

1

REIMAGINING BRIDGE MALL PRECINCT

INTRODUCTION

THE BRIDGE MALL RENEWAL PROJECT IS NOW UNDERWAY - COUNCIL INVITES YOU TO SHARE YOUR THOUGHTS ON THE PROJECT.

A KEY STEP IN THE DESIGN PROCESS IS TO GET THE BALANCE RIGHT FOR PEOPLE IN THE NEW BRIDGE MALL SO THAT VEHICLES CAN BE REINTRODUCED INTO THE STREET WHILST KEEPING AND IMPROVING THE ELEMENTS AND EXPERIENCES THAT PEOPLE LOVE.

THE FOLLOWING INFORMATION HAS BEEN PREPARED TO HELP INFORM THE COMMUNITY - HAVE A READ THEN HEAD TO "MYSAY" AT THE CITY OF BALLARAT WEBSITE AND HAVE YOUR SAY TODAY!

GO TO [MYSAY.BALLARAT.VIC.GOV.AU](https://mysay.ballarat.vic.gov.au)

OPEN FOR COMMENTS UNTIL THE AUGUST 20TH, 2020

PROJECT TEAM

IMPLEMENTING
THE URBAN
RENEWAL PLAN

\$15M FOR
STAGE 1
UPGRADES OF
BRIDGE MALL

UPGRADING
BUS STOPS ON
LT. BRIDGE ST.

Ballarat Train Station

**Grenville / Sturt St.
Intersection**

Norwich Plaza Upgrade

**Sturt St. Bike
Path Upgrade**

BRIDGE MALL PROJECT AREA

**Victoria St.
Landmark Entry**

Yarrowee River Parkland

MAIR ST

MAIR ST

VICTORIA ST

DANA ST

EASTWOOD ST

PEEL ST

BARKLY ST

GRENVILLE ST

CURTIS ST

BRIDGE MALL

LT BRIDGE ST

PEEL ST

2

WHAT WE HEARD

The following key points have been taken from community responses to the Bakery Hill and Bridge Mall Precinct Urban Renewal Plan:



THE CHALLENGES FACING BRIDGE MALL...

Tired and feels unsafe

Poor connectivity

No exposure / visibility

Indistinct offering



WHAT YOU SAID YOU LIKE ABOUT BRIDGE MALL...

Beautiful heritage buildings

Bluestone cobbled laneways

Unique precinct history

Beautiful, old shady trees



WHAT YOU SAID YOU WANT FOR BRIDGE MALL...

More trees, vegetation and open space

More dining, shopping and working

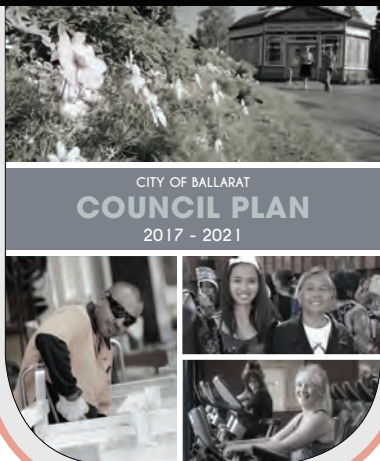
More art, events, and installations

Night time activation

HOW WE GOT HERE...

CITY OF BALLARAT COUNCIL PLAN 2017 - 2021

Endorsed 2017



BALLARAT'S CREATIVE CITY STRATEGY

April 2019



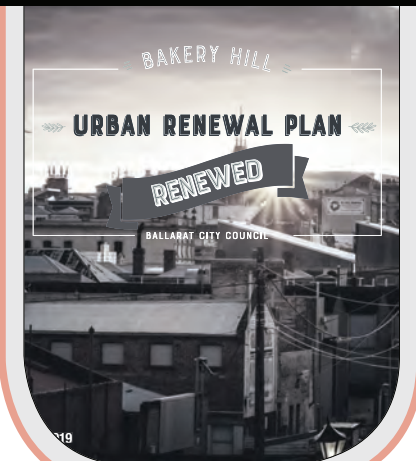
CITY OF BALLARAT CREATIVE CITY STRATEGY PUBLIC REALM FRAMEWORK

August 2019



BAKERY HILL URBAN RENEWAL PLAN

October 2019



3

A MEETING PLACE



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 PRINCIPLES

To create a thriving precinct, we will **DESIGN FOR FLEXIBILITY**.

To build a connected community, we will **OPEN THE PRECINCT**.

To embed a distinctive identity we will **REFLECT LOCAL PEOPLE AND PLACE**.

