

Hassell

# BRIDGE STREET PRECINCT PLANNING







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<b>1.</b>	<b>Background</b>
<b>2.</b>	<b>Project Objectives</b>
<b>3.</b>	<b>Expression &amp; Experience</b>
<b>4.</b>	<b>Precinct Plans</b>

**BACKGROUND**

# HOW WE GOT HERE...

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



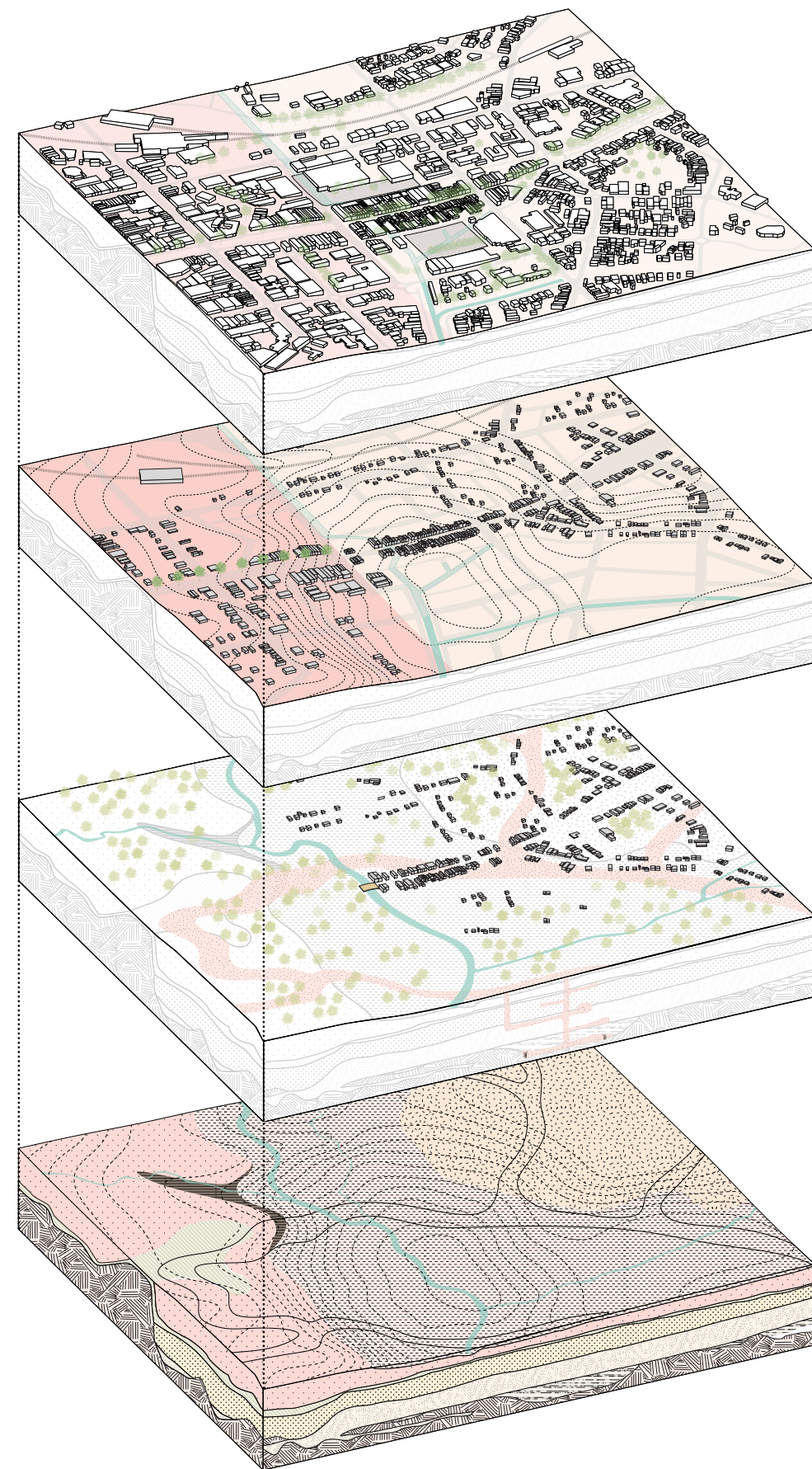


# PROJECT OBJECTIVES

**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  
=

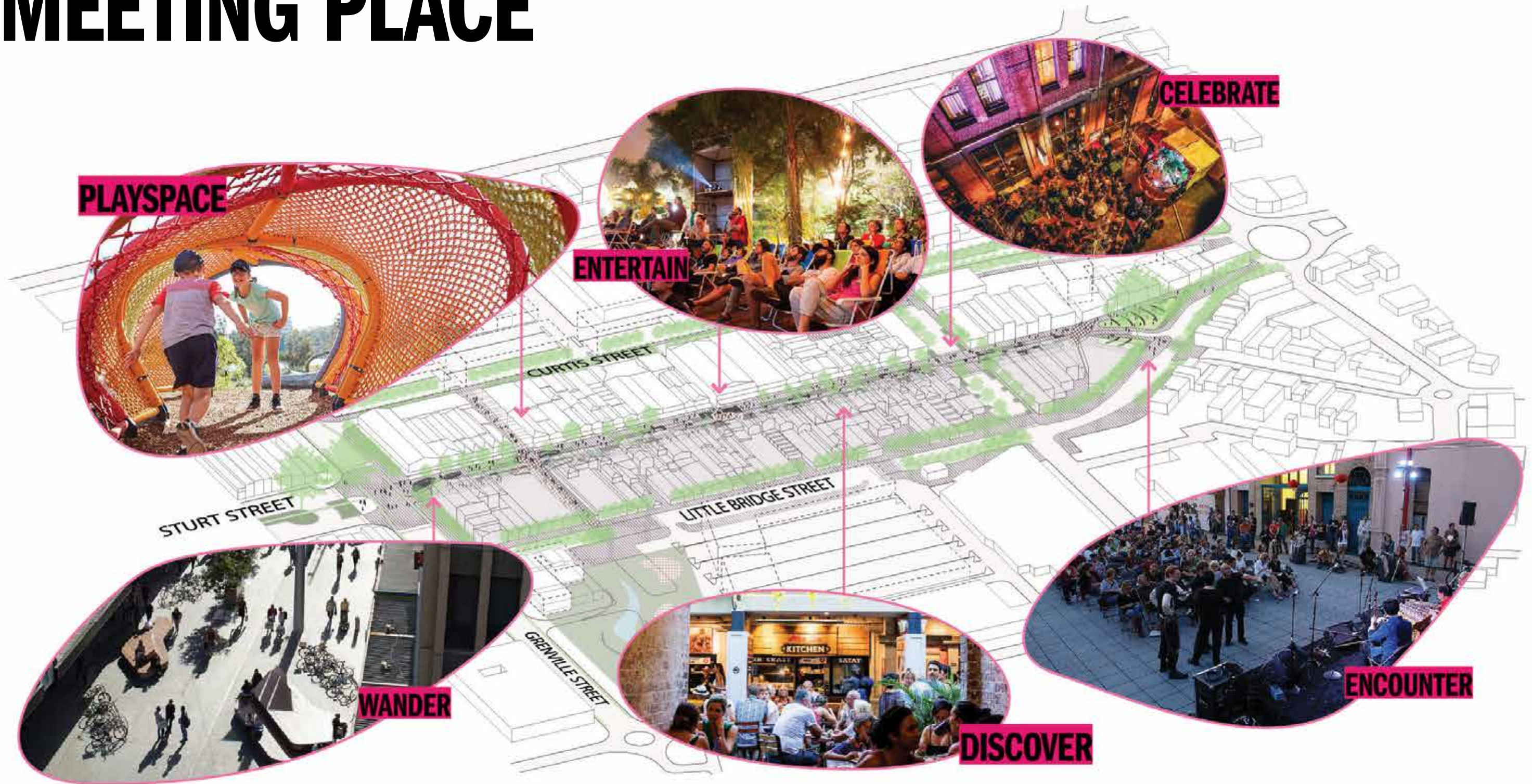
**OPEN THE  
PRECINCT**

DISTINCTIVE  
=

**REFLECT  
LOCAL  
