



COLAC CBD & ENTRANCES PROJECT IMPLEMENTATION PLAN

May 2012



Colac Otway
SHIRE

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PROJECT CONTROL

Status	Version	Checked PM	Checked PD	Date released
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Introduction

The Colac CBD and Entrances Project includes many ideas and actions that will be implemented over a 20 year period. This Implementation Plan provides detailed direction for every action contained in the Colac CBD & Entrances Project Final Report, identifying responsibilities for action, and approximate timeframes and costing.

Most of the implementation actions are for capital works such as landscape treatments or road space upgrades. Several actions propose changes to Council policy or recommend further strategic work. An amendment to the Colac Otway Planning Scheme is also recommended to implement urban design policy for development of private land.

Roles & Responsibilities

Implementation of the Project will require cooperative involvement from a range of Council departments, State and/or Federal government, agencies and organisations. While most of the actions will be undertaken or managed by Council in its various roles, some require direct input and management by others. These organisations may provide funding, own relevant sites or manage related infrastructure, for example.



The Implementation Plan identifies the Council department that will be responsible for overseeing the implementation of the action, or providing input; and it is anticipated that these actions will then be contained within the business plans for the relevant departments. Other responsible agencies or stakeholders that would be directly involved or consulted are also identified. These are identified as follows:

C	Capital works
COSW	Colac Otway Shire works
ED	Economic Development Department
Env	Environmental Department
I	Infrastructure and Services Department
R	Recreation, Arts & Culture Department
P	Planning Department
SPD	Sustainable Planning & Development Department

Timelines & Staging

Staging of the implementation will be required as certain actions have to be completed before others can be commenced. In some cases the changes proposed are substantial and require incremental implementation, or accumulation of funds from a number of potential sources. The Implementation Plan aims to prioritise selected 'quick win' projects that are less complex or costly to be achieved in the short term, while providing a long term planning framework for more extensive projects.

The timeline for implementation is classified as follows:

Immediate	6 to 18 months
Short:	18 months to 5 years
Medium:	5 to 10 years
Long:	10 to 20 years
On-going:	throughout life of the Project

Costings

Indicative costings have been provided for capital works or future strategic planning projects to help Council's prioritisation of implementation actions.

Costings for capital works include additional allowances of 20% for contingency and 10% for detailed design development and project management. Costings which will incur these additional fees are marked with an asterisk*.

As the costings for actions relating to capital works are subject to future design resolution, these are estimates only. No allowances have been made for specific site constraints that may arise, or the quantity and quality of finishes and infrastructure. Some costings exclude drainage, lighting and electrical works, which will need to be established at the detailed design stage.

Some actions in this Implementation Plan relate to work that could be incorporated into existing Council work programs. These items are marked as:

LA - internal action to be undertaken within existing Council work programs

GP - implemented through general Council policy

PS - implemented through the Planning Scheme.

Funding Assistance

Given the extensive nature of the proposals, a significant amount of funding will need to be sought from various State and Federal Government sources. The Colac CBD & Entrances Project Final Report and this accompanying Implementation Plan will provide the basis for all future funding applications.

The Department of Planning and Community Development's Advancing Country Towns Program has potential to offer some assistance for immediate term, catalyst projects. Project managers from the Program are available to assist local communities, business and government to develop funding proposals for projects that address identified needs in the community where these align with the program's priorities.

Governance

Given the wide range of recommended actions contained in the Colac CBD & Entrances Project, a clear governance arrangement is essential to oversee the implementation of the project into the future. This should be led by the responsible department within Council, be supported across the organisation and include the community where possible.

Recommendations

- Develop governance arrangements to oversee implementation of the Colac CBD & Entrances Project and ensure alignment with other relevant plans and strategies.
- Establish a cross-organisational leadership and delivery team within Council to monitor the implementation of the project.
- Incorporate key Colac CBD & Entrances Project actions and projects into the Colac Otway Shire Council Plan and capital works programs.
- Establish an Implementation Committee that will drive the early, catalyst actions of the project and set the direction for the short to medium term project actions.
- Prepare a funding strategy to identify opportunities to implement the project actions.
- Investigate the potential to employ a Project / Place Manager to facilitate priority actions, administer the Implementation Committee, and develop relationships with stakeholders.
- Establish a broader team of stakeholder representatives that could be drawn upon for involvement in specific projects.
- Develop a communication and engagement strategy to promote the project, stimulate interest and involvement and encourage investment in the CBD.

