

# Hamilton Central Business Area Activation Master Plan

FINAL

Prepared for Southern Grampians Shire Council

March 2020



**Jensen PLUS** together with

+ MRCagney

+ Studio Nine Architects

+ Tonkin

+ Brecknock Consulting

+ RLB

+ Lateral Vision

+ DSquared

**JENSEN  
PLUS**   
Planning  
Landscape Architecture  
Urban Design  
Social Planning



# Acknowledgements

**“The focus for the new concept designs is Melville Oval, Lonsdale Street and Gray Street, as well as other connecting streets and laneways. The designs explore options to improve walking and cycling, public art and signage, better public spaces and parking, and improved trees and landscaping.**

We acknowledge the following stakeholders and consultants whose inputs and participation informed the Hamilton Central Business Area Activation Master Plan.

- \_ The traditional owners of the Hamilton region, the Gunditjmara, Tjapwurong and Bunganditj peoples
- \_ Southern Grampians Shire Council
- \_ Hamilton Regional Business Association
- \_ Hamilton Public Art Committee
- \_ VicRoads
- \_ Victorian Planning Authority (VPA)
- \_ Hamilton District Cricket Association
- \_ Hamilton Football and Netball Club and Supporters
- \_ landowners, traders and business owners of the study area
- \_ the wider community of Hamilton.

Revision 3

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**JENSEN PLUS**

Planning  
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Urban Design  
Social Planning





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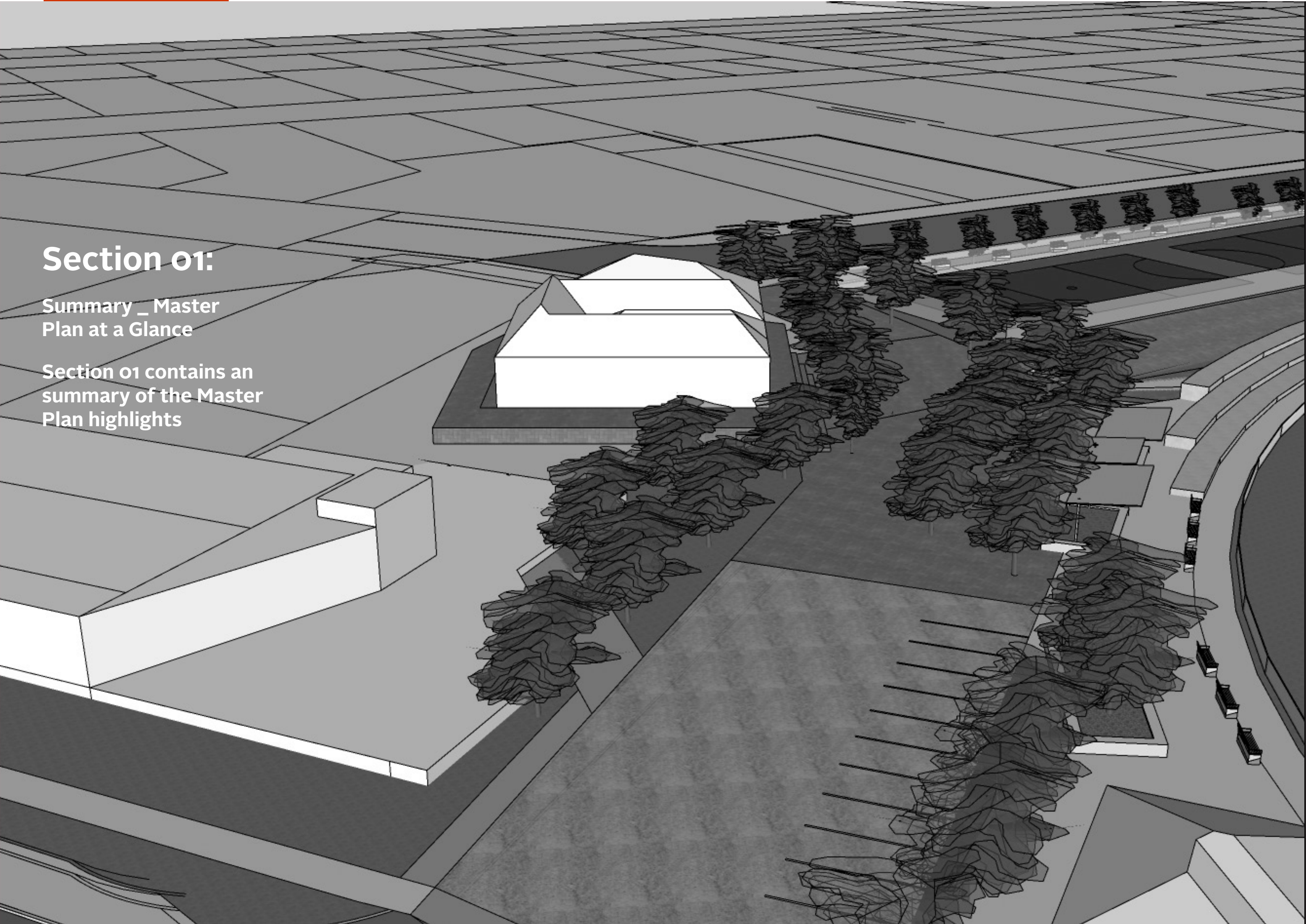
Section 01: Summary _ Master Plan at a glance	Section 02: Introduction	Section 03: Context	Section 04: Investigations	Section 05 Concept Designs	Section 06: Design Guidelines	Section 07 Implem- entation
Section 01 contains an summary of the Master Plan highlights	Section 02 outlines the aims and objectives of the Master Plan, along with the project background, and an overview of the methodology used.	Section 03 documents the existing conditions of the study area, and references relevant policies and studies	Section 04 describes some of the investigations informing the Master Plan, including a major Co-design workshop, and technical investigations.	Section 05 is the concept designs for Melville Oval, Gray Street, Lonsdale Street and connecting laneways. Designs are presented as 3D illustrations to help all readers visualise the proposed changes.	Section 06 provides guidance on the myriad of details necessary to implement a successful public realm master plan, including materials, planting, lighting, and many other aspects.	Section 07 suggests five 'Quick Win' projects to get the project running and ensure community support, as well as staging and funding strategies.



## Section 01:

Summary \_ Master  
Plan at a Glance

Section 01 contains an  
summary of the Master  
Plan highlights







# 1. Summary

The Master Plan at a glance

**“The Master Plan study area focuses on Hamilton’s Central Business Area, specifically Melville Oval, Gray Street, Lonsdale Street, and connecting laneways.”**

Southern Grampians Shire Council engaged a team led by urban designers Jensen PLUS to design improvements to some of Hamilton’s important CBD streets and public spaces.

The focus for the new concept designs is Melville Oval, Lonsdale Street and Gray Street, as well as other connecting streets and laneways. The designs explore options to improve walking and cycling, introduce more public art and signage, better public spaces and parking, and improved trees and landscaping.

## Hamilton

Hamilton is a regional town of 10,000 people in the south west of Victoria, about 300kms from Melbourne. Its CBD street are lined with beautiful avenues of mature Plane trees, adding charm and character to the town centre.

## Co-Design Workshop

The principal engagement activity for the Hamilton CBD Activation Master Plan was a three-day Co-Design workshop held at an open studio in the Hub shopping centre, together with an pavement mural installation occurring within McGuigan Lane, highlighting opportunity for improvement, as well as

promoting the Co-Design workshop.

The Co-design process is a planning tool that brings together key stakeholders to collaborate and create visions and designs. Co-design infers designing with, not for, the community.

Over 318 people attended the Design Studio over the 3 days.

## Concept Designs

Concept designs for Melville Oval, Gray Street, Lonsdale Street and connecting laneways have been prepared. Designs are presented as 3D illustrations to help all readers visualise the proposed changes.

## Design Guidelines

Design Guidelines on all the necessary elements to implement a successful public realm master plan are included, including materials, planting, lighting, and many other aspects.

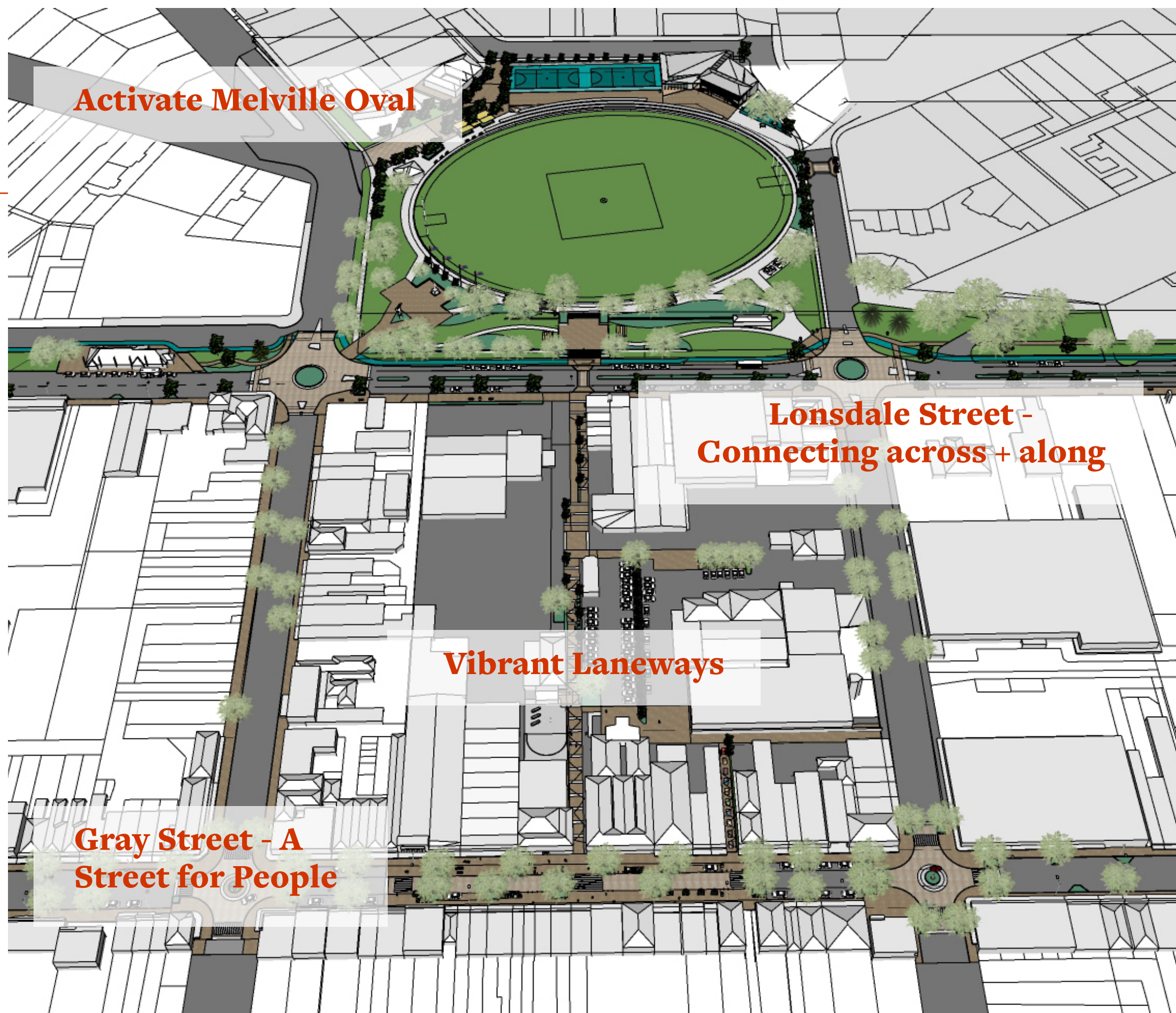
## Implementation

Quick Wins, Staging and funding opportunities are also identified.





**“The focus of this Master Plan is creating concepts to revitalise Hamilton’s central public space - Melville Oval - and the town’s main street - Gray Street - along with connecting laneways and Lonsdale Street.”**

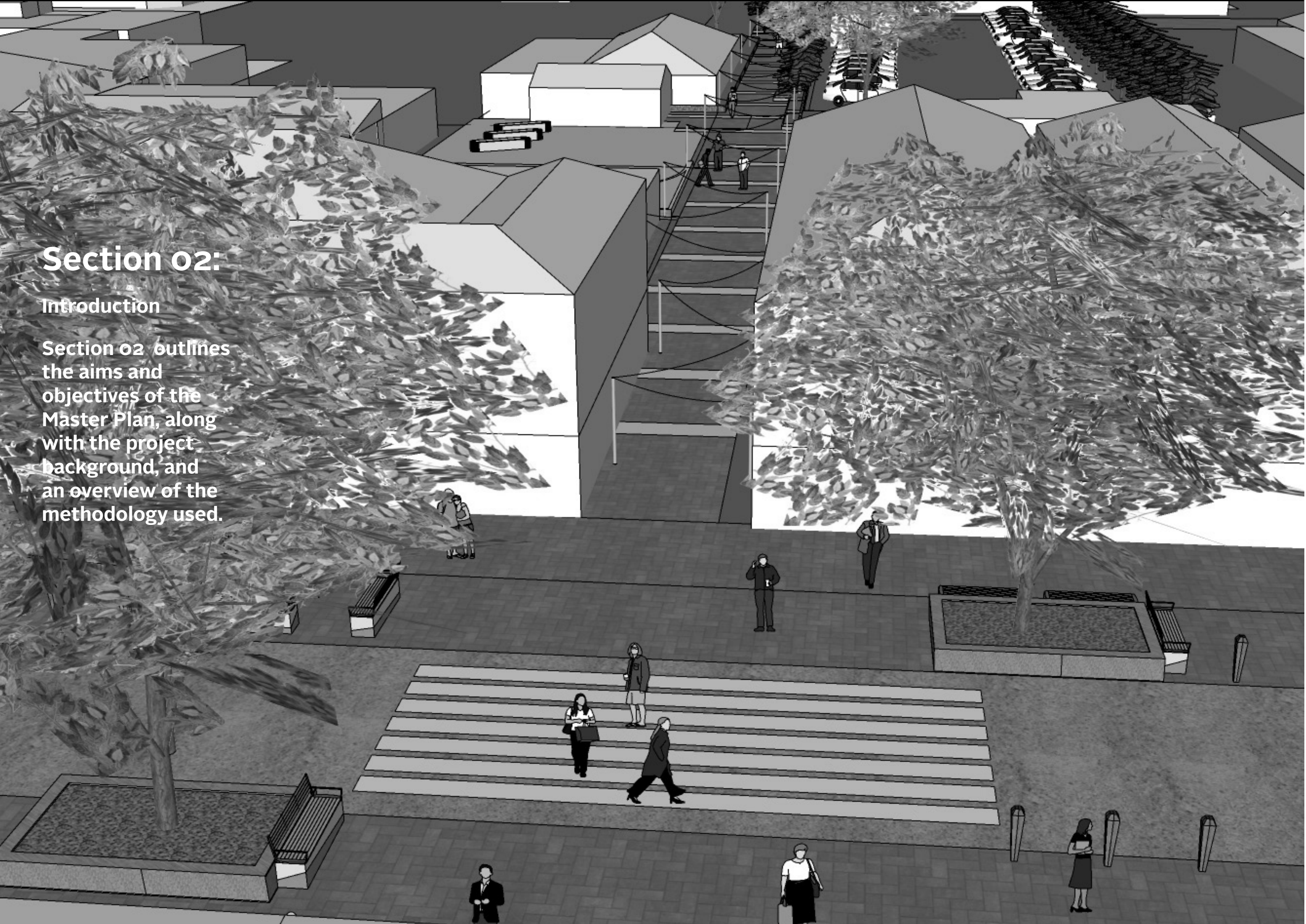




## Section 02:

### Introduction

Section 02 outlines the aims and objectives of the Master Plan, along with the project background, and an overview of the methodology used.





## 2. Introduction

### Background to the Master Plan

**“The focus of this Master Plan is creating concepts to revitalise Hamilton’s central public space - Melville Oval - and the town’s main street - Gray Street - along with connecting laneways and Lonsdale Street.”**

### Aim + Objectives

Southern Grampians Shire Council engaged a team led by urban designers Jensen PLUS to design improvements to some of Hamilton’s important CBD streets and public spaces. The project was identified as part of the city-wide Hamilton Structure Plan prepared by Council in 2012, and follows the commencement of detailed designs for the first stage of CBD upgrades at Cox Street.

The focus for the new concept designs is Melville Oval, Lonsdale Street and Gray Street, as well as other connecting streets and laneways. The designs explore options to improve walking and cycling, introduce more public art and signage, better public spaces and parking, and improved trees and landscaping.

Other objectives include:

- *Develop a framework that reflects community aspirations and addresses the inter-relationships between the elements of the urban environment.*
- *Facilitate the development of a more attractive and vibrant public realm.*
- *Consolidate priorities for the Southern Grampians Shire Council and the community of Hamilton.*
- *Create linkages with Melville Oval, the Hamilton CBD precinct, Corriedale and McGuilgan Lane and the adjoining street interfaces.*
- *Consider opportunities and issues detailed in relevant master plans and strategies.*
- *Actively attract people to visit, engage and linger in Hamilton’s CBD.*

### Opportunities...

Going into the project, thinking about Hamilton and about lessons learned from other regional town projects, some early questions emerged:

- How can Hamilton capitalise on the assets of its location and rich history?
- In what ways can we entice residents to linger within Hamilton’s CBD, and visitors to stop and explore?
- How is a sense of arrival to Hamilton’s CBD and a distinctive local character and streetscape created?
- How can we involve and showcase Hamilton’s local art community to create an activated environment?
- How can we make the CBD safer and more appealing for pedestrians and cyclists?
- What can be done to ensure a sustainable and resilient environment?
- What is necessary to achieve a high quality recreational space for local and regional use?
- Are there quick win projects that can be implemented to achieve immediate impact cost effectively?

Each of the recommendations made in the Master Plan are intended to address one or more of these questions and contribute to the overall success of Hamilton’s Central Business Area in meeting the needs and expectations of residents and visitors.

### About Hamilton

Hamilton is a regional town of 10,000 people in the south west of Victoria, about 300kms from Melbourne. Its CBD street are lined with beautiful avenues of mature Plane trees, adding charm and character to the town centre.

Before European settlement the area of Hamilton was home to the three bordering indigenous tribal territories; the Gunditjmara land extending to South to the coast, the Tjapwurong land to the North East and the Bunganditj land to the West. The indigenous peoples within this region were found to be settled rather than nomadic as a result of the abundance of fertile land, fresh water and wildlife.

Being the centre of a substantial and successful pastoral industry for over 160 years, Hamilton was built on wool. With a 50km radius surrounding the CBD yielding more sheep per hectare than anywhere else globally Hamilton has earned the title of being ‘the wool capital of the world’.

Adding to the rich heritage of Hamilton are the historical Botanic Gardens with its enormous English Oaks and Pine trees, many of the original trees being listed by the National Trust, was curated by William Guilfoyle in 1881.

Today the centre of Hamilton showcases a historic timeline of architecture which is being transformed by the diverse and entrepreneurial locals.

(Source: Southern Grampian Shire Council Website)





Precedents \_ many Australian towns are transforming their streets and green spaces into vibrant, well designed public spaces to enrich local communities, and attract visitors and investment. On a visit to South Australia representatives from Hamilton experienced viewed many good examples.

## Goodwood



## Mount Barker



## Murray Bridge

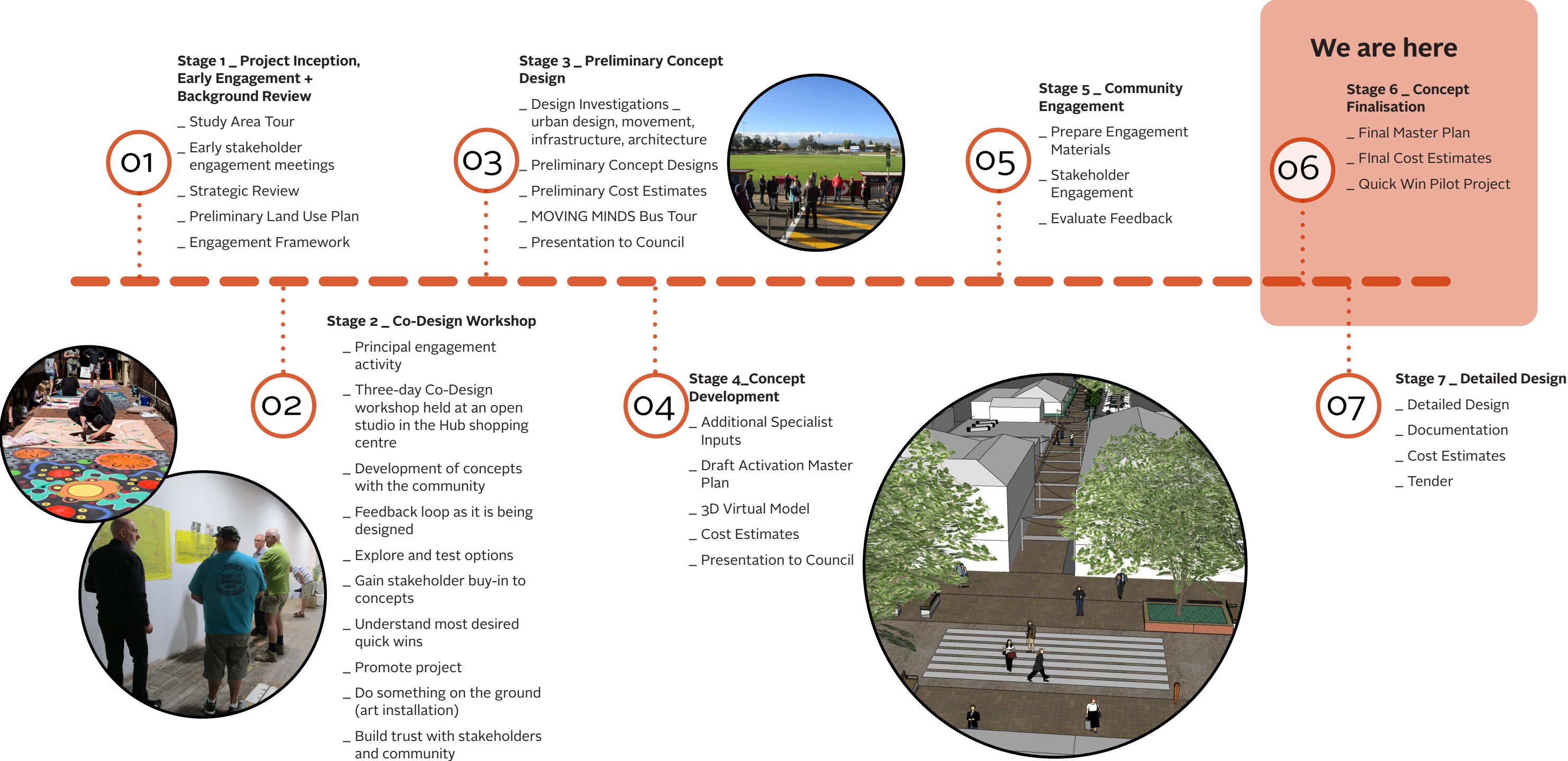


## Sports clubrooms





# Project methodology





**“The Master Plan  
study area focuses on  
Hamilton’s Central  
Business Area,  
specifically Melville  
Oval, Gray Street,  
Lonsdale Street, and  
connecting laneways.”**





# 3. Context

Understanding the existing conditions and strategic context  
Melville Oval

## Laneways



**Heritage grandstand** overlooking Melville Oval to be retained, protected and showcased in precinct upgrade.



**Playground** next to grandstand is one of few non-sports attractions to Melville Oval.



**Poor pedestrian connection** through to Corriedale Lane from Lonsdale St.



**McGuigan Lane** provides some activation with catenary lighting.



Existing **street trees** provide focal points to ends of laneways.



**Netball courts** separate Lonsdale Street and CBD from green space. Proposed in 2012 Master Plan to be relocated to north of oval precinct. Level changes and interface of oval requires addressing.



**Basic terraces with aluminium seats** attached provide seating for spectators.



Pedestrian access through **disorganised car parking** between Gray and Lonsdale Streets requires consideration and increased connectivity to surrounding laneways and streets..



The oval **playing surface** will require adjustment in size to meet AFL standards.



**ANZAC memorial** within the Lonsdale entrance is a centrepiece during events and memorial day events.



An **asphalt roadway surrounding Melville Oval** allows spectators to drive vehicles close to the oval limiting seating and gathering opportunities for people.



**Community garden** behind NAB building shows community pride for public open space with raised garden beds and library.



Greened **teepee** structure within community garden.





## Lonsdale Street



The **visitor information centre** suffers some difficulty of access due to street interface and overhanging signs.



Lonsdale Street provides **direct connection** to north, south, east and west highways with notable volumes of **truck** activity.



**Large roundabouts** along Lonsdale St restrict safe pedestrian movement with focus solely being on traffic movement.



Existing **brick pavers** currently cause safety concerns due to level issues and surface slipperiness.



