

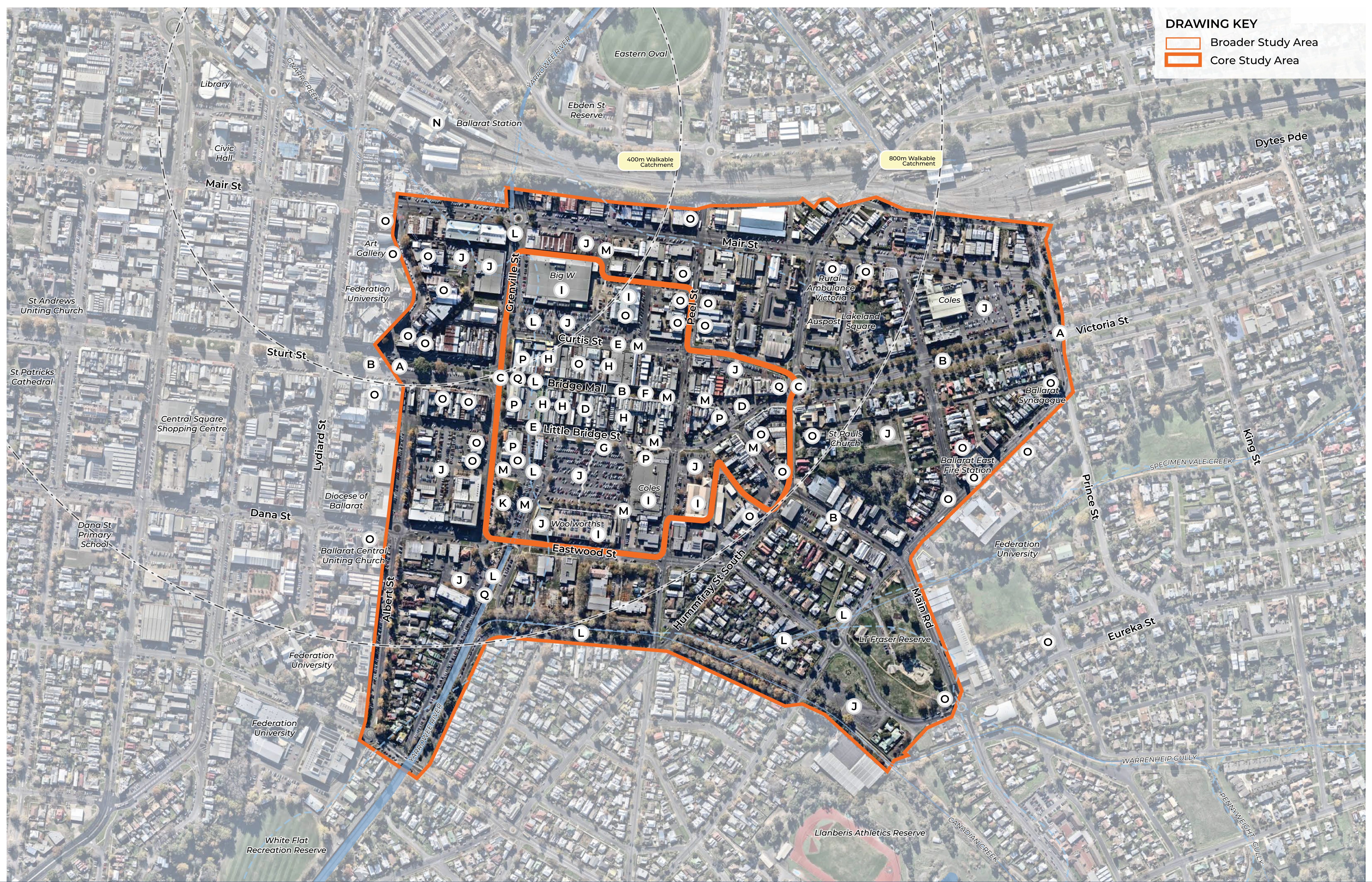


DRAWING KEY

-  Broader Study Area
-  Core Study Area



Summary of Key Place Based Issues and Opportunities for Urban Renewal within the Core Study Area (1 of 2)

A GRAND BOULEVARDS

Urban Renewal Issue

Victoria Street and Sturt Street are grand historic boulevards that together create a distinct, open and leafy experience into the precinct from the east and west. Historically, these boulevards linked directly into Bridge Street (now Bridge Mall) as the original gold mining route.