PEOPLE  
& PLACE**



# BALLARAT'S NEW MEETING PLACE





# EXPRESSION & EXPERIENCE

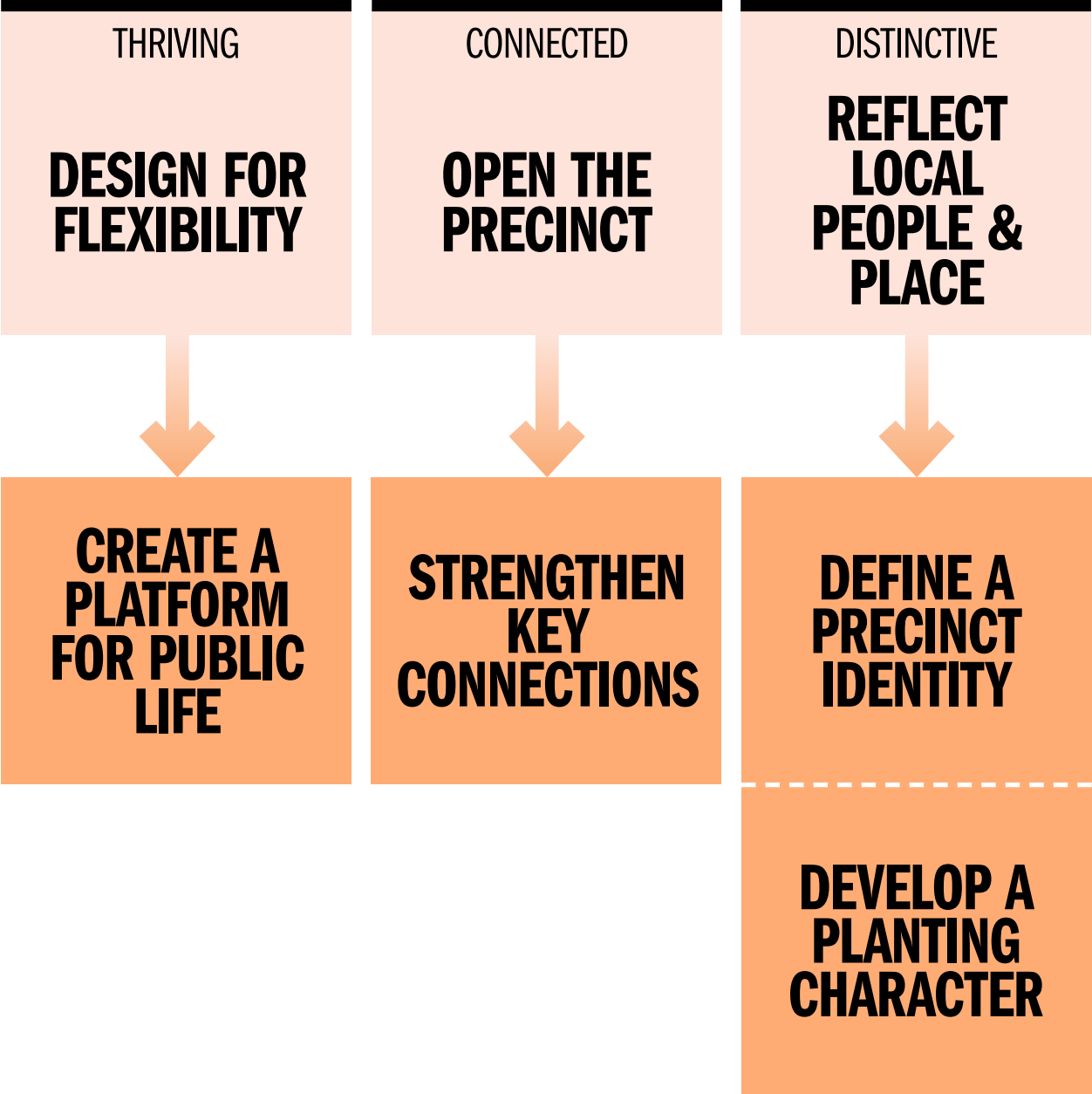


# PROJECT OBJECTIVES

THRIVING	CONNECTED	DISTINCTIVE
<b>DESIGN FOR FLEXIBILITY</b>	<b>OPEN THE PRECINCT</b>	<b>REFLECT LOCAL PEOPLE &amp; PLACE</b>

HOW...?