Priority Actions

It is important to identify 'quick win' projects that are achievable in the near future and will act as catalysts for future investment. These include:

- Preparation of design concepts for outer entrances. This includes a design concept for the eastern entrance that could be incorporated into VicRoads Highway duplication plans. Planting around the cutting could be negotiated as an immediate term project.
- Initial works for Memorial Square e.g. conservation management plan, concept design, lighting upgrades.
- Investigation of vehicle parking reconfiguration in Dennis Street.
- Preparation of the Urban Forest Strategy.
- Botanical-themed planting at the eastern CBD entrance, at the corner of Queen and Murray Streets.
- Planting around the Princes Highway overpass and cutting at the eastern entrance to the town.
- Dialogue with property owners to undertake facade improvements and laneway upgrades within the CBD.
- Clean up of existing paths around Visitor Information Centre and removal of excess planting.
- Preparation of design concept for footbridge at eastern entrance.
- Preparation of design concept for Murray Street West.
- Preparation of design concept and investigation of funding for undergrounding of powerlines.
- Planning Scheme Amendment to introduce design controls.

Community Engagement

Ongoing community engagement and involvement is an important aspect of the Project's long term implementation.

Recommendations

- Seek input from the community on detailed design development for capital works or on further strategic projects recommended in the Plan.
- Establish an evaluation process to review the outcome of projects upon their completion.
- Engage community members to play a role in CBD projects such as contributing to public art or planting programs.
- Integrate planting projects with secondary/TAFE horticultural education programs.
- Work with traders and businesses to improve the appearance of shopfronts, signage and window displays and to activate laneway spaces.



Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
2 DIRECTIONS				
2.1 Colac: Botanic Garden City				
2.1.1 Prepare an 'Urban Forest Strategy' for all of Colac and Elliminyt to: • Set a vision for the long term botanic theme. • Determine species selection. • Identify priority locations for planting (streets, public space or private land). This might include: - Memorial Square - Murray Street West - Eastern Entrance and Barongarook Creek - Outer CBD entrances (particularly the key locations of the cutting and overpass) - Other major traffic routes - The 'Botanic Corridor' (Corangamite, Gellibrand, Hesse and/or Queen Streets) - Pocket parks or small 'pause places' along key pedestrian streets. • Review existing Tree Asset Management Plan. • Establish staged implementation program of tree planting • Detail required maintenance regimes. • Establish identification and signage system for botanic collection.	\$80,000	ED	VicRoads	Immediate
2.1.2 Commence implementation of the Urban Forest Strategy for selected priority locations:				
• Undertake arboricultural assessment of existing trees.	\$20,000	COSW		Short

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
Remove low quality trees and undergrowth, replace with new trees and instal new 'infill' tree planting where required.	3-4 EFT	COSW		Short
Implement planting within priority CBD streets.	Refer to costing for items 2.4.3 & 2.4.4	COSW		Short
Implement planting within the 'Botanic Corridor' along key north-south streets and the Barongarook Creek.	\$415,000*	COSW		Short
Establish and commence maintenance regimes.	Included in EFT above	COSW		Short
2.1.3 Investigate the potential to include local businesses and the community in planting programs, for example: - Partnerships with local businesses (such as the local timber industry) for sponsorship of planting programs or assistance with propagation. - Integration of planting programs with workplace training or work experience for secondary school, TAFE or university students. - Opportunities for involvement of community groups or school children in planting programs.	IA	Env	Otway Business Inc. Local schools	Short - On-going
2.1.4 Develop marketing programs to promote the 'Colac: Botanic Garden City' theme. Consider how this can be incorporated into the city branding for Colac.	IA	ED		Medium

