



DRAFT SHEPPARTON CBD STRATEGY EXHIBITION

Project update

In July 2007, the Greater Shepparton City Council commissioned a study team led by Planisphere to work with the Council and community to prepare a CBD Strategy for the Shepparton CBD. A community workshop was held on Tuesday 4 September, 2007 at the Shepparton Club to identify the community's issues, ideas and opportunities for the Shepparton CBD Strategy. The Strategy is a strategic planning tool that guides major change to land use, built form and public spaces. It sets out preferred directions for growth and how change should be managed. The draft Strategy is based around five themes: Activities; Buildings; Spaces; Access; and Governance and Leadership.

Community ideas for the Shepparton CBD

- Create a sense of place through innovative architecture and urban design in the CBD.
- Integrate the rich indigenous and multicultural history of Shepparton into the shaping of its future.
- Improve the vibrancy of the CBD by supporting a range of uses and activities during the day and at night time for all users.
- Support the provision of post secondary and tertiary education by maximising Shepparton's attractiveness to students as a study destination and as a possible place to live.
- Prioritise community safety.
- Improve the appearance and safety of open spaces in the CBD, particularly the Maude Street Mall.
- Strengthen connections with the Goulburn River and its environs through improved access, visual cues and orientation of development.
- Create more opportunities for people to live in the CBD in locations of high amenity.
- Support the CBD activities through improved traffic management and car parking options.
- Improve public transport services including buses, trains and taxis.
- Expand the pedestrian and bicycle networks in the CBD.
- Support the overarching principle to create a sustainable place.

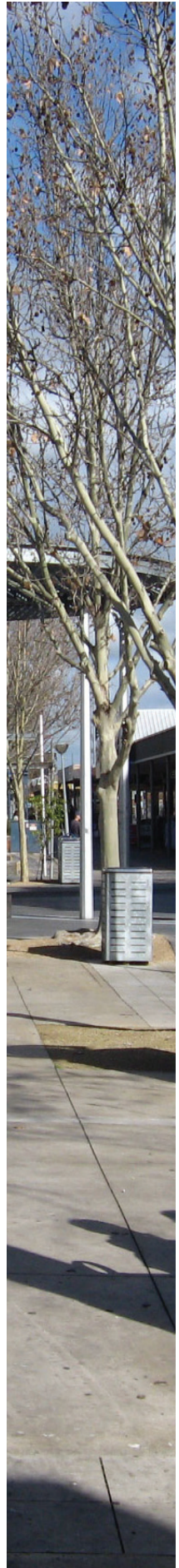


Have Your Say

The draft Shepparton CBD Strategy has been released to provide the community with an opportunity to comment before it is finalised and adopted by the Council. Please note this Project Bulletin provides a summary only of the draft Shepparton CBD Strategy. A full copy of the draft Strategy can be viewed from Monday 7 April to Friday 9 May 2008 at the following locations:

- Council Offices - 90 Welsford Street, Shepparton
- Shepparton, Mooroopna and Tatura libraries
- Via Council's website www.greatershepparton.com.au.

Staffed public display - View and discuss the draft CBD Strategy with Council Officers on Saturday 19 April 2008, 11am to 2pm, Maude Street Mall at the Central Circular Shade Structure.





Vision for the CBD

Shepparton's CBD will be the Victorian leader and regional centre for innovation and sustainability. This will be evidenced in the management and preservation of its natural environment, design of its buildings and spaces, a thriving economy and its consolidation as a regional community and cultural focal point.

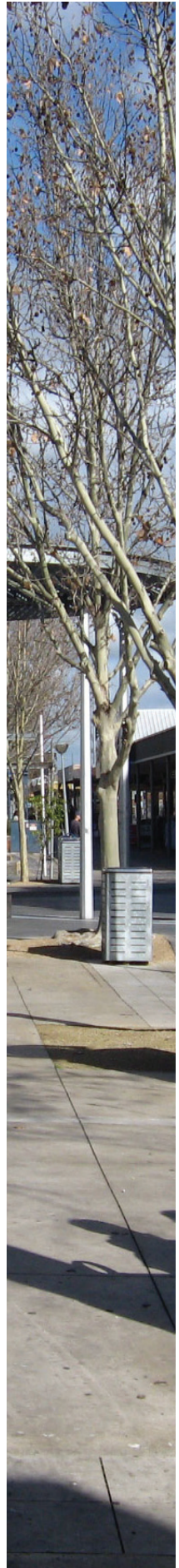
A welcoming and safe ambience will be created in the CBD for residents, visitors and workers, across all age groups and cultures. People will be attracted to the CBD to visit its range of shops and businesses, interesting and safe pedestrian environment, and cafes and restaurants will showcase the food and wine offer of the Goulburn Valley and reflect the cultural mix of the population.

The CBD will also become a vital centre for education and cultural life in the region. A vibrant atmosphere will be created during the day, into the night and on weekends as a result. A strong and progressive image for the City will be seen in new buildings and improvements to its streetscapes that demonstrates Shepparton's leadership and represents its cultural depth and diversity.



