

## PROJECT VISION

The Master Plan's Vision is to deliver a unique, creative and functional design that builds on the existing character and amenity of Bulcock Street, ensuring it is a vibrant, safe and enjoyable place for visitors and locals to enjoy.

## THE STUDY AREA

The study area for the Bulcock Street Streetscape Master Plan is from Maloja Avenue to Canberra Terrace. The Master Plan also includes some side streets, laneways and arcades (refer to the Master Plan). The Plan will define a materials palette that will be applicable to other CBD streets and lanes as they are developed.

## PROJECT AIMS

Maintain the street's **"Green Feel"** and **"Village Character"**

- Provide additional street trees within the street, to create more shade and amenity.
- Create nodes along the street for social meeting points and busking areas.

Build on the **"uniqueness"** of the street

- Offer a unique materials palette, consisting of a combination of natural stones, subdued concrete colours and paving, with an understated furniture palette.

**"Stimulate the Street economy"** through Infrastructure

- Carefully directed investment from council and the private sector (through development contributions) will implement the streetscape scheme progressively over time. **Project staging may be centred around key sites** that offer the street the best value in terms of economic return, cultural vibrancy and community aspirations.

A series of **"linked people spaces"** along the street

- Attractive pedestrian nodes, located around existing Bulcock Street assets such as ANZ Arcade, Village Lane and Felicity Park will be developed. With shaded seating, pavement art and dedicated street performance zones, these spaces will be lively attributes to the street.

**"Green"** the western end

- Provide large shade trees within the road reserve from Maloja Avenue to Otranto Avenue. This initiative alone will make this section of Bulcock Street more pedestrian friendly and may attract further economic investment.
- New street furniture including bench seats and bike racks will be provided to encourage people to walk along the western end of Bulcock Street.
- Providing a roundabout at Tay Avenue will have a positive effect on traffic and pedestrian movements.



### SECTION THROUGH FELICITY PARK FRONTAGE

Raising the road height to match the pedestrian footpath level will create a shared pedestrian feel, as well as improving the use of the space during road closures i.e. Sunday markets.



### ADDITIONAL TREES ALONG BULCOCK STREET

Large, established shade trees will be planted within tree grates in the pedestrian footpath. These trees will provide long term shade along the street and improve the amenity of the street.

Long term, as the Fig trees reach the end of their life, new trees may be planted inbetween the planter boxes to provide similar shade and amenity as the Fig Trees



### ANZ ARCADE FRONTAGE

Building the footpath into the road reserve creates a shady canopy of trees with plentiful seating and lush landscaping underneath. Becoming a meeting point to explore the street, this people space will be unique space along the street, and also increase usage of ANZ Arcade.



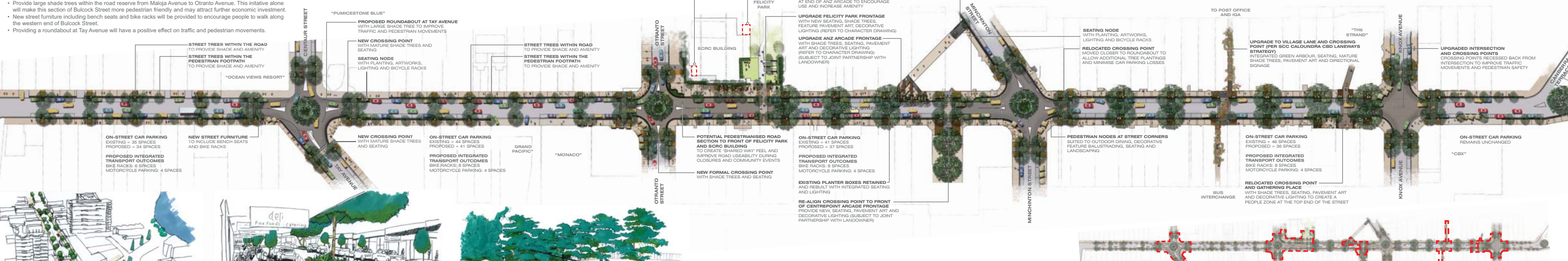
### VILLAGE LANE CROSSING POINT

A wide crossing point with overhead catenary lighting and green arbour (to be architecturally designed) will reinforce the laneways and be a unique attraction along the street. Directional signage will allow people to explore the laneways retail sites and further allied to the multi-storey car parks and key CBD tenants such as the Post Office and IGA.



### VILLAGE LANE

Village Lane will become a unique experience along Bulcock St. A place to see street performers and view temporary art, the lane will be shaded by green walls and an arbour roof, making it a memorable landmark feature in Bulcock Street. A prime linkage, businesses will flourish along the lane.



### TAY AVENUE ROUNDABOUT & GREENING THE WESTERN END

A new roundabout will be provided at Tay Avenue to improve traffic movements and create a 'bookend' to the street. Shaded crossing points will ensure pedestrians can move easily through the streetscape.



### TYPICAL STREET SECTION

The Fig tree planter boxes will be re-built and made 'bomb-proof'. Covered with natural porphyry stones and timber seating, the planter boxes will become a prime feature within the streetscape.



### FELICITY PARK FRONTAGE

The frontage of Felicity Park and the Council office building will become a signature people space along Bulcock Street. Plentiful seating, shade cover and potentially public toilets will make this space heavily occupied during a typical lunch time by street employees, visitors and Sunday market visitors.

**PROJECT STAGING**  
Implementation of the Master Plan may be concentrated around key sites along the street, rather than complete street blocks. Through carefully directed capital funding, key sites could be developed that offer the most benefits to Bulcock Street in terms of creating vibrancy, amenity, and resolving specific issues (ie traffic, security, safety and accessibility). Council, with the Bulcock Street Community Reference Group, will guide the Master Plan staging outcomes into the future.

# FINAL BULCOCK STREET STREETScape MASTER PLAN

*Revitalising Our Main Street*

SCALE 1:500 @ FULL SIZE DATE 06/08/2010 DRAWING NUMBER MPO1 NORTH