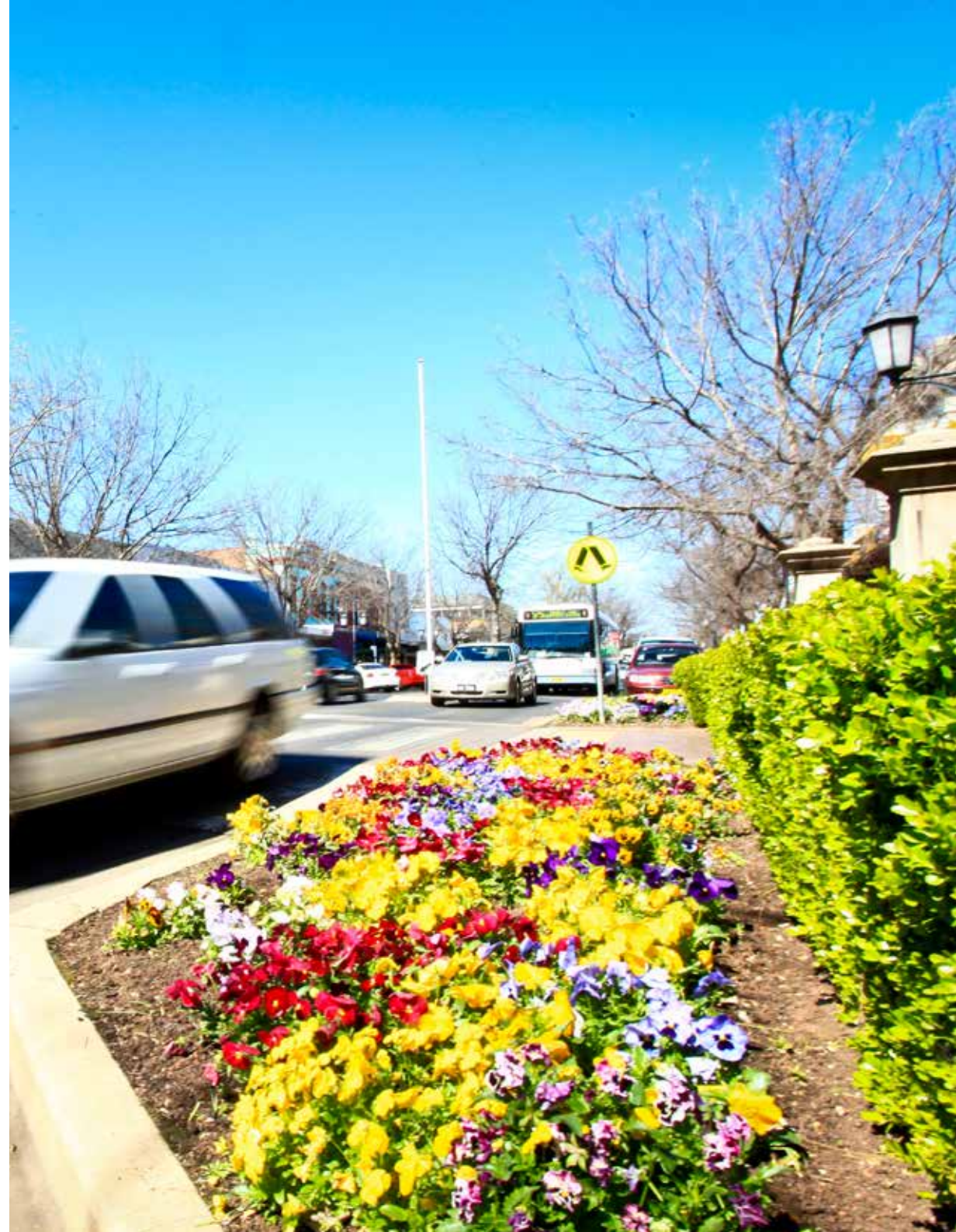




# CBD PRECINCTS PLAN

A Community Plan  
for Our Centre

MARCH 2016



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# Plan Vision

*A vibrant, diverse, prosperous and exciting city centre that offers the right mix of shopping, services, entertainment, living, working and leisure opportunities to attract and engage with Dubbo residents and visitors from the Orana Region and beyond.*



# Introduction

Over the last 166 years, the Dubbo Central Business District has acted as the hub around which both Dubbo and the Orana Region has grown.

It continues to this day to deliver core commercial and business services to our community and visitors, as well as a unique blend of shopping, retail, dining and entertainment experiences.

Dubbo has a large, well established and diverse Central Business District (CBD). It has a long history, dating back to the first Town Plan for Dubbo, laid out in 1849. That history and context characterises the CBD to this day, with the District containing many of our most iconic buildings and landmarks.

Over the last 166 years, the Central Business District has acted as the hub around which both Dubbo and the Orana Region has grown. It continues to this day to deliver core commercial and business services to our community, as well as a unique blend of shopping, retail, dining and entertainment experiences.

However, the traditional strength and vibrancy of our CBD is no cause for complacency. As Dubbo continues to grow, the role and place of the CBD in our economic, social and cultural life is evolving. Information and communications technology is revolutionising the retail, health and services sectors of the economy, as well as changing the way people live and play. Our CBD needs to adapt and change with changing business and community needs and expectations if it is to continue to thrive as the heart of Dubbo.

The CBD Precincts Plan brings together community and stakeholder views and ideas on what our CBD is and what it should be into the future. The Plan is the result of the "Ignite Our Centre" public engagement campaign, which gave everyone in the community the opportunity to have their say about what they want and need from our Centre.

The Plan provides the Dubbo community's vision of a multi-functional, diverse and vibrant Centre. It identifies not just things to be maintained, like the 'high street' shopping experience, but also new and revitalised uses, such as the return of residential activity to our CBD. It is also a practical plan, identifying 50 bright ideas the community can pursue to help maintain and grow our CBD now and into the future.

## Role and function of Plan

The CBD Precincts Plan will provide the strategic direction for Dubbo's Centre.

The Plan has been developed through extensive community engagement which generated a range of action areas and initiatives for the future growth, development and ongoing vitality of the Dubbo CBD.

Dubbo's CBD Precincts Plan is underpinned by the Dubbo Commercial Areas Development Strategy (CADS) which places the Dubbo CBD at the top of the City's commercial hierarchy. The CADS highlights the importance of the role of the CBD as the primary commercial area of Dubbo, a city with a strong regional catchment of over 120,000 persons. The CBD is unique as it is characterised by not only retail but a range of business, office, community, government, tourist and entertainment land uses. The CBD Precincts Plan will guide future development and growth within the CBD with a view to taking the CBD to the next level, heightening activity within the CBD in order to make it a vibrant and attractive centre for all.

