

have your say

BAKERY HILL AND BRIDGE MALL PRECINCT

URBAN RENEWAL PROJECT



PURPOSE OF THIS SUMMARY

THIS DOCUMENT PROVIDES A SUMMARY OF THE DRAFT BAKERY HILL AND BRIDGE MALL URBAN RENEWAL PLAN. THE FULL DOCUMENT CAN BE FOUND AT [MYSAY.BALLARAT.VIC.GOV.AU/BAKERY-HILL](https://mysay.ballarat.vic.gov.au/bakery-hill)

How to *have your say* on the Draft Urban Renewal Plan

After two rounds of consultation, the City of Ballarat has released a draft of the Bakery Hill and Bridge Mall Urban Renewal Plan and is now seeking public comment. Reviewing the final draft is easy simply go to

[MYSAY.BALLARAT.VIC.GOV.AU/BAKERY-HILL](https://mysay.ballarat.vic.gov.au/bakery-hill)

or pick up a hard copy from our Bridge Mall shop, the Consultation

Hub at 16 Bridge Mall, Ballarat.

For opening times of the Hub, please refer to the mysay webpage above.

Email or send your written submissions to strategicplanningsubmissions@ballarat.vic.gov.au or Strategic Planning, City of Ballarat PO Box 655, Ballarat, VIC 3353

Please let us know:

- Does the draft plan cover what you imagine for the future?
- Do you agree with the Vision statement?
- Do you have any additional ideas on how the precinct could be revitalised?
- What are your priorities in the design of a future streetscape for the Bridge Mall? (i.e. retention of play spaces, safe pedestrian crossings etc.)

**Feedback will be open until
Thursday 25 September 2019**

**COME ALONG TO THE BRIDGE MALL FARMERS' MARKET
FOR A FUN AND INTERACTIVE CONSULTATION PROCESS ON
SATURDAY 7 SEPTEMBER 2019 BETWEEN 9AM AND 1PM.
FIND US AT OUR CONSULTATION HUB AT 16 BRIDGE MALL.**

Why Renew Bakery Hill?

Bakery Hill is the most significant entry point to the Ballarat CBD from the east and is an historic site of national significance. It was the

location of several events in the lead up to the Eureka Stockade of 1854, including the first raising of the Eureka Flag.

The Bakery Hill and Bridge Mall precinct forms part of the urban heart of Ballarat and is strategically located to the south of the Ballarat Railway Station and surrounded by natural and historically significant waterways and open spaces. However, at present the precinct is struggling economically, and hasn't found a way to capitalise on its many positive assets – including its cultural and heritage buildings and its many features that contribute to its unique identity.

The Bakery Hill and Bridge Mall Urban Renewal Plan (the Plan) seeks to address a decline in economic activity, and a shared concern amongst the broader community that the Bridge Mall has lost focus and its important economic vibrancy.

The Plan is the first step in an ongoing process of urban renewal - harnessing

community and government leadership and action to progressively restore Bakery Hill to its role as a thriving economic heart and gateway to Ballarat; with a distinctive character and a connected community.

About the Urban Renewal Plan

The Plan sets out a Vision for the precinct through three integrating themes which include a precinct which is '**Connected**', '**Thriving**' and '**Distinctive**'.

The plan also identifies a number of actions and priority projects which are required to guide change within the precinct over the short, medium and long term. Actions are generally categorised as '**physical works**', '**economic development**', '**partnerships and advocacy**' and '**planning and policy**'.



A THRIVING ECONOMY SUPPORTING AN ENGAGED AND RESILIENT COMMUNITY

A COMMUNITY CONNECTED TO PEOPLE, PLACE AND LOCAL DESTINATIONS

A PLACE WITH A DISTINCTIVE IDENTITY AND STORY TO TELL



A **THRIVING** ECONOMY SUPPORTING AN ENGAGED AND RESILIENT COMMUNITY.



