

The Vision:

A place to take your time, relax and enjoy yourself

A place to linger, interact
and connect

A destination celebrating
living with nature and history

An arts and culture, events
and entertainment hub

A place where collaboration
makes it happen

Telling the story of Echuca

Every element of the Port Precinct is designed to tell the story of this place.

The historic buildings, the restored Wharf, the paddlesteamers, the heritage artefacts; the rivers, the trees, the wildlife and every aspect of the built environment make an impression. The stories of the past are captured in local museums; in recollections still fresh in the minds of people who have lived and still live in the region; in memories of great holidays that keep visitors returning add richness and meaning.

These are all intrinsic to its character. This is the Port.

An aerial photograph of a coastal urban area, the Port Precinct, with conceptual architectural overlays. The image shows a mix of existing buildings, parking lots, and green spaces. A river or waterway runs along the top and left sides. White lines with circular endpoints connect various text boxes to specific locations in the precinct, such as waterfront paths, pedestrian crossings, and public spaces.

A place to linger, interact and connect

The Port Precinct takes people out of their cars and into a slower way of life that invites social interaction and a healthy lifestyle.

A place to enjoy the rivers and views

The rivers are primary elements that shape the personality of the Port. Looking at and getting onto the water are the keys to enjoyment.

A place to walk and cycle

In the Port cars are not the priority. Whilst people may arrive in cars, they are encouraged to walk or cycle to and through the Precinct, taking their time to soak in the atmosphere.

Places to meet and sit

The Port is a friendly and sociable place for people of all ages, there are spots for sitting and watching the world go by, chatting with friends, playing and picnicking. Having a strong sense of community makes the Port feel welcoming and accessible.

An aerial photograph of the Port Precinct, showing a river flowing through a developed area. The river is bordered by green spaces, walkways, and buildings. A white line with dots at the end points from the text boxes to specific locations along the riverbank. The background shows a dense residential area with many houses and streets.

A destination celebrating living with nature and history

The Port Precinct is a destination. People can instantly see that this is a green, vibrant and safe place to spend their time.

A place in nature where rivers and riverbanks are enjoyed

The two rivers form a natural edge to the Port Precinct. These are opportunities for a close relationship with the water, the landscape and the birdlife. The viewing platforms and seats provide places to take post-worthy photos of the rivers and river craft.

A place that celebrates its past - the First People of the region and its history of trade and activity

The Aboriginal people have a long and deep association with this place. In more recent times the Port has played a significant role in the growth and development of Australia. The landscape, the historic Wharf, the heritage buildings, the paddlesteamers and the museums tell of that history.

An aerial photograph of a waterfront precinct, likely The Port. The image shows a mix of residential and commercial buildings, streets, and a river. A large orange banner is at the top, and three white callout boxes with orange text are on the right. White lines connect the callout boxes to specific areas of the precinct.

An arts and culture, events and entertainment hub

The Port is a place for entertainment and unique retail: It celebrates local and authentic. The pubs, cafes and shops provide interest and variety from early morning to late at night.

A place with a sense of creativity and entrepreneurship

The Port is a place that showcases talent and inspires creativity. Pop-up shops and studios, artspaces and cultural programming enliven the precinct and give it a vibrant character that does not date.

A place that comes alive in the evenings

Afterhours lighting of buildings, streets, lanes and parks attracts the crowds. The Port is safe and lively after dark.

A place where the annual Precinct Program is anticipated by locals and visitors

Events and festivals offer opportunities to celebrate throughout the year. From music to markets, craft to cars the program is designed to embrace diverse audiences.

An aerial photograph of a coastal town and harbor. The town is built on a peninsula, with a river or harbor winding through it. The harbor is filled with boats and has a wharf area. The town has a mix of residential and commercial buildings, with a large industrial area near the harbor. The surrounding landscape is a mix of urban development and natural vegetation.

A place where collaboration makes it happen

All stakeholders in the Port work together and alongside each other towards achieving the vision.

Regulations are changed to support the vision

Use of Council owned buildings supports the vision

Operation of the Wharf supports the vision

Asset maintenance and management plans support the vision

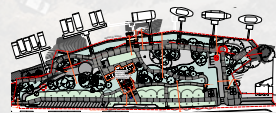
Businesses and community groups in the Port support the vision

A place to take your time, relax and enjoy yourself

Opportunities



A terraced edge to the Murray at Riverboat Dock extends towards the water's edge.



Riverboat Dock is created as a new destination for dining and spending time on the Murray River.



The Discovery Centre is reimagined as the Murray River Discovery Centre with a new cultural focus, a plan to embrace the broader history of the Port and an active face to the Murray Esplanade.



Historic buildings and the heritage wharf structure are illuminated at night emphasising the Port's unique history.

The Aquatic Reserve Precinct is landscaped to the water's edge as a major events destination.

Walking paths connect the Wharf to the Aquatic Reserve Precinct.

The Campaspe River walkway is upgraded, and a nature space and an expanded deck marks the turn into the Port at Radcliff Street.

New safe cycle paths and bike racks encourage leisurely cycling and link to parks outside the Port Precinct.

Operating models support equitable use of Council owned venues and facilities.

Traffic is slowed and pedestrians are prioritised.

A place to take your time, relax and enjoy yourself

Opportunities



A deck at Leslie Street offers views of the Campaspe River.



Social enterprise and small business is encouraged in empty shops, or pop-up stalls and at markets and events.



Street lighting adds colour and personality, and can be adapted for festivals and events.

Council asset management plans are revised to incorporate new developments.

Parking space provision and policy facilitates visitors being welcome to stay and enjoy the Port.

The Aboriginal history of the Port is evident through interpretive sculpture, signage and exhibition.



Imaginatively designed social seating encourages people to stay longer in all parts of the Port Precinct.



Murray Esplanade and Little Hopwood Streets are enlivened as events spaces at defined times throughout the year.

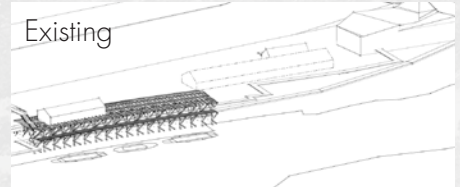
A place to take your time, relax and enjoy yourself

Opportunities

New dining areas alongside and overlooking the historic Wharf allow diners to watch the Murray River craft come and go.

A seating platform and pop-up park overlooks the historic Wharf and the Murray River.

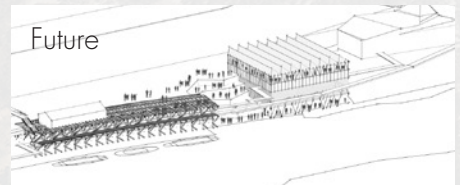
Existing



Opportunity



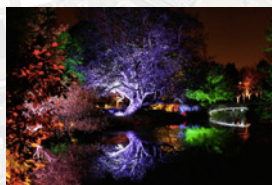
Future



Leslie St is landscaped to emphasise the connection from the Campaspe River to the Murray River.

Vision is shared and plans regularly reviewed.

Ownership and leasing policy and practice is reviewed to optimise vision-aligned uses.



The Aquatic Reserve incorporates lighting to enhance the evening water's edge experience.



The Foundry Arts Precinct, open to Little Hopwood Street, is created as a new destination to be inspired by and involved in arts activities.