3. Precinct Directions
The Structure Plan area is divided into the following precincts (as shown on Map 10).

Precinct A Specialty retail core
Precinct B Peripheral retail
Precinct C Marketplace retail core
Precinct D ‘Crystal Ice’ and Gillies Pie Factory Sites
Precinct E Entertainment and recreation
Precinct F Education
Precinct G Service business
Precinct H Civic
Precinct I Mixed use
Precinct J Railway station and surrounds
Precinct K Residential
Precinct A: Specialty Retail Core

Description

The Specialty Retail Core is located central to the CBD traditional retail area between Pall Mall and Hargreaves Street and extending along Mitchell and Williamson Streets.

Vision

The Specialty Retail Core will provide a vibrant heart to the CBD. It will contain a mix of specialty retail, professional services businesses, banking, dining and entertainment opportunities that appeal to both local residents and visitors. Building frontages will be active and interesting, encouraging walking, browsing and lingering in the CBD. Street spaces will be used for public art, performance and displays showcasing the best of Bendigo’s cultural community while adding to the out of hours and weekend attractiveness of
the centre of the city. Residential and visitor accommodation will be plentiful, providing a new dimension to city life.

**Issues and Opportunities**

The trade performance of the City’s historic retail core has been impacted upon by the development of large freestanding retail developments at Marketplace and the Centro Lansell Precinct.

The types of retail activity that should be attracted to the CBD Retail Core to differentiate it from the Marketplace and other centres, include:

- High quality clothing boutiques and gifts/household goods
- Delicatessen, specialist food retailing, quality fresh food
- Local food and wine outlets
- Tourist/visitor retailing, souvenirs
- Local art and craft outlets
- Antiques, bric a brac
- Wine bars, cafes, music venues

Small scale retailing could be accommodated in existing, refurbished retail premises, including heritage buildings such as Allan’s Walk in the ‘Beehive Building’. Other arcades can be improved to encourage greater use through providing a safe and attractive environment, and by remaining open for as long as possible.

The Hargreaves Mall marks out Bendigo’s traditional retail heart. The area is closed to traffic and experiences very little activity after hours when the shops are closed. After hours it is therefore perceived as unsafe and is not well used, providing a vacuum of activity in the retail area in the evenings in particular.

Reconstruction of the Hargreaves Mall has been proposed for some time, however the broad options for the Mall need scoping and the preferred approach determined, before detailed plans are commenced.

**Objectives**

- **Revitalise the Hargreaves Mall as a key linking retail area within the CBD Retail Core.**
- **Attract the right mix of retail uses to the CBD to strengthen its retailing niche in the Bendigo market.**
- **Encourage office, residential and tourist accommodation to upper levels of buildings.**
- **Ensure that street level uses provide interest and activity for pedestrians throughout the Precinct.**
- **Consolidate the Bath Lane and Bull Street precincts as daytime and evening entertainment precincts.**
- **Encourage entertainment uses, such as restaurants and bars, to locate in the Hargreaves Mall to provide after-hours activity.**
Key Actions

- Introduce a local policy into the Greater Bendigo Planning Scheme to ensure that new developments incorporate retail uses on the ground level to create “active” street frontages and encourage pedestrian movement. Uses such as specialty shops, cafes, banks and other financial institutions, travel agents and take away food outlets all generate pedestrian traffic and interest. Blank walls, empty shopfronts and offices that do not generate pedestrian visits should be avoided at ground level.

- Upgrade the Mall to improve its appearance through high quality works, include additional retail opportunities in the centre of the Mall, encourage café/restaurant development extending into the Mall area and to establish additional event venues. (For details see section on Public Spaces, Pedestrian Amenity).

- Investigate the potential to ‘reopen’ Hargreaves Mall to provide a purely limited traffic function – thus contributing to improving local access / circulation in the CBD and reducing traffic load on alternate routes such as Queen Street and Lyttleton Terrace.

- Work with Myer to encourage the retention of the Myer store in the Retail Core.

