

**Bakery Hill and Bridge Mall Urban Renewal Project FAQ’s**

**What is the Bakery Hill and Bridge Mall Urban Renewal Precinct project?**

The Bakery Hill and Bridge Mall Urban Renewal Precinct project is a key action from Council’s recently adopted Strategy ‘*Today, Tomorrow, Together – The Ballarat Strategy: Our Vision for 2040*.

Bakery Hill is the most significant entry point to the Ballarat CBD from the east and is a historic site of National significance as the location of the raising of the Eureka flag. This project will provide a blueprint to guide its transformation into a thriving, inclusive and sustainable city gateway and urban heart for Ballarat.

**How will the City of Ballarat balance the thoughts of shoppers, residents and business owners?**

This phase of community engagement is designed to gather as many ideas about how to transition Bakery Hill and Bridge Mall into a thriving, diverse and sustainable precinct into the future.

Catalysed by a growing population and local investment, the Bakery Hill precinct can now play a pivotal role in accommodating a stronger mix of education, commercial and residential uses.

To help inform a future vision for this precinct, Council are now seeking to understand the views of all users of the precinct, including business owners, shoppers, residents and visitors. Council will specifically be seeking views on what the community loves about the precinct, what it would like to see retained and what it would like to see re-imagined.

**Is this project expected to help business stay in the precinct, filling those empty shops in the mall?**

Yes, the purpose of the Bakery Hill and Bridge Mall Urban Renewal Precinct is to facilitate opportunities to stimulate retail and business services sectors, to unlock under-utilised sites, to improve community safety, to enhance opportunities for education providers and to encourage residential growth within the precinct.

This provides opportunities for both existing businesses to stay, in addition to creating opportunities for new businesses to establish themselves within the precinct.

**How will this address safety concerns?**

This project will integrate the findings of data collected as part of Council’s recent study, the ‘Right to the Night’. The Right to the Night project was conducted by the City of Ballarat and project partners to help identify areas which present as ‘unsafe’, and to establish actions to improve community safety and perceptions of safety.

Through this project, the precinct the Bakery Hill precinct will become a great place for people to enjoy, where there are safe and active streets, laneways and public spaces, and out of hours and out of season activation through planned arts, culture, events and illumination.

**What are the boundaries of this precinct and how did you determine these?**

Council will take into consideration the views of the community before determining a physical boundary for this project. Whilst a general area for the project has been identified to start the conversation, the boundary will not be finalised until after the first round of community engagement.

**How can I stay involved with this project?**

Council is committed to delivering this project for the Ballarat community. There will be further phases of community engagement and an opportunity for the community to stay involved over the course of 2019. Council will continue to provide project updates as the project progresses.

**When is the next community consultation date?**

A date has not yet been set for the next round of community engagement, however this will likely take place in early 2019.

**What does urban renewal mean?**

Urban renewal is a term which refers to both long and short-term outcomes of transitioning well located and under-utilised land and supporting the growth of jobs, investment and housing alongside a defined vision.

**What will the outcomes of this project look like?**

The Bakery Hill Urban Renewal project will define a vision which will support the future development of the precinct as an attractive place for commercial, retail and entertainment uses, in addition to being an attractive place to live.

**How will this project address traffic problems?**

Understanding the challenges of the current traffic movement and access will be critical to being able to develop a vision for the future of the precinct. Solving the traffic issues will be one of the key components to ensuring the long-term success of this project.

**How does this project differ to the other projects Council has done community engagement for?**

Council collects and maintains results from all community engagement processes. This project will build on previous consultation processes for other projects driven by Council, in addition to all relevant adopted policies of Council. 