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
2.2 Arrival Experience				
2.2.1 Develop detailed design concepts for the eastern and western entrance corridors in consultation with VicRoads and adjoining landowners. These design concepts will: - Emphasise important landmarks such as changes in road alignment, creek corridors, significant buildings, land uses or open spaces. - Emphasise key moments along the arrival journey. - Frame views to the Lake and surrounding countryside.	Design cost 10% of capital works costs	I	VicRoads	Immediate
Eastern Entrance				
2.2.2 Liaise with VicRoads about the integration of design and funding for landscaping along the eastern entry corridor with the highway duplication project.	IA with VicRoads	I	VicRoads	Immediate
2.2.3 Undertake landscaping treatment along the cutting within the eastern entrance corridor.	\$60,000*	I	VicRoads	Immediate
2.2.4 Undertake landscaping treatment around the overpass of the eastern entrance corridor.	\$80,000*	I	VicRoads	Immediate
2.2.5 Undertake landscaping treatment to frame key views within the eastern entrance corridor.	\$60,000*	I	VicRoads	Short
2.2.6 Undertake general landscaping treatment to enhance the eastern entrance corridor, appropriate to the various speed zones of 100, 80 or 60 km/hr.	\$120,000*	I	VicRoads	Short - Medium

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
2.2.7 Engage with private landowners to discuss planting on private property within the eastern entrance corridor, and progressively implement additional planting.	\$80,000	ED	Landowners	Short - On-going
Western Entrance				
2.2.8 Undertake landscaping treatment to frame key views within the western entrance corridor.	\$60,000*	I	VicRoads	Short
2.2.9 Undertake general landscaping treatment to enhance the western entrance corridor, appropriate to the various speed zones of 100, 80 or 60 km/hr..	\$120,000*	I	VicRoads	Short - Medium
2.2.10 Engage with private landowners to discuss planting on private property within the western entrance corridor, and progressively implement additional planting.	\$120,000	ED	Landowners	Short - On-going
General				
2.2.11 Undertake and implement a strategy for the co-ordination and design of all signage along the entire entrance corridor. This would include:				
Audit all signs on public property and within the road reserve for the purpose of reducing excessive, poorly maintained or redundant signage.	IA	ED	VicRoads	Medium
Work with private landowners to remove or improve signage on private property.	IA	P		Medium
Work with VicRoads or relevant Council Departments to rationalise directional, information and road safety signage within the road reserve and other public land.	IA	ED	VicRoads	Medium

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
Prepare an advertising signs policy and implement in the Colac Otway Planning Scheme to manage signage on public and private property, particularly pole signs, promotional signs and rooftop signs.	\$30,000	P		Short - Medium
2.2.12 Progressively relocate powerlines underground along the length of Colac's entrance corridors.	\$4.1 million	C	VicRoads Powercor Landowners	Short - Long
2.2.13 Investigate the upgrading of other entrance corridors into Colac CBD.	Requires further work	I	VicRoads	Medium

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
2.3 Streets for People				
2.3.1 Use the proposed road network management structure (refer to Road Network Management Priorities Map in Section 2.3 of the Final Report) to inform and complement the official road hierarchy (currently under development).	IA	I	VicRoads	Immediate - On-going
2.3.2 Undertake an accessibility and pedestrian safety audit to confirm priorities and staging of upgrades to pedestrian crossings and roundabouts, as shown on the Pedestrian Management Priorities Map at Section 2.3 of the Final Report.	IA	I		Immediate
2.3.3 Implement pedestrian network and streetscape improvements to priority pedestrian areas. Refer detailed actions in Section 2.4 .	Refer Section 2.4	I		Immediate - Medium
2.3.4 Increase pedestrian crossing times in locations with significant walking activity.	IA with VicRoads	I	VicRoads	Short
2.3.5 Introduce a 40 kilometre per hour speed limit in the CBD.	IA with VicRoads	I	VicRoads	Short
2.3.6 Develop a permeable network of laneways and arcades. This involves: - Negotiating with business operators, property owners and developers to include laneways in new development or upgrade existing laneways. - Including guidelines for laneway design and activation in the Colac Otway Planning Scheme. - Implementing public art works in laneway spaces, which could include community participation.	IA PS GP	P	Landowners Property owners	Immediate
2.3.7 As a priority, improve the appearance and safety of Amezdroz Lane, including better integration with adjoining commercial premises.	IA	ED	Landowners Property owners	Immediate