Tree planters are currently **deteriorating** due to insufficient growth area and require reconsideration.



**Build outs** at pedestrian crossing points defined with seating/planters require updating, including appropriate management of insufficient free growth area.



**Non-compliant pedestrian crossing from Melville Oval to Thompson St** with tactiles located within driveway of service station. Note disability scooter opposite.



**Large street trees alongside Melville Oval** would benefit with removal of asphalt from trunk bases.



Trees within road tree pits require addressing to improve **tree health**.



Kinetic **Phil Price sculpture** to Gray + Brown St roundabout provides statement piece to CBD.



Non complying pedestrian crossings to **tired streetscape** contribute to safety concerns and inability to easily move through the CBD.



Asphalt netball courts and unmarked car parking along Lonsdale St facilitate events, including breast screening and blood donations, for the Hamilton community.



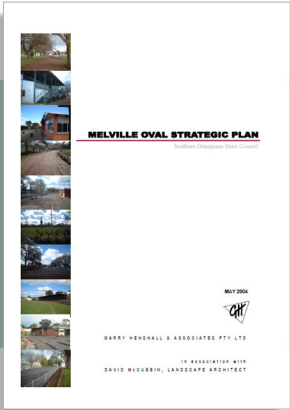
**Outdated seating node** requires updating and possible reconfiguration to maximise use of space. Existing artwork showcases unique Hamilton character.



Hamilton's existing **building fabric** could be enhanced to activate shops and laneways through the use of local artist involvement.

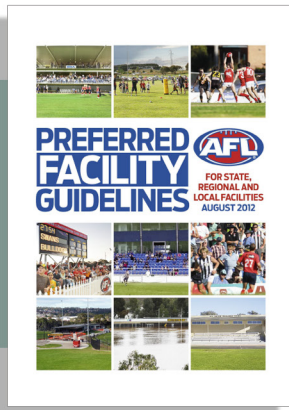


# Relevant policies + studies



**Melville Oval Strategic Plan, May 2004**  
Southern Grampians Shire Council

- A strategic plan that providing evidence for the development of the Reserve, implementation program and outline resource impacts.



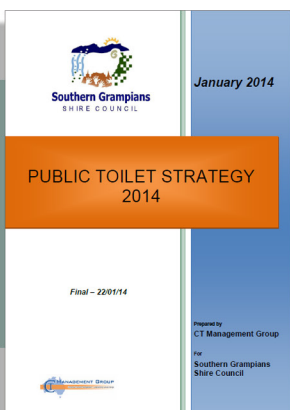
**Preferred Facility Guidelines, August 2012**  
AFL

- A guideline document for area requirements of key facilities, lighting and turf standards.



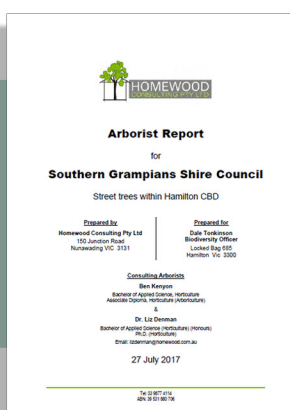
**Arts + Culture SGSC Strategic Plan, 2014**  
Southern Grampians Shire Council

- A strategic plan for the arts, culture and heritage of Hamilton, outlining a vision, principles, action and implementation plan.



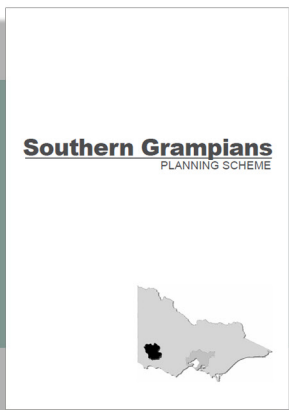
**Public Toilet Strategy, January 2014**  
Southern Grampians Shire Council

- Provides current trends in design, issues to consider and checklist for use during development/ upgrades.



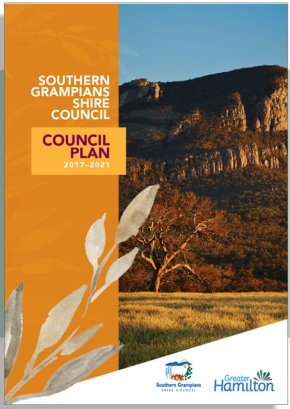
**Arborist Report, July 2017**  
Homewood Consulting

- Provides an overview of species, health, maintenance considerations and recommendations for trees within the CBD.



**Southern Grampians Planning Scheme**

- Provides a framework for the use and development of land, set expectations for land use and implementation of policies of affected land.



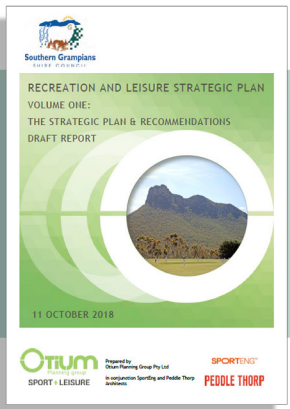
**Council Plan 2017-2021**  
Southern Grampians Shire Council

- Plan sets out a vision and identifies Council strategic objectives and strategies for achieving objectives.



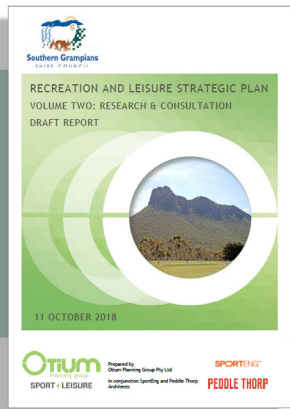
**Health + Wellbeing Plan 2017-2021**  
Southern Grampians Shire Council

- An overview of current health statistics within the community and plan for improve health outcomes.



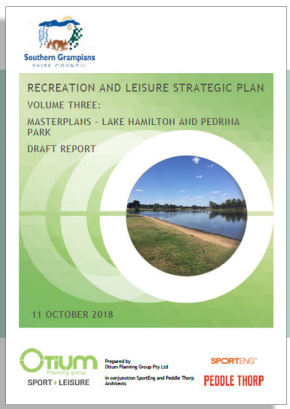
**Recreation + Leisure Strategic Plan Volume 1**  
Otium Planning Group

- A plan to guide the planning, provision and promotion of sport and leisure; identifies strategic plan and recommendations.



**Recreation + Leisure Strategic Plan Volume 2**  
Otium Planning Group

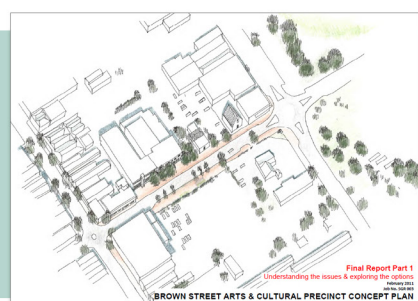
- A plan to guide the planning, provision and promotion of sport and leisure; sets out research and consultation.



**Recreation + Leisure Strategic Plan Volume 3**  
Otium Planning Group

- A plan to guide the planning, provision and promotion of sport and leisure; provides masterplans.





#### Brown St Arts + Cultural Precinct Concept Plan, February 2011

David Lock Associates + Geografia

- Outlines context and issues of arts precinct, provides recommendations and concepts for improvement.



#### Brown St Arts + Cultural Precinct Concept Plan, August 2011

David Lock Associates + Geografia

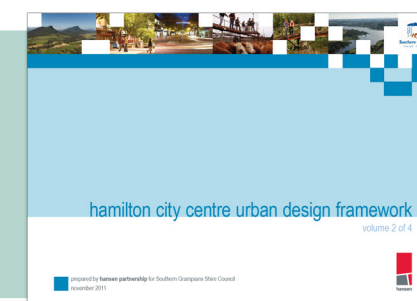
- Final document refining concept designs and providing implementation of the Master Plan for the arts precinct.



#### Hamilton Structure Plan Volume 1 of 4, October 2012

Hansen Partnership

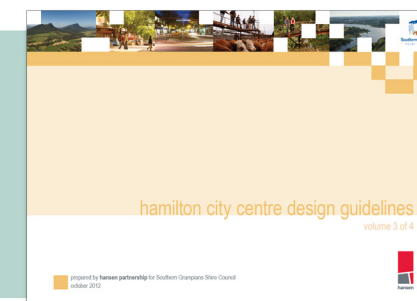
- A structure plan to plan future growth to manage change to the physical environment and activities in the city.



#### Hamilton City Centre Urban Design Framework Volume 2 of 4, October 2012

Hansen Partnership

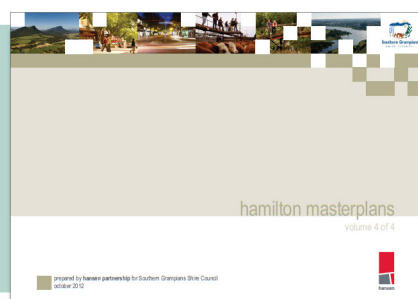
- A guiding document outlining a series of strategies and actions to improve the function and image of the city centre.



#### Hamilton City Centre Design Guidelines Volume 3 of 4, October 2012

Hansen Partnership

- Sets out the design guidelines both broad and specific for development types in Hamilton.



#### Hamilton Master Plans Volume 4 of 4, October 2012

Hansen Partnership

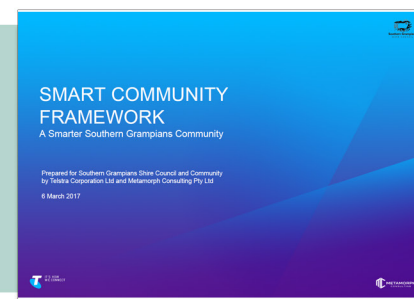
- Identifies areas for further investigation, opportunities + issues and community feedback on masterplans.



#### Digital Strategy, February 2016

Geografia + engage2

- Identifies a strategy for digital improvement for the Council region, outlining current issues + opportunities, action plans and funding avenues.



#### Smart Community Framework, March 2017

Telstra Corporation + Metamorph Consulting

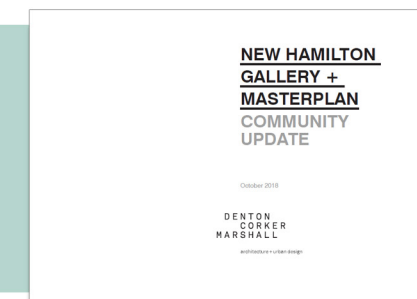
- Strategic roadmap to the creation of an integrated program of smart and connected services.



#### Community Inclusion Disability Action Plan 2017-2021

Southern Grampians Shire Council

- Action plan sets out Council strategies to improve and achieve equitable access and inclusion.



#### New Hamilton Gallery + Master Plan Community Update, December 2018

Denton Corker Marshall

- Community engagement document sets out aspirations and ideas for the development of the new gallery.



# Section 04:

## Investigations

**Section 04** describes some of the investigations informing the Master Plan, including a major Co-design workshop, and technical investigations.





## 4. Investigations

Co-designing with the local community, and technical investigations

**“Identification of issues and opportunities relating to movement, urban and public realm design, and infrastructure, are fundamental inputs to the Master Plan. Early community engagement has also been key to developing meaningful and achievable concept designs for Gray Street and Melville Oval.”**

### Engagement framework

An Engagement Framework was agreed at the start of the project to ensure the project achieved its objectives and remained true to the community's needs and aspirations.

The framework identifies stakeholders and sets out the main engagement activities, methods and timing.

### Co-Design Workshop

The principal engagement activity for the Hamilton CBD Activation Master Plan was a three-day Co-Design workshop held at an open studio in the Hub shopping centre, 136 Gray Street, Hamilton between Thursday 21st February and Saturday 23rd February 2019, together with an pavement mural installation occurring within McGuigan Lane, highlighting opportunity for improvement, as well as promoting the Co-Design workshop.

The Co-design process is a planning tool that brings together key stakeholders to collaborate and create visions and designs. Co-design infers designing with, not for, the community. Co-design also means actively engaging and listening to community ideas, and focussing on positive community change.

The Co-design workshop sought feedback on design ideas being prepared by the team, as well as new ideas from community. The workshop had an emphasis the Melville Oval, Gray Street, Lonsdale Street and Laneway Precincts of the CBD.

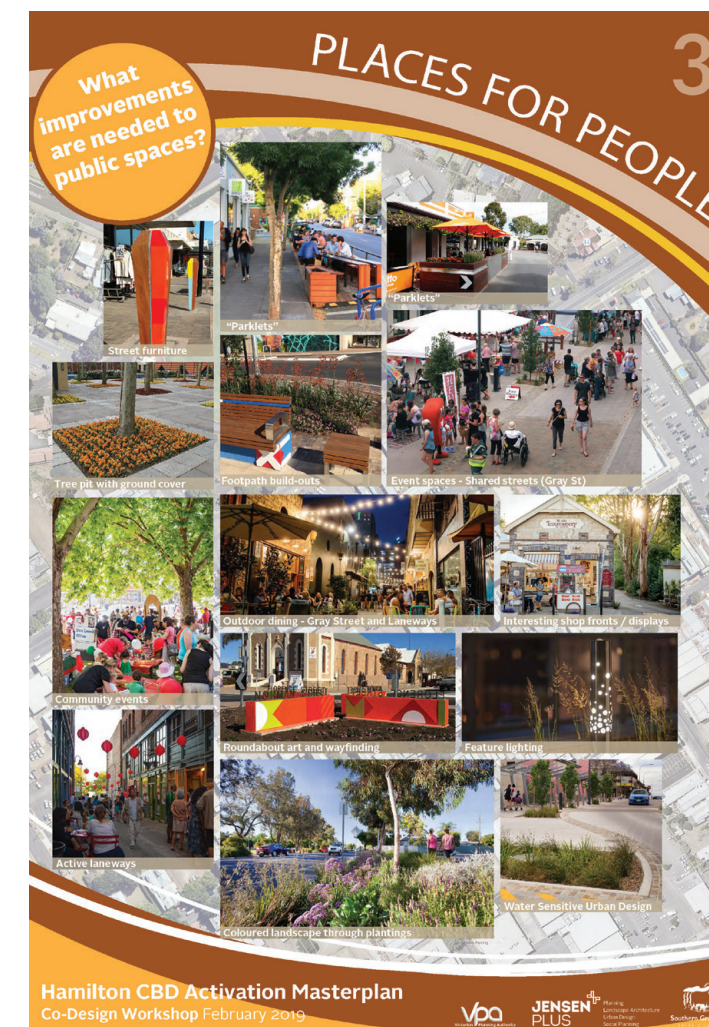
Over 318 people attended the Design Studio over the 3 days.



Jensen PLUS' Michael McKeown presented initial ideas and project background to Council Elected Members and the community of Hamilton.



Richard Brecknock from Brecknock Consulting discussed public art initiatives and opportunities with local artists and community members.



Visitors to the Co-Design studio were invited to review and comment on design ideas for improving Hamilton's streets, lanes and Melville Oval



# Investigations (cont.)



Community members discuss their thoughts on developing butter paper sketch designs for Melville Oval.



Consultants hear community members comments and ideas for the streetscape of Gray Street and CBD heart.

The Co-Design workshop agenda included the following activities:

Thursday Session:

- **Key stakeholder introductory presentation** by Jensen PLUS’ Michael McKeown and Steven Burgess from MR Cagney provided background information, case studies and opportunities to the project and facilitated a brief group discussion.
- **Site Tours** by consultant team and Council staff as required to inform and discuss the project with local community and stakeholders
- **Open Studio** - The session then encouraged the community members present to contribute to the design process by viewing the prepared ideas on the walls. These were structured so precedents were available with capacity for comments to be expressed regarding the likes, dislikes, and desires for each element and indication of preferred landscape elements recorded by Social Pinpoint. Other community members dropped in during the afternoon to add their views on sketches that were being prepared throughout the day.

- **Public art workshop** by Richard Brecknock from Brecknock Consulting provided background information and facilitated a brief group discussion.
- **Melville Oval stakeholders meeting + presentation** by Jere Wilks from Jensen PLUS provided background information and facilitated a brief group discussion.

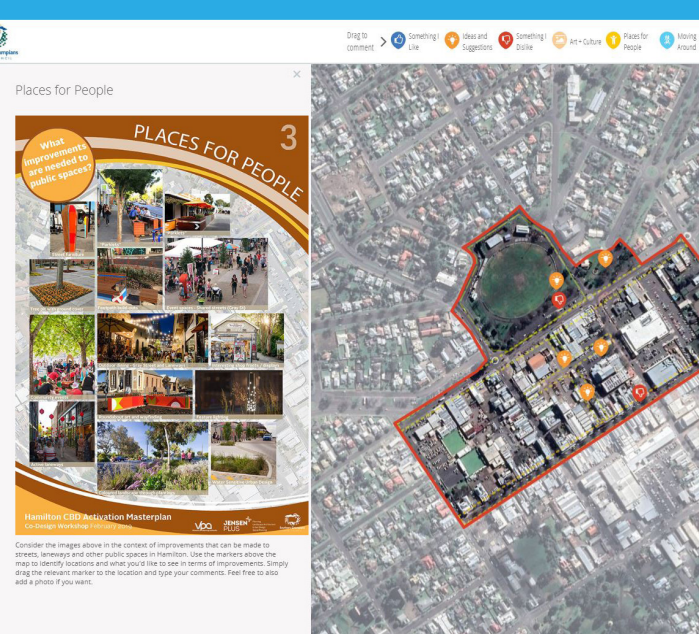
Friday Session:

- **Hamilton CBD Business Breakfast** by Jensen PLUS’ Michael McKeown and Steven Burgess from MR Cagney presented case studies and opportunities to the project and facilitated a group discussion including Q&A.

- **Targeted stakeholder meetings + Open Studio** - A range of stakeholder meetings were held over the extent of the day where consultants and Council staff introduced and discussed the project with stakeholders. The open studio continued in conjunction with community members stopping into The Hub to discuss and develop butter paper concepts being prepared. All comments and ideas were recorded using Social Pinpoint and added to from those who were unable to physically attend the workshop.
- **Immersion Street Walk + Open Studio** - Michael McKeown and Steven Burgess led a group in walking the length of the street discussing changes to planting, paving, furniture etc. Again, those from the general community who attended welcomed many of the ideas and provided specific local knowledge, fresh ideas and views that are so important when designing for local communities. Jere Wilks and Chloe Organ continued to develop butter paper concepts with the input of community members dropping in to The Hub to have their say.

Saturday Session:

- **Open Studio** - The session held over half of the day allowed community members to contribute feedback and discuss draft butter paper concepts displayed on the walls with the consultant team and Council staff. Comments and suggestions were recorded using Social Pinpoint. Encouraging community involvement, local artists collaborated with the children of Hamilton to finalise laneway art installations over the course of the day.



Social Pinpoint enabled the collection of community members comments not only of those who dropped into the open studio but could be added to and edited by those who could not attend from their smart phones or computers.



The first day of co-designing was a great success with large numbers of the local community engaging with consultants and Council staff.





MR Cagney's traffic engineering expert Steven Burgess lead a street walk with community members.



Council staff members provided an overview of the project to community members and discussed the opportunities that came out of the co-design concept development.



Consultants discussed with community members and Council Elected Members co-design concept outcomes, previous ideas and project successes and failures to be learned from.



Jensen PLUS' consultant team begin initial butter paper sketches with the community being able to provide feedback and comments as the design develops.



Local artists spent 3 days over the Co-Design workshop period adding their installations to the red brick laneway.



Well known local artist Jasmine Mansbridge coordinated a range of artists and community members with the help of consultants to achieve a bright and energetic outcome.



Detail of artist pavement mural created during the Co-Design workshop in McGuigan Lane



Detail of artist pavement mural created during the Co-Design workshop in McGuigan Lane

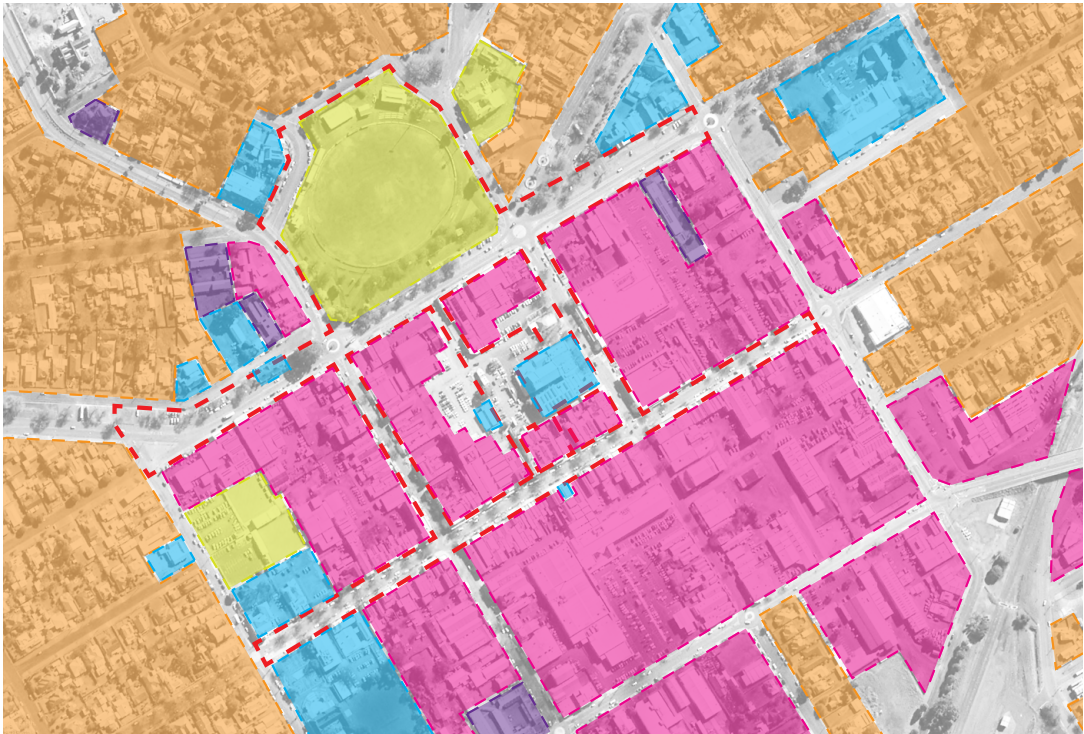


# Investigations (cont.)

## Urban Context Analysis

Hamilton's 2012 Structure Plan and Urban Design Framework provide a detailed framework for the concept designs envisaged in this Master Plan.

Confirmation of key elements of the approach and opportunities - such as connectivity across Lonsdale Street - were examined through our team's own urban context analysis.



### Precincts

Hamilton Central Business Area is **dominated by retail and commercial land uses**, with residential areas circling the precinct including Melville Oval

- Site
- Melville Oval + Sporting Precinct
- Retail Precinct
- Community Facilities (Churches, Schools, CFA, etc)
- Visitor Accommodation
- Residential

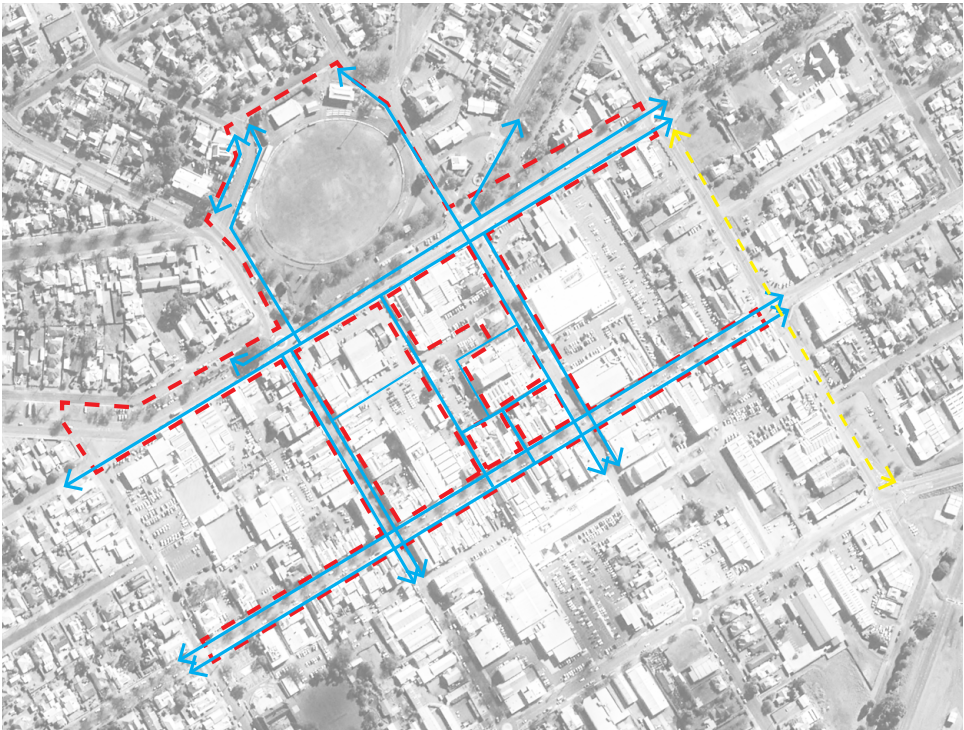


### Interfaces + Points of Interest


Cox and Lonsdale Streets bound the east and north of the Central Business Area respectively, with **Lonsdale Street forming a barrier between Melville Oval and the town centre**. An upgrade of Cox Street is soon to commence.


