



MURRURUNDI

TOWN CENTRE MASTERPLAN



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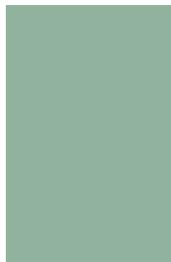
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Introduction

01

1-1 Foreword



The Murrurundi Town Centre lies at the 'heart' of the local community. It is a shared place that not only provides for the day to day needs of the community but is also a place for people to come together for events and social activities. Ensuring that the town centre is attractive and flourishing provides benefits not only for businesses in the centre but also for the wider community throughout the region.



This document, the Murrurundi Town Centre Masterplan, outlines a strategic framework to revitalise the town centre and establish the key direction for the town over the next 15+ years, with the aim of creating a safe, attractive and thriving town centre well into the future.

The purpose of this Masterplan is to provide the Council and the community with a roadmap for positive change. It identifies the key components and implementation steps needed to realise the vision.

1-2 Murrurundi Town Centre



Figure 1 Aerial map of Murrurundi Town Centre

The township of Murrurundi is located 300 km north west of Sydney by road (approx 4 hours), 190 km north west from Newcastle (approx 2 hrs) and 90 km south of Tamworth (approx 1 hr).

The town is surrounded by the Liverpool Ranges and located on the Pages River, a tributary of the Hunter River. It provides services for the local rural community and has a Hospital, a Post Office, a Public Primary School, good sporting facilities, an Equestrian facility and an array of food and beverage options. There is also a small selection of retail outlets.

Located on the New England Highway, the town has retained a lot of its heritage context and the stretch of the highway that goes through the town centre, known as Mayne Street, has been declared an urban conservation zone.

The town developed in two parts, with the area west of the river being the Government planned original town site and the area to the east of the river being a private village developed by Thomas Haydon.

The difference in the origins of each section are visible in the 200 m grid and wide road reserves favoured by the Government, in contrast to the less formal layout of the original village of Haydonton. The two sections were amalgamated in 1913.



1-3 Background

History

Upper Hunter Shire Council resolved to prepare 'Town Centre Revitalisation' plans for the centres of Murrurundi, Scone, Aberdeen and Merriwa in mid 2015. Each Masterplan seeks to provide a framework that encourages investment and supports the revitalisation of the relevant centre. Council was keen for each local community to be involved in creating 'their' plan in order for it to reflect a unified vision for each town.

Methodology

The first stage of community consultation and engagement occurred at the end of October 2015 and included workshops, drop in sessions and online feedback through an online engagement tool. The community was asked to share what they think about their town centre and their ideas for any improvements. Many people were actively involved in the first stage of the consultation, both in person and online, and their ideas, comments and aspirations were gathered and formed the basis of the materials for Stage 2.

The second stage of community consultation and engagement occurred at the end of November 2015. During this time the community was asked to provide feedback on draft design options and strategies that were starting to emerge for each centre. Once again the process included workshops, drop in sessions and online feedback through the online engagement tool.

The feedback collected from the engagement process has been used to assist the further refinement of design ideas and influenced this draft Masterplan. It is anticipated that following further refinement the final Masterplans will be adopted by Council towards the middle of 2016.

The community engagement process and design refinement was supported by a technical review of the issues and constraints impacting on each town centre undertaken through mapping, analysis and a review of key planning policy documents. To access the detailed documentation of this work, please refer to the *Murrurundi Town Centre Revitalisation Masterplan Background Report*.

Objectives

The objectives of all four Upper Hunter Town Centre Masterplans are:

- To undertake a community engagement process that ensures all stakeholders are provided with an opportunity to actively participate; resulting in Masterplans that are truly representative of the interests and goals of the whole community.
- To provide high quality, inclusive and realistic Masterplans for the revitalisation of each town centre.
- To ensure the plans encourage economic activity and investment that support the sustainability and viability of each town centre.
- To provide a clear strategy to implement the Masterplans.

Purpose

The purpose of the Masterplans is not to define in detail the exact solution for a road intersection or the design of a park. Instead, a Masterplan identifies the key challenges for a place and provides a vision that illustrates how the overlapping components that form the town centre can be strengthened so these work well together.

A town centre is composed of its physical design (hard infrastructure), how the place is managed and governed (soft infrastructure) and the experiences of the people who use the centre.

The revitalisation of a town centre occurs through changes to the physical structure of the town, its buildings, road and parking alignments - and the location of key cultural and community infrastructure. It will also require changes to the way the centre is planned and managed, and through the encouragement of social networks and community engagement in the future.



Consultation & Analysis

02

2-1 Community Engagement Strategy

Effective community engagement allows residents and stakeholders to become involved in the decision-making regarding the future of their towns and neighbourhoods. It shows good governance and informed decision-making on behalf of the local government and shares stewardship of place with the local community.

Upper Hunter Shire Council was keen to undertake a community engagement process that provided all stakeholders with an opportunity to actively participate throughout the masterplanning process. The engagement strategy was designed to maximise the opportunities for involving the community in determining the future of the town centre, to integrate unique insider perspective, from local experts, on each town centre: its assets, strengths and weaknesses. It also generated interest in the community about the Upper Hunter Town Centre Masterplans.

The Stakeholders

A critical step early in any community engagement process is stakeholder identification. Studio GL project team worked with Council to identify individuals, groups and organisations to include in the conversation as the project progressed. The stakeholder groups for the Upper Hunter town centres included decision makers like Councillors and Council officers; NSW Road and Maritime Services (RMS); people with financial interests like property owners, tenants, business owners; people of different age groups, including school students; as well as regular and occasional users; visitors; and groups that are active in all or one of the four towns.

Engagement Activities

The engagement for the Upper Hunter CBD Masterplan was conducted in three phases: two community engagement stages and a formal public exhibition of the draft Masterplans. During the consultation a variety of engagement activities were carried out to encourage input from a broad range of stakeholders and the wider community.



To introduce the project and to ensure maximum awareness about the community consultation process, a detailed media release was distributed to the local newspaper. This release was also published on the Upper Hunter website, Upper Hunter Facebook page and issued to other local social media outlets.

A number of printed brochures were posted in local shopfronts and community areas. A representative from the local newspaper, The Scone Advocate, attended a drop-in session during Stage 1 consultation and a workshop during Stage 2 consultation, which were both subsequently written up in the newspaper. Diana Griffiths from Studio GL also did a radio interview with ABC Newcastle.

Stage	Engagement Activity
Consultation Preparation	Media releases, advertising, posters, social media
Consultation Stage 1	Stakeholder workshop Community drop-in session Targeted focus meeting Placecheck mapping Idea Post-it Boards Visioning Exercise Social Pinpoint/ Online Mapping
Consultation Stage 2	Stakeholder workshop Community drop-in session Ideas & Options Boards Social Pinpoint/ Online Mapping
Consultation Stage 3	Public Exhibition of draft Masterplans

2-2 Engagement Process



Community Engagement Stage 1

For the first stage of community engagement, community members in Murrurundi were invited to participate and share their thoughts about Murrurundi Town Centre. Community members were actively involved in the consultation, both in person and online and their ideas, comments & aspirations were collected by the project team.

Community workshop & Drop-in session

A two-hour long drop-in session held outside Dooley's allowed people passing by to provide their input and ideas. A number of people provided detailed input during this event and many more were given brochures for the Social Pinpoint website to submit their comments. A stakeholder workshop at the RSL Hall provided an opportunity to discuss specific issues and develop a vision for Murrurundi through a variety of exercises and activities including placecheck mapping, ideas post-it boards and a visioning exercise.

Online feedback

In addition to the in-person consultation an interactive online mapping tool was used as an alternate method for gathering community comments. On this website people could identify places and features they like or dislike, as well as share their ideas for improving the town centre.

Community visioning workshop

Having identified a need for the development of an Action Plan for Murrurundi, the Murrurundi Community Leaders Forum held an event to initiate the process in early October. This event was attended by approximately fifty community members and focused on a broad range of issues affecting the town. The information and ideas generated have been incorporated into this consultation process.

Scone High School students survey

A survey was issued to Scone High School students seeking their input regarding specific issues relating to how students interact with their town centres. In total a hundred and thirty eight responses were received of which ten were from students who live in Murrurundi and attend school in Scone.



Community Engagement Stage 2

Following on from the first stage of Community engagement, the second stage followed a similar process. The ideas and comments collected at the first engagement were used to generate draft design options and strategies for the towns and the community was asked to provide feedback on those ideas.

The ideas and options were presented as eight detailed design interventions along with additional ideas referenced on the town centre map. Community members were given the opportunity to express their opinion with green dots (●) for 'like' and red dots (●) for 'dislike'. Not all community members chose to use the dots and some members of the community used more dots than others. While the dots are not a comprehensive measure, they give an understanding of the 'pulse' of the community. The community members were also asked to share any additional ideas they might have or any variations to the suggested design options.

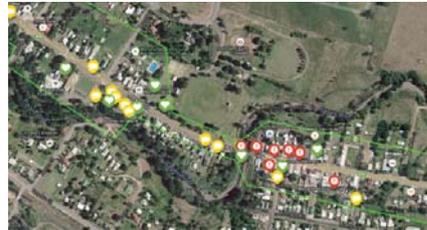
Community workshop & Drop-in session

The drop-in session held outside Dooley's Store allowed a number of people passing by to give their input and their ideas. Some people stopped to give detailed input during this event and many others were given brochures for the Social Pinpoint website. The stakeholder workshop at the RSL Hall provided a more focussed platform for the community to give specific feedback on the ideas and options, and discuss alternatives or variations.

