

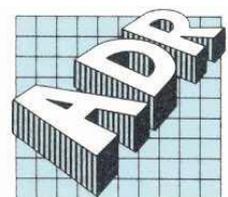
Cobram Urban Design Framework

18 July 2005

COBRAM URBAN DESIGN FRAMEWORK

Moira Shire Council
Final Draft Report

16 July 2005



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01 INTRODUCTION

This report sets out the key issues facing Cobram, the resources it has to address these issues, and to identify a vision for the town to incorporate into an Urban Design Framework (UDF). This report on 'Cobram on the Murray' has been achieved from observation, desk top review of other studies and a series of community consultation workshops, which provided the consultant team with an understanding of the town's current position, and where it would like to be in the future.

In order to make this vision happen, we have discussed, researched, observed and analysed the following aspects of Cobram, and incorporated into this document the following findings:

- The strategic and planning context for the project area;
- The physical context through transport and urban design/built form analysis;
- The retail and commercial context of the project area;
- The social landscape within the project area;
- The quality of architecture, landscape and the existing condition of the public domain within the project area; and
- A summary of concerns and aspirations of the stakeholders and community.

02 METHODOLOGY

The findings derive from an approach to research that has been characterised as “trigonometry” i.e. looking at phenomena from multiple perspectives to gain a more in depth understanding of it¹. The perspectives used for this study were:

- Consultation meetings with representatives of the town;
- Site Analysis; and
- The consultants’ own research and analysis of country towns.

2.1 The Issues Report

This report is an initial resource to set a direction for the UDF and equip the study with a complete set of issues to be approved (and/or amended) in order to set a direction along the desired path for the development of the draft strategies.

Building on our knowledge of life in country towns has allowed us to understand local variables and the underlying strategic trends that have (and will) influence Cobram. By documenting this understanding we can build consensus about the appropriate agenda for the study and ensure that the people of Cobram feel that the study is being done *for* them and not *to* them.

2.2 Community and Steering Committee Meetings

The first Community Meeting was held at Moira Shire offices on Thursday 10th February 2005, to listen and record the issues and priorities identifies by the community. The second meeting, on Thursday 3rd March, confirmed the issues we had previously heard. Additionally, the draft vision was presented, and the third meeting presented the Draft UDF Proposals. Steering Committee Meetings were held concurrently with the Community Consultation evenings, to provide a balanced view of the issues, concern and future direction for Cobram.



¹ Zeisel 1990

2.3 The staging and timeline.

TIMELINE	STAGE & DESCRIPTION	COUNCIL INPUT	CONSULTANT INPUT	OUTPUTS	NOTES
WEEKS 1-4 (End December 2004 To Mid January 2005)	STAGE 1: INCEPTION <i>Understanding the Context</i>	<ul style="list-style-type: none"> • Past Planning Documents; • Stakeholder contacts details; • Train/bus timetables and routes; • Cadastral map, contour plan and aerial photo electronically; • Town centre-related press releases. 	<ul style="list-style-type: none"> • Research; • Consultation with stakeholders; • Site audit; 	PRELIMINARY ACTIONS <ul style="list-style-type: none"> • Staging and timeline preparation of small towns; • UDF background presentation to bring stakeholders up to speed. 	Meeting 1: Inception Meeting at Council Offices with Steering Committee
WEEKS 5-8 (Mid January 2005 To Mid February)	STAGE 2: ANALYSIS & SYNTHESIS <i>Creating a Vision</i>	<ul style="list-style-type: none"> • Feedback; • Arranging meetings; • Further info as required. 	<ul style="list-style-type: none"> • Research; • Consultation with stakeholders; • Site audit; • SWOT Analysis; • Presentation to Steering Committee of the UDF process and Consultant's philosophy 	ISSUES REPORT & DRAFT VISION Will describe how we address the issues identified in Stage 1: <ul style="list-style-type: none"> • The social landscape • Priority and focal areas of attention; • Objectives for priority areas. 	Meeting 2: Meeting with Steering Committee. Meeting 3: Community Consultation. Steering Committee not required
Weeks 9-11 (Mid February Early March)	STAGE 3: PRELIMINARY DRAFT STRATEGY <i>Translating the Vision into Actions</i>	<ul style="list-style-type: none"> • Analysis and collection of community and Steering Committee feedback. 	<ul style="list-style-type: none"> • Assessment of feedback; • Review of issues report and Draft Vision based on feedback and further assessment. 	PRELIMINARY DRAFT UDF Will describe the initiative/proposals that address the issues, and develop draft strategies from the vision. We envisage this will also include: <ul style="list-style-type: none"> • Physical works; and • Promotional initiatives. 	Meeting 4: Meeting with Steering Committee. Meeting 5: Community Consultation. Steering Committee not required
Weeks 12-15 (Early March to End March)	STAGE 4: FINAL DRAFT STRATEGY <i>Refining the Actions</i>	<ul style="list-style-type: none"> • Arrange meeting; • Complete feedback. 	<ul style="list-style-type: none"> • Revise strategy. 	FINAL DRAFT UDF For Exhibition The refined UDF will include the response to the community consultation and final feedback from the Steering Committee.	Meeting 6: Meeting with Steering Committee. Meeting 7: Community Consultation. Steering Committee not required
Weeks 16-19 (Early April to End April)	STAGE 5: FINAL STRATEGY <i>Ensuring the strategy can be achieved and is as broadly supported as possible</i>	<ul style="list-style-type: none"> • Complete final feedback for consultants for preparation 	<ul style="list-style-type: none"> • Review and finalise Final Urban Design Framework. 	FINAL COBRAM UDF This will be completed after final feedback from Council and the Steering Committee.	Meeting 8: PRESENT FINAL COBRAM TOWN CENTRE UDF



DAVID LOCK ASSOCIATES
URBAN DESIGN AND TOWN PLANNING

COBRAM TOWN CENTRE UDF - STAGING & TIMELINE

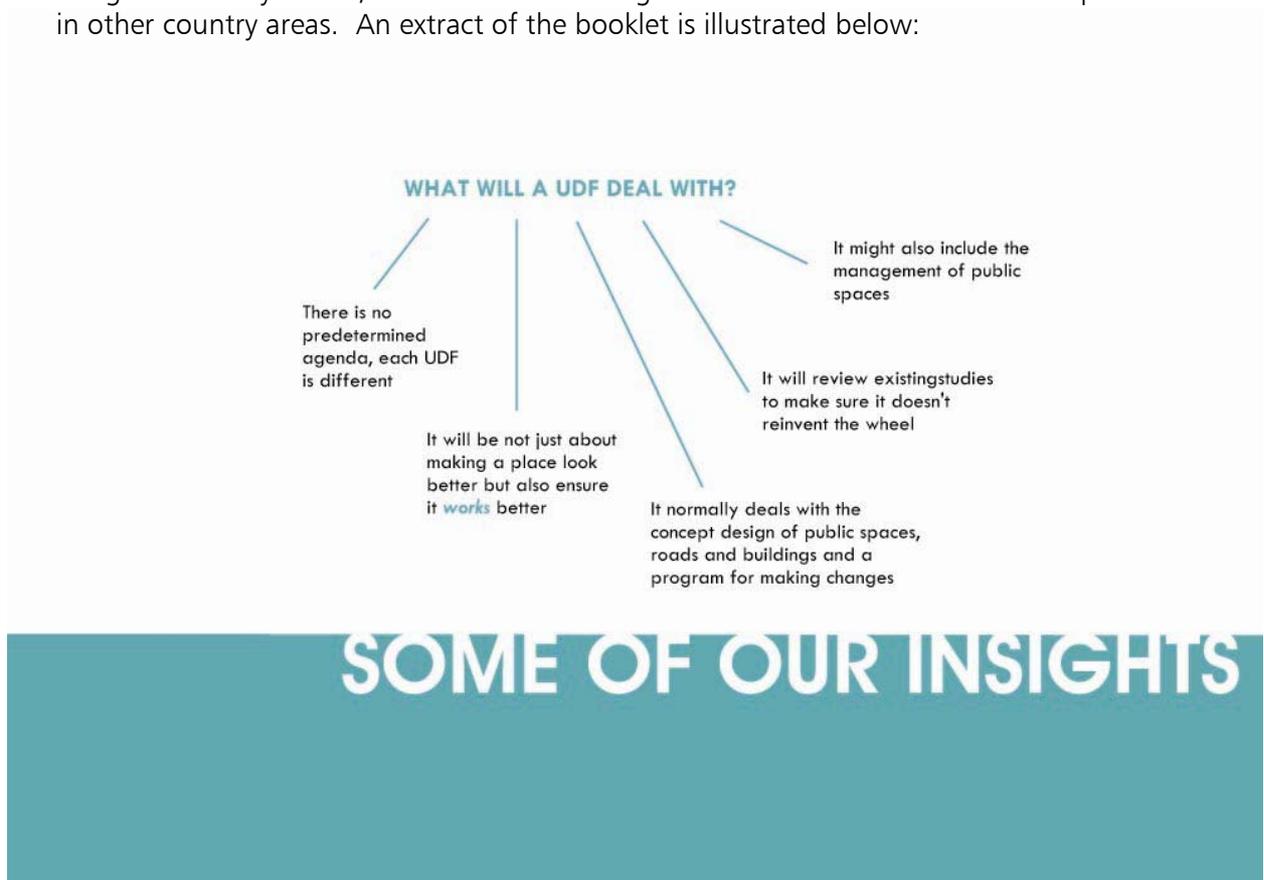
2.4 The Team

Shannon Meadows	DSE Representative
David Becroft	Strategic Planner, Moira Shire Council
Cr. Kevin Bourke	Councilor, Moira Shire Council
Elizabeth Demaria	Community Representative
Leon West	Community Representative
Jenny Donovan	Director, David Lock Associates
Nicola Williams	Senior Urban Designer, David Lock Associates
Peter Baker	Director, Applied Development Research
Alex Nicholson	PBAI Australia (Traffic and Transport)

2.5 Setting the scene

Experience suggests that an Urban Design Frameworks, or even urban design, are not commonly understood concepts. To this end, we prepared an A5 booklet that clearly and attractively explains these concepts, and ensured the scope of reference of the study was understood by all the team members.

The booklet provided an outline of who the consultants are, the key aspects of urban design in country towns, and a few of our insights from other UDFs we have completed in other country areas. An extract of the booklet is illustrated below:

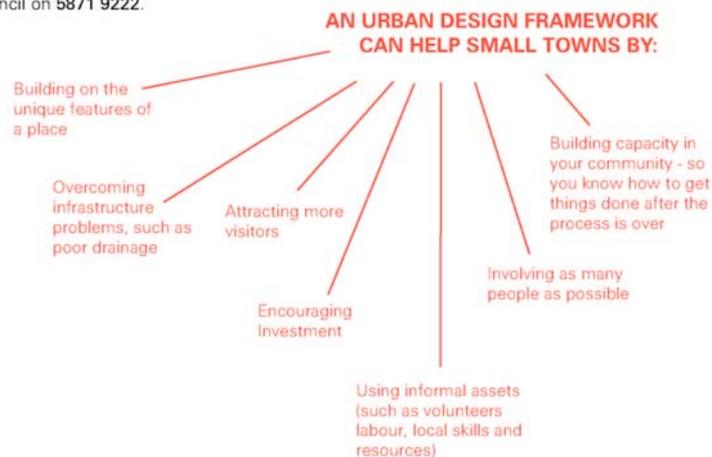


2.6 Urban Design Flier

This flier was given to Council to pin-up in the Moira Shire notice board and use in newspaper adverts to provide people with access to the process of this project, an explanation of the process of Urban Design, and a point of contact for the community.



Moira Shire Council is committed to a process of working with the local community to prepare an urban design framework for your town. An urban design framework (UDF) is a strategic plan that seeks to guide design and development in your town, based on your aspirations and concerns. A UDF does this by bringing together planning, urban design, landscape design, transport planning and economic specialists to work with you and the local council to identify how local problems can be addressed and local potential realised. We need your input and within the next few months we will be holding a series of meetings within the town to work out a vision for Cobram. If you are interested in taking part, or would like to know more, please contact David Becroft at Council on 5871 9222.



03 LOCAL AND REGIONAL CONTEXT



This aerial of the Cobram UDF Study area, which is bound by the Murray Valley Highway to the southwest, the former saleyards, industrial area and part of Broadway Street to the north, the civic centre and Mivo Park to the east, and the 'fringe' retail area to the south.

Cobram is approximately 70km north of Shepparton and is situated in the Murray Goulburn irrigation district. Cobram was the name of a pastoral station taken up by Octavius Phillpotts in 1845. It is thought that the name is derived from an Aboriginal word meaning head, and that Cobram was the head pastoral station in the district².

The census data taken in 2001 defines Cobram's population as 4,554. This is closely followed by Yarrawonga-Mulwala at 4,025 and Numurkah at 3,382 (ABS Census night, 2001). The Urban Design Framework provides a timely opportunity to deal with a range of challenges, one of which is the fact that the northern region of Victoria, of which Cobram is part, "could grow [in population] as much as 20% over the next 20 years"³.

The facilities and focus of the UDF need to take into account the fact that in Moira Shire, "the percentage of residents in the 15-24 age range is lower than the Victorian Average...and the percentage of residents in the 55+ age range is higher than the Victorian average"⁴.

² <http://www.arts.monash.edu.au/ncas/multimedia/gazetteer/list/cobram.html>

³ Cobram and District Community Action Plan (2003), p2

⁴ Moira Shire Council Recreation Strategy, December 1998

04 RELEVANT PLANNING CONTEXT

4.1 STRATEGIC PLANNING POLICY FRAMEWORK

Section 14.02 of the Victorian Planning Provision states that Metropolitan development is achieved by *“strengthening links with regional Victoria to increase economic competitiveness”*.

Section 17.02-1 states that the objective for business development is *“To encourage developments which meet community’s needs for retail, entertainments, office and other commercial services”*.

Section 19.03-02 states that the objective of high quality urban design includes the *“protection and enhancement of the public realm, which includes main pedestrian spaces, streets, squares, parks and walkways”*.

4.2 LOCAL PLANNING POLICY FRAMEWORK

4.2.1 Moira Municipal Strategic Statement

Moira’s Statement is to be read in conjunction with the Council’s Community Plan (see below), and provides an overall direction for the shire. The *settlement strategy* defines the Town Structure Plans, of which Cobram is one of the four major townships in the Shire.

Specifically, the vision for Moira is to use planning strategies for the *“continued growth and prosperity of the municipality”*. Additionally, clause 21.02 also states that there is *“a desire for the local community to retain and attract young people to the community to strengthen the mix of social and economic opportunities in the municipality”*.

4.2.2 Cobram Community Action Plan (2003)

This plan identifies key priorities for community action for Cobram including (in order of importance):

1. Supporting the ‘Cobram means business’ strategy, which include the improvement of tourist signs around Cobram’;
2. Supporting youth developments with in the community, including counseling for unemployment, youth depression and low self esteem;
3. Promotion and retention of business in town, as well as the coordination of the development of local retail expansion;
4. Improved directional signage within Cobram to assist the high tourist population who visit each year;
5. Improved public transport facilities to meet the needs of the community for activities such as health appointments and visiting friends and family etc;
6. Safety and infrastructure improvements to roads, uniform speed signs, management of traffic flows and development of the railway land;
7. Business and tourism options of developing a family entertainment precinct, community events, street cleanliness in the CBD and the development of an accommodation hostel.
8. Youth and recreation to include the development of a skate park, activities for younger youth, an arts and culture program, improved facilities at the beach and mentoring for the youth and older community.

4.2.3 Moira Planning Scheme – Land use zoning

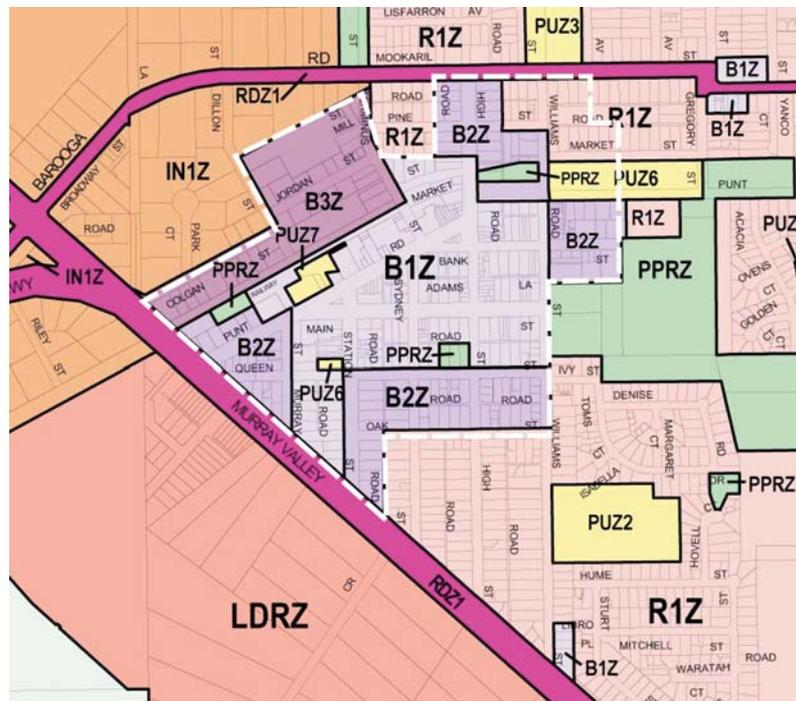
The influential land use zonings that will shape future commercial development within the study area (see figure below) are Business 1,2 and 3 Zones. A description of the objectives of each are listed below:

B1Z: "To encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses".

B2Z: "To encourage the development of offices and associated commercial uses".

B3Z: "To encourage the integrated development of offices and manufacturing industries and associated commercial and industrial uses.

In the pursuit of creating of a 'vibrant and effective urban core', it is important that the B1Z area maintains its consolidated scale and that full business occupancy rates in shops are encouraged. Additionally, in order to continue to provide for Cobram's identity as "a great place to make things", the B3Z and adjacent Industrial 1 Zone must be protected to some extent to provide for manufacturing and industrial land in the future.



4.2.4 Cobram CBD Security and Safety Report (2003)

The crime rate in Cobram has been describes as "low to moderate with short periods of increase going above this level". Furthermore, the "general perceptions of crime problems in the area are burglary and youths causing trouble in the CBD on weekends".

Two areas which are perceived to be more unsafe than others are Mivo Park (on weekend nights) and the rear laneways throughout the shopping district provide alcoves used by potential offenders. The safety and amenity issues which have been noted include:

- Areas with poor street lighting include:
 1. Car park on the corner of Sydney and Main streets;
 2. Main Street between Station and Sydney Streets;
 3. Sydney Street between Main and Queen Streets;
 4. Queen Street;
 5. In front of the Railway Station;

6. the bus stop outside the post office;
 7. Rear of Safeway carpark;
 8. NAB Automatic teller Machine;
 9. Northern Tyre Service; and
 10. Silo Area.
- Issues at Mivo Park include:
 1. thick canopy trees covering the existing street lights, reducing their effectiveness; and
 2. Lack of pruning and trimming of vegetation which provide entrapment points
 3. Lack of activities for teenagers and young people in Cobram, other than drinking and “doing laps” around the streets in the weekends.

4.2.5 Council Plan 2004/05 – 2007/08

Key findings include:

- Other than English, the most widely spoken languages are Italian and Arabic, and “a significant Iraqi community is emerging in Cobram” (p5).
- The municipality has a higher than average employment rate of 94.2%, mostly within the agriculture, forestry and fishing sectors.

4.2.6 Draft Land Use Strategy (1996)

The promotion of “a greater mix of housing close to the centre” (p48) is identified as a means of encouraging the vitality of the town centre. However, given that there are currently poor pedestrian links from the residential area (east of the town centre), to the core commercial activities, a substantial improvement in quality and quantity of the pedestrian networks and facilities will be necessary to facilitate a new ‘vibrancy’ for Cobram’s town centre.

4.2.7 Draft Parking Strategy (2003)

The development of a 2003 Draft Parking Strategy included a review of the location, provision and usage of existing parking within the town centre shopping area. At the time of the study there were approximately 760 spaces within Cobram Town Centre, of which roughly half were located on-street with a 2 hour time restriction. This parking provision has since been expanded though the addition of the large Safeway car park adjacent to the store on Punt Street (140 spaces).

The parking turnover survey of 693 of these town centre spaces on a May weekday showed that there was an abundance of parking for the aggregated town centre as a whole during the day. Over 80% of cars were found to stay for less than 1 hour. Occupancy was found to be highest at the core on-street locations of Punt Road (east and west of High Street), Sydney Street (north), Terminus Street and High Street. These areas also had a higher proportion of cars staying more than the maximum two hours permitted.

Given that the competition for car parking in Cobram is not great, some drivers are able to park all day in 2 hour restrictions area.

The Draft Strategy concludes that as Cobram grows in attractiveness, enforced parking restrictions will be necessary. It recommends that a proportion of spaces close to the core be reduced to a one hour time limit and some spaces on the periphery (those with the lowest occupancy rates) revert to unrestricted.

It is understood that although these recommendations were not adopted at the time, Council are currently considering updating this document in order to inform on an updated parking strategy.

4.2.8 Economic Profile for the Central Murray Region, (1995)

- Cobram has had a steady population increase from 6,157 (1986) to 6,920 (1994). In Cobram and Yarrawonga, retirement and the tourism recreation factors are those most likely to influence the strong growth figures (p4).
- Development Actions Strategy 2: Regional Identity.
This is to distinguish and promote each town and minimise the agglomerated identity of Cobram and Yarrawonga as the '*Cobra-Wonga*' region.
- Development Actions Strategy 12: Improve the Commercial Centre Development
This is to be done in such a way that promotes employment and attracts additional retail and office facilities to the town.

4.2.9 Moira Shire Council Access Audit and Design Manual

This documents which states that "19% of Australia's population has a disability (ABS 2001)" (p6), was conducted on key facilities, streetscapes and council buildings throughout the Moira Shire. Key recommendations for the town centre include:

- Removal of non compliant fixtures in the women's accessible toilets in Mivo Park;
- Installation of a unisex or male accessible toilet in the Civic Centre and Mivo Park;
- Installation of a lower counter at the Moira Shire offices.

Even though there is no mention of the poor quality of the footpaths throughout the centre of Cobram, it was heard loudly by the community that the broken footpaths and crumbling concrete beside each shop were a significant barrier to movement for those with reduced mobility or visibility.

4.2.10 Moira Shire Council Cycling and Walking Strategy – Draft 2

Key recommendations from this report relevant to the Cobram urban design framework include:

- Providing a safe crossing point for pedestrians and cyclists at the roundabout at Mookarii Street (extension of Broadway St) and Gregory Street;
- Improve the safety of crossing William Street at the intersection with Murray Valley Highway, and install an on-road bike lane and upgrade footpaths down the length of Williams Street to provide a link to the town centre and recreational facilities.
- Create a shared footpath (if land permits) from Bank Street to Broadway Street through Mivo Park
- Develop a crossing point over Broadway Street between High and William Streets'
- Install bike lanes the length of Hay Avenue, Punt Avenue, Punt Road and sections of Main and Station Streets, connecting the town centre to the MVH.

4.2.11 Moira Shire Council Recreation Strategy, December 1998

- Moira's distinct demographic profile includes:
 1. "The percentage of residents in the 15-24 age range is lower than the Victorian Average. This is the peak age for participation in a broad cross section of sporting activities such as football, cricket and netball...and it is therefore anticipates that demand for these sports in Moira Shire would be lower than the national average" (p4).
 2. "In contrast, the percentage of residents in the 55+ age range is higher than the Victorian average", and as such, participation in pursuits such as bowls, croquet and tennis could be in higher demand than the national average (ibid).

This is important for the future improvements to the Cobram town centre as the aging demographic provides a sound rationale to substantially improve the 'less active' recreational needs throughout the central public realm environment.

4.2.12 Moira Industrial Review (2004)

- Recommendations for future industrial growth in Cobram are to be accommodated as follows:
 1. Council to attract industrial development to the land parcels north and south of Karook Street, northwest of the industrial precinct.
 2. Rezone the following industrial 1 zoned land to Business 4: bounded by the Murray Valley Hwy and the railway to the south, frontage along the northern side of the Murray Valley Hwy and bounded by Murray Valley Hwy, Broadway St and north of the Business 3 zoned land.
 3. "Rezoning of these parcels of land to Business 4 will provide the opportunity to encourage industries requiring high levels of exposure to locate along the Murray Valley Hwy and Broadway Street" (pii), and
 4. Provide for future Greenfield industrial land south of Cobram.

This is important for the redevelopment of the Cobram town centre as encouraging the relocation of light industrial and peripheral sales to more 'visible' locations near the Highway will improve the opportunities for finer grain retailers to locate within the town centre. Additionally, the reduced need for utility vans and big delivery trucks into the town centre will improve the safety and desirability for people to walk more through the town centre.

4.2.13 Moira Shire Planning Scheme overlays

- The Land Subject to Inundation and Rural Floodway Overlays do not cover the town centre zone.
- Heritage Overlays 29 and 30 exist respectively on the former Grainstore Building (1 Punt Rd) and the Court House (13-19 High St) where only external paint controls apply.

4.2.14 Moira Towns 2010 Strategy (1997)

This thorough document recommends that due to Cobram's rapidly developing horticulture industry, the town can develop as a local service centre and primary agricultural service centre.

Main Street has been identified for longer term retail and business development, and the built form character of the town is in need of enhancement.

05 URBAN DESIGN ANALYSIS

From our site visits, research and local knowledge gained from the steering committee and community consultation meetings, it has become clear that the 'ordinary' quality and appeal of the public spaces and streetscapes, relatively illegible street layout, and lack of evening activities, creates the majority of the flow-on issues which are summarised below:

5.1 Safety

- There is relatively poor surveillance in much of the centre, reflected (partially) in a perceived lack of safety around the core area at night, particularly in Mivo Park on the weekends, and in the network of laneways.
- The male toilet at Mivo Park fails to comply with DDA Standards, and only part of the women's toilets do (Moira Shire Council Access Audit and Design Manual).

5.2 Streetscape amenity

- The footpaths are of "shocking" quality and do not comply with Disability Access Standards due to the frequent changes in materials, levels and uncoordinated street furniture. For example, the footpaths are dirty and stained particularly near the clock;
- There are many areas of discontinuous shade within the study area which discourages pedestrian movement and the parking of vehicles for more than 30 minutes;
- There is a perception that the streetscape furniture, rubbish bins and especially the lighting facilities are inadequate;
- Overhead power lines along Punt Road are visually unattractive;
- There is a perception of visual clutter from signage;
- The blank wall around the IGA used to have windows facing the clock, prior to the alcohol section being placed away from the car park;
- The western sun is particularly hot in the afternoons on the eastern side of High Street and the southern sides of the footpaths and shop-fronts Punt Road, Bank, Main and Queen Streets;
- The hotels, post office, cinema, courthouse and the skyline along Bank Street have architectural merit, however these iconic buildings lack any sense of visual emphasis;

5.3 Land use

- The railway land divides the town and makes it non-pedestrian friendly. It also concentrates vehicular movement on a few relatively congested junctions;
- There is a lack of open space linkages;
- The former saleyard land and the railway are underutilised areas;
- There is a lack facilities to interest, to engage and to retain young people. Additionally, there is reduced employment for student summer school jobs, as the fruit/produce industries become increasingly high-tech.

5.4 Public facilities

- There is a lack of public toilet facilities in town. There is only one toilet at the western end of the Safeway car park, and one in Mivo Park;
- "I would send 20 visitors a day over to the Safeway car park (to use the toilets), so it is a No.1 issue to provide new toilets".

5.5 Identity

- Cobram lacks a defined 'centre' of town, i.e. an attractive public space where people can congregate informally;
- There is a perception that Cobram's identity is the 'industrial' centre of the Shire, and Yarrawonga's identity is that of a 'tourism/residential development' focus;
- The point of arrival into Cobram says nothing of the town being a beach to riverside town.

5.6 Visibility and legibility (understanding where things are)

- The corner of the Murray Valley Highway and Punt Rd is the town's entry feature, and as such is very important. Properties have been acquired and a preliminary plan for an extended park has been prepared;
- From the Murray Valley Highway, the entry to William, High and Sydney Streets have a 'generic look' about them, and offer no definition as to what function they serve, or where they lead to;
- The traffic sign to Barooga (on the Murray Valley Highway) is promoted as a short-cut to Barooga, therefore bypassing Cobram;
- There is a poor sense of connection to Thompsons Beach or the Murray River.

06 RETAIL AND ECONOMIC CONTEXT

Currently, Cobram and Yarrawonga have a similar provision of retail and commercial activities. Cobram has the potential to enhance its outside linkages, especially from Finley and Deniliquin, of which anecdotal evidence suggests are areas from where regular shoppers to Cobram are drawn from. Traffic management improvements, as well as upgrades to the social and physical fabric of a 'walkable' Cobram, will create a more active commercial centre. These improvements will also improve the potential for enticement of future retail/commercial investment into the currently 10 vacant shops, 7 vacant blocks of land (excluding the saleyards) and the 3 temporarily used sites⁵ on the eastern side of William Street, between Punt and Bank Streets.

In an economic context, larger towns, in this case Shepparton, with more and larger retail centres, better medical, education and other facilities, often prosper at the expense of rural towns such as Cobram. Currently, while Cobram continues to meet the majority of the needs of its communities, increased proximity and increased accessibility to larger towns, has impacted in many instances on the capture of, and viability of the local provision of day to day goods and services. This was evident in the feedback from the Commercial Centre Consultation Survey (See Appendix G), of which question 9 indicated the 6 out of the 14 respondents also shopped in Shepparton due to bigger range and variety, as well as better medical facilities.

Importantly, from an economic context perspective, it should be recognised that these inter-town relationships are both dynamic and volatile, therefore their sustainability and future opportunities for growth will benefit from both planning and monitoring to align with both the fashions and retail trends of the local, regional, national and international marketplaces. These activities of planning and monitoring form another layer of linkages in Cobram, and the region's, strategic quest to attract economic investment and tourism opportunities.

Predominantly economic, retailing and tourism issues raised in the steering committee and community consultation sessions included:

6.1 Economic growth

- There is the perception that more room within the Town Centre is needed for retail growth, i.e. from two main streets to three.
- The growth of the Town Centre was hampered by the railway only leasing the land fronting the northern side of Punt Rd. This led to the development of the southern side of Punt Rd and Main St.
- The new bridge over to Barooga will increase Cobram's potential to capture the trade from Findley and Deniliquin.
- There is a perception that health services are being bypassed in the favour of facilities at larger towns such as Shepparton.

⁵ As per last surveyed on Friday 4th March 2005

6.2 Visibility and legibility

- There is a lack of visibility of the Cobram retail area from Broadway Street. Traffic passes along Broadway Street (or the Hwy) and heads straight to Barooga without 'seeing' Cobram. There is also poor signage from Broadway Street to 'entice' visitors into the Town Centre.
- There is a lack of visitor information/interpretation within the Cobram town centre of the Murray River, and its hinterland, including Thompsons Beach.
- There is a lack of identification of Thompsons Beach as part of the Cobram commercial offering/visitor experience.

6.3 Shopper amenity

- Shopper amenity is reliant upon off-street parking, including vacant privately owned land, and a lack of shelter for vehicles discourages pedestrian movement throughout the commercial centre.
- Shoppers have limited 'non-shop' opportunities to recreate and socialise in a traffic free open space as part of their shopping experience.
- The peripheral zones of the commercial areas are not on the desire lines that link the key parking areas to the 'magnet' retail anchors and destinations.

6.4 Vacant land

- The future of the current sale yard site (Business 3 zone) must be protected from being rezoned to a higher order activity commercial zoning such as B1Z or B2Z. This would potentially further disperse and fragment Cobram's commercial centre south of the railway line.
- There is a perception of a shortage of larger sites (in the order of 6000sqm) to provide opportunities for major operators to locate in the Cobram Town Centre.
- The retention of ownership of the railway land by VicTrack has resulted in the unusual combination of the Safeway ('the anchor') being separated from much of the centre by the ford dealership ('fringe Commercial'), resulting in a somewhat disjointed centre, not unusual, but not ideal;
- There are many empty retail shops (10, however 3 are partially used as storage) and vacant blocks (7) of land in the town centre area. Please refer to **Appendix B**.

6.5 Business owners

- There is the perception that local business owners could be more competitive in their marketing, and that Yarrawonga may in the future (with increased population) impact on the Cobram Commercial Centre;
- The hotels in Cobram compete with the Clubs in Barooga (feature of river towns). Additionally, the visually-attractive hotels are not maximising their commercial service potential.

07 TRANSPORT ANALYSIS

The car is the most popular means of accessing the town centre for residents who do not live within walking distance, for visitors from the surrounding areas and for tourists. Within Moira Shire as a whole it is known that 58% of journeys to work are made by car, whilst public transport accounts for 23% and walking and cycling 9% (2001 Census). In Cobram Town Centre, where people come to work, shop and use other facilities, traffic must be accommodated efficiently and safely within a small area where there is also a high level of pedestrian activity. Planning and traffic management within the Town Centre must take into account the safety of all road users, facilitate vehicle movements, crossing pedestrians, parking and deliveries, and recognise the needs of the town's population and economic activities. This Transport Analysis will be used in the finalisation of the Draft Cobram Shopping Centre Parking Strategy (January 2003), prepared by Ashton Traffic Services Pty Ltd for Moira Shire Council.

7.1 Public Transport

Public rail services in Cobram were replaced by coach services. Existing coach services now include:

- The "Murray Line" which links Albury to Mildura (Mondays, Wednesdays, Thursday and Saturdays from Albury. Tuesdays, Wednesdays and Fridays from Mildura); and
- The Shepparton V Line Service (Operates three times a day on weekdays and 2 times a day on weekends in each direction, and connects Cobram with the railway network).

There is also a twice weekly town bus service run by Thompson's Bus Lines that undertakes a twice daily loop of the town. This is of particular value to elderly residents in the town. Thompson's also run eight school buses serving the rural areas around the town in Victoria, and a further three are operated by Mansell's Bus and Coach Services and serve areas on the New South Wales side of the river.

The low area coverage and lack of service frequency of rural bus services can lead to difficulties in meeting commuter needs and the needs of shoppers. As such, public transport is an unrealistic mode for many residents compared to the private motor car. Consequently, limited public transport can lead to a dependency on the car and social exclusion for non car owners, such as the young, elderly, or those on low incomes.

7.2 Walking and Cycling

Walking is an important part of *all* journeys, especially around the Cobram's central area where pedestrians make short distance trips between shops, cafes and other attractions, to and from their parked cars or the bus stops, and to and from the homes. Pedestrians are the largest road user group, and also the most diverse and vulnerable. Pedestrian safety and accessibility are important considerations in urban planning. Walking is an important physical activity and social function. Safe and attractive walking routes are also fundamental to increase sustainable travel modes and reduce car dependency.

Cycling can offer a viable option for travel within and between towns, and especially for visitors who may want to ride to the Murray River not far from Cobram. Old railway reservations can potentially provide ideal and aesthetic movement corridors, which are often far safer than riding on busy roads and highways which may carry a relatively high proportion of trucks. Please refer to the Revised Draft Cycling and Walking Strategy (November 2004), prepared by Arup for Moira Shire Council (See Appendix H)

7.3 Traffic

Activity on Cobram's main street frontages attracts both traffic and pedestrians and hence there is a high chance of vehicle / vehicle and vehicle / pedestrian conflict, particularly where pedestrian activity is mixed in with drive-in vehicle orientated business such as service stations and bottle shops. Experience and research (NSW RTA) suggests that there are four critical issues which must be identified when understanding the conflicts between pedestrian and vehicles in town centre streets:

1. Transport function,
2. Frontage function,
3. The road as a space, and
4. Traffic management.

The traffic carrying function of the main street may dominate, especially if the street has been upgraded progressively to carry higher traffic volumes. Higher speeds and volumes, and a higher proportion of heavy vehicles, leads to pedestrian and cycling safety issues (e.g. difficulty crossing the road), and enhanced vehicles safety issues. Traffic noise and air quality issues also arise.

Activity on the main street frontage attracts pedestrians and increases potential conflict with vehicles. Dispersed pedestrian activity mixed in with drive-in vehicle orientated business also increases conflicts. The movement of pedestrians is delayed by traffic. Parking movements and vehicles searching for parking spaces can affect traffic flow, as does delivery/pick up from the kerb. Parking provision and restrictions can also affect retail turnover.

The quality of the road space in terms of amenity, convenience and character can often be degraded by poor planning and traffic management. Often traffic flow and parking have been given priority, and the remaining pedestrian environment is unattractive. Bicycle facilities such as cycle ways or secure parking are also sometimes ignored.

Traffic management within the main street must therefore take into account safety, and yet facilitate vehicle movements, crossing pedestrians, parking and deliveries.

There is sometimes a misguided philosophy that making a town attractive to people is solely a matter of providing more parking and ensuring signs are visible to the detriment of architectural and landscape values. Often traffic flow and parking have been given priority, and the remaining pedestrian environment is unattractive. Bicycle facilities such as cycle ways or secure parking are also sometimes ignored. Planning and traffic management within the main street must therefore take into account the safety of all road users, facilitate vehicle movements, crossing pedestrians, parking and deliveries, and recognise the needs of the town's population and economic activities.

The predominantly transport issues raised in the steering committee and through community consultation are summarised below and illustrated in **Appendix C**:

7.3.1 Pedestrian movement and safety

- Pedestrian safety (including disabled access) issues need to be addressed as a priority;
- There is currently only one pedestrian crossing on Punt Road, outside the Safeway;
- Pedestrian connectivity within the Town Centre could be improved by upgrading footpaths, lighting and other facilities and providing new footpaths and pram ramps where they are currently missing;
- There is a need for better pedestrian connectivity with areas outside the Town Centre, such as access over Broadway Street to the hospital and school;
- There is a perceived conflict between delivery trucks manoeuvring to unload and pedestrian shoppers walking from their cars to Safeway and ancillary shops. In an ideal world, the delivery vehicles would come in separately from the Punt Road entry; and
- A friendlier environment for disabled people is required. Facilities such as ramps suitable for wheel chair users and tactile paving for the visually impaired could be provided.

7.3.2 Accessibility

- Improved access to the town centre from the highway is needed to encourage passing drivers to visit Cobram and ensure that the town is not "bypassed";
- There is potential for improvement of traffic management and enforcing of parking times. This will improve the traffic circulation within the Town Centre, which impedes on the centre's accessibility.

7.3.3 Traffic conflict

- There are some difficult and potentially dangerous intersections for motorists to negotiate within the town centre which need addressing, particularly the intersections of Punt Road / Bank Street, Punt Road /High Street and Bank Street/ High Street;
- The angled parking on the eastern side of High Street (opposite Target) are difficult to access for vehicles traveling north up High Street, due to the angle of the parking facing north-west and crossing oncoming traffic;
- Vehicles backing out of angled parking can block traffic movements;
- Traffic also queues when waiting to turn right from William Street and High Street into Broadway Street;
- There is a conflict between delivery trucks and shoppers in the Safeway car park;
- Delivery vehicles unloading in the main shopping areas can block parts of the street for other road users;
- There is a perception that the new bridge to Barooga will increase traffic in the town, due to the increased levels of accessibility on the proposed new 2-lane new bridge.

7.3.4 Movement

- The disused railway line is a major barrier for movement within the Town Centre;
- There is a lack of connection along Dillon Street which limits access from the Business 3 and Industrial 1 Zones on the northern side of the railway line, to the town centre;
- There is a lack of connectivity between the town centre and the residential sub divisions to the east of William Street. Punt Road is the main entry point for traffic entering the town from this area which leads to extra pressure on the Punt Road/William Street intersection;
- Young drivers are known to speed their cars in sections of the town, including a loop around Mivo Park.

7.3.5 Public Transport

- Buses currently have difficulty parking at Mivo Park (no designated bus parking area) to access the public toilets for bus patrons;
- There is also a lack of signage at the coach drop-off area to tell alighting passengers where facilities such as public toilets are located;
- The existing disused railway land could be utilised. Possible future uses include additional parking areas, open space extension to Federation Park or a regional cycle trail which would attract touring visitors to Cobram.

7.3.6 Parking

- There is a need to ensure that there is sufficient and suitable parking for shoppers, residents and businesses, and that this parking is well signposted and managed;
- Currently, vehicles entering town via Punt Road are likely to park in the Safeway car park as other car parking areas are not sign posted;
- There is a perceived under-supply of car parking for shoppers, residents and businesses (possibly worse during the high tourist season). Please refer to the Draft Cobram Shopping Centre Parking Strategy (January 2003) prepared by Ashton Traffic Services, for car parking figures and discussion;
- The existing car parking is poorly shaded;
- There is no coach parking facilities outside the Information Centre.

7.3.7 Road quality

- Poor drainage results in some roads flooding after heavy rain.

08 A VISION FOR COBRAM

The vision below embodies the aspirations of the community, as defined in the community consultation workshops on 10th February and 3rd March 2005, and the four stakeholder meetings in December, January, February and March. The concerns and points raised from the consultation established a sense of direction and common purpose that the community can sign up to and work towards in the future.

It is against this vision that the proposals were tested. This was to ensure that there was a strong link between the action and the aspects of the vision it seeks to achieve.

“To identify, retain and enhance the town’s assets and use them to overcome the town centre’s problems. This will ensure Cobram can become an even more attractive, vibrant and highly liveable place, within which the community can thrive and which can continue to compete strongly with other town”.

The key themes necessary to achieve this vision are to:

1. Accentuate Cobram as a tourist/visitor destination, in particular, emphasising that it is a “Riverside Town”, with numerous adjacent beaches.
2. Enhance the quality of the experience of moving into and around Cobram, either by foot or by vehicle.
3. Make it easier for people to find their way around the town.
4. Improve the linkages between different parts of the town where they are currently poor or missing.
5. Provide a place that *feels* like the centre of town, a place the people of Cobram are proud of and want to spend time in.
6. Provide for visitors *and* residents needs, specifically by making Cobram:
 - more inviting,
 - more comfortable through provision of facilities, good streetscape, and
 - more interesting through the quality of the urban signage, directional signage (accessing facilities and places of interest) and landscaping.
7. Enhance the range of activities people can do in Cobram.
8. Make better use of the town’s architectural assets.
9. Maximise passing pedestrian numbers outside the town centre’s shops and offices. This will contribute to commercial viability, and hence, encourage the centre to become more vibrant!

09 STRATEGIES

- These are strategies that seek to guide physical changes in Cobram or change the way people think about the town in order to strengthen the distinctiveness, character and identity of Cobram, as well as its economic competitiveness and efficiency.
- The proposals are prioritised to identify which ones can be implemented in the short term for maximum visibility and 'runs on the board', as well as long term efforts which ensure the robustness of the town for the future.

9.1 Proposal Summary of Strategies within the Study Area

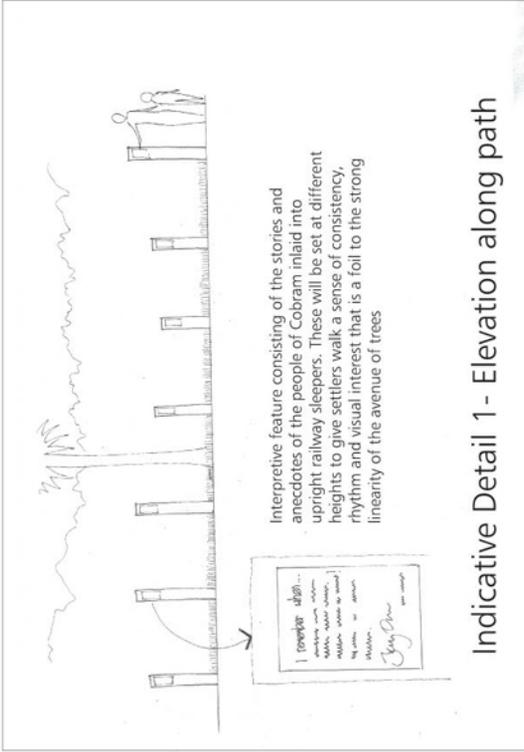
Proposal No.		12	Provide a car parking area for caravans and long vehicles near the proposed information centre
1		13	Improve pedestrian movements on Punt Road.
2	Establish Federation Park and Settlement Square.	14	Reduce and protect the area of business 1 zoning
3	Create a town square.	15	Provide a 24/7 visitor focus across the commercial centre.
4	Improve the signage both around and to Cobram (i.e. both directional and visitor focused).	16	Identify and monitor expansion, relocation, new operator and repositioning opportunities within the commercial centre.
5	Enhance the quality and consistency of the streetscapes in the town centre.	17	Negotiate with IGA supermarket to address Punt Road and the new town square
6	Improve the intersection of Punt Road and High Street.	18	Make better use of the saleyards site
7	Improve the intersection of Punt Road and Sydney Street	19	Enhance the potential of the [existing] heritage buildings
8	Car Parking Strategy	20	Promotional map of Cobram's key features
9	Investigate a pedestrian and cycle link across the railway line at Dillon Street.	21	Recording and telling of the town's stories
10	Investigate a vehicular link across the railway line at Dillon Street.	22	Promote contemporary and sustainable design
11	Improve the amenity facilities for visitors and locals in Cobram.		

9.2 Proposal Summary of Strategies outside of the Study Area

Proposal No.			
23	To establish a tourist trail from the new town square to Thompson's Beach.	25	Enhance commercial operations at Thompsons Beach and other appropriate River locations.
24	Accommodate demand for Highway frontage from major retail/bulky goods operators.	26	Create a regional tourist route through Cobram from nearby towns.

9.1 Proposal Summary of Strategies within the Study Area

Proposal No 1.	Create a town and beach walk.
Description	Installation of landscaping that evokes a beachside character.
Rationale	<ul style="list-style-type: none"> ▪ Will help attract people into the town centre; ▪ Will define Cobram as a beach side town; ▪ Will entice people into town and give Cobram a “wow” value.
Costs factor	<p>1 (approximately \$257,600)</p> <p>Please note: All costs within Federation Park are the responsibility of the Federation Park Trust</p>
Resources involved	<ol style="list-style-type: none"> 1. Establishment of 500metres (approx) of footpath; 2. Planting of feature trees such as Washingtonia robusta (or other tall landmark trees) 3. Planting of street trees: Archontophenix cumminghamii (or similar as per Proposal 2); 4. 150metres of perforated metal ribbon awnings; and 5. 5 gateway banners at the intersection of Murray Valley Highway and Punt Road.
Prioritisation factor (1 = highest, 5=lowest)	2
Responsible authority	<ol style="list-style-type: none"> 1. Moira Shire Council (works along Punt Road); and 2. Federation Park Trust (for works within Federation Park)
Implementation Stage	Short-Medium term: 2008 - 2010 financial period



Indicative Detail 1 - Elevation along path

Settlers Walk and Federation Park to provide a memorable and distinctive gateway for the town that puts centre stage the towns closeness to the beach and rich heritage. It evokes a beachy feel through sail like banners, the use of palm trees (*washingtonia robusta* or *sim*) and laying out settlers walk to appear as a boardwalk by use of pressed concrete.

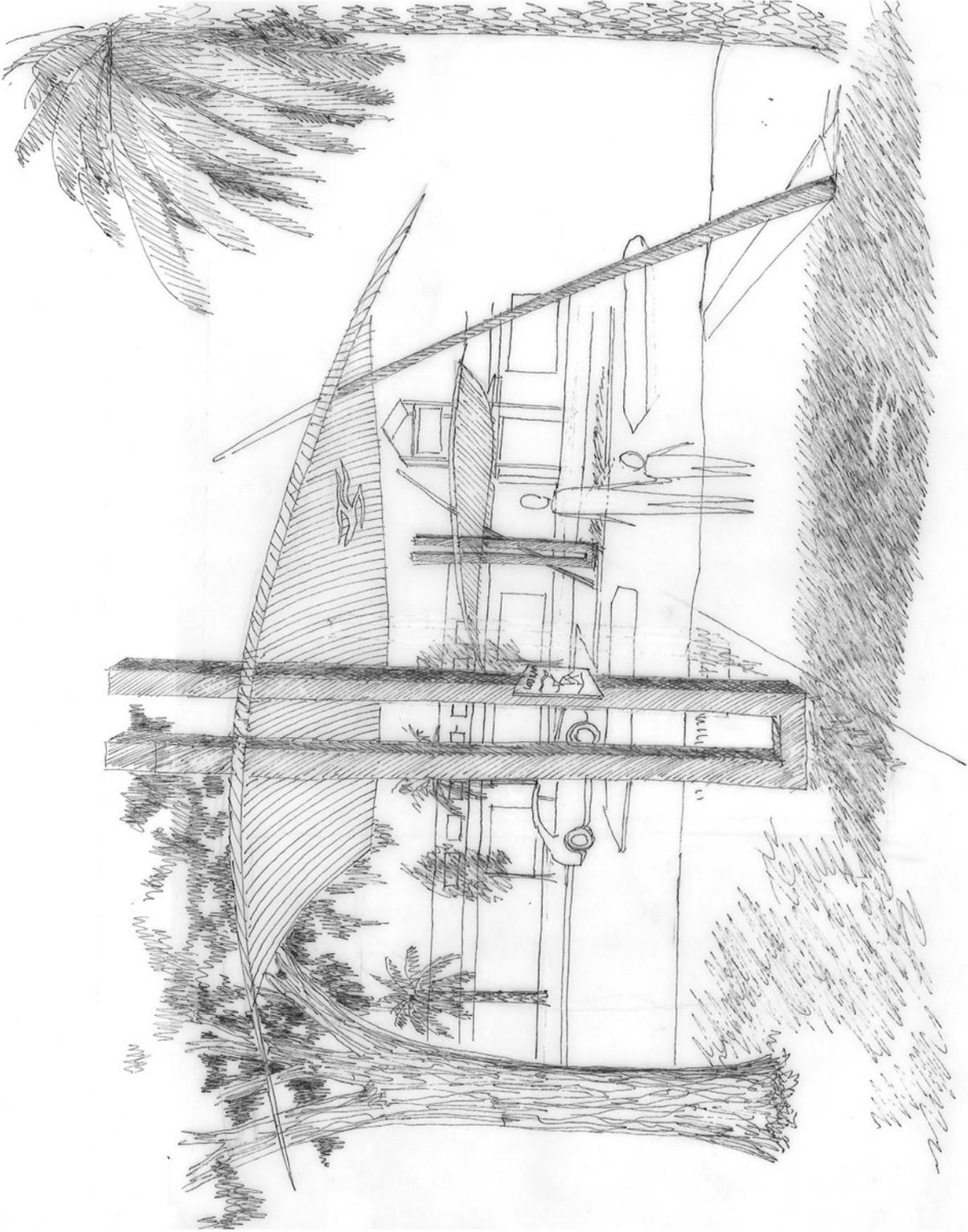
Settlers walk will invite promenaders down its entire length by terminating in a sculpture that says something of the early settlers and incorporates interpretive material in the form of the stories of those people to enable people to understand something of the life they led. The proposed long vehicle parking will be screened by additional planting that will incorporate the retained desert ash and gum trees on boundary

The overall effect will be to lead the eye towards the town and not just say "there is something down there" but what is there is special, interesting and the people of Cobram are proud of it.