The CBD Precincts Plan is a community-led plan that has been developed utilising the actions of Council strategic plans and policies in conjunction with extensive community consultation through the Ignite Our Centre program, which generated over 450 submissions and 1,000 ideas for enlivening the Dubbo CBD. The CBD Precincts Plan will enable and empower the community to implement ideas to transform under-utilised, unsafe or unattractive areas into vibrant, active, safe and successful precincts, through infrastructure development streamlining Council policies and placemaking activities.

The goal of the CBD Precincts Plan is to provide an over-arching strategy to inform the implementation programs involving placemaking and activation, cutting 'red tape' and fostering development opportunities. It is important to note that this a community-led plan and the actions identified within the action areas are directly from the community engagement program, Ignite Our Centre. Given that this is a strategy for the City, developed by the community of Dubbo, it is also important to note that the actions are not solely a responsibility of Council, but should be achieved as a partnership with the community and the businesses within the Precincts.



# Relationship to other Plans

## COMMUNITY STRATEGIC PLAN

The Dubbo 2036 Community Strategic Plan (Dubbo 2036) was originally adopted in June 2012 as the new integrated planning and reporting framework for Dubbo City Council. Dubbo 2036 provides a number of themes relating to strategic goals for People, Place, Infrastructure, Sustainability and Leadership. Each theme has specific aspirations or outcomes that provide guiding principles for the Commercial Areas Development Strategy (CADS) and CBD Precincts Plan including ensuring Dubbo is an attractive and vibrant city with sufficient commercial land available to meet business, retail and lifestyle needs. Dubbo 2036 also has a focus of ensuring that Dubbo is a safe community that provides for the lifestyle and social needs of the community and one that enables people to travel in a safe, convenient, efficient and comfortable manner.

The community requirements identified in Dubbo 2036 will continue to guide the scope and direction of the CBD Precincts Plan. Dubbo 2036 is required to be reviewed every four years or within 12 months of the election of a new Council.

## ECONOMIC DEVELOPMENT STRATEGY

The Dubbo City Economic Development Strategy promotes a sustainable, forward-moving economy through business investment, increased population and employment growth. It brings together major strategic themes that have been identified as the 10 Steps to Dubbo's Economic Success:

- Infrastructure development
- Mining and mining services
- Tourism destination development
- Transport and distribution

- Agricultural sustainability and diversification
- The region's service centre
- Workforce and skills development
- Advocacy and leadership
- Marketing and investment attraction
- Business and industry expansion

The CBD Precincts Plan is closely aligned with the Dubbo Economic Development Strategy. The CBD Precincts Plan will encourage increased activity through placemaking and development in the City Centre that will encourage economic development and build a stronger business environment within the commercial centre.

## COMMERCIAL AREAS DEVELOPMENT STRATEGY (CADS)

The Dubbo Commercial Areas Development Strategy (CADS) was first developed by Council in 1996 as a component of the city-wide Dubbo Urban Areas Development Strategy (CADS). The role of the CADS is to guide land use activities relating to existing commercial development and land zoned for commercial development in Dubbo.

One of the primary aims of the CADS is to ensure that Dubbo's CBD is the primary commercial area (incorporating both business and retail uses) for the City and the region. The CBD Precincts Plan has been developed in recognition of this aim and the importance of the CBD for the City and the region. The CBD Precincts Plan is consistent with the aims and objectives of the overarching CADS.

# Community engagement

## Truly a community plan.

From the original concept through to implementation, the Ignite Our Centre Community Engagement program was designed to encourage the public and the business community to express how they wanted to experience their CBD, test ideas on making development and activity in the CBD easier and create a safe environment of activity and ambiance. The engagement program was deliberately lengthy, and gave opportunity for the community not only to tell Council their thoughts and ideas, but also provided opportunity for Council and the community to partner on giving some of these great initiatives a try.

The engagement program specifically focused on three key areas:

### 1. PUBLIC

All of Dubbo, visitors, workers, regular and intermittent users

### 2. BUSINESS

Owners of CBD property, developers, managers and staff operating in the CBD

### 3. COUNCIL

Key Council staff who are the custodians of processes for development and activity in the CBD

## INITIATIVES TRIALLED

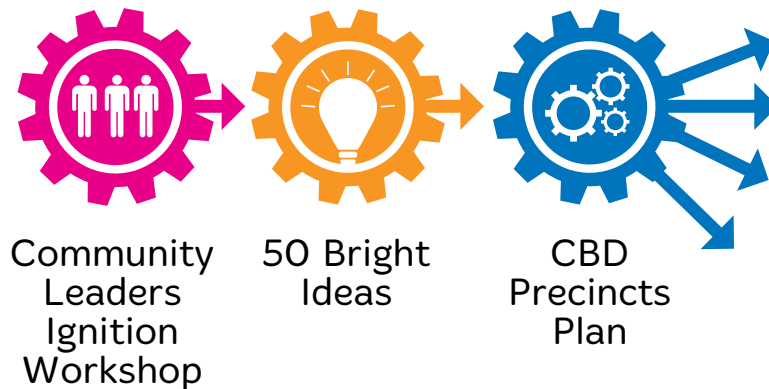


# Community engagement (continued)

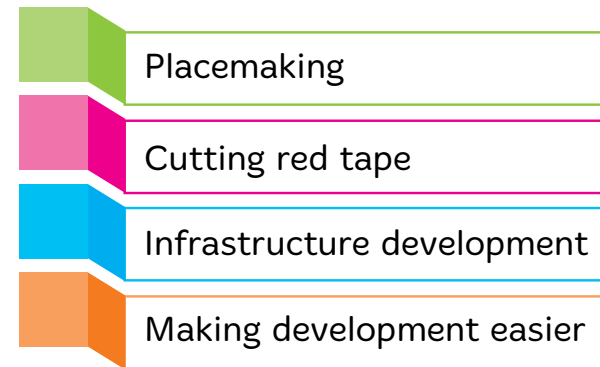
Dubbo's Big Ideas



Idea Theming and Analysis



- Business facilitated workshops
  - Media monitoring
  - Social media submissions #dubboignite
  - Online submissions
  - One on one meetings
    - Online surveys
- Pop-up activity plans and reviews
- Internal written submissions
- Ignition stations
- Phone submissions
  - Paper surveys
- Business surveys
- Council road test initiatives



# A snapshot of our Centre



CBD AREA

**71<sup>HA</sup>**

B3 Commercial Core zoned land in CBD

CBD FLOORSPACE

**249,200<sup>SQM</sup>**

shopfront retail and commercial floorspace (2013)