- Site
- Direct Interface with Major Road
- Direct Interface with Residential Properties / Community Facilities
- Community Interests / Facilities (Library, Art Gallery, etc)
- Historical Interests (Memorials)
- Hospitality Venues






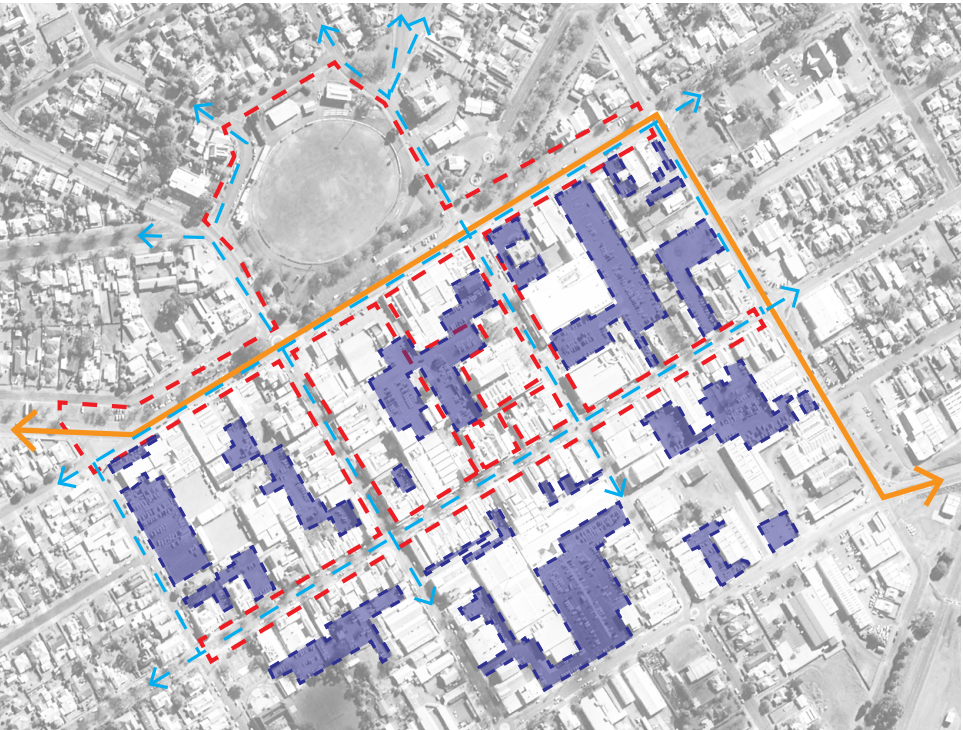
**Pedestrian + Bicycle Movement**  
Hamilton's gridded street (and laneway) network provides **good pedestrian accessibility, but cycling is less well provided for.**

- 


Site
- 


Pedestrian Connections
- 


Shared Use Path




**Vehicular Movement + Parking**  
**Extensive areas of off street car parking** (mostly privately owned) are located central to many CBD blocks.

- 

Site
- 


Major Road - Glenelg Highway (Ballarat Road)
- 


Minor Road - Local Roads (includes on street car parking)
- 


Off Street Car Parking




**Greening**  
Green space is scarce within the central area but nearby **Melville Oval and Botanic Gardens provide major open space opportunities.**

- 

Site
- 

Avenue Street Tree Planting
- 

Irregular + One Sided Street Tree Planting
- 

Open Space (Ovals, Gardens, etc)



# Investigations (cont.)

## Movement + Parking Assessments by MR Cagney

### Roundabouts and Pedestrian Crossings

Along Gray Street its intersections with Cox, Brown, Thompson and Kennedy Streets are all defined by roundabouts. This style of traffic control can work well due to cars being at their slowest right at the conflict point between cars and people (both when entering and exiting a roundabout).

There appear issues with medium sized trucks hitting awnings on Gray Street when negotiating left hand turns. Southern Grampians Shire Council have done swept path analyses to confirm that trucks don't have enough room to make these turns – they either need to mount the inside kerb (hence hitting the awning) or mount the splitter island / pedestrian refuge (see Figures 1 & 2). There are a few things that could remedy this:

- \_ Ban trucks (12.5m plus) from Gray Street (eg Cox to Kennedy). Trucks should still be able to move across Gray Street (eg on Thompson and Brown Streets) to service the town centre.
- \_ Restrict turning movements for trucks on Gray Street.
- \_ Add some bollards on the apex of the corners to prevent trucks mounting the kerb and hitting awnings.

It is considered that large trucks probably don't need to use Gray Street, and smaller trucks (eg 8.8m service vehicles) and vans can probably meet everyday servicing needs.

Outside of Gray Street, the problem isn't as pronounced, although some minor geometry tweaks could be investigated (although currently sitting outside of the precinct design area).

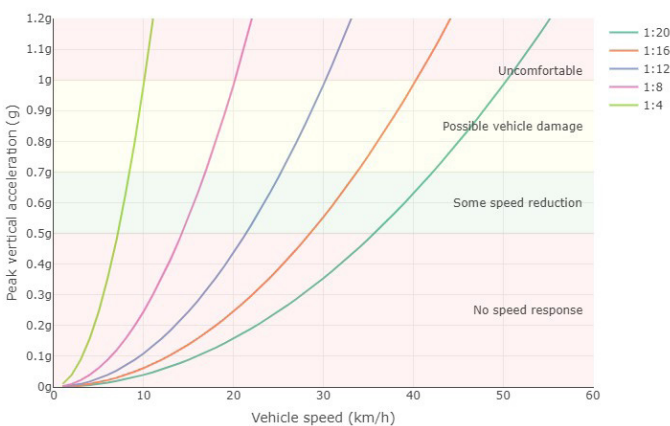


Figure 1: Ramp grade and vehicle speed.



Existing roundabout conditions at Gray and Brown Street.

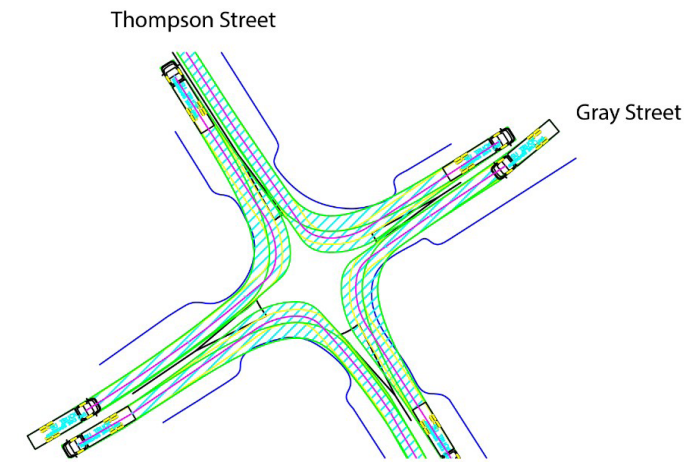


Figure 2: 12.5m Truck turning paths (Gray Street and Thompson Street).  
Source: Council Swept Path Analysis.

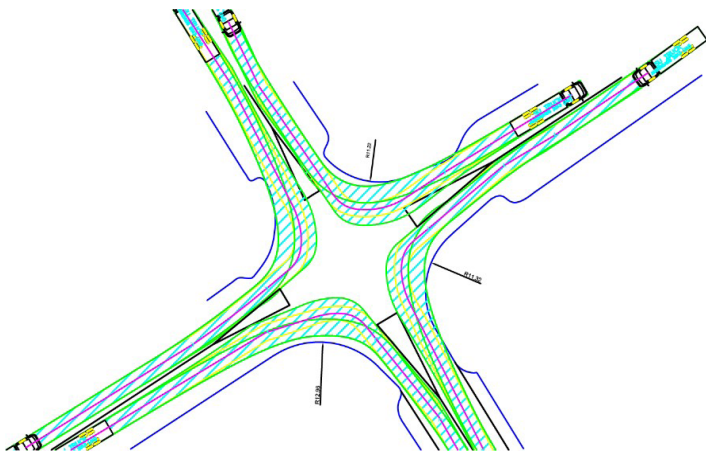


Figure 3: 12.5m Truck turning paths (Thompson Street and French Street).  
Source: Council Swept Path Analysis.

A possible concept design consideration for the roundabouts could be to provide raised platform treatments. Raised platforms can be provided at only where pedestrian may instinctively cross, or the entire footprint of the roundabout. Either treatment has been proven to work well.

The raised platform concept works by reducing vehicle speed in two ways:

- 1.The ramp grade physically makes higher speeds uncomfortable
- 2.Raising the roadway to footpath level provides a soft signal to drivers that they are entering a pedestrian oriented environment, which tends to result in lower travel speeds.

On local streets like Gray and Thompson, there is no requirement to comply with VicRoads standards, so entry ramps can have relatively steep gradients to really slow cars down.

While the tight geometry of the roundabout should stop most people accelerating too much through the roundabout, if the entire roundabout platform was to be raised, drivers won't have to negotiate a platform at pedestrian crossings when exiting the roundabout. They may therefore travel slightly faster, and the cue to watch for people crossing may not be as strong.

On state-controlled roads, VicRoads requires relatively gentle ramp grades that probably don't have much speed limiting impact, so raising the whole roundabout would be the preferred option on Lonsdale and Cox Streets to at least provide a cue to drivers that pedestrians are present.

Figure 3 shows the effect of ramp gradient on vehicle speeds. VicRoads would typically require a 1:15 or 1:20 grade for the roundabouts on Lonsdale Street, however a shallower grade of perhaps 1:8 could be utilised on Gray Street.



Table 1: Suggested dimensions for concept design development

Item	Suggested dimensions	
Traffic lane	VicRoads	3.5m
	General urban	3.0m
	Slow urban	2.7m
Parallel on-street parking	Width	2.1m (slow streets) – 2.3m (Lonsdale Street)
	Length	6.0m (min)
Off-street angle parking 30 deg	Width	2.3m
	Length (perpendicular to kerb)	4.1m (parking to a low kerb with no wheelstops that allows 600mm overhang)
	Aisle width (one-way)	3.0m
Off-street angle parking 60 deg	Width	2.5m
	Length (perpendicular to kerb)	4.8m (parking to a low kerb with no wheelstops that allows 600mm overhang)
	Aisle width (one-way)	3.7m
Off-street angle parking 90 deg	Width	2.5m
	Length (perpendicular to kerb)	4.8m (parking to a low kerb with no wheelstops that allows 600mm overhang)
	Aisle width (two-way)	5.8m

Table 1: Suggested dimensions for concept design development.



Poor marked crossing prioritises vehicles over pedestrians increasing potential for collision and injuries to occur.

Visitor Information Centre

The Visitor Information Centre (VIC) currently displays access issues with larger vehicles parking alongside the building on Lonsdale Street along with a lack of prominent signage for arriving visitors. The width of the street enables an increase in footpath width alongside the building relatively easily. Although not necessarily only for parking would enable Recreational Vehicles (RV) and even trucks to park immediately outside the VIC.

This option could involve the narrowing of Lonsdale Street’s through lanes to 3.5m, a widening of the footpath and provision of 2.3m wide parallel bays.

The provision of better signage to the longer stay RV parking on Alexandra Parade. This would remove the need for visitors to circle around Goldsmith and Byron Street to continue east on Lonsdale.

Another option for ensuring large vehicle parking at the Centre could include creating a slip lane into Hamilton Place from Lonsdale Street. This would likely require the loss of some existing mature trees in the island. In addition, the angled geometry of any slip lane in might make drivers expect that the service road is one-way (and encourages faster vehicle speeds). The perpendicular arrangement of the existing access is probably a good thing, although may need to be wider if caravan access is to be accommodated.

Alternatively, clearer and more prominent signage back at Byron Street could be installed, indicating that RV parking for the information centre is on Hamilton Place.

Lonsdale Street

As part of the current heavy traffic by-pass (B160), Lonsdale Street is a broad road and when it comes to pedestrian or cyclist traffic it can appear intimidating. While its breadth varies along its length from Cox Street to Kennedy Street, it does provide opportunities for reinventing the street and connecting it more to the CBD and the Oval precinct while not limiting its current vehicular use.

One option for cycling would be to provide protected on-street bike lanes. There appears to be latent demand for local bike trips, but Lonsdale Street is too intimidating. A segregated bike lane is a very visible way to show the community that there is bike alternative to local car trips.

This idea however would require the reduction of on-street parking to fit it in. One-way protected bike lanes would be 1.5m (min) – 2m (preferred). In association with the bike lanes would be the upgrade to pedestrian paths each side of Lonsdale Street including more prominent and compliant pedestrian crossing points.

Gray Street

The assessment of Gray Street considered its prominent ‘main street’ status for Hamilton and concluded the current width and number of car parking bays were adequate for a town of this size.

However, it was further assessed that a few of these on-street parking bays could be utilised in a more flexible manner, whereby several bays could be used for different applications depending on business requirements and the time of year. These different applications could include parklets or shared street zones. These multi-use parking bays are beneficial to the local retail activities as they add vibrancy to the streetscape which in turn increases activity in the area, thus supporting local businesses.

It was further noted that narrowing of the lanes (2.7m) in Gray Street was a potential idea and would assist in keeping speeds very slow.



Existing car parking conditions along Gray Street currently provide ample space and adjustment of this to maximise pedestrian space would be beneficial.



Existing roundabout conditions at Gray and Thompson Street.



# Investigations (cont.)

## Car Parking

While the Southern Grampians Shire Council is currently reviewing their broader parking requirements it is suggested to keep paid parking, but upgrade the payment and enforcement technology.

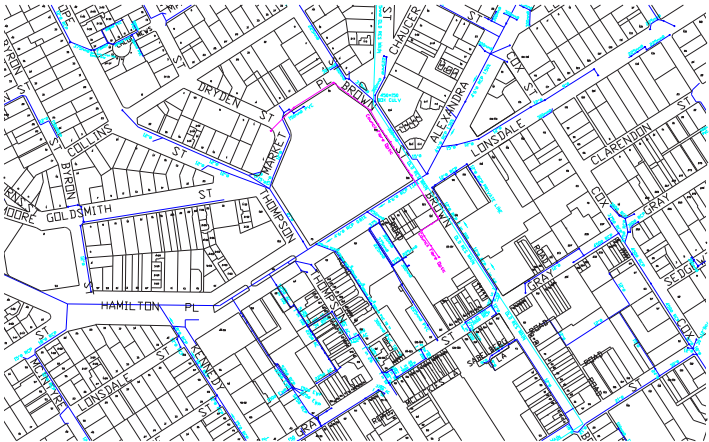
The installation of newer meters that enable credit card and in-app payment (like Horsham) could assist in ease of use while the use of in-pavement sensors for each space in the town centre can aid enforcement and lower Council costs.

The study area was very well served in terms of car parking with multiple 'back of house' areas in very close proximity to Gray Street.

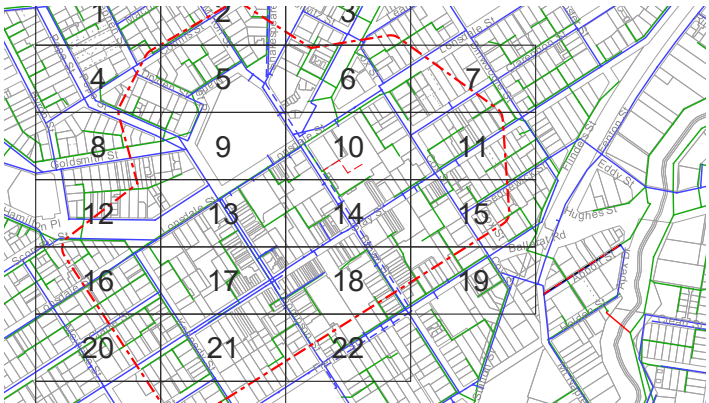
## Bike Parking

Existing bike racks throughout much of the study area can be difficult to find and when available aren't inviting or the easiest to use. Most cyclists would probably elect to use a pole instead.

There are opportunities to encourage more cycling with better placement of cycle racks and in engaging the local art community in collaborating with new ones.



Stormwater network mapping of Hamilton Central Business Area



Water network mapping from Dial Before You Dig

## Infrastructure overview by Tonkin

A desktop study was performed to identify approximate locations of underground services throughout the study area. Data has been collated from information supplied by Dial Before You Dig.

### Stormwater Infrastructure

The majority of stormwater pipes below Gray Street are situated along the northern side of the street with pipes running the majority of the length of Gray Street. There are several pipes running north / south below Gray street. There is one pipe beneath the southern side of the street which runs intermittently. The pipes range in material from AC/PVC/RCP and sizes from 225/275/300/525/12".

The stormwater pipes beneath Lonsdale Street are situated similarly to that of Gray Street, with the majority of pipes beneath the northern side of the street. The only stormwater pipe indicated by the DB4YD plans beneath the southern side of the street is a 375 RCP located between building allotment number 82 and 86. The sizes and materials are similar to that beneath Gray Street.

### Sewer

There is a 150VC sewer pipe running below Gray Street toward the eastern end beneath the northern side of the street. There is another 150VC sewer pipe at the western end of Gray Street beneath the southern side of the street. The sewer pipe beneath Lonsdale Street is a 225VC and runs the full length of the street at the southern side.

### Potable Water

Potable water is delivered by a 225PVC pipe running beneath the northern side of Gray Street running the full length of the street. The only potable water pipe beneath the southern side of Gray Street is at the western side between Kennedy and Thompson Street.

Potable water pipes along Lonsdale Street are located beneath the southern side with sizes and materials ranging from 150AC/225DICL/150CICL. The only pipe beneath the northern side of Lonsdale Street is

a 100PVC located between Kennedy and Thompson Street.

### Gas

Gas lines run beneath Gray Street along the northern side between Kennedy and Brown Street.

Gas lines run beneath Lonsdale Street along the southern side for approximately the full length of Lonsdale Street.

Gas line connections to properties have not been noted.

### Optic Fibre

Optic Fibre runs beneath the majority of both Gray and Lonsdale Street along both northern and southern sides of the street, with connection into nearly all properties.

### Optus + Telstra

There is one Optus asset which runs beneath the full length of Gray Street along the northern side.

Telstra assets run in conduits beneath both Gray and Lonsdale Streets along both the northern and southern sides of the street with numerous connections into properties.

### Power

Powercor assets run beneath both Gray and Lonsdale Street along both northern and southern sides of the street with numerous connections into properties.

### Future Service Upgrades

All service authorities have been approached to provide details of any known deficiencies and/or proposed future works. None of the authorities identified known deficiencies and only VicRoads advised of the known upgrades proposed/underway on Cox St.

### Opportunities

In reviewing the stormwater drainage plans it became evident that Gray St grades to the north and south, and similarly the underground drains in Gray St flow north and south. This leave the central portion of Gray St at a crest. This will allow consideration to removing the formal drainage paths (kerbs) and create a friendlier street environment for pedestrians in this high trafficked area.



A 3D architectural rendering of a park area. In the foreground, there is a paved road with a white car on the left and three white cars parked on the right. A tall, thin light pole stands on the right side of the road. A paved path leads from the road towards a set of wide, light-colored concrete stairs. To the left of the stairs is a large, leafy tree. In the background, there is a building with a dark roof and a large, leafy tree. The sky is a clear, light blue.

Section 05:

## Concept Designs

Section 05 is the concept designs for Melville Oval, Gray Street, Lonsdale Street and connecting laneways. Designs are presented as 3D illustrations to help all readers visualise the proposed changes.



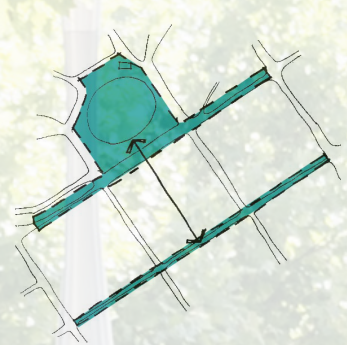
# 5. Concept Designs

Concepts for improving + activating Hamilton's Central Business Area

**“The focus of this Master Plan is creating concepts to revitalise Hamilton’s central public space - Melville Oval - and the town’s main street - Gray Street - along with connecting laneways and Lonsdale Street.”**

## Principles

Five planning and design principles underpin the Concept Designs for Hamilton Central Business Area.



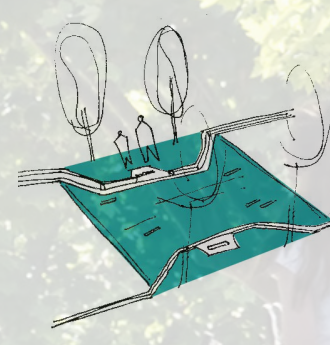
### Principle 1. Linking Precincts

Linking precincts via laneways, streets and green spaces to activate the Central Business Area with more people, including the historic Melville Oval to Gray Street.



### Principle 2. Places for People

Improve streets and public spaces (like Melville Oval) to make them more attractive and appealing to people. Incorporate elements that contribute to the comfort of pedestrians, such as awnings and canopies to provide weather protection. Slow traffic and activate spaces by maximising the extent of activity spilling out onto the street and laneways. Providing interest through window displays public art.



### Principle 3. Moving Safely + Easily

A successful centre is easy to access and get around, by all modes of transport especially walking, and for all ages and abilities. Provide clear wayfinding including signage but also through other aspects of the public realm, from the patterns and permeability of streets, to architectural features, landscaping, paving and plantings themes to help create place identity.



### Principle 4. Public Art + Culture

Recognising the importance of history and culture through public artworks and interpretive signage, which also provide visual interest and excitement for visitors.



### Principle 5. Quick Wins

Realistic concepts that can be implemented over time in stages, and with affordable, quick win elements in all precincts to show improvements on the ground and keep the community engaged.