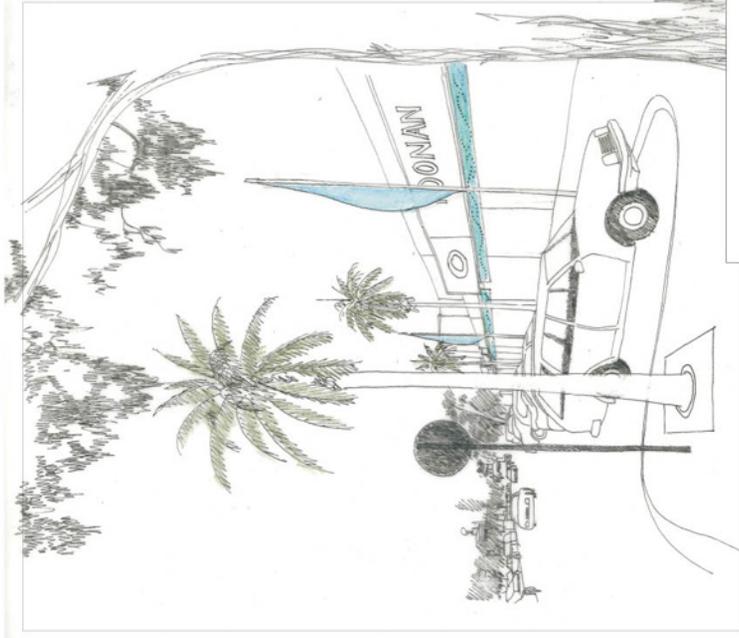


Sketch 1

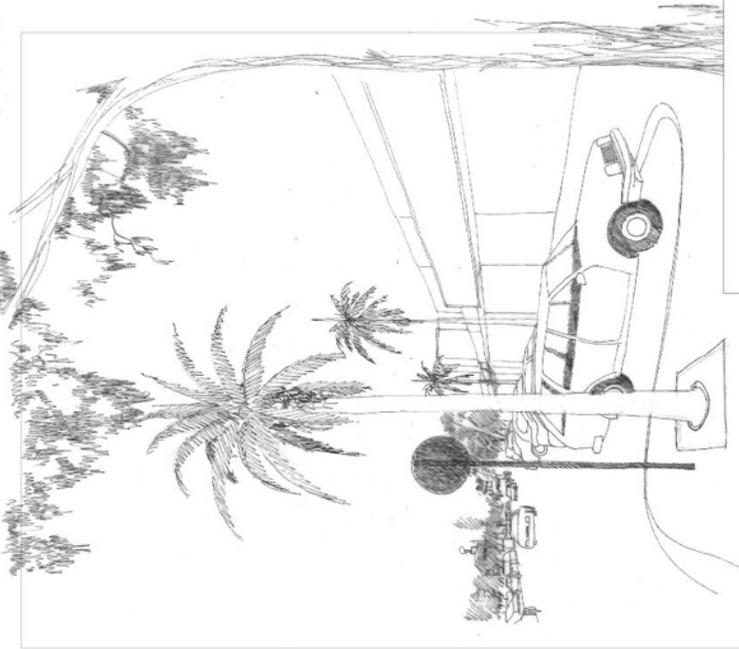
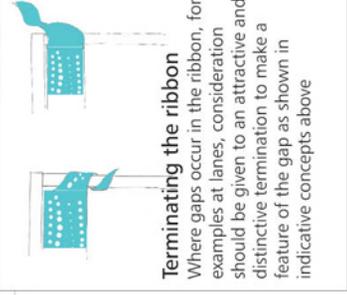
Federation Park and Settlers Walk



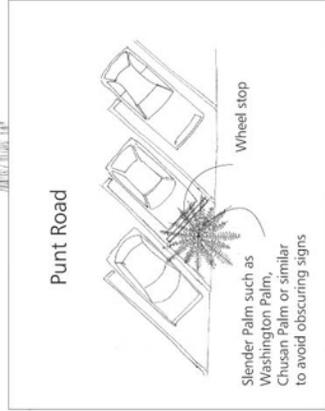
Sketch 3 Punt road Crossing



Option 4
Composite Improvements for Punt Road
 Proposed palms sails and steel structures as described previously to be installed along the underside of the building canopies in a way that does not block the visibility of shop's signage. These will together evoke a sense of water and movement along the street, reinforcing Cobram's identity as a river town and creating a memorable image for the town.



Option 3
Palms along Punt Road
 Proposed planting of Palm trees along Punt Road in tree pits in unused triangles between parking bays to avoid loss of parking spots. Trees will provide a striking and memorable landscape feature that will lead peoples eyes along Punt Road.

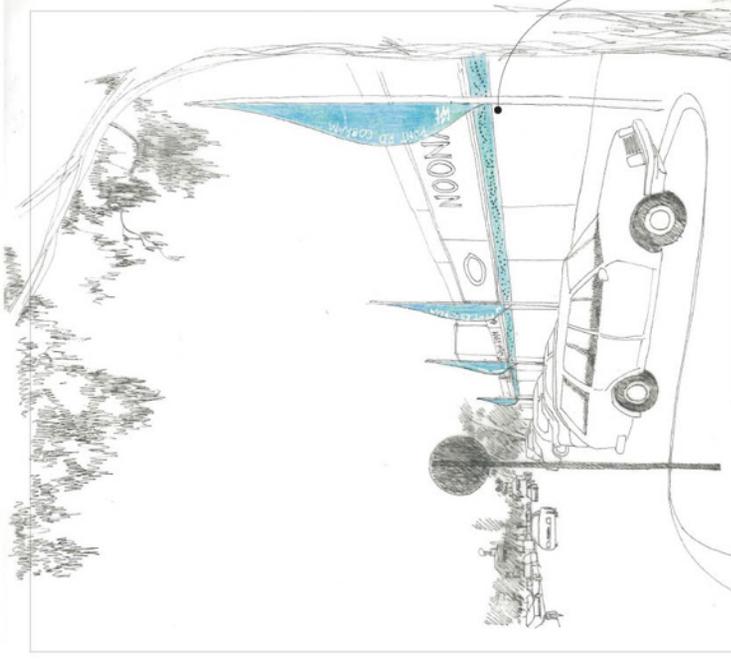




Option 1

Vines underneath awnings along Punt Road

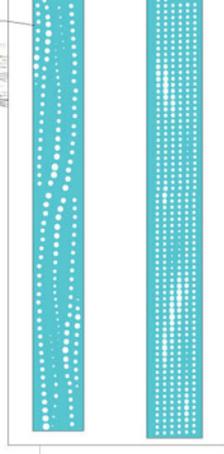
Proposed ornamental vines of a species selected because they are relatively low maintenance which are trained along the underside of the building canopies in a way that does not block the visibility of shop's signage but helps achieve a coherent landscape theme that leads people along Punt road/town walk and casts a lovely dappled light on the footpath.



Option 2

Banners and perforated steel ribbon along Punt Road

Proposed sails and steel structures to be installed along the underside of the building canopies in a way that does not block the visibility of shop's signage. These will evoke a beachy character and lead people along the street, reinforcing Cobram's identity as a river town. Perforations will cast interesting shadows



Perforated steel ribbon

Anodised blue green and woven underneath awnings to create an attractive, striking low maintenance linear feature

Proposal No 2.	Establish Federation Park and Settlement Square.
Description	Creation of a square that provides a focus for heritage and tourism facilities, including interpretive sculptural elements, tourist shop, souvenirs, books, local craft and produce etc.
Rationale	<ul style="list-style-type: none"> ▪ Will showcase many of Cobram’s attractions; ▪ Will provide attractive facilities and activities for long-term visitors, such as campers, visitors with caravans and seasonal workers
Costs factor	1 (approximately \$325,300)
Resources involved	<ol style="list-style-type: none"> 1. Construction of hard paving, granitic sand and water feature; 2. Installation of play feature and interpretive sculpture; 3. Planting of trees to define Settlement Square; 4. Locally-evocative seating, using materials such as railway sleepers; 5. Construction of a BBQ area; and 6. Installation of a pergola. 7. Upgrading of existing water feature*
Prioritisation factor (1 = highest, 5=lowest)	1 ongoing
Responsible authority	<ul style="list-style-type: none"> ▪ Federation Park Trust
Implementation Stage	Short term to ongoing: Sculpture (See Proposal 2 Sketch) to be implemented first (2005/07) at the entrance of the Park, on corner of Murray Valley Hwy and Punt Road.

*Please Note: The liability issues of the existing water feature need to be explored further. However the design improvements proposed will provide:

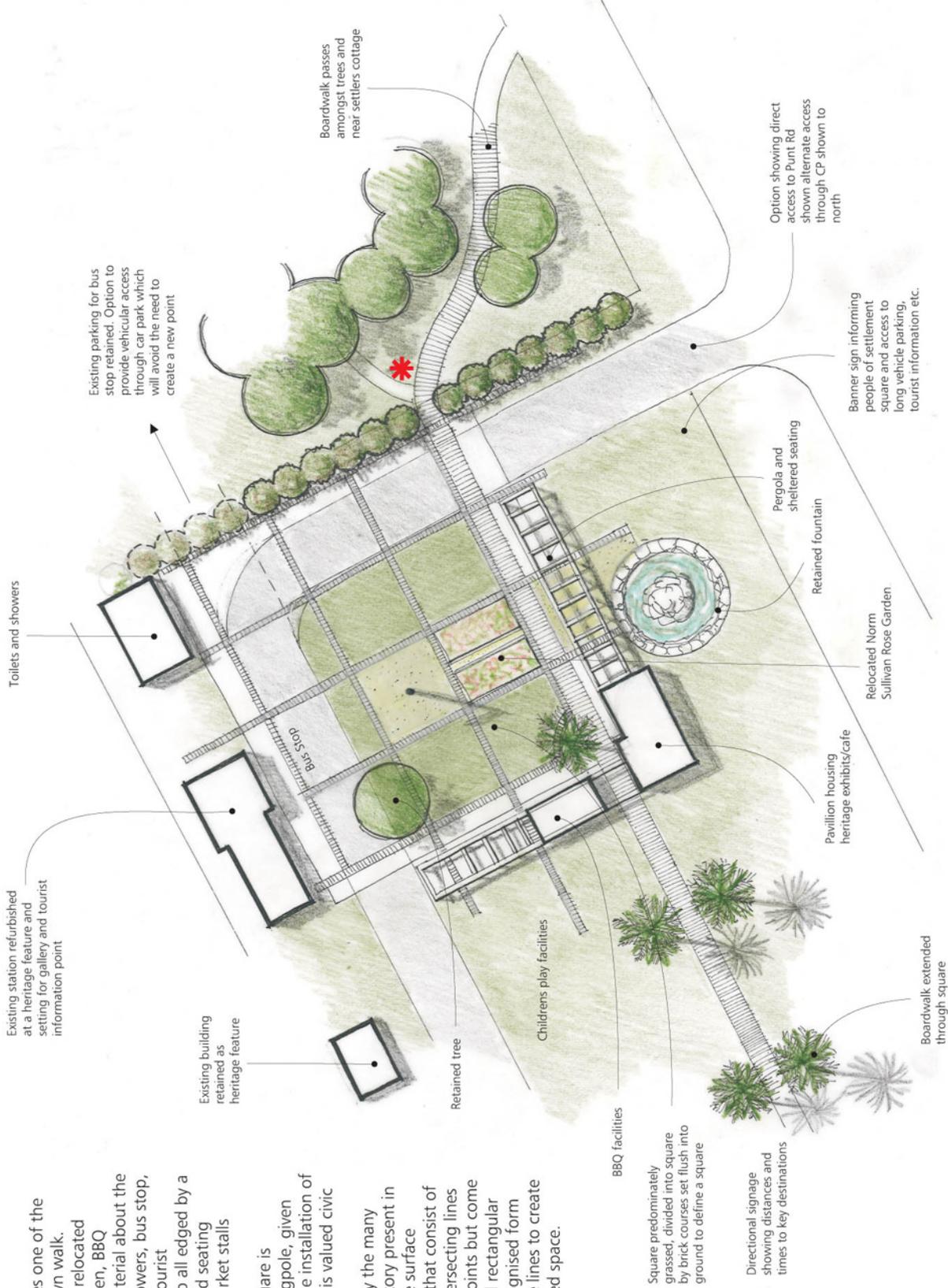
- Low flow;
- Shallow water height; and
- No steep banks (to improve safety).

Settlement Square provides one of the key features along the town walk.

Square to incorporate the relocated "Norm Sullivan" rose garden, BBQ facilities, interpretative material about the towns heritage, toilets/showers, bus stop, feature map of the area, tourist information, souvenir shop all edged by a pergola providing sheltered seating places and settings for market stalls selling local produce.

The centrepiece of the square is indicatively shown as a flagpole, given the expressed desire for the installation of one and the absence of this valued civic landmark.

The design is influenced by the many layers of meaning and history present in the town, expressed in the surface material and landscaping that consist of many overlapping and intersecting lines that all start at different points but come together to make a formal rectangular shape, a simple easily recognised form that is articulated by these lines to create a sense of a formal, defined space.



Settlement Square- Option 1 Detail Plan 2

Option 2 varies from option 1 by accommodating the change of level in a retaining wall rather than distributing it across the site.

This creates the potential to incorporate a water cascade and bridge feature across the path to drain into the existing fountain.

It is envisaged the water channel would be very shallow and be surfaced with river washed pebbles to ensure the movement of water would be visible and audible to reinforce the areas link to the water and provide a complementary area of visual interest.

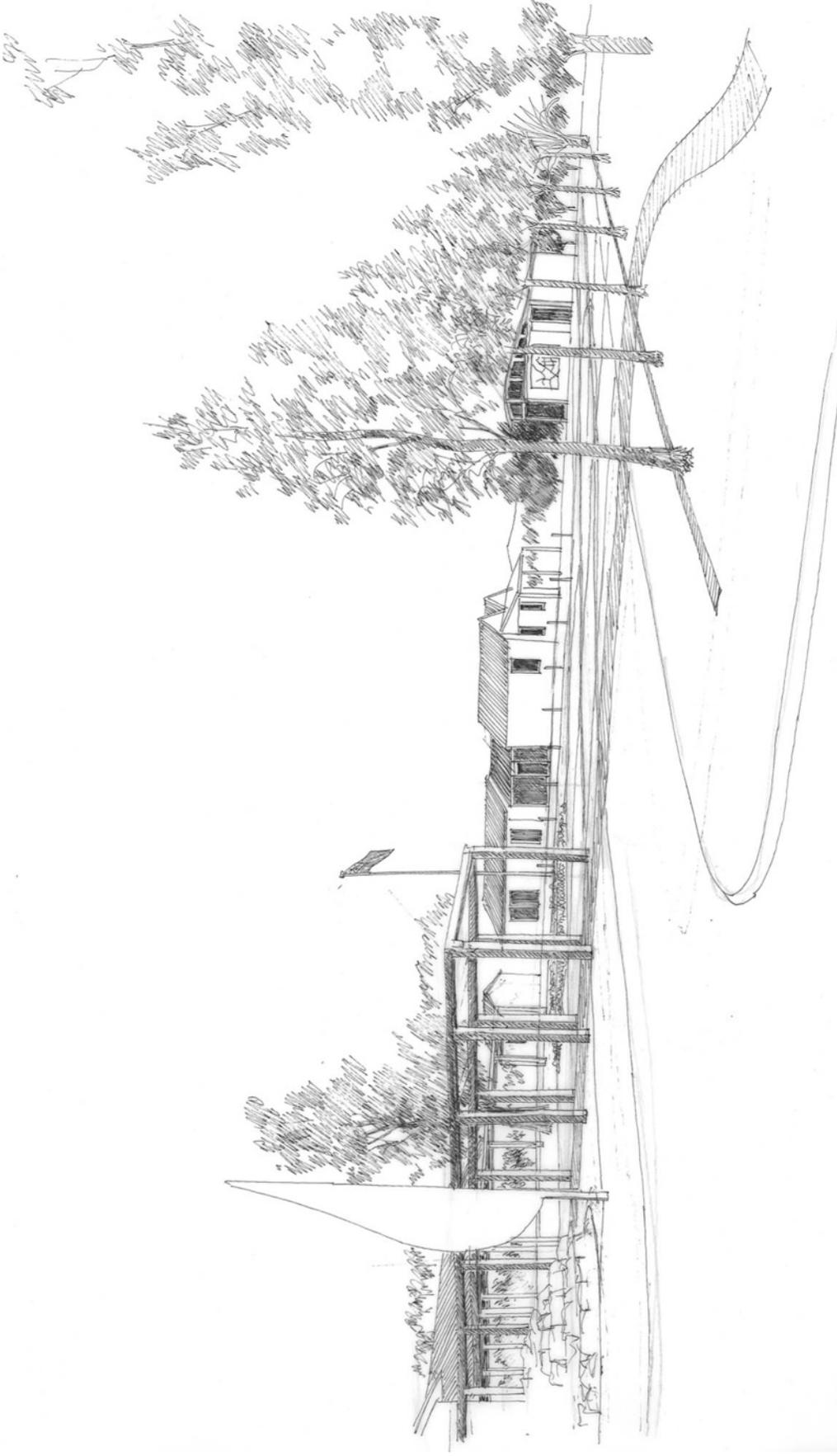
The Norm Sullivan rose garden is relocated in this option to near the entry to the area so it has a high profile to both pedestrians on the boardwalk and vehicular travellers along Punt Road and the long vehicle parking entry. In other aspects it is similar to option 1.



Settlement Square- Option 2 Detail Plan 2

Settlement Square - Option 1 Sketch 2

Sketch illustrating how a formal square can be created to complement the town Square on Bank Street. The square can provide an attractive and striking sense of arrival into the town, house a wide range of complementary tourist related uses, provide a contemplative spaces and provide an attractive setting for the station building. The use of pergolas effectively defines the space whilst still allowing good visual access into the space.



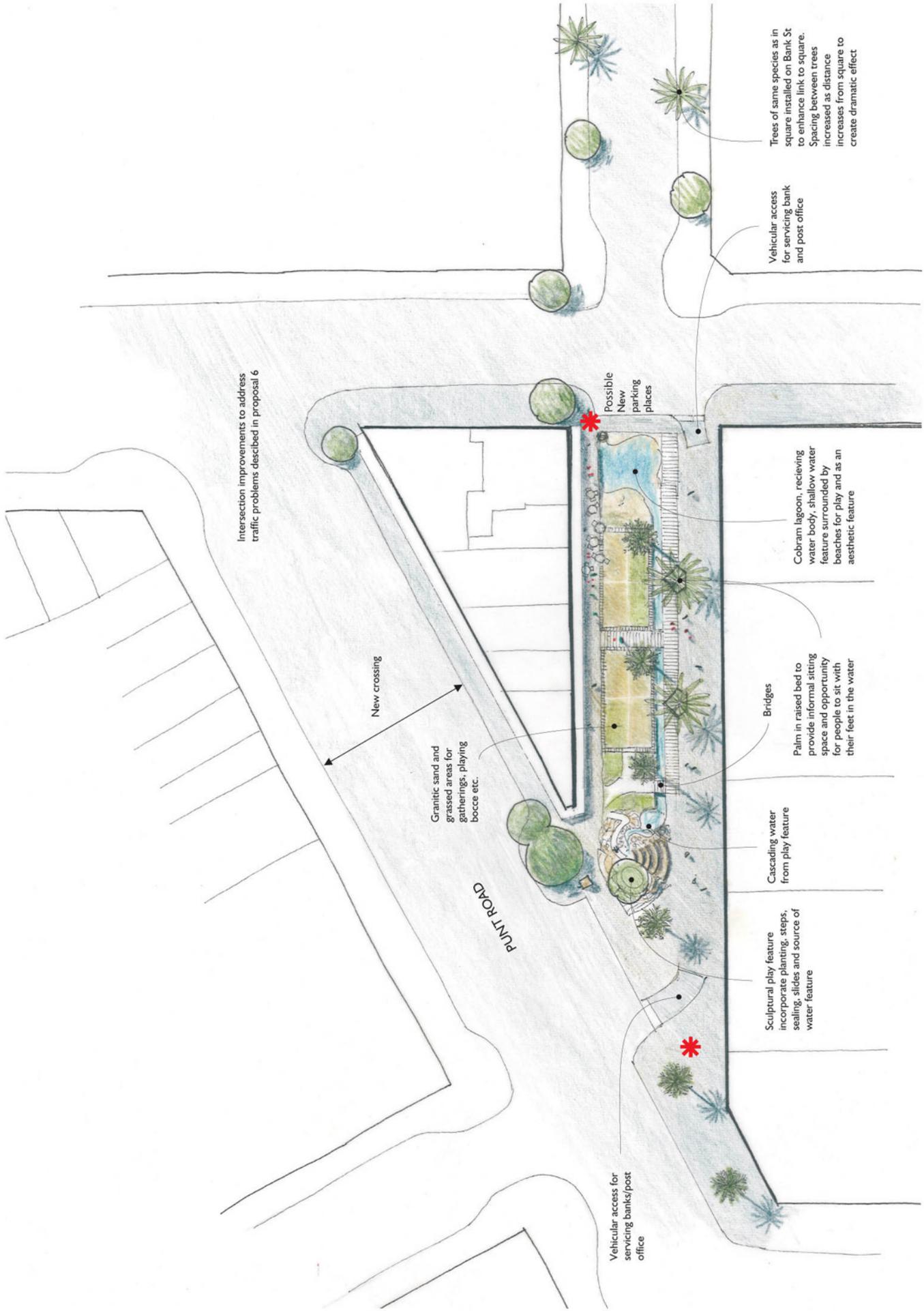


Settlement Square - Option 2
Sketch 2

Proposal No 3.	Create a town square.
Description	Closure of Bank Street, between Punt Road and High Street, and the creation of a pedestrianised "town square" including landscape and social elements.
Rationale	<ul style="list-style-type: none"> ▪ Will provide a new public space. Will also remove the problematic intersection of Punt Road and Bank Street, and simplify the Bank Street and High Street crossroads intersection to a 3-way intersection. ▪ Will provide a focal point for the town and add to the "wow" value. ▪ Will ensure the efficient operation of the National Bank, post office and Council Works vehicles etc.
Costs factor	1 (approximately \$178,300)
Resources involved	<ol style="list-style-type: none"> 1. Construction of hard paving, feature paving, granitic sand and a water feature; 2. Installation of water/play feature and interpretive sculpture*; 3. Street tree planting such as Archontophenix cumminghamii (or other distinctly "coastal" tree); 4. Installation of contemporary style of seating; 5. Shade structure; and 6. Provision of access points for service, delivery and emergency vehicles at each end of the town square. 7. Council to negotiate timeline of Council works with National Bank and Post Office.
Prioritisation factor (1 = highest, 5 = lowest)	3
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation stage	Medium term: 2011 - 2013 financial period

*Please Note: The liability issues of the existing water feature need to be explored further. However the design improvements proposed will provide:

- Low flow;
- Shallow water height; and
- No steep banks (to improve safety).