DIVERSE
ECONOMY



ADAPTABLE AND
RESILIENT



PLACE TO
LIVE



COMMUNITY
LEAD

THRIVING TARGETS FOR 2050

- Host an additional **600** new jobs
- Accommodate approx **5,000** new residents
- More **diverse** tenancy mix
- A **diverse** community
- **5%** new dwellings delivered as affordable housing
- Zero net emissions
- **100%** renewable energy



A COMMUNITY **CONNECTED** TO PEOPLE, PLACE AND LOCAL DESTINATIONS.



SIMPLIFIED
STREETS



CONVENIENT
ACCESS
TO PUBLIC
TRANSPORT



SAFE
PATHWAYS



SERVICES
AND
INFRASTRUCTURE

CONNECTED TARGETS FOR 2050

- Walkability score of **80%**
- **20%** modal shift from cars to public transport



A PLACE WITH A **DISTINCTIVE** IDENTITY AND STORY TO TELL.



HERITAGE
BUILDINGS
& PLACES



GREEN
STREETS &
OPEN SPACES



GATEWAY
TO BALLARAT



TOURIST
DESTINATION

DISTINCTIVE TARGETS FOR 2050

- New buildings demonstrating **architectural excellence**
- 1 ha of **green space** across the precinct
- Local park within **400m** of all houses
- **40%** canopy tree cover

KEY PROJECT

ECONOMIC AND BUSINESS SUPPORT

WHAT IS THE PROJECT AND WHY IS IT IMPORTANT?

This project involves proactively supporting business and economic activity across the precinct through promoting ongoing programming of events and festivals, promoting a vibrant night time economy and encouraging a variety of uses which will better support the current businesses,

There are many ways in which commercial activity and business support can be enhanced within the precinct in order to create a place which will attract more people to work, live and play within the Ballarat CBD. This might include:

1. Delivering activities and experiences which are unique and distinct;
2. Proactively attracting 'anchors' or 'attractors' – this could include expanding the already successful local

artisan/trade-based enterprises and expanding the hospitality offer, including hawker food market concepts;

3. Investigate ways to encourage stronger partnerships with Sovereign Hill, including strengthening bike, walking and public transport to and from Sovereign Hill.
4. Further strengthen the vision for a vibrant mixed-use precinct by encouraging different forms of residential housing or accommodation
5. Investigate opportunities to attract arts, cultural, entertainment or educational uses;
6. Improve the amenity of the area, including through design-led streetscape upgrades to gain commercial confidence within the Precinct.