Online feedback

For Stage 2 of the community consultation, the interactive online mapping tool was used again, this time to gather community feedback and responses to the proposed design ideas & options for Murrurundi Town Centre. The community responded to the ideas with 'likes' and 'dislikes' or specific comments. There was also an opportunity to provide additional ideas.

For a more detailed documentation of the comments from the consultation, please refer to the *Murrurundi Town Centre Revitalisation Masterplan Background Report*.



Community Engagement Stage 3 Public Exhibition

The third and final stage of community engagement was a public exhibition of the draft Murrurundi Masterplan and a community presentation on the masterplan ideas.

The draft Murrurundi Masterplan was available for viewing at Council Chambers, Council offices & libraries and on Council's website www.upperhunter.nsw.gov.au for an extended period of time. This gave the community an opportunity to review the draft masterplan document in detail and provide their feedback via online surveys and written submissions. In Murrurundi, the presentation by Council took place at the Murrurundi RSL Hall.

Council received 10 survey responses, out of which 5 strongly supported, 4 supported and 1 strongly opposed the masterplan. In addition, there were two written submissions from community members along with comments from RMS. The projects the community identified that they would like to see implemented in the next three years are: River/ Heritage walk, Adelaide St intersection upgrade, slowing traffic in the town centre and lighting gateway signs.

Suggestions and comments from these responses have resulted in minor amendments and additions being made to the final Murrurundi Masterplan Report.

2-3 Key Comments and Feedback

Community Engagement Stage 1

During the community engagement comments and ideas gathered through the online map, targeted meetings, workshops and discussions at the drop-in sessions were mainly concerned with the character, safety and aesthetics of Mayne Street with special focus on the safety at pedestrian crossings in the town centre and concerns about traffic speed.

The key themes that emerged during the first stage of the community engagement for Murrurundi Town Centre are summarised below.

Key themes and outcomes from Stage 1
Strengthening the existing brand of Murrurundi as an arts centre & as a weekend food destination
Making Mayne Street safer for pedestrians with additional pedestrian crossings/refuges, slower speed, streetscape improvements, better amenities and landscaping with special consideration to the pedestrian crossing outside the newsagent
Preserving and improving amenities and connectivity to town assets, heritage buildings, bridges & parks
Improving the intersection of Adelaide & Mayne Street
Building on the Pages River as a town asset with bicycle and pedestrian trail along the river
Improving the wayfinding and signage in town with cohesive streetscape along Mayne Street, town maps, local history storyboards, local events and updating the Visitor Information Centre
Preserving and restoring heritage buildings, including highlighting details and upgrading / restoring awnings
Building on the Pages River as a town asset with bicycle & pedestrian trail along the river
Providing solution to the camber on the main street, which limits ability to park and to get out of the cars
Updating the truck stop as parked trucks are currently the first impression of Murrurundi for visitors

Community Engagement Stage 2

Of the ideas and options presented to the community through the workshop, drop-in session and the online map, most were favourably received. The community responded enthusiastically to the idea of intersection treatments, especially at Adelaide and Mayne Street, as it was seen as a necessity. People are especially worried about cars turning right from Mayne Street on to Adelaide Street with modifications considered for a proposal for left-in left-out. The idea to install a public art walk along the Pages River was also well received. Some community members suggested an extension to the loop along Haydon Street, highlighting the various heritage buildings in that area.

There was strong support for enhancing pedestrian safety across Mayne Street. A few community members liked the idea to install flags, but most expressed concerns about their maintenance. Overall there was support from the community to reinstate the historic awnings (where missing) and to add landscape blisters at street corners as a measure to slow down traffic. The community responded favourably to the idea of installing toilets and landscaping at the truck stop. However, the feedback was generally not in favour of installing flags at the gateway. Some residents expressed their concerns about the potentially invasive nature of Poplars as street trees.

Other ideas that were also well received were enhancing pedestrian linkages & installing town maps at key locations, strengthening the town's identity by establishing a cohesive branding strategy, adding town centre gateways and planting trees along Mayne Street as well as along side streets, especially at the intersection of Mount St. and Mayne St. Although the idea of a consistent colour palette was favourably received the community members did not like the selected colours and would like to explore a modern palette with more options. The community was not in favour of the idea to relocate River Walk art flags onto the bridge.

While there is a desire to have an additional safe place to cross the highway, the proposed pedestrian refuge near Wilson Oval was not seen as a good idea, as vehicles with wide loads often travel on Mayne Street and any obstruction could restrict access.

2-4 Vision for Murrurundi



Visioning exercise at the workshop

During the Stage 1 community workshop, the community were asked to share their vision for Murrurundi. For this visioning exercise the participants were asked to express their vision for the town using words and images.

The following word cloud is a snapshot of the community's vision. The residents are very proud of their existing brand as the 'Arts & Food destination' and would like to see it embraced and expanded upon. The vision for Murrurundi also celebrates its location in the valley, offering spectacular views of the surrounding Liverpool Ranges. The residents would like to see the city's parks, heritage architecture, culture and local history featured more prominently in order to develop Murrurundi's identity as a vibrant & cultural rural town offering an option for a weekend getaway.



2-5 Technical Analysis Summary

The recommendations in this masterplan are also based on a technical analysis of the physical constraints shaping the town of Murrurundi, including analysis of access and movement, built form, heritage, vegetation, topography, activity and land use.

More detail on this analysis can be found in the Murrurundi Town Centre Background Report, which considered the existing planning policy context and identified key impacts of these documents.

A key challenge/ opportunity for Murrurundi is the New England Highway which passes through the centre of the town. While this brings visitors and tourists through the town, it also brings a lot of traffic and large trucks through the centre of Murrurundi. This creates a barrier to safe pedestrian movement across the highway and discourages outdoor dining and other footpath activities.

Other issues identified in this analysis of Murrurundi included a vulnerability to flooding for some properties in the centre of town and a number of empty and/ or poorly maintained shopsfronts.

The purpose of the masterplan is to build upon the town's strengths and manage and respond to spatial weaknesses and constraints. The adjacent diagram highlights key factors which help define potential opportunities for future improvements.



The New England Highway experiences high volumes of vehicles and large trucks.



The rich history of Murrurundi is reflected in the high quality heritage buildings which help create the centre's unique character.

