

A Better Bridge Road

We are seeking community feedback on our Draft Bridge Road Streetscape Masterplan.

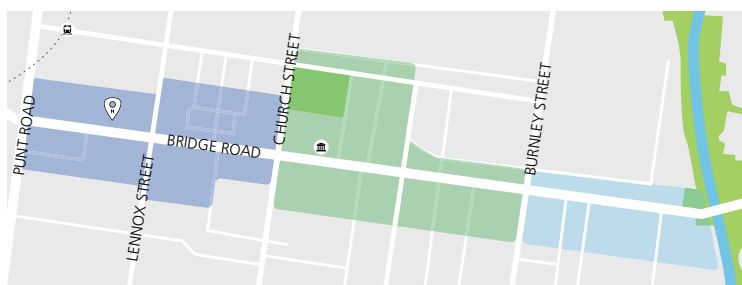
We commissioned this draft following feedback from local traders, residents and visitors, and in close consultation with a range of state agencies.

Your input will help us refine the draft and enhance one of Yarra's great shopping and dining strips.

Three unique precincts

The draft masterplan treats Bridge Road as three distinct precincts, each with their own unique character:

- Precinct 1: Richmond Hill (Punt Rd to Church St)
- Precinct 2: Civic and Institution Precinct (Church St to Burnley St)
- Precinct 3: Bridge Rd East (Burnley St to Yarra River)



Revitalising the strip

The draft streetscape masterplan provides a vision to:

- strengthen the existing character of each precinct
- enhance the sense of arrival onto Bridge Road
- provide a high quality public realm to support pedestrians, cyclists and public transport users
- develop spaces for relaxation and enjoyment
- improve and expand greenery

Proposed improvements

A broad range of improvements are proposed. Examples include:

- upgraded public spaces at intersections
- plaza in front of the town hall
- new landscaping and planting projects
- upgraded public gathering areas
- improved tram stops

It's important to note that the plan is designed to be implemented over a number of years and that each proposal is subject to Council's annual budget process and advocacy to Government agencies.



How to get involved

The following pages include an overview of the proposals for the three precincts.

You can view the full draft masterplan online at www.yoursayyarra.com.au or in person at Richmond Town Hall or Richmond Library.

Meet our urban designers and ask questions:

- Outdoor pop-up session (10–11.30am on Saturday 29 July in Mary Rogers Square at the corner of Bridge Rd and Church St, Richmond)
- Indoor session (7.00–8.30pm on Thursday 10 August at Richmond Town Hall at 333 Bridge Rd, Richmond)

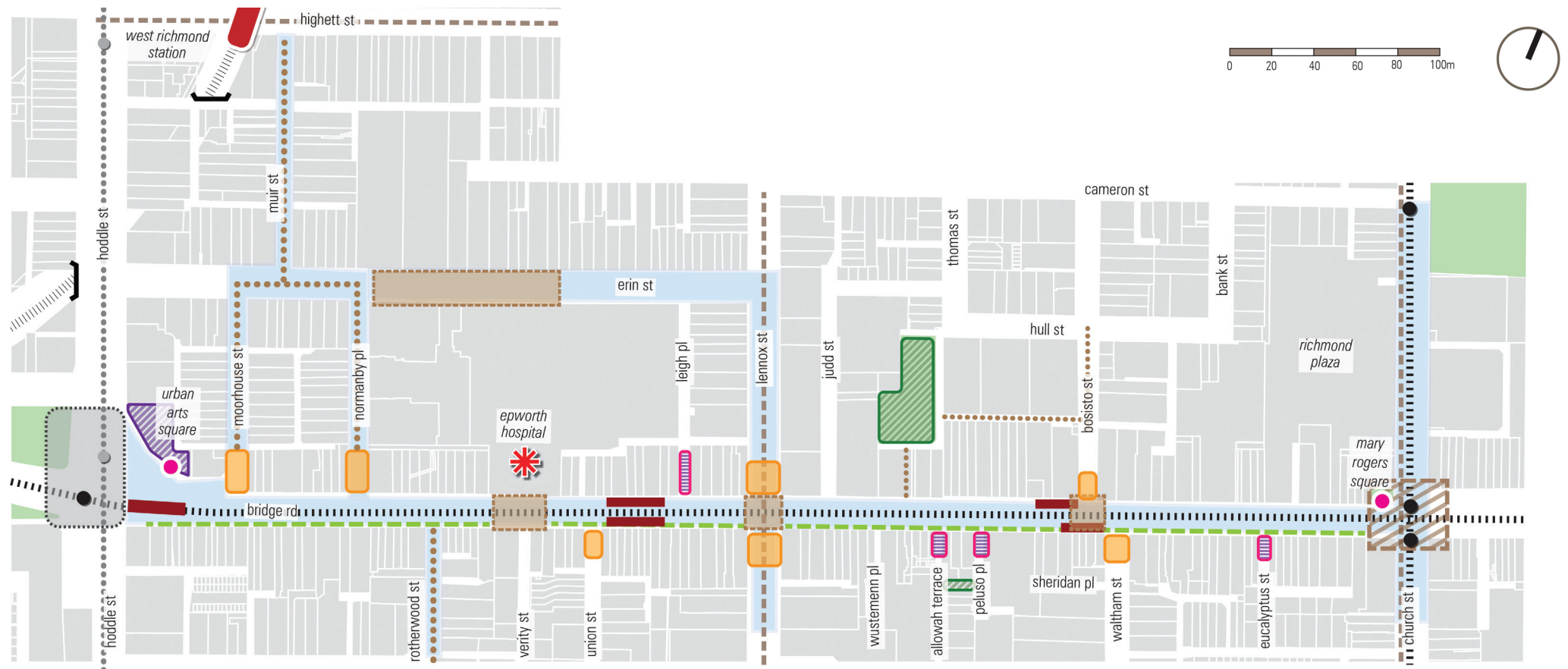
Have your say at www.yoursayyarra.com.au