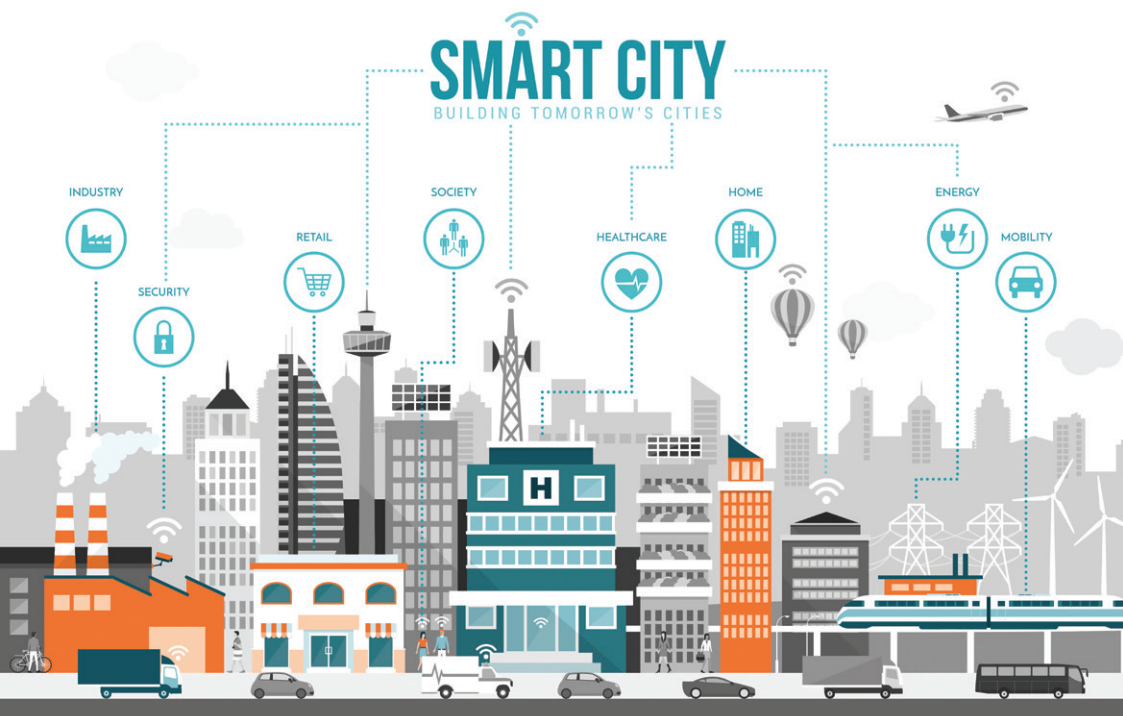
KEY PROJECT

CLEVER CITY OPPORTUNITIES

DIGITAL INFRASTRUCTURE

This project provides Council with the opportunity to investigate ways to integrate digital infrastructure meaningfully into the precinct. This includes maximising household and business access to internet, smart infrastructure (i.e. lighting to improve safety,

access to fixed and mobile communication, attract university students through EduRoam WiFi network, and to provide free Public WiFi, increasing opportunities to record data and measurements, and to improve digital engagement.



THE BENEFITS OF INCORPORATING CLEVER CITY PROJECTS INTO THE PROJECT INCLUDE:

- The Precinct will become a live data dashboard;
- Collect new data and open data to inform strategic decisions across the precinct
- Potential to enhance use of public transport
- More sophisticated data points such as spend between different types of users of the precinct
- Enhance opportunities for urban forest canopy, urban heat temperature and sustainability factors
- Use digital technology such as Augmented Reality;
- Use digital wayfinding throughout the precinct;
- Explore smart infrastructure which will support businesses;
- Use the smart parking, in alignment with Ballarat's Smart Parking Plan
- Encourage co-working spaces into the precinct, particular early stage Creatives, Startups and Entrepreneurs, to ensure the precinct is accessible and attractive for those working in the gig and sharing economies
- Align with any actions emerging from the upcoming Central Highlands Regional Patronship Digital Plan

KEY PROJECT

SUSTAINABILITY

WHAT IS THE PROJECT AND WHY IS IT IMPORTANT?

As a future thriving, connected and distinctive mixed-use community, this project seeks to integrate sustainability through the use of the One Planet Living principles. The One Planet Living Framework sets a vision which makes it easier to live happily and more sustainably through:

- Putting people first – it's grounded in the reality of how people live their lives rather than box ticking
- Holistic – nothing drops through the gaps with application of the 10 principles

- It's about true sustainability
- It's about change – the One Planet Living is used to inspire people across the world to get involved in sustainable change.

The objective is to use the One Planet framework to scope sustainability opportunities for this project. In addition, each of the key actions arising through this project will integrate the 10 core principles (where applicable) which address the environmental, social and economic aspects of sustainability.

ZERO CARBON

Making buildings more energy efficient and delivering all energy with renewable technologies

ZERO WASTE

Reducing waste, reusing where possible, and ultimately sending zero to landfill

SUSTAINABLE TRANSPORT

Encouraging low carbon modes of transport to reduce emissions, reducing the need to travel

SUSTAINABLE MATERIALS

Using sustainable and healthy products such as those with low embodied energy, sourced locally, made from renewable or waste resources

LOCAL AND SUSTAINABLE FOOD

Choosing low impact, local, seasonal and organic diets and reducing food waste

SUSTAINABLE WATER

Using water more efficiently in buildings and in the products we buy; tackling local flooding and water course pollution