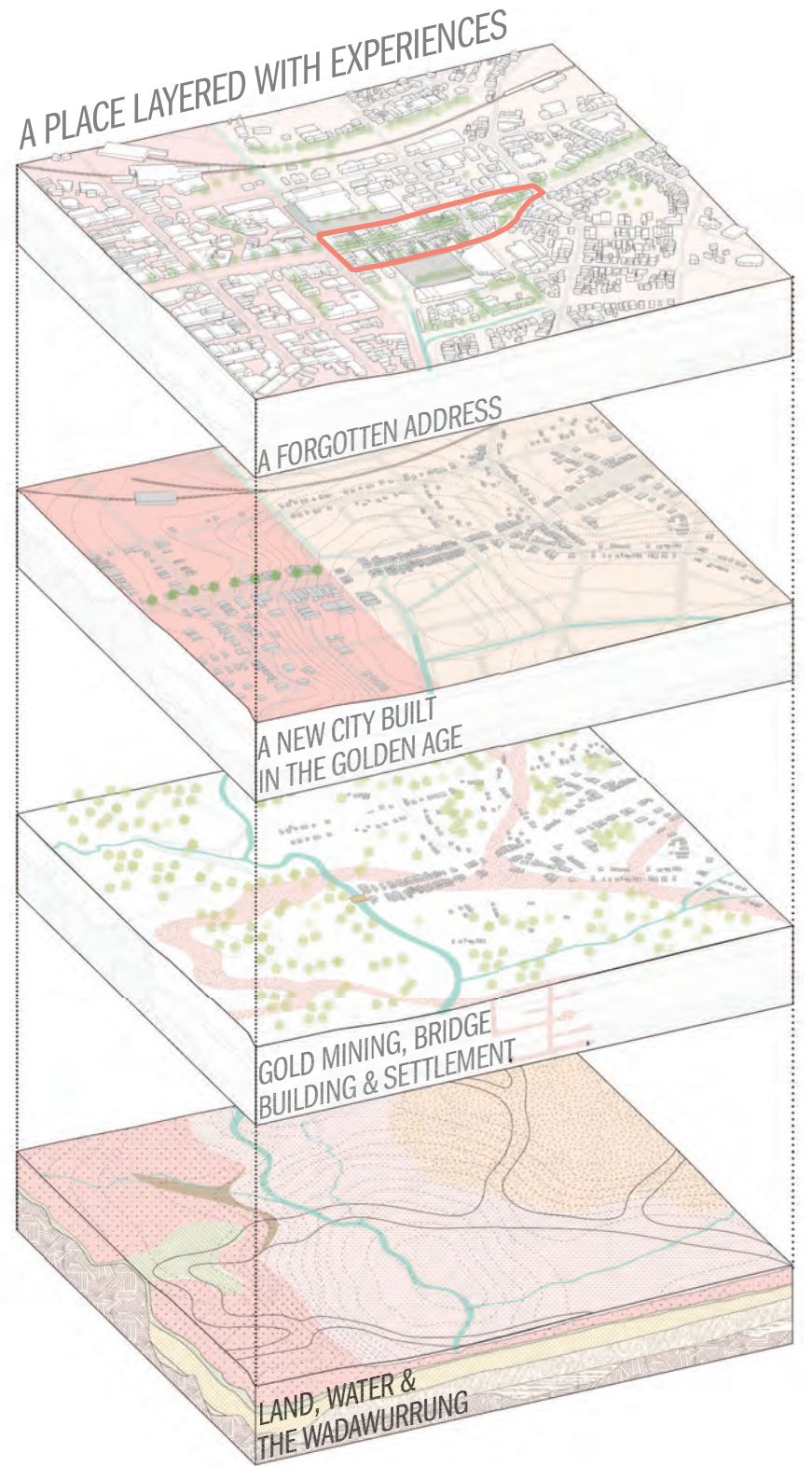


DESIGN STATEMENT

Bakery Hill has always been a **MEETING PLACE**.

A place where **WATER, GEOLOGIES AND PEOPLE** have historically met.

Reimagining Bridge Mall Precinct will **MAKE IT BALLARAT'S MEETING PLACE ONCE AGAIN** for the community and visitors alike.



...AND NEXT STEPS

BRIDGE MALL UPGRADE PROJECT

BRIDGE MALL PRECINCT RENEWAL PROJECT COMMENCEMENT

The first step in a comprehensive suite of initiatives.

May 2020

COMMUNITY CONSULTATION AND PROJECT DESIGN

WE ARE HERE

July - Dec 2020

PROCUREMENT & DELIVERY

early 2021

PROJECT CONSTRUCTION

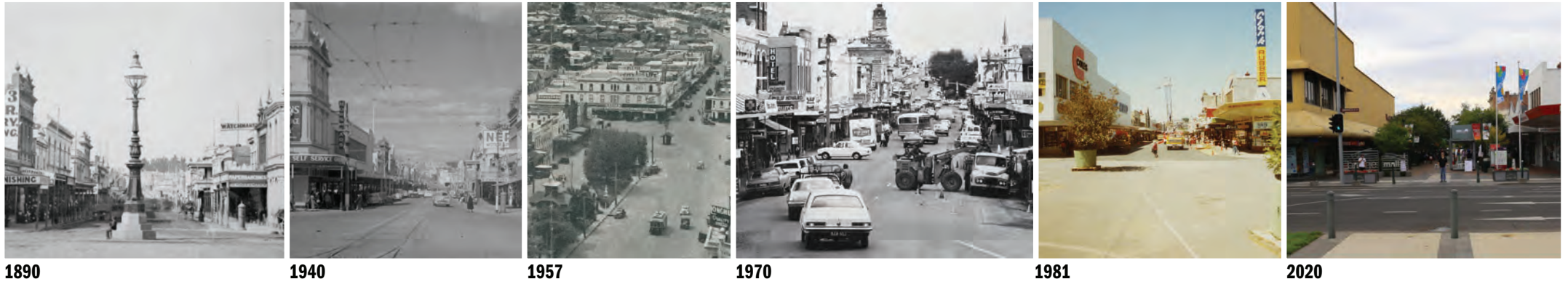
late 2021



4

GETTING THE BALANCE RIGHT FOR PEOPLE

THE EVOLUTION OF BRIDGE MALL...



REINTRODUCING VEHICLES - HOW DO WE GET THE BALANCE RIGHT?

