



City of
Mount Gambier



CBD Guiding Principles 2022

The City of Mount Gambier recognises the Boandik people as the traditional owners and custodians of this local government area.

We respect their spiritual relationship with the land and recognise the deep feelings of attachment Aboriginal and Torres Strait Islander peoples have with this land.

The City of Mount Gambier is committed to working together with Aboriginal and Torres Strait Islander communities in the process of reconciliation.

The City of Mount Gambier Strategic Plan outlines several points connected to informing the development of guiding principles to consider when making decisions which concern the CBD and by consequence the heart of the city of Mount Gambier.

Overarching the Strategic Plan is - Our Goals:

What makes Mount Gambier the thriving successful place that people are proud to call home is the richness and diversity of:

- *Our People,*
- *Our Location,*
- *Our Economy, and*
- *Our Climate, Natural Resources, Art, Culture and Heritage.*

It is these elements that will all contribute towards the future growth and development of the city and form the goals of Council's Strategic Plan. We strive to create vibrancy, promote our identity and build our reputation as a place to live, work, visit and invest. To provide a future for our people, we need more economic growth and employment as well as recreational and educational opportunities.

From each of these points there are a number of direct connectors which are currently articulated in the Strategic Plan:

1. Our People

- 1.2 - Community growth - we foster a sense of community by encouraging and supporting participation in community life.
- 1.2.1 - Creating opportunities for existing and new businesses by being genuinely 'open for business' and ready for education, health and retirement opportunities.

2. Our Location

- 2.5 - Focusing on activation, revitalisation and placemaking in our CBD. We will look to create opportunity in our CBD for all year-round activation through effective placemaking and place shaping, making it a vibrant, cohesive and safe place.
- 2.5.1 - Working with business owners and property owners to understand what mechanisms would assist them in raising the quality of buildings in the CBD [Initiator / Facilitator].
- 2.5.2 - Understanding the traffic impacts and the management of delivery needs within a more pedestrian friendly environment.
- 2.5.3 - Working with the community and developers to capitalise on opportunities as the CBD evolves.
- 2.5.4 - Establish a collaborative activation strategy with CBD traders that delivers a mix of hospitality, cultural and boutique offerings.

3. Our Diverse Economy

- 3.1 - Identity, gateways and support for our businesses. Establish a strong, positive, aspirational identity that includes the message that the City of Mount Gambier is 'open for business'.
- 3.1.1 - Beautifying town entrances, gateways and public spaces to create a sense of arrival, together with enhanced digital gateway to access the city from anywhere.
- 3.4 - Tourism is contributing to a diverse economy and creating opportunity. Mount Gambier, its surrounding townships and the tourism region are positioned as a unique and desirable activity-based destination for travellers from Adelaide and Melbourne.
- 3.4.1 - Encouraging the development of interesting niche businesses in our shops and public places, particularly aimed at weekend place activation, day trip tourism and experiences that complement key tourism drivers.

4. Our Climate, Natural Resources, Art, Culture and Heritage

- 4.2 - Open space - we will ensure that future growth is planned in a manner that provides access to, and does not detract from, the community's environmental values.
- 4.2.4 - Seeking to improve connectivity between our reserves and the CBD by non-motorised forms of transport.

In light of these elements, considerations for the underpinning of the CBD Guiding Principles could be:

- Definition and identity of the CBD,
- Energy and vibrancy in the CBD,
- The CBD as a place for people to gather, and
- Connection from the CBD to the wider city and its environment.

Successful outcomes when applying guiding principles for the activation of Mount Gambier CBD's in the context of the Strategic Plan means that the CBD:

- Connects the city for locals and visitors alike through a balance of strong attractors and natural spaces that encourage visiting the city centre for work, shopping, or play,
- Enables inner city living in a vibrant urban environment interacting with the wider community in shared spaces,
- Appeals to young and old and celebrates history with its interwoven cultural influences,
- Generates opportunities for private investment and encourages a concentration of commercial activity to bring people to the heart of the CBD, and
- Delivers on the expectation of the city being the hub as the major centre in the region's commercial and social activity, from which economic prosperity and a sense of identity can thrive.

