



**Final Report Part 2**  
Refining the design & implementing the plan

August 2011  
Job No. SGR 003

**BROWN STREET ARTS & CULTURAL PRECINCT CONCEPT PLAN**



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## 1.0 Introduction

This study addresses the buildings, spaces and uses within the Brown Street Arts and Cultural Precinct and seeks to optimise their contribution to the people of the Southern Grampians and beyond. To this end it seeks to:

- Ensure the Precinct better serves the people already interested in the arts;
- Create the best possible circumstances for other people to develop an interest in the arts; and,
- Ensure the Precinct functions well, complements Hamilton's other assets and is stitched seamlessly into its surroundings.

Therefore, the study has sought to increase the ease of accessing and enjoying different types of arts and cultural activities in Hamilton and to provide people with surroundings that not just provide a good setting for the arts but also address other planning objectives of importance to the Shire.

At the same time, the Brown Street Arts and Cultural Precinct is a high value amenity for the people of the Southern Grampians. Most notably the Art Gallery has an enviable reputation as one of Australia's best regional galleries. With this in mind, enhancement and revitalisation of the Cultural Precinct should be seen as a work-in-progress. Venue improvements, the physical surrounds and the events that activate it should be regularly reviewed to ensure it continues to meet the needs of the community, visitors and fulfils its equally important cultural conservation and development roles.

### Methodology

Part 1 of this project was undertaken to ensure we understand the issues associated with arts and culture from many perspectives, before committing to a particular course of action. This makes certain those actions are firmly grounded in an understanding of the Precinct and that the solutions developed are integrated with other objectives of the Council and the Community. To deliver this project, our approach has been to:

- Develop a thorough understanding of issues surrounding the cultural activities in Hamilton. This utilises our knowledge of current issues, best practice sustainable design and new ideas in cultural planning.
- Summarise the "social landscape" that is peoples' values, their hopes and concerns as they relate to different parts of the area based on careful and respectful community consultation. This has been achieved through a workshop held on 9th September, an online survey, and site observations.
- This knowledge was used to create a comprehensive issues framework. This framework enabled us to identify the particular qualities the design needs to address to respond to these issues. This is known as the design agenda.
- The first part of the report concluded with a description of 4 options for meeting this design agenda and relates to how well they meet the issues outlined in the consultation. This enabled informed discussion to take place and informed decisions to be made at the design workshop

- The four options and the summary of the issues provide the foundations for the development of a preferred option.

The second part of the report outlines the preferred option, outlines how it has been developed to respond to the issues revealed in the consultation & sets out a framework by which it can be implemented. The report also seeks to connect the final concept with the issues identified by the community & stakeholders to demonstrate how they have been addressed.

## 2.0 Selection of Preferred Option

### 2.1 Scope of the Options

The four options presented to the community and stakeholders represent incremental increase in the level of intervention. These were bound by the limits of realistically available and appropriately allocated resources.

In developing a long term vision for the Brown Street Arts and Cultural Precinct, it is important to find the right balance between community aspiration, expectations and social dividend. This means that the scale, costs and impact on Council's resources needs to be proportional to the function and size of Hamilton. Importantly, while the vision needs to be long term and grand, it also needs to be achievable. Mega-projects that disproportionately consume resources have repeatability been demonstrated to be detrimental to the overall social and economic wellbeing of a community. This is largely because they deny scarce resources to other uses that may represent a better allocation of funds. Moreover, a plan that cannot be afforded is unlikely to be implemented, and therefore puts the overall aspiration to be a regional leader in the arts at risk. Yes, we must be grand. Yes, we must be visionary. But we also need to be realistic and mindful of the scale and impact of the investment decisions.

Consequently, the range of options outlined in Part 1 of this Report does not include "a mega project". This is because "a mega project" would not represent the best

use of resources and was unlikely to be implemented. Even if it was, it would not achieve a corresponding larger social dividend than the more achievable options outlined in this report.

### 2.2 Indicative Cost Comparison of Options

Indicative cost estimates for the four options (see Section 6 of Report Part 1 for details) are:

- \$2.08 million for Option 1;
- \$6.35 million for Option 2;
- \$17.5 million for Option 3; and
- \$20.3 million<sup>1</sup> for Option 4

The latter two assume a floor space of between 2,700 and 3,600sqm for a new building. The preferred Option, i.e. Option 2 plus the proposed balcony in Option 3, is in the order of \$8.04 million<sup>2</sup> in current prices. Although only indicative, these costs do provide a reasonable *relative* assessment of the options.

<sup>1</sup> These are indicative costs only and do not, for example, include site specific risks and fit out of the new building.

<sup>2</sup> Inclusive of contingencies and fees but excluding utilities connections.

### 2.3 Feedback from Presentation of Options

The presentation of the options raised a number of issues that informed the development of the final plan. These are summarised below. The full list of issues and our response to these issues can be found in Appendix A.

#### Key Points Raised

- Recognition that the existing arts and cultural facilities are a great asset
- Need for significant change and long term planning to make the most of these assets and optimise their contribution
- Municipal offices were inappropriate in the area
- Recognition that there were issues with the cinema size and management
- The redevelopment creates the potential for an icon for Hamilton
- Recognition that the development of the Coles site was of critical importance to the future success of the precinct
- Recognition that the development of the Walkers site was of critical importance to the future success of the precinct
- Recognition that the church made a significant contribution to the character and identity of the precinct but was not in Councils control
- Support for the improvement of existing outdoor spaces and the creation of new ones.

- Recognition of the importance of considering vehicular and pedestrian movement and the impact on parking of the development
- Recognition of the need to make the area easier to get to by pedestrians
- Recognition that there was a need to make the settings within which art and cultural activity occur more accessible to ensure they could be enjoyed by a wider section of the community.
- Recognition of the need to consider implementation, co-ordination and funding.

## 2.4 Justification of the Preferred Option

There are a number of reasons why the preferred option was chosen.

These relate to:

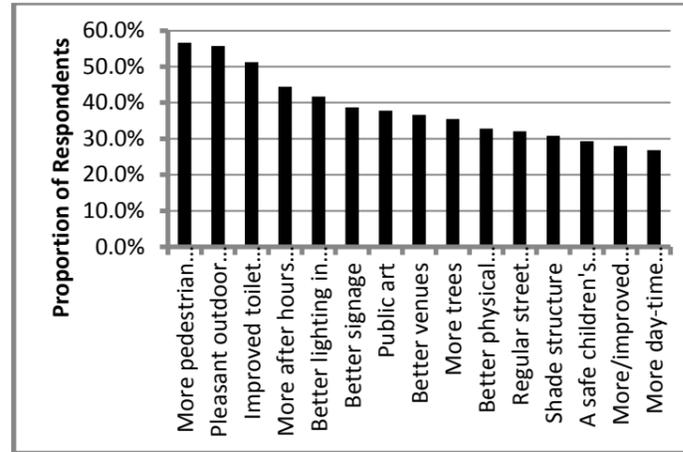
- The desire, in the longer-term, to consolidate Council operations into one office and, at the same time, remove non-conforming uses from the existing arts venues;
- The cost implications of extending the Gallery and Library to the rear;
- The need to minimise intrusion into the rear parking space and access routes;
- The importance of addressing the external landscape so a recognisable Precinct emerges; and
- Budgetary limitations.

Given consideration of the on-going Hamilton Structure Plan and discussions with private land owners, Council finally decided to select proposed Option 2 with an amendment which would engender maximum development of the arts and cultural precinct and achieve the best cost efficiency.

The recommended option represents a good match with community views, which emphasises five important elements:

- Better allocation of internal space for the venues to fulfill their core functions.
- Improved amenity to the physical surrounds of the venues in keeping with the community perception that the Precinct does not integrate well with the rest of the CBD (see, for example, Figure A).

Figure A Priority Issues for Precinct Enhancement



Although not statistically significant, there was a consistent response from the community in relation to the priority concerns for the Precinct. The focus was on external features of the Precinct and the perception that it is not attractive or pedestrian friendly. This view was reflected in the community workshops.

- More activation and diversity of offerings to open up the Precinct to a broader demographic (e.g. children's playground and external events).
- Relocation of 'non-conforming uses' in the form of the Council offices.
- Minimise intrusion on car parking. There is a clear perception from business and community who think car parking was an issue in Hamilton's CBD. It is recommended to minimise the intrusion into existing car park, the provision of which has already been tight, and to improve the car park use efficiency. See Figure B and C.

Resource from Hamilton Central Activity District Parking Precinct Plan by Cardno Grogan Richards

Figure B Areas considered to be 'Stressed' or 'Near Stressed' – Friday 18<sup>th</sup> of June 2010



Figure C Areas considered to be 'Stressed' or 'Near Stressed' – Saturday 19<sup>th</sup> of June 2010



## 3.0 Development of Preferred Option

### 3.1 Issues for Reconsideration

Consideration of the strengths and weaknesses of the preferred option and the issues raised during the consultation process suggested the final plan differ from the preferred option in the following ways:

- Better definition and activation of square to make sure it is an appealing and attractive space.
- The church building is used solely as an architectural focal point and the precinct is not dependant on the use that occurs within the church, if ultimately the church remains outside the control of Council.
- Incorporation of balcony adjacent to the current cinema on first floor (envisaged as part of option 3) to increase interaction between street and buildings.
- Resolution of the need to get access to the car parks from Brown Street.
- Increased emphasis on ensuring the façade and streetscape create a memorable and attractive character that will invite people into the precinct and create an icon for the town.
- Using the space vacated as a consequence of relocating the current municipal office to provide additional areas required by library, cinema and art gallery as well as extending the existing gallery to its rear. Detailed floor and structural analysis will be required to examine achievability of the possible layouts.

### 3.2 Indicative Costing of Developed Preferred Option Basing on the Reconsiderations

Table A Indicative Costing of Developed Preferred Option Basing on the Reconsiderations

| Preferred Option   | Units     | No. Units | Cost/Unit | Construction Cost Estimate | Contingency/fees (12.5%) | Indicative Cost    |
|--|-----------|-----------|-----------|----------------------------|--------------------------|--------------------|
| Sculptural Interpretive Material   | item      | 5         | \$5,000   | \$25,000                   | \$3,125                  | \$28,125           |
| Curated Arts Installation (light boxes on wall)  | item      | 7         | \$1,000   | \$7,000                    | \$875                    | \$7,875            |
| Bespoke Signage  | item      | 12        | \$500     | \$6,000                    | \$750                    | \$6,750            |
| Entry Feature to Precinct  | item      | 2         | \$3,500   | \$7,000                    | \$875                    | \$7,875            |
| Brown St Landscaping, Street Parking and Pedestrian Improvements   | sqm       | 800       | \$2,000   | \$1,600,000                | \$200,000                | \$1,800,000        |
| Additional areas for Gallery, PAC, Library and Community Arts by relocation of current municipal office and cinema | sqm       | 900       | Misc      | \$2,075,000                | \$259,375                | \$2,334,375        |
| Children's Garden  | sqm       | 100       | \$600     | \$60,000                   | \$7,500                  | \$67,500           |
| Purpose Built Play Equipment   | allowance | 1         | \$25,000  | \$25,000                   | \$3,125                  | \$28,125           |
| Cinema   | sqm       | 400       | \$5,000   | \$2,000,000                | \$250,000                | \$2,250,000        |
| Library Balcony  | sqm       | 75        | \$2,000   | \$150,000                  | \$18,750                 | \$168,750          |
| Demolish Local Laws Building   | item      | 1         | \$15,000  | \$15,000                   | \$1,875                  | \$16,875           |
| Multiple Function Square   | sqm       | 250       | \$2,500   | \$625,000                  | \$78,125                 | \$703,125          |
| Car Park Lighting  | item      | 10        | \$2,800   | \$28,000                   | \$3,500                  | \$31,500           |
| Gallery Extension at Rear  | sqm       | 550       | \$2,500   | \$1,375,000                | \$171,875                | \$1,546,875        |
| New Iconic Entrance to Gallery   | item      | 1         | \$150,000 | \$150,000                  | \$18,750                 | \$168,750          |
| Multiple Function Pavilion   | sqm       | 150       | \$2,200   | \$330,000                  | \$41,250                 | \$371,250          |
| <b>TOTAL</b>   |           |           |           | <b>\$8,478,000</b>         | <b>\$1,059,750</b>       | <b>\$9,537,750</b> |

*Note: Landscaping along Brown Street is not included in costing as these works are already underway.*

### 3.3 Strengths and Weaknesses of the Preferred Option

The preferred option embodied a number of strengths and weaknesses. This has been used in the development of the preferred option to help ensure the final proposals address the weaknesses and retain and enhance the strengths where possible.

### 3.3.1 Planning and Urban Design

#### Strengths

- High visual impact, will emphasise importance of arts to the community
- Will create a range of complementary uses and attractions that will add to the appeal of the area.
- Will make Brown Street less of a barrier
- Will address pedestrian accessibility issues
- Will facilitate the more efficient use of the parking areas to the rear of the arts facilities.

#### Weaknesses

- Does not significantly improve the cinema
- Will cause significant disruption in the area.
- Dependence on land currently privately owned and consequently outside councils control (e.g. the church) as a core element of the proposals.
- The square is defined only by landscape on one edge. This compromises the ability of the square to enjoy a sense of activity from its surrounding uses.