KEY PROJECT OBJECTIVE

USER PRIORITY (MODAL HIERARCHY)



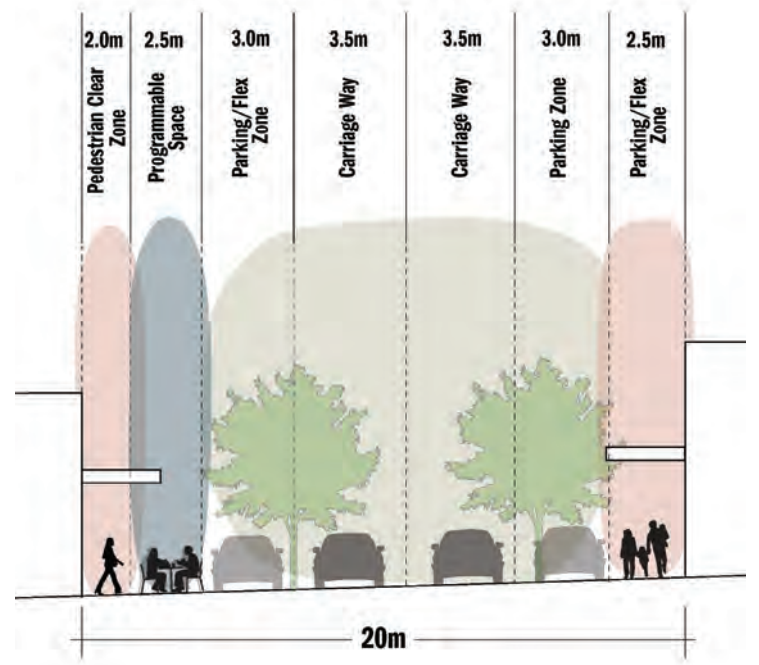
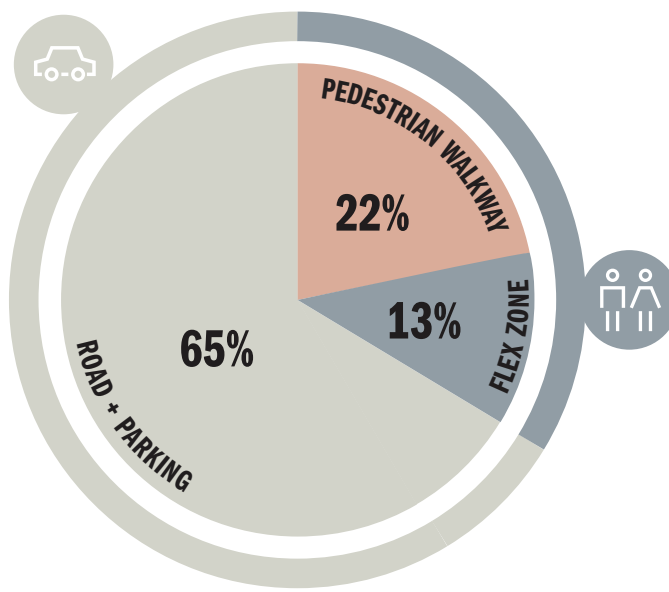
Firstly, we will reintroduce vehicles to the mall, to improve access and visitation for community and visitors alike.



The priority in the new mall will be for pedestrians, followed by cyclists. Cars will share the space, at a slow and safe pace.

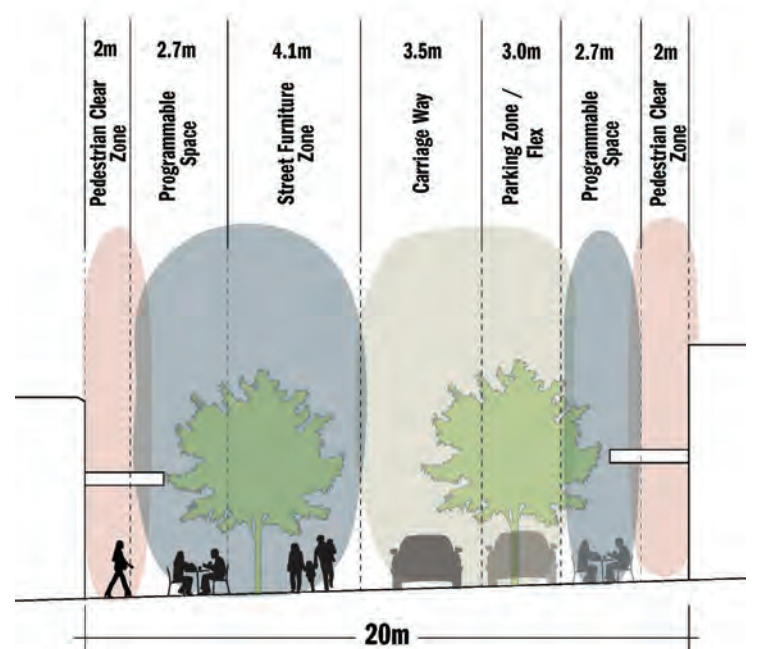
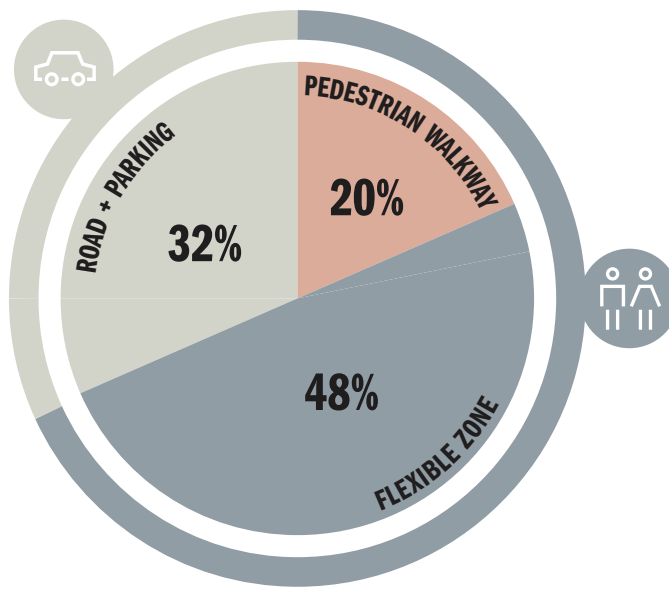
TWO-WAY TRAFFIC