- Provide training and information workshops on merchandise presentation and marketing.

- Rezone all properties in the Precinct within other zones to Business 1 zone, and introduce strategy or policy to ensure the Structure Plan objectives and actions are reflected in the Planning Scheme.

- Develop a brief for the Bendigo Advertiser building outlining the Council’s preferred uses for the site, including tourist accommodation, office or residential above ground level and retail, office or commercial use at ground level.

- Encourage the restoration of the heritage façade of the building located on the south east corner of Pall Mall and Mitchell Street.

- Encourage the upgrade of arcades including Killians Walk and Backhaus Arcade to provide adequate lighting, activity, appearance and maintenance.

- Upgrade the appearance and attractiveness of Allan’s Walk during refurbishment of the Beehive Building.

- Upgrade Chancery Walk and the Lane adjoining the Council’s multi-deck car park through the addition of an active frontage and streetscape improvements to reflect the qualities of the remainder of the walkway.

- Upgrade the façade of the multi storey car park to provide an improved streetscape.

- Abandon the proposed remodel of the Myers / Wills / Mitchell Streets intersection (creating a straight alignment from Wills Street into Myers Street). The intersection should be designed to provide improved pedestrian crossing and amenity as its priority, retain the City’s urban form, and encourage the redirection of through traffic to the Inner Box.

- Undertake improvement works to the Charing Cross/Pall Mall entry to the Bendigo CBD, see Theme 4 - Designing a high quality urban environment and provides links with Precinct E: Recreation and Entertainment.

- Undertake streetscape works in Hargreaves Street to provide improved pedestrian and cycle amenity and to improve integration with surrounding precincts.

Other initiatives

- Retain the current bus stops in Mitchell Street and advocate for improved facilities including shelter, real time displays and timetable information.
Undertake community safety measures including installation of lighting under verandas, (ensuring low energy globes are used to minimise emission of greenhouse gases), other street lighting, and building design to allow passive surveillance of public spaces.

Remodel the Mitchell / Queen Streets intersection to allow a relaxation of turn restrictions (allowing all traffic movements except the right turn from the east Queen Street approach)
Hargreaves Mall Concepts

The streetscape treatments (ie materials, tree types and arrangements etc) applying to Hargreaves Mall should apply to the whole of Hargreaves Street. Whether Hargreaves Mall is open to traffic or not is a further consideration. There are innumerable options for the treatment of Hargreaves Mall. The three basic options pictured below demonstrate a standard street treatment (top sketch) for comparison with a widened footpath option (middle sketch) and the existing full closure (bottom sketch).
Precinct B: Peripheral Retail

Description

The Peripheral Retail precinct is located west of Precinct A: Specialty Retail Core between High Street and Garsed Street central to Edward Street.

Vision

The precinct provides a range of retail and service functions that complement the Retail Core and Marketplace offer, without duplicating. The uses within the area are often larger format than can readily be accommodated within the Core or Marketplace, and within a higher built form than surrounding precincts.
Edward Street provides a range of new buildings that accommodate large format retail uses such as household goods, lighting stores, haberdashery, electrical goods and furniture. Council car parks are located underneath, behind or above these buildings with the pedestrian environment being enlivened by shopfronts along the street frontages.

Issues and Opportunities

Larger format retailing that cannot readily be accommodated within other parts of the CBD Retail Core should be encouraged to locate along Edward Street where large sites are available. The Council car park sites in particular offer an opportunity to integrate these uses with underground car parking. The types of stores that may be appropriate in this location include household, lighting, furniture, hardware, electrical and carpet. These uses will provide ground level window shopping opportunities for pedestrians.

The Bendigo Bank development approved at five storeys, will be higher than other new buildings to date in the area, and sets a precedent for higher buildings in the area. Given improvements to the pedestrian environment, such as ensuring permeability of the built form and active frontages are achieved, higher buildings up to 5 storeys are considered appropriate.