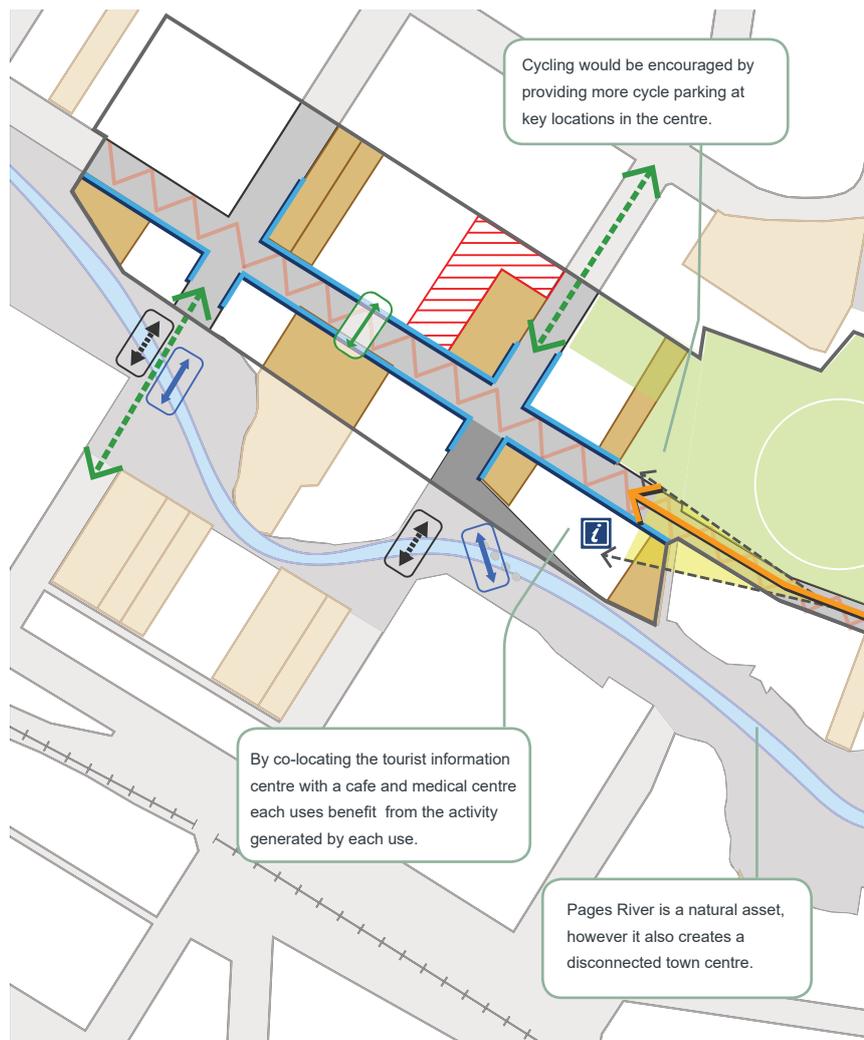


Figure 2 Opportunities and constraints



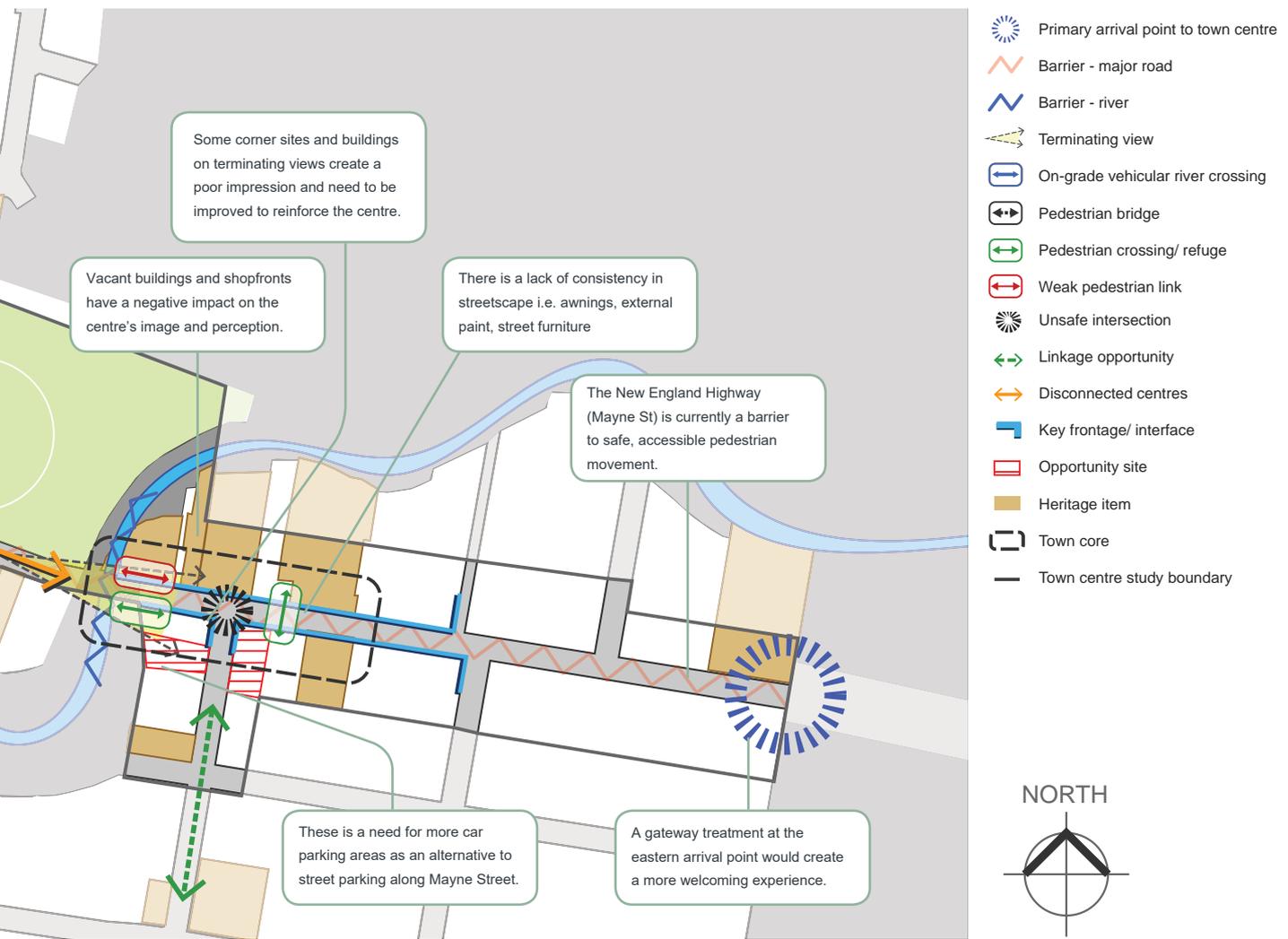
Murrurundi displays a number of high quality examples of public art which create a positive character for the town.



The intersection between the highway and Adelaide St is dangerous with vehicles observed making illegal right hand turns.



The Pages River runs through the town providing an attractive setting but also creating severance and vulnerability to flooding.





Strategic Direction

03

3-1 Principles

Town centres play an important role in regional life from meeting day to day needs to providing a place for the local community to gather. Centres are also places that are ‘contested’ with many competing needs that they are required to serve. Successful town centres are driven by a plan for the future that balances public benefit, local character, heritage considerations, commercial return and opportunities for future adaptation. This plan for the future of the Murrurundi Town Centre, the ‘Strategic Direction, is based on the following principles:



Welcoming: A successful town centre attracts people by creating a welcoming experience for locals and visitors during the day and into the evening. It is important that the town presents itself and ‘greets’ those arriving in a polite, courteous and friendly manner.



Memorable: Locals and visitors have a choice about engaging and supporting any one town centre. Memorable places have a clear identity, promote their specialist functions and are easily remembered. They provide compelling reasons to visit the town centre and reasons to return.



Vibrant: Vibrant places are places that display life and activity. One key to vibrancy is attracting people at different stages of life and another is ensuring the vibrancy inside buildings ‘spills out’ to the street to create visible activity.



Diverse: Diverse centres mix retail and commercial uses with entertainment (i.e. a theatre) and civic and cultural facilities (i.e. community facilities or art galleries). Clustering allows smaller shops to benefit from activity generated by a retail anchor (i.e. a supermarket) or a civic anchor (i.e. a library).



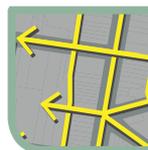
Comfortable: The experience of a centre is generally formed by walking around it. Human scaled streets, well maintained buildings, attractive shop fronts, wide footpaths, awnings, trees and protection from the weather make a centre comfortable to use and visit.



Attractive: An attractive centre is durable and distinctive, expressing the aspirations of the local community. It is also adaptable to changing needs over time. High-quality design including street furniture, landscaping, public art, paving and open spaces all contribute to an attractive place.



Safe: A good centre provides a safe environment for everyone including the elderly, children and teenagers. Low vehicle speeds, frequent places to cross and few barriers to pedestrian movement are key to success. Good lighting and evening activities add to the safety for all not just during the day but also well into the night.



Accessible: Centres are destinations. An accessible centre is well connected to surrounding areas and within the centre itself. It needs to provide an efficient road layout that allows people and goods to easily access the centre, and sufficient parking without compromising the quality of the pedestrian environment.

