

creative precinct03

BACKGROUND PAPER
BALLARAT CREATIVE PRECINCT
MGS ARCHITECTS
MAY 2018



Fig 1 _____Eureka Stockade, Marlene Gilson
Image: Biennale of Australian Art

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The City of Ballarat acknowledges the Wadawurrung and Dja Dja Wurrung people as the traditional custodians of the land on which its community live. Our community has strengths and assets, and we seek to develop and build on these, taking into account the diversity of our community.



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01__INTRODUCTION

The purpose of this background paper is to brief strategy conference participants on the main challenges and opportunities facing the future of Ballarat's creative precinct.

Overview

A consultant team comprising SGS Economics & Planning Pty Ltd, MGS Architects, Left Bank Co and Eleni Arbus is working with The City of Ballarat to prepare a Creative City Strategy.

The Production of the Creative City Strategy involves several analytical and consultation steps as summarised in the chart opposite__Fig 2.

This effort is expected to deliver:

- An innovative and nimble **strategy** to steer the development of the arts and creative sector in the city;
- A **Master Plan** for the creative precinct centred on Lydiard Street in the city; and
- A feasibility study and **business case** for the expansion of the Art Gallery of Ballarat.

Following a period of extensive stakeholder consultation and community engagement, the consultant team has compiled evidence around the themes of the Ballarat creative economy, its creative ecology and the structure and functionality of the creative precinct.

The suite of three background papers will be distributed to a wide group of stakeholders who, in turn, will be invited to participate in a vision and strategy conference or 'Charette'. The Charette will build on the options and questions raised in the background papers and generate a 'sketch' of the Creative City Strategy. The consultant team will then develop this sketch into a fully specified strategy and Master Plan taking into account further feedback from stakeholders and the community.

In addition, SGS has produced a fourth paper documenting the findings of the first round of community consultation expressed via The City of Ballarat's *Mysay* website.

Document overview

This background paper highlights the challenges and opportunities facing Ballarat's creative precinct in order to brief participants in the strategy conference. It starts by reviewing existing studies and plans that have been made for this Precinct. It then highlights why a Precinct Master Plan should be developed, given the drivers for change that are influencing this area. It then outlines some key elements that help create successful precincts, illustrated with examples and case studies. Finally, it outlines the challenges and opportunities facing this Precinct as a starting point for discussion.

The outcomes from the strategy conference will help inform a high-level Master Plan for the Precinct. This Master Plan will set a vision for the Precinct, and propose a series of initiatives that will take place. These initiatives could include policy and capital works that support upgrades to the public realm, building upgrades and modifications, and promoting activation, engagement events.

The Precinct Master Plan complements the broader Ballarat Creative City Strategy, providing physical outcomes to support the implementation of the strategy.

Context

Ballarat is one of Australia's leading regional creative cities due to its rich history, landmark buildings, and vibrant arts and cultural scene. The creative precinct is the heart of the Ballarat CBD, stretching from Ballarat Station in the north, along Lydiard Street, to the Federation University SMB campus in the south.

This Precinct is rich with historic 19th-Century buildings, major arts institutions, events and performances spaces and educational institutions. Ballarat's creative precinct includes destinations such as the Art Gallery of Ballarat, The Lost Ones Gallery, Federation University, Ballarat Mechanics Institute and Her Majesty's Theatre. Annual events such as Open House Ballarat, White Night Ballarat and Ballarat International Foto Biennale attract a wide range of people to the city and contribute to the success and identity of the creative precinct. Overall Ballarat's creative precinct can be seen as the heart of Ballarat's broader creative ecology__Fig 3.

Within the municipality of Ballarat, the Wadawurrung and Dja Dja Wurrung people are the traditional custodians of the land. The name Ballarat comes from the local phrase 'balla-ararat', which is said to mean 'resting place'. Today, important community cooperations such as The Ballarat and District Aboriginal Cooperative (BADAC) and the Wathaurung Aboriginal Corporation (trading as Waddarung) promote cultural awareness among the wider community of Ballarat and provide a strong voice advocating for equal rights for Aboriginal people. The city's creative precinct has the potential to strengthen Ballarat's inclusive community by welcoming people from all cultures.

Fig 2 Diagram showing how this creative precinct background paper fits into the overall project

Fig 3 Ballarat's creative precinct can be seen as the heart of Ballarat's broader creative ecology