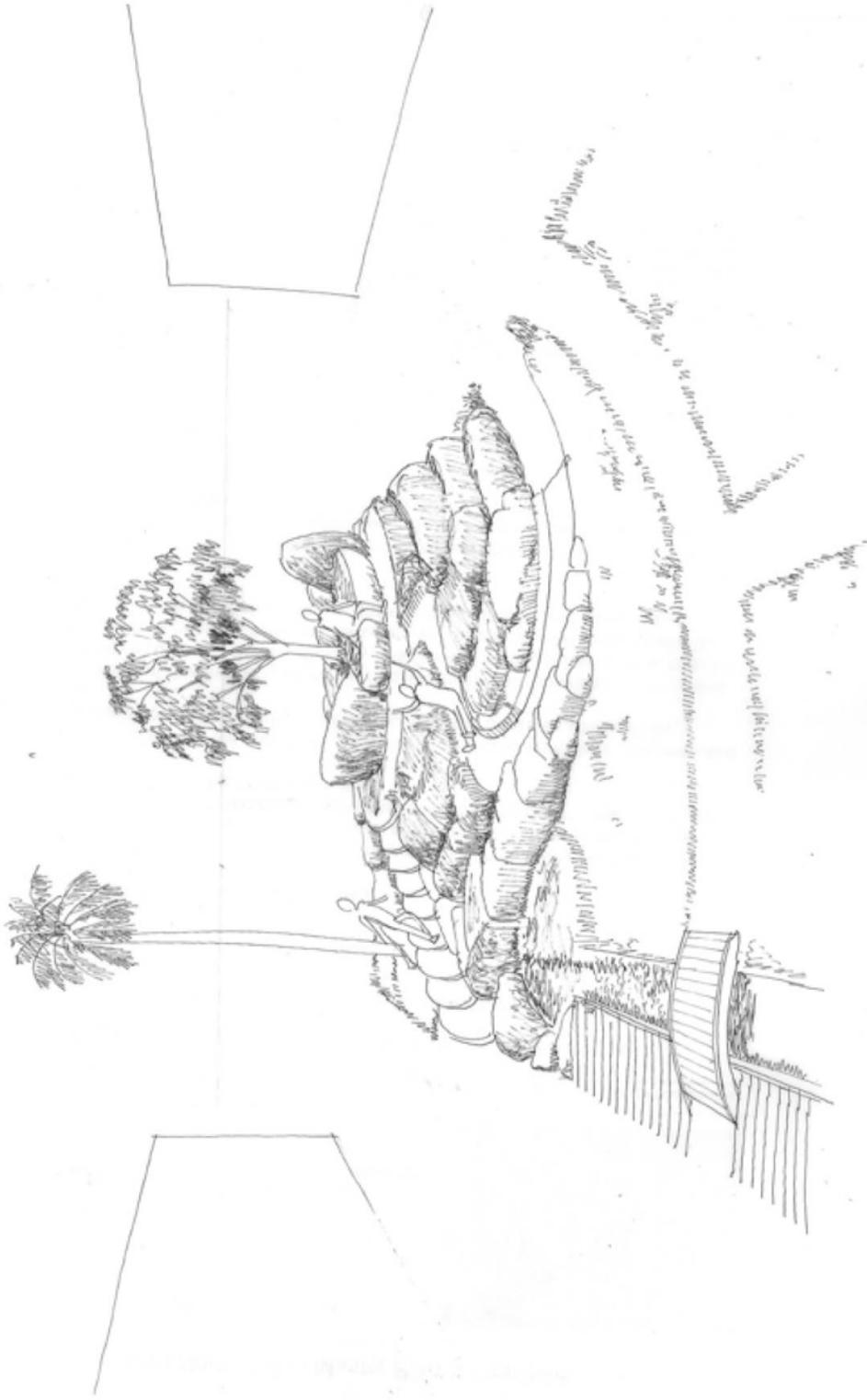


Intersection improvements to address traffic problems described in proposal 6

Town Square
 Detail Plan 3 1:500

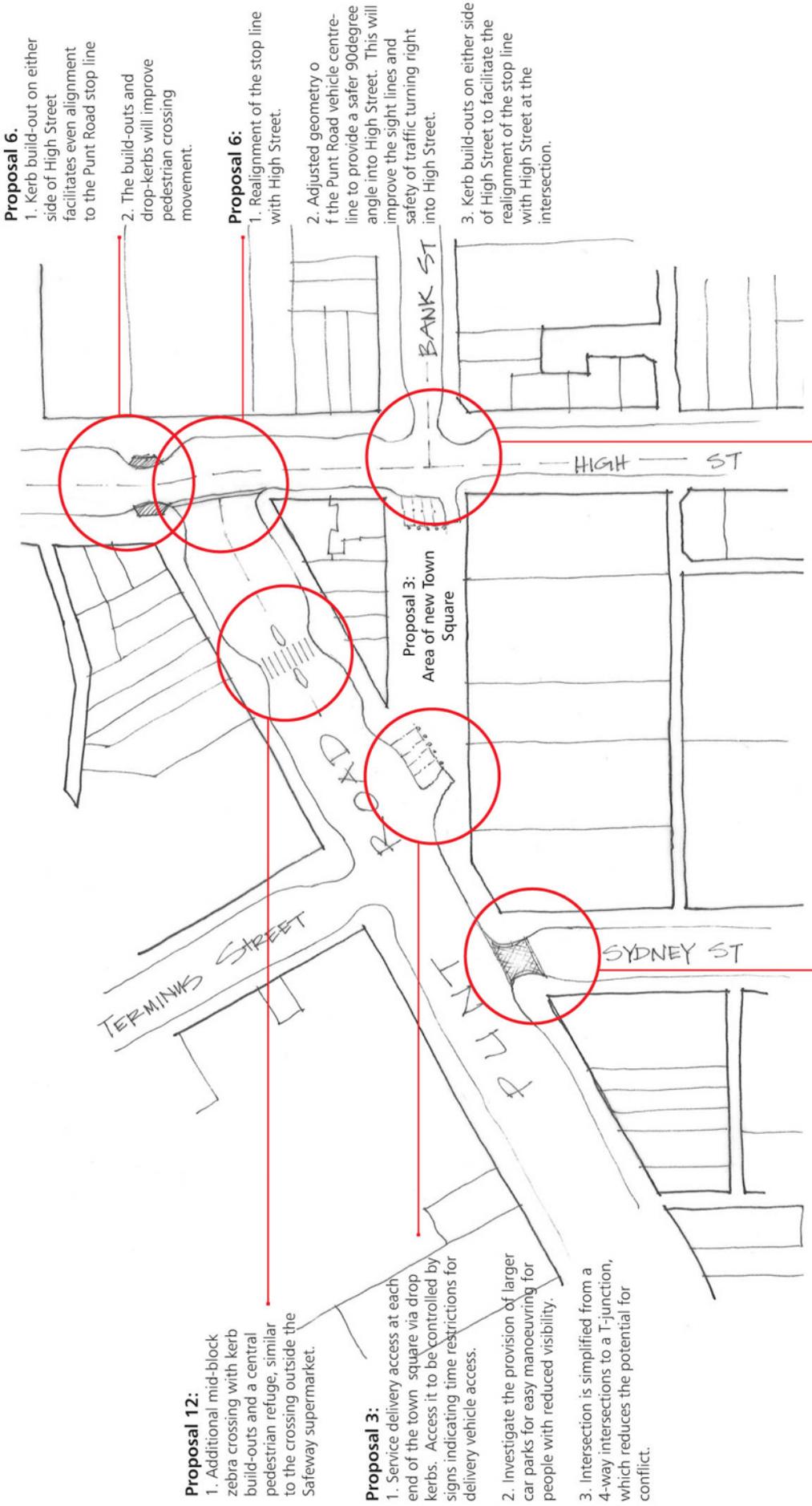


Sketch illustrating how a town square can be created to create a social hub for Cobram. The square is designed to be used for many activities simultaneously, such as shopping, socialising, childrens play, recreation, events performances and exhibitions to create a vibrant place that feels like the logical centre of town. The square is indicatively designed to provide a memorable, attractive "post card" image of Cobram that incorporates beachside elements to ensure that anyone visiting the square, or even just seeing a picture of it is left in no doubt that Cobram is a beachside town. Incorporating a water feature provides potential to reinforce this perception and provide a feature that children will love playing in and adults will enjoy looking at. The water feature is intended to be an aesthetic asset when full of water, or even empty for times of drought.



Sketch illustrating how a feature in the square can combine childrens play features and public art to create a real icon for the town that can be engaged with by all the community for different ends. The feature as illustrated would include a slide, steps, a water cascade, seating places and landscaping. The concept design evokes a rock outcrop with the different facets of the structure creating an engaging play space and fascinating thing to look at that would vary as the shadows cast on it would vary through the day.

Town Square - Play and Sculpture Feature Sketch 6



Proposal 12:

1. Additional mid-block zebra crossing with kerb build-outs and a central pedestrian refuge, similar to the crossing outside the Safeway supermarket.

Proposal 3:

1. Service delivery access at each end of the town square via drop kerbs. Access it to be controlled by signs indicating time restrictions for delivery vehicle access.
2. Investigate the provision of larger car parks for easy manoeuvring for people with reduced visibility.
3. Intersection is simplified from a 4-way intersections to a T-junction, which reduces the potential for conflict.

Proposal 6:

1. Kerb build-out on either side of High Street facilitates even alignment to the Punt Road stop line
2. The build-outs and drop-kerbs will improve pedestrian crossing movement.

Proposal 6:

1. Realignment of the stop line with High Street.
2. Adjusted geometry of the Punt Road vehicle centre-line to provide a safer 90degree angle into High Street. This will improve the sight lines and safety of traffic turning right into High Street.
3. Kerb build-outs on either side of High Street to facilitate the realignment of the stop line with High Street at the intersection.

Proposal 7:

1. Stop line brought forward in order to improve sight lines.
2. Install kerb build out to facilitate pedestrian movement along Punt Road, as part of the "town walk".
3. Install raised pedestrian intersection to facilitate pedestrian movement along Punt Road as part of the "town walk".

Proposal 3

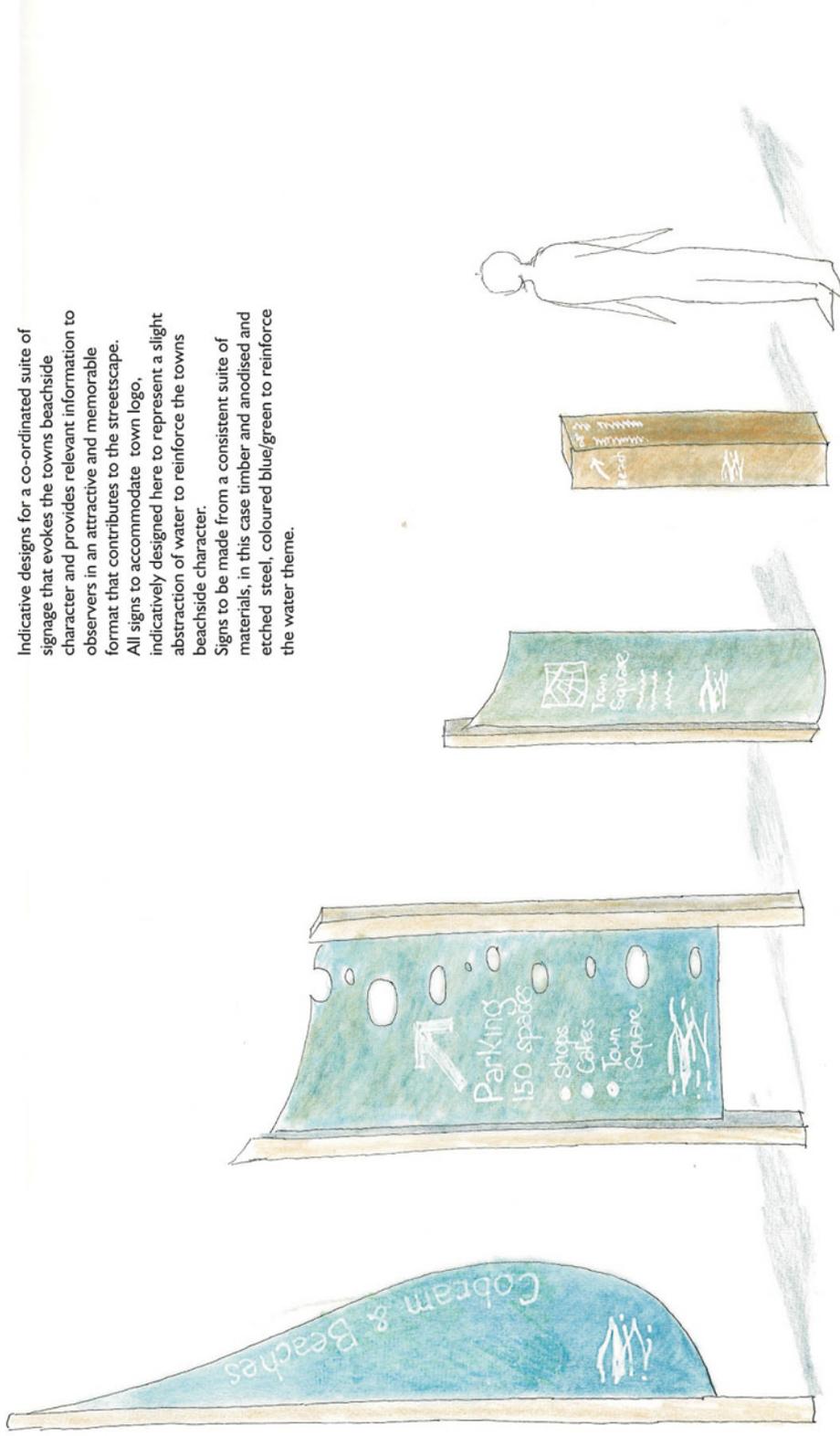
1. Service delivery access at each end of the town square via drop kerbs. Access it to be controlled by signs indicating time restrictions for delivery vehicle access.
2. Investigate the provision of larger car parks for easy manoeuvring for people with reduced visibility.
3. Intersection is simplified from a 4-way intersections to a T-junction, which reduces the potential for conflict.



Proposal No 4.	Improve the signage both around and to Cobram
Description	Installation of signage to be both directional and visitor focussed.
Rationale	<ul style="list-style-type: none"> ▪ Will enable people to enjoy Cobram's assets and provide minor landmarks in the townscape. ▪ Will reduce the confusion about where off-street car parking areas and on-street parks are. ▪ Will help people make informed decisions about how far (or how near) key destinations are, such as the beach or proposed town square.
Costs factor	3 (approximately \$18,700)
Resources involved	<ol style="list-style-type: none"> 1. Installation of signs for vehicles and pedestrians to better inform people of Cobram's attractions and how to access them, such as how long it takes by foot or bike to Thompsons Beach. 2. Installation of signs at intersections that tell people where major areas of parking are.
Prioritisation factor (1 = highest, 5 = lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation Stage	Short term : 2005 - 2007 financial period

CO-ORDINATED SIGNAGE

Indicative designs for a co-ordinated suite of signage that evokes the towns beachside character and provides relevant information to observers in an attractive and memorable format that contributes to the streetscape. All signs to accommodate town logo, indicatively designed here to represent a slight abstraction of water to reinforce the towns beachside character. Signs to be made from a consistent suite of materials, in this case timber and anodised and etched steel, coloured blue/green to reinforce the water theme.



Signage as minor landmark at entrances and on approaches to town

Signage to provide information, can present several messages. The laser-cut holes shown on this indicative design will evoke water and cast an interesting shadow that will add to the streetscape

Signage to include artistic pictograms to add visual interest

Signage to provide information about how to get to a destination and the length of time it will take to get there.

Vehicular Orientated Signage

Pedestrian Orientated Signage

Proposal No 5.	Enhance the quality and consistency of the streetscapes in the town centre.
Description	Upgrading of footpaths and the addition of shady street trees to create a comfortable walking environment.
Rationale	<ul style="list-style-type: none"> ▪ Will prioritise the areas most necessary for improvements. ▪ Will reduce the likelihood of people, especially those with reduced mobility and visibility, from tripping up. ▪ Will improve the psychological attractiveness of walking throughout Cobram.
Costs factor	2 (approximately \$56,500)
Resources involved	<ol style="list-style-type: none"> 1. Survey the conflicts and danger points; 2. Incrementally replace poor quality footpaths with bitumen; 3. Installation of trees to complement the existing tree and shaded areas; and 4. Installation of trees in raised beds in outstands that provide shaded seating areas at 100m (average) intervals.
Prioritisation factor (1 = highest, 5=lowest)	2
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation Stage	Short - Medium term: 2008 - 2010 financial period

Proposal No 6.	Improve the intersection of Punt Road and High Street.
Description	Realignment of the centre line of at the eastern end of Punt and pedestrian crossing improvements.
Rationale	<ul style="list-style-type: none"> ▪ Will improve the sight lines for vehicles waiting to turn from Punt Road. ▪ Will facilitate the new stop line position and also provide opportunities for safer pedestrian movement across High street by narrowing the kerb to kerb distance (some on-street parking spaced will be lost).
Costs factor	3 (approximately \$13,200)
Resources involved	<ol style="list-style-type: none"> 1. Realignment of the geometry of Punt Road (at the intersection with High street) by moving the stop line position in line with the western kerb of High Street. 2. Installation of kerb build-outs with drop kerbs on either side of High Street, on the northern side of the intersection with Punt Road.
Prioritisation factor (1 = highest, 5=lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation Stage	Short term : 2005 - 2007 financial period

Proposal No 7.	Improve the intersection of Punt Road and Sydney Street
Description	Pedestrian crossing improvement.
Rationale	<ul style="list-style-type: none"> ▪ Will improve sight lines for vehicles waiting to turn from Sydney Street. ▪ Will improve pedestrian movement along the southern side of Punt Road, as part of the town walk leading to the new town square.
Costs factor	3 (approximately \$24,200)
Resources involved	<ol style="list-style-type: none"> 1. Realignment of the geometry by moving the stop line forward. 2. Install a kerb build-out and drop kerb on the western side of the intersection in order to facilitate the new stop line position. 3. Investigate the provision of a raised intersection at this location.
Prioritisation factor (1 = highest, 5 = lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation stage	Short term : 2005 – 2007 year bracket

Proposal No 8.	Car Parking Strategy (please refer to UDF Summary Sheet)
Description	Improve the accessibility and amenity in existing car parking areas.
Rationale	<ul style="list-style-type: none"> ▪ Will reduce the need for lengthy search paths as drivers (and shop owners) are able to find appropriate parking sooner. ▪ By ensuring that the current 2 hour on-street parking restrictions are obeyed the parking turnover will be improved, increasing the number of available on street spaces. All day parkers will be encouraged to use all day parking areas. ▪ Will provide visually aesthetic parking spaces as well as necessary shade during the summer months. ▪ Will assist less confident drivers and get people walking passed more shopfronts, helping to bring trade.
Costs factor	3 (approximately \$37,300)
Resources involved	<ol style="list-style-type: none"> 1. Installation of new signposting on Murray Valley Highway and Broadway Street to indicate the shortest and quickest routes to the long-stay off-street car parking areas, long vehicle parking and on-street parking areas from the main roads. 2. Improved enforcement of parking control to ensure that the on-street parking restrictions are obeyed. 3. Installation of canopy trees in the car parks, or alternately, introduce shade structures in the car parks. 4. Investigation of re-marking parking bays in peripheral off street car parks to provide more generous parking bays.
Prioritisation factor (1 = highest, 5 = lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council; ▪ Private owners of car parking areas
Implementation Stage	Short term : 2005 - 2007 financial period

Proposal No 9.	Investigate a pedestrian and cycle link across the railway line at Dillon Street (Please refer to Chapter 11 for further discussion).
Description	Investigation into the extinguishing of the railway easement and provision of a connection over the railway lines at Dillon Street.
Rationale	<ul style="list-style-type: none"> ▪ Will allow people living and working to the northern side of the railway to access and enjoy the benefits of the Town Centre. The two options are canvassed here and in proposal No. 10: either a road crossing or a pedestrian/cycle only crossing. The reasons for two options are that the road crossing, whilst popular, has some serious disadvantages that might, at least in the short term, justify a pedestrian only crossing. Some of the disadvantages for the vehicular crossing include: <ol style="list-style-type: none"> 1. Will increase pressure to allow shops in the B3 zone, which may draw the commercial "centre of gravity" to the north and west, away from the existing town centre to the detriment of the area on the southern and eastern edge of the centre, where the centre is already dispersed with gaps 2. Will significantly reduce parking places in the supermarket car park.
Costs factor	3 (approximately \$24,200)
Resources involved	<ol style="list-style-type: none"> 1. Securing permission from VicTrack to transfer the railway land east of the Murray Valley Highway to Moira Shire Council. 2. Investigate provision of a pedestrian and cycle crossing over the railway line to connect the B3 zone with the B1 zone. 3. Investigation of extension of a road through the Safeway car park to Punt Road. 4. Formalise the parking facilities on the northern side of the railway at the southern end of Dillon Street.
Prioritisation factor (1 = highest, 5 = lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council ▪ Other key partners include the Safeway operator and VicTrack.
Implementation Stage	Short term : 2005 - 2007 financial period

Proposal No 10.	Investigate a vehicular link across the railway line at Dillon Street (Please refer to Chapter 11 for further discussion).
Description	Investigation into the extinguishing of the railway easement and provision of a vehicular connection over the railway lines at Dillon Street.
Rationale	<ul style="list-style-type: none"> ▪ Will allow people living further away on the northern side of the railway to access and enjoy the benefits of the Town Centre. Some of the advantages for the vehicular crossing include: <ol style="list-style-type: none"> 1. Linking Dillon Street to the roundabout on Punt Road is a neat solution to solving the current problem of large service delivery trucks entering Safeway from Punt Road; and 2. It would be easier for caravans and long vehicles to access the proposed long vehicle parking
Costs factor	2 (approximately \$62,700)
Resources involved	<ol style="list-style-type: none"> 1. Securing permission from VicTrack to transfer the railway land east of the Murray Valley Highway to Moira Shire Council. 2. Investigate provision of a pedestrian and cycle crossing over the railway line to connect the B3 zone with the B1 zone. 3. Investigation of extension of a road through the Safeway car park to Punt Road. 4. Formalise the parking facilities on the northern side of the railway at the southern end of Dillon Street.
Prioritisation factor (1 = highest, 5 = lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council ▪ Other key partners include the Safeway operator and VicTrack.
Implementation Stage	Short term : 2005 - 2007 financial period

Proposal No 11.	Improve the amenity facilities for visitors and locals in Cobram.
Description	New toilet block and tourist facilities near the proposed Settlement Square/railway station/bus stop
Rationale	<ul style="list-style-type: none"> ▪ Will attract more visitors (especially those with caravans and long vehicles) and seasonal workers to Cobram to enjoy the improved town centre and links to the many nearby beaches along the Murray River. ▪ The clustering of tourist facilities and information will ensure the successful promotion of things to do and see in Cobram, as well enhance the visitor experience, i.e. clean and accessible toilets.
Costs factor	1 (approximately \$220,000)
Resources involved	<ol style="list-style-type: none"> 1. Allocation of funding for the Installation of a new toilet block in Federation Park, near Settlement Square; 2. Construction of visitor car parking spaces near Settlement Square; and 3. Investigation of the feasibility of moving the information centre over to Federation Park, adjacent to the existing regional bus stop, gallery, former train station and proposed toilet block and associated local craft elements. This investigation is also part of Strategy 2: Constructing Settlement Square.
Prioritisation factor (1 = highest, 5 = lowest)	4
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council ▪ Federation Park Trust
Implementation Stage	Medium - Long term : 2014 – 2016 year bracket

Proposal No 12.	Provide a car parking area for caravans and long vehicles.
Description	These will be located near the proposed relocation of the Information Centre near the existing railway station.
Rationale	<ul style="list-style-type: none"> ▪ Will attract more visitors with caravans and long vehicles to visit Cobram in the first instance.
Costs factor	3 (approximately \$22,000)
Resources involved	1. Installation of approximately 10 (assuming a one way parking strip 100m long with parallel parking on each side, with 20m long spaces) parallel long vehicle and caravan parking at Federation Park.
Prioritisation factor (1 = highest, 5 = lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation Stage	Short term : 2005 - 2007 financial period

CONCEPT A - Draft sketch of possible access for caravans and car/trailers into a new long vehicle parking area north of Federation Park.



CONCEPT B - Draft sketch of possible access for caravans and car/trailers into a new long vehicle parking area north of Federation Park.



CONCEPT C - Draft sketch of possible access for caravans and car/trailers into a new long vehicle parking area and possible extension of Dillon Street.



