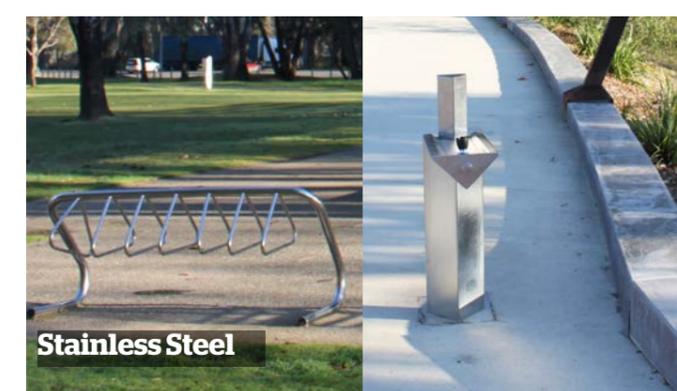
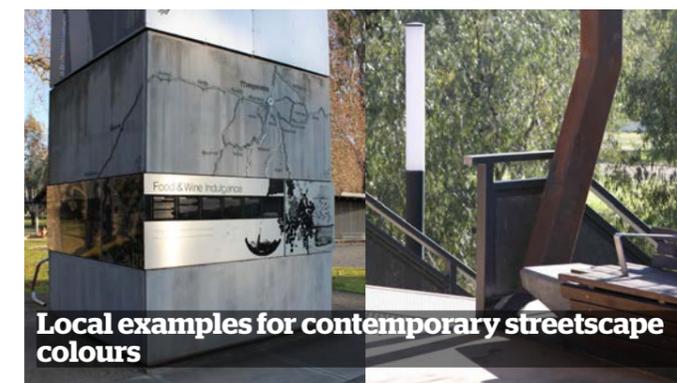
“Reinforce local streetscapes that positively contribute to the identity of CBD & support placemaking”

Refer also ‘Big Idea - Improve Streetscapes to Make CBD Streets Lovely Places for People’ - Wangaratta CBD Masterplan, 2016.

Recommendations

- Ensure the materials palette of cultural streets is generally consistent with that of the retail core, with some notable differences in feature hard materials, seating and street furniture. Consistency of treatment and aesthetic across the CBD should still be the main objective,
- Reinforce the subtle differences in the materials consistently using this palette of materials and colors for all streetscape works in Ford, Docker and Ovens and Faithfull Streets [refer Key CBD Streets Plan]. This will unify the journey between the cultural and civic buildings such as the Library, Council offices, Art Gallery, PAC, Merriwa Park and the Riverside Precinct,
- Create a cohesive CBD by extending the paving replacement program from the core retail streets into the cultural streets,
- Consider durability, slip resistance, cost and long term supply when deciding on the replacement paver,
- Use exposed aggregate concrete for feature areas (as successfully used in the Riverside Square, and Ovens Street),
- The current dominant visual colour used for street furniture and streetscape elements is a heritage-style maroon. This should be replaced by a more contemporary colour scheme in keeping with renewal of the CBD. Options for this colour selection may include a mid-deep grey colour that helps street furniture, street poles and other items visually fade into the background and helps to reinforce material selections such as feature timber or a bright colour where this is being used. Alternatively, using stainless steel as the predominant street furniture base material achieves a similar, outcome, is a robust and durable materials,
- Incorporate comfortable seating into shade and landscaped areas outside the cultural buildings, particularly the Library, around the PAC and Riverside precinct. When locating seating consider a configuration that accommodates small groups of people to gather.

Detailed material specification and selection for specific or individual sites or projects within the CBD will depend on the detailed concept plan, context, project budget and conditions, and should be undertaken at the time of detailed design.