**Activate Melville Oval**

**Lonsdale Street -  
Connecting across + along**

**Vibrant Laneways**

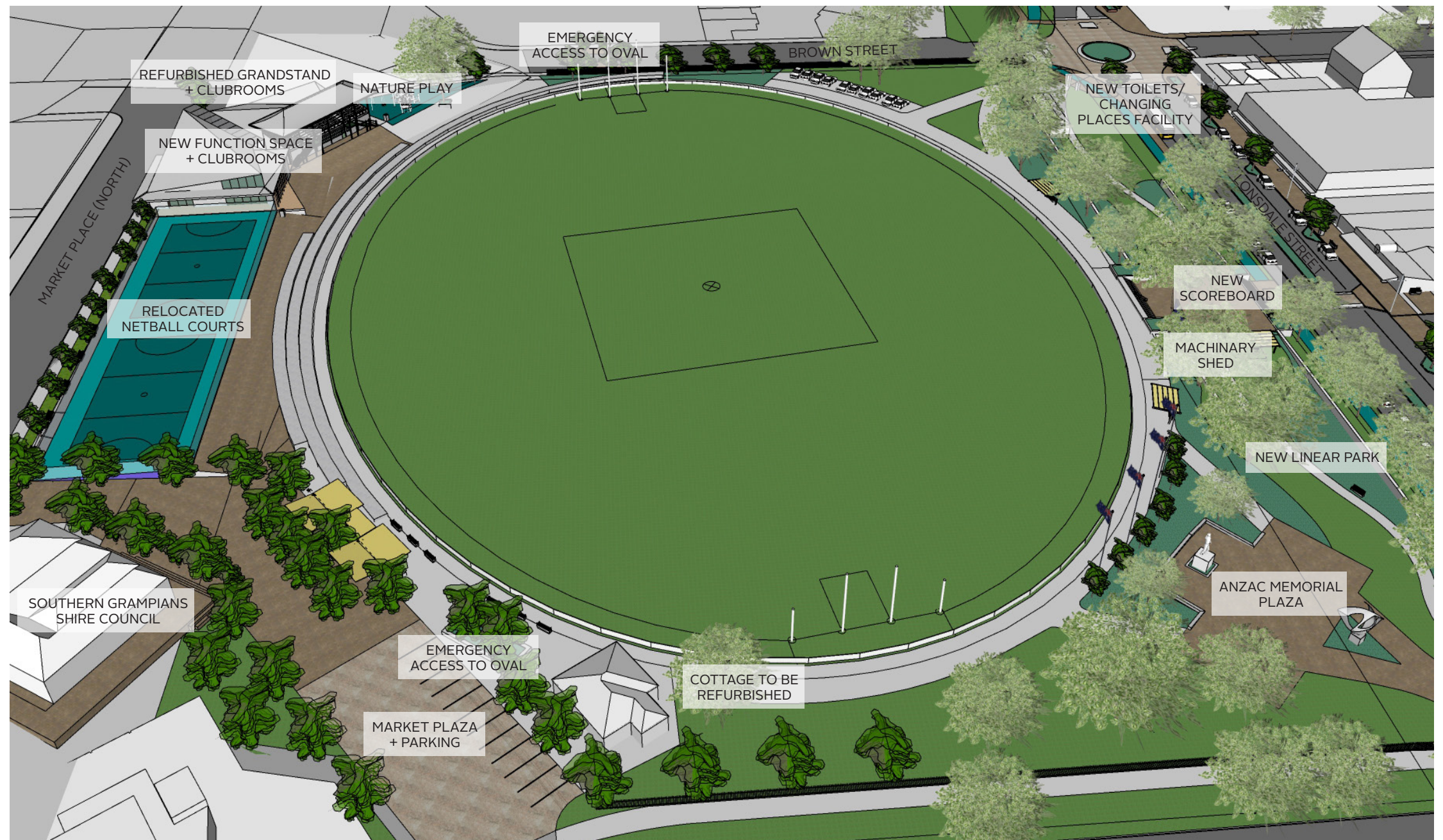
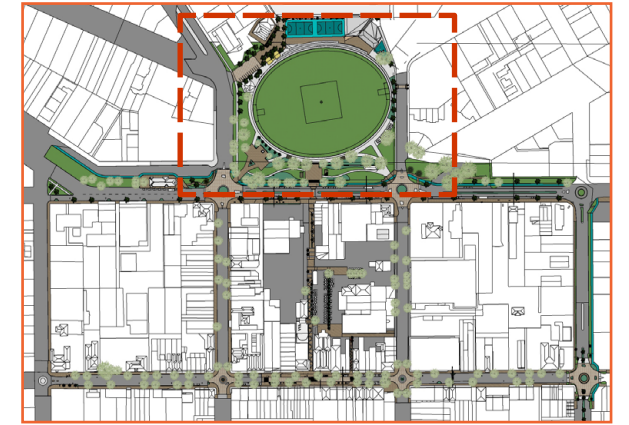
**Gray Street - A Street for People**



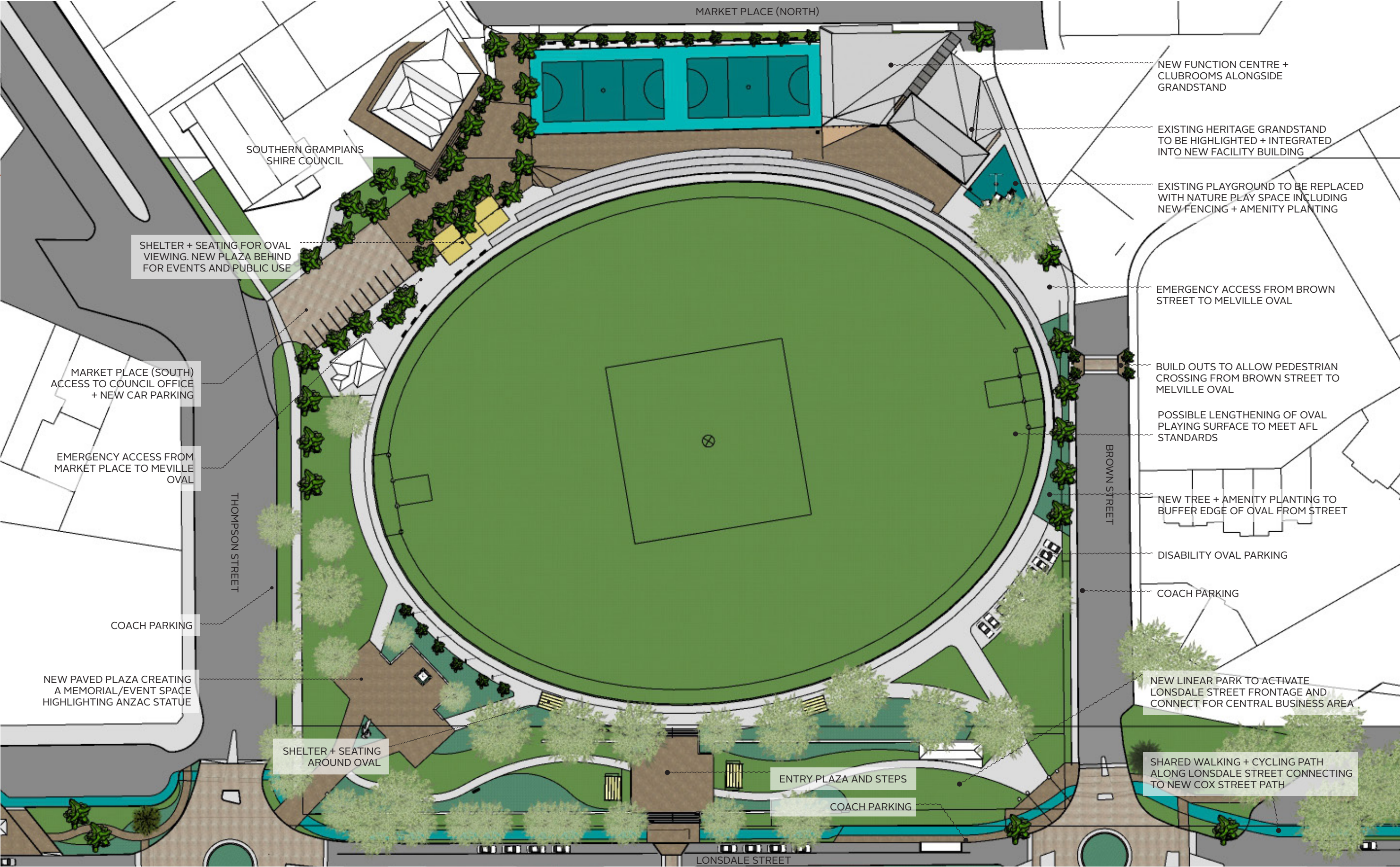
## 5.2 Activate Melville Oval

Upgrading sports + community spaces to benefit all oval users and bring more people to the precinct, more often

**“The concept for Melville Oval is over time to revitalise all sporting facilities and public spaces, building up-to-date playing surfaces and clubrooms, and also attracting more community use through more and better public open space.”**









# Melville Oval Precinct

## Concept Design highlights

### New clubrooms, function centre + heritage grandstand

- \_ Refurbished grandstand + extension of indoor area for football clubrooms
- \_ New function centre annexe with netball clubrooms

### Netball

- \_ Two new netball courts to competition standard
- \_ Viewing areas
- \_ Tree planting to Market Place boundary

### Linear Park

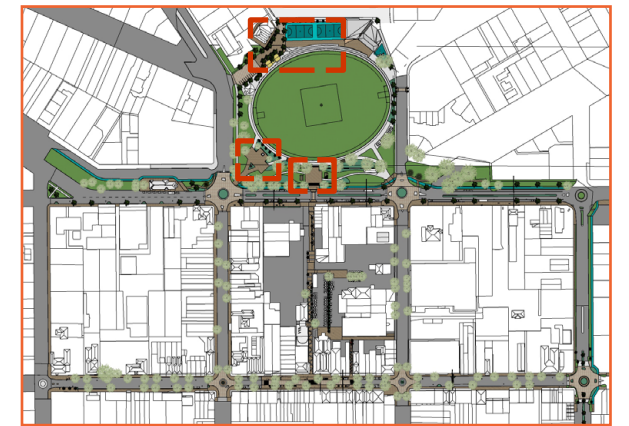
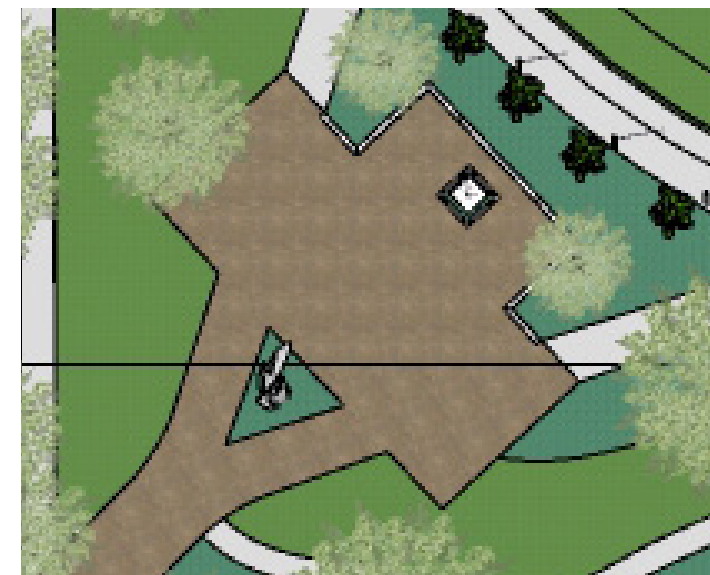
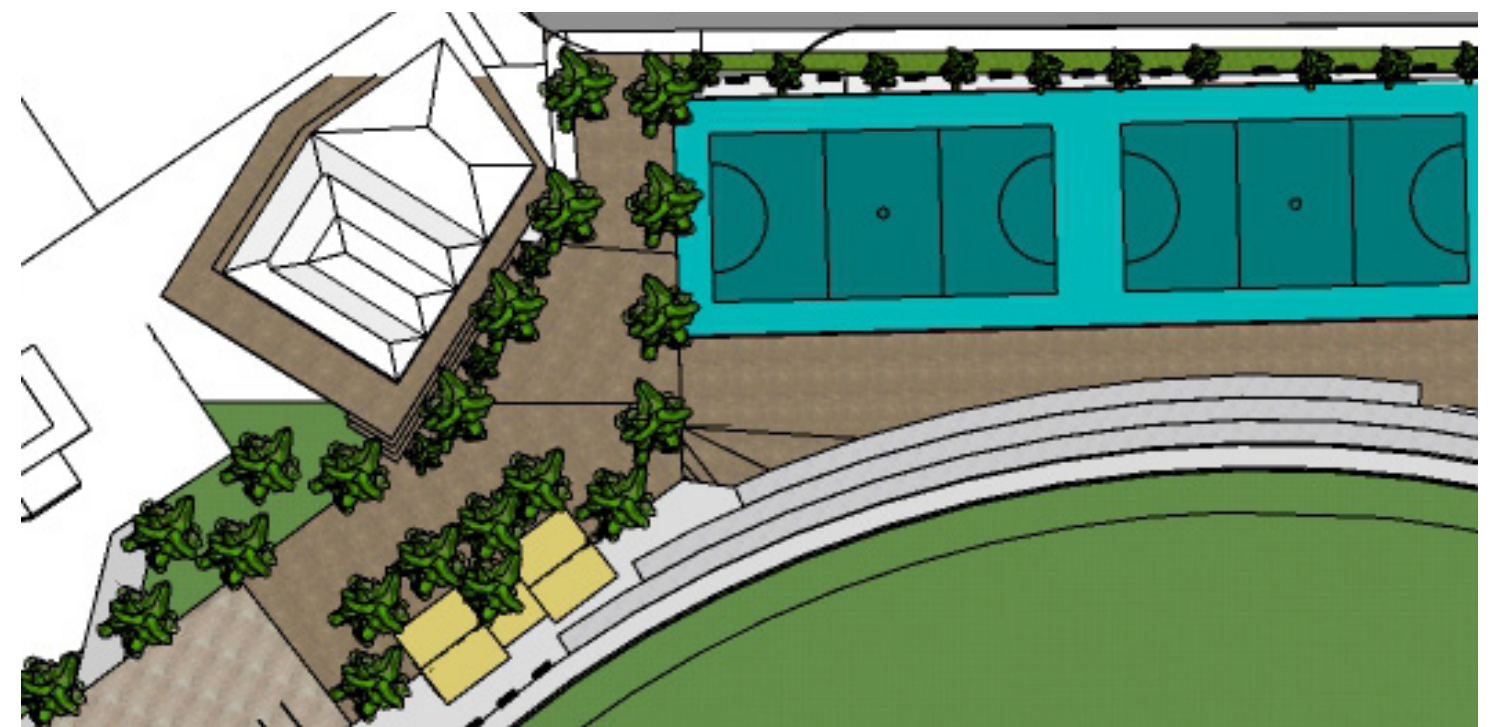
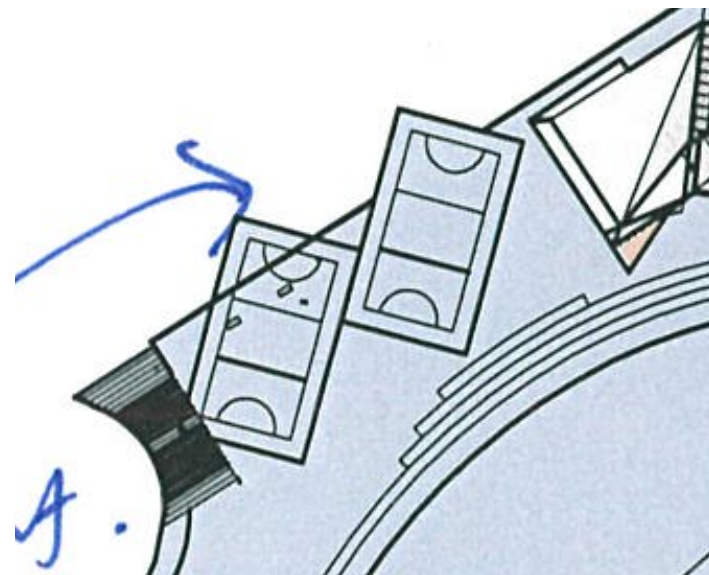
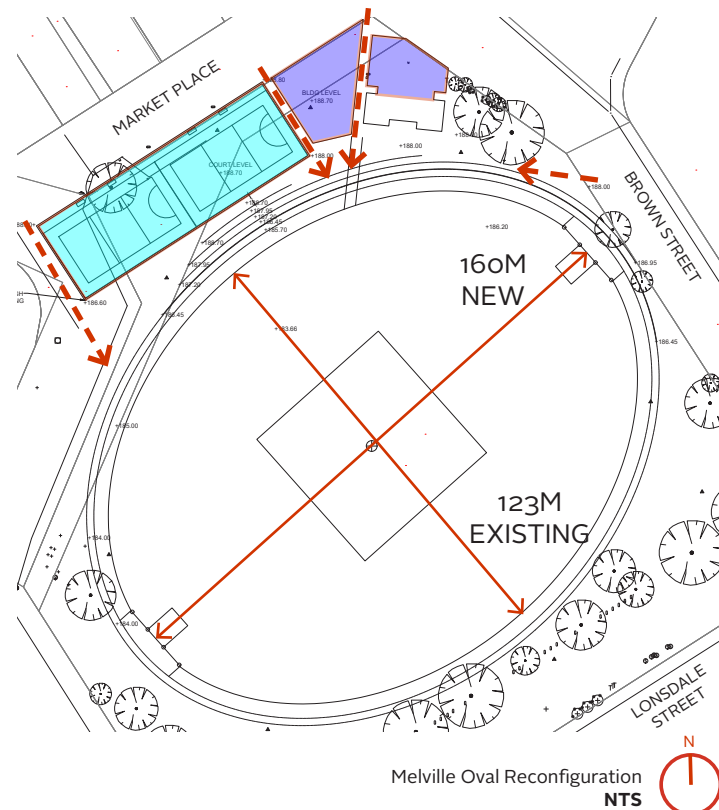
- \_ New public open space for central business area
- \_ Oval to Gray Street link via laneways
- \_ New seating, shelters + BBQs
- \_ Shared walking + cycling path
- \_ New public toilets

### ANZAC Plaza

- \_ Strengthened sense of place
- \_ Level plaza for memorial gatherings
- \_ Cross and flower installations to sides
- \_ Seating and formal space delineation

### Market Plaza

- \_ New events space
- \_ Improved frontage to Council buildings
- \_ Council access retained
- \_ New parking for oval precinct
- \_ Walking + cycling route to Market Place (north)



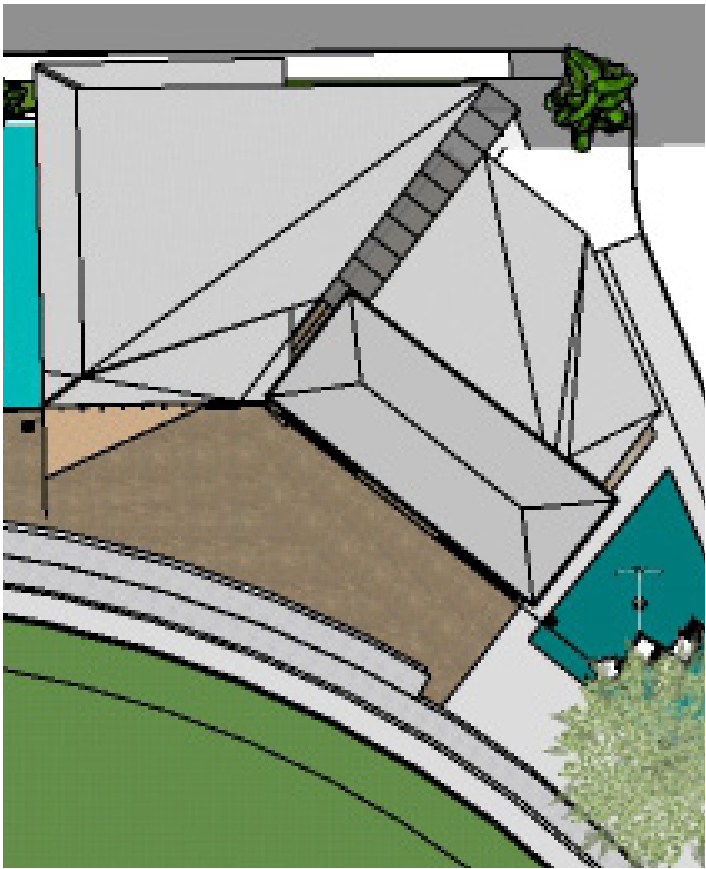




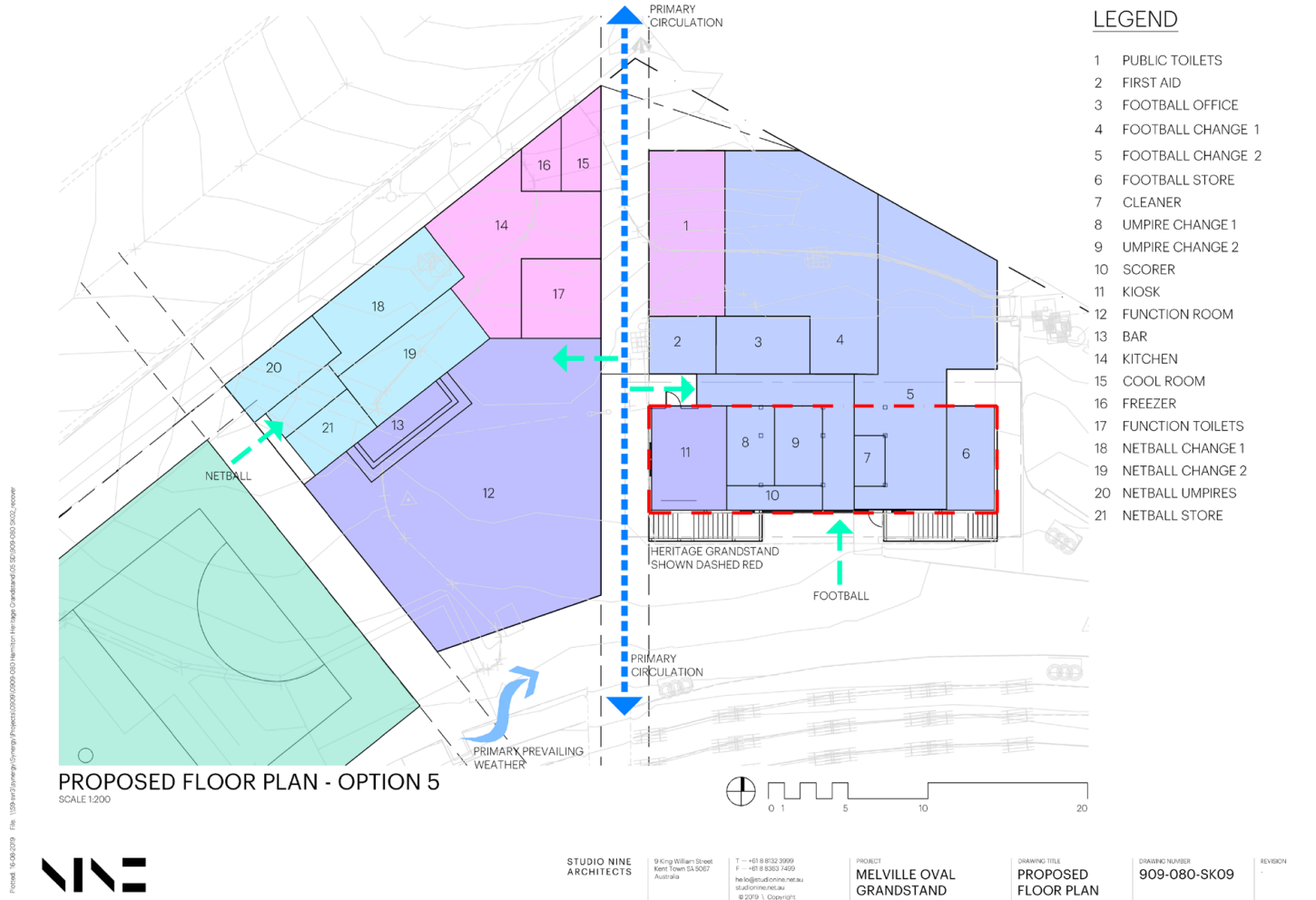
# Melville Oval Grandstand

## Concept Design highlights

- \_ Visual hierarchy between heritage and new has been maintained
- \_ Separation between heritage and new has been maintained
- \_ Viewing remains from grandstand
- \_ Existing clubrooms adaptively re-used as football change rooms
- \_ New function space looks onto oval and netball courts
- \_ New works all single storey
- \_ Building area 950sqm (excluding circulation between buildings and existing grandstand seating)



Melville OvalGrandstand  
NTS



Proposed building with new changerooms and functions space.



Looking West towards the proposed building and new netball courts.



## 5.3 Gray Street - A Street for People

More space for walking, sitting, meeting and eating along Hamilton's main street

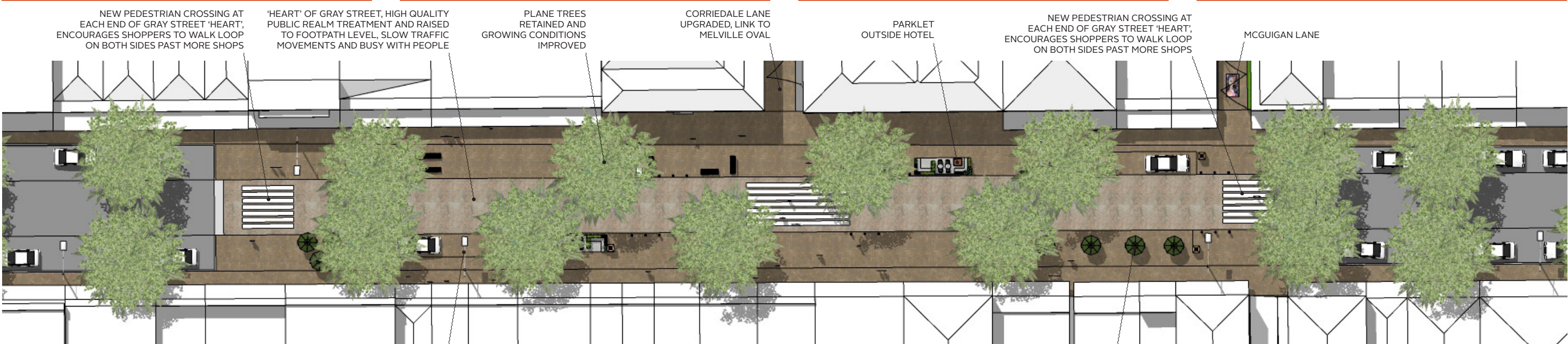


**“Streets for people are welcoming, safe, functional, comfortable, green and interesting! All these qualities are essential to attracting locals and visitors, and enticing them to stay longer.”**

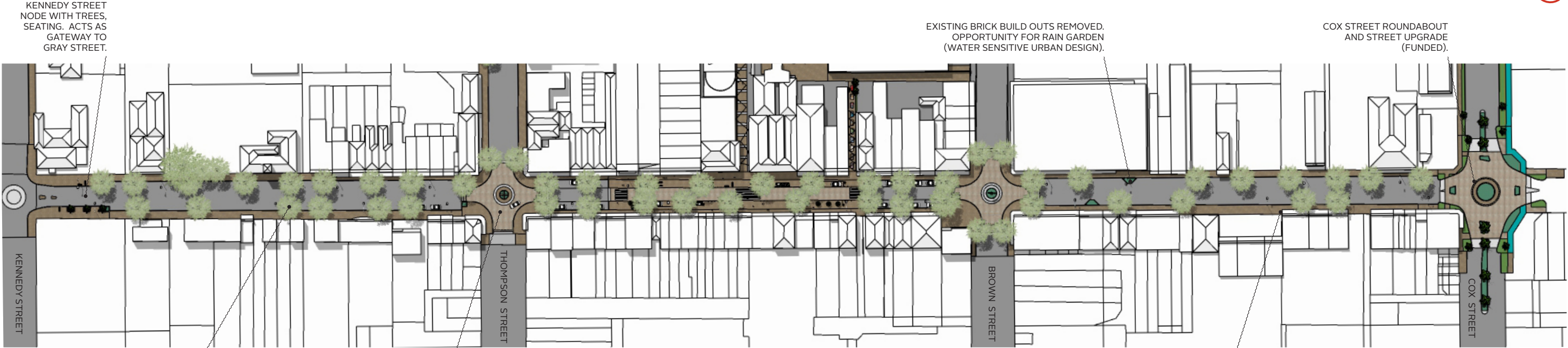


Gray Street revitalised with emphasis on a CBD heart designed for people.