- Increased vehicular connectivity through the CBD for locals and visitors
- Limited pedestrian connectivity improvements through the precinct
- Removal of all trees in the mall
- Only 13% of mall available for on-street trading / dining space



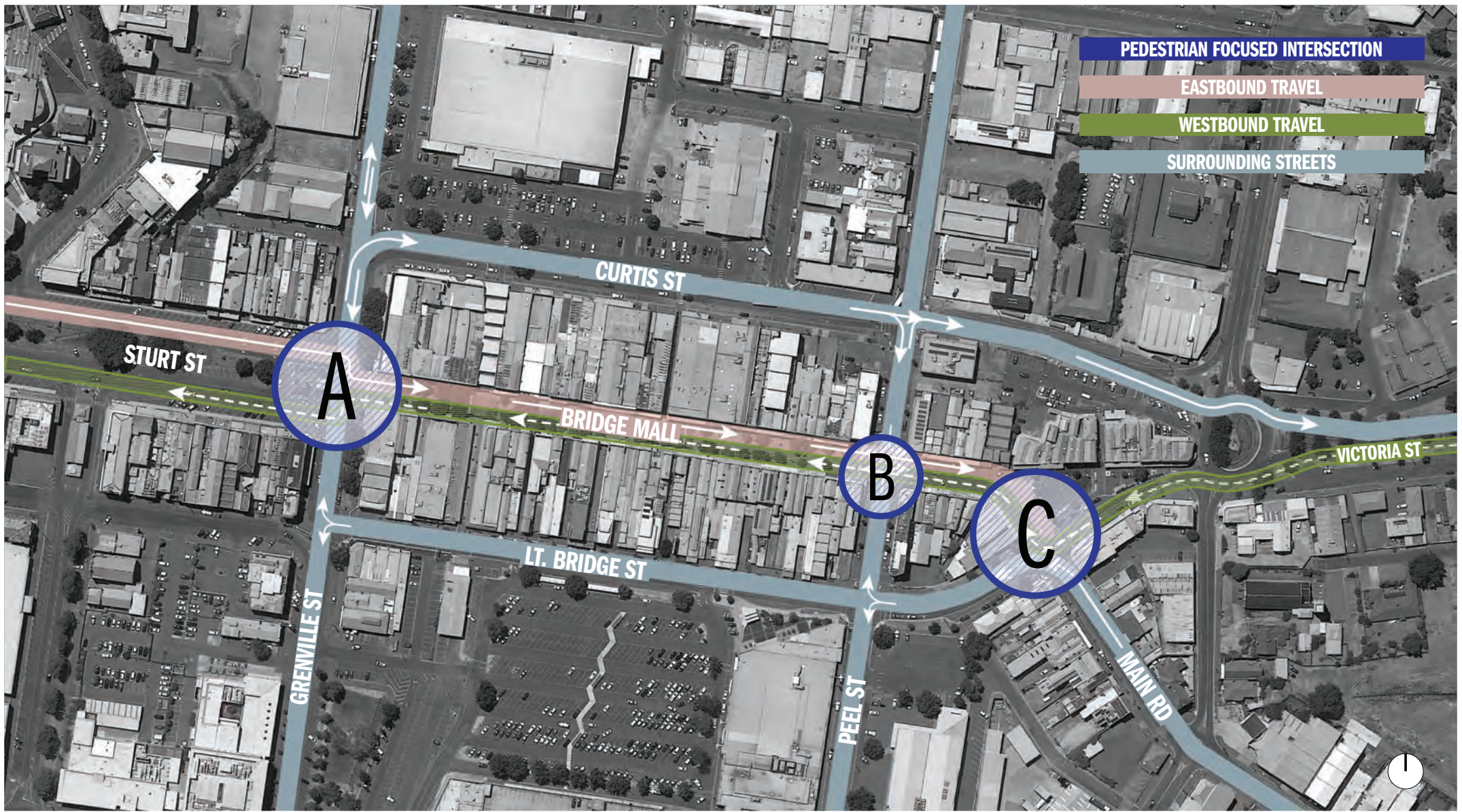
ONE-WAY TRAFFIC

- Significant improvements to pedestrian connectivity throughout the precinct
- Improved vehicular connectivity through the bridge mall precinct
- Retention of healthy trees in the mall
- As much as 48% of mall available for on-street trading / dining and public life



5

GETTING THE BALANCE RIGHT TWO WAY TRAFFIC



OPPORTUNITIES

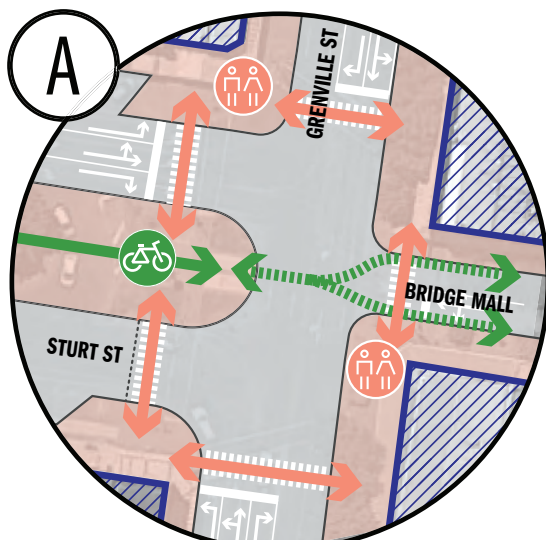
- Improved vehicular connectivity through CBD and precinct
- Possible future connection into Main Rd.
- Improved access from east and west