TYPICAL TREATMENTS - CULTURAL STREETS

Ensure the street is well lit at night, both for vehicles on the road and pedestrians on the footpath

Encourage new development to directly front the footpath and incorporate awnings/ verandah elements over the footpath for shade and shelter

Create a safe bicycle environment with either shared roadways (sharrows) or dedicated bike lanes

Create clear pedestrian crossings incorporating a safe transition within the median (where applicable)

Incorporate drought-tolerant, low level landscaping to soften the verge and highlight the crossing location

Incorporate mature street trees in consistent plantings within kerb out stands to reduce the visual effect of the asphalt, and to create shade for parking and pedestrians



Ford Street

Implement staged upgrade of street lights to selected contemporary light poles and fittings including LED globes

Implement staged upgrade of bus stops to be consistent with contemporary street furniture, and to incorporate local arts and cultural pieces

Provide increased CBD seating options, in particular on well-used pedestrian routes or adjacent important CBD attractions

New consistent Wangaratta 'branded' signage and wayfinding elements within the streets

Widen footpath areas adjacent key CBD uses or tenancies, using the consistent palette of hard paving materials

Create median treatment where possible to cultural streets, including mature tree planting, pedestrian refuge and low level planting

Ensure any tree planting "gaps" in the streetscape are filled in the short term with consistent species selection to complete the streetscape

DESIGN OBJECTIVES

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TYPICAL TREATMENTS - CULTURAL STREETS

Implement new street lighting where gaps exist, with contemporary light poles and fittings including LED globes

Ensure any tree planting "gaps" in the streetscape are filled in the short term with consistent species selection to complete the streetscape

Develop new dedicated pedestrian crossings at locations where informal crossing exists, and give pedestrians priority over vehicles

Reinforce and soften existing central median treatments to incorporate drought-tolerant, low level landscaping

Implement areas for water sensitive urban design initiatives within the street



Create opportunities within cultural streets to exhibit local arts, cultural and community initiatives, events, and happenings

Clearly communicate how cyclists are to use the street - either on-street bicycle lanes or shared arrows on footpaths

Remove obstacles such as existing fencing from the public realm, and delineate edges where needed with low level landscaping

Develop new dedicated pedestrian crossings at locations where informal crossing exists, and give pedestrians priority over vehicles

Connect key pedestrian desire lines and high-use areas such as car parks to existing footpaths with clear and direct pedestrian links, separate from vehicle access

Implement a staged upgrade of paving materials, replacing existing red brick pavers with selected high quality concrete unit pavers or exposed aggregate concrete in key areas

DESIGN OBJECTIVES

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SEATING

Refer to the Wangaratta CBD Masterplan 2016, and the Wangaratta Central Activities Area Future Planning Report for further details on CBD seating.

Recommendations

- Provide a range of seating types and configurations that are comfortable for all types of users. Most seating should have arm and back rests to assist people who have mobility issues,
- Locate seating where people want to sit such as under shade close to places of interest. Consider where people will feel comfortable sitting, positioning the chair/bench so people have their back to a wall and face key views,
- Prioritise seating locations along the key pedestrian network, and in particular the new Wangaratta Loop (Refer Wangaratta CBD Masterplan, 2016 for details),
- Consider the distances between key attractions such as the train station to Merriwa Park, sheltered seating outside PAC, the proposed Art Gallery Annex and the bus interchange on Ford Street
- Commence a program of installing new public seating within the laneways of the CBD, in conjunction with other proposed laneways works,
- Ensure new seating is either stainless steel, or powder coated in the new agreed CBD street furniture colour (suggest mid-deep grey), with use of timber elements where appropriate,
- Ensure new seating is selected for its robustness and limited maintenance, is vandal-proof and durable in the weather,
- Ensure all new seating is entirely consistent in terms of style, design, colour and materials with other new/ upgraded street furniture elements being used,
- Ensure the seat/bench is accessible, with a path leading to the seating and positioned on a concrete pad, under shade, so it can be used in all weather conditions,
- Create opportunities to integrate artworks into new seating elements, and incorporate local artists or cultural groups,
- Chairs and benches should be multi-functional with integrated battery chargers and wi-fi hot spots to provide the opportunity for personalisation of space and to encourage spillover activity into the street.