We are also accepting submissions via email info@yarracity.vic.gov.au and post PO Box 168, Richmond VIC 3121.

Consultation closes at 5pm on Friday 18 August.

Next steps

Feedback received will inform the next draft of the masterplan, which is expected to go to Council for consideration later in 2017.

**OBJECTIVE: PRECINCT CHARACTER****DIRECTIONS:**

- emphasise distinctive precinct character, with definition through branding and material palette, and provide signage/ wayfinding for key streets in the precinct
- improved landscaping and possibility for public/ community art installation

OBJECTIVE: ACCESS AND CONNECTIONS***DIRECTIONS: SHORT TO MEDIUM TERM**

- improve existing pause point with high quality material treatment, landscaping, furniture or lighting
- creation of a new pause point through use of high quality material treatment, landscaping, furniture or lighting
- raised pedestrian crossing at side street intersections to reinforce pedestrian priority
- improve pedestrian amenity and safety, and explore the opportunity for public art
- explore opportunity for entry enhancement at the urban arts square

*Subject to traffic and transport analysis

DIRECTIONS: LONG TERM

Explore opportunity for widening of northern footpath

OBJECTIVE: SUSTAINABLE TRANSPORT PRIORITY**DIRECTIONS:**

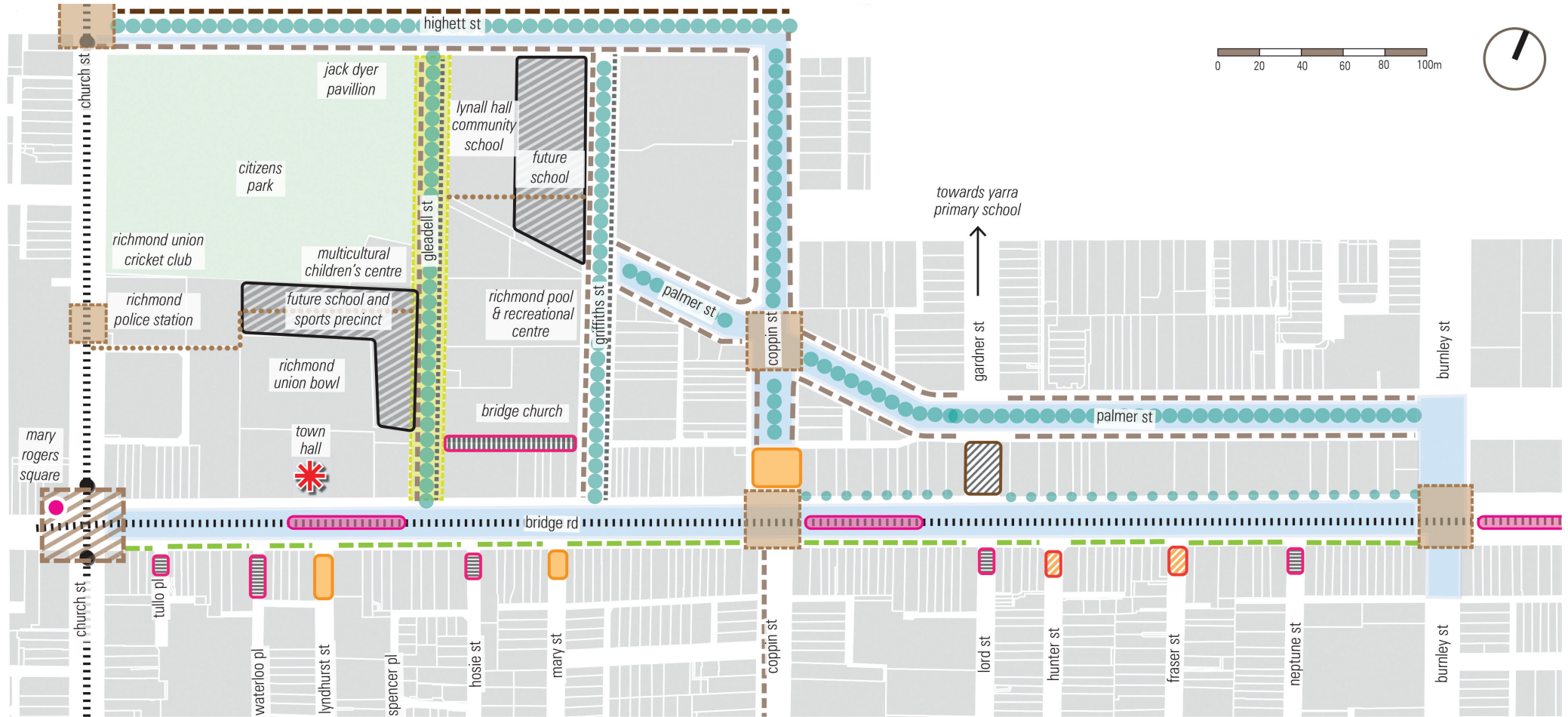
- upgrade of mary rogers square and creation of a safer pedestrian space at bridge road and church street intersection, with signage to key destinations
- creation of pedestrian and bicycle priority spaces
