

Hassell

BRIDGE STREET PRECINCT PLANNING



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MAP
No. 177
**CITY OF
BALLARAT**



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1.	Background
2.	Project Objectives
3.	Expression & Experience
4.	Precinct Plans

BACKGROUND

HOW WE GOT HERE...

- 01/ Project Inception
- 02/ Community Consultation
- 03/ Precinct Planning
- 04/ Design Development
- 05/ Tender Documentation
- 06/ Construction

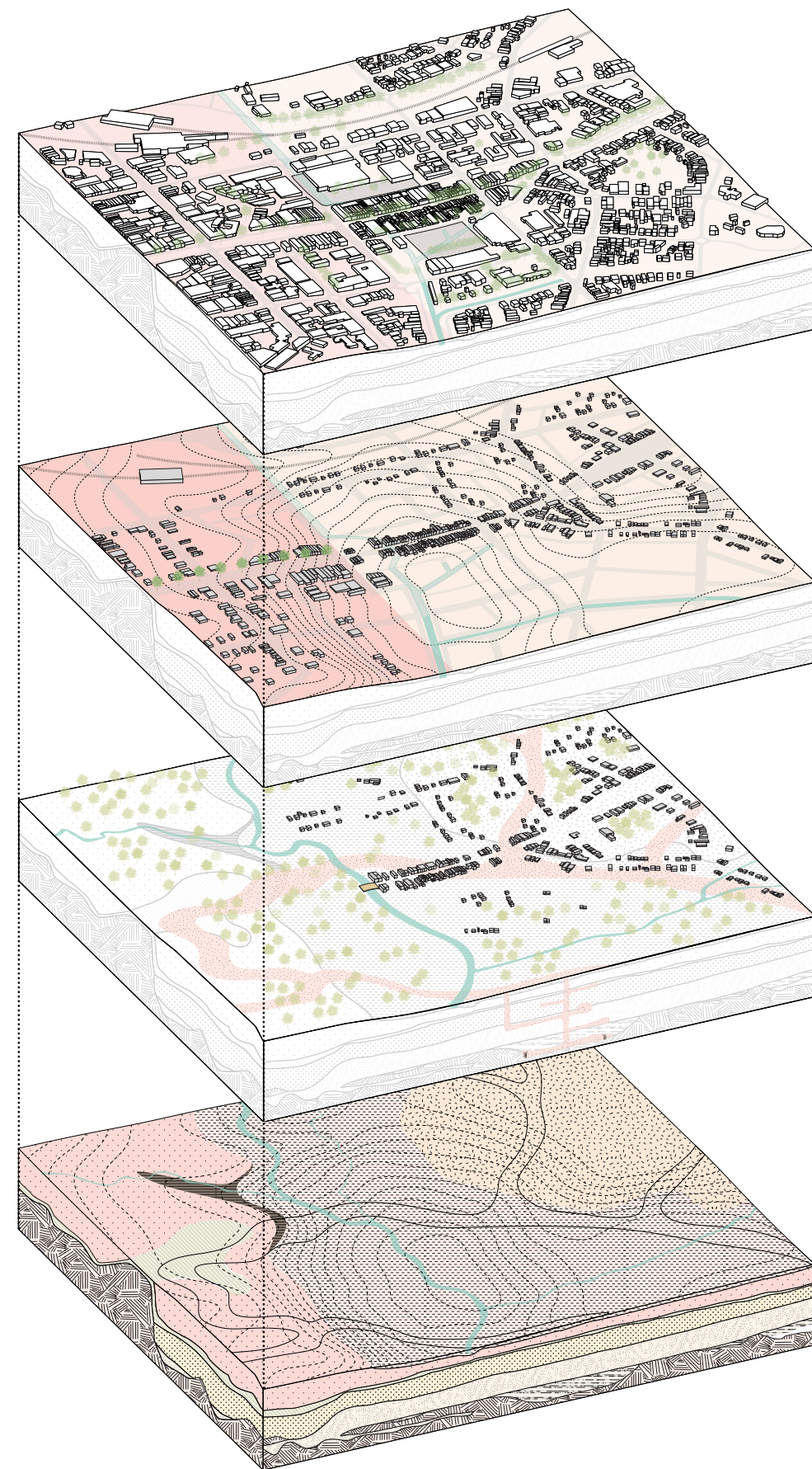


PROJECT OBJECTIVES

The Bridge Mall has always been a meeting place.

A place where water, geologies, people and cities have historically met.

The re-imagining of Bridge Mall Precinct will seek to restore this key function.



THE VISION

The Bakery Hill & Bridge Mall Precinct Urban Renewal Plan identifies three integrating themes that collectively express the vision for the Precinct:

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.

PROJECT OBJECTIVES

THRIVING
=

**DESIGN FOR
FLEXIBILITY**

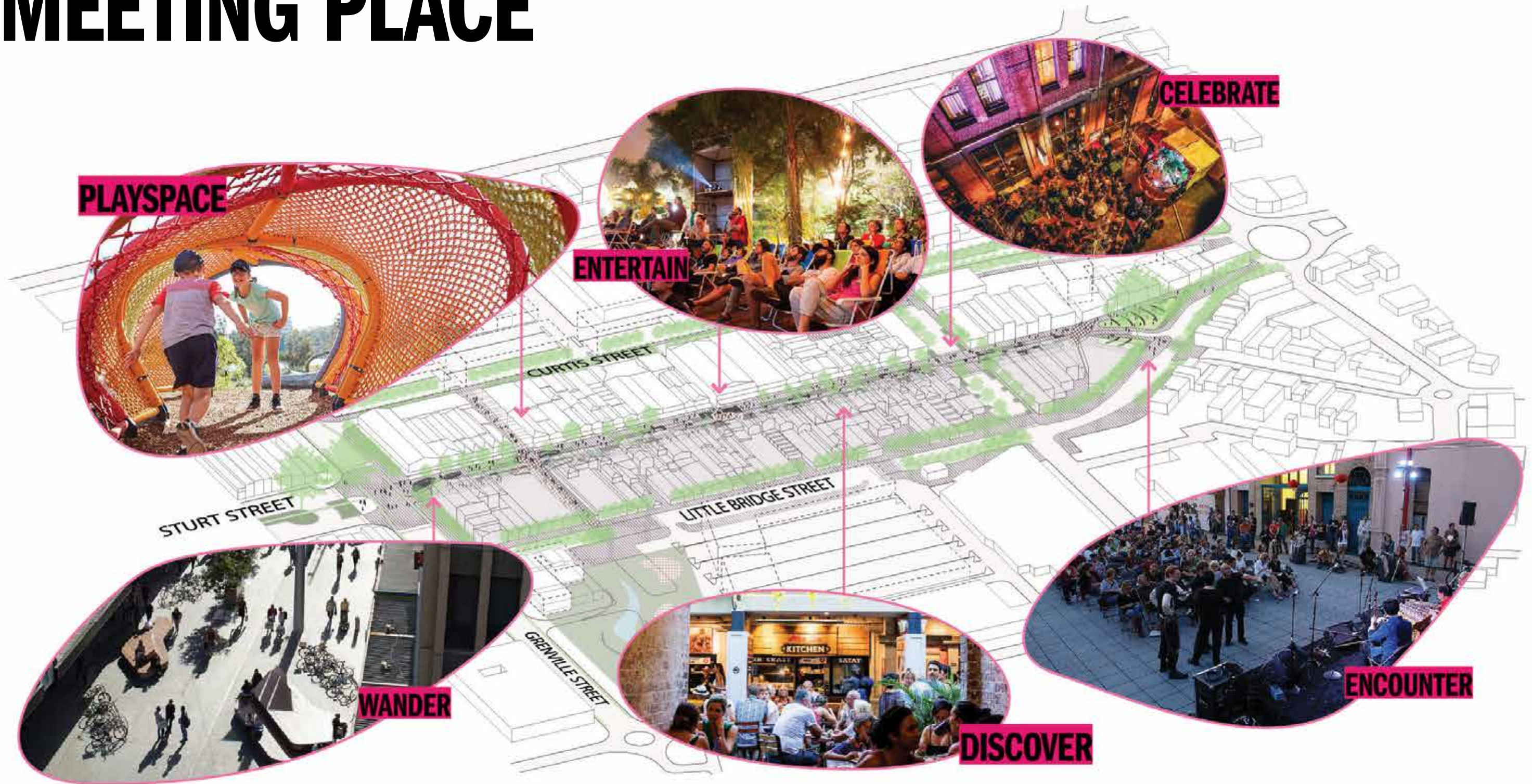
CONNECTED
=

**OPEN THE
PRECINCT**

DISTINCTIVE
=

**REFLECT
LOCAL
PEOPLE
& PLACE**

BALLARAT'S NEW MEETING PLACE



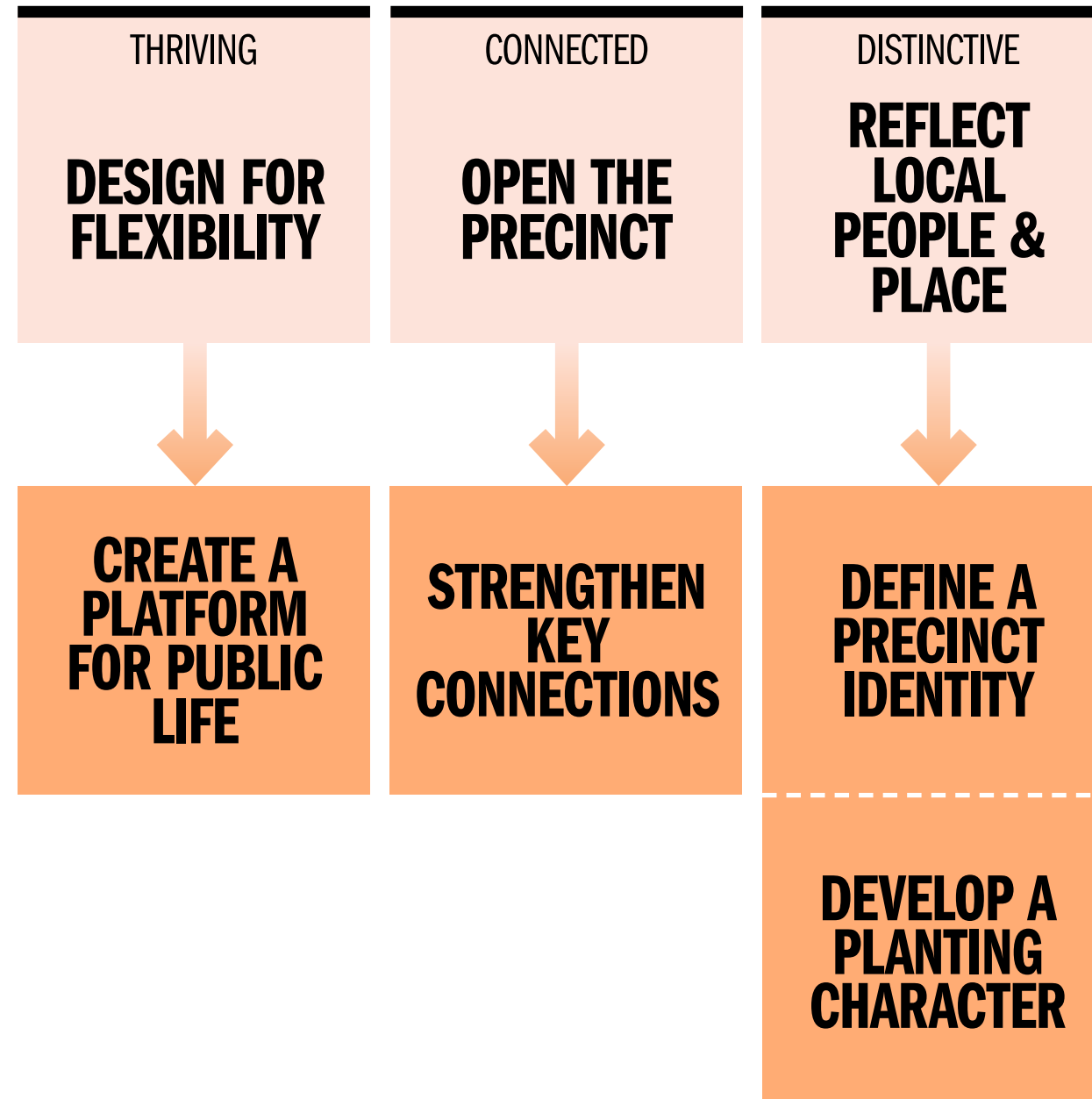
EXPRESSION & EXPERIENCE

PROJECT OBJECTIVES

THRIVING	CONNECTED	DISTINCTIVE
DESIGN FOR FLEXIBILITY	OPEN THE PRECINCT	REFLECT LOCAL PEOPLE & PLACE

HOW...?