**92,700<sup>SQM</sup>**

(37%) retail shopfront floorspace

**74,700<sup>SQM</sup>**

(30%) commercial tenancies

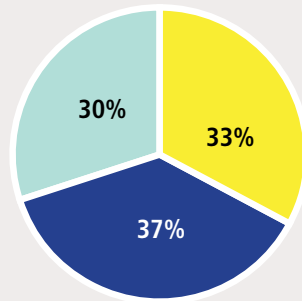
**81,200<sup>SQM</sup>**

(33) other shopfront floorspace  
\*Hill PDA 2013

## MAJOR STORES

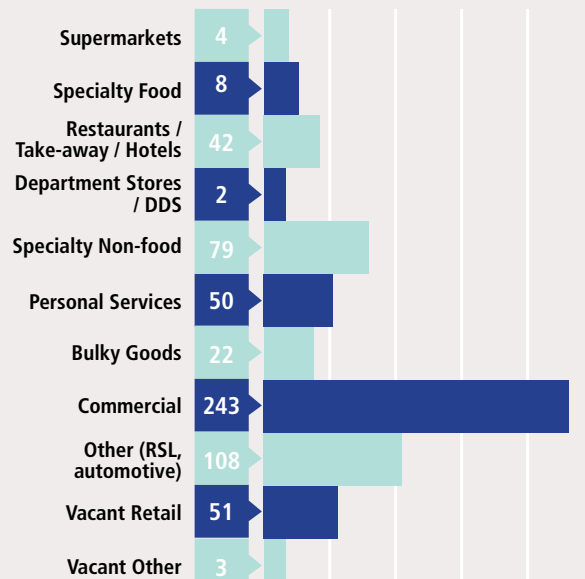
STORE	SQM
Dubbo Square	12,700
Target	5,476
Coles	3,723
Myer	7,000
Brennan's Mitre 10	5,960
Riverdale	5,845
Woolworths	2,727
Reading Cinemas	2,058
Aldi	1,857

## TOTAL FLOORSPACE



● 30% Commercial ● 33% Other ● 37% Retail

## DUBBO CBD STORE COUNTS\*



\* Correct as of September 2014



**41,573**

Population – end 2014 – up 1.4%



**\$2.3B**

Value of Gross Regional Product (GRP)



**523,000**

Annual domestic overnight visitors (12 months to March 2015) – up 29%



**556,000**

Annual Day Visits (12 months to March 2015) – up 22%



**188,907**

Passengers through Dubbo City Regional Airport



**769**

Development and Complying Development Applications in 2014/2015 – up 10%



**300,862**

People visited Council's Cultural and Recreation Centres



**120,000**

Regional catchment population

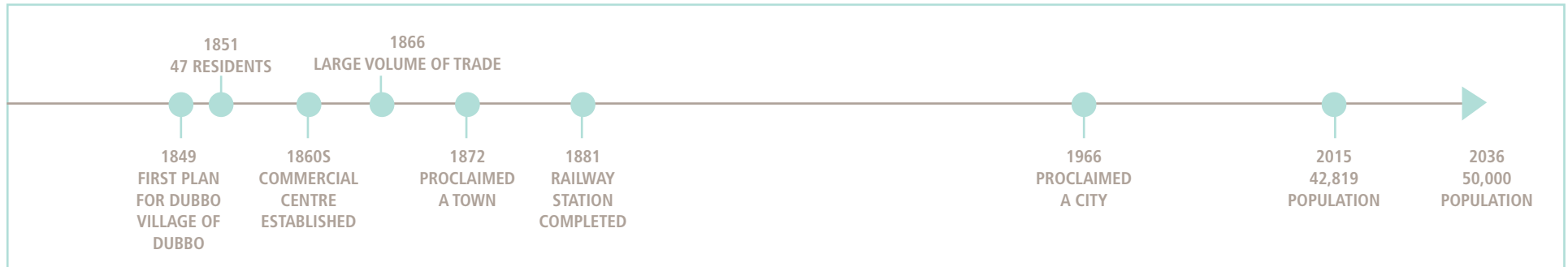


**3,599**

Businesses registered in Dubbo



# Stories of our centre



The first inhabitants of Dubbo were the Tubbagah People of the Wiradjuri Nation. The Wiradjuri people have lived on the fertile plains west of the Great Dividing Range for over 50,000 years.

Dubbo was first proclaimed a Village in November 1849 and by 1851 was home to 47 residents. The Village consisted of eight dwellings and was described as a “neat and well ordered town”. The first plan for Dubbo was prepared by Mr G. Boyle White in 1849 and included streets running parallel to the river named Bligh, Macquarie, Brisbane, Darling, Bourke and Gipps after NSW Governors and cross streets from south to north named Cobra, Bultje, Wingewarra, Church, Talbragar, Erskine, Macleay and Myall.

In the early 1860s, the commercial centre of the Village was principally between Cobra and Wingewarra streets, close by the river crossing and the first few buildings which had been built. Today, the Dubbo CBD comprises a significant area of land laid out in the first town plan, and is roughly bounded by Bligh, Erskine, Darling and Cobra streets.

Growth in the first two decades of Dubbo’s existence was slow. In some cases, early squatters expressed open hostility to the development of Dubbo which threatened their prosperity as development and growth impacted farming and grazing. It was not until the late 1860s and early 1870s that pastoral pursuits gave way to agriculture, breaking up large holdings, and surging Dubbo ahead as a service centre for a closely settled district.

By 1866, due to a large volume of overland trade, population growth was progressing along-side strong growth in business and trades.

In February 1872 Dubbo was proclaimed a Town with a population of a thousand people. The business sector consisted of four large stores, three tailors, two bakeries, three boot stores, two chemists, one barber, one doctor and ten hotels centralised in Macquarie Street and north up Talbragar Street. Dubbo was a prosperous town which continued to boom through the 1880’s. Commercial development continued to develop to the north from Macquarie Street, anchored by the construction of the railway station in 1881, along with industrial development in the form of a flour mill, gas works and oil company bulk storage depots.

By the turn of the century Dubbo had grown from a tiny settlement of crude buildings to a thriving business centre. The town’s population continued to grow and Dubbo was proclaimed a City in September 1966 by the governor of NSW of the time, Sir Roden Cutler.

Today, Dubbo is a vibrant and dynamic regional City with a population of over 40,000 people. It services a geographic area one third the size of New South Wales and is a capital for health, professional, retail and educational services. Positive population and economic growth is projected to continue and the population is estimated to reach 50,000 by 2036. The Dubbo CBD is the primary commercial area of Dubbo that services the day to day business, retail and lifestyle needs of the City and region. Growing with demand, the CBD Precincts Plan and the programs developed as an outcome will focus on taking the City’s centre to the next level, by encouraging proactive development, up to date infrastructure and positive placemaking activity.

## Stories of our centre (continued)

Placemaking is both a process and a philosophy that fosters the creation of vital public destinations where people feel a strong stake in their communities and are committed to making things better. It facilitates creative patterns of use by paying attention to the physical, cultural and social identities that make, shape and recreate particular places. Placemaking is a multidisciplinary approach about making great places for people; to spend time, shop, do business, socialise, recreate and participate in community life.

The CBD Precincts Plan aims to do this by identifying strategies for growth and development in the CBD, building on the existing role and function of key areas to define the CBD as a unique collection of precincts each with a distinctive character and offering.

Although the name 'placemaking' has only been used for the past 50 years or so, it is not a new concept. In fact, Dubbo has been creating and revitalising public spaces with a people centred approach since its inception.