3-2 Illustrative Masterplan

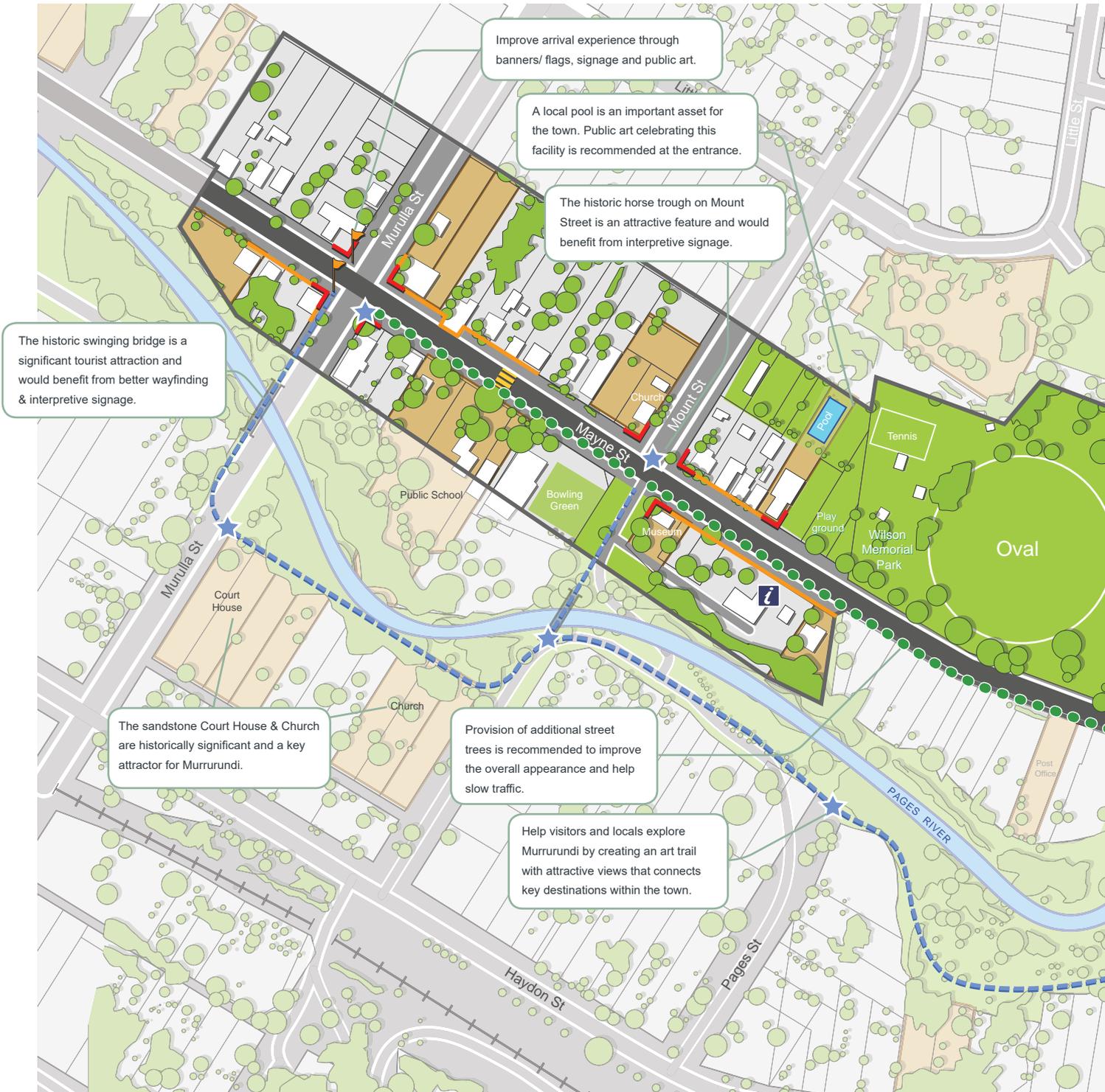
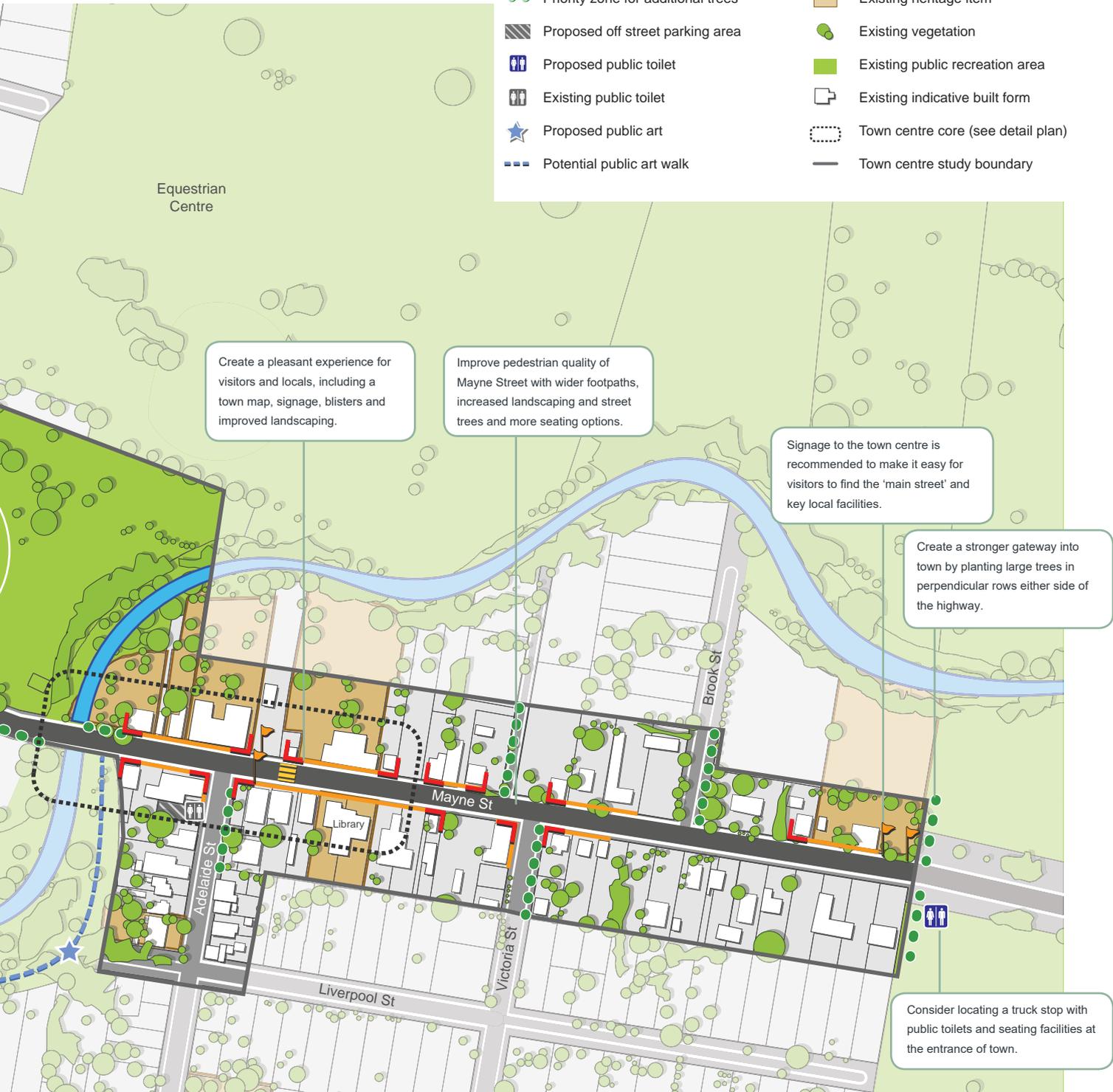


Figure 3 Illustrative Masterplan drawing

-  Existing pedestrian crossing/refuge
-  Proposed signage & flags
-  Priority zone for additional trees
-  Proposed off street parking area
-  Proposed public toilet
-  Existing public toilet
-  Proposed public art
-  Potential public art walk
-  Highly visible built form corner
-  Desired continuous urban edge
-  Existing heritage item
-  Existing vegetation
-  Existing public recreation area
-  Existing indicative built form
-  Town centre core (see detail plan)
-  Town centre study boundary



3-3 Components of the Plan

This section contains the components 'catalogue' for the successful revitalisation of the Murrurundi Town Centre.

Each component is described and supported by carefully selected imagery, including photos, sketches and/ or plans. When and how to deliver the proposed improvements is outlined in the Implementation Action Plan (Chapter 4).

The components are organised in five categories and an overview is provided adjacent.

"Key Interventions"



C-01 Adelaide St Intersection



C-02 Public Art Walk

"Welcoming & Memorable"



C-03 Town Centre Branding

C-07 Public Art

C-04 Upper Hunter Branding

C-08 Signage & Town Map



C-05 Colours & Materials

C-09 Gateways & Entries

C-06 Heritage & Landmarks

C-10 Amenities & Facilities

"Vibrant & Diverse"



C-11 Attractions for everyone

C-14 Events & Pop Up

C-12 Outdoor seating & interactions

C-15 Activation



C-13 Clustering of uses

Comfortable & Attractive



C-16 Green streetscapes

C-17 Facades & shopfronts



C-18 Awnings & Corner Elements

C-19 Street Furniture

Safe & Accessible



C-20 Safety & Security

C-24 Truck stop upgrade

C-21 Low-speed environment

C-25 Cycling



C-22 Car parking

C-23 Pedestrian priority

3-3 Components of the Plan “Key interventions”

C-01 Adelaide St Intersection

The intersection of Adelaide Street with Mayne Street is an historically significant location as it provides a ‘flood free’ connection between this part of the town and the local Hospital, the Court House precinct and the Railway Station.

The current intersection design is very wide making it difficult for pedestrians to cross the road safely. This is exacerbated by cars illegally turning right into Adelaide St, from the highway, which is not expected by pedestrians.

Safety along the highway is also compromised as vehicles making the illegal right hand turn cannot be easily seen by vehicles that are crossing the bridge.

The lack of definition around this corner has also made it difficult to retain awnings/verandas on the prominent building on the south west corner, as passing vehicles have damaged and/or destroyed posts in this location in the past.



Proposed Adelaide Street intersection

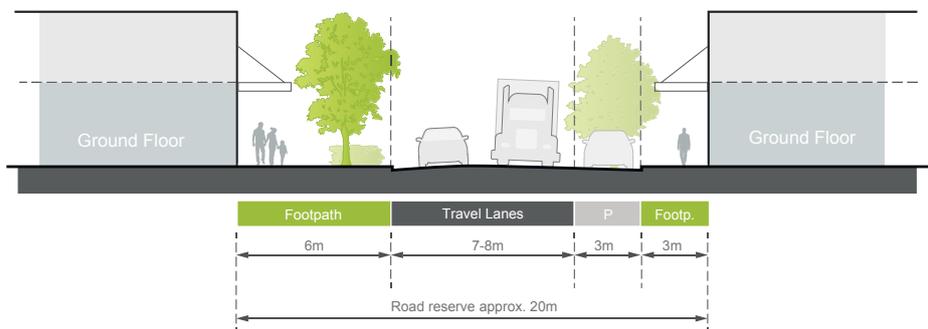


Figure 4 Streetscape section

Recommendation

It is recommended that this intersection is upgraded by the construction of landscape blister treatments on the corners to improve the amenity of the area and to encourage slower traffic speeds.

The design of the blisters, the installation of a middle island blister and the presence of a solid median on the highway would also force left-in, left-out only vehicles movements. This would allow ambulances from the hospital to turn left out of the street but would require school buses to use Victoria Street. If the buses cannot be moved a mountable island blister might be an alternative option.

In addition, moving traffic away from the existing corner should make it more likely that the owner of the corner building would consider reinstating the verandah as it is less likely that it will be damaged again.

C-01 Adelaide St Intersection



Street flags create a dynamic attraction in a town centre

As well as greening the area around the intersection of Adelaide Street & Mayne Street, upgrading this intersection would provide the opportunity to locate street furniture such as flags, benches, garbage bins and a town map in this key area.

This upgrade is also likely to act as a catalyst for a business to reopen in the former cinema building on the south east corner of this intersection. It would be ideal if the occupation of this building was a business, such as a bakery, that could take advantage of the area of green open space next to the building. Activity in this location that spilled out towards the corner, would significantly increase the vibrancy of this area. The side facade of this building that is facing the intersection would be an excellent location for a large work of public art.



Signage indicating the historic town centre. Canowindra, NSW.



