



**Southern Grampians Shire Council**

**Assessment of a CBD location for a New Hamilton Gallery, 2020**

To be considered in conjunction with  
Project Brief: Scoping Study and Masterplan for a New Hamilton Gallery, 2017

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**Project Brief**

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**New Hamilton Gallery (NHG) Project**

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The Brief:

Communicating the parameters for an assessment of a CBD location for a New Hamilton Gallery, based generally in accordance with the existing *Project Brief – Scoping Study and Masterplan for a New Hamilton Gallery, 2017*.

## **1. Introduction**

Southern Grampians Shire Council, as part of the New Hamilton Gallery (NHG) project, is developing an *Assessment of a CBD Location for a New Hamilton Gallery* to provide Council with full details of potential sites for a NHG to justify impartial decision making for the project.

The *Assessment of a CBD Location for a New Hamilton Gallery* complements the previous body of work undertaken in 2019 by Denton Corker Marshall and SBG Consulting that resulted in master planning, indicative designs and a business case for a NHG to be built at Lake Hamilton.

The existing NHG Project Brief, 2017 will provide both scope and direction for this comparative body of work, including, where appropriate, CBD specific location parameters.

## **2. Background**

### **2.1 History**

Hamilton Gallery is situated in Hamilton, South Western Victoria, the largest town in the Southern Grampians region. The Gallery opened in the current premises in 1961 following a bequest in 1957 from local graziers Herbert and May Shaw, of 801 objects and building funds, being '£6,000 and part of his collection [gifted] to the people of Hamilton to found an art gallery, preferably in the Botanic Gardens.' The resulting collection now numbers over 9,000 objects spread across six gallery spaces and 'constitutes the largest single asset that the Shire owns' (citing 'Illuminate SGSC Arts and Culture Discussion Paper' 2013, p.25.).

The last significant redevelopment of the Gallery occurred in 1973 with establishment of the first floor galleries. As a public facility, the building is outdated in its presentation, and falling behind the built environment and presentation standards of major regional galleries. The quality of free museums and galleries in both Melbourne and regional areas means that customers of the Gallery have high expectations of their visitor experience.

To address the above, a project brief for a scoping study & masterplan for a New Hamilton Gallery and dedicated building fund establishment was resolved by Council in February 2017. The tender to complete this work was awarded to Denton Corker Marshall Pty Ltd in April 2018 and site analysis of a number of potential locations for the new gallery were undertaken. From the initial sites, two were presented for further planning and costings, being the Southern end of Lake Hamilton, and CBD Civic site.

Following further site analysis, primitive designs, costings and community consultation, Council resolved to progress the future planning and detailed site assessment for the Southern end of Lake Hamilton in December 2018. The business case for a new Hamilton Gallery at Lake Hamilton was completed and presented to Council in September 2019.

This body of work (both master planning and business case for a Lake Hamilton site) remains invaluable to the NHG project, however was developed as a direct response to the site selection – A standalone world-class facility at Lake Hamilton to drive cultural tourism.

Ongoing discussion and debate regarding the site selection has continued. Furthermore, the adoption of the CBD Revitalisation Masterplan and establishment of a skills-based Board for Hamilton Gallery, both in May 2020, have provided further discussion over the project and its outcomes.

In response to this debate it has been identified that comparison cannot be objectively given without the full details and exploration of both sites.

### **3. Aims and Parameters**

#### **3.1 Project Aim**

Collection – Community – World Class Architecture

The aim of *Assessment of a CBD Location for a New Hamilton Gallery* is to provide Council with comparative data and documentation regarding the NHG project for the purpose of informed decision making and discussion. This work will be in the form of a master plan, concept design and business case completed in response to the NHG Project Brief, 2017 in conjunction with the additional (CBD specific) parameters provided. This work will guide the planning and direction of the project, contributing to transparent and informed decision making. It also addresses two specific matters which focused on urban renewal, namely, the Hamilton CBD Masterplan (adopted mid 2020) and the Brown Street Arts and Cultural Precinct Concept Plan (2011).

#### **3.2 Project Parameters**

The work is to be completed from the existing *NHG Project Brief – Scoping Study and Masterplan for a new Hamilton Gallery, 2017*.

The following additional parameters are to be included, in the context of the CBD site:

##### Site

- Boundary of defined site to be explored (*figure 1*).
- Private business / land are to be excluded.
- Freehold land for sale or with a likelihood of being purchased via private treaty to be considered in scope.
- Connections and visibility to main roads (Lonsdale St) considered.
- Performing Arts Centre remains in current location.