### 3.3.2 Economics

Final Report Part 1 highlighted the potential economic and social benefits that enhancement of the Cultural Precinct would confer on the municipality. This includes everything from direct job generation; adjacent property value increases; street activation (and associated improvements to social interaction and safety); retail and hospitality multipliers; and overall amenity improvements to the Shire. Using ABS data we estimated in the order of \$450,000 per annum in direct financial benefits flowing from the Precinct in its current form. There are also robust inter-industry flows from creative arts activities into education, professional services; hospitality, retail and accommodation. All of these benefits would undoubtedly increase as a consequence of the enhancement of the Precinct. To reliably quantify these would require a cost-benefit analysis study incorporating:

1. A 'pre-redevelopment' baseline survey of retail and hospitality spend in the CBD.
2. Calculation of flow-on effects through statistical and econometric modelling exercises. Ideally these would be undertaken at a larger scale (i.e. a CBD-wide amenity improvement impact study);
3. Validation of the modelling through a follow-up survey at least two years after the major component of the refurbishment has been completed.

As noted in Final Report Part 1, total education, hospitality, accommodation and retail spin-offs directly attributable to the Precinct redevelopment may, in the end, be modest. However, this should be tested through modelling in view of the potential for compounding or exponential feedback effects, as illustrated in Figure D.

On the face of it, hospitality and even tourism accommodation are ideal complementary activities for the Precinct<sup>3</sup>. They leverage off pedestrian flows and can further improve community cohesion and safety by providing more opportunities for mixed gatherings and community events at different times of the day and night. However, as noted in Final Report Part 1, the financial viability of Precinct-based commercial activities (without Council subsidy) has not been tested through detailed feasibility studies and this should be a first step prior to the commitment of funds beyond the recommendations outlined here.

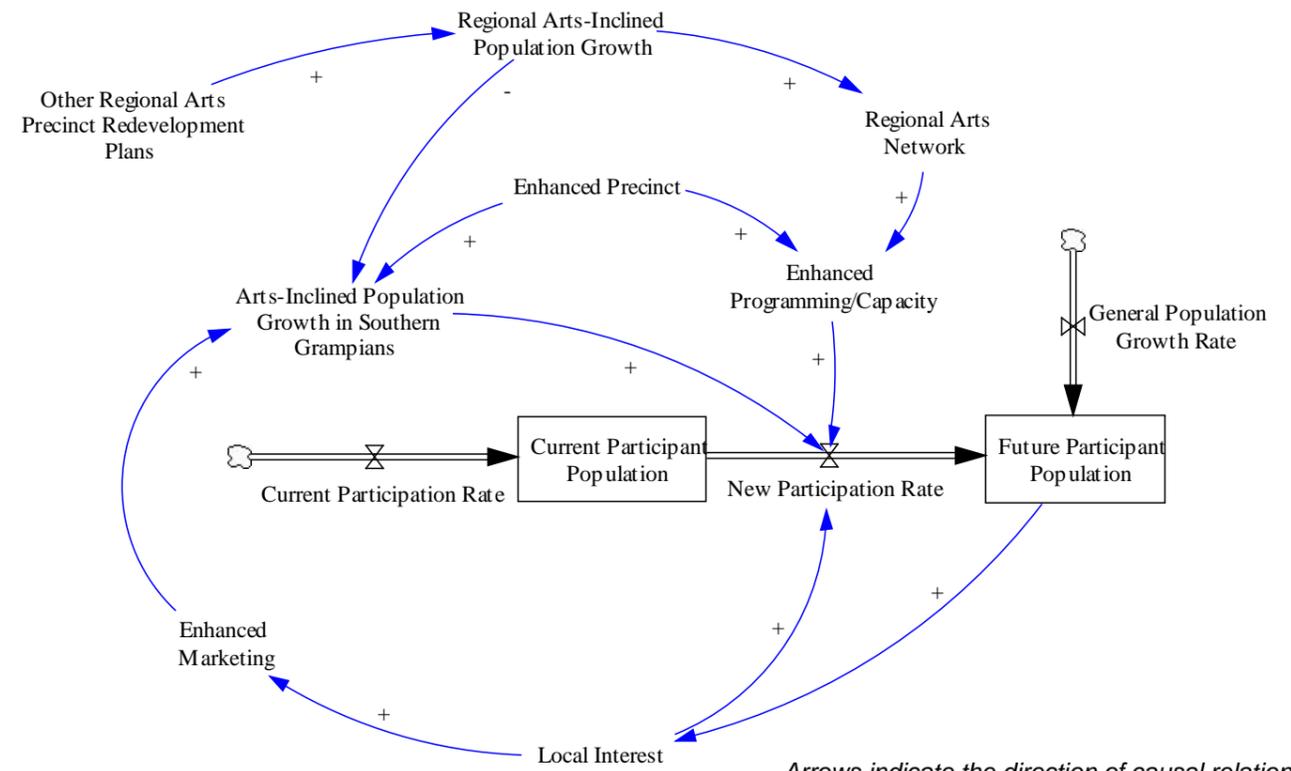


Figure D Conceptual Model of Precinct Enhancement Impacts

Arrows indicate the direction of causal relationships between elements in a conceptual model that describes the impact of the Brown St Precinct on the Southern Grampians. The argument is that physical, programming and marketing enhancement will increase participation rates and result in a larger overall 'stock' of regular visitors to the Precinct. This will then feed back into other factors adding to the overall amenity of Hamilton and even further participation and some population growth. The sum of the impact from this is likely to be much larger than linear demand projections would estimate.

<sup>3</sup> For example, almost three quarters of the online survey respondents indicated they go to a cafe or have a meal when visiting the Precinct. This finding is mirrored in the research literature.

### 3.3.3 Social Implication

BRS research (Rogers, 2003) has found that for towns to thrive they need to be adaptable and this relies on social cohesion as much as anything. In turn, social cohesion draws heavily on the arts and arts venues as places to build a sense of community. In fact there is extensive research literature documenting the community building dimension of arts venues and activities (e.g. Winikoff, 1995; Markusen & King, 2003; CMC, 2004; Dunphy, 2009). Given that the Southern Grampians is host to one of Australia's most highly regarded regional art galleries, enhancement of the Precinct is leveraging off a significant asset. The recommendations outlined here should be part of an ongoing program of regular investigation, renewal and revitalisation to ensure it continues to meet the needs of residents and visitors into the future.

Under the terms of reference for this study there is no meaningful way to compare the social benefits of the various incrementally different design options for the refurbishment. This would require far more extensive community consultation and a cost-benefit analysis. What can be said, however, is that:

- The online survey and other consultation emphasised the desire on the part of the community to see physical improvements to the exterior/pedestrian areas of the Precinct. The preferred option focuses on these elements;
- There were obvious functional issues for the Cinema, Library and Gallery in relation available space. This needed to be resolved through internal reorganisation and extension to the existing buildings. However, it needed to be done in a way that did not overly intrude into the space for other functions (e.g. parking), or

impose an unaffordable financial burden on Council, particularly with respect to ongoing maintenance and operational costs;

- Assuming it is to proceed, and according to current advice, a two-cinema complex will allow residents to attend new release films in their own community, rather than travelling to Ararat or Warrnambool;
- Proposed extensions to the Gallery support its role as custodian of one of Australia's premier regional collections, thus maximising the return on the investment in the Precinct's redevelopment;
- Proposed extensions to the library reflect its central role as a community resource, including for young families.

The preferred option balances the expectations of the community with the reality of resource constraints by focusing on the functionality of the key venues and their physical integration with their surrounds. In this way it is best able to maximise the social returns to the community.

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## 4.0 Final Concept Plan

### 4.1 Detailed Plans

This section breaks the final proposed concept into a series of thematic plans that address different aspects of the development in the precinct.

They are:

- Land ownership and building uses
- Built form
- Public space
- Movement and connectivity
- Activation of space

#### 4.1.1 Land ownership and Building Uses

##### **Addressing Land Ownership Issues**

The patchwork pattern of different ownerships and differing levels of investment in the area represent a significant barrier to redevelopment, efficient management and use of the precinct. The proposed methods, which council can use to mitigate this issue are provided in Land Ownership Map.

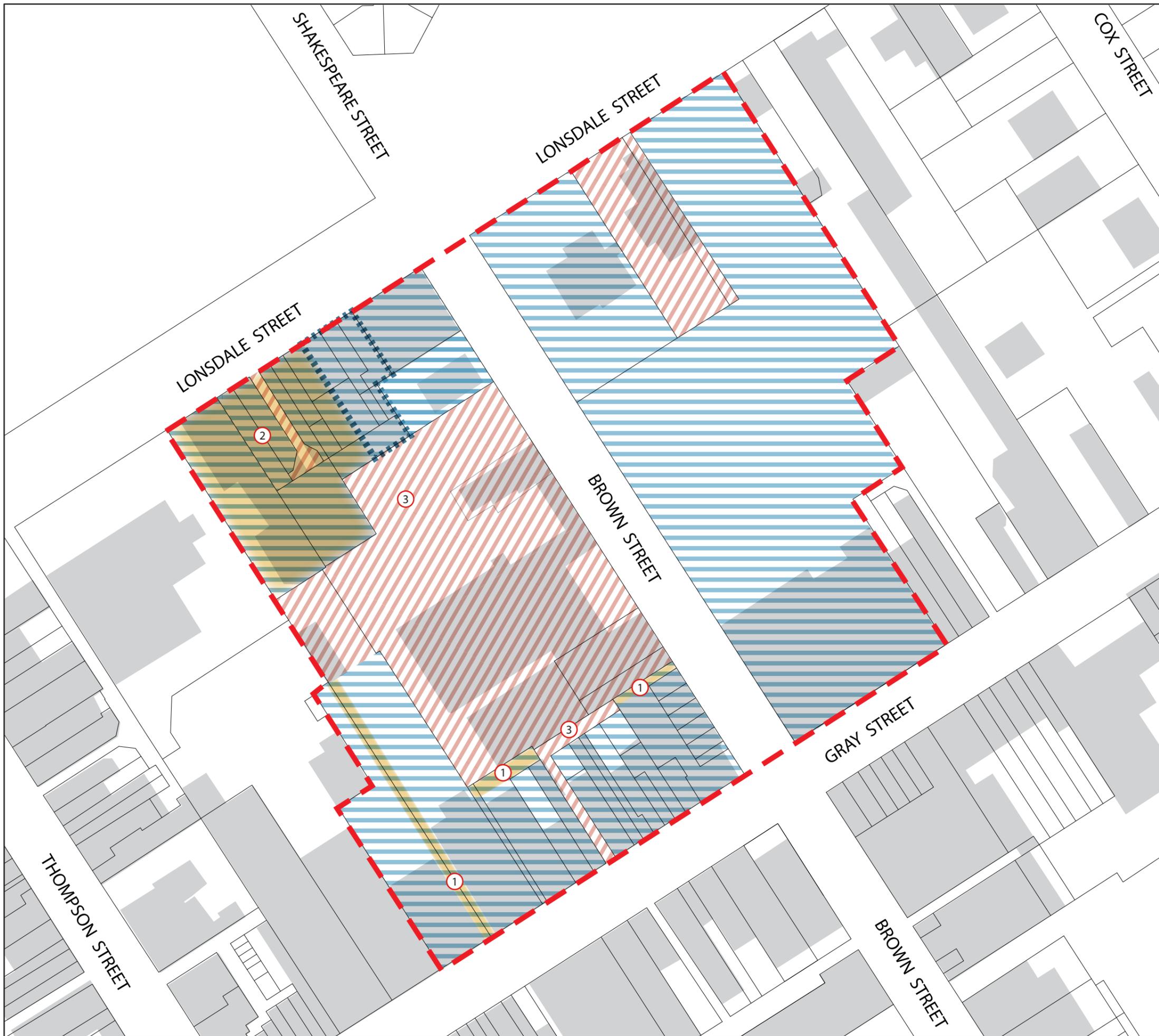
The suggestions are summarised below:

- Council to purchase laneways in the south of the Precinct to safeguard pedestrian movement and improvements.
- Highlight church in private land as an architectural anchor point in north of the Precinct.
- Consider purchasing the Walker's private property in the north for council's potential redevelopment.
- Commission and implement a car park and laneway strategy (see section 4.1.4) that provides mechanisms for adjoining landholders to co-ordinate their developments.

# HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

## LAND OWNERSHIP MAP

1. Council to purchase private laneways in the south of the Precinct to safeguard pedestrian movement and improve connectivity with Gray Street.
2. Consider purchasing the Walker's private property in the north for council's potential redevelopment.
3. Commission and implement a car park and laneway strategy that provides mechanisms for adjoining landholders to coordinate their developments.



- Suggested Change of Ownership - Private to Public
- Public Ownership
- Private Ownership
- Land Ownership Subject to Change (Details Not Available at the Time of Commission)
- Building Footprint
- Study Area Boundary

JOB : HAMILTON ARTS & CULTURAL PRECINCT CONCEPT DESIGN

CODE : SGR 003

DATE : AUGUST 2011

SCALE : 1:1,250 @ A3

0 20 40 80m



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## Resolving Building Use Issues

Within the area there are a number of building uses that require re-organising in order to achieve a more efficient use of the available space. Relocating the municipal offices and including a balcony addition provides the most cost-effective way of meeting all of these needs.

While there are no widely accepted minimum provision standards for performing arts centres or art galleries, an in-house assessment noted the need for additional space for the gallery. As the highest profile venue in the Precinct, its space demands should be addressed in order to ensure it is in a position to retain its reputation and fulfil its obligations to cultural and economic development in the Southern Grampians. The preferred option provides additional space for the Gallery with extension at rear and part of space vacated from relocation of municipal office. While it may be argued that this is not sufficient in the very long-term, as stated earlier, enhancement of the Precinct should be seen as a work-in-progress and this outcome provides a very cost-effective solution for the next 10-20 years.

The Library Association of Victoria's endorsed provision standards recommend that, for a population the size of the Southern Grampians, up to an additional 500sqm is needed for the Library. This does not factor in the larger catchment area or visitors. However, in view of cost and spatial constraints, a smaller additional footprint is recommended. The additional space provided in the preferred option more-or-less matches the results of an in-house assessment that estimated a need for an additional 220sqm.

The realities of commercial cinema operation mean that the current layout does not allow Hamilton to run new release films. Creating two, albeit smaller, cinemas resolves this issue and reaffirms the cinema's role as an important cultural asset; and

As noted in Final Report Part 1 there is a significant undersupply of community and non-professional arts spaces in and around Hamilton. The preferred option allows for the events and activities to be run within the existing buildings and in the revitalised outdoor space.

Key proposals are described in Building Use Map, they are:

- Municipal offices to be relocated out of current building. (The potential accommodation for the relocated council offices is the subject of a separate study currently being undertaken).
- Relocate the current cinema with 2 additional smaller cinemas on ground floor using the space vacated by removing current municipal office, which will facilitate the rotation of movies from the larger screen. This will provide more choices for the audience and make more effective use of movies required by distributors.
- Potential of using part of current municipal office space on first floor as additional areas for art gallery, and PAC.
- Potential of extending art gallery at rear on both ground and first floor.
- Potential of using current cinema space on first floor as library's extension. It is recommended to conduct further study on the additional staffing required by this extension.

- Propose multifunction balcony on first floor adjacent to current cinema (proposed library extension) and children's garden on ground floor in front of library.
- Potential of use part of the vacated space on first floor by removing current municipal office as a space for community arts. It's recommended to locate an additional lift in this area to improve the vertical transport for the facilities on first floor.
- Proposed new Iconic entrance to the art gallery.
- Demolition of local laws building and relocate the use into Council's future consolidated offices to facilitate creation of square.

Also refer to Appendix C for Suggested Building Use Plan provided by Southern Grampians Council

# HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

## BUILDING USE MAP

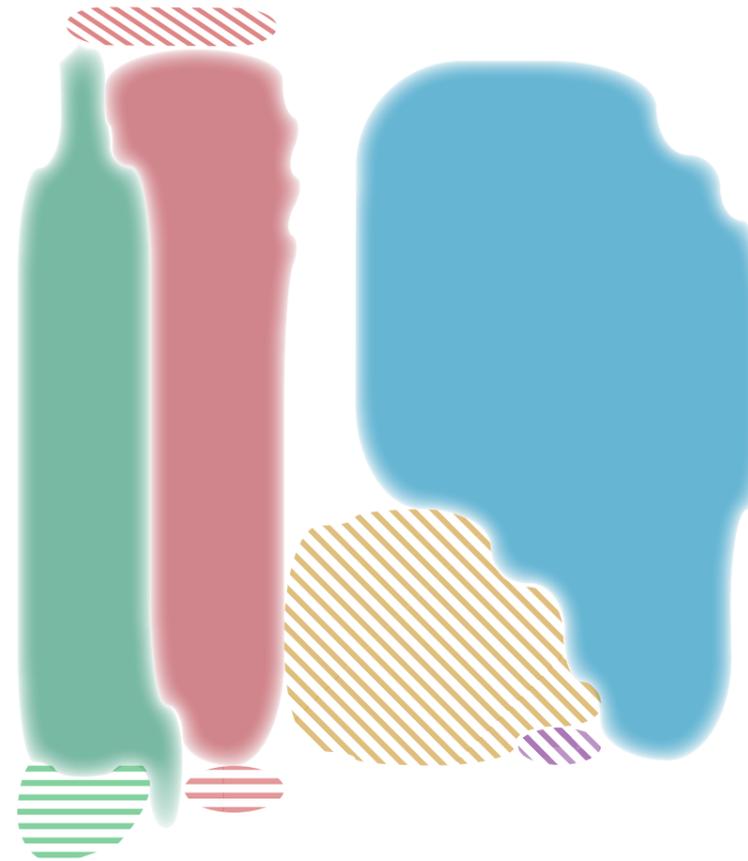
-  Existing Art Gallery (approx. 1200 m<sup>2</sup>)
-  Existing Library (approx. 500 m<sup>2</sup>)
-  Existing Performing Arts Centre (approx. 1400 m<sup>2</sup>)
-  Existing Municipal Office to be Relocated (approx. 400 m<sup>2</sup> on Ground Floor and 700 m<sup>2</sup> on First Floor)
-  Existing Cinema (approx. 300 m<sup>2</sup>)

## Proposed Change to Building Uses

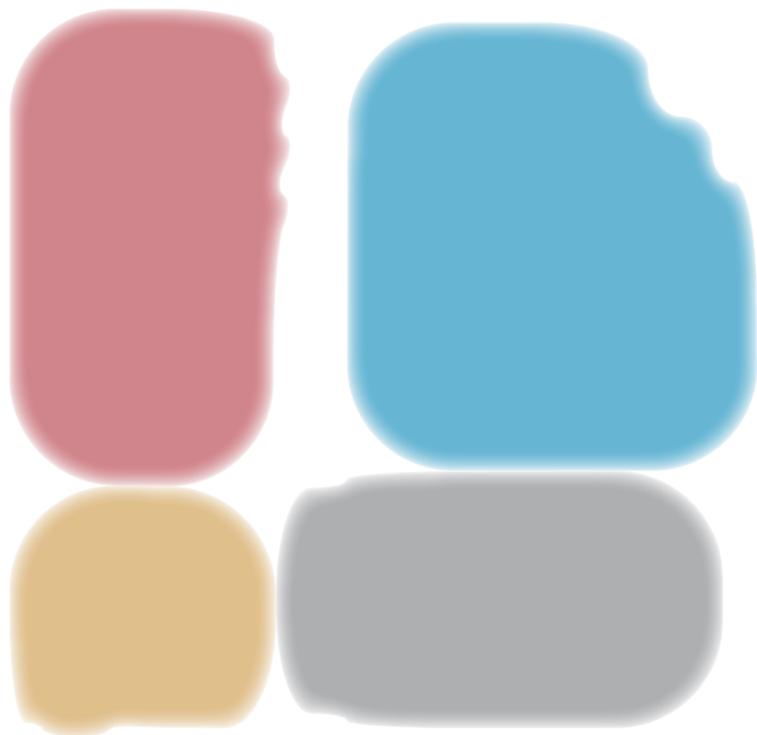
-  Proposed New Entrance to Art Gallery
-  Proposed Additional Area of Art Gallery
-  Proposed Extended Cinema
-  Proposed Children's Garden in front of Library on Ground Floor & Balcony as A Contemplation Deck on First Floor
-  Proposed Additional Area of Library
-  Proposed Additional Area of PAC
-  Proposed Community Arts Space



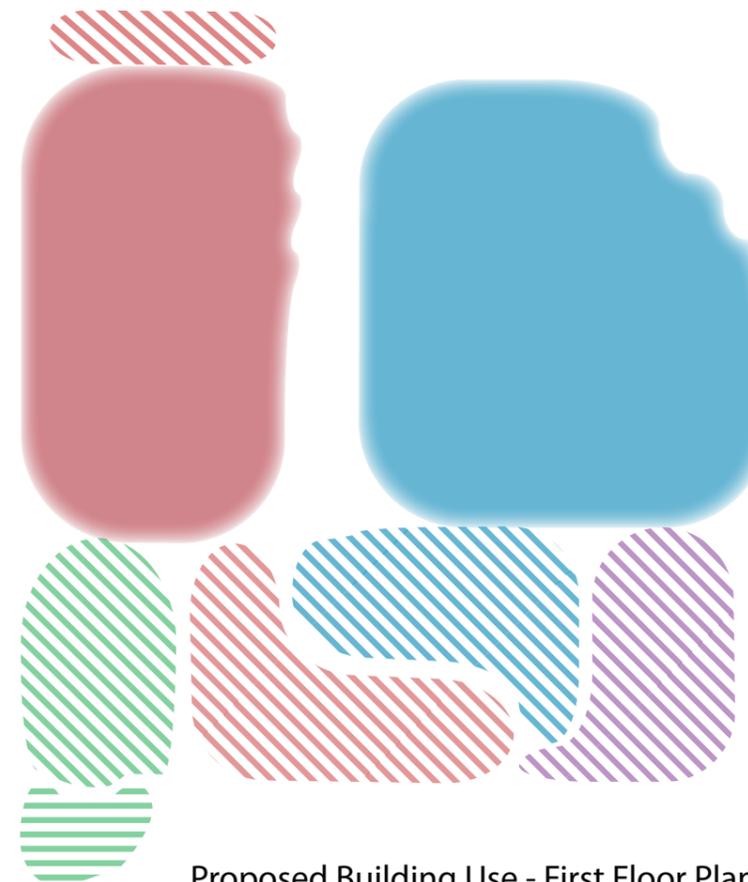
Existing Building Use - Ground Floor Plan



Proposed Building Use - Ground Floor Plan



Existing Building Use - First Floor Plan



Proposed Building Use - First Floor Plan

JOB: HAMILTON ARTS & CULTURAL PRECINCT CONCEPT DESIGN  
 CODE: SGR 003  
 DATE: AUGUST 2011  
 SCALE: Not to Scale



#### 4.1.2 Built Form Plan

The concept plan embodied within these proposals seeks to ensure that:

- The buildings that make up the precinct work as effectively as possible within the spatial and economic constraints previously identified.
- The public presentation of the buildings has the qualities that will be seen as interesting, attractive and welcoming. It seeks to minimise deterrents and maximise attractions for people to come to the area and enjoy the area's artistic and cultural qualities and activities. Furthermore these proposals will also ensure that even if people don't go into the buildings they are more likely to see the area as contributing to the image and identity of the city.
- Providing an interface to the streetscape that reveals the activity going on within the buildings and providing features on the edge of the buildings that invite people to occupy and enliven it. The proposals achieve this by:
  - A balcony adjacent to the current cinema on first floor that provides the potential for a contemplation deck and break out space for the future internal function.
  - A Children's Garden in front of existing children's library. The playground is proposed to be kept secure by provision of fencing and landscape and a single point of access from within the library.
  - Iconic entrances to the arts facilities that better express the significance and importance of the activities happening within them, and are more appropriate, legible and inviting than the existing ones.
- Complementation of the core arts facilities by means of secondary uses that support the precinct, such as outdoor performance spaces, shops and cafes.
- Although outside the control of Council, it is strongly recommended that the Coles redevelopment embodies the following characteristics:
  - Shops fronting Brown Street at ground level to add vitality to the street.
  - Offices above street level to support local businesses and community need, and further add the vitality to the street.

BUILT FORM INDICATIVE SKETCHES

1. A balcony adjacent to the current cinema on first floor that provides the potential for a contemplation deck and break out space for the future internal function.
2. A Children's Garden in front of existing children's library. The playground is proposed to be kept secure by provision of fencing and landscape and a single point of access from within the library.
3. Iconic entrance to the arts facilities that better express the significance and importance of the activities happening within them, and are more appropriate, legible and inviting than the existing ones.
4. Shops in Coles development fronting Brown Street at ground level to add vitality to the street.
5. Offices above street level in Coles development to support local businesses and community need, and further add the vitality to the street.
6. Multiple function pavilion with outdoor sitting area in front of it.
7. Loggia to define space, seating places and provide setting for public art.



INDICATIVE PROPOSAL OF ART BUILDING FACADE



EXISTING ART BUILDING FACADE



INDICATIVE PROPOSAL OF PERGOLA &  
MULTIPLE FUNCTION PAVILION



INDICATIVE PROPOSAL OF BUILT FORM ALONG BROWN STREET

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# HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

## CONTRIBUTION OF BUILDING EDGES TO THE PRECINCT

The effective function of the Precinct will require building edges to make different contributions to the adjoining public realm. The core requirements of these edges are laid out in this plan.

- 1. Key Entrances**  
 These areas to articulate their significance through distinctive and attractive treatment that creates a welcoming perception to people.
- 2. Primary Active Edges**  
 Comprising other entrances, display windows and settings for art such as posters, display boxes, frequent balconies and first floor uses etc.
- 3. Secondary Active Edges**  
 Comprising walls activated by public art features, improved landscaping and signage.
- 4. Feature Building**  
 To provide architectural centre piece to Multiple Function Square as well as an anchor point in the north end of the Precinct. It will contribute by its character rather than use, which, however, will require maintenance to keep its contribution.
- 5. "Back of House"**  
 Functional areas in rear, e.g. loading zone.
- ★ Land Ownership & Building Use Of This Area Subject To Change. Details Not Available At The Time Of Commission.**



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### 4.1.3 Public Space Plan

The proposals seek to ensure the buildings in the precinct to be attractive, pleasant places to visit and to offer a range of attractions in their own right.