PROJECT OBJECTIVES



CREATE A PLATFORM FOR PUBLIC LIFE

KEY MOVES



Create a precinct that prioritises pedestrians



Stitch Bridge Street back into Ballarat



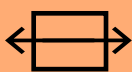
Ensure the precinct is easy to navigate



Provide a series of gateway experiences



Tell the many important stories of the precinct



Define Bridge Street as the spine of the precinct



Strengthen the green character of the precinct



STRENGTHEN KEY CONNECTIONS

KEY MOVES



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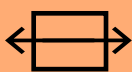
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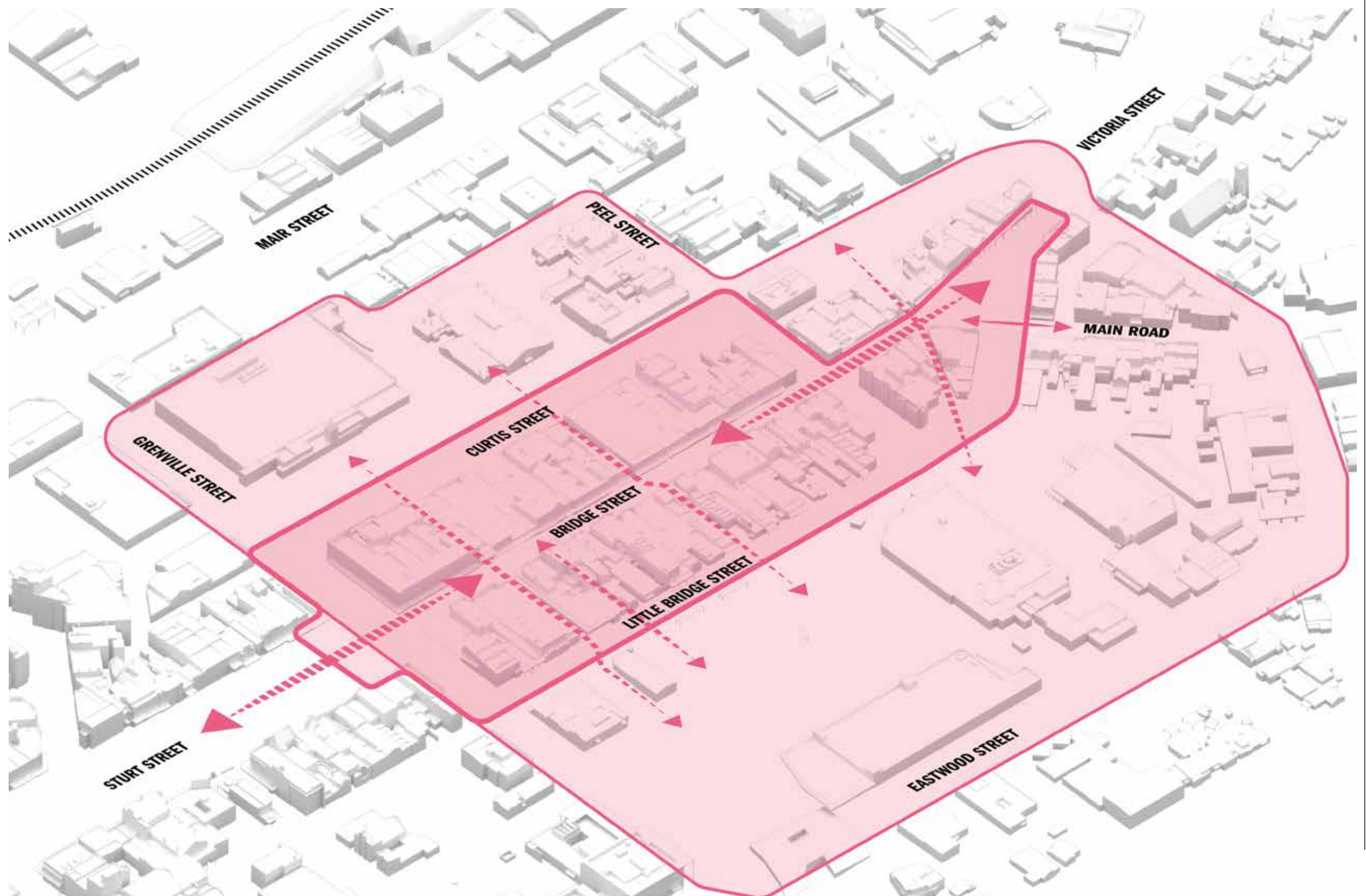
Tell the many important stories of the precinct



Define Bridge Street as the spine of the precinct



Strengthen the green character of the precinct



DEFINE A STRONG PRECINCT IDENTITY

KEY MOVES



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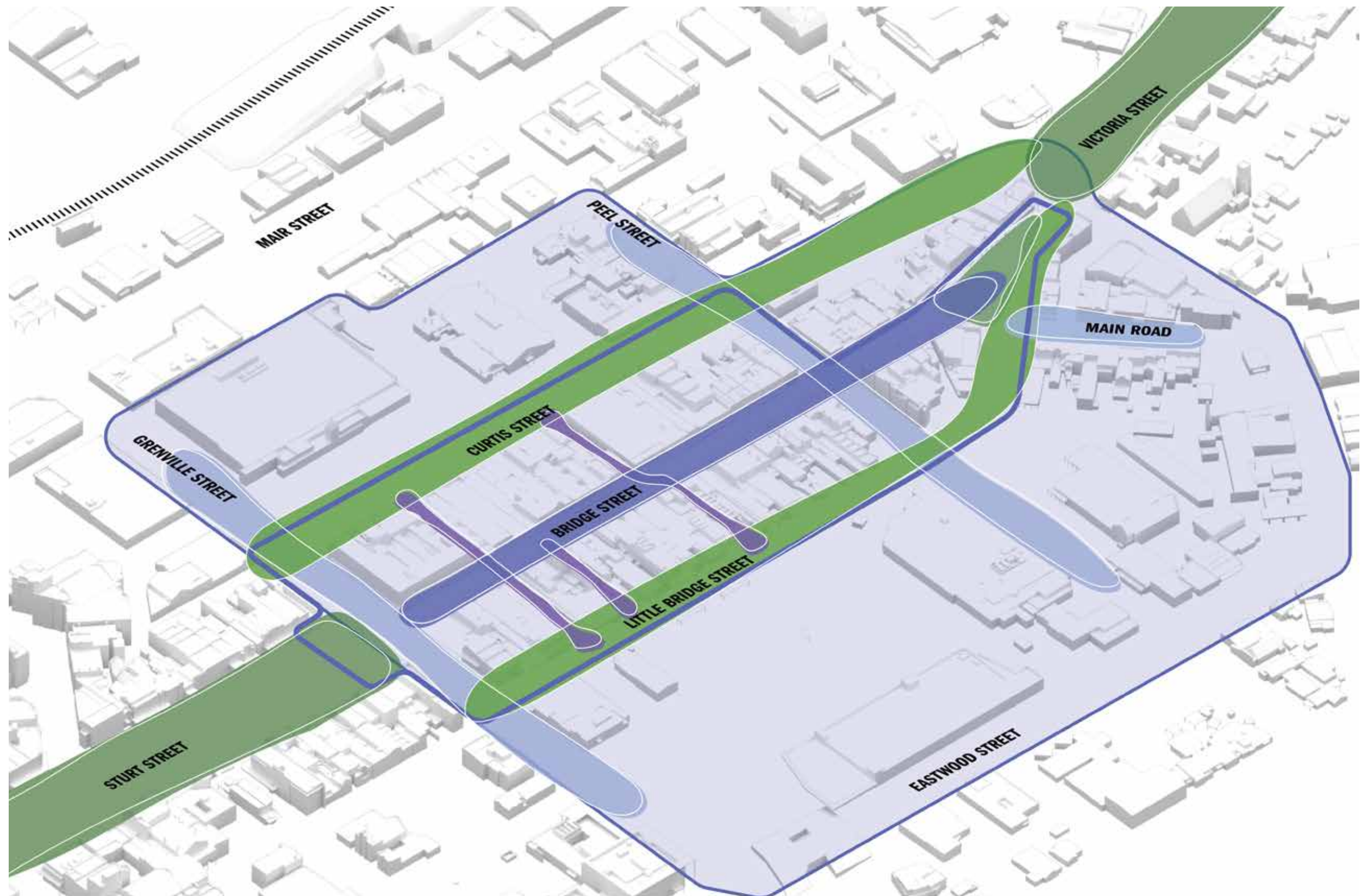
Tell the many important stories of the precinct



Define Bridge Street as the spine of the precinct



Strengthen the green character of the precinct



DEVELOP PRECINCT PLANTING CHARACTER

KEY MOVES



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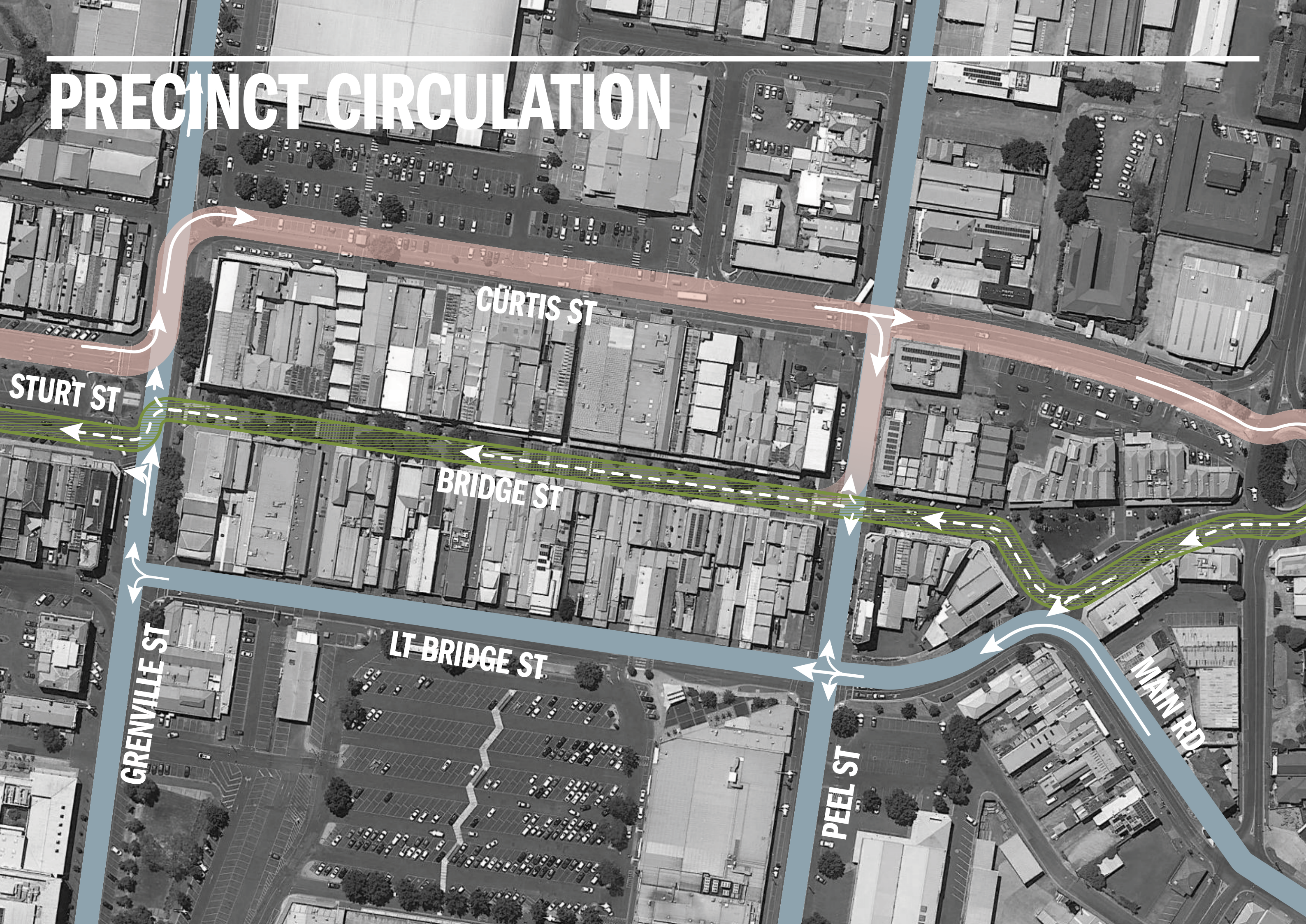