BIKE HOOPS, DRINKING FOUNTAINS, BIN ENCLOSURES,

Refer to the Wangaratta CBD Masterplan 2016, and the Wangaratta Central Activities Area Future Planning Report for further details on CBD street furniture.

Recommendations

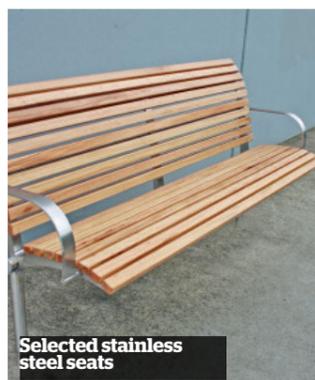
- Locate elements where they are most needed with consideration of how people use the CBD. Position bins, bicycle hoops and drinking fountains close to seating, ensuring there is at least a 1.5m clearway on the footpath and are setback from edge of kerb,
- Ensure priority is given to installing these elements where they are missing within the retail core, the cultural and riverside precincts and at key points along the Wangaratta Loop (Refer Wangaratta CBD Masterplan, 2016 for details),
- All street furniture should demonstrate high quality design and construction to limit ongoing maintenance and replacement,
- Materials should be selected for their robustness and limited maintenance,
- Ensure the design of the streetscaping elements is comfortable for all users,
- Maintain a consistency in the materials palette to assist people in locating street furniture - either stainless steel, or powder coated in the new agreed CBD street furniture colour (suggest mid-deep grey),
- Use elements that are multi-functional such as a drinking fountain with signage and seating with solar battery charger,
- Commission artists to create bespoke pieces to be used in high value feature streetscape areas,

FENCING, SCREENS, BOLLARDS & HANDRAILS

Refer to the Wangaratta CBD Masterplan 2016, and the Wangaratta Central Activities Area Future Planning Report for further details on CBD fencing.

Recommendations

- Fencing within the CBD is limited generally to private lots and front yards of dwellings, or commercial uses in former dwellings. All fencing visible from the public realm within the CBD should contribute positively to the character of the CBD, and be consistent with the materials and treatments of the local CBD streetscapes.
- Generally where possible, front fences should be limited to 1m-1.2m in height, and incorporate elements encouraging visual permeability for 50% of the fence. Materials may include stone or brick base, and galvanised steel or powder coated pickets or open fins,
- Bollards should also be aesthetically pleasing, in a style consistent with other street furniture - either stainless steel, or powder coated in the new agreed CBD street furniture colour (suggest mid-deep grey),
- Use timber and natural materials in site specific and appropriate areas to draw on the character of the site, such as in riverside areas or Apex Park,
- When locating stand alone bollards consider their purpose and select the appropriate bollard type (directing pedestrians, preventing vehicle access or impact absorbing). Ensure bollards do not restrict disabled access,
- The maximum bollard height out of ground is 900mm



PEDESTRIAN CROSSINGS

Refer to the Wangaratta CBD Masterplan 2016, and the Wangaratta Central Activities Area Future Planning Report for further details on Pedestrian Crossings.