CHALLENGES

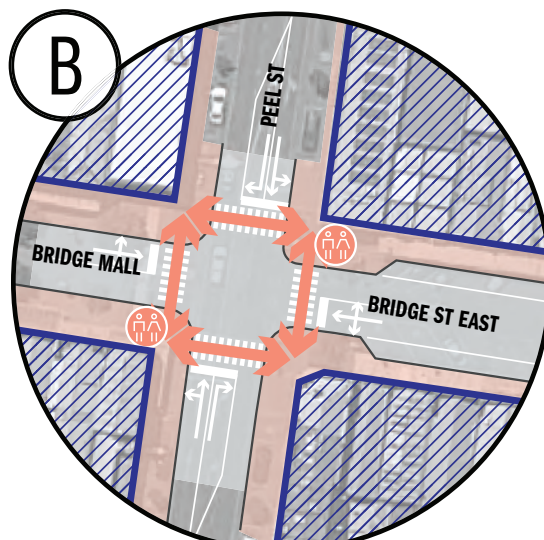
- Limited space for people and uses such as playspace, on-street dining, on-street trading, performance spaces
- Removal of existing trees
- Reduced opportunity for pedestrian connectivity improvements through the mall and into the precinct
- Crossings at key intersections and connecting laneways not optimised, poor pedestrian connections

INTERSECTION STUDIES

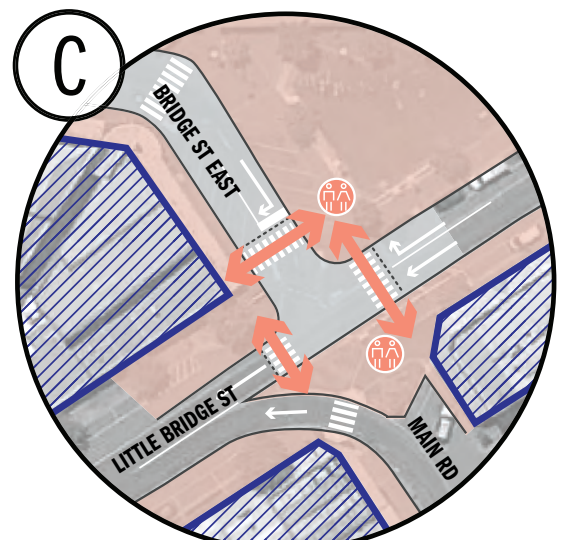
Each key intersection has been reviewed to understand how the introduction of two-way vehicular movement will influence people's experience and connection through the space.



GRENVILLE ST. AND STURT ST.



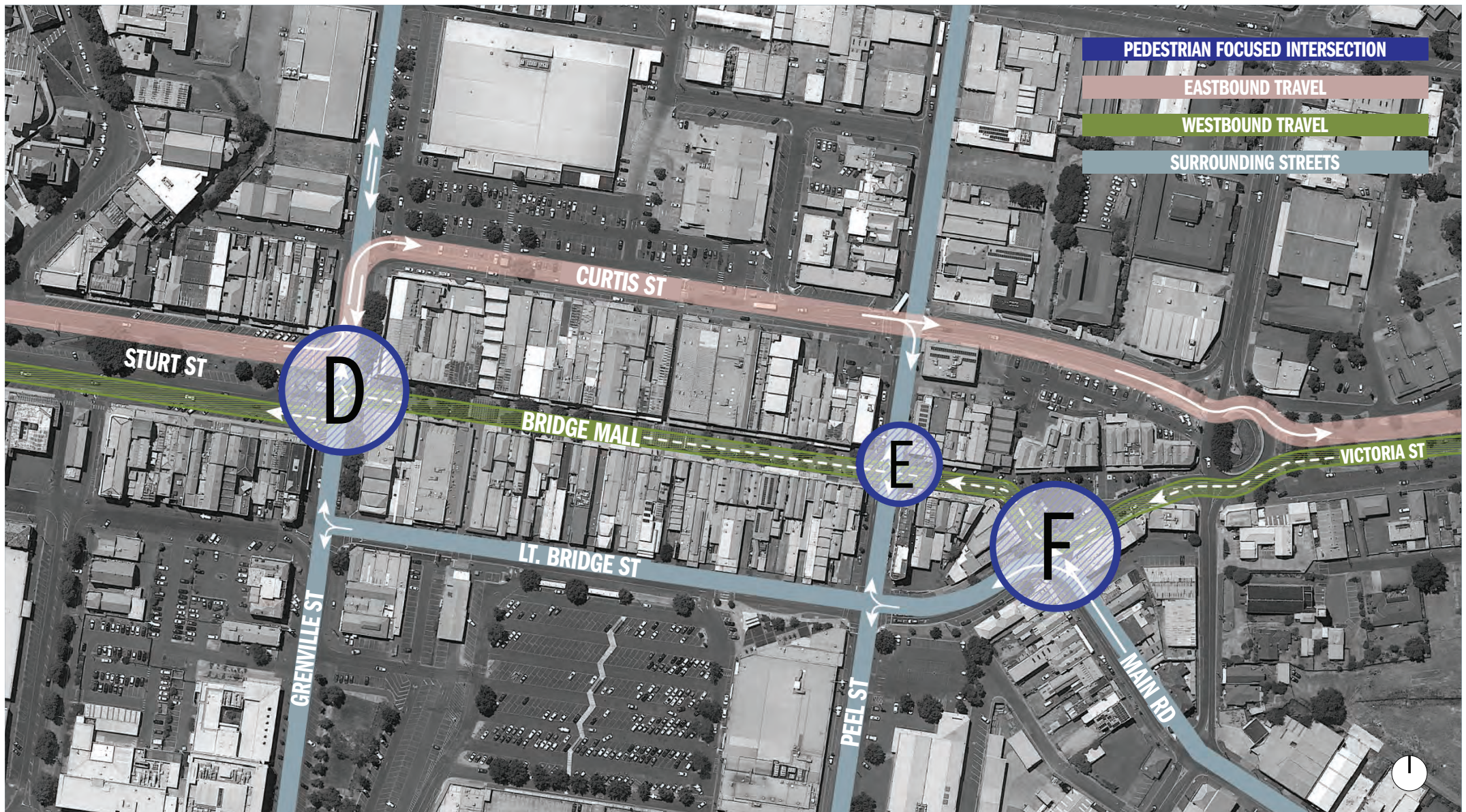
PEEL ST. AND BRIDGE ST. EAST



BRIDGE ST. EAST AND LT. BRIDGE ST.

