



MAY 2020

BENDIGO CITY CENTRE PLAN

“The Bendigo City Centre will be a vibrant regional mixed use destination for businesses, employment, recreation and a home for people.”



ACKNOWLEDGEMENT OF COUNTRY

The City of Greater Bendigo is on both Dja Dja Wurrung and Taungurung Country.

We acknowledge and extend our appreciation for the Dja Dja Wurrung Peoples, the Traditional Owners of the land we now call the Bendigo City Centre. We pay our respects to leaders and Elders past, present and emerging for they hold the memories, the traditions, the culture and the hopes of all Dja Dja Wurrung Peoples.

We express our gratitude in the sharing of this land, our sorrow for the personal, spiritual and cultural costs of that sharing and our hope that we may walk forward together in harmony and in the spirit of healing.

*Adopted by the Greater Bendigo City
Council 6 May 2020*

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INTRODUCTION



WHERE WE HAVE COME FROM

Following adoption of the Bendigo CBD Plan in 2005, the planning controls for the Bendigo City Centre were updated as part of Planning Scheme Amendments C85 and C86. This was the first time elements such as height, setbacks and weather protection had been included for the Bendigo City Centre as dedicated planning controls.

In 2012 there was a further amendment (C169) that updated the planning controls relating to car parking. This resulted in the introduction of the Parking Overlay into the Greater Bendigo Planning Scheme and was seen as an incremental step in implementing Bendigo City Centre specific parking controls, rather than relying on the state-wide provisions. The draft Parking Futures Action Plan now proposes to take this a step further. It recommends the tried and tested method of removing parking minimums from the planning scheme and allowing the proponent to determine the amount of parking to support the demand of the proposed use or development. This is proven to stimulate growth, development and jobs.

Combined, both have contributed to a planning framework that has assisted the development sector to propose and deliver development that is aligned with the clearly enunciated Council vision for the Bendigo City Centre. Further city centre focussed work included the High Street Boulevard, Bendigo Hospital Precinct Structure Plan, and the Rosalind Park Master Plan. All of these have resulted in planning scheme updates to assist in their implementation.

Supporting the City of Greater Bendigo in its strategic work, the State Government embarked on a process of developing Regional Strategic Plans and land use focussed Regional Growth Plans. The Loddon Mallee South Regional Growth Plan relates to Greater Bendigo and clearly articulates the Government's expectation for the Bendigo City Centre to act as the regional centre for Loddon Mallee South. The State Government in partnership with the City also developed Plan Greater Bendigo, which is a plan that identifies the

key infrastructure projects that would be needed to support the growth of Greater Bendigo from its now current population of around 118,000 to a population of around 200,000.

In recent years the City has also completed important pieces of strategic work such as the Integrated Transport and Land Use Strategy (ITLUS), Commercial Land and Activity Centre Strategy (CLACS), Residential Strategy, Walk Cycle Greater Bendigo, Transforming the Bendigo City Centre Action Plan, Bendigo City Centre Heritage Study – Stage 1, and the Bendigo City Centre Parking Futures Action Plan. These all seek to create a city centre that is compact, accessible, people focussed and economically successful.

All of the above have been considered as part of this document, together with non-planning related issues such as the rapid structural changes that are impacting on the retail sector; the infrastructure constraints that the development sector have identified (that are acting as de facto development controls), and the need to once again update our planning controls to enable the private sector to deliver the buildings and businesses that align with the vision of the Council and community. This is a delicate balancing act, but it is one that is necessary if we want Bendigo to stay ahead of the curve and be on the path to a successful future.

PURPOSE OF THE PLAN

The purpose of this Plan is to provide clear direction for the future growth of the Bendigo City Centre as a pre-eminent regional hub servicing the needs of a growing central Victorian community.

Currently almost one quarter of all employment across Greater Bendigo is contained within the City Centre, with an economic output of more than \$3.3 billion. This Plan needs to provide guidance to drive greater economic activity over time by facilitating business development and attraction. This will be achieved by providing stronger planning guidance and tools, as well as a clearer planning process to support well designed higher density residential and mixed use developments in suitable locations.

The delivery of this Plan will help to create a more vibrant, active and safe environment for residents, businesses and visitors alike.

STRUCTURE OF THE PLAN

The Bendigo City Centre Plan is structured according to four themes:

Theme 1
Reinforce the role of the City Centre

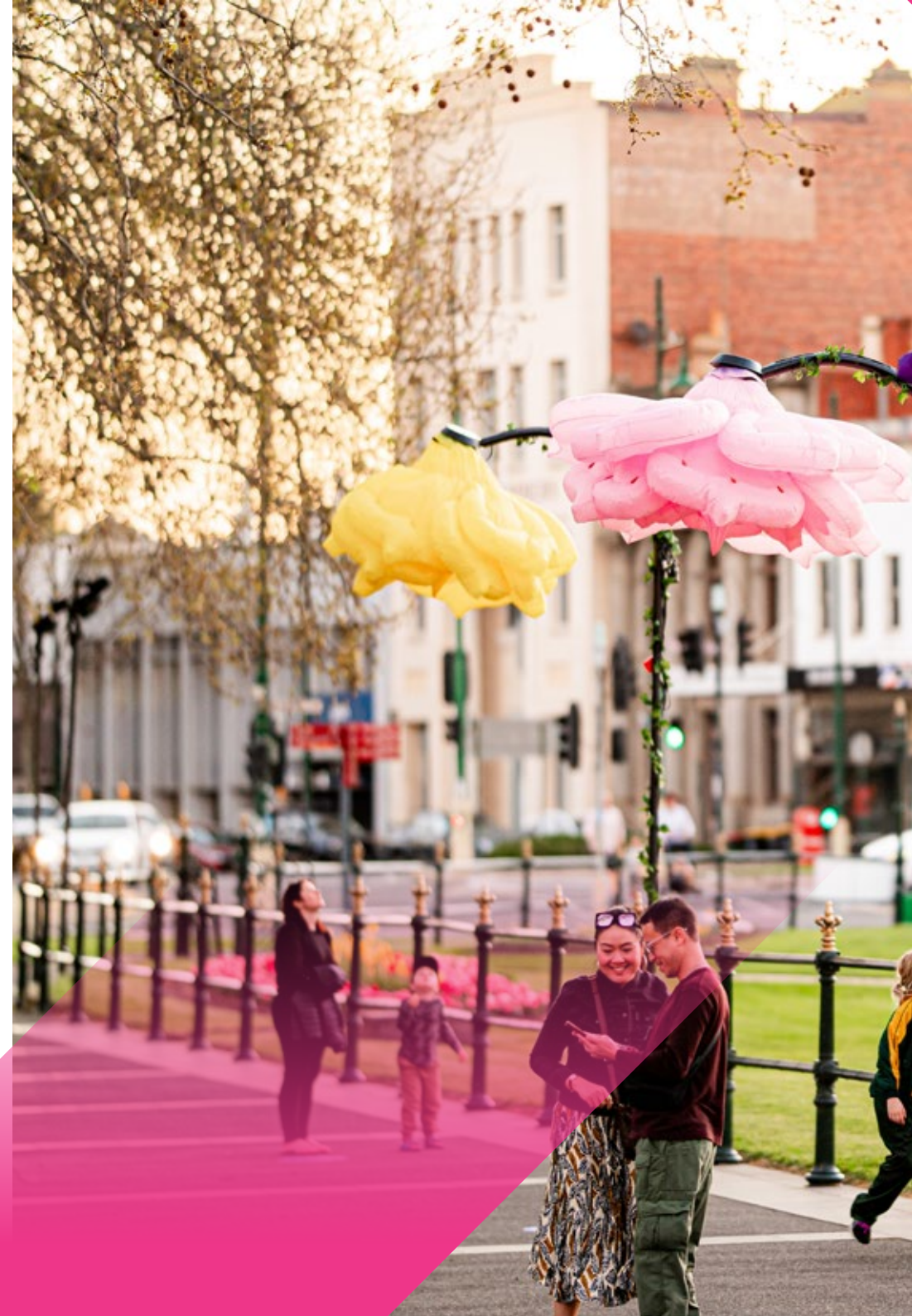
Theme 2
A contemporary city with heritage foundations

Theme 3
Creating an accessible place

Theme 4
Designing a high quality environment

Within each theme, a range of topics are discussed and in each case, an overview is provided of the current situation and conditions ('what we have'), along with an outline of some of the important changes and opportunities that we must be open to ('what we want').

Some additional guidance is provided for some topics. For instance, several sections, particularly those related to the built environment, are supported with 'principles' to guide our approach. Others relate to the continued implementation of existing adopted documents, or identify further work that is required to support future changes to the planning controls to ensure





ROLE OF THE BENDIGO CITY CENTRE

Bendigo City Centre is the most important retail and commercial centre for northern and central Victoria. It is Greater Bendigo's primary employment area, providing a full range of higher order commercial, retail, visitor, social, civic, cultural, tourism and entertainment activities. There are estimated to be over 14,000 jobs located in the City Centre. The City Centre generates an economic output of \$3.3 billion, close to one quarter of the output for Greater Bendigo. The City Centre is forecast to experience significant jobs growth, particularly knowledge-intensive business activities in the health sector, financial and insurance services, professional services, and education and training.

Between 2011 and 2016 the population within the suburb of central Bendigo declined by around 200 residents. With a growing number of medium density housing developments the tide is turning and it is expected that the suburb will grow from the current figure of around 5,900 to 8,700 by 2036.

Bendigo is attractive to young adults with 15.8 per cent of the population aged between 20 and 29 years, compared with 13.2 per cent for the municipality as a whole. There is an expectation that the suburb will continue to remain popular to this cohort, particularly those between 20 and 24 years where the greatest growth is forecast. There is an ideal opportunity here to grow the residential base over time through the construction of well-designed and well-located developments that add to the diversity of housing on offer across Bendigo.

This Plan advocates for a return to a tried and tested mixed use development model on narrower sites, where buildings of modest scale ranging from three to four storeys are preferred. On larger sites, buildings of up to five or six storeys are to be facilitated.

POLICY CONTEXT

As mentioned previously, there are a range of new strategies, plans and policies that have been prepared or evolved since the Bendigo CBD Plan was developed in 2005. Some are at a 'macro scale' and relate to supporting the growth of Bendigo as a regional city, such as *Plan Melbourne* and the *Loddon Mallee South Regional Growth Plan*. Some are at a municipal scale and relate to all of Greater Bendigo, including the *Community Plan*, *Municipal Public Health and Wellbeing Plan*, *Environment Strategy* and *One Planet Living Framework*.

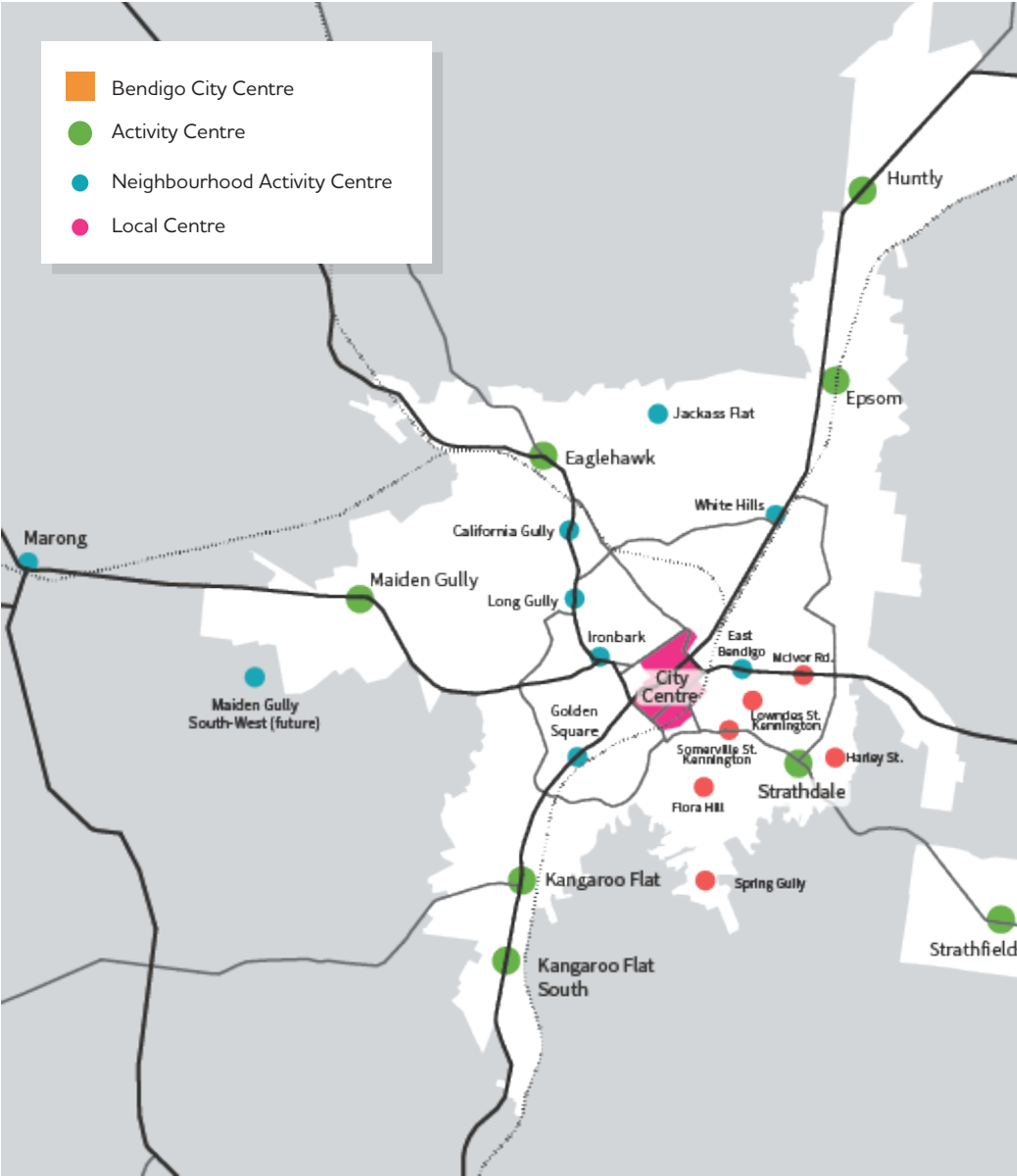
Other plans relate specifically to, refer to, or impact on the Bendigo City Centre. These include the *Commercial Land and Activity Centre Strategy*, the *Tourism Destination Management Plan*, the *Integrated Transport and Land Use Strategy*, and *Plan Greater Bendigo*. All relevant strategies, plans and policies have been considered in preparing the *City Centre Plan*.

DEMOGRAPHIC CONTEXT (2016)

The following demographic observations have been made from the 2016 Census and compare the suburb of central Bendigo, and the local government area of Greater Bendigo.

	CENTRAL BENDIGO	GREATER BENDIGO
Population	5,512	110,447
Median age	41	39
People per household	2.1	2.4
Average children per household (with families with children)	1.7	1.9
Median weekly household income	\$1,117	\$1,184
Median weekly rent	\$250	\$250
Unemployment rate	7.4%	6.4%
Percentage of population completed Year 12 or higher	62.8%	56.5%
Percentage of households where a non-English language is spoken at home	7.0%	5.6%
Percentage of population aged 20-29	15.9%	13.2%
Percentage of population aged 65+	17.6%	17.8%

BENDIGO URBAN AREA AND CENTRES



CITY CENTRE BOUNDARY AND KEY DESTINATIONS



RECENT DEVELOPMENT

The last twenty years or so of Bendigo's brief history have been remarkable. Not least of all for our City Centre which has undergone a quiet, gradual transformation, and from which a vibrant, contemporary regional destination has emerged.

The differences between the Bendigo of the late twentieth century and the city we know today are both subtle and stark. Perhaps most noticeable is the greenery and shade offered by the now-establishing avenues of street trees. Over 13 kilometres of overhead powerlines have been put underground to allow this to happen. Our streetscapes have also been upgraded with paving and furniture to create a high quality public realm setting – something that goes largely unnoticed, except when it is missing. In some prominent locations, verandahs have been reinstated to restore the very important and historic connection between building and street, private and public.

Better streets and public spaces have helped to encourage business investment and innovation. This has brought a renewed vibrance to the City Centre that can be seen in, among other things, the rise of on-street dining venues and street displays. A slow but steady pattern of redevelopment has continued right across the City Centre and up to the

present day, canvassing various sectors including residential, commercial, health, government and justice.

Together these changes have been truly transformative. The look of the City Centre today is distinctive and memorable. So too, has its abstract 'feel' changed for the better, though people can't always easily explain what this means. The way people interact with and enjoy the city environment has also shifted with people increasingly opting to spend more time on leisure activities and experiences.

Today's City Centre is the product of many hands and minds, of many ideas, decisions and investments, made across the public and private sectors and guided by an ambitious but flexible strategic plan – the Bendigo CBD Plan of 2005. Reflecting on the changes that have occurred over a relatively short period reminds us of how far we have come and of what has been achieved. It shows us that the city will continue to change and that

Outdoor dining locations in the City Centre



Street trees in a snapshot area of the City Centre



View Street



Before



After

Aussie Disposals, View Point



Before



After

Pall Mall and Soldiers Memorial Institute



Before



After

Bendigo TAFE campus, corner of St. Andrews Avenue and Myers Street



Before



After

VISION AND GOALS

“The Bendigo City Centre will be a vibrant regional mixed use destination for businesses, employment, recreation and a home for people.”

VISION FOR THE CITY CENTRE

The Bendigo City Centre will be a colourful, vibrant, mixed use, exciting place that showcases the best of Bendigo's cultural, economic and community life. The City Centre will be inviting and inclusive, appealing to and welcoming people of all ages and interests. The streets are safe and pleasant places to walk, with frequent spaces for entertainment, relaxation and eating. The resident population will embrace the energy and feel of inner city living, enjoying the ease of access to services and facilities. Access to public transport facilities are maximised through increased density around transport nodes such as the train station or key transport routes.


GOALS

- Facilitate redevelopment to strengthen the role of the City Centre as an important regional mixed use hub and tourist destination
- Encourage local retail and businesses to activate the core commercial areas, increasing activity and surveillance
- Ensure high quality building design, height, layout and setback controls that encourage development, yet are sensitive to existing heritage sites
- Create a public realm that is accessible, safe, connected and enjoyable
- Facilitate and lead a transition to more active and sustainable transport modes
- Encourage environmentally sustainable design for all new development
- Incentivise development that contributes to the growth and diversity of land use in the City Centre
- Encourage more people to live in inner city areas

THEME 1:

REINFORCING THE ROLE OF THE CITY CENTRE

Retail / Tourism, entertainment and events / Residential / Education / Commercial / Infrastructure

An aerial photograph of Bendigo, Australia, showing the city centre and surrounding areas. The image is split diagonally by a bright pink line. The top-left portion of the image, which is pink, contains text. The bottom-right portion, which is a photograph, shows a dense urban area with various buildings, including a large, ornate, light-colored building with a clock tower (Bendigo City Hall). There are many trees and green spaces interspersed among the buildings. In the background, a large, modern, multi-story building is visible. The overall scene is a mix of historic and modern architecture.

Bendigo's success as a regional city is exemplified by its City Centre, which has grown in concert with our wider city, community and region. Diversity is amongst the centre's greatest strengths and continues to be a hallmark of its significance and success as a regional and local service centre.

An array of functions are already supported here, and often here alone. The City Centre is regarded primarily as a shopping and business centre; a role that is demonstrated by the concentration of over half of the municipality's total commercial floorspace.

The core mixed use role is one that we must continue to reinforce. However, it is equally a wider range of activities that must be accommodated and expanded. This includes the growing attraction

of the City Centre as a destination for leisure, entertainment and government services, and increasingly, the City Centre as a place of residence.

Further diversification in a range of areas will be beneficial. This includes the addition of higher end visitor accommodation, a range of dwelling sizes, the continued revitalisation of the presence of education centrally, including the expansion of the Bendigo TAFE and addition of student accommodation will support the continued growth of the mixed use City Centre.

RETAIL

The retail landscape of Bendigo has changed significantly with the expansion of the Bendigo Marketplace and the planned growth of suburban activity centres such as Epsom, Kennington and Lansell Square, Kangaroo Flat. At the same time the retail sector has undergone a structural change that has altered the way people shop and what they choose to spend their money on.

What we have

Bendigo's City Centre offers the largest cluster of retailers in northern and central Victoria. A REMPLAN Economic analysis indicates that the retail sector is the second largest employer in Greater Bendigo, employing 5,781 people (12.1 per cent of total employment). It contributes over \$605 million annually to the city's total economic output of approximately \$13.7 billion.

Focussing on the Bendigo City Centre, we can see that it is a diverse, mixed use environment that is home to over 1,000 businesses and around 11,000 jobs. Approximately 33 per cent of businesses are retailers employing around 21 per cent of all employees, with a further 12 per cent of businesses being classified as Food and Beverage, accounting for 11 per cent of jobs. Within the Bendigo City Centre there is approximately 550,000 square metres of commercial floorspace, of which around 138,000 square metres is dedicated to retail.

We know that people have changed the way they shop and how they spend their money. Internet shopping has created the opportunity to buy almost anything and have it delivered to your door. It is estimated that online retail sales are rising to around 9 per cent of total retail sales. Combined with rapidly advancing digital technology, this has seen some products completely disappear from shelves. Compounding the structural changes that have occurred to the retail sector is the impact of historically low wage growth. Financial experts believe that this is now starting to result in a smaller proportion of peoples' income being available for discretionary spending.

The above issues have all resulted in a very different retail environment to the one that existed only 10 or 15 years ago. These issues are not unique to Bendigo and there are many cities around the world where the impacts have been investigated in great detail. Much of this research suggests that physical bricks and mortar stores still play a strong role, as customers are attracted to the experience that you can only get in-store, and even more so if it is in a unique heritage building or location, or if the in-store experience is an 'experience' that gives life to a brand. Research highlights that as many as 80 per cent of customers interact with a brand before they arrive at a store. Businesses therefore need to think about their digital coverage more so than their physical footprint. The challenge for our traditional shopping precinct is how we can evolve to meet these challenges where we have hundreds of different land owners and a diverse mix of stores operating in relative isolation to one another. Conversely, this diversity is also one of the strengths of a traditional shopping environment where locally owned and operated businesses can add to the appeal and unique offering that a great retail precinct provides.

What we want

As the most significant retail cluster in the region, the Bendigo City Centre has the opportunity to reaffirm itself as a shopping destination of choice. It already offers a diverse mix of retail, ranging from tiny locally owned and operated laneway boutiques, right up to the large scale Marketplace shopping centre that is home to many national chains and discount department stores.

The City Centre can, and needs to, accommodate a more diverse retail offering, but in a more coordinated and targeted way. The traditional retail core is different to the Marketplace, and they need to complement rather than compete with one another. Combined they can represent a greater attraction for regional visitation.

The traditional core needs to embrace its outdoor environment, diverse ownership and building stock, as well as the greater flexibility that this can provide to small business. Rents need to be affordable to enable retailers to continue to invest in their businesses, and leases need to be flexible enough to entice new businesses to fill vacant properties.

Research undertaken by the Retail Doctor Group has highlighted that the traditional main street environment provides retailers with some great opportunities, with several gaps identified in the market. However, they have also identified the need for businesses to work together to promote and market Bendigo's City Centre as a unified shopping destination.

What we will do

Continue to progressively implement the *Transforming the Bendigo City Centre Action Plan 2018* including developing supporting prospectus materials to promote business development opportunities in the City Centre including Hargreaves Mall for outdoor dining.



TOURISM, ENTERTAINMENT AND EVENTS

The Bendigo City Centre is a showcase of the city's gold mining heritage. The ability to walk easily from one destination to another only adds to the tourism experience.

Entertainment and events also provide an opportunity for visitors and the community to come together and share in an enjoyable, inclusive experience. Events and festivities create a reason for a wide range of people to come into central Bendigo, which in turn adds to the 'offering' of the City Centre.