Recommendations

- Ensure all new or upgraded pedestrian crossings serve their primary purpose to make it safe for people of all abilities to cross busy streets,
- Implement new pedestrian crossings in line with the prioritised locations [refer CBD strategies above] in particular where they can increase the number of pedestrians safely crossing in the retail core of the CBD to make it easier for people of all abilities to get around on foot,
- Increase the ratio of soft landscaping and planting to asphalt in the streetscape around pedestrian crossing points (look for opportunities to increase the number of kerb out stands to increase plantings, reduce the width of roads and in some cases make it easier to cross),
- Ensure new crossings include clear on-road indicators, and signage for both vehicle users and pedestrians,
- Ensure new crossings include tactile indicators as per Australian Standards for disability and visually impaired ease of use,
- Design new pedestrian crossings with a landscaped mid-street pedestrian refuges where a central median exists, or is proposed,
- Test proposed streetscape changes with low cost interventions before undertaking permanent changes and implement once the idea has been tested and the community has agreed there is sufficient benefits to pedestrians and vehicles,
- Ensure there are clear sight lines that give uninterrupted views to pedestrians and vehicles, so motorists see pedestrians on approach at the pedestrian crossing,
- Ensure pedestrian crossings are evenly illuminated at night,
- When installing or upgrading pedestrian crossings ensure the design is compliance with Rural City of Wangaratta Engineering Standards, Infrastructure Design Manual (latest version), Disability Discrimination Act 1992 and the Australian Standards.



Incorporate landscaped kerb outstands with crossings



Use street-specific artistic treatments



Landscaped median pedestrian refuges

BIKE PATHS

Refer to the Wangaratta CBD Masterplan 2016, and the Wangaratta Central Activities Area Future Planning Report for location of existing and proposed bike paths, and further details.

Recommendations

- Bike lanes and shared paths should separate cyclists from vehicles and provide priority access across driveways and through intersections for a safe and comfortable journey through the CBD - implement a gradual upgrade and roll out of new bike connections focused initially on the Wangaratta Loop [Refer Wangaratta CBD Masterplan, 2016 for details],
- Consider the range of cyclists that will use the lane network (commuter, recreational and school children) and how to make the network comfortable and efficient for all, Use consistent lane markings, surfaces and lane treatments to provide coherence across the CBD bike network,
- Ensure bike paths have a consistent gradient, smooth surface and minimal obstructions across the lane network,
- Ensure bike lanes are clearly delineated with lane markings and where possible separated from vehicles and pedestrians,
- Ensure road markings and signage make vehicles and pedestrians aware of their responsibility to give way to cyclists when crossing a road with bike lanes,
- Ensure bike lanes operate around the clock to support safe cycling at night, with efficient and consistent lighting,
- Locate bike lanes to minimise potential conflict with vehicles (door openings, turning, stopping and parking). The road reserve may need to be reconfigured to accommodate bike lanes by adjusting the existing carriageway, sealing road shoulders and reallocating car parking,
- Design CBD intersections to prioritise pedestrians and cyclists before vehicles, ensuring the bike lane assists the safe passage of cyclists through an intersection,
- Dedicated bike lanes on both sides of the road should be the preferred treatment for cyclists in the CBD on streets with high traffic volumes such as Docker and Ford Streets
- The desirable lane width for a dedicated bike lane in an urban area 1.5m on a 60kn/h street (Cycling Aspects of Austroads Guides). Factors that influence the bike lane width are the volume of cyclists, volume and speed of surrounding traffic, physical constraints in the road reserve and cost
- On local streets with vehicle speeds less than 40km/h (or when a dedicated bike lane can not be accommodated) a shared path treatment is appropriate. The shared use path must comfortably accommodate recreational and commuter users, so that cyclists can overtake slower path users with adequate clearances



Clear dedicated bicycle network



Bicycle pause and rest points



Creative local treatments for bicycle parking



Regular parking locations including laneways



Build on existing bicycle infrastructure and amenities

FOOTPATHS

Refer to the Wangaratta CBD Masterplan 2016, and the Wangaratta Central Activities Area Future Planning Report for further details relating to CBD footpaths.