- improve pedestrian access between bridge road and west richmond station, richmond plaza and judd street proposed public space
- improve pedestrian amenity at existing tram stop
- improve bicycle priority and facilities along highett street, lennox street and church street
- integrated streetscape and sustainable transport improvements as part of the huddle street intersection streamlining

OBJECTIVE: PUBLIC SPACE**DIRECTIONS:**

- creation of possible public space on the judd street car park, and laneway between allowah terrace car park and peluso place

OBJECTIVE: STREET GREENING**DIRECTIONS:**

- improve landscaping on the south side of bridge road



OBJECTIVE: PRECINCT CHARACTER

DIRECTIONS:

- emphasise distinctive precinct character, with definition through branding and material palette, and provide signage/ wayfinding for key streets in the precinct
- improved landscaping and possibility for public/ community art installation
- placemaking to establish a civic hub along Gleadell Street to support community and institutional uses in the town hall and Gleadell Street precinct

OBJECTIVE: ACCESS AND CONNECTIONS*

DIRECTIONS:

- improve existing pause point with high quality material treatment, landscaping, furniture or lighting
- creation of a new pause point through use of high quality material treatment, landscaping, furniture or lighting
- improve pedestrian amenity and safety, and explore the opportunity for public art
- raised pedestrian crossing at side street intersections to reinforce pedestrian priority