Key features include:

- Continuous landscape strip of distinctive character that ties together the precinct to provide an attractive setting for the Arts buildings, define the multiple function square and create an attractive threshold from the rear car park.
- Children's Garden at the front of the library integrated into the landscaped strip with physical barriers to ensure safety and visual link to surroundings to ensure the building edge is activated.
- Multiple function square created between the performing arts centre and church, on land partially reclaimed with the removal of the local laws building. The square creates the opportunity for a range of formal and informal performances as well as creating an attractive outdoor sitting / relaxing place, refer Section 4.1.5 Activation Plan.
- Way finding system of inlaid markers in the footpath in the precinct and beyond. This will better enable passers-by to understand where things are and the opportunities available to them in the surrounding areas.
- Historic display to link the area to its past and celebrate the contribution of key historical figures.
- Display opportunities for community arts to celebrate the achievements of local artists and crafts people.
- Sculpture garden.
- Heritage Church utilised as an architectural anchor point.
- Traffic calming measures to ensure Brown Street is less dominated by vehicles.
- Balcony overlooking Children's Garden on first adjacent to current cinema.
- Taxi rank and bus stop retained with improved facilities that reflect the character of the precinct. This will incorporate appropriate public art features to invite passengers of the bus and taxis to enjoy the arts.
- Corner spaces on both Gray St and Lonsdale St to be enhanced as gateway to the Precinct. Potential use of sculpture in crossroad of Brown St and Lonsdale St as gateway landmark of the Precinct.
- Provide free WiFi environment in indoor arts facilities and the public open space at pause places and other key gathering areas.
- Possibility of multiuser facilities within the precinct, e.g. a space for community exhibitions, community education etc.
- Signage to show people where alternate car parks are.
- A central feature of the precinct is the cycleosaurus, a cycle rack that is sculptural in form and evokes the areas rich geological history. It serves both as a feature that facilitates and supports cycling, and as an art and heritage feature. The central location of the feature emphasises the importance of cycling.
- Improve lighting in laneways and car parks at the back.
- Ensure the landscape landscaped garden in front of art building coherent with Performance Arts Centre forecourt improvement being undertaken by other.
- Introduce Café restaurant facility into the Multiple Function Square to liven up the Precinct during the weekends.

# HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

## PUBLIC SPACE INDICATIVE SKETCHES

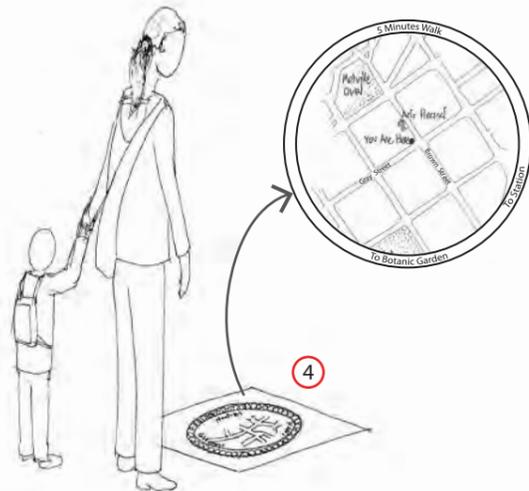
1. Continuous landscape strip of distinctive character that ties together the precinct to provide an attractive setting for the Arts buildings, define the multiple function square and create an attractive threshold from the rear car park.
2. Children's Garden integrated into the landscaped strip with physical barriers and visual link.
3. Multiple function square created between the performing arts centre and church, on land partially reclaimed with the removal of the local laws building. The square creates the opportunity for a range of formal and informal performances as well as creating an attractive outdoor sitting / relaxing place.
4. Way finding system of inlaid markers in the footpath in the precinct and beyond. This will better enable passers-by to understand where things are and the opportunities available to them in the surrounding areas.
5. Historic display to link the area to its past and celebrate the contribution of key historical figures.
6. Display opportunities for community arts to celebrate the achievements of local artists and crafts people.
7. Sculpture garden.
8. Heritage Church utilised as an architectural anchor point.
9. Traffic calming measures to ensure Brown Street is less dominated by vehicles.
10. Balcony overlooking Children Garden on first adjacent to current cinema.
11. Taxi rank and bus stop retained with improved facilities that reflect the character of the precinct. This will incorporate appropriate public art features to invite passengers of the bus and taxis to enjoy the arts.
12. Corner spaces on both Gray St and Lonsdale St to be enhanced as gateway to the Precinct. Potential use of sculpture in crossroad of Brown St and Lonsdale St as gateway landmark of the Precinct.
13. Signage to show people where alternate car parks are.
14. Cycleosaurus, a cycle rack that serves both as a feature facilitating and supporting cycling, and as an art and natural heritage feature.
15. Loggia to define space, seating places and provide setting for public art.
16. Ensure the landscaped garden in front of art building is coherent with Performing Arts Centre forecourt improvement being undertaken by other.



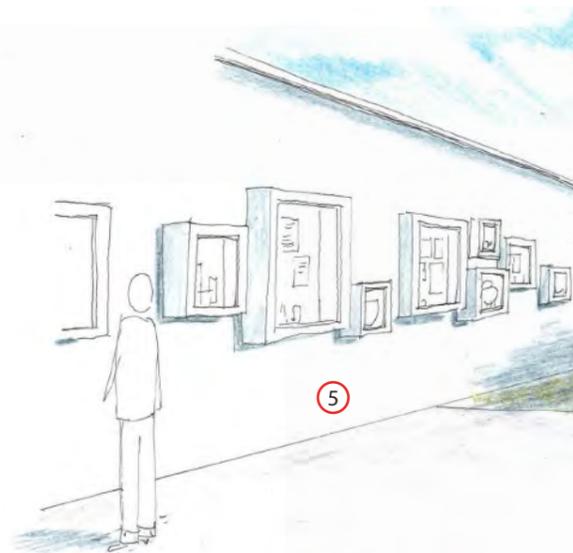
EXISTING BROWN STREET STREETScape FORM NORTH



INDICATIVE PROPOSAL OF BROWN STREET STREETScape FROM NORTH



INDICATIVE ROAD FINDING SIGNAGE



EXISTING LANEWAY



INDICATIVE PROPOSAL OF BROWN STREET STREETScape AND MULTIPLE FUNCTION SQUARE

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# HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

## PUBLIC SPACE INDICATIVE SKETCHES

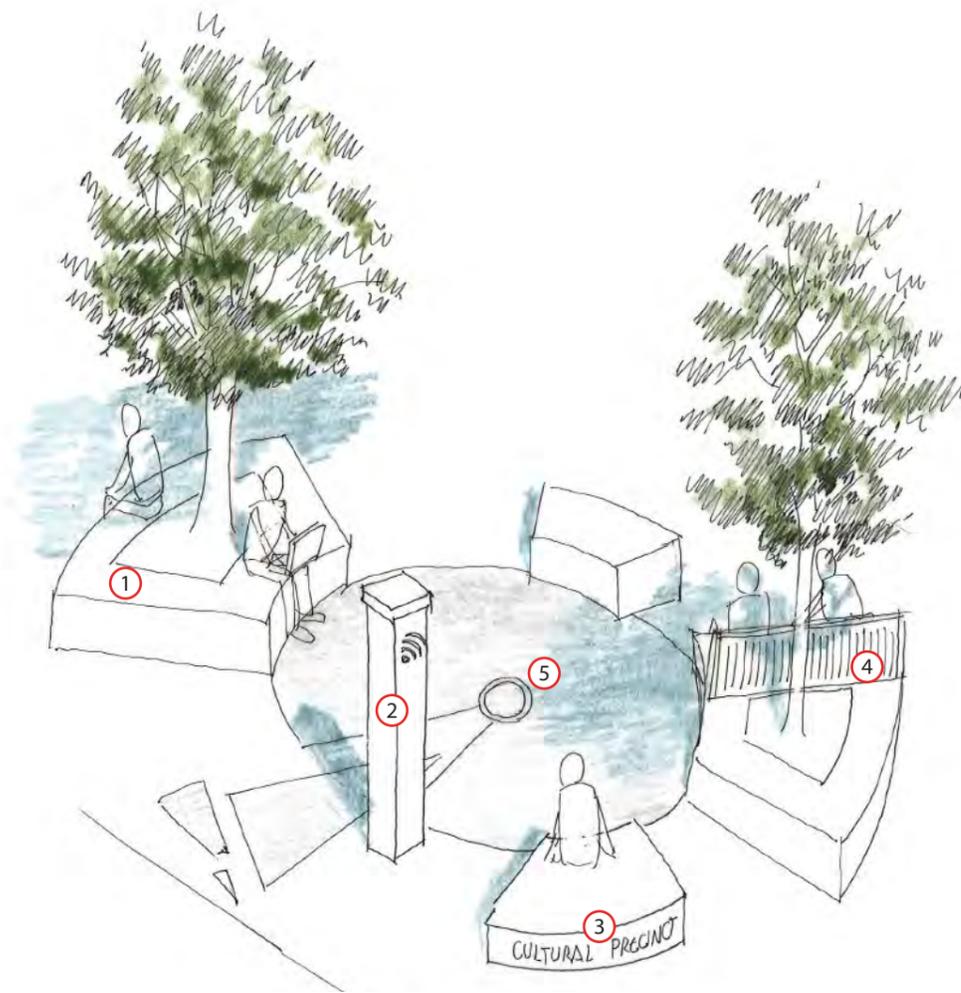
Pause Place & 'I. C. Hamilton' (internet connection hot spot)  
- Pause places are composition of seats, landscape & internet access points that provide people with an attractive comfortable place to break a journey, wait, relax or surf the web.

1. Landscape incorporated into raised beds with retaining wall at sitting height to offer shaded sitting place.
2. 'I. C. Hamilton', modem allowing internet access embedded within distinctive feature bearing 'connectivity' sign & internet access code.
3. Pause place named with e.g. 'Arts & Cultural Precinct', to reinforce the area's identity.
4. Seats arranged to enable people to sit in different directions according to preference for shade or no shade, and to facilitate the pause place to be shared by more than one person. Some seats with backs & armrests to accommodate less mobile visitors.
5. Embedded directional marker to locate the pause place in the town.

The Pergola - The pergola divides the square into 2 'outdoor rooms' that are visually linked to one another. It provides a visual icon for Hamilton, a shaded place to relax and frames the performance area, while allowing easy movement between the performance area and the adjacent cafe & socialising area.

6. Seats located under pergola where they can benefit from shading.
7. Visual and physical permeability between the two parts of the square.
8. Exhibition loggia & planting provides backdrop to square, defining it & providing an attractive environment to exhibit appropriate artworks.
9. Typical elevation indicative design to achieve a distinctive & attractive form that will be memorable & achieve instant effect.

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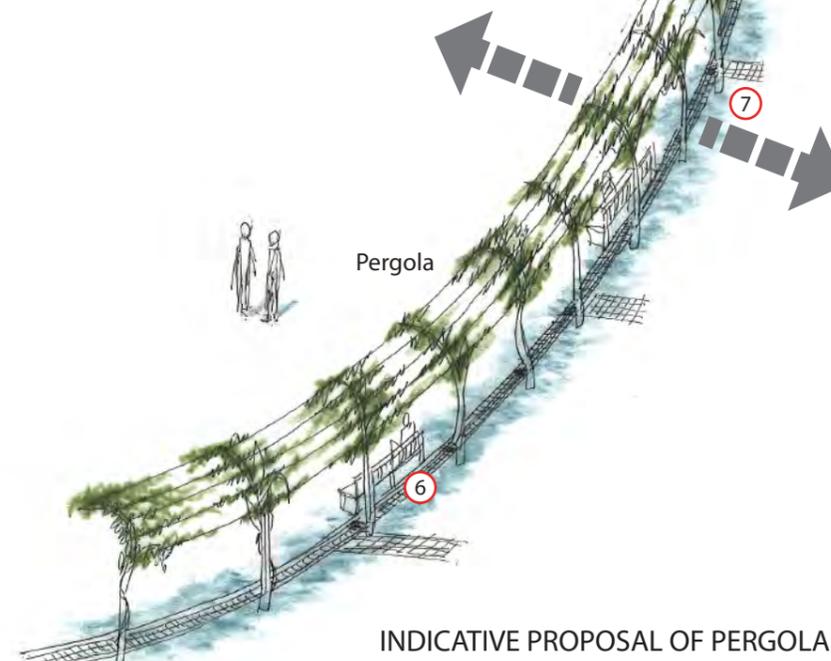
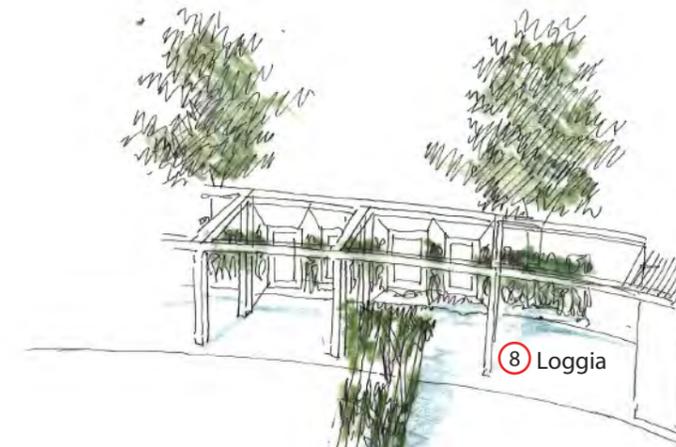
INDICATIVE PROPOSAL OF PAUSE PLACE & 'INTERNET CONNECTION HAMILTON'



INDICATIVE PROPOSAL OF PERGOLA & MULTIPLE FUNCTION PAVILION



9 INDICATIVE TYPICAL PERGOLA ELEVATION



INDICATIVE PROPOSAL OF PERGOLA & LOGGIA

#### 4.1.4 Movement & Connectivity Plan

##### **Car Parking and Laneway Strategy**

The study proposes that Council commission a car park and laneway strategy for the CBD area. The purpose of this strategy is to enable incremental developments to improve access, safety and amenity through the area behind the arts buildings, and car parking efficiency by:

- Co-ordinating parking in the area to make parking layout more efficient (thus potentially enabling more spaces to be accommodated within the space). It is envisaged that a Council facilitation service might be used to enable adjacent landowners to co-ordinate developments.
- Protection and celebration of heritage features in the area. The later would be achieved by a heritage study and installation of interpretive material along laneway.
- Corner spaces on both Gray St and Lonsdale St to be enhanced as gateway to the Precinct.
- Minimising changes of level.
- Installing improved signage for pedestrians to assist way finding and for drivers to increase awareness of alternate parking areas.
- Ensuring connections between the Precinct and the proposed Civic Square in Hamilton Structure Plan.
- Improving connections to Gray Street retail area.
- Improving connections to Council's car park.
- Improvements to landscaping to increase shade for cars and increase the comfort and appeal of walking through the area.