Recommendations

- All paths must be DDA compliant to ensure the CBD is accessible to all ages and abilities, and is a consistently pedestrian friendly,
- The footpath surface should be a consistent material with minimal gradient changes. Vic Roads recommends no vertical displacements greater than 15mm and a skid resistance greater than 60 [as measured by the pendulum test]
- The footpath width should be wide enough in parts to comfortably allow two strollers to pass one another. The path should have break out areas in parts to accommodate rest areas, seating, drinking fountains and bike hoops,
- Minimise the variety of paving and surface types. Avoid using unsealed paths as they can become unstable over time. Concrete and asphalt provide the longest lasting, smooth and non-slip surface [see AustRoads Guide for specifications],
- Consider the colour of the surface [coloured concrete] to increase with path visibility with consideration of being sympathetic to the surrounding environment,
- Ensure paths are evenly illuminated to provide comfort and safety for all users, encouraging use before and after dark,
- Provide seamless and legible links to pedestrian crossing points through the footpath network,
- Increase the use of kerb out stands where possible in conjunction with footpath and paving upgrades, for street tree locations, seating and low-level landscaping verges.



Concrete paths



Shared paths



High quality feature pavers to selected sites



Paving treatments to delineate street uses

LIGHTING

Refer to the Wangaratta CBD Masterplan 2016, and the Wangaratta Central Activities Area Future Planning Report for further details relating to CBD lighting.

Recommendations

- Create a range of lighting outcomes to create visual interest and safety in the CBD, including street-based lighting for vehicles, footpath-based lighting for pedestrians, and building lighting for signage and promotion,
- Undertake a CBD wide replacement program of new LED street lights, starting with Reid, Ovens, Murphy, Ford, Docker and Faithfull streets, improving energy efficient and creating a brighter light in public realm areas to improve visibility,
- Ensure the replacement program incorporates consistent and unobtrusive light fixtures consistent with the new street furniture palette,
- Install LED street lights in the key laneways such as the north/south connection between Ford Street and the Riverside Square to encourage pedestrian use after dark and use feature lighting in the paving to create atmosphere and ambiance,
- Include overhead pedestrian lighting to the core retail streets, and the cultural streets to ensure footpath areas are easily navigated and perceived as safe and inviting spaces at night,
- Use pole top luminaires with asymmetrical flat beam light distribution or surface washers to illuminate public realm areas,
- Include pathway lighting from either pole top luminaires or bollard lighting as appropriate, to all shared trails and paths to make getting around safe and easy at night.



High quality site specific lighting



Feature lighting for visual interest



Consistently use selected light fittings



Well lit areas of high public use for safety

SIGNAGE & WAYFINDING

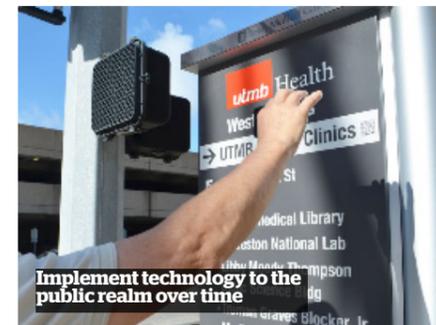
Refer to the Wangaratta CBD Masterplan 2016, and the Wangaratta Central Activities Area Future Planning Report for further details relating to CBD wayfinding.

Recommendations

- Ensure throughout the CBD there is a comprehensive suite of directional, information and regulatory signage to assist people, especially visitors in navigating their way around,
- Create a consistent graphic branding and style - text should be large, clear and legible for all users,
- Use simple and concise information to guide both locals and visitors,
- Include languages other than English on key signage for users who may be from a non English speaking background, such as at the Train Station,
- Use maps, particularly at the Train Station and on the Loop to give users clear way finding advice,
- Consider the incorporation of technology such as wi-fi points for visitor information and use, public phone charge points, and scannable information links such as QR codes to help wayfinding within the CBD,
- Work together with local artists, the Art Gallery and Council to develop artistic ways to improve wayfinding and legibility for the CBD. These more subtle cues guiding people around the streets and lanes can be cheaper, more fun, and more effective than expensive signage strategies.



