

BAKERY HILL

URBAN RENEWAL PLAN

RENEWED

BALLARAT CITY COUNCIL



OCTOBER 2019



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CONCEPT ONLY FOR ILLUSTRATIVE PURPOSES

Falk '18

BAKERY HILL VISION STATEMENT

“Bakery Hill will be the new destination for Ballarat – a cosy quarter within Ballarat’s grand historic CBD - setting a standard for urban renewal which fully embraces the unique heritage canvas.

It will be a place where people can experience the wonders of the city’s past and enjoy meandering through the streets brimming with heritage buildings and features; a place of creativity and intrigue, showcasing the artistic talents of the city and offering places to explore.

With its proximity to the Ballarat Railway Station and the broader Ballarat CBD, the precinct is ideally located to be a place that incorporates a well-connected series of laneways and a continuous experience for pedestrians. It will be a highly walkable, highly accessible, and sought after for its premium location and connectivity.

The precinct will become a pivotal economic hub and clever city, forward-thinking and drawing on the energy of the broader Ballarat CBD. Through thriving day and night time activities, the precinct will be a base for employment in progressive, innovative and high-tech industries, as well a place for nurturing traditional trades. Within a city which is growing, changing and maturing, this area will offer a unique diversity not found in the remainder of the CBD.

It will remain a proud retail area but will become an experience for its customers. It will be different - in a good way. This will be the place for buying local wares, local produce, meeting and partnering with local movers and shakers – being visible, but somehow feeling hidden in the laneways, buildings, and unique, smaller businesses in the area.

It’s more than just retail - a complete community for people to live, work and enjoy themselves. It will have the things people need - green spaces and parks to play in, a sunny spot to sit and read, a shady spot to lay and relax, and a variety of quality food and coffee choices.

Bakery Hill will be at the forefront of sustainable living, embracing new ways to live, learn, work and travel. The Yarrowee Parkland will become a destination – a place for retreat from the hustle and bustle of the city – designed around the stories of indigenous cultural heritage, waterways and biodiversity. The waterway will provide the missing link in an important north-south trail through the city.

Partnerships and a shared energy for Ballarat will deliver the key priorities in this plan for renewal. Success depends on all levels of government, community, private sectors and the wider Ballarat community believing in this area and having the confidence to embrace its potential and strive for change. ”



ARTIST IMPRESSION OF LITTLE BRIDGE STREET
VIEWED TO THE WEST BY GEOFFREY FALK

WHY RENEW BAKERY HILL?

Bakery Hill and Bridge Mall Urban Renewal Precinct (the Precinct) plays an important commercial role within the Ballarat CBD, is important as a primary entry point from the east, and is part of an historic precinct of national significance. Bakery Hill is where mass protests were held and the Eureka Flag was unfurled for the first time in the lead up to the Eureka Stockade of 1854. The Precinct is strategically located within the CBD to have close access to the Ballarat Railway Station, and is surrounded by naturally and historically significant waterways and open spaces. However, at present the Precinct is being affected by significant changes in the retail sector, and hasn't yet found a way to capitalise on its many positive assets – including its cultural and heritage buildings, features and identity.

The Bakery Hill Urban Renewal Plan (the Plan) seeks to address a decline in economic activity within the Precinct and a shared concern amongst the community that the Bridge Mall has lost focus and requires revitalisation and intervention through the private sector and all levels of government. At times, the prospect of intervention and change creates divided opinion and anxiety. During the consultation process however, the community and the traders have welcomed the conversation about the need to intervene.

In this context it is important to acknowledge that what is unusual about preparation of the Bakery Hill Plan is that there is:

- ☆ An appetite for change
- ☆ A shared sense of optimism; and
- ☆ A significant opportunity for improvement.

The question of why to renew Bakery Hill brings into focus a broader question about why we value places that have evolved over time and why they are important to our future.

Traditional places, such as Bakery Hill that have activated main streets and other buildings and sites of historical and cultural importance tell the community's stories about who they are and who they were and how the past has shaped them.

Traditional places and main streets are places where people come together to work and live and engage with one another.

As the City grows outward, where greater affordability of housing and convenience-based retail centres are delivered, functional places are more important than ever.

Bakery Hill offers authentic character that cannot be reproduced and a place where the independent spirit of entrepreneurship and innovation can thrive.

A plan owned by all

Preparation of this Urban Renewal Plan was initiated and funded by the City of Ballarat and the Victorian Planning Authority (VPA). However, this plan will require coordinated action by all stakeholders to achieve the collective vision of the Urban Renewal Plan.

The State Government, private sector and community groups will each play a role in realising this collective vision.

The Plan is the first step in an ongoing process of urban renewal - harnessing community and government leadership and action to progressively restore Bakery Hill to its role as a thriving heart and gateway to Ballarat; with a distinctive character and a connected community.

The Plan seeks to respond to these and other challenges by defining an urban renewal framework and identifying key projects and actions to attract investment, stimulate the local economy and create a unique place that will attract residents, visitors and activity. The Plan identifies a number of key projects that can be undertaken in the short term to catalyse renewal, and a broader list of initiatives and specific actions that can be pursued over the medium and long term to support the renewal process.

The Plan was developed by the City of Ballarat in conjunction with a consultant team, with input from a community reference group and the broader community through two previous phases of consultation.

The Plan builds on previous strategic work undertaken by the City of Ballarat, particularly *The CBD Strategy: Making Ballarat Central* (May 2010) and *The Ballarat Strategy: Our Vision for 2040* (July 2015), as well as *Ballarat Imagine* which was the largest open discussion run by the City of Ballarat in 2013.

Bakery Hill area consists of:

- ☆ Shopping
- ☆ Offices
- ☆ Restaurants
- ☆ Community uses; and
- ☆ Residential

BAKERY HILL
70 HECTARES

Bridge Mall area consists of:

- ☆ Pedestrianised mall spanning approx. 250m in length
- ☆ Small-scale shops with small building footprints, narrow frontages and access laneways
- ☆ Buildings with heritage significance
- ☆ Large format convenience shopping including large retailers such as Coles, Big W, Woolworths and Cheap as Chips.

BRIDGE MALL
17.8 HECTARES



Figure 1: Bakery Hill Precinct and the Bridge Mall area



FRAMEWORK FOR URBAN RENEWAL

Before preparing an urban renewal plan, it is important to establish a framework to guide the approach, methodology and key areas of investigation. The framework used to prepare the Bakery Hill Urban Renewal Plan includes a combination of *Strategic Policy*; for example, current strategic documents that are relevant to the Precinct and *Planning Principles*; for example, approaches and methodologies that are adopted by Council and reflect best practice.

The *Strategic Policy Framework* for the Plan comprises the Ballarat Council Plan 2017-2021, the Ballarat Strategy and the CBD Strategy. These strategies are specifically relevant to Bakery Hill, and include a number of policies and actions that have informed and given direction to the Plan.

The *Planning Principles Framework* is based upon the UNESCO Historic Urban Landscape approach and well as established approaches to Main Street urban renewal. These approaches have established the broad set of principles that have been used to frame the Bakery Hill methodology, as well as the approach to initiatives and actions.

COUNCIL PLAN 2017-2021

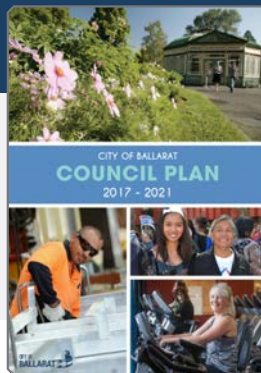
The Council Plan sets out what the City of Ballarat will do to achieve Council's and the community's vision as a proud city that is bold, vibrant and thriving. It is underpinned by the Ballarat Strategy and has four main goals.

