

Response to your feedback on the

BAKERY HILL AND BRIDGE MALL PRECINCT

URBAN RENEWAL PROJECT

FEBRUARY 2019

What
do you
LOVE?

What do
you want to
RETAIN?

What do you
IMAGINE
for the future?

#ImagineBakeryHill
#ImagineBridgeMall



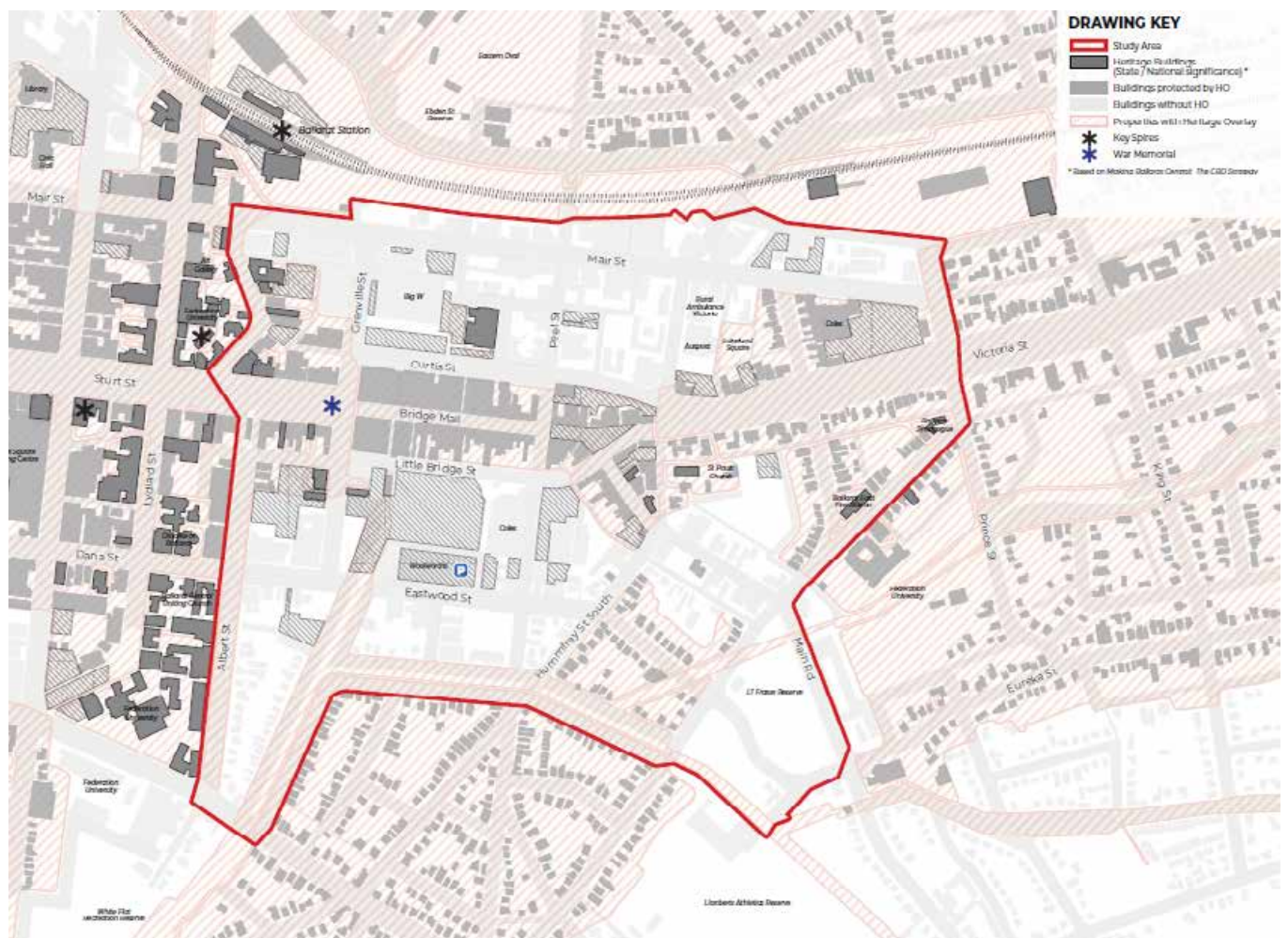
WHY ARE WE PREPARING AN URBAN RENEWAL PLAN FOR THE PRECINCT?