# PROJECT OBJECTIVES





# CREATE A PLATFORM FOR PUBLIC LIFE

## KEY MOVES



Create a precinct that prioritises pedestrians



Stitch Bridge Street back into Ballarat



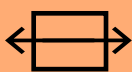
Ensure the precinct is easy to navigate



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



Create a precinct that prioritises pedestrians



Stitch Bridge Street back into Ballarat



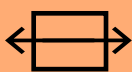
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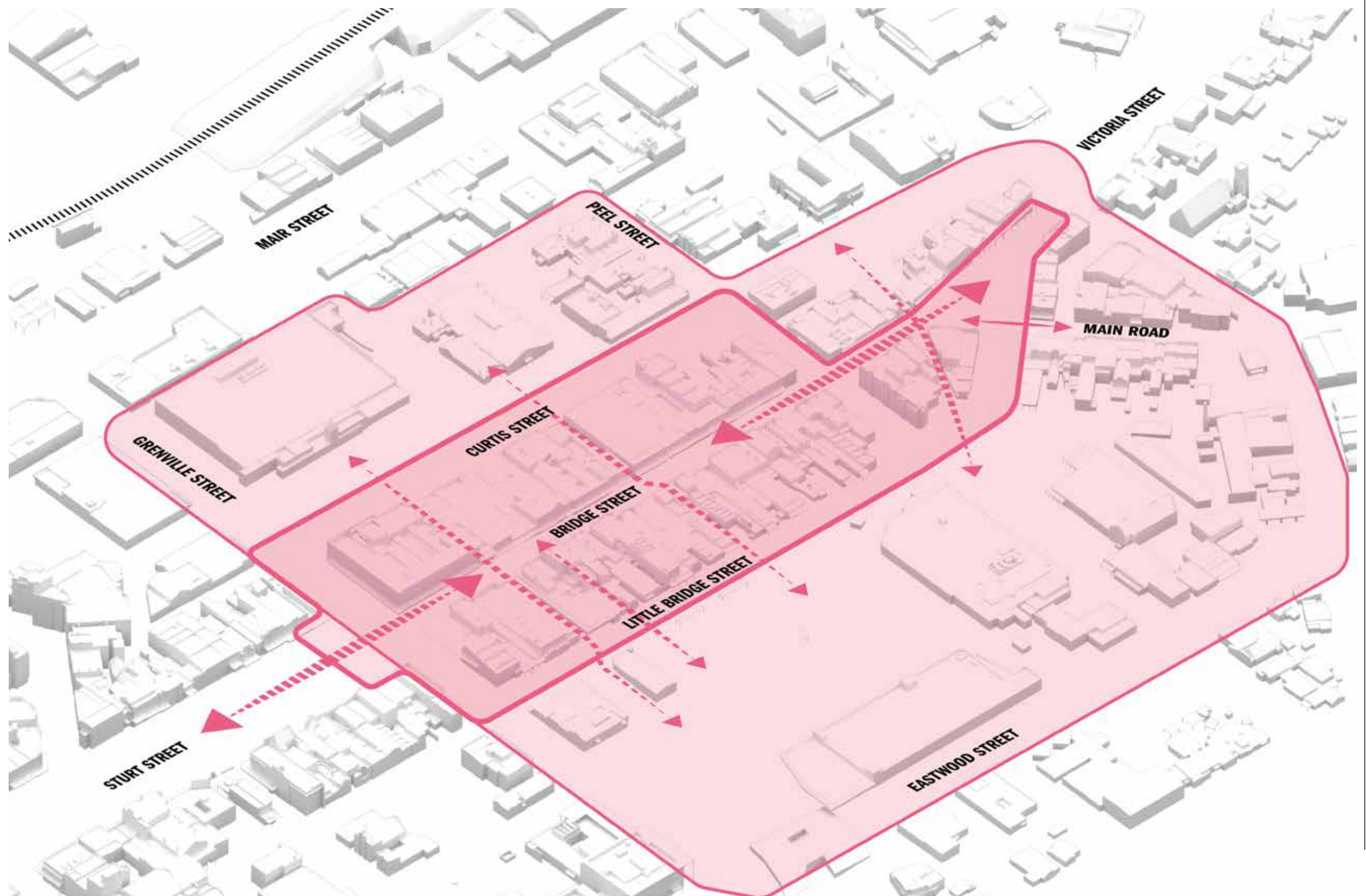
Tell the many important stories of the precinct