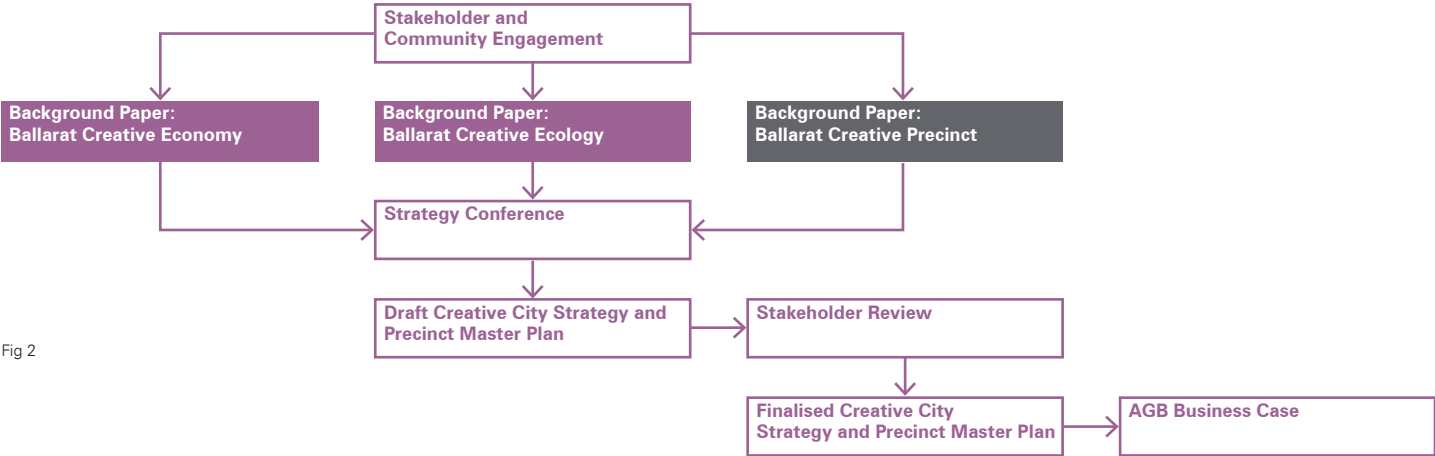


Fig 2

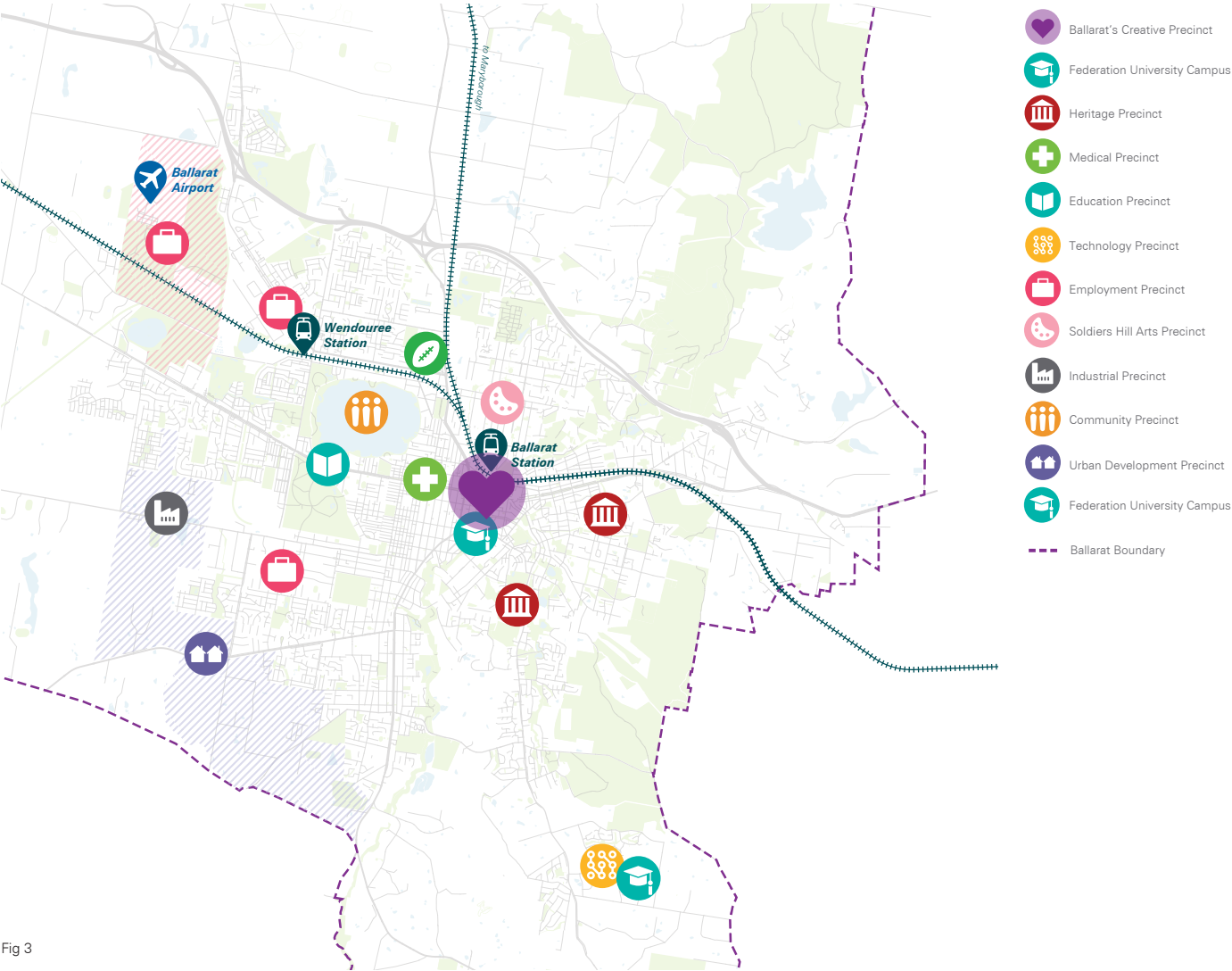


Fig 3

Existing strategies

As part of the creative precinct background paper, a series of existing strategies have been analysed.

Firstly, the *'Ballarat CBD Strategy' (2010)* outlines opportunities for upgrades within the CBD. Secondly, *'The Ballarat Strategy' (2015)* looks more broadly at Ballarat's regionally significant areas and how the connections between these areas can be strengthened. Finally, the *'Live Music Strategic Plan' (2016)* highlights the significant role that live music plays in Ballarat's creative scene.

These strategies have a complementary relationship to the Ballarat Creative City Strategy underdevelopment. Further, these existing strategies will continue to influence how the creative precinct develops over time and the Precinct Master Plan will continue the intent and elements from existing strategies where appropriate.

Making Ballarat Central: Ballarat CBD Strategy (2010) The City of Ballarat

The *'Ballarat CBD Strategy'* is a long-term plan to guide growth and change in the Central Business District over the next 20-25 years.