Key priorities

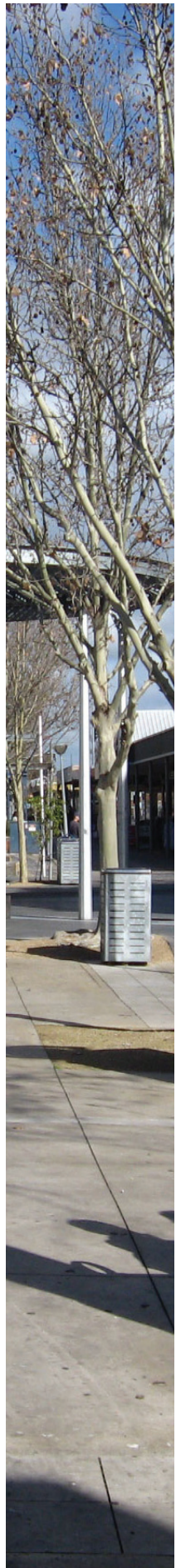
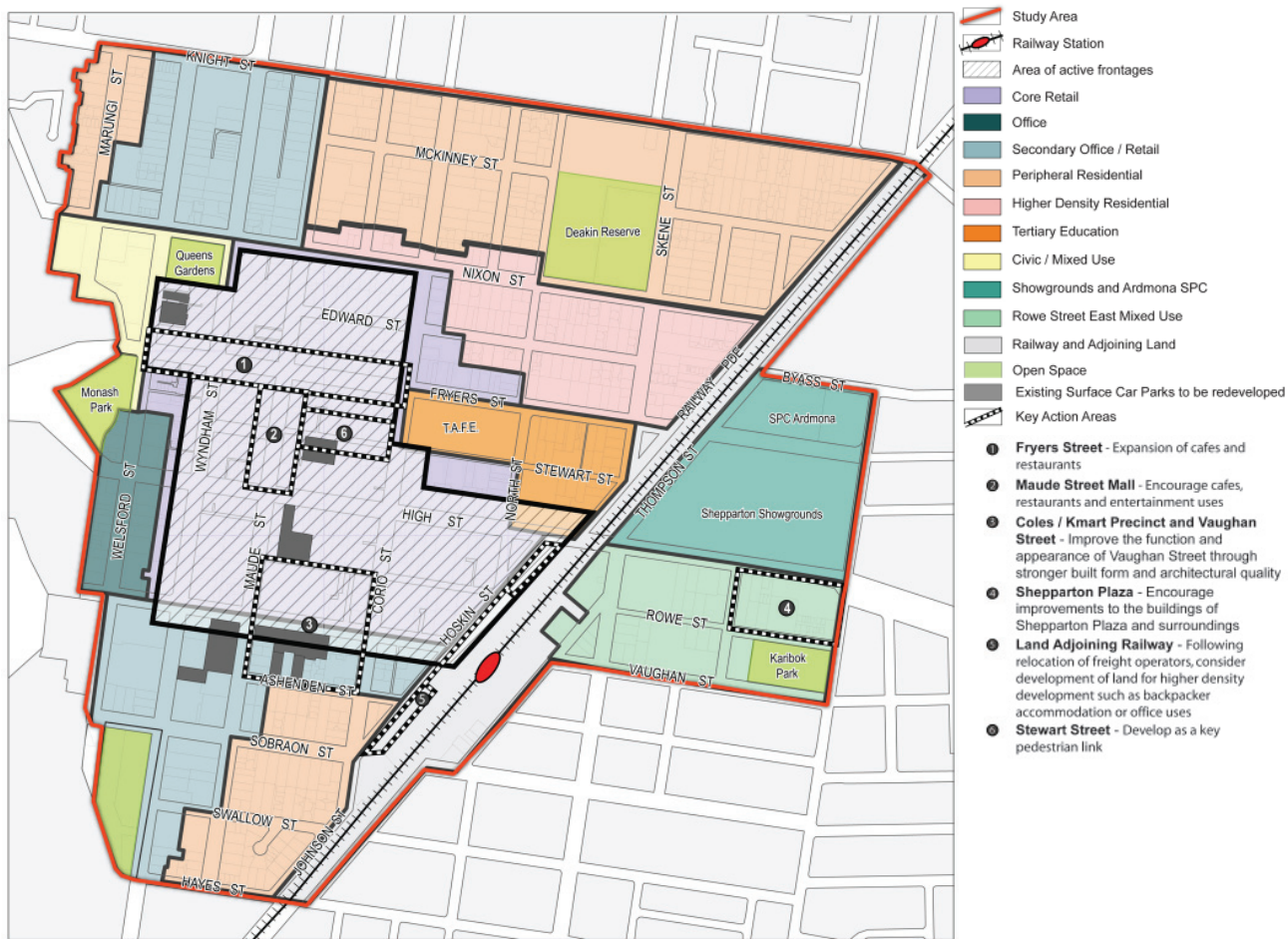
1. Develop and promote Shepparton as a leader in sustainability through building design, transport management, its natural riverine environment and strong community.
2. Consolidate the CBD as the principal retail centre in the region and create an active, vibrant and safe CBD.
3. Support a robust economy and local employment through appropriate land use mix and activities in the CBD.
4. Create residential opportunities within the CBD.
5. Support development of the tertiary precinct and entice students to live and study in the Shepparton CBD.
6. Define a forward-looking image for the Shepparton CBD taking into consideration its strong indigenous and post settlement migrant history, riverine location, and local agricultural industry.
7. Improve the design, function and safety of key sites and precincts within the CBD including the Vaughan Street Precinct, Maude Street Mall, Stewart Street and Shepparton Plaza.
8. Create a pedestrian and cyclist friendly environment.
9. Improve movement and access by reducing traffic in the CBD, improving public transport services, and cycling links and facilities.
10. Improve access to and provision of car parking within the CBD.
11. Improve access to and awareness of, the riverine area on the periphery of the CBD.