Urban Renewal Opportunity

- To re-establish the integrity of the historical route along the historic grand boulevards into Bridge Street.

B HISTORIC TRAM ROUTE

Urban Renewal Issue

The original tram route followed the historic east-west route through Ballarat (comprising Victoria Street, Sturt Street and Bridge Street) with a link along Main Road.

Urban Renewal Opportunity

- To investigate re-establishment of a historic tram route or a tourist link between Sovereign Hill and the Bridge Mall, and / or interpretation of the historic alignment as part of the design of the public realm.

C GATEWAYS

Urban Renewal Issue

Two significant gateways are positioned where the grand boulevards narrow into the traditional planned main street at either end of Bridge Mall. Whilst strategically positioned, these gateways have been designed primarily as ‘intersections’ to manage and channel traffic around the Bridge Mall. The focus on traffic management has resulted in pedestrians and cyclists becoming subservient to cars, and access for pedestrians and cyclists has been compromised.

Urban Renewal Opportunity

- To re-establish these intersections as genuine identifiable gateways and access points into the precinct with a focus on placemaking, and as places for people.
- To redesign the gateways in a holistic manner that takes into consideration access and movement, land uses and tenancies, historically significant buildings, streetscapes and character, key landmarks and vistas, built form and the public realm.

D SECONDARY GATEWAY / CIVIC SPACE

Urban Renewal Issue

A small civic space is positioned on the historical alignment of Bridge Street and forms part of the historical Bridge Road reservation. The space is underutilised despite being strategically positioned at the intersection of Little Bridge and Main Road and close to the eastern gateway. It’s strategic position in relation to topography, view lines and access to Bridge Mall, the surrounding road network, and positioning of key buildings makes it highly visible at the head of Bridge Mall.

Urban Renewal Opportunity

- To reimagine the design and position of the civic space, the surrounding built form and road network to contribute to the public realm and gateway experience into Bridge Mall. The civic space can potentially play a key role, should plans to re-establish the historic route connecting the Victoria Street into Bridge Street / Mall be considered.

E LITTLE BRIDGE & CURTIS STREET LOOP

Urban Renewal Issue

To compensate for the closure of Bridge Street to traffic, Little Bridge Street and Curtis Street have been adapted to form a one-way loop to facilitate movement around the retail core. These two streets were designed historically as secondary streets or laneways and to provide rear access to the Bridge Street shops.

As a result, most shops present their back sides to these streets resulting in a streetscape character dominated by at-grade carparking, big box retail and back of house. Some retailers have begun to present secondary frontages and entries off Little Bridge Street and Curtis Street to capitalise on the exposure and access to the traffic and carparking.

Urban Renewal Opportunity

- To understand and define the role, purpose and character of Little Bridge Street & Curtis Street as part of the overall network and in relation to the future role of Bridge Mall.
- To improve the amenity of these streetscapes, improve the experience for pedestrians and cyclists and maximise on street parking. To provide clarity to how these streets connect to the gateways and the broader network.

F BRIDGE MALL

Urban Renewal Issue

Bridge Mall is the historical planned main street and historic route through the Bakery Hill precinct. Closure of the mall to cars and pedestrianisation of the street has resulted in a very long mall (250 m long). The mall is effectively internalised with traffic circumnavigating the retail core via the one-way loop of Little Bridge Street and Curtis Street. This lack of direct exposure to traffic, carparking and the movement economy further compromises the commercial viability of retail premises that front onto the mall.