LAND USE AND WILDLIFE

Protecting and restoring existing biodiversity and natural habitats through appropriate land use and integration into the built environment

CULTURE AND HERITAGE

Reviving local identity and wisdom; supporting and participating in the arts

EQUITY AND LOCAL ECONOMY

Creating bioregional economies that support fair employment, inclusive communities and international fair trade

HEALTH AND HAPPINESS

Encouraging active, sociable, meaningful lives for good health and well being

Source: One Planet Living <https://www.bioregional.com/one-planet-living>



KEY PROJECT

BRIDGE MALL OPENING

WHAT IS THE PROJECT AND WHY IS IT IMPORTANT?

The project involves re-opening the Bridge Mall to slow moving traffic and other users to restore its purpose as a key 'main street' destination and gateway to the city. This project has evolved through the community engagement processes where there was a strong appetite for change. Currently there is limited exposure for many businesses operating in the Bridge Mall.

The objective is to adopt a more inclusionary approach where:

- Pedestrian and cycling access will be prioritised, improving safety, access for all and creating an enjoyable, shared environment for people to work, meet, dine, shop and socialise.
- Slow moving will be reintroduced bringing movement back to the streets and creating a new arrival experience to the CBD, connecting Victoria St to Sturt St.

Other improvements include:

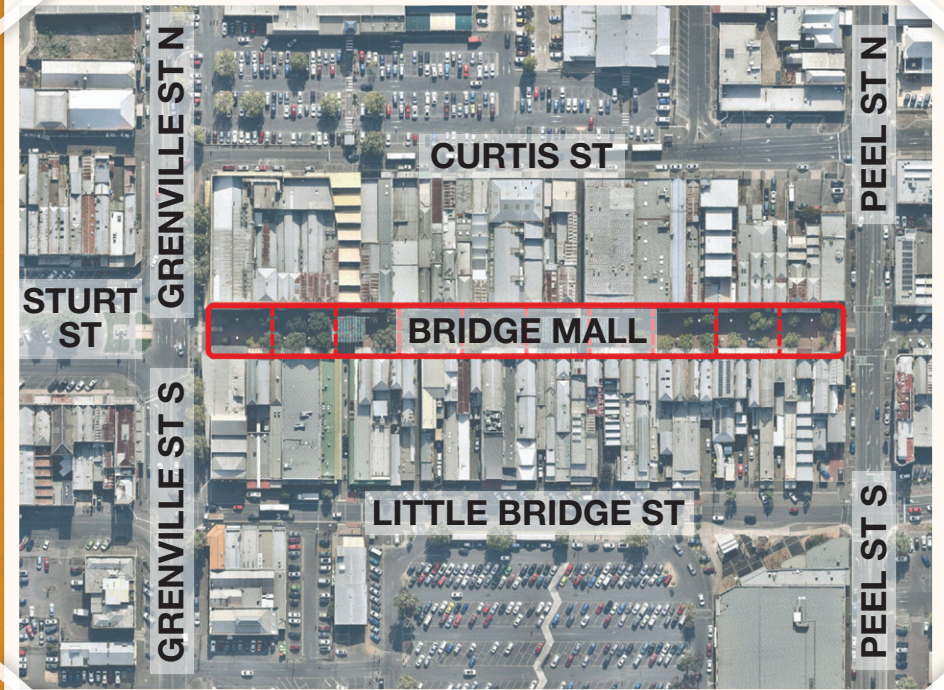
- The ability to easily close the street for markets and festivals
- Provision of on-street car parking;
- The design of the street can adequately respond to climate through appropriate weather protection
- Improve protection from the weather
- More day and night time activity in the Mall to support increased surveillance

Unlike other projects, re-opening of the mall to become a complete street can be achieved in a variety of ways. An explanation of the components and operation of each of the options, such as whether the option involves oneway or two-way traffic for example, are provided for review and comment through the draft Urban Renewal Plan.