The four main goals of the Council Plan:

- ☆ **Liveability** Improve the quality of life for our community
- ☆ **Prosperity** Advance our economic position as the capital of Western Victoria
- ☆ **Sustainability** Protect, maintain and enhance our built and natural assets
- ☆ **Accountability** Provide strong and decisive leadership, and transparent governance

Council Plan 2017-2021

Preparation of the Bakery Hill Urban Renewal Plan is driven by these goals, particularly the goal of prosperity, which seeks to deliver activities and projects that will advance Ballarat's economic position as the capital of Western Victoria. The Council Plan, with the support of several strategic documents recognises the potential of Bakery Hill as an urban renewal opportunity.



BALLARAT STRATEGY

The Ballarat Strategy: Our Vision for 2040 (July 2015) identifies three priority renewal areas across the city – Bakery Hill being one. The Strategy adopts the Ten Minute City and the Complete Neighbourhoods models as a framework for guiding growth and change in Ballarat over the next 20+ years.

Despite the many benefits and opportunities offered by Bakery Hill in terms of location, character, infrastructure and services, the Precinct has not been embraced by the community as a 'complete neighbourhood'. This Plan seeks to change that perception; to recast Bakery Hill as a complete neighbourhood - a desirable place to live, work and engage in social and community life; a genuine 10 Minute City.

10 Minute City and Complete Neighbourhoods

The '10 Minute City' concept in Ballarat reflects community aspirations to maintain existing levels of access to destinations and services as the City grows over time.

It supports the ability for all residents of Ballarat to be able to do more of their day to day shopping, accessing of services and business in local neighbourhood centres. It also promotes the improvement of walking and cycling connections in local neighbourhoods, so residents find it easier to move around and reduce the need to use the car for short journeys.



THE CBD STRATEGY: MAKING BALLARAT CENTRAL

The Bakery Hill Urban Renewal Plan seeks to redefine and build on the ideas and actions set out in *The CBD Strategy: Making Ballarat Central (May 2010)*.

The Plan seeks to realise a key action identified in The CBD Strategy, which is to:

Prepare a comprehensive Master Plan for the Precinct which addresses all issues of land use, built form, car parking, access and pedestrian amenity in a holistic manner.



The CBD Strategy sets out a long-term vision for the Central Business District (CBD) that is underpinned by five city-wide themes: Commercial and Cultural Capital, Connections, Places for People, Building Quality and Strong Leadership and Governance.

UNESCO HISTORIC URBAN LANDSCAPES



UNESCO's Historic Urban Landscape (HUL) approach is about using a detailed, rich and localised understanding of a place to drive sustainable outcomes for cities and their communities. It is designed to help cities manage change while retaining what is distinct and valued about their identity, culture and environment.

This approach has been adopted by Ballarat City Council, in a partnership with UNESCO, as a means of tackling challenges facing the City through development, whilst also keeping the aspect of the City that local people value.

In Bakery Hill, this approach was used to inform the background analysis, where a layered understanding of the history of the site and current conditions was used.



SOURCE: JEREMY DILLON FOR CITY OF BALLARAT

MAIN STREET URBAN RENEWAL

When buildings or places are under utilised or experience decline (either economic decline, or decline in their appearance), we often say that they need to be renewed. But what does urban renewal mean in the context of Bakery Hill?

Renewal in Bakery Hill means working with the strengths of the Precinct in an inclusive way. To catalyse change and future proof the Precinct – to simplify the street structure to make it more inviting to all users; to adapt and reuse important heritage places to build a strong sense of identity and to facilitate a shift to new uses and economies that will attract visitors, tourist and residents, whilst promoting sustainability and utilising digital technologies to assist the development of a renewed Bakery Hill Precinct.

Through this Plan we have referred to these changes under the integrating themes of **Thriving**, **Connected** and **Distinctive**.

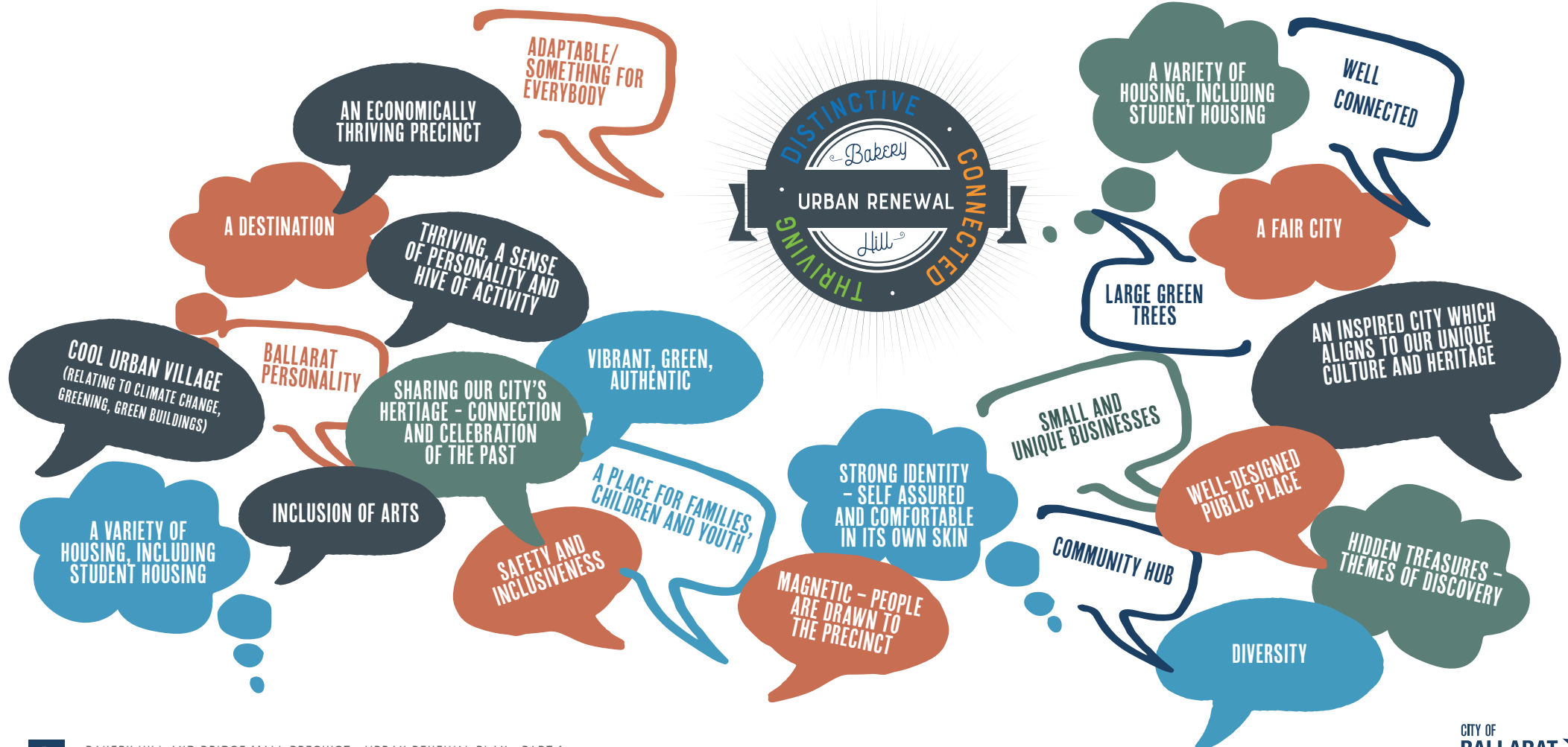
Urban renewal is rarely ever a 'quick fix'. The success of the Bakery Hill Urban Renewal Plan requires ongoing commitment and investment, in the form of physical works, which can act as catalyst projects, and leadership and participation at all levels, including traders, landholders, the community and government.