The study area within this strategy is based upon the Central Business Area (CBA) of Ballarat which runs north-south from Ballarat Station to Grant Street, and east-west from Bakery Hill to Dawson Street. Within the CBA area, the strategy identifies ten precincts which are based on common land uses, built form character and potential strategic direction.

Four precincts identified in the *'Ballarat CBD Strategy'* run east-west through the creative precinct —Fig 4. Forming part of the Precinct 1 (Sturt Street Core Retail) is a study of Camp Street —Fig 5. This study identifies opportunities to improve streetscape quality and public open spaces, promotes outdoor activation, and identifies opportunities to improve connections to other significant areas within the CBD.

Whilst the study of these individual precincts in terms of land use, built form character and potential strategy direction is important, what is missing from the *'Ballarat CBD Strategy'* is an analysis of possible ways to link up and bolster existing destinations within the CBD.

Today, Tomorrow, Together: The Ballarat Strategy 2015-2040 The City of Ballarat

Established by The City of Ballarat, *'The Ballarat Strategy'* outlines a plan for managing the future growth predicted for Ballarat over the next 20 years.

Unlike the *'Ballarat CBD Strategy'*, *'The Ballarat Strategy'* focuses more broadly on the wider Ballarat region and identifies important regional precincts, activity centres, employment clusters, and transport gateways that will assist in supporting the expected population growth in Ballarat —Fig 6.

Importantly, this strategy outlines opportunities to better connect these regional precincts to support Ballarat as an integrated and efficient regional city. Opportunities outlined in *'The Ballarat Strategy'* include possible partnerships between all Federation University campuses, other education centres and schools, and further supporting key historical and tourism destinations.

In terms of Ballarat's creative precinct, there opportunities for this Precinct to support Ballarat's broader region through promoting visitation and tourism, as well as collaboration and partnerships between existing institutions.

Live Music Strategic Plan 2016-2021 The City of Ballarat

The *'Live Music Strategic Plan'* aims to showcase and bolster the established local music scene in Ballarat by identifying goals for next three years (2021).

Established by The City of Ballarat, the *'Live Music Strategy'* is one of the first developed regional music strategies. This strategy acknowledges Ballarat's leading role as a regional destination for major music performances and events, and embraces the city's established vibrant live music scene. Importantly, it highlights opportunities to improve the public infrastructure required to maintain, support and improve the existing live music culture in Ballarat. This strategic plan also identifies the need to engage youth and students in events and the production of music.

As part of the Precinct Master Plan, opportunities for improved live music venues and supporting spaces will be considered to ensure that high-quality spaces are available for local musicians —Fig 7.



Fig 4

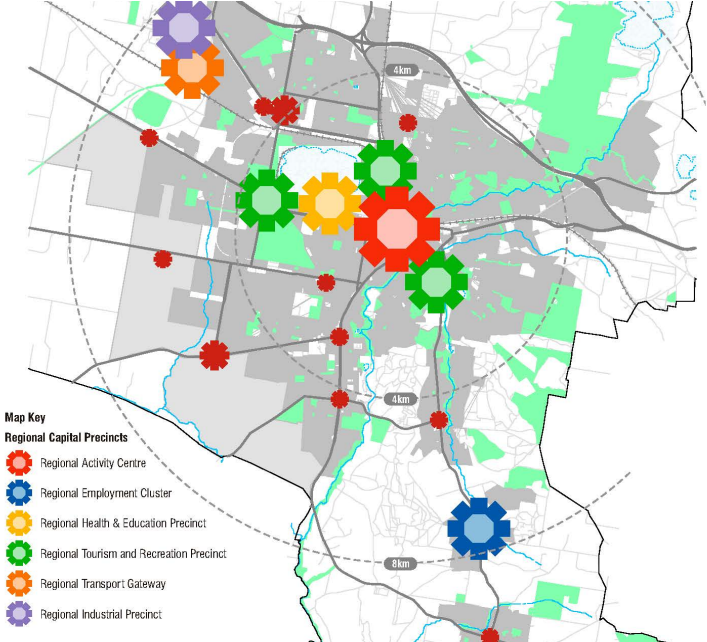


Fig 6



Fig 5

- Fig 4. Precinct plan
Image: 'Ballarat CBD Strategy' – pg 49
- Fig 5. Camp Street concept illustration
Image: 'Ballarat CBD Strategy' – pg 67
- Fig 6. Regionally significant precincts
Image: 'The Ballarat Strategy' – pg 46
- Fig 7. Live music in Ballarat
Image: 'Live Music Strategic Plan' – pg 23



Fig 7

02__WHY A PRECINCT MASTER PLAN?

Overview

Ballarat's creative precinct stretches from Ballarat Station in the north, along Lydiard Street, to Federation University's SMB campus to the south. This area is rich with arts, culture, education, employment and retail venues, but also hosts several vacant or underused spaces—Fig14. While the Precinct benefits from its high-quality 19th Century streetscapes, the spaces between the buildings are at times dominated by cars and lack weather protection for pedestrians.

Drivers for change

The creative precinct will undergo significant change in the coming years. Significant state government investment will see the area surrounding Ballarat Station change. One-thousand government employees will move into a purpose built office building, Ballarat GovHub, adjacent to Civic Hall. The role of important civic buildings, such as the Town Hall, have opportunities to shift focus and provide engaging community spaces for the people of Ballarat. The recently completed Ballarat Tech School and co-working space now provides a new hub for creative industries. Simultaneously, The City of Ballarat is establishing the Ballarat Creative City Strategy.

Additional to the significant changes outlined above, a Precinct Master Plan is required to strengthen and connect up these different initiatives.