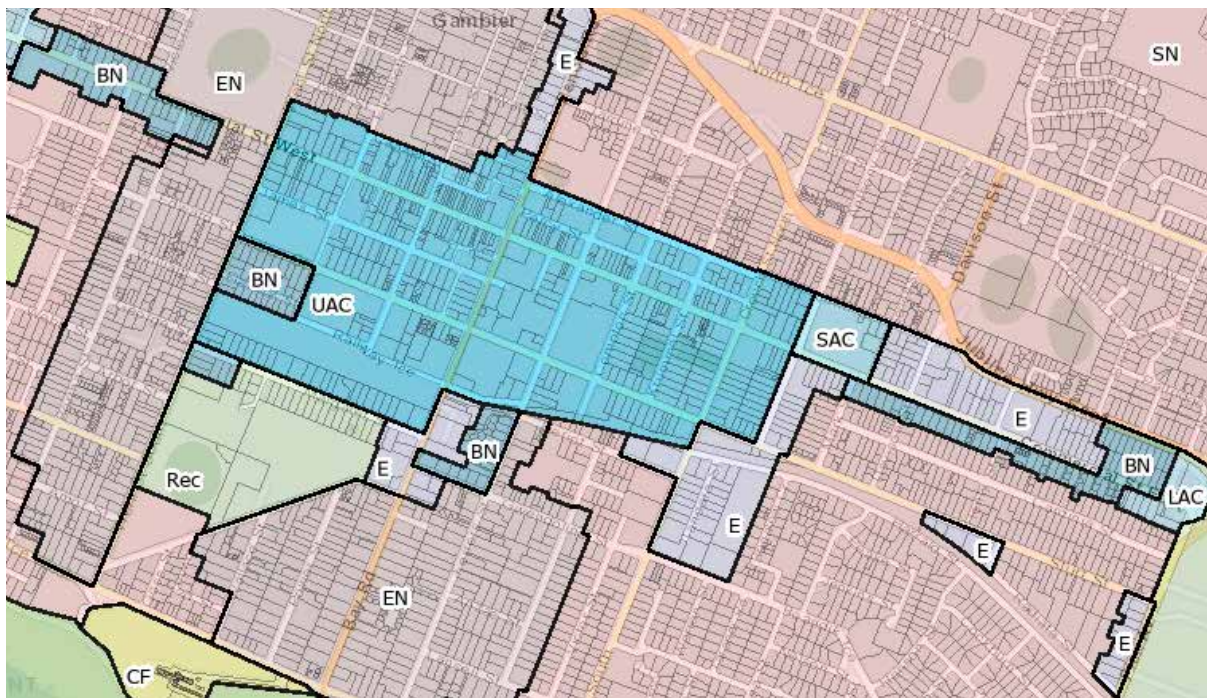
These outcomes define the measures of success for a thriving, sustainable and inviting city. They also define the elements that will help bring people to the city as it is ultimately people who will bring vibrancy and activity.

Guiding principles will contribute to the realisation of these outcomes.

The City of Mount Gambier Urban Activity Centre (CBD)

The Central Business District (CBD) planned commercial zone in Mount Gambier is represented below in blue. Under the Planning and Design Code implemented in 2021, this zone is entitled the 'Urban Activity Centre' (UAC).

For the purposes of clarity in the context of this document this area is referred to as the CBD. There are areas of other mixed use as per the below zones key.