##### **Brown Street Enhancements**

The proposals also envisage changing the balance of perceived priorities on Brown Street to ensure the street is seen less as a mono-functional conduit for vehicles but instead creates an attractive pedestrian friendly environment that ties the two sides of the street together around a landscaped linear space. It is envisaged that Brown Street still stay open to traffic but will embody many landscape and streetscape features that will be interpreted by drivers as a place they have to slow down in.

Although outside the control of Council, it is strongly recommended that principal pedestrian entrance to the Coles redevelopment to be located directly from Brown Street and as far north as possible (ideally opposite the proposed multiple function square) in order to ensure the pedestrian flows are funnelled into the precinct.

A potential use of sculpture in crossroad of Brown St and Lonsdale St is suggested as north gateway landmark of the Precinct.

##### **Cycling**

Cycleosaurus (a cycle rack), that is sculptural in form and evokes the area's rich geological history, will be located in central area emphasising the importance of cycling.

##### **Bus and taxi movement**

The bus and taxi stop is proposed to remain with improved facilities that incorporate settings for frequently changed public art features to retain interest. It is envisaged this might be poetry (similar to programs in Dublin, Adelaide, Melbourne and Vancouver) short stories, arts news or prints of pictures.

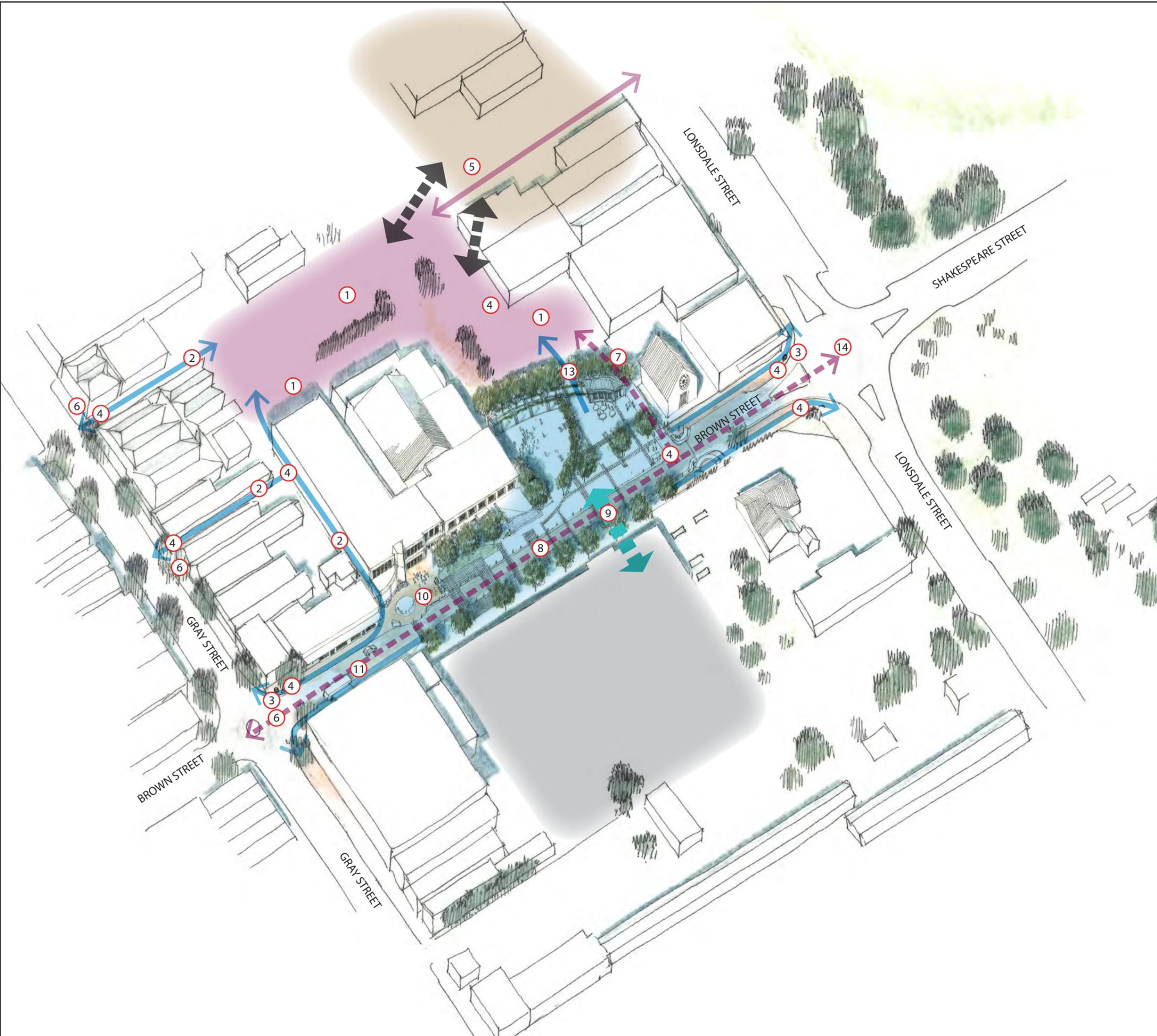
# HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

## MOVEMENT & CONNECTIVITY MAP

1. Coordinating parking in the area to make parking layout more efficient.
2. Celebration of heritage features in the area by installation of interpretive material along laneway.
3. Corner spaces on both Gray St and Lonsdale St to be enhanced as gateway to the Precinct with appropriate landscape treatment.
4. Installing improved signage for pedestrians to assist way finding and for drivers to increase awareness of alternate parking areas.
5. Coordinate interface between the Precinct and the proposed Civic Square in Hamilton Structure Plan.
6. Improving connections to Gray Street retail area.
7. Calmed traffic access to car park at rear.
8. Changing the balance of perceived priorities on Brown Street between cars and pedestrians. Creating an attractive pedestrian friendly environment that ties the two sides of the street together around a landscaped linear space.
9. Recommend the principal pedestrian entrance to Coles redevelopment to be located directly from Brown Street and preferably opposite the proposed multiple function square, in order to ensure the pedestrian flows are funneled into the precinct.
10. Cycleosaurus feature located in central area emphasising the importance of cycling.
11. The bus and taxi stop is proposed to remain with improved facilities that incorporate settings for frequently changed public art features to retain interest.
12. Pause places installed to support walking & assist legibility.
13. Pedestrian access into car park at rear.
14. A potential use of sculpture in crossroad of Brown St and Lonsdale St is suggested as north gateway landmark of the Precinct.

-  Pedestrian Flow Between Coles Site and The Precinct
-  Interface between Arts & Cultural Precinct and Proposed Civic Square
-  Pedestrian Flow
-  Primary Traffic Flow & Access to Car Park
-  Calmed Traffic Flow & Access to Car Park
-  Car Park at the Back
-  Pedestrian Friendly Central Area of the Precinct
-  Future Civic Square
-  Proposed Coles Redevelopment

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#### 4.1.5 Activation Plan

Activation of the Precinct is an essential part of the redevelopment agenda. From this and previous consultation, as well as from experiences elsewhere in Victoria, a range of options are available. These include:

##### **General Events**

- A series of outdoor and indoor events that offer low-cost activities for different demographics
- Celebratory events recognising the efforts of volunteers and community groups in the cultural life of Hamilton
- Regular activities linking the Precinct to the education sector (e.g. an Eisteddfod and a school holiday program highlighting, for example, the Gallery collection);
- Children and teenagers visual and performing arts programs (e.g. similar to the NGV Studio)

##### **Music**

- Live music events in the outdoor performance space

##### **Community Arts**

- A Farmers or Makers' Market showcasing local produce
- Workshops (and similar) run concurrently with an artist-in-residence program

##### **Film**

- Movie marathons
- Foreign (or similar themed) movie festivals
- Package deals linking cinema with Gallery exhibitions, performances and/or meal/accommodation

Obviously programs of this nature have a cost implication and would require curation and management. To that end a broader recommendation is to employ a culture and arts development officer in Council. This role would include liaison with the venues to manage community events and an arts calendar.

## 4.1.5 Activation Plan

Creating an active and vibrant arts precinct requires a co-ordinated program of events and the availability of appropriate spaces and buildings for these events and activities to occur. The Activation Plan outlines the spatial distribution and potential for these events and activities to occur. These activities will require differing levels of management, some of which will naturally occur in an informal way, some may merely need to be invited and some will require careful planning.

Table B outlines some of the opportunities available in the area and the pre-requisites to ensure they occur.

Table B Activation Table

| Activation Map Ref. No. | Activity Zone   | Activity  | Activation level | Notes   |
|-------------------------|---|---|------------------|---|
| 1                       | Resting areas on both sides of Brown Street close to north entrance of the Precinct | Informal, interaction, resting, observation                     | A                |   |
| 2                       | Outdoor sitting area in front of multiple function pavilion                         | Café, outdoor eating / drinking, small performance & exhibition | B                | Requires Café to has long opening hours to support outdoor activity at night                    |
| 3                       | Loggia beside multiple function square  | Walking, promenading, interaction / socialising                 | A                |   |
|                         |   | Outdoor art exhibition  | C                | Requires organising and maintenance   |
| 4                       | Multiple function square  | Informal interaction / games                                    | A                |   |
|                         |   | Performances / street art                                       | B                | Requires significant pedestrian flows, relatively little acoustic intrusion and wider footpath. |
|                         |   | Performance, Christmas carols, Santa, community fairs           | C                | Requires organising   |
| 5                       | Landscaped linear garden in front of art building                                   | Informal interaction, resting, observation                      | A                |   |
|                         |   | Outdoor exhibitions   | C                | Requires organising and maintenance   |
| 6                       | Children's Garden in front of current library                                       | Children play   | A/C              | Requires physical barriers and visual surveillance  |
| 7                       | Resting area in front new entrance of Art Gallery                                   | Exhibitions, resting, meeting                                   | C                | Requires maintenance to ensure the amenity  |
| 8                       | Balcony - contemplation deck on first floor   | Exhibitions, reading, meeting                                   | B/C              | Requires maintenance to ensure the amenity  |
| 9                       | Laneways  | Exhibitions, performances                                       | C                | Requires organising and maintenance   |
| 10                      | Improved taxi and bus rank  | Exhibitions, performances                                       | B/C              | Requires organising and maintenance   |
| 11                      | Street  | Parade  | C                | Benefits from 'Muster Point' of Multiple Function Square  |

*Keys to activation level:*

- A. An informal activity requiring no additional activation
- B. Co-ordinated activity typically requiring Council to permit or invite people to participate or undertake an activity
- C. Co-ordinated activity typically requiring Council or other arts agency to organise the activity

# HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

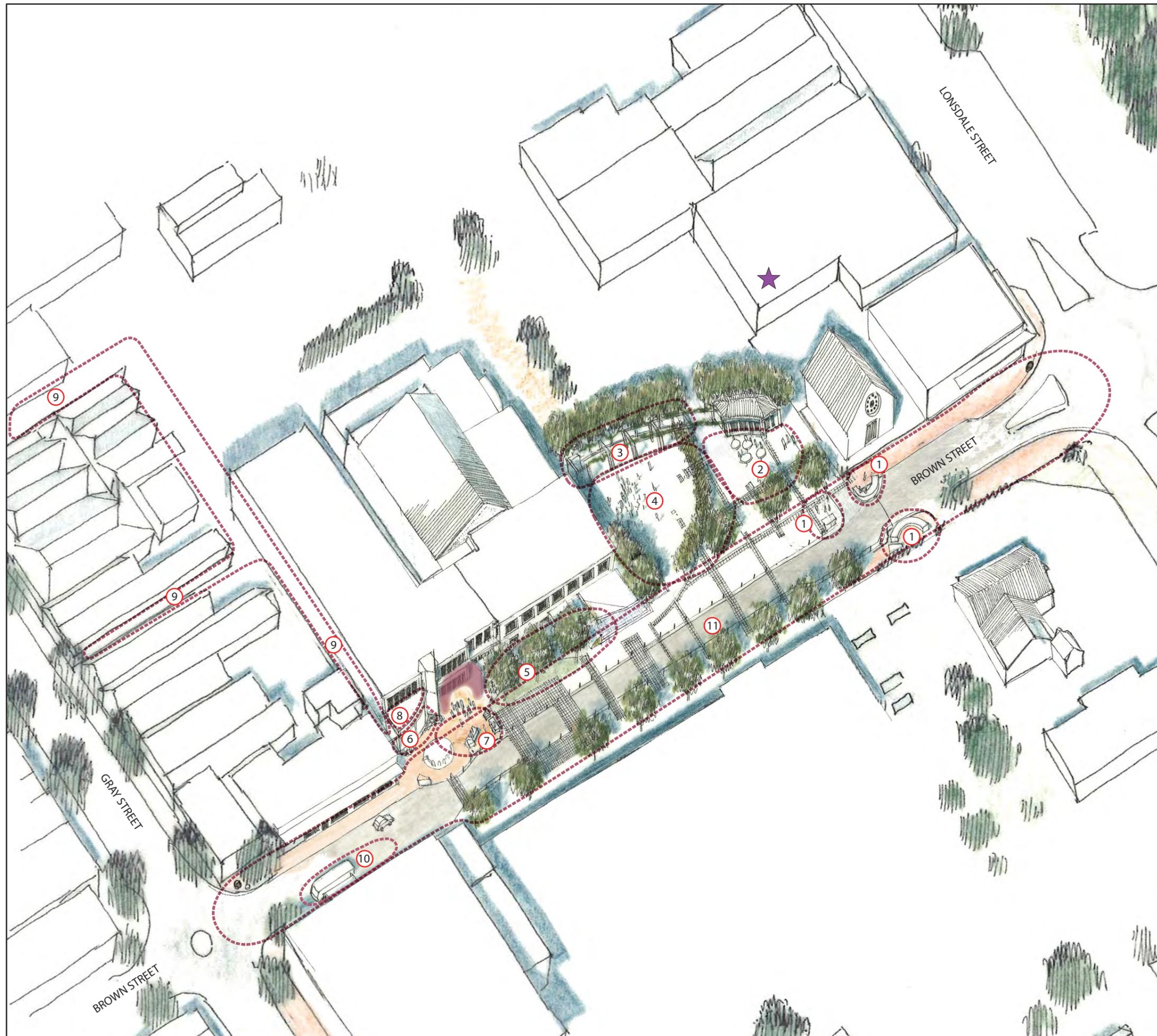
## ACTIVATION MAP

1. Resting areas on both sides of Brown Street close to north entrance of the Precinct.
2. Outdoor sitting area in front of multiple function pavilion.
3. Loggia beside multiple function square.
4. Multiple function square.
5. Landscaped linear garden in front of art building.
6. Children's Garden in front of current library.
7. Resting area in front of new iconic entrance of Art Gallery.
8. Balcony - contemplation deck on first floor.
9. Laneway.
10. Improved taxi and bus rank.
11. Street

★ Land Ownership & Building Use Of This Area  
Subject To Change. Details Not Available At  
The Time Of Commission.

○ Activity Zone

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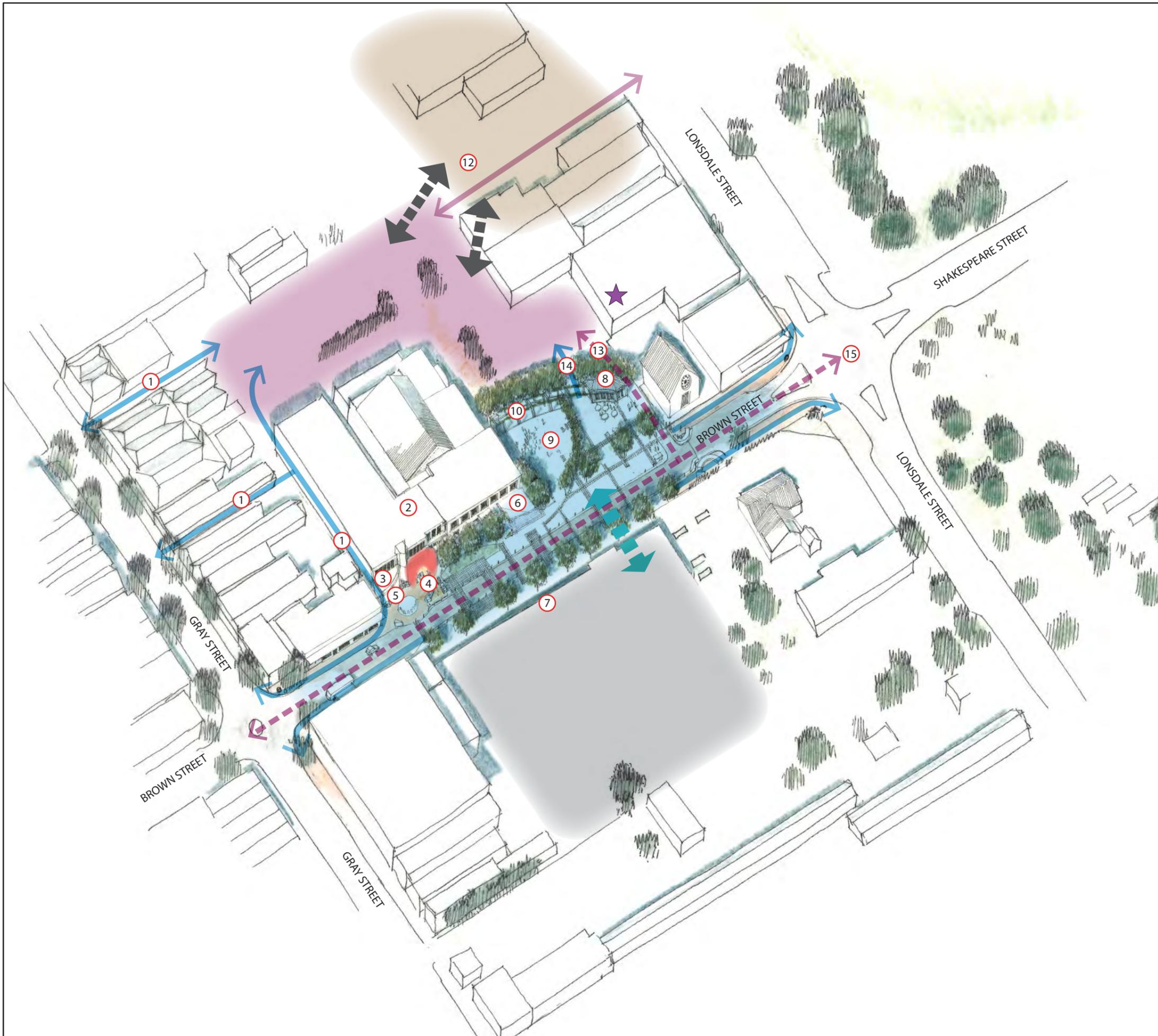
# HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

## KEY PLAN

1. Council to purchase laneways to the south of library to safeguard pedestrian movement and facilitate amenity improvements.
2. Internal art functions reshuffling and extension.
3. A balcony adjacent to the current cinema on first floor that provides the potential for a contemplation deck and break out space for the future internal function.
4. Iconic entrances to the arts facilities that better express the significance and importance of the activities happening within them, and are more appropriate, legible and inviting than the existing ones.
5. A Children's Garden in front of existing children's library. The playground is proposed to be kept secure by provision of fencing and landscape and a single point of access from within the library.
6. Ensure the landscaped linear garden in front of art building coherent with Performance Arts Centre forecourt improvement being undertaken by others.
7. Ensure shops in Coles development fronting Brown Street at ground level to add vitality to the street.
8. Add multiple function pavilion at the corner of multiple function square to support outdoor activities.
9. Multiple function square created between the performing arts centre and church, on land partially reclaimed with the removal of the local laws building. The square creates the opportunity for a range of formal and informal performances as well as creating an attractive outdoor sitting / relaxing place.
10. Loggia to define space, seating places and provide setting for public art.
11. Create pedestrian friendly environment across the Precinct.
12. Coordinate interface between the Precinct and the proposed Civic Square in Hamilton Structure Plan.
13. Calmed traffic flow and access to car park at rear.
14. Pedestrian access into car park at rear.
15. Potential use of sculpture in crossroad of Brown St & Lonsdale St as gateway landmark of the Precinct.

-  Pedestrian Flow Between Coles Site and The Precinct
-  Interface between Arts & Cultural Precinct and Proposed Civic Square
-  Pedestrian Flow
-  Primary Traffic Flow & Access to Car Park
-  Calmed Traffic Flow & Access to Car Park
-  Car Park at the Back
-  Pedestrian Friendly Central Area of the Precinct
-  Future Civic Square
-  Proposed Coles Redevelopment
-  Land Ownership & Building Use Of This Area Subject To Change. Details Not Available At The Time Of Commission.

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## 5.0 Implementation Plan

### 5.1 Implementation Details

A staged implementation plan has been prepared that outlines key actions and design initiatives. See Table C.

Table C Implementation Table

| Stage   | Specific Actions | Responsibility   | Triggers | Potential Risk & Issues to be Resolved   |   |
|---------|------------------|--|----------|--|---|
| 1       | 1a               | Commission car park and laneway strategy to coordinate parking in the area, e.g. improve parking layout efficiency   | Council  | First available funding round  | Coordinate with proposed Civic Square in Hamilton Structure Plan  |
|         | 1b               | Undertake heritage study to recognise the historic value of the building / site in and around the Precinct   | Council  | First available funding round  | Coordinate with proposed Civic Square in Hamilton Structure Plan  |
|         | 1c               | Conduct cost benefit analysis and detailed feasibility study of potential relocation, reshuffling and extension of current functions in the existing art building, e.g. adding 2 smaller cinemas, existing gallery and library area efficiency etc.; conduct comparison study between extending the current gallery by revamp & rear extension within current building spatial resource and building a brand new gallery to the required standard somewhere else, ideally in the Precinct. | Council  | First available funding round  | Balancing the needs of additional areas by different stakeholders within realistically available funding and space  |
|         | 1d               | Commission study to address issues associate with heavy vehicles on Lonsdale Street  | Council  | First available funding round  | Long term strategy required   |
|         | 1e               | Commission study to improve pedestrian access into the Precinct, in particular addressing issues associated with the roundabouts at north and south ends of the Precinct   | Council  | First available funding round and to coordinate with implementation of Hamilton Structure Plan | Requires additional funding and further study<br>Dealing with private owners of the open spaces at the corners  |
|         | 1f               | Installation of semi permanent artworks around the Precinct  | Council  | First available funding round  | Requires ongoing curation and maintenance   |
| 2       | 2a               | Purchase private laneways to the south of library  | Council  | First available funding round  | Dealing with private ownership  |
|         | 2b               | Council to provide facilitation service for adjoining land owners to assist in coordinated enhancement to car parking areas & improvements to surrounding properties   | Council  |  |   |
|         | 2c               | Relocate Municipal office out of the current building  | Council  | On completion of Stage 1c, and Hamilton Structure Plan   | A more suitable location is required to consolidate council staff long term accommodation   |
|         | 2d               | Art works and lighting installation in laneways  | Council  | On completion of Stage 2a  | Vandalism and additional funding and future maintenance   |
| 3       | 3a               | Art Building internal functions relocation, refurbishment and extension  | Council  | First available funding round, and on completion of Stage 1c & 2c                              | Interruption of current uses, i.e. library, cinema and Gallery<br>Requires additional investment and future maintenance   |
|         | 3b               | Construct Balcony and Children's Garden in front current library, and grander entrance to Art Gallery  | Council  | First available funding round, and on completion of Stage 3a                                   | Interruption of current uses, i.e. library, cinema and Gallery<br>Requires additional investment and future maintenance   |
|         | 3c               | Demolish current Laws Building   | Council  | First available funding round  |   |
| 4       | 4a               | Brown Street streetscape enhancement, including landscaping, sculpture, signage and way finding system etc.  | Council  | First available funding round  | Coordination with Coles redevelopment, Vandalism and coordination with Performance Arts Centre forecourt improvement  |
|         | 4b               | Taxi and bus rank improvement  | Council  | First available funding round  | Dealing with private ownership, coordinate with Coles redevelopment and requires additional funding and future maintenance  |
|         | 4c               | Cycling infrastructure installation  | Council  | First available funding round  | Additional funding and future maintenance   |
|         | 4d               | Multiple function square construction, including the new multiple function pavilion at the corner of the square  | Council  | On completion of Stage 3c  | Coordination with Performance Arts Centre forecourt improvement, Vandalism, connection with landscaped linear garden in front of art building, requires additional funding, future management and maintenance and interruption of current use of the car park and PAC |
| Ongoing | Oa               | Potentially purchase the private properties from Kings and Walkers   | Council  | On completion of Stage 2b  | Dealing with private ownership<br>Coordinate the interface with proposed Civic Square in Hamilton Structure Plan  |
|         | Ob               | Improve lighting and landscape in car park   | Council  | On completion of Stage 1a  |   |
|         | Oc               | Enhance the appearance of the church building as a historic anchor point in the Precinct   | Council  | On completion of Stage 2b  | Dealing with private ownership  |
|         | Od               | Provide WiFi environment across the Precinct   | Council  |  | Requires additional funding and future maintenance  |

# HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

## STAGING PLAN

### Stage 1

- 1a Commission car park and laneway strategy to coordinate parking in the area, e.g. improve parking layout efficiency.
- 1b Undertake heritage study to recognise the historic value of the building / site in and around the Precinct.
- 1c Conduct cost benefit analysis and detailed feasibility study of potential relocation, reshuffling and extension of current functions in the existing art building, e.g. adding 2 smaller cinemas, existing gallery and library area efficiency etc.; conduct comparison study between extending the current gallery by revamp & rear extension within current building spatial resource and building a brand new gallery to the required standard somewhere else, ideally in the Precinct.
- 1d Commission study to address issues associate with heavy vehicles on Lonsdale Street.
- 1e Commission study to improve pedestrian access into the Precinct, in particular addressing issues associated with the roundabouts at north and south ends of the Precinct.
- 1f Installation of semi permanent artworks around the Precinct.