*Subject to traffic and transport analysis

OBJECTIVE: SUSTAINABLE TRANSPORT PRIORITY

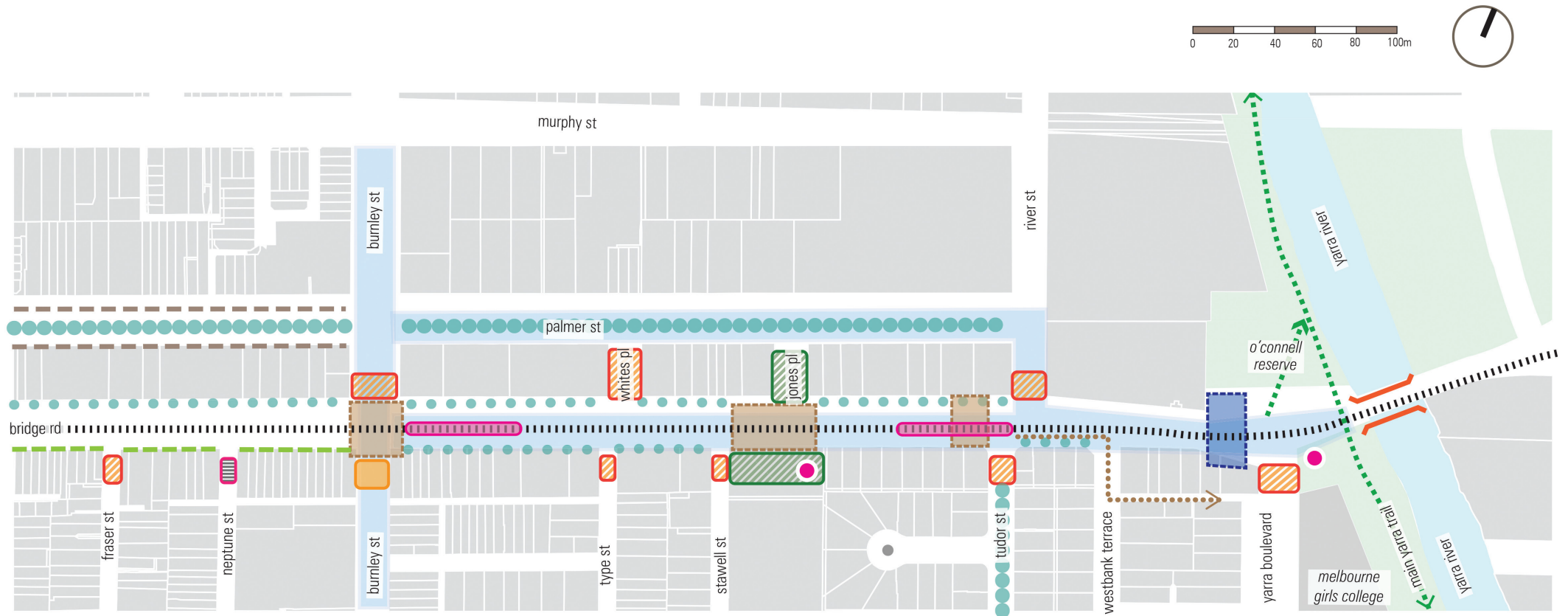
DIRECTIONS:

- traffic calming measures to service existing and future community facilities
- upgrade of Mary Rogers Square and creation of a safer pedestrian space at Bridge Road and Church Street intersection, with signage to key destinations
- creation of pedestrian and bicycle priority spaces
- preferred location of central median tram stop adjacent to key destination with safe and efficient pedestrian access
- improve east - west pedestrian access
- improve bicycle priority and facilities

OBJECTIVE: STREET GREENING

DIRECTIONS:

- additional street tree planting through re-organising on street car park layout along Palmer, Coppin, Griffiths, Gleadell and Highett Streets
- opportunity to explore additional street tree planting
- improve landscaping on the south side of Bridge Road



OBJECTIVE: PRECINCT CHARACTER

DIRECTIONS:

- emphasise distinctive precinct character, with definition through branding and material palette, and provide signage/ wayfinding for key streets in the precinct
- opportunity for public / community art installation

OBJECTIVE: PUBLIC SPACE*

DIRECTIONS:

- explore the creation of public space on Jones place, and fronting bridge road as part of the development of the office works site

OBJECTIVE: ACCESS AND CONNECTIONS*

DIRECTIONS:

- improve existing pause point with high quality material treatment, landscaping, furniture or lighting
- creation of a new pause point through use of high quality material treatment, landscaping, furniture or lighting
- improve pedestrian amenity and safety, and explore the opportunity for public art
- improve safety of turning vehicles

OBJECTIVE: SUSTAINABLE TRANSPORT PRIORITY

DIRECTIONS:

- creation of pedestrian and bicycle priority spaces
- relocation of tram stop adjacent to key destination with safe and efficient pedestrian access
- improved bicycle priority and facilities
- clarify the pedestrian and cycle through existing public space to the river and main yarra trail
- improve pedestrian access between preferred new tram stop and girls college

OBJECTIVE: STREET GREENING

DIRECTIONS:

- additional street tree planting through re-organising on street car park layout
- explore opportunity to establish additional street tree planting
- improve landscaping on the south side of bridge road

*Subject to further investigation and negotiation