What we have

Across the City Centre there are a range of cultural attractions that draw visitors every day. The Bendigo Art Gallery, Soldiers Memorial Institute, Golden Dragon Museum, Bendigo Tramways and the Sacred Heart Cathedral are just some of the major destinations that have plans in place to grow visitation.

This growth is only possible due to the support of various levels of government whom have invested in business development and facility expansion. Bendigo is becoming a 'museum without walls', with a year-round stream of visitors moving between destinations as they explore the City Centre.

Our biggest community event of the year, the Bendigo Easter Festival, takes over the City Centre and in 2019 attracted around 80,000 people. The Blues and Roots Festival, Writers Festival, Bendigo International Festival of Exploratory Music, White Night, Bendigo on the Hop and Midstate Mopars are all based in the City Centre. The Farmers Markets and summer Moonlight Markets are also in the City Centre. Each event has its own logistics and requirements, however the City's infrastructure has been designed to try and make these events as easy to deliver as possible. In saying that, large scale events are still very difficult to manage and require an enormous amount of effort, but the hard work is worth it.

What we want

Two elements that are missing from our tourism offering are larger scale conferencing facilities and hotel accommodation. With the recent addition of direct flights between Bendigo and Sydney, and the growth in tourist numbers forecast, the demand for visitor accommodation is growing. Major hotel groups are investigating sites that could be developed in the next few years. This would complement our cultural facilities and support retail and entertainment activity in the City Centre.

In recent years, eating out as an entertainment activity has strengthened as people increasingly choose to spend their discretionary income on experiences with friends and family, rather than just on purchasing products. View Street, Pall Mall and Mitchell Street are good examples of how the food and beverage scene has grown. With continued population growth new opportunities will arise and there is potential for places such as Hargreaves Mall to evolve from being once purely retail, to more of a mixed offering that includes more food options.

Some of the unique attributes of the City Centre also have considerable tourism potential. For example, the tram network operating through the City Centre could play a larger role in supporting access to events by making 'getting to the event part of the event'.



COMMERCIAL

The Bendigo City Centre is the region's primary employment area, providing a full range of higher order commercial, retail, visitor, social, civic, cultural, tourist and entertainment activities. The City Centre is forecast to continue to experience significant jobs growth, particularly knowledge intensive business activities in the health sector, financial and insurance services, professional services and education and training. Commercial office development is central to this.

What we have

Around 119,000 square metres of the City Centre's 550,000 square metres of floorspace is dedicated to office use. Offices make up approximately 13 per cent of all businesses and account for over 41 per cent of people working in the City Centre. At present, much of our office floorspace is considered to be older and lower quality commercial spaces, much of it being in converted buildings that don't provide acceptable natural light and ventilation.

This is not to say that converted buildings can't provide great office space, only that it needs to be well designed. At the other end of the scale, the Bendigo Centre (the Bendigo and Adelaide Bank headquarters) has delivered a high quality office environment that meets or exceeds contemporary standards. This is a great example of a large scale office building that also contributes positively to the retail environment it is located in, with small scale retail occupying ground level street frontages. There will only be a small number of office buildings of this scale built in the future, so it is important to get their design right.

At a smaller scale, much of our office space is made up of shopfronts located at ground level, or in converted heritage houses. This provides easy access for customers, but unless it is done well it can lead to a poor interface with the streetscape, with blanked out and uninteresting windows, business signs obscuring heritage, or areas of landscaping removed and replaced with low maintenance asphalt for parking.

What we want

The Commercial Land and Activity Centre Strategy 2015 projected a demand for an additional 44,400 square metres of office floorspace between 2015 and 2031. The Strategy identified opportunities arising out of the new Bendigo Hospital, with significant growth in the Health Care and Social Assistance sector, with many businesses being regionally focussed and not needing to be located at or near the hospital. This is an example of the increasing regional role that Bendigo is now playing.

The new Bendigo Law Courts and GovHub are examples of where an expanded facility will service a much larger region. The GovHub project, where a number of state and local government staff will be co-located in central Bendigo is further evidence of a growing service demand in regional centres. City centre locations for large scale office developments not only maximise accessibility for customers, but also increase opportunities for these businesses to collaborate with other businesses and for their large numbers of staff to contribute directly to the local economy. Research suggests that around 50 per cent of office workers' 'discretionary retail spend' occurs during the working week at lunch breaks and before and after work. Office workers are a demographic that nearby retailers should try to tap into.

While a lot of focus is placed on the large scale public sector investments such as the new Law Courts (\$152 million), GovHub (\$90 million) and TAFE (\$59.9 million), the reality is that the majority of new quality office floorspace will be delivered by the

private sector. This could be through the refurbishment of existing buildings such as the floorspace above Brehm Street in Hargreaves Street, or above the Post Office in Williamson Street, where space has been converted to highly efficient co-working spaces for small business. Each project is pitching to a different market, but both demonstrate the evolution of office space in general.

The other way that the private sector will deliver new office floorspace is through the development of medium scale mixed use buildings. 111 Mitchell Street is one example, as is the five storey building currently under construction in Wills Street. Both developments include retail uses at ground level, office floorspace above, and then apartments above that. This scale of development and vertical mix of uses is ideally suited to Bendigo and contributes to the City Centre becoming a financially successful and vibrant place. The challenge is that this scale of development is also difficult to deliver. If they don't stack up financially and make a profit, they can't be funded and therefore won't be built. From a planning perspective, they are also complex buildings to design and are often at a scale that is too small to simply tap into existing services, but not large enough to justify the cost of stand-alone infrastructure (electrical sub stations for example).

Many people view the profit motives of the private sector as a negative, however when it comes to the type of development we need, it is the private sector that actually delivers. As long as development is in alignment with the community's vision (as expressed through the adopted policies and plans of Council), then it is Bendigo

that benefits. The type of medium scale developments proposed by this plan are often advanced by local land owners and investors. They are incremental and adaptable, which also means that they are achievable. This does however rely on having a supportive and facilitative planning framework which this plan sets out to achieve.

When the City of Melbourne were promoting the redevelopment of their CBD in the 1980s and 90s, they made sure to remove as many unnecessary barriers to development as possible to ensure that the private sector were incentivised to deliver. At the time this included removing development contributions for the early adopters. While Bendigo does not equate itself with Melbourne in terms of scale or population, it should be remembered that the same developmental and regulatory principles are at play.

What we will do

Utilise the Commercial Land and Activity Centre Strategy and more recent commercial floorspace demand assessments when considering changes to the planning controls.





RESIDENTIAL

The Bendigo City Centre is evolving from a central business district into a diverse, mixed use city centre environment. People living in the City Centre inject life and activity throughout the day and evening. They support local businesses, create demand for restaurants and bars to open a little longer, and result in more people on the street which in turn, leads to a safer and more enjoyable place for all people in the City Centre.

What we have

Over the past two decades there have been over 70 apartments created in the heart of Bendigo. Many of these have resulted in fantastic conversions of previously disused upper levels of heritage buildings. Quite a few of these are used for serviced accommodation, diversifying the accommodation offer in central Bendigo, where there are limited hotels and motels.

In more recent times, apartments have been built, or are being proposed as part of new purpose built mixed use developments. Most of the newer apartments are quite large and at the higher end of the property market. This reflects where the current demand is and is also a result of the high costs associated with this type of construction compared to suburban residential development. There are a lot of barriers to getting new buildings out of the ground (including potable water capacity, conversion of electricity and the cost of infrastructure upgrades), and there is a need to review the City's approach to ensure that we are taking a facilitative role when the proposal is consistent with our policy directions.

What we want

The Bendigo City Centre needs a larger and more diverse residential population living in it. To get this we need more mixed use buildings developed (for example, retail at ground level, offices on the first floor and apartments above). These do not necessarily need to be large scale developments, although some might be, with many being relatively narrow, built boundary to boundary, and at three to five storeys. This building form fits nicely within the urban context of Bendigo and reflects the European style of development that has proven to be adaptable and deliverable. With the inclusion of windows or balconies facing the street, these developments provide 'eyes on the street', or passive surveillance long into the evening.

Some of our new residential development will be the conversion of existing buildings, while others will be new contemporary buildings replacing some of the low level poor quality development from the second half of the 20th Century.

Opportunities also exist to cater for the demand for student accommodation in the City Centre. While many undergraduate students prefer to live on campus, some undergraduates and postgraduate students that have come from larger cities would prefer to be in a city centre environment with easy access to all that it offers. Residential development has the potential to create some amenity conflicts if designed poorly. The location of residential development will also be determined by resident preferences such as access to cultural activities, open space, on-site car parking and other services.

There are many potential redevelopment sites across the City Centre. Several strategic redevelopment sites have been identified in the Precinct section of this Plan. Examples include increased development along Garsed Street to capitalise on close proximity to the train station, bus services, employment and shopping facilities. Another area of opportunity is the two blocks bounded by Hargreaves Street, Chapel Street, Lyttleton Terrace and Mundy Street. These blocks have a number of relatively large land holdings that could assist in facilitating some great design outcomes for a larger scale development.

While much of the discussion is around facilitating medium scale mixed use buildings in the core parts of the City Centre, there are also opportunities for larger families to live in the precinct south of Short Street through to Myrtle Street. This area has a strong residential heritage built form. Around half of the homes are currently used as offices, primarily by small

scale professional services, where they have been able to be their own landlord. As these businesses grow, or the value of the property increases, it would be desirable for them to move into purpose built commercial accommodation closer to the core of the City Centre. This provides an opportunity to invest in returning these properties to a residential use. This protects the character of the area as a relatively intact heritage precinct and helps introduce more greenery into the city (as car parking on these parcels gets returned to garden space).

As with the commercial section, to facilitate the type of development we need, some temporary measures may be needed to ensure these developments are financially viable. As recommended in the *Greater Bendigo Public Space Plan*, the open space contribution for inner city developments should be reviewed to take into account the existing capacity of our City Centre's public space assets.

What we will do

Investigate planning controls that would facilitate the transition of land south of Short Street to Myrtle Street to a residential focus.

Implement the Public Open Space Contributions Policy (to be completed in 2020) - as per the recommendation in the *Greater Bendigo Public Space Plan 2019*.

Investigate and address the barriers that are restricting more inner city residential development from occurring.

Establish a working group to assist with lobbying for funding and work with the State Government and servicing agencies to develop a City Centre Infrastructure Study.



Shop-top apartments on View Street



111 Mitchell Street, Bendigo



Wills Street mixed use development



EDUCATION

The education sector plays an important role in the Bendigo City Centre. It accounts for around nine per cent of all jobs and brings in several thousand students every day; students that contribute to the local economy and create a youthful vibrancy that is not present in many city centres.

What we have

The Bendigo City Centre is home to Bendigo Senior Secondary College (one of the largest in the State), Camp Hill Primary School, Bendigo TAFE and BTEC (part of Bendigo TAFE). Bendigo TAFE has seen significant investment in recent years and continues to develop its site into a City Centre campus.

There are also a number of private and Catholic schools and small specialised university campuses (Monash and La Trobe near the Bendigo Hospital, and the La Trobe Art Institute in View Street).

Combined, the education influence on the City Centre is large, not only in regard to the number of students but also staff, many of whom will use the City Centre throughout the day and evening.

What we want

The City Centre needs further investment in tertiary education institutions if it is to reach its potential of being a University City. Additional tertiary students studying and living in the City Centre will have a positive influence on the way the city works as businesses respond to the growing demand from

a new cohort of people using it. While additional tertiary campuses are important, they are also difficult to develop due to their size and funding requirements. Student housing is perhaps an easier outcome to achieve, because of a greater flexibility in the way that it can be delivered. There is strong policy support for student housing with it being one of the actions in Plan Greater Bendigo.

INFRASTRUCTURE

The provision of infrastructure is yet another vital component needed to support continued investment and growth of the City Centre.

Infrastructure networks are expensive to provide, and while they might have some excess capacity built in, they are rarely designed to provide for the scale of growth that is needed in the City Centre. As a result, State and local government need to work closely with our infrastructure providers to ensure that the development we want and need can be delivered in the most efficient way possible.



What we have

There are numerous infrastructure networks buried beneath our roads and footpaths. The City looks after drainage and stormwater systems; Coliban Water provide water and sewerage; Powercor provide electricity; AusNet Gas Services provide natural gas; Country Fire Authority our fire hydrants; and Telstra, Bendigo Community Telco and NBN Co provide telecommunications.

There are a number of plants, exchanges and substations that support the City Centre. Coliban Water have their main water treatment plant in Howard Street,

Epsom, while Telstra have exchanges in Short Street and Sidney Myer Place. Powercor have three main substations that service Bendigo.

When the Bendigo CBD Plan was prepared in 2005, none of the servicing authorities considered that they had infrastructure constraints that would limit the development of the City Centre within the 20 year timeframe of the plan. This might still be the case, but that is based on the assumption that the developer would pay for any infrastructure upgrades required to service their development. At face value, that makes sense, however

we know that this has meant that some developments won't be progressed because the cost to provide the upgrade is too high and renders the development unviable. In some cases this has forced developers to think a little more creatively and come up with unique solutions, which is a good outcome.

However, we are aware that the biggest challenges now faced relate to adequate water pressure for buildings over three or four storeys, adequate water for fire-fighting, and electricity at the required voltage (without needing substations in front of each development).

What we want

One of the main constraints is the lack of detailed information on what our infrastructure capacity is and how it might limit future development. Without this, it means that we run the risk of taking an ad hoc approach to infrastructure delivery and in some circumstances, of inadvertently stifling development. Sometimes the developer will be able to negotiate upgrades or provide onsite infrastructure for an individual project, but at some stage the network will be at capacity and we may miss out on investment that we should otherwise be able to accommodate. In some cases, approvals may be given for something such as an electricity substation in the public realm, believing that it is a one-off, but the last thing we want is a footpath that is full of 'one-off' green boxes – there has to be a better way.

To address the infrastructure capacity question a dedicated piece of work needs to be completed in partnership with the State Government and service authorities. This should be completed as a priority.

What we will do

Establish a working group to assist with lobbying for funding and work with the State Government and servicing agencies to develop a City Centre Infrastructure Study.

THEME 2:

A CONTEMPORARY CITY WITH HERITAGE FOUNDATIONS

The Bendigo style / Building heights / Building setbacks / Design guidelines

The Bendigo City Centre has a rich heritage and culture which is integral to our future and must be embraced as part of the city's evolution. A fine but pragmatic line must be established as heritage and growth come together. The creation of a compact mixed-use City Centre is essential. This creates a critical mass in population density which in turn attracts the services and facilities that communities want and need. A compact city centre also makes efficient use of existing high cost infrastructure and reduces the waste of resources and impacts on our environment through urban sprawl.

The City Centre's many heritage buildings and civic spaces work together to create the rich character of Bendigo. However, the City Centre also experienced a period of decline during the second half of the 20th Century where a number of heritage buildings, or elements of heritage buildings such as verandahs, were removed and replaced with less significant, often simple buildings. With the exception of a few notable examples, many of these newer buildings do not contribute to the character of

Bendigo and will likely be the focus of redevelopment in the future. Their redevelopment will need to respond to site context and that of nearby heritage properties. Done well, Bendigo City Centre

can continue to accommodate the growth we need and enhance our existing heritage while creating the heritage of the future.

While buildings in Bendigo's City Centre reflect a diversity of architectural styles and forms, many have embraced the basic principle of building to the front and side property boundaries, thereby creating the effect of a continuous series of façades along the street. Most buildings are fairly simple in their form and use articulation and detailing of the façade to create an attractive and 'human-scale' streetscape.

This theme highlights the importance of this broader context and focuses on critical design elements that will be implemented through the Greater Bendigo Planning Scheme.

THE BENDIGO STYLE

The architecture of Bendigo is distinctive and recognisable, reflecting its unique place in the history of Victoria. The “Bendigo style” of architecture manifested itself in the thirty years leading up to World War 1. While the rest of Victoria was suffering through the economic depression of the 1890s, Bendigo continued to prosper and its architecture expressed this in an unrestrained “boom style”. Built form and street geometry complement each other and combine to create a set piece, “city beautiful” or “beaux arts” effect. Australian cities rarely set out to achieve this, and hardly ever deliver.

The City Centre began as a series of mostly canvas or timber structures focussed around the Bendigo Creek. The city fathers worked towards creating a distinctive and unique master plan which when enacted resulted in the removal of these original structures and the development of more substantial buildings. The main features of the plan are:

- A formal grid, symmetrical around the South East to North West axis of St Andrews Avenue/Bull Street
- Two diagonals connected by an arc (Lyttleton Terrace) that is laid symmetrically over this grid

- The Pall Mall boulevard and civic gardens, which provide the northern edge to this composition

The formal geometry of this plan is expressed in the third dimension by the building form of the city, including:

- The Town Hall, which occupies the central site in the plan, and provides a focal point for views along the diagonal (Lyttleton Terrace) axes and the central (St Andrews Avenue/Bull Street) axis
- The continuous shop frontages, with zero setback, along several of the streets

- The grand scale and outstanding architecture of the Pall Mall civic and commercial buildings

The architectural expression of the city's built form comprises a number of distinctive features, including:

- Mansard roofs (Law Courts, Pall Mall)
- Exuberant, boom-style decoration (Shamrock Hotel)
- Over-scaled openings, arches, windows (Fire Station, View Street)
- Monumental porticos and colonnades (former Masonic Hall, now the Capital Theatre)



- Clocktowers (Visitor Information Centre)
- Asymmetry (Bendigo Town Hall)

The Bendigo Town Hall epitomises the exuberance of this style. Architect, Don Goldsworthy AOM has written:

“Some architectural historians consider that the building’s asymmetry and mannerism are indicative of Bendigo’s brash confidence: the city was not afraid to be different. The Bendigo Town Hall’s main point of difference from other grand town halls, however, is that its grandeur is not confined to one main façade: all four sides of the free-standing building are equally dramatic and ‘finished’ in their architecture and decorative style. It turns its back on nobody, but is approachable on all sides – a further indication, perhaps, of how 19th century Bendigo saw itself, or wished to be seen.”

Externally, the exuberant decoration of many of Bendigo’s boom-style buildings is heavily modelled, casting an intricate pattern of deep shadows across a façade. Internally, the large volume of the richly decorated spaces ensures a constant, cool temperature through the hottest heatwaves.

There is a Roman quality of monumental scale to some of Bendigo’s buildings and infrastructure. Examples include the goods sheds of the Melbourne to Murray railway, with their large Romanesque arches; the Bendigo Creek channel, lined with thousands of accurately set bluestones; and the Capital Theatre portico, which looms over the View Street footpath.

When the 1920s brought peace to Australia, Bendigo's boom period had expired. The limited redevelopment pressures which were seen through much of the rest of the twentieth century resulted in the retention of much of the city's heritage fabric.

“Bendigo City has one of the highest concentrations of Victorian Heritage Registered properties in the State, and two of Australia’s most architecturally distinguished boulevards in Pall Mall and View Street.”

City of Greater Bendigo Thematic Environmental History, Lovell Chen, June 2013.

In 1993 the Eaglehawk and Bendigo Heritage Study was completed and subsequently implemented into the Greater Bendigo Planning Scheme. The Planning Scheme has a Heritage Overlay which provides protection for important individually significant sites such as the Town Hall. The Heritage Overlay also has precincts which provide a high level of protection for sites that are important in their setting in the street scape as well as their relationship with surrounding buildings but may not meet the threshold for being individually significant. Over the years further individually significant sites have been added to the Planning Scheme and this will continue as the City Centre evolves. The Bendigo City Centre Heritage Study Stage 1 2020 is an example of this ongoing work.

Bendigo is now once again on the cusp of a significant period of growth. This provides the opportunity to rediscover our City Centre and continue the incremental process of city building. New buildings need to be designed to carry these themes forward, not by mimicking older buildings, but by projecting an image of today's prosperity. New buildings need to be designed as the heritage of the future and reflect the vibrancy of the city now, all the while responding to each site's urban context and nearby heritage buildings.

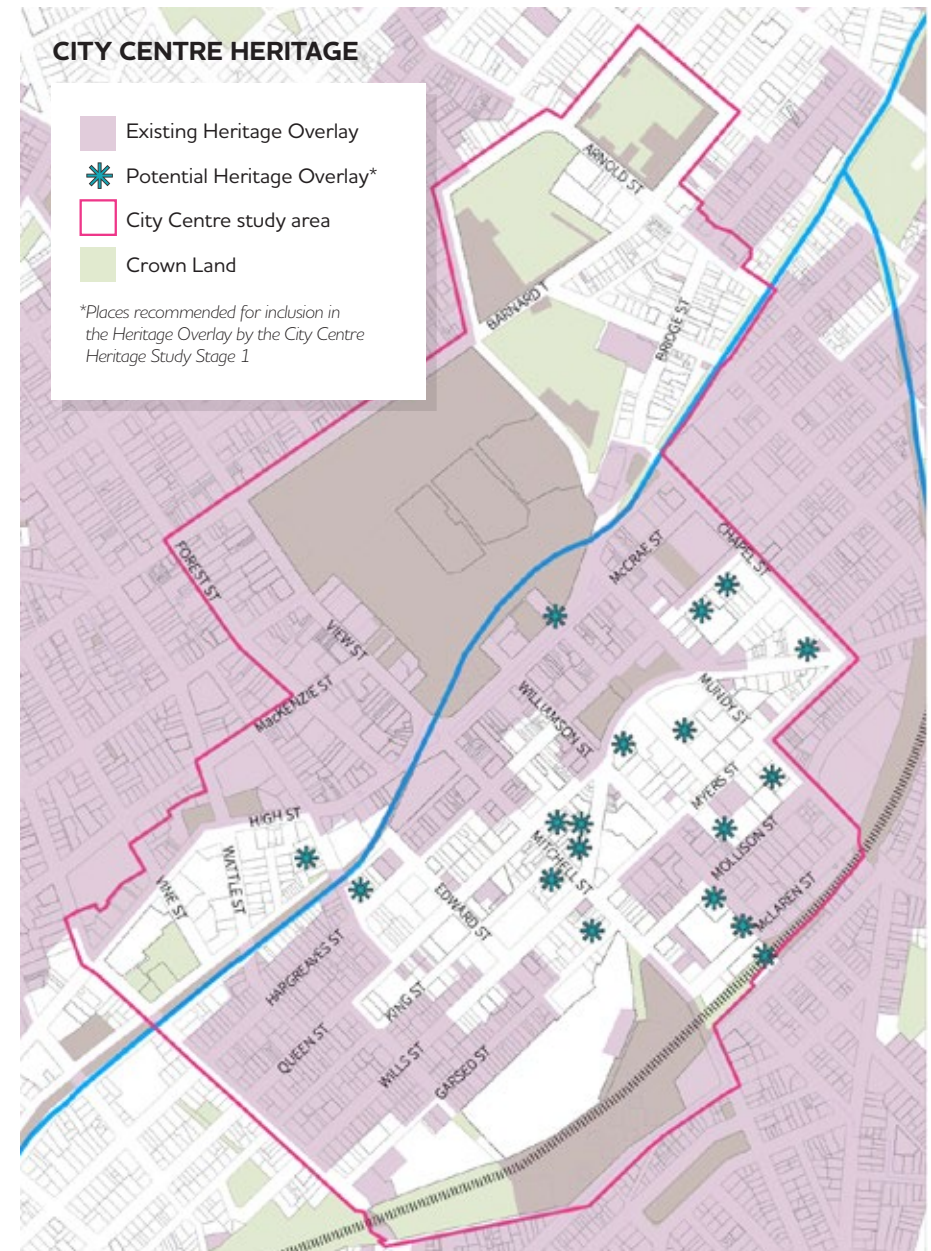
There are some fundamental elements that all new buildings need to get right, including building frontages, setbacks, heights and weather protection. Design guidelines have been included to ensure the desired future quality is achieved.