Once a preferred option is selected and detailed design is completed, it is expected that the mall would be re-opened between Peel Street and Grenville Street and thereafter between Peel Street and Little Bridge Street/Main Road. Staged opening of the street will enable the impact on traders, existing traffic signals and the balance of the movement network to be appropriately managed.



Bridge Mall Artist Impression. Geoff Falk



Artist Impression by Geoff Falk

KEY PROJECT

GRENVILLE/STURT STREET INTERSECTION

WHAT IS THE PROJECT AND WHY IS IT IMPORTANT?

The project involves creating a parkland along the general alignment of the Yarrowee River between Eastwood Street and Little Bridge Street.

This project involves upgrading the Grenville and Sturt Street intersection to ensure the efficient and safe movement of pedestrians, cyclists and vehicles.

Norwich Plaza and the Pharmacy are key buildings as they are the bookend to Sturt Street. The buildings are visually prominent when travelling eastbound and they also provide an important interface with Grenville Street and Bridge Mall. Council will need to work collaboratively and in partnership

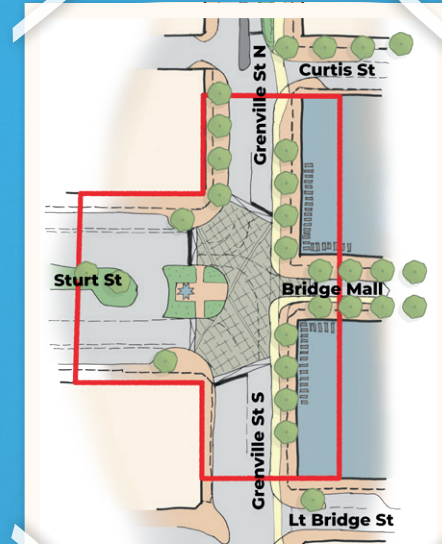
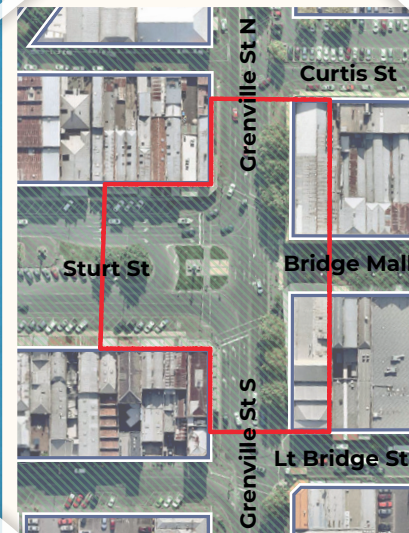
with land owners to improve this interface overtime.

This includes the opportunity to deliver a more inviting, active edge to Grenville Street and the entry to Bridge Street.

- Incorporation of very modern, simple facades;
- Include public art or imagery reflective of the history of Bakery Hill;
- Work collaboratively with landowners to reactivate the street interfaces'
- Create a sense of arrival into the retail precinct, inclusive of creative lighting, signage and/or iconic art.



Artist impression by Geoff Falk



KEY PROJECT

YARROWEE RIVER PARKLAND AND LITTLE BRIDGE STREET CARPARK REDEVELOPMENT

WHAT IS THE PROJECT AND WHY IS IT IMPORTANT?

The project involves creating a parkland along the general alignment of the Yarrowee River between Eastwood Street and Little Bridge Street.

The parkland will comprise sufficient area to accommodate the following:

- Children's playground;
- A large programmable space for festivals and community events;
- An exposed section of the Yarrowee River with potential for a stage and viewing area; and
- Safe and interesting pedestrian connections between Eastwood Street and Little Bridge Street.

The design of the parkland will offer a significant opportunity to interpret the importance of the Yarrowee River and discovery of gold in Ballarat.

The second part of the project involves construction of a decked car park

on the south side of Little Bridge Street. The decked car park will have capacity to replace the existing car parking and enable some remaining land to be developed for residential and mixed-use purposes.