The plan will outline a series of staged projects and policies to support upgrades to the buildings, public realm and events that take place. Five key drivers are listed below:

- Link up and strengthen existing anchors through coordinated investments
- Nurture creative industries through both digital and physical infrastructure, such as start-up spaces
- Enhance economic development and increase a sense of community inclusion
- Make the vibrancy of Ballarat's existing culture more legible and visibly engaging
- Bolster the experience economy as a key supporter of future growth in Ballarat

These drivers aim to effectively bolster Ballarat's arts and creative economies and to improve the Precinct experience for workers, residents and visitors alike.



Ballarat Station Precinct Master Plan

The Station Precinct will be transformed into a vibrant community, transport and commercial hub. Redevelopments in this Precinct include improving the existing station facilities, providing a community public plaza and constructing a bus interchange.

Fig 8



Civic Hall Redevelopment and Ballarat GovHub

The Civic Hall will be upgraded as a performing space, and a new Ballarat GovHub will be home to one-thousand government employees, transforming this area into a high-quality community and commercial precinct (completion expected by 2020).

Fig 9



Mair Street Upgrade

Forming part of the 'Ballarat CBD Strategy' the approved Mair Street upgrade will reduce truck and vehicular movement through the CBD and prioritise cycling and pedestrian movement.

Fig 10



Camp Street Precinct

The Camp Street Precinct will continue to be a hub for arts and culture, with the Art Gallery of Ballarat considering an upgrade and extension to their facilities. New initiatives such as The Lost Ones Gallery and bar have brought further vibrancy to this area.

Fig 11



Town Hall and Plaza

In the heart of the creative precinct there are opportunities to rethink the future uses of important civic buildings such as the Town Hall.

Fig 12



Hub for Technology Education

The recently completed Ballarat Tech School provides access to STEAM subjects for high school students, while the redevelopment of the Flecknoe building into the Ballarat Innovation Lab and Digital Space (BILDS) will provide co-working and incubator spaces.

Fig 13

Fig 8____Ballarat Station Precinct upgrades

Image: 'Ballarat Station Precinct Master Plan' – pg 37

Fig 9____Future GovHub building (John Wardle Architects)

Fig 10____Mair Street upgrade

Image: 'Ballarat CBD Strategy' – pg 86

Fig 11____Camp Street upgrade

Image: 'Ballarat CBD Strategy' – pg 67

Fig 12____Town Hall upgrade

Image: 'Ballarat CBD Strategy' – pg 63

Fig 13____Recently completed Ballarat Tech School

Image: Ballarat Tech School

Fig 14____Ballarat's creative precinct is already home to many significant arts, culture, education and employment institutions





Fig 15



Fig 16



Fig 17

- Fig 15_____White Night Ballarat 2017
- Fig 16_____Backyard Tasters event at Alfred Deakin Place
- Fig 17_____Bachelor of Music Theatre at Federation University
- Fig 18_____Ballarat Community Health for Open House Ballarat 2017 (DesignInc)
- Fig 19_____Image: Ballarat International Foto Biennale



Fig 18



Fig 19

03_ WHAT MAKES A SUCCESSFUL CREATIVE PRECINCT?

What makes a successful creative precinct?

Creative precincts are accessible places where arts, cultural and creative industries play a key role in shaping the identity and economic vibrancy of a city. Creative industries can include a broad range of creative production such as art, music, architecture, performing arts, education, fashion, radio and software.

Often in older parts of creative precincts, where places to live, work, exhibit and socialise are often plentiful, the success of these precincts rely on an aggregation of venues, institutions and people. Likewise, getting to and around creative precincts is important, necessitating easy access to metropolitan hubs via public transport, and ease of movement through spaces by cycling and walking.

What makes Ballarat’s creative precinct successful?

Ballarat’s creative precinct has a great potential to become a vibrant creative precinct. It already hosts several significant institutions such as the Art Gallery of Ballarat, and major events such as White Night and the Ballarat International Foto Biennale. It is located 1.5 hours from Melbourne by train and its high-quality 19th Century streetscapes and laneways have great potential to provide affordable spaces to live, work and interact. However, more could be done to support the public realm, as well as the aggregation and coordination of the arts and creative industries in Ballarat.

Special events
White Night
Open House
Archibald Prize
Ballarat International Foto Biennale
Backyard Tasters
Heritage Week
Harmony Fest
Public realm
Alfred Deakin Place
Laneway Network
Institution / organisation
Art Gallery of Ballarat
The Lost Ones Gallery
Federation University
Ballarat Symphony
The Ballarat and District Aboriginal Cooperative
Wathaurung Aboriginal Corporation
Aggregation
Art Gallery of Ballarat
Identity
Art Gallery of Ballarat
Performing Arts
Eureka History
Live Music
Wadawurrung and Dja Dja Wurrung peoples
Venues
Art Gallery of Ballarat
Craig’s Royal Hotel
Ballarat Town Hall
Mechanics Institute
The George Hotel
The Provincial Hotel

“Creative endeavour in Ballarat extends to design, multi-media, gaming and is more than the institutions. Bring the creatives out of the shadows and celebrate them.”

Quote from community members from an online survey via The City of Ballarat’s Mysay website (2018)

Six guiding principles

Principles to connect, strengthen and showcase the existing unique qualities of Ballarat and make the city a vibrant world-class regional place.



Authenticity, community and local narrative

Celebrate Ballarat’s authenticity and multicultural community through events and permanent public art.

Fig 20



Activation, hospitality and events

Activate Ballarat’s existing outdoor spaces by hosting regular events which will draw the local community and visitors to the Ballarat’s creative precinct.

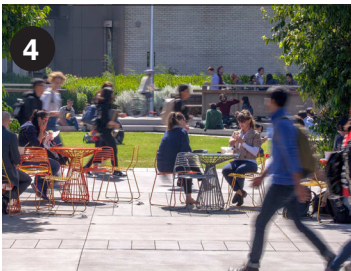
Fig 21



Aggregation of creative institutions and people

Promote partnerships between Ballarat’s creative institutions and people to create a rich network of creatives and spaces.