The Bakery Hill and Bridge Mall Precinct plays a significant role in the Ballarat CBD, forming the most significant entry from the east. It currently accommodates a range of small to large retail and service businesses, and there is a small number of residents living within the precinct.

In response to your feedback as part of Phase 1 of the community consultation, the City of Ballarat wants to be proactive in establishing the precinct as a place where

locals can live and work and where residents and visitors can enjoy meeting, shopping and socialising. We want to re-establish the precinct as Ballarat's civic heart.

As Ballarat continues to grow, we want to make sure we can support the precinct's future development in a way which is sustainable and contributes to making the precinct a thriving and attractive place where Ballarat's local business economy can grow and attract investment.



PURPOSE OF THE NEWSLETTER AND NEXT STEPS

This project newsletter provides you with an update on the consultation and research so far, and how you can contribute during the next stage of the project.

The newsletter includes a summary of:

- What you told us you loved, would like to see retained, and imagine for the future of the precinct

- The emerging challenges and opportunities for the precinct, as identified in Phase 1 of the community consultation process
- The community-driven draft Guiding Principles for the precinct

HOW TO HAVE YOUR SAY

Please let us know if we have captured your ideas for the future of the Bakery Hill/ Bridge Mall in this newsletter:

- * Does it cover what you imagine for the future?
- * Have we missed any challenges and opportunities?

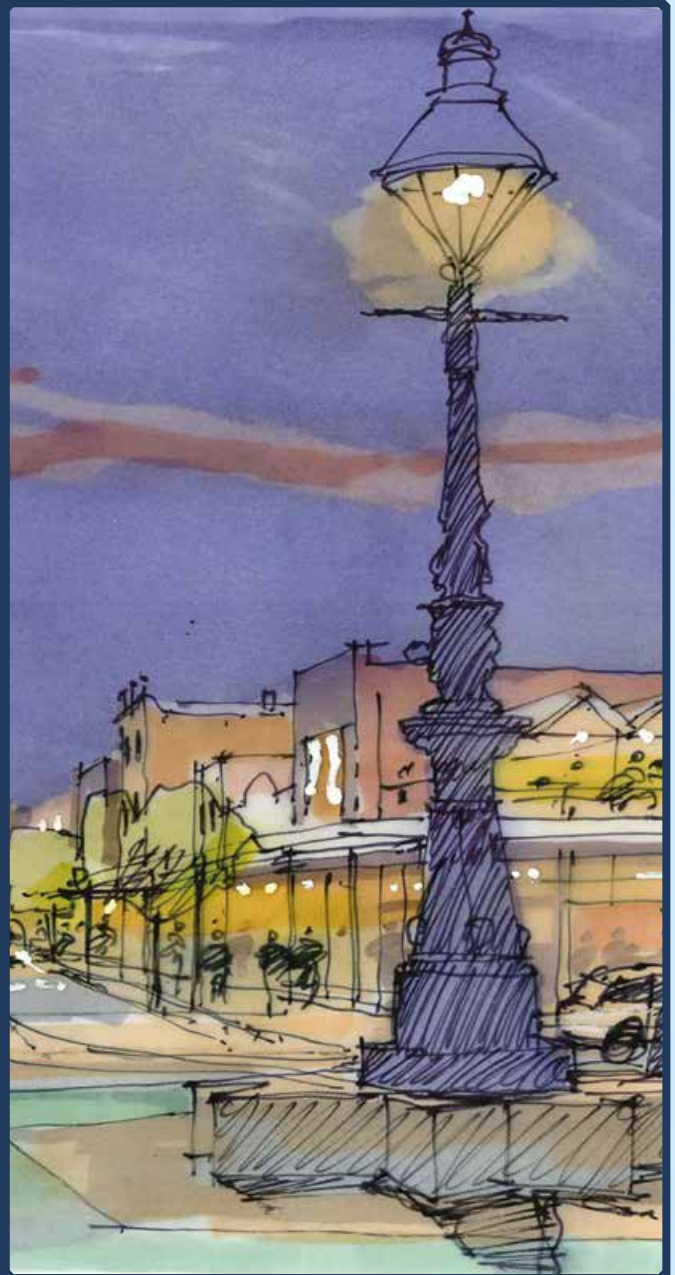
We will use your feedback to inform the preparation of the Urban Renewal Plan.

Come along to the City of Ballarat's pop-up space to find out more and provide us with your feedback – we will be at 16 Bridge Mall between March and April.

Go to
<https://mysay.ballarat.vic.gov.au/bakery-hill>
to complete a survey.

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

Feedback will be open until 26 April 2019



SUMMARY OF CONSULTATION FINDINGS

The first stage of consultation was held throughout November and December 2018. The community and stakeholders were asked:

**What
do you
LOVE?**

**What do
you want to
RETAIN?**

**What do you
IMAGINE
for the future?**

Your answers to these questions helped us to understand the views and aspirations of the community and to identify the key issues, challenges and opportunities expressed by those who work, live and visit the precinct.

Who Responded

A huge number of responses were received:

- Over 200 face-to-face conversations were held through the following activities:
 - 3 community pop-up spaces
 - 2 community visioning workshops
 - 1 student workshop
 - 9 Advisory Committee meetings/ stakeholder meetings, including Bridge Mall Business Association, the Heritage Management sub-committee, the Koorie Engagement and Action Group, the Intercultural Advisory Committee, and the Disability Advisory Committee.
- More than 80 trader doorknocks
- Over 150 people, mostly residents, completed the online survey
- 5 participants made 20 mapping tool entries
- The project page had 470 visits by 380 participants.



THE 4 KEY MESSAGES FROM PHASE 1 OF THE CONSULTATION PROCESS

Through phase 1 of the consultation, 4 key messages emerged from the community engagement process.

THERE IS A STRONG APPETITE FOR CHANGE WITHIN THE PRECINCT.

- There is a strong desire for change and improvement within the precinct – business as usual is not an option.
- Bridge Mall needs more eating and dining areas to encourage foot traffic and to create a night-time economy.
- Safety must be improved, there needs to be an increase in the range of retail shops and cafes/restaurants, and the general appearance of Bridge Mall needs to be improved.
- Bridge Mall is a hidden retail establishment in the heart of Ballarat's CBD.
- The precinct suffers from a physical disconnection to the CBD – this includes a lack of signage and wayfinding from key points within Ballarat, such as from Lydiard Street and the Railway Station.
- Refurbishment of the shop fronts in Bridge Mall and laneways is important to revitalise the look and feel of the area.
- The first floor spaces within heritage buildings are underutilised – activating them would contribute to the activation of the precinct.

CONNECTION TO THE PRECINCT'S HISTORY AND CELEBRATION OF HISTORY IS IMPORTANT.

- Local history and historical buildings are highly valued and celebrated assets within the community.
- Connection to the past needs to be stronger with a physical presence within the precinct.

BRIDGE MALL NEEDS A NEW PURPOSE/ RETURN TO ITS ROLE AS A KEY DESTINATION WITHIN BALLARAT'S CBD.

- The precinct needs key commercial attractor that will support the smaller retail shops and cafes.
- Streetscape upgrades will make the precinct a more comfortable place to spend time. throughout all seasons.

OPENING BRIDGE MALL TO TRAFFIC.

- The many advantages and disadvantages of opening Bridge Mall to traffic are widely acknowledged, with the community having different ideas on the issue.

WHAT DO YOU LOVE?