What we will do

Implement the City Centre Heritage Study Stage 1 by applying the Heritage Overlay where recommended as part of a formal planning scheme amendment process.

Update the *Bendigo Heritage Design Guidelines* to include a commercial development section.

Complete the Bendigo City Centre Heritage Study – Stage 2, to investigate changes to heritage precincts in the study area.





BUILDING HEIGHTS

The height and scale of City Centre buildings are among its most defining features and influences. A mix of building heights, including appropriately scaled taller buildings, is integral to creating a mixed use, compact, dynamic and sustainable City Centre.

Taller buildings add visual interest and provide the concentration of floorspace needed to accommodate jobs, people and economic activity in a compact and walkable area. Taller buildings are a visual expression of the importance of an area and its investment potential.

While building heights have been updated and we are now promoting slightly taller buildings in many areas, they are still of a scale that is suited to Bendigo. Buildings up to five or six storeys (or around 20 metres) reflect the scale of some of our important heritage buildings and are of a similar scale to the development that was occurring prior to the economic downturn in the first half of the 20th Century. This scale of development works particularly well with our fine grain pattern of subdivision, and it is proven to be able to be delivered in Bendigo.

In many respects, our preferred building model is similar to the tried and tested European style of development, with many narrow buildings built side by side to heights that provide a sense of enclosure without creating the canyon effect experienced in areas with very tall buildings.

The low to medium rise appearance of the City Centre (up to five or six storeys) will continue to be strongly influenced by our generous street widths of 30 metres (Bath Lane and King Street are notable exceptions).

While the updated preferred maximum building heights have been arrived at following an assessment of existing built form, urban context and logical development opportunities, the determination of the appropriate building height for an individual building must first and foremost take site context into consideration. Any such consideration will explore constraints and opportunities related to the site location, heritage and the characteristics of existing buildings and public spaces. The design response

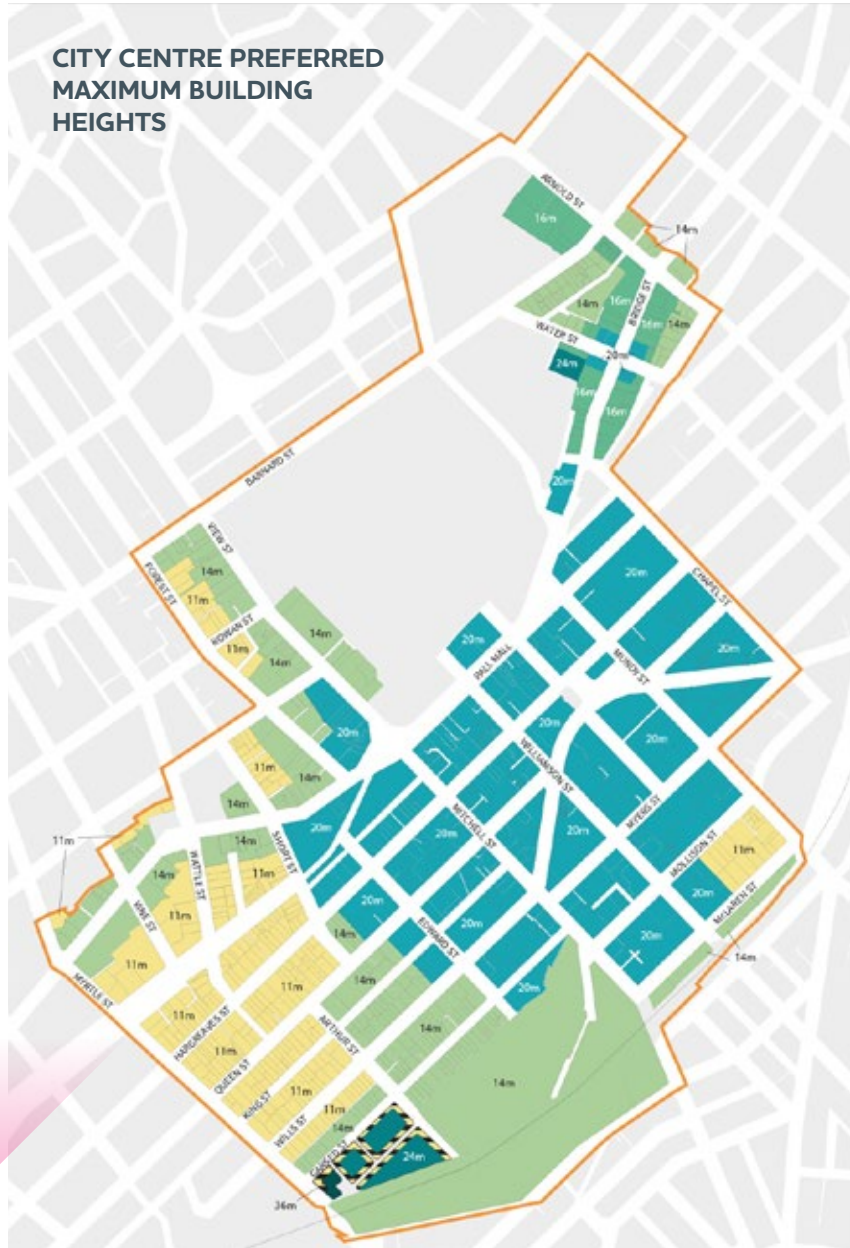
will express these through proposed built form and through the contribution that the new development will make to the Bendigo City Centre. Bendigo needs to be a contemporary city that meets the needs of its current and future community, while also respecting and celebrating where it has come from.

Investors have a unique opportunity to be a part of this story and contribute to the built form of our City Centre by investing in quality and sustainable design. Preferred maximum building heights can be found on the map on page 29.

The preferred building heights are considered optimal. Consideration of additional height above these targets must be supported by demonstration of superior performance according to several criteria, which include:

- Achieving excellence in architectural design
- Implementing environmentally sustainable design principles
- Achieving heritage restoration and adaptive re-use
- Enhancing public and private amenity
- Protection of the development potential of nearby sites

CITY CENTRE PREFERRED MAXIMUM BUILDING HEIGHTS



11m - In areas with a residential focus, ensure building heights reflect the scale of existing development while encouraging new slightly larger buildings

12m - Confined to the perimeter of the former Gilles and Crystal Ice factory sites, this height enables the industrial heritage to be celebrated as a unique feature of this part of Bendigo

14m - Flanking the core retail and commercial precincts and along High Street, buildings of this scale assist in the transition to lower scale residential streets beyond

16m - Limited to parts of Bridge Street, buildings of this scale help create the floorspace needed to accommodate the new jobs and residents forecast

20m - This is the preferred height for much of the inner part of the City Centre and is based on respecting and responding to the height of many of our grand gold rush era buildings

24m - Applies to two sites in recognition of the particular conditions and strategic opportunities presented at these locations – the current Coliban Water complex adjacent to Rosalind Park, and the former Gillies and Crystal Ice complex alongside the Bendigo railway line

36m - Situated behind the former Gillies factory, this building height recognises the constraints and opportunities of the site

These preferred maximum building heights are indicative and will be finalised through the development of detailed design guidelines (Refer to Action A 18 page 81)

**The determination of the appropriate building height for an individual building must first and foremost take site context into consideration. Any such consideration will explore constraints and opportunities related to the site location, heritage and the characteristics of existing buildings and public spaces.*



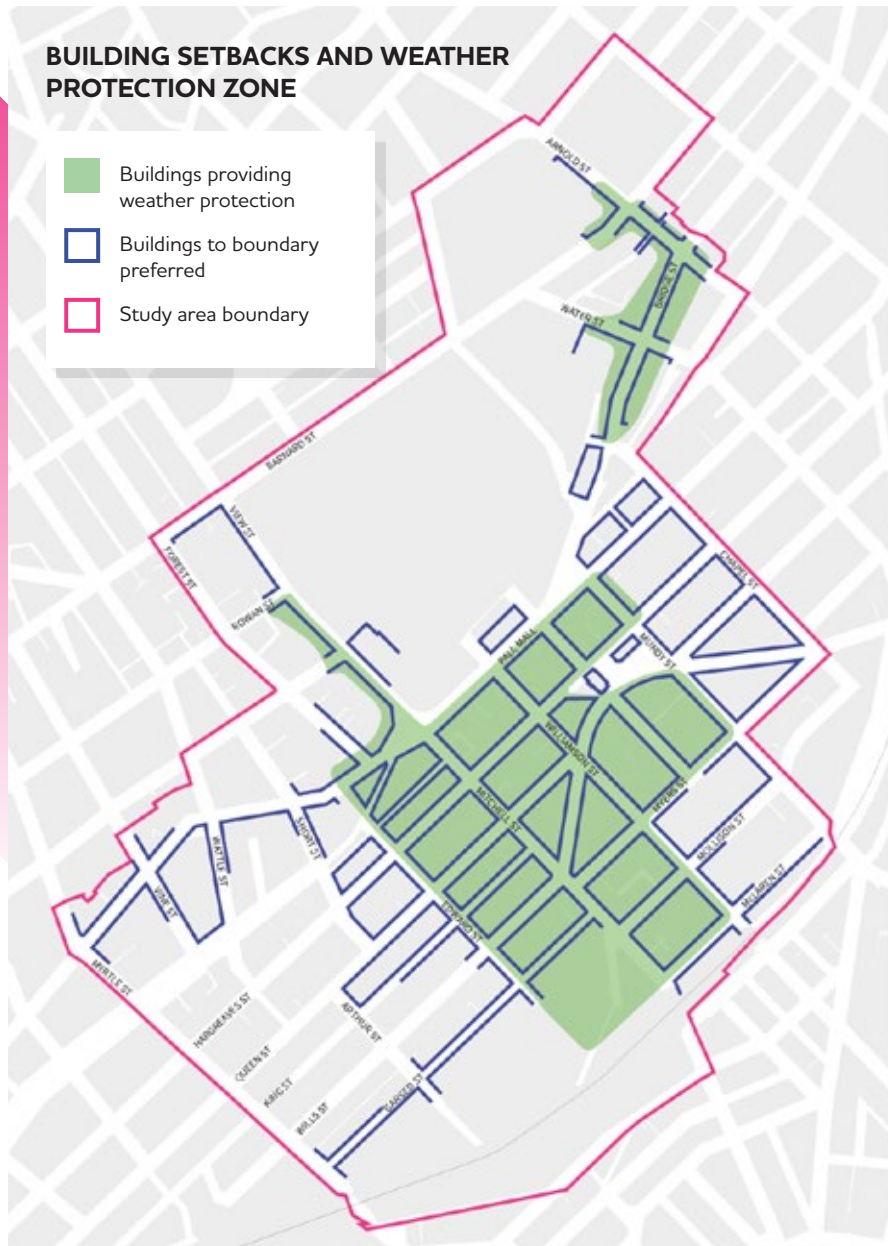
BUILDING SETBACKS

Buildings in the mixed use commercial core of the Bendigo City Centre are generally built to the front and side property boundaries. This creates a continuous series of façades along the street. Most buildings are simple in their form, but use articulation and detailing of the façade to create an attractive and 'human-scale' streetscape.

This building pattern encloses and defines the street, with shop fronts providing visual interest for people on foot, keeping 'eyes on the street' to contribute to safety, and advertising businesses in the buildings without the need for excessive signs. Verandahs over footpaths also encourage activity despite inclement weather and are especially important in retail areas. However, simply building up to the street is not enough and there are numerous examples of inwardly oriented buildings that present blank walls to the public – Target, Coles and the rear of Officeworks do little to enhance the vitality and interest of the adjoining streets.

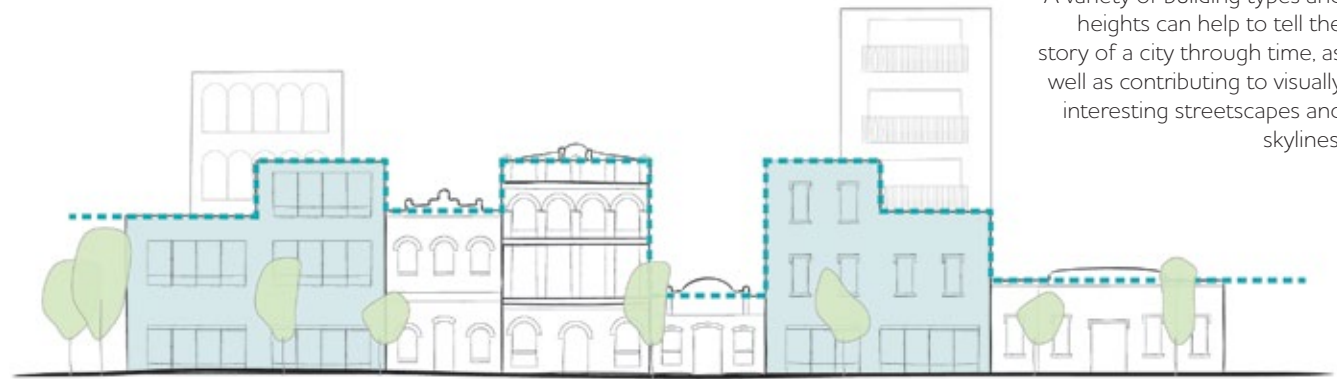
Another way of helping to activate a street frontage is through a vertical mix of uses, with different activities on different levels. This is characteristic of many older buildings in Bendigo and is being successfully introduced in recent new developments, such as 111 Mitchell Street or 177 View Street.

The contrast between the 'built to the boundary' urban precincts and the surrounding residential precincts contribute a satisfying sense of variety and order to the City Centre and helps to define its identity.



DESIGN GUIDELINES

All development in the City Centre will respond to its context by adapting street wall heights, and front and side setbacks to complement adjacent heritage buildings. A diversity of parapet heights can assist new development to fit within the context by reinforcing vertical grain and rhythm. In streets where significant redevelopment is expected, the first new building will help set the standard for its future character. The following will serve as general principles guiding all new development in the City Centre.



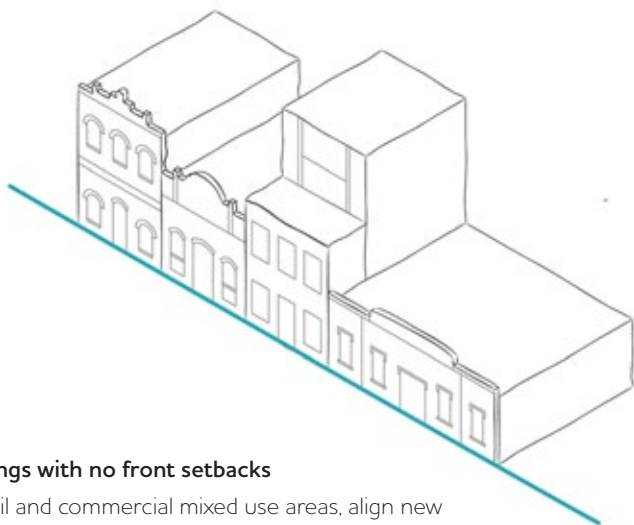
Interesting streetscapes with a variety of building heights

A variety of building types and heights can help to tell the story of a city through time, as well as contributing to visually interesting streetscapes and skylines.

These design guidelines provide a series of illustrations to visually communicate the desired outcomes for the design response for new development in the City Centre. All development will need to respond to the existing site context with careful consideration given to delivering high quality built form that complements rather than challenges or mimics the rich heritage of the area. High quality street frontages are important for achieving the desired character of the City Centre. Desirable design elements also include attractive building entries, window displays, artworks, well detailed architecture and façade modulation.

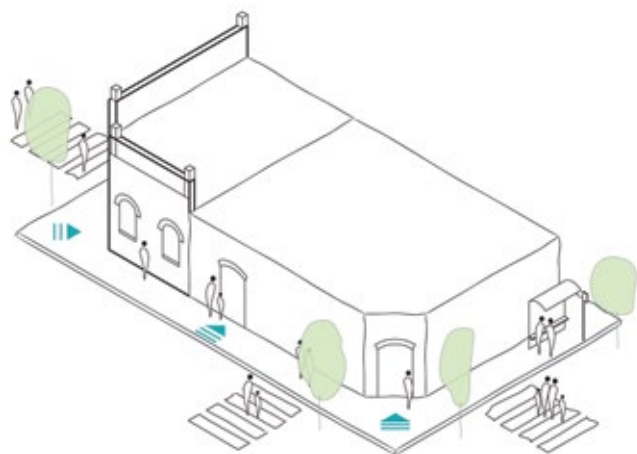
The building height and setback control along with these design guidelines will form the basis of the development controls to be included in the Greater Bendigo Planning Scheme.





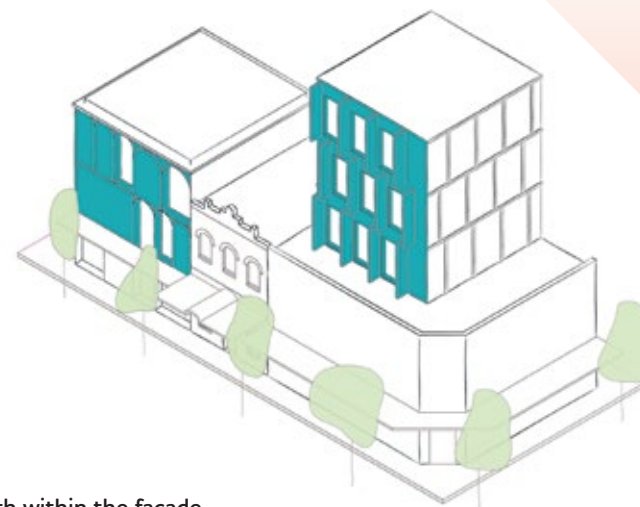
Buildings with no front setbacks

In retail and commercial mixed use areas, align new development to the street to create a continuous and well-defined street edge.



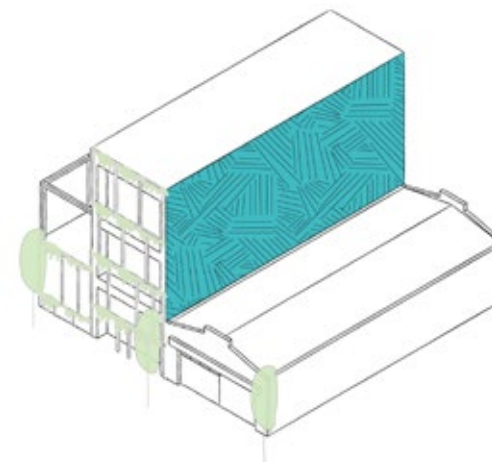
Carefully position building entries

Maximise the number of pedestrian entries along street and laneway frontages to provide for public interaction and long term flexibility of tenancies.



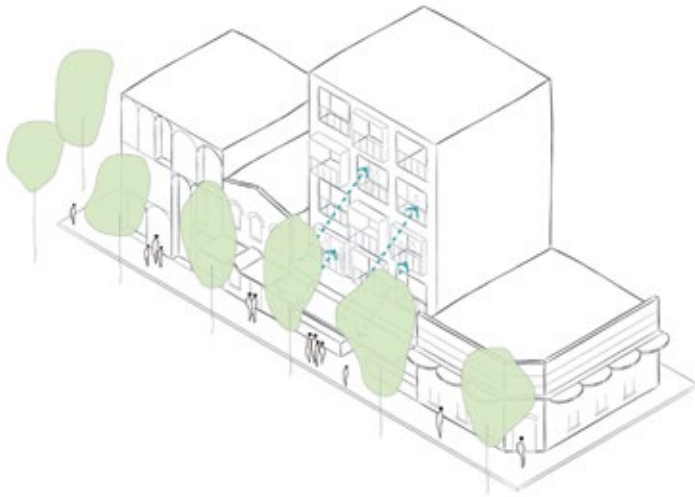
Create depth within the façade

Provide for depth and balance of light and shadow in upper level façade design through the use of balconies, integrated shading, rebates and expression of structural elements.



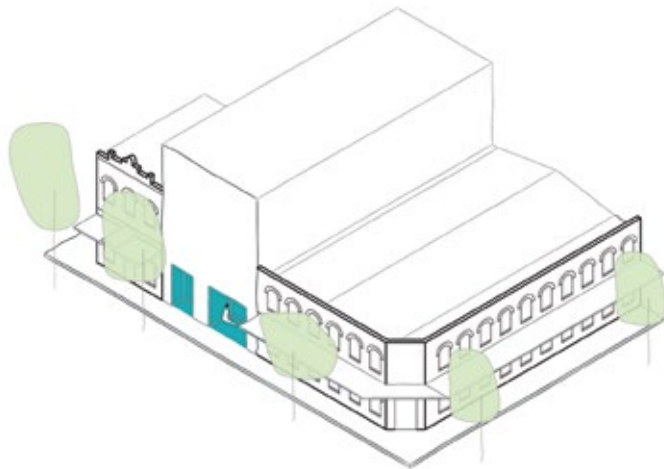
All visible elevations are designed to a high standard

Where buildings are built to the side boundaries, it will invariably result in blank walls that will be visible until such time as the adjoining site is developed to a similar height. Detail on such walls should provide an interesting appearance using decorative/textured materials, artwork, signs or graphics.



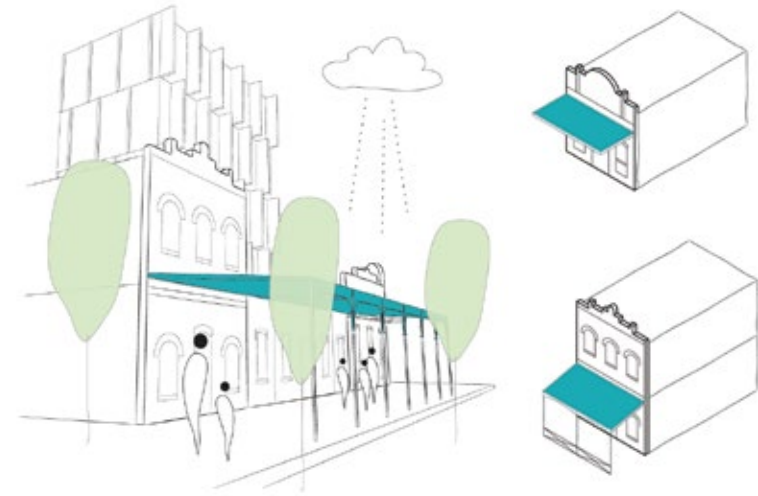
Maximise opportunities for visual interaction

To maximise safety through informal surveillance arrange windows and balconies to overlook streets and public spaces. Building entries and shopfronts/windows should be transparent.



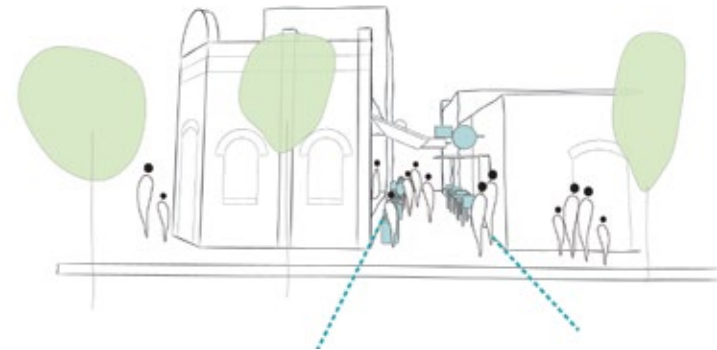
Avoid unsafe undercrofts or alcoves

Limit wall recesses along street edges of buildings to less than 300mm deep to avoid their use as places of concealment.



Provide weather protection to footpaths

Provide weather protection to the core commercial area and along main streets (refer to page 31 - Building setback and weather protection zone map) canopies and verandahs are designed to respond to the rhythm of buildings and their architectural details. Where possible, reinstate traditional verandah forms where adequate architectural details can be reproduced.



Maximise activity along streets and laneways

Position active uses to address both streets and laneways.