### Stage 2

- 2a Purchase private laneways to the south of library.
- 2b Council to provide facilitation service for adjoining land owners to assist in coordinated enhancement to car parking areas & improvements to surrounding properties.
- 2c Relocate Municipal office out of the current building.
- 2d Art works and lighting installation in laneways.

### Stage 3

- 3a Art Building internal functions relocation, refurbishment and extension.
- 3b Construct Balcony and Children's Garden in front of current library, and grander entrance to Art Gallery.
- 3c Demolish current Laws Building.

### Stage 4

- 4a Brown Street streetscape enhancement, including landscaping, sculpture, signage and way finding system etc.
- 4b Taxi and bus rank improvement.
- 4c Cycling infrastructure installation.
- 4d Multiple function square construction, including the new multiple function pavilion at the corner of the square.

### Ongoing

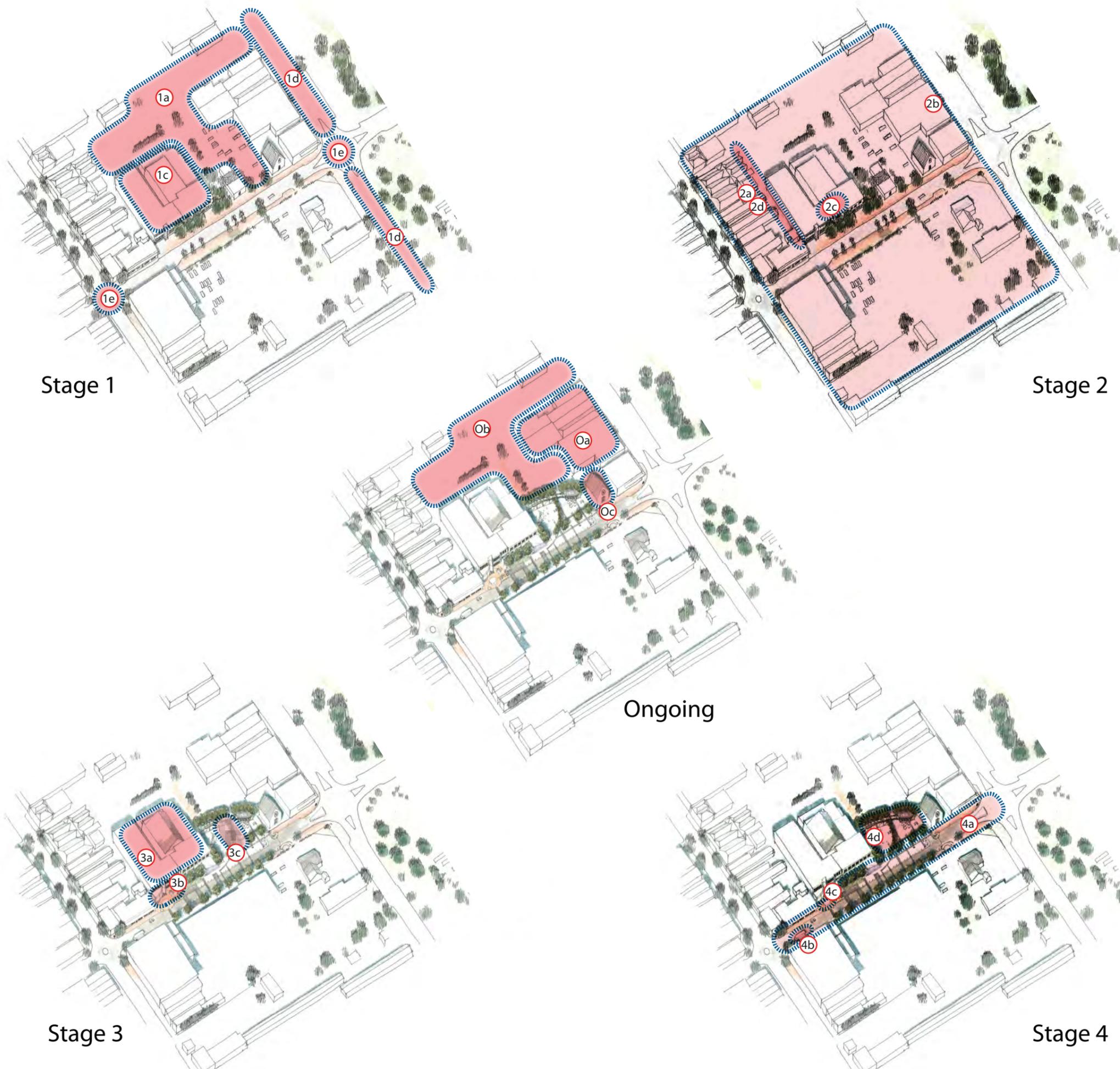
- Oa Consider purchase of the private properties of the Kings and Walkers when they become available.
- Ob Improve lighting and landscape in car park.
- Oc Enhance the appearance of the church building as a historic anchor point in the Precinct.
- Od Provide WiFi environment across the Precinct.

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Stage 1

Stage 2

Ongoing

Stage 3

Stage 4

### 5.3 Future Work Briefing

There are currently several related studies for which final outcomes may have a bearing on the final development decisions for the Brown St Arts and Cultural Precinct. These include:

- The future location of the main municipal offices and council chambers;
- Tentative plans for a government agency office complex in the CBD;
- Final outcome of the Hamilton CBD Structure Plan; and
- Final investment decisions relating the Coles redevelopment.

Future work required to activate the Arts and Cultural Precinct Plan include:

- Incorporating development of Arts & Cultural Precinct and Civic Square in Hamilton Structure Plan;
- Conduct cost benefit analysis and detailed feasibility study of potential relocation, reshuffling and extension of current functions in the existing art building, e.g. adding 2 smaller cinemas, existing gallery and library area efficiency etc.; conduct comparison study between extending the current gallery by revamp & rear extension within current building spatial resource and building a brand new gallery to the required standard somewhere else, ideally in the Precinct.
- Investigate the purchase of laneways (from private owner) to the south of the Library;
- Coordinate with Coles developer to ensure the development complies with the guidelines specified in this Report, including built form, streetscape, active frontage, public open space and connectivity; and
- Conduct a study on the potential redevelopment of the private properties in the north of the Precinct to consolidate the accommodation for council staff.
- Ensure this document forms part of the briefing to architects / landscape architects undertaking detailed design and is identified as a guiding document.
- Land ownership and building use of the east part of Walkers building is subject to change in near future and the details are not available at the time of commission of this project. It is suggested that Council to coordinate with the new owner to ensure this building fit in the Precinct coherently in terms of built form, public open space, movement & connection and activity.

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## References

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## Appendices

### Appendix A – Comment from Community & Stakeholders Workshop and Response

- Current arts building need to be refurbished  
[Agreed](#)
- Approach of Option 1 is too basic  
[Agreed, the option was put forward as a minimal scenario to test community and stakeholder preferences.](#)
- Municipal office should not be located in the Precinct, but it's acceptable to locate it on shop-top in Coles redevelopment  
[Agreed, municipal offices detract from the arts character of the precinct. However it would be desirable to keep and increase the number of people in the area to support the local businesses and so locating them above the Coles represents a good solution. However we are not in a position to require it as the land is in private ownership.](#)
- Municipal offices should be consolidated  
[Agreed, this would assist municipal efficiency. However this should not happen within the precinct as there is no space for it.](#)
- Extended expanded cinema has private and public management issue  
[Agreed, it is not the usual arrangement for Councils to run cinemas, however the catchment and size of the cinema make the cinema an unattractive proposition as a private venture.](#)
- This is a once in a life time opportunity to create an icon for Hamilton regardless of expense or time

[Agreed, this is an iconic development and wonderful opportunity for the Shire to emphasis its commitment to arts, culture and a high standard of livability for the people of the shire. However there are limits to what can be achieved \(refer Section 2.1\) and these have informed the proposals in this study.](#)

- We should stage the development of it  
[Agreed,](#)
- Some public art ideas  
[Agreed, these are important.](#)
- Centre for Australian achievers – busts of great achievers along the street  
[Recognition of the contribution made by historical figures is an important part of telling a town's stories. This plan incorporates this idea in a modified form.](#)
- Balaclava Park concept (good idea)  
[Noted](#)
- Move the library to the Coles site and use the space to expand the cinema and storage for the Gallery  
[Noted, alas the Coles site is not in Council's control so Council would have no way of implementing this proposal](#)
- Outdoor performance space is a great idea  
[Noted](#)
- Purchase LA Walkers (and possibly Kings) sites and use them to expand venues  
[Noted, alas those sites are not in Council's control, so Council would have no way of implementing this proposal](#)

- Close Brown street to make it 2 culs de sac meeting in the middle  
[Whilst this idea has some merits this would require two very big turning heads at the end of each culs de sac \(given the need to accommodate bus transport\). This would take up too much space and represent safety issues.](#)
- Tourist office move into art precinct  
[Noted](#)
- Incorporate history and aboriginal keeping place into Precinct  
[Agreed](#)
- Children's playground a good idea – anything to soften the frontage  
[Agreed this is an important objective in order to make the building seem less harsh and more inviting](#)
- Will it reduce parking?  
[There may be some minor reduction in car park area to make room for the multiple-function square. But study suggests that further work be undertaken to make current less well used car parks more appealing and more efficient to absorb the pressure off the existing parking demand and mitigate any impact.](#)
- Pedestrian mall?  
[Whilst this has some merit pedestrian malls can become dead places when not intensely activated. It is not envisaged the precinct will be able to achieve this level of activation year round because of its relatively small catchment. Furthermore, Australians are used to being dropped off at the front door and with careful design it is possible to reconcile vehicular and](#)

[pedestrian access requirements, giving the precinct the optimal level of activation and convenience.](#)

- Need to think big? Will plans make any difference to the community? Maybe option 5 and 6 that incorporates all different venues into one? Think 50 years ahead.  
[Refer Section 2.1](#)
- Idea of steps into the high arts is good  
[Agreed, by ensuring a range of attractions there will be many "front doors" that invite people into the arts.](#)
- Don't like idea of cinema in square alcove? Too hidden  
[Not relevant in the preferred option](#)
- Leave cinema as is, don't put council offices behind square  
[Not relevant in the preferred option](#)
- Church as community arts centre  
[The church would make a wonderful facility however it is not in Councils.](#)
- Covered walkway along front of arts buildings  
[Agreed, this is incorporated into the plan.](#)
- Option 2 is good, except children's playground – not practical  
[Noted, agreed a full playground would be impractical here. However the proposed children's playground is supposed to be an outdoor children's place associated with the library. So will not have the space implications of a playground.](#)
- Concern that investing too much in commercial ideas – what if they fail?

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The plan seeks to ensure the commercial components have the best possible chance of success and have been developed with economics advice to ensure this is the case. It is also considered that the involvement of the private sector is essential for the successful implementation of any arts precinct.

- Importance of quality coordination

Agreed

- Like the idea of open space, particularly the curved edge of building

Noted

- Need for big plan

Refer Section 2.1

- Crosswalk needed

Agreed, however this objective has been met through a more pedestrian friendly streetscape that allows people to cross over several points rather than being funneled into a singular crossing.

- Concern about funding

Agreed this is important and that is why the proposals have been pitched the way they have been to make them more realistic.

**Appendix B – Online Survey Data**

An online survey was run during the course of the project. This elicited 90 responses that, while not statistically significant, did reveal consistent views in relation to a number of key issues.

The survey consisted of seven closed questions relating to the Precinct, three demographic identifiers and one open question inviting general comments. A summary of the key responses is provided below.