Side view of a coffee shop in Nowra, NSW



Kerb blisters can create space for seating in a centre



Example of a landscaped kerb blister in Dulwich Hill, NSW.

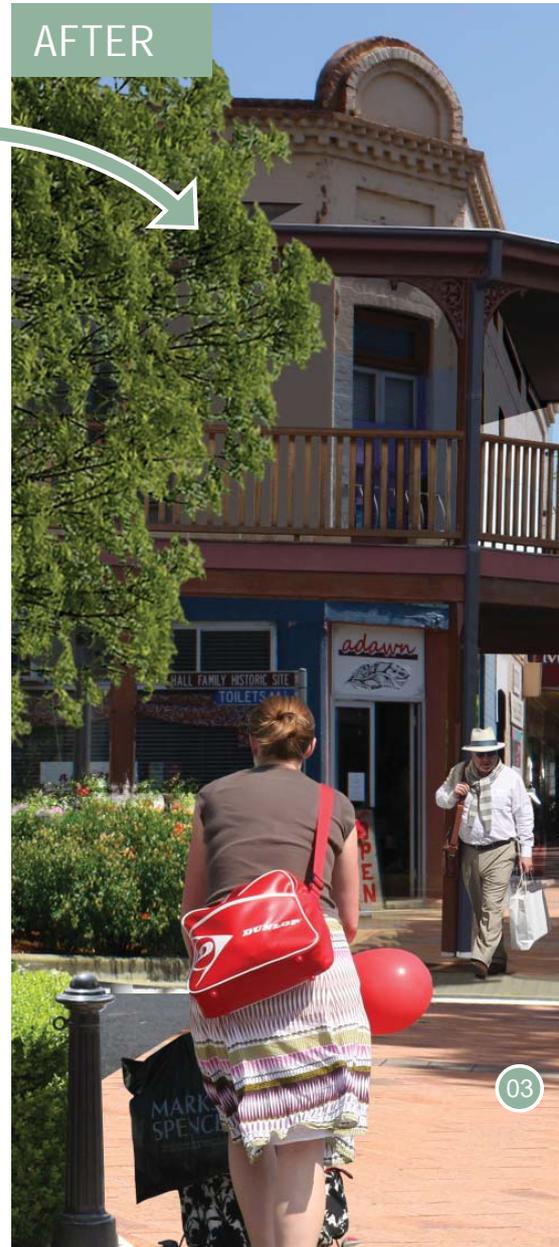


Signage in a town can include town centre maps or information on the history of key buildings



Figure 5 Indicative streetscape concept





- 01 New street lighting, street furniture and bollards to improve the 'look and feel' of the town centre
- 02 New street trees in no stopping areas to create a 'green boulevard'
- 03 Kerb blisters to increase width of footpath and make it easier for pedestrians to cross the road
- 04 Landscape treatments at street corners and threshold treatments further improve the new look & feel

Figure 6 Artist's impression



C-02 Public Art Walk



The Pages River winds through the centre of Murrurundi and provides an attractive setting for the town



The historic St Pauls Murrurundi

Although the New England Highway, also known as Mayne St, is the location for many of the key facilities in Murrurundi, including the library, the local general store and the medical centre and tourist information centre, some of the most historically significant destinations, including the Court House and St Pauls Church, are located away from the highway.

There is an opportunity to create an art walk along the Pages River that showcases significant heritage buildings and other attractions of the town. This new river walk would provide an incentive to clear out the overgrown weeds (including bamboo) next to the river and make the long term maintenance of this area easier, with the added bonus of reducing the existing overgrown landscape which could potentially lessen the impact of a flood event.



The attractive swing bridge across the Pages River



The historic Court House Building

It is recommended that Council form a working group with the local community, active local landcare groups and heritage groups to develop a strategy for the Public Art Riverwalk. An advantage of linking heritage, environment and public art in one strategy is that it would allow the Council to identify multiple potential sources of funding for the project.



Figure 7 Artist Impression of the potential Art Walk along the Pages River linking key assets in the town

3-3 Components of the Plan “Welcoming & Memorable”

C-03 Town Centre Branding



Branding differentiates places and helps people to remember a place. Murrurundi is an historical town memorable for its public art.

Murrurundi’s strong arts culture is apparent in it’s galleries, museums and boutique stores. This could be further developed to become a prominent part of Murrurundi’s brand, by encouraging opportunities for art exhibitions and artist in residence programs.

To complement the focus on the arts, Murrurundi’s pastoral roots, heritage buildings, well-known food and wine destinations as well as its rural character could be used to strengthen the town identity.

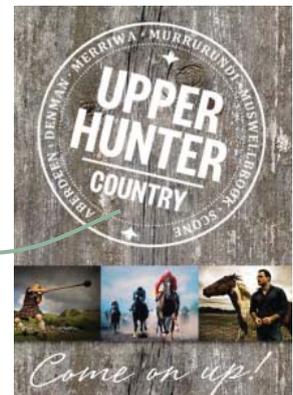
C-04 Upper Hunter Branding

Regional branding helps to tie an area together. The ‘Upper Hunter Country’ branding used in Aberdeen, Denman, Merriwa, Murrurundi, Muswellbrook and Scone is a joint strategy between Upper Hunter and Muswellbrook Councils to increase the region’s profile and help tap into the popularity of the nearby Hunter Valley.

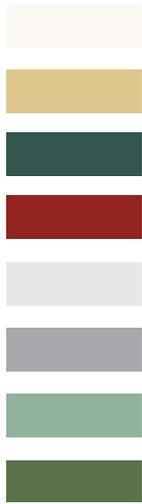
A range of ‘Upper Hunter Country’ branded temporary street furniture such as outdoor umbrellas and ‘A-frames’ would be a quick way to reinforce this strategy and increase the visual presence of the regional brand.



Proposed cohesive umbrella design incorporating the regional brand



C-05 Colours & Materials



Re-painting facades, especially when it highlights the attractive features of the building, can dramatically improve the overall appearance of a town centre. The use of a consistent colour palette across the town strengthens the sense of place and identity.

The proposed palette is based on neutral colours with strong contrasting accent colours to provide a cohesive identity that ties the centre together, creating a welcoming 'look and feel'.

C-06 Heritage & Landmarks

Heritage and landmark buildings and key features at prominent locations play an important role in defining the character of Murrurundi. These can be showcased through information boards, night-time lighting of facades and by improving the adjacent public domain.

The nature of the Murrurundi Town Centre means local landmarks, like The White Hart, and buildings located on corners are key to creating a memorable place.

The adaptation of existing heritage buildings for vibrant new uses, such as re-purposing the Courthouse Precinct as a boutique hotel, would reinvigorate the town.



C-07 Public Art



Art & landscape setting, New Zealand



Entry sign, Murrurundi



Large scale mural, Nowra NSW

Public art plays an important role in establishing a town's local character. It can tell a story about the local history, contribute to a sense of local pride and become an attraction for visitors. Murrurundi has a number of existing installations, including the unique signs at either end of town and the 'flags' adjacent to the oval.

A cohesive public art strategy that builds on the town branding could highlight the Pages River and the town's spectacular valley setting through installations at Paradise Park. Public art would also be an attractive and eye-catching addition to blank facades, such as the old theatre, throughout the town.

C-08 Signage & Town Map

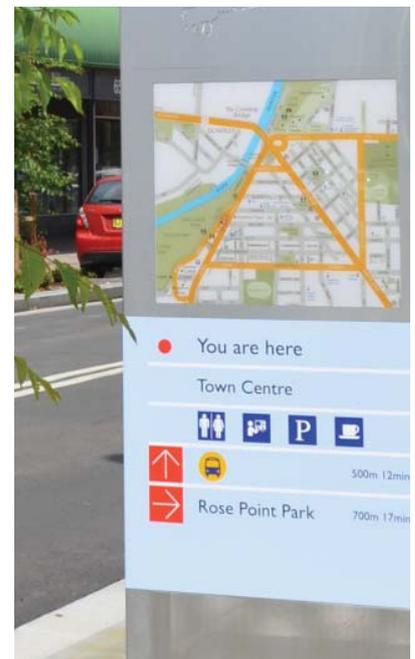
Modern technology allows people to easily access information about a town, including maps and tourist information, however it is not always easy for people to know where they are currently located.

A new town centre map, similar in style to that shown in Singleton, is recommended for the upgraded Adelaide St intersection and immediately adjacent to the Information Centre. This map would highlight the precincts and the Art Walk route.

Signage indicating public parking, installed indicating the carpark adjacent to Dooley's and behind the Adelaide St toilets is also desirable to encourage visitors to stay longer in the town.



Signage to key facilities



Town map in Singleton, NSW

C-09 Gateways & Entries



Artists impression of possible gateway treatment near the intersection of Adelaide & Mayne St



Existing streetscape.



Gateways create a sense of welcome and arrival into a town. They also indicate the location of the town centre, providing a visual sign that you are moving from a 'path' (such as a highway) into a 'place' where there is more likely to be activity and people moving about, which encourages vehicles to slow down.

Murrurundi has attractive signage at the entries to the town which would benefit from lighting for better visibility. In addition, this component involves creating sub gateway interventions, utilising public art, lighting, flags and street tree planting at the following locations: petrol station, Dooley's Store and the intersection of Muralla and Mayne Streets. These measures are designed to encourage lower traffic speeds by identifying the main pedestrian areas within the town. Gateway treatments would need to be considered in conjunction with speed zone signage locations.