THEME 3:

CREATING AN ACCESSIBLE PLACE

Walking and cycling / Lanes and arcades / Public transport / Road system / Parking

Great cities and places are easy to get to and a pleasure to get around. Our City Centre must be accessible to a large number of people with a wide range of reasons for spending time here, and who depend on various means to getting around. This includes the large number of people working centrally that also need get around during the day, the many visitors from the region and further afield, as well as an increasing number of residents.

How accessible a place feels is influenced by a number of factors but most of all by the design of the physical environment and the range of mobility options catered for by that environment. Good urban design, in particular of the public realm, and transport diversity are the keys.

Pedestrians need to be able to navigate an area intuitively, with the subtle aid of familiar landmarks, public realm treatments and signs. Protection from the weather – rain, shine or searing heat – is essential. We also enjoy having interesting surroundings to look at as we walk, and to be able to observe the city around us. Perhaps most important of all is our need to feel safe when on foot.

Cyclists also need to feel safe and welcome on the streets. A maximum 40 km/h speed environment and clear signs to connect to cycling links are important, as well as clearly marked cycle lanes with protection in appropriate situations.

Motorists visiting the City Centre need to be able to navigate easily to find convenient car parking within a relative short walk. Supporting the use of the City Centre as a convenient through-route is not the primary aim of traffic design.



WALKING AND CYCLING

One of the largest differences a city can make is to create an environment where walking and cycling is the easiest and most inviting way to get around.

The growth of our City Centre needs to be matched with infrastructure and programs to make walking and cycling the transport preference of choice. A network of broad, shaded footpaths linked by priority crossings draw people to and

around the centre. High quality, dedicated cycleways connect riders into and through the centre. Such infrastructure is instrumental in shifting the perception of cycling safety and convenience. Along with increased bike commuter numbers, a more balanced presence of cars on the streets will enable still further valuable public space to be allocated to people on foot and bike.

What we have

City Centre conditions for pedestrians and cyclists are mixed. They reflect an evolution in transport patterns and priorities over decades, as well as more recent aspirations to re-establish a more pedestrian focussed place. The historic street grid laid a great foundation for a pedestrian-friendly city that is relatively compact and inherently easy-to-navigate. We also enjoy a high standard of on-street amenities across most of the City Centre which make walking an attractive option.

Good progress has been made in improving the priority of access and safety for pedestrians. Raised pedestrian crossings have been added to many roundabouts, pedestrian priority crossings occur mid-block on some streets, and the traffic speed limit has been reduced to 40 km/h on streets within the City Centre core. Changes to street layouts in a number of locations have created pockets of informal public space (e.g. Hargreaves Street and Lyttleton Terrace). Wide footpaths are now a common feature of most streets in the core and there has also been exploration of shared zones, though with mixed results.

Road traffic is still however a dominant influence. The design of many streets prioritises the movement and parking of vehicles and street space allocated to vehicle movement, parking and access points are often disproportionate. Dedicated turning lanes require a wider road pavement and therefore reduced pedestrian pavement and/or wider and more complex road crossings. The arterial roads around the edges of the City Centre remain significant barriers to safe and convenient crossing for people on foot.

There are options for getting around the City Centre by bike, though the environment is not conducive for most people to cycle. There are mostly low-cost solutions – painted cycle lanes – afforded by our wide streets. A good start, but not enough to encourage use by casual cyclists. At intersections without traffic lights, space for cyclists is available but not designated. Because the cycling network through the City Centre is incomplete and inconsistent, a clear network is not legible. There are not yet any examples of protected cycleways.

What we want

The need to create a safe high-quality environment, and to improve the way people who walk or ride move around the city, only increases in importance and priority as the City Centre grows and diversifies.

We should continue a shift to 'complete streets' whereby the design and management of all City Centre streets enables safe, convenient and comfortable travel and access for users of all ages and abilities, regardless of their mode of transportation. To achieve this, the allocation of public street space for different transport modes will need to be better balanced and tailored to the key movement functions of individual streets.

Traffic planning and design should promote a consistent message to motorists that the City Centre is a distinctly different traffic environment to the rest of the municipal area. Special attention must be paid to the safety needs of vulnerable street users such as pedestrians and cyclists

including the growing aged segment of the population and the increased use of motorised scooters. The Walk, Cycle Greater Bendigo Strategy supports this overall approach and will be implemented progressively over an extended timeframe. Whilst all streets in the City Centre network should incorporate a good standard of access for pedestrians and cyclists, the design of particular street environments needs to optimise and sometimes prioritise their place.

There are several streets that stand out as major thoroughfares for pedestrians, cyclists or both. For pedestrians, they include Mitchell Street from the Railway Station up to the top of View Street, the south side of Pall Mall, Lyttleton Terrace between Mitchell Street and in the vicinity of the Town Hall, Hargreaves Street including the Hargreaves Mall, the lower stretch of Williamson Street and also Bull Street. Bridge Street, linking through to Pall Mall is also anticipated

to become a busier pedestrian thoroughfare as a new mix of activities emerges there over coming decades.

For cyclists, there are four key intersecting corridors: Hargreaves Street and along the Bendigo Creek (which incorporates the Low Line Trail) running north-east/ south-west, and Williamson Street and Mundy

Street running north-east/south-east. Each of these corridors forms a strategic connection between the City Centre and the surrounding urban area.

Freedom of movement for pedestrians across the City Centre will be markedly improved by the further modification of

Principles

- Create a high-quality, safe, connected and continuous environment that prioritises pedestrian and cycle movement and minimises delays
- Balance street space allocation to maintain adequate vehicular and public transport access, while providing safe, dedicated space for pedestrians, cyclists, and on-street businesses
- Focus street design on maintaining good vehicle access but reducing traffic speed
- Avoid traffic management design that limits space for pedestrians or creates barriers to their movement, such as dedicated turn lanes
- Establish a clear, dedicated, all-abilities 'minimum grid' cycleway network for the City Centre with strategic links to the wider urban area network
- Provide safe pedestrian and cycle crossings of arterial roads
- Provide protected cycling lanes and infrastructure to support the safe operation of this network and attract regular use
- Enable universal access by minimising obstructions, grade changes and irregular surfaces
- Improve on-street amenities for pedestrians and cyclists, including seating, bike parking and drinking fountains, preferably in high-visibility and shaded locations. This should be focussed on the City Centre core and connecting corridors

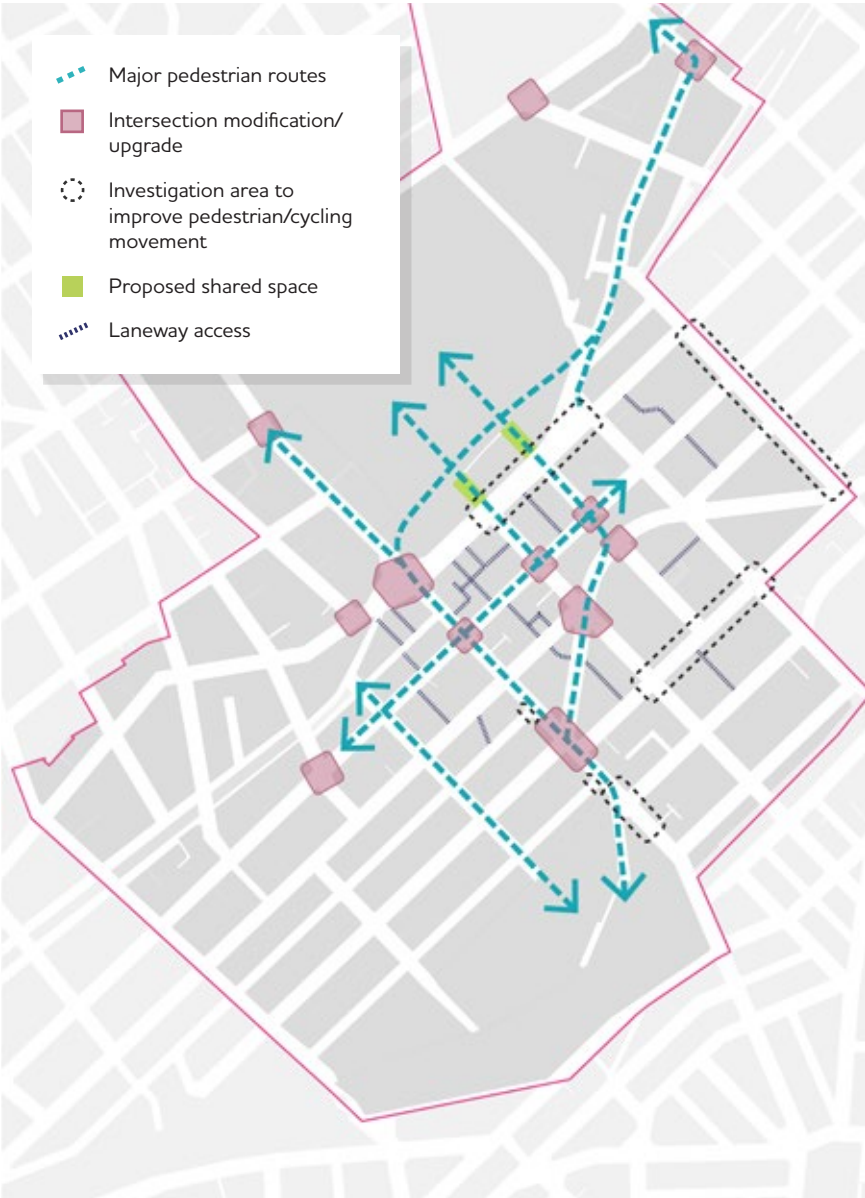
street intersections for pedestrian priority and safety. New priority crossing points are also needed, including on arterial roads such as Pall Mall, Chapel Street and Myers Street.

Alternative means of transport, such as mobility and conventional scooters, should be supported by appropriate street design and hire facilities.

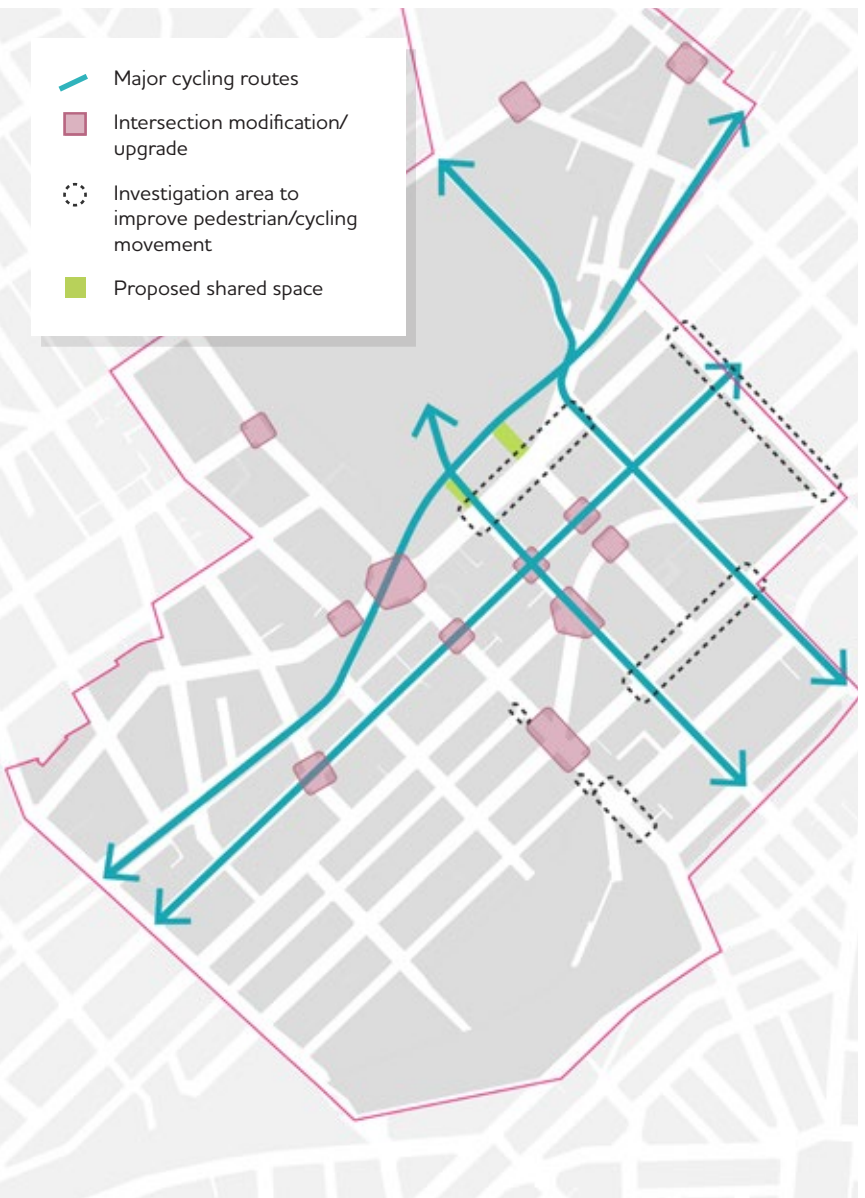
What we will do

Continue to implement the *Walk, Cycle Greater Bendigo Strategy 2019* and work with the Department of Transport regarding key pedestrian crossings.

PEDESTRIAN NETWORK



CYCLING NETWORK



PUBLIC TRANSPORT

A clean, safe and efficient public transport network is essential to supporting a growing city centre. Bendigo has seen improvements made to both bus and train networks over the past decade, which has resulted in strong growth in train passenger numbers as well as improved coverage and span of hours for bus passengers. Taxi options have also grown, with two taxi companies now servicing Bendigo. Rideshare services such as Uber, Shebah and Ola are also operating across Bendigo.

What we have

The urban bus network has undergone several revamps in recent times and is now providing greater coverage and a longer span of operating hours. The most recent change included better connections between La Trobe University and the Bendigo Hospital. With the changes to the bus network, virtually all routes now connect to Bendigo Station and Mitchell Street.

This has allowed for connections to be made to the train network, however it is understood that transfers between bus and train are still quite low, with most people only using the bus system to access the City Centre (Mitchell Street) from suburban locations. When the Mitchell Street bus stops were designed

it was intended that there would be three dedicated bus stops on either side of Mitchell Street, however a dynamic bus bay system has since been implemented (where all bus passengers board and alight from the first bus stop only).

The Mitchell Street bus stops are quite busy, but the dynamic bus bay operation is causing issues relating to footpath congestion, and an overall poor customer experience due to a lack of seating, shade and space. The bus stop issues are a result of the bus services' high use. Rail services have improved greatly since the completion of the Regional Fast Rail project in 2005. However, the greatest benefit to Bendigo wasn't what the project was designed to deliver.

Bendigo Station now has more people

arriving into Bendigo than departing during the morning peak. Before this City Centre workers didn't have the option of arriving in Bendigo by train before mid-morning. This trend is expected to increase as Bendigo Metro Rail is implemented. This project seeks to deliver 20 minute frequency for peak hour trains across urban Bendigo and surrounding towns.

What we want

Delivering Bendigo Metro Rail is particularly important to provide improved access from urban Bendigo and the region into the heart of the City Centre. From Bendigo Station it is only a short walk to the majority of larger employment and education destinations. To support Bendigo Metro Rail, upgrades to the Bendigo Station precinct and transport interchange will also be needed. VicTrack have drafted a Master Plan for the precinct, which once finalised needs to be delivered. This will assist in improving the bus interchange and passenger experience.

In addition the bus waiting facilities in Mitchell Street need to be reviewed and improved. The operation of the dynamic bays compared to static bays needs to be reviewed as a priority, as does the bus stop locations. The review should investigate a potential of using a parallel street like Williamson or Mundy Streets, to split passenger boardings across the City Centre. As a part of this, the quality of the bus waiting facilities also needs to be looked at. If we want more of our community to try the buses, then we need to be providing them with clean, safe and comfortable connections.



Principles

- A public transport network that is designed to maximise efficient coverage of the City Centre

What we will do

Work with the Department of Transport to review central city bus routes to better service the City Centre.

Work with Department of Transport and users of the Bendigo City Centre on an Access and Movement Plan to identify changes needed to increase accessibility and movement into, out of and across the City Centre.

A man and a woman are walking past a large, colorful mural on a wall. The mural features a complex pattern of overlapping geometric shapes in various colors including red, orange, yellow, green, blue, and purple. The man is wearing a light blue shirt, dark pants, a brown hat, and sunglasses, and is holding a coffee cup. The woman is wearing a light blue shirt, white shorts, and sunglasses, and is also holding a coffee cup. They are both smiling and looking at each other. The background is a large, colorful mural with a geometric pattern. The overall scene is bright and cheerful.

LANES AND ARCADES

The lanes and arcades of our City Centre lay awaiting discovery. Although not on show like our main streets, they harbour many of the city's inner workings and hidden treasures – cafes, small shops and other micro-businesses as well as artistic and colourful expressions of life and history in Bendigo. They are among our coolest, shadiest and most sheltered places; equally attractive as short cuts to get around the city and as places to spend time.

What we have

The main City Centre grid of broad streets is complemented by a hidden network of pedestrian links through city blocks, including arcades through historic and more contemporary buildings, and unenclosed laneways.

The 'fine grain' of circulation routes created by lanes and arcades reduces the effective size of city blocks for pedestrians, improving convenience and accessibility, and providing routes with weather protection.

They also add choice, character and interest to the urban environment with a variety of intimate and sheltered public spaces.

A common role of lanes is to provide for service access, preserving valuable main street frontages for other uses and protecting them from negative impacts.

What we want

Increasing the number of lanes and arcades to create a more connected and expansive network would greatly improve options for pedestrian access, as well as create places of special character within the City Centre.

There are various opportunities to achieve this. For example the current improvements to Allan's Walk associated

with the restoration of the historic Mining Exchange have the potential to become a centrepiece within the City Centre as well as providing improved arcade connections. When new buildings are developed and when major renovations are carried out to larger structures, the potential to add to the network should be considered.

The additional frontage offered by smaller-scale pedestrian links is an important development opportunity and advantage; increasing the diversity of the City Centre without expanding its footprint. This is traditional in core retail precincts where arcades provide a significant increase in shopfront exposure within a compact area. In addition, lanes and arcades can provide an address for uses in upper levels of buildings without eroding valuable retail frontages along the main streets, thereby supporting vertical land use mixes within commercial precincts.

The service function of many lanes should be maintained to enable deliveries, garbage collection, car parking and other services.

What we will do

Investigate whether appropriate planning controls could be implemented to facilitate mid-block linkages or work with relevant land owners to form an agreed approach to delivering an expanded network of lanes and arcades.



Principles

- Encourage a fine-grained network of circulation routes to enhance pedestrian amenity, convenience, flexibility and alternative frontage types
- Enhance all existing lanes and arcades to provide an interesting, active, accessible and safe environment
- Provide mid-block links where possible in new developments to improve pedestrian access
- Use lanes to create additional development frontages
- Use side lanes for access to housing or other uses of upper floor levels to protect the continuity of valuable retail frontages
- Develop sheltered mid-block public spaces that contribute to create a more diverse and intimate urban environment
- Incorporate rear lane access to properties to protect main streets from the impacts of service vehicles, driveways and other infrastructure



ROAD SYSTEM

The expansion of the City Centre is a mark of its success, and has resulted in some changes to the design of the road network. Around the main City Centre grid, the 'Inner Box' of arterial roads has adapted in places to ensure that the activity of the City Centre is not disrupted. The network overall remains connected as a primary means of getting into or around the City Centre by car.

What we have

Vehicle access remains an essential ingredient to accessing retail, leisure and other activities in the City Centre. As a growing, expanding and diversifying activity centre, Bendigo's City Centre faces a number of challenges related to vehicular access and mobility.

Within the Bendigo urban area a number of arterial roads currently form a connected system of circumferential inner and outer ring roads known as the Inner Box and the Outer Box (refer to the Bendigo Major Road Network map on page 45).

These roads are designed to provide bypasses to the inner urban area of Bendigo, and in the case of the Inner Box specifically, a bypass around the City Centre itself. Despite the existence of this 'ring road' system, there has been a history of use of many of the key roads in the central area by through traffic, including trucks. This has worked against the pedestrian scale and amenity of the area.

The effective footprint of the City Centre has also grown since the time the ring road network was conceived. Whereas a once very compact and well-defined centre provided the focus for most activity, other important places of activity have emerged, or will do so over coming decades. These include the Arts Precinct on View Street and the Hospital Precinct, which includes a mixed use development area based along and around Bridge Street, and southwards expansion in the vicinity of the Bendigo Railway Station and Bendigo Marketplace.

What we want

Immediate opportunities exist to improve usage of the Inner Box road system by installing directional signs indicating a City Centre bypass. However the long-term appropriateness of this road access arrangement will need to be reviewed as increased expansion of City Centre activities occurs all around the Inner Box.

The location of Inner Box roads designed as City Centre bypasses for high volumes of traffic moving at higher speeds is not compatible with the overall direction of this Plan. This includes aiming to establish a safe, pedestrian-priority environment,

to improve connectivity and to optimise synergy within the centre.

The role of these roads should progressively shift to that of City Centre access routes. Access should be improved or maintained, but in a lower speed pedestrian friendly environment. Some slip lanes and turn lanes may change to roundabouts, or from unsignalised to signalised. For example, should the bus network change and Mundy Street be used for some services, then the intersections at Myers Street and Pall Mall will need to change. This should improve pedestrian safety as well, but will require the identification of alternative routes to maintain the function of an expanded Inner Box.

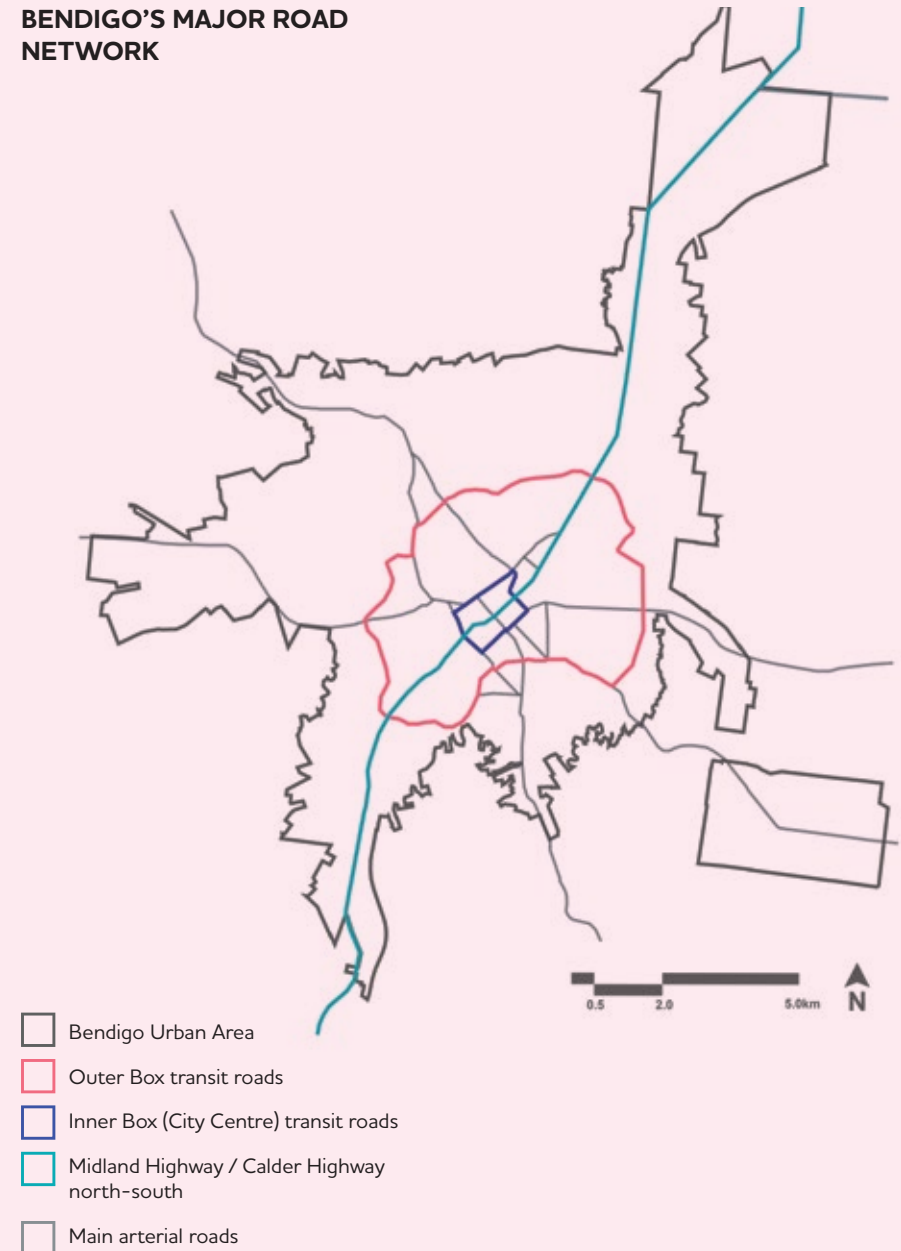
Principles

- Ensure the road system continues to transition to an environment which promotes ease of access for entering traffic while projecting a safe and comfortable environment for pedestrians and cyclists alike.

What we will do

Work with Regional Roads Victoria to design and install City Centre bypass directional signs.

BENDIGO'S MAJOR ROAD NETWORK



PARKING

Conveniently located and accessible car parking is important to the success of regional city centres and while the way we move around will change in the future, parking will continue to play a role for many people, particularly those with limited mobility or transport options.

Our overall approach however is to encourage people to park a little sooner and walk a little further. This approach is proven to contribute to peoples' health and wellbeing, to be good for businesses that rely on foot traffic, and to help create a successful City Centre that people want to spend time in.



Central Bendigo's parking system is based on the principle of encouraging short term visitors to park 'on-street' and longer term stays to park 'off-street' in car parks or a little further out in surrounding residential streets. Time limits and pricing are the primary tools used to facilitate this. Users can expect that the closer you are to the middle of the City Centre (where the highest demand is) the higher the fee and the more restrictive the time limit will be.

This approach is used in most city centres

where space is in short supply and demand is high. This approach is proven to work. However, it does need to be fine-tuned every now and again to ensure that it is operating efficiently and rate payers are getting good value for money out of the investment that they have made into providing and maintaining car parking (every rate payer contributes to car parking whether they use it or not).

While most people would prefer not to have to pay for parking, putting a

price on it is proven to work to balance demand with supply. Parking is a supply led commodity and as such the laws of economics apply to it, just as they do to any other product that people consume. Prices can be decreased to encourage more people to an underutilised location, or they can be increased to free-up a few spaces in heavily congested areas. In highly sought after areas, such as the retail core of Bendigo, the science indicates that we should be aiming to achieve an occupancy rate of around 80-85 per cent. When we

achieve this figure there is usually going to be one or two parking spaces available along each block. If the price is set too low, then occupancy is usually going to be above 85 per cent and it will be extremely difficult to find a vacant space. If the price is set too high, then some people will choose to park a little further away where it is cheaper, leaving an abundance of vacant car spaces. Getting the price just right at different times of the day, week

and year to ensure optimum usage is the outcome that we are seeking to achieve. To do this well, it needs to be based on data, statistics, on the ground knowledge and local experience. In general, our parking management is working well, but with our limited technology it has not been possible to easily tailor fees and time limits to achieve the optimal balance. This has meant that our parking could be considered to be over-priced at times and

The most emotional topic in transportation

“Most people consider parking a personal issue, not a policy question. When it comes to parking, rational people quickly become emotional and staunch conservatives turn into ardent communists. Thinking about parking seems to take place in the reptilian cortex, the most primitive part of the brain responsible for making snap judgements about urgent fight-or-flight issues, such as how to avoid being eaten. The reptilian cortex is said to govern instinctive behaviour involved in aggression, territoriality, and ritual display – all important issues in parking.

Parking clouds the minds of reasonable people. Analytic faculties seem to shift to a lower level when one thinks about parking. Some strongly support market prices – except for parking. Some strongly oppose subsidies – except for parking. Some abhor planning regulations – except for parking. Some insist on rigorous data collection and statistical tests – except for parking. This parking exceptionalism has impoverished our thinking about parking policies and ample free parking is seen as an ideal that planning should produce. If drivers paid the full cost of their parking, it would seem too expensive, so we ask someone else to pay for it. But a city where everyone happily pays for everyone else’s free parking is a fool’s paradise.”

- Donald Shoup, *Parking in the City* (2018).

under-priced at others. In the near future, with the introduction of technology such as mobile phone apps and more advanced parking meters it will be much easier to find a car park at a price that you are willing to pay, with numerous payment options, that also allow you to pay for the time you need (rather than guessing how long you need when you arrive).

With the use of new technology we will also have the scope to consider ‘progressive pricing’, where someone could choose to park for longer in a short term location by paying a premium for doing so. Progressive pricing increases the hourly rate significantly once you go over the default time limit (say 2-hours). This would provide some flexibility, particularly for business users that want ready access to their car or are uncertain as to how long they need to be parked when they arrive. Most people won’t need to use the progressive pricing structure as the majority of visits fall within the normal 2-hour time limit. However for those needing additional flexibility and are willing to pay a premium for the convenience of not having to move their car, it is likely to be a popular change. It also ensures that they are able to avoid a fine for overstaying.

What we have

Across the Bendigo City Centre there are over 11,400 parking spaces that occupy close to 40 hectares (100 acres, or 22 Queen Elizabeth Ovals) of land. This is land that doesn’t have housing, shops, offices, gardens or outdoor dining on it. Around 3,600 (approximately 32 per cent) of these parking bays are located on-street,

with the remaining 7,800 (68 per cent) being located off-street in a combination of large public car parks (in multi-decks and at-grade car parks) or on private land.

Our parking system is designed to encourage short term parking (up to 2 hours) in areas where a high turnover of customer parking is required to support economic activity, such as in the core retail and commercial precincts. It is generally located on-street, such as the parking bays that flank each side (and sometimes the middle) of our streets. For longer stays (over 2 hours), including all day parking, our system encourages people to park in off-street locations, such as in our two multi-deck car parks or in one of the many large at-grade parking lots.

Of the 11,400 parking bays 2,259 are in paid parking areas. Users pay a fee ranging from \$1.10 per hour to \$8.50 all day. Another 1,893 bays are in time restricted areas (where there are time restrictions but no fees). This means that the remaining 7,000 or so bays are either in unrestricted areas or on private land for use by residents, tenants, customers or visitors.

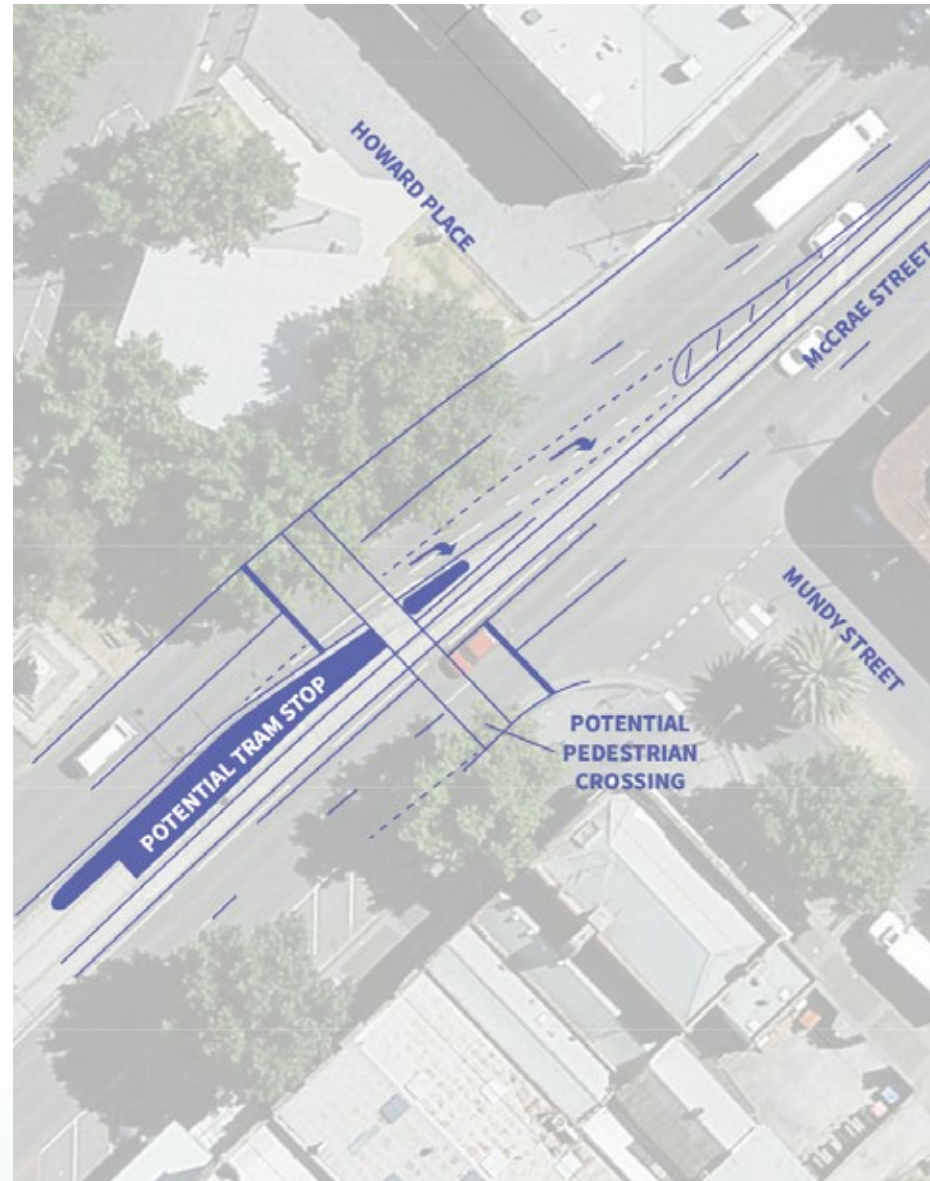
Overall it is a system that works relatively well and users are relatively familiar with it. Our parking system approach can be summarised as:

- Short term parking is primarily ‘on-street’ parking
- Long term parking is primarily ‘off-street’ parking, or on-street slightly further out
- The closer to the centre of Bendigo you are the higher the cost and the more restrictive the time limits are likely to be.

Some of the principles used to manage commercial parking can also be applied in the free unrestricted areas surrounding the City Centre. In inner city residential areas it is generally accepted that many City Centre employees will park and take a short 5-10 minute walk to and from their workplaces. For the most part this is an acceptable use of community owned public space. Sharing on-street parking with workers is one of the trade-offs that inner city residents accept for the convenience of living so close to the City Centre. However, if the streets are too full with all day parking then it can be very difficult for daytime visitors and tradespeople to access these areas. The introduction of some time-limited bays can help rectify this situation.

A recent trend that is also proving effective in managing car parking during peak demand such as special events is 'park and ride' or extended public transport services. Bendigo's Easter Festival and White Night are two examples of this working well in the City Centre. Council, the Department of Transport, Bendigo Heritage Attractions all work together to ensure there are as many options as possible. Catching a tram into the City Centre to attend an event, for an example, can become part of the experience.

A new tram stop at Howard Place could reduce parking demand for events: more trams to run more often!



A new tram stop at Howard Place could reduce parking demand for events: more trams to run more often!

What we want

There is not much point having great parking if there is nothing to do once you get out of your car! This is the primary reason why parking cannot be considered in isolation and is now being thought about within the broader context of what type of City Centre we want. To assist in this thinking we have developed the following objectives:

Objective 1: Car parking is managed at a precinct scale to support the continued growth and vitality of the Bendigo City Centre as a people-oriented urban environment.

Objective 2: Public subsidies for car parking are reduced and parking demand and supply are increasingly balanced by using market-based tools.

Objective 3: Car parking is well located, accessible and convenient, particularly meeting the needs of those that require parking most (people with limited mobility).

Objective 4: Car parking is managed using technology, pricing and time limits to achieve optimal use and deliver broader transport policy goals including a shift towards sustainable transport and Mobility as a Service (MaaS).

Objective 5: Car parking is provided and managed to encourage people to get out of their cars sooner and walk a little further. Safe, interesting and enjoyable streetscapes are essential to this.

Objective 6: Car parking requirements for property development support a vibrant, growing city by unbundling out-dated planning scheme requirements for on-site parking, land-use change, and flexibility of parking provision for developments on or off-site.

Objective 7: Car parking is consolidated over time and at-grade car parking is incrementally converted into more productive and higher-value uses that contribute to economic growth and success of the Bendigo City Centre.

While we are now considering parking within the broader context of the type of City Centre we want, we have prepared a more detailed background document titled the *Bendigo City Centre Parking Futures Action Plan* to help us understand the complexities of car parking.

The Action Plan has investigated how Bendigo can move away from the 'business as usual' approach to car parking policy that is common in regional settings, to this more integrated, contemporary approach. While there are numerous actions that need to be delivered, three main ones will stimulate growth, development and jobs in central Bendigo are:

1. Complete investigations into the construction of a new mixed use multi-deck car park in the Market Street vicinity.
2. Commence an amendment to the Greater Bendigo Planning Scheme to remove Parking Minimums to help stimulate development and jobs growth.

3. Implement dynamic pricing and enhanced technology in paid areas to better balance demand with supply.

What we will do

Implement the recommendations of the Bendigo City Centre Parking Futures Action Plan.

These actions seek to deliver on the 'park a little sooner and walk a little further' approach. The first is based on consolidating car parking into several well-located multi-deck car parks across the City Centre. The Market Street precinct was identified in the 2005 Bendigo CBD Plan as a potential future location for a new car park to support the growth of the northern part of the City Centre. It was intended to follow the construction of the Edward Street multi-deck car park. Investigation of the Market Street location is now necessary given the amount of investment planned for this part of the City Centre. The investigations will determine if it is financially feasible to develop the car park and, if so, its size and how it can be delivered. Consolidated public parking facilities are much more efficient than parking located on individual sites. The existing at-grade car parks may then be used for more productive uses that are better contributors to the local economy.

The second action is one that city centres all over the western world have recently, or are planning to take. Removing the minimum parking requirements from the planning system places the onus on

the private sector to design buildings with the right amount of parking for the development to work – no more, no less. At the moment, the planning system estimates how many car spaces are needed for different land uses (such as offices, retail, cafes, etc). It assumes that every office will generate the same amount of parking demand without any knowledge of who the tenants will be or how the office will be used. The basis for minimum parking requirements is that if every development provided their own parking then there would never be a shortage of parking for anybody. This is not how city centres work, particularly as they get larger and land prices get higher. Larger cities need to make the most out of scarce land and it is easier to manage parking demand rather than try to accommodate parking for every possible user.

While some people might be worried that the removal of parking minimums from the planning scheme will place an additional burden on scarce public parking, recent experience suggests that most new buildings will still provide parking, just not as much as what the planning scheme suggests should be provided – they provide the right amount for the development to work (investors need to be confident that they will be able to lease or sell a building over a 20-30 year timeframe, so they are naturally conservative). It should be noted that the current system encourages private car parking that cannot be accessed by the public; shared car parking facilities are proven to be much more efficient.

The final action relates to using new technology to tailor pricing and time limits to the needs of a particular area.

This is about making sure that our parking resources are used efficiently and provide the best outcome for City Centre businesses and visitors. This also will make it easier for people to use the system, pay for the amount of time they need, and reduce the likelihood of receiving a fine (by inadvertently over staying). Parking is an important component of the Bendigo City Centre and we will continue to welcome cars in for the foreseeable future, however they will be welcomed into a more pedestrian friendly and safe environment. If people can find a park easily in a convenient location and then feel comfortable walking around the City Centre, it will be to everyone's benefit. It will be particularly beneficial to those that don't have the option of using public transport, cycling or walking.

THEME 4:

DESIGNING A HIGH QUALITY ENVIRONMENT

Great parks and civic spaces / City wrapped around a park / City Centre oasis / A connected network of diverse streets
/ A defining, unified character

An aerial photograph of a city street, likely in Bendigo, Australia. The street is wide and paved, with a central area planted with young trees and greenery. Pedestrians are walking along the sidewalks and crossing the street. Modern buildings with large glass windows and facades line the street. Decorative elements like wreaths and colorful balloons are visible. A large pink diagonal graphic overlays the left side of the image.

The public realm of cities and towns, including their streets, squares, laneways and parks are among their most important and defining features. The quality and experience of their public realm affects everyday life and can be a large factor in what attracts people to live, work and visit.

Bendigo's City Centre public realm is often commended for its quality and recognised for the standard it has set. Major improvements over the last 25 years in particular have made a big impact. They have not only transformed the appearance of the City Centre but also have boosted its life and vitality by attracting business investment and encouraging more activity in our streets and other public spaces.

As we look to the future of our City Centre, we should anticipate further evolution of the public realm. Many incremental small scale improvements, together with occasional larger shifts, will move us closer to a City Centre public realm that epitomises its fundamental role as a place for people, and provides an accessible, safe, connected and enjoyable 'backyard' for residents and visitors alike.

This theme is supported with a series of principles and perspectives to demonstrate our desired future outcomes.



GREAT PARKS AND CIVIC SPACES

As much as Bendigo is renowned for its outstanding Victorian era architecture, the engaging and memorable public places woven into the fabric of the city are its hallmark. Our great parks and civic spaces are popular attractions and destinations, providing the focus for day to day public life in all its forms.

Working in close harmony with building design and bold architecture, these spaces are strongly traditional, with a contemporary edge. Together they define a strong sense of place.

What we have

The planning of Bendigo in the image of England's grand Victorian cities included a series of important civic spaces and parks that became the focus for public life.

The grandly-scaled and beautifully framed public plaza-like space of Charing Cross, in combination with the impressive public promenade of Pall Mall; a major central city park – Rosalind Park; a sprinkling of smaller formal parks – the Civic Gardens and Library Gardens. Each of these spaces relates to the buildings around it, creating distinctive and memorable places and defining the physical form of the City Centre. Though they have been variably reshaped over time, they remain intrinsic to public life today.

This tradition of prominent, high quality civic spaces and parks has continued in recent years and decades. This began ambitiously in the early 1980s with a road closure to create a pedestrian mall, producing the Hargreaves Mall. Although unquestionably our most contentious public space, the Mall is unrivalled for its capacity to attract and concentrate activity throughout the year. The city's first semi-public civic plaza space was introduced with the building of the Bendigo Bank Headquarters in 2007. Around this time, public works on Pall Mall enhanced its civic role with broad pavements and a public forecourt to the Bendigo Soldiers Memorial. In 2010, a public plaza was built as a forecourt to the Chinese Museum to create Dai Gum San (the Chinese Precinct).

A recent addition was contributed by the development of the new Bendigo Hospital;

an excellent example of how a public institution can be integrated into and enhance the civic place of the city.

What we want

A vibrant public life will continue to play out in the City Centre's civic spaces and parks. As our community grows and evolves, these spaces will adapt to remain engaging and relevant. Even our historic, traditional spaces need to keep pace with contemporary needs, but without compromising their important original qualities. Flexibility is the key. There must be the capability of supporting a range of aspects of public life, from casual daily use to community gatherings and major events. There are many tangible ingredients, ranging from public art and amenities to technology and creative design. Above all, it will be the least tangible element – a genuine connection with community and the City Centre itself – that drives the success of these spaces.

The presence and role of civic space should increase as the City Centre becomes more built up, busy and home to people for working and living. We can achieve this by adapting and improving existing spaces and by creating some new ones. There are a range of opportunities for this. Most significant and ambitious is the potential to re-establish a strong civic place in landmark locations. Two examples stand out. One is the long term reinstatement of Charing Cross as a landmark civic space of the City Centre that draws people to the original heart of Bendigo. Pall Mall is intrinsically linked here, and will need to be conceived as one with Charing Cross.

Achieving this will take a good deal of vision and transition, including workable arrangements for traffic, which may eventually come about through changes in transport technology, needs and preferences.

The second also has a transport connection. As rail travel continues its resurgence, the civic importance of the Bendigo Railway Station as a destination and place will grow. With this, the quality of public life around the station precinct could be elevated by a prominent public forecourt space that greets rail passengers and visitors to the city.

Other important opportunities will come with the redevelopment or addition of public facilities and institutions. The integrated design of associated civic space is crucial to reflect and enhance the civic role of these buildings. These spaces must relate to the cityscape and contribute to elevating the overall standard of the public realm.

Although the City Centre is well appointed with civic spaces, there is perhaps one notable gap. This can be found on the west side, beyond Mitchell Street in one of its busiest pockets around Edward Street. There is the possibility here of creating a small new plaza-like space on the edge of the Bendigo Creek.

Principles

- Design spaces that attract socialisation – they must be accessible, attractive and comfortable to inhabit
- Carefully integrate the planning of new and redeveloped public facilities and institutions with an appropriately scaled, designed and located civic space
- Consider whether the space is to be highlighted prominently as a landmark, revealed, or to be 'discovered'
- Provide well-defined enclosure of the space with buildings, tree-lines and other framing elements
- Incorporate unique and recognisable attributes, but tie the space into the wider fabric of the city
- Integrate suitability and flexibility of infrastructure and design to support major events and activities

What we will do

Implement the Public Open Space Contributions Policy (to be completed in 2020) – as per the recommendation in the Greater Bendigo Public Space Plan 2019.

CITY CENTRE PARKS AND CIVIC SPACES



CITY WRAPPED AROUND A PARK

Bendigo remains one of a small fraction of cities around the world with a major park at its heart. Rosalind Park is our playground and place of refuge. It provides the lungs of our city and a softening backdrop to the urban landscape.

The buildings of the cityscape define the edges of the Park, overlook it and are connected to it. There is a sense that the green landscape of the Park reaches out into the surrounding city streets, public spaces and buildings.



What we have

Once on the doorstep of the City Centre, Rosalind Park is increasingly central to it. View Street, including its prominent Arts Precinct, has diversified and grown in its attraction on the south-west side. To the north, the recent major redevelopment of the Bendigo Hospital precinct will see an increasing focus of development and activity, including the Bridge Street area as an extension of the City Centre.

These changes have seen the City Centre expand and effectively grow around and enclose the Park.

At 66 hectares and approaching 170 years in age, Rosalind Park is the city's largest and most historically significant parkland. It is also one of our most diverse and popular, with a flourishing array of activities on offer to locals and visitors alike.

Despite its place at the heart of the City Centre, getting to the Park is not always easy or safe. Without well-placed priority pedestrian crossings, busy streets such as Pall Mall and Barnard Street can feel like obstacles and for some may be a barrier altogether.

The many buildings around the Park have an important purpose, enclosing the space and contributing to the life that animates it. We currently have a mix of conditions and in certain places more benefit could be made of the city buildings-park relationship. For example, the View Street edge of the Park remains largely disconnected, with the exception of the recent Bendigo Art Gallery expansion. Similarly, the buildings lining Bridge Street face away from, and interface poorly with the Park.

Public viewlines to the Park are also important. The open vista of Rosalind Park's Lower Reserve as seen from Charing Cross is an outstanding landmark of the City Centre that signals one's arrival in Bendigo. In addition there are a number of framed views to the Park along public streets.

What we want

Rosalind Park will increasingly be integral to life in the City Centre as the population of urban Bendigo and of the City Centre itself grow over coming decades.

The Park will be at once a refuge from the city, and a vital focus of its life and ambience – a gently animated space year-round with occasional bursts of more intense activity. To sustain this demanding role, the management and improvement

of the park will need to be sufficiently resourced.

Links to and from the Park will need to be improved, especially for people on foot or on bikes to encourage local, casual use of the space. This includes prominent, safe and priority crossing points on popular routes to and from the Park.

An openness and strong connection between the Park and the City Centre should be palpable. Adjacent buildings should address the Park and wherever possible, interact with it. Appropriate building height and scale should be applied to sites in close proximity to the Park to frame the space, overlook it and also benefit from a parkland outlook. The kind of uses and activity that these buildings attract is also crucial to the Park's activation.

The visual presence of the parkland must be strengthened. Unifying the various parts of the parkland and increasing the amount of tree cover are two keys to this. Viewlines to the Park from streets and buildings must also be protected, framed and focussed. Creating connected canopies and carpets of greenery along streets leading to the Park will help to merge the city and park landscapes.

What we will do

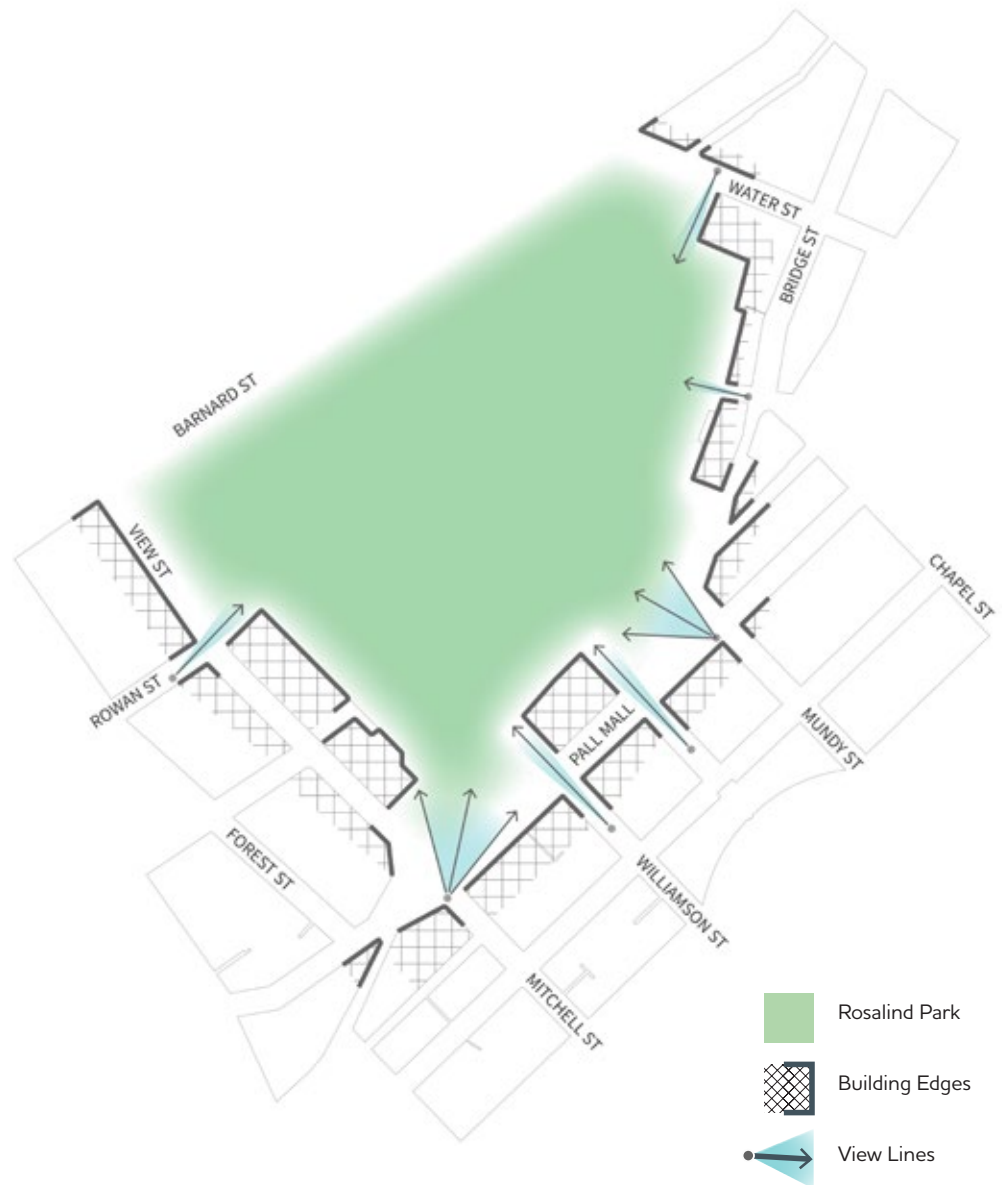
Continue to implement the *Rosalind Park Recreation Reserve Precinct Masterplan and Management Framework 2014*.

Principles

- Orient new buildings and building extensions on sites adjacent to, or overlooking Rosalind Park to address and complement the parkland. This may require a double-fronted building design approach
- Increase tree canopy cover to highlight the presence of the Park
- Minimise the visual prominence

- of buildings within the Park to maintain the distinctive contrast of open parkland and urban perimeter
- Increase the openness and softness of Park edges
- Preserve and frame 'City to Park' view lines, in particular from major public streets and from Charing Cross

BENDIGO'S INTERFACE WITH ROSALIND PARK



CITY CENTRE OASIS

The City Centre offers a green and shady retreat from Bendigo's increasingly arid landscape and climate. The hard urban surfaces of streets and buildings are softened by green and shade. Public streetscapes and spaces are framed and enclosed by a connected web of tree canopies. The shade and filtered light cast by trees, awnings and verandahs is a hallmark of the City Centre's ambience and microclimate. Water is harvested and used resourcefully as a feature in public spaces to cool, calm and enliven.

What we have

Little more than 25 years ago, Bendigo's City Centre was a relatively open and barren place compared to the much greener and shadier environment we enjoy today – the dramatic result of a major program of powerline undergrounding and street tree planting that started in the 1990s.

Establishing the canopy of street trees has markedly increased the greening and shading of the City Centre, making it more visually beautiful and more comfortable and appealing for residents, businesses and visitors.

Together with substantial areas of shaded and irrigated parkland, and stretches of broad verandahs and awnings covering

some footpaths of city streets, there is considerable refuge from the sun and heat.

These elements also have a striking visual impact. There is the contrast of bright, harsh light with deep shade, as well as the filtering of light through tree canopies, perforated awnings and verandah lacework.

Still, many areas are unshaded or only partially shaded, and often with hard surfaces, making parts of the City Centre uncomfortable to be in. They include large stretches of some streets, many off-street car parking lots and most street corners. Another very exposed public space is the Bendigo Creek (except the stretch within Rosalind Park), and even some areas of parkland are open and under-planted. The Upper Reserve of Rosalind Park being an

obvious example. Also surprisingly absent from the City Centre is the combining of climbing plants with structures to provide protection, cooling, greenery and colour to public areas.

There is an eclectic presence of water across the City Centre's public realm. In places bold and effervescent, such as the Alexandra Fountain and Cascades; elsewhere more subtle and even awaiting discovery (the Fernery and Chinese Gardens). The Bendigo Creek itself runs through the heart of the city though, as a place to connect with water, it remains hidden in plain sight.

What we want

The potential to establish an oasis-like environment for the City Centre is a transformative opportunity. Such an environment is not only integral to sustain a functioning, comfortable and attractive City Centre, but also essential in the face of an increasingly hot and dry climate. Many oasis-like qualities are already here – green, shaded parklands, broad verandahs, lanes and arcades, street trees and palms, the occasional presence of water – and need only be expanded and strengthened.

Leafy green streets, parks and gardens that cast widespread dense-to-dappled shade in warmer months, but let ample light in over Winter, are vital.

A connected web of tree canopies that reaches across the public realm, enclosing, shading and cooling, is very achievable given the ample space available in our wide streetscapes and parklands large and small.

There are substantial areas and pockets of under-used space such as public car parks where tree cover can be added, even if only for an interim time. The amount of tree canopy cover possible in any given situation will be influenced by infrastructure and other factors. Achievable shading targets will need to be set for different streets and other public realm areas.

Soft, green areas of vegetation at ground level are as important as the trees and the shade they provide. This can be achieved by selectively replacing hard surfaces in high profile areas such as street medians, street corners and roundabouts with manageable areas of massed plantings and/or grass.

Structured shade also has a key role. This can be fulfilled by reinstating broad traditional verandas and adding modern architectural awnings and canopies to provide generous cover over footpaths and gathering spaces.

These structures must be a part of all buildings that interact with the public realm, public buildings most especially. Freestanding shade structures are also beneficial though currently under-used option.

The benefits and effect of these structures can be amplified with intertwined greenery and flowers, and with design that contributes to the play of light and shadow.

We do not have the climate to create the lush tropical landscape image often associated with the idea of an oasis, though a comparable effect can be achieved with a carefully selected range of plants used in abundance. A more diverse

selection of trees and vegetation with the right characteristics is needed and may for example include more emphasis on Mediterranean-style plantings.

Opportunities to expand a responsible use of water for cooling, tranquillity and play

in the public realm need to be explored. Water is inherently attractive to people and also helps connect people to one another. The rare presence of permanent water in Bendigo only enhances this value and appeal.



Principles

- Provide trees in all City Centre public spaces, according to the Greening Greater Bendigo City Centre Precinct Plan and associated canopy cover targets
- Prioritise the shading of open spaces, gathering areas, pedestrian footpaths, crossings, street corners and cycleways. Provide additional shading of road surfaces wherever possible
- Expand the use of verandahs, awnings, canopies and freestanding structures to add shade, cooling, greenery and colour
- Appropriately scale and space trees to create an interconnected canopy
- Maintain a mix of predominantly exotic trees with a splash of indigenous plantings
- Use stormwater to passively irrigate street trees and other planted areas.
- Ensure that urban design optimises the growth, health and longevity of urban vegetation
- Incorporate water as an integral element of high use public realm spaces

CITY CENTRE NATURAL ELEMENTS



A CONNECTED NETWORK OF DIVERSE STREETS

The historic grid of streets is preserved as a unifying structure of the City Centre and enhanced as a flexible network to connect people and places.

The abundant space within wide streets is thoughtfully designed to create attractive streetscapes functional, attractive, safe and comfortable. Street environments are well-appointed with generous tree plantings, high quality footpaths, paving and amenities.

There are diverse street environments that reinforce the sense of place across the City Centre.

What we have

The City Centre's streets are laid out in a formal, well-connected and relatively compact grid, across which Lyttleton Terrace shapes a distinctive arc converging at the Town Hall. In combination with the grand boulevard of Pall Mall and other prominent street axes – most notably the central axis marked by Bull Street with St Andrews Avenue – the City Centre street pattern is unique to Bendigo. It is also effectively unchanged since the original Larritt town plan of 1854. The pattern of streets is easy to understand and navigate, making the City Centre a very walkable place.

From street to street, and sometimes block to block, there is considerable variation in the street layout, despite most streets being the same overall width (30 metres). Some of the differences include the width of footpaths, whether there is a centre median and/or turning lanes for traffic, the arrangement of on-street car parking and whether there is a cycling lane.

The variation in design from street to street contributes to recognisable distinctions in street location and to a stronger sense of place.

The design of City Centre streets has largely been carried out to a high standard.

In fact, certain aspects of street design already in place provide exemplars – examples of what we should aim to do more of. These include widened pedestrian footpaths, pedestrian priority at many intersections, mid-block crossings and the use of central medians. There are also aspects to improve, most of which relate to re-establishing a more balanced allocation of space for pedestrians and cyclists relative to vehicles.

What we want

Preservation of an interconnected street grid which respects the history of the City Centre is paramount. The simple essence of the street grid should be echoed by uncomplicated street layouts and treatments. The formality and connectedness of the grid should not be compromised by traffic management measures such as permanent street closures or intersection widenings.

A coordinated consistency of street design is important, more so than overall uniformity which is very difficult to achieve and would most likely be counterproductive to the local sense of place. This consistency can be achieved by applying a limited range of street cross-sections, as well as by defining the design of particular treatments. The palette of materials used in streetscapes is also very important to an impression of overall cohesion (refer to 'A defining, unified character' – page 63).

A stronger place-based role for our City Centre streets can be realised with the continued, progressive shift toward creating more people-focussed environments. For the most part this entails rebalancing and

reallocating the use of public space, in combinations of different ways, some of which we are already doing (as described previously) and others of which we need to add to the mix. These include the introduction of the first protected cycle lanes on designated routes and the permanent introduction of shared spaces, selectively, in defined sections of street that have a high level of pedestrian activity. Other smaller-scale changes can be implemented repeatedly with large cumulative effect, such as improvements to the design of street corners – some of our most important gathering spaces – and the addition of small, incidental pockets of space for sitting and meeting as parts of the streetscape.

The attractiveness of City Centre streets can be further enriched through the careful design and placement of both permanent and temporary amenities, features and attractions. For some streets, all that is needed is some improvement to everyday street furniture – seating, bike hoops, lighting, etc. In other locations, subtle detailing or a more bold enlivening may be called for. This does not need to be heavily orchestrated. Confident, high quality design is important here, with a healthy dose of creative expression, charm, wit and fun.

What we will do

Work with the Department of Transport and the City's Public Space Design and Engineering units to develop Bendigo City Centre Public Realm Guidelines.

STREETSCAPE DESIGN ELEMENTS TO REPRODUCE/ REPEAT

Wider footpaths

Broad pavements on busy, active streets create a generous thoroughfare, support various street activities and accommodate on-street amenities.

Pedestrian priority at intersections

Safe, priority crossings at street intersections help pedestrians navigate the City Centre. This includes the broad and sometimes raised crossing zones at roundabouts or otherwise controlled signals.

Mid-block crossings

Additional designated crossing points part-way along a street can reduce walking trips without compromising safety. They are most beneficial on longer, busier stretches of street. They need to be highly visible and can also be adapted as gathering points.

Central medians

A central strip down the centre of a street provides structure and adds space for planting, including additional street trees and shade. A median also provides a safe half-way point for people walking to cross the street.

STREETSCAPE DESIGN ELEMENTS TO INTRODUCE

Dedicated cycle lanes*

Continuous on-street lanes for cyclists that are separated and protected from moving traffic. Dedicated cycle access through intersections.

*Applies to identified primary cycle routes (consistent with the *Walk, Cycle Greater Bendigo Strategy 2019*)

Shared spaces

Street zones that support the civic, commercial or residential functions of the City Centre with design that encourages socialisation, free movement and low traffic speed. These arrangements work best in shorter, defined stretches of street that have a strong sense of place and high pedestrian activity.

Better street corners

Street corners are natural gathering places. Tighter curves (corner radius) to lower traffic turning speed, narrow the road crossing distance for pedestrians and increase the available pavement area for people.





WILLIAMSON STREET



BATH LANE



Wide mid-block pedestrian
priority crossings raised to
footpath level

Continuous avenue of
broad canopy street trees

Widened footpath to
support street life and
business

Seating areas with
shade protection

Parking along both
sides of street

*Artist's impression only

LYTTLETON TERRACE



A DEFINING, UNIFIED CHARACTER

Bendigo's City Centre stands out. It looks and feels different to any other part of the municipality. The influence of the public realm in making this difference is critical, but not obvious; and found in the understated and uncomplicated elegance. This is achieved by a carefully considered assembly of physical elements – materials, fixtures, plantings and design standards – which work together to subtly enrich the public setting and amenity of the City Centre.

What we have

Our City Centre is distinguished most of all by its European city look and feel. The aesthetic and form of a European-inspired building heritage is at the heart of this, though it is equally the product of Bendigo's public realm elements: traditional parks and gardens, a formal grid of streets, avenues lined by deciduous trees, as well as details like stone paving and Victorian-era street lamps.

There are recognisable similarities here with other 19th century Victorian cities including the central business districts of Melbourne and Geelong.

Whilst the foundation for a defining, unified character is very much in place here, there is still some work to do. On certain streets older pavement and kerb treatments need to be updated. The character contribution of the trees can't be overstated, however gaps in plantings and examples of declining or struggling trees detract in some areas. There are also variations in some of the details which could be better tied together. Examples include the style of street furniture, the surfaces in street medians and ground-level plantings.

What we want

A continued sense of uniqueness connected with the history of the city of Bendigo is important. The City Centre should continue to look and feel different to any other part of the municipality and be immediately recognisable to locals and visitors alike.

As demonstrated by improvements of the recent past, a consistent public realm

look and feel helps to unify the large geographic area of the City Centre, without diluting the diversity of its various places. It provides the backdrop against which unique features and activities can be highlighted. This could be anything from an important civic building, to a public artwork, to a major community event.

The simple, formal geometry of the City Centre should be reinforced through the careful arrangement, uncomplicated styling and consistent use of physical elements of the public realm. This includes kerbs, street trees, lighting, seating and other amenities.

Future streetscape treatments should also consider the traditional materials and design used in existing streetscapes and other public spaces, such as the bluestone paving which has been incrementally implemented across the City Centre (refer to the City Centre Paving Materials plan – page 64).

There must still be room for flexibility, enabling special treatments to be added in certain areas and locations. This helps to add an element of variety, energy and discovery. However these places do need to be clearly explained and defined. Examples include places like the Hargreaves Mall, Dai Gum San (Chinese Precinct) and Rosalind Park.

What we will do

Work with the Department of Transport and the City's Public Space Design and Engineering units to develop Bendigo City Centre Public Realm Guidelines.

Principles

- Define and apply a consistent palette of materials, finishes, plantings, lighting effects and other treatments
- Accent unique attributes against the background of a consistent 'look and feel'
- Maintain appropriate proportion and scale in everything from street trees to paving stones
- Selectively and purposefully highlight special areas
- Clearly define which treatments apply where
- Manage the excessive or insensitive use of cluttering elements such as signs that may detract from the quality of the public realm

City centre palette

A footpath treatment that is predominantly sawn bluestone pavers in a panel format in-filled with asphalt. In high use areas such as on corners or where outdoor dining is encouraged or proposed, the footpath will be fully paved with bluestone pavers.



City centre 'light' palette

On popular pedestrian routes through City Fringe areas into the Commercial Core, footpath widths should be wider to accommodate higher pedestrian numbers or to improve pedestrian connections to popular parking areas.



City centre (residential)

A simplified footpath treatment is proposed for the areas surrounding the Commercial Core, which are more residential in character. Footpaths in these City Fringe areas will have simple treatments of asphalt (or charcoal coloured concrete) and nature strip turf.



CITY CENTRE PAVING MATERIALS

- City centre palette
- City centre 'light' palette
- City centre (residential)
- Arterial Roads

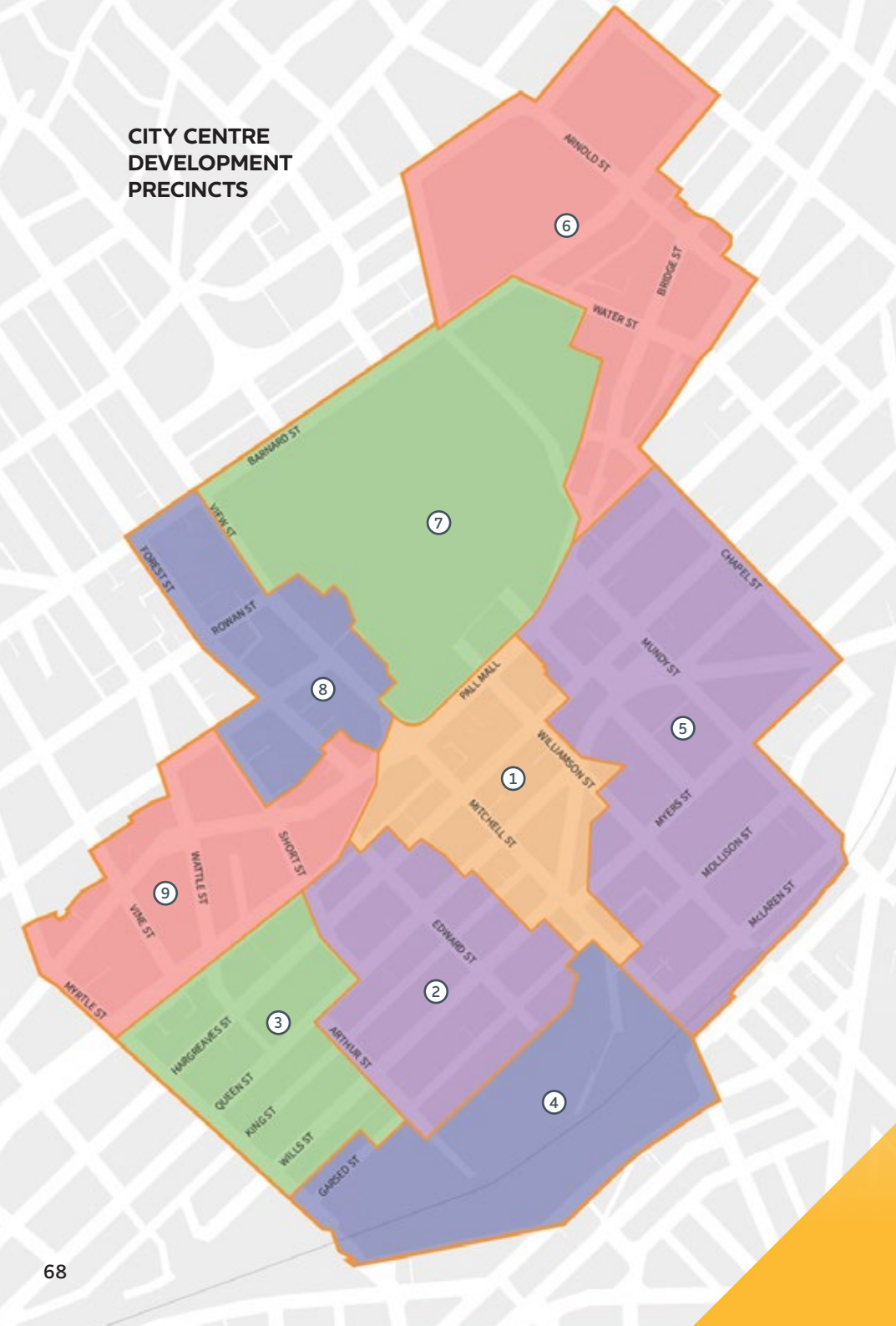


PRECINCT DIRECTIONS





CITY CENTRE DEVELOPMENT PRECINCTS





Throughout the individual precinct directions, the following terms are used to describe land throughout the City Centre:

Public sector opportunities

Land in public ownership (such as local or State Government) which present development opportunities.

Public sector streetscape opportunities

Streetscapes that require upgrading. The public sector (City of Greater Bendigo or Regional Roads Victoria) will be responsible for these improvements.

Key development sites

Privately owned land which present development opportunities. The land shown throughout the precinct directions is not an exhaustive list; there will be other sites in the City Centre appropriate for development.