PRECINCT PLANNING

WESTBOUND



PRECINCT CIRCULATION



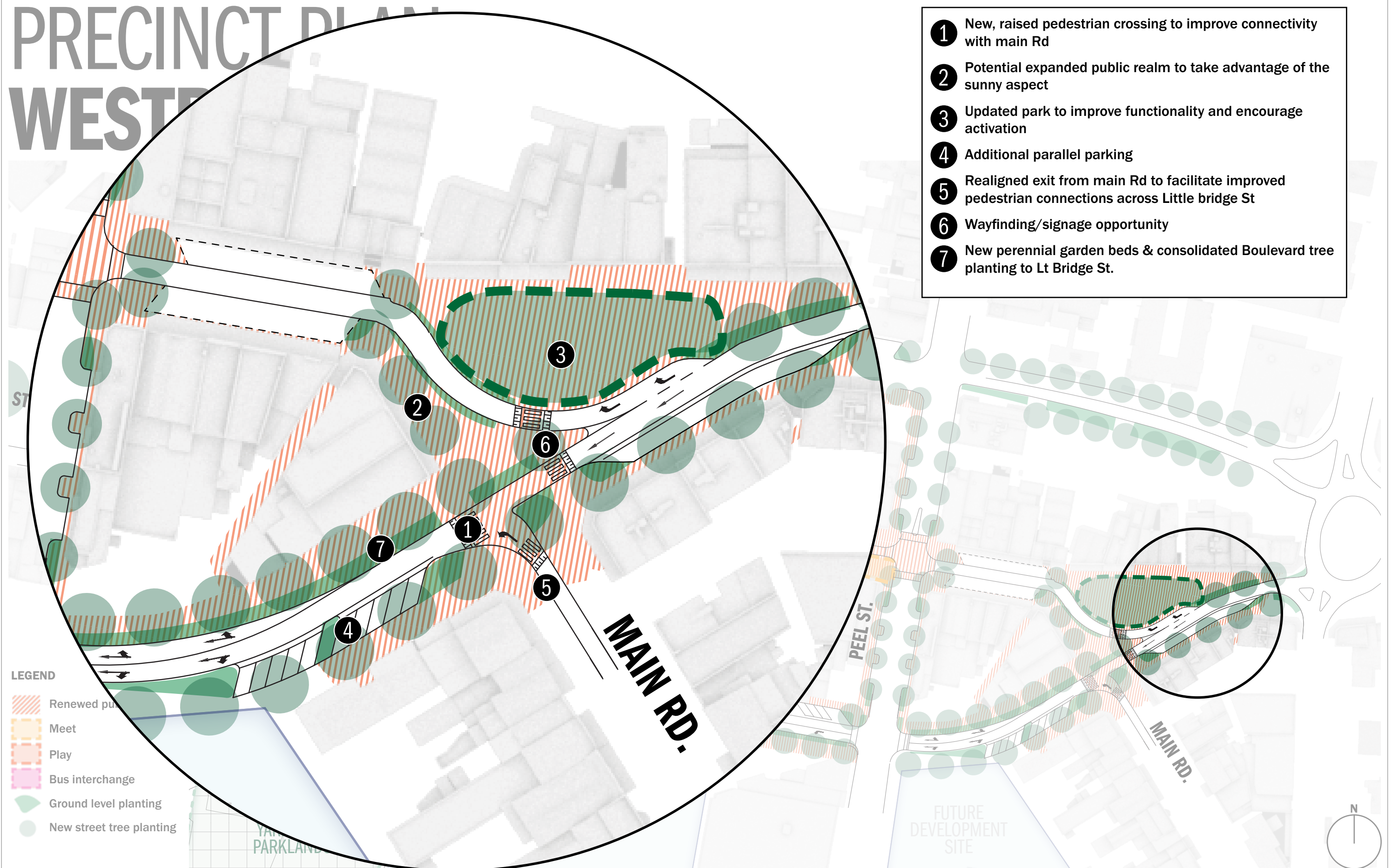
PRECINCT PLAN: WESTBOUND



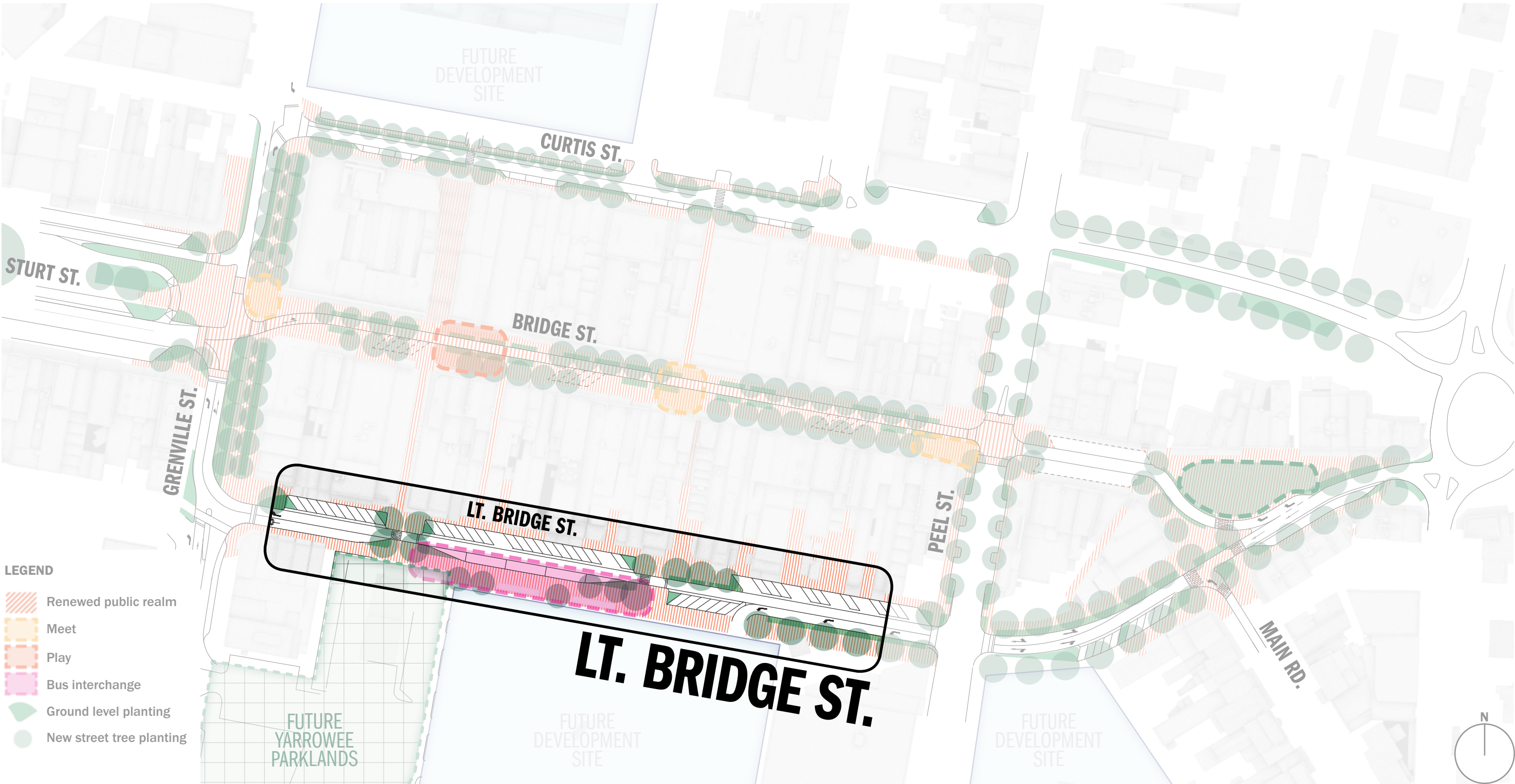
PRECINCT PLAN: WESTBOUND



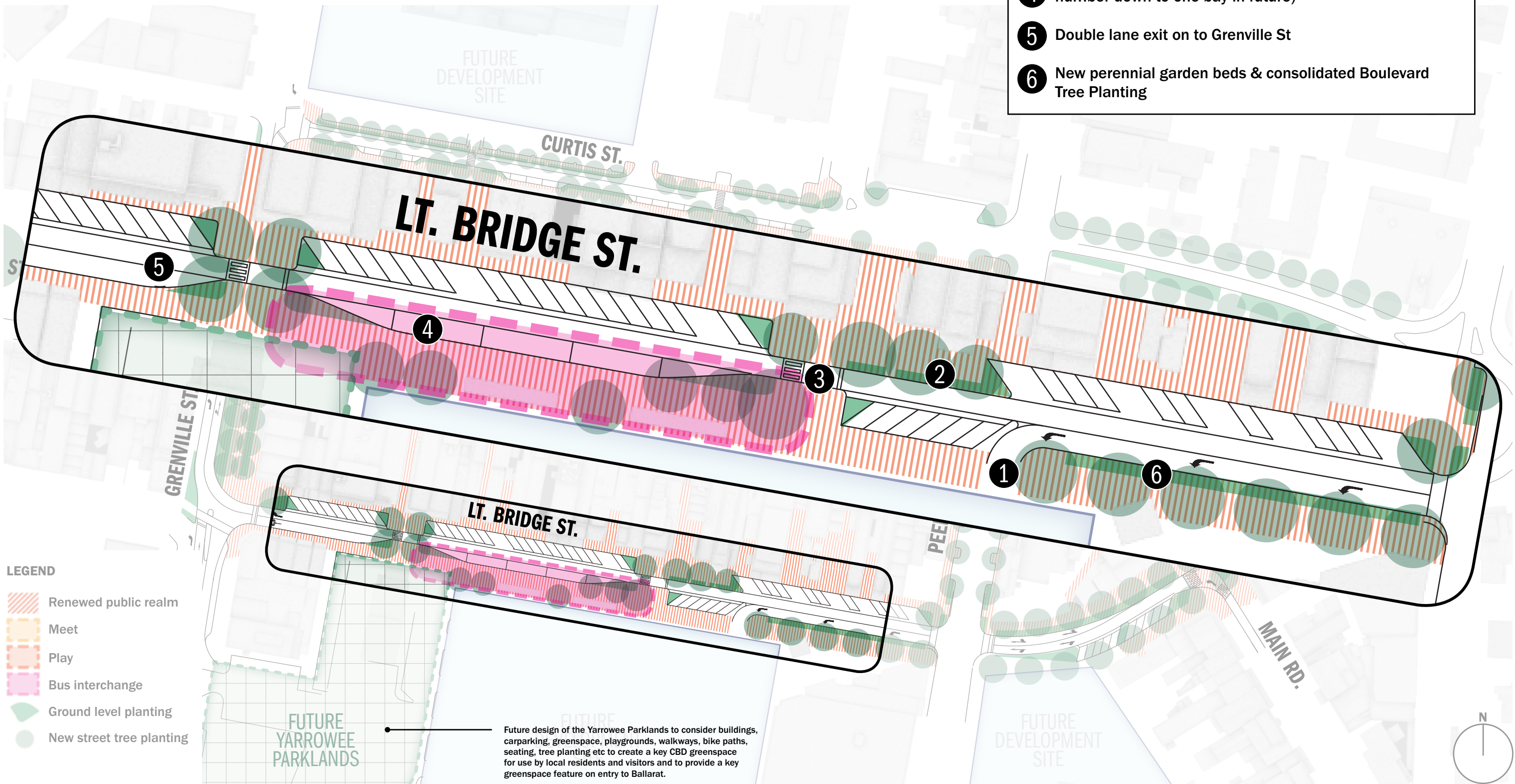
PRECINCT PLAN WEST



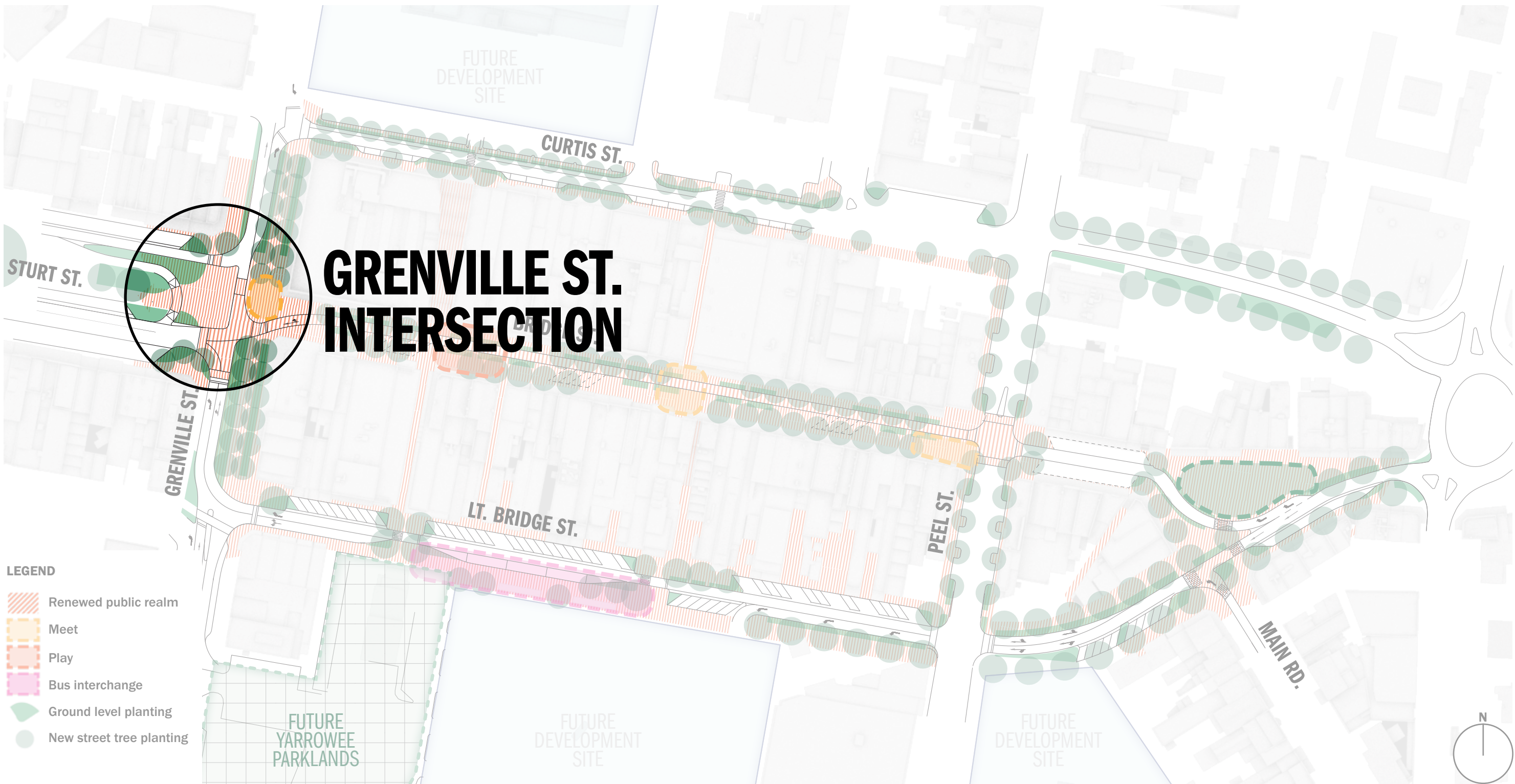
PRECINCT PLAN: WESTBOUND