Fig 22



Pedestrian friendly areas, cycling amenity and public transport access

Provide pedestrian friendly areas that bring the community together. Support active and public transport modes through high-quality pedestrian and cycling amenity and clear wayfinding.

Fig 23



Affordable studio and making spaces, with space to grow

Provide affordable studio and maker spaces in the heart of Ballarat to support collaboration between creative people and groups.

Fig 24



Affordable housing for key workers and students

Provide affordable housing for key workers and students close to employment, education and public transport opportunities.

Fig 25

Fig 20_____Harmony Fest at Alfred Deakin Place
Fig 22_____Day of the Dead at Alfred Deakin Place
Fig 22_____Bendigo Library (MGS Architects)
Fig 23_____Northern Plaza at Monash University Clayton Campus (MGS Architects + TCL)
Fig 24_____Inspire9 co-working space, Richmond
Fig 25_____McIntyre Drive Social Housing, Altona (MGS Architects)

04_CASE STUDIES

Drawing lessons from strategies that will transform the Melbourne Arts Precinct into one of the world’s leading arts and cultural districts.

- Fig 26_____Blueprint Strategies
Image: *Melbourne Arts Precinct Blueprint*, pg 35
- Fig 27_____Southbank Boulevard showing the future transformation of a busy road into a pedestrian friendly network of public spaces
Image: *Participate Melbourne*
- Fig 28_____Empty commercial space was transformed into Guild Cowork and office space for organisations such as NIDA by Creative Spaces/City of Melbourne
- Fig 29_____A vacant lot on a busy highway frontage was leased to creative enterprise Testing Grounds who have developed the space incrementally for events and hospitality

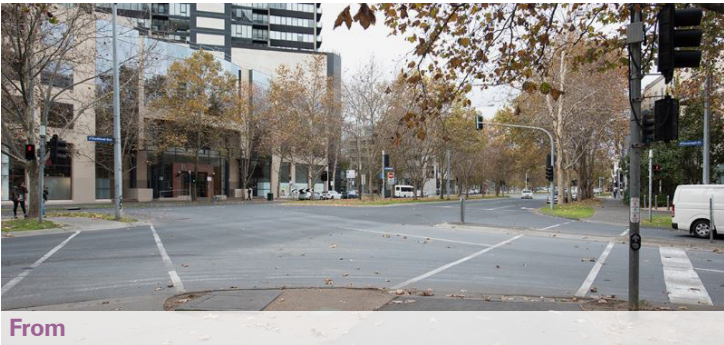


Fig 27

Case study 01:
Melbourne Arts Precinct Blueprint

Melbourne’s Arts Precinct hosts major institutions such as the Arts Centre, National Gallery of Victoria (NGV) International, Melbourne Recital Centre and the Victorian College of the Arts (VCA). Each of these major institutions are destinations in their own right, but act as silos, independent of each other. The Precinct historically lacked support of the broader arts ecology of studio spaces and smaller institutions. Also, while each institution is often situated in award-winning buildings, the spaces between each institution is often car dominated, and doesn’t support walking and informal, outdoor interaction.

To counter these challenges and establish the area as a world-leading arts precinct, a Melbourne Arts Precinct Blueprint was established in 2011, a collaboration between national, state and local government and the University of Melbourne.

A series of strategies aim to improve the public realm through reducing the impact of the car and creating more space for parks and paved public space, such as the redevelopment of Southbank Boulevard_____Fig 26. Life is brought into the streets through reprogramming and opening up existing buildings, such as the Guild apartments, where a co-working space and other creative office and exhibition spaces were introduced into formally vacant shop fronts. A public art strategy was introduced that involves artists from an early stage to create site specific works that respond to the identity of the place.

Relevance for Ballarat

The Melbourne Arts Precinct Blueprint is relevant for Ballarat, both in terms of the strategy and its procurement, and the initiatives it sets forth. The success of this strategy relies on involvement, coordination and support across local and state government agencies, and major education and institutional partners.

There are lessons to be drawn from the focus on supporting the broader arts and creative ecology by providing places to work, exhibit, and engage for emerging artists in addition to supporting the major arts institutions. Additionally, both in and around the Precinct is a growing intensity of students numbers and tourist accommodation options adjoining the area, with approximately five hotels within a 400m walking radius from key destinations such as the NGV.

The focus on the spaces between the buildings, the quality of the public realm and its activation is an important part of this strategy. More space can be dedicated to pedestrians and events through lessening the space given over to vehicles. Finally, the strategy acts as an overarching document for initiatives underway, setting a vision for the Precinct. A series of interventions and events are introduced in stages, creating a strategy that is implemented rather than one that sits on the shelf.