Potential mid-block connections

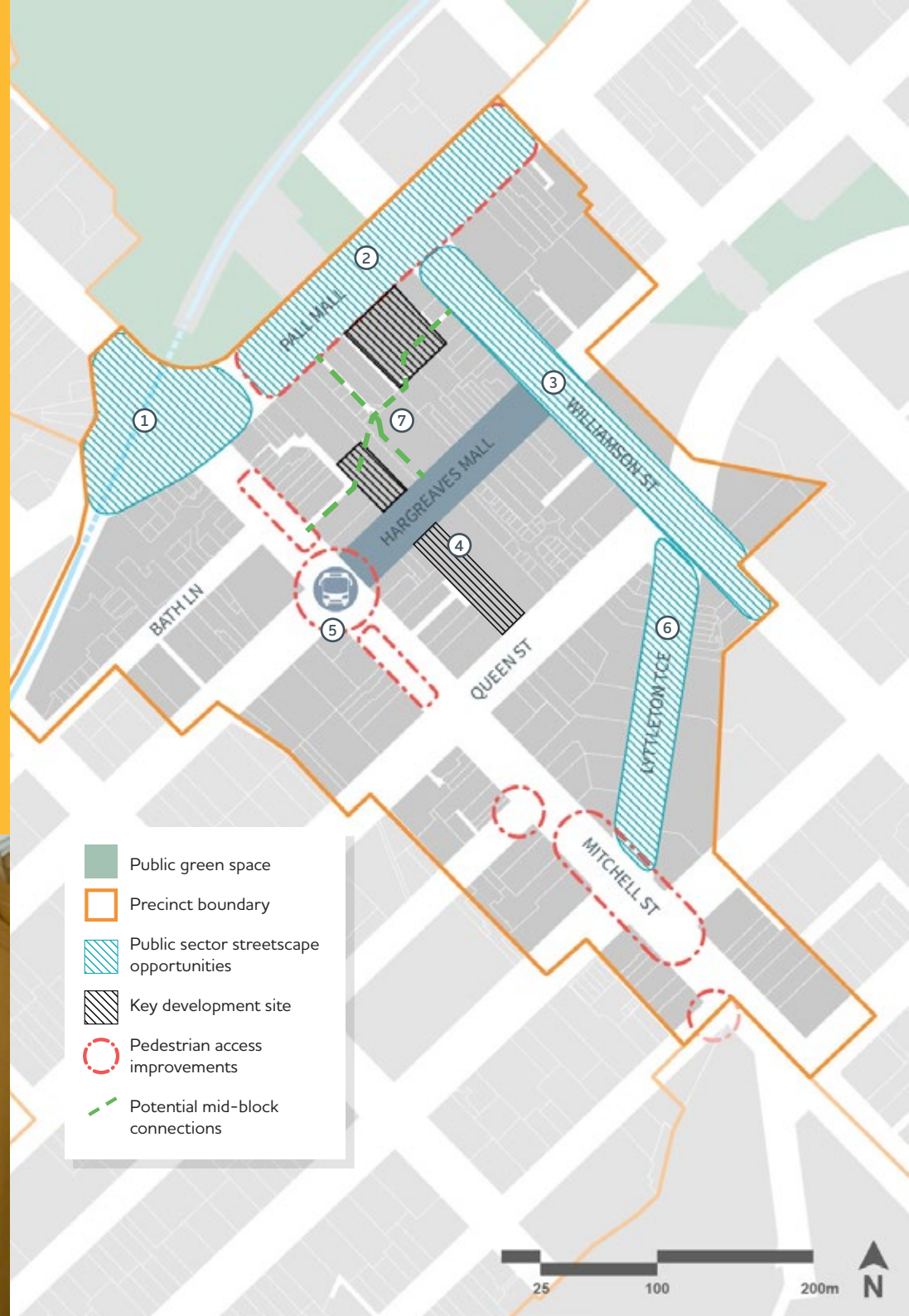
Where there are opportunities to provide additional pedestrian access through the middle of city blocks.

PRECINCT 1

Retail Core

Bendigo's Retail Core will evolve into the region's premier retail destination, offering a diverse range of locally-owned, boutique and national brands in a traditional main street environment. Heritage buildings will be restored and filled with contemporary businesses to provide a retail setting that is second to none. Above-ground level, presently under-utilised areas of building floorspace will be occupied by office and residential uses. New buildings will allow for a mixture of activity over multiple levels with flexible leasing options. The combination of historic and contemporary buildings will invigorate and diversify the experience of the Retail Core. The public realm will be developed to the highest standard and prioritise people on foot, helping to generate the steady stream of potential customers that our retailers rely on.

- ① Reinststate Charing Cross as a landmark, multi- functional civic space of the City Centre that draws people to its heart
- ② Improve safe pedestrian and cycling crossing
- ③ Upgrade Williamson Street as a key pedestrian and cycling priority street supporting the Retail Core
- ④ Continue to upgrade Hargreaves Mall as part of Transforming the City Centre initiative
- ⑤ Investigate options to improve the public transport experience into and out of the City Centre
- ⑥ Upgrade Lyttleton Terrace as a major pedestrian thoroughfare connecting to the City Centre core and Bendigo Station
- ⑦ Include mid-block links when sites are redeveloped



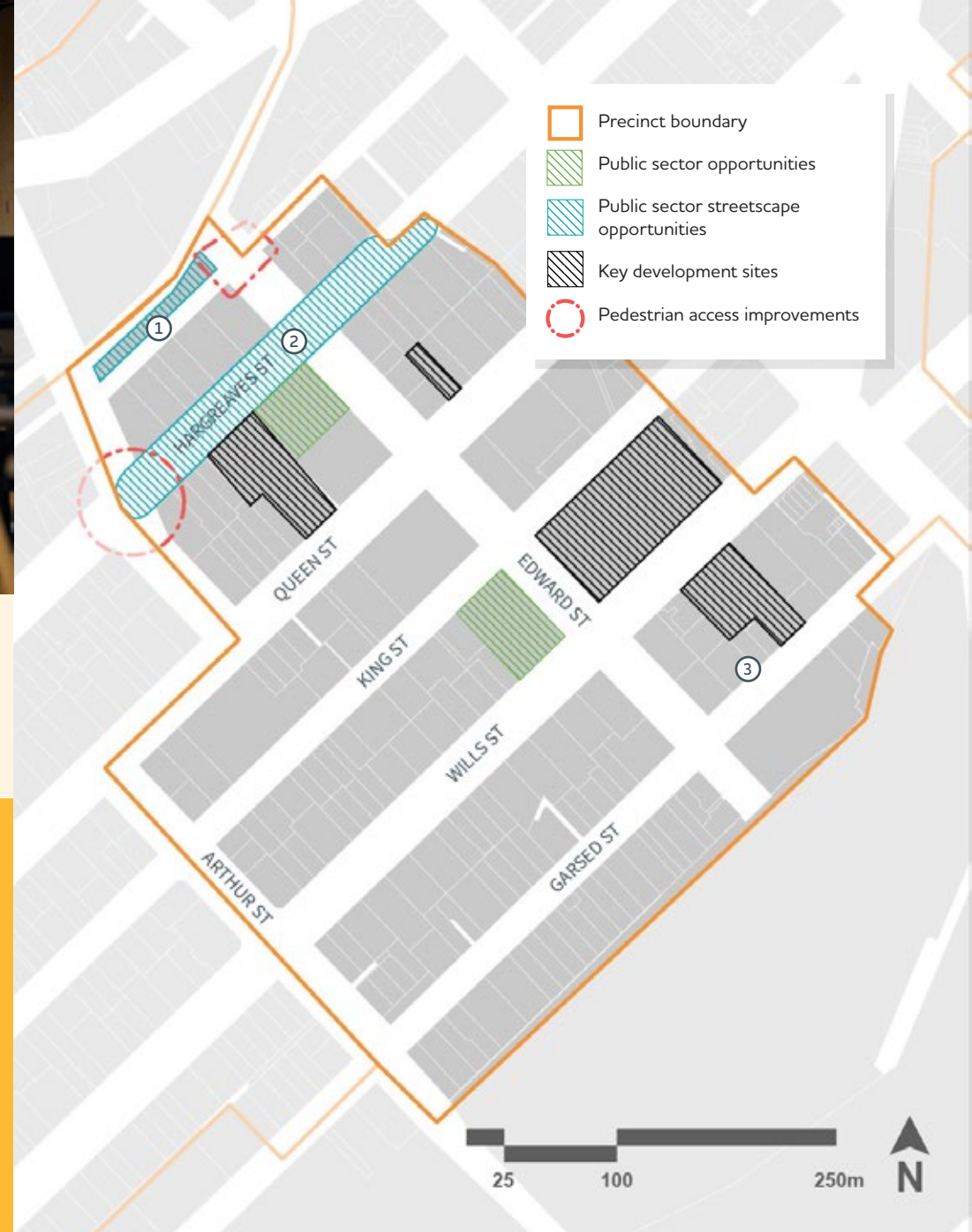


PRECINCT 2

Peripheral Retail and Commercial

Immediately adjacent to the Retail Core and centred on Edward Street is the Peripheral Retail and Commercial precinct. This precinct will maintain a strong retail function, particularly for large and bulky goods stores that are not viable in the higher-priced Retail Core. The notable transition to a broader mix of uses, with some large scale office developments, professional services and some inner city residential, adds considerable diversity to this precinct. Towards its southern end, with greater distance from the Retail Core, a more residential use and character becomes dominant.

- ① Create a new public plaza space and improve the public realm interface to the Bendigo Creek along Bath Lane
- ② Upgrade Hargreaves Street as a primary cycling
- ③ Promote mixed use developments along Garsed Street to soften the transition and complement the smaller scale heritage buildings and the Marketplace car park



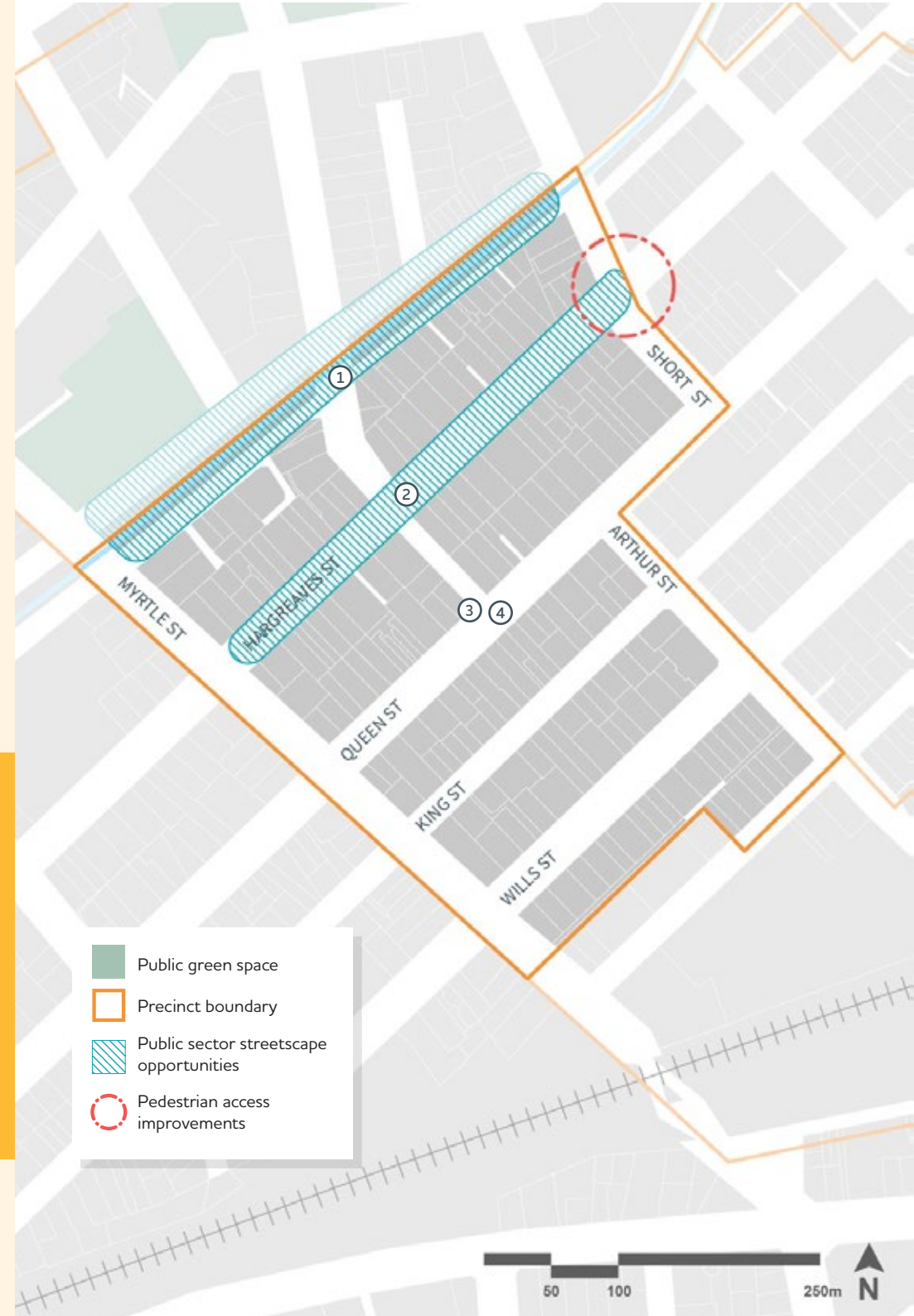


PRECINCT 3

Premium Residential

This precinct will evolve from its current mix of dwellings and converted dwellings (that are used for small scale professional services) into a Premium Residential precinct with a distinct heritage character. The precinct is primarily made up of existing heritage residential stock and is ideally suited to family living. Businesses that are currently located here will continue to operate, though it is preferable for them to ultimately relocate into the upper levels of buildings in the Retail Core or Peripheral Retail and Commercial precincts. New dwellings in this precinct must respect the existing heritage character of the area and make a positive contribution with high-quality, contemporary residential architecture.

- ① Improve the public realm interface to the Bendigo Creek along Creek Street South
- ② Upgrade Hargreaves Street as a primary cycling
- ③ Promote investment in heritage restoration of buildings
- ④ Promote removal of hard-stand areas and reinstate gardens transitioning from commercial to inner city residential



PRECINCT 4

Bendigo Station, Marketplace and former factory sites

There are three distinct sub-precincts in this area – Bendigo Marketplace, Bendigo Station and the former Crystal Ice / Gillie's Pies factory sites.

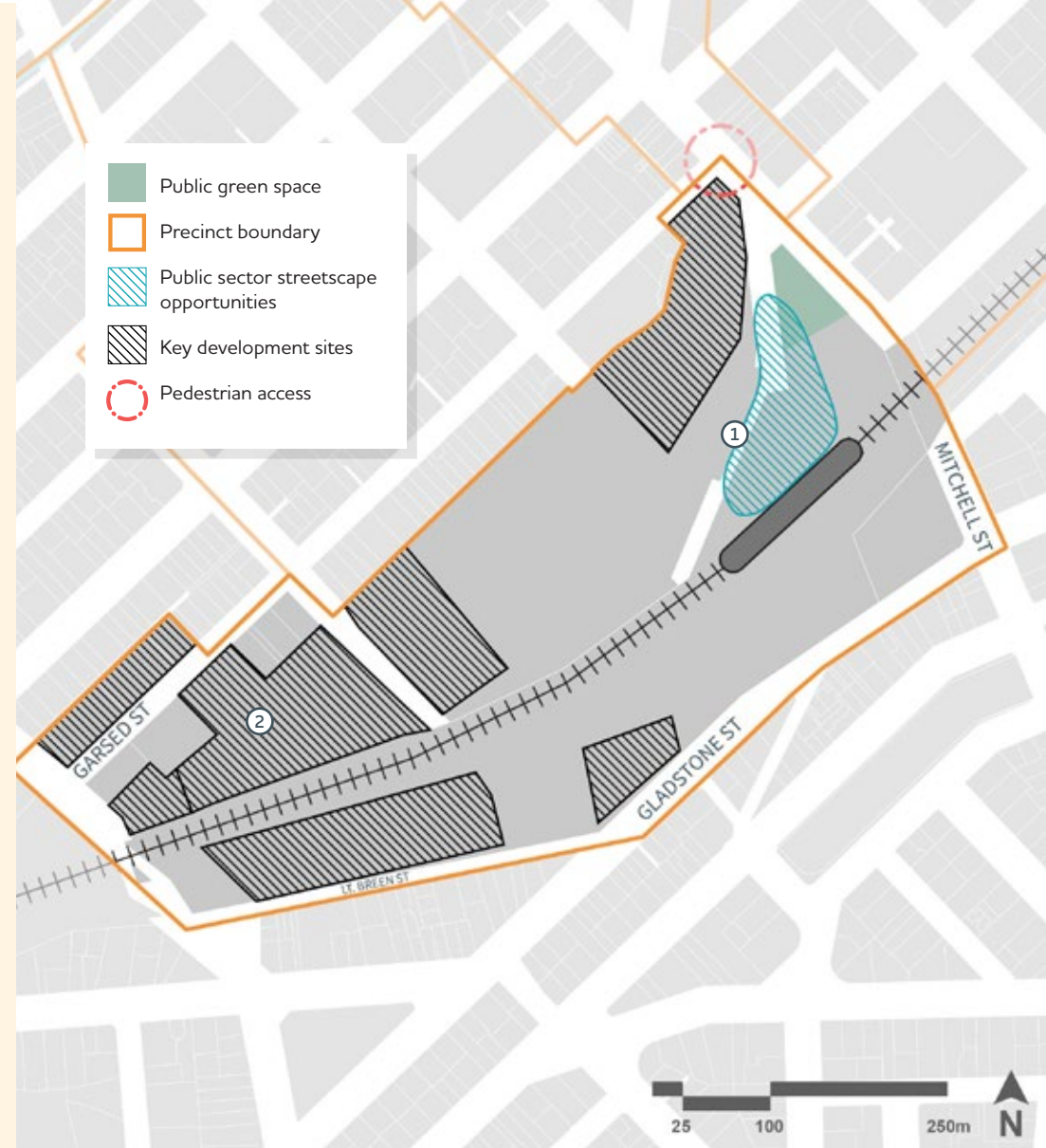
The Bendigo Marketplace is a large scale internalised shopping centre that is home to several discount department stores, national chains, a supermarket and a food court. It has strong brand recognition and is a destination in its own right. The potential for any future expansion of the centre must carefully consider the impact on the Retail Core.

Nonetheless, both retail precincts must develop their own niche and complement one another. Any future expansion must also provide a better urban design response to Mitchell Street, Railway Place and Bendigo Station.

Bendigo Station is the city's primary transport interchange and sees several thousand people move through it each day as they arrive or depart the City Centre. Safe pedestrian and cycling connections into neighbouring precincts

are essential for the effective operation of the Station. This will become even more important into the future as Bendigo Metro Rail progresses and public transport travel increases. While the Station will undergo a minor renovation in the near future, a more substantial redevelopment of the station precinct and its surrounds will eventually be required. This will include the restoration and adaptive re-use of the wonderful collection of railway heritage buildings for residential and commercial use, as well as the incorporation of a civic space and public concourse as its centrepiece.

The former Crystal Ice and Gillie's Pies factory sites have considerable potential for re-use, revitalisation and redevelopment. The industrial warehouse style buildings fronting Garsed Street create a unique streetscape within the Bendigo context and clearly express the social history of the location through their built form. These industrial heritage buildings are adaptable, flexible and provide a buffer to the larger brownfield redevelopment opportunities behind them (between Garsed Street and the railway line), where taller buildings will be encouraged.



① Incorporate a prominent civic public space at the Bendigo Station

② Promote high quality adaptive re-use of the industrial architecture built form to create a vibrant and funky mixed use quarter

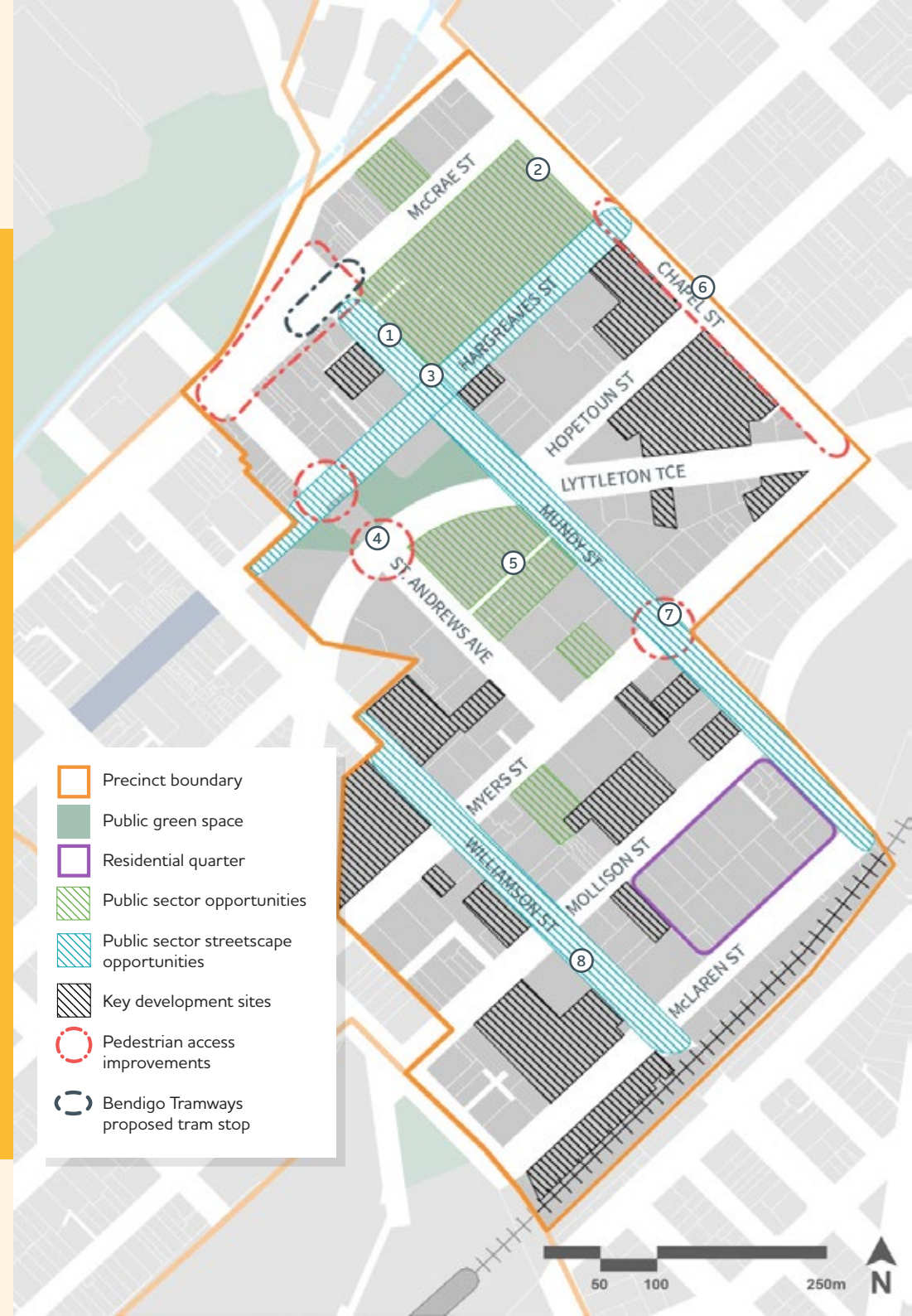
PRECINCT 5

Civic and Commercial Mixed Use

The Civic and Commercial Mixed Use precinct will provide opportunities for a range of developments of varying scales. GovHub and the new Bendigo Law Courts are at the upper end of the scale, with the next Bendigo TAFE and Country Fire Authority developments being mid-sized projects. Combined, these four projects will inject over \$300M of development into this precinct and bring hundreds of new employees to the northern part of the City Centre. The daytime spending potential of this increased employment base will be a boon to small businesses nearby.

This precinct also provides the private sector with opportunities to invest, with the blocks bounded by Hargreaves, Mundy, Myers and Chapel Streets presenting numerous redevelopment options. As with other precincts, new development needs to be site responsive and consider adjacent or nearby heritage properties. However, due to the current low level of development, new buildings are expected to project above existing buildings for some time and so their external appearance will need to be well designed.

- ① Establish the new Bendigo Law Courts incorporating a civic forecourt and public address to Mundy and Hargreaves Streets
- ② Redevelop part of the Bendigo TAFE campus
- ③ Upgrade Hargreaves Street as a primary cycling route
- ④ Connect and unify the public space setting of the Bendigo Town Hall, Bendigo Library, GovHub and Centrelink offices, incorporating a potential shared space on part of the Lyttleton Terrace
- ⑤ Establish GovHub and multi-storey carpark to service City Centre parking need Improve safe pedestrian and cycling crossing options on Chapel Street Upgrade Mundy Street as a primary cycling route
- ⑥ Upgrade Williamson Street as a primary cycling route
- ⑦ Increase residential density, particularly east of Mundy Street Encourage quality visitor accommodation in McCrae Street
- ⑧ Support St Andrew's "civic living" housing project on underutilised areas of their site



PRECINCT 6

Bridge Street and Hospital

The Bridge Street and Hospital precinct connects the Bendigo Hospital to the traditional parts of the City Centre along a busy arterial road. This area will undergo significant change in the future, and form a northward expansion of the City Centre.