Proposal No 13.	Improve pedestrian movements on Punt Road.
Description	Installation of a secondary zebra crossing on the eastern side of Punt Road.
Rationale	<ul style="list-style-type: none"> ▪ Will provide a safe and formal pedestrian crossing and reduce the waiting time to Cross Punt Road, especially for those with mobility and visual impediments. ▪ Will narrow the width of pavement needed to cross Punt Road at the junction with Sydney Street. ▪ Will facilitate pedestrian movement along the south side of Punt Road, as part of the 'town walk' leading to the new town square.
Costs factor	3 (approximately \$26,400)
Resources involved	<ol style="list-style-type: none"> 1. Installation of a zebra crossing at the mid-block location on Punt Road between Bank and High Streets (see Transport Strategy Plan). 2. Installation of kerb build-outs and central traffic islands will also be provided similar to the zebra crossing outside Safeway. 3. Installation of a shade sail at either side of the existing pedestrian crossing on Punt Road, and another set at the proposed crossing.
Prioritisation factor (1 = highest, 5 = lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation Stage	Short term : 2005 - 2007 financial period

Proposal No 14.	Limit and protect the area of Business 1 Zoning.
Description	There is a need to limit further fragmentation of the Cobram commercial area by re-defining its Core Retail/Commercial area boundary to the south, and preventing any consolidation of retail activities in the Tertiary Retail/Commercial area north of the railway easement.
Rationale	<ul style="list-style-type: none"> ▪ Will help contain the already dispersed commercial centre.
Costs factor	In-house time of planners at Moira Shire Council, and possibly that of staff at the Department of Sustainability and Environment.
Resources involved	<ol style="list-style-type: none"> 1. Apply a Design and Development Overlay to the B3Z, north of the railway line to prevent smaller retails potentially locating there in the future. 2. Rezone B1Z area south of Queen Street (in the CBD) to B2Z.
Prioritisation factor (1 = highest, 5 = lowest)	2
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council; ▪ Department of Sustainability and Environment
Implementation Stage	Short – Medium term : 2008 - 2010 financial period

Proposal No 15.	Provide a 24-hour visitor focus across the commercial centre.
Description	To enhance the vibrancy of Cobram for both residents and visitors, by encouraging more evening activities and services.
Rationale	<ul style="list-style-type: none"> ▪ Will ensure that the commercial centre compliments Cobram as a significant tourist destination in a competitive river/recreation focused market.
Costs factor	Council's Economic Development department should encourage local traders (through discussions with the Traders Association) to extend their retail hours as improved pedestrian flows past shops occur, resulting from the implementation of the other proposals in the Cobram UDF.
Resources involved	1. Establish a culture of "visitor focus", through initiatives to change the opening hours, hold business development workshops and more visitor orientated events.
Prioritisation factor (1 = highest, 5 = lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation Stage	Short term : 2005 - 2007 financial period

Proposal No 16.	Investigate the need to identify and monitor expansion, relocation, new operator and repositioning opportunities within the commercial centre.
Description	Regularly monitor the commercial changes within the Cobram CBD, especially before and after the implementation of the UDF improvements.
Rationale	The centre requires a dynamic response to a changing, multi-faceted and competitive marketplace to maintain and enhance Cobram's current commercial performance.
Costs factor	In-house time of Council's Economic Development department to discuss funding options with the local Traders Association to appoint a part-time Centre Manager.
Resources involved	1. Council to investigate and discuss with the local Traders Association funding sources to appoint a part-time centre manager to manage the commercial centre across a range of customer market segments.
Prioritisation factor (1 = highest, 5 = lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Local Traders Association ▪ Moira Shire Council
Implementation Stage	Short term : 2005 - 2007 financial period

Proposal No 17.	Negotiate with IGA supermarket to address Punt Road and the new town square.
Description	Reducing the unpleasant dominance of the blank walls of the sides of the IGA along Sydney Street and Punt Road.
Rationale	Will make better use of this prominent place that can be replaced when it becomes possible to open a door onto the town square/Punt Road.
Costs factor	Local Traders Association to establish a partnership with the Manager of the IGA Supermarket and Council. This will involve some in-house time of Council's Economic Development department when required.
Resources involved	<ol style="list-style-type: none"> 1. Installation of a demountable street art feature on the wall. 2. In the longer term, negotiate with supermarket operators to create a door facing towards Punt Road.
Prioritisation factor (1 = highest, 5=lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Proposed Cobram Traders Association ▪ IGA supermarket / "Ritchies"; ▪ Moira Shire Council; ▪ Potential key partners: Arts Victoria
Implementation Stage	Short term : 2005 - 2007 financial period

Proposal No 18.	Make better use of the saleyards site.
Description	This site, currently zoned B3Z, is potentially a large development opportunity for Cobram in the future.
Rationale	Will assist to the economic development of Cobram.
Costs factor	In-house time of the Council's Economic Development and Planning department to investigate potential future uses.
Resources involved	1. Investigation of potential business development options for the current sale yards.
Prioritisation factor (1 = highest, 5 = lowest)	5
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation Stage	Short - Long term: 2005 - 2020 financial period

Proposal No 19.	Enhance the potential of the heritage buildings.
Description	There are a number of high quality heritage buildings around Cobram that could be given a 'face-lift' to maximise their visual and economic appeal.
Rationale	<ul style="list-style-type: none"> ▪ Will potentially attract more visitors to stay longer in Cobram in one of the three spectacular hotels. ▪ Will ensure that these guidelines can be showcased for maximum effect.
Costs factor	The local Heritage Trust to secure funds for one day's time of a heritage architect. He/she will define physical upgrades, colour schemes and engage with raise the awareness with owners as to the potential economic opportunities of these asset buildings. There will be some in house time in Council's Economic Development department to oversee and potentially implement the Heritage Study.
Resources involved	1. Preparation of promotional heritage guidelines.
Prioritisation factor (1 = highest, 5 = lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ Local Heritage Society/Trust; ▪ Moira Shire Council; ▪ Department of Sustainability and Environment.
Implementation Stage	Short term : 2005 – 2007 year bracket

Proposal No 20.	Promotional map of Cobram's key features.
Description	Providing physical visual and informative material for visitors to showcase Cobram's current and future assets.
Rationale	<ul style="list-style-type: none"> ▪ Will assist people become aware of Cobram's attractions. ▪ Will assist people find their way around town and provide a minor landmark in the streetscape. ▪ Will ensure children have a memorable experience in Cobram through the 'small size' town map and opportunity to colour in the tear-off maps found in the shops.
Costs factor	3 (approximately \$22,000)
Resources involved	<ol style="list-style-type: none"> 1. Installation of a civic map in both town squares. 2. Prepare tear-off map pads for distribution from shops, hotels etc.
Prioritisation factor (1 = highest, 5 = lowest)	3
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council; ▪ Arts Victoria
Implementation Stage	Medium term : 2011 – 2013 year bracket

Proposal No 21.	Recording and telling of the town's stories.
Description	Researching the ways people used to live in Cobram and installing interpretive features to communicate the interlinking layers of history.
Rationale	<ul style="list-style-type: none"> ▪ Will provide personalised experiences of the ways people used to live and work in the area.
Costs band	4 (approximately \$6,600)
Resources involved	<ol style="list-style-type: none"> 1. Appoint a historian or journalist to research the stories of Cobram. 2. Commissioning of plaques of features to provide a medium by which the stories are told. 3. Installation of interpretive features at points revealed by the research.
Prioritisation factor (1 = highest, 5 = lowest)	3
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation Stage	Medium term : 2011 – 2013 financial period.

Proposal No 22.	Promote contemporary and sustainable design
Description	Preparation of a workbook of sustainable design guidelines describing and illustrating how people can make their houses more water and energy efficient, as well as more comfortable places to live.
Rationale	<ul style="list-style-type: none"> ▪ Will promote the standard of design and equip Cobram to meet the challenges presented by the need to achieve greater sustainability.
Costs factor	Council to secure funding from DSE of up to \$15,000 to fund the development of the proposed Moira Sustainable Design Guidelines (which will include all towns within the Shire).
Resources involved	1. Council to prepare the tender brief and seek suitable consultants to prepare promotional design guidelines.
Prioritisation factor (1 = highest, 5=lowest)	1
Responsible authority	<ul style="list-style-type: none"> ▪ DSE ▪ Moira Shire Council
Implementation Stage	Short term : 2005 – 2007 financial period

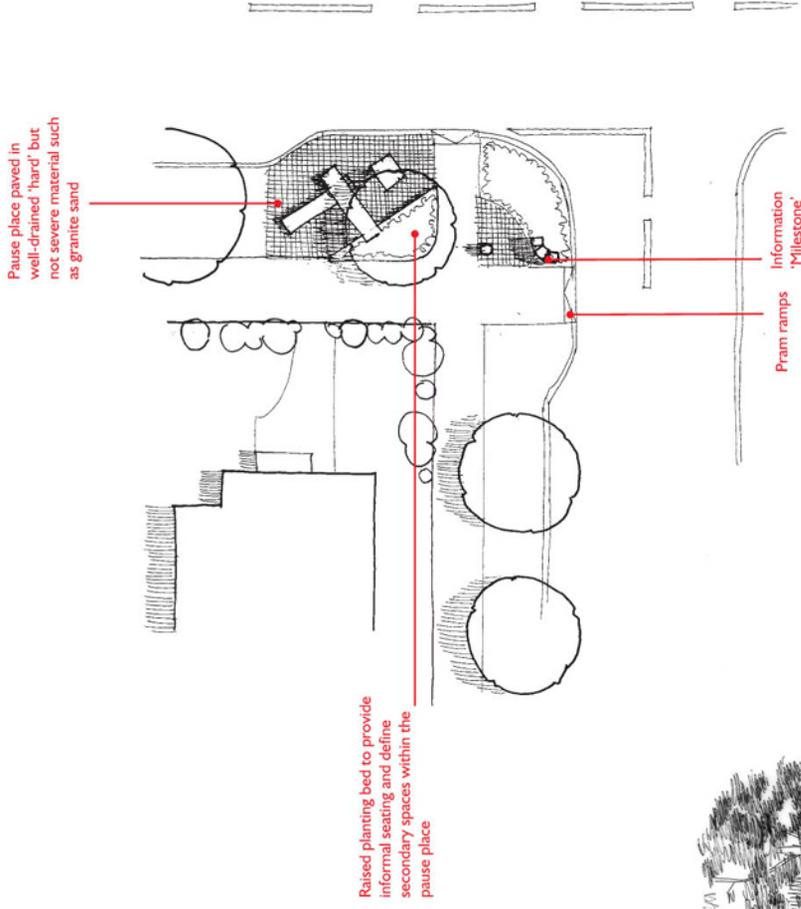
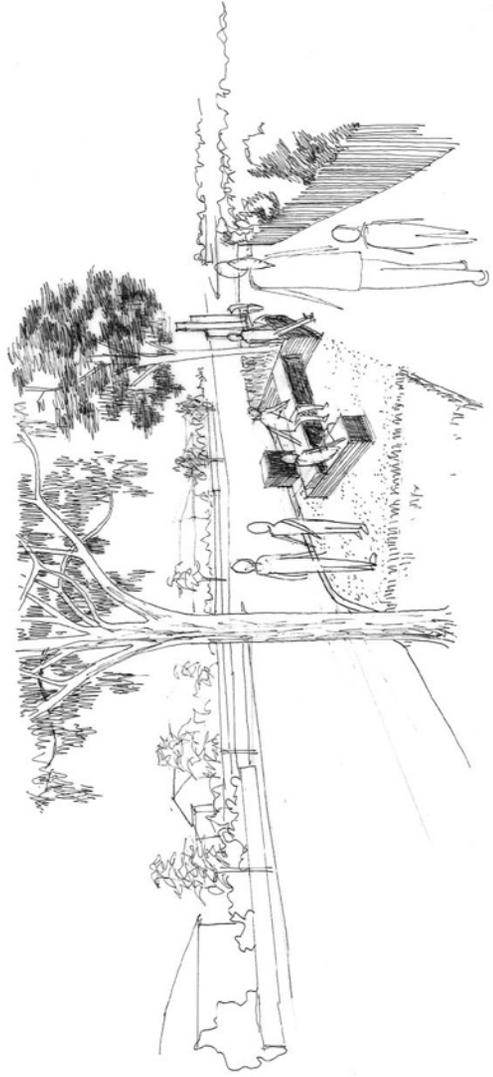
9.2 Proposal Summary of Strategies outside of the Study Area

Proposal No 23.	To establish a tourist trail from the new town square to Thompson's Beach.
Description	Install well signposted shared pathway route, with comfortable and sheltered seating/rest areas to break up the pedestrian journey.
Rationale	<ul style="list-style-type: none"> ▪ To enhance the connection between the town and beach, as well as reinforce the identity of Cobram as a river-town. ▪ To Break up the journey and add a point of interest at this high profile location.
Costs factor	4 (approximately \$6,600)
Resources involved	<ol style="list-style-type: none"> 1. Installation of four signposts showing distances and times to Thompsons Beach. 2. Installation of one "pause point" of sheltered seating, landscaping, signage and interpretive material at the corner of Mookarii and Gregory Streets that evoke a riverside theme
Prioritisation factor (1 = highest, 5=lowest)	5
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation Stage	Long term : 2014 – 2016 year

MAJOR PAUSE PLACE

Cobram Urban Design Framework - Proposal No. 22

MRA001, May 2005



Pause place paved in well-drained 'hard' but not severe material such as granite sand

Raised planting bed to provide informal seating and define secondary spaces within the pause place

Pram ramps
Information Milestone

Proposal No 24.	Accommodate demand for highway frontage from major retail/bulky goods operators.
Description	Council to provide planning opportunities for bulky goods retailers to locate near the highly visible Murray Valley Highway.
Rationale	<ul style="list-style-type: none"> ▪ Opportunity to present the commercial centre's retail and service offerings to these "regional" customers. ▪ Provide an initial destination for comparison goods for customers from beyond the local area.
Costs factor	In-house time of the Council's Economic Development and Planning department to respond to the demand for bulky goods applications.
Resources involved	1. Provision is to be made for this work within the Economic Development and Planning Departments of Moira Shore Council.
Prioritisation factor (1 = highest, 5 = lowest)	3
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation Stage	Medium term : 2011 – 2013 year bracket

Proposal No 25.	Enhance commercial operations at Thompsons Beach and other appropriate River locations.
Description	Examples of such enterprises may include a coffee shop, 'hangout' venue for young people, paddle-boat hire etc...
Rationale	<ul style="list-style-type: none"> ▪ To improve the visitor experience, encouraging longer stays and repeat visits in addition to increased commercial opportunities.
Costs factor	Local Traders Association to establish a partnership with the local High Schools to investigate the possible installation of a structure at the beach.
Resources involved	1. Investigation (by others) of the installation of a structure containing shelter, recreation storage (boats etc) and food service operations.
Prioritisation factor (1 = highest, 5 = lowest)	4
Responsible authority	<ul style="list-style-type: none"> ▪ Local Traders Association/local high school pupils, in association with; ▪ Moira Shire Council
Implementation Stage	Medium - Long term : 2014 – 2016 year bracket

Proposal No 26.	Create a regional tourist route through Cobram from nearby towns.
Description	Install signage indicating a scenic bypass through Cobram at the intersection of the Goulburn Valley Hwy and the Murray Valley Highway.
Rationale	<ul style="list-style-type: none"> ▪ Get people aware of Cobram when they are making decisions about which route to go. ▪ Entice traffic moving south through Koonoomoo to make a scenic detour through Cobram, and then rejoin the highway again.
Costs factor	5 (approximately \$2,200)
Resources involved	1. Installation of a 'bypass sign' at this intersection indicating the location of Cobram in context with the regional road network.
Prioritisation factor (1 = highest, 5 = lowest)	5
Responsible authority	<ul style="list-style-type: none"> ▪ Moira Shire Council
Implementation Stage	Long term : 2014 - 2016 financial year period

10 COMMUNITY FEEDBACK AND CONSULTANTS' RESPONSES

The tables overleaf summarises the feedback of the eleven respondents from both the Steering Committee and the local residents of the Draft Proposals presented at the community meeting on 26th April 2005. The table illustrates how many respondents support the proposal, maybe' support the proposal, as well as those suggesting changes or deletion of a proposal. From this, responses from the consultants' have been incorporated to clarify an idea or intent, or accept the suggestions provided.

FEEDBACK OF THE COBRAM UDF PROPOSALS

Part 1: Within the Study area

Proposal No.	Proposal	Feedback supporting proposal: 'Yes'	Feedback supporting proposal: 'Maybe'	Feedback not supporting proposal: 'Not Necessary'	Total No. of feedback forms	Additional comments	Consultants' response
01	Create a town and beach walk.	10	2	-	12	-	Okay to proceed: All support, two 'maybe'.
02	Establish Federation Park and Settlement Square.	12	-	-	12	-	Okay to proceed: All support
03	Create a town square.	10	1	1	12	"Look at 1-way streets to help the problem"	Investigate and proceed: Nearly all support. Response to the one 'not necessary' comment is that after careful consideration, the proposal is to be retained to meet the stated objectives of the proposal, as well as the fact that it is widely supported by the community.
04	Improve the signage both around and to Cobram (i.e. both directional and visitor focused).	11	-	-	11	"Signage to Cobram [needed] west of the Road House"	Okay to proceed: All support
05	Enhance the quality and consistency of the streetscapes in the town centre.	10	1	-	11	"Footpaths in some places are of a poor standard, and necessary for improvement"	Okay to proceed: All support, one 'maybe'.

06	Improve the intersection of Punt Road and High Street.	11	1	-	12	"Do [intersection improvements] in conjunction with the traffic study"	Okay to proceed: All support, one 'maybe'.
07	Improve the intersection of Punt Road and Sydney Street	8	4	-	12	"Needs to be traffic calmed"	Investigate and proceed: Majority support, some 'maybes'. The realignment of the intersection geometry will improve the sight lines for drivers turning onto Punt Road. Additionally, the raised intersection and kerb build-outs will facilitate safe pedestrian movement.
08	Car Parking Strategy	10	2	-	12	"Other issues are a higher priority"	Okay to proceed: All support, two 'maybes'
09	Investigate a pedestrian and cycle link across the railway line.	6	5	1	12	"Needs to be a road or a waste of time"	Provide two options with the pro's and con's of with or without a road (please refer to Section 11 of the UDF report)
10	Investigate a vehicular link across the railway line.	As above					
11	Improve the amenity facilities for visitors and locals in Cobram.	10	2	-	12	"Mivo Park toilets are a disgrace" [so it is] "a great idea!"	Okay to proceed: All support, two 'maybes'.
12	Provide a car parking area for caravans and long vehicles near the proposed information centre	12	-	-	12	-	Okay to proceed: All support.
13	Improve pedestrian movements on Punt Road.	10	2	-	12	"Needs to be traffic calmed"	Okay to proceed: All support, two 'maybes'.

14	Limit and protect the area of Business 1 Zoning	5	5	1	11	"Routine planning issue makes sense"	<p>Investigate and proceed: Nearly all support one way or another. Response to the one '<i>not necessary</i>' comment is that after careful consideration, the proposal is to be retained based on the following:</p> <ul style="list-style-type: none"> ▪ There is a need to curb the expansion of the Business 1 Zone to focus activity in the centre to create demand to develop in the existing gaps. ▪ This also reduces the walkable distance people need to travel for necessary items.
15	Provide a 24/7 visitor focus across the commercial centre.	8	4	-	12	"Will take time but is necessary if Cobram is to move forward"	<p>Okay to proceed: All support, some '<i>maybes</i>'.</p>
16	Identify and monitor expansion, relocation, new operator and repositioning opportunities within the commercial centre.	5	4	2	11	"Needs Council encouragement to ensure best use of commercial properties"	<p>Investigate and proceed: Nearly all support one way or another. Response to the two '<i>not necessary</i>' comments is the need to realise and retain Cobram as a local shopping destination for both residents and visitors, in a more attractive, yet distinct manner to Yarrowonga.</p>

17	Negotiate with IGA supermarket to address Punt Road and the new town square	5	5	2	12	"Needs access and visual appeal to Punt Road/ Bank Street"	<p>Investigate and proceed: Nearly all support one way or another. Response to the two '<i>not necessary</i>' comments is that after careful consideration, the proposal is to be retained based on the following:</p> <ul style="list-style-type: none"> There is a necessity to utilise this very high profile blank wall as a means to improve amenity and generate a social vibrancy within Cobram that will have flow on benefits to the local shops from further integration of the centre.
18	Make better use of the saleyards site	7	2	-	9	"Saleyards are important and should be encouraged to relocate elsewhere, not to close"	<p>Okay to proceed: All support, two '<i>maybes</i>'.</p>
19	Enhance the potential of the [existing] heritage buildings	6	3	2	11	"Keep the existing heritage but try not to encourage new 'heritage' buildings"	<p>Investigate and proceed: Nearly all support one way or another. Response to the two '<i>not necessary</i>' comments is that after careful consideration, the proposal is to be retained based on the following:</p> <ul style="list-style-type: none"> This proposal is retained to capitalise on Cobram's built form assets, particularly the three stunning Victorian

							hotels which if upgraded would provide a wonderful accommodation experience and icons for the town.
20	Promotional maps of Cobram's key features	8	3	1	12	"Already done, just upgrade"	Investigate and proceed: Nearly all support one way or another. Response to the one ' <i>not necessary</i> ' comment is that after careful consideration, the proposal is to be retained based on the following: <ul style="list-style-type: none"> There is a need to upgrade the existing promotional map to include all the capital works and improvements to be completed within the next financial year.
21	Recording and telling of the town's stories	8	3	1	12	"Need to start now as not many town stories left to go back a long way"	Okay to proceed: Nearly all support one way or another. Response to the one ' <i>not necessary</i> ' comment is that after careful consideration, the proposal is to be retained based on the following: <ul style="list-style-type: none"> There is a necessity to 'capture' the stories before they are lost, as well as provide opportunities for current and future stories to be celebrated.
22	Promote contemporary and sustainable design	6	6	-	12	"State Government already done this and now in place"	Incorporate into local government policy planning policy.

Part 2: Outside Study Area

Proposal No.	Proposal	Feedback supporting proposal: 'Yes'	Feedback supporting proposal: 'Maybe'	Feedback not supporting proposal: 'Not Necessary'	Total No. of feedback forms	Additional comments	Consultants' response
23	To establish a town square to Thompson's Beach as a tourist trail.	10	1	1	12	"Maintenance at beach could be improved"	<p>Investigate and proceed: Nearly all support. Response to the one 'not necessary' comment is that the proposal should be retained based on the following:</p> <ul style="list-style-type: none"> There is the need to reaffirm Cobram's marketing vision as a river-side town to attract visitors and capital to this scenic tourist destination.
24	Accommodate demand for Highway frontage from major retail/bulky goods operators.	6	4	1	11	"Study about to be completed"	<p>Investigate and proceed: Nearly all support one way or another. Response to the one 'not necessary' comment is that after careful consideration, the proposal is to be retained based on the following:</p> <ul style="list-style-type: none"> There is the need for Council to integrate the recommendations of the Cobram UDF with adjacent local projects.

25	Enhance commercial operations at Thompsons Beach and other appropriate River locations.	9	2	-	11	"[but] Government regulations are more difficult"	Okay to proceed: All support, two 'maybes'. By including it in this study, it is more likely to happen.
26	Create a regional tourist route through Cobram from nearby towns.	10	1	1	12	"Attract people to detour [into Cobram]"	Investigate and proceed: Nearly all support one way or another. Response to the one 'not necessary' comment is that after careful consideration, the proposal is to be retained based on the following: <ul style="list-style-type: none"> There is the need to showcase Cobram from this main thoroughfare as an attractive and exciting destination to passers by.

Other Comments

- "...streets need to be able to be walked on without looking down at your feet [to prevent tripping up]. Then we'll be able to look up and see the direction signs and way to the centre square, breathe in the fresh air and enjoy ourselves";
- "Plenty of good thoughts and suggestions...";
- "...Uncertain about the community acceptance of the palm trees – okay at the entrance though";
- "I like that it all because of the cohesion and taking a holistic approach to developing our town";
- "Contact the owners of the Cleveland buildings in the CBD e.g. Central Hotel in the hope that they may renovate them to today's standards";
- "...the most talked about development at the urban design meeting was the MUST to open Dillon Street into Punt Road";
- "We require a roundabout at the Punt Rd/Murray Valley Hwy to slow traffic down that consistently moves through to Yarrawonga";
- "Urban development should commence at the Murray Valley Hwy first, flow through the town and set the scene for a visit to Thompsons Beach. It is most important to get people seeing Cobram as 'their shopping town', tourism on top of this is a bonus. 'Bread and butter' in the long term are based on stability and financial access for everyday shoppers";
- "I approve of the strategy and concept of town planning for Cobram";
- "We urgently require a toilet block at the Visitor Information end of town, and it needs to be built within the next 12 months.