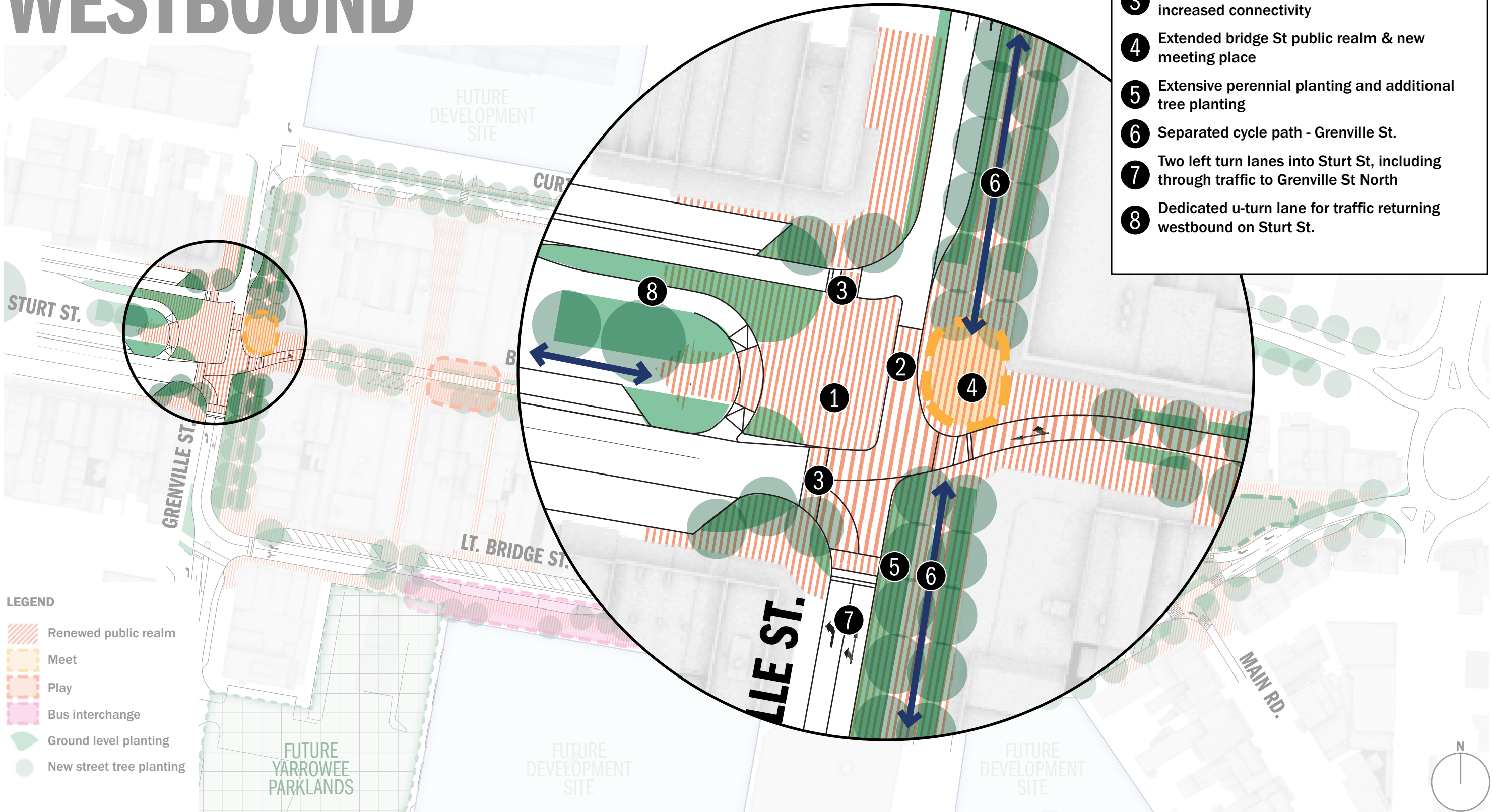
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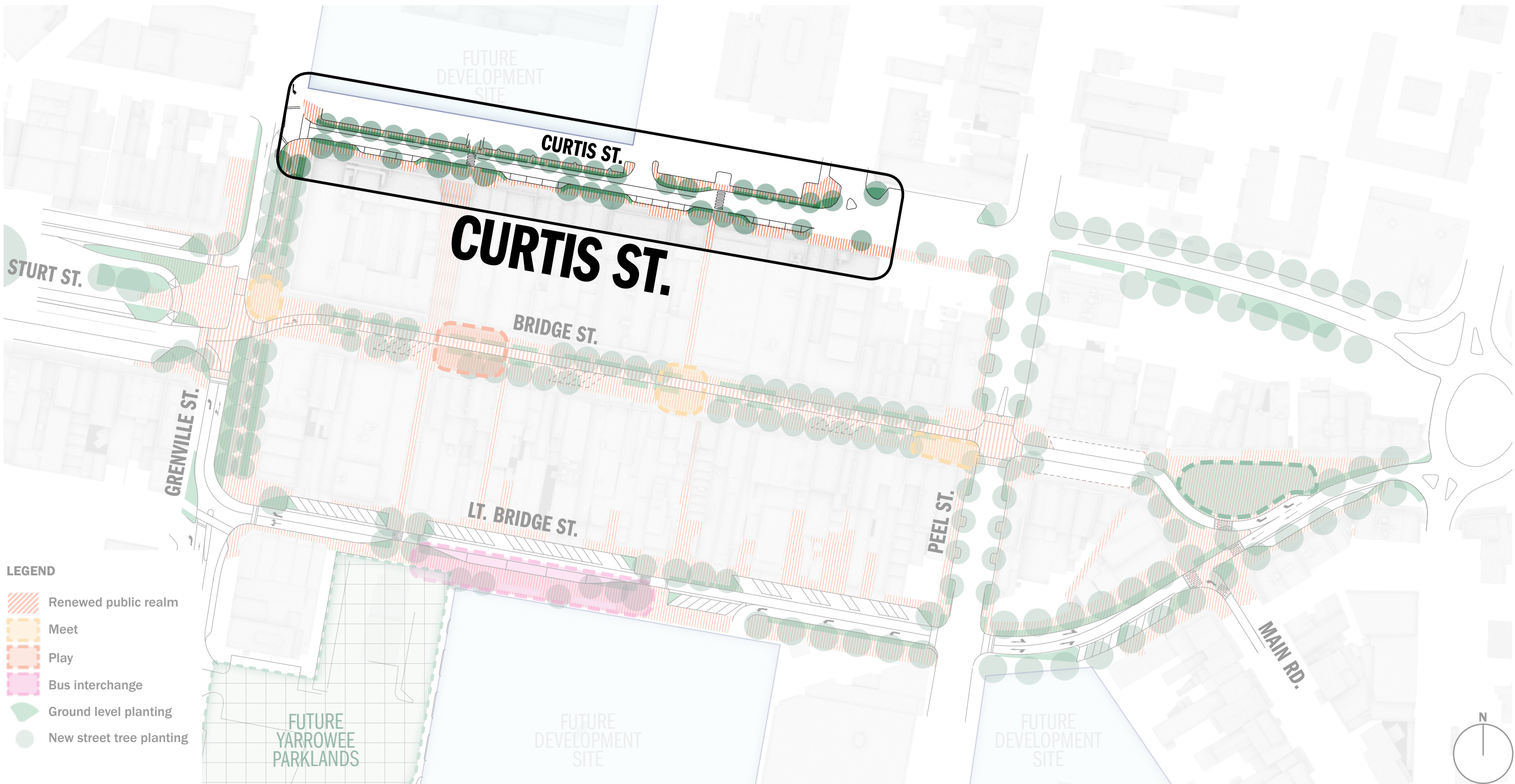
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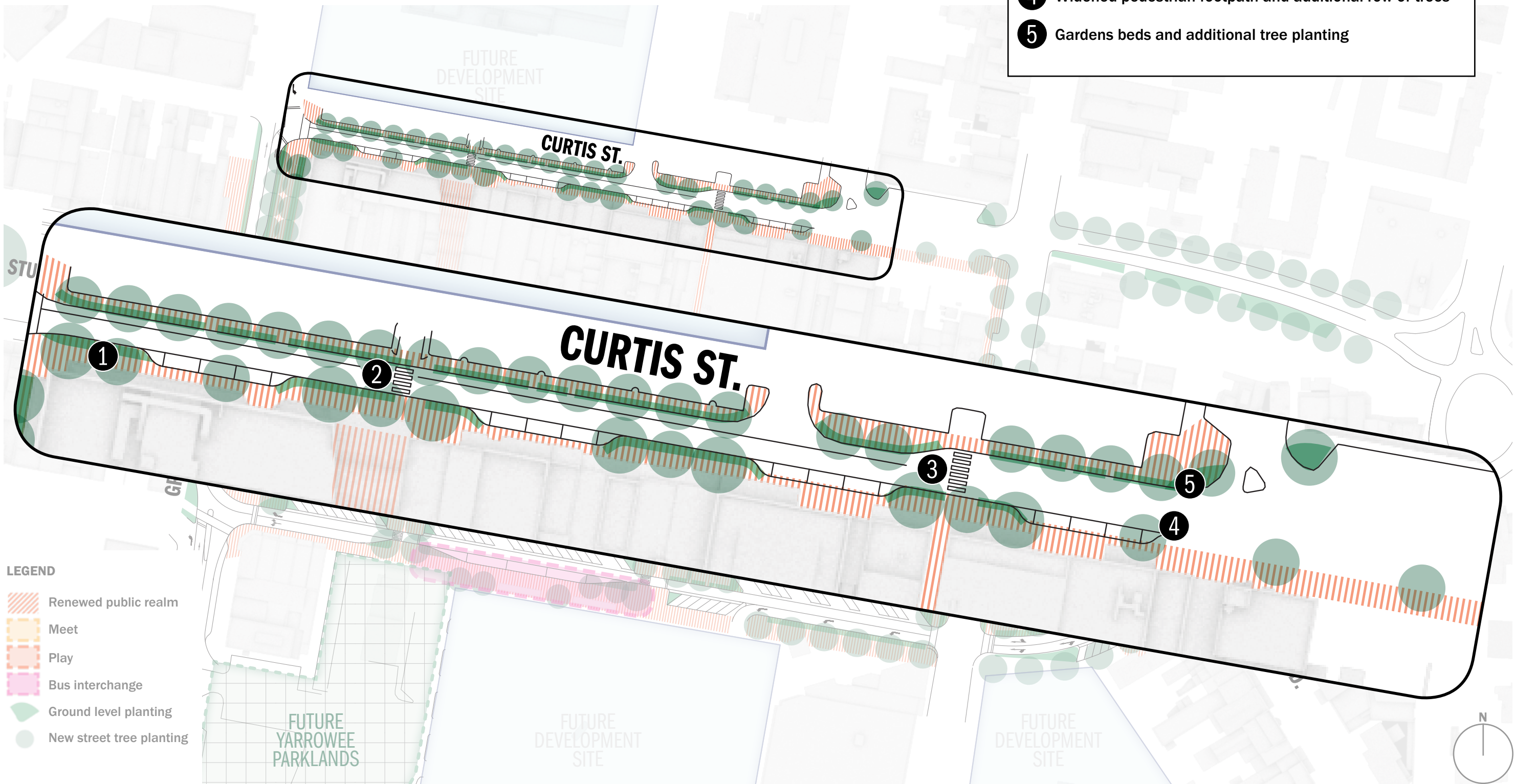
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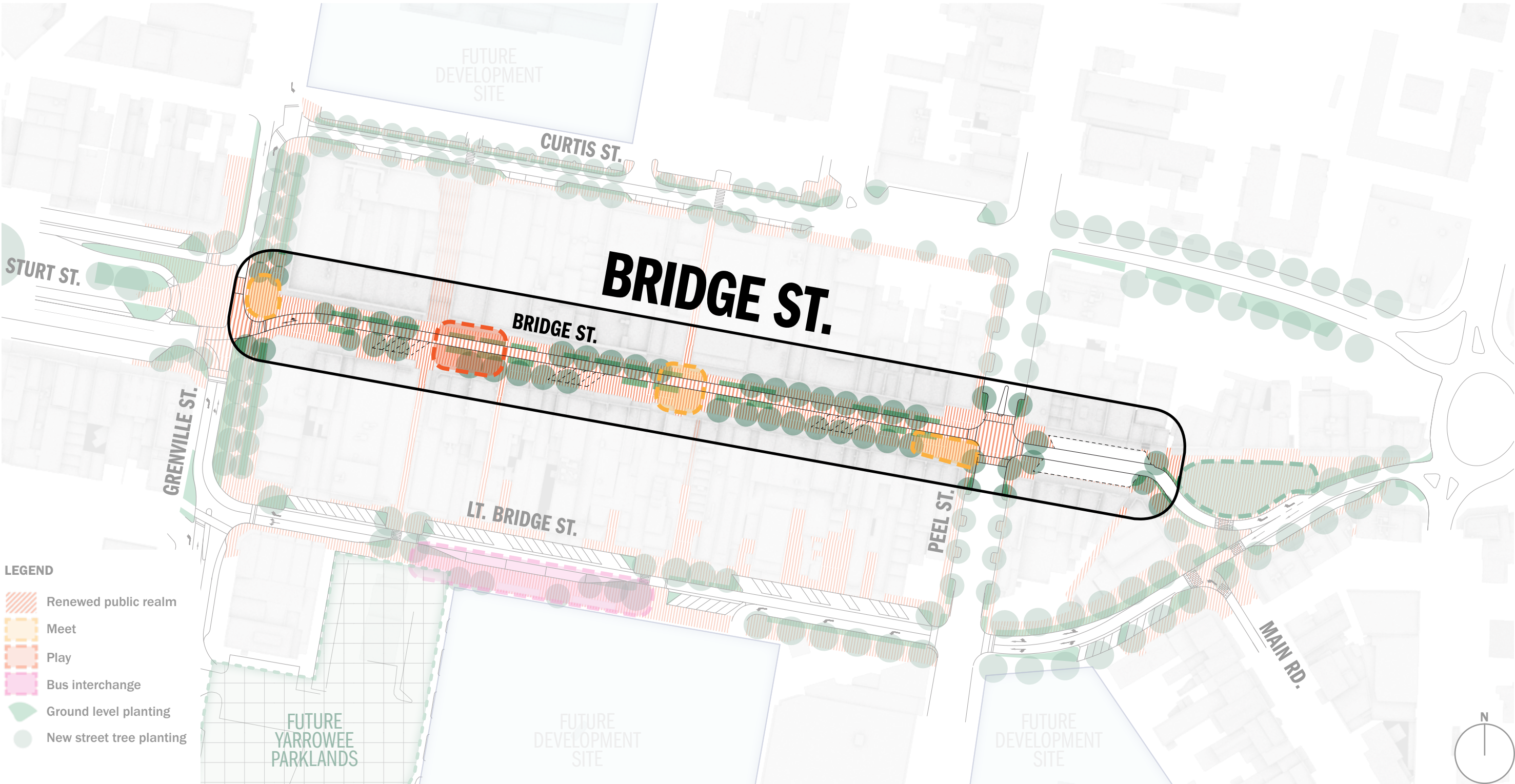
PRECINCT PLAN: WESTBOUND