Planning and Design Code Zones

- Urban Activity Centre (UAC)
- Business Neighbourhood Zone (BN)
- Employment Zone (E)
- Suburban Activity Centre (SAC)
- Recreation (Rec)
- Employment Zone (E)
- Suburban Neighbourhood
- Established Neighbourhood (EN)
- Local Activity Centre (LAC)

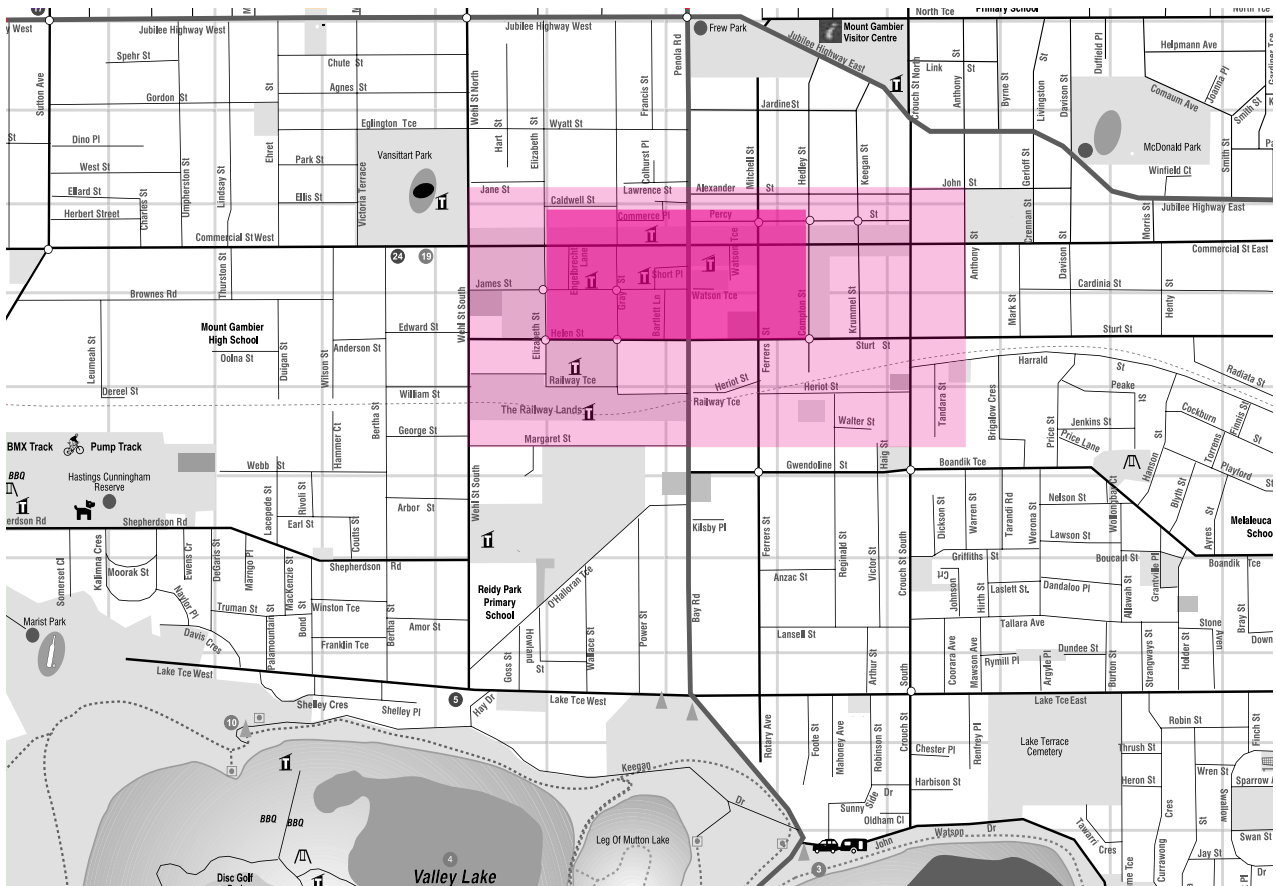
The map below represents the CBD in its darker overlay, taking in to account the planning zone and representing the 'centre' CBD as a conceptual space not strictly aligned to activities or zones but as a target reference to guide principles from a physical space which corresponds to a common perception of the 'CBD'.