Activities

The Activities theme relates to the location and intensity of land use activities in the Shepparton CBD including retail, office, commercial, residential and industrial uses. The Strategy aims to consolidate development and intensify activities in the Shepparton CBD to produce many environmental and social benefits. These benefits include: adding life and vitality to the centre; preserving the natural vegetation and environment; making better use of existing infrastructure; clustering land uses to reduce travel distances; and supporting more energy efficient modes of travel to reduce car dependency.



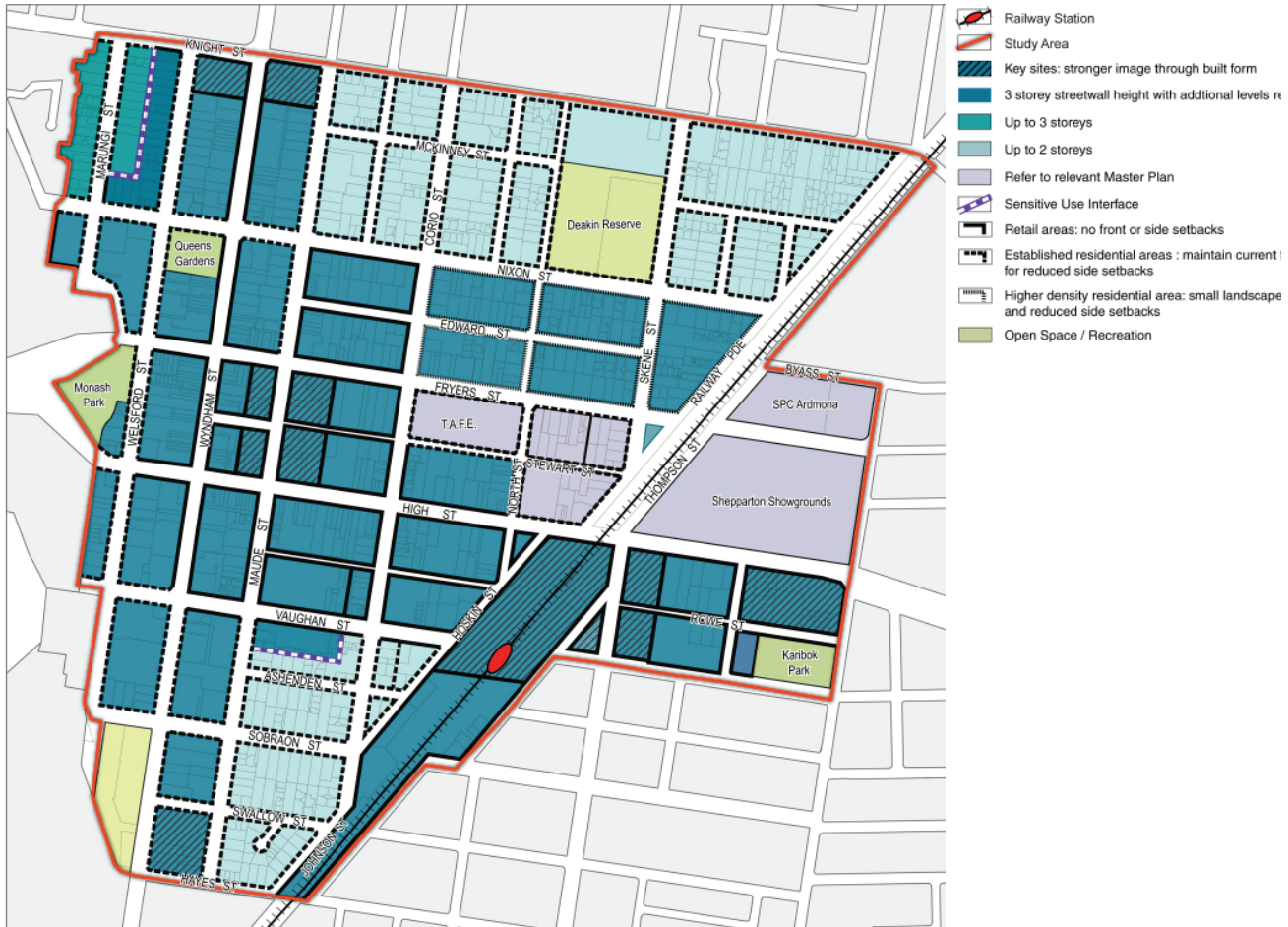
Key objectives

- Consolidate the Shepparton CBD as the principal retail centre in the region.
- Ensure the continued focus on specialty retailing and entertainment within the traditional retail core.
- Reflect the multicultural and indigenous population of Shepparton through related retail offers.
- Strengthen the Shepparton's CBD role as an office and commercial location.
- Attract more people to live in the Shepparton CBD as a means of providing a greater range of housing choices and supporting the vibrancy and economy of the CBD.
- Increasing residential density in established residential areas around the CBD that have good access or amenity opportunities.
- Integrate and support major educational uses in STEP and surrounding area.
- Enhance the role of Shepparton's CBD as a 'university city' by creating an attractive CBD in which to study and live.
- Strengthen Shepparton's image as a regional community and cultural hub.
- Strengthen links with the indigenous and cultural communities in Shepparton through expansion of cultural related activities in the CBD and working with the RiverConnect project.