Delivery of the decked car park will also offer an opportunity to:

- Construct a new entry to the existing Woolworths supermarket which could offer potential for renewal of some of the existing shops to the west of the supermarket;
- Relocate the existing bus stop internally to the east side of the decked car park or to the east side of Grenville Street adjacent to the planned parkland; and
- Consolidate the built form frontage along both sides of Little Bridge Street.

The project will make better use of publicly owned land and play a significant role in changing perceptions regarding the amenity of the area. The project will also release publicly owned land for other purposes that will encourage redevelopment opportunities with the public sector.

It is important to acknowledge that to achieve this outcome, proactive advocacy and collaboration with private surrounding landowners will be required.



1 7000 M² OF NEW PUBLIC PARK AND PLAYGROUND



2 ENHANCED BICYCLE PATH CONNECTION FROM YARROWEE RIVER TO BRIDGE MALL



3 UP TO 50 NEW RESIDENTS



4 RENEWED FOOD AND GROCERIES RETAIL PRECINCT



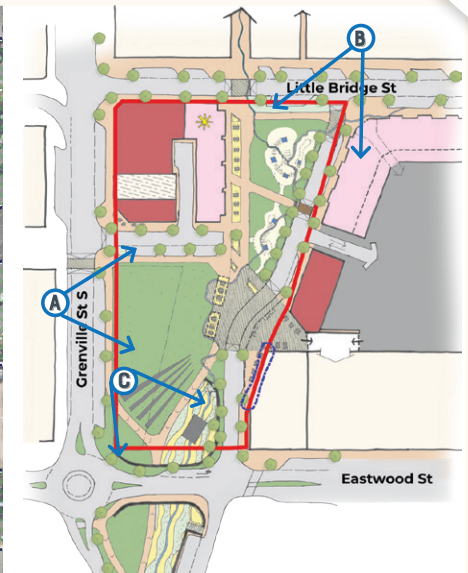
5 REVEAL AND INTERPRET THE YARROWEE RIVER



6 SPACE FOR UP TO 100 NEW CANOPY TREES



DRAWING KEY
 Site Boundary
 Public Owned Land
 Private Owned Land



DRAWING KEY
 Existing Buildings
 3 Level Townhouse/Terrace House
 Mixed Use - Ground floor retail/commercial with residential in upper levels
 Heritage Building to be retained
 Facade Renewal/Upgrade
 Carpark



KEY PROJECT

BIG W AND DAN MURPHYS

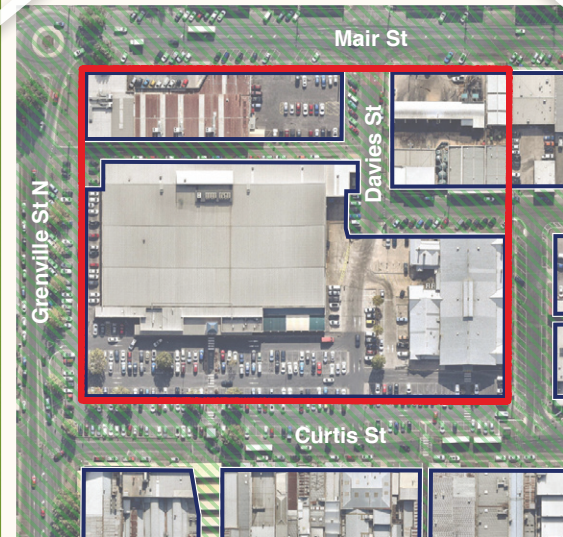
WHAT IS THE PROJECT AND WHY IS IT IMPORTANT?

The project involves longer-term redevelopment of the Big W site and the associated car park for medium density residential and mixed-use purposes. The assumption is that the current use of the land will remain for the short to medium term but if in the long term the current use is no longer viable, redevelopment of the land for more intensive mixed-use purposes is supported.