- ♥ "The historic building facades"
- ♥ "Old blue stone laneways, keep as a Mall"



WHAT DO YOU WANT TO RETAIN?

- 😊 "Any of the heritage buildings need to be retained in keeping with the rest of Ballarat"



WHAT DO YOU IMAGINE FOR THE FUTURE?

- 💭 "More night time activities"
- 💭 "Some upgraded landscaping and lighting at night. Places to sit outdoors to eat and meet. It could be a fabulous watery area if designed correctly, with cafes and restaurants"
- 💭 "More greenery. People on bicycles"
- 💭 "A thriving hub with bespoke shops, great medium density housing, transport and some nature brought back to the centre of Ballarat"
- 💭 "New art installations. More trees and open space. Bars & breweries."
- 💭 "A busy area for dining, shopping and working (offices)"
- 💭 "To get back to being an iconic, buzzing area of town with real artistic connections, a hive of activity for events and a far better shopping experience"



EMERGING CHALLENGES AND OPPORTUNITIES

The following provides a summary of the key challenges and opportunities that have been identified. We would love your thoughts on these, and to hear any other suggestions you might have about how to improve the area.

ECONOMIC ACTIVITY

DO YOU AGREE THAT A NIGHT TIME ECONOMY IS NEEDED FOR BRIDGE MALL TO ENHANCE ACTIVATION OF THE CBD?

CHALLENGE:
There is limited activity within the precinct in the evening, particularly in Bridge Mall.

Attract a greater variety of uses within the precinct which will support a vibrant night-time economy.

Explore the significant strategic renewal opportunity sites within the precinct.

Energise and promote activity in the precinct through targeted events and promotions to facilitate investment and redevelopment opportunities within the Precinct.

Encourage more activities and festivals within Bridge Mall, such as the farmers' market and other family activities which draw people to the precinct.

Investigate the opportunity to reintroduce cars through the Bridge Mall as a way to increase exposure of the precinct to visitors and to reactivate the streets.

DO YOU AGREE THAT OPENING THE BRIDGE MALL TO SLOW TRAFFIC IS A GOOD IDEA?

CHALLENGES:
There is a high number of vacancies among retail premises.
Retail is changing dramatically with pressure from online shopping and large shopping complexes.

Encourage more activities and festivals within the Bridge Mall which draw people to the precinct.

Direct residential growth towards the CBD, incorporating a diversity of housing, to meet the growing and changing needs of the community.

Work collaboratively with the private sector to deliver well-designed projects which will encourage activity.

SAFETY

**DO YOU
HAVE ANY
PARTICULAR
IDEAS ON
HOW SAFETY
COULD BE
IMPROVED
WITHIN THE
PRECINCT?**

CHALLENGE:
*Loitering is common around
the taxi rank at the front
of Coles and makes people
feel unsafe.*

Attract a night-time economy to
enhance safety during the evening.

CHALLENGES:
*Pedestrians feel unsafe
moving through the precinct, for
example when walking between
Bridge Mall and the car park
areas or the Ballarat
Railway Station.*

Invest in streetscape upgrades to
enhance safety and prioritise pedestrian
movement within the precinct.

CHALLENGE:
*The bus stop in Little
Bridge Street attracts
antisocial behaviour
and makes people
feel unsafe.*

Redesign or relocate the bus stop,
potentially within an integrated
development site, to ensure that people
feel safe when using public transport.

ATMOSPHERE

CHALLENGE:
*Bridge Mall appears tired
and outdated.*

Prepare a streetscape master
plan for Bridge Mall to enhance
public spaces.

Work collaboratively with building
owners/land owners and the
business association to enhance
the appearance of buildings.

CHALLENGES:
*Pedestrians feel unsafe
moving through the precinct, for
example when walking between
Bridge Mall and the car park
areas or the Ballarat
Railway Station.*

Work collaboratively with business/land
owners and the business association to
create all weather shelters/a comfortable
environment during summer and winter.

Incorporate design interventions into
a streetscape master plan to improve
pedestrian comfort throughout all seasons.