6

GETTING THE BALANCE RIGHT ONE WAY - WESTBOUND



OPPORTUNITIES

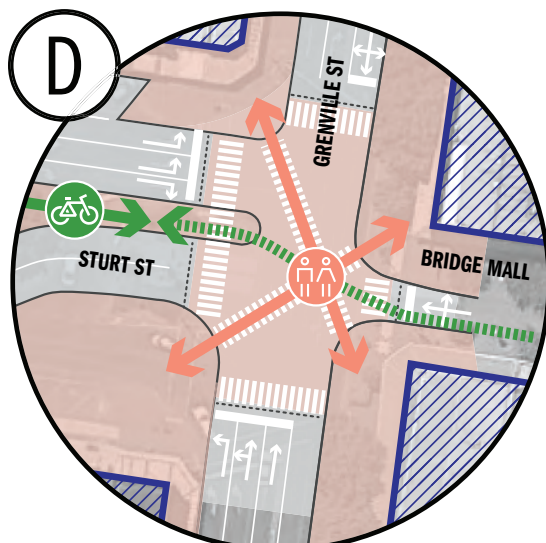
- Improved access and connections for pedestrians throughout the precinct
- Space for people - new meeting and gathering spots, seating and play opportunities in the new street
- Retention of existing trees and space for greening
- Gateway opportunity for arrival into Ballarat that draws Bridge Street East and Lt. Bridge St. into the entry experience
- Arriving visitors can connect to Sturt St. via Bridge St. or Lt. Bridge St.
- A new connection to Main Rd.

CHALLENGES

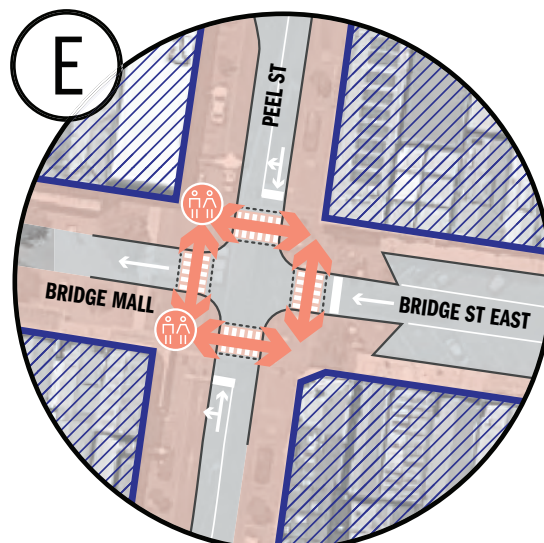
- No eastbound access down Bridge Mall - services fewer local residents
- Reversal of traffic and parking in Bridge St. East
- Limited vehicular connections from Sturt St. into the precinct

INTERSECTION STUDIES

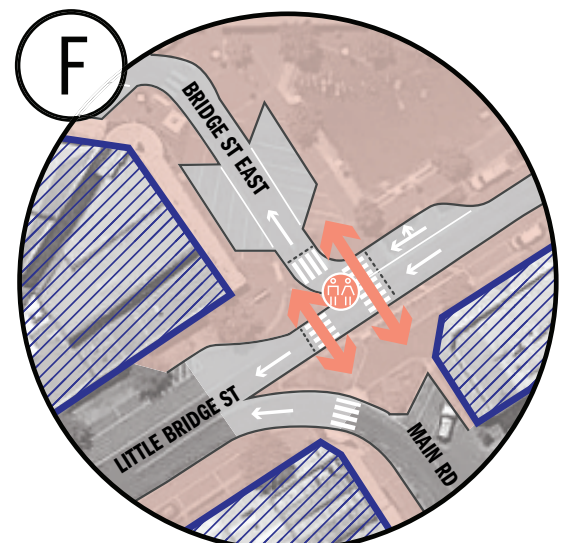
Each key intersection has been reviewed to understand how the introduction of one-way vehicular movement in a westbound direction will influence people's experience and connection through the space.



GRENVILLE ST. AND STURT ST.