Important land uses and redevelopment objectives include:

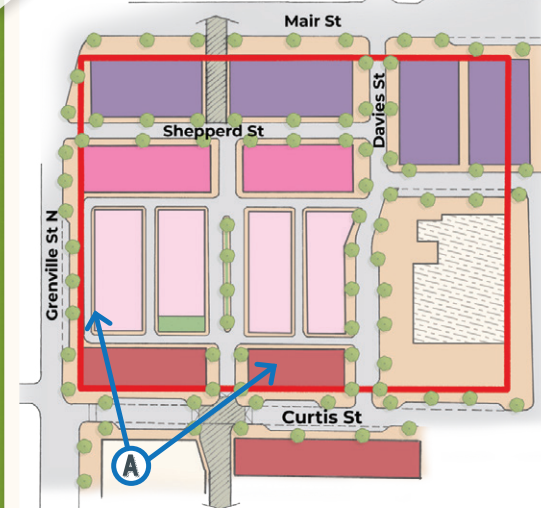
- Retail, commercial and service related land uses at ground floor and residential above in Curtis Street;
- Contemporary designed 3 level town houses with active frontages to Grenville Street North and a new internal north-south character street;
- A new character street that incorporates central car parking and provision for continuous street tree planting and other highquality landscaping that will offer internal access and pedestrian connectivity between Bridge Street and Mair Street;
- A system of laneways that provide service and garage access for cars to ensure that primary street fronts (Grenville Street and new character street) are active with a continuous built form edge and consistent street tree planting;
- Contemporary designed 3-4 level apartments behind the future offices along Mair Street; delivery of a small pocket park and other initiatives such as rooftop gardens to soften the built form and add to the sustainability of the housing;
- Formalisation of the extension of Davies Street between Mair Street and Curtis Street as a street with defined edges, footpaths and street tree planting; and
- Retention of the existing heritage building.

The project is important because it has the potential to restore the continuity of redevelopment in the core of the precinct and promote Bakery Hill as an active and vibrant place to live and work.



DRAWING KEY

- Site Boundary
- Public Owned Land
- Private Owned Land



DRAWING KEY

- Existing Buildings
- Landmark Building

KEY PROJECT

PEEL STREET REDEVELOPMENT

WHAT IS THE PROJECT AND WHY IS IT IMPORTANT?

The project involves redevelopment of the land to the south of Little Bridge Street and east of Peel Street, including Council owned land, for residential purposes. The prominent location of the Council owned land offers an opportunity to partner with a developer or a not for profit housing provider to deliver an affordable housing project where the land is offered as an incentive.

Important land uses and redevelopment objectives include:

- 3-4 level affordable housing demonstration project on Council owned land located on important, highly visible site on the south side of Little Bridge Street;
- Contemporary designed 3 level townhouses with active frontages to Peel Street North and a new internal north-south character street;

- A new character street that incorporates widened verges and provision for continuous street tree planting and other high-quality landscaping that will offer internal access and pedestrian connectivity between Little Bridge Street and Eastwood Street; and
- A system of laneways that provide service and garage access for cars to ensure that primary street fronts (Grenville Street and new character street) are active with a continuous built form edge and consistent street tree planting.

The project is very important because it has the potential to consolidate the extent of the mixed use core, support delivery of an affordable housing project by using Council owned land to incentivise the redevelopment process and promote Bakery Hill as an active and vibrant place to live and work.