Incorporate artistic wayfinding cues



Implement technology to the public realm over time



Consistent signage strategy across the CBD

STREET TREES

Recommendations

- Implement a staged and systematic street tree renewal and upgrade, with initial priority given to:
 - Street trees within the retail core,
 - Street trees on cultural streets,
 - Street trees associated with or supporting the Wangaratta Loop [Refer Wangaratta CBD Masterplan, 2016 for details],
 - Missing or removed street tree locations within the CBD,
 - CBD streets with a low level of existing tree canopy coverage, or inconsistent street tree planting.
- Site specific areas where street trees are lacking or non-existent, and where immediate impact could be achieved, include:
 - Ford Street, where there is little or no tree canopy cover, shade, or softening of the wide streetscape,
 - Maloney's Arcade and the proposed new Maloney's Square [Refer Wangaratta CBD Masterplan, 2016 for details] ,
 - Victoria Parade, where there is little or no tree canopy cover, shade, or softening of a relatively tight and constrained streetscape,
 - The laneway extending east from Ford Street into the rear of the Big W car parking area,
 - Norton Street adjacent the Wangaratta Train Station, between Cusack Street and Docker Street [Refer Wangaratta CBD Masterplan, 2016 for details]

- Ensure a consistent selection of street tree species, priority given to:
 - Consistency with existing street tree species within the street,
 - Selection of drought-tolerant appropriate species,
 - Trees providing shade,
 - Trees that are low maintenance and appropriate to high traffic public areas.
- Ensure selected street trees have a form that allows traffic movement around them without impediment and without expensive formative pruning,
- Utilise, where possible, trees with the capacity to form a closed canopy, especially on CBD streets where the shade and enclosure created can be an important contributor to streetscape quality and shade from the summer sun,
- Ensure there is enough space in the footpath to accommodate street trees. Consider if the selected species on maturity will provide a large enough canopy. Advice of a Arborist is recommended.
- Ensure there is at least a 1.5m clearway along the footpath so as not to obstruct pedestrian flows,
- Ensure the street tree is of an appropriate with a large enough canopy to provide shade over the footpath
- Where appropriate, use tree protection barriers consistent with the new/upgraded street furniture materials, colour, and style,
- Ensure newly planted trees maintain and do not disrupt existing services for example: not obstruct storm water drains, underground cables or overhead powerlines. Consider the use of root control barriers,
- Adhere to the strict species selection Council adopts to make sure that invasive plants (or plants currently listed as an environmental weed) are not planted,
- Ensure street trees are mulched regularly to help retain water and reduce weeds,
- Ensure ongoing maintenance and management of street trees to Australian Pruning Standards AS 43.73-2007, and in accordance with Council's Tree Management Strategy Plan.

- Consider the removal of excess paving areas and conversion to soft landscape areas and shade trees
- Undertake detailed studies for the CBD laneways to identify locations for street trees within the laneways, to give people using the laneway shade, shelter, and to soften aesthetic of these areas and make them more inviting for people to use,
- Prioritise initial tree planting on the Maloney's Arcade and proposed new Maloney's Square area [Refer Wangaratta CBD Masterplan, 2016 for details] in order to align with other proposed capital works,
- Undertake detailed analysis and streetscape planning work for Victoria Parade to establish consistent new street tree planting within a constrained road reserve area, focused on the southern side where north sun is more likely to require shading for pedestrians,
- Undertake detailed analysis and streetscape planning work for the laneway connecting Ford Street east into the rear of the Big W parcel, to establish consistent new street tree planting within a constrained laneway area, focused on the southern side that pedestrians currently use and where north sun is more likely to require shading for pedestrians



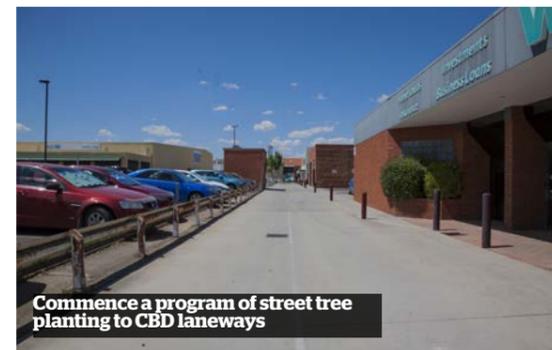
Continue recent tree selection and treatment