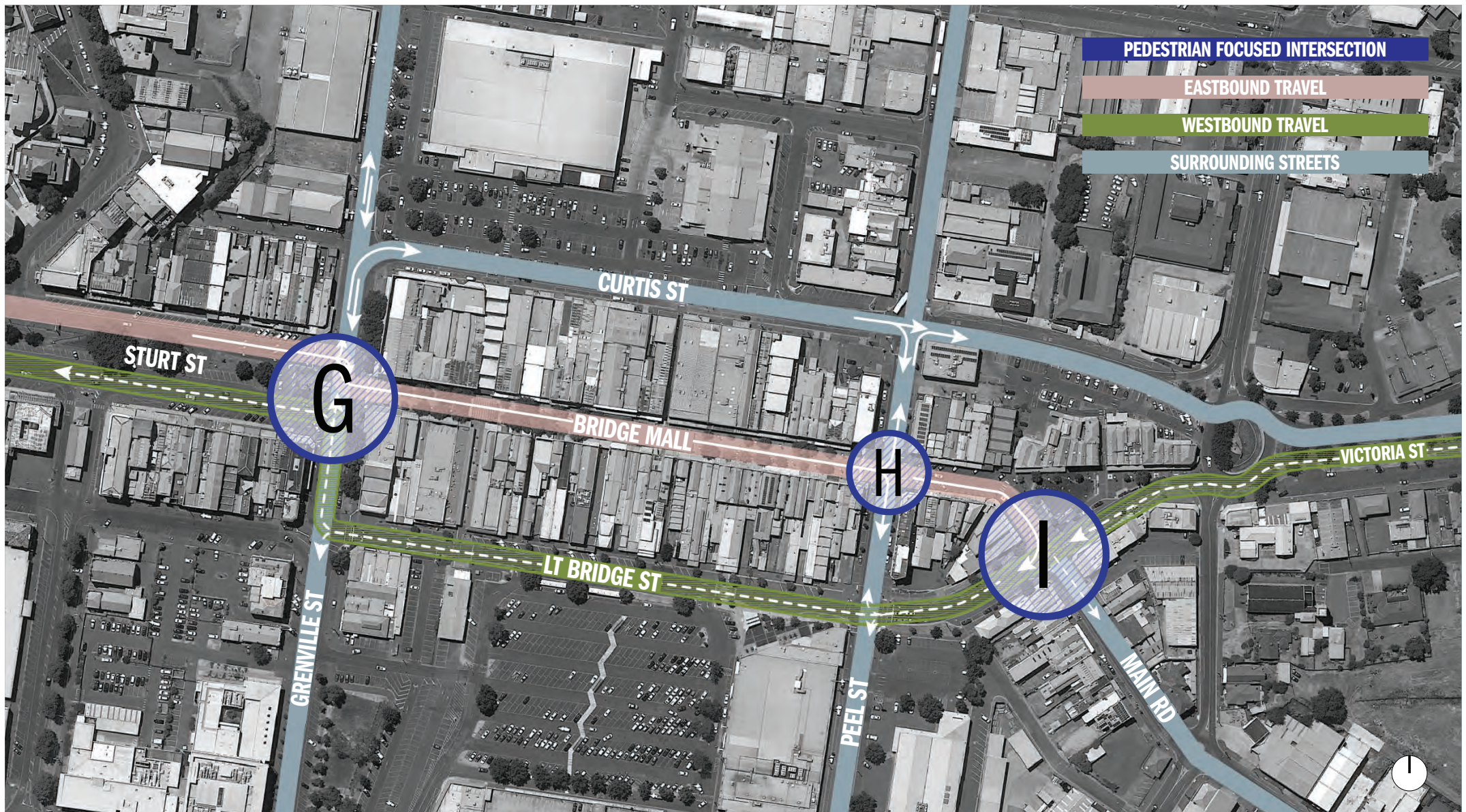
PEEL ST. AND BRIDGE ST. EAST



BRIDGE ST. EAST AND LT. BRIDGE ST.

7

GETTING THE BALANCE RIGHT ONE WAY - EASTBOUND



OPPORTUNITIES

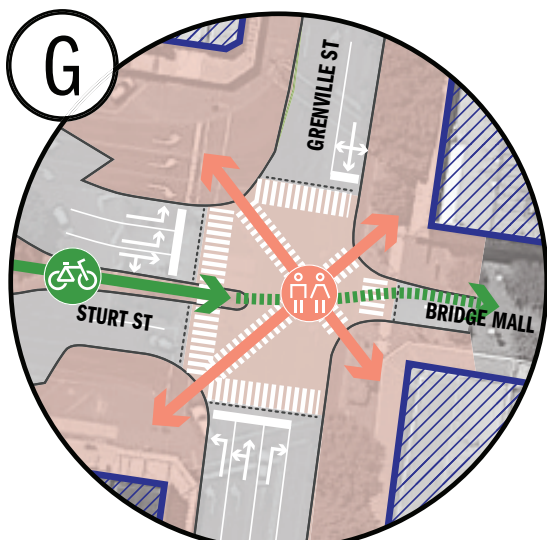
- Improved access and connections for pedestrians throughout the precinct
- Space for people - new meeting and gathering spots, seating and play opportunities in the new street
- Retention of existing trees and space for greening
- Improved local use and circulation of the precinct - locals outspend visitors by \$3 : \$1
- A gateway opportunity entering Central Ballarat, that reinforces Lt. Bridge St. as a new Boulevard
- Retention of existing Bridge St. East arrangement

CHALLENGES

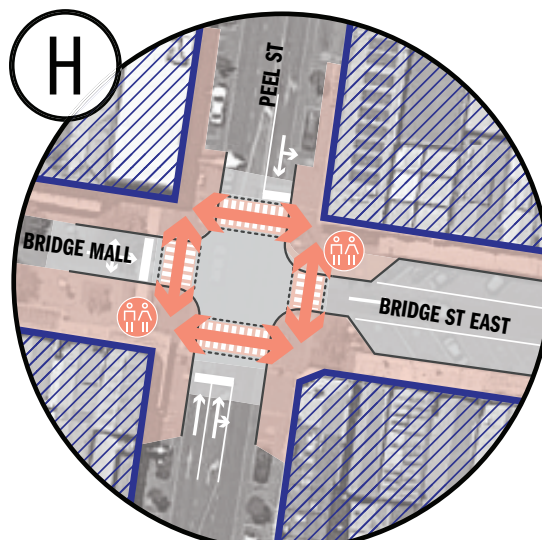
- No westbound vehicle access down Bridge Mall
- Gateway experience at Victoria St. focused on movement into and through Lt. Bridge St.
- Creating a new connection to Main Rd.