11 DISCUSSION AND CONCLUSION

The feedback on the Draft Proposals from the respondents from the Steering Committee and the local residents concluded that all but one of the Draft Proposals were considered a measured priority.

11.1 Dillon Street crossing

The one proposal that generated the most controversy was the opening of Dillon Street – Proposal No. 9. To this end we investigated this matter further. The ‘pros and cons’ tables below have been generated collectively from the urban design, retail, economic and tourism and transport consultants to provide a detailed analysis of the options (Option 1 being pedestrian and cycle only, and Option 2 being a vehicular crossing) and recommend a strategic direction based on the vision of the Cobram UDF.

11.1.1 OPTION 1 - Opening Dillon Street across the disused railway line for pedestrians and cyclists only

Pros (in no order or correspondence to ‘cons’)	Cons (in no order or correspondence to ‘pros’)
1. Providing a pathway across the disused railway for pedestrians and cyclists (a shared path) will reduce the physical barrier effect of the railway lines, and provide better access for workers and residents from the north of the railway. For example, to buy their lunch in town, which in turn would result in improved customer sales in both the north and south directions.	1. Does not provide direct vehicular link between Cobram’s two areas of economic activity.
2. A new path will reduce pressure on car parks in the town centre as currently at lunchtime employees from the north drive into town. Comment: o we have a feel for how many employees make this car journey each day? It might be fairly minimal given that it is fairly straightforward to make this journey by foot at the moment.	2. Parking and movement pressure would still exist along Terminus Street, which is currently putting pressure on parking in Punt Road and increasing the conflict at the intersection of Punt Road and High St (See Strategy 06)
3. The proposed Federation Park and Settlement Square would be protected as recreational places where people feel safe, comfortable and have the ability to move along the corridor without through traffic. This traffic would potentially include trucks moving along the edge of the site and across the town trail.	3. Potential for customers using the outlets north of the railway to bypass the commercial centre (particularly those from out of town).
4. No need for Council to own the VicTrack land in order to construct a formal shared pathway over the railway line.	4. The relative isolation of sites north of the railway limits their future development opportunities.
5. By not providing a road link, this option maintains the commercial core to the south of the railway, ensuring retail efficiency by minimising vacancies. It also reduces the comfortable walkable area/distance for customers to walk around, reducing the need to move their car between shops.	
6. Although there is no formal path, pedestrians currently walk from Dillon Street across the disused railway– the provision of a shared path would formalise this link, make it safer, and also accessible to wheelchair users.	Comment - The path would need to link directly to the Punt Road footpath. Cyclists will need to be directed safely to Punt Road. This will involve a path that links Dillon Street to Punt Road, and not just across the disused railway.

11.1.2 OPTION 2 - Opening Dillon Street to vehicles

Pros (in no order or correspondence to 'cons')	Cons (in no order or correspondence to 'pros')
1. Linking Dillon Street to the roundabout on Punt Road is a neat solution to solving the current problem of large service delivery trucks entering Safeway from Punt Road. Isn't the problem the movement of trucks within the car park rather than on the street? They could now enter via Dillon Street, north of the proposed new Settlement Square.	1. This is only possible if VicTrack approves the sale of the railway easement (east of Murray Valley Highway) to Council. This could take many years.
2. It would be easier for caravans and long vehicles to access the proposed long vehicle parking (west of Settlement Square) from the existing roundabout on Punt Road, than by the existing 'sharper' turn alongside the proposed Settlement Square. (See Vehicle Movement Plan -Option C) This presents the opportunity for a number of Federation Park and Settlement Square transport and parking solutions. It would better for all vehicles – especially right turning vehicles – to utilise the roundabout to access the long vehicle parking area.	2. There is a possibility that zoning the area north of the railway may not curtail future expansion of the B1 Zone north from the present commercial area. Pressures may result in smaller retailers locating north of the railway in the future, much to the detriment of both the visual and economic conditions of the existing operators and any vacant shops within the presently defined Cobram commercial area.
3. Federation Park could be fully developed to incorporate both the railway easement, the old log cabin and cluster of trees adjacent to the roundabout on Punt Road (See Vehicle Movement Plan -Option C). There is also the future opportunity to link with the silos as part of a cycle rail trail which would be a very popular visitor attraction.	
4. Commercial and private vehicles accessing the commercial area from north of the railway using the Dillon Street extension takes traffic away from and improves the amenity for the residential area near Broadway Street and High Street.	Comment - The Punt Road extension probably will not reduce truck movement on Broadway Street. Trucks could also use Punt Road and Dillon Street to access area north of railway – which is unfavourable.
5. Opportunity for additional larger "Big Box" retail development on the former Saleyards site is an additional option to locating along the M.V. Hwy.	
6. A pedestrian link would also be provided via a pathway alongside the road.	

11.3 The Railway Land

Comments were also made about the future role of the railway land if the road crossing occurs. Opportunities to utilise the railway land when it is handed over to Council include:

- I. Use the railway land as open space and integrate it with the proposed Federation Park;
- II. Partially extend the Safeway car park to make up for the spaces lost to the Dillon Street extension;
- III. Possible future role of the silos as an interpretive tourist focus or commercial opportunity; and
- IV. Install additional off-street parking adjacent to Terminus Street.

11.4 Concluding comments

Short term recommendation: We believe the initial goals of the Cobram UDF, which are to provide community, recreational, tourism, economic and parking benefits, can be achieved without the extension of Dillon Street (Proposal No. 9).

Long term recommendation: Given the changing economic context and evolution of Cobram over the next ten years, it will be necessary for Council to secure the railway land east of the Murray Valley Highway (to High Street) from VicTrack to achieve some of the long term objectives of the Cobram UDF. One of these includes the future role of the tourist focus for Cobram, whereby utilising the railway land (once handed over to Council) for parking, a possible rail trail and accessing the silos, have the potential to be successful visitor attractions.

The extension of Dillon Street will also assist the development of Federation Park and Settlement Square, creating off-street parking adjacent to Terminus Street which could possibly further expand the existing industrial area.

From a transport perspective, extending Dillon Street through the Safeway car park will provide increased permeability options for cars and trucks moving north. This will reduce vehicle conflict and dominance at the eastern end of Punt Road, which is currently compromising a safe and aesthetic pedestrian environment, both along and across Punt Road.

From a commercial perspective, the long term success of the Cobram CBD will be require Council to enter into discussions with DSE to implement a planning and development overlay to the B3Z land north of the railway to prevent smaller retailers from locating there, thus reducing the intensity of the improved CBD (see 11.1.2 OPTION 2 -'con' 2).

12 IMPLEMENTATION STRATEGY

The implementation strategy guides the future funding and development of the proposals, which gives effect to the objectives of the Cobram Urban Design Framework. The implementation tables overleaf identify how these proposals can be implemented, and provide a priority based on both:

- The importance based on the prioritisation rationale (see Chapter 13); and
- The indicative cost, as described below.

12.1 Capital works cost bands

An indicative costing estimate exercise has been undertaken for each of the 25 proposals. Standard unit costs have been used for proposed items (e.g. new concrete footpath, signage, pedestrian crossing), however quantities have been estimated where necessary. As such, a band rating has been used to differentiate between high cost, medium cost and low financial resources options.

Indicative cost band:

Banding	Cost from	Cost to	Description
5	\$0	\$5,000	least resources required
4	\$5,000	\$10,000	
3	\$10,000	\$50,000	moderate resources
2	\$50,000	\$100,000	
1	\$100,000	\$330,000	most resources required

Please Note: All the proposals (including structures, surfacing, traffic improvements and streetscape elements) have been designed to require minimal ongoing maintenance. As per clarification of the project specification requirement, the costings make no specific provision for maintenance labour/installation costs, unless expressly identified where a specialist installation by an outside provider will be required.

12.2 Costs of Capital Works for Proposals within the Study Area

Proposal No.	Proposal	Capital Works (other resources)	Indicative Total Cost	Cost Band	Implementation Period	Funding Source
01	Create a town and beach walk.	<ol style="list-style-type: none"> 1. Establishment of 500metres (approx) of footpath; 2. Planting of feature trees: Washingtonia robusta (or similar) 3. Planting of street trees: Archontophenix cumminghamii (or similar); 4. 150metres of perforated metal ribbon awnings; and 5. 5 gateway banners at the intersection of Murray Valley Highway and Punt Road. 6. Maintenance @ 10% 7. Survey and detailed design @ 5% <p style="text-align: center;">TOTAL COST (partly by others)</p>	<p>\$66,000 \$40,000 \$10,000 \$78,000 \$30,000 \$22,400 \$11,200 \$257,600</p>	1	2008-2010	Federation Park Trust (works in Fed Park) Moira Shire Council (Works along Punt Road) Department of Sustainability and Environment (DSE) VicHealth
02	Establish Federation Park and Settlement Square.	<ol style="list-style-type: none"> 1. Construction of hard paving, granitic sand and water feature; 2. Installation of play feature and interpretive sculpture; 3. Planting of trees to define Settlement Square; 4. Locally-evocative seating, using materials such as railway sleepers; 5. Construction of a BBQ area; and 6. Installation of a pergola. 7. Maintenance @ 10% 8. Survey and detailed design @ 5% 9. Service relocation and redistribution @ 5% <p style="text-align: center;">TOTAL COST (by others)</p>	<p>\$242,000 \$8,000 \$4,000 \$6,000 \$5,000 \$6,000 \$27,110 \$13,555 \$13,555 \$325,315</p>	1	2005-2020	Federation Park Trust DSE Arts Victoria

03	Create a town square.	<ol style="list-style-type: none"> 1. Construction of hard paving, feature paving, granitic sand and a water feature; 2. Installation of play feature and interpretive sculpture; 3. Street tree planting: Archontophenix cumminghamii (or similar); 4. Installation of contemporary style of seating; 5. Shade structure; and 6. Provision of access points for service, delivery and emergency vehicles at each end of the town square. 7. Maintenance @ 10% 8. Survey and detailed design @ 5% 9. Service relocation and redistribution @ 5% <p style="text-align: center;">TOTAL COST</p>	<p>\$117,000</p> <p>\$10,000</p> <p>\$4,000</p> <p>\$12,000</p> <p>\$4,000</p> <p>\$2,000</p> <p>\$14,860</p> <p>\$7,430</p> <p>\$7,430</p> <p>\$178,320</p>	1	2011-2013	Moira Shire Council DSE Arts Victoria
04	Improve the signage both around and to Cobram (i.e. both directional and visitor focused).	<ol style="list-style-type: none"> 1. Installation of signs for vehicles and pedestrians to better inform people of Cobram's attractions and how to access them. 2. Installation of signs at intersections that tell people where major areas of parking are. 3. Maintenance @ 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$9,000</p> <p>\$8,000</p> <p>\$1,700</p> <p>\$18,700</p>	3	2005-2007	Department of Infrastructure (DOI) Moira Shire Council
05	Enhance the quality and consistency of the streetscapes in the town centre.	<ol style="list-style-type: none"> 1. Survey the conflicts and danger points. 2. Incrementally replace poor quality footpaths with bitumen. 3. Installation of trees to complement the existing treed and shaded areas. 4. Installation of plantings in raised beds in outstands that provide shaded seating areas at 100m intervals. 5. Maintenance @ 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$1,000</p> <p>\$25,000</p> <p>\$20,000</p> <p>\$5,000</p> <p>\$5,140</p> <p>\$56,540</p>	2	2008-2010	Moira Shire Council DOI

06	Improve the intersection of Punt Road and High Street.	<ol style="list-style-type: none"> 1. Realignment of the geometry of Punt Road at the intersection with High street by moving the stop line position in line with the western kerb of High Street. 2. Installation of kerb build-outs with drop kerbs on either side of High Street, on the northern side of the intersection with Punt Road. 3. Maintenance @ 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$5,000</p> <p>\$7,000</p> <p>\$1,200</p> <p>\$13,200</p>	3	2005-2007	Moirra Shire Council DOI
07	Improve the intersection of Punt Road and Sydney Street	<ol style="list-style-type: none"> 1. Realignment of the geometry by moving the stop line forward. 2. Install a kerb build-out on the western side of the intersection in order to facilitate the new stop line position. 3. Investigate the provision of a raised intersection at this location. 4. Maintenance @ 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$5,000</p> <p>\$2,000</p> <p>\$15,000</p> <p>\$2,200</p> <p>\$24,200</p>	3	2005-2007	DOI Moirra Shire Council
08	Car Parking Strategy	<ol style="list-style-type: none"> 1. Installation of new signposting on Murray Valley Highway and Broadway Street to indicate the shortest and quickest routes to the long-stay off-street car parking areas and on-street parking areas from the main roads. 2. Install canopy trees in car parks, alternately introduce shade structures in the car parks. 3. Investigate re-mark parking bays in peripheral off street car parks to provide more generous parking bays. 4. Maintenance @ 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$8,000</p> <p>\$25,000</p> <p>\$500</p> <p>\$3,300</p> <p>\$37,300</p>	3	2005-2007	Moirra Shire Council DOI Private car park land owners

09	Investigate a pedestrian and cycle link across the railway line.	<ol style="list-style-type: none"> 1. Provision of a pedestrian and cycle crossing over the railway line to connect the B3 zone with the B1 zone. 2. Formalise the parking facilities on the northern side of the railway at the southern end of Dillon Street. 3. Investigate the extension of a road through the Safeway car park to Punt Road. 4. Maintenance @ 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$15,000</p> <p>\$5,000</p> <p>\$2,000</p> <p>\$2,200</p> <p>\$24,200</p>	3	2005-2007	Moira Shire Council DOI VicTrack
10	Investigate a vehicle link across the railway line.	<ol style="list-style-type: none"> 1. Provision of a pedestrian and cycle crossing over the railway line to connect the B3 zone with the B1 zone. 2. Formalise the parking facilities on the northern side of the railway at the southern end of Dillon Street. 3. Investigate the extension of a road through the Safeway car park to Punt Road. 4. Maintenance @ 10% <p style="text-align: center;">TOTAL COST</p>	<p>50,000</p> <p>\$5,000</p> <p>\$2,000</p> <p>\$5,700</p> <p>\$62,700</p>	3	2005-2007	Moira Shire Council DOI VicTrack
11	Improve the amenity facilities for visitors and locals in Cobram.	<ol style="list-style-type: none"> 5. Allocation of funding for the Installation of a new toilet block in Federation Park. 6. Investigate the feasibility of moving the information centre over to Federation Park, adjacent to the existing regional bus stop, gallery, former train station and proposed toilet block and associated local craft elements. 7. Maintenance @ 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$150,000</p> <p>\$50,000</p> <p>\$20,000</p> <p>\$220,000</p>	1	2014-2016	DSE Moira Shire Council Tourism Victoria
12	Provide a car parking area for caravans and long vehicles near the proposed information centre	<ol style="list-style-type: none"> 1. Installation of parallel long vehicle and caravan parking at Federation Park (number to be decided at design detail stage). 2. Maintenance @ 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$20,000</p> <p>\$2,000</p> <p>\$22,000</p>	3	2005-2007	Moira Shire Council Tourism Victoria

13	Improve pedestrian movements on Punt Road.	<ol style="list-style-type: none"> 1. Installation of a zebra crossing at the mid-block location on Punt Road between Bank and High Streets (see Transport Strategy Plan). 2. Installation of kerb build-outs and central traffic islands will also be provided similar to the zebra crossing outside Safeway. 3. Install shade structures (4) 4. Maintenance @ 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$5,000</p> <p>\$3,000</p> <p>\$16,000</p> <p>\$2,400</p> <p>\$26,400</p>	3	2005-2007	Moira Shire Council VicHealth
14	Reduce the area of business 1 zoning	(In-house time of Moira Shire Council and DSE)	No capital cost			
15	Provide a 24 hour visitor focus across the commercial centre (i.e. promoting evening activities, as well as current daytime ones).	(Local Traders Association and Moira shire Council)	No capital cost			
16	Identify and monitor expansion, relocation, new operator and repositioning opportunities within the commercial centre.	(Local Traders Association and Moira shire Council)	No capital cost			
17	Negotiate with IGA supermarket to address Punt Road and the new town square. Refer to section 9.1 for further detail.	(Local Traders Association, IGA supermarket and Moira shire Council)	No capital cost			
18	Make better use of the saleyards site	(Moira shire Council – Economic Development Department)	No capital cost			

19	Enhance the potential of the [existing] heritage buildings	(One day's time of a local Heritage Architect - to be funded by 'others')	No capital cost			
20	Promotional maps of Cobram's key features	<ol style="list-style-type: none"> 1. Installation of a map in both town squares. 2. Prepare tear-off map pads for distribution from shops, hotels etc. 3. Maintenance at 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$10,000</p> <p>\$10,000</p> <p>\$2,000</p> <p>\$22,000</p>	3	2011-2013	Moira Shire Council Arts Victoria
21	Recording and telling of the town's stories	<ol style="list-style-type: none"> 1. Installation of interpretive features at points revealed by the research. 2. Maintenance at 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$6,000</p> <p>\$600</p> <p>\$6,600</p>	4	2011-2013	Moira Shire Council Arts Victoria
22	Promote contemporary and sustainable design	(Approximately \$15,000 to be sourced from DSE – guidelines can apply to other local municipalities for cost efficiency)	No capital cost			

12.3 Costs of Capital Works for the Proposals Outside of the Study Area

Proposal No.	Proposal	Capital Works	Indicative Total Cost	Cost Band	Implementation Stage	Funding Source
23	To establish a tourist trail from the new town square to Thompsons Beach.	<ol style="list-style-type: none"> 1. Signposting showing distance and time to Thompsons beach. 2. Install "pause point" of sheltered seating, landscaping, signage and interpretive material at the corner of Mookarii and Gregory Sts that evoke a seaside theme 3. Maintenance at 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$2,000</p> <p>\$4,000</p> <p>\$600</p> <p>\$6,600</p>	4	2014-2016	Moira Shire Council Tourism Victoria
24	Accommodate demand for Highway frontage from major retail/bulky goods operators.	(in-house time of Moira Shire Council)	No capital cost			
25	Enhance commercial operations at Thompsons Beach and other appropriate River locations.	(Local Traders Association)	No capital cost			
26	Create a regional tourist route through Cobram from nearby towns.	<ol style="list-style-type: none"> 1. Installation of a 'bypass sign' at this intersection indicating the location of Cobram in context with the regional road network. 2. Maintenance at 10% <p style="text-align: center;">TOTAL COST</p>	<p>\$2,000</p> <p>\$200</p> <p>\$2,200</p>	5	2014-2016	DOI Moira Shire Council

13 PRIORITIES

As with the staging of capital works costs of all major projects such as this, it is necessary to take into account other major expenditures for Moira Shire Council. The Council has committed itself to significant expenditure for the closure of the Cobram No. 1 channel, and it is for this reason that the priorities of the proposals on the following pages have been staged based on the rationale of both the:

- 1) Factor of Importance i.e. safety improvements; and
- 2) Affordability i.e. visibility of progressing some of the Cobram UDF proposals

This table below provides in more detail the staging of the benefits to the town of Cobram, as well as an indicative timeline of when they are likely to be achieved.

Stage	Benefit	Implementation	Timeline
1	Providing immediate safety and amenity improvements or are to achieve "runs on the board".	Short term	2005 - 2007
2	Providing maximum improvements to amenity, traffic movement, public realm or economic vitality.	Short - Medium	2008 - 2010
3	Providing moderate improvements to traffic movement, public realm or economic vitality Providing immediate safety improvements.	Medium	2011 - 2013
4	Providing long term improvements.	Medium - Long	2014 - 2016
5	Proposals outside the study area.	Long	2017 - 2020

Table 1 Descriptions of benefits and timeline of each stage.

The tables below illustrate what proposals have been identified to be actioned in Stages 1-5, some of which are on-going as defined in each Stage.

13.1 Stage One Priorities and Implementation

Priority 1 Proposals in the Short Term (2005 – 2007)			
Proposal No.	Proposal Description	Capital works band (1=highest;5=lowest)	Capital Works Cost
04	Improve the signage both to and around Cobram.	3.	\$18,700
06	Improve the intersection of Punt Road and High Street	3.	\$13,200
07	Improve the intersection of Punt Road and Sydney Street	3.	\$24,200
08	Car Parking Strategy	3.	\$37,300
09	Investigate pedestrian/cycle links across the railway line.	3.	\$24,200
10	Investigate vehicular links across the railway line.	2.	\$62,700
12	Parking area for caravans and long vehicle parking	3.	\$22,000
13	Improve pedestrian movements over and along Punt Road.	3.	\$26,400
Total Cost of Stage 1			\$228,700
Ongoing Proposals from Stage 1 (2005) – Stage 5 (2020)			
02	Establishment of Federation Park and Settlement Square	1. (by others)	\$325,315 (by others)
Ongoing Non-Capital Cost Proposals from Stage 1 (2005) – Stage 5 (2020)			
15	Provide a 24 hour visitor focus across the commercial centre	-	Moira Shire Council & others
16	Identify and monitor the expansion and relocation opportunities within the commercial centre.	-	Moira Shire Council & others
17	Negotiate with IGA supermarket	-	Moira Shire Council & others
19	Enhance the potential of the existing buildings	-	Moira Shire Council & others
22	Promote contemporary and sustainable design	3.	\$15,000

13.2 Stage Two Priorities and Implementation

Priority 2 Proposals in the Short – Medium Term (2008 – 2010)			
Proposal No.	Proposal Description	Capital works band (1=highest;5=lowest)	Capital Works Cost
01	Create a town to beach walk	1.	\$257,600* ¹
05	Enhance the quality of the streetscapes	2.	\$56,540
Total Cost of Stage 2			\$314,140
Non-Capital Cost Proposals			
14	Provide a 24 hour visitor focus across the commercial centre	-	Moira Shire Council & others

*¹ The Federation Park Trust is responsible for all works within Federation Park; and Moira Shire Council for works outside this, i.e. Punt Road.

13.3 Stage Three Priorities and Implementation

Priority 3 Proposals in the Medium Term (2011 – 2013)			
Proposal No.	Proposal Description	Capital works band (1=highest;5=lowest)	Capital Works Cost
03	Create a new Town Square	1.	\$178,320
20	Promotional maps of Cobram's key features	3.	\$22,000
21	Recording and telling of the town's stories	4.	\$6,600
Total Cost of Stage 3			\$206,920
Ongoing Non-Capital Cost Proposals from Stage 1 (2005) – Stage 5 (2020)			
24	Accommodate demand for Highway frontage	-	Moira Shire Council & others

13.4 Stage Four Priorities and Implementation

Priority 4 Proposals in the Medium - Long Term (2014 – 2016)			
Proposal No.	Proposal Description	Capital works band (1=highest;5=lowest)	Capital Works Cost
11	Improve the amenity facilities for visitors and locals	1.	\$220,000
Total Cost of Stage 4			\$220,000
Ongoing Non-Capital Cost Proposals from Stage 1 (2005) – Stage 5 (2020)			
25	Enhance commercial operations at Thompsons Beach	-	Moira Shire Council & others

13.5 Stage Four Priorities and Implementation

Priority 5 Proposals in the Long Term (2014 – 2016)			
Proposal No.	Proposal Description	Capital works band (1=highest;5=lowest)	Capital Works Cost
23	Establish a tourist trail from the new Town Square to Thompsons Beach	4.	\$6,600
26	Create a regional tourist route through Cobram.	5.	\$2,200
Total Cost of Stage 5			\$8,800
Ongoing Non-Capital Cost Proposals from Stage 1 (2005) – Stage 5 (2020)			
18	Make better use of the Saleyards site	-	Moira Shire Council & others

14 REFERENCES

Childrens Play Council (2002), *Planning for Outdoor Play*

David Lock Associates (2004) *Enhancing the Social Value of Streets and A Walkable Community*

Engwicht, D (1999) *Street Reclaiming: Creating Livable Streets and Vibrant Communities*, Pluto Press

Gehl, and Gemzoe (2004) *Public Spaces, Public Life*, The Danish Architectural Press

Heart Foundation (2004) *Healthy by Design*, national Heart Foundation of Australia

Huetal, Manson, (2000), *A Prospective Study of Walking as Compared with Vigorous Exercise in the Prevention of Coronary Heart Disease in Women*, 341, NEJM.