Gray Street 'Heart' Concept Design  
NTS



Gray Street Concept Design  
NTS



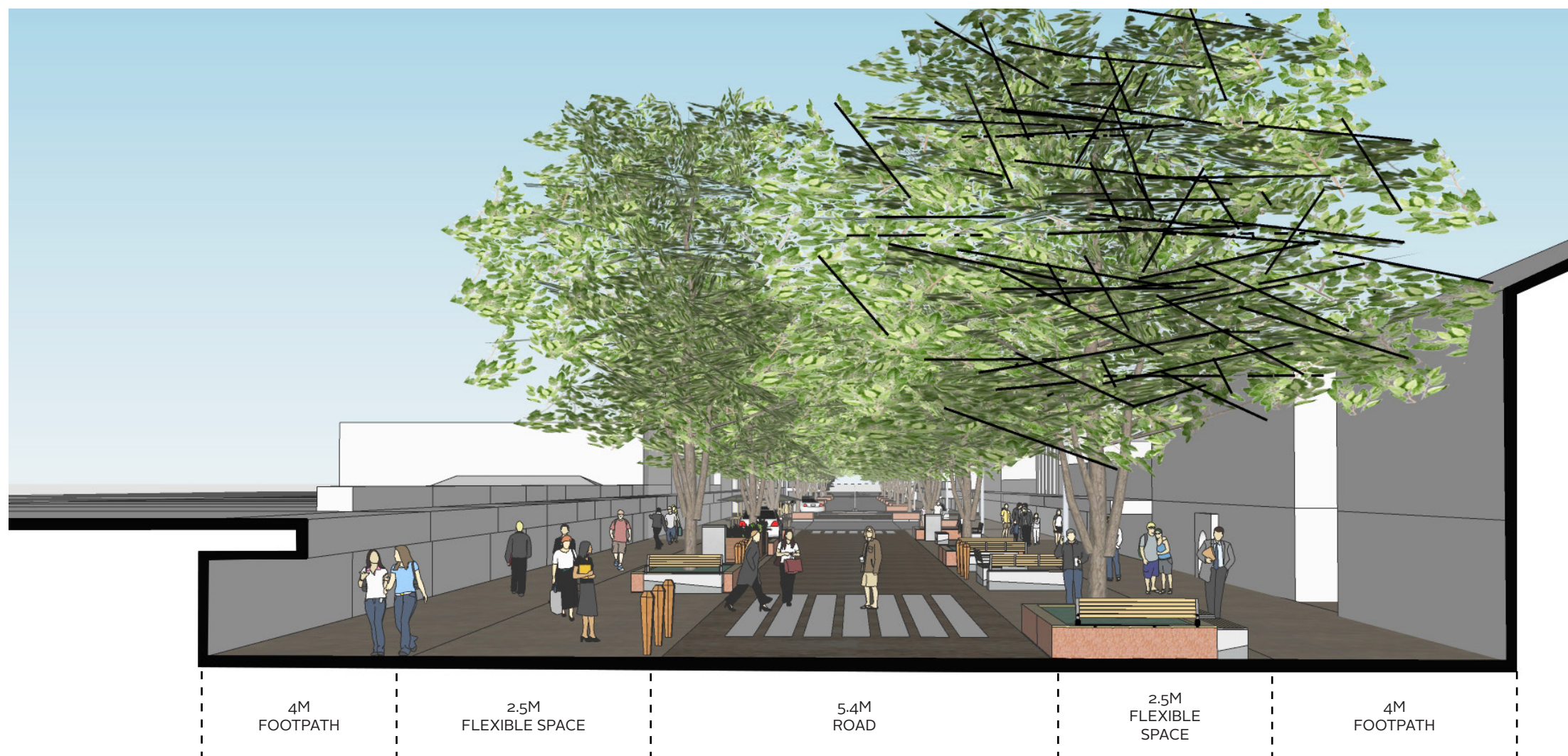


## Gray Street

### Concept Design highlights

#### Gray Street for people, not (just) cars!

- \_ Gray Street 'heart' a shared space for people and vehicles.
- \_ Wider footpaths creating flexible spaces for business and social activity, or parking.
- \_ No kerbs make it easy to cross and to use for events.
- \_ More seating and meeting spaces.
- \_ Greener, with healthier trees and new gardens.
- \_ Roundabout improvements including raised pavements.
- \_ Parklets at key businesses.
- \_ High quality paving and materials.
- \_ All footpaths upgraded.
- \_ Slow (30kph) speed environment.
- \_ Creating some 'edge friction' to reduce vehicle speeds.
- \_ A street that is easy to wander across is good for business.
- \_ Narrow is safer and enables social behaviour.



Gray Street section





Bespoke corten steel planter with integrated hardwood timber seating - Handyside Park, London.



Shared street designs minimise kerbs and barriers and allow roadways to be easily used as events spaces (Sixth Street, Murray Bridge)



Street Furniture Australia PowerMe Table with wifi and charging capabilities.



Street Furniture Australia stainless steel surface fixed spiral hoop bike rack.



Solar Bins Australia 'Bigbelly' sustainable waste and recycling management with solar powered compactor, sensors + app capabilities.



Street Furniture Australia Mall DDA Seat with eco-certified hardwood battens, splayed legs and integral arms.



Street Furniture Australia Frame Bin Enclosure 120L with Battens, curved roof and eco-certified hardwood battens.



Temporary parklet structures to integrate within car parking spaces to be utilised for outdoor dining or temporary activation spaces.



## 5.4 Vibrant Laneways

Enliven Hamilton's laneways with art, light and greening

**“Hamilton’s laneways are well-used links between car parks and shops, and the perfect canvas for local art and culture to be displayed, celebrating the community and making people smile.”**

### Laneways

#### Concept Design highlights

The creation of new paved surfaces providing continuation of Corriedale Lane, establishing a link to Melville Oval strengthening the CBD's walkability and promoting extended and informal use of the precinct.

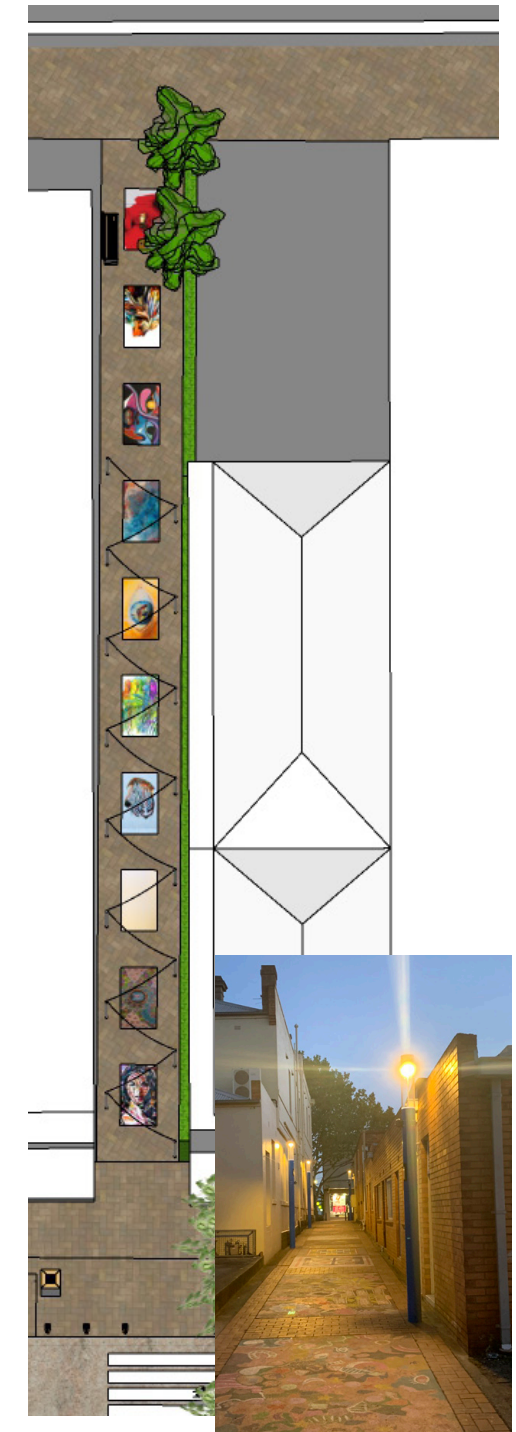
- Demarcation of laneway with local artist designed gateways supported with wayfinding signage.
- New feature paving patterning to the extent of Corriedale Lane to distinguish as a pedestrian corridor and enhance the presence of the Lane.
- Improved pedestrian movement across the car park with a raised plateau, paved plaza and path connecting to Lonsdale Street.
- A new paved threshold to the car park allowing pedestrian movement safely from the laneway to the Library's open space abutting Brown Street.
- Creation of a large feature paved area entry plaza to Grand Central Hotel allowing a safe transition space for pedestrians from car park and usable outdoor area.
- Installation of catenary lighting the length of the laneway to provide ambience and increase sense of safety during night hours.
- Establishment of cool and shaded pedestrian link with the installation of a single row of large shade trees from Gray Street to Lonsdale Street and existing raised planter within car park.
- Themed amenity planting to new and existing garden beds to soften and provide high quality aesthetic to heavily hardscaped area.
- Inclusion of street furniture including seats, feature art and wayfinding signage to provide a friendly, usable space which locals and visitors enjoy lingering and moving through.
- A new green facade to McGuigan Lane maximising greenery and allowing cooling within an area of limited plantable space.
- Repurposing of old shed for pop-up/ temporary retail opportunities.



Corriedale laneway looking towards Gray Street.



New raised paved threshold within existing car park to enable pedestrian connection to Melville Oval.



McGuigan Lane Concept Design  
NTS

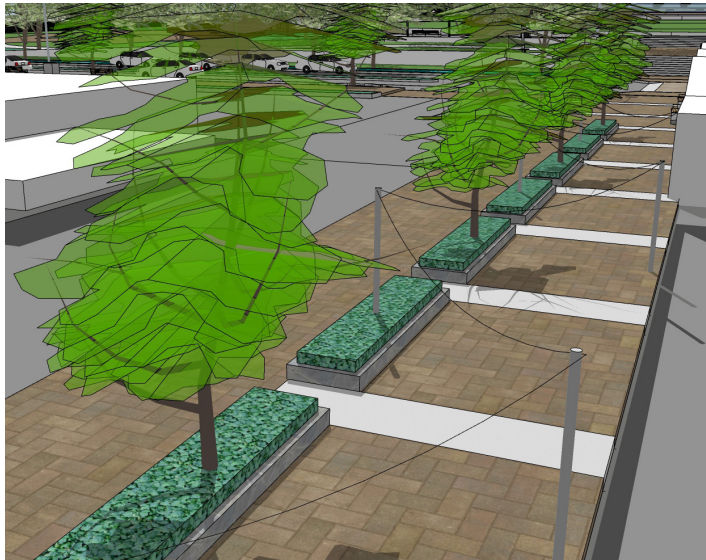




McGuigan Lane open wall.



Linear textural planting including single row tree planting delineates pedestrian path while softening pavement and concrete seating nodes.



Adelaide's Bank Street utilise parklets to activate a laneway within the CBD that provides rest areas for pedestrians and cyclists with tree planting providing shade year round.



Laneway greening and bespoke seating achieve a modern aesthetic with slim designed planter and climbing frame + timber slat seating all integrated with feature lighting.



Bespoke planters and ambient lighting highlighting greening within the laneway creating a space that intrigues and draws people in.



Lined with a single row of tree planting and differentiating pedestrian paths with feature paving within proximity of vehicular areas enables recognition of mixed users within the space.



Customised shipping containers allow for the activation of under utilised space within laneways with pop up cafés/bars.

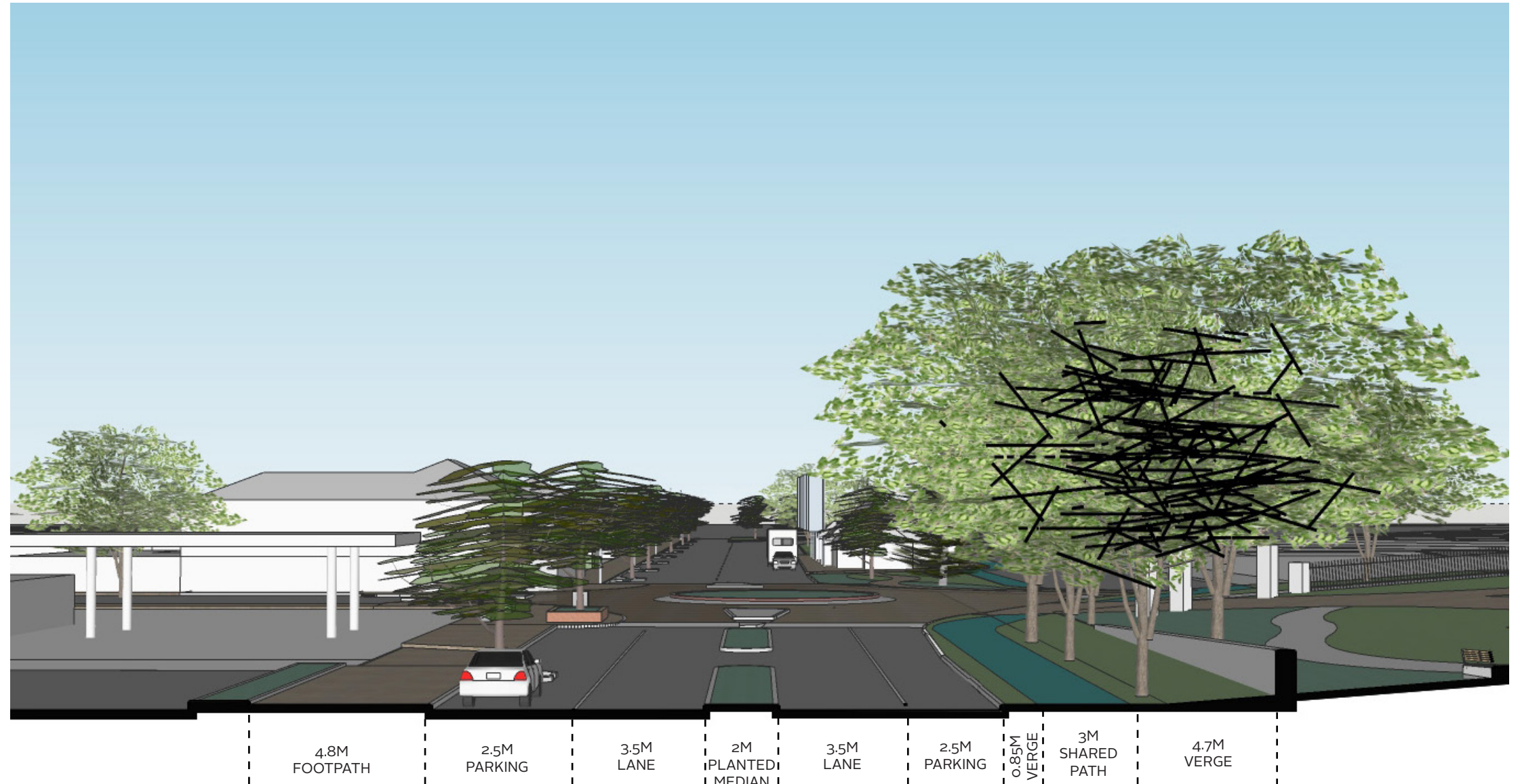


## 5.5 Lonsdale Street - Connecting across + along

Civilising the highway as it passes through town, and linking the town centre to Melville Oval

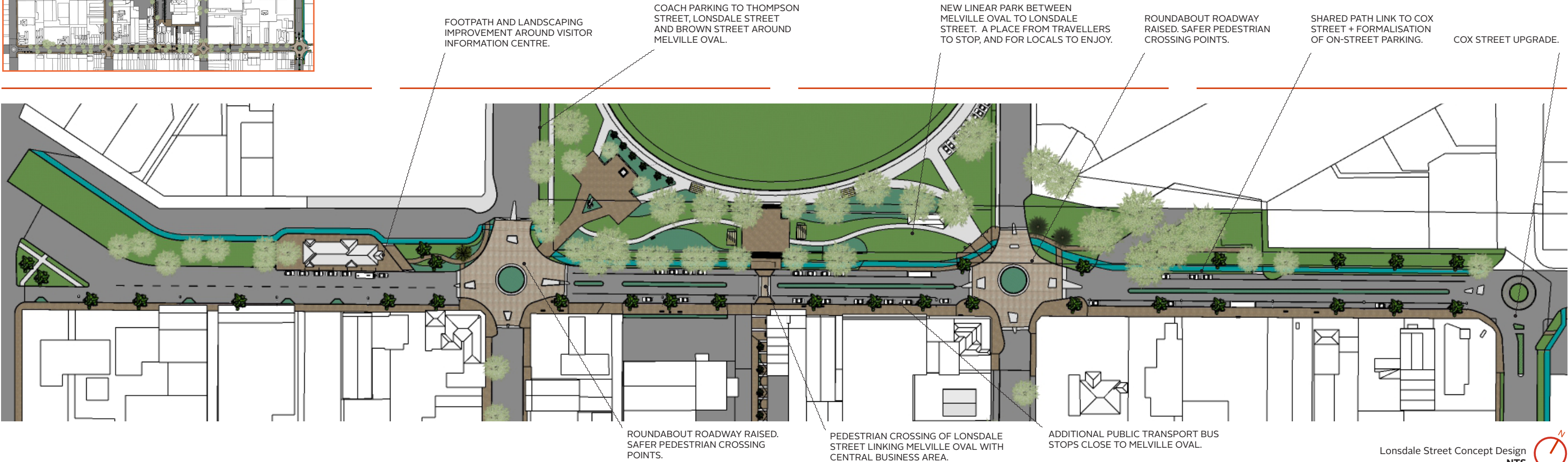
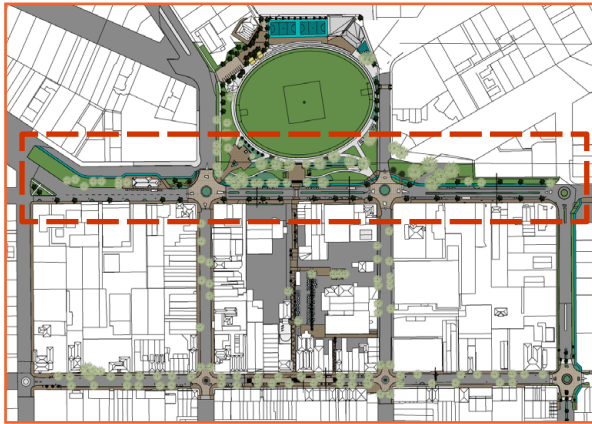


**“Roads into and out of Hamilton skirt the edge of the town centre, with the effect of separating the town from Melville Oval at Lonsdale Street. Improving the quality of this street will make a better impression to visitors, and make it easier to connect the town to its green space.”**



Lonsdale Street section: looking West across Thompson Street.





## Lonsdale Street

### Concept Design highlights

- The Green Edge
- \_ Welcoming visitor experience.
  - \_ Reduction in effective street width to encourage reduced speeds.
  - \_ Shared path extension from Cox Street upgrade to Thompson Street.
  - \_ Street greening for more comfortable walking + parking, and a healthier landscape.
  - \_ Improved crossing opportunities between Oval and Central Business Area.
  - \_ Retain car park access.



New raised roundabout treatment and pedestrian/cyclist crossings points to the Lonsdale St and Thompson St intersection.



Connecting Melville Oval to Gray St with a crossing point allowing pedestrians/cyclists to utilise the whole CBD with ease. The new linear park to the edge of Melville Oval and Lonsdale St along with new street trees + amenity planting increases greenery.





## Section 06:

### Design Guidelines

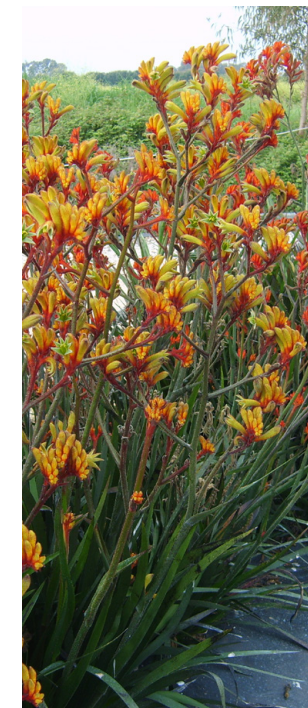
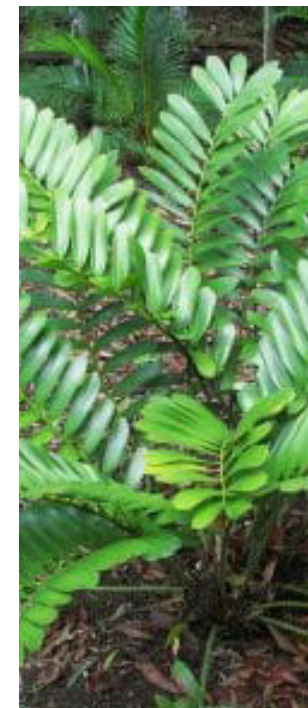
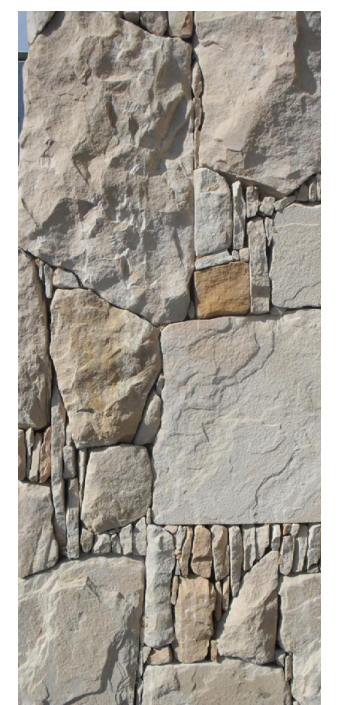
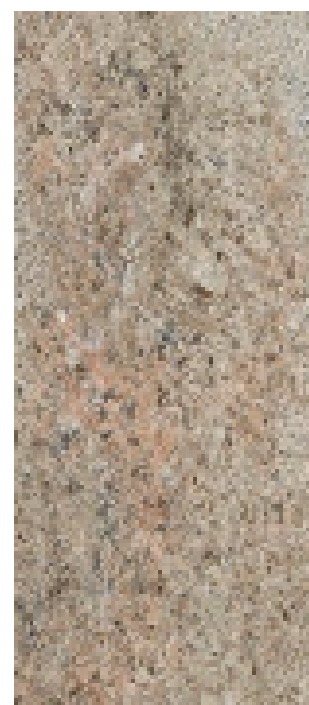
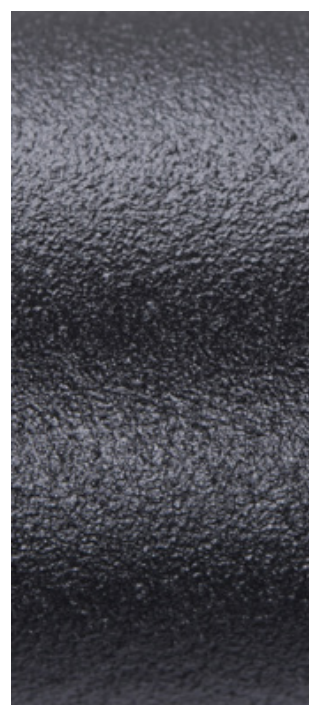
Section 06 provides guidance on the myriad of details necessary to implement a successful public realm master plan, including materials, planting, lighting, and many other aspects.