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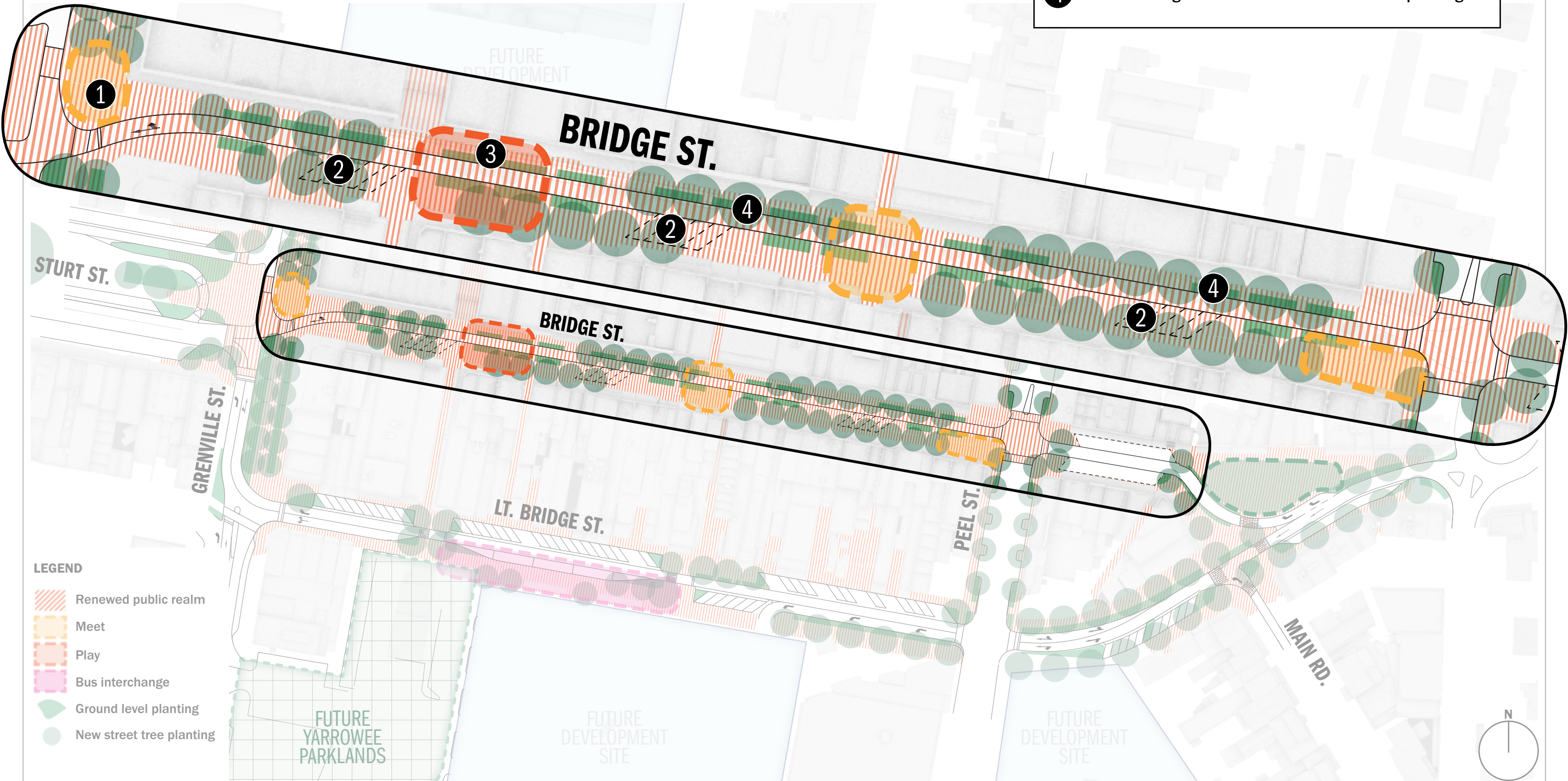
PRECINCT PLAN: WESTBOUND



- LEGEND**
- Renewed public realm
 - Meet
 - Play
 - Bus interchange
 - Ground level planting
 - New street tree planting

PRECINCT PLAN: WESTBOUND

- 1 Increased pedestrian area connecting with Sturt St Gardens
- 2 Angled parking within the mall
- 3 Play zone
- 4 Ground level gardens beds and additional tree planting



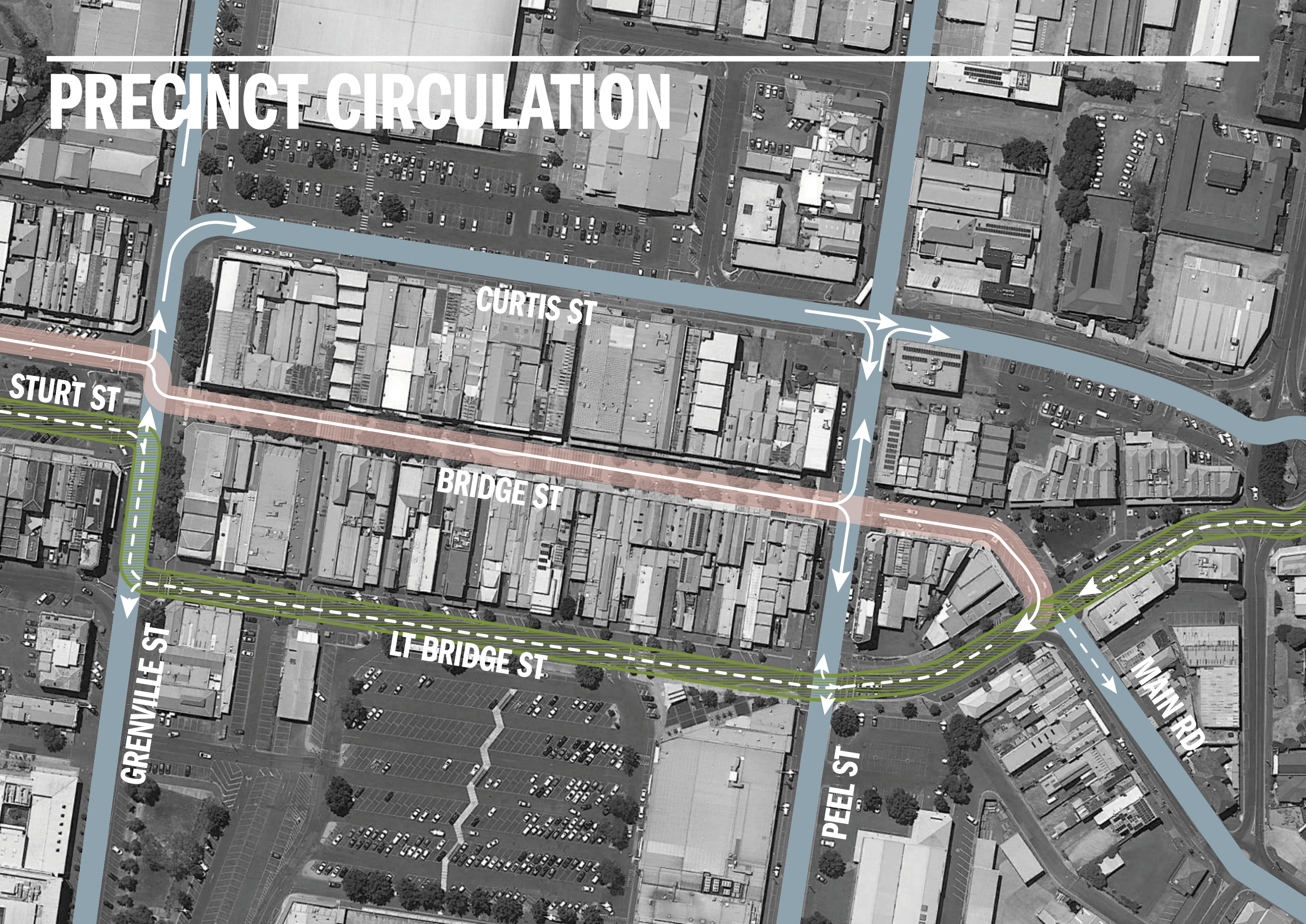
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FLYTHROUGH