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
2.3.8 Introduce a shared zone within Gellibrand Street, on the western edge of Memorial Square, as a pilot project as discussed in Sections 2.3 and 3.1 of the Final Report. This will include raised streets, road narrowing and upgraded paving.	Refer to costing in Section 3.1	I	VicRoads	Short (preparation of concept design) Medium (implementation)
2.3.9 Investigate the potential to increase the shared zone area to the other streets surrounding Memorial Square and south along Gellibrand Street to the Colac train station. Prepare and implement detailed design concepts for this project.	\$1.5m*	I		Long
2.3.10 Upgrade existing bicycle lanes, or design and construct new bicycle lanes, as per the Bicycle Routes Map in Section 2.3 of the Final Report.	\$20-25* per linear metre	I		Short - Long
2.3.11 Improve cyclist facilities such as bike hoops, drinking fountains and bike route information.	\$5,000* per location	I		Short - Long
2.3.12 Undertake a gradual program of improvement of bus stops, prioritising those within locations of high pedestrian activity.	\$10,000* per bus stop	I	Department of Transport	Short - Long
2.3.13 Investigate options for rationalising car parking within the CBD, whereby underused car parks are nominated for either redevelopment or improvement.	IA	I		Short
2.3.14 Redesign existing car parks to improve their layout, capacity, pedestrian safety and appearance.	\$2,000 - \$3,000* per sq metre	I		Short - Medium

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
2.4 Green Streets				
2.4.1 Identify a series of 'hot spots' in the CBD (key destinations and pedestrian attractors) as priority locations for public realm upgrades, based on the Streetscape Improvement Priority Plan in Section 2.4 of the Final Report.	IA	ED		Immediate
2.4.2 Prepare concept designs for priority public realm upgrade projects. Refer to the Recommended Streetscape Palette in Section 2.4 of the Final Report to guide a co-ordinated approach to future public realm upgrades. Treatments to include: • Extended kerb lines and creation of additional footpath space • Creation of central medians for additional planting space • Water sensitive urban design (WSUD) treatments such as rain gardens • Additional street tree and low scale planting • Pedestrian amenities such as streets and water fountains • Bike lane construction or upgrades • Undergrounding of powerlines to avoid severe pruning and reduce visual clutter • Improved lighting at intersections and roundabouts.	Design cost 10% of capital works costs	ED	VicRoads	Short
2.4.3 Implement public realm upgrade projects, commencing with the highest priority pedestrian streets around Memorial Square, along Murray Street, within the eastern entry to the CBD and for Bromfield Street.	Refer to costing in Sections 3.1, 3.2, 3.3, 3.4 & 3.5	I	VicRoads	Short - Medium

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
2.4.4 Implement public realm upgrade projects for medium priority pedestrian streets (which form part of the 'Botanic Corridor' connection):		I		Medium - Long
• Corangamite Street	\$1.6m*	I		
• Gellibrand Street (for section not included in Memorial Square concept)	\$1.5m*	I		
• Railway Street	\$206,000*	I		
• Hesse Street (for section not included in Memorial Square concept)	\$1.2m*	I		
• Queen Street	\$500,940*	I		
2.4.5 Implement public realm upgrade projects for other CBD streets as a longer term priority:		I		Long
• Skene Street	\$132,000	I		
• Dennis Street (for section not included in Memorial Square concept)	\$112,200*	I		
• Connor Street	\$584,000*	I		
• Miller Street	\$323,400*	I		
• Rae Street	\$900,900*	I		
• Wilson Street	\$18,480*	I		
2.4.6 Review existing street furniture, pedestrian amenities and wayfinding signage. Refer to the Recommended Streetscape Palette in Section 2.4 of the Final Report to guide a co-ordinated approach to future public realm upgrades.	IA	I		Short

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
2.4.7 Develop a strategy for the undergrounding of powerlines within the CBD: - Identify priority locations for undergrounding powerlines (e.g. Murray Street). - Seek funding opportunities. - Co-ordinate proposals to underground of powerlines with improvements to street lighting	IA	I	Powercor Property owners Business tenants	Immediate
2.4.8 Develop a strategy for inclusion of public art in Colac's CBD: - Establish a curatorial process to oversee the selection, siting and procurement of each art piece. - Investigate ways in which the community can be involved in public art projects (e.g. 'paint a tile', laneway or blank wall activation). - Seek sponsorship from local businesses for public art programs.	IA	R		Short

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
2.5 Built Form				
2.5.1 Provide strong policy direction within the Colac Otway Planning Scheme to ensure that major retail and commercial developments locate within the Colac CBD (Business 1 and Business 2 zoned land only), rather than outside the town centre.	PS \$25,000	P	Department of Planning & Community Development (DPCD)	Immediate
2.5.2 Encourage redevelopment of underused or vacant sites in the CBD and discuss redevelopment options with site owners. This may include surface car parks, vacant land at the rear of buildings (particularly along Murray Street), upper levels or single storey buildings which could potentially be developed for mixed use.	IA	P	DPCD	Immediate - On-going
2.5.3 Ensure the preservation of significant heritage buildings and encourage their adaptive re-use or restoration. - Undertake heritage investigation for buildings of potential significance as required. - Provide appropriate protection for buildings of significance via the Colac Otway Planning Scheme. - Investigate the potential to establish a heritage grant scheme (with contributions from Council that could be matched by property owners) for the upgrade of prominent buildings. - Investigate the potential for funding from Heritage Victoria for restoration of buildings of State significance.	IA, PS 0.2 EFT	P	DPCD	Immediate
2.5.4 Undertake public realm improvements as required to enhance the setting of key heritage sites (e.g buildings at the eastern CBD entrance).	Refer to costing for specific area	I		Short - Medium

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
2.5.5 Encourage and assist businesses to upgrade shopfronts and building facades, particularly on Murray Street. • Work with businesses to improve their image, identity and display of merchandise. • Seek sponsorship from paint companies to restore and repaint facades and offer assistance with colour selection. • Investigate the potential for an incentives scheme to provide design support and ongoing funding. • Initiate and fund demonstration projects of building or image upgrades and promote the outcomes via Council newsletter or local media.	IA	ED	Property owners Business tenants	Immediate - On-going
2.5.6 Encourage the removal of excessive roof top, above verandah and free standing signs, and other visually dominant signs, as sites are redeveloped.	IA	ED	Property owners Business tenants	Medium - Long
2.5.7 Encourage new development within the CBD to incorporate Environmentally Sustainable Design (ESD) initiatives.	IA	P		Immediate - On-going
2.5.8 Encourage and facilitate a high quality of architecture within the CBD by: • Encouraging developers to use qualified and experienced design professionals (and suitably experienced heritage professionals for heritage sites) and reinforcing the message that good design can save long-term costs and increase property value. • Establishing a design review panel for major development applications. • Continually fostering urban design skills in planning staff and provide design advice for applicants.	IA, PS	P		Immediate - On-going
2.5.9 Implement building design guidelines (which can be found in Section 2.5 of the Final Report) through the Colac Otway Planning Scheme.	PS	P	DPCD	Immediate