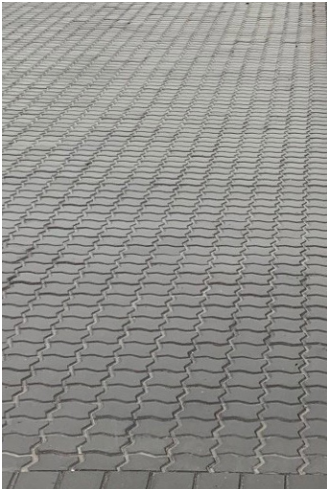
## 6.1 Materials + Planting

Hardscape + softscape materials are based on a palette of primary textures + colours





Paving



Design Detail	<ul style="list-style-type: none"><li>_ Urbanstone Engineered Series 300 x 200 x 40mm</li></ul>	<ul style="list-style-type: none"><li>_ Urbanstone Austral Coffee Paver</li></ul>	<ul style="list-style-type: none"><li>_ Urbanstone Engineered Series Cobbletop Paver</li></ul>	<ul style="list-style-type: none"><li>_ Best Bricks + Pavers Interlocking Paver</li></ul>	<ul style="list-style-type: none"><li>_ Exposed Aggregate</li></ul>	<ul style="list-style-type: none"><li>_ Hotmix Asphalt</li></ul>	<ul style="list-style-type: none"><li>_ Grampians Sandstone</li></ul>
Colour	<ul style="list-style-type: none"><li>_ PCC</li></ul>	<ul style="list-style-type: none"><li>_ Coffee (Natural Stone)</li></ul>	<ul style="list-style-type: none"><li>_ Gunmetal</li></ul>	<ul style="list-style-type: none"><li>_ Charcoal</li></ul>	<ul style="list-style-type: none"><li>_ Sand Oxide with Light Mixed Aggregate</li></ul>	<ul style="list-style-type: none"><li>_ Charcoal</li></ul>	<ul style="list-style-type: none"><li>_ Sandstone</li></ul>
Surface Finish	<ul style="list-style-type: none"><li>_ Shotblast, Stretcherbond</li></ul>	<ul style="list-style-type: none"><li>_ Stretcherbond</li></ul>	<ul style="list-style-type: none"><li>_ Shotblast, Stretcherbond</li></ul>	<ul style="list-style-type: none"><li>_ Shotblast, Interlocking</li></ul>	<ul style="list-style-type: none"><li>_ Brushed</li></ul>	<ul style="list-style-type: none"><li>_ Anti-slip</li></ul>	<ul style="list-style-type: none"><li>_ Varies</li></ul>
Performance Rating	<ul style="list-style-type: none"><li>_ Anti-slip</li></ul>	<ul style="list-style-type: none"><li>_ Anti-slip</li></ul>	<ul style="list-style-type: none"><li>_ Skid + slip resistant</li></ul>	<ul style="list-style-type: none"><li>_ Skid + slip resistant</li></ul>	<ul style="list-style-type: none"><li>_ Anti-slip</li></ul>	<ul style="list-style-type: none"><li>_ Remove damaged section + replace</li></ul>	<ul style="list-style-type: none"><li>_ Anti-graffitti</li></ul>
Maintenance	<ul style="list-style-type: none"><li>_ Remove damaged pavers + replace, general cleaning</li></ul>	<ul style="list-style-type: none"><li>_ Remove damaged pavers + replace, general cleaning</li></ul>	<ul style="list-style-type: none"><li>_ Remove damaged pavers + replace, general cleaning</li></ul>	<ul style="list-style-type: none"><li>_ Remove damaged paver + replace, general cleaning</li></ul>	<ul style="list-style-type: none"><li>_ Remove damaged section + replace, general cleaning</li></ul>	<ul style="list-style-type: none"><li>_ Loop path surrounding Melville Oval</li></ul>	<ul style="list-style-type: none"><li>_ Remove damaged parts / general cleaning</li></ul>
Design Application	<ul style="list-style-type: none"><li>_ General paving</li></ul>	<ul style="list-style-type: none"><li>_ Focal paving to indicate crossing points, seating nodes or points of interest + feature banding to laneway</li></ul>	<ul style="list-style-type: none"><li>_ Paved edge to Gray St paving + raised threshold</li></ul>	<ul style="list-style-type: none"><li>_ Paving to all raised thresholds</li></ul>	<ul style="list-style-type: none"><li>_ Shared path to Melville Oval Linear Park</li></ul>		<ul style="list-style-type: none"><li>_ Feature stone for raised garden beds + walling</li></ul>

Initial Cost	<div><div></div><div></div><div></div><div></div></div>
Maintenance Cost	<div><div></div><div></div></div>
Lifetime Cost	<div><div></div></div>

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## Paving (cont.)



- Design Detail
- Colour
- Surface Finish
- Performance Rating
- Maintenance
- Design Application

- \_ Bamstone Bluestone

\_ Bluestone

\_ Varies

\_ Anti-graffitti

\_ Remove damaged parts /  
general cleaning

\_ Feature stone for raised  
garden beds + walling

- Initial Cost
- Maintenance Cost
- Lifetime Cost



## Furniture



- Design Detail
- Colour
- Surface Finish
- Performance Rating
- Maintenance
- Design Application

- \_ Upright Concrete Kerb  
150mm

\_ Charcoal

\_ Trowel Finish

\_ Anti-slip

\_ Remove damaged section  
+ replace

\_ Kerb to all roads

- Initial Cost
- Maintenance Cost
- Lifetime Cost



- \_ Iguana Creative Corten  
Steel Bollards

\_ Corten Steel

\_ Anti-graffiti

\_ Remove damaged  
item + replace, general  
cleaning

\_ Feature bollards to  
Melville Oval + Melville  
Oval Linear Park



- \_ Mos Oxley Bollard

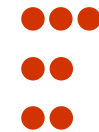
\_ Black Satin Night Sky  
19268 + Spotted Gum  
Hardwood

\_ Powdercoated + Oiled

\_ Anti-graffiti

\_ Remove damaged  
item + replace, general  
cleaning

\_ Feature bollard in Gray  
Street + Corriedale  
Laneway



- \_ Iguana Creative Corten  
Steel Bike Racks

\_ Corten Steel

\_ Anti-graffiti

\_ Remove damaged  
items + replace, general  
cleaning

\_ Gray Street, Corriedale  
Laneway + Melville Oval



- \_ Mos Oxley Seat

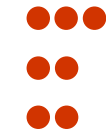
\_ Black Satin Night Sky  
19268 + Spotted Gum  
Hardwood

\_ Powdercoated + Oiled

\_ Anti-graffiti

\_ Remove damaged  
parts + replace, general  
cleaning

\_ Gray Street, Corriedale  
Lane, McGuigan Lane +  
Melville Oval





Furniture  
(cont.)



Design Detail	– Modified Mos Oxley Seat
Colour	– Black Satin Night Sky 19268 + Spotted Gum Hardwood
Surface Finish	– Powdercoated + Oiled
Performance Rating	– Anti-graffiti
Maintenance	– Remove damaged parts + replace, general cleaning
Design Application	– Melville Oval Terraces

Design Detail	– Terrain Group Northshore Seat
Colour	– Night Sky Satin GN121A + Spotted gum Hardwood
Surface Finish	– Powdercoated + Oiled
Performance Rating	– Anti-graffiti
Maintenance	– Remove damaged parts + replace, general cleaning
Design Application	– Under viewing shelters to Melville Oval (Southern Side)

Design Detail	– Street Furniture Australia Park DDA Table
Colour	– Night Sky Satin GN121A + Hardwood Timber
Surface Finish	– Powdercoated + Oiled
Performance Rating	– Anti-graffiti + DDA compliant
Maintenance	– Remove damaged parts + replace, general cleaning
Design Application	– Melville Oval Linear Park

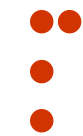
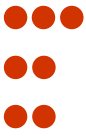
Design Detail	– Street Furniture Australia Frame Bin Enclosure 120L with Battens
Colour	– Night Sky Satin GN121A + Hardwood Timber
Surface Finish	– Powdercoated + Oiled
Performance Rating	– Anti-graffiti
Maintenance	– Remove damaged parts + replace, general cleaning
Design Application	– Gray Street, Corriedale Lane and Melville Oval

Design Detail	– Street Furniture Australia Frame Bin Enclosure 120L with Corten Steel
Colour	– Night Sky Satin GN121A + Hardwood Timber
Surface Finish	– Powdercoated + Oiled
Performance Rating	– Anti-graffiti
Maintenance	– Remove damaged parts + replace, general cleaning
Design Application	– Gray Street, Corriedale Lane and Melville Oval

Design Detail	– Street Furniture Australia Arqua Dog Bubbler
Colour	– Night Sky Satin GN121A
Surface Finish	– Powdercoated
Performance Rating	– Anti-graffiti
Maintenance	– Remove damaged parts + replace, general cleaning
Design Application	– Gray Street + Melville Oval

Design Detail	– Street Furniture Australia Arqua Refill Station
Colour	– Night Sky Satin GN121A
Surface Finish	– Powdercoated
Performance Rating	– Anti-graffiti
Maintenance	– Remove damaged parts + replace, general cleaning
Design Application	– Gray Street, Corriedale Lane + Melville Oval

Initial Cost
Maintenance Cost
Lifetime Cost





## Furniture (cont.)



**Design Detail**

**Colour**

**Surface Finish**

**Performance Rating**

**Maintenance**

**Design Application**

- \_ Parkquip Park Pro Double Cabinet BBQ
- \_ Stainless Steel + Hardwood Timber Cabinet
- \_ Oiled
- \_ Anti-graffiti
- \_ Remove damaged parts + replace, general cleaning + maintenance
- \_ Melville Oval linear park

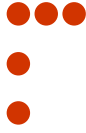
**Initial Cost**

**Maintenance Cost**

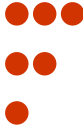
**Lifetime Cost**



- \_ Landmark Pro King Series 6 x 6M
- \_ Night Sky Satin GN121A
- \_ Powdercoated
- \_ Anti-graffiti
- \_ Remove damaged parts + replace, general cleaning
- \_ Melville Oval spectator viewing area (Southern Side)



- \_ Terrain Group Bespoke Shelter
- \_ Spotted Gum Hardwood Timber
- \_ Oiled
- \_ Anti-graffiti
- \_ Remove damaged parts + replace, general cleaning
- \_ Market Place Plaza



## Lighting + technology



**Design Detail**

**Colour**

**Surface Finish**

**Performance Rating**

**Maintenance**

**Design Application**

- \_ Artcraft Double Reach Pole with cable stay, LED light
- \_ Night Sky Satin GN121A
- \_ Powdercoated
- \_ Anti-graffiti
- \_ Remove damaged parts / general cleaning
- \_ Street lights to Lonsdale Street

**Initial Cost**

**Maintenance Cost**

**Lifetime Cost**



- \_ Artcraft Single Reach Pole with cable stay, LED light
- \_ Night Sky Satin GN121A
- \_ Powdercoated
- \_ Anti-graffiti + wifi capable
- \_ Remove damaged parts + general cleaning
- \_ Pedestrian lighting to Gray Street



- \_ AbelFlex Banner Brackets
- \_ Night Sky Satin GN121A
- \_ Powdercoated
- \_ Anti-graffiti
- \_ Remove damaged parts + replace, general cleaning
- \_ Street lights to Lonsdale + Gray Street requiring banner signage





Lighting  
(cont.)



Design Detail

Colour

Surface Finish

Performance Rating

Maintenance

Design Application

- \_ Hess City Elements 180 Series
- \_ Night Sky Satin GN121A
- \_ Powdercoated
- \_ Anti-graffiti + wifi capable
- \_ Remove damaged parts + general cleaning
- \_ Pedestrian paths in Melville Oval, Melville Oval Linear Park (including power option) + laneways

- \_ We-ef Catenary Lighting
- \_ RAL9004 Signal Black
- \_ Powdercoated
- \_ Anti-graffiti
- \_ Remove damaged parts + replace, general cleaning
- \_ Feature lighting to laneways

- \_ Street Furniture Australia PowerMe Table
- \_ Night Sky Satin GN121A
- \_ Powdercoated
- \_ Anti-graffiti
- \_ Remove damaged parts / general cleaning
- \_ Central seating node along Gray Street

- \_ Clipsal OPPAD180 Pedestal Pole
- \_ Night Sky Satin GN121A
- \_ Powdercoated
- \_ Anti-graffiti
- \_ Remove damaged parts / general cleaning
- \_ Event areas in Market Place + Melville Oval Linear Park

Initial Cost

Maintenance Cost

Lifetime Cost





# Planting

## Planting Zones

- 1 Oval and linear park planting
- 2 Gray Street high amenity planting
- 3 WSUD planting
- 4 Laneway amenity planting
- 5 Lonsdale Street street tree planting
- IN Indigenous species to the Grampians region

### LARGE TREES



Planatus xacerifolia 'London Plane'



Tristaniopsis laurina 'Water Gum'



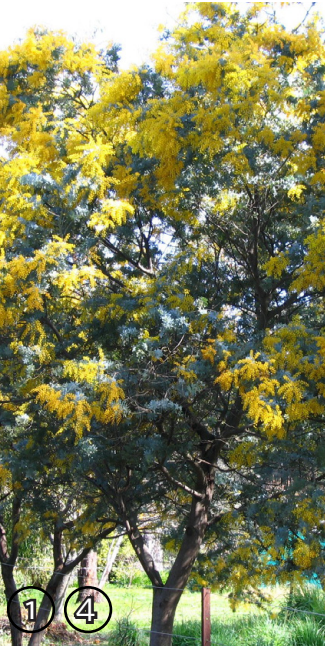
Ulmus procera 'English Elm'



Eucalyptus microcarpa 'Grey Box'



Cupaniopsis anacardioides 'Tuckeroo'

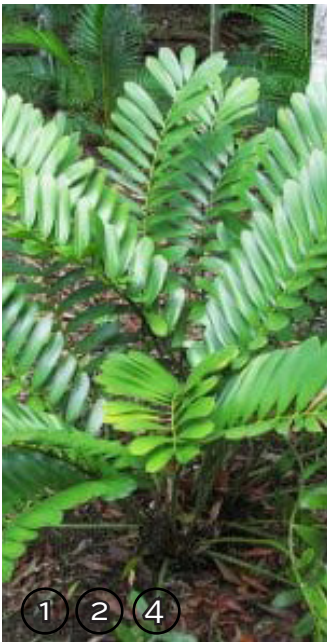


Acacia baileyana purpurea 'Cootamundra Wattle'



Xanthorrhoea quadranguata 'Grass Tree'

### SMALL TREES



Zamia furfuracea 'Cardboard Palm'



Banksia ornata 'Desert Banksia'



Viburnum odoratissimum 'Dense Fence'



Gardenia augusta 'O So Fine'



Alternanthera dentata 'Little Ruby'



Melaleuca wilsonii 'Wilson's Honey Myrtle'



Calytrix tetragona 'Common Fringe Myrtle'



Lasiopetalum baueri 'Slender Velvet Bush'

### ORNAMENTAL





SHRUBS



Anigozanthos hybrid 'Everlasting Amber'



Templetonia retusa 'Cockie's Tongue'



Correa reflexa 'Common Correa'



Leucophyta brownii 'Cushion Bush'



Olearia pimeleodites 'Showy Daisy Bush'

GRASSES



Lomandra longifolia 'Tanika'



Poa poiiformis 'Kingsdale'



Lomandra filiformis 'Savanna Blue'

GROUNDCOVERS



Eremophila glabra prostrate 'Blue Horizon'



Hardenbergia violacea 'Meema'



Myoporum parvifolium 'Creeping Boobialla'



Casuarina glauca 'Cousin It'

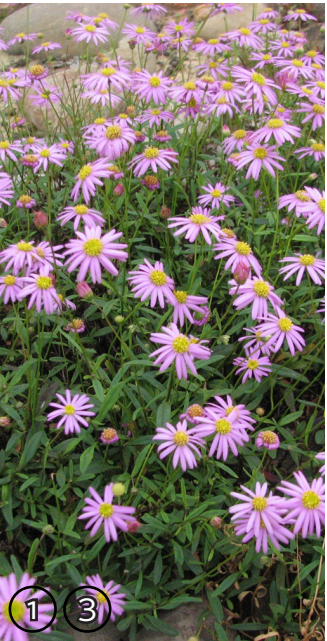
WSUD



Ficinia nodosa 'Knobby Club Rush'



Juncus palidus 'Pale Rush'



Brachyscome angustifolia 'Grassland Daisy'



Dichondra repens 'Kidney Weed'



## 6.2 Public Art Framework

Brecknock Consulting has prepared a strategic framework to integrate public art and culture into the concepts

**“A land can bear any number of cultures laid one above another or set side by side. It can be inscribed and written upon many times.”**

**David Malouf, 1998 Boyer Lecture, titled “A spirit of play”**

### “On & Of The Land”

In the introduction to the book “The people of Budj Bim” the author, Gib Wettenhall reminds us that to the first peoples of the area “Every aspect of the landscape is imbued with meaning and sense of purpose”.

If we consider regional centres such as Hamilton in the historic context of the place, Hamilton (formally established in 1851), when compared to centuries of Aboriginal association to the land, is a very recent overlay on the land.

The city of Hamilton can be considered to be on the land, but can it be considered of the landscape and can it be imbued with meaning?

#### Sense of place

In the contemporary context of “place making” a “sense of place” is a critical ingredient or urban designer teams city planners and public artists. A place may function well, be visually attractive and a comfortable environment to spend time in, but does it have a “sense of place”?

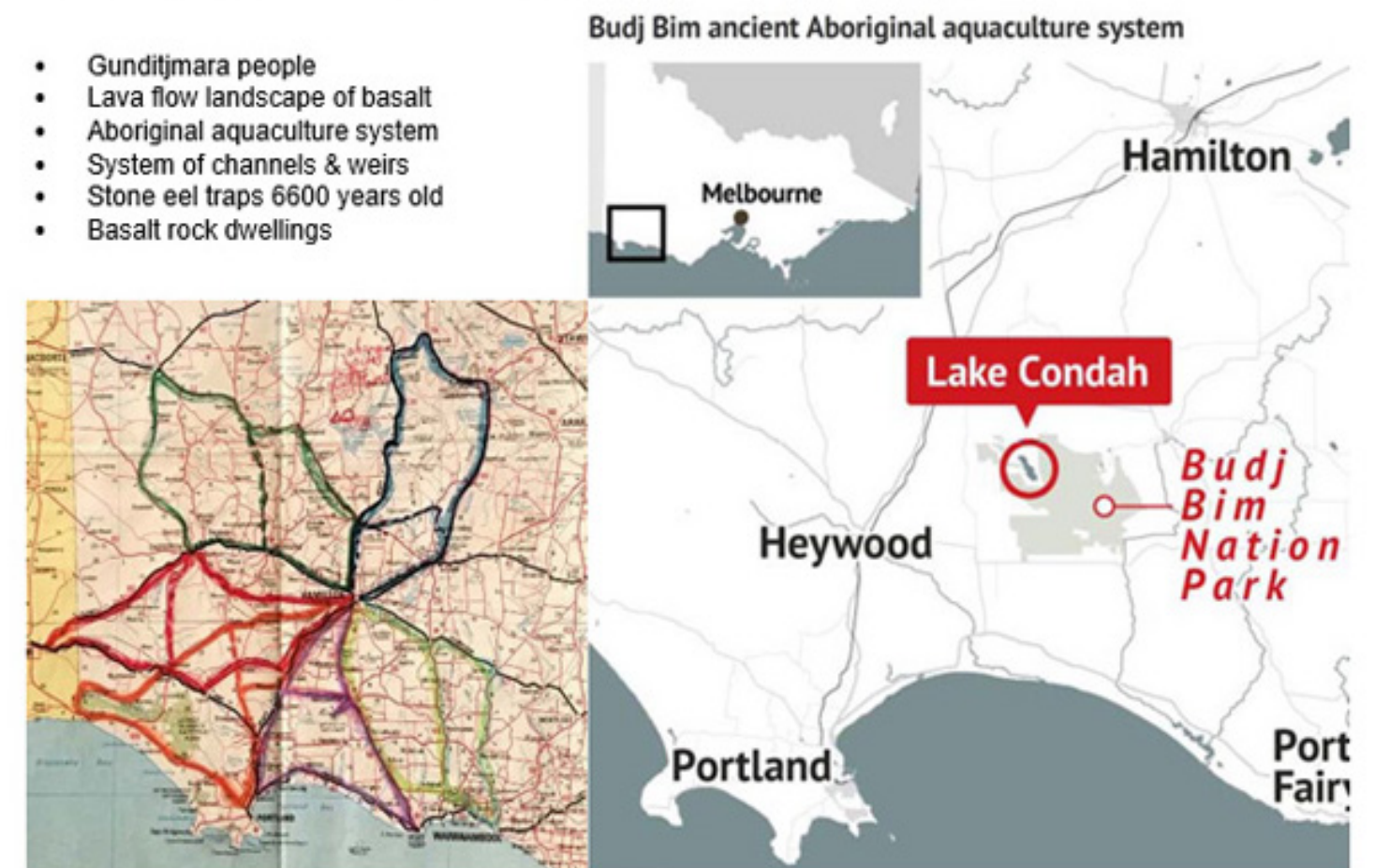
Can you feel its history, the character of its people and its relationship to the land upon which it is built? Around the world, there are places that ooze a sense of place, it can at times be overwhelming, others display hints of meaning for the visitor to explore and discover while others seem placeless!

As a place Hamilton has a powerful opportunity to build upon its history, geology and geography in many ways, and the arts can be one of the key vehicles to deliver this sense of place.

One of the ways is to make a profound commitment to acknowledging the Aboriginal people who were and are “of the land”. The area was the traditional meeting place of the Gunitjmara people whose land stretches south to the coast, the Tjapwulong land to the north east and the Bunganditj territory to the west.

### UNESCO WORLD HERITAGE LISTING 2019

- Gunitjmara people
- Lava flow landscape of basalt
- Aboriginal aquaculture system
- System of channels & weirs
- Stone eel traps 6600 years old
- Basalt rock dwellings



Existing day trip loops surrounding Hamilton that take advantage of the rich heritage of the indigenous peoples and environment.

In an urban design and art context, such an acknowledgement can be woven into the urban fabric through the choice of local indigenous plants and materials used in streetscape upgrades. Equally local artists, working with the elders can be commissioned to create artworks that can bring to life some of that “meaning and sense of purpose” that brings the feel of the landscape and history into the public realm.





BAA Code artwork.



Wall mounted light boxes are a simple and effective way to display temporary 2D artworks such as photographic or digitised paintings and drawings.

## Potential CBD Public Art Opportunities

### Opportunity 1: Baacode

As there are already artworks in the Corriedale Lane Community Garden area it would be appropriate to install the 'Baacode' artworks in the lane next to the corrugated iron building. Units could be located on either side of the path. There is a requirement for lighting so the location will need access to power supply.

### Opportunity 2: Temporary Art

It may be possible to install some light boxes on the Grand Central Hotel wall in Corriedale or in McGulgan Lane to house changing curated digital artworks by local artists and students. The images below are from the City of Knox and are used for an ongoing youth art program. The community can vote for their favourites, and the images that get the most votes are reproduced as free postcard to promote the program.

### Opportunity 3: Storyland

Telling stories of and on the land through a combination of literary arts and public art. Famed Australian poet, David Malouf reminds us that:

“A land can bear any number of cultures laid one above another or set side by side. It can be inscribed and written upon many times.

(Malouf, D. 1998 Boyer Lecture, titled “A spirit of play”)

It is proposed to use the pavement surface and street furniture elements as a blank sheet to be inscribed upon with a diversity of stories relating to: the rich cultural and rural history; the natural landscape; and the bounty of the land.

The project could involve seeking poems and short stories that could then be developed by a graphic designer into text works for inlaying or sand blasting into pavers along the footpaths in central Grey Street and in the landscaping around the oval. There are a range of techniques that could be utilised to integrate the text into the paving materials, depending on the qualities of the material selected.



Demonstrations of paving artwork options.



Text and low relief sculptural elements cast into seating walls - Melbourne Street, Brisbane.



Local stone could be use to display a mix of Aboriginal and English text/stories and be located on the edge of paths within the linear park adjacent Melville Oval.



