

Re-shaping the urban high street
Spaces of Exchange

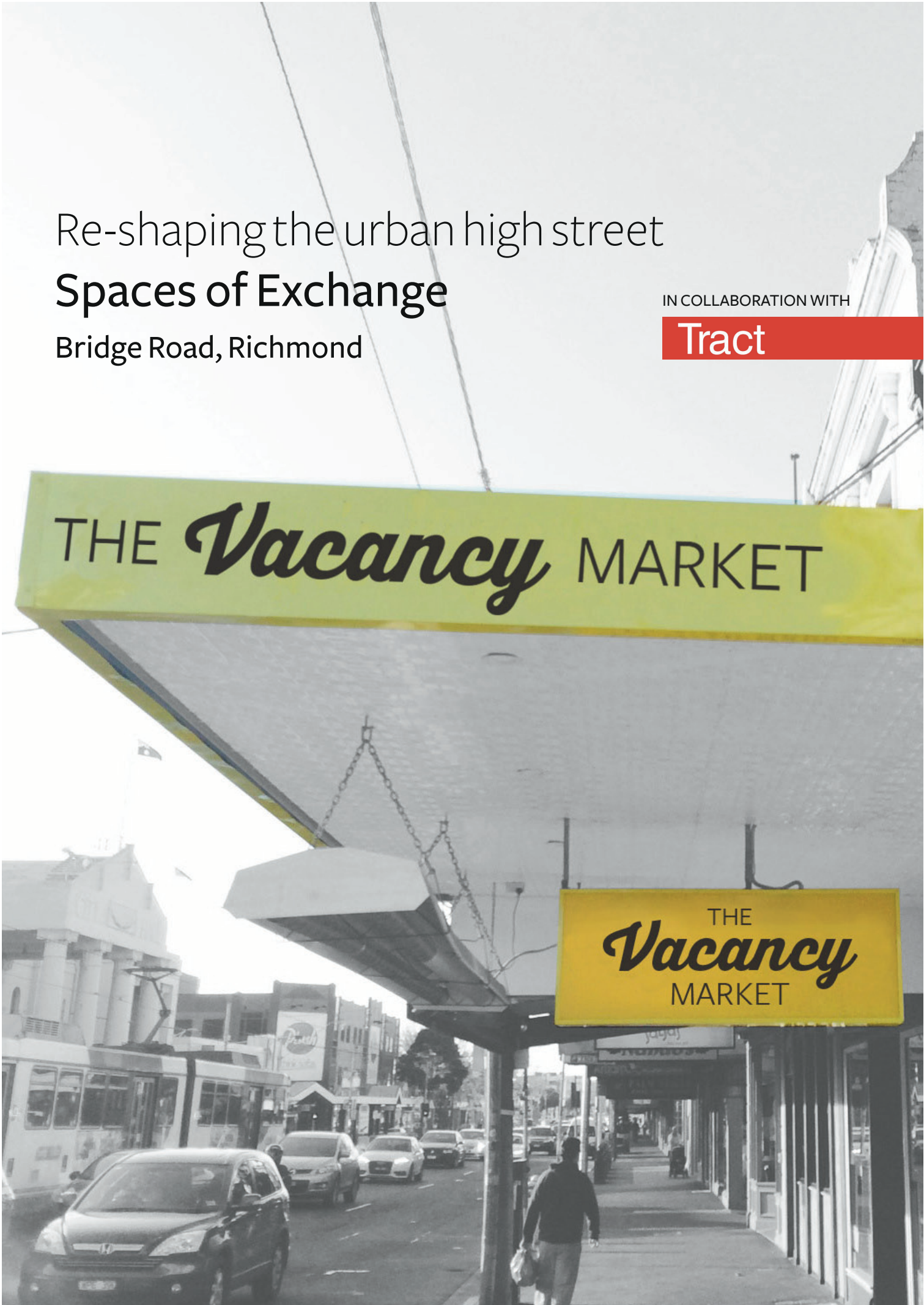
Bridge Road, Richmond

IN COLLABORATION WITH

Tract

THE *Vacancy* MARKET

THE
Vacancy
MARKET



Prof Alan Pert, Helen Day & Hubert Hendrickx
Melbourne School of Design,
in collaboration with Tract Consultants

Urban Design – Studio B

Monday 10.00am – 1.00pm

Thursday 10.00am – 1.00pm



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As cities across the globe increasingly intensify, traditional high streets are adapting to the rich and complex ecology of urban living, trade and life. Bridge Road invites a solution to our mixed living, social, commercial and cultural needs and choices.

The VACANCY MARKET is about re-shaping the high street precinct through an adaptive urban design approach with a core interest in spaces of social, cultural, business and even spiritual exchange. High Street VACANCY prompts a multitude of opportunities for urban calibration with new design imaginings and responses in both the public and private domains.

Some urban design questions that we will probe are: What are the future identities and ambitions for Bridge Road?

- What levels of critical mass and mix are required to sustain the ambition(s)?
- What opportunities do high street spaces and their interdependent 'hinterland spaces' give to residential and business communities?
- What is the long term value of Bridge Road to local, regional and international visitors?
- What is the future relationship with Richmond Station?

This studio will investigate the social, spatial and programmatic characteristics of Bridge Road's front and back urban morphology. We will undertake intensive 2D and 3D mapping of Bridge Road's urban morphology to grasp the strategic contexts, qualities and potentials. We will walk and observe the local streets and spaces of Richmond, looking for resourceful and often opportunistic design practices/modes that have reshaped Richmond's high street and hinterland environments over time. We will learn from the complex and often messy characteristics of the world's most vibrant and resilient high street tapestry.

Potential design tactics for provoking urban change:

(Ex)changing Space – reconfiguring spaces by adding, joining, deleting, grafting.

(Ex)changing Time – the dynamics of urban spaces over days and years.

(Ex)changing Histories – the adaptive re-use of architecture and urban fabric.

A Trade off – the act of changing one condition for another (spatial / programmatic)

Mix it up – location and verigated composition of exchange spaces.

Re-zone / Regulate / Rent – policies that incentivise the urban ambition on and above the ground.

By-Products – interdependent spaces and programmes that high streets trigger

Seeding change – small but highly influential / catalytic interventions

Ultimately, we aim to invent a broad array of SPACES for EXCHANGE across various urban scales that respond to Bridge Road's changing business and community needs.