The name 'Dubbo' was first given to a stock station on the Macquarie River owned by Robert Dulhunty in the early 1830s. One theory for the name was that it was named after an old Aborigine employed by Dulhunty, while another is that the thatched roof of the station house resembled the Aboriginal ceremonial head covering called 'Thubbo'. Another theory is that 'Dubbo' stems from the Wiradjuri word Dubogu, which was the native word for the place of getting red ochre or 'red earth'.



*In 1866, a ball was held on the White Bridge to celebrate the opening of the first bridge in Dubbo, and Mrs Campbell, of Bunglegumbie, played the piano on the bridge while people danced.*



*In anticipation of the railway in 1881, businesses had been extending down Talbragar Street, giving it a complete face-lift. It is said that the Aborigines held their last corroborees on the eve of the train's arrival.*

*The arrival of the steam train in Dubbo in 1881 was celebrated with great festivities; refreshment stalls lined the street and lunch was provided. Caterers expected a crowd of 2,000 but over 5,000 turned up.*

*A banquet was held in the Exchange Hall, followed by a ball at night. The hall was packed to capacity and the rest of the town celebrated in the streets until the early hours of the morning.*



## Stories of our centre (continued)

The Court House in Brisbane Street was erected in 1888 and its beautifully kept gardens were maintained by the prisoners.

New Year's Eve of 1900 was hot, dry and dusty but in gas-lit Macquarie and Talbragar streets, shops were decorated with more than the usual Christmas adornments. Citizens gathered to talk in the streets that evening and children waited excitedly for the celebrations.

'Back to Dubbo Week' was held in 1935 and attracted large crowds including many politicians, alderman, councillors and government officials. The town was decorated for the occasion with large flags, bunting, streamers and special welcome banners and shields. A street carnival was held and reported to be the first of its kind attempted in a country town. At night the streets were flood-lit and decorated with coloured lights. The procession and sports carnival were reported as the greatest success of any similar function ever held in Dubbo.

The Centenary of Dubbo was celebrated in 1949 with a range of festivities, including an opening ceremony, carnivals, dancing, street decorations, firework displays and a Centenary Ball. Hotels were booked out and large crowds seldom seen outside the capital cities gathered to celebrate.

In 1951 Dubbo celebrated the Commonwealth Jubilee with Dubbo's longest parade, running for six hours through Bultje, Macquarie, Talbragar and Darling streets. The procession was 'filled with variety and humor' and crowds packed the verandahs in Macquarie Street to watch and join in the celebrations.



*In the late 1880s, Dubbo held its first bike race. Crowds gathered in Macquarie Street to watch and members of the town band played.*



*In February 1954, the Queen and Duke of Edinburgh visited Dubbo and were greeted with a typically warm western welcome. The town was packed out and keyed up for the occasion and visitors crowded every hotel, even sleeping on stretchers and chairs on verandahs in anticipation. The Royals saw assemblies of 12,000 school children and 3,000 ex-servicemen in Victoria Park before visiting the Dubbo Agricultural Show.*

# Community Guidance



## Activities and experiences

The activities and experiences identified in this CBD Precincts Plan are a culmination of ideas and activities compiled through a thorough Public Engagement Program. These activities are reflective of the actual submissions and workshop outcomes of the community of Dubbo and key stakeholders within the City's centre. Keeping this in mind, the language is very informal, and the activities are owned and will be achieved by the whole community.

Council will report on its Delivery program as an output from this Plan through its respective directives and Delivery program.

Both during the Ignite Engagement program and the Community Workshops that followed, stakeholders and the community gave a clear understanding of what they think our Centre is and should be. Discussion, ideas and opinions expressed showed that we do not think of our Centre as just a locality, or even as a group of buildings and roads and pavements and parks. Rather, we think of our Centre in terms of the activities, uses and experiences that it offers to us.

For example, the community agreed the Church Street Rotunda area was a well-maintained, important physical feature of our Centre. But stakeholders and the community made it clear that the area is under-utilised. Our community emphasised that activation of that space with events, new uses and experiences should be a priority in any CBD Plan.

During the engagement process, the community came up with over 1,000 ideas for things that could be done to improve our Centre. During the Ignite workshops these were brought together under 10 major themes for our Centre. We call these the People's Top Ten.

## The People's Top 10

1. Dining and 'cafe-ing'
2. Doing business
3. Driving
4. Entertainment
5. Attending festivals and markets
6. Living
7. People and place-watching
8. Shopping
9. Walking and riding
10. Other.