EASTBOUND



PRECINCT CIRCULATION



CURTIS ST

BRIDGE ST

LT BRIDGE ST

STURT ST

GRENVILLE ST

PEEL ST

MAIN RD

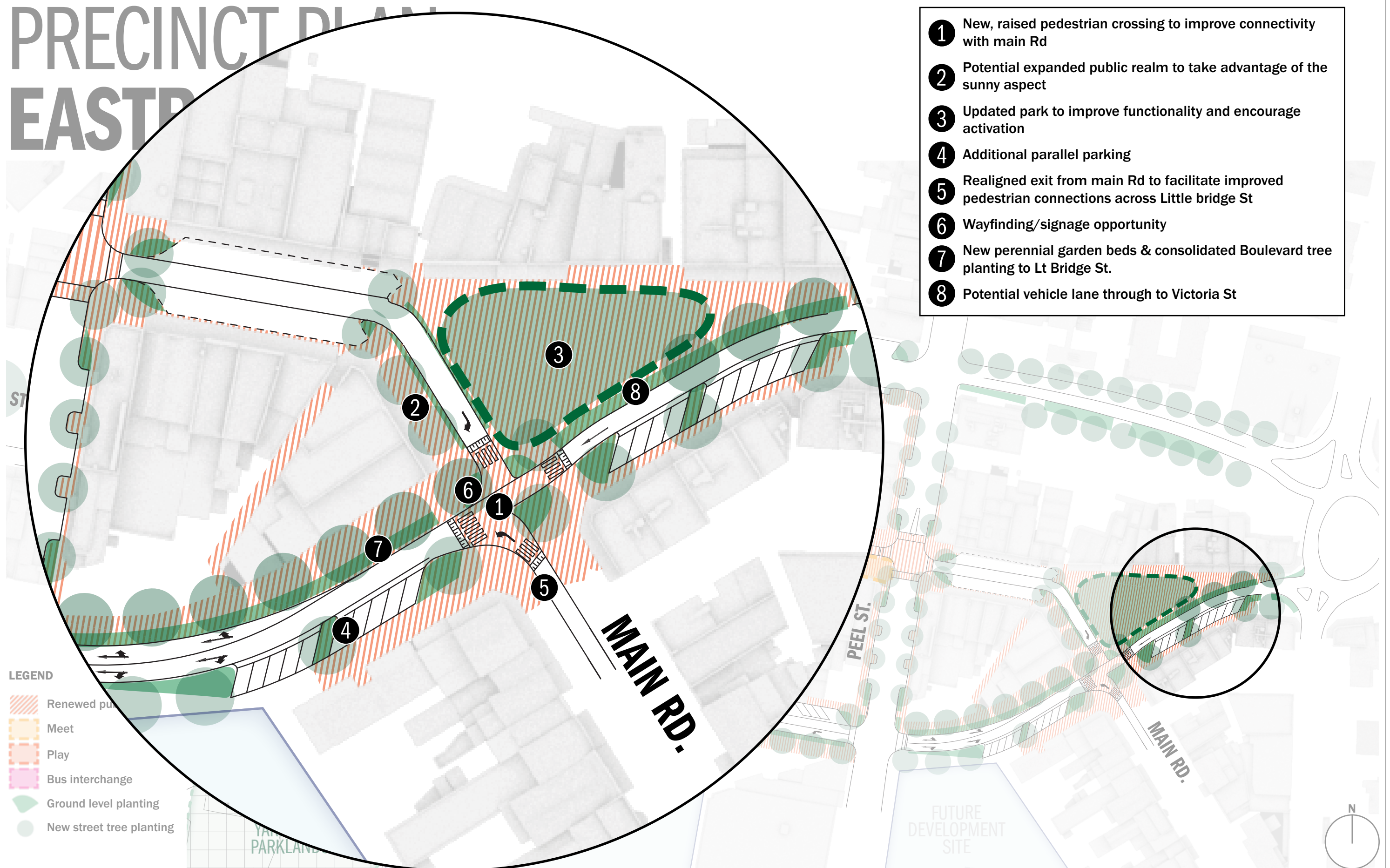
PRECINCT PLAN: EASTBOUND



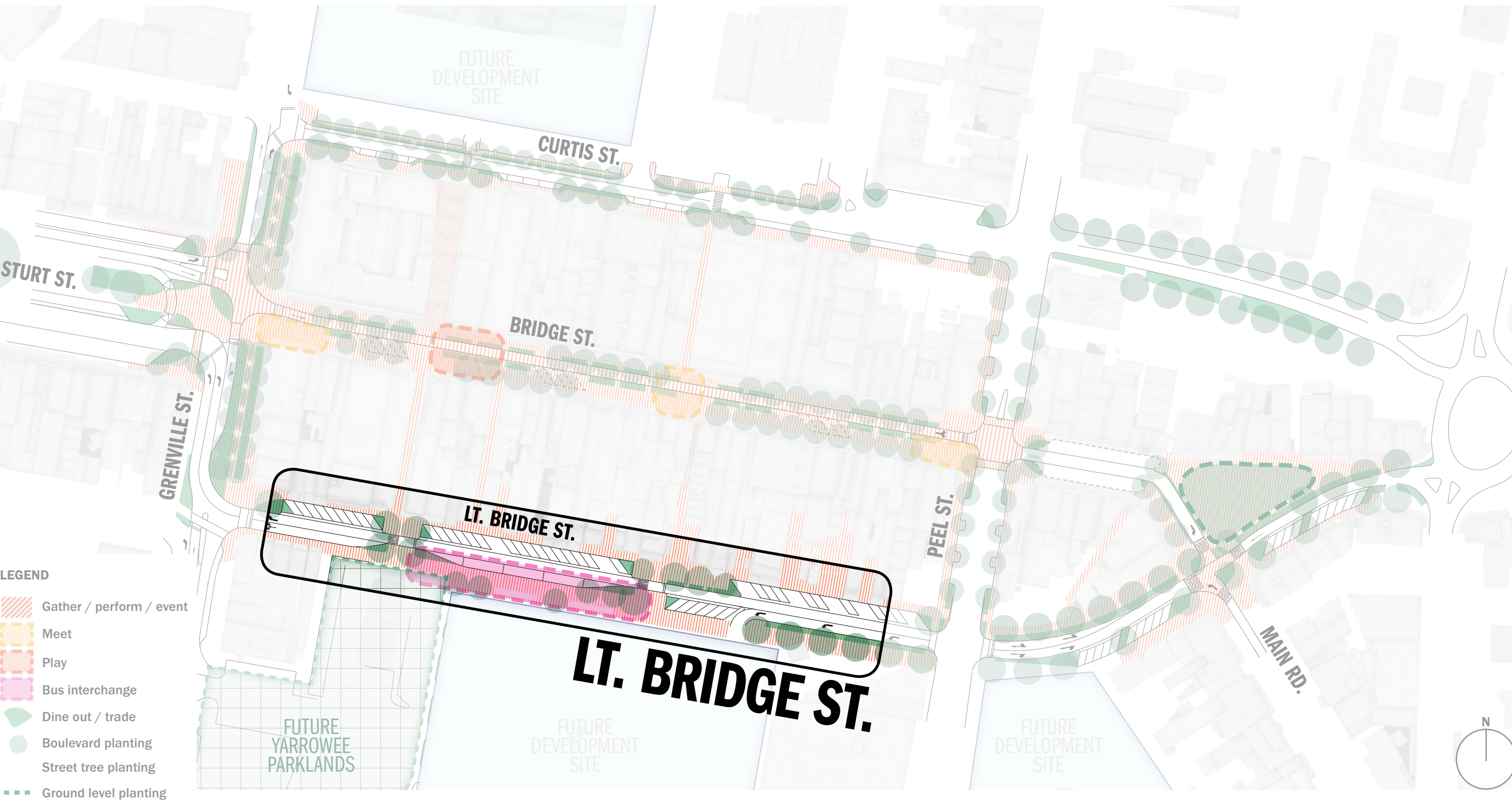
PRECINCT PLAN: EASTBOUND



PRECINCT PLAN EAST

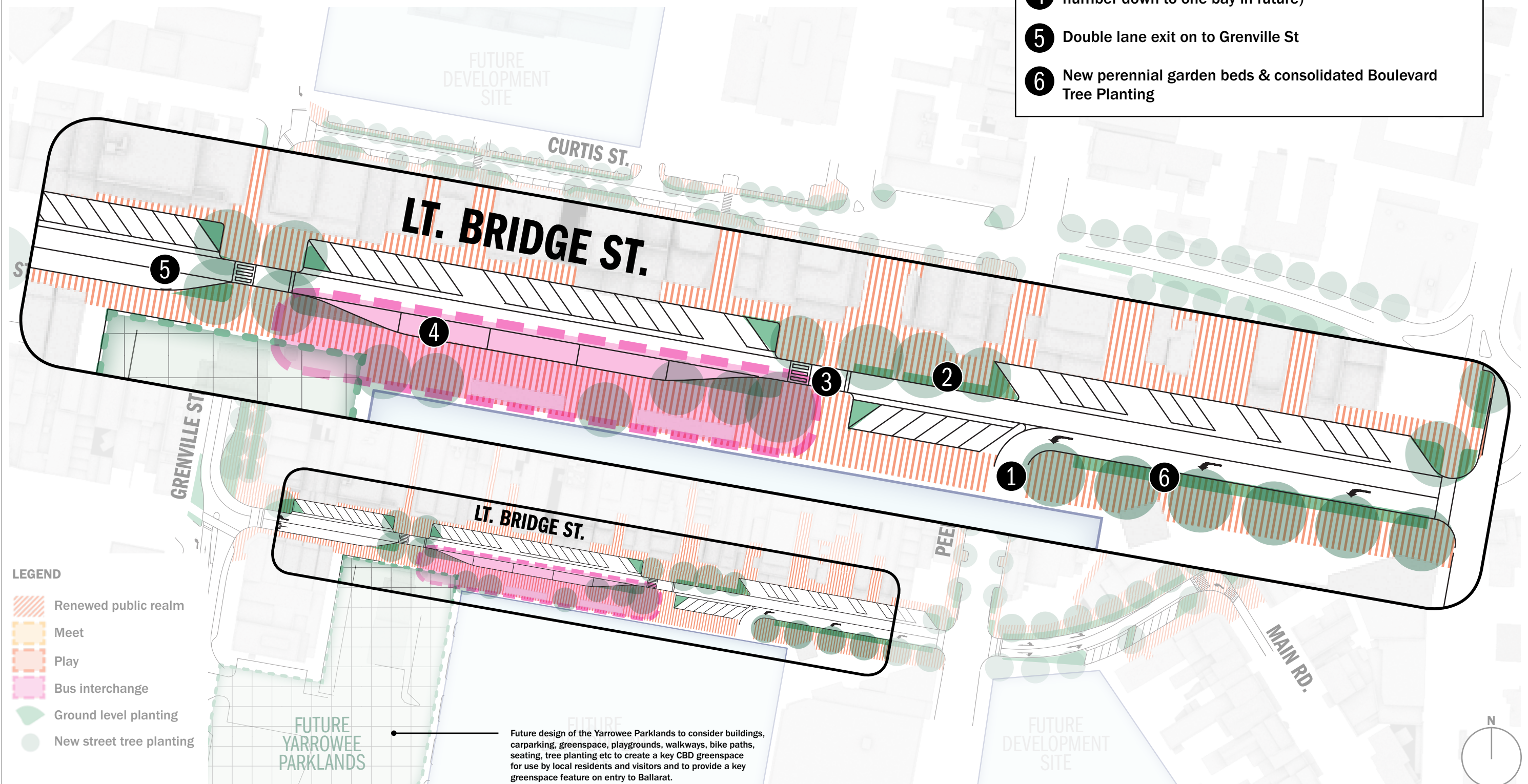


PRECINCT PLAN: EASTBOUND

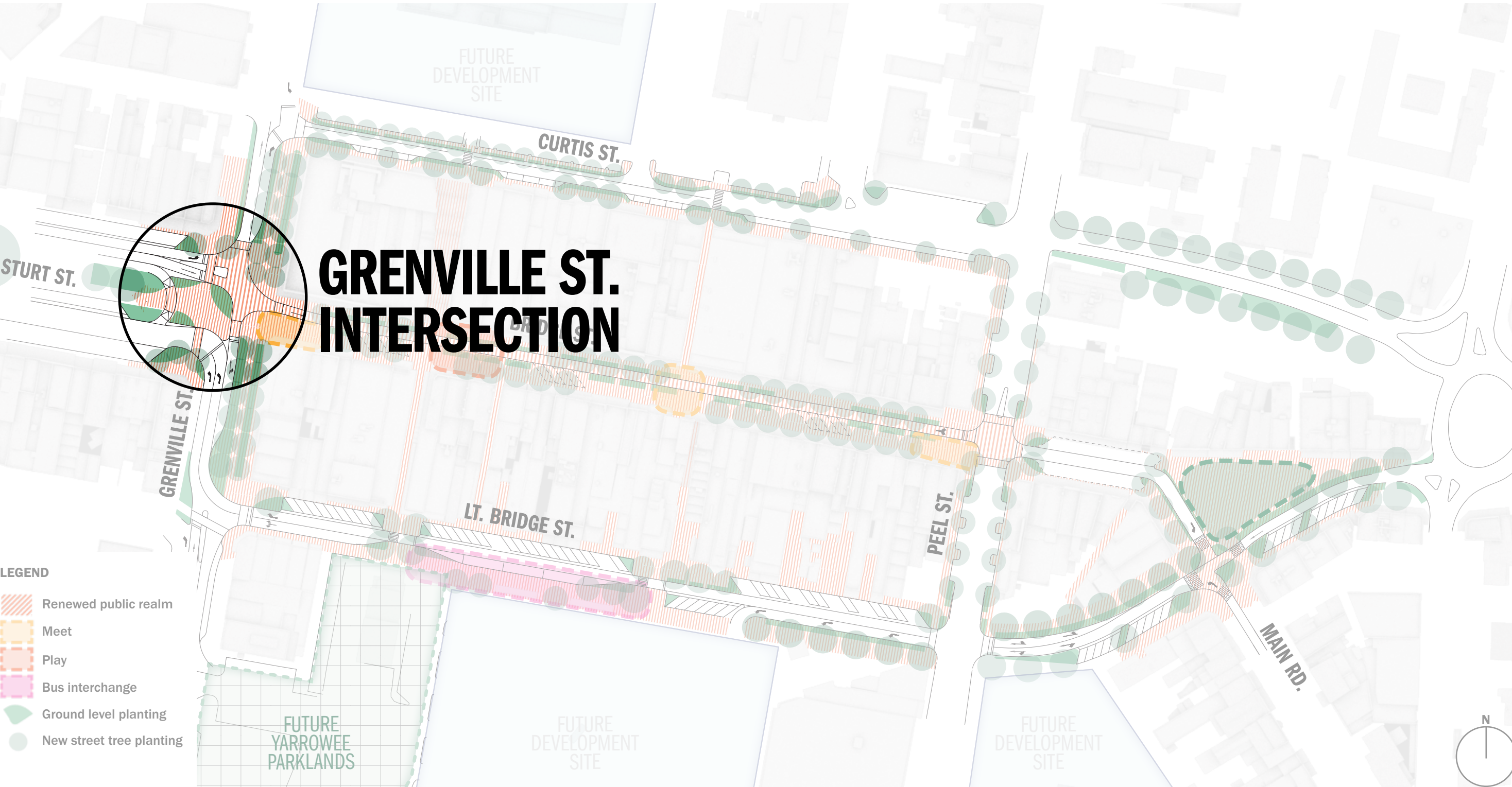


