

MONASH INDUSTRY TEAM INITIATIVE (MITI)

Campaspe Shire Council: The Bridge-to-Bridge Project

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PROJECT BACKGROUND/AIMS

Campaspe Shire Council aims to have a Civic, Tourism and Arts precinct along the riverfront between the two bridges in Echuca, Meninya Street Bridge and Dhungala Bridge. It is currently underutilised posing several issues for the precinct despite having a great inventory of existing heritage assets and large natural spaces. The aim of the project was to conduct a design and feasibility study of the existing bridge-to-bridge riverfront, achieved by conducting a design led assessment of the existing site conditions, opportunities and challenges leading to the formulation of a vision and design concept.

PHASE 1: RESEARCH

SITE ANALYSIS

To gain a greater understanding of the site conditions, opportunities and challenges different methods of site analysis were conducted such as:

- Site visits; visiting the site multiple times to understand user experience
- Community consultation; a survey was release to public to understand the community's aspirations
- Online Research; to understand the sites' history
- Interviews; conducted with external stakeholders and internal members of the council

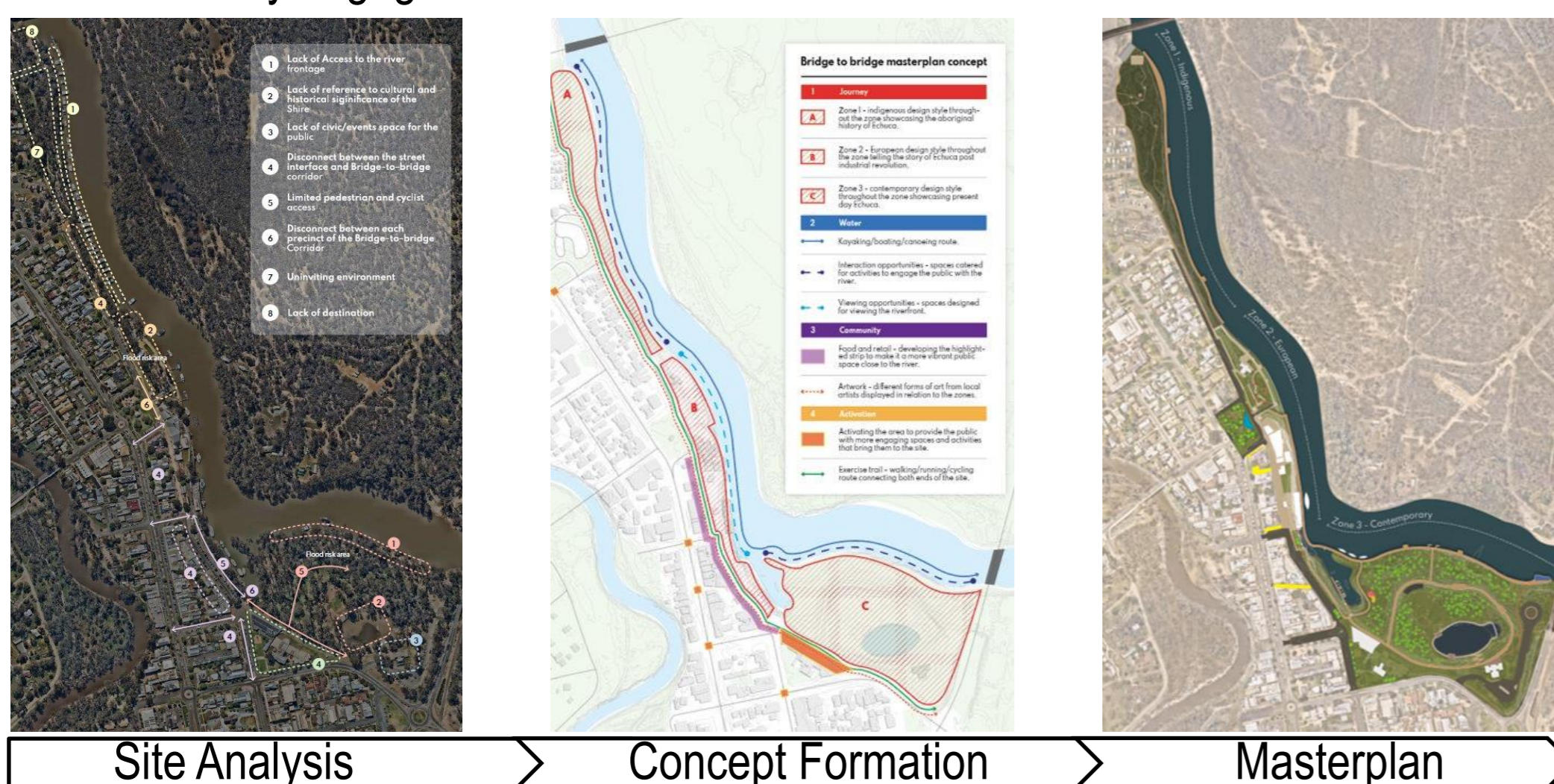
RESULTS

The main issues identified are:

- The area lacked connectivity between spaces
- Disconnect between Echuca CBD and riverfront
- Lack of destinations throughout the site
- Limited pedestrian accessibility

VISION STATEMENT

Revitalize the connection between the city and the river, elevating the essence of Echuca. The riverfront will be transformed into a unified vibrant civic space, fostering interaction and easily accessible for the entire region. Located within walking distance of key facilities in Echuca, it will become a focal point for community engagement and tourism.



PHASE 2: DESIGN

CONCEPT

The findings from the research phase led to the development of a concept map, which was subsequently applied throughout the entire site and consistently referred to during the design phase.

MAJOR ISSUES SOLVED

- The lack of connectivity between different areas was addressed by incorporating consistent elements, including a boardwalk and new paths.
- To bridge the gap between Echuca CBD and the Riverfront, the existing civic center underwent remodeling.
- To tackle the issue of limited destinations, several new attractions were proposed, such as potential uses for the Pumphouse, water play, and improved access to the river for leisure activities (kayaking, swimming, etc).
- Enhancing pedestrian accessibility involved creating a network of paths and ensuring all abilities access points were integrated throughout the site.



PHASE 3: DELIVER/NEXT STEPS

STARTING POINT FOR COUNCIL

The completion of the project will provide the Campaspe Shire Council with a starting point to formulate a vision and concept for the river frontage area that is adaptable to their preferences.

FUTURE OPPORTUNITIES

The nature of the project has opened various opportunities to explore surrounding areas. In reduced detail, some of these areas that can be integrated with the river frontage design and explored further include:

- Establishing a street connection between the Campaspe and Murray rivers.
- Creating a Campaspe river frontage walk that connects with the Murray river walk.
- Incorporating the bridges within the Murray river front walk.

ACKNOWLEDGEMENTS

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