##### Design

- The work will encompass the same represented figures in the Lake Hamilton Business Case, 2019 of dedicated floor area (1220sqm) and car parking (x number of spaces). Note the car parking at the Hamilton CBD site can be a combination of on-site as well as nearby (within realistic walking distance ie<400m). Should the CBD site due to increased walkability and public transport access generate a lower parking demand this should also be considered.
- Orientation and access of building designs to be in consideration of the Hamilton CBD Activation Master Plan, 2020
- The potential for further development as civic / community square considered
- Vistas / Outlook to be achieved either to a significant landscape eg Grampians National Park, managed high quality greenspace, significant heritage buildings or the like.

## Business Case

- Inclusion of both CBD benefit (urban renewal, capacity to cluster re-invested cultural arts and support services) and opportunity cost modelling (lost retail/commercial opportunity).

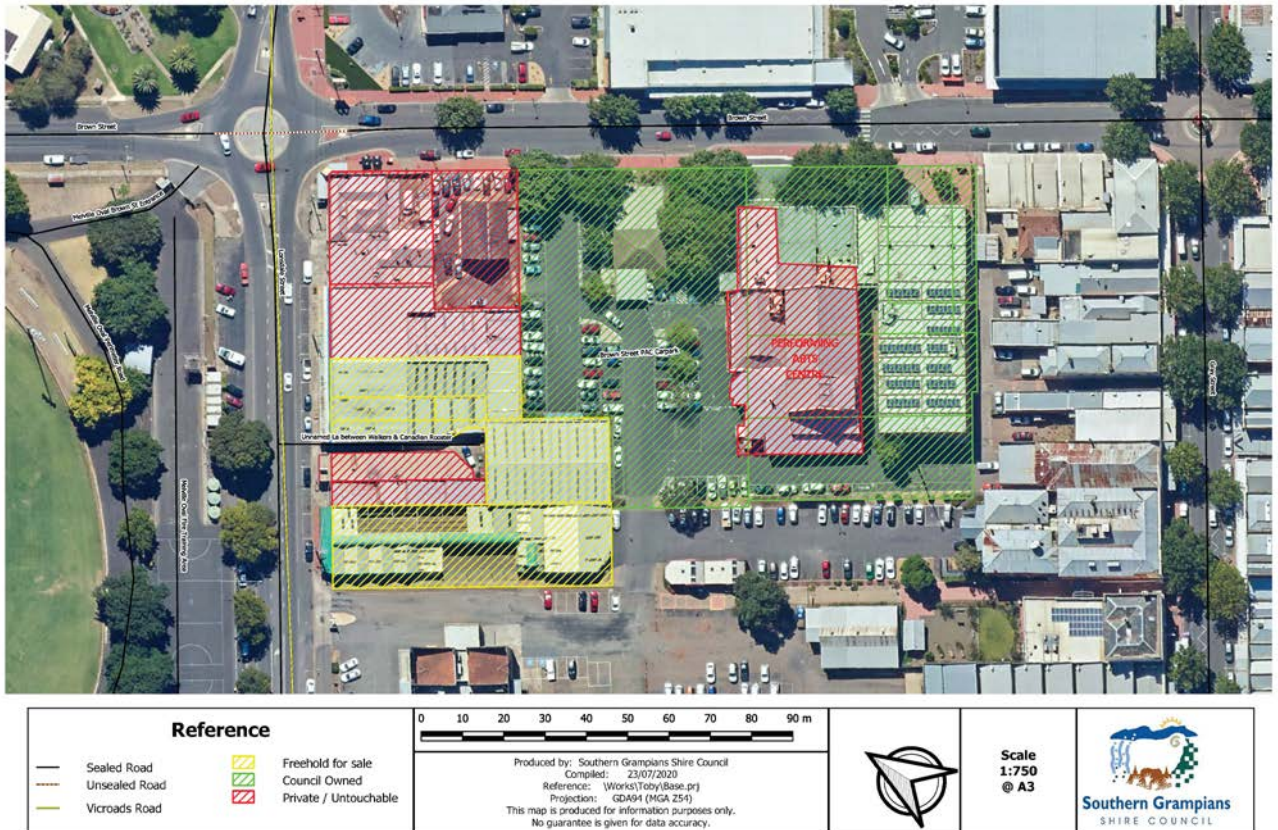


Figure 1 – Location parameters for exploration

## 4. Project Methodology

The consultant will develop a suitable methodology to address the project aims and objectives. As a minimum the project methodology will include the following components:

### STAGE 1 | GALLERY MASTERPLAN AND RE-ASSESSMENT OF EXISTING BUSINESS CASE

1. Re-assessment of a preferred CBD site in relation to updated assessment criteria (outlined in NHG Project Brief).
2. Master planning and design assessment of the preferred CBD site in relation to the broader *Hamilton CBD Activation Masterplan*, March 2020 prepared by Jensen Plus, as well as the earlier *Brown Street Arts and Cultural Precinct Concept Plan*, Aug 2011 prepared by David Locke and Associates).
3. Re-assessment/update of the existing business case (Lake Hamilton site) in relation to data and content that remains relevant to both sites (CBD and Lake). This would update construction costs in present day terms, allow no less than a five year horizon between Council resolution and completion of construction and provide a consistent view on visitation numbers from the regional catchment (including across State borders) and local residents.

## STAGE 2A | GALLERY INDICATIVE DESIGN & BUSINESS CASE MODELLING

1. Development of revised gallery design in relation to the preferred CBD site.
2. Confirmation of scale and functional elements of CBD project and comparisons with the design for the Lake Hamilton site.

## STAGE 2B | COST PLAN AND DRAFT DESIGN REPORT

1. Update and coordination of cost plan for project.
2. Amended cost plan for existing lake site to account for market changes.

## STAGE 3 | COSTING, DESIGN AND BUSINESS CASE ALIGNMENT

1. Coordination of architectural and urban design inputs into revised business case.
2. Continuation and wrap up of business case development.

## 5. Project Outputs

The primary output will be the final design report of a preferred CBD gallery masterplan, indicative design and business case including a cost benefit analysis and investment logic map.

The consultant will deliver the following outputs in the agreed timeframe and within budget.

- Draft designs and business case submitted for review and feedback, supported by relevant documentation.
- Revised cost plan of CBD site and updated costing of Lake site in relation to market changes
- Final designs and business case presented in accordance with the agreed methodology including presentations to Senior and Executive Management and Council Briefing.

## 6. Consultant Roles and Responsibilities

Consultant will nominate a representative who will be responsible for:

- Delivery of the project outcomes in accordance with the project brief and the agreed methodology.
- Liaison with and reporting at predetermined points / stages of the project to the Project Manager.
- Reporting to the Project Manager (as required with a minimum of bi-monthly).
- Presentation of the Draft masterplan, indicative design and business case to:
  - Project Reference Group.
  - Presentation to Senior / Executive Management.
  - Formal presentation to Councillor Briefing.
- Providing written materials in accordance with the agreed methodology and the contract.
- Provide Council with possession and ownership of all intellectual property, including collected data, relevant information and any other material arising from this project

## 7. Resources and References

All relevant Council policies, strategies, plans and reports will be made available to the consultant.

Relevant resources include:

- Project Brief - Scoping Study and Masterplan for a new Hamilton Gallery
- Business Case – Lake Hamilton site
- Design report of NHG Lake Hamilton masterplan and indicative design

Relevant additional resources include:

- Hamilton CBD Masterplan 2020
- Brown Street Arts & Cultural Precinct Concept Plan 2011
- Arts & Culture Strategic Plan 2014
- Illuminate Arts & Culture Discussion Paper 2014

## 8. Project Budget

An upper limit budget for the project is \$75,000 inc GST and the consultant proposal must include costing of all tasks required including:

- Provision of all personnel and associated costs, all travel and accommodation expenses, disbursements and project deliverables.
- Insurance and WorkCover payments.
- Provision of consumables, administrative services and supplies.

Payments will be made progressively at the satisfactory completion of key project milestones and deliverables as agreed with the consultant.

## 9. Timeframes

The project indicative timeframes are provided in the following table.

Item	Details	Completion
1	Scope Alignment	Dependent on timing of tender awarded
2	Gallery Masterplan and reassessment of existing business case	Dependent on timing of tender awarded
3	Gallery Indicative Design & business case modelling	Dependent on timing of tender awarded
4	Cost Plan and Draft Design Report	Dependent on timing of tender awarded
5	Costing and Business Case Alignment	Dependent on timing of tender awarded

Complete by no later than end of Feb 2021.

## 10. Evaluation Criteria

Tenders will be assessed to identify the tendered offer that represents overall best value for Council. They will be evaluated according to the criteria provided in the Tender Schedules.