Landscape Industries Association of Victoria (2004/05) *Schedule of Rates*, LIAV

Transport for London (2004) *Making London a Walkable City: The Walking Plan for London*

Whewey, R. and Millward, A (1997) *Child's Play: Facilitating Play on Housing Estates*, Chartered Institute of Housing

Ziesel (1990) *Inquiry by Design*

<http://www.sustrans.org.uk/>

15 POTENTIAL FUNDING SOURCES

1. Arts Victoria

Creating Place and Space: Ian Rogers
Tel (03) 9954 5041

Street: Level 6
2 Kavanagh St
Southbank
3006

Postal: Private Bag No 1
South Melbourne
Victoria 3205

Phone: 03 9954 5000

Fax: 03 9686 6186

Freecall: 1800 134 894

Internet: www.arts.vic.gov.au

Email: artsvic@dpc.vic.gov.au

All individual email addresses follow the protocol
firstname.surname@dpc.vic.gov.au

2. Department of Human Services

Street: Enterprise House
555 Collins Street
Melbourne Vic 3000

Mail: GPO Box 4057
Melbourne Vic 3001

Phone: 9616 7777

Email: www.dhs.vic.gov.au

Current campaigns:

- Growing Victoria Together
- Go For Your Life! <http://goforyourlife.vic.gov.au/>

3. Department of Infrastructure

Street Level 14, 80 Collins Street,
Melbourne VIC 3000, Australia

Postal: GPO Box 2797Y,
Melbourne VIC 3001, Australia

Phone: Australia: (03) 9655 6666
International: +61 3 9655 6666

Fax: Australia: (03) 9655 6752
International: +61 3 9655 6752

Email: <http://www.doi.vic.gov.au/>

4. Department of Sustainability and Environment

Street: Planning Information Centre

Nauru House
80 Collins Street
Melbourne VIC 3000

North East Regional Office

35 Sydney Road
Benalla VIC 3672

Phone: 136 186 from anywhere within Australia

Email: <http://www.dse.vic.gov.au/dse/>

5. Tourism Victoria

Phone: 13 22 15/13 28 42

Email: www.provincialvictoria.vic.gov.au/

www.visitvictoria.com

6. VicHealth

April 2005 **Communities Together Scheme Guidelines**

Funding guidelines and application form are now available. Applications close 30 June 2005.

Street: Ground Floor
15-31 Pelham St
Carlton South, 3053

Mail: PO Box 154,
Carlton South,
VIC 3053

Phone: (03) 9667 1333

Fax: (03) 9667 1375

Email: www.vichealth.vic.gov.au

7. Victorian Government's Sustainability Fund

Mail: EPA Victoria
GPO Box 4395QQ
Melbourne Victoria 3001

Phone: (03) 9695 2685

Email: www.epa.vic.gov.au/Government/SustainabilityFund

APPENDIX A

The Social Landscape

This derives the values, hopes and fears of the Cobram Community as they relate to different parts of the town. It is not intended to be read as being about the number of assets as the number of problems, as the weight is to be places on each asset or problem may vary.

The River and Beaches

1. "Cobram is a river town...there are 'tens' of sandy beaches".



Dynamic and diverse business base

1. "If you cant make it in business in Cobram, you cant make it anywhere"
2. The town has two supermarkets, a cinema, Target, and a wide range of shops and services.
3. A range of tourist opportunities.



The community

"The people of Cobram are its greatest asset, dynamic, enthusiastic, friendly, community minded".



The climate

Cobram is a bright and sunny place.



Industrial base

"You can get anything made in Cobram"



Border Location

Cobram has the opportunity to benefit from cross border movement.



The towns assets as identified by the community

Traffic Problems

Congestion, barriers to movement and difficult junctions make Cobram difficult to get around in a car, and make it unsafe and uncomfortable to get around on foot.



Perceptions of lack of safety

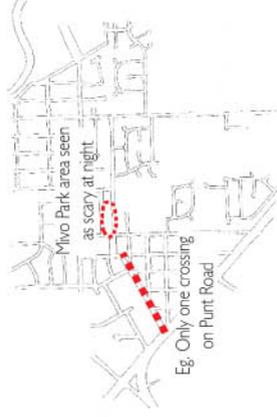
1. Lack of pedestrian crossings.

2. Confusing junctions.

3. Inadequate street lighting.

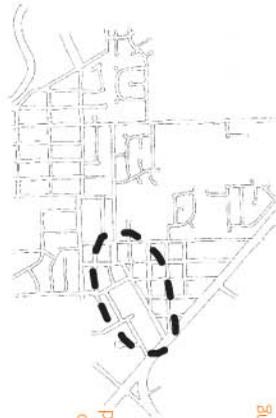
4. Paving that can trip people up

5. Stranger-danger



Parking Problems

1. Lack of parking provision for long vehicles deters tourists who often come up with caravans and boat trailers, etc.
2. Conflict between on-street parking and vehicles passing by.
3. Town centre car-parks often occupied all-day by people working nearby, rather than being able to be used by numerous customers over the business day.



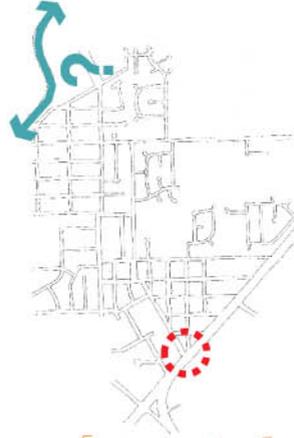
Town Layout

1. The compact, yet jumbled-up street layout, makes it harder to find places than in the traditional linear centre.
2. There is no focal point for the community.
3. There is also no place for seasonal activities or to put the Christmas tree up.



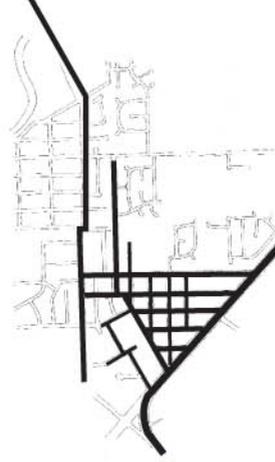
Image

1. Little awareness that Cobram is a river town.
2. Gateway to town from highway does little to sell Cobram or river.
3. Bad image of derelict railway and sale yards;
4. Bad image of vacant blocks in Town Centre.



Quality of streetscape

1. No consistent streetscape;
2. Lack of attractive landscape and streetscape;
3. Unattractive and tired signage;
4. Lack of seats; and
5. Lack of street lighting.



Investment

1. Perception that the significant commercial investors/operators are not establishing in Cobram.
2. Several vacant lots on the periphery of town centre.



Social Facilities

1. Little to do for children and young people.
2. No social space in the town centre (such as parks or drop-in-centres).
3. Little to do if you are not into sport, or not old enough for the "hotel culture".
4. Lack of cultural facilities such as an arts precinct.



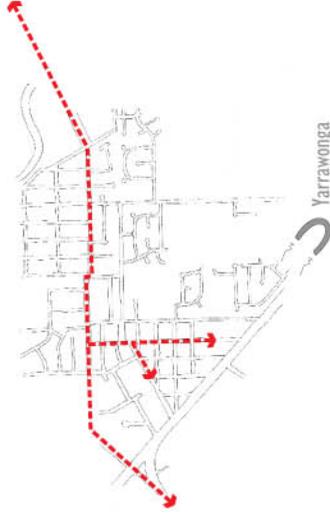
Barriers

The railway, and to a lesser extent the channel, and other large sites, divide Cobram and create inconvenience barriers.



Future trends

1. Yarrawonga could increasingly compete for trade.
2. Increasing cross river traffic may challenge existing conditions.



Range of Attractions

Apart from the river there is not much to attract people to Cobram, in particular for children and young people.



Architecture and Landscape

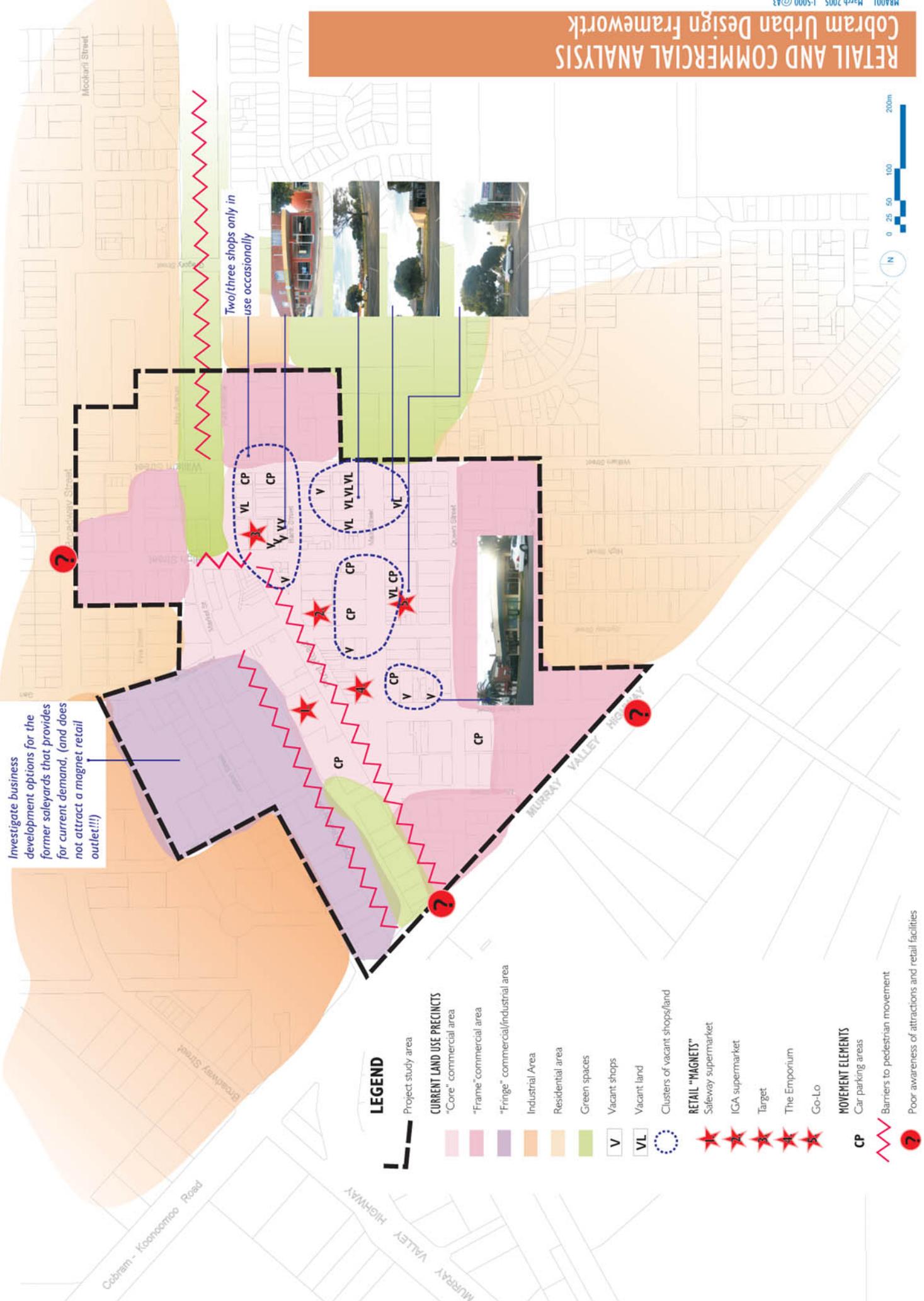
1. Cobram does not use its built assets adequately.
2. New buildings are often generic and lack design innovation.



The towns problems as identified by the community 2 of 2

APPENDIX B

Retail and Commercial Synthesis



Investigate business development options for the former saleyards that provides for current demand, (and does not attract a magnet retail outlet!!!)

Two/three shops only in use occasionally

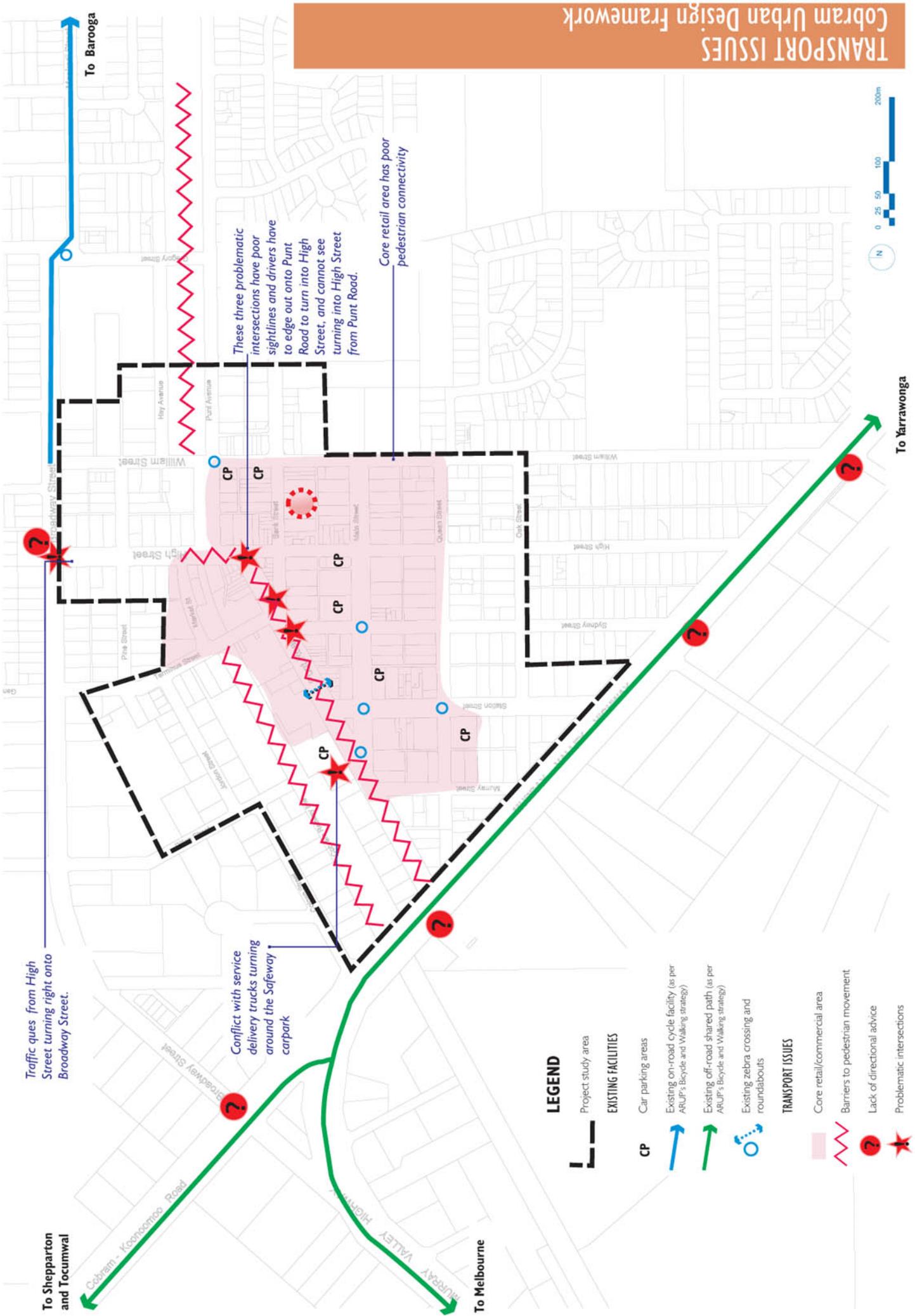
LEGEND

- Project study area
- CURRENT LAND USE PRECINCTS**
- "Core" commercial area
- "Frame" commercial area
- "Fringe" commercial/industrial area
- Industrial Area
- Residential area
- Green spaces
- Vacant shops
- Vacant land
- Clusters of vacant shops/land
- RETAIL "MAGNETS"**
- Saleway supermarket
- IGA supermarket
- Target
- The Emporium
- Go-Lo
- MOVEMENT ELEMENTS**
- Car parking areas
- Barriers to pedestrian movement
- Poor awareness of attractions and retail facilities



APPENDIX C

Transport Issues



APPENDIX D

Urban Design Analysis

LEGEND

Project study area

TOWN CENTRE ASSETS



Physical landmarks
Visually-interesting buildings
Pedestrian crossing
Sunny aspect

TOWN CENTRE CONSTRAINTS

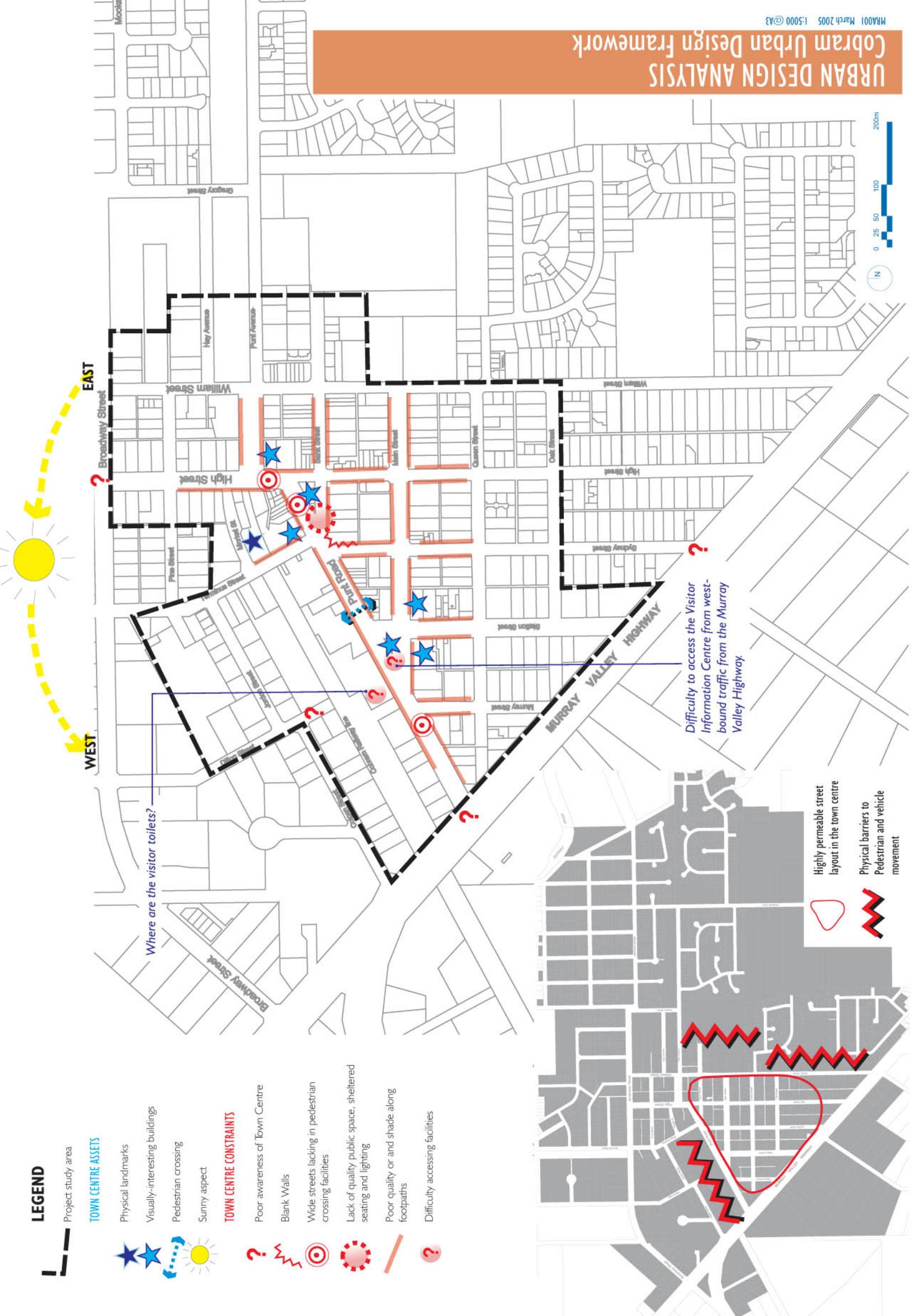
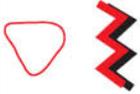


Poor awareness of Town Centre
Blank Walls
Wide streets lacking in pedestrian crossing facilities
Lack of quality public space, sheltered seating and lighting
Poor quality or and shade along footpaths
Difficulty accessing facilities

Where are the visitor toilets?

Difficulty to access the Visitor Information Centre from west-bound traffic from the Murray Valley Highway

Highly permeable street layout in the town centre
Physical barriers to Pedestrian and vehicle movement



APPENDIX E

Draft Vision Statement, and annotates responses on plan to the social landscape

Non site specific vision:

- Improve the ability for locals and visitors to find their way around town; and
- Provide visitors with a memorable souvenir that makes them more likely to come back, e.g. A "tear off" town map that can be coloured in by kids.

River Walk: provides a well signposted link to the Murray River and the many beaches. This will reinforce the identity of "Cobram on the Murray".

Improve the provision of amenities and facilities along the Murray River to encourage more visitors and local residents to use this wonderful asset.

New Town Square: a focal point for the community, incorporating play facilities, landscaping, water features, seating and games (e.g. Petanque).

Stylish and dramatic gateway entry features/sculptures to attract passers-by into Cobram's town centre.

New link and long vehicle parking for caravans and boat trailers in particular.

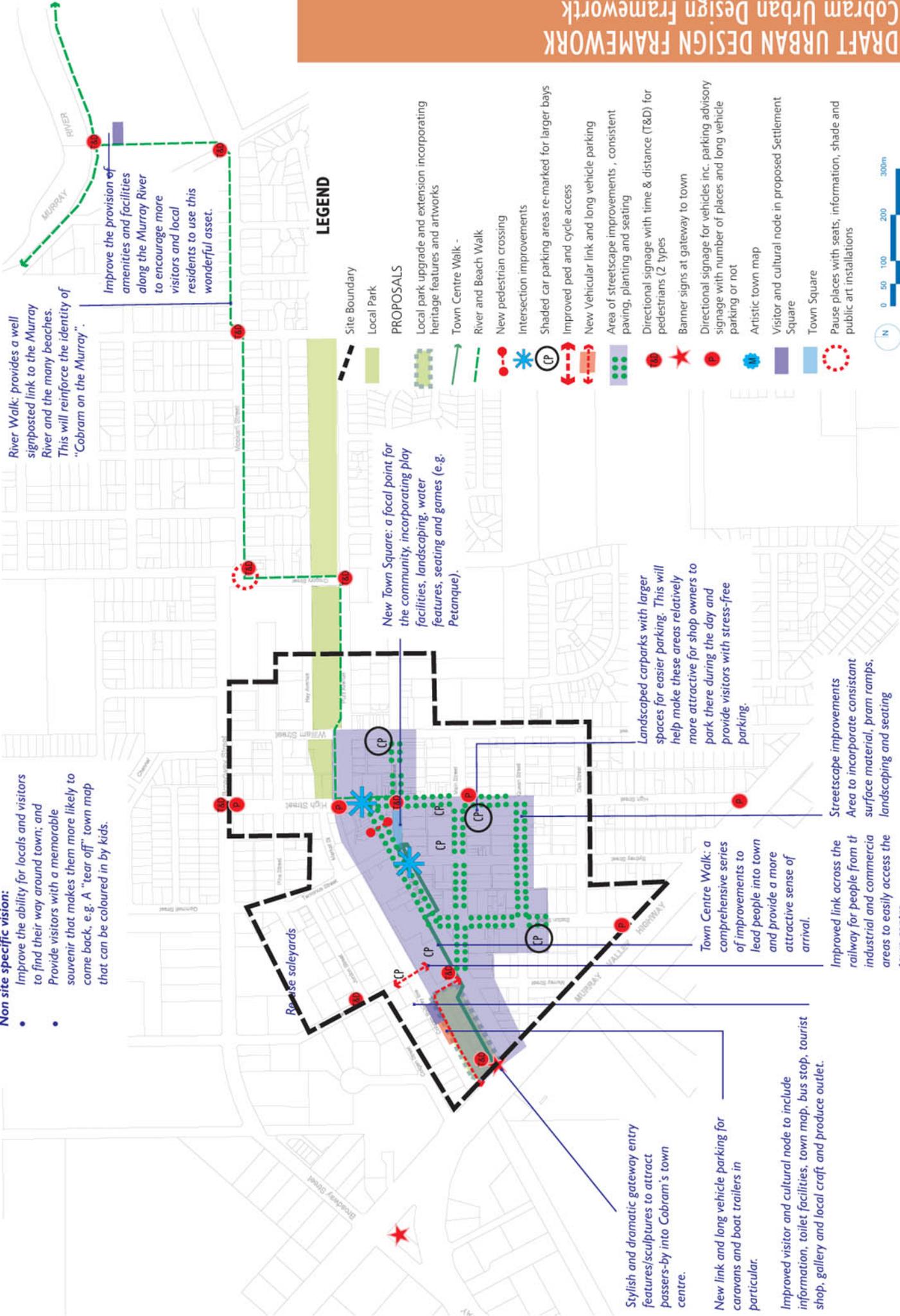
Improved visitor and cultural node to include information, toilet facilities, town map, bus stop, tourist shop, gallery and local craft and produce outlet.

Town Centre Walk: a comprehensive series of improvements to lead people into town and provide a more attractive sense of arrival.

Improved link across the railway for people from the industrial and commercial areas to easily access the town centre.