INTERSECTION STUDIES

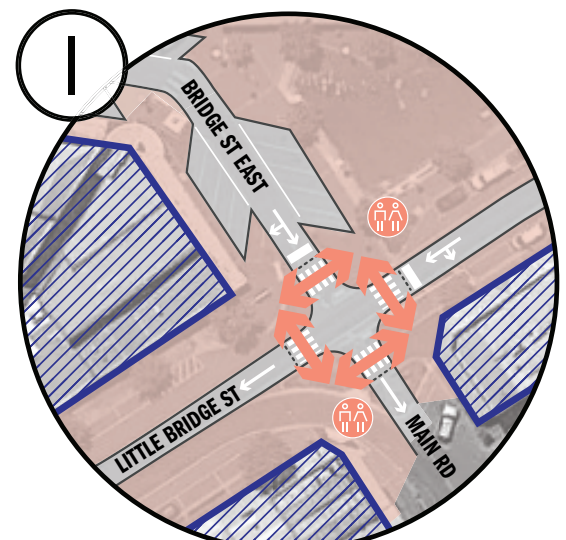
Each key intersection has been reviewed to understand how the introduction of one-way vehicular movement in an eastbound direction will influence people's experience and connection through the space.



GRENVILLE ST. AND STURT ST.



PEEL ST. AND BRIDGE ST. EAST



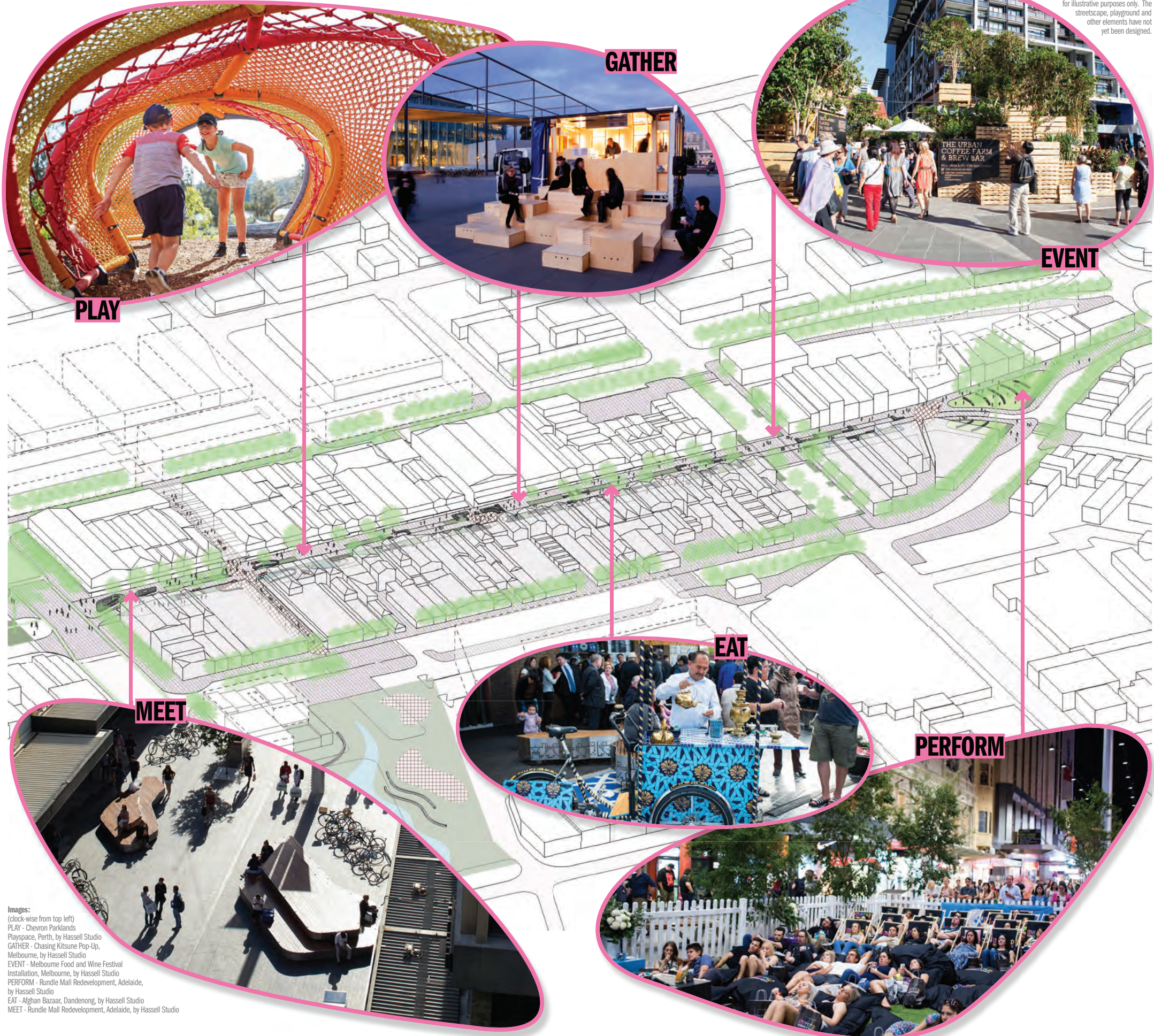
BRIDGE ST. EAST AND LT. BRIDGE ST.

8

A MEETING PLACE FOR LOCALS

HEAD TO 'MYSAY' ON THE CITY OF BALLARAT WEBSITE AND HAVE YOUR SAY TODAY! (OPEN UNTIL AUGUST 20TH)

Note: Images shown on this page are for illustrative purposes only. The streetscape, playground and other elements have not yet been designed.



Images:
 (clock-wise from top left)
 PLAY - Chevron Parklands
 Playspace, Perth, by Hassell Studio
 GATHER - Chasing Kittsune Pop-Up, Melbourne, by Hassell Studio
 EVENT - Melbourne Food and Wine Festival Installation, Melbourne, by Hassell Studio
 PERFORM - Rundle Mall Redevelopment, Adelaide, by Hassell Studio
 EAT - Afghan Bazaar, Dandenong, by Hassell Studio
 MEET - Rundle Mall Redevelopment, Adelaide, by Hassell Studio