WHAT IS UNIQUE ABOUT BAKERY HILL AND WHAT IS ITS FUTURE ROLE?

The Bakery Hill and Bridge Mall Precinct occupies a strategic location at the eastern gateway to the Ballarat CBD. The rich history of the precinct, the heritage buildings and places, proximity to the railway station, relationship to surrounding tourist destinations such as Sovereign Hill, and redevelopment opportunities are just some of the strategic advantages that the precinct possesses.

When viewed within the context of the remainder of the CBD and the long-term growth potential of the City, the true value and role of the Bakery Hill Precinct becomes apparent. As the City continues to mature as a desirable housing and employment destination, there is likely to be interest and demand from residents, entrepreneurs, employers and visitors to experience unique and authentic places that are not present in emerging parts of the City.

Words and statements that were used by members of the community during the process of preparing the Urban Renewal Plan capture the desirable components or essence of the place that Bakery Hill has the potential to become.





ARTIST IMPRESSION ONLY - ACTUAL CONFIGURATION AND DESIGN WILL BE SUBJECT TO DETAILED DESIGN PROCESS AND CONSULTATION
BY GEOFFREY FALK

HOW THE PLAN WAS PREPARED

The Bakery Hill and Bridge Mall Urban Renewal Plan was prepared in a collaborative manner with a range of technical and community stakeholders, adopting the HUL methodology. A staged approach was adopted, with regular involvement of the community, traders and technical stakeholders.

The process involved three key phases (refer to Figure 2), with the following stakeholders involved throughout:

- ☆ City of Ballarat
- ☆ Community reference group – comprising local architects, traders, local residents from different walks of life, as well as representatives from the Bridge Mall Trader’s Association, Victoria Police, and Federation University.
- ☆ Local community – traders, landowners, residents
- ☆ Broader community
- ☆ Victorian Planning Authority
- ☆ Project consultants.

During the **information gathering and analysis phase**, an Enquiry by Design workshop was held, which provided technical and community stakeholders the space to explore the historical and current features of the Precinct, using the HUL layered analysis methodology. The outputs of this phase resulted in preparation of a number of background reports that explored key areas of investigation and opportunity.

During this phase, broader community consultation was also undertaken, which sought feedback in relation to emerging principles, key targets and the general approach toward renewal of Bakery Hill.

Consultation Responses

Consultation responses that were gathered during the process were used in conjunction with the background analysis, to inform preparation of the Urban Renewal Plan and identification of the potential key projects.

A variety of feedback was received through face to face forums, online engagement tools, pop-up-shop and Community Reference Group (CRG) meetings.

Background Paper 4: Community Engagement Report provides a summary of the previous two consultation processes.

The key themes that were identified following review of the feedback were:

A strong appetite for change within the Precinct

There is a strong desire for change and improvement within the Precinct including the need for more eating and dining areas to encourage foot traffic and to create a night time economy, which in turn will create increased levels of safety throughout the Precinct. Furthermore, public and active transport options need to be addressed within the Precinct to provide opportunity for higher density residential development within the Precinct.

A stronger connection and celebration to the Precinct’s history and story

Re-establishing a relationship with the Yarrowee River and linking this to Ballarat’s Indigenous heritage along with the restoration and maintenance of Ballarat’s celebrated historical buildings and architecture within the Precinct.

The Bridge Mall needs to be a return to its role as a key destination within Ballarat’s CBD

A more diverse retail mix is needed to offer a point of difference to enclosed shopping centres (Stockland, Central Square) and surrounding big box retailers. This would allow opportunity for more independent shops for Ballarat’s creative community. The Precinct also presents an opportunity to facilitate inclusive public open space and greening.

Facilitating movement within the Bridge Mall itself

The potential of opening the Bridge Mall to slow moving one or two-way car traffic, creating passive surveillance and incidental exposure to Bridge Mall’s shops.

Background reports and other resources

1. Background Paper 1: Economic Report
2. Background Paper 2: Re-Discovering the Bakery Hill Legacy
3. Background Paper 3: Movement and Access Report
4. Background Paper 4: Community Engagement Report
5. Book of Maps

Figure 2: Bakery Hill Urban Renewal Process



STEPS TO THE URBAN RENEWAL PLAN

The Bakery Hill Urban Renewal Plan is structured in **5** parts

Introduction

PART **1**

Outlines why we need to renew Bakery Hill, how we have prepared the Plan, and what is needed for the Plan to succeed.

Bakery Hill's potential for renewal

PART **2**

Tells the story of Bakery Hill, starting with the Precinct's history, its current challenges and opportunities, as well as its potential as a thriving, connected and distinctive local neighbourhood in the future.

The Plan

PART **3**

Sets out:

VISION

A big picture statement for the desired future state of Bakery Hill. The vision is expressed in terms of three Integrating themes - "**Connected, Thriving and Distinctive**"

INTEGRATING THEMES

Connected, Thriving and Distinctive emerged throughout the project as individually important aspirations for Bakery Hill. When integrated, the themes evocatively express an holistic vision for the Bakery Hill Precinct. These themes have been used to broadly structure the objectives, initiatives and actions that will achieve the vision. However, it is important that they are read together to appreciate how elements overlap and link together.

OBJECTIVES

High level objectives are defined for each integrating theme. These objectives are aspirational statements – what we want Bakery Hill to be in the future.

INITIATIVES

Broad initiatives have been identified as positive interventions that can renew Bakery Hill. An initiative is a first step, or a catalyst toward achieving the desired vision – and not an end result. Each initiative will need to be 'activated' by stakeholders (the actions).

TARGETS FOR 2050

The key measurables we will use to check that we are on the right track.

Key Projects

4

PART

Identifies an initial set of projects from the Plan to get started. These projects have been identified as having potential to encourage positive change in the Precinct. They are presented as ideas only; to initiate a conversation within the community about the suitability of the priority action list and the possibilities for renewal.

Making it happen and checking it works

5

PART

Provides a clear action plan for Council and the community to follow. The actions identified are next steps that will give life to the initiatives. Actions may be future projects, desired partnerships or investment directions. Some actions will require physical changes to the Precinct – changes you will be able to see. Other actions will be less visible, but are just as important; for example, actions focused on strengthening community involvement in the Precinct. All actions will require active community participation in order to succeed.

Actions are generally categorised in the following classes that represent the integrated approach to urban renewal:

ECONOMIC DEVELOPMENT

For example, working with businesses, programming and promotion of Bakery Hill.

PHYSICAL WORKS

For example, structural, interventions, public realm works, developments etc. Includes planning, design and engagement associated with works. Works may be undertaken by government or private entities.

PLANNING + POLICY

For example, changes to planning schemes, development of policy etc

PARTNERSHIPS AND ADVOCACY

For example, establishing groups, partnerships and alliances within the community and government.

The intention is to ensure there is alignment on the collective actions that need to be pursued to successfully renew Bakery Hill. The measures of success (including the targets for 2050), are metrics that will be used to track progress; to determine if the plan is working.



THE STORY OF BAKERY HILL

Uncovering the history of Bakery Hill is important in understanding the Precinct's changing character and potential for renewal. Bakery Hill has a rich history, which dates back thousands of years before gold was discovered in Ballarat in the 1850s.

PRE 1800S

The Precinct is located within the traditional lands of the Wadawurrung people, who for thousands of years were sustained by Ballarat's (meaning 'resting place' in Wadawurrung language) landscape and imbued it with cultural meaning.

"The land on which Ballarat East stands is the land that for thousands of years sustained Wadawurrung people. It provided them with water, food, medicine and shelter. It harboured the animals and the birds during winter. It was a place where the surrounding hills protected the environment and all the creatures that lived there."

(Uncle Bryon Powell, Wadawurrung Elder)

POST 1800S

The story of Bakery Hill as a settlement and retail hub is one of rise and decline. The development of Bakery Hill as we know it began following the discovery of gold in the 1850s. The gold rush transformed Ballarat into a major settlement, during which time the east of Ballarat, particularly Main Road and Bridge Street, were established as one of the earliest commercial areas within Ballarat. This history can be seen in the many heritage buildings of varying eras, and the pattern and rhythm of the older shop fronts.

Bakery Hill (at the site of the current Victoria Street roundabout) is thought to be the site where the Eureka flag, and the Precinct in general is associated with the protests and monster meetings staged by miners in the lead up to the Eureka Stockade on 3 December, 1854. The changing landscape has made the exact locations of these events difficult to pin point and remains a subject of passionate debate.

Bridge Street was a bustling thoroughfare and gateway between east and west Ballarat. The horse drawn tram network was eventually electrified which eventually gave way to the car. However, the role of Bridge Street changed substantially in the 1980s when the street was closed to traffic and pedestrianised.

Since that time, changes to the economy, the way people shop, and the way people get around has contributed to a decline in activity within the Precinct.

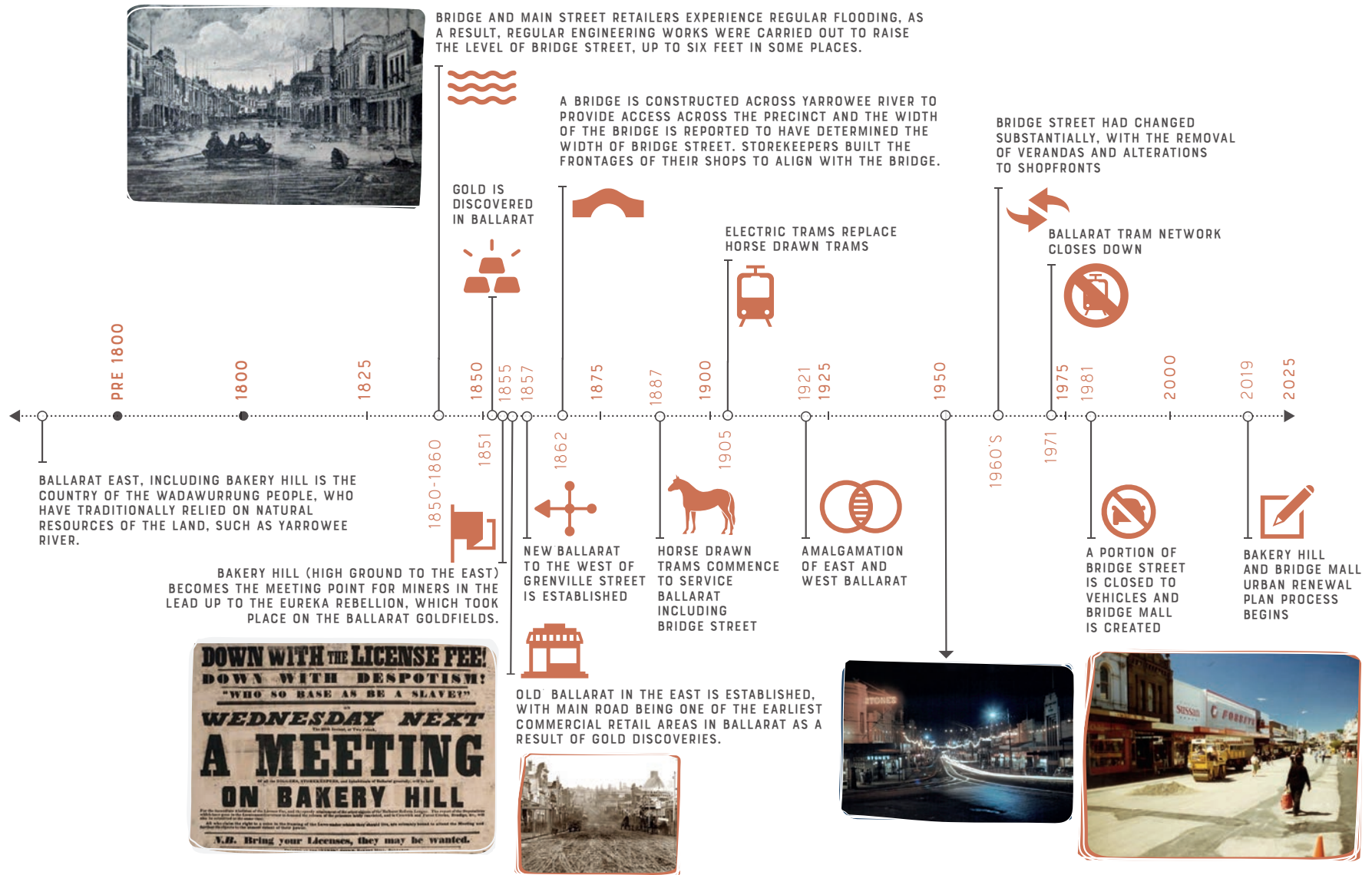
Now is the time to reflect on interventions that have been made in the past, define the features and stories of the Precinct that we value, and explore options for initiatives that can breathe life back into this once vibrant Precinct.

FURTHER READING

BACKGROUND PAPER 2:
REDISCOVERING THE BAKERY HILL
LEGACY

LOOKING EAST UP BRIDGE STREET 1860 (SOURCE: MAX HARRIS
PHOTOGRAPHY COLLECTION, BALLARAT MECHANICS' INSTITUTE)

Figure 3: Timeline of Bakery Hill's evolution



EVOLUTION OF BAKERY HILL

Changes From Pre 1860s to 2019

The changes that have so far been identified suggest a pattern of change typical of many Victorian towns and suburbs, but distinguished by very early and rapid growth in association with the Gold Rush and then property boom.

From the pre 1860s:

Bakery Hill quickly became urbanised, developing greater complexity as new streets, blocks, properties, buildings and land uses established.

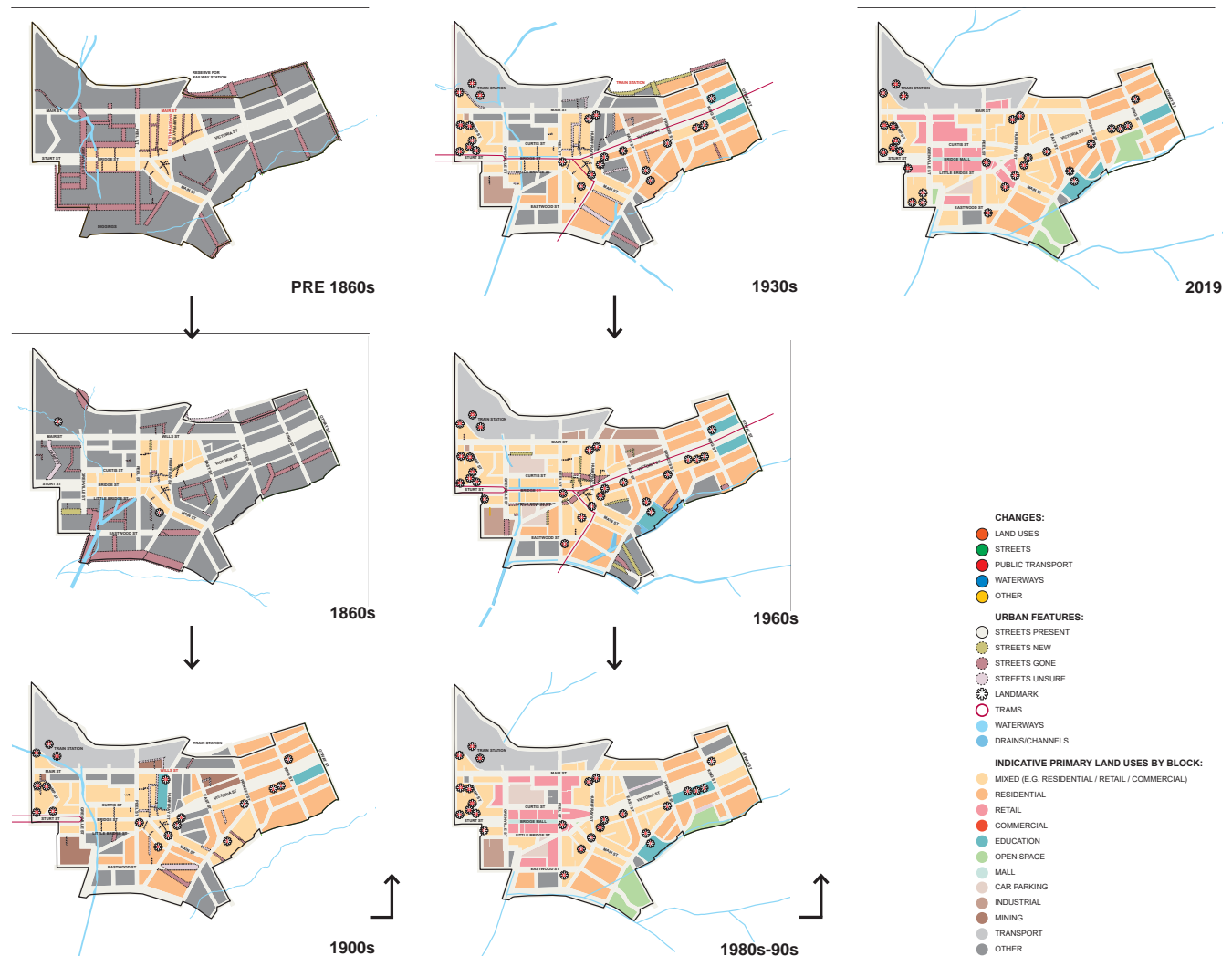
Bridge St, Main St and Humffray St emerged as the centre of the new township. Bridge St essentially remained unchanged in its functions and form until it was transformed into a retail mall in 1981.

Residences, shops, hotels/pubs, schools, and services established around the centre, spreading eastward and southwards with time.

From the 1960s, a different pattern in urban change started to occur, which prioritised the car and a more organised suburban rather than complex urban place. Properties were lost to road widening schemes, car parking appeared as a primary land use, and site consolidation removed fine-grained residential blocks to make way for big box retail and their car parks.

The tram network, which functioned as a fixed 'anchor' for investment, people and activities for decades, was decommissioned in 1972. It is thought that many locals continued to walk and ride bikes to access their daily needs, as car ownership was beyond typical household budgets. As Bakery Hill developed more district-scaled big box retail, it became more outwardly focused as a district destination to be accessed by car.

By the 1980s, Bridge Mall was closed to traffic and converted to an outdoor shopping centre, applying an urban design model used by other cities to address increasing traffic and competition from suburban shopping centres.



Note: This study area varies from that applied by other consultants and in other documents, in order to capture the Ballarat railway station, a part of the CBD for context, and a section further east identified by CoB planning and design officers as needing research and guidance.

BAKERY HILL AT A GLANCE

Identifying what we know about the Precinct is an important first step to understand the challenges and opportunities for renewal.

Figures 4 and 5 provide a summary of the spatial elements and measurable factors that are important considerations for the renewal of Bakery Hill.

The Precinct is strategically located within proximity of the Ballarat Railway Station, a range of open spaces and culturally and historically significant waterways, which have been transformed over the years to respond to flooding and accommodate development.

Other key features include:

- ☆ the movement network and road infrastructure which currently service a range of transport modes;
- ☆ built form is a key structural element that contributes to the Precinct's fabric and character; and
- ☆ publicly owned sites provide opportunities for key projects that support the renewal of Bakery Hill.
- ☆ These elements present a range of challenges and opportunities which are explored in the following pages.