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Strengthen the green character of the precinct





# DEFINE A STRONG PRECINCT IDENTITY

## KEY MOVES



Create a precinct that prioritises pedestrians



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Provide a series of gateway experiences



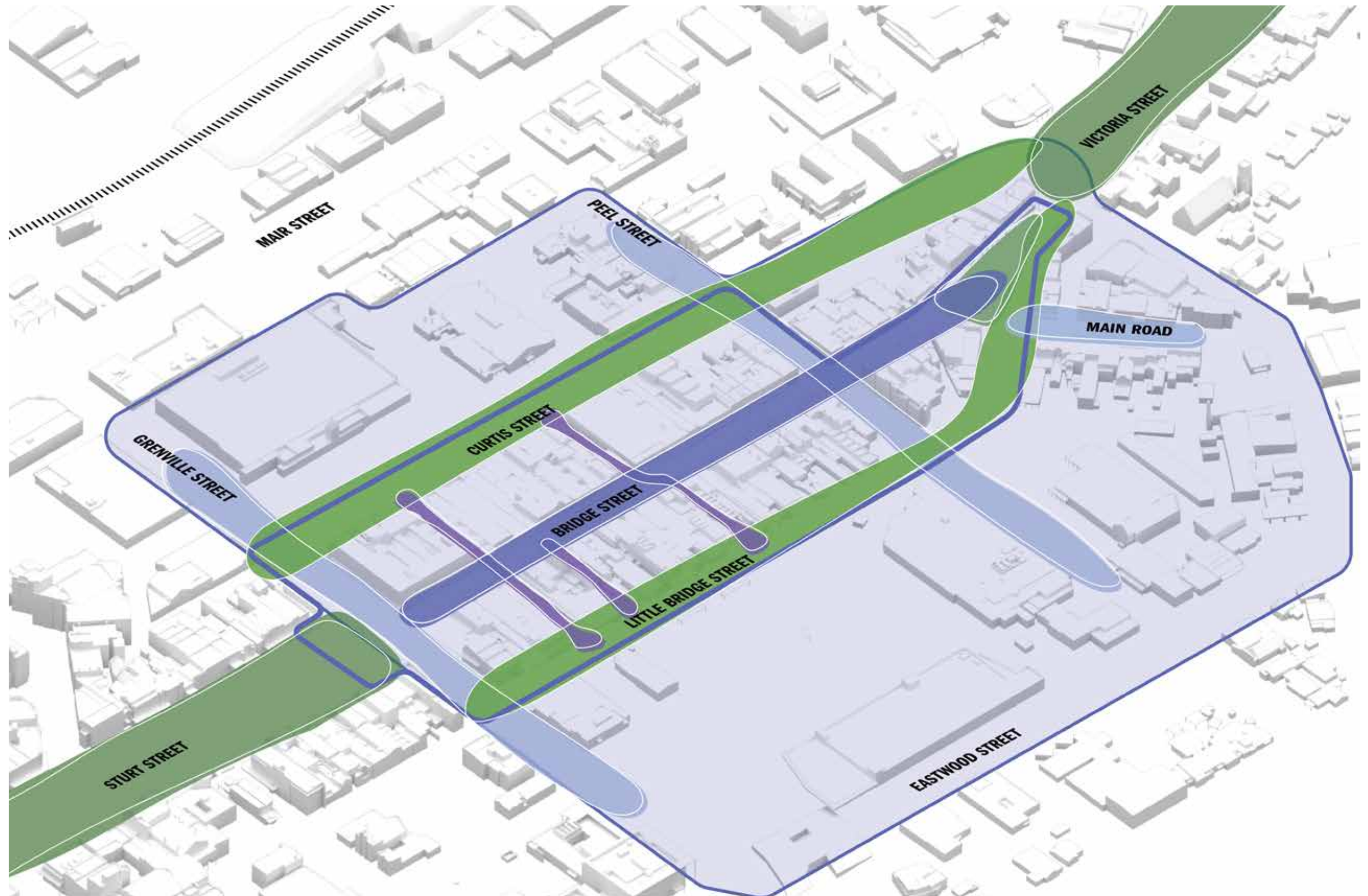
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# DEVELOP PRECINCT PLANTING CHARACTER