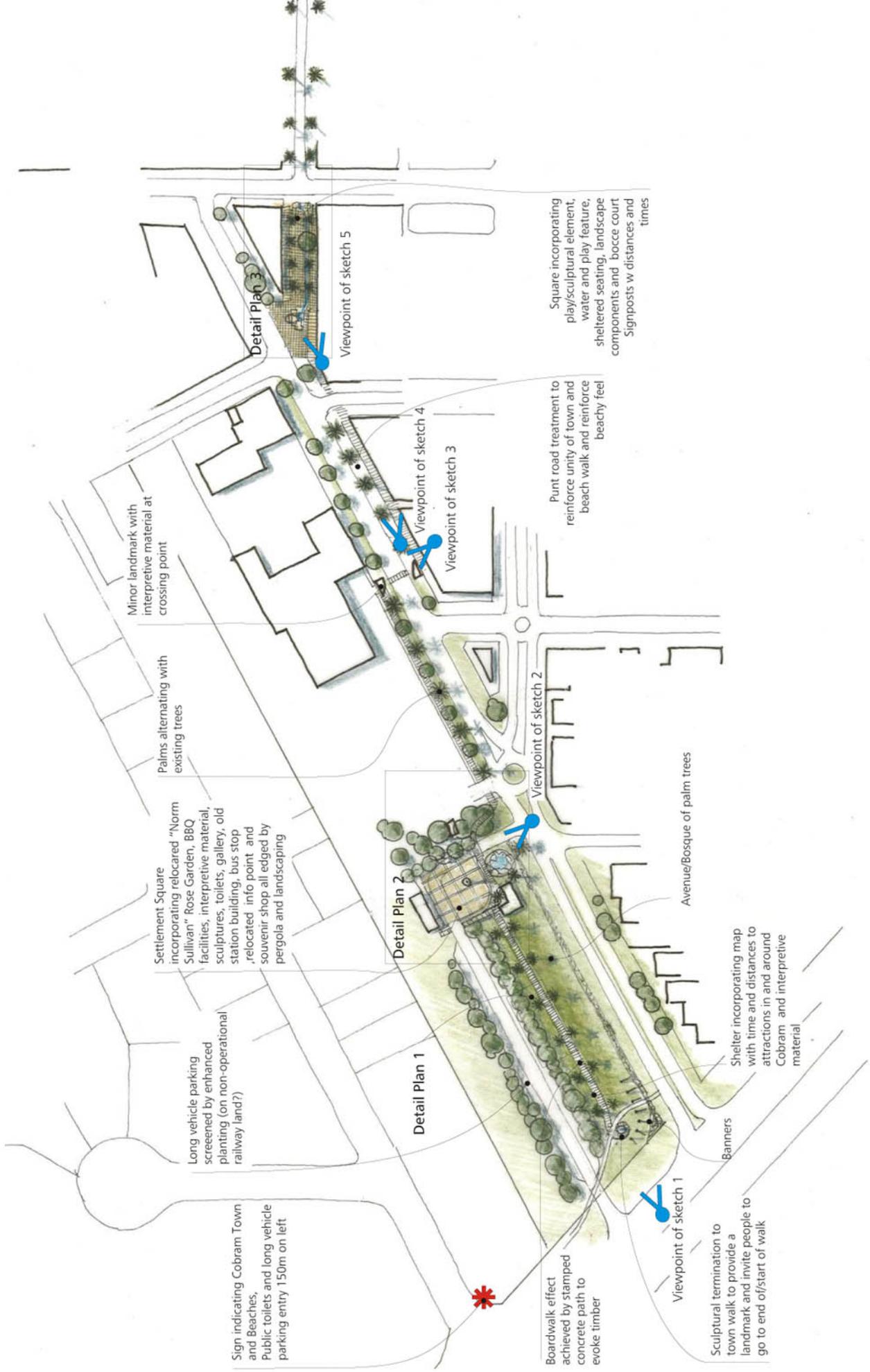
Landscaped carparks with larger spaces for easier parking. This will help make these areas relatively more attractive for shop owners to park there during the day and provide visitors with stress-free parking.

Streetscape improvements
Area to incorporate consistent surface material, pram ramps, landscaping and seating



APPENDIX F

Vision: Indicative element: *The Town Walk – defining Cobram as a beachside town, providing an attractive focus for activities and as well as a memorable and inviting entrance to Cobram through a co-ordinated series of environmental improvements along a town walk.*



Minor landmark with interpretive material at crossing point

Palms alternating with existing trees

Settlement Square incorporating relocated "Norm Sullivan" Rose Garden, BBQ facilities, interpretive material, sculptures, toilets, gallery, old station building, bus stop, relocated info point and souvenir shop all edged by pergola and landscaping

Long vehicle parking screened by enhanced planting (on non-operational railway land?)

Sign indicating Cobram Town and Beaches, Public toilets and long vehicle parking entry 150m on left

Detail Plan 1

Detail Plan 2

Detail Plan 3

Detail Plan 4

Detail Plan 5

Boardwalk effect achieved by stamped concrete path to evoke timber

Viewpoint of sketch 1

Sculptural termination to town walk to provide a landmark and invite people to go to end/start of walk

Banners

Shelter incorporating map with time and distances to attractions in and around Cobram and interpretive material

Avenue/Bosque of palm trees

Viewpoint of sketch 2

Punt road treatment to reinforce unity of town and beach walk and reinforce beachy feel

Viewpoint of sketch 3

Viewpoint of sketch 4

Viewpoint of sketch 5

Square incorporating play/sculptural element, water and play feature, sheltered seating, landscape components and bocce court Signposts w distances and times

Sign indicating Cobram Town and Beaches, Public toilets and long vehicle parking entry 150m on left

Town and Beach walk

APPENDIX G

Commercial Survey Results and Meeting/Consultation Minutes

MINUTES – Steering Committee Meeting

Cobram UDF

Held Thursday 10th February at Council Offices, 3pm

1. Present

David Becroft	Planner, Moira Shire Council;
Melanie McDonald	Community Services, Moira Shire Council
David Booth	Recreation Officer, Moira Shire Council
Wayne Galloway	Engineers, Moira Shire Council
Greg Laidlaw	Business Development Officer, Moira Shire Council
Annie Beveridge	Childrens Services, Moira Shire Council
Jenny Donovan	Urban designer and Director at David Lock Associates;
Nicola Williams	Urban designer at David Lock Associates

2. Issues Raised

2.1 Predominantly Urban Design/Community safety

- Mel tabled the Community Action Plan, 2004.
- David tabled the Security and Safety Report, 2003.
- Consultants need to see photos of the model of the Federation Master Plan to establish how far the design has progressed (thanks David).
- The No.1 water channel has community support for it to be piped underground, which will improve the safety for kids and open up opportunities for open space links (but VERY costly project so a long way down the track).
- Lack of awareness of the whole length of sandy beach between Cobram and Yarrowonga.
- Thompsons Beach has a new walking path.
- Mivo Park is *perceived* at night as housing 'ruffians and loud music'. During the day it is more pleasant, but the park can feel 'heavy and overshadowed with the thick canopies'. Additionally, the pedestrian path is located past the male toilets – a perception/safety for women.
- The silos are an underutilised sign board!
- Childrens issues – lack of fencing and safety at Mivo Park playground; lack of safe areas where parents can take small kids, need safe pram crossings throughout town to move easily with a pushchair.
- Signage – the area was confusing for some and the signage should incorporate various languages.
- 'Scary places' – laneway beside the Retro Vision and between the Outdoor shop and nit-nack shop.
- There is not much for teenagers to do – not much conflict either, some graffiti, but silly things like up-rooting trees and BMX skid marks outside Council, and laps in cars around the town.
- Lighting – Williams and Sydney Streets in particular need improvement at the intersections with the Highway, as cars from Yarrowonga have difficulty determining which turnoff will lead to the Safeway.
- Police – there is a lack of police presence, they leave the 'beat' at 11pm which is not late.

2.2 Predominantly Economic, Tourism and Retailing Issues

- Most businesses shut their doors on Saturday at lunchtime, not through lack of trying, but because there is a lack of people. Additionally, most people are playing Saturday afternoon sport – Footy in winter and tennis and Netball in summer.
- Visitors do not have an interesting streetscape to gain amenity ‘on the route to the coffee shop’. In contrast, Yarrawonga has an interesting streetscape which entices you into shops you wouldn’t otherwise go into, or walk past in Cobram.
- There is no well-represented areas of distinct shopping, i.e. no ‘food precinct’ or ‘fashion precinct’.
- Ritchies IGA used to be the most popular supermarket, but now Safeway is thriving more as visible parking from the main drag.
- 5 years ago, there were 12-15 vacant shops, now there is only a couple.
- It was suggested that the ‘Ford’ dealer corner to be developed into specialty shops and entice Ford to locate out near the Highway beside Nissan, the Caltex and car wash.
- It was suggested to turn Bank Street (between Ritchies IGA and Post Office) into a pedestrian mall, might encourage Ritchies to open up onto the Mall (Jen and I checked the internals and aisles are going the wrong way).
- Connections across Dillon Street are important.
- Connecting Dillon Street provides an opportunity for other commercial areas in BUZZ2 to locate north of the railway. The issue arises as to what impact this will have on the existing industry in that area, and the retail periphery elsewhere, if economic activity moves elsewhere.
- Perception that Cobram will outgrow the available space.
- Businesses want to come in and buy, not rent, and a few key land owners own quite a few sites between them.
- Buses pull up outside the Info Centre and the toilets opposite are closed and if it is open, there is only one. Only other toilet at Mivo Park. Discourages tour buses and caravans in particular (nowhere in Cobram to park or connect to electricity!) to come and visit Cobram
- Cobram has to decide if they are going to be a ‘Tourist Town’ or ‘just a Town on the Murray?’ If the former, the retailers have to be open after 12pm on a Saturday. The two pharmacies do dovetail so one is always open on Saturday.
- Idea mooted to build a restaurant over the old bridge to Barooga. Many agreed there was a lack of restaurants in Cobram.

2.3 Predominantly Transport Issues

- Movement thru Safeway gets congested with the entry/exit at Punt Rd
- Railway divides the town.
- Pet store and furniture store on the north (industrial/BUZZ2) side of the railway feel ‘cut off’ from the town centre.
- Triangle of Punt, High and Bank Streets intersection needs to be resolved.
- Perception of ‘not enough parking in the inner part of town in tourism season’.
- Roads wide, ‘so even the quickest of people have to dart across the street’.
- No pram crossing from the brick path outside the courthouse.
- Pedestrians have ‘got to have their eyes out’ to watch constantly for cars.
- A lot of traffic into Cobram come up south straight up the Murray Valley Highway (anything this side of Numurkah) and onto Broadway Street.
- Council lost the bid to provide a roundabout at the Murray Valley Hwy and Punt Road (already roundabouts at Punt and William Streets, Station and Main Streets, and Station and Queen Streets, and Main and Sydney Street.
- Roads used to do ‘doughnuts’.

MINUTES – Community Consultation Meeting 1

Cobram UDF

Held Thursday 10th February at Council Offices, 7pm

1. Present

The Community

Ed Cox

David Becroft

Jenny Donovan

Nicola Williams

Mayor of Cobram

Planner, Moira Shire Council;

Urban designer and Director at David Lock Associates;

Urban designer at David Lock Associates

2. Points raised

2.1 Predominantly Urban Design/Community safety

- Poor street lighting at night – Murray St darkest in town.
- Police – there is a lack of police presence, they leave the 'beat' at 11pm which is not late.
- The elderly take 20 minutes to cross Punt Road as so wide and traffic drives too fast for those with visual and mobility impairments.
- The view and amenity of Punt Road is very flat – need new street lights to be continued down from the gateway.
- Visitors have a poor awareness that Cobram is a 'riverside town'.
- Lack of activities for young people. If you're not into sport, there's nothing to do, hence vandalise sculptures, burn marks on streets etc.
- Poor quality footpaths, e.g. older people trip over the gas pipes and the crumbled concrete out the front of every shop.
- Lack of 'green belts' through the town and lack of pedestrian comfort. There is no promenading, sitting, alfresco dining, leaning or pausing in the streets...then there would be a reason for the retailers to be open.
- Too many ugly mock-federation homes being build – encourage more modern influence, especially in the town centre! Need to improve the pedestrian environment by adding new street furniture and shady spaces for congregation.
- "Tens of sandy beaches between Cobram and Yarrawonga", e.g. Big Toms, Little Tom, Burke's Bend.
- Lots of recreational (active and passive) assets – bowls, golf, netball, tennis, basketball, footy, cricket...
- The silos are a fantastic landmark (currently being used for canola).
- The pubs are an underutilised asset.

2.2 Predominantly Economic, Tourism and Retailing

- The Saleyards in the middle of town area are a "real drawback".
- Perceived lack of connection between BUZ1 and BUZ2 areas, across the railway line.
- Lack of town maps to illustrate where specific retail area and recreation assets such as the beach are. "The town is so spread out we can't have any 'main street' or town centre promotions". Where is our main street?
- Nowhere to park a caravan, or "connect it to an electricity cable to boil a kettle". Utilise the disused railway line? The comment was made that VicTrack is reluctant to let go of their asset.
- Lack of access to Thompsons Beach – only one service road so promote it more!
- Poor rubbish removal by Council of the campers down on the beaches.

- Lack of food and drink amenities down by the River (suggested that Year 12 students might start up a kiosk or 'drop in centre').
- Lack of restaurants in Cobram – it was suggested to possibly add one over old bridge?
- When it rains heavily, the drainage problems lose half a day's trading in clean-up
- The clock-tower doesn't work
- Cobram can make anything – many manufacturing industries, "biggest dairy industry in the world", many home and furniture builders. In contrast, all you can do in Yarrawonga is shop and recreate.
- Cobram is 'dynamic' and 'bucks the trend' – 'when everyone is in a recession, Cobram is thriving on new development' (and vice versa)
- 'Rockarama' festival every 2 years is a very attractive draw-card for all age groups (had Spiderbait perform this year)
- There are "thousands and thousands of campers at Burke's Bend using the boathouse and camping is free!
- "If you can't make it in business in Cobram, then you can't make it anywhere"
- "Everything (business) revolves around water"
- "The people are the asset" e.g. the young people's ideas, community involvement and initiative

2.3 Predominantly Transport

- Bank and High Streets lacks pram crossings.
- Cars back out of angled parking outside Target and traffic behind sometimes gets blocked up in several directions.
- Lack of car parking signage at the Highway entrance to Cobram to encourage visitors to park in designated parks other than Safeways on the left as you drive in.
- Potential to pave the car park behind Target, but need to encourage the private owner to do so.
- Lack of shaded car parking.
- Lack of access to Thompsons Beach – only one service road.
- Council has "tough" parking restrictions/requirements for restaurants which reduces the enticement of new businesses.
- No bus parking outside the info centre – incorporate both bus and caravan parking within the Federation Park development).
- It was suggested that there is a need to allocate space for future possible cultural activities such as additional art galleries or cultural attractions.
- Railway land is an 'eyesore'.
- Older people love Cobram, as they can drive easily into town and retain their sense of independence, and park in the Safeway and Retrovision car parks...possibly make a few larger car parks for wider turning in and out of them.
- Perceived increase in flows of traffic along the new bridge to Barooga. Local concern that possible increase in traffic will cause more conflict with children crossing, school buses at the local primary schools along Williams Street.

MINUTES – Steering Committee Meeting

Cobram UDF

Held Thursday 3rd March at Council Offices, 5.30pm

1. Present

David Becroft	Planner, Moira Shire Council;
Cr. Kevin Bourke	Councilor, Moira Shire Council
Elizabeth Demaria	Community Representative
Leon West	Community Representative
Jenny Donovan	Urban designer and Director at David Lock Associates;
Nicola Williams	Urban designer at DLA

2. Issues Raised

2.1 Predominantly Urban Design/Community safety

- “Kids stash rubbish at the base of trees at Mivo Park”. This makes the park feel unkept.
- Groups of young people in the park and around the Tyre Service Centre are intimidating to residents on Friday and Saturday nights.
- The blank wall around the IGA used to have windows facing the clock, prior to the alcohol section being placed away from the car park. The cost of an internal re-fit is too expensive to move down to the car park end to free up the windows to the future town square.
- Cobram used to have some (basic) water features, but kids put washing detergent in them.
- See the paving outside the Yarrawonga Hall as a good example of the style/type of materials for Cobram.
- The 5 purchased house blocks in Federation Park may not cumulatively be that big, so assume for the concept design that the railway land will be included, in order to ‘fit in’ the Soldier Settlement Square, and proposed toilets/shower block.

2.2 Predominantly Economic, Tourism and Retailing Issues

- There is an opportunity to provide for an Italian Coffee Shop in the new Town Centre, which will draw upon the strong Italian population in Cobram, and encourage the take up of bocce/petanque.

2.3 Predominantly Transport Issues

- “The hoons speed up Station (Council) Street after getting their tyres wet”. Need traffic calming measures to minimise this. A loop around Mivo Park is also a popular pastime.
- Long vehicle parking and a new toilet block is proposed on land owned by VicTrack. The Council will need to continue negotiations with them to acquire the land for redevelop it.

3. Other matters (Nicola to action):

- Rob Deutscher from Context is organising a meeting with DSE for State funding for land improvements, so might be worth DLA contacting him to be a part of that;
- Send photos of the main streets of Sale and Woodend (DLA jobs) to Kevin Bourke.

MINUTES – Community Consultation Meeting 2

Cobram UDF

Held Thursday 3rd March at Council Offices, 7pm

1. Present

The Community	(many traders from Bank Street!)
Ed Cox	Mayor of Cobram
David Becroft	Planner Moira Shire Council;
Jenny Donovan	Urban designer and Director at David Lock Associates;
Nicola Williams Associates	Urban designer and Project Manager at David Lock Associates

2. Points raised

2.1 Predominantly Urban Design/Community safety

- Is there an opportunity to put the powerlines along Bank Street underground at the same time as the landscape works in the new Town Centre? Can the streetscape works be extended east to encourage the visitors who use the Tennis and Bowling Club from the end of Bank Street (intersection with William Street), down to the new town square?
- Closing off the section of Punt Road between Bank and High Streets would facilitate easier access left and right out of Bank Street into High Street, however the scale is too large for a Town Centre, and the architecture is not as impressive. (Any other reasons from Alex and Peter?)
- Provide larger car parking for the elderly at the edges of the Town Square. See Dean Street in Albury for good example for a 20km slow zone.
- "Like the idea of the boulevard and sails at the entrance...as there's no sign to say: Cobram is only two minutes this way and further on there's a beach!".
- Signage needs to get people to turn into Cobram back from the Roadhouse, along Cobram – Koonoomoo Road.
- The traffic sign to Barooga (on the Murray Valley Highway) is promoted as a short-cut to Barooga, therefore bypassing Cobram. It needs to say: "2 minutes to Cobram – the scenic route with good coffee and a beach!"
- "I would send 20 visitors a day over to the Safeway car park (to use the toilets), so it is a No.1 issue to provide new toilets".
- Will the town square be vandal proof at night? "Dramatically light the town square at night to discourage vandals and encourage restaurants to open".
- A shower block should be included in the redevelopment of the new info centre and toilets, to provide for the many seasonal fruit pickers, overseas and itinerant workers in Cobram.
- "The river walk is an excellent idea"...could it possibly go past the milk bar at the roundabout on Broadway Street to get an ice cream?
- What materials will we use for the footpaths?
- The western sun is particularly hot in the afternoons on the Target side fronts of shops. Provide an organic metal and ornamental vine (non-aggressive) structure for dabbled shade.
- Add the bundling of the power lines or moving underground by SEC to the wish list.
- Investigate the drainage and flooding issue of the Town Square? Possibly integrate with a swale?

2.2 Predominantly Economic, Tourism and Retailing

- Council has nominated a site for the new Saleyards, so mark on plan as future development site/peripheral issue.
- The new bridge over to Barooga will increase the trade from Findley and Deniliquin down to Cobram's shops.

2.3 Predominantly Transport

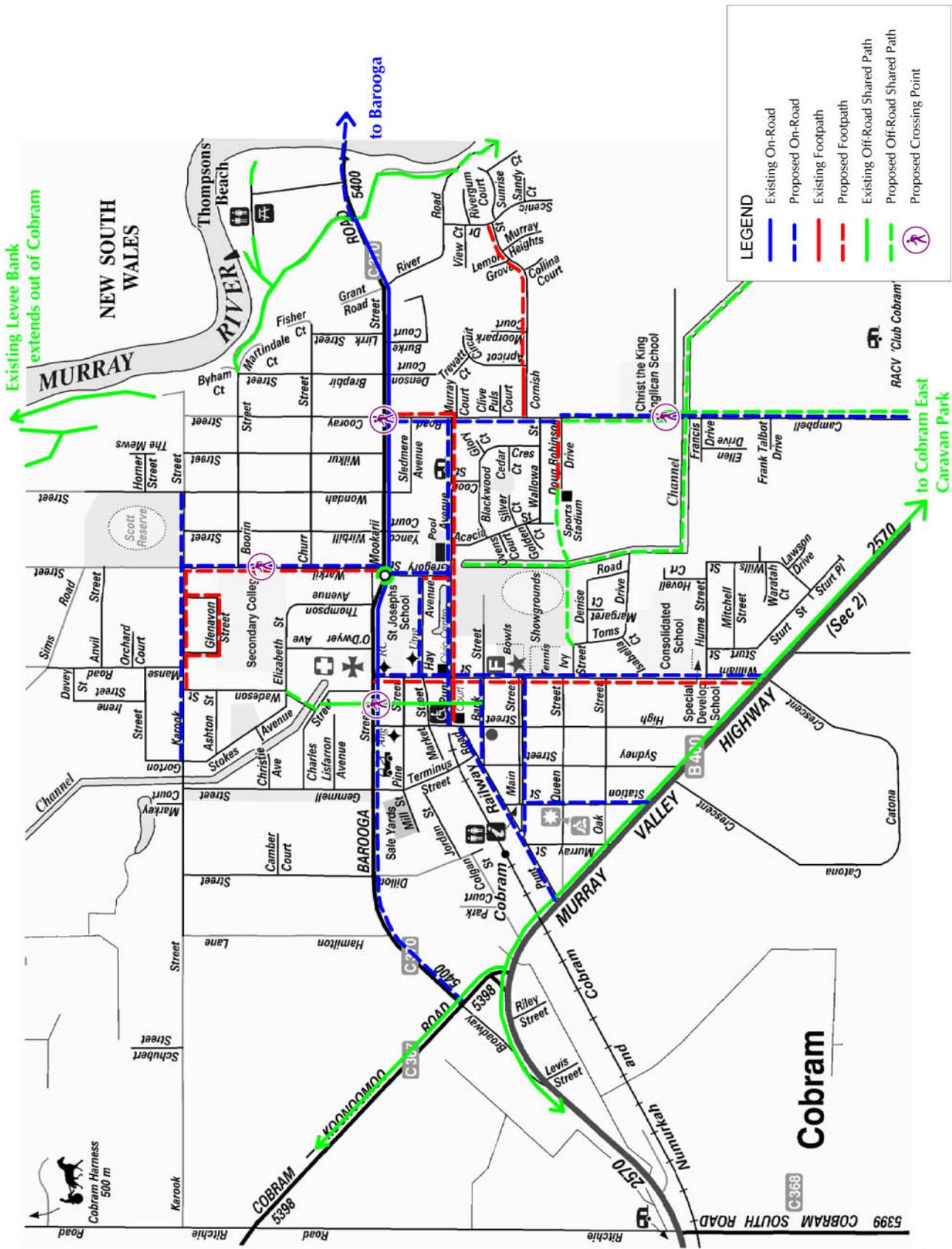
- The corner of Punt Road and High Street has the "worst traffic conflict", as the right turn from Punt Road into High Street has reduced visibility. Additionally, the angled parking on the eastern side of High Street (opposite Target) is difficult to access from vehicles traveling north up High Street.
- Young people do loops around Mivo Park in their cars, as nothing else to do.
- Investigate making the proposed Cobram Boulevard around town a 1-way route (with signage to car parks) to try and solve some of the traffic conflicts.
- The coach drivers entering Cobram (often with oldies on day trips) get very frustrated at the lack of bus parking and lack of signage down to the toilets at Mivo Park down the other end of town.
- There is a need for better pedestrian access over Broadway Street so that the hospital visitors and St Josephs School students can access the Town Centre.
- The new bridge will "bring more transports through".

3. Future Actions

- DLA to contact Wayne Galloway at Council for costs of under-grounding the powerlines.
- Meeting with the Federation Park Committee Thursday 10th March at 10.30am at DLA offices.
- Next community consultation workshop will be held on Tuesday 29th March 2005, 7pm.

APPENDIX H

Revised Draft Cycling and Walking Strategy – by Arup, November 2004



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