## 6.3 Lighting

### Street lighting and feature lighting strategy

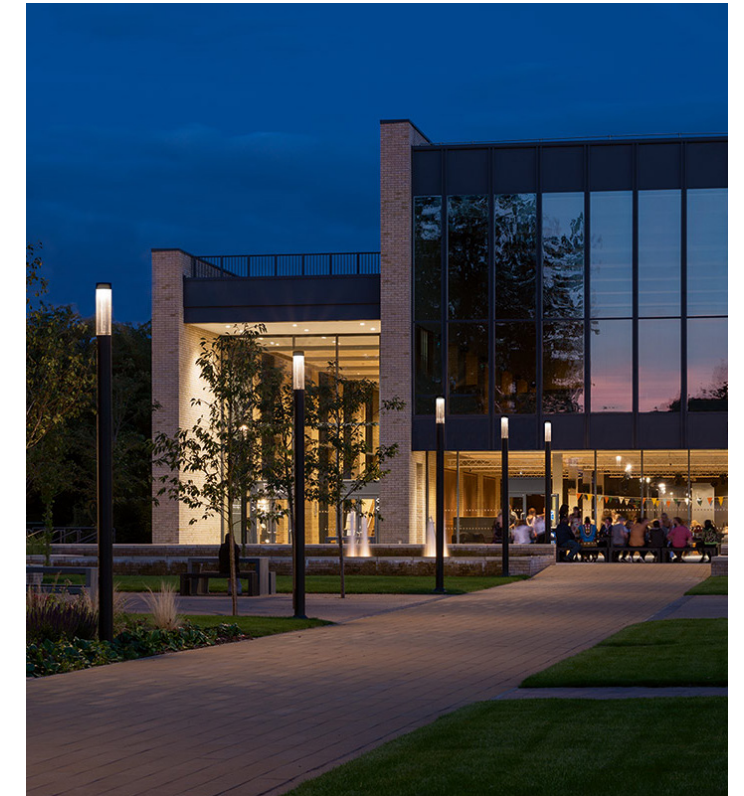
**“Replacing ageing lighting to Gray and Lonsdale Streets with contemporary LED lighting will provide functional and aesthetic benefits. Uplighting to Hamilton’s street trees, and featuring lighting to laneways and more intimate spaces will add intrigue and interest.”**



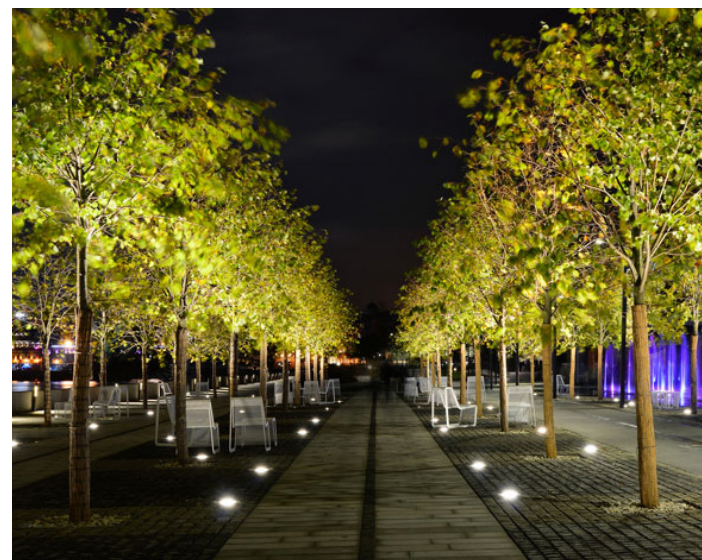
Simple, sleek street lights in medians or footpaths in powdercoated black to blend into streetscapes at Lonsdale and Gray Streets.



Integration of feature LED lighting to furniture elements, such as seats, could provide ambience and interest to Gray Street and the laneways.



Columnar pedestrian lighting poles to light paths within the Melville Oval 'Green Spine' park enable extend hours of use and sense of security for users.



Tree uplighting to existing avenue street trees will provide ambience and character to Gray Street.

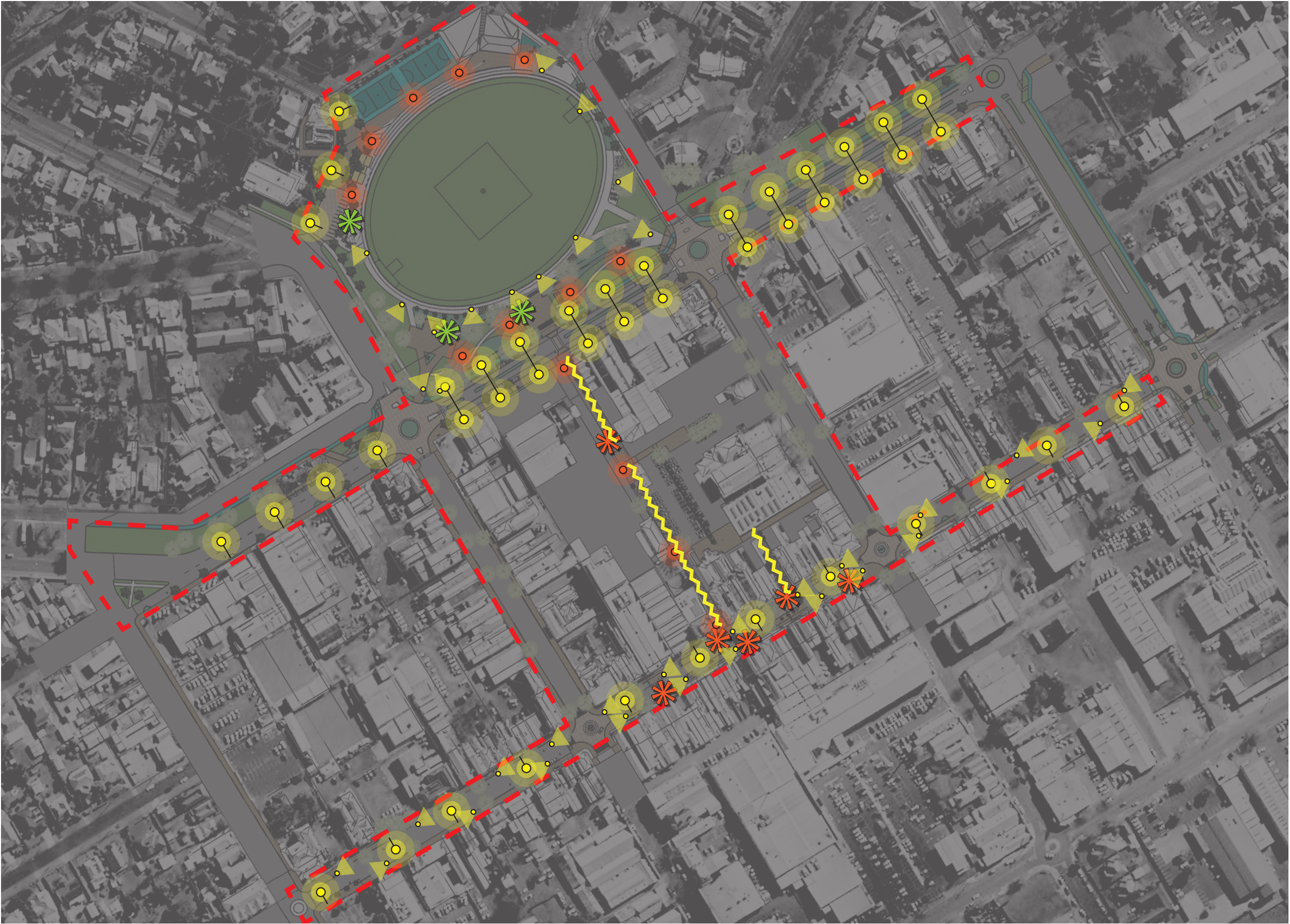


Bespoke catenary lighting assembled with tension cabling and post construction suitable for laneways.



Uplighting of memorials and statues within the Melville Oval Precinct emphasises significance and establishes ambience for events/days of historic importance.





- Legend**
- Site
  - Street Lights Double
  - Street Lights Single
  - Pedestrian Lights
  - Sports Lighting
  - Tree + Statue Uplighting
  - Catenary Lighting
  - Integrated Furniture Lighting
  - Power Bollards





## 6.4 Signage + Wayfinding

A hierarchy of wayfinding techniques for different locations + users

### Signage + Wayfinding Strategy

Wayfinding and informative signage should be included to enable users to easily venture through the Central Business Area and encourage increased use of community spaces. Signage will also allow Hamilton's history to be proudly displayed.

Three categories of signage should be implemented:

#### Entry signage:

- \_ Large gateway signs
- \_ Located at entry points + areas of significance/activity
- \_ Major place identifiers e.g. 'Hamilton' to be displayed
- \_ Legible to motorists

#### Informative / Educational:

- \_ Medium scale signs
- \_ Located at areas of significant activity or pedestrian thoroughfares
- \_ Can include digital information signs
- \_ Convey information or story of place (could include images + drawings)

#### Directional:

- \_ Finger post signs, maps etc.
- \_ Located at nodal points on waling + cycling network
- \_ Indicate direction to surrounding features or Precincts, including available facilities or amenities
- \_ Can include temporary directional signs
- \_ Pedestrian scale.



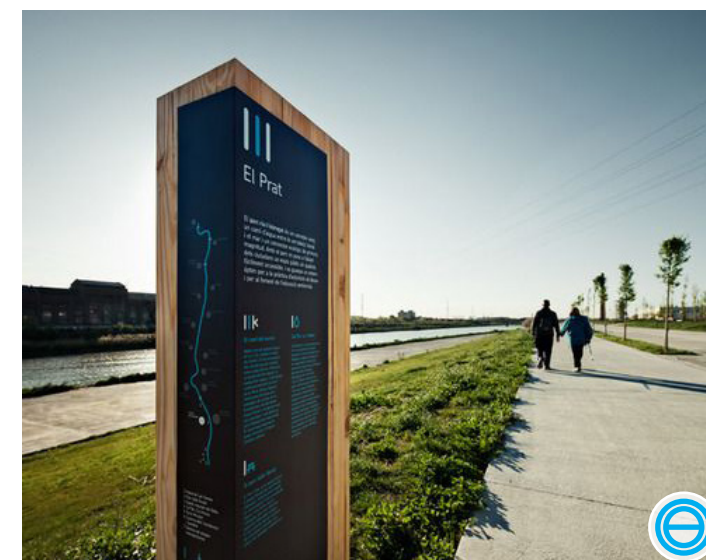
Corten steel oversized entry signage simplistic in design.



Large entry signage taking advantage of sightlines.



Extensive directional signage, timber and mild steel with printed graphics.



Pedestrian level informative signage, timber block and mild steel with printed graphics.



Digital signage providing adaptable and high tech option for signage.

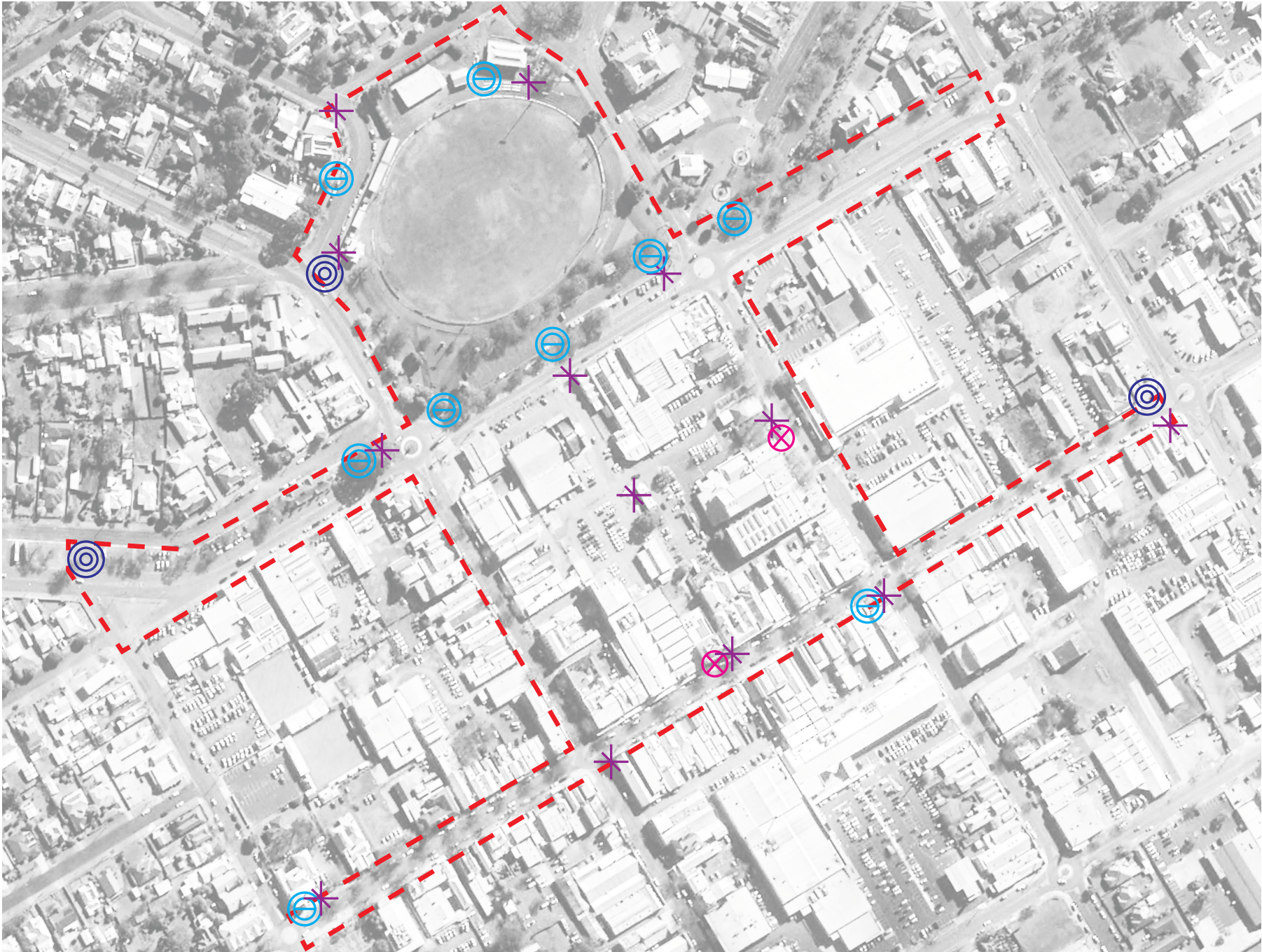




Simple timber and lasercut corten steel directional signage.



Etched paver wayfinding signage.



- Legend**
- Site
  - Large Entry Signage
  - Informative / Heritage Signage
  - Digital Signage
  - Directional Signage

Wayfinding Location Plan  
NTS



## 6.5 Bespoke Furniture

‘Hamilton All Weather Art Parklet’

**“Parklets are an extension of the streetscape that allow easy street activation, all in the space of a carpark or two. Hamilton’s bespoke parklet is intended to be locally built, and located in Gray Street to quickly add outdoor dining and seating opportunities, providing a flexible space for public use, maximising greenery and incorporating local artist’s work in an all-weather temporary structure.”**



Hamilton's bespoke parklet allows a variety of flexible outdoor dining opportunities, a pop of colour with local artist's highlighting elements, all weather use with a retractable cover and a natural presence through raw materials + greenery.





Plan view of bespoke parklet.



Elevation: The street view of the bespoke parklet reflects the surrounding materiality of the CBD precinct while providing an opportunity for road side viewing of local artists work.



A pedestrian view of the bespoke parklet emphasises the opportunity to maximise greenery and introduce art into the streetscape.



# 6.6 Smart Technology

An integrated, connected + efficient public realm

“Integrated smart technology well located within the CBD creates opportunity for people to connect to wifi and power within the streetscape and enable maintenance efficiency for Council.”



Digital signage creates a wayfinding + informative platform that can be changed easily via internet connections, along with a range of other optional capabilities.



Legend

Site

Digital Signage

Solar Bins

Hess Lights (Smart tech integrated)

PowerMe Table

Smart Tech Location Plan  
NTS



Inclusion of electric vehicle charging stations not only supports use of eco friendly vehicles but creates inclusion of disabled persons with access to power for gophers + mobility scooters.



Street Furniture Australia's PowerMe Table allows people to connect to a power supply to charge devices while being integrated with seating to provide rest opportunities.



Hess City Elements lighting poles come with a variety of optional capabilities, from light timing to power supplies + wifi.



Pedestrian lighting poles with integrated projector technology in McGuigan Lane.



Solar Bins Australia provide solar powered waste compactors integrated with high tech management abilities allowing Council to free up + appropriately allocate resources for collection + reduce potential overflows.

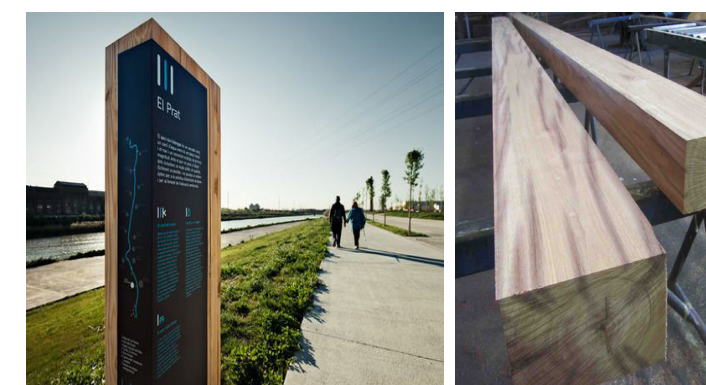
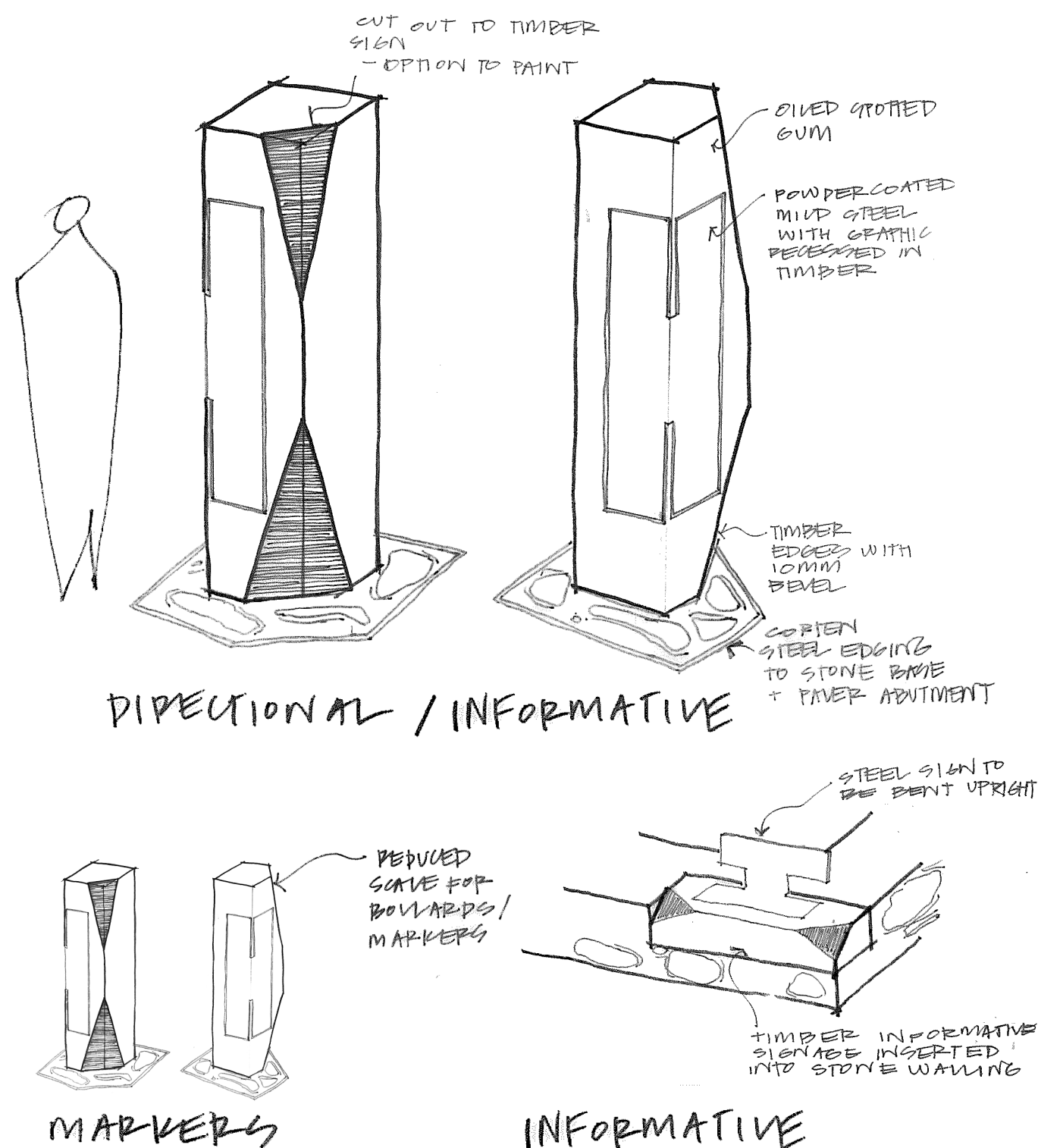




## 6.7 Integrated Signage Design

A signage suite for all of Hamilton

**“An clean, crisp and unified signage suite for the whole of Hamilton’s CBD which addressed pedestrain wayfinding, directional and informative signage allows for ease of manufacture, addition and expansion outside the CBD area over time.”**





# 6.8 Sustainability

DSquared developed an approach to integrating sustainable design into the project, focussing on three key areas

“Melville Oval’s new clubrooms and function centre present a wonderful opportunity to develop Southern Grampian’s first Green Star building, and also showcasing social sustainability through a focus on sport, wellness and healthy food.”

## Sustainable Built Form

The masterplan includes the construction of a new sports and function facility at Melville Oval. This presents an opportunity to showcase Council’s sustainability aspirations and connection with the local environment through the building.

Green Star is the most widely recognised sustainability benchmarking tool in Australia. Whilst several local Council’s have Green Star rated buildings in Victoria, there are none in the Southern Grampians Shire Council area.

### Green Star function centre + clubrooms

- A Green Star rated sports and function centre could include:
- Energy efficient design, including consideration of passive opportunities to prioritise daylight and fresh air to the building. A 5 Star Green Star rated building would be expected to use approximately 50% less energy than a standard building.
  - Integration of renewable energy (solar PV) to reduce ongoing energy demands.
  - Use of natural materials, such as stone and timber, to connect the building to the surrounding natural environment.
  - Energy efficient lighting fittings (LED), with daylight and motion sensors to minimize the time when artificial lighting is needed.
  - Water efficient fixtures and fittings, and rainwater reuse. A 5 Star Green Star rated building would be expected to use approximately 40% less water than a standard building.
  - Low water use plant selection in surrounding planting.
  - A high level of thermal comfort and indoor environment quality from an interior free of pollutants, with high levels of fresh air and connected to the environment.



### Management

- Green Star Accredited Professional
- Commissioning and tuning
- Adaptation and resilience
- Building information
- Commitment to performance
- Metering and monitoring
- Construction environmental management
- Operational waste



### Indoor environment quality

- Indoor air quality
- Acoustic comfort
- Lighting comfort
- Visual comfort
- Indoor pollutants
- Thermal comfort



### Energy

- Greenhouse gas emissions\*
- Peak electricity demand reduction



### Transport

- Sustainable transport



### Water

- Potable water



### Materials

- Life cycle impacts
- Responsible building materials
- Sustainable products
- Construction and demolition waste



### Land use and ecology

- Ecological value
- Sustainable sites\*
- Heat island effect



### Emissions

- Stormwater
- Light pollution
- Microbial control
- Refrigerant impacts



### Innovation

- Innovation

\*Conditional requirements

A glance into the requirements of the Green Star title.



Plant 4 in Bowden, South Australia has achieved a 5 Star Green Star rating.



Mills Park, Western Australia has achieved a 5 Star Green Star rating.





Signage and connection to local sights/destinations, along with surrounding walking and cycling trails can be integrated to Hamilton - North Terrace, Adelaide CBD.



Nutrition can become a focus with a cafe on-site providing a healthy menu and functions catering for healthy choices.

### Education

Due to the public nature of this facility, there is an excellent opportunity to use signage and digital screens to educate the community on the sustainability features of the building and surrounding landscape, and to showcase what they can do to reduce their impact on the environment.

There is also an opportunity to upskill local contractors on the importance of sustainable construction and the materials used in sustainable buildings. This can then influence future construction in the area.

### Wellbeing

Health and wellbeing is increasingly of importance to regional communities. Due to the location of Hamilton in the Southern Grampians, there is a unique opportunity to link the CBD and oval with fitness, health and nutrition.

- \_ Signage to promote connection to local walking and cycling trails, particularly through to Lake Hamilton and the sporting activities available. Consider free fitness events in placemaking/programming activities, such as yoga classes.
- \_ Encourage better eating habits by ensuring the café has a healthy options menu, and providing healthy catering at functions.
- \_ Influence waste and recycling practices through mandatory compostable or reusable containers from all food and drinks vendors in the facility.

- \_ Provide free filtered drinking water fountains, with bottle filling capability.
- \_ Integrate a 'kitchen garden' with herbs and fruit trees available for the community to use.
- \_ Provide a wellbeing resource library, with free pamphlets and information on nutrition, fitness, health and wellbeing.

### Integrated sustainability

Sustainability is integrated throughout the masterplanning design and approach, including the following:

- \_ The landscape design includes natural materials (timber, stone, bamboo) and natural forms to provide connection with nature (biophilic design principles).
- \_ Water sensitive urban design is continues throughout the masterplan, with water features and stormwater management. Plantings are native and drought tolerant.
- \_ Signage takes visitors on a sustainability journey throughout the CBD, with information on sustainability, health and wellbeing
- \_ Consider solar PV panels integrated into shade structures or public lighting.
- \_ Provide bins for general waste, recycling and compostable organic waste.
- \_ Use below ground drip irrigation for landscaping and oval irrigation.



Integrating local materials to the urban fabric - Grampians sandstone.



Celebrating all cultures and histories - Botanic Park signage.



# 6.9 Investment Attraction

Ideas for non-physical strategies to activate Hamilton and encourage investment by all sectors

“Research into urban design and urban economics has come together in recent years to show that the creation of urban places has become paramount to successful urban renewal.”