## KEY MOVES



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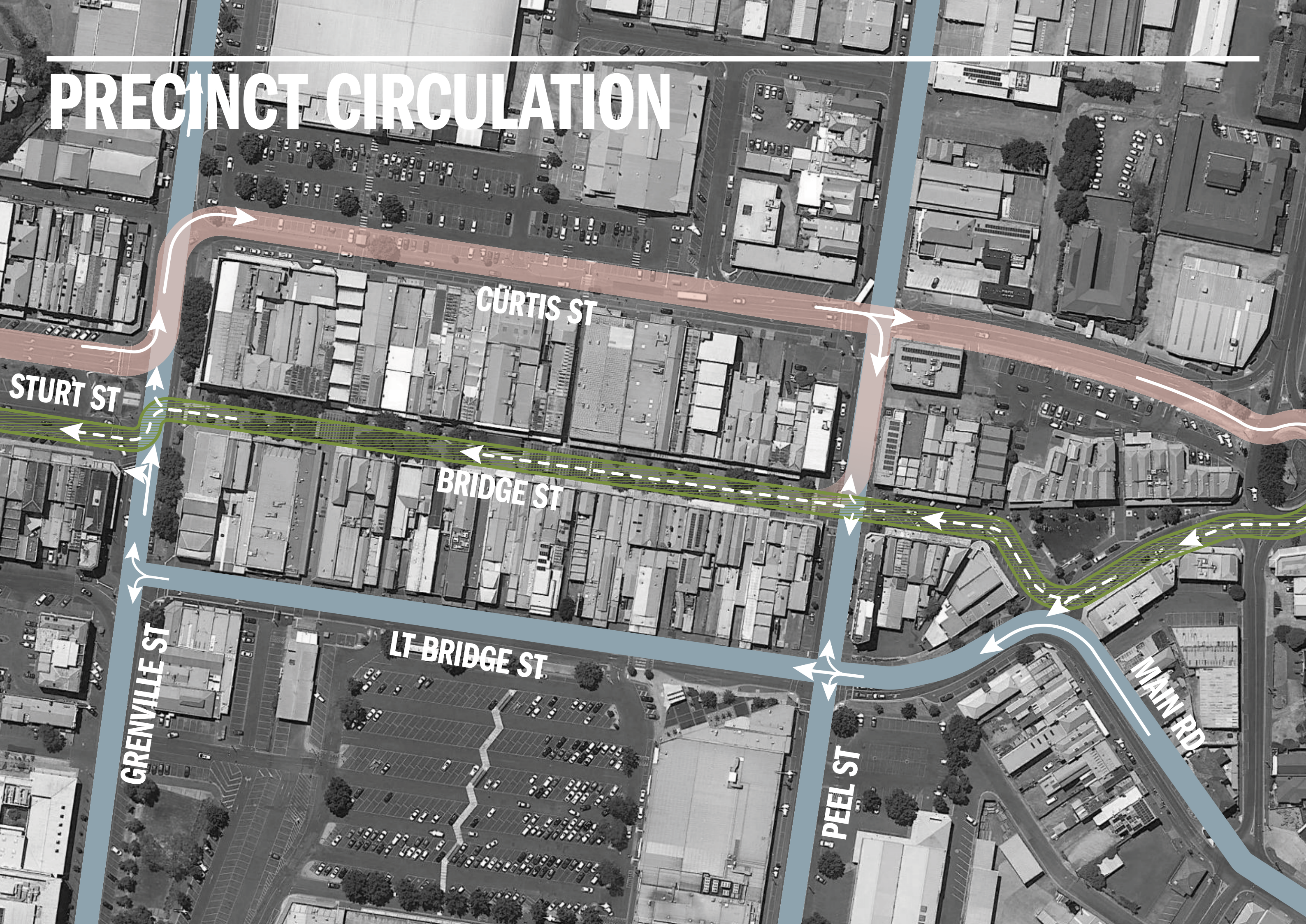
# PRECINCT PLANNING