- Establish the Shepparton CBD as a tourist destination.
- Create a vibrant and active street life, and an event program within the CBD that supports its other roles.
- Ensure that the provision of infrastructure services is coordinated to meet the demands of new development and redevelopment in the Shepparton CBD and achieve satisfactory floodplain management requirements.



Buildings

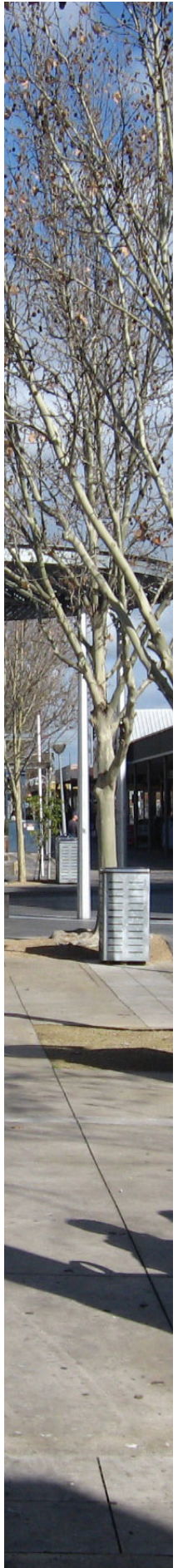
The Buildings theme considers the 'three dimensional' form of the CBD. This includes the height and form of buildings, how they relate to the streets and spaces around them, how to encourage quality design and buildings that support achievement of the activities, objectives and actions, and issues of heritage and streetscape character. Achieving improvements to the environmental performance of the built form will be fundamental to this Strategy.



Key objectives

- Strengthen links to the post settlement history of Shepparton by identifying and protecting the built heritage of the CBD.
- Develop an image for Shepparton as a city that fosters innovative and sustainable contemporary design.
- Promote the principles of environmentally sustainable design in all new development of the private and public realms.
- Create attractive and vibrant streetscapes that are defined by high quality and well designed buildings of an appropriate scale and setback to their location.
- Make better use of available land by allowing higher scale buildings in appropriate locations.
- Protect the amenity of residential areas and the significance of heritage sites.
- Emphasise important sites with architecturally designed higher scale built form.