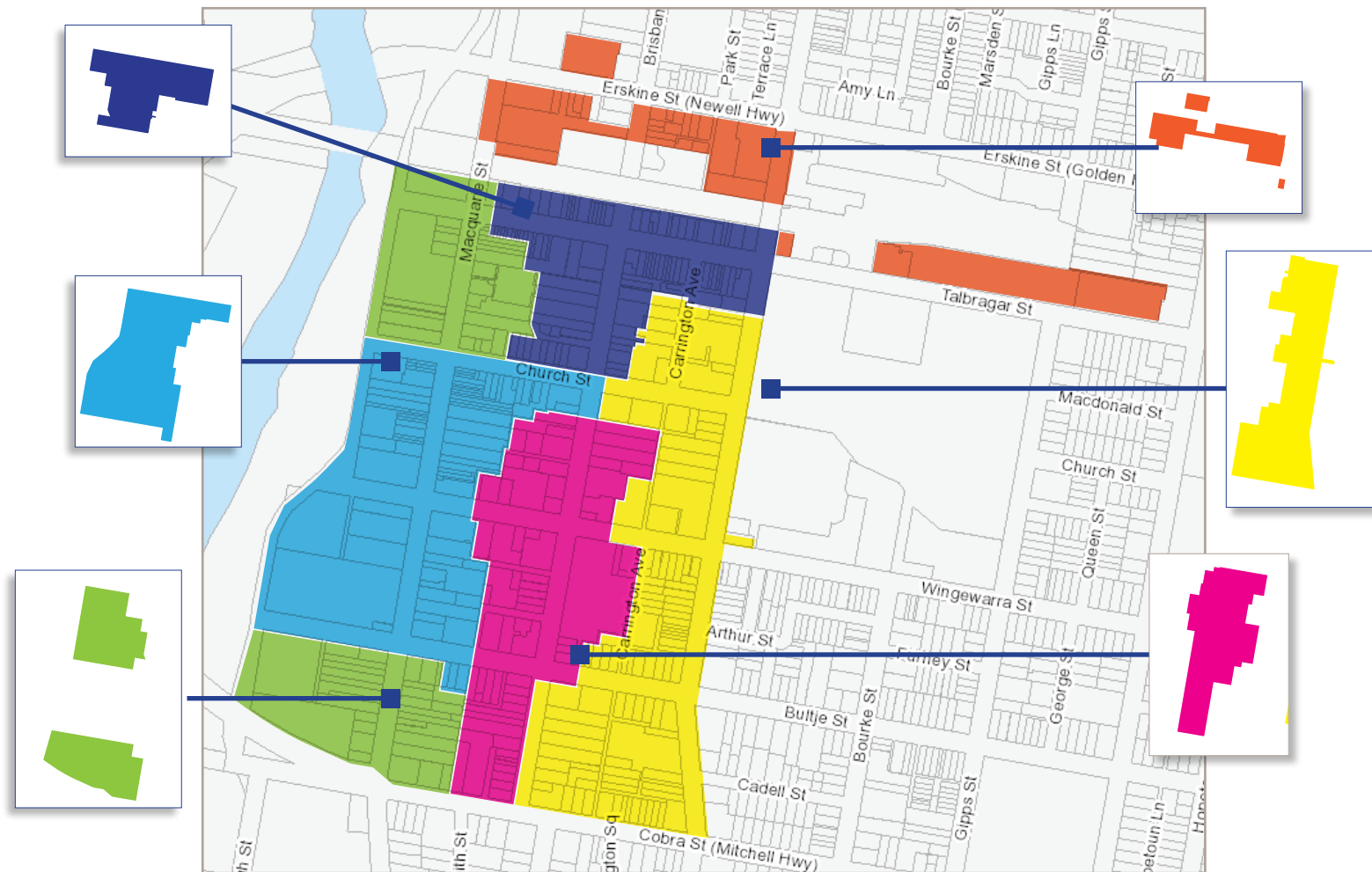
## A Centre of Precincts and Places



# A Centre of precincts

The Dubbo CBD covers a wide geographic area spanning over 70 hectares. The size of the CBD is reflective of the overall size of Dubbo as a commercial catchment that services a population of over 120,000. Given its scale, the Centre is best considered as an arrangement of inter-related precincts rather than one single entity.

The size and shape of each precinct has been characterised by its history, landform, current role and function and relationship to the significant features such as the river and railway. The aim of this section is to clearly acknowledge and define the distinct role and nature of each precinct in Dubbo's Centre and the connections and inter-relationships, both physical and functional, that bring these precincts together.

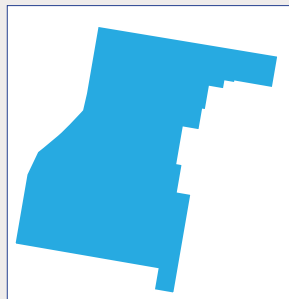


# Macquarie Central

A history of both Aboriginal and European heritage Macquarie Central Precinct represents one of the original centres for commerce and trade in the City. Today, the precinct is the core retail services area of the City with an emphasis on a more modern format, variety and big-box retailing, as well as higher end luxury goods, department stores and other premium retail activities. The precinct is also a major centre for banking and finance activities in Dubbo through its high concentration of banks, accountants and financial service providers.

The precinct has a strong relationship with the Macquarie River as a major natural feature and landmark that runs adjacent to the precinct. This represents both an opportunity and a constraint for the precinct by providing a unique opportunity for development to capitalise on the natural beauty of the river corridor by providing views that link the built and natural environments and placemaking activity focusing on this natural centrepoint.

However the effective activation of the river corridor is constrained by the risk of flooding and the existing orientation and structure of Macquarie Street facing away from the river.



Main street runs through the centre of the precinct

Opportunities for connections to the Macquarie River corridor

Poor use of the river front



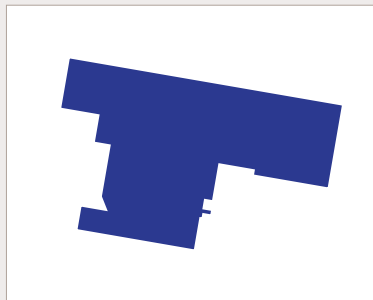


# Talbragar Boutique

The Talbragar Boutique Precinct is Dubbo's secondary retail strip after Macquarie Street. The precinct is a specialist retail and services area, which provides for a wide variety of activities. The precinct has benefited from its close geographical relationship with the main western rail line. Talbragar Street originally grew as a strip development serving people arriving and departing from the railway station.

The Talbragar Boutique precinct also has a strong history of government activity with the Dubbo Court House and Police Station within its area but now it is known as a thriving specialist retail area that provides unique and individual retail experiences, which are not usually found in the other precincts.

With smaller individual tenancies and therefore lower rents, this area also provides opportunities for start-up and pop-up business activities in existing buildings and streetscapes.



Wide streets and easy parking

Views to the Macquarie River

Relationship with the main western rail line

High concentration of boutique retail along Talbragar Street

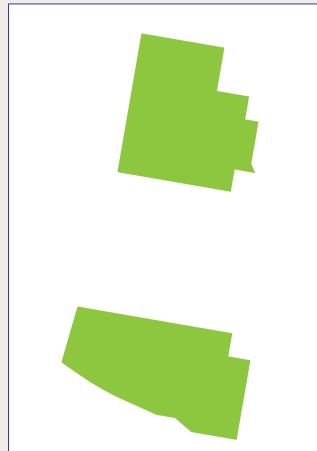


# Centre Gateways

The Centre Gateway precincts are the primary entry points to the City Centre from the southern entrance off the Mitchell Highway and the northern entrance from the Newell Highway. The Centre Gateway precincts are historically under-utilised however their close relationship with major road transportation routes and the Macquarie River corridor present a unique opportunity for future development.

The Northern Gateway includes a variety of entertainment and tourist functions including cinemas, Dubbo Macquarie Regional Library and Old Dubbo Gaol, as well as other retail, personal, professional and business services.

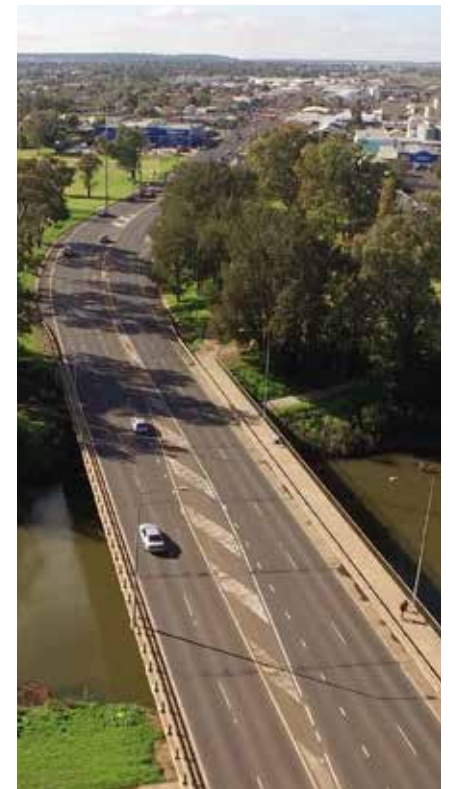
The Southern Gateway includes a number of automotive and dining functions and a large area of vacant land. These areas represent an opportunity for future development to refine the role and function of the Precinct. The Southern Gateway has a strong relationship with the L.H. Ford Bridge providing views to the CBD and access from west Dubbo into the Centre.



Strong connections to the Macquarie River corridor

Large vacant sites in the South Gateway precinct

Connections to/ from major transport routes



# Darling Civic

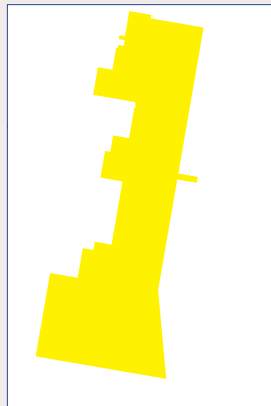
The Darling Civic Precinct is the centre for civic administration and activity in Dubbo. The Precinct is comprised of a range of law and order, city administration, education and state and federal government buildings and offices.

The Precinct benefits from its strong relationship with Victoria Park and Darling Street which is the eastern-most boundary of the commercial Central Business District. Victoria Park hosts a number of events and festivals for the City including Anzac Day and Australia Day and is home to the permanent Anzac Commemorative Walk.

It is also home to some of the major heritage items of Dubbo, including the Convent of Mercy, Holy Trinity Anglican Church, Dubbo Uniting Church, Dubbo Public School Headmasters Residence and St Andrew's Chapel and Hall.

Today, this Precinct boasts a range of diverse civic functions including the Council Civic Administration Building that is vital for the day-to-day functioning of the city and region. The Precinct is dominated by large footprint offices which do not provide opportunity for retail and active street frontages.

The Precinct also features a high concentration of places of public worship including Anglican, Catholic and Uniting churches.



Walkways and office lanes connecting into Macquarie Street

Connections to Victoria Park

Transport linkages with the Mitchell Highway/ Cobra Street



# Brisbane Business

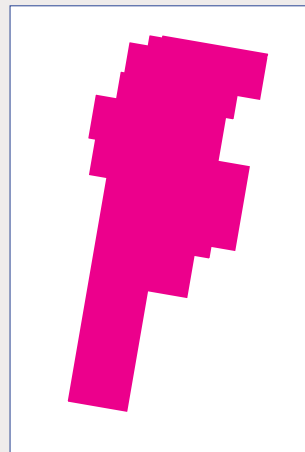
The Brisbane Business Precinct is a centre for general business activities, with a focus on health, medical, professional and some government services.

The Precinct is centred around Brisbane Street, which was originally established as the 'main street' of Dubbo. Today, the Precinct boasts a diverse range of business and supporting functions that play a vital role in the overall structure and function of the CBD, servicing the needs of the Dubbo population and the wider area.

The Precinct benefits from its strong connections to the Brisbane Street and Mitchell Highway and a sprinkling of cafes with a dedicated following.

The Precinct is impacted by large car parking areas which minimise density and activity. It is also dominated by Brisbane Street which was designed as a main traffic road and has limited access to laneways or walking connections but is well-connected via vehicle transport.

There are opportunities to work with major land holders in the Precinct for continued development, particularly appropriate residential and mixed up development.



Large car parking areas

Well-connected via vehicle transport

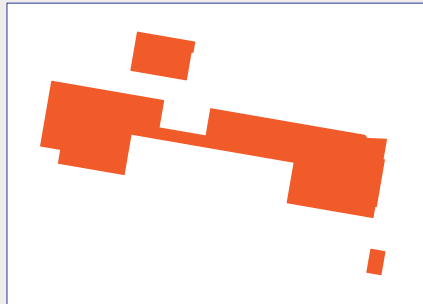
Diverse range of businesses



# Growth Precincts

The Growth Precincts are the future expansion areas and newly developed areas of the CBD including the recently opened ALDI supermarket at the eastern end. The Precincts represents sites for exciting potential growth opportunities of the CBD footprint in the short to medium term. The precincts have been defined by their close proximity to the main western rail line. This is reflected in the growth and continued operation of the iconic Ben Furney Flour Mill, a landmark use in the Dubbo CBD. The precincts also benefit from recreational areas such as Victoria Park, Macquarie Lions Park and Katrina Gibbs Oval.

The Growth Precincts are currently constrained by their distance to the existing CBD area and the main western rail line which prohibits pedestrian and vehicular access at its intersection with Brisbane Street at the present time.

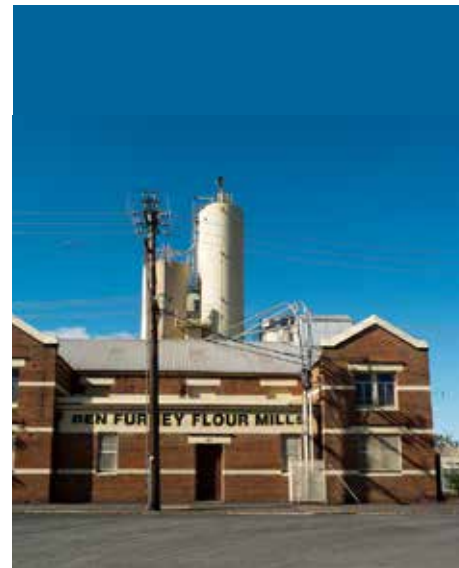


Proximity to the main western rail line

Newell Highway access

Limited pedestrian access across the railway line

Vacant land for future growth opportunities



# Themes Strategies Bright Ideas

Actions created as part of this Plan are a direct reflection of the Ignite Engagement Program. The People's Top 10 themes, the Plan strategies and the 50 Bright Ideas for projects are taken directly from the submissions provided by stakeholders and the community.

Together these themes, strategies and bright ideas give a clear roadmap for the continued development and improvement of our Centre. The ideas proposed by the community fall clearly into the following four categories:

-  Placemaking
-  Cutting Red Tape
-  Infrastructure Development
-  Making Development Easier

The Plan will explain how these ideas will be taken forward via an appropriate implementation program.



# Community Priority – Precincts and Places

“We want a City Centre that is a really pleasant place to be.”



## The Big Ideas

The natural environment of the City Centre provides pleasant and comfortable places for all users including residents, shoppers, workers and visitors.

- 💡 Trial the planting of a new tree species with less leaf and seed litter across the City including, but not limited to, the southern end of Macquarie Street.

The built environment of the City Centre provides pleasant and comfortable places for all users including residents, shoppers, workers and visitors.

- 💡 Improve the ambiance of the CBD through undertaking activities such as: repainting seats, pressure cleaning pavers, attaching strings of lights across CBD areas, portable gardens, etc.

Public art including street art and public sculptures are encouraged to highlight precincts and activities to further activate the City Centre.

- 💡 Investigate the development of a program to encourage and allow street art within the CBD.
- 💡 Encourage more public art in the CBD.
- 💡 Facilitate artists to undertake murals on vacant walls around the CBD, where required.