C-10 Amenities & Facilities

Generally visitors to the town are seeking toilets, picnic shelters, BBQ facilities, tourist information, drinking water, signage to town highlights, a children's playground and food and beverage options. These facilities need to be attractive, clustered together and easy to see from the main route through town.

The majority of these facilities in Murrurundi are clustered around the Tourist Information Centre. Currently this area is easily identified and proposed street tree planting should help to slow traffic in this location.



The addition of a water fountain would be beneficial at the Adelaide St intersection and at the Tourist Information Centre.



3-3 Components of the Plan “Vibrant & Diverse”

C-11 Attractions for everyone



A range of seating options in Mudgee, NSW



◀ To attract a diversity of people in to the town centre it is necessary to provide attractions and facilities for a variety of needs. Streets and squares need to provide safe environments, interactive and informative public art and seating for individuals, families and the elderly.

The town centre of Murrurundi would benefit from an increase in comfortable public seating (well located, shaded and with arm rests and backs), especially in the area around Dooley’s. It would also benefit from attractive and engaging public art for children and adults that encourages people to explore more of the town.

C-12 Outdoor seating & interactions



Cafe in Willottree advertising rear courtyard

◀ Currently the majority of Murrurundi food venues provide outdoor dining opportunities that are focused away from the highway towards the river or valley views.

To attract visitors evidence of these options needs to be ‘advertised’ on the street, via the use of signage and venue specific installation of ‘signifiers’ such as flags, plants, or other forms of display.



An active food venue

C-13 Clustering of uses



Clustering of uses and points of interest in Murrurundi

Some uses in a town centre are core activity generators (such as the General Store) or regularly visited (like newsagents) or linked with other uses (such as a pharmacy and a doctor). Some uses typically generate daytime activity (such as a cafes) while others generate night-time activity (such as a pub or restaurant).

There is a need in Murrurundi to support the cluster of activities around Dooley's and create safe locations to cross the highway.



Murrurundi provides a well established cluster of civic uses in the Rural Transaction Centre, which includes the Visitor Information, a Medical Centre, a Cafe and a Centrelink Agency.

C-14 Events and Pop Up

Currently Rosedale is used extensively for a wide range of events, including the 'King of the Ranges'.

Strategic placement of the town map and public art installations combined with clear signage would encourage visitors at these events to explore further and access additional facilities within the town.

Encouraging 'Pop up' venues, such as music and food trucks in the town centre during events would also add to the lively atmosphere.

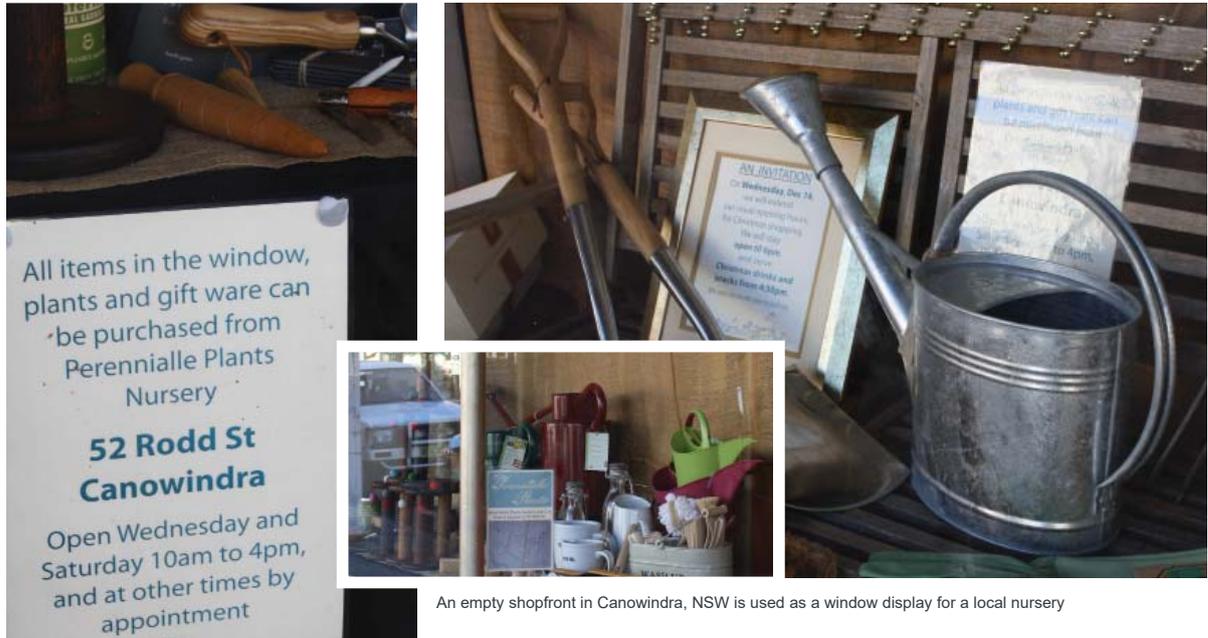


The monthly market in Merriwa attracts people to the town centre.



Food vans provide something 'new' and different

C-15 Activation



An empty shopfront in Canowindra, NSW is used as a window display for a local nursery

Vacant shopfronts, often coupled with unmaintained premises, are detrimental to the sense of vibrancy in a town centre. Activation strategies can help to overcome this and enhance the pedestrian experience.

Opportunities include temporary activation or pop-up use of empty shopfronts. These uses can include promotion of businesses not located in the town centre, such as the example shown of shopfront windows in Canowindra advertising a plant nursery, or advertising real estate even though the shops themselves are empty.

Displays of local history, like the one in the shopfront in front of the public toilets on Adelaide Street, help to tell a story about the town and should be upgraded.



Empty shopfront in Murrurundi



Empty shopfront in Canowindra

3-4 Components of the plan “Comfortable & Attractive”

C-16 Green streetscapes



Street trees in Mudgee provide amenity and help to narrow the road’s visual width



Landscaped kerb blisters can help create a ‘green’ town



Flowering trees create streetscape colour

▶ The use of ‘greening’ elements, both low level landscaping and street trees in the streetscape creates a buffer to traffic and increases the comfort of pedestrians.

A consolidated streetscape palette of plant species should be developed to reinforce the ‘look and feel’ of the centre. The use of perennials and a mix of evergreen and deciduous trees would also emphasise the ‘four seasons’ enjoyed by the town.

Tall upright trees are recommended for planing along the side streets while large trees with spreading canopies should be planted outside the Post Office.

C-17 Facades & Shopfronts

▶ The quality of the pedestrian environment is a critical part of the ‘look and feel’ of a centre. The use of A-frames, flags, bunting and outdoor seating are all ways of indicating that shops are open, encouraging passing traffic to stop.

Allowing retailers, especially those with attractive displays such as florists, to spill out onto the street and placing produce outside would further enhance the quality of the pedestrian environment.



Florist display spilling out onto the street in Scone, NSW



A-frames can encourage people to stop



Cafe in Murrurundi designed to catch the eye

C-18 Awning & Corner Elements



Well designed side view in Canowindra, NSW



Attractive awning treatment in Willow Tree, NSW

◀ The side view of street awnings can play an important role in the streetscape character. Upgrading of awnings, via painting and installation of detail elements, can have a significant impact on the way a street looks.

Buildings on corner locations or where the side elevation is visible from the street, should be designed to 'turn the corner' through the use of paint treatments or other options that continue the 'look and feel' on to these often ignored but highly visible sites.

C-19 Street Furniture

▶ Street 'furniture' includes a wide range of components and elements such as benches, bins, bollards, bicycle stands, fencing, tree grates, signage and shelters. A coordinated streetscape design ensures consistency in the 'look and feel' of the centre.

Street furniture needs to be of high aesthetic quality, contemporary, well-proportioned and located where it does not clutter footpath. Seating needs to be located at the 'edges' of spaces.



'Murrurundi Shire' seating



Co locating seating and planters increases their impact

Murrurundi has a number of existing seats stamped with 'Murrurundi Shire' that could be refurbished to provide a welcome place to sit whilst also referencing the heritage of the town. It may also be possible to replicate them to provide additional seating.



3-4 Components of the plan “Safe & Accessible”

C-20 Safety & Security



Visibility of crossings is to be improved



Uplighting of trees



Safe access and movement around the town is required for all

The success of a town centre is often linked to an individual's perception of safety and security. Providing a safe pedestrian environment where people can cross the road without worrying that a truck will not see them until it is too late is a fundamental requirement for a sense of safety.

It is recommended that the visual prominence of the pedestrian crossing outside the Newsagent be increased with additional high level signage.

Providing sufficient lighting is another requirement for a safe environment. Lighting of the centre, including the uplighting of trees, heritage buildings and public art is an effective way to create a pleasant atmosphere, coupled with a sense of security.

C-21 Low-speed environment

In the Upper Hunter region the speed of traffic along highways through town centres, combined with the significant number of large trucks, is a barrier to safe access to the facilities of the town centres, especially for children and the elderly.

To slow the traffic speeds a number of interventions including narrowing the visual and physical width of the road and increasing the visibility of pedestrian crossing and pedestrian refuges is recommended.



Large trucks frequently pass through Murrurundi



Wide straight roads tend to encourage speed



One of two pedestrian crossings in town

It is also suggested that the Council explore options to ensure stricter enforcement of traffic speeds and the requirement for vehicles to give way to pedestrians at crossings through monitoring and enforcement (such as speed cameras).