EMERGING CHALLENGES AND OPPORTUNITIES CONTINUED

CONNECTIVITY

- MOVING THROUGH THE PRECINCT

CHALLENGE:
There is a lack of clear signage and wayfinding within the precinct.

Reassess the role and character of Little Bridge Street and Curtis Street and other one-way streets to provide a more positive experience for pedestrians.

BUILDINGS

CHALLENGE:
Street frontages suffer from poor building design, such as the long blank walls at Woolworths and Coles.

Work with building/business owners to reactivate street frontages.

Prepare a set of built form guidelines for future development.

CHALLENGES:
The first floors of commercial buildings are underutilised (particularly in Bridge Mall) due to heritage limitations and access issues.

Incentivise re-use of upper floor levels of buildings.

Work in partnership with the private sector and with business owners to incentivise re-use of upper floor levels of buildings.

CAR PARKING



CHALLENGE:
Car parking within the precinct is becoming increasingly more of a problem - it is seen as necessary for business survival.

Investigate the opportunity to develop a well-designed multi-level car park (incorporating commercial and residential uses) which can be adapted in the future to other uses if the car park is no longer required.

NATURAL LANDSCAPE



CHALLENGE:
With no visual presence, the Yarrowee River is a hidden natural and significant heritage asset.

Investigate the opportunity to enhance the Yarrowee River's presence and significance.

Investigate the opportunity to incorporate water sensitive urban design within the precinct to reduce the potential for flooding.

CHALLENGE:
The area is subject to flooding.

CHALLENGES:
Increase the amount of street trees in the public realm.

The precinct suffers from a lack of street trees.

Prepare streetscape master plans to ensure the public realm is well planted with street trees.

Work in partnership with the private sector and with business/land owners to get more vegetation on private land.

HERITAGE

CHALLENGE:
The historical urban layout of the city is not celebrated.

CHALLENGES:
The history of the gold rush and the Eureka Stockade story are not understood or celebrated visually within the precinct.

Reinstate the historical alignment of Sturt Street, Bridge Mall and Main Road as the original gold mining route which would create a continuous connection through the centre of the CBD.

Integrate the precinct's history into the public spaces, layout and buildings where possible to visually celebrate the stories of the precinct.

Capture the indigenous story and context of the precinct, particularly along the Yarrowee River through signage, art or other appropriate interpretations.

Work in partnership with the private sector and business/land owners to enhance the appearance of the streetscapes.

Rediscover heritage facades which are currently hidden behind 'false facades'.

CHALLENGE:
Indigenous history and stories are not understood or celebrated within the precinct.

CHALLENGES:
Some of the heritage buildings within the precinct feel tired and unloved, particularly in Bridge Mall.



EMERGING CHALLENGES AND OPPORTUNITIES CONTINUED

PUBLIC OPEN SPACE

CHALLENGE:

The network of existing open spaces is unconnected and feels unloved, particularly along the creekways.

Formalise the Canadian Creek channel as an open space reserve linking into the precinct, including upgrading pedestrian and cycle paths.

Connect various parks and linear open spaces to provide a connected network of open space through the precinct.

CHALLENGES:

Main civic spaces such as the park near the law courts, the pocket park near McDonald's, the White Flat Recreation Reserve and the LT Fraser Reserve are strategically located but are underutilised or feel disconnected.

Review the precinct and identify key areas where functional, safe and useable open space can be provided.

Investigate the opportunity to provide a dedicated town square within the precinct, establishing the civic heart of Ballarat.

The precinct doesn't have a formal town square in the core retail area and therefore Bridge Mall is taking on a civic role for public events such as markets

PUBLIC TRANSPORT AND ROADS

CHALLENGE:

There is limited convenient and safe public transport within the precinct.

Investigate opportunities to provide more public transport options to reduce the number of cars within the precinct.

Reintroduce the old tram alignment within the precinct.

CHALLENGE:

The gateway to Ballarat from the east (Victoria Street) needs improvement.