Objectives

- **Encourage large format retailing along Edward Street.**
- **Encourage a range of uses, including retail that complements the retail offer in the CBD and Marketplace Core.**
- **Improve the pedestrian environment throughout the area.**
- **Allow for higher development where other objectives are met.**
- **Encourage the development of active frontages at street level.**
- **Provide accommodation opportunities particularly in upper levels of buildings.**

Key Actions

- Introduce policy and strategies into the Greater Bendigo Planning Scheme to require new development and redevelopment to provide active frontages to improve the pedestrian environment.
- Include policy and strategies in the Greater Bendigo Planning Scheme to encourage a range of commercial, service business, office, and large format retail uses such as household items, lighting and electrical.
- Pursue the development of additional multi level car parking structures at Council car parks on Edward Streets for retailing with structured car parking, active frontages at street level and a range of uses.
- Undertake streetscape works between Edward Street to High Street and to improve the pedestrian amenity.
- Rezone Council Car Park on north west corner of Edward and Wills Streets from Business 5 to Business 1.
- Remove Heritage Overlay from carpark on Wills Street frontage.
Other Initiatives

- Co-ordinate the redevelopment of the Council car park on the corner of Hargreaves and Edward Street with the redevelopment of the ‘Rivers’ site, with a view to encouraging retail development along the Edward Street frontages at ground level.
- Redevelop the Council car park on Queen and Edward Streets for retailing with structured car parking.
- Extend Edward Street to High Street and encourage use of Edward Street for access from High Street to Marketplace and other CBD development south west of Mitchell Street (i.e. in preference to turns from High Street or Pall Mall into Mitchell Street).
Precinct C: Marketplace
Retail Core

Description

The Precinct includes the Marketplace shopping centre, the adjoining historic Goods Shed currently utilized as the Discovery Centre, a video shop and petrol station located towards Mitchell Street and car parking.

Vision

The Marketplace precinct will provide the Bendigo community with a range of convenience and comparison retailing that complements and supports the retailing in the Specialty Retail Core. Combined with the Retail Core, the centre will ensure that Bendigo residents feel that they have access to all major brands available in Melbourne. The centre and its surrounds will be easily navigable by vehicle and on foot, within a well designed, landscaped setting. The centre will relate well to the station in physical and functional terms, and provide an
active interface with the station environs. Excellent pedestrian connections will be provided with the CBD Retail Core and buildings will address Mitchell Street.

Issues and Opportunities

The future of the Discovery Centre needs to be resolved, with expansion of Marketplace activities into the building a likely outcome. The Discovery Centre may be more appropriately located in an Education or Recreation Precinct.

The use of the Goods Shed should remain separate from the remainder of Marketplace, retain the heritage qualities of the building and present a lively exterior integrated with the Station precinct, and pedestrian activity.

Pedestrian accessibility throughout the site is poor, and in particular linkages with the CBD Retail Core are difficult at best. Greater priority needs to be given in a redesign of the Precinct, to those on foot or bicycle arriving by train and from the Retail Core, along Mitchell Street and Railway Place in particular.

The car park and vehicular access is adequate but could be improved in its layout and appearance.

Objectives

- Improve the connection and integration of the Marketplace with the remainder of the CBD, and the station.
- Seek support from Marketplace operators to a coordinated and integrated approach to the economic success of the CBD as a whole.

Key Actions

- Apply a Development Plan overlay to the Marketplace precinct requiring development to accord with the Development Guidelines for:
  - Distribution of development and activities
  - Protection of heritage open spaces
  - Streetscape and pedestrian amenity
  - Building alignment and activation of frontages
  - Building heights

  The development plan should address:
  - Extension of the centre towards Mitchell Street;
  - Improved connections between Marketplace, the railway station and the remainder of the CBD;
  - Ensure that new development does not encroach closer to the Goods Shed building to ensure the heritage setting of the building is retained;

- Encourage the redevelopment of the Goods Shed for specialty retailing, including food and beverages.
- The Goods Shed should provide active frontages (while ensuring the heritage qualities of the building are retained).
Development Guidelines

These guidelines are to be implemented through the introduction of a Development Plan Overlay or similar planning control to facilitate the orderly development of the site.