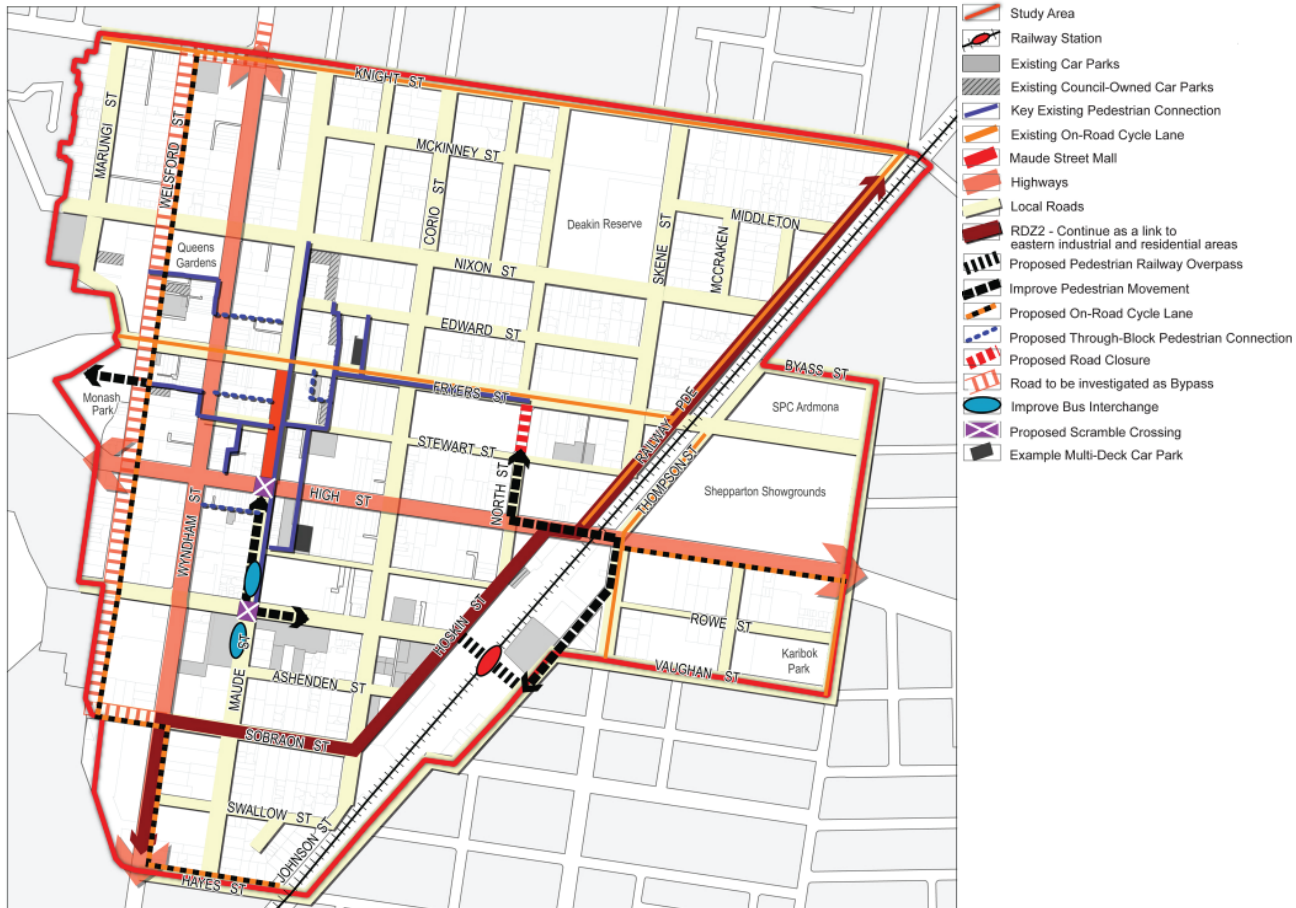
Wyndham Street





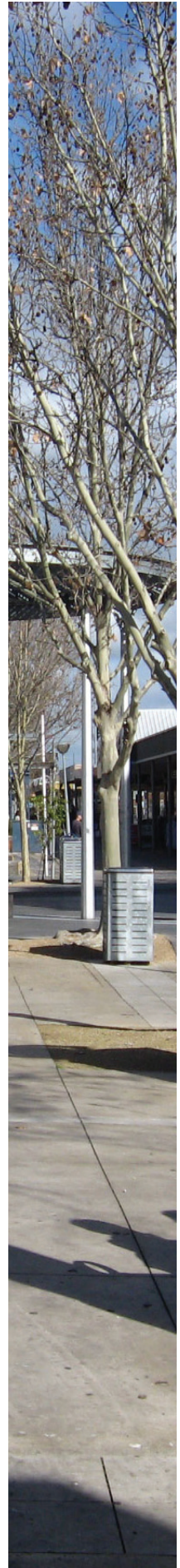
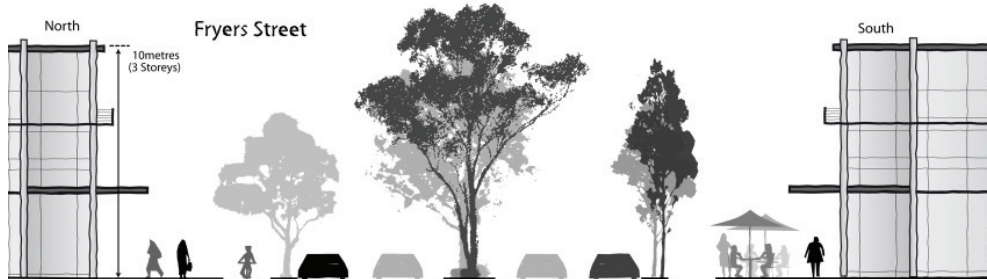
Access