It draws on the nature of the long traditional retail strip of Commercial Street and the historical intersection of Commercial Street East and West with Bay Road and Penola Road but also encompasses the City of Mount Gambier cultural and civic precinct including the Riddoch Arts and Cultural Centre and Mount Gambier Library, City Hall and Institute Buildings as well as the Cave Garden and Civic Centre, including the Sir Robert Helpmann Theatre.

This space as represented is from Compton Street to the east and Elizabeth Street in the west and from the line equivalent of Percy Street to the north and Helen/Sturt Streets to the south.

The lighter highlight is the widened block outward from Wehl Street in the west to Anthony Street in the east and from Alexander Street in the north to the line equivalent of Margaret Street in the south.

This space draws on the reference considerations of Vansittart Park in the west and the Wulanda Recreation and Convention Centre in the south, to Frew Park in the north. Again, this is a conceptual idea based on concentrating a perception of the CBD to guide activation strategy and guiding principles to assist in consideration for decision making for the City of Mount Gambier.



CBD Guiding Principles

Scale and identity

An approach to scale that echoes the natural and built character of Mount Gambier.

- Connect the CBD with surrounding attractions by improving wayfinding, orientation, arrival landmarks with information and storytelling embedded.
- Utilise the width of the streets and parking options for more layered functions - to slow and dissipate traffic and promote interactivity and social connectedness leading to a sense of an activated heart of the city.
- Highlight and complement the aesthetics of heritage buildings by promoting the maintenance of heritage features and the promotion of as a key feature in the identity of the CBD.

Destination

Create an attractive destination for visitors as well as a gateway to access the tourism attractions of Mount Gambier, the Limestone Coast and the south west of Victoria providing a strong narrative to stop, stay and spend.

- Celebrate Mount Gambier as a meeting place for wider rural communities to come and meet for events and activities, exchange resources and celebrate the local experiences.

Live and work

Supporting local businesses to create an active retail centre for all times of day and all year round.

- Promote inner city living with a diversity of flexible and resilient options.
- Ensure the success of CBD tenancies by catalysing growth around a defined city heart, with quality streetscape and public realm environments.

Movement

A network of slow traffic speed streets facilitating a balance of multiple transport modes and promoting active use and pedestrian priority.

- Safe, accessible and attractive routes that bring people into the city easily and connect active modes - cycle routes, walking trails and public transport.
- Create a healthy balance between vehicles, pedestrians and cyclists - prioritising streetscape improvements for people, and amplifying the economic potential of social interaction.
- Celebrate existing laneways as 'human scale' movement spaces that encourage activity and movement, shelter and warmth in all weather and are readily activated for events.

Environment

Maintain the environment with the health of the city as part of a 'living system' connected to its natural assets.

- Promote economic opportunity stemming from place-based recreation tourism experiences that engage with the natural assets and wider environment.



CBD Activation Levers

Slow the CBD

Why?

- To aid the identity and legibility of the CBD.
- Give people and social interaction more priority by slowing speeds.
- To enhance pedestrian use and connectivity increasing economic spend.
- To enable access for all ages and abilities into the city.

How?

- Establish an identified laneway network and activation strategy within the city.
- Encourage people to move around - generating street life between activators - e.g. indoor/ outdoor dining, entertainment, lively civic spaces.
- Pilot and analyse shifts in road area, social interaction spaces (parklets et al) and parking reallocation.



