

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

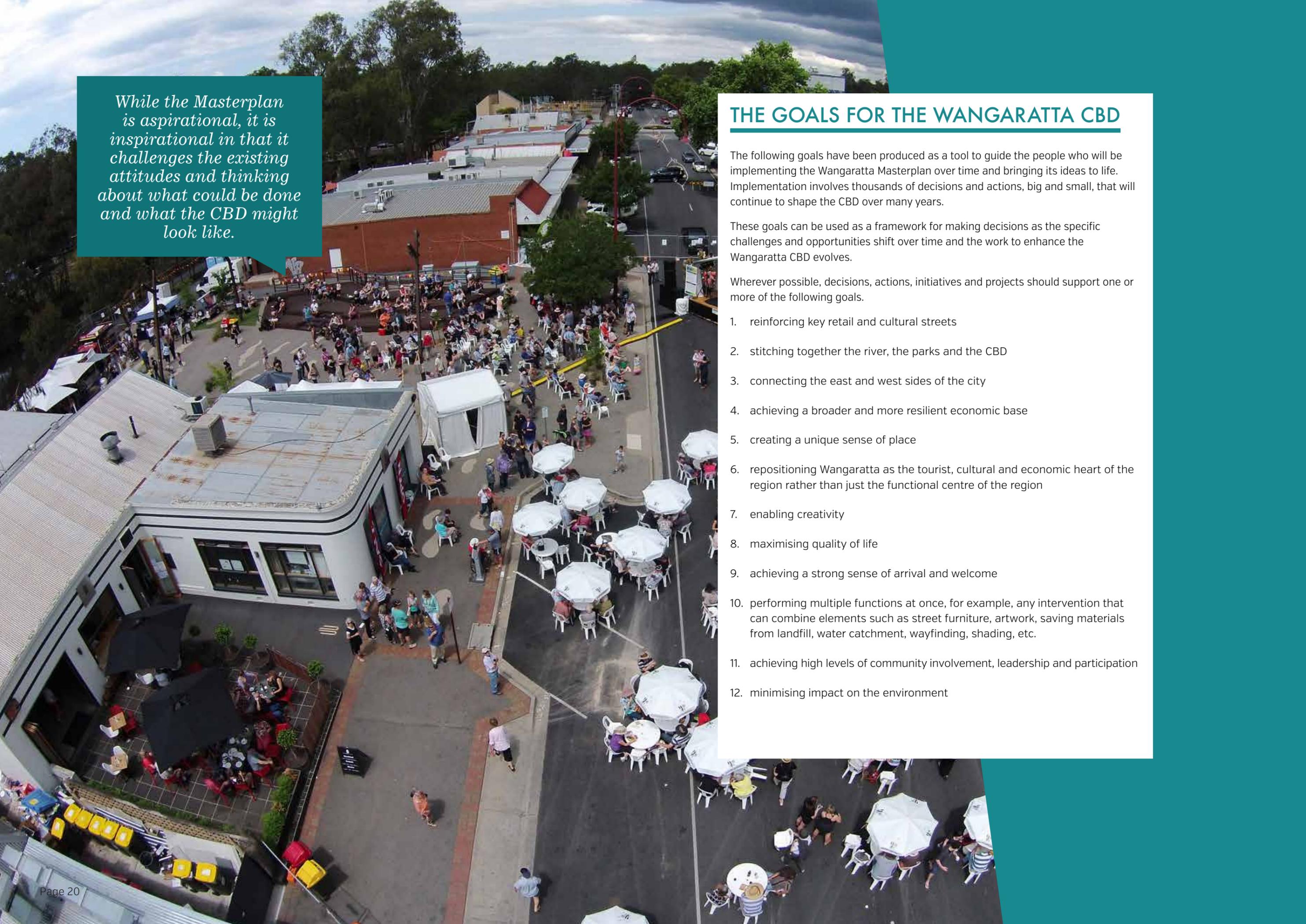
What you will see, feel, experience

- 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*

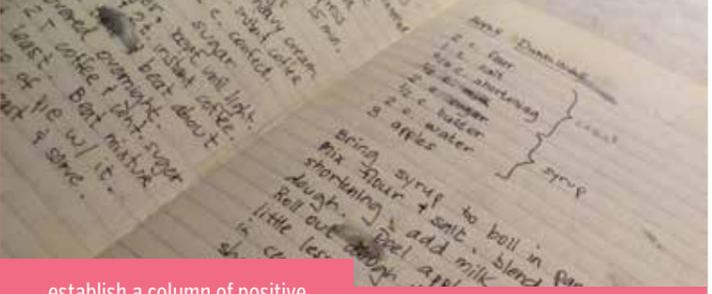


- Shop Local Wangaratta
- install pop-up shops in vacant shops



- 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*

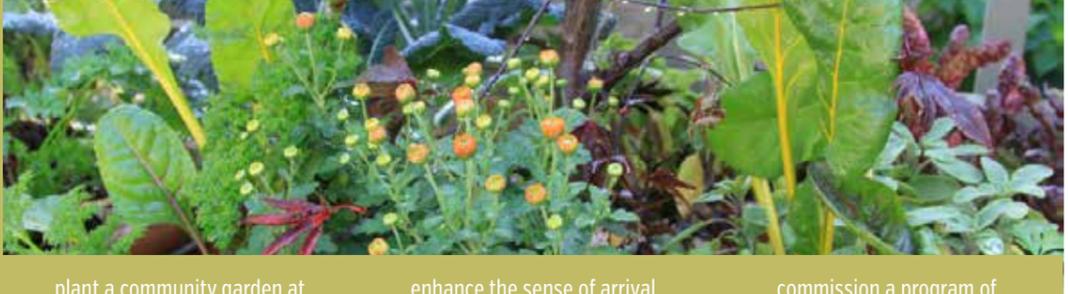


- establish a column of positive stories about local businesses
- publish a local recipe book

*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*