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



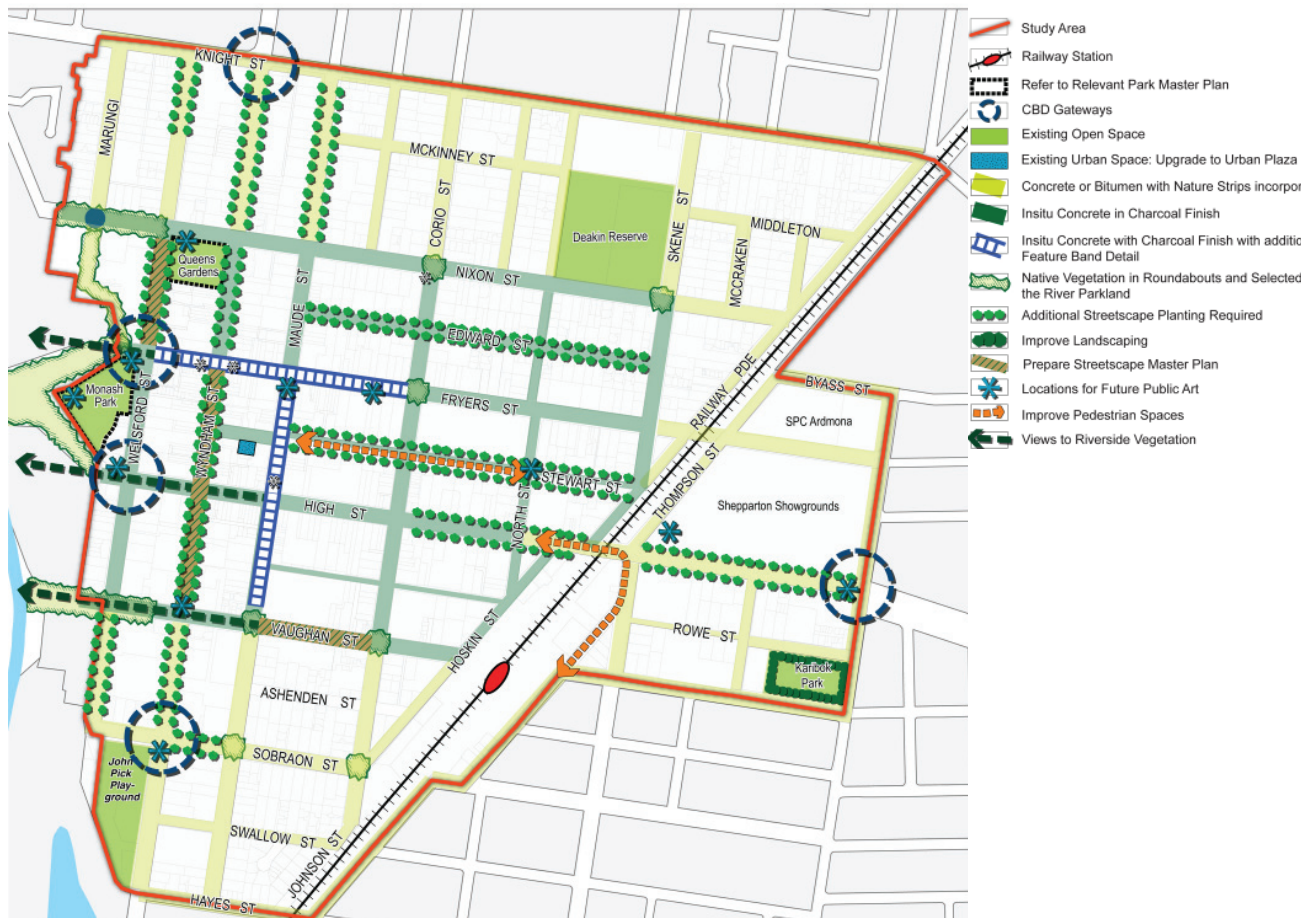
Key objectives

- Refocus the Shepparton CBD as a place for pedestrians or local traffic.
- Manage the short term operation of the CBD road network to redirect freight and non local through traffic to alternative routes prior to development of the Shepparton Bypass.
- Improve access to the Shepparton CBD by a variety of sustainable transport modes including by foot, bicycle, public transport and also private vehicle.
- Encourage modal shift from cars to more sustainable modes of transport such as cycling, buses and walking to reduce the requirement for car parking in the CBD.
- Manage car parking demand and provision to support the economic competitiveness of the Shepparton CBD.
- Create a high quality pedestrian environment in the Shepparton CBD.
- Support pedestrian priority throughout the CBD.
- Encourage safe and convenient pedestrian access to the river and other public spaces.
- Ensure the CBD is well connected by public transport to provide a viable alternative to the car.
- Encourage greater bicycle usage as a transport option to the Shepparton CBD for commuter and recreational cyclists.



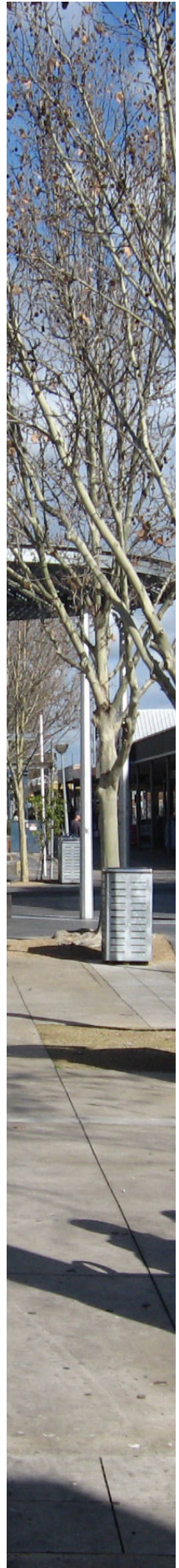
Spaces

The Spaces theme deals with the different types of spaces within the CBD, and how these could be improved or expanded. This includes integration with the key spaces of the Goulburn River, as well as footpaths, laneways and plaza spaces. It also addresses landscaping, street trees, street furniture, public art and safety in public spaces. Spaces should be provided and designed in the future to support intensification of activity for a CBD resident population, and for improved environmental performance and resource efficiency.