**Question 1**

To compare your participation rates with the rest of Victoria, can you tell us how often you attend the following arts and cultural activities (either in Hamilton or elsewhere)?

| Activity/Venue                 | Most Common Response (proportion of respondents) |
|--------------------------------|--|
| Library                        | Once a month (22.1%)                             |
| Cinema                         | Every 1-6 months (50.6%)                         |
| Zoos/Aquariums                 | Once a year (39.7%)                              |
| Botanic Gardens                | Every 1-6 months (50.6%)                         |
| Popular Music Concerts         | Once a year (39.7%)                              |
| Galleries – Art / Craft        | Every 1-6 months (29.1%)                         |
| Theatre Performance            | Every 1-6 months (36.3%)                         |
| Musicals and Opera             | Never (35.4%)                                    |
| Dance Performances             | Never (46.3%)                                    |
| Classical Music Concerts       | Never (40%)                                      |
| Other Performing Arts          | Once a year (35%)                                |
| Pub/Hotel Music Events         | Never (47.5%)                                    |
| Community Events and Festivals | Every 1-6 months (45.7%)                         |
| Street Markets                 | Every 1-6 months (40.5%)                         |

**Question 2**

How often do you visit the Hamilton Central Business District?

| Visitations            | Response Percent |
|------------------------|------------------|
| Never                  | 0.0%             |
| Once a year            | 1.1%             |
| Every 1-6 months       | 0.0%             |
| Once a month           | 2.3%             |
| Once a fortnight       | 3.4%             |
| Once a week            | 23.9%            |
| Every day              | 64.8%            |
| Other (please specify) | 4.5%             |

**Question 3**

How often do you use the following cultural facilities in Brown Street (Hamilton)?

| Use                      | Most Common Response (proportion of respondents) |
|--------------------------|--|
| Library                  | Once a month (25.6%)                             |
| Cinema                   | Every 1-6 months (43%)                           |
| Art Gallery              | Once a month (23.3%)                             |
| Performing Arts Centre   | Every 1-6 months (54.1%)                         |
| Local Laws Building      | Never (65.1%)                                    |
| Municipal Offices        | Once a year (32.5%)                              |
| Free Presbyterian Church | Never (93.8%)                                    |

**Question 4**

Which of the following would you say is limiting your use of the Brown Street cultural facilities?

| Option                           | Response |
|----------------------------------|----------|
| Activities don't suit my tastes  | 47.7%    |
| Regularity of events             | 26.1%    |
| Cost                             | 18.2%    |
| Safety                           | 3.4%     |
| Distance from home/Out of my way | 12.5%    |
| Parking                          | 5.7%     |
| Public transport                 | 1.1%     |
| Other (please specify)           | 31.8%    |

NOTE: No Time accounted for 40% of the 'Other' responses. Another 50% of the responses were 'Nothing'.

**Question 5**

If you do use the cultural facilities in Brown Street, which of the following other activities might you regularly include as part of your visit?

| Activity                  | Responses |
|---------------------------|-----------|
| Grocery shopping          | 71.6%     |
| Pay bills                 | 42.0%     |
| Go to sport event         | 8.0%      |
| Go to a cafe              | 72.7%     |
| Have a drink at a pub/bar | 22.7%     |
| Have a meal               | 68.2%     |
| Have a meeting            | 34.1%     |
| Go shopping               | 60.2%     |
| Go to the doctor          | 18.2%     |
| Visit friends             | 28.4%     |
| Nothing                   | 3.4%      |

**Question 6**

If you were to use the cultural facilities in Brown Street, which of the following other activities would you like to be able to do during your visit?

| Activity                  | Responses |
|---------------------------|-----------|
| Grocery shopping          | 49.4%     |
| Pay bills                 | 24.7%     |
| Go to sport event         | 7.4%      |
| Go to a cafe              | 81.5%     |
| Have a drink at a pub/bar | 28.4%     |
| Have a meal               | 64.2%     |
| Have a meeting            | 22.2%     |
| Go shopping               | 43.2%     |
| Go to the doctor          | 13.6%     |
| Visit friends             | 25.9%     |
| Nothing                   | 9.9%      |

### Question 7

How would you rate the priority of the following possible improvements to the Brown Street Arts and Cultural Precinct?

| Answer Options                  | Most Common Response (proportion of respondents) |
|---------------------------------|--|
| Improved toilet facilities      | High Priority (51.3%)                            |
| Pleasant outdoor seating area/s | High Priority (55.7%)                            |
| A safe children's playground    | Low Priority (41.3%)                             |
| More after hours events         | High Priority (44.4%)                            |
| More day-time events            | Medium Priority (43.9%)                          |
| Better venues                   | Medium Priority (42.3%)                          |
| Public art                      | Medium Priority (39.0%)                          |
| Better lighting in the streets  | High/Medium Priority (41.7%)                     |
| More/improved parking           | Low Priority (30.7%)                             |
| More trees                      | High Priority (35.4%)                            |
| Shade structure                 | Medium Priority (42.0%)                          |
| Better signage                  | High Priority (38.8%)                            |
| Better physical access          | Low Priority (32.8%)                             |
| Regular street markets          | Medium Priority (37.0%)                          |
| More pedestrian friendly        | High Priority (56.6%)                            |

### Question 8

Please indicate your age.

| Answer Options  | Response Percent |
|-----------------|------------------|
| 14 yrs or less  | 0.0%             |
| 15-24 yrs       | 3.5%             |
| 25-34 yrs       | 17.4%            |
| 35-44 yrs       | 19.8%            |
| 45-54 yrs       | 20.9%            |
| 55-64 yrs       | 20.9%            |
| 65-74 yrs       | 15.1%            |
| 75 yrs or above | 2.3%             |

### Question 9

Please indicate your gender.

| Answer Options | Response Percent |
|----------------|------------------|
| Male           | 36.0%            |
| Female         | 64.0%            |

### Question 10

Where do you currently live?

| Answer Options | Response Percent |
|----------------|------------------|
| Hamilton       | 76.5%            |
| Dunkeld        | 8.6%             |
| Strathkellar   | 3.7%             |
| Tarrington     | 2.5%             |
| Cavendish      | 1.2%             |
| Gatum          | 1.2%             |
| Gringegalgona  | 1.2%             |
| Harrow         | 1.2%             |
| Nareen         | 1.2%             |
| Wando Vale     | 1.2%             |
| Yulecart       | 1.2%             |

### Question 11

If there are other comments you would like to make in relation to the Brown Street Arts and Cultural Precinct please do so in the box below.[NOTE: These are verbatim responses]

| Comments  |
|---|
| Consider a landmark that draws you towards it. There is no obvious pathway to draw/entice the visitor from say Grey St or Lonsdale St (Glenelg Highway) or even Coles car park. Our laneways are the obvious way. Existing commercial signage from fast food/Supermarkets tends to draw the visitor's eye more. Some care needed with public art, I'm not sure that cows in trees <a href="http://nla.gov.au/nla.int-nl39738-gp19">http://nla.gov.au/nla.int-nl39738-gp19</a> (Docklands) or another welded conglomeration advance a precinct. The Old Mitre10/Retravisation area could be revamped as alternative approach to the cultural precinct between McDonalds & IGA. Brown St lends itself to be closed off on a temporary basis for activities that attract people. Investigate ways of underwriting and attracting significant art events that build on our current art gallery. Ballarat & Bendigo art precincts seem active in this arena. |
| I would like to see an exhibition space made available for local artisans. Perhaps a "home" (Free Presbyterian Church) for and the creation of a Hamilton Arts Company/Society that utilised exhibition space and offered a shop front for sale of local art and craft. Interactive public art An enclosed playground, with a pool fence type gate.   |
| Hours of operation needs to include Saturday afternoons and Sundays. The CBD is dead on the weekends after hours  |
| More coverage when wet cold on entry to all facilities in complex in Brown St   |
| An indoor playground/cafe would be great for the town. More/nicer public toilets, and mothers rooms would be great too!   |
| The Art Gallery is in need of a significant upgrade. It has a wonderful collection of works, but barely has any street presence where it is currently sandwiched between the Library and PAC. In addition, despite the recent internal upgrades to facilities within the Library, PAC & Cinema, the exterior of the building is run-down and presents an uninspiring front to the street. There is an opportunity for Hamilton to create an iconic cultural building by commissioning a nationally recognised architect. A national design competition with a panel of expert judges could be run to select the best scheme. The most well-known example of the way in which an iconic building can transform an ailing town is the Guggenheim Museum in Bilbao, Spain designed by Frank Gehry. While this may seem an ambitious goal, Hamilton should consider that tourists have become much more discerning and                                      |

|   |
|---|
| competition to attract tourism is strong. In the absence of other natural assets such as coastline or mountains, the presence of another significant attraction is essential. An iconic building would provide an opportunity for the town to 'rebrand' itself and market to tourists in the same way that corporations, institutions and other cities use architecture as a promotional vehicle. As part of the brief for this redevelopment, we also see the potential to connect a new Gallery, PAC, Library and Cinema complex to other civic spaces, such as a sculpture garden and public square. |
| facilities are generally good, however a more diverse and more frequent choice of events would be excellent (large cost I know.) One of the big limiting factors is that it is difficult to find somewhere open to go for a coffee and chat after an evening show finishes- place seem to be shut by then.  |
| I would like to see the Library with its access to computers expanded to include our Hamilton History Centre.   |
| At a practical level, a verandah/awning right across the front for protection from rain. On the whole, though, I don't think its worthwhile to spend lots of money on Precinct.   |
| Secure undercover parking and more varied events.   |
| Current external environment quite sterile  |
| Outdoor cafe with qualified barista   |
| It would be great to have the old church as a public art venue. Also pedestrian only area in Brown Street would be an idea and a square for socialising/meeting/art   |
| The former church should be turned into a cafe/gallery. The gallery could hold exhibitions of local artists and sales of arts/craft.  |
| Poor lighting. No safe place to cross Brown Street. An outdoor cafe would be nice. Move Shire offices somewhere else to free up space. PAC works well. Need cafes open at night and on weekends   |
| Please could it be made s smoke free zone - definitely no cigarette butt collection points/containers. Senior citizens rooms work to include them, their clients and activities with rest of site.  |
| Entrance to library and art gallery is very dated and bland. Would love to see the canteen in the town hall extended out the front as an al fresco eating area. Would like to see the square garden go.   |
| Take all council employees not involved in the arts precinct to other offices off-site so that the entire site can be devoted to the arts precinct.   |
| Remove heavy vehicle transport from Lonsdale St/Brown St roundabout/bypass.   |
| Very pleased with what is already on offer. Hamilton is a marvellous place for cultural activities. It is important not to lose the old lanes which contain brickwork and remains of buildings from the 1840s-50s. Please refer to History Centre files   |
| The Gallery needs to be more prominent. Better defined entrances to Gallery, Cinema and PAC. Shaded areas outside with seating.   |

|   |
|---|
| We need an adequate concert hall/performance venue. The ideal that we could emulate is the venue I have seen and visited in the structure I have seen in Alesond in Northern Norway. The City is comparable with Hamilton - suitable sites are available in Hamilton - the park near the hospital, Hughan Park beyond the swimming pool. Go for it!!  |
| Nothing open/to do between midday Saturday and 9am Monday. Need an outdoor amphitheatre and community arts space for individuals/groups a la Hamilton Photography Club. Hmm. What about space next to Senior Citizens Centre?   |
| Pedestrian crossing in Brown St across from PAC entrance  |
| The PAC is a fantastic venue - the new toilets and cafe are a great addition, and management and staff are very professional, a real asset to Hamilton. Better lighting in the car park between the PAC and the old Walkers building would be great and provide more security following late night events, it's often quite dark when you exit via the front door and are parked out the side, especially when carrying musical gear! It's a shame we can't get some 'big name' acts to Hamilton due to the size of the PAC, who often require at least 1000 seats/tickets before committing to performing in a town. I know this was the case with Shannon Noll a couple of years ago, his management wanted him to perform in Hamilton but we did not have a suitable venue large enough. |
| Need easily accessible public toilets with disabled facilities  |
| As a rate payer i do believe we are very lucky to have what we already have.  |
| Arts and cultural precinct' is a dull descriptor. It needs a name e.g. the Spark. To spark up Hamilton. Walkers/the Church need to be purchased by the Shire/State Government ASAP. An architect's design competition should be held (prize money from local sources) and an outstanding 21st Century complex should be in order. When people mention Fed Square they have a vision of it. Hamilton's project should be an identifier, hopefully in a challenging way, with Hamilton in the eyes of the world outside Hamilton.   |
| we need a dedicated arts and culture only officer   |
| double the books in the library   |
| It would be lovely to see some sculptures outside the art gallery and better promotional signage. It could be a lovely area.  |
| The library should cooperate with same hours as shops. That is, shops open at 9am, so should the library.   |
| Get a better Christmas Tree   |
| Needs to have more external character. More external sculptures - modern art. A 'Town Square' type atmosphere   |
| See letter regarding 50 years ago [attached clipping]. Nothing much has changed, nor in attitude. Its now too small an area, unless you extend across Brown St. Council offices shouldn't be there, certainly not in the present configuration. There were offices across the road,   |

|   |
|---|
| sold to McDonalds, no surprise, Senior Citizen Centre, not in bad condition, is like a shag on a rock. I doubt anything can be achieved which justifies the slightly grandiose title of [?] Cultural Precinct (an area closed to traffic). Best would be to start again, as sins and omissions of the past continue to restrict potential solutions here and in other areas. However, any real improvement would be a plus i.e. better than the status quo. |
| Better facilities - disabled toilet in Art Gallery and also internal lift   |
| Access to public toilets for older members of the community who are accessing library/art gallery needs clarity. Surface of parking area is uneven.   |
| Better facilities. Refurbishment of art gallery, bring it in to standard with cinema and PAC.   |
| Better signage for all (Art Gallery, Library, PAC, Shire offices). More public toilets would be handy.  |
| Gallery extension and renovations; better signage for gallery (what's on at the gallery and it is open or not); public art in the precinct; activities to suit young families and teenagers.  |

Appendix C – Suggested Building Use Plan  
 Provided by Southern Grampians Council