C-22 Car parking



Council carpark adjacent to Dooley's



Danger caused by road camber

Public carparking that is easy to find and access will help to attract visitors to spend time in town.

The area adjacent to Dooley's is a council owned carpark which needs to be identified as such. An expanded carpark could also be provided behind the public toilets near the Adelaide Street intersection, in negotiation with adjacent land owners.

These additional, off-street carparks would provide safe, level parking which would offset the issues that arise due to the camber of the highway clashing with the narrow road width that does not allow for 45 degree parking.

C-23 Pedestrian priority

Town centres need to be designed to accommodate the needs of a wide variety of pedestrian users including children, parents with prams, the elderly and the less mobile.

Pedestrian priority has been emphasised on the southern side of the highway where it travels through Murrurundi, to tie in with the accessible route across the bridge.

This emphasis is evident in the proposed location of street trees, intersection improvements and general upgrades.



A visible, level pedestrian crossing



A wide, level and well maintained footpath



Landscaped blisters make it easier to cross the road Goulburn, NSW

C-24 Truck stop upgrade

The truck stop at the eastern entry into the town avoids the need for truck parking in town, however the provision of a public toilet in this location would significantly improve the amenity and reduce the safety issues that are currently occurring.

The planting of tall trees perpendicular to the highway would provide a sense of enclosure and scale to counter the open layout required for efficient truck movement in this area.



The truck stop and southern gateway is open and exposed with little amenity or sense of arrival

Potential gateway treatment at truck stop showing tree planting and flags



Small public toilets can be well designed in Mudgee, NSW.

C-25 Cycling

An easy cycling distance is 5km which encompasses all of Murrurundi. Encouraging cycling in the town as well as to and from surrounding areas is a good way of encouraging a healthier lifestyle for local residents.

Cycling is also an important mode of transport for those who are too young to drive. Murrurundi has a well developed cycle path along the highway, but there is a need for more public bicycle parking near Adelaide Street and at the Tourist Information Centre / Medical Centre.



More centrally located cycle parking is needed



On-street cycle path in Murrurundi





04

Implementation

4-1 Revitalisation Strategy

Background

People are the core of every town centre. Successful places focus on what people need from their centre, in order to increase economic activity or spend more time in the town centre.

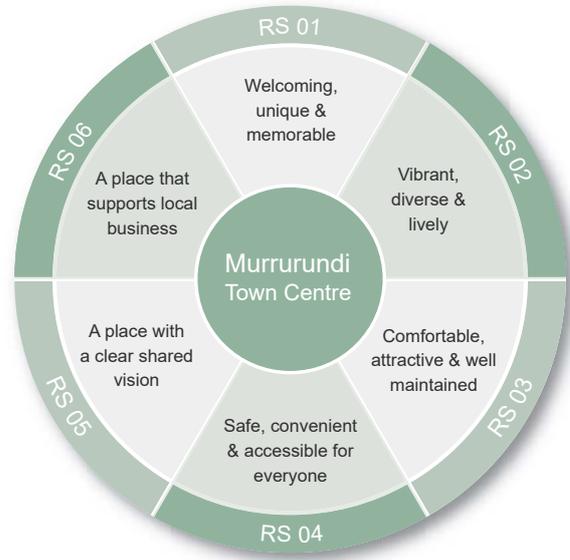
Successful town centres are lively places which encourage a variety of activities and provide for people at all stages of life from the very young to the very old. They identify ways to encourage activity all day, into the evening and over the weekend.

Implementing the masterplan

A masterplan is a way of working towards a shared vision for a town centre. It illustrates an agreed way forward, a direction to inspire and provide a focus for development and investment. To be successful a masterplan, or revitalisation strategy, needs to identify changes that will improve the quality of the town in order to help ensure the financial viability of the town for the long term.

The resources of any town are usually finite. The implementation strategy is a way of ensuring that all the resources available to effect change (natural, financial, material, built and social) are used efficiently and effectively.

As any strategy only becomes effective when it is implemented, once the community has agreed on a direction, action and change need to be encouraged and fostered to motivate the community to get behind the vision. At its essence, revitalisation is dependent on the level of commitment of the wider community, combined with the support and encouragement provided by Council's policies.



Six point plan

The revitalisation strategy is an 6 Point Plan. It identifies strategies that influence both the physical design (hard infrastructure) and how the place is managed, governed and experienced (soft infrastructure). It identifies a broad range of strategies, from easy wins to inspiring long term fundamental changes.

6 Point Plan	
RS - 01	A welcoming, unique & memorable place
RS - 02	A vibrant, diverse & lively place
RS - 03	A comfortable, attractive clean & well maintained place
RS - 04	A safe, convenient & accessible place for everyone
RS - 05	A place with a clear shared vision
RS - 06	A place that supports local business

4-2 Components

‘Key interventions’	
C-01	Adelaide St Intersection
C-02	Public Art Walk
‘Welcoming & Memorable’	
C-03	Town Centre Branding
C-04	Upper Hunter Branding
C-05	Colours & materials
C-06	Heritage & Landmarks
C-07	Public Art
C-08	Signage & Town Map
C-09	Gateways & Entries
C-10	Amenities & Facilities
‘Vibrant & Diverse’	
C-11	Attractions for everyone
C-12	Outdoor seating & interactions
C-13	Clustering of uses
C-14	Events & Pop Up
C-15	Activation

‘Comfortable & Attractive’	
C-16	Green streetscapes
C-17	Facades & Shopfronts
C-18	Awning & Corner Elements
C-19	Street Furniture
‘Safe & Accessible’	
C-20	Safety & Security
C-21	Low-speed environment
C-22	Car parking
C-23	Pedestrian priority
C-24	Truck stop upgrade
C-25	Cycling

Table

Actions identified in the masterplan have been consolidated into tables using the following categories

Priority: *(Considers impact & benefit)* - high/medium/low

Cost: *(Estimated cost range)* - Low \$ = <10K, Medium \$\$ = 10K - 100K, High \$\$\$ = 100K - 500K, Significant \$\$\$\$ = 500K - 1 Mil, Major \$\$\$\$\$ =>1 Million

Timeframe: Short term (1-2 years), Medium term (3 - 5 years), Long term (6 - 20 years)

Responsibility: *(Organisations and stakeholders)* - i.e. Council, community groups, government bodies/authorities

Quick win: Less complex changes that are achievable in the short-term with comparably low investment

4-3 Action Plan

RS - 01 A welcoming, unique & memorable place

	Actions	Priority	Cost	Time	Responsibility
C-02	Form a working group with the local community and active local landcare groups and heritage groups to develop a strategy for the Public Art Walk along the Pages River.	high	\$	Short Term	Council and Local Community groups.
C-02	Apply for funding from state and national heritage, environment and public art organisation.	high	\$	Short Term	Council
C-02	Encourage community involvement in upgrade of river front (ie working bee) and where possible in design and/or inspiration for public art installations	medium	\$	Short Term	Council and Local Community groups.
C-03	Create a Branding Strategy for Murrurundi that builds on its strong Arts Culture and expands for wider appeal to also capitalise on its pastoral roots, heritage, food and wine and rural character..	medium	\$	Short Term	Council
C-04	Source and commission a range of 'Upper Hunter Country' branded high quality, temporary street furniture such as outdoor umbrellas (black with white logo) and A Frames.	medium	\$	Short Term	Upper Hunter and Muswellbrook Councils
C-05	Prepare a co-ordinated palette of external materials and colours and signage.	medium	\$	Short Term	Council, Consultants including Architect, Colour Consultant and Heritage Consultant
C-18	Build on the existing public domain design palette of paving, post and rail barriers and landscape treatments. Explore up-cycling existing furniture and increase variety of seating options and provide drinking fountains and more rubbish bins (including recycling bins where possible).	medium	\$	Short Term	Council
C-06	Develop historical story boards and heritage information boards/online map that provides information about heritage buildings and the history of the town.	medium	\$	Short term	Council / Local heritage societies/ specialist groups (ie rail)
C-06	Identify attractive buildings that can be lit at night to improve the quality of the adjacent public domain.	low	\$\$	Long term	Council /property owners

RS - 01 A welcoming, unique & memorable place

	Actions	Priority	Cost	Time	Responsibility
C-06	Provide a consultant heritage advisor (monthly) to give free advice on proposed listings of sites or practical matters relating to maintaining or repairing heritage/ character buildings. (Refer to Cabonne Council for case study)	high	\$	Short term	Council
C-07	Encourage public art works that bring life and identity to the town. Develop a public art strategy for Murrurundi that will manage and protect existing art, foster creative and cultural life, support local artists, ensure high quality temporary and permanent public art and reflect the history of the town and its people including the indigenous history. It should also identify sources of public and private funding.	medium	\$	Short term	Council
C-07 C-11	Use the public art strategy to guide development of new art for the Art Walk. Encourage diversity of art pieces, some that is viewed from a distance, possibly across the river and some that is tactile and viewed up close. Identify locations of blank walls suitable for featured artworks. Support funding applications for public art.	medium	\$	Short term	Council
C-08	Commission the design and construction of two town maps to be installed at the Adelaide Street intersection and the Information Centre. Maps are to show the town core and the location of key local facilities such as parking areas, tourist information and public toilets.	high <i>“Quick Win”</i>	\$	Short term	Council
C-16	Plant new large street trees along Victoria St, Wades Lane and Adelaide St and along the southern side of Mayne St (where there are no powerlines) where it becomes wider (to the west of the bridge)	medium	\$	Short term	Council
C-09	Mark the gateways and key locations in the centre of the town with flags/banners. A few large flags grouped together have a greater impact than smaller flags widely spaced. Provide flags at the following locations: Intersection with Adelaide St, eastern gateway and on Murulla St. The flag design can celebrate the town, reinforce the brand or highlight a key event. Gateway treatments also need to be considered in conjunction with speed zone signage locations.	medium	\$\$	Short term	Council
C-06	Investigate opportunities for adaptive reuse of the Court House Precinct. Discussions required with NSW State Government and potential private developers / operators.	high	\$	Short term	Council, NSW State Govt, Private Developer / Operator
C-10	Provide drinking fountains at the Information Centre and the Adelaide Street intersection	high	\$	Short term	Council