Key objectives

- Enhance the outdoor life of the City through the quality of its open spaces, both within and immediately surrounding the CBD.
- Provide a range of open spaces of different sizes and landscape qualities, from small quiet parks, to large gathering spaces that can accommodate public events.
- Integrate the CBD and river spaces through improved visual connections and linkages to attract pedestrian, cyclists and tourists to the riverine areas.
- Improve the amenity and the image of the CBD through the quality of its streetscape design.
- Improve the image and accessibility of the CBD through the use of coordinated signage to identify key functions, attractions and access points.
- Design buildings and spaces to improve the level of actual and perceived safety throughout the CBD.
- Design the outdoor spaces of the CBD to enhance the sustainability of the City and to conserve water.
- Create public art in the CBD that reflects the character and uniqueness of Shepparton and enlivens public spaces.
- Express the values of the Shepparton community through public art, and create links to the many cultures, races, religions and age groups in the community.
- Raise awareness of the indigenous and post settlement history of Shepparton through public art.





Governance and Leadership

The Governance and Leadership theme focuses on strengthening relationships between the public sector and private sector and ways in which the achievement of the Strategy needs to be assisted and supported by people or organisations. Local Government, including the Greater Shepparton City Council, is positioned as the innovation leader in relation to achieving a sustainable future for the Shepparton CBD. This is due, in part, to a lack of action on sustainability measures by the State and Federal Governments. A sustainable future encompassing the local environment, the local economy, and the local community (social and cultural life). This should include actions to encourage, educate and advocate through the Strategy.

Key objectives:

- Promote the Greater Shepparton City Council as a leader in sustainability through application and advocacy for best practice and new technology in the CBD.
- Strengthen Shepparton's economy by promoting Shepparton as an ideal location for the renewable energy industry and other 'sustainability' related sectors within the CBD.
- Improve public and private sector relationships to maximise opportunities for the development of the CBD.
- Create an attractive built environment that supports a range of activities to meet the current and future needs of all people who live in or visit the CBD.

Concept plans

Vaughan Street

The Vaughan Street retail area has potential for significant upgrade. The streetspace in Vaughan Street has been constructed with significant layout inefficiencies, such as car parking, traffic flow, pedestrian movement and landscaping. A coordinated, comprehensive redesign of the area could significantly enhance the function of the area.



1 Maude Street closed to car traffic between Vaughan and Rowe Streets to create new bus interchange. Blank wall of K-Mart redesigned with an active frontage, or incorporated in a redesign of this footpath space to accommodate new passenger facilities (seating, travel info, ticketing, cycle parking etc.)

Remove angle parking and replace with parallel. Widen footpath outside Coles in line with eastern end of Vaughan Street.



2 Surface car park redeveloped for retail at ground level and office/residential in upper levels. Deck car park in centre of site replaces existing car park.

Secondary retail or high density residential that has interface with residential on south side of road.

Perimeter retail / mixed use development around surface car park (or deck car park) to create new active frontages for key corner sites.



3 Reinstatement of footpath and kerb and channel to distinguish road and pedestrian areas.

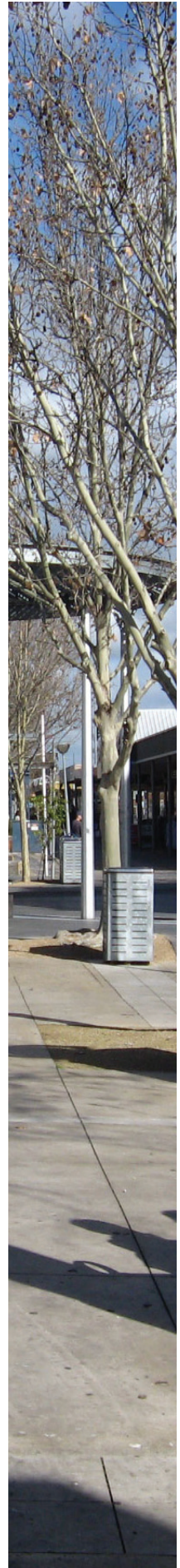


Create a shared road space for cars and pedestrians.

Retain established trees on northern side of road as islands of vegetation at edge of car parking strip. Remove young trees in central median to allow relocation of median.

New retail frontage created on south side of Vaughan Street with clear pedestrian pathways.

LEGEND	
	Existing building footprints
	Existing car parking
	Existing paving treatment
	Existing tree planting
	New median planting strip
	Active retail frontage
	Existing residential interface
	Shared traffic space
	Reinstate footpath
	Key corner sites
	New kerb outstands with new tree planting