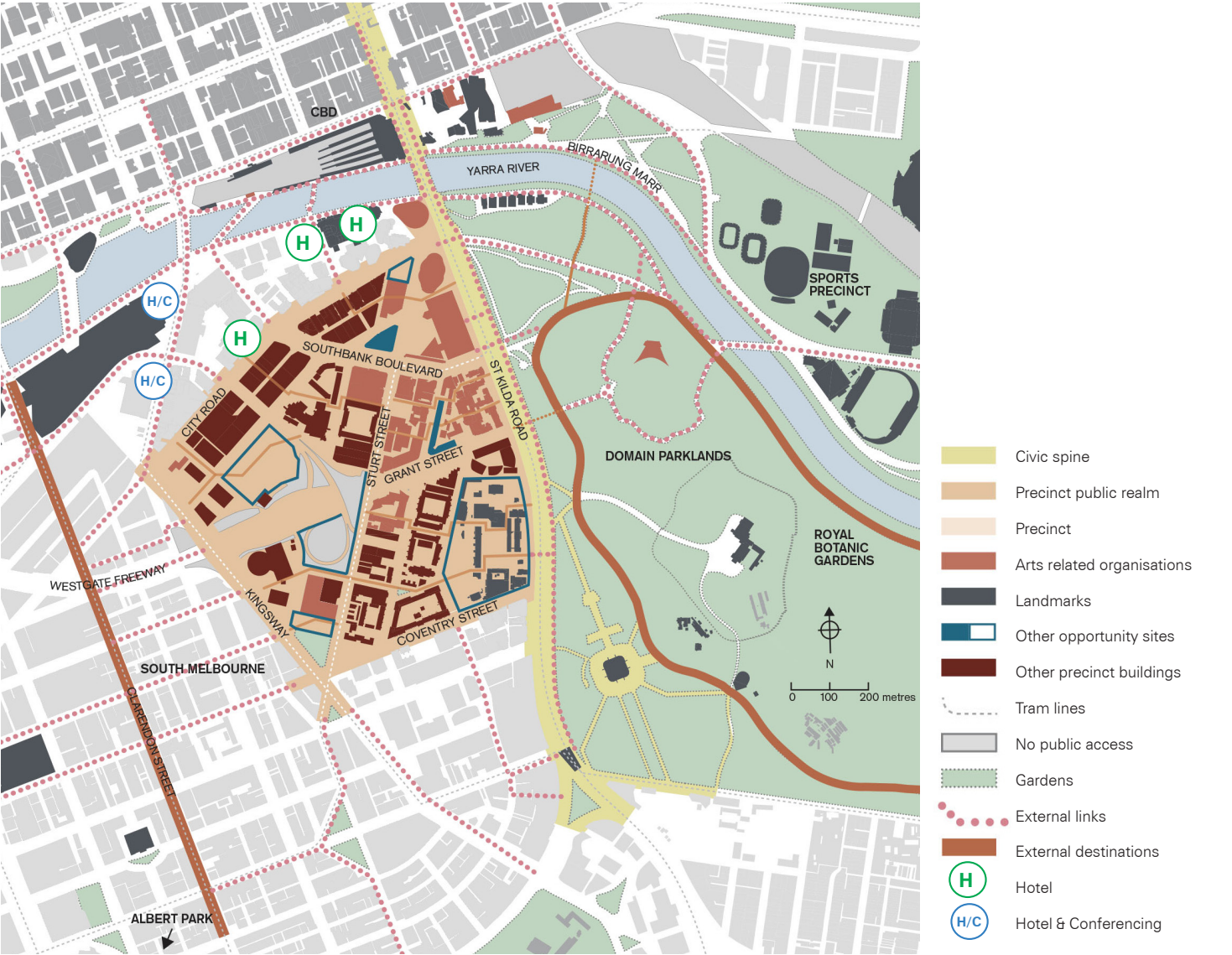


Fig 26

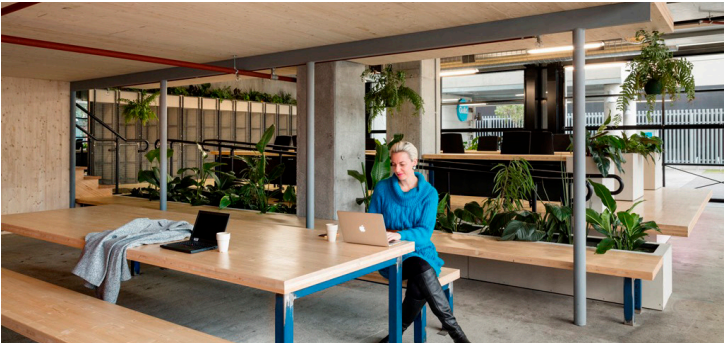


Fig 28



Fig 29

04_CASE STUDIES

Lessons drawn from strategies used to transform Hobart into a rich cultural and tourist destination.

Case study 02: **Hobart Waterfront Precinct**

Hobart's Waterfront Precinct has transformed dramatically over the last 15 years, becoming a major arts and culture destination. Formally a working harbour, Hobart Waterfront Precinct now hosts important institutions and cultural events, such as the University of Tasmania (Sandy Bay campus), Tasmanian Museum and Art Gallery, State Library of Tasmania, Parliament House and Gardens, Theatre Royal, MONA, the Salamanca Markets and The Henry Jones Art Hotel.

A series of seasonal, nationally significant events have also played a role in this transformation. These include:

- Taste of Tasmania
- Sydney to Hobart
- Dark Mofo
- MONA (all year round)

There is not one single plan, strategy or stakeholder that has driven the transformation seen in Hobart. Rather it is a combination of driven individuals and groups and government agencies. The transformation of the Precinct, particularly in terms of the public realm and attracting suitable institutions, was in part facilitated by a working group - a partnership between local, state and commonwealth government - which oversaw an upgraded precinct parallel to an events strategy over a seven year period.

Relevance for Ballarat

The Hobart Waterfront Precinct is relevant for Ballarat, both in terms of its success through aggregation and an important events strategy. There are lessons to be drawn from the success of aggregating important destinations and spaces within this precinct while concurrently proving places to stay, study and learn and local history, talent and produce.

Fig 30_____Aerial of Hobart's Waterfront
Precinct highlighting significant
places

Fig 31_____Weekly Salamanca markets
showcase local produce and
talent in a historical built environment

Fig 32_____Hobart's waterfront transformed
during Dark Mofo



Fig 31



Fig 32



Fig 30

05_CHALLENGES AND OPPORTUNITIES

Through consultation with key stakeholders and the broader community (through the *MySay* website), a series of challenges and opportunities facing Ballarat's creative precinct have emerged. We have collated them into four categories that contribute to the success of creative precincts. These include:

- Living, working and collaborating
- Socialising, events and celebrating local stories
- Public realm and landscape
- Transport and movement

These challenges and opportunities relate to the physical quality of buildings and spaces, events and activation and policy. They will form the beginnings of discussion for the strategy conference. These will in turn influence the main initiatives contained in the Precinct Master Plan.