In lieu of a genuine town square in the town core, the mall has become the default linear civic space for the precinct. However, the long, linear and exposed nature of the space compromises how the space can be used and how much of the space can be activated. This makes it difficult to maintain vibrancy, activation and safety for the entire length. As a result, there are many vacant shops within the mall.

Urban Renewal Opportunity

- To test how a traditional main street can be re-established along Bridge Mall, with appropriate spaces for pedestrian, cars, shelter (awnings), street tree plantings and public transport.
- Alternatively, consider shortening or bisecting the mall, or the localised and managed introduction of carefully managed cars or public transport along its length to improve its commercial viability, exposure and the historic integrity of the alignment.

G LITTLE BRIDGE STREET BUS INTERCHANGE

Urban Renewal Issue

The bus stop on Little Bridge Street provides public transport access to the precinct close to the supermarkets and Bridge Mall. However, its design and location attract loitering and anti-social behaviour and is perceived to be unsafe.

Urban Renewal Opportunity

- To review the positioning and design of bus interchange and route.

H LANEWAYS & PEDESTRIAN LINKS

Urban Renewal Issue

A network of laneways including Coliseum and Alfred Walk, Foundry Way, Time and Drury Lane provide limited pedestrian connections to Bridge Mall from Curtis and Little Bridge Streets between Grenville and Peel Streets. Generally, the laneways are long and narrow and are dominated by blank walls with little passive surveillance.

Some retailers have taken advantage of the movement and exposure along the laneways and have activated parts of the laneways by including windows, entries and al fresco dining. Other laneways have artwork installations. Whilst most of the laneways are in public ownership, Alfred Walk is enclosed as part of a larger body corporate shopping complex.

Urban Renewal Opportunity

- To encourage activation of the laneways and appropriate redevelopment of adjacent shops to front onto the laneways where possible.

I LARGE FORMAT RETAILERS

Urban Renewal Issue

Bridge Mall is surrounded by retail anchors, including Big W and Dan Murphy’s (to the north) and Coles, Woolworths and Cheap as Chips (to the south), which play an important role in attracting people to the precinct. The Bridge Mall traders rely heavily on the nearby supermarkets and big box retailers to attract customers to the specialty retail strip.

Poor pedestrian and vehicle connections limit the ability for the mall to leverage off these retail attractors. Blank walls along Woolworths and Coles also create poor interfaces to Eastwood Street and Peel Street and contribute to safety concerns.

Urban Renewal Opportunity

- To encourage the redevelopment of the big box retailers to provide a more activated address to the public realm and surrounding streets, and to better integrate and connect the retail anchors directly to the Bridge Mall.
- To encourage long term development of these sites as integrated mixed-use development comprising complimentary uses including retail, commercial and residential uses above and around the perimeter of the large format retail.
- Investigate establishment of formalised street based connections between the large format retail uses and the mall.

Summary of Key Place Based Issues and Opportunities for Urban Renewal within the Core Study Area (2 of 2)

J AT GRADE CARPARKS

Urban Renewal Issue

Large at grade car parking associated with the supermarkets to the north and south of the Bridge Mall have an important role in the precinct. Whilst the carparks are essential in maintaining the commercial viability of the precinct, they create a separation between the supermarkets and the mall. The carparks are also generally characterised by low amenity, poor pedestrian access and a lack of consistent tree planting.

Carpark ownership is complex as part of the carparks are encumbered by road reservations or drainage easements and are in multiple land ownerships. Part of the southern carpark is in Council ownership and leased to the supermarket tenants. The CBD Strategy identifies key at grade carparking spaces within the precinct for future decked carparks and development.

Urban Renewal Opportunity

- To create adaptable carparking areas with improved amenity, connectivity and integration in the short term, with a longer term view of developing and decking at grade carparks as mixed-use precincts that will add vibrancy and residential population to the precinct when this solution becomes commercially viable in the future.

K TOWN SQUARE

Urban Renewal Issue

There is a distinct lack of a central town square within the main retail core that it functional, well used and provides a place for the community to gather, rest, play and socialise in the precinct. The main civic space adjacent to the law courts provides an important green space for the precinct.