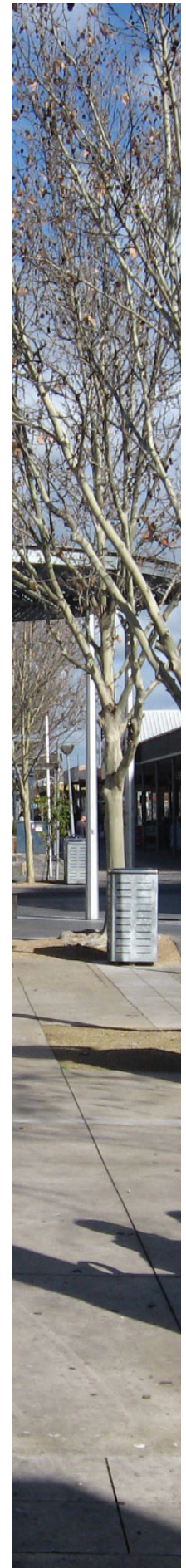


Shepparton | CBD Strategy



Maude Street Mall

The Maude Street Mall has a great appeal for national retailers and there have been very few vacancies in the Mall over the last five years. It is proposed that the Mall remain closed to vehicles be retained and that the Mall be improved in a number of ways. These include improved landscaping, lighting and visual linkages. Encouraging uses that operate outside normal business hours to locate within the Mall is seen as an important method to improve the safety and function of the Mall. Restaurants, bookshops and small convenience stores should be encouraged for this purpose.



Remove pergola and replace with simple structure of 100mm diameter steel pole and tensioned wire to support vines. Poles to be located at veranda edge. (Refer to perspective)



Shade structure as central feature at intersection. Retain raised lawn in West Walk.

Update paving in accordance with Design Manual specifications. Apply special paving treatment. Ensure a consistent application of materials throughout the Mall.

Encourage barrow style food stalls selling fruit, coffee etc. Well designed and co-ordinated portable structures with unobtrusive signage.

Open tower arcade as a through block connection.

Update playground

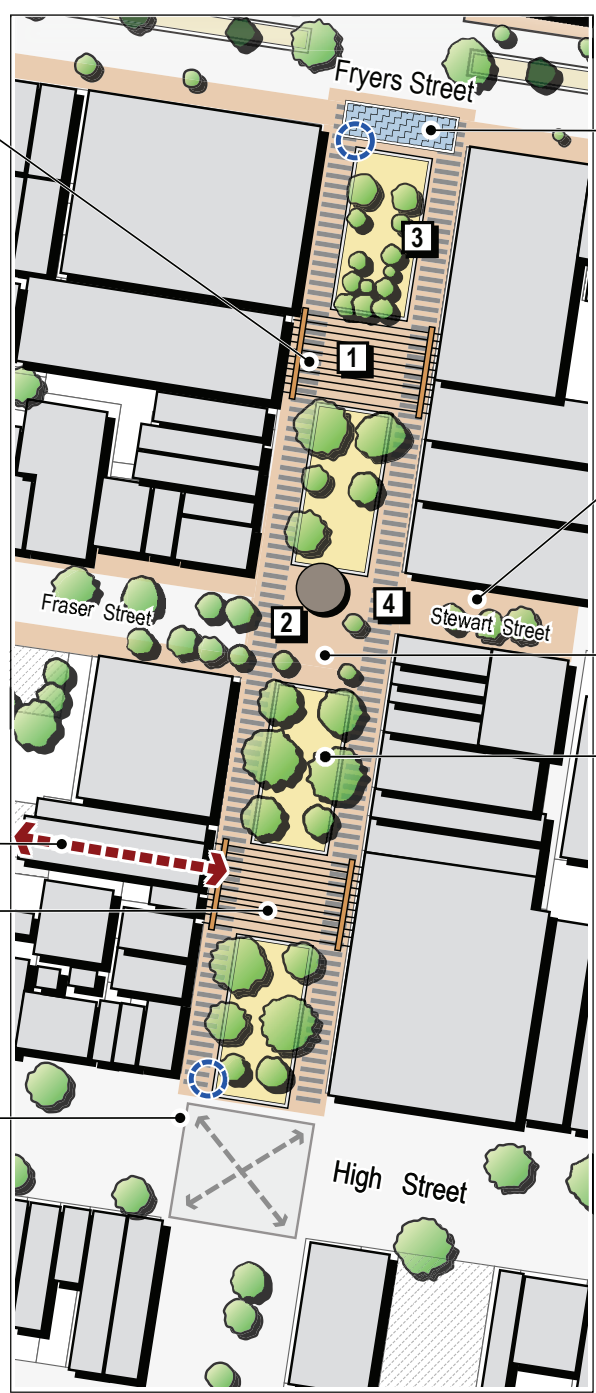
Encourage more activity in the Mall with outdoor dining and upper levels used for residential or office with balconies overlooking the space.

Install scramble crossing at High and Maude Streets.

Provide flexible space that can accommodate events of varying size.



Provide information signage such as poster displays in City of Melbourne.



Reduce visual clutter in the mall. Relocate phone boxes to side street.

Paved footpath feature to signify mall entrance and facilitate pedestrian use



Upgrade Stewart Street as a key pedestrian connection. Ensure active frontages and clear pedestrian paths.

Zone spaces in the Mall for pedestrian traffic, loading/ emergency vehicles, café tables, casual seating/ event space.

Remove kiosk to create a more open central event space.

Granitic sand squares for variation in materials, with minimum heat retention and permeability. Application of granitic sand should alleviate need for camber in central space.

LEGEND

- Existing building footprints
- Existing car parking
- Existing paving treatment
- Granitic Sand
- Consistent tree planting
- Pedestrian access
- Through mid-block linkages
- New pergola
- Entrance signage or art feature