## Investment Attraction Theory

Research into urban design and urban economics has come together in recent years to show that the prerequisites for successful investment and business innovation goes well beyond location in relation to labour and markets. While accessibility to these factors is important, the creation of urban places has become paramount to successful urban renewal in response to the new information and service dominated economies.

A balance of economic and physical assets is needed. Economic assets are the businesses that make up the area and produce goods and services. Physical assets are those that make the place; they can be public streets and plazas or privately-owned cafes; they provide the connectivity to promote collaboration and exchange.

Some of the characteristics and conditions that make a successful urban place (street, main road, plaza, area) attractive to investment include:

- \_ Great quality public realm places to network; sit, eat, drink, discuss, share, collaborate i.e. investment in public infrastructure, public art
- \_ Vibrant expanding businesses, cooperating, presenting well, responding to market demand
- \_ Land values representing good investment opportunities
- \_ Access and parking
- \_ Digitally connected.

The purpose of an investment attraction strategy is to identify both the advantages and barriers to investment and provide recommended actions which will enable and facilitate investment attraction. This strategy acknowledges and celebrates the benefits of investment in the public realm as a catalyst for change, renewal and investment.

## Hamilton Central Business Area \_ S.W.O.T. Analysis

### STRENGTHS

- \_ Natural regional catchment
- \_ Established business community
- \_ Walkable town centre
- \_ Motivated Council
- \_ Proximity of Town Centre to Melville Oval
- \_ Botanic Gardens nearby
- \_ Plentiful parking available
- \_ Fantastic street trees
- \_ Charming rural character

### WEAKNESSES

- \_ Tired public realm and building stock
- \_ Small population
- \_ Non-existent night-time/evening economy (everything closed from 5 pm)
- \_ Economic conditions
- \_ Low inward migration
- \_ Low residential population density in the Town Centre
- \_ Poor public transport and road access

### OPPORTUNITIES

- \_ Untold history and culture
- \_ Activation Master Plan
- \_ Modernise the public realm
- \_ Use of Melville Oval for large sporting events
- \_ Use Melville Oval as event space
- \_ Capture greater tourism numbers from the Great Ocean Road to Grampians tourist route)
- \_ Residential and mixed-use development in Town Centre
- \_ Public art
- \_ New Art Gallery – more visitors
- \_ Grant funding
- \_ Smart technology implementation
- \_ Grow sporting clubs and increase match attendance

### THREATS

- \_ Competition from larger centres (Warrnambool, Ballarat, Melbourne)
- \_ Online businesses and global retail trends
- \_ Mooted bypass





## Placemaking

- Without on-going management and maintenance even the best public realm infrastructure will go nowhere.
- Local Governments are increasingly placing more emphasis on place management.
- This is being achieved via a number of methods, including:
  - Events;
  - Activations
  - Community groups
  - Small scale greening
  - Art installations
  - Online conversations / Social media
  - Working with businesses and landowners
  - Governance groups
- We recommend that Council consider and, where appropriate, adopt and implement these strategies and tools.

## Management of Construction Impacts

### Typical Impacts

Usually a 6 – 9 month build time for streetscape upgrade projects during which time the function of the street can be impaired (footpath access, parking, negative perception, poor publicity from landowners, construction delays).

- Can disrupt trading and impact on takings and viability for some businesses (especially those which rely on foot traffic).
- Other businesses can continue to operate without disruption.
- Can create opportunity for new innovative businesses to enter the market.

### Actions to minimise impact

- Engage a good contractor (cheapest is not always best).
- Communication is key!
- Engage project manager who provides regular and effective communication with all stakeholders and is in-touch and available for day-to-day contact with the community through all stages of the development.
- Staging the build so impacts are contained.
- Seasonal construction (quiet times, school holidays etc.).
- Night work (more expensive).
- Actively promote the Town Centre as open for business during construction (use L.E.D signs, posters etc.).
- Provide temporary alternative parking arrangements.



## Case Study - King William Road Upgrade

King William Road is a much-loved destination within Unley, Adelaide, for both the local community, and the wider inner Adelaide area. It is home to a mix of food, small business and retail outlets, and many longstanding businesses with an active and vocal ownership and tenant base. The street has long been a hub of economic activity, however, after 30 years with minimal works it was in need of an upgrade.

Effective stakeholder engagement, management and communication was key to the successful delivery of this upgrade (now underway). To perform this role the City of Unley engaged respected industry advisor Rob Hook, well known for delivering complex and high-profile projects. It was Mr Hooks role to act as the conduit between the Council and their contractors, and the community

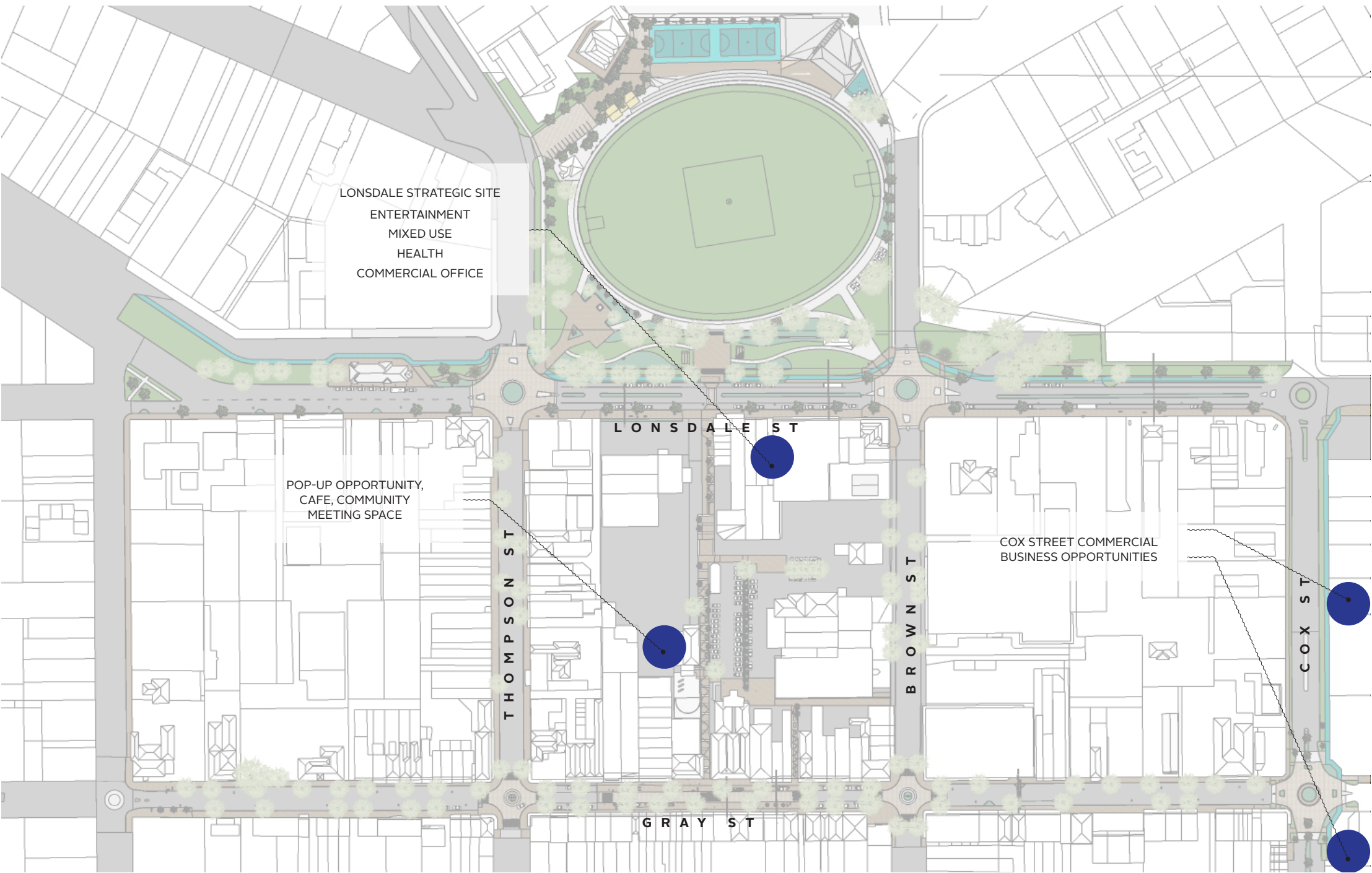
stakeholders to ensure that the redevelopment would be delivered strategically, in line with community expectations, and importantly in a way that minimises the impact on traders.

Mr Hook and the Council utilised a number of tools to achieve this including:

- hosting resident and trader information sessions to inform the community about the construction process and address any inquiries.
- On-going communication through web based and social media project updates, advanced notices of works, and physical signage
- ‘Pop up shop’ on King William Road as venue for community drop in sessions and location to display information to the public.



# Property investment + activation opportunities



## Partnerships

Key partners include:

- Council
- Sporting clubs
- Business groups
- Key landowners
- State Government (funding)

It is recommended Council establish a Central Business Area Reference group, to inform:

- Implementation of the Master Plan
- Design
- Construction management
- Place making
- Branding and marketing
- On-going consultation

## Key Actions

We recommend the adoption of the following key actions:

- Using the investment attraction strategy to leverage success
- Establish a Central Business Area Reference Group
- Promote the development of key sites
- More active participation in place making and management
- Adopt best practice construction management
- Continue to develop new and strengthen existing partnerships
- Develop a more detailed implementation and action plan.





## Section 07

### Implementation

Section 07 suggests five 'Quick Win' projects to get the project running and ensure community support, as well as staging and funding strategies.



**FUNDED!**

**\$2.843 million**  
granted for Melville Oval  
Upgrades including netball courts,  
changerooms/function building,  
fencing + lighting

## 7. Implementation

Quick Wins, Staging and Funding Strategies

**“Quick Wins are small projects that can be delivered quickly and cheaply. We suggest quick win projects that are highly visible to the community, that highlight both Melville Oval and town centre opportunities, and don’t conflict with major construction works to follow.”**

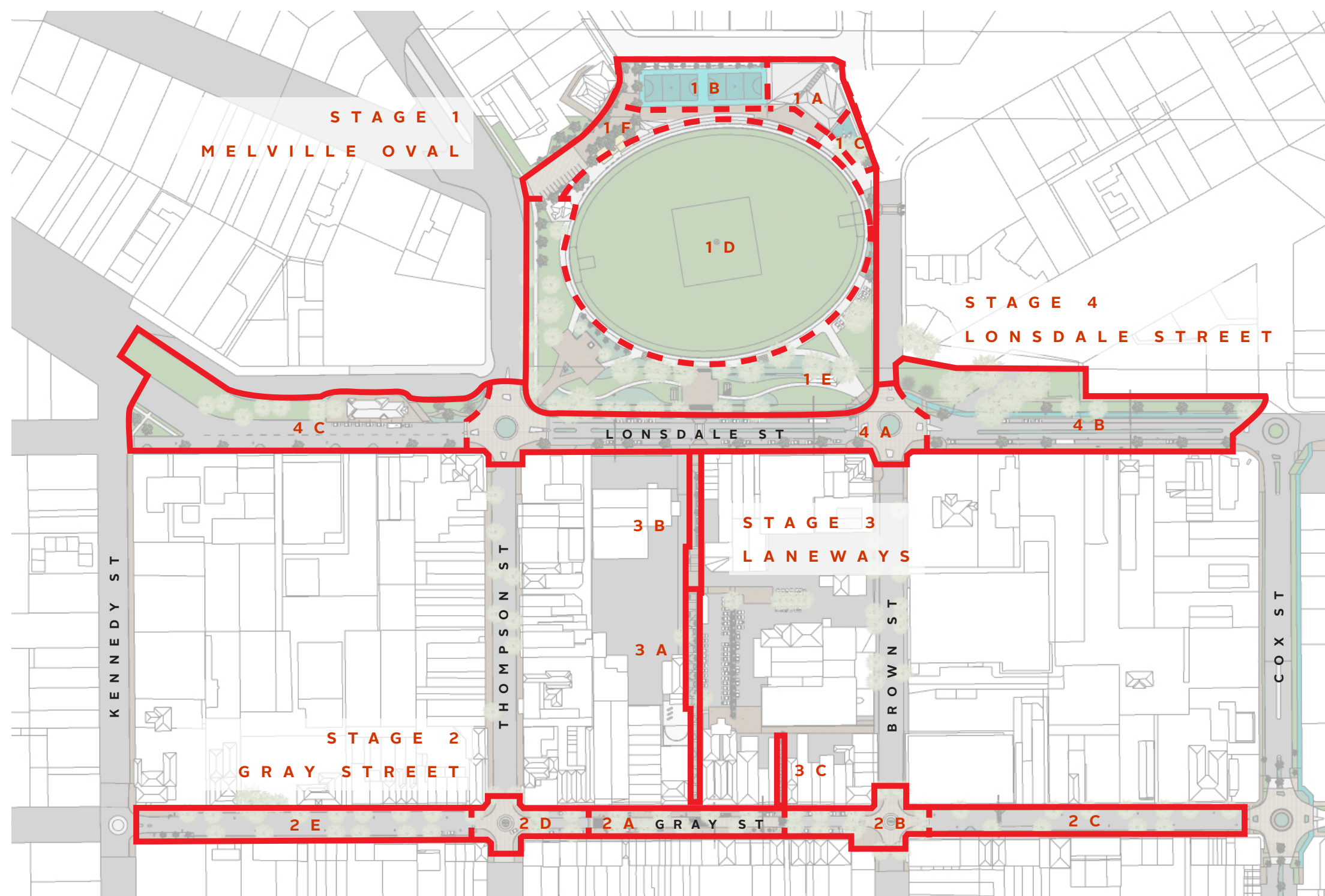






## Staging approach

**“Concepts have been divided into four stages, relating to the four locations addressed by the Master Plan. Each stage is then divided into smaller sub stages more aligned to typical design, construction and funding packages. Multiple sub stages may be constructed at the same time.”**





## Funding opportunities

“A range of funding opportunities, including grant funding from state and federal governments, are likely to be needed to implement the Master Plan.”

GRANT FUNDING OPTIONS			
Grant Name/Eligibility	Amount	Description	Closing Date
<b>Public Safety Infrastructure Fund</b>	Funding of up to \$250,000 for the development of public safety and security infrastructure to improve community safety, security and confidence in public places.  Types of projects to be funded include: _ Streetscape and amenity improvements in public areas designed to minimise the risk of crime and support safe behaviour. _ Vandal-resistant lighting systems and other physical security or safety measures. _ Physical elements of public place Closed Circuit Television systems (CCTV).	The Public Safety Infrastructure Fund (PSIF) grants are for the development of public safety and security infrastructure to improve community safety, security and confidence in public places.	Applications for the 2019-20 Public Safety Infrastructure Fund grants are now closed.
<b>Community Safety Fund</b>	Grants are available through two funding streams; _ <b>Stream 1 – Improving safety and security</b>  Security infrastructure (security lighting, screens, fencing, gates, street furniture or other equipment) and small-scale, physical improvements and upgrades to public spaces such as streetscapes, parks and reserves.  _ <b>Stream 2 – Crime prevention and safety education and awareness initiatives</b>  This funding stream will support education and awareness initiatives.  Funding of up to \$10,000 (GST ex.) is available for stream 1 projects, and funding of up to \$25,000 (GST ex.) is available for stream 2 projects.	The Community Safety Fund grants provide funding for community organisations and Victorian councils to support effective crime prevention initiatives within local communities.	The closing date for applications is the 4.00pm Friday 25 October 2019.  There has been no announcement on when/ if the next round of funding will be available.
<b>Building Better Regions Fund (BBRF - Australian Government)</b>  <b>Councils are eligible; Progress may be eligible subject to being a legal entity</b>	Grants are available through two funding streams; Infrastructure Projects and Community Investments.  Infrastructure Projects Stream will support projects which involve the construction of new infrastructure, or the upgrade or extension of existing infrastructure that provide economic and social benefits to regional and remote areas.  The Community Investments Stream will fund community building activities including, but not limited to, new or expanded local events, strategic regional plans, and leadership and capability building activities. These projects will deliver economic and social benefits to regional and remote communities.	The BBRF will invest \$841.6 million in infrastructure projects and community investments to create jobs, drive economic growth and build stronger regional communities into the future.	The Infrastructure Projects Stream round closed on 26 June 2019. Next round timing unknown but is anticipated to open in “the second half of 2019.”
<b>General Crowd Funding/Kickstart process</b>	Examples include Australian Cultural Fund; Go Fund Me or similar. A publicity campaign would accompany the crowd-funding campaign, explaining/appealing to locals, ratepayers or users of the area, describing the potential size location and nature of a possible commission and their role in the process, and what they would ‘receive’ (e.g. recognition on a plaque, attendance at an opening event etc.). Council’s role is envisaged as ‘supporting.	Unlimited but could aim for \$100,000 for design, creation and implementation process	No time frame but suggest 4-6 months



GRANT FUNDING OPTIONS			
Grant Name/Eligibility	Amount	Description	Closing Date
Changing Places	Funding is available from State Government to grow the Changing Places accessible toilets program.	The Changing Places grants are for the inclusion and supporting people with diasabilities.	Next round timing is unknown but occurs with each budget.
Sponsor/Targeted Donation Campaign	Identify single sponsors and if unsuccessful identify multiple high-profile local people/ residents/businesses that may contribute with a donation of \$10,000 minimum i.e. ten donors required. They would determine the artist, nature and location of the public art and be recognised at the site, through events and at Council.	Aim for \$100,000	No timeframe but aim for 4-6 months
In-kind	Community groups may have capability to support small projects with labour, working bees or equipment.		
Council Funding in part	Council funds project from its reserves or through borrowing at favourable rates; Council supports funding committed by community/local groups.	Flexible	No timeframe
One-off grant from State Government	Council may be able to negotiate grant funding with the State Government directly, outside of formal grant funds. This would likely require involvement of State Government elected representatives.	Flexible	No timeframe



# Appendix

## Draft Master Plan \_ Community Engagement Summary (Feb-Mar 2020)

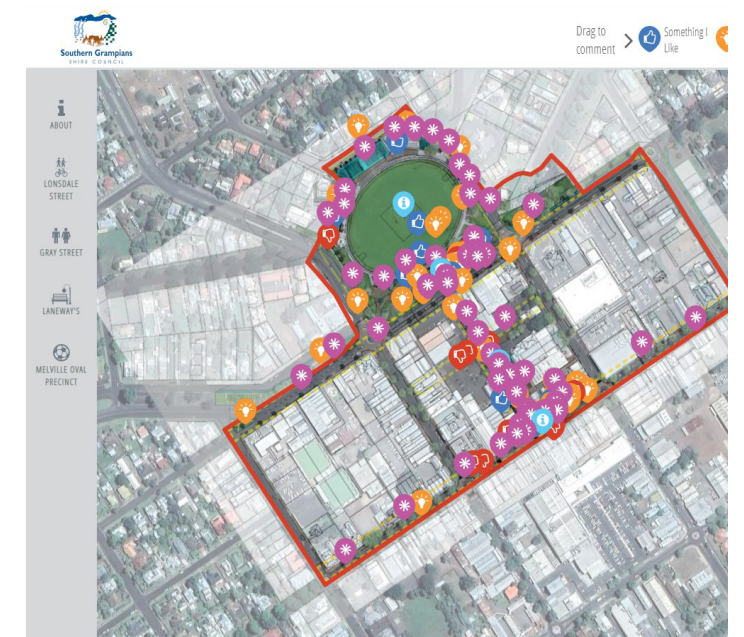
**“In February 2020, the Hamilton community provided feedback on the Draft Master Plan by participating in a series of different engagement formats hosted by Jensen Plus and the Southern Grampians Shire Council.”**

### Consultation Methods

- \_ **Draft Master Plan online** - The Draft Master Plan report was made available online for public viewing.
- \_ **Community engagement event** - Community members were invited to attend an open forum held at an open studio in the HUB Shopping Centre, 136 Gray Street, Hamilton on Thursday 20th February 2020. Community members were able to provide feedback directly to members from Jensen Plus, MRCagney and Southern Grampians Shire Council
- \_ **Virtual tour** - A ‘virtual tour’ of proposed upgrades using the latest virtual reality technology was made available at the community engagement event and through the Council’s website
- \_ **Street posters** - Draft Master Plans for Melville Oval, Gray Street, Lonsdale Street and laneways in the form of posters were displayed throughout the CBD during February 2020 for community viewing.
- \_ **Targeted stakeholder meetings** - Meetings were held with sporting clubs and the Hamilton Regional Business Association to present the latest master plan drafts and receive feedback.
- \_ **Social Pinpoint, Facebook & email** - The draft Master Plan report was made available online for public viewing. Community members were encouraged to participate and provide their feedback through Social Pinpoint, email and/or the South Grampians Shire Council’s Facebook page.



Draft Master Plan posters on display in a shop window.



Social Pinpoint enabled the collection of community members comments not only of those who dropped into the open studio but could be added to and edited by those who could not attend from their smart phones or computers.



Consultants hear community members comments and ideas.



The engagement consultation was a great success with large numbers of local community comments and feedback received on the Draft Master Plans.





A Council staff member assisting a local community member with the 'virtual tour' technology.



Community members were invited to review and comment on design ideas for improving Hamilton's streets, lanes and Melville Oval.

## Community feedback

The following summarises the Draft Master Plan Community Engagement feedback, organised around each of the four Master Plan study areas:

### Melville Oval

Overall feedback received for Melville Oval was largely positive. Several concepts were highly supported by the community, namely the native species plantings, improved lighting, updated clubrooms, new netball courts and bike path.

- \_ Suggestions from the community to improve the proposed Melville Oval design included providing exercise equipment around the oval, improving the public toilets and ensuring spectator and visitor access to the **disabled toilets**.
- \_ A **raised pedestrian crossing** from Melville Oval to Alexandra House Sports Club was highlighted as a potential addition. (*This has been added to the master plan.*)
- \_ A concern raised was in relation to the proposed closure of Market Place (south) to local through traffic, which was thought to risk traffic congestion.
- \_ Residents on Market Place (north) also flagged **concern about the potential increased use of the new clubrooms, with noise, access and traffic concerns noted.**
- \_ Some **doubts about the benefits of lengthening the oval playing surface** were raised.

### Lonsdale Street

Feedback was positive for the proposed Lonsdale Street upgrades.

- \_ Community members were happy to hear that the uneven paving from tree roots will be remediated and pedestrian crossings will be implemented. Two community members were concerned that the proposed tree plantings may block views to pedestrian

crossings. Community members also raised concerns surrounding the possible loss of car parking in this area.

- \_ As well as street improvements, the **redevelopment of vacant buildings, and alternative truck routes**, were community priorities.
- \_ One resident was aware that a creek exists beneath the proposed public space along Lonsdale Street.

### Laneways

- \_ Community member feedback included the need for more seating, especially in shady locations, upgrading the Corridale Lane toilets and using plantings to create physical barriers between cars and pedestrians instead of fencing.
- \_ Implementation given **fragmented land ownership** was a concern.
- \_ The car parking areas leading off from the laneways were identified by community members as areas that needed urgent attention due to **pot holes**.

### Gray Street

The majority of community comments were supportive of the proposed Gray Street design concepts.

- \_ Positive feedback received was in relation to **levelling the footpaths and making the street more pedestrian friendly** through the addition of pedestrian crossings.
- \_ Suggestions included the addition of a water fountain, more greening elements and converting Gray Street into a one-way traffic street.
- \_ Concerns surfaced around the issue of **removing car parking spaces**. A reduction in car parking was seen by several community members as a detrimental disruption to trade for businesses along Gray Street.
- \_ Others are happy to park a short distance away and walk, understanding the desire to maximise exposure of pedestrians to multiple businesses. One community member suggested to convert on-street parking to multi-use so the **car parking spaces can be used flexibly** for different applications depending on business requirements and the time of year.

- \_ Some business owners were concerned to have more detail about parking surveys and numbers before making any decisions.
- \_ Proposed **parklets** were popular in principle.
- \_ Roundabout improvements are welcome although **zebra-style crossings at roundabouts were not**.
- \_ **Business disruption** due to streetscape works is a (valid) concern of business owners.
- \_ Location of disabled parking spaces was discussed (best at raised kerbless section of Gray Street).

### General

- \_ Ensure furniture and lighting installations consider vandalism.
- \_ Include recycled materials in urban design elements.
- \_ Provide shop-front improvement grants to beautify commercial building facades.
- \_ Provide better quality materials for footpaths and pedestrian crossings e.g. blue stone, and Grampians sandstone pavers.
- \_ Improve lighting and stormwater management.

## Response in final master plan

Some elements have been updated in the master plan in response to feedback including:

- \_ removal of zebra-style crossings on Gray Street roundabouts
- \_ kerb build-out crossing point between Melville Oval and Alexandra House.
- \_ Other feedback and valid comments are recommended to be addressed at detailed design stage, when relevant stages of the master plan are ready to be further developed.
- \_ This includes parking related questions on Gray Street, which will rely on up-to-date business and traffic inputs at detailed design stage.



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