RS - 02 A vibrant, diverse & lively place

	Actions	Priority	Cost	Time	Responsibility
C-19	Utilise existing 'Murrurundi Shire' seats. Refurbish and relocate to suitable locations. Explore opportunity to replicate for sale and/or to provide extra seating.	medium	\$	Short term	Council
C-19	Provide different seating options along Mayne Street including seats with backs and arm rests (provides support for the elderly) benches (that allow people to sit facing different directions) and tables (for groups). Provide a variety of shaded and non shaded seating and protect the back of the seat (ie by a tree).	high	\$	Short term	Council
C-07	Ensure public art is attractive and engaging for both children and adults. Expand on the existing public art in the town that provides humour and delight. Create some art that can be touched or interacted with.	medium	\$\$	Medium term	Council
C-10	Explore the provision of free Wi-Fi (with extended hours say 7am-10pm) around key public buildings in the town centre such as outside the public library / former Council Chambers and the tourist information centre. Provide tables/chairs and trees/ umbrellas to encourage use.	high	\$	Short term	Council
C14	Encourage businesses and shop owners/tenants along Mayne Street to extend opening hours into the evening, i.e every Thursday and longer opening hours on a Saturday/Sunday once a month. Link longer opening hours with events/ festivals/ markets.	high	\$\$	Short term	Council and local business organisation.
C-14	Explore the use of pop-up events to utilize vacant premises.	high	\$	Short term	Council, property owners/ tenants, local business organisation
C-15	Investigate opportunities to activate empty shopfronts with temporary exhibitions, historic displays and/or displays for businesses outside the centre.	high <i>“Quick Win”</i>	\$	Short term	Council, property owners/ tenants, Chamber of Commerce
C-15	Explore additional opportunities that could be added to along the main street (ie music, food trucks) during existing events	high	\$	Short term	Council
C-12	Encourage outdoor dining and smaller licensed premises (i.e restaurants /wine bars) through active marketing, speeding up DA approvals and/or granting rent-free periods (1-2 years) for outdoor seating.	high	\$	Short term	Council, local business organisation
C-12	Run a training workshop for local businesses on how to create attractive shopfront displays and how to increase awareness of the availability of outdoor dining located to the rear of premises.	high	\$	Short term	Council with local business organisation

RS - 03 A comfortable, attractive, clean & well maintained place

	Actions	Priority	Cost	Time	Responsibility
C-16	Develop a consolidated 'soft' design palette of plant species to reinforce the 'look and feel' of the centre. The use of hardy, low maintenance perennials is recommended to provide colour and a green base and deciduous / flowering trees for seasonal colour.	medium	\$	Medium term	Council, consultants including landscape architect and traffic engineer, in coordination with RMS
C-16	Create a funded strategy for the maintenance of public assets and the management and removal of graffiti.	high	\$\$	Medium term	Council
C-16	Where possible incorporate sustainable urban drainage (SUD) features such as rain gardens and permeable paving.	medium	\$\$	Medium term	Council & consultants including landscape architect, civil engineer (stormwater)
C-16	Organise regular community "clean up your town" days and identify projects such as repainting bins and benches, and/or new streetscape planting that would produce a dramatic improvement. Explore street closures, food stalls etc to create a fun community building event.	high <i>"Quick Win"</i>	\$	Short term	Council, local community, local business organisation
C-16	Investigate opportunities for evergreen street tree planting (in consultation with RMS) on key streets leading into the town centre.	high	\$\$	Short term	Council in consultation with RMS
C-16	Develop a detailed design concept for Mayne Street with a preference for tall deciduous trees and non deciduous trees on intersections and in consultation with RMS would be required.	medium	\$\$	Medium term	Council & consultants including landscape architect, civil engineer (stormwater) and traffic engineer, in coordination with RMS
C-24	Provide a public toilet - open 24 hours - adjacent to the truck stop at the entry to town	medium	\$\$	Medium term	Council
C-19	Develop a 'hard' design palette for street furniture including benches and garbage bins, footpaths, information displays, signage, materials and colours to create consistent 'look and feel' for the public domain. Co-ordinate with existing 'Murrurundi Shire' seating.	high	\$	Short term	Council & consultants including landscape architect.
C-19	Review the number and location of garbage bins and explore the cost of co-locating recycle bins alongside standard bins in the town centre core.	medium	\$	Medium term	Council

RS - 04 A safe, convenient & accessible place for everyone

	Actions	Priority	Cost	Time	Responsibility
C-01	Prepare detailed streetscape designs for the transformation of the Adelaide Street intersection. This is to include identification of street furniture, street tree locations, species and height, lighting etc. The choice of plantings will also need to consider sight requirements for cars and pedestrians at high-risk locations.	high	\$\$	Short term	Council and consultants including landscape architect and traffic engineer. Any changes to the management or function of the highway will require RMS concurrence.
C-01	Undertake works for the transformation of the Adelaide Street intersection. As a key reason for the works is to increase safety on the highway, Council should seek funding (full or partial) from the RMS	medium	\$\$\$\$	Medium term	Council, Road and Maritime Services (RMS). Any changes to the management or function of the highway will require RMS concurrence.
C-19	Uplight trees outside the visitor information centre and at the Adelaide Street intersection.	low	\$\$	Short term	Council, consultants including landscape architect, and lighting engineer
C-21	Encourage a slower traffic speed along Mayne Street through kerb extensions and increased visibility of pedestrian crossings. Reduce vehicular speeds by planting additional street trees and utilizing flags to attract attention to pedestrian activity.	high	\$\$\$	Medium term	Council, consultants including landscape architect, civil engineer (stormwater) and traffic engineer, in coordination with RMS. Any changes to the management or function of the highway, including pedestrian upgrades and changes to speed zones, would require RMS concurrence.
C-21	Explore options to ensure enforcement of existing speed limits at all times in the centre, through use of fixed or mobile speed cameras.	high	\$	Short to medium term	Council, NSW Police
C-21	Create safe and convenient walking routes around the town with wide, level, well maintained footpaths that are free from obstructions. Maintain the footpath surface and consider footpath continuity treatments across existing driveways and threshold treatments at intersections.	high	\$ to \$\$\$\$	Short to medium term	Council
C-23	Improve the number of places that allow people of all ages to safely cross the road including children, parents with prams, the elderly and the less mobile.	high	\$ to \$\$\$\$	Medium to long term	Council

RS - 04 A safe, convenient & accessible place for everyone

	Actions	Priority	Cost	Time	Responsibility
C-23	Extend the footpath at intersections and pedestrian crossing points to improve amenity and allow for outdoor seating and additional street tree planting.	high	\$\$\$	Medium term	Council with RMS. Any changes to the management or function of the highway, including pedestrian upgrades, would require RMS concurrence.
C-22	Investigate options to extend the Council carpark located behind Adelaide Street public toilets. Consider lease / purchase of adjacent site to create a larger formal carpark to balance the carpark next to Dooley's.	medium	\$\$\$	Medium term	Council and adjacent land owners
C-23	Install signage highlighting the location of Council carparks including areas adjacent to Dooley's and behind Adelaide Street public toilets.	high <i>"Quick Win"</i>	\$	Short term	Council
C-01	Create a safer intersection at Adelaide Street. Redesign and realign this intersection using kerb blisters and a central blister to enforce a left-in left-out traffic pattern.	See C-01 Adelaide St Intersection under RS - 04			
C-25	Increase the amount of visible and convenient cycle parking near key destinations such as the public library, supermarket, shops and other key facilities such as the medical centre.	high	\$	Short term	Council

RS - 05 A place with a clear & shared vision

	Actions	Priority	Cost	Time	Responsibility
	Adopt the masterplan for the Murrurundi Town Centre	high	\$	Short term	Council
	Prepare and adopt a street tree masterplan for the Murrurundi Town Centre	high	\$	Short term	Council
	Prepare and adopt a public domain manual for all street furniture and street treatments in the town centre.	high	\$	Short term	Council
	Review and update LEP/DCP controls to support the masterplan for the town centre	high	\$	Medium term	Council
	Prepare and adopt a public art strategy for the Murrurundi Town Centre.	high	\$	Short	Council
	Encourage community involvement in activation and upgrade projects (ie working bee)	high	\$	Short term	Council and local community

RS - 06 A place that supports local business

	Actions	Priority	Cost	Time	Responsibility
	Increase match funding for painting of facades and shopfronts if the business agrees to use the approved colour palette (potentially up to \$3000)	high	\$	Short term	Council with local community and local Chamber of Commerce.
	Simplify DCP controls for new signage, A frames and outdoor merchandise	high	\$	Short term	Council
	Identify a planner within Council who will have the explicit role of helping businesses get all relevant approvals for establishment and / or upgrade of existing business premises.	high <i>“Quick Win”</i>	\$	Short term	Council



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