PRECINCT PLAN: EASTBOUND

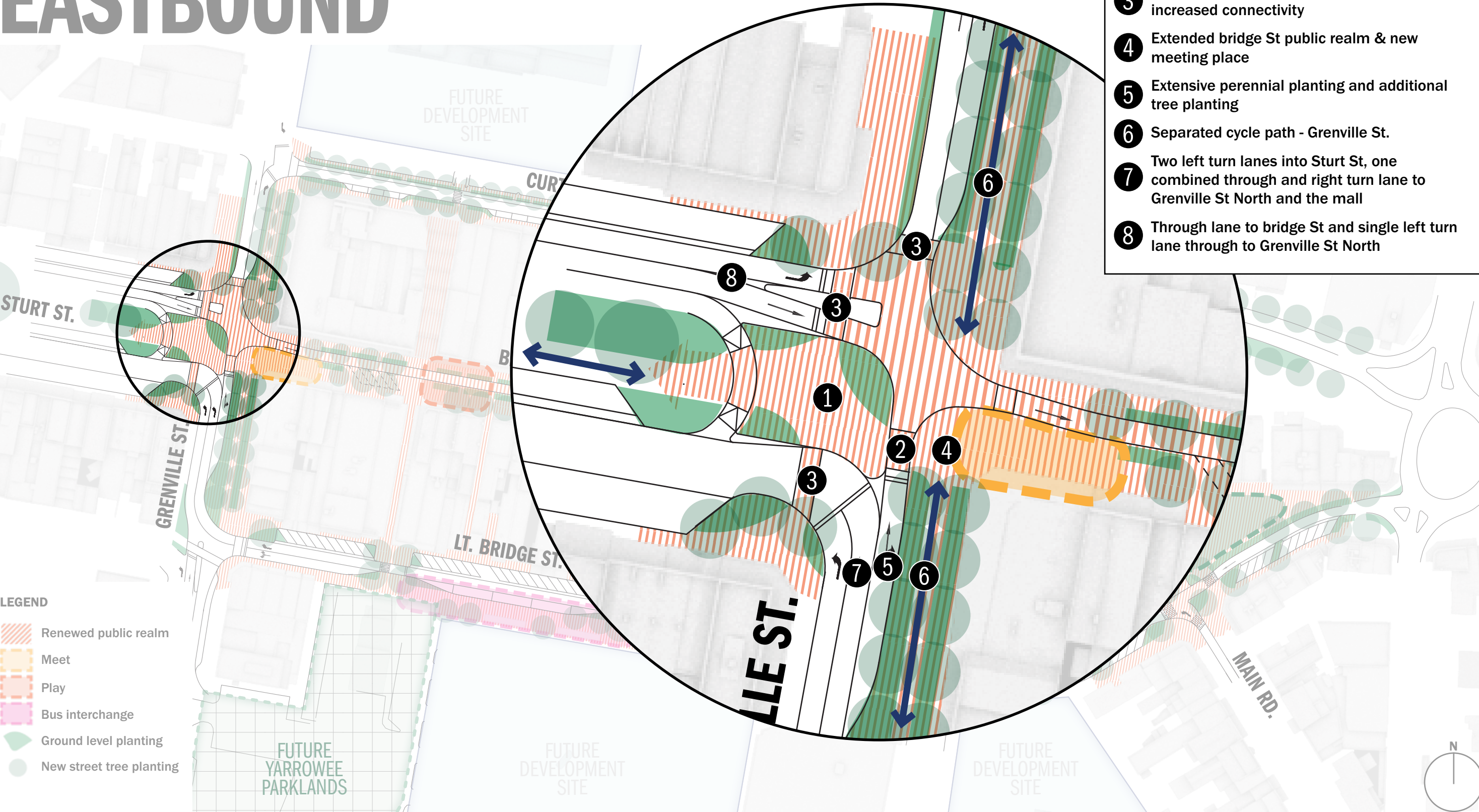
- 1 Re-aligned entry to Little Bridge St
- 2 New plaza/ on street dining space
- 3 Re-positioned centralized pedestrian crossing
- 4 Consolidated bus bay configuration (opportunity to reduce number down to one bay in future)
- 5 Double lane exit on to Grenville St
- 6 New perennial garden beds & consolidated Boulevard Tree Planting