Figure 4: Existing Conditions Map

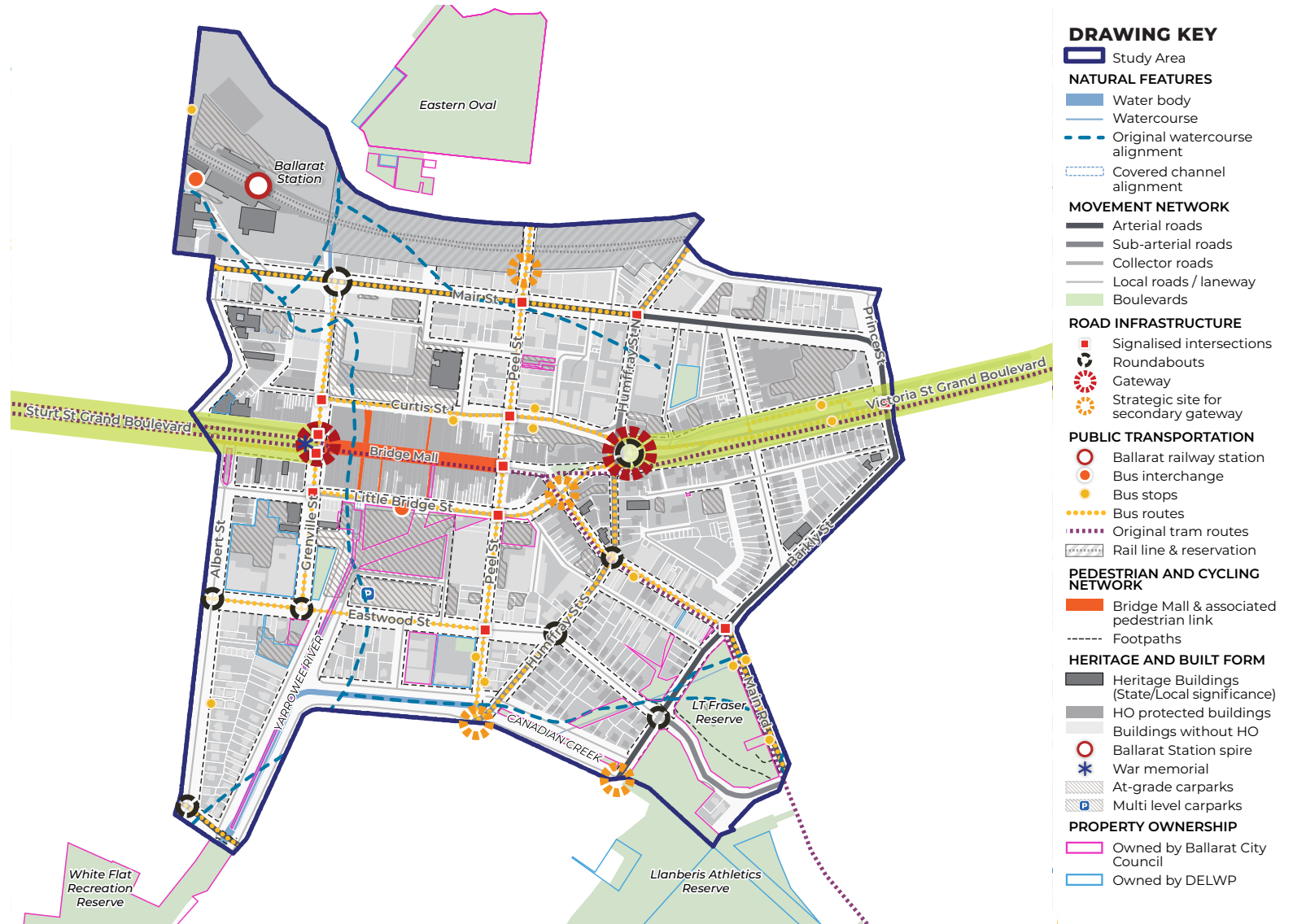
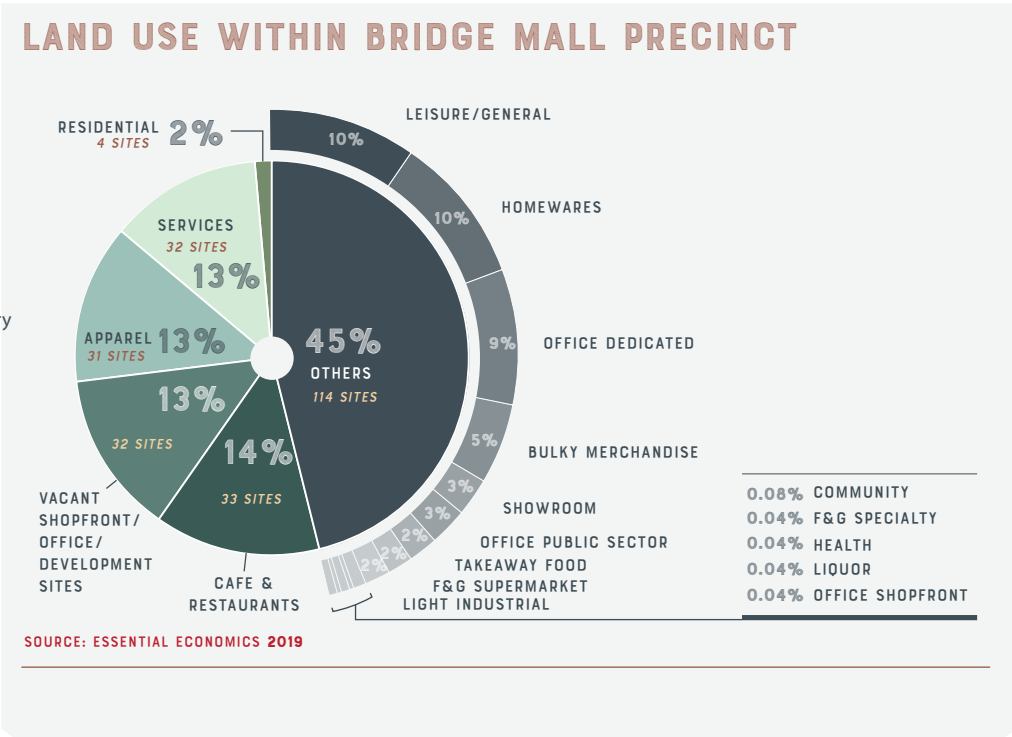
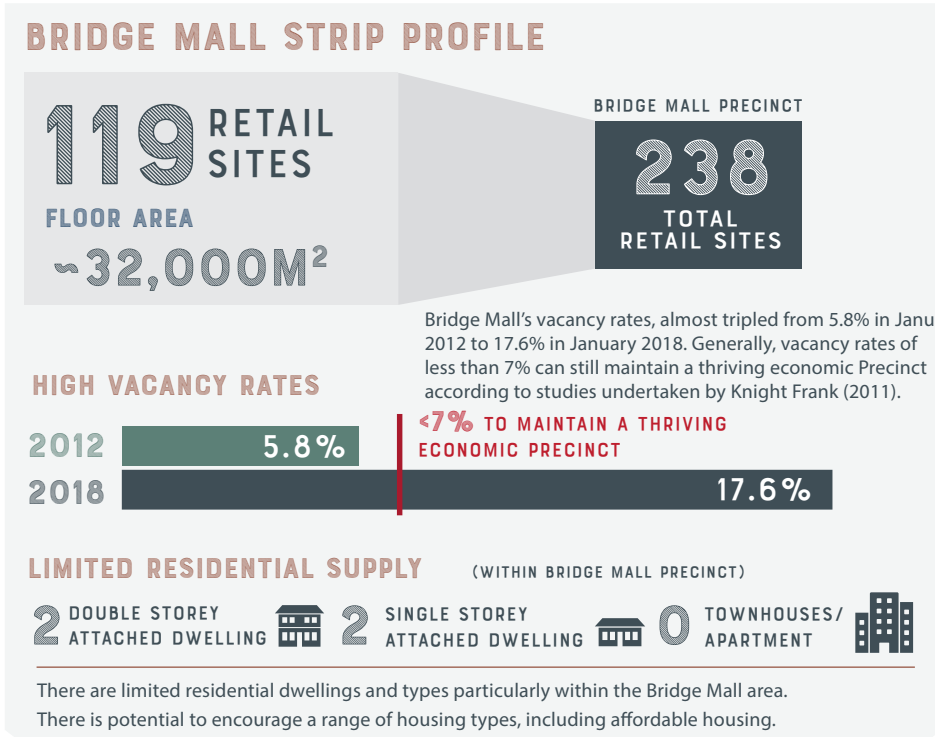
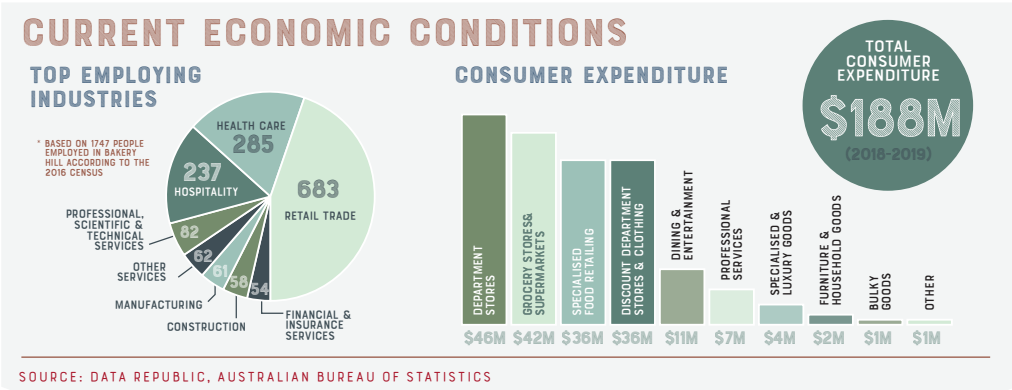
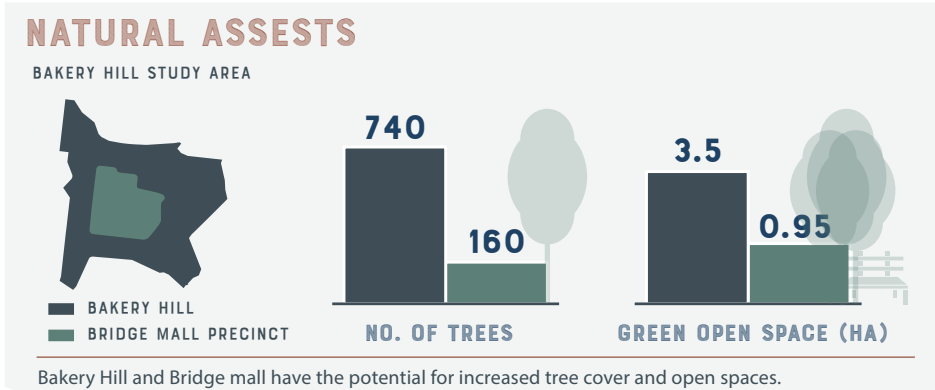


Figure 5: Summary Statistics

The statistics in Figure 5 are intended to assist in establishing benchmarks and measures of success by providing a summary of current measurable conditions.