**WESTBOUND**





# PRECINCT CIRCULATION





# PRECINCT PLAN: WESTBOUND



**LEGEND**

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

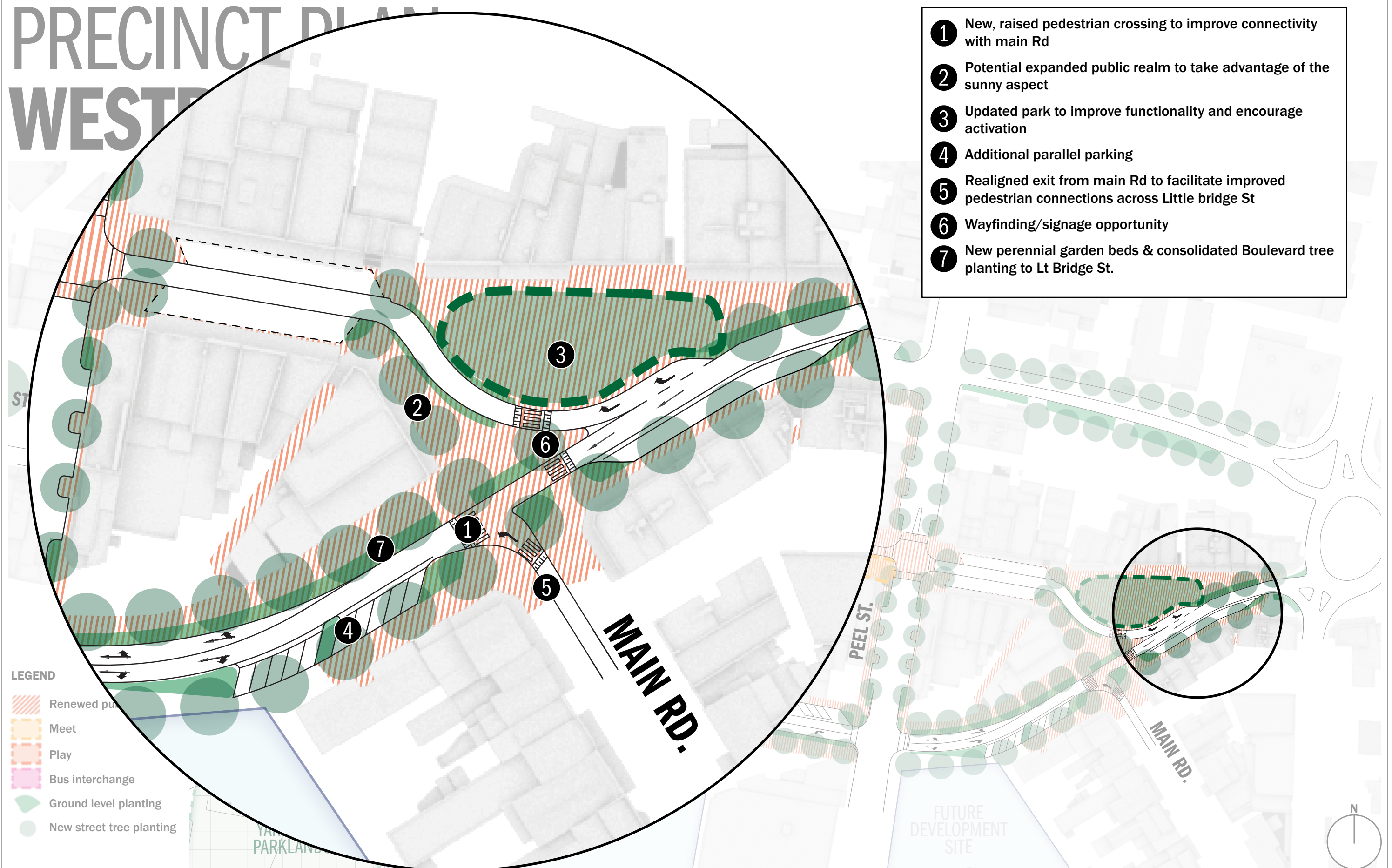