Distribution of development and activities

Encourage expansion of Marketplace that will generate synergies with the CBD Core by concentrating intensive activity in the north-eastern end of the site.

- Any low-intensity uses or car-oriented uses such as open air car parking and petrol stations should be located towards the south-western end of the Marketplace site.
- Strongly discourage retail development on land within the precinct to the south west of the existing Marketplace building.
- Encourage consolidation of sites/titles within Precinct C between Garsed Street, Mitchell Street, Edward Street and Railway Place to facilitate efficient redevelopment of awkwardly-shaped and small sites.
- Encourage construction of a multi-level parking structure between Railway Place and Edward Street, with retail activity at ground level or with the parking structure surrounded by other uses to present active frontages to surrounding streets and public spaces.
- Ensure any future use of the Goods Shed provides active uses that generate pedestrian traffic and ‘shopfronts’ and appropriate redevelopment of the surrounds, within the building’s heritage context.
- Loading and unloading areas should be located to the south-western end of the Marketplace site.

Protection of heritage open spaces

Conserve existing parkland east of Railway Place as public open spaces with buildings of strictly limited extent in a landscape setting.

- Manage in accordance with a Conservation Management Plan or equivalent.
- Allow no increase in building footprints from existing.
- Allow no net loss of parkland.

Streetscape and pedestrian amenity

Improve pedestrian movements throughout the Marketplace carpark areas.

- Provide a high standard of pedestrian amenity in streets and public spaces, especially between Edward Street and Mitchell Street.
- Enhance the streetscape amenity of Railway Place ensuring provision of generous footpaths, street trees, public lighting and street furniture.
- Create pedestrian plazas to the north, west and south sides of the Goods Shed.
- Signage should be integrated and cohesive, with as few individual signs as possible. Flashing and externally lit signage should be avoided.
- Provide directional signage to the CBD Retail Core, railway station, Town Hall and Visitor Information Centre at several locations within the site.
Building alignments and activation of frontages

Build to street frontages with no front or side setbacks at ground level and with active frontages,

- to define and animate major pedestrian routes between Marketplace and the CBD core not in the Precinct
- to frame pedestrian open spaces around heritage railway buildings (i.e. former railway goods shed/Discovery Centre)
- to frame views of landmark buildings including St Pauls Anglican Church (Myers Street) and the Locomotive Roundhouse (to the south-west).

Top priority for activation of frontages applies to:

- Mitchell Street
- west side Railway Place
- A new building alignment defining a direct pedestrian route and view line from the north end of the former goods shed/Discovery Centre to the existing main entry (northern corner) of the shopping centre.
- In the longer term the north-eastern frontage of existing shopping centre, approximately aligned with the south-west side of Edward Street (subject to covenant restrictions).

Minimise driveway crossovers along priority frontages, especially along Railway Place and Mitchell Street. Edward Street is the preferred location for major car park entries for Marketplace.

Provide weather protection (awnings/verandahs/colonnaded building frontage) along Mitchell Street and Railway Place.

Use vertical mixed use development where appropriate to ensure activated ground floors.

Locate parking in multi-level structures surrounded by other building uses to provide active frontages to streets, especially in the area between Mitchell Street and Edward Street.

Address changes in ground level between Marketplace and land to the north to provide pedestrian/pram/disabled scooter access.

Building heights

Allow relatively tall buildings in the area between Mitchell Street and Edward Street to encourage intensive activities that help to connect the Marketplace to the CBD core.

Limit building heights south-west of Mitchell Street to ensure a sensitive interface with heritage areas including residential and former houses to the north, and railway buildings to the south.