Living, working and collaborating: Provide affordable spaces in the heart of the creative precinct to support collaboration and knowledge sharing amongst individuals and groups.










Challenges	Opportunities
<div></div> <div>A high number of vacancies due to high rental costs has lead to underutilised buildings in the heart of the Precinct</div>	<div></div> <div>Enable affordable co-working and accommodation spaces to support local creatives and businesses</div>
<div></div> <div>A limited number of vacant buildings become converted into studio or residential spaces due to heritage limitations and fire regulations</div>	<div></div> <div>Create a network of local businesses, artists and spaces collated through digital platforms, and build on business support services such as LEAP</div>
<div></div> <div>A lack of support for local artists in terms of visibility, both online and in local galleries, and available studio or workshop spaces close to creative institutions and people</div>	<div></div> <div>Activate Ballarat’s underutilised basement spaces with support spaces such as recording studios and maker spaces</div>
<div></div> <div>A series of underutilised facilities, such as performance spaces, in the heart of the Precinct</div>	<div></div> <div>Partner with Federation University to re-imagine and open up performance spaces and other underutilised spaces</div>
	<div></div> <div>Build on existing programs such as Ballarat Evolve to create conducive rent-free opportunities for artists in empty spaces to enhance the creative activity and street life of the Precinct</div>

Fig 33_____Underutilised spaces at Federation University’s SMB Campus, Ballarat
Fig 34_____A high number of vacancies in the heart of Ballarat
Fig 35_____Opportunities for collaborative learning spaces
Image: RMIT New Academic Street

Challenges



Fig 33

Challenges



Fig 34

Opportunities



Fig 35

Socialising, events and celebrating local stories: Provide the digital and physical infrastructure to enable the arts and creative ecology to grow.

Challenges	Opportunities
<div>✗</div> An under-performing digital environment (wifi, visualisation spaces, digital platforms)	<div>✓</div> Build online platforms for knowledge sharing and creative collaboration
<div>✗</div> A lack of university students, schools students and younger artists visibly present in the creative precinct	<div>✓</div> Support local artists and students through partnerships and events
<div>✗</div> A talented creative community that is not visible and is at times siloed	<div>✓</div> Enable a connected creative network through media and exclusive events
<div>✗</div> Events and venues are lead by a few talented individuals, but there can be a lack of strategic coordination and support	<div>✓</div> Create a distinctive brand for Ballarat’s creative precinct and ecology
	<div>✓</div> Celebrate Ballarat’s narrative through a public art strategy driven by the public art sector
	<div>✓</div> Collaborate with local Wadawurrung and Dja Dja Wurrung artists to celebrate their cultures, stories and traditions

Fig 36____Lack of externalised student presence at Federation University, Ballarat

Fig 37____Existing public art could become more curated and supported in Ballarat’s creative precinct

Fig 38____Celebrating Ballarat’s cultural heritage

Image: White Night 2017

Challenges



Fig 36

Challenges



Fig 37

Opportunities



Fig 38

Public realm and landscape: Upgrade the public realm to match the high-quality 19th Century building fabric of Ballarat’s creative precinct.









Challenges	Opportunities
<div> A Lack of pedestrian amenity in the form of street trees and canopies</div>	<div> Prioritise high-quality streetscapes, landscaped spaces and pedestrian areas, especially on Camp and Lydiard Streets</div>
<div> Limited weather-protected spaces for outdoor socialising</div>	<div> Introduce programmed outdoor events spaces that support outdoor activity during all seasons (covered outdoor areas at Alfred Deakin Place for example)</div>
<div> A poor-quality public realm and streetscapes dominated by cars</div>	<div> Activate Ballarat’s underutilised basement spaces with support spaces such as recording studios and maker spaces</div>
<div> Internalised institutions that do not make legible their internal activities</div>	<div> Showcase Ballarat’s unique laneway network</div>

Fig 39____Lack of weather protection and street trees along Camp Street
Fig 40____Existing weather protection at Alfred Deakin Place could be improved
Fig 41____Pop-up events that activate public space and engage the public
Image: Perth Cultural Centre

Challenges



Fig 39

Challenges



Fig 40

Opportunities



Fig 41

Transport and movement: Improve the experience of moving to and around the creative precinct.









Challenges	Opportunities
<div> A Precinct dominated by cars and car parks</div>	<div> Consolidate car parking to reduce the dominance of cars on important streets such as Camp and Lydiard Streets</div>
<div> A lack of clear and safe cycle paths within the Precinct</div>	<div> Develop clear and safe cycle paths linking key destinations within the Precinct</div>
<div> A poor pedestrian experience with limited weather protected areas</div>	<div> Create a pedestrian friendly Precinct by providing high-quality weather-protected areas</div>
<div> A lack of clear Precinct wayfinding and signage</div>	<div> Provide a high-quality train experience that supports both locals and visitors and enhances the overall Precinct experience</div>

Fig 42____Lack of street trees and streets dominated by cars
Fig 43____Poor wayfinding from Camp Street to Federation University
Fig 44____Pedestrian friendly precinct
Image: Monash University Clayton Campus
Fig 45____Innovation and technology
Image: Ballarat Tech School

Challenges



Fig 42

Challenges



Fig 43

Opportunities



Fig 44



Fig 45_____Image: Ballarat Tech School

“Creative city is an all-encompassing concept and a really positive approach to moving into the future. That means coming up with creative solutions including arts making for environmental sustainability.”