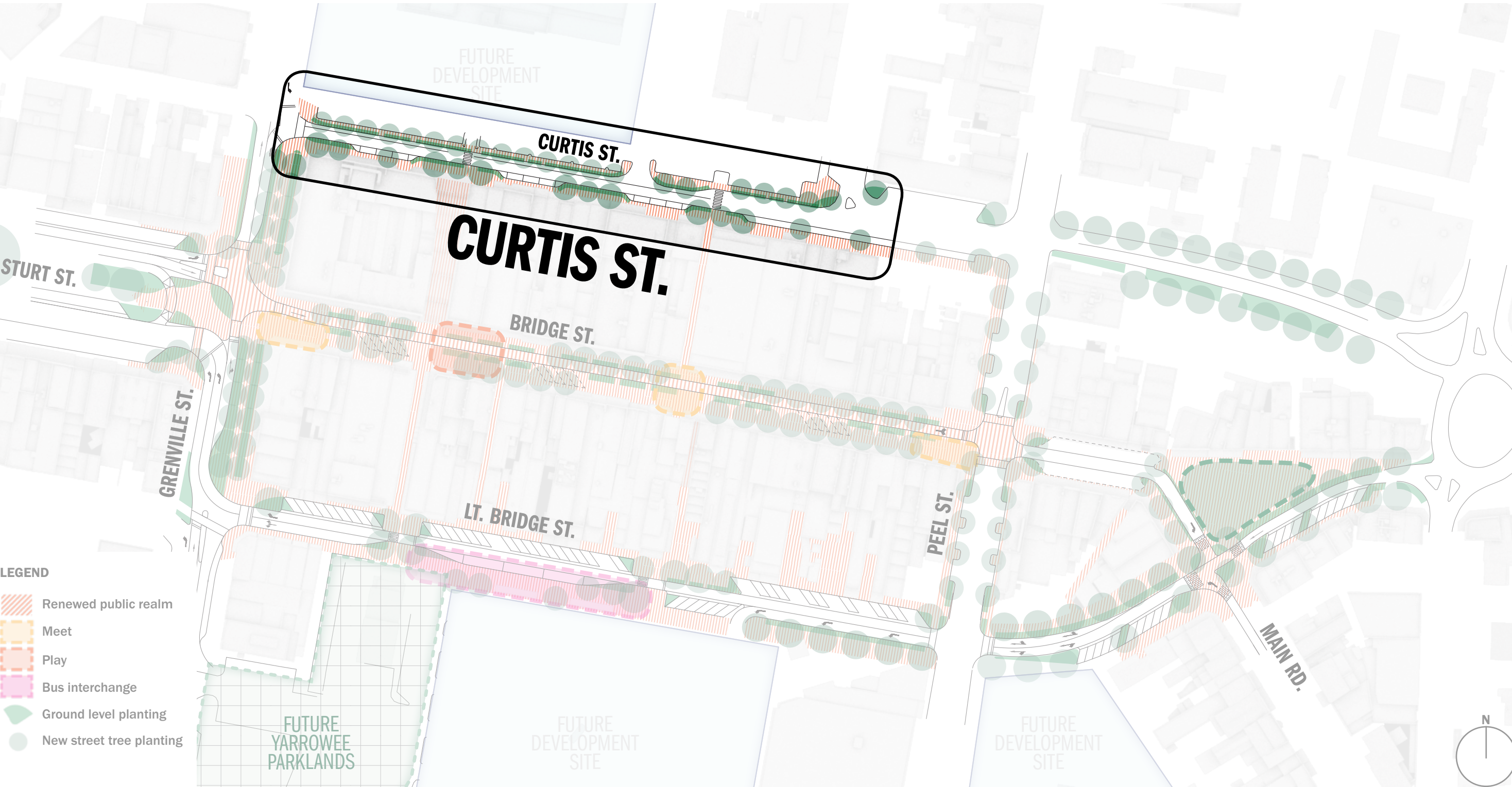
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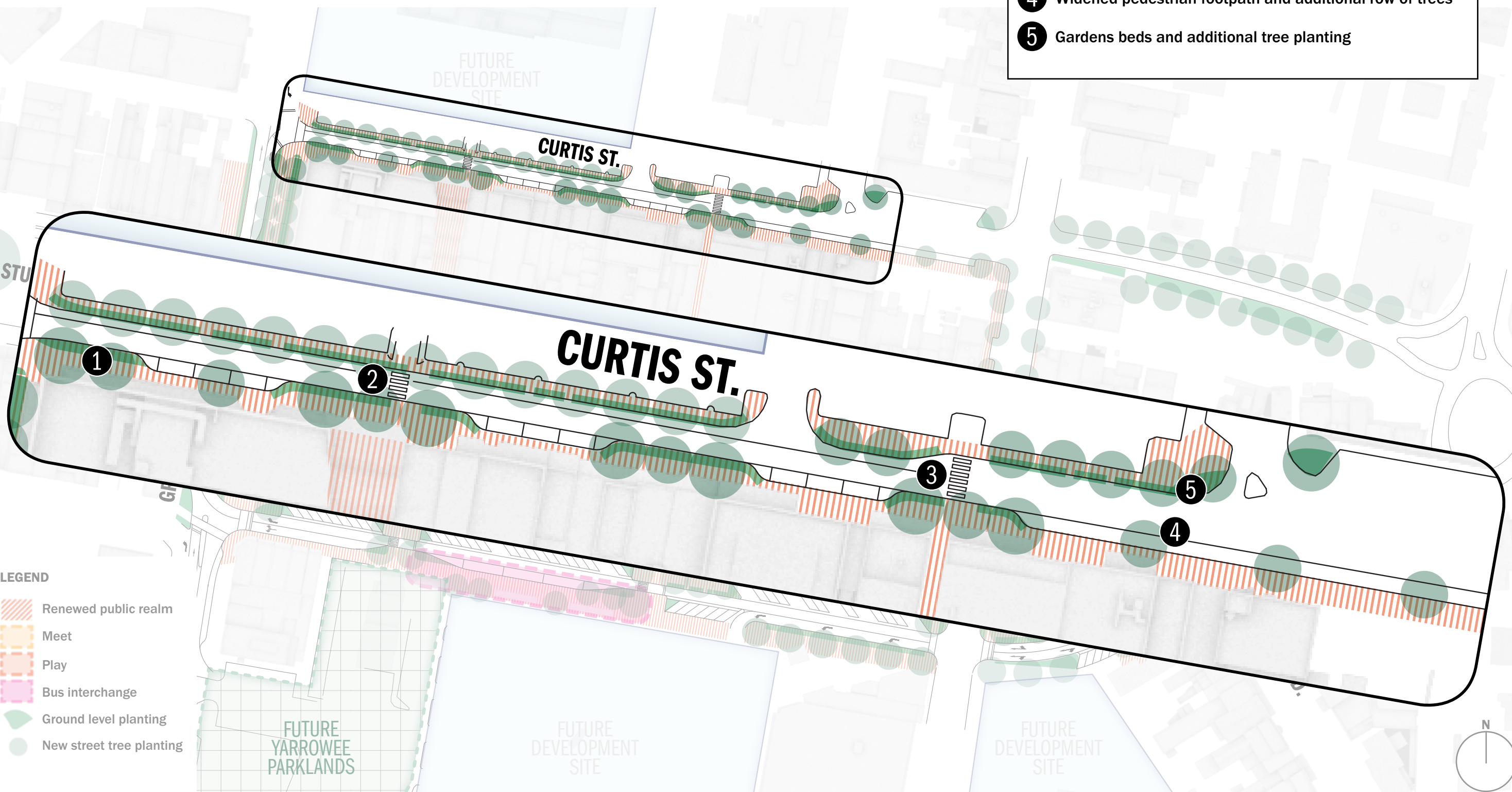
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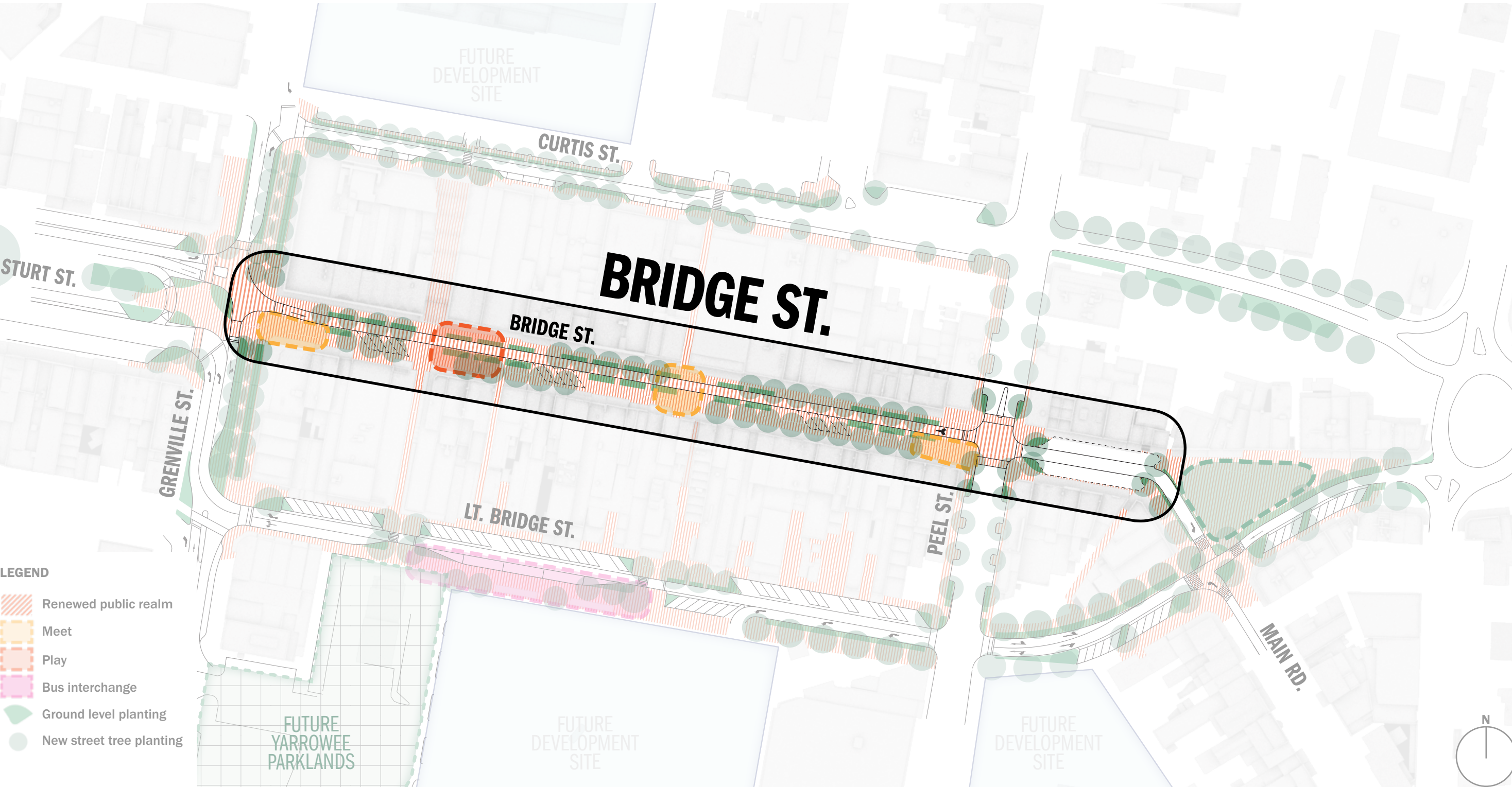
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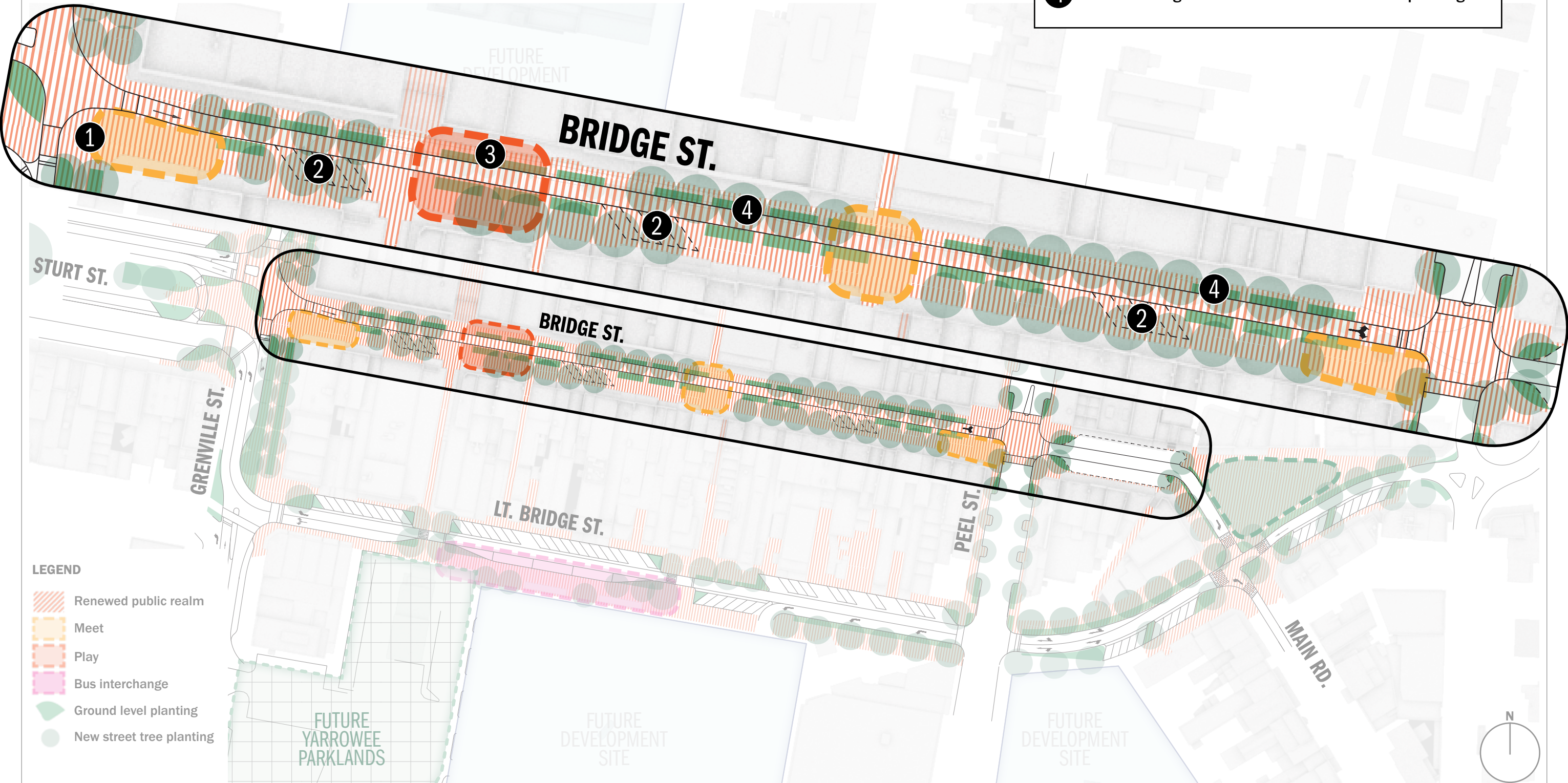


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FLYTHROUGH

SUMMARY

SUMMARY

OPPOR-
TUNITIES

CHALLENGES

BOTH

- Grenville St. intersection optimised for strong pedestrian, cycle & vehicle connections between Sturt St & Bridge St
- Improved pedestrian connection between Bridge St. and Main Road
- Extension of the Sturt St Boulevard experience into Bridge St

- Acquainting locals with new traffic flows and movements

RECOMMENDED

EASTBOUND

- Improved local access into the precinct (locals outspend visitors by \$3 : \$1)
- Retention of existing Bridge St. East traffic direction and parking
- Retention of existing Bridge St East Public Space, with the opportunity for minor updates to improve usability
- Potential future connection from Bridge St East through to Victoria St roundabout at the top of Little Bridge St

- Enhancement & upgrade of Little Bridge St required to improve arrival experience from the East through to Sturt St
- Arriving visitors have to circulate through the precinct to access the mall, this will require good wayfinding and signage

WESTBOUND

- Gateway opportunity at eastern end of Bridge St.
- Arriving visitors can connect to Sturt St. via Bridge St.
- Bridge Mall as memorable arrival experience, whilst Lt. Bridge St. remains an ‘everyday’ link into the CBD

- Reversal of traffic and parking in Bridge St. East
- Reconfiguration of existing Bridge St East public Space required
- May encourage through traffic to use mall to cut through CBD
- Limited vehicular connections from Sturt St. into the precinct
- Services smaller local catchment to the east of Ballarat
- Difficulty entering the precinct from the east