- Buildings up to 20m near Mitchell Street with no setbacks required except to provide for a high degree of building articulation and modeling above third floor level, to create a landmark building fronting Mitchell Street and on axis with Mollison Street.
- Buildings up to 12m at frontages to Garsed Street and Railway Place with any additional height up to a preferred limit of 20m set back from the street.
- Preferred 12m height limit south-west of Edward Street with buildings located behind properties fronting Edward Street to be reduced in height to a maximum 9m.
- Any buildings located behind properties fronting Garsed Street west of Edward Street to provide an appropriate interface to protect the amenity and heritage values of existing low rise development, e.g. using lower building heights, ground level setbacks and screening vegetation.
Precinct D: Crystal Ice and Gillies Pie Factory Sites

Location

The area is located to the west of the Marketplace Retail Core and includes the ‘Crystal Ice’ and the Gillies Pie factory sites.

Vision

The area is a strategic redevelopment site. It will provide for longer term redevelopment, accommodating uses ideally suited to larger sites, such as bulky goods, offices and residential, complementing the CBD activities form and functions.
Issues and Opportunities

This is a key redevelopment site because it is a large holding in limited ownership. At present the sites are used for manufacturing and storage, and these uses could continue for some time. The site is particularly attractive for future redevelopment given the limited availability of land in the CBD. Possible future uses could include office, residential and bulky goods retail. Integration with the Marketplace will be an important consideration in determining appropriate future uses.

The site provides the opportunity to develop large format uses that cannot readily be accommodated elsewhere in the CBD due to the need for large areas of flat land, good access for large loading vehicles, with adjoining at-grade car parking.

Bulky goods stores such as furniture, large electrical appliances, carpet and other goods that are not readily transportable other than by vehicle are suitable in this location. Without provision for these types of uses in the CBD, the uses may otherwise locate elsewhere in Bendigo, diminishing the future competitive advantage of the CBD as a whole.

Very large single uses may have the potential to have negative economic impacts upon the remainder of the CBD retailing, therefore it may be appropriate to require that the economic impact be assessed prior to approval of such uses. It is not appropriate for this precinct to be redeveloped for specialty retail while the CBD Retail Core and Peripheral Retail areas are not operating at capacity in accordance with their respective visions. Therefore uses that complement the offer of the CBD as a whole, rather than duplicate or redirect existing activities, are to be preferred in the short to medium term. The planning scheme needs to reflect this by utilising policy and appropriate schedules.

Objectives

- Ensure that uses on the site complement the retail and other activity offer in the remainder of the CBD, and do not cause negative economic impacts on the CBD.
- Ensure that the new development is physically and visually integrated with surrounding development, including an appropriate interface with the low scale buildings on Garsed Street.
- Ensure that any new development demonstrates quality built form.
- Encourage uses that cannot be accommodated elsewhere in the CBD.

Key Actions

- Rezone the Crystal Ice and Gillies Pie Factory precinct to Business 2 Zone and limit the floorspace for the use ‘shop’ (other than Restricted Retail) to discourage the development of small retail premises.
- Introduce a local policy to the Greater Bendigo Planning Scheme to state that any expansion of retail other than bulky goods (Restricted Retail) should not occur into the Crystal Ice and Gillies Pie Factory precinct, until it can be demonstrated through economic analysis that the CBD Retail Core is functioning at capacity. (see also Precinct C – Marketplace recommendations)
- Develop detailed design guidelines to manage building design, advertising sign, traffic and landscaping issues.
• Introduce policy and strategies into the Greater Bendigo Planning Scheme that requires buildings to generally not exceed 3 storeys in height, although buildings up to 5 storeys for office or residential use may be considered where the design is of high quality.

• Introduce policy and strategies into the Greater Bendigo Planning Scheme that requires buildings located along Garsed Street should not exceed 9m at least for a distance of 10 metres from the street alignment.

• Introduce policy and strategies into the Greater Bendigo Planning Scheme that ensure that the design of the development provides an appropriate frontage to Garsed Street that protects the amenity of the adjoining areas to the north.