Quote from community members via The City of Ballarat’s Mysay online survey (2018)

06__PRECINCT OPPORTUNITIES

This map highlights a series of Precinct opportunities that could be explored in the Precinct Master Plan, and which will be refined through further consultation.

Precinct opportunities	
1	Promote a high-quality train arrival experience to support the creative precinct economy.
2	Re-think the future of key public buildings such as the Ballarat Town Hall and the Ballarat Library.
3	Re-think the future of the Government Offices building by exploring opportunities for Federation University's Business School to shift to this location. This would increase the number of students in Ballarat's CBD and bolster the economy and vibrancy of the Precinct.
4	Explore future partnerships between the future Gov Hub employment hub, Civic Hall Precinct and other important institutions in the CBD.
5	Showcase the best local and national creative talent at existing institutions such as The Lost Ones Gallery.
6	Activate and celebrate Ballarat's unique laneway network through curated public art and events.
7	Allow for a consistent high-quality street experience to support pedestrian and commercial activity.
8	Partner with Federation University to re-imagine and make visible existing theatre and gallery spaces such as the Helen MacPherson-Smith Theatre and the Post Office Gallery.
9	Refurbish and occupy vacant and underutilised buildings to not only enhance the vibrancy of the creative precinct but also support local artists with spaces to work, collaborate and grow.
10	Activate spaces through externalised events such as pop-ups and integrate public art into all new spaces and infrastructure.
11	Re-imagine Lydiard Street as a vibrant and welcoming shared space at the heart of the creative precinct to support events, performances and the community of Ballarat.
12	Partner with the new Ballarat Tech School at Federation University's SMB Campus.

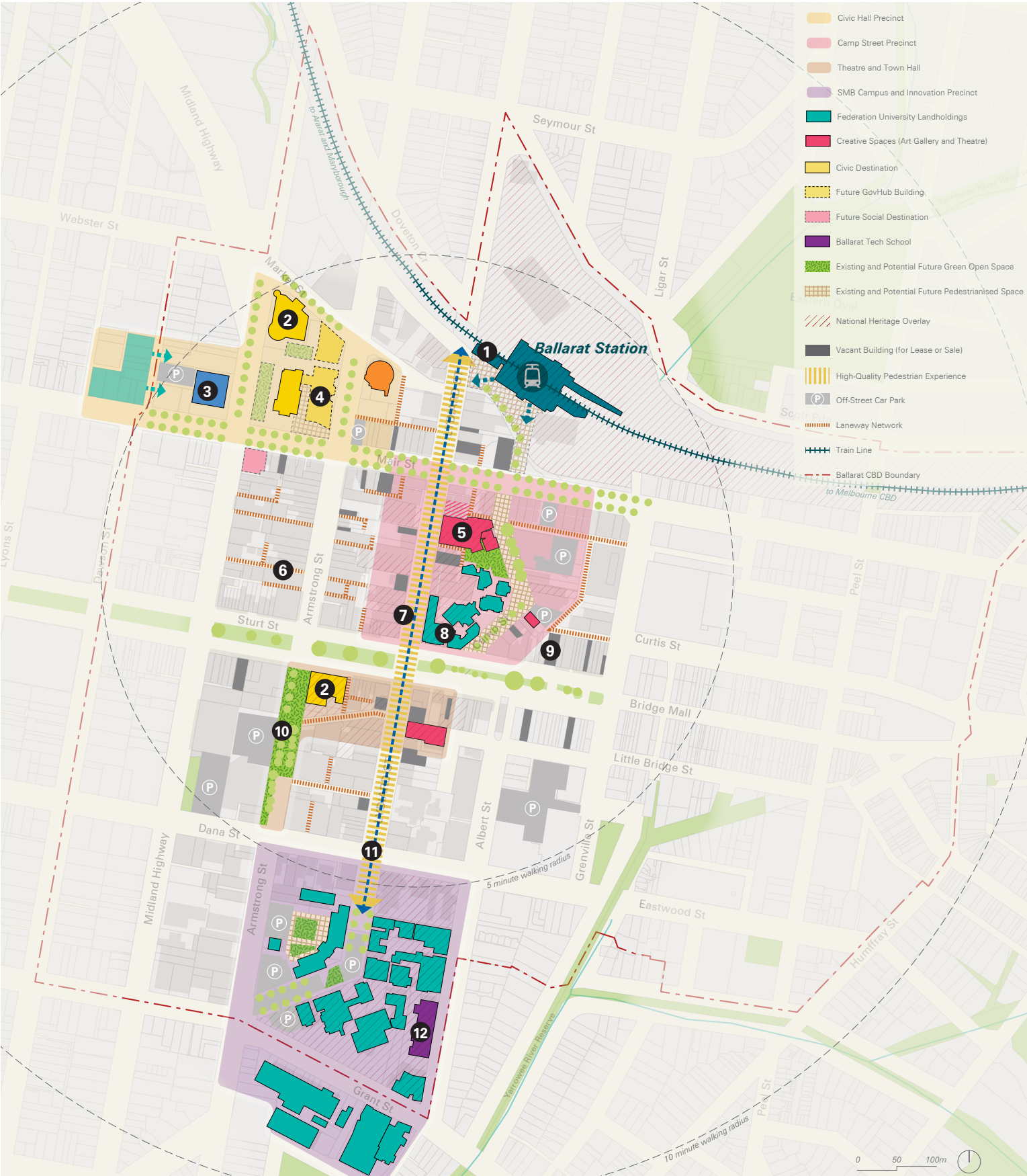


Fig 46—Precinct opportunities



Fig 47 ____Ballarat Town Hall, Sturt Street