💡 **CODE: PLACEMAKING CUTTING RED TAPE INFRASTRUCTURE DEVELOPMENT MAKING DEVELOPMENT EASIER**

# Community Priority – Precincts and Places

“We want an interesting Place to visit, with lots of different activities, events and things to look at.”



## The Big Ideas

Growth of the food and wine culture in the City Centre is encouraged, especially as a mechanism to further activate the centre

💡 Encourage after hours activation eg: themed evening precincts for dining, shopping and other activities.

The City Centre is an interesting and exciting centre to visit with a variety of experiences that showcase the features of the City Centre and the region.

💡 Investigate the creation of additional food markets eg: bridge-to-bridge festival with food and wine activities.

💡 Facilitate and encourage monthly markets in the CBD that are different from the current style of markets on offer in Dubbo.

💡 Encourage live music at the Church Street Rotunda.

💡 Streamline the process to obtain a busking approval across the CBD.





## Community Priority – City Centre Activation

“We want a well-organised, well-marketed City Centre with an active program of promotions, new events, new commercial offerings etc.”






### The Big Ideas

The City Centre is maintained as the commercial heart of the Dubbo Local Government Area.

-  Facilitate a consultation and engagement program with CBD stakeholders and the community with respect to naming of the CBD.
-  Undertake marketing and promotion activities based on the results of stakeholder engagement in relation to naming and/or branding of the CBD.

An harmonious relationship between like business activities and precincts.

-  Appoint an Ignite Program Coordinator for the City.
-  Work with key stakeholders with the intent to form a CBD traders/retailers group.
-  Make better use of the current Dubbo Events Network – Council to provide streamlined processes for festivals and events in the CBD.

## Community Priority – City Centre Activation

“We want to embrace and celebrate the City Centre’s unique attractions.”



### The Big Ideas

The unique history, features and attractions of the City Centre are used to enhance experiences for residents, shoppers, workers and visitors.

- 💡 Consider options to encourage the opening of the rear side of Macquarie Street for shops to face the Macquarie River.
- 💡 Encourage use and activation of the former Post Office building.
- 💡 Investigate the provision of seating and shade between Macquarie Street and the river to connect the CBD to the river and make it more pleasant and easy to access.
- 💡 Plan for infrastructure upgrades to the Rotunda eg: paint roof, maintain power points, installation of a permanent light show, etc.
- 💡 Encourage laneway activation through better use of walkways for connectivity, facilities, shops and arcades, etc.



# Community Priority – Access and Movement

“We want to make our Centre more walkable and rideable.”






## The Big Ideas

Equitable access to the City Centre is provided and maintained for all users including bicycles and pedestrians.

-  Bike parking - investigate current allocation and utilisation of bike parks in the CBD.
-  Investigate options to link the Tracker Riley Cycleway to the CBD eg: trail of LED-lit sculptures to the CBD, designed through a business-sponsored competition.

The On-Road Environment of the City Centre does not impact the amenity of outdoor activities including footpath dining.

-  Plan for footpath extensions or removal of some car parking spaces to provide for alternatives such as street dining or parklets.
-  Investigate options for street closures or shared zones in the CBD.
-  Enforcement of requirements for light/heavy vehicle loading at certain times.

# Community Priority – Access and Movement

“We want to see better use made of our Centre’s parking and traffic arrangements.”



## The Big Ideas

Vehicle parking in the City Centre is provided in convenient locations to match specific development types.

- 💡 Investigate the current vehicle parking requirements for various types of business activities and developments in the CBD.
- 💡 Promote the location of free car parking spaces in the CBD through the installation of signage that allows for better way finding.
- 💡 Investigate and undertake an audit of parking restrictions in the CBD.
- 💡 Investigate options for the provision of shade over Council-owned carparks in the CBD.

Alternative methods of accessing and moving around the City Centre are provided.

- 💡 Investigate options for a convenient and efficient shuttle transport system within the CBD.

# Community Priority – Living and Working

“We want our Centre to be a safer, more healthy and family-friendly environment.”



## The Big Ideas

Create a greater sense of safety for people utilising the CBD’s facilities, particularly at night.

- 💡 Investigate options for permanent lighting installations in the CBD at night time to improve safety and security.
- 💡 Encourage an increased police presence in the CBD through regular pop-up police patrols to discourage anti-social behaviour and increase safety and security for CBD users.

Make the CBD a more attractive destination for families.

- 💡 Investigate locations and options for the provision of a children’s playground and family-friendly area in the CBD.
- 💡 Consider further extension of existing bike paths along Bligh Street and make bike paths safer for children to ride in the CBD.



## Community Priority – Living and Working

“We would like our City Centre to be an attractive and convenient place to work and live.”





### The Big Ideas

Make the Centre more convenient for people to shop, work and live there.

-  Provide free Wi-Fi locations in designated areas of the CBD.
-  Allow coffee shops/cafes to have longer trading hours, utilise social media and on-street advertising for promotions.

Make our Centre a more comfortable place to do things in.

-  Investigate the provision of portable toilet facilities in various locations in the CBD to consider whether an appropriate level of demand exists for Council to provide a new facility.
-  Provision of dog friendly infrastructure eg: tie posts, poo collection bags etc

# Community Priority – Growth and Development

“We want our City Centre to be an easy place to do business.”



## The Big Ideas

Develop our Centre as the place of choice for start-up businesses and pop-up activities.

- 💡 Develop a start-up kit for new businesses and other mechanisms to encourage new business ventures in the CBD.
- 💡 Investigate options for CBD shopping tours for tourists and locals that also highlights the heritage of our City Centre.

Maximise the flexibility and range of options available to existing businesses to extend and adapt their trading regimes to meet the community's needs and wants.

- 💡 Enable pop-up eateries at key sites in the CBD, such as Bligh Street along the river corridor. Enable the use of mobile food trolleys, vans, shipping containers, and other temporary structures for pop-up food and beverage.
- 💡 Investigate options for a revised Street Trading Policy to allow retailers and traders to easily utilise the footpath for street trading and promotions.

Develop a range of development incentive regimes to encourage new business enterprises to establish in our Centre.

- 💡 Consider the provision of targeted development incentives through Section 94 and 94A Contributions regimes for the CBD to encourage development.

💡 **CODE: PLACEMAKING CUTTING RED TAPE INFRASTRUCTURE DEVELOPMENT MAKING DEVELOPMENT EASIER**

# Community Priority – Growth and Development

“We want our Centre to have a bright future, with new businesses, new infrastructure and new and better places for people.”



## The Big Ideas

Undertake initiatives to attract new major employers, residential developments and businesses to the CBD area.

- 💡 Encourage establishment and expansion in the CBD of regional headquarters and service centres for both public and private sector organisations.
- 💡 Seek a financial suitability and constraints assessment for undertaking residential development in the CBD.

Refresh our current places and develop new spaces within our Centre.

- 💡 Consider options to demolish the NPWS/Commonwealth Bank building to create a piazza space and open up the Old Dubbo Gaol onto Macquarie Street.
- 💡 Undertake a shopfront promotion competition.