Prioritise streets with low shade cover



Undertake detailed concepts for existing CBD streets without tree cover



Commence a program of street tree planting to CBD laneways



Replace missing street trees located between angle parking



Prioritise removed street tree locations



Continue recent tree selection and treatment

PUBLIC TRANSPORT STOPS

Recommendations

- The existing maroon-coloured steel bus stops should be gradually replaced with newer contemporary bus shelters and seating that incorporate the visual identity and character of Wangaratta,
- Ensure new shelters allow visibility and easy access to the bus, are comfortable and convenient for people using the footpath areas,
- Ensure that in the locating of bus shelters the visibility, accessibility, comfort and convenience, and information for users is considered in conjunction with where the bus operators want the bus to stop,
- Bus shelters should have their long side parallel to the sidewalk to minimize interference with pedestrian traffic, and be clear of the key footpath space,
- Locate shelters to provide a place to sit, shade in summer and the rain in winter, and a feeling of safety and security,
- Ensure bus timetables and route information are clearly displayed,
- Clearly display interconnecting public transport services, particularly where related to the Wangaratta Train Station,
- Create lighting housed in a protective casing to reduce vandalism, and directed to illuminate the waiting and boarding area, and surrounding footpath,
- Utilise bus shelters with few movable parts (as they are easily broken), in materials that are vandal, graffiti, weather, and rust resistant, and easy to clean,
- Create opportunities within CBD bus shelters to incorporate local arts, artists and cultural initiatives giving them a local Wangaratta flavor.



Creative local treatments to stops and seating



Well located, unobtrusive stops that provide shelter



Materials consistent with CBD palette



Opportunities to incorporate technology for users

AWNINGS & SHADE SAILS

Recommendations

- Encourage awnings instead of verandahs within the CBD streets as they are more in keeping with a contemporary streetscape and they cantilever over footpath removing visual clutter in the street,
- Ensure new awnings eliminate trip hazards and potential conflicts with street poles and outdoor café seating,
- The awning length should span the building width and should integrate with the adjacent building awning. The height should be consistent with adjoining awnings or the dominant awning height within the street or lane,
- Ensure the awning design contributes aesthetically to the streetscape and is complementary to the adjacent built form,
- Encourage a more traditional design (verandah as appropriate) where heritage or historic buildings exist,
- Actively work with landowners to explore opportunities for increased street awning cover/ shelter in streets that have little or no pedestrian cover - such as Ford Street,
- Implement upgrade program of existing shade sails used within CBD streets to be consistent with the new/ upgrade street furniture style, colour and materials,
- Investigate increased shade sail cover (or similar) to public areas in need of shade such as Riverside Square.



Upgrade existing CBD shade sails consistent with street furniture



Work towards a contiguous pedestrian awning environment



Investigate increased shade for important public spaces

STREET TRADING

Recommendations

- Encourage retail stores to use a spill out space in front of shops to provide more interest but not at the expense of people with mobility issues.
- Work with CBD traders to create a clear zone for safe pedestrian mobility of at least 2m, directly abutting the shop front edge (street trading allowed/not allowed against the front of buildings),
- Ensure there is sufficient space for two prams/mobility aids to pass each other,
- Ensure kerb side seating and dining areas are delineated and enclosed by temporary cafe barriers, to avoid chairs & tables which are positioned too close to the kerb and avoid conflict with car doors/minimise risk of car,
- Encourage shops and traders to open up the shop fronts directly to the street, to bring a level of visual permeability to the streetscape and share activity between shops and the footpath zones.



Encourage business to open up to the river precincts



Encourage active and visually interesting shopfronts



Ensure the footpath next to shopfronts is kept clear



Encourage indoor/ outdoor trading