

MEDIA RELEASE



Subject: **Central Business District Activation and Placemaking Project**

Contact: **Heather Barclay – Chief Executive Officer**
8539 1100 / h.barclay@murraybridge.sa.gov.au

Date: **Tuesday 31 October 2023**

The Rural City of Murray Bridge is seeking input from the community on the future form of Murray Bridge's Central Business District through the CBD Activation and Placemaking Project.

Following the successful round of community engagement in 2022, the second phase of this project will focus on identifying the priorities, to help deliver on the policies and actions. The next community engagement session is a 'drop-in' session being held on Wednesday 8 November from 4pm - 6pm at the new Murraylands Skills Centre at 12 Bridge Street, Murray Bridge.

The first round of community engagement delivered a vision for the CBD – *“A vibrant welcoming heart of Murray Bridge that reflects the city's rich cultural mix and attracts people at all times of the day with a diverse mix of businesses set within high quality, safe and accessible streets and public spaces.”*

The Rural City of Murray Bridge Chief Executive Officer Heather Barclay said, “The CBD Activation and Placemaking Project conducted workshops and a survey late last year to identify the future needs of those who work or visit the CBD and create a common vision for what our future city will look like.”

“Council has invested in the CBD over the past years through the Sixth Street redevelopment, the Bridge Street Refresh, Building Enhancement Grants and Public Art. With the significant private investment of the Bridgeport Hotel in the CBD and other projects such as the Thomas Foods development, it has been the ideal time to consider how the CBD might look in the future and make the area more attractive to residents and visitors alike. The workshops and survey delivered a vision and identified a number of policies and actions to revitalise the CBD.” she said.

murraybridge.sa.gov.au

 [@ruralcitymurraybridge](https://www.facebook.com/ruralcitymurraybridge)

 [@ruralcityofmurraybridge](https://www.instagram.com/ruralcityofmurraybridge)

council@murraybridge.sa.gov.au

 [Rural City of Murray Bridge](https://www.youtube.com/RuralCityofMurrayBridge)

 [RuralCityOfMurrayBridge](https://www.linkedin.com/RuralCityOfMurrayBridge)

Ms Barclay said, "Council has acted quickly to implement one of the recommendations made by the community, which was the establishment of the recently opened Murraylands Skills Centre and Co-working Hub. Now we want the community to help us prioritise the delivery of other policies and actions to bring new life to the CBD. "

"The input of business and property owners and the wider community is essential so that Council can plan to deliver the actions needed to make the vision a reality. By completing the online survey or attending the community engagement session on Wednesday 8 November 2023, you ensure that your voice is heard."

The survey can be completed online at <https://letstalk.murraybridge.sa.gov.au/> or via the QR Code until midnight, Wednesday 22 November 2023.