Investigate more efficient ways of managing the access and flow of vehicular and pedestrian traffic in and around our Centre.

- 💡 Consider access to/from the CBD for all road users, including active participation in lobbying for an upgrade of the L.H. Ford Bridge.
- 💡 Investigate options for the consolidation of car parking and the freeing of land for development via the provision of a multistorey carpark in the CBD.
- 💡 Based on a trialing of a new tree species, consider progressively replacing trees along Macquarie Street.

💡 **CODE: PLACEMAKING CUTTING RED TAPE INFRASTRUCTURE DEVELOPMENT MAKING DEVELOPMENT EASIER**



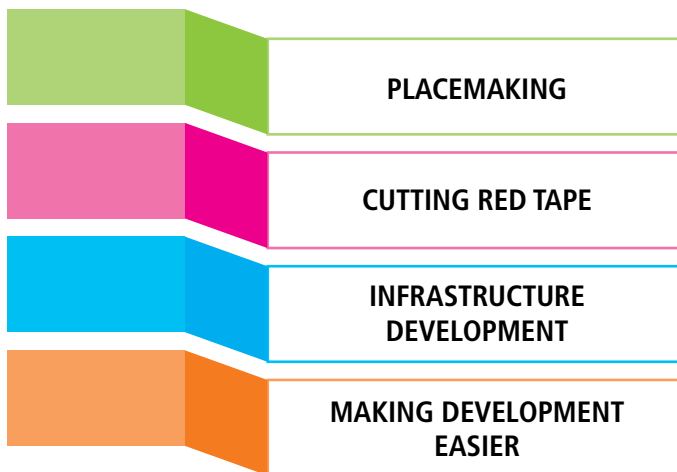
# Implementation



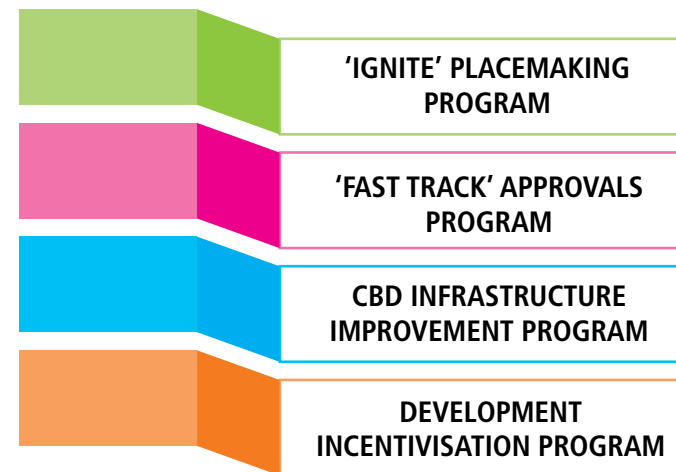
# Four Implementation Programs



THE STRATEGIES AND BRIGHT IDEAS IDENTIFIED ABOVE FALL INTO FOUR CLEAR ACTION AREAS:



THE PLAN PROPOSES FOUR IMPLEMENTATION PROGRAMS TO TAKE INITIATIVES IDENTIFIED BY THE COMMUNITY FORWARD, NAMELY:



# Implementation

The Strategies and Bright Ideas identified above fall into four clear action areas:

**PLACEMAKING**

**CUTTING RED TAPE**

**INFRASTRUCTURE DEVELOPMENT**

**MAKING DEVELOPMENT EASIER**

The Plan proposes four implementation programs to take initiatives identified by the community forward.

## 'IGNITE' PLACEMAKING PROGRAM

The Ignite Placemaking Program is a Council-funded initiative to implement quickly, many of the 50 Bright Ideas for placemaking in our City Centre, identified by the community as part of the Ignite Engagement Program. It will initially run for two years, after which the results in terms of Centre activation will be reviewed. Its objectives include the following:

- To contribute to the distinctive branding and identification of the City Centre as a whole, and to individual precincts within the CBD.
- To allow for quick implementation and small scale activation projects and to test concepts for larger scale implementation.
- To deliver many of the lighter and quicker projects identified by the community as part of the 50 Bright Ideas.
- To encourage and support stakeholders in the identification and development of further placemaking projects for delivery.
- To develop and implement metrics for assessing the impact of placemaking activities on retail trade, CBD foot traffic and new business attraction.

Further detail on the program including how people can apply to be involved is being developed and will be published soon.

## 'FAST TRACK' APPROVALS PROGRAM

The Fast Track approvals program has been developed out of the Road Test initiatives undertaken by Council over the last six months as part of the Ignite Engagement program. A comprehensive program of policy changes, streamlined processes, and improved documentation and information guides have been identified to streamline processes and reduce costs for the consideration and approval of a range of low risk development applications. The aims are as follows:

- To encourage start-up businesses to choose the CBD as the best place to set up shop.
- To ensure the development application and approvals processes match business needs in terms of timeframes, cost and level of risk.
- To attract new business offerings and a wider range of goods and services to our Centre, to make it more attractive, viable and commercially resilient.

## Implementation (continued)

### CBD INFRASTRUCTURE DEVELOPMENT PROGRAM

The community, during the Ignite public engagement period, identified a number of areas where the structure and operation of current infrastructure supporting the CBD may need to be examined, and targeted improvements developed. These areas include street lighting, traffic and parking arrangements, vehicular access to the CBD, particularly from the L.H. Ford bridge, as well as other issues.

In the 50 Bright Ideas, there were a number of suggestions to undertake studies and develop investment options for improvements to CBD infrastructure so as to prepare our CBD for the future, make it more both resilient and able to encompass future growth and development. In response, Council will develop a CBD Infrastructure Improvements program to review the current state of key physical infrastructure in our CBD, and look at options for improvements and new facilities.

### DEVELOPMENT INCENTIVISATION PROGRAM

A number of submissions from stakeholders and the community pointed to the need to consider options to encourage new businesses and entities to set up in the City Centre, through the provision of development incentives.

Council is currently reviewing its full suite of development contribution plans for Dubbo as a whole. As part of this review process, the CBD has been included as a separate item with the CBD Precincts Plan outcomes in mind.

With regard to the CBD, the review process will:

- Examine options to lower the costs of development contributions, particularly for the smaller, start-up boutique businesses that are the best use of the smaller, older shopfronts along our main streets
- Examine options to encourage new major anchor tenants to locate to the CBD (eg Kmart, JB HiFi etc)
- Examine options to incentivise the development of medium density, quality, residential development in and around our CBD.

# The Implementation Team

For more information, please contact a member of the Implementation Team on:

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**'IGNITE'  
PLACEMAKING  
PROGRAM**

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**CBD  
INFRASTRUCTURE  
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**STEVE CLAYTON**



**DEVELOPMENT  
INCENTIVISATION  
PROGRAM**

**STEVE JENNINGS**