1 NEW DIVERSE URBAN POCKET PARKS



2 DIVERSE BOULEVARD STREETSCAPES



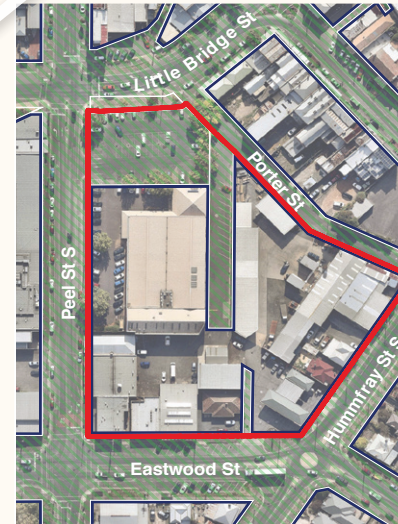
3 UP TO 300 NEW RESIDENTS



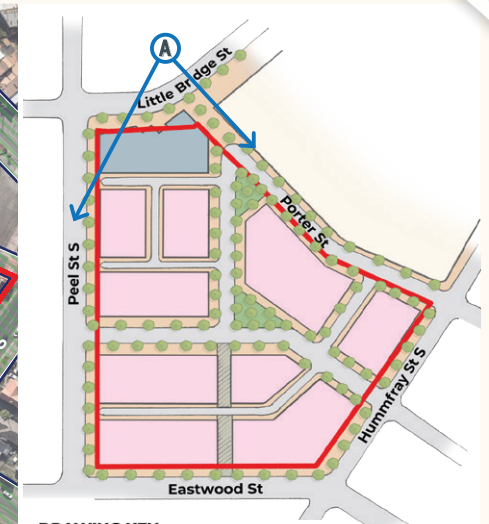
4 NEW WESTERN ENTRY GATEWAY BUILDING



5 ENCOURAGE SUSTAINABLE LIVING AND PLANT UP TO 70 NEW TREES



DRAWING KEY
 Site Boundary
 Public Owned Land
 Private Owned Land



DRAWING KEY
 Existing Buildings
 3 Level Townhouse/Terrace House
 3-4 Level Affordable Housing Project/
 Gateway Apartment Site



KEY PROJECT

VICTORIA STREET LANDMARK ENTRY

WHAT IS THE PROJECT AND WHY IS IT IMPORTANT?

The project involves reconstruction of the existing roundabout at the intersection of Victoria, Humffray, Curtis and Little Bridge Streets to create a more formal and distinctive entry to the CBD and the Bakery Hill Precinct.

Reconstruction of the existing roundabout offers the opportunity to achieve the following benefits:

- Simplification of the existing movement network;
- Improved safety and priority for pedestrians and cyclists;
- Release of the land that is currently occupied by the roundabout to create a civic open space that is connected to the existing open space;

- Delivery of a structure or art installation that announces arrival to the CBD and celebrates the history of the Eureka Stockade;
- Improve the redevelopment potential of land on south side of Curtis Street where it currently intersects with Humffray Street; and
- Contribute to an improved arrival experience for visitors. The design will encourage easier movement between Victoria St and Sturt St.

The project is important because it will make better use of publicly owned land and will announce arrival to the CBD in a more positive and distinctive way that will promote visitation to Bakery Hill and the CBD.

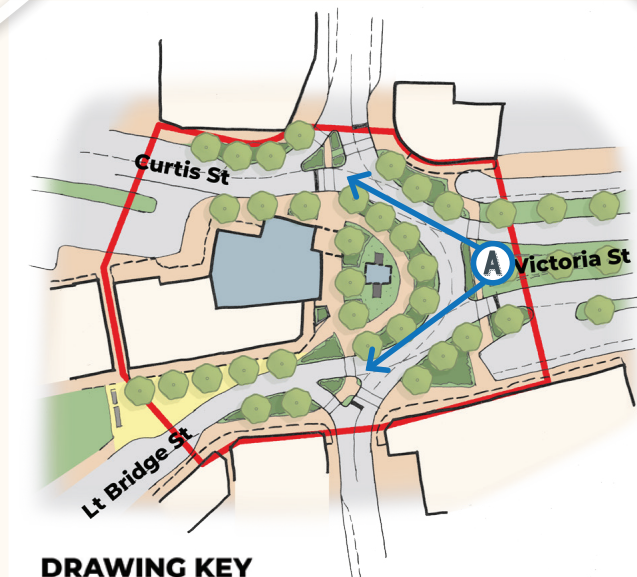


Artist impression by Geoff Falk



DRAWING KEY

- Site Boundary
- Public Owned Land
- Private Owned Land



DRAWING KEY

- Existing Buildings
- Landmark Building



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