Other Initiatives

• Investigate the necessity for an Environmental Audit Overlay for land rezoned to Business 2.
Precinct E: Recreation and Entertainment

Description

The precinct is located north of Pall Mall/McCrae Street and includes all the public buildings within Rosalind Park adjoining Pall Mall, as well as the ‘Chinese precinct’ and adjoining properties.

Vision

This area will be a focus for visitor and tourist activities, complementing others that are provided within the remainder of the CBD. Being the primary entrance route for visitors driving by car, it plays an important role in projecting the image of Bendigo, enticing visitors to stop and spend time. The grand public buildings fronting Pall Mall will be appreciated in...
their setting, and the graciousness of Pall Mall will be returned with improved pedestrian space and traffic calming techniques. The Heritage Tram will continue to provide a unique experience, as well as access to locations along Pall Mall.

The cultural attractions offered by the Chinese Golden Dragon Museum and Gardens will be enhanced with related events and activities. The picturesque landscape qualities of Rosalind Park will be respected by surrounding development, and opportunities for greater integration of the Park with the CBD will be developed, such as use of the Conservatory for events.

Issues and Opportunities

The Charing Cross, Alexandra Fountain and Pall Mall are iconic features of Bendigo that require better management and design. The scope for improvement of these areas is great, provided that the authorities can work together to achieve the common goal. Road pavement narrowing to improve pedestrian linkages and promenading possibilities is a key to the achievement of these improvements. These are probably long term projects, and visionary thinking is required to achieve such change.

Opportunities for improved interface with Rosalind Park may become available should the Police Station or Telstra relocate. The use of the Conservatory for events or displays will also assist in relating the Park more with the activities of the CBD without reducing its amenity.

A Chinese pagoda has been proposed on the former petrol filling station site adjoining the Golden Dragon Museum in Bridge Lane. The proposal envisages the pagoda incorporating a variety of activities and tourism attractors. The suitability of such a proposal and its relationship to the park and surrounding uses and built form needs to be determined.

Objectives

- Improve the setting of the Alexandra Fountain within Charing Cross.
- Improve the pedestrian amenity of Charing Cross and Pall Mall generally by reducing crossing widths, slowing traffic, minimising unnecessary through traffic, particularly trucks, and enhancing the landscaping.
- Accommodate more stops for the Heritage Tram along Pall Mall.
- Enhance cultural tourism opportunities around the Golden Dragon Museum and Chinese Garden.
- Encourage tourist accommodation in the precinct.
- Encourage other uses, events and activities that will appeal to visitors and locals, and provide an active frontage.

Key Actions

- Prepare a Master Plan to guide future development of the area around the Golden Dragon Museum that recognises the sensitive interface of the area with Rosalind Park and other visitor related activities.
- Investigate the establishment of a weekly Farmers’ Market in Farmer Lane to showcase local produce.
• Investigate the establishment of a regular Night Hawkers Market in Bridge Street, building on the Chinese cultural associations of the locality, and providing a family oriented night time activity.
• Encourage use of the Conservatory for events and gardening related displays.
• Investigate options to relocate the Telecom exchange building elsewhere, and, if possible, remove the building, or alternatively redesign the exterior to relate to the landscape qualities of the Park.
• Investigate future short term uses for the Police Station site including Mediation Centre, University lectures. In the longer term reinstate the site as parkland.
• Undertake major streetscape works at Charing Cross/Pall Mall and Bridge Street/Pall Mall to improve pedestrian safety and amenity and to enhance the visual setting for major heritage buildings and landmarks. These works should include:
  − Widening of the footpath on the north side of Pall Mall
  − Redesign of the Charing Cross intersection to reduce pavement widths, improve pedestrian safety, amenity and setting for the Alexandra Fountain
  − Redesign of the Howard Place /Pall Mall intersection to improve pedestrian safety, reduce traffic turning speeds and create more open space (see Precinct A: Specialty Retail Core)

Other initiatives
• As part of the changes proposed to Pall Mall, seek to increase the number of Heritage Tram stops along Pall Mall to serve at least, the Chinese Gardens and Museum, and Shamrock Hotel.