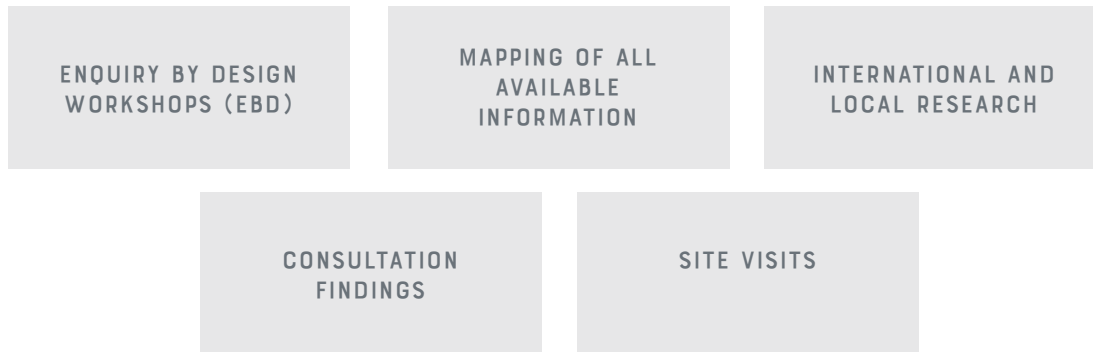
Note: the Economic Background Report recommends further analysis be undertaken to include employment growth projections and floor space demand within the Bridge Mall Precinct.



INFORMATION AND DATA IS CORRECT AS OF SEPTEMBER 2019

CURRENT CHALLENGES AND POTENTIAL FOR RENEWAL

During the information gathering phase, key sources of information and analysis were utilised including:



The technical analysis findings (see background reports and book of plans) and the consultation findings were combined to refine three key challenges and potential for renewal.



CONSULTATION KEY THEMES

A STRONG APPETITE FOR CHANGE WITHIN THE PRECINCT

There is a strong desire for change and improvement within the Precinct including the need for more eating and dining areas to encourage foot traffic and to create a night time economy, which in turn will create increased levels of safety throughout the Precinct. Furthermore, public and active transport options need to be addressed within the Precinct to provide opportunity for higher density residential development within the Precinct.

A STRONGER CONNECTION AND CELEBRATION TO THE PRECINCT'S HISTORY AND STORY

Re-establishing a relationship with the Yarrowee River and linking this to Ballarat's Indigenous heritage along with the restoration and maintenance of Ballarat's celebrated historical buildings and architecture within the Precinct.

THE BRIDGE MALL NEEDS TO BE RETURNED TO ITS ROLE AS A KEY DESTINATION WITHIN BALLARAT'S CBD

A more diverse retail mix is needed to offer a point of difference to enclosed shopping centres (Stockland, Central Square) and surrounding big box retailers. This would allow opportunity for more independent shops for Ballarat's creative community. The Precinct also presents an opportunity to facilitate inclusive public open space and greening.

FACILITATING MOVEMENT WITHIN THE BRIDGE MALL ITSELF

The potential of opening the Bridge Mall to slow moving one or two-way car traffic, creating passive surveillance and incidental exposure to Bridge Mall's shops.

TECHNICAL ANALYSIS FINDINGS SUMMARY

- Movement network is disconnected and conflicting;
- Changes in the retail sector are affecting the retail mix and vacancy rates;
- Large format land uses have interrupted the fine grain land use and movement network;
- The gateways are under developed;
- The heritage buildings and places offer a significant point of difference;
- There is a lack of housing in the Precinct;
- There is a lack of well-located high-quality open space in the Precinct; and
- The Mall has a lack of exposure to visitors and passing trade.

CURRENT CHALLENGES AND POTENTIAL FOR RENEWAL

THE ROLE OF BAKERY HILL AS A GATEWAY TO BALLARAT AND DESTINATION WITHIN THE CBD HAS BEEN LOST

DEVELOPMENT HAS INTERRUPTED THE STRUCTURE AND CHARACTER OF THE PRECINCT

CHARACTER, HERITAGE AND THE PUBLIC REALM IS VALUED BUT NOT CELEBRATED

THE ROLE OF BAKERY HILL AS A DESTINATION WITHIN THE CBD NEEDS TO BE REDEFINED

Strengthen the economic role of the Precinct – as a hub for retail and commercial employment, and as the gateway to the central business district.

The Precinct now lacks diversity and vibrancy - retail shops dominate, there are a large number of vacant shops, upper levels of buildings are under utilised, large car parks have interrupted the appearance and functionality of spaces, and there is a lack of activity and energy, particularly at night.

Changes in the retail sector, such as how people shop, means that Bridge Mall has been presented with challenges including the need to compete with suburban shopping centres and online shopping. As a pedestrian mall, Bridge Mall is not well served by passing trade, and can feel 'out of the way' to visitors and tourists - it is no longer perceived as a destination or as a gateway to Ballarat.

While some people live in the Precinct, the type of housing does not best leverage the opportunities available - access to public transport, proximity to the CBD and availability of heritage character. Above ground floor level, many shops have unrealised potential - they are attractive, central and rich with heritage character. However, these spaces have been neglected for a range of reasons, including fire and access restrictions.

In order to adapt, there is potential to refocus the Precinct to attract other land uses – new creative industries and more traditional industries associated with the Gold Rush era as well as residential development. There is also potential to redevelop key sites, particularly on Council owned land, to catalyse change and reinstate Bakery Hill's role as a thriving, vibrant destination and historic gateway to Ballarat.

Figure 6 shows the physical elements that should be considered in response to this challenge.

"BRIDGE MALL HAS LOST ITS FOCUS. THERE ARE TOO MANY VACANT SHOPS, AND IT CAN FEEL **EMPTY** AND **UNSAFE**."

"TRADERS AND LANDHOLDERS ARE ENTHUSIASTIC ABOUT **FACILITATING CHANGE** – THEY WANT TO PLAY AN ACTIVE ROLE IN RENEWAL."

"THE LARGE CARPARKS ARE CONVENIENT FOR ACCESSING SHOPS BY CAR, BUT THEY ARE NOT ATTRACTIVE ENVIRONMENTS FOR PEDESTRIANS AND CYCLISTS, AND AT NIGHT THEY CAN FEEL **EMPTY** AND **UNSAFE**."

"THERE ARE OPPORTUNITIES TO USE THE RENEWAL PROCESS TO **SHOW LEADERSHIP** IN ENVIRONMENTAL SUSTAINABILITY."