Investigate alternatives to the current layout and presentation of the road network to enhance this as a key gateway to Ballarat.

DO YOU AGREE THAT THE ENTRY TO BALLARAT FROM VICTORIA STREET NEEDS TO BE MORE PROMINENT AS A GATEWAY FROM THE EAST?

CHALLENGES:

The roads within the precinct seem confusing, complicated and hard to navigate, particularly for visitors.

Investigate the role and function of all streets within the precinct, particularly Curtis Street and Little Bridge Street.

Investigate reconnecting Victoria Street with Sturt Street.

DRAFT GUIDING PRINCIPLES

A list of draft guiding principles have been prepared which will be used to develop a future urban renewal framework plan. These guiding principles will be further developed Moving through the precinct/ connectivity of the consultation process.

1. A distinctive high-quality neighbourhood

A civic heart where locals can live and work and where they can enjoy meeting, shopping and socialising. Deliver a high-quality public realm where people can feel comfortable to visit all year round.

2. A thriving central business village

An innovative mixed-use hub which is a key destination within the Ballarat CBD. Key renewal sites drive investment and change.

3. An environmentally sustainable precinct

An environmentally sustainable place which limits the impact of and is adaptable to climate change.

4. A key tourism destination that tells the story of Ballarat

An essential destination on Ballarat's tourist route where visitors can experience and enjoy a diversity of offerings that showcase and celebrate the history of Ballarat.

5. A place that celebrates history and place

The history and heritage of Bakery Hill is celebrated and respected by new development. The significance of the local aboriginal cultural heritage and the area's European heritage context is reinforced.

6. A place that promotes sensitive and attractive design and development

Streetscapes are active and highly liveable. Exemplary urban design and built form is anchored by the precinct's historical character.

7. A connected and liveable place with an abundance of linked green spaces

Walking and cycling connections are integrated within thriving green spaces which support local wildlife and biodiversity. Water sensitive urban design has improved water quality and flooding.

8. A place with easy access and well-defined public and active transport connections

The historical movement pattern of the area is rediscovered to provide easier access for pedestrians, public transport and cars. Prioritise cycling, walking and public transport as the key transport modes.

TARGETS FOR 2050

ACCOMMODATE APPROXIMATELY 5,000 NEW RESIDENTS AND HOST AN ADDITIONAL 600 NEW JOBS.

INCREASE THE DIVERSITY OF COMMERCIAL TENANCY MIX.

A DIVERSE COMMUNITY, INCLUDING A MIX OF INCOME, AGE, EDUCATION LEVELS AND BACKGROUNDS.

AT LEAST 5% OF NEW DWELLINGS ARE AFFORDABLE – DELIVERED AS A COMBINATION OF COMMUNITY AND PRIVATE HOUSING.

TREE PLANTING TO DELIVER 40% URBAN FOREST CANOPY COVERAGE

GREEN OR OPEN SPACE WITHIN 100 METRES OF DWELLINGS

A CLIMATE RESILIENT COMMUNITY WHERE THE URBAN HEAT ISLAND EFFECT IS REDUCED, AND GREEN INFRASTRUCTURE IS EMBEDDED INTO THE DESIGN OF PUBLIC SPACES AND BUILDINGS.

A ZERO NET EMISSIONS PRECINCT, INCLUDING 100% RENEWABLE ENERGY GENERATION, STORAGE AND DISTRIBUTION.

DESIGN, CONSTRUCT AND OPERATE BEST PRACTICE GREEN BUILDING STANDARDS.

WALKABILITY SCORE OF 80% IS ACHIEVED FROM HOMES AND WORKPLACES.

NEW BUILDINGS TO ACHIEVE ARCHITECTURAL EXCELLENCE.

1 HECTARE OF GREEN SPACE ACROSS THE PRECINCT

PRIORITISE PUBLIC AND ACTIVE TRANSPORT AS PART OF THE SHIFT TO A MORE SUSTAINABLE PRECINCT.