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
3 DESIGN CONCEPTS				
3.1 Memorial Square				
3.1.1 Prepare a conservation management plan and concept design plan. This will include a review of existing facilities to determine the upgrades required (e.g. seating, water foundations, signage, path connections).	\$60,000	R		Immediate
3.1.2 Protect existing trees. Undertake a tree condition survey by a qualified arborist and establish options for root protection and long-term irrigation.	\$15,000	I		Medium
3.1.3 Provide uplighting for trees within Memorial Square.	\$250,000	I		Immediate
3.1.4 Improve safety of taxi rank with funding opportunities available through Taxi Safety Program for security measures such as CCTV.	IA	I	Department of Transport	Immediate
3.1.5 Investigate car parking options for the streets surrounding Memorial Square.	IA	I		Immediate
3.1.6 Review the trailer and coach parking on Dennis Street and expand as required.	IA	I		Immediate
3.1.7 Redevelop the amenities of the western edge of Memorial Square on Gellibrand Street. Prepare and implement a detailed concept design to include: - Demolition of existing toilet block. - Construction of new amenities buildings incorporating bus stop, taxi rank, visitor information display, visitor toilet and event infrastructure. - New pavements for road and pedestrian areas.	\$930,000*	I		Immediate
3.1.8 Progressively prepare and implement design concepts to upgrade the streetscapes and public realm surrounding Memorial Square, including the creation of a shared use traffic zone, additional street planting and undergrounding of powerlines: Commence this project with an upgrade for Gellibrand Street.	\$1.3m*	I		Medium

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
Introduce new planting to Dennis and Hesse Streets.	\$68,000*	I		Long
As a longer term project, introduce a raised shared use zone for Dennis and Hesse Streets, and underground powerlines.	\$4.2m*	I		Long
3.1.9 Install new street furniture clusters (including seating, bins, bike hoops) within streets around Memorial Square.	\$87,500*	I		Short - On-going
3.1.10 Promote and enhance the existing events programme to better utilise the Square for local, community and regional events (e.g. outdoor concerts, art walks, crafts fairs, parades, theatre, seasonal botanic festivals and farmers markets).	IA	R		On-going
3.1.11 Encourage and assist businesses or building owners to upgrade shopfronts and building facades adjoining Memorial Square so that they add to the appearance, activity amenity of the area.	IA	ED	Property owners Business tenants	On-going

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
3.2 Eastern Entrance				
3.2.1 Improve the appearance of heritage buildings through encouraging painting and restoration of their facades or removal of excessive signage. Work with building owners to assist in development of design options or applications for funding through heritage grants.	IA	ED, P		Immediate - Medium
3.2.2 Improve the appearance of the telephone exchange site. Work with the site owner to implement measures such as replacement of the existing chain wire fence and new landscaping	\$4,500*	I	Telstra	Short - Medium
3.2.3 Improve the entry to the creek at the north east corner of Queen and Murray Streets. Design and implement public realm works that include an area of new paving at the entry to the creekside reserve and a low timber fence. Use this space as an opportunity to establish the Botanic Garden theme at the entrance to the CBD.	\$261,500*	ED, I		Immediate
3.2.4 Extend creekside path connections to the Queen and Murray Street entry junction. Restore creekside vegetation with new planting and removal of weeds.	\$52,000*	Env, I		Immediate - Medium
3.2.5 Remove excess planting around the Visitors Information Centre and improve existing path networks around the Centre.	\$7,500*	ED, I		Immediate
3.2.6 Create a new stepped path connection from the Visitors Information Centre to the creek trails.	\$2,600*	ED, I		Short
3.2.7 Upgrade the pedestrian and cycle connections across the bridge. Prepare and implement detailed designs for construction of cantilevered footbridges on both sides of the bridge and upgraded bicycle lanes.	\$246,250*	I		Immediate
3.2.8 Provide a new pedestrian crossing to the east of the bridge.	\$120,000*	I		Medium

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
3.3 Murray Street West				
3.3.1 Develop and implement a detailed design concept for streetscape and public realm upgrades to Murray Street West that includes: • Creation of a new central median with street tree planting • Improved planting along the road edges within kerb outstands and water sensitive urban design garden beds • Improved pavement and pedestrian amenities such as seats, bins and bicycle hoops • Reconfiguration of the road space to introduce parallel parking and create bicycle lanes • Construction of mid-block pedestrian crossings • Improvement to street lighting • Undergrounding of powerlines.	\$8.8m	ED, I	VicRoads	Immediate term for design concept Short term for upgrades
3.3.2 Maintain appropriate vehicle access and car parking provision for local businesses via design guidelines within the Colac Otway Planning Scheme.	PS	P	DPCD	Immediate
3.3.3 Encourage active street frontages in new development.	PS	P		Immediate - On-going
3.3.4 Rationalising signage via design guidelines within the Colac Otway Planning Scheme.	PS	P	DPCD	Immediate