Connect to services and built assets

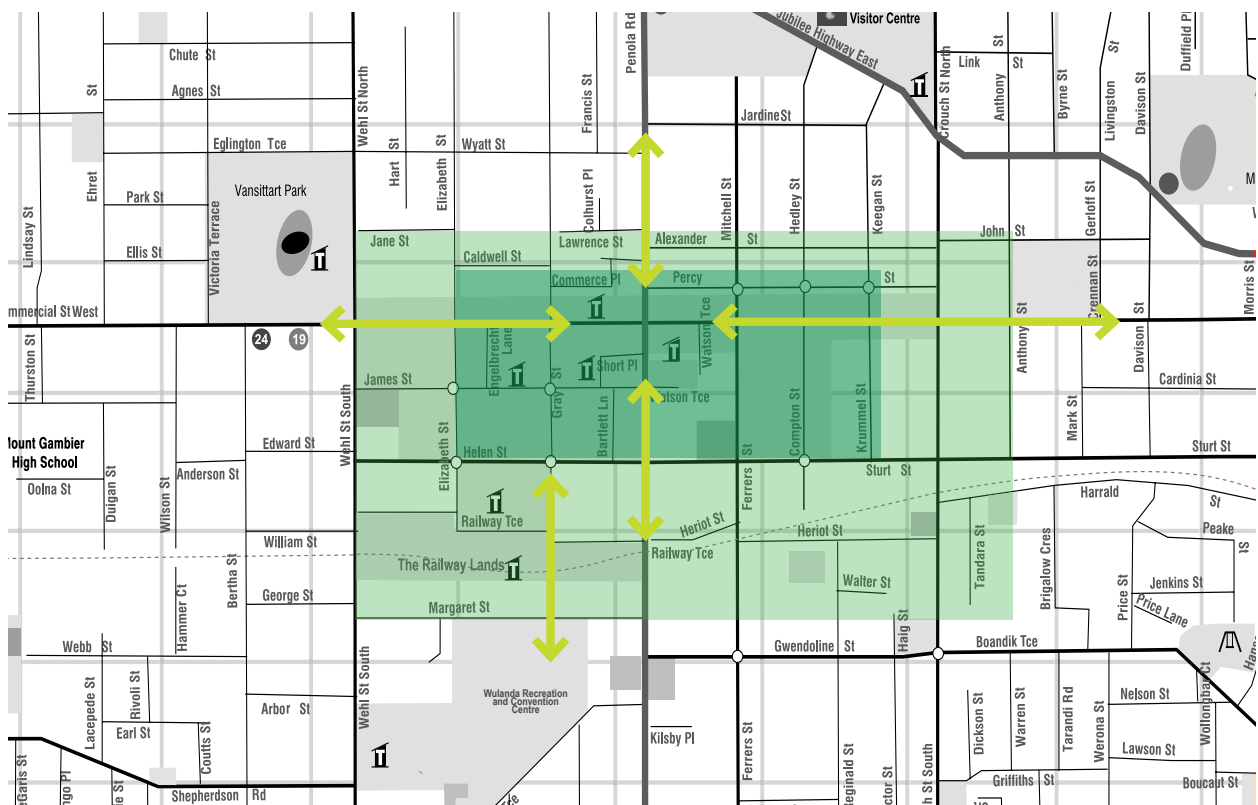
Why?

To increase the connectivity of the CBD between the identified centre and its services and built assets, including the cultural precinct and the main retail and hospitality strip and connect to places including the Wulanda Recreation and Convention Centre, the Rail Trail and Railway Station Building, Vansittart Park by guiding people through activation strategies in events along various routes.

How?

Connect trails that draw from the rail trail and other bike trails to the city's main arteries, flowing traffic to the CBD belt and its network and sequence of movement opportunities.

Make use of opportunities to create continuous off-road walking and cycling trails that engage with the natural environment, parks and trails connecting the assets with the city centre.





