



FUTURE CITY

BOB: I see that there has been a lot of interest in the Future City project and it was mentioned several times at the Orange City Council meeting on Tuesday night. What can you tell readers about the project, to help them get a feel for the bigger picture?

AMANDA: The Future City project is currently on exhibition for community comment on Council's website. <https://yoursay.orange.nsw.gov.au/future-city>

This project has been under development for some time, involving community engagement and focus groups and is described as - Begun in a bold attempt to re-vitalise Orange's central Business district, the Future City project has evolved to take up a broader opportunity to encourage more people to come to Orange CBD and spend more time there, to build a CBD the people of Orange can be proud of.

It is a bold attempt and is so big that it is difficult to grasp. One of the elements on the website for discussion is a list of 106 projects. This makes it hard to visualise how all this will be implemented. I think we need to see it as a vision for the future and a palette of ideas, some of which can be taken up straight away and others will take longer or may never eventuate. Future City will need to gain momentum and support and so some of the first projects on the list are about marketing and branding.

It is my experience of implementing CBD development projects in England in Scunthorpe and Lincoln, and in Australia in Parramatta and Manly that it is important to gain the support of the property owners in the CBD so that they can play their part in improving the private domain when improvements to the public domain are happening. At the Council meeting of 7th July the Future City project was mentioned on a number of occasions and CEO David Waddell put some more flesh on the bones when answering questions about Council contributing to the lighting of the newly refurbished spire of the Uniting Church in Anson Street, as this is the kind of partnership proposal that will bring Future City to life.

Some of the proposed projects build on ideas put forward by

organisations like Put Orange First, for example:

- Orange City Place Manager. Council to engage the services of a place manager who would be responsible for the organisation, curation and coordination of events and activities in the city centre.
- Orange City Centre Business Incentive Policy. To attract targeted sectors into the city centre (E.g. Coffs Harbour City Council Business Incentive Policy). This could include a waiver of DA fees, discounted rates or access to Council owned property.



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The proposal to develop an Orange City Centre Public Domain Manual should be one of the first cabs off the rank to ensure consistent quality in the public domain to encourage owners of the private domain to match the quality and design to outline in detail Council's objective and strategies for public domain investments and provides technical specifications and performance requirements for:

- Paving
- Trees and understorey planting
- Furniture and fixtures (seats, bins, bollards, bike racks, drinking fountains, etc.)
- Water sensitive urban design systems and elements (WSUD)
- Street lighting and/or multifunction poles
- Public transport stops
- Wayfinding
- Public art
- Temporary installations and treatments

Another project that has support and is probably overdue is for the Council and key stakeholders to develop a Public Art Strategy and Programme for the commissioning of public art in the form of murals/graffiti art on blank façades of public and private buildings, sculptures and installations in the public domain.

Future City includes proposals for transport movements including improved public transport; pedestrian safety and smart parking initiatives. It also considers the changing shape of the Orange City Centre resulting from the building of the new Department of Primary Industries offices.

BOB: It sounds very far-reaching. Do you know what the Councillors' views are so far?

AMANDA: When it was approved by Council for community comment, some negative comments were made by some Councillors about some of the individual elements of Future City. This is disappointing as it sounded like knee jerk reactions.

As we know, Orange is now a Regional Centre, upgraded from the Regional Rural category of councils, because it is a large city providing a significant proportion of the region's housing and employment and is considered the geographic centre of the region providing services to the immediate and wider catchment communities. As a result of this change in category Orange City Councillors and Mayor will be receiving increased fees, and hopefully this will mean they will behave more strategically.

I think the way to look at Future City is that it is a grand vision for the future of Orange. It is my experience that if the community generally agrees that is the vision we want, we can move towards it and overcome the barriers immediately in front of us. We have heard recently that investors are keen to invest in Orange and having a blueprint gives potential investors more confidence in the future.

At Orange City Life and Newswatch we are always keen to make sure we get the best out of our councils and I would encourage people to read all about Future City and comment whether you agree or disagree, but get involved so that you have some ownership of the future of O Town.

EDITOR'S NOTE: Amanda welcomes feedback or enquiries about issues raised in City Watch. You can contact her at aes@amandaspaldingconsulting.com



OPEN HOUSES

SATURDAY, 11 JULY, 2020

TIME	ADDRESS				PRICE RANGE	AGENT/CONTACT
9.30am - 10.00am	10 Gersbach Place	4	2	2	\$540,000	Alistair Miller 0413 717 114
10.00am - 10.30am	1 Oak Street	3	1	2	\$389,000.00	Pat Cutcliffe 0417 481 158
10.00am - 10.30am	7 Gallagher Place	4	2	2	\$499,990	John Cook Real Estate 6361 0133
10.00am - 10.30am	97 Sampson Street, Orange	3	2	1	\$740,000	Marie Fox 0412 166 132
10.15am - 10.45am	5a Brooklands Drive	3	2	1	\$429,000	Orange Real Estate 02 6360 0300
10.15am - 10.45am	22 Casey Street	3	1	1	\$395,000	Jacob Evans 0428 130 789
11.00am - 11.30am	20 Casey Street	3	1	1	\$329,000	Jacob Evans 0428 130 789
11.00am - 11.30am	42 Heatherbrae Parade	4	2	3	\$489,990	John Cook Real Estate 6361 0133
11.00am - 11.30am	10 Molong Road	4	2	2	\$479,000	Orange Real Estate 02 6360 0300
11.00am - 11.30am	2 Prunus Avenue	3	2	2	\$385,000	Jodie Kind 0434 092 601
11.00am - 11.30am	12 Sullivan Circuit	4	1	1	\$435,000	Jen Stojanovic 0473 401 666
11.00am - 11.30am	18 Bowman Avenue	4	2	2	\$565,000	Jen Stojanovic 0473 401 666
11.00am - 11.30am	3/82 Kite Street	3	2	2	\$659,000.00	Chris Tyack 0438 258 590
11.00am - 11.30am	16 Emmaville Street	4	2	2	\$579,000	Chris Tyack 0438 258 590
11.45am - 12.15pm	83 Forbes Road	3	1	2	\$439,000	Jacob Evans 0428 130 789
11.45am - 12.15pm	30 Goldfinch Way	4	3	2	\$585,000	Michael Wright 0421 360 948
11.45am - 12.15pm	105 Lone Pine Avenue	3	1	2	\$265,000	Orange Real Estate 02 6360 0300
11.45am - 12.15pm	10 Hutchinson Close	4	2	2	\$699,000	Chris Tyack 0438 258 590
12.00pm - 12.30pm	66 Forbes Road	4	2	4	\$865,000	John Cook Real Estate 6361 0133
12.15pm - 12.45pm	5 Mayne Street Cargo	4	1	1	\$345,000	Jen Stojanovic 0473 401 666
12.30pm - 1.00pm	6 Digby Close	3	2	4	\$519,000	Orange Real Estate 02 6360 0300
12.30pm - 1.00pm	28 Taloumbi Place	4	2	3	\$899,000-\$929,000	Jacob Evans 0428 130 789
12.45pm - 1.15pm	44 Hill Street	4	2	1	Offers over \$860,000	Chris Tyack 0438 258 590
1.00pm - 1.30pm	8 Hutchinson Close	4	2	2	\$685,000	Chris Tyack 0438 258 590