The precinct will be transformed into a vibrant mixed use, high street destination with taller buildings for new shops, eateries, offices and apartments.

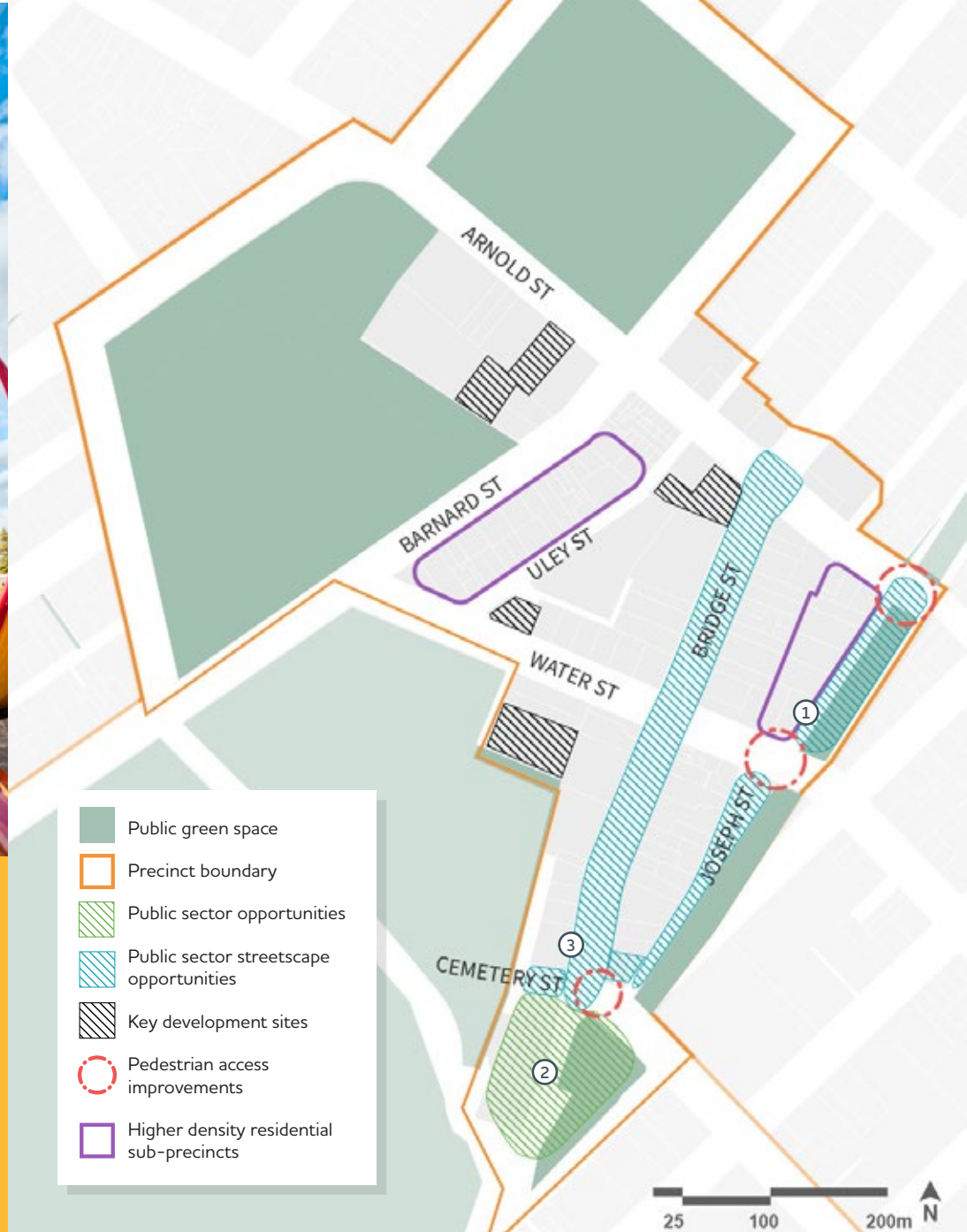
A revitalised public realm, focussed on improvements to Bridge Street itself, is crucial to the transition and will include wider pedestrian paths and new cycle lanes.

The Bridge Street precinct provides the opportunity to create a new and contemporary mixed use commercial precinct that has its own personality and character.

The Bendigo Hospital campus has been recently redeveloped and creates a major point of activity in the City Centre with a catchment covering the northern Victorian regions.



- ① Improve the public realm interface to the Bendigo Creek along Joseph Street
- ② Progress the further development and expansion of the Golden Dragon Museum and Dai Gum San to establish the National Chinese Museum of Australia
- ③ Create new pocket parks at Cemetery Street and Joseph Street



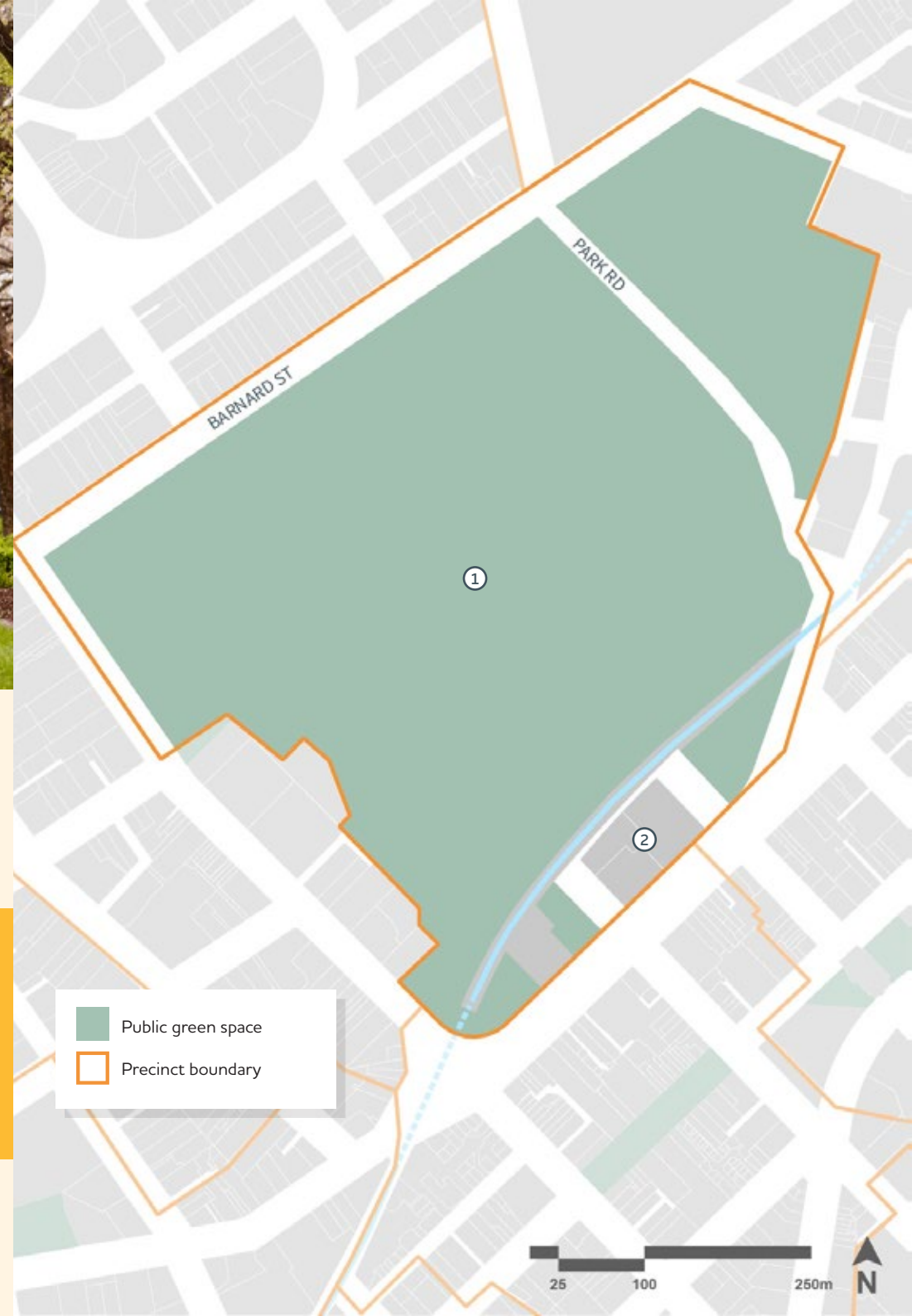


PRECINCT 7

Rosalind Park

Rosalind Park is the City Centre's 66-hectare playground and place of respite. While initially it was adjacent to the City Centre, it is now firmly placed at its heart. This plan reinforces the vision for this precinct as set out in the *Rosalind Park Recreation Reserve Precinct Master Plan (2014)*. The Park will remain a centre for casual enjoyment, sport and recreational activities, as well as visitation and tourism.

- ① Continue to implement the *Rosalind Park Recreation Reserve Precinct Master Plan (2014)*
- ② Work with Court Services Victoria to develop a plan for the re-use of the historic law courts





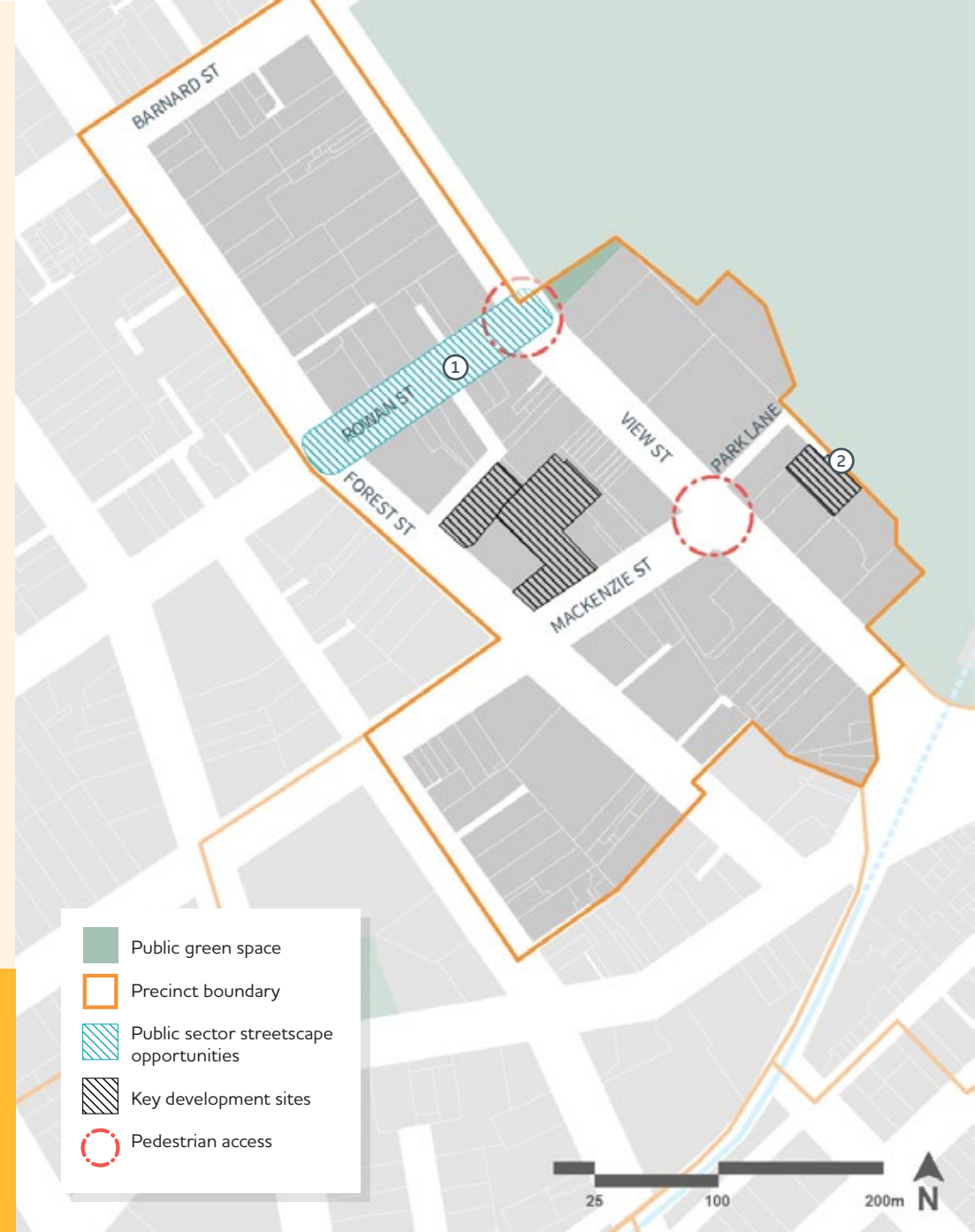
PRECINCT 8

View Street

View Street remains one of the world's most architecturally distinct streetscapes. From its intersection with Pall Mall at View Point and Charing Cross, to the Queen Elizabeth Oval, this relatively short stretch of View Street is the focus of Bendigo's Capital Theatre, Bendigo Art Gallery and La Trobe Art Institute, as well as a collection of high end boutique retailers and eateries. A great deal of annual tourist visitation to Bendigo is attributable to the unique charm, reputation and attractions of this precinct. The precinct will benefit greatly from further enhancing the amenity of the street. This may include specific improvements to pedestrian access and safety, as well as further activation of its interface with the Rosalind Park precinct.

Behind the commercial activity of View Street lies the residential and church precinct of Forest Street. Apart from some selective sensitive development, this precinct will focus on restoration and adaptive re-use of heritage properties.

- ① Increase the greening of Rowan Street as a key viewline and street connection to the Park
- ② Improve the address of buildings to the Park on sites accessed by Park Lane



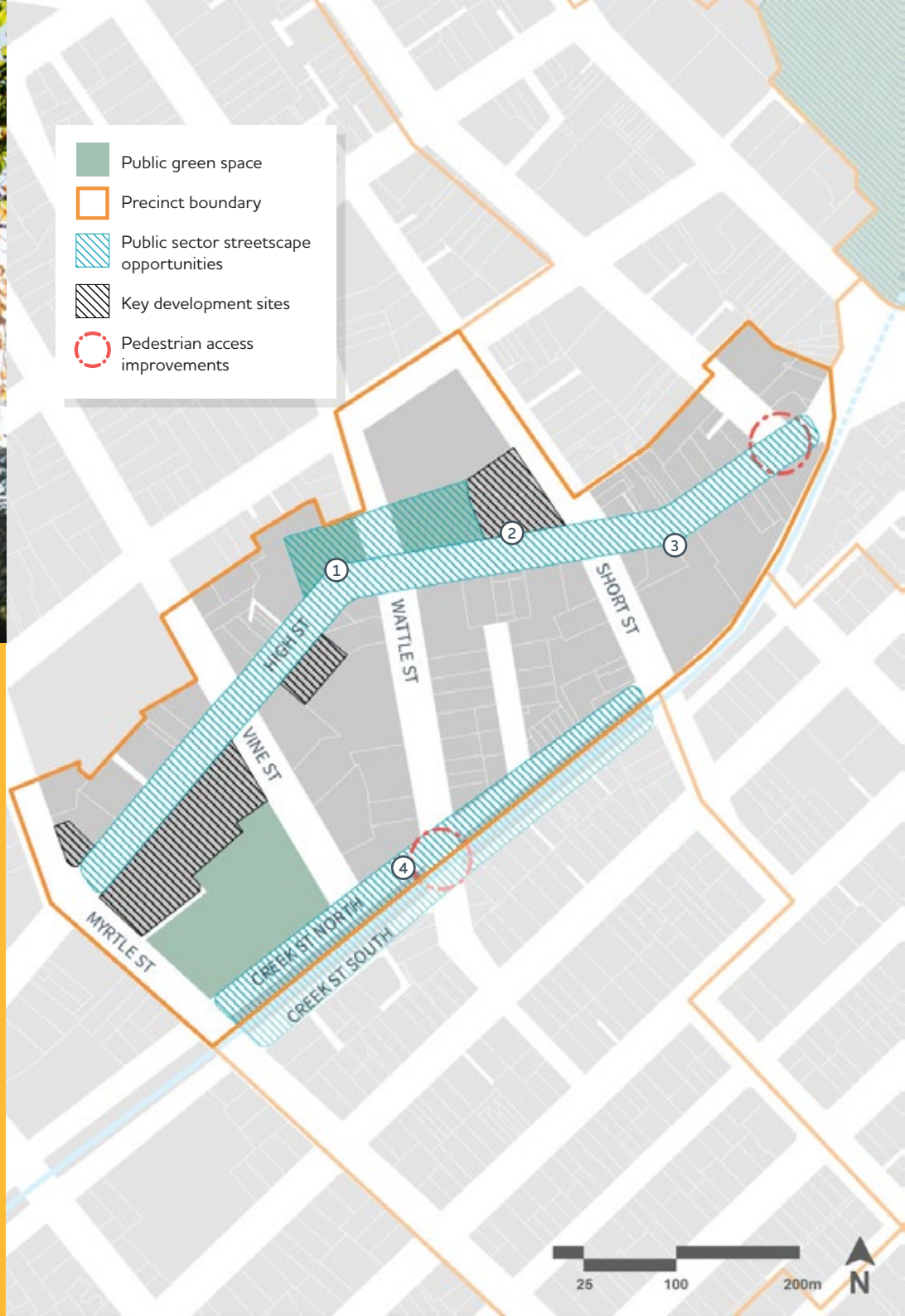


PRECINCT 9

High Street

Bendigo's south-eastern entry way flanks both sides of the tree-lined boulevard of High Street. It is home to a mixture of often poor quality commercial development, but with enormous capacity for consolidation to support growth in the City Centre. This stretch of High Street has the potential to provide a memorable arrival into the City Centre, winding through impressive, phased views of Sacred Heart Cathedral, Bendigo Bank, View Point and Rosalind Park. Far from being a prohibitive barrier to movement, this precinct will be conducive not only to vehicular, but also active transport modes.

- ① Explore opportunities to connect and integrate the Sacred Heart Cathedral's public space with Wattle Square
- ② Recognise the significance of the Sacred Heart Cathedral and support its role as a landmark and destination
- ③ Continue to improve the public realm presentation of High Street to enhance the arrival experience to Bendigo and the City Centre
- ④ Improve the public realm interface to the Bendigo Creek along Creek Street North and Creek Street South



IMPLEMENTATION

To achieve the vision for the Bendigo City Centre the following actions will be implemented. Once these actions have been completed over the next three years, the City of Greater Bendigo's role will be to advocate for incremental change over the next 20 years using policies set out in this Plan.

ACTION		TIMING	LEAD RESPONSIBILITY	PARTNERS
A1	Continue to progressively implement the Transforming the Bendigo City Centre Action Plan 2018 including developing supporting prospectus materials to promote business development opportunities in the City Centre including Hargreaves Mall for outdoor dining.	Deliver in 2020	City of Greater Bendigo (Strategic Planning Unit)	Be.Bendigo, City of Greater Bendigo (Safe and Healthy Environments and Engineering Units)
A2	Utilise the Commercial Land and Activity Centre Strategy and more recent commercial floorspace demand assessments when considering changes to the planning controls.	Deliver in 2020/2021	City of Greater Bendigo (Strategic Planning Unit)	City of Greater Bendigo (Statutory Planning Unit)
A3	Investigate planning controls that would facilitate the transition of land south of Short Street to Myrtle Street to a residential focus.	Deliver in 2020/2021	City of Greater Bendigo (Strategic Planning Unit)	City of Greater Bendigo (Statutory Planning Unit)
A4	Implement the Public Open Space Contributions Policy (to be completed in 2020) – as per the recommendation in the Greater Bendigo Public Space Plan 2019.	Deliver in 2020	City of Greater Bendigo (Strategic Planning Unit)	City of Greater Bendigo (all directorates)
A5	Investigate and address the barriers that are restricting more inner city residential development from occurring.	Deliver in 2020	City of Greater Bendigo (Strategic Planning Unit)	Development industry representatives
A6	Establish a working group to assist with lobbying for funding and work with the State Government and servicing agencies to develop a City Centre Infrastructure Study.	High priority to seek funding	City of Greater Bendigo (Strategic Planning Unit)	Coliban Water, Powercor, Regional Development Victoria, development industry representatives
A7	Implement the City Centre Heritage Study Stage 1 by applying the Heritage Overlay where recommended.	Deliver in 2020/2021	City of Greater Bendigo (Strategic Planning Unit)	City of Greater Bendigo (Statutory Planning Unit)
A8	Update the Bendigo Heritage Design Guidelines to include a commercial development section.	Deliver in 2020/2021	City of Greater Bendigo (Strategic Planning Unit)	City of Greater Bendigo (Statutory Planning Unit)
A9	Complete the Bendigo City Centre Heritage Study – Stage 2, to investigate changes to heritage precincts in the study area.	Deliver in 2020/2021	City of Greater Bendigo (Strategic Planning Unit)	City of Greater Bendigo (Statutory Planning Unit)

ACTION		TIMING	LEAD RESPONSIBILITY	PARTNERS
A10	Continue to implement the <i>Walk, Cycle Greater Bendigo Strategy 2019</i> and work with the Department of Transport regarding key pedestrian crossings.	High priority	City of Greater Bendigo (Strategic Planning and Engineering Units)	Department of Transport, Regional Roads Victoria, City of Greater Bendigo (Active and Healthy Lifestyles Unit)
A11	Investigate whether appropriate planning controls could be implemented to facilitate mid-block linkages or work with relevant land owners to form an agreed approach to delivering an expanded network of lanes and arcades.	Deliver in 2020/2021	City of Greater Bendigo (Strategic Planning Unit)	City of Greater Bendigo (Statutory Planning Unit)
A12	Work with the Department of Transport to review central city bus routes to better service the City Centre.	High priority	City of Greater Bendigo (Strategic Planning Unit)	Department of Transport, Regional Roads Victoria
A13	Work with Department of Transport and users of the Bendigo City Centre on an Access and Movement Plan to identify changes needed to increase accessibility and movement into, out of and across the City Centre.	Deliver in 2020	Department of Transport	City of Greater Bendigo (Strategic Planning Unit)
A14	Work with Regional Roads Victoria to design and install City Centre bypass directional signs.	Deliver in 2020/2021	Regional Roads Victoria	City of Greater Bendigo (Engineering Unit)
A15	Implement the recommendations of the <i>Bendigo City Centre Parking Futures Action Plan</i> .	Deliver in 2020	City of Greater Bendigo (Strategic Planning Unit)	City of Greater Bendigo (Safe and Healthy Environments Unit)
A16	Continue to implement the <i>Rosalind Park Recreation Reserve Precinct Masterplan and Management Framework 2014</i> .	High priority	City of Greater Bendigo (Parks and Open Spaces and Active and Healthy Lifestyles Units)	City of Greater Bendigo (Strategic Planning Unit)
A17	Work with the Department of Transport and the City's Public Space Design and Engineering units to develop Bendigo City Centre Public Realm Guidelines.	Deliver in 2020/2021	City of Greater Bendigo (Strategic Planning and Engineering Units)	Department of Transport and City of Greater Bendigo (Public Space Design Unit)
A18	Compile the background strategic work, including Urban Design Guidelines needed to support an amendment to the Greater Bendigo Planning Scheme to implement the Bendigo City Centre Plan.	Deliver in 2020/2021	City of Greater Bendigo (Strategic Planning Unit)	City of Greater Bendigo (Urban Designer and Statutory Planning Unit) Department of Environment, Land, Water and Planning





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