This space however is disconnected, as it is positioned near a large at grade carpark, away from the main retail core, and lacks active interfaces and activity directly around it. Bridge Mall is therefore playing the default town park role in lieu of a centrally located town park near the retail core.

Urban Renewal Opportunity

- To investigate ways of integrating the existing town park with the core retail area and encourage development around its perimeter.
- To investigate alternative locations for a dedicated new town square centrally located in the main retail core.

L YARROWEE RIVER & CANADIAN CREEK

Urban Renewal Issue

The original Yarrowee River alignment extends directly into the study area as an underground channel via the supermarket carparks, Coliseum Walk and Alfred Walk and along parts of Grenville Street North. The river therefore lacks visual presence and remains as a hidden natural, cultural and heritage asset of the precinct.

Canadian Creek, Specimens Creek and Warrenheip Gully are tributaries of Yarrowee River and are contained within drainage reserves and channels within the broader study area.

Urban Renewal Opportunity

- To explore ways of 'unearthing' the Yarrowee River as a linear open space link or modified waterway, provided floodways can be maintained without risk to property.
- To investigate provision of a linear open space connection into the precinct along the Yarrowee River that connects the Town Park to Bridge Mall and the station.
- To capture the indigenous story of the river through signage, art and interpretation.

M STREET NETWORK

Urban Renewal Issue

The historically simple and legible structure of roads within the precinct has transformed over time to become increasingly complex and difficult to navigate. This transformation is a result of the closure of Bridge Street to traffic, the introduction of one-way streets, truncation of streets and privatisation of key access points into the precinct.

Urban Renewal Opportunity

- Review the surrounding road network within the study area to determine how they can support a more simple, legible road network.

N TRAIN STATION

Urban Renewal Issue

Although Ballarat train station's walkable catchment extends into the study area, there is a lack of direct connection between the train station and Bridge Mall. This contributes to car dependency despite the close proximity of the train station to the CBD and precinct area. Pedestrian connections from the train station to Bridge Mall are limited and restricted in some areas.

Urban Renewal Opportunity

- To improve safe and direct connectivity from the precinct to the station.

O HISTORIC BUILDINGS

Urban Renewal Issue

Several heritage buildings are in the precinct, generally positioned along the historical gold mining route of Sturt Street, Victoria Street, Bridge Street and Main Road. These buildings contribute to the sense of character and history of the precinct. However, many buildings in the Mall have been compromised or are hidden behind false facades.

Majority of heritage buildings along the historic route have underutilised first floor spaces or are vacant premises. The Dan Murphy's building is a large standalone building of state significance located within the carpark area to the north of the mall.

Urban Renewal Opportunity

- To protect, restore and adapt heritage buildings to contemporary retail standards, and assess their adaptability for residential or other compatible uses on the first-floor spaces. For new buildings to respect the heritage character and respond in a contemporary manner.

P KEY SITES

Urban Renewal Issue

There are several key sites within the core study area that have potential to contribute to the renewal of the precinct through their strategic landmark location. These sites may be located on a gateway, along a key vista or key access point/ link or are simply underdeveloped sites that are ripe for development.

Urban Renewal Opportunity

- To investigate the development of key underdeveloped sites in a way that respects the heritage, enhances the gateway or experience of the place, improves activation and passive surveillance, introduces a mix of uses and residents into the core and creates an opportunity for an iconic architectural landmark.

Q HISTORY, SENSE OF PLACE & TOURISM

Urban Renewal Issue

Bakery Hill has a rich layered history related to Aboriginal cultural heritage, European settlement, the gold rush and the Eureka Stockade.

Urban Renewal Opportunity

- To integrate the story of Aboriginal culture, the gold rush and Eureka Stockade into the public realm (streetscapes, public art, signage etc) and built form in a contemporary manner.
- To strengthen connections to Sovereign Hill through transport connections and complimentary retail within the Bridge Mall.