HERITAGE BUILDINGS FOR SALE WITHIN BAKERY HILL

Figure 6: Bakery Hill as a Gateway Destination



DRAWING KEY

-  Historic gateways
-  Bypass route around Bridge Mall
-  Vacant shops/sites
-  Fine grain built form
-  Council owned land
-  At-grade carpark
-  Large scale retail/built form



WESTERN GATEWAY TO BRIDGE MALL FROM STURT STREET



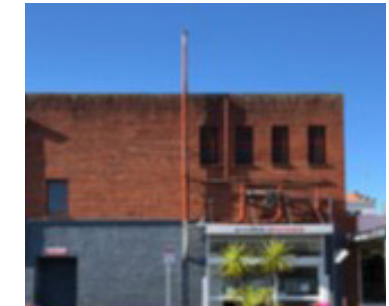
A VACANT SHOP IN BRIDGE MALL



LARGE RETAILERS NORTH OF BRIDGE MALL



BLANK WALLS ALONG LITTLE BRIDGE STREET



COUNCIL-OWNED CAR PARKING ON LITTLE BRIDGE STREET

IMPROVE CONNECTIONS THROUGH THE PRECINCT

Improve connectivity and movement through the Precinct which will accommodate a diverse range of land uses.

The Precinct has been impacted by a number of historical structural changes - which includes creation of the Bridge Mall and introduction of large format retail uses, such as supermarkets and their associated car parks. These structural changes have changed the way people use the space, and how they move through it.

Direct vehicle links have been lost in favour of bypass routes, a pedestrian mall and one way vehicle movements (in Little Bridge Street and Curtis Street), limiting accessibility to the primary shopping district by car. Bridge Mall seems hidden – it lacks exposure to passing trade, and often visitors are unaware of it. Pedestrian and cycle linkages to the mall and other destinations are either unclear, indirect, missing and there is limited infrastructure (such as weather protection) to support walking and cycling as a transport option.

Access to public transport is challenging – the train station lacks prominence and visibility; bus stops are inconveniently located, and public transport modes are not well integrated with the pedestrian/cycle network.

As a central Precinct, there is opportunity to enhance the sense of connectedness – both in terms of physical connections by transport, but also social and business connections. Space for civic and community infrastructure will be important for the wellbeing of future residents and visitors, and enhanced technological infrastructure to attract businesses and visitors.

Figure 7 shows the physical elements that should be considered in response to this challenge.

"PEOPLE FIND IT **CONFUSING AND DIFFICULT TO NAVIGATE AROUND THE BRIDGE MALL.**"

"BRIDGE MALL IS **HIDDEN AND DOESN'T CONNECT WELL WITH TRANSPORT OPTIONS** – PARTICULARLY **PEDESTRIAN AND CYCLE NETWORKS.**"

"BUS STOPS ATTRACT **ANTI-SOCIAL BEHAVIOUR**, AND THERE IS A **LACK OF PROTECTION FOR PEDESTRIANS AGAINST WIND, RAIN AND HEAT.**"



LANES AND WALKWAYS PROVIDE SOME DEGREE OF NORTH-SOUTH PEDESTRIAN ACCESS TO AND FROM BRIDGE MALL



LARGE CAR PARK SOUTH OF BRIDGE MALL TOWARDS YARROWEE RIVER

Figure 7: Bakery Hill's Structure



DRAWING KEY

-  Bridge Mall
-  Bypass route around Bridge Mall
-  Large scale retail/built form
-  At-grade carpark
-  Blank walls & back of house presenting to the street
-  One way roads
-  Disconnected links
-  Bus stop



ONE-WAY STREET ALONG CURTIS STREET



INTERSECTION AT PEEL STREET AND CURTIS STREET



CROSSING ON LITTLE BRIDGE STREET BETWEEN BRIDGE MALL AND THE COUNCIL-OWNED CAR PARK

ENHANCE THE PRECINCT'S CHARACTER, HERITAGE AND PUBLIC REALM

The character and quality of the built form within the Precinct is a key asset.

Buildings are generally of a comfortable human scale - mid-rise in height and fine-grain in width and depth. Heritage buildings and places tell the story of Bakery Hill and are important to the Precinct's identity.

Over time, however, the distinctive cohesiveness of the Precinct's architectural character have deteriorated. Building widths, depths and architectural styles have changed, larger format uses have been introduced, verandahs have been removed and inconsistent building materials and finishes have been used (particularly in Bridge Mall).

The indigenous and post-contact history of the Precinct, as well as the historical natural features, such as the path of the Yarrowee River (which previously passed through the Precinct), are not well understood or celebrated. The historical role of the Precinct is generally unknown to tourists, who bypass it on their way to other, more well-known destinations.

The Precinct lacks features, such as open spaces, street trees, weather protection, public furniture and art that encourage people to use and enjoy the public realm. What is there, including the streets and Mall, appear tired and run down. Recent renewal efforts have been made in isolated locations, including landscaping and façade improvements to shops – these are positive improvements that could be extended more broadly.

The Bridge Mall has been adopted as a de facto 'open space' (particularly around the small playground), however it is recognised that these spaces are not sufficient to properly support a thriving community. The deviation of the movement network around Bridge Mall has compromised the grandeur of Sturt Street and Victoria Street – landmark entry sites to the Precinct that should be celebrated.

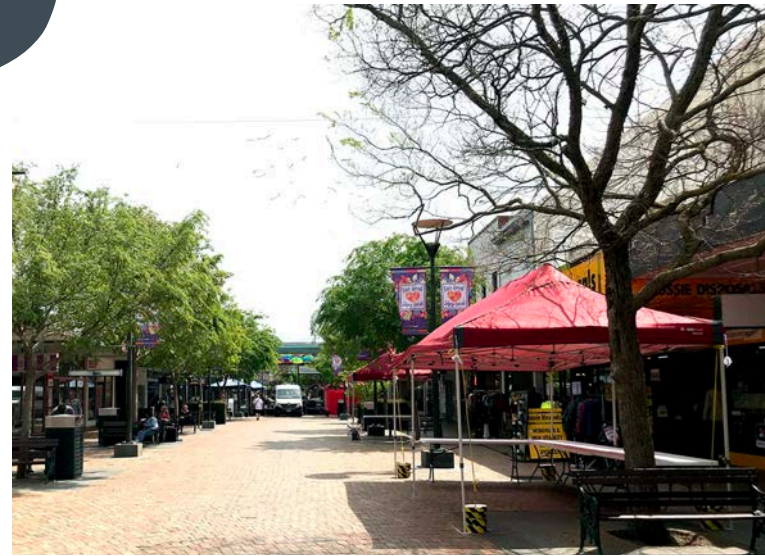
Figure 8 shows the physical elements that should be considered in response to this challenge.

"THE HERITAGE BUILDINGS AND PLACES WITHIN THE PRECINCT ARE HIGHLY VALUED, HOWEVER, THE STORY OF BAKERY HILL'S ROLE IN THE EUREKA STOCKADE IS **NOT WELL KNOWN** OR REPRESENTED IN PUBLIC SPACES. HISTORICAL AND NATURAL FEATURES, SUCH AS THE YARROWEE RIVER HAVE BEEN LOST."

"TRADERS AND THE COMMUNITY HIGHLY VALUE FESTIVALS AND COMMUNITY EVENTS AS WAYS OF ACTIVATING THE SPACE."

"THE TREES AND SMALL PLAYGROUND ARE IMPORTANT TO THE COMMUNITY, HOWEVER, THERE IS **NO ATTRACTIVE HEART** OR MEETING PLACE WITHIN THE PRECINCT."

"LARGE CAR PARKS HAVE INTERRUPTED THE **CHARACTER** AND **QUALITY** OF THE BUILT FORM, AND THE BRIDGE MALL APPEARS TIRED AND IS IN NEED OF MAINTENANCE."



TEMPORARY MARQUEES WITHIN BRIDGE MALL FOR USE DURING EVENTS



OPEN SPACE SOUTH OF BRIDGE MALL INTERFACING WITH CAR PARKING (VIEW FROM THE EAST)

Figure 8: Bakery Hill's Character, Heritage and Public Realm



BRIDGE MALL EVENT SPACE