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
3.4 Murray Street East				
3.4.1 Develop and implement a detailed design concepts for streetscape and public realm upgrades to Murray Street East that includes: - Improved planting along the road edges within kerb outstands and water sensitive urban design garden beds - Improved pavement and pedestrian amenities such as seats, bins and bicycle hoops - Reconfiguration of the roadspace to create bicycle lanes - Construction of mid-block pedestrian crossings - Improvement to street lighting.	\$4.2m	ED, I	VicRoads	Medium
3.4.2 Develop an Outdoor Dining Policy that examines the appropriateness of placing permanent screen structures around outdoor café seating.	\$30,000	ED		Medium
3.4.3 Uplight significant trees and buildings.	\$250,000	I		Medium
3.4.4 Encourage the reinstatement of verandahs on older buildings and encourage verandahs on new buildings.	PS, IA	P	Heritage Victoria	Medium
3.4.5 Remove the centre median chain.	IA	C		Immediate

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
3.5 Bromfield Street				
3.5.1 Develop and implement detailed design concepts for streetscape and public realm upgrades to Bromfield Street that includes: • Creation of a new central median with street tree planting • Improved planting along the road edges with kerb outstands and water sensitive urban design garden beds • Improved pavement and pedestrian amenities such as seats, bins and bicycle hoops • Reconfiguration of the roadspace to introduce parallel parking and create bicycle lanes • Construction of mid-block pedestrian crossings • Improvement to existing roundabouts • Improvement to street lighting • Undergrounding of powerlines.	\$9.5m	ED, I		Medium
3.5.2 Improve planting within the Council-owned car park.	\$7,500*	I		Short
3.5.3 Encourage building owners to create or improve pedestrian thoroughfares between Murray and Bromfield Streets.	PS	ED		Immediate - On-going
3.5.4 Encourage buildings to provide an active frontage to the streetscape and car parks. Buildings fronting Murray Street should also provide an active frontage to Bromfield Street.	PS	P		Immediate - On-going
3.5.5 Encourage new development on vacant or underused sites to contribute to the appearance, amenity and activity of Bromfield Street.	IA, PS	P		Immediate - On-going

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
3.5.6 Consider central median car parking extended to Queen Street, if additional parking required in the future, and ensure that design of this parking includes regular planting of large scale canopy trees.	IA	I		Long

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
3.6 COPACC & Station Precinct				
3.6.1 Develop and implement detailed design concepts to upgrade the station's forecourt. This should include: • New paving and planting in the forecourt • Improved pedestrian connectivity • Improved car parking layout • Improved bus interchange.	\$1.02m*	ED	VicTrack	Medium
3.6.2 Restore the historic turntable as a feature of the station forecourt.	To be confirmed	ED	VLine	Medium
3.6.3 Investigate options for future development or upgrading of existing buildings that could help to activate the precinct and better integrate these buildings with the streetscape: • The former library on Gellibrand Street. • The former hardware site at the corner of Railway Street and Colac-Lavers Hill Road, which could be used for housing, community or commercial use or as a car park. • The site at the corner of Gellibrand and Rae Streets, which could include a future development facing onto the station plaza. • The site south of the station for either new freight functions or future medium density housing near the rail link.	IA	ED, I		Medium
3.6.4 Investigate the potential to close railway street and reallocate land for other future uses such as public open space, extension of COPACC or long term car parking.	IA	I		Short - Medium

Strategy / Action	Cost	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Timeline for Implementation
3.6.5 Establish a landscaping buffer on the south of the railway line with new canopy trees, shrubs and low planting.	\$195,000*	ED	VicTrack	Short - Medium
3.6.6 Promote and improve the pedestrian links to the CBD and the Beechy precinct.	IA	I		Short - Medium
3.6.7 Apply new paint / graphic treatment to the walls of the existing building at the corner of Railway Street and Colac-Lavers Hill Road.	\$7,500*	I		Short - Medium