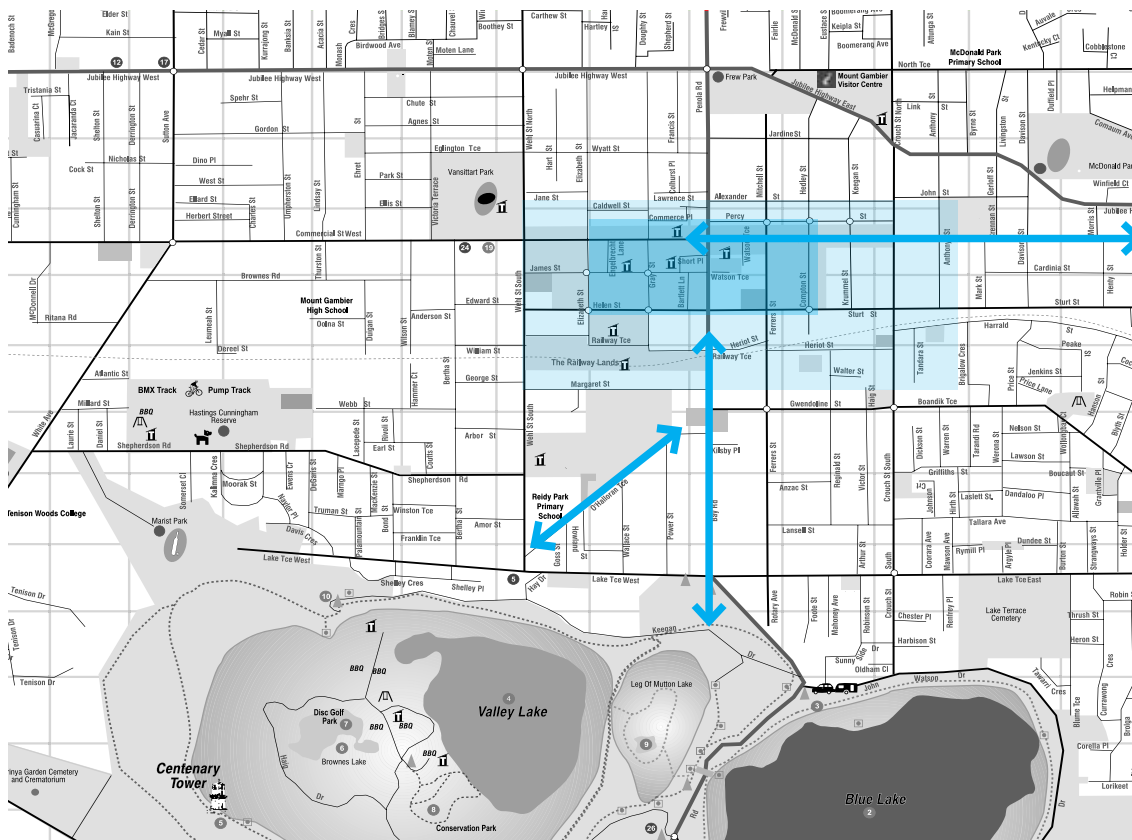
Connect to natural assets

Why?

- To create a connected relationship between the city and its natural assets including the Blue Lake and Crater Lakes recint, Umpherstone Sinkhole, Engelbrecht Cave and the Cave Garden.
- To maximise identity and uniqueness of natural assets for economic development and investment attraction through visitor experiences.
- To acknowledge and profile the Boandik People and the cultural significance of place.
- To contribute to environmental health and wellbeing.

How?

- Reference and strengthen the connection to Boandik culture through streetscape design and function, revealing its environmental, historical and cultural relevance.
- Incorporate wayfinding, design cues and interpretation to reinforce an experiential connection.
- Demonstrate sustainable design features, re-purposing materials, encouraging productive landscapes for biodiversity.





Built form and land use

Why?

- To enable people to live, work and interact in the city to foster wellbeing, economic activity enjoyment and social interaction.
- To encourage multi-generational and multi-purpose use of the city aligned with the Strategic Plan of Mount Gambier's activated CBD.

How?

- Foster laneway activation within the CBD to promote a diverse range of local and boutique offerings while retaining the character and composition of city block and framework.
- With managed consolidation of the CBD core, the peripheral areas can benefit from rejuvenated purpose. Consider the role of commercial tenancies as a generator for entrepreneurial local industry and innovation.
- Link laneways and activate them through light and art.
- Cluster a vibrant and diverse range of hospitality, event and commercial offerings. Encourage the use of sheltered 'street alcoves' for activity as warm and vibrant spaces.
- Support a broadening of visitor accommodation options that support street life.



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