# PRECINCT PLAN: WESTBOUND

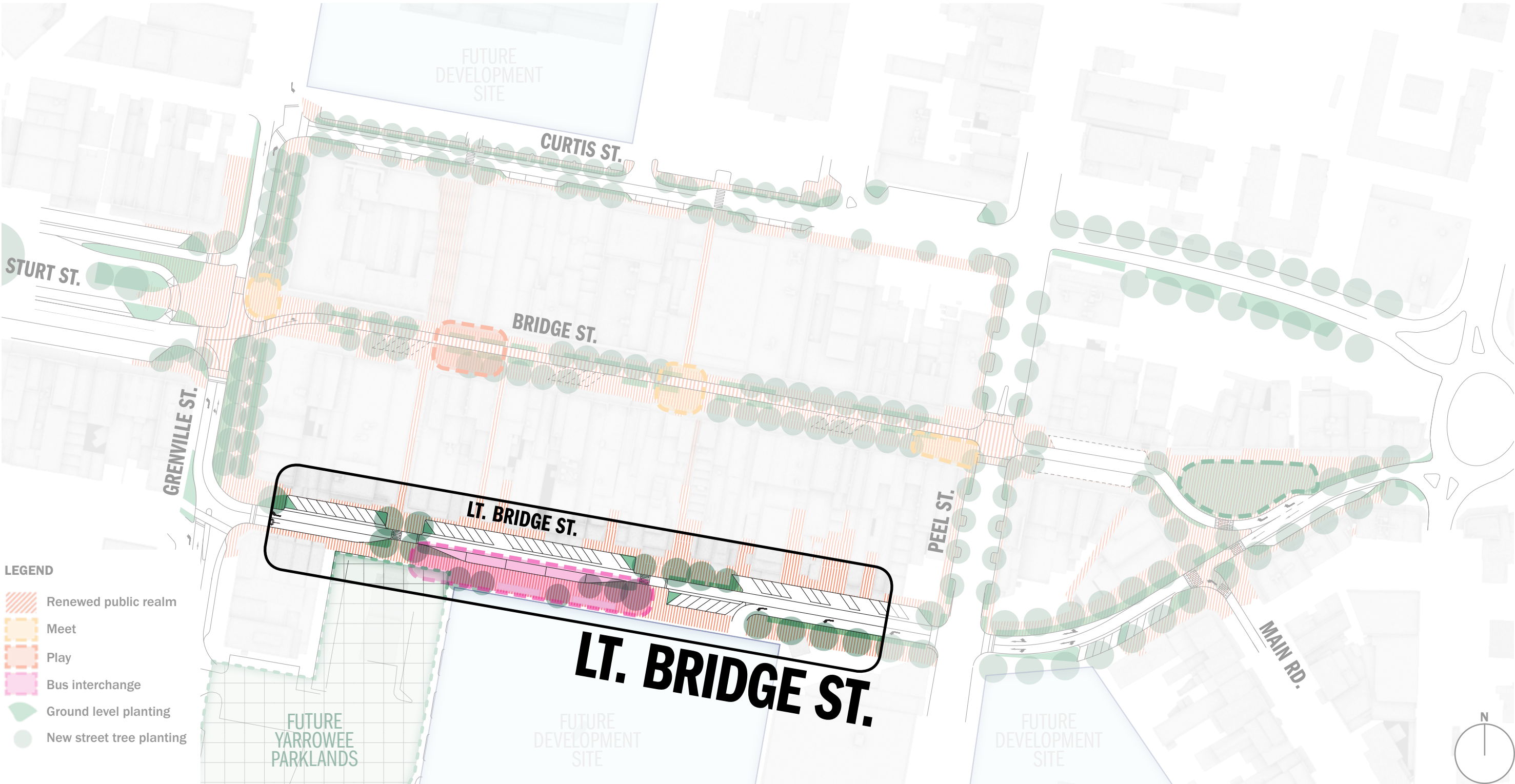




# PRECINCT PLAN WEST



# PRECINCT PLAN: WESTBOUND





# PRECINCT PLAN: WESTBOUND

