

HAMILTON SHOWGROUNDS

DRAFT MASTERPLAN 2023

Acknowledgement of Country

Southern Grampians Shire Council acknowledges that our Shire is on the traditional lands of the Gunditjmara, Djab Wurrung, Jardwadjali and Buandig people.

We recognise the important ongoing role that Aboriginal and Torres Strait Islander people have in our community and pay our respects to their Elders, past, present and emerging.

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Introduction



The purpose of the Plan is to identify a vision and future project actions across the Hamilton Showgrounds precinct. It will include plans to improve access, circulation, amenities and facilities. It will celebrate Hamilton's rich agricultural roots and improve spaces to support flexible events and community uses.

In partnership with site stakeholders a number of issues that require attention were identified to ensure that the Hamilton Showgrounds precinct supports a thriving community and guarantees a sustainable events program into the future. To respond to these opportunities and challenges, South Grampians Shire Council has prepared this Masterplan (the Plan).

The Plan will deliver a long-term vision for Hamilton Showgrounds. It will aim to enhance and improve the overall look, feel, and functionality of the Showgrounds.

The Plan will be a strategic guide for Council to cohesively plan, fund and implement works to enhance the experience for locals and visitors visiting the Showgrounds.

Development of this Plan has been shaped by extensive research and consultation with site stakeholders and the Hamilton community. The Plan demonstrates how the community's vision, and design principles – guided by best practice design and planning principles – can create a well-designed and operational events venue.

Plan Development Timeline

The Plan is supported by a comprehensive program of community and stakeholder engagement. This process started in March 2023, continuing through to the development of the Plan, and its final delivery in February 2024.



Key Considerations



1. Regional and local positioning

- Support the continuation and enhancement of sheepvention and its operation
- Minimally disrupt the operation of Sheepvention
- Increase the opportunities for regional and local patrons to interact with the site year round eg; introduce camping opportunities and agricultural events
- Provide opportunity for multi-purpose buildings to attract various users locally and beyond



2. Events program and community participation

- Support the introduction of additional events to the site
- Apportion the site to allow for multiple events to occur at the same time
- Provide appropriate structures and infrastructure to reduce event costs
- Retain facilities that continue to provide adequate usefulness
- Create active street edges to encourage impromptu participation in the site
- Increase the opportunity for user groups to interact with each other in multi-purpose buildings and spaces
- Ensure no existing user group gets less than what they have



3. Access, circulation and parking

- Better define territories through soft and hard surfaces to create ease of circulation and flexibility in site organisation
- Avoid the need for apron parking by increasing street parking opportunities
- Upgrade site drainage to manage flooding and surface damage issues
- Locate site entries and exits conducive to site operation, large truck loading, traffic and event layouts
- Create clearer front doors and entry ways
- Simply road networking to assist loading and provide flexibility for event layouts



4. Flexibility and adaptability

- Organise the site to allow for year-round activities such as camping and indoor recreation
- Apportion the site to allow for a flexibility of event sizes
- Provide opportunities for a mix of outdoor, indoor and in between space.
- Provide flexible infrastructure and services layouts



5. Sustainability

- Increase vegetation and enhance the already abundant landscape boulevard throughout Hamilton
- Introduce water collection from the vast amount of roof area available on site.
- Orient sites and structures to optimise sun light
- Retain useful buildings and structures where appropriate, and extend/ upgrade existing structures as necessary
- Introduce a staggered development strategy which allows the site to increase revenue early on



6. Establish an effective Governance Structure

- Consolidate the governance and management body to more efficiently manage the sites development
- Simplify party agreements, ownership and responsibilities
- Encourage the management body to seek increased revenue and investment opportunities and structure options
- Develop varying scales of potential projects to accommodate varying scales funding



7. Amenity and institutions

- Use the site to accommodate parking needs for site users and overflow parking for surrounding facilities
- Enhance street interaction and public presence along main boulevards
- Encourage view and pedestrian connection to surrounding institutions and landscapes
- Encourage densification, activity and development zones on the most public streets
- Increase street edge parking to creating activity around the site

From the responses gathered from Workshops and feedback sessions with stakeholders and the community, the proposed Plan design has developed from a series of key considerations. These include: