

Final Report Part 1
Understanding the issues & exploring the options

February 2011

Job No. SGR 003

BROWN STREET ARTS & CULTURAL PRECINCT CONCEPT PLAN



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1.0 Introduction

This study is intended to help make Hamilton an (even) more liveable place. In particular it sheds some light on how the Arts and Cultural Precinct can be redesigned to make it more able to serve the local community as a place to get together, be inspired, be proud of, express themselves and attract visitors.

This is the first of two reports that addresses this challenge. This interim report 'setting the direction', provides some background information to the Precinct, identifies the issues that will influence its development and suggests an approach to addressing these issues. It is intended to be a discussion paper with some design options for further consideration, so that the design process is transparent. The interim report also provides an outline of the range of perspectives, concerns and aspirations expressed by the wider community, user groups and stakeholders.

The second report (final report) will more fully detail how the background information and additional comments stemming from it have led to a final concept plan for the precinct. This will form the basis for more detailed investigations and subsequent building work for the Precinct.

Our Approach

This study was undertaken from the perspective that the findings of the study should be able to be used to create places that improve people's quality of life in its broadest sense. Consequently we believe our aim should be to increase the ease of accessing and enjoying different types of arts and cultural activities in Hamilton and to provide people with surroundings that not just provide a good setting for the arts but also address other planning objectives of importance to the Shire.

Therefore the plan seeks to create surroundings that will help the people of the Shire to engage in a wide range of artistic and cultural activity as a means to stay healthy, make friends, learn, be inspired, thrive and fulfil their potential.

Consequently the concept plan seeks to reconcile the areas primary purpose with a wide range of complementary uses, for example interventions in the library that creates a better place to borrow a book and access the net etc and a gallery that allows people to enjoy ceramics should also create pleasant spaces and places to chat to friends, play and observe nature, relax, learn about your community, feel nurtured, engaged, welcomed and proud. Put another way, the plan has been governed by a philosophy to reduce the barriers (spatial and physiological) to accessing the arts, increase its appeal by broadening the types of activities and enable people to enjoy a wide range of incidental social and recreational activities.

Methodology

This project has been designed to ensure we can understand the issues associated with Arts and Culture from many perspectives, a process known as triangulation before committing to a particular course of action. This ensures those actions are firmly grounded and the solutions developed are integrated with other objectives of the Council and the Community. To deliver this project, our approach has been to:

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


outlined in the consultation. This will enable informed discussion to take place and informed decisions to be made at the design workshop.

- The four options and the summary of the issues provide the foundations for the development of a preferred option. It is envisaged that the preferred option (the subject of the second report) will be a composite of the strongest elements of each option which will be tested and refined through consultation with the community, user groups and stakeholders.
- The testing will occur in November 2010 at a community session & through discussion with South Grampians Council.



HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

STUDY AREA

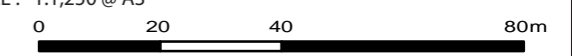
 Study Area Boundary

JOB : HAMILTON ARTS & CULTURAL PRECINCT CONCEPT DESIGN

CODE : SGR 003

DATE : FEBRUARY 2011

SCALE : 1:1,250 @ A3



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2.0 The Context

2.1 Demand for Arts and Cultural Services

2.1.1 Introduction

Over the past decade, Australian household expenditure on arts and cultural activities has remained steady at around \$37/week (ABS, 2009)¹. Aggregated participation rates (i.e. across all forms) have also been constant (Table A). However, there has been a subtle change in the nature of the participation, with a notable increase in the proportion of people who go to the cinema; visit the library and attend classical music concerts; and a decline in the number of people visiting botanic gardens.

Depending on the type of activity between 10 and 50% of the Australian population attend arts and cultural events/activities (see Table A) and cultural goods and services are now worth in excess of \$42 billion to the Australian economy (ABS, 2009).

From 2003-04 to 2008-09, total government funding to the arts has increased by some 16% (in real terms), with local governments now spending over \$1 billion per annum². Part of the reason for increased investment is recognition of the increasing economic value of arts and culture. It is generally accepted that “art infused” economies are critical to producing the next generation of leaders and workers for the ‘knowledge economy’ (Eger, 2006).

Florida (2005) argues that making places desirable through arts and cultural activities is the key 21st

Century investment attraction strategy, largely because they provide the amenities and services required to retain the talent necessary to build new forms of economic activity. Artists are also pioneers of inner city regeneration in cities and towns throughout the Western world.

There is also evidence that property value increases are correlated with proximity to cultural venues and the multiplier effects of investments in arts is around 3 to 1 (that is for every dollar spent on arts, it generates \$3 spent in other parts of the economy, Geografia, 2009). In fact, there are numerous social and economic benefits associated arts and culture, particularly for regional communities (see, for example, Markusen and King, 2003; Dunphy, 2009).

Table A Persons Attending Cultural Venues & Activities (1995, 2006)

Venue/Activity	Number of People Attending ('000s)		Participation Rate (%)	
	1995	2006	1995	2006
Art Galleries	3,134	3,630	22.3	22.7
Museums	3,905	3,611	27.8	22.6
Zoological parks	4,966	5,699	35.3	35.6
Botanical gardens	5,410	5,390	38.5	33.7
Libraries	5,403	5,454	38.4	34.1
Popular Music Concerts	3,790	4,035	26.9	25.2
Classical Music Concerts	1,081	1,508	7.7	9.4
Theatre Performances	2,336	2,723	16.6	17.0
Dance Performances	1,407	1,625	10.0	10.2
Musical and Opera	2,722	2,614	19.3	16.3
Other Performing Arts	2,634	2,655	18.7	16.6
Cinema	8,733	10,431	44.3	65.2

Data source ABS, 1997, 2009

It is reasonable to conclude that the case for investment in arts and culture has been made: not only for its intrinsic, cultural value, but also to improve amenity, community health and wellbeing and economic activity. It is no surprise, then, that once a town’s fundamental infrastructure is in place, there is demand for arts and cultural facilities and events.

To better understand the local demand for arts and cultural activities in Hamilton, and more specifically for facilities on Brown Street, the team undertook the following exercises:

- An Investment Logic Mapping exercise with Shire officers to identify the specific issues associated with the proposed Brown Street Arts and Cultural Precinct;
- An assessment of current provision against benchmark guidelines;
- An assessment of current Precinct functionality (largely drawing from the ILM and stakeholder consultation);
- Roll out of an online survey and workshops with the wider community to gauge demand and aspirations;
- An exploration of local factors influencing current and future demand (i.e. an analysis of potential growth in demand).

The rest of this section considers each of these in turn.

¹ This is in constant prices, i.e. taking into account inflation.

² A good rule of thumb for Victorian LGAs is around 1% of total operating expenditure allocated to the arts (Geografia, 2009).

2.1.2 Investment Logic Map

A workshop with Council and Precinct management was held to define the key problems the Precinct redesign project was intended to address. A summary of the problems, the benefits of addressing them, and how this will be achieved is outlined in the form of an Investment Logic Map (Figure A)³.

The primary concern related to adequate space to meet current and any future need. Addressing this was seen to make an important contribution to community wellbeing and the economic fortunes of the Shire. Redevelopment of the Precinct, including refurbishment of existing facilities was viewed as a way to revitalise the Hamilton CBD and encourage greater and more diverse participation in arts and cultural activities.

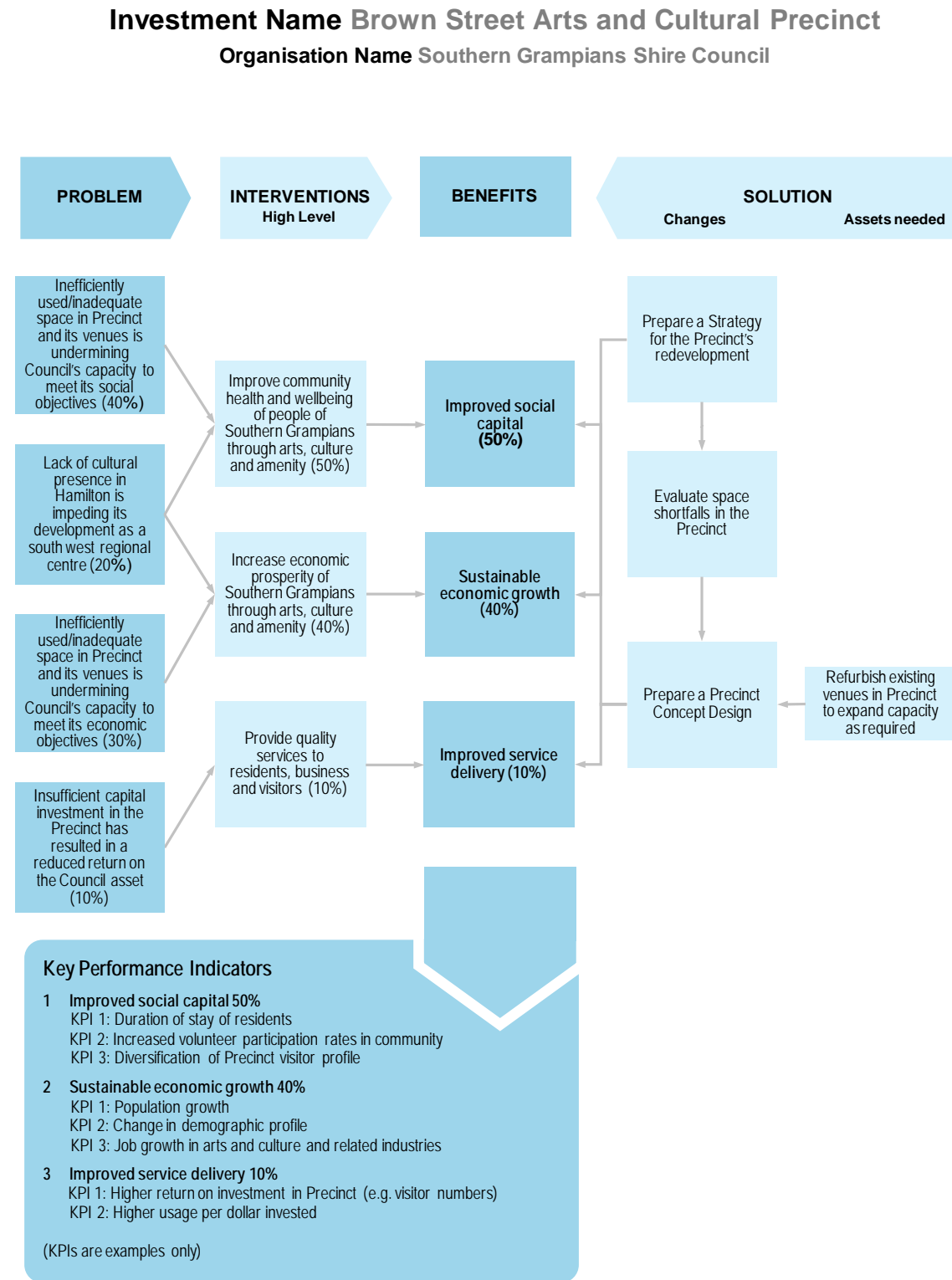


Figure A Brown Street Arts and Cultural Precinct Investment Logic Map

³ A Problem Definition Workshop format was used for this purpose. This is a structured workshop format designed by the Victorian Department of Treasury and Finance. It should be noted that the purpose of this exercise was to evaluate the issue from the perspective of Council with particular emphasis on the problems affecting the functionality of the Precinct.

Template Version 3.5

Version 1.1 Original ILM Workshop 9 September 2010

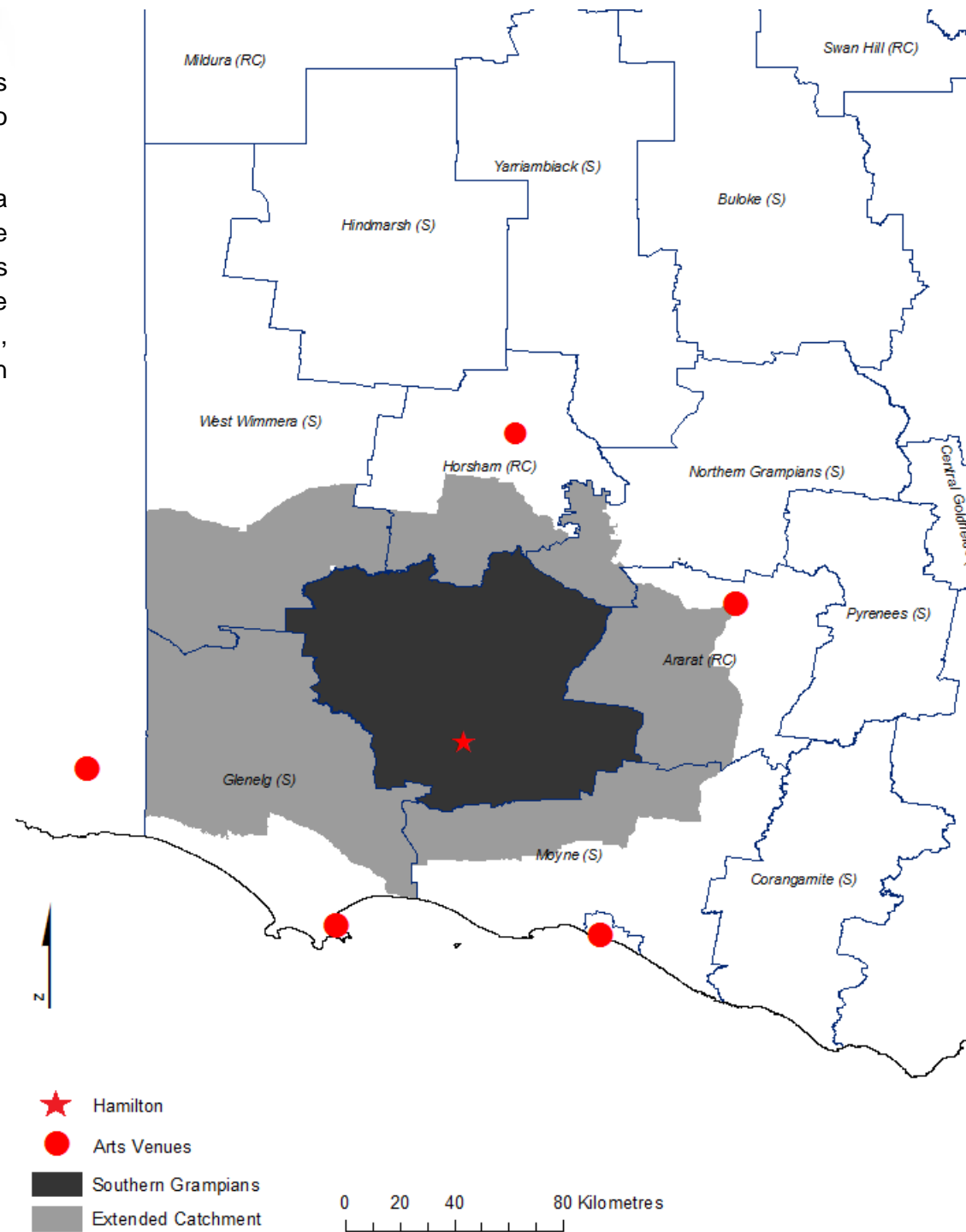
Facilitator Kevin Johnson Investor Michael McCarthy

Last Modified 13 September 2010 By Kevin Johnson

2.1.3 Benchmarking the Current Provision

The first step in investigating the idea that there is insufficient functional space in the Precinct was to identify its catchment area.

The Brown Street Precinct serves a catchment area that extends beyond the Southern Grampians Shire boundaries. Absent a detailed study of this (such as a Precinct visitor postcode analysis), it is reasonable to say that, at the least, parts of Moyne, Glenelg, Horsham, Northern Grampians and Ararat fall within the catchment area (Map A).



Map A Precinct Catchment Area
Taking a 120km radius and adjusting to account for ABS Census Collection District boundaries and the influence of neighbouring arts venues results in a catchment area of around 20,000 square kilometres and a little over 27,000 residents. This is the regional catchment area only and does not include visitors.

From the catchment area analysis and using relevant municipal population figures, the total, service population is estimated to be in the order of 27-30,000 residents, of which some 21-23,000 will be regular visitors to the Precinct to access one or more of the facilities⁴. This service population does not include visitors to the region, who presumably will make up a high proportion of attendees, particularly to the Gallery. Additionally, while catchment growth is anticipated to be modest, evidence would suggest that investment in arts and cultural is one of several different triggers than can accelerate growth.

Assuming a regular catchment area population of up to 30,000 (the potential total market), Table B estimates minimum provision levels and supply gaps based on Victorian provision benchmarks. These are guideline provision levels based on ideal minimum venue numbers (or square metres) per capita.

Table B Indicative Venue Provision Demand

Facility	Current Provision	Benchmark Provision	Benchmark Demand Estimate	Benchmark Supply Gap
Public Art Gallery	1	1/30,000	0.9	-0.1
Multipurpose community arts space	1	1/9,000	2.4	1.4
Multiform Performing Arts Facility	1 (3xx seats)	1/20,000 (300-500 seats)	1.1	0.1
Outdoor Performance Space	0	n.a.	n.a.	n.a.
Cinema	1	n.a.	n.a.	n.a.
Library ⁵	1 (500sqm)	Net 42sqm/1,000 population	~1,004sqm	~500sqm

Data source: NSLA, 2009; SLNSW, 2005; Precinct venue operators; own audit

⁴ This estimate is based on Victorian participation rates from the ABS survey of arts and cultural participation (ABS, 2009). Participation rates have been weighted to take account of age, income and education deviations from the Victorian averages. Highest rates are cinema visitations.

⁵ Mobile library services are not included in provision analysis. I'd add on to that: Only Southern Grampians Shire population is included in the calculation of floor space.

As noted earlier, these guidelines use linear extrapolations of per capita demand (adjusted, in this case, to take account of education, income and age profiles for the catchment area) and only provide an indicative provision level. In some cases (cinema or outdoor performance space provision) there are no relevant public good benchmarks and in all cases they should not be considered as definitive demand assessments. Nonetheless, what it suggests is that:

1. The current overall provision of public art gallery venues (not necessarily functional space) is sufficient.
2. Notwithstanding statements elsewhere to the effect that community service provision is sufficient, there is clearly an inadequate level of provision for community arts.
3. There is scope for additional performing arts space in the Shire.
4. There is a shortfall of up to 500sqm in library space in the Shire in terms of meeting ideal provision levels. Obviously an expansion of this scale will have substantial cost implications and would need to be evaluated against other priorities for the Precinct. By the same token, the Shire's aspiration to be the most liveable provincial community in Australia will necessitate upgrades to high use amenities, such as libraries.

While in some cases the benchmark assessment is ambiguous (e.g. whether there is a need for an additional, possibly smaller performing arts venue), in others it is clear that there is an undersupply. Most notably, while there are no existing guidelines on minimum per capita venue/space provision for outdoor performance venues or community arts spaces, the lack of any purpose-built capacity is apparent. This was confirmed through a recent mapping exercise undertaken by the Shire's Community Arts Liaison Officer. Table C summarises these findings.

What this suggests is the existence of several potential community arts spaces, but nothing yet concrete. A space within the Precinct, not only makes sense in terms of creating a potential collegiate relationship with the main venues, but could also act as a catalyst for generating interest in community arts across some of these other sites.

Table C Summary of Community Arts Mapping Exercise

Possible Venue	Pros	Cons
Hamilton Institute of Rural Learning	Range of facilities with scope for expansion and management commitment to community arts	Not yet operational and run by a volunteer community group
South West TAFE	Offers courses in art and willing to provide tutors and funding	No studio or exhibition space
Hamilton Gallery/Precinct	High quality, resourced venues	No space for emerging artists or community arts
Brown Street Church	Part of Cultural Precinct	Privately owned. Would need investment
Off the Rails Gallery (Dunkeld)	Artist-run exhibition space and studio in high profile location (for tourism)	Not centrally accessible for whole municipality and limited opening hours
RMIT Studio	High quality wet area space	Limited storage; not ideal for exhibitions; not accessible without car (no passing traffic)
Mulleraterong Centre (Hamilton)	Have offered studio space to local artists	Limited access hours; lack of storage and exhibition space
Cafe's and restaurants	High traffic areas	Not suitable for all art forms and public liability issue with respect to display/performance

Data source: Community Arts Liaison Officer, Southern Grampians and Glenelg Primary Care Partnership; own audit

2.1.4 Venue Functionality

As noted in the ILM session, the core issues for the Precinct stakeholders largely relate to inadequate functional space. In the case of the Library, Cinema and Gallery, the space issues were across the board, from operational (e.g. offices) to production (e.g. community meeting rooms) to presentation (e.g. more cinema screens and Gallery exhibition space). Table D summarises those issues and provides comment on them.

Table D Summary of Venue Functionality and Space Issues

Venue	Key Issue/s	Comments
Library	<ul style="list-style-type: none"> Inadequate space for collection; youth space; senior space; Library Manager office; and 2 staff hot desks; community meeting rooms; history area 	As noted by Library, there is also a trend towards co-locating libraries with community health and other services (e.g. community arts spaces; maternal and child health). Inclusion of some or all of these additional services in or adjacent to the Precinct may expand its role to that of a Civic and Cultural Precinct. At the least, up to 500sqm of additional, multipurpose library space is warranted on the basis of the current population alone.
Cinema	<ul style="list-style-type: none"> Cannot run new release films in a single cinema complex Some seating has obscured views One screen means that it is not possible to secure new release films 	While there is no quantitative evidence for demand for additional cinema space, the general trend in Australia, the current high patronage in Hamilton and the leakage to Warrnambool and elsewhere (largely due to not showing new release films) suggests additional capacity is warranted. Consultation with Structure Plan economic analyst indicated feasibility of commercially run cinema is likely only if development is publicly funded and then leased. It is recommended that a feasibility study into the development of 2-3 screen cinema complex is required.
Art Gallery	<ul style="list-style-type: none"> Lack of sufficient space for staff, conservation and storage 	Relocation of Council offices should provide sufficient space to expand (and preferably consolidate) Gallery and other Precinct office space. Estimate of required floorspace is required.
Performing Arts Centre (PAC)	<ul style="list-style-type: none"> No small, informal venue for community theatre/performances 	Provision of a multipurpose community arts space and/or moveable walls for existing PAC may address this.
Council Office	<ul style="list-style-type: none"> Council offices take up a significant volume of existing space and reduce the permeability of the PAC and Gallery 	Internal refit of the venues compels the relocation of Council staff offices to another site. However, assuming there is general support for ensuring there is a regular, relatively high volume presence in and around the Precinct, it would be preferable to relocate offices to a building nearby, if not in the Precinct (e.g. through leasing of space in the development that is likely to occur on the Coles car park site).

Venue	Key Issue/s	Comments
Church	<ul style="list-style-type: none"> • Unused heritage listed building 	Suitable for purchase/lease by Council and refit for use as either a commercial gallery (purchase then lease); community arts space; or gallery/cafe.
Local Laws Building	<ul style="list-style-type: none"> • Under-used building 	Ideal location for entrance to an outdoor performance space.
Overall Space	<ul style="list-style-type: none"> • Limited capacity to host artists-in-residence or practitioner workshops or meetings • Precinct largely empty after 5pm. This is not only a safety issue, but it reduces the commercial viability of complementary retail activities 	<p>The need for both production and presentation space was raised in the stakeholder and community consultation. For example, meeting rooms and private work spaces for different art forms could be included in a refit of the Council offices into arts functions. Consultation found that there is a perception of a lack of connectivity between emerging/community artists and the more established professional arts practice occurring in the existing venues. There may be scope to provide workshop, office space for both professional and non-professional arts activities.</p> <p>Piloting of selected after-hours access at all of the venues should be considered; both prior and subsequent to the redevelopment.</p> <p>Retail (especially cafe's) adjacent to, or extending from, the venues are justified in a functional sense (in that they will enliven the Precinct and encourage people to remain after performances/events). However, the commercial viability needs to be considered in light of retail growth strategies that will focus attention on other parts of the CBD.</p>
External Space	<ul style="list-style-type: none"> • Poor use of laneways linking Precinct to other parts of CBD • Poor car parking arrangements • Neighbouring buildings under (or not) used • No pedestrian-friendly functions along Brown Street 	Concept Design to address. General note that the Precinct venues are isolated from the more active parts of the CBD (e.g. Gray Street). Demand for an informal outdoor performance space has been raised by the community and is a clear gap in current provision. At a minimum, design options should ensure there is capacity for up to 150 seated; a sound shell that protects from prevailing weather and street noise and easy access to storage in the main venues.

2.1.5 Online Survey Results

An online survey was run to gauge community demand, aspirations and concerns. A total of 59 surveys responses were received. While not statistically significant, the responses are relatively consistent and therefore they do provide good indicators of stakeholder views. To the extent that there was a single focus of interest, it was on external features of the Precinct (e.g. better lighting, more shade and seating areas). That is, respondents were keen to see improvements to the physical amenity of the Precinct in general, rather than to the venues in it. Given the small sample size, it is not possible to reliably determine whether this priority was the same regardless of whether people use the venues or not.

Other key findings were:

1. Generally, survey respondent participation rates are in line with the Australian averages with the highest proportions visiting the library or cinema. However, very few respondents attend events or venues more than a few times a year.
2. Almost three quarters of respondents visit the CBD on a daily basis and almost 90% at least once a week. This highlights the importance of the CBD to the regional economy and, in turn, the importance of the Precinct being an integral part of it.
3. The main barriers to further participation are events either not being to the taste of respondents or not being regular enough⁶. Both of these factors are interesting as it suggests

⁶ 16% of respondents indicated that nothing is stopping them from visiting the Precinct. This was irrespective of whether they currently visit or not. This speaks to the fact that some residents do not see the Precinct as having use value. However, this does not preclude it having existence value to the respondent. That is, they value the existence of the Precinct, even if they never use it. For those who do visit, perhaps the following comment best captures the sentiment: "... nothing prevents me from attending what interests me."

there is latent demand for arts and culture. Expanding the scope of events and activities on offer (both in terms of art form and timing) may stimulate a substantial increase and diversification of participation. An expanded program will not only require additional funding, but also a greater functional capacity in the Precinct (through, for example, new spaces for different art forms, such as outdoor performance venue) (Table E).

Table E Brown Street Arts and Cultural Precinct Participation Barriers

Reason	Proportion
Activities don't suit my taste	47%
Regularity of events	33%
Cost	16%
No time	8%
Distance from home/Out of my way	7%
Safety	5%
Parking	2%
Public transport	2%

4. When respondents do use the Precinct facilities they invariably combine it with visiting cafes (80%) or restaurants (71%), grocery shopping (66%) or general shopping (55%). As stated earlier, this is a reflection of the fact that almost all respondents visit the CBD on a daily basis and it aligns with the general perception that cafe's and retail can be complementary activities for arts and cultural precincts and that the Precinct must ensure seamless connectivity between its venues and the rest of the CBD.
5. Those who do not visit the Precinct also indicated that, if they were to, they would very likely combine their visit with going to cafes, restaurants and shopping. Again, it highlights the potential functional link between the Precinct and the CBD.

6. In terms of priority concerns (as noted above), the majority of respondents focused on external improvements including:

- a) Pleasant outdoor seating areas (65%)
- b) A more pedestrian-friendly streetscape (60%)
- c) Better lighting (43%)
- d) More trees (41%)

Increasing the scope of access was also important with 51% prioritising more after-hours events (Figure B).

7. When invited to provide final comments, respondents emphasised the need for an additional (small) performance/exhibition space to address what is perceived as inadequate provision for local (and 'young') artists and participants. Although solutions are not generally specified, several respondents noted the potential of the former Presbyterian Church. Extension of opening hours into the weekend and evening were also important issues.

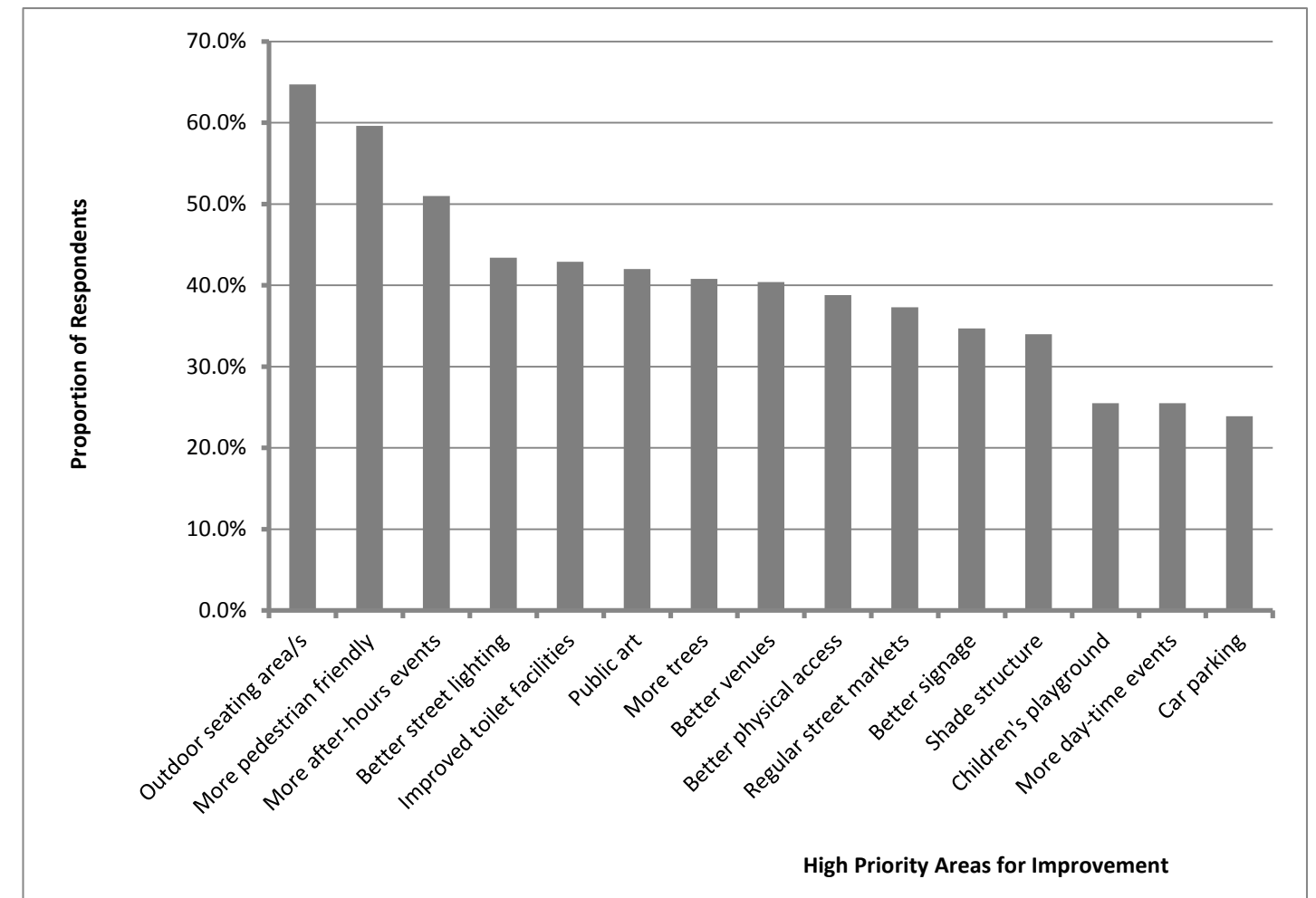


Figure B High Priority Areas for Improvement

Overall, there were two important messages from the survey data. Firstly, the external look and connectivity of the Precinct is critical; and secondly that greater capacity to host a more diverse range of activities and events may stimulate a step increase in participation (irrespective of population growth). The online survey will be closed at the end of the project. Full details of the survey responses will be provided as a separate document together with final report.

2.1.6 Stimulating Further Demand

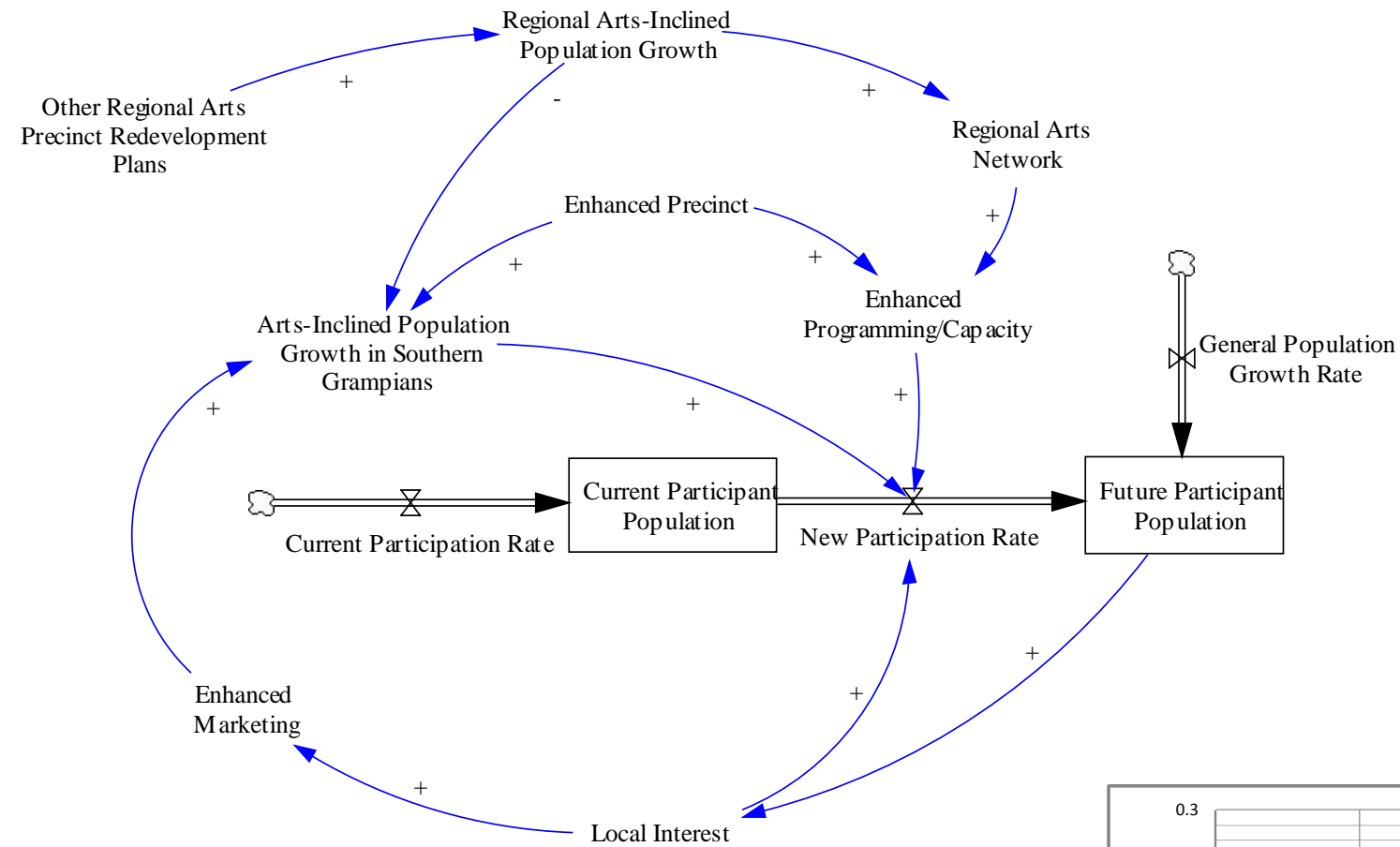
While there are clear functionality and amenity issues in the Precinct, an extrapolation of current demand aligned to population projections do not indicate a major undersupply in scale. However, by considering the issues in a systemic way, a broader picture emerges.

The general population growth forecasts for Hamilton and the Southern Grampians are modest.

However, the enhancement of the Brown Street

Precinct may serve to increase the local and regional market for arts and culture in Hamilton, much more so than this low growth scenario would suggest. There are several dimensions to this, some of which are direct 'intended' consequences and others, fortuitous 'unintended' consequences. Most of these dimensions are causally linked creating positive and negative feedbacks that essentially mean the 'whole is greater than the sum of the parts'. Figure C is an indicative conceptual model of how this may look⁵⁷

Figure C Conceptual Model of Precinct Enhancement Impacts



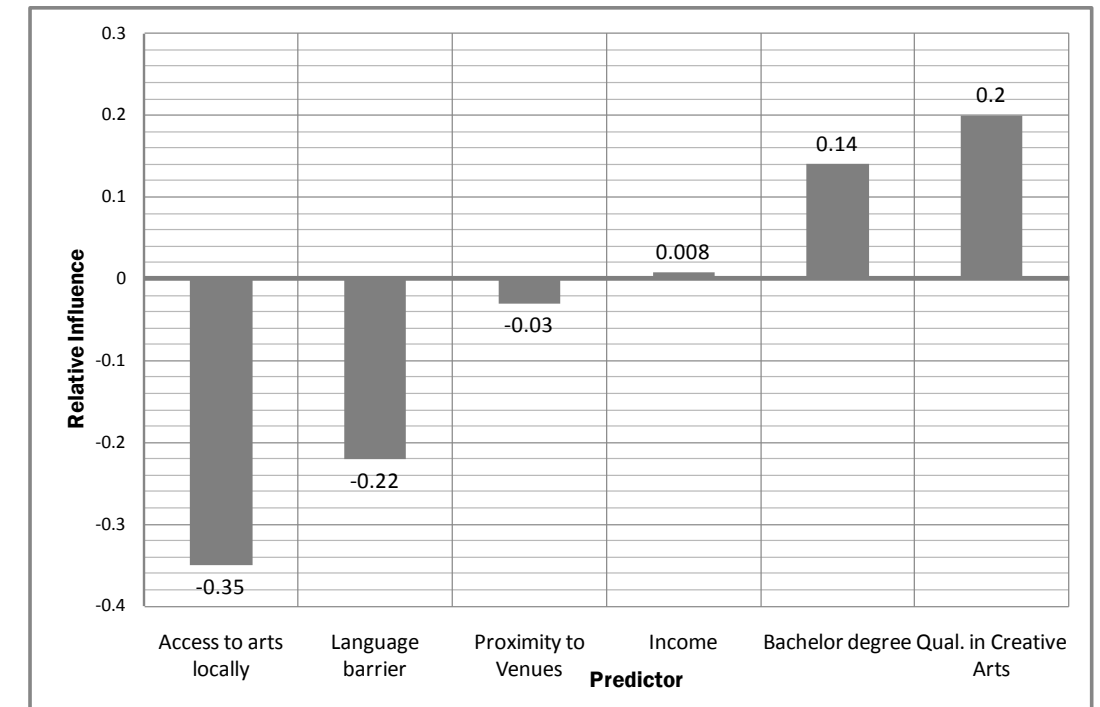
Arrows indicate the direction of causal relationships; polarity, the nature of the relationship. The basic premise is that Precinct, programming and marketing enhancement will increase participation rates and result in a larger overall 'stock' of regular visitors to the Precinct. This will then feed back into other factors adding to the overall amenity of Hamilton and even further participation. The sum of the demand growth from this is likely to be much larger than projections based solely on general population growth rates.

Greater Access to Arts Means Higher Participation

Given the discretionary nature of participation in arts and cultural activities, it should come as no surprise that proximity to arts venues has a significant influence on the level of local participation by Victorian residents (Figure D).

Figure D Main Drivers of Participation in Arts and Cultural Activity

The coefficient indicates the relative strength and direction of the influence of each predictor on participation in arts and culture. This is based on a normalised linear regression of a range of demographic, geographical and economic variables drawn from the ABS Census. Participation rates are derived from the Community Indicators Victoria survey. Only those variables with a statistically significant coefficient are included. Source: ABS, 2006; Geografia, 2009, CIV, 2010



⁷ It should be noted that no modelling exercise was undertaken to formally define or calibrate this.

Community Indicators Victoria (CIV) data show that residents of western district municipalities with an arts precinct or set of arts venues report having significantly greater opportunity to participate in the arts. Overall participation rates are also slightly higher. This speaks to the importance of having accessible arts activities in order to stimulate participation. In the case of Hamilton, there is a clear lack of access to small, multipurpose arts spaces (particularly for community or emerging arts) and an outdoor performance space.

An Enhanced Precinct Will Attract New ‘Arts Inclined’ Residents

There is also quantitative evidence (albeit preliminary) of the influence that the presence of multipurpose arts facilities can have on attracting new residents to a regional town. While most growth will be linked to jobs growth and access to major services, sense of place and overall amenity are also important attributes that can have a positive impact on the decision to live in a particular place. For example, in a survey of 3,000 business leaders in the UK, 39% stated that access to high quality arts and culture are an important determinant in deciding where to live (Communications Group, 2009).

An analysis of 200 regional towns around Australia also reveals that, when controlling for overall distance from major urban areas, there is a small, inverse correlation between population growth (1996-2006) and the proximity to a major arts venue. That is, greater access to an arts venue is correlated to higher population growth (Geografia, 2010)⁸. Although not tested, this is likely to be causally linked to tree and sea change population movements. Logic dictates that if an Arts & Cultural Precinct does act as an attractor to new residents, overall participation rates will increase at a higher

⁸ Any causality between the two would require detailed modelling.

rate than population growth, as ‘arts-inclined’ residents will make up a high proportion of new residents.

An Enhanced Precinct Will Stimulate Local Interest

Although not quantifiable for this study, it is reasonable to say that increased attendance at arts venues in a relatively small population will be noticed within the community. This can create a positive feedback that encourages more attendance as residents seek to participate in local social events. Moreover, improved facilities will enable a broader range of products to be delivered and marketed, further enhancing local participation. The increase in local interest may have a catalytic effect in the form of free marketing of the venues to other residents and potential new residents.

An Enhanced Precinct will Increase Overall Regional Participation Rates

As Map A showed, the geographical catchment area of the Hamilton Precinct includes parts of neighbouring municipalities. However, Hamilton is not the only provider of arts and cultural services within this region. Map XX also included the major galleries and performing arts centres which share catchments with the Southern Grampians Shire. Within a 130 kilometre radius there are five arts and cultural venues/precincts that offer similar, complementary or even competitive services. These are located in Mt Gambier (124km away); Ararat (106km); Horsham (130km); Warrnambool (109km); and Portland (85km).

However, the presence of these other facilities does not necessarily mean there is a smaller net market for what Hamilton has to offer. Up to a point, a greater number of venues and events will induce additional demand, rather than compete for a fixed share of existing demand. Moreover, this effect can be enhanced when facilities are upgraded. This

means that the imminent refurbishment of the Ararat Performing Arts Centre is just as likely to stimulate greater demand for arts and culture in Hamilton as it is in Ararat. This effect, which is a form of agglomeration economies, is likely to impact on both residents and visitors as the region develops a greater reputation for arts and culture.

An Enhanced Precinct Will Expand the Regional Arts Network

As well as encouraging more arts-inclined residents to the region, improvements to all of the arts facilities in the Southern Grampians and its neighbours will add to the regional arts network in terms of skilled practitioners, administrators and volunteers. In turn this will improve the quality and scope of services available, with a likely increase in participation.

In summary, in much the same way that major planning projects in the CBD have triggered renewed private sector interest in development projects, enhancement of the Brown Street Precinct, particularly if it increases the scope of activities on offer (through additional space, improved amenity and programming), is likely to:

1. Increase participation from a broader cross-section of the existing community.
2. Act as an attractor to new residents with a revealed preference for arts activities
3. Contribute to an overall higher level of awareness and interest in local arts and culture amongst residents of, and visitors to, the region.

Other research does suggest that the timeframe for compounding effects of this nature can follow a well understood S-shaped path. That is, slow growth in the short term, followed by rapid transition and then levelling off to a plateau.

2.1.7 Emergent Economic Opportunities from an Enhanced Precinct

Enhancement of the Cultural Precinct will require additional staff to manage and maintain services and facilities and will increase the overall output and usage of the Precinct. In addition to a range of indirect effects (e.g. population growth as described above and betterment of neighbouring properties⁹), this will add value to the local economy. According to the ABS, arts and cultural workers in Australia add an average of \$40,000 per annum to the national economy (ABS, 2009). Based on a total value-added multiplier of 3.06, this equates to \$122,000 per annum added to the local economy for every person employed in the creative industries (Geografia, 2009)¹⁰.

Assuming 14.3 FTEs for the four core venues, it is reasonable to assume that the Precinct provides a direct value add of \$1.76 million per annum. Net operating costs for the four venues are around \$1.3 million per annum. In basic economic terms, then, the Precinct already provides a net return to the local economy (and more specifically, to the Shire), of at least \$450,000 per annum. Note that, as indicated above, this does not include indirect effects.

Expanding further on the value-adding components, the arts generate output that is used by other industry sectors. The top ten industry flows are described in Table F.

Sector	Proportion of Total Flow
Education	16.6%
Legal, Accounting, Marketing and Business Management	11.8%
Libraries, Museums and the Arts	8.7%
Accommodation, cafes and restaurants	8.6%
Motion Picture, Radio and Television	8.5%
Scientific Research, Technical and Computer Services	5.2%
Sport, Gambling and Recreational Services	4.7%
Other Business Services	4.3%
Other Property Services	3.8%
Retail Trade	2.4%

Table F Intra-Industry Flows Libraries, Museums and the Arts (2005-06)
Data Source: ABS, 2005

What this means is that enhancement of the Cultural Precinct will have substantial net positive flow on effects to these other industry sectors as a result of increased employment and output.

It should be noted that these figures only measure the direct flow from the arts sector to other industry sectors. So, for example, it does not measure the expenditure of arts patrons at restaurants or cafes as part of a visit to an exhibition or performance¹¹.

In view of the specific features of the regional economy the key sectors worth considering are:

- Education;
- Accommodation, Cafes and Restaurants;
- Retail Trade.

There are obvious advantages to offering more services to the education sector. It is an important part of the Southern Grampians economy and any complementary activities that value add to it will further enhance this sector's prospects. Further programming, in partnership with education institutes is clearly an ongoing opportunity for the Precinct and will attract funding to and stimulate expenditure in the CBD.

More locally specific opportunities are in the encouragement of new **cafes and restaurants**. If we consider that the Precinct currently has around 160,000 visitations per year, and that the CBD already has a thriving street-based trading environment (SGSC, 2010), there is clearly some potential for additional economic activities in, or adjacent to, the Precinct¹². As noted earlier in this section, consultation participants were particularly in favour of a cafe in the Precinct with an outdoor component and that is open after hours and on weekends. As one respondent put it, the lack of an after-hours cafe meant that people are: "... *not encouraged to linger*."

Moreover, according to Council, Hamilton is enjoying a relatively healthy trajectory in the growth of business travel. Added to the potential for an increase in cultural tourism, the inclusion of appropriately designed (i.e. sympathetic) **accommodation** is another opportunity worth investigating within the City Block of which the Precinct forms a part.

On the basis of the existing retail and population projections, it must be borne in mind that the scale of this particular set of opportunities is relatively modest. For example, The Structure Plan study estimates that by 2031, the CBD will require an additional 25% retail floor space (9,900sqm). To put this in perspective this total growth is approximately one quarter of the area of the block bounded by Gray, Brown, Thompson and Lonsdale Streets. Over the time period this equates to a 1.2% increase in retail space per annum across the entire CBD.

Nonetheless, while the scale of growth may be modest, its nature (e.g. the increase in 'arts-inclined' residents) may mean that demand for services and facilities within the Precinct may be nonlinearly related to the overall growth rate. That is, enhancement of the Precinct may deliver substantial economic opportunities for complementary activities beyond what would be expected as a result of current population growth projections alone.

Of course, conclusions in this study are largely drawn from analysis of precedent, existing data relating to growth projections and conceptual modelling. Inclusion of a cafe, or other activity in the Precinct or within its City block may be a desirable service (ideally with extended trading hours and outdoor seating). However, without subsidisation from Council its commerciality has yet to be established. Prior to commitment of major funds, it is recommended that the following additional analysis

⁹ Property value increases as a result of proximity to arts venues can be measured through econometric analysis.

¹⁰ This refers to ABS industry classifications 9000, 9001, 9002 and 9003. In the case of the Cultural Precinct it does not include library staff, which one study estimates has having a total multiplier of 3.1.

¹¹ As noted earlier, the online survey revealed that a high proportion of Precinct visitors combine the trip with a visit to a cafe or restaurant

¹² Recall that most online survey respondents indicated they visit the CBD on a daily basis. While not a statistically significant sample of the population, these results do highlight the important function the CBD has in the municipality and the potential for the growth of the Precinct's role if more fully integrated into the landscape.

is undertaken before the staged rollout of the Precinct redevelopment:

1. Robust interrogation of existing economic and population growth assumptions through modelling to identify key growth triggers.
2. A feasibility study of the development of a larger-scale cinema complex. While it is likely that a commercially leased 2-3 screen cinema complex is feasible (in a site yet to be determined, but preferably within or adjacent to the Precinct), the risk associated with funding its construction should be managed through a proper feasibility study that factors in key demographic and economic trends.
3. Investigation of the commercial potential for tourist/visitor accommodation in the Precinct Block. On balance there is merit in the idea as it has the capacity to respond to a range of broader objectives including
 - increased population in the CBD;
 - passive surveillance;
 - catering to the projected growth in the number of business travellers; and
 - providing short-term accommodation for visiting arts practitioners or tourists.

Regardless of the outcome of these steps, prospects for complementary economic opportunities in the Precinct will be improved if all designs ensure permeability between venues and with the street to increase pedestrian through-flow; and night-time (or evening) activity is encouraged, but first tested through a pilot program.

2.1.8 Location Options

If complementary economic activities are to be included in the redevelopment of the Precinct, careful consideration should be given to location. The 2010 review of retail in the Hamilton CBD proposed lanes or minor streets to be constructed to break up the large CBD blocks (Figure E). Subject to the outcome of decisions on the CBD Structure Plan, there are opportunities here to include cafes, restaurants and, possibly accommodation along these new axes (e.g. facing the proposed new Civic spaces; but also along Brown Street if the new development on the Car Park site is to go ahead).

Additionally, redevelopment of the existing venues may provide the opportunity for at least one cafe site to be developed (and commercially leased) within one of the venues. However, its commercial viability will rely on proximity to similar enterprises (for example, one or more cafes in the proposed Coles Car Park development).

Other retail trade, such as fashion may be more suited to the primary retail strip along Gray Street.



Figure E Brown Street Precinct and Potential New Street Frontages

Figure E shows the proposed lane/street frontages from the 2010 Retail Study. Possible locations for retail (specifically hospitality) are along these axes (contingent on Structure Plan and Precinct design recommendations) and facing Brown Street (contingent on the Coles Car Park project outcomes).

2.1.9 Summary

A case has been laid out here for enhanced and/or additional facilities and services that will leverage off the Precinct's good reputation, the existing assets and generally high standard of service provision. The basis for this is not overwhelming evidence for unmet demand, or that demand is projected to grow significantly, even under a scenario of a growing proportion of 'arts-inclined' residents. Instead, the case is built around the idea of stimulating new demand or unlocking possible latent demand. The combination of this will help to raise the profile of the Precinct both within its regional catchment (actual and potential) and to the western districts tourist market.

The key messages emerging from the online survey, workshops and ILM are 1) better integration of the Precinct to its surroundings (i.e. the external setting for the Precinct); and 2) additional, space/s to improve services (i.e. functional space improvements) and broaden participation (i.e. more production and presentation space for a wider range of activities). The options for enhancement include:

- Improved street lighting, shade, traffic calming and other pedestrian-friendly interventions to improve the Precinct's linkages to the rest of the CBD;
- Scope in the final designs for inclusion of complementary economic activities (most notably, but not only, cafes) in the Precinct and possibly within the venues. These should include outdoor seating; respond to the needs of a broad demographic and open up the Precinct (both spatially and temporally);
- A second, smaller performing arts space or a refit of the existing PAC to enable smaller performances (through the use of moveable walls);
- Meeting and work rooms for visiting artists and workshops incorporated into refurbished existing venues;
- Expanded office and operational space for the Gallery and Library subsequent to a relocation of Council staff to a site yet to be determined;
- A multipurpose community arts space, preferably within the Precinct;
- An outdoor performance space.

2.2 Planning Context

Hamilton performs an extensive regional centre role in west Victoria, which reaches far beyond the Shire boundaries. It's Arts and Cultural facilities are highly recognised in the Municipal Strategic Statement: "Hamilton has an outstanding built heritage and has a level of community and cultural facilities not found in much larger centres such as an Art Gallery and Botanical Gardens." The town is currently the subject of a Strategic Plan being prepared by Hansen Partnership. This plan includes the Arts and Cultural Precinct and discussions have been held with Hansen that confirms the continued use and activities of the precinct are envisaged to continue.

Structure Plan will include an important civic node on Lonsdale Street overlooking the oval. Links between the study area & this civic node will be an important issue.

2.2.1 Zoning and Overlays

Every piece of land in Victoria is covered by a zone that describes what are considered appropriate and inappropriate land uses. Each zone contains three lists of uses which outline what uses are permitted as of right, what are permitted only after consideration of the issues and what are prohibited. The Arts & Cultural Precinct falls entirely within the business 1 zone. The uses that can happen as of right (often referred to as Section 1 uses and for which a planning permit is not required) include Apiculture, Betting agency & Caretaker's house, Carnival, Child care centre, Cinema & Cinema based entertainment facility, Circus, Dwelling (other than Bed and breakfast and Caretaker's house), Education centre, Electoral office, Food and drink premises (other than Hotel, Restaurant and Tavern), Greenhouse gas sequestration, Greenhouse gas sequestration exploration, Home occupation, Informal outdoor recreation, Mineral exploration, Mining, Minor utility installation, Natural systems, Office (other than Electoral office), Postal agency,

Railway, Restaurant, Road, Search for stone, Shop (other than Adult sex bookshop), Telecommunications facility, Trade supplies and Tramway.

The second list, known as Section 2, lists the uses that may be acceptable subject to a case by case examination. These uses require a planning permit. In the Business 1 Zone (B1Z) these uses include Accommodation (other than Corrective institution and Dwelling), Adult sex bookshop, Agriculture (other than Apiculture, Intensive animal husbandry), Bed and breakfast, Hotel, Industry, Leisure and recreation facility (other than Informal outdoor recreation, Major sports and recreation facility, and Motor racing track), Mineral, stone, or soil extraction (other than Extractive industry, Mineral exploration, Mining, and Search for stone), Place of assembly (other than Carnival, Cinema, and Circus), Retail premises (other than Betting agency, Food and drink premises, Postal agency, Shop, and Trade supplies), Tavern, Utility installation (other than Minor utility installation and Telecommunications facility), Warehouse and Any other use not in Section 1 or 3.

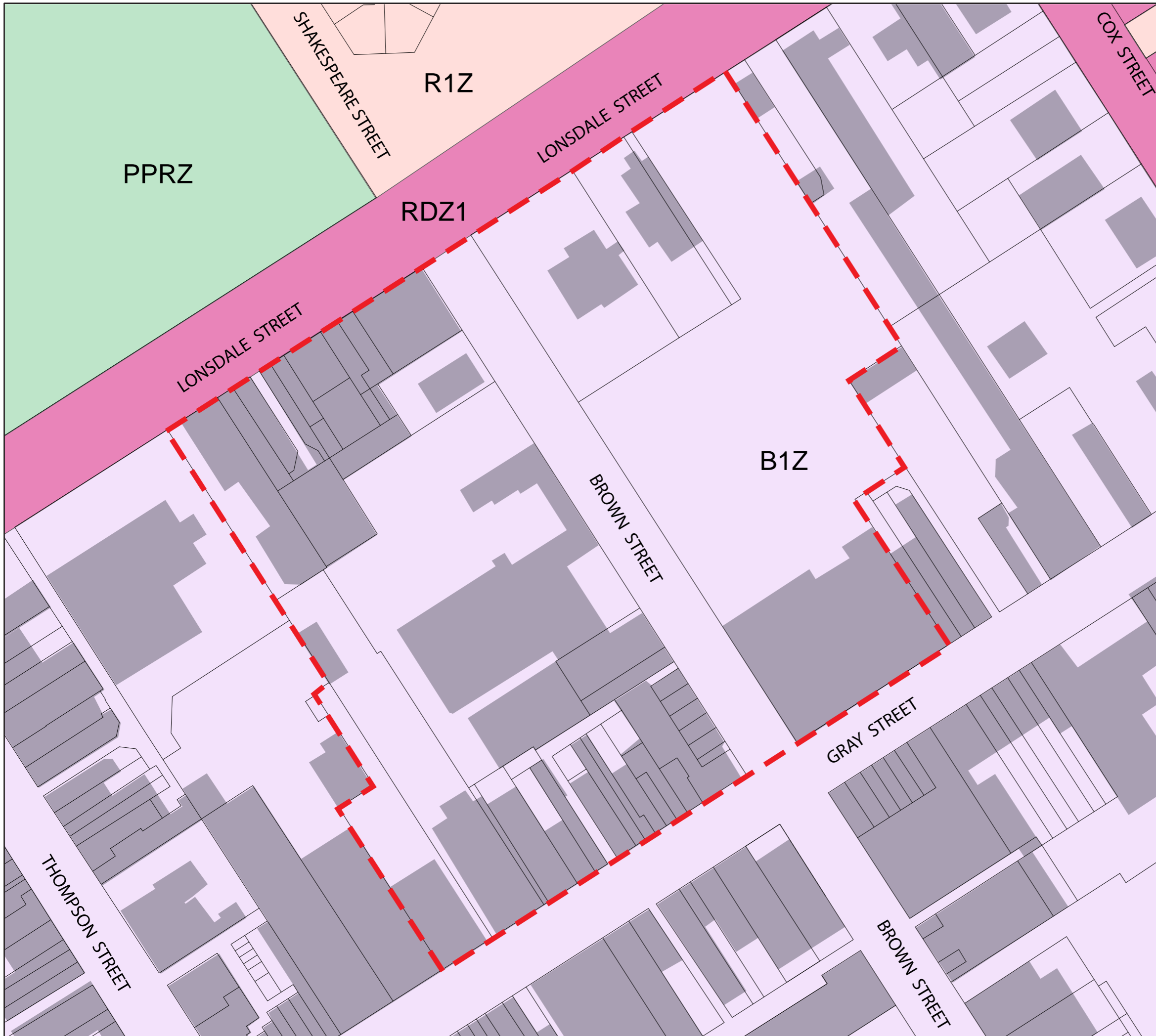
The third list, Section 3, lists prohibited uses which are not permitted within the zone. In a business 1 Zone (B1Z) these uses include Corrective institution, Extractive industry, Intensive animal husbandry, Major sports and recreation facility, Motor racing track.

As well as zones, some parts of the study area are also covered by overlays, which provide additional controls over discrete areas to achieve a particular objective. The study area has Heritage Overlays over certain parts of it as described below. Heritage overlay HO232 Market Heritage Precinct and HO233 Hamilton CBD Precinct provide additional controls over external paint and tree and HO90, HO98, HO99, HO137, HO138, HO139, HO140, HO141 and

HO142 provides for variation in the list of prohibited uses.

HAMILTON ART & CULTURAL PRECINCT
CONCEPT PLAN

ZONING PLAN



PLANNING ZONE CODE

- B1Z - Business 1
- PPRZ - Public Park & Recreation
- R1Z - Residential 1
- RDZ1 - Road Category 1
- Building Footprint
- Study Area Boundary

JOB : HAMILTON ARTS & CULTURAL PRECINCT CONCEPT DESIGN

CODE : SGR 003

DATE : FEBRUARY 2011

SCALE : 1:1,250 @ A3

0 20 40 80m




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HAMILTON ART & CULTURAL PRECINCT
CONCEPT PLAN

OVERLAY PLAN



PLANNING OVERLAY CODE

 Market Heritage Precinct &
Hamilton CBD Precinct Heritage Overlay
With External Paint & Tree Controls

 Other Specific Heritage Overlay
With Various Controls

 Building Footprint

 Study Area Boundary

JOB : HAMILTON ARTS & CULTURAL PRECINCT CONCEPT DESIGN

CODE : SGR 003

DATE : FEBRUARY 2011

SCALE : 1:1,250 @ A3

0 20 40 80m



2.3 Major Development Projects

The Coles site is currently the subject of detailed planning investigations. The proposals being prepared look to expand the building footprint to accommodate a significant expansion of retail floor space.

The development of this site will have a significant effect on the precinct, potentially influencing traffic, activity in the area, the quality of the environment and the sense of what uses dominate the area. This, in turn, will effect its overall character and the degree to which it is an Arts & Cultural Precinct.



Proposed Coles Development Site Shown in Blue Dashed Line

2.4 Other Proposals in the Area

The forecourt for the Performing Arts Centre is subject to detailed design investigations in order to create a more welcoming arrival and address mobility issues. This concept plan will be prepared to ensure it is compatible with this work.

3.0 Best practice assessment

Arts and cultural activities contribute to the vitality of many cities / towns. Examples from around Australia show that the mix of amenities varies depending on the location, catchment dynamics, community aspirations, and to some extent the nature of the regional economy.

To assist devise the best approach to the Brown Street Arts and Cultural Precinct in Hamilton, five regional case studies are explored.

1. Mildura, Vic
2. Albury, NSW
3. Alice Springs, NT
4. Ararat, Vic
5. Newcastle, NSW

The 5 centres represent 5 different ways of optimising the contribution of the arts to the community.

In all instances, the precincts build on and seek to consolidate existing amenities. There are governance, design and development lessons that can be drawn from each example that have direct relevance for Hamilton.

In all instances the rationale for investing in arts facilities is a combination of building sense of community, activation of civic spaces, improved business viability and the general social well being of local residents.

Assessing relevance

Case studies worthy of investigation were deemed those that fulfilled the following criteria;

- Regional centre and;
- Facilities serving not just the immediate town but also a significant regional catchment

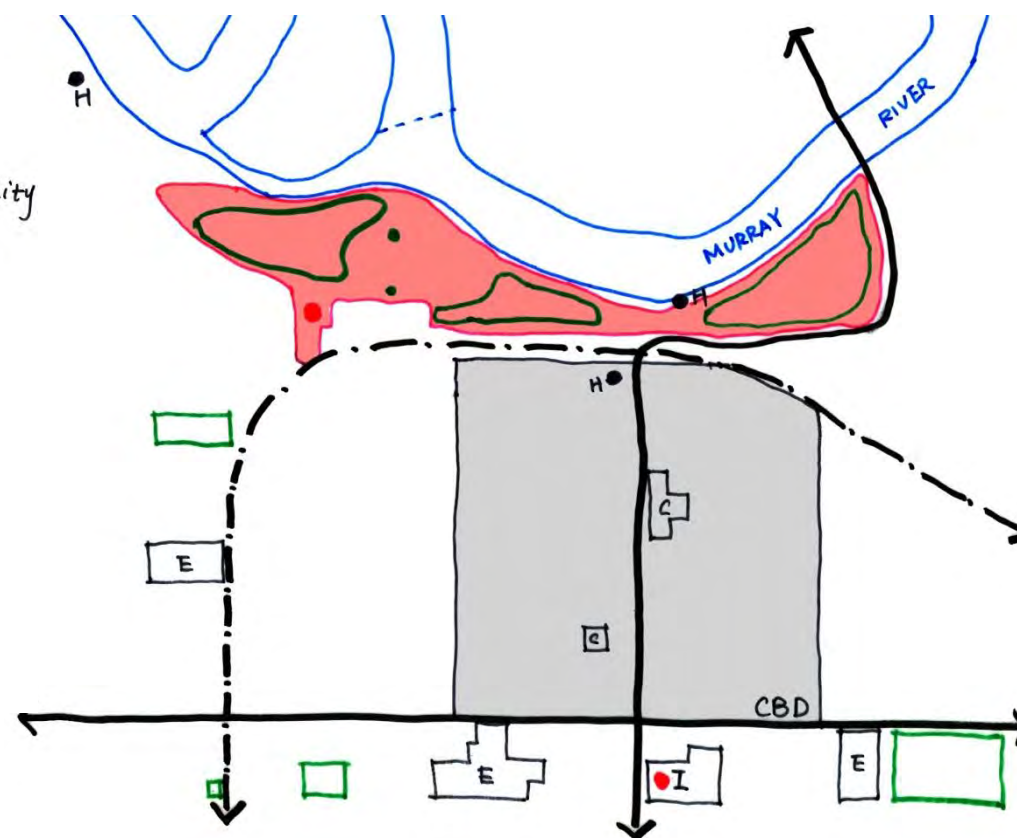
Conforming case studies

Mildura, Vic

Distance from Capital City:	558km
Town Population (2006):	30,016
Median Age (2006):	36
Median Weekly Household Income (2006):	\$761
Precinct Location:	River front, edge of CBD
Precinct Amenity:	Performing Arts Centre, Art Gallery, Cultural Centre, Outdoor Stage, Civic Spaces
Precinct Status:	Under development

Mildura is located on the Murray River on the NSW-Vic state border. The proposed Arts and Cultural Precinct forms part of a broader master plan for river frontage parklands that are separated from the central business district by a rail line (freight only, though there are plans to bring back passenger rail). The impetus for the plan is to remove the barrier formed by the rail line and consolidate existing land uses and integrate civic activity. The plan calls for a new cultural centre (incorporating indigenous displays), sculpture, civic spaces and improvements to the existing performing arts centre (currently undergoing back of the house improvements and theatre extensions). An outdoor covered sound shell has also been constructed. This serves a range of events currently hosted in river parklands. While it is proposed that the area functions as an integrated arts and cultural precinct, it has not been packaged as such. Rather, the idea is to build the notion through a series of catalytic interventions over time.

Mildura's approach emphasises the need to ensure arts precinct redevelopment plans are linked to broader town centre revitalisation plans. In particular the connections through to the river parklands have implications for the connectivity of the Hamilton Precinct's external spaces to neighbouring civic spaces.

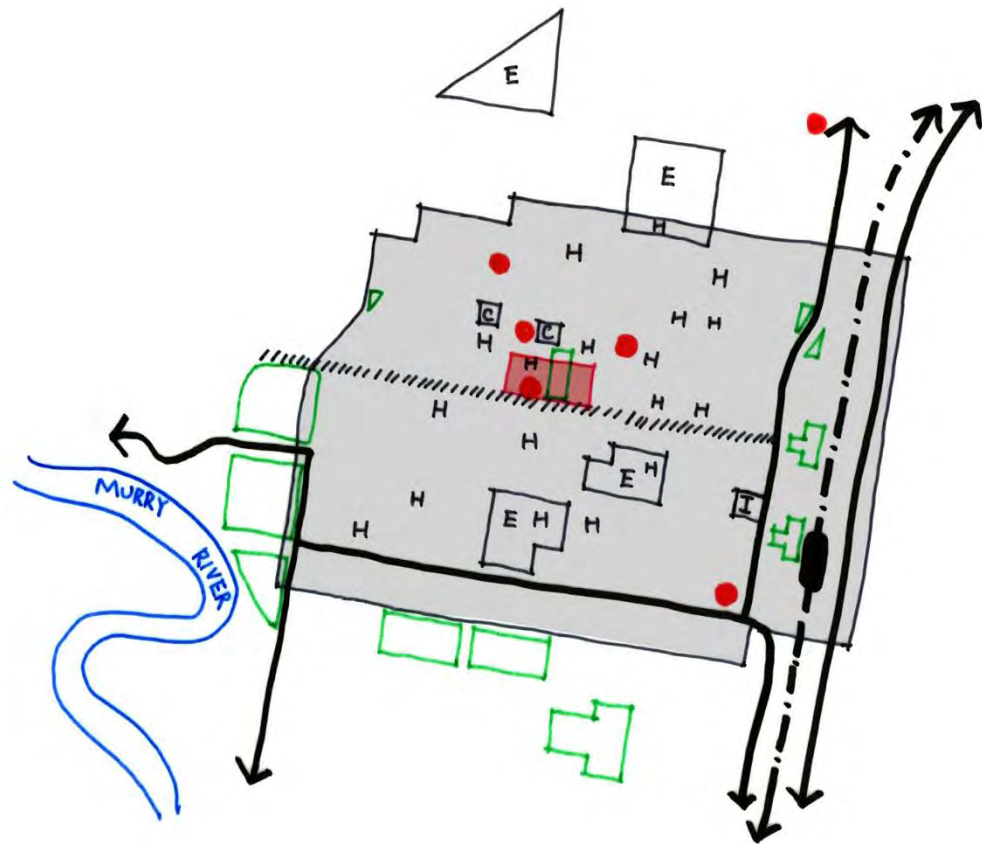


Albury, NSW

Distance from Capital City:	321km
Town Population (2006):	43,787
Median Age (2006):	36
Median Weekly Household Income (2006):	\$896
Precinct Location:	CBD Main Street
Precinct Amenity:	Civic square, library museum, art gallery, performing arts centre, convention centre and conservatorium
Precinct Status:	Under development

Albury is located on the Murray River on the NSW-Vic state border. The arts and cultural precinct is focused on QE2 Square in the town centre. Current facilities include library museum, art gallery, performing arts centre, sculpture, convention/entertainment centre and conservatorium. These are complimented by a range of commercially aligned arts activities. Development of the community arts/cultural facilities forms part of the Shire's efforts to make Albury a knowledge city and improve the town's urban fabric. The project consists of four stages; Stage 1 - new integrated public library and museum; Stage 2 - extensions and upgrade to the Regional Art Gallery; Stage 3 - construction/re-landscaping of the central square; and, Stage 4 - upgrade of Albury Performing Arts and Convention Centre. There is some consideration being given to creating a pedestrian mall.

Albury's experience highlights the economic value of arts and culture to drive new forms of economic activity. This is particularly relevant to Hamilton's objectives for the CBD.

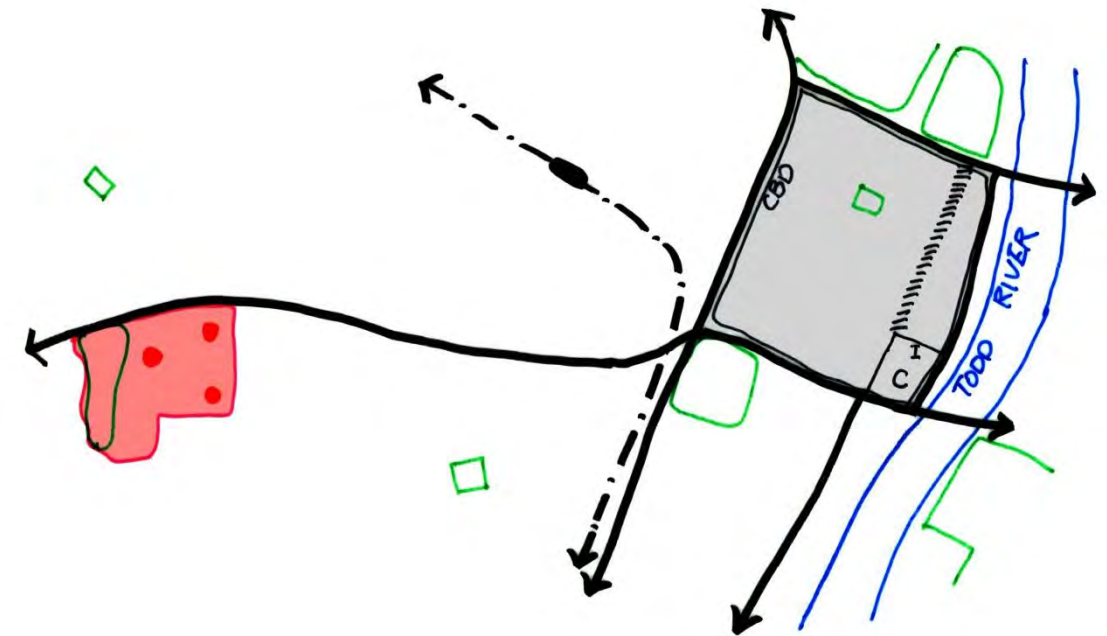


Alice Springs, NT

Distance from Capital City:	1,499km
Town Population (2006):	21,622
Median Age (2006):	32
Median Weekly Household Income (2006):	\$1,245
Precinct Location:	Parklands on town edge
Precinct Amenity:	Art gallery, museum, research centre, craft centre, sculpture
Precinct Status:	Fully developed, site improvement plan in place

Alice Springs is located in central Australia and is the nearest town to Ayers Rock. The arts and cultural precinct is in the grounds of the former home of a local aviation pioneer. Located on the edge of town, the precinct has a strong indigenous component and includes a centre for visual and performing arts, a gallery, a natural history and aviation museum, craft centre and research institute. The site includes three main buildings with annexes and is set in parklands with aboriginal aligned sculpture. There is a development plan for the site which includes proposals to create a solar powered air-conditioning system, covered walkways to connect spaces, general access improvements, signage upgrades and development of an artist-in-residence program. It is also recognised that the site needs better connectivity with the rest of Alice Springs. The plan is to achieve this primarily via cross-promotional and complimentary displays to other visitor attractions.

In most circumstances, distance between a cultural Precinct and the CBD would create significant challenges to ensuring seamless connectivity. Fortunately for Alice Springs, tourism is such an important sector, this distance is not a major impediment. Nonetheless, the Council recognise every effort must be made to improve connectivity.

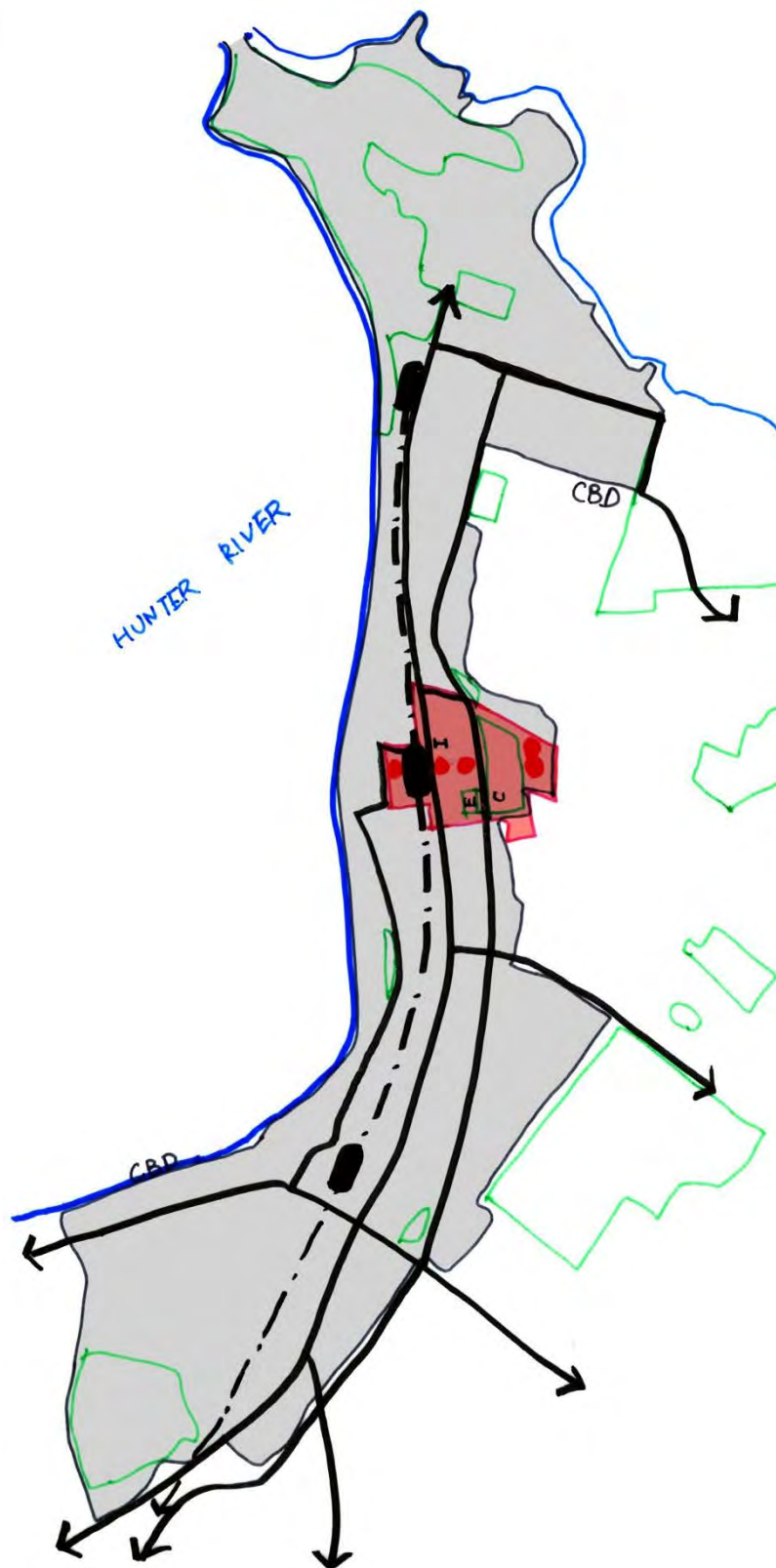


Newcastle, NSW

Distance from Capital City:	164km
Town Population (2006):	288,732
Median Age (2006):	38
Median Weekly Household Income (2006):	\$905
Precinct Location:	CBD Civic precinct
Precinct Amenity:	Art gallery, community arts centre, conservatorium, University, city administration building, library, railway workshops maritime museum and wharf based activities.
Precinct Status:	Under development

Newcastle is a regional city that has undergone deindustrialisation. Its inner city has a strong heritage flavour. As part of efforts to revitalise the inner city, there has been significant investment in the arts. The precinct includes an art gallery, community arts centre, conservatorium, University, city administration building, library, railway workshops, maritime museum and wharf based activities. The development focuses on linking civic spaces, cultural amenities and lanes with new mixed use development. The core idea is that the area is currently a series of disconnected spaces (each with its own character), that need to be reinforced as an integrated precinct. Plans include creating a spine of cultural/civic activities with new administration / library / museum on the other side of railway, a sculpture park and amphitheatre, extension of the art gallery and intensive landscaping of existing parkland. There is a strong emphasis on activating streetscapes and exploration of redevelopment options. Plans also provide a set of design guidelines for ongoing development in the area.

Although a vastly different scale to Hamilton, the Newcastle experience demonstrates the dramatic difference that investment in arts and culture can make to an inner city economy.

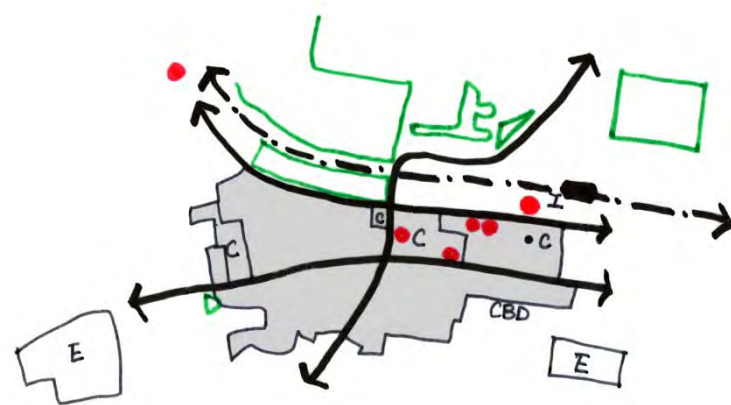


Ararat, Vic

Distance from Capital City:	203km
Town Population (2006):	7,169
Median Age (2006):	42
Median Weekly Household Income (2006):	\$659
Precinct Location:	CBD Main Street
Precinct Amenity:	Performing arts centre, art gallery, cinema
Precinct Status:	Planning

Ararat has a number of successful arts and cultural facilities. In contrast to other precincts, facilities are spread out throughout the town centre. This includes the iconic town hall which is now the Performing Arts Centre and has been a social hub for 100 years. It also incorporates a regional art gallery. Both facilities are in need of major upgrades. Funds are being put aside to carry out the required works, which will include improved performance space to cater for larger audiences and amenities (toilet, air-conditioning, kitchen, bar, technical equipment). Part of the justification for these works in to consolidate Ararat's role in the regional arts scene, attract new shows and create a cultural landmark at one the town's major intersections. Other significant arts/cultural venues in Ararat include a picture theatre, Gum San Chinese Heritage Centre, Langi Morgala Museum and library. There are also occasional farmers markets promoting local produce and crafts.

Ararat is dealing with the result of past decisions that have created a disjointed set of venues that leads to programming inefficiencies. It highlights the importance for Hamilton to ensure the end design for its Precinct creates synergies between the venues and the surrounding land use.



Lessons for Hamilton

The core lesson to be learned from other places is that when arts and cultural venues are co-located and/or have a distinctive spatial relationship to one another and to surrounding spaces, the social and economic benefits accumulate through agglomeration economies and greater “sense of place”. Connections between each venue/function within the precinct are critical.

The appeal of engaging in a new or different form of artistic and cultural activity would also seem to be enhanced when these activities are co-located as this minimises the opportunity cost of engaging in unfamiliar areas of interest.

The towns considered tend to include cultural and arts activities across the spectrum of art forms and both professional and non-professional activities. These are then complemented primarily by sympathetic retail activities. Programming of events is also an important key to success, as is attracting people from outside the area.

4.0 Key Issues

The workshops of 09-10th September and our site investigations enabled us to examine the study area from a number of perspectives and revealed a number of issues. These are explored below.

4.1 What's good about the precinct (and should be retained & enhanced)?

Asset	Source of Observation	Comment
Ability of Arts & Cultural Precinct to 'punch above its weight' in terms of bringing arts to Hamilton. Great concentration and mixture of art facilities	C, S & Ct	This is a key defining characteristic of the precinct.
Provision of car park	C	Extent of car parking area also seen as a concern. This is addressed in the emerging Structure Plan.
Potential of Church building as an arts building	C	In private ownership at the moment, which makes this difficult.
Children program	C & S	Economics can present a significant barrier to accessing the arts. A range of appropriate spaces can provide setting for free or low cost activities.
Provision of free events	C	
Good accessibility (CBD location with bus and taxi interchange)	C	
Well used library	C & S	Effectively the point of entry to the area for many visitors
Nearby external assets – other attractions, such as history centre, aboriginal keeping place, botanic garden etc.	C	
Great history but often forgotten	C	Lanes, old town hall etc. all interesting but hidden

Proximity to potential reinstated passenger railway station	S	This may help tourism / external visitation and give people more of a reason to get off the train here.
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C = Community workshop
S= Problem mapping exercise with stakeholders
Ct =Consultant team Observations

4.2 What are the shortfalls of the precinct (and should be mitigated or overcome)?

Problem	Source of Observation	Comment
Lack of open spaces	C, Ct	Much of the site open space but little of it of practical use.
Limited capacity of gallery and PAC	C & S	Gallery needs storage space
Municipal office location inappropriate	C	
Poor lighting at rear of gallery and library	C, Ct & S	
Laneway scary	C, Ct	
Lack of recognition of people's contribution to the town and the area	C	Memorial of such located in Art & Cultural Precinct, local pride
Lack of point of interest / icon	C, Ct	Absence of landmark / identity, civic square etc.
Lack of outside display places for people to interact	C	e.g. outdoor cinema and other entertainment spaces
Poor tourism profile	C & S	i.e. lack of landmark, signage, information centre, Xmas tree area and town/civic square etc.
Gallery isn't welcoming to young people	C & S	
Poor awareness of facilities	C, Ct & S	e.g. toilet, cafes
Very sterile façade	C	

Poor integration with other facilities	C, Ct	
Poor evening eating opportunities	C, Ct & S	Opening hours of eating places don't work well with arts facilities
Doesn't look like a gallery	C	Architecture doesn't celebrate or reflect use.
Under utilised spaces	C, Ct & S	e.g. car park, church
The facilities don't engage with young people	C & S	
Heavy vehicles	C, Ct & S	Especially on Lonsdale St
Poor entry quality	C	
No family friendly facilities	C & S	
Unpleasant toilet	C & S	
Lack of multi media facilities	C	
Lack of business activities	C & S	
Lack of youth facility	C, Ct	e.g. skate park / all weather children play area
Lack of informal arts opportunities	C & S	Most arts occur in structured, organised places.
Lack of undercover parking	C	
Lack of shaded area	C, Ct & S	Climate is a significant deterrent to people enjoying their open spaces.
Traffic conflict	C, Ct	

Cinema too small	C & S	
Lack of community arts spaces	C & S	e.g. outdoor music performance place, community arts display place
Poor connectivity between the different events	C, Ct & S	
Poor accessibility to the arts facilities for disabled and elderly	C	e.g. ramp, lift
Lack of outdoor weather protection in front of library and Gallery	Ct & S	e.g. seating area with weather protection
Brown Street scale not human dimension	C	i.e. too wide and empty, not as good as Grey Street shopping strip
Lack of convenient community facilities	C, Ct	e.g. personal services, community club etc.
Lack of linkage / signage to nearby attractions	C, Ct	e.g. history centre, aboriginal keeping place, botanic garden and HIRL etc.
Lack of IT facilities in the current precinct	Ct	e.g. WiFi environment

C = Community workshop
S= Problem mapping exercise with stakeholders
Ct =Consultant team Observations

4.3 Current arts facility accommodation issues

Facility	Present (m ²)	Shortfall (m ²)
Library	500	Min.250
Gallery	1200	Approx. 800
Cinema	300	Approx. 200
PAC	1400	/
Informal Arts Space (e.g. busking)	Absence	?
Public Arts Space	Absence	?
Community Arts Facilities (e.g. music festival)	Absence	?
Supporting Uses (e.g. eatery opening til late)	Lack or Absence	?

4.4 Site ownership and ease of development

Any plan will need to be mindful of the relative ease or difficulty of proposing changes to specific areas of land. Land in multiple sites, in private ownership and with significant recent investment will be more difficult to change than land in Councils ownership or control or is 'ripe for redevelopment'. If a site is difficult to develop that doesn't mean it *shouldn't* be developed but it does mean it is likely to be more expensive and/or take longer. Given the Shire has limited resources available to undertake this project and there exists a pressing need now these things are important to consider.









The plan below highlights those areas that are relatively easy and relatively difficult to develop and the reason why.

HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

OWNERSHIP AND EASE OF REDEVELOPMENT



EASE OF COUNCIL REDEVELOPMENT

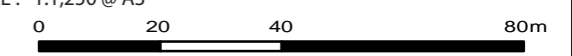
-  Public Empty
 -  Public Underutilised
 -  Public Well Used
 -  Private Empty
 -  Private Underutilised
 -  Private Well Used
 -  Building Footprint
 -  Study Area Boundary
- Relatively easier to redevelop
↑
↓
Relatively more difficult to redevelop

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CODE : SGR 003

DATE : FEBRUARY 2011

SCALE : 1:1,250 @ A3



LEVEL 2, 166 ALBERT ROAD
SOUTH MELBOURNE VIC 3205
t 03 9682 8568
f 03 9682 1221
www.dlaaust.com

4.5 Site analysis







The plan below documents some of the observations the consultant team made during the 9-10th September. The weather was typical for the time of year, being cool, overcast and blustery. The observations were made in the morning, afternoon, evening and night.

HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

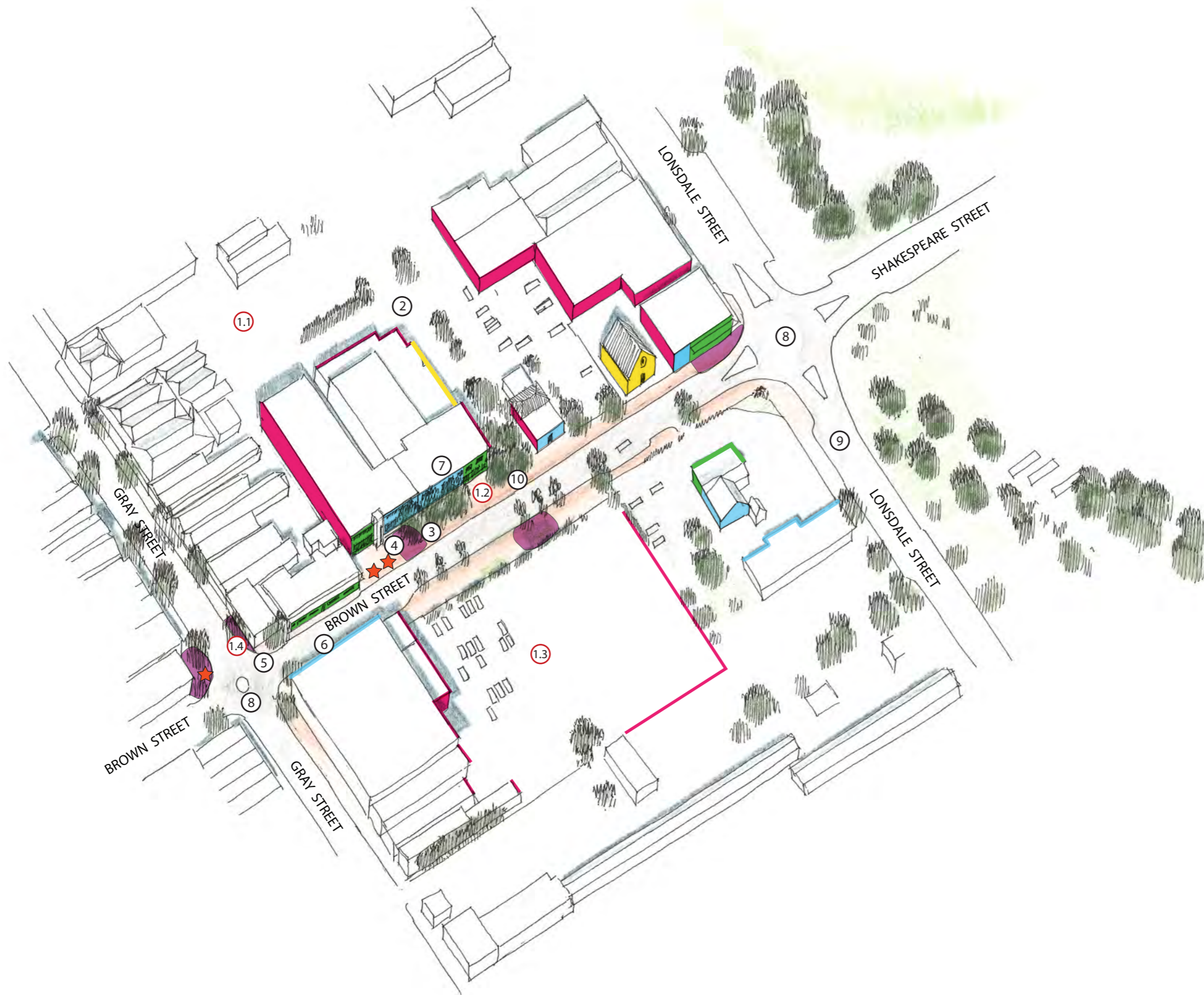
SITE ANALYSIS

1. VIEW COMPOSITION FROM WITHIN AREA
 - 1.1 Buildings, trees, church spires, no element dominant.
 - 1.2 Attractive building edges, car park, road and trees.
 - 1.3 Car park and Coles dominant; Arts, culture, trees and spires secondary.
 - 1.4 Roundabout, brick retaining wall, building and trees.
2. LOTS OF HIDDEN PLACES / CHANGES OF LEVEL
3. BLUSTERY PUBLIC REALM WITH LITTLE SHADE OR SHELTER
4. FACADE RELIEVED BY LIFT TOWER
5. LITTLE INDICATION OF ENTRY TO ARTS PRECINCT OR IMPORTANT PLACES IN PRECINCT BY COMMUNITY
6. PUBLIC TRANSPORT AND TAXIS MAKE EXCLUSIVE USE OF SPACE
7. FACADE DOES LITTLE TO INDICATE SIGNIFICANCE OF SPACE / BUILDINGS
8. ROUNDABOUTS AT BOTH ENDS CREATE PEDESTRIAN DETERRENT.
9. ROAD PROVIDES PSYCHOLOGICAL BARRIER
10. ATTRACTIVE MATURE TREES

LEGEND

-  Public Art Feature
-  Outdoor Seating / Eating Area
-  Dead Edges / Barriers
-  Articulated Blank Edges
-  Semi-Active Edges
-  Active Edges

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4.6 The Social landscape

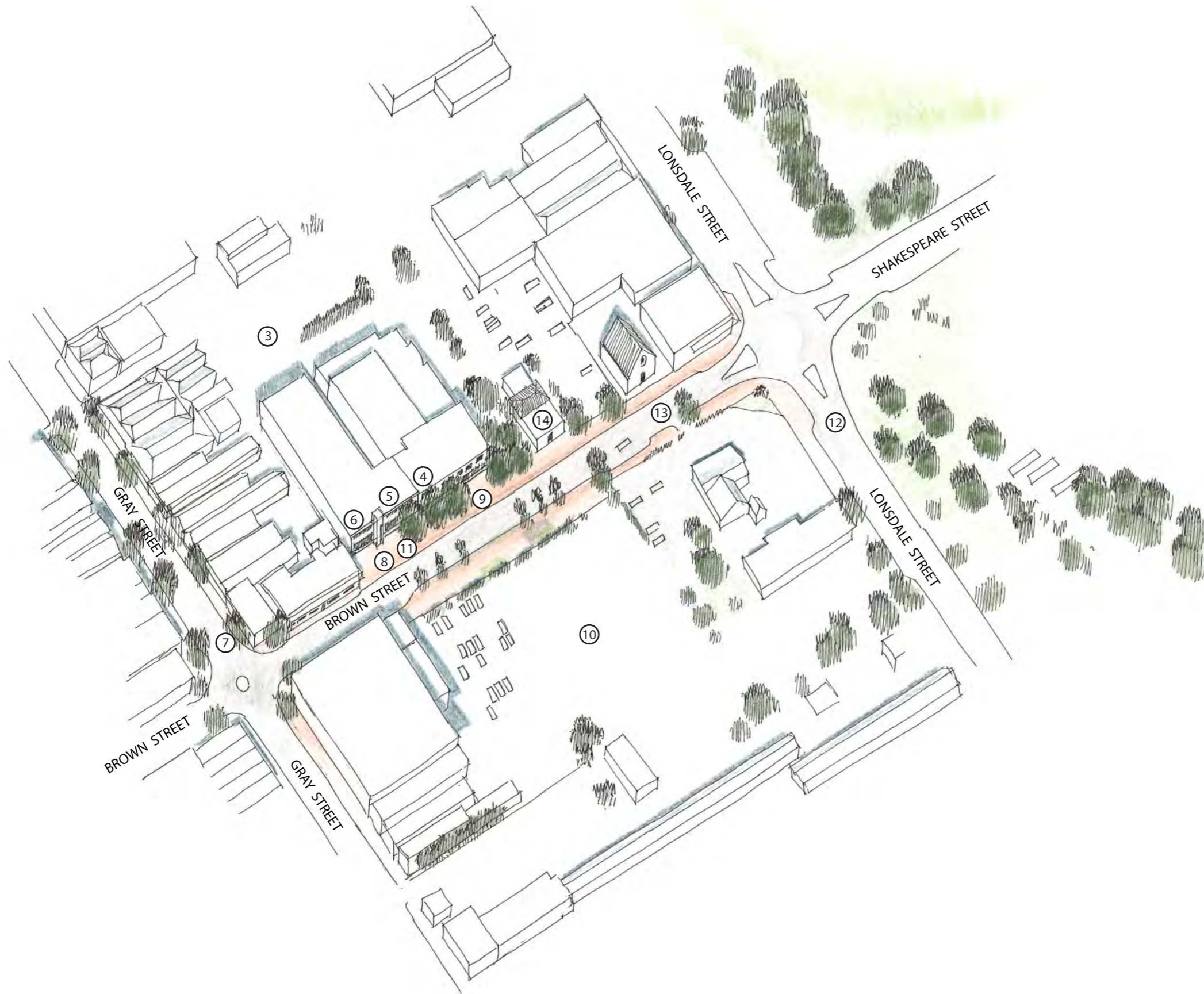
Everyone sees their surroundings differently and draws their conclusions about how well a place serves their needs based on their perceptions, values and experiences. This project has been undertaken to ensure the people of Hamilton and visitors can see this place as contributing to their quality of life, therefore understanding the way people perceive their surroundings and the emotional responses they create is very important. These responses are mapped in the Social landscape plan below.

HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

SOCIAL LANDSCAPE

- WHAT PEOPLE FEEL ABOUT THE PRECINCT

1. WHERE CAN YOU GO IN THE EVENING? THERE IS NO WHERE TO EAT APART FROM MC DONALD'S.
2. I THINK THE FACILITIES ADD A LOT TO THE TOWN BUT I RARELY GO MYSELF.
3. PARKING AT THE REAR IS EASY BUT AT THE NIGHT IT IS A BIT SCARY
4. "ALL THE ART & CULTURE IS HIDDEN WITHIN THE BUILDING."
5. "THE GALLERY IS A GREAT FACILITY BUT I DOESN'T REALLY SPEAK TO ME."
6. "QUITE OFTEN VISIT THE LIBRARY BUT RARELY THE OTHER FACILITIES.
7. THE WHOLE PRECINCT FEELS A BIT HIDDEN
8. "IT DOESN'T REALLY FEEL LIKE AN ARTS PRECINCT MORE LIKE AN OFFICE."
9. THE ENTRIES ARE CONFUSING & NOT VERY INVITING
10. THE HUGE CAR PARK AROUND IT DOESN'T MAKE IT FEEL LIKE A PRECINCT.
11. THE OUTSIDE SPACES ARE VERY EXPOSED & NOT VERY COMFORTABLE.
12. "THE HIGHWAY IS VERY BUSY & NOT EASY TO CROSS."
"HEAVY TRAFFIC IS PARTICULARLY BAD."
13. "THERE IS LITTLE TO ATTRACT VISITORS TO THE PRECINCT."
14. "THE LOCAL LAWS OFFICE IS OUT OF PLACE."



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5.0 The Design Agenda

Consideration of the findings of the community workshop, problem mapping exercise with stakeholders and meetings with interested parties have led us to draw the conclusions about the key qualities the concept plan should pursue. These are:

- Make better use of the site's existing wonderful artistic, cultural and community assets.
 - Address problems with the settings within which people experience the arts; in particular the capacity and functional issues with the cinema, lack of size of library and gallery.
 - Realise the potential of the open spaces around the facilities to contribute to the liveability and artistic vitality of the precinct and complement the activities that go on inside them.
 - Broaden the appeal of the area to extend beyond the high arts (which it does well) to accommodate community arts whilst protecting and enhancing the precincts high art assets.
 - Create a memorable icon for the area that puts Hamilton on the map which locals can be proud of and which visitors will be drawn to.
 - Better connect the individual assets with each other and with their surroundings (e.g. CBD, Botanic Gardens, etc)
 - Provide a sense to locals and visitors that they are arriving at somewhere special and a place where the arts are celebrated
 - Celebrate the area's history and the contribution of individuals to the area.
 - Connect the precinct with other cultural/arts assets, e.g. Hamilton Institute of Rural Living.
- Ensure the Coles development presents an active frontage to the Precinct and explores opportunities to provide secondary uses (café, workshops, galleries etc.) to broaden the arts and cultural activities in the area.

6.0 Fulfilling the Design Agenda

The following four plans outline four different ways of addressing the agenda described above. They all have different pros and cons and these are explained for each option. The options are differentiated by the extent of the intervention.

Option 1 is Subtle, which mainly addresses the public spaces in Councils control and influences development envisaged to happen in the near future.

Option 2 is Intermediate, which addresses the elements outlined above and considers changes in use within the precinct.

Option3 is Dramatic A, which addresses the elements above, considers major changes in the precinct and other development as well.

Option4 is Dramatic B, which addresses the elements similar to Option 3, except investigating the use of the additional building as a municipal office instead of extended cinema.

Note these options are not mutually exclusive. They are intended to provoke discussion and it is envisaged a mix of elements from more than one may be combined in the final plan, subject to more detailed investigation.

6.1 Option 1 – Subtle

Features of Option 1

- Sculptural interpretive material on Brown Street to tell story of the area and people from the region who have contributed to the local arts and cultural character as civic pride demonstration. E.g. series photos of old Town Hall and current arts facility building at different periods.
 - Bespoke signage in and around the area to improve way finding system. E.g. local directory showing the locations of the arts facilities and the direction to surrounding attractions such as Botanic Garden.
 - Entry feature/icon to define “the Precinct”, potentially integrated with arts features e.g. sculptures.
 - Laneway & active side street strategy (DDO, design guidelines, facilitation service) to encourage appropriate improvements and developments in the area to improve safety, amenity, legibility and retain heritage features & make more efficient uses of parking spaces.
 - Traffic calming on Brown Street to keep the traffic at appropriate speed that minimises traffic intrusion to pedestrians while maintaining the vibrant activities on the street.
 - Landscaping on Brown Street to improve the amenity / walking experience and continuity along the active frontage on both sides of the street. E.g. continuous awning provided by the buildings fronting the street, wind break around the seating / meeting point, planting providing the shade in hot summer etc.
- Provide free WiFi covering whole arts and cultural precinct as an invisible facility in the Precinct.
 - Provide convenient link to the neighbouring Civic Square proposed in Hamilton Structure Plan.
 - Revamped enlarged foyer library and gallery to create an attractive and appropriate entry for the arts facilities and improve legibility for visitors
 - Improve the access to the indoor and outdoor public toilet at the back of car park for the visitors of arts and cultural facilities.
 - Create integrated bus/taxi shelter on Brown Street that incorporates public art feature to interest the captive audience of people waiting.

Pro's and con's of option 1

Key Positive Features

- Relatively inexpensive
- Can be undertaken by the Shire with little reliance on outside agencies
- Changes the accessibility and attractiveness of the precinct, making it more welcoming to locals and outsiders
- Will broaden the range of uses and attractions in the area
- Likely to provide outlet for local skills/builders which is more likely to keep money in the community


Key Negative Features

- Does little to address accommodation shortfalls
- Unlikely to attract outside funding
- Falls short of the aspiration of several members of the community to “think big”.

HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

OPTION 1

1. Sculptural interpretive material on Brown Street to tell story of the area and people from the region who have contributed to the local arts and cultural character as civic pride demonstration. E.g. series photos of old Town Hall and current arts facility building at different periods.
2. Bespoke signage in and around the area to improve way finding system. E.g. local directory showing the locations of the arts facilities and the direction to surrounding attractions such as Botanic Garden.
3. Entry feature/icon to define "the Precinct", potentially integrated with arts features e.g. sculptures
4. Laneway & active side street strategy (DDO, design guidelines, facilitation service) to encourage appropriate improvements and developments in the area to improve safety, amenity, legibility and retain heritage features
5. Traffic calming on Brown Street to keep the traffic at appropriate speed that minimises traffic intrusion to pedestrians while maintaining the vibrant activities on the street.
6. Landscaping on Brown Street to improve the amenity / walking experience and continuity along the active frontage on both sides of the street. E.g. continuous awning provided by the buildings fronting the street, wind break around the seating / meeting point, planting providing the shade in hot summer etc.
7. Provide free WiFi covering whole arts and cultural precinct as an invisible facility in the Precinct.
8. Provide convenient link to the neighbouring Civic Square proposed in Hamilton Structure Plan.
9. Revamped enlarged foyer library and gallery to create an attractive and appropriate entry for the arts facilities and improve legibility for visitors
10. Improve the access to the indoor and outdoor public toilet at the back of car park for the visitors of arts and cultural facilities.
11. Streetscape works in conjunction with kerb outstand to make the forecourt an attractive & comfortable space to be and selling for informal arts, e.g. busking.
12. Bus / taxi shelter & public arts features

 Study Area Boundary

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6.2 Option 2 – Intermediate

Features Common with Option 1

- Sculptural interpretive material on Brown Street to tell story of the area and people from the region who have contributed to the local arts and cultural character as civic pride demonstration. E.g. series photos of old Town Hall and current arts facility building at different periods.
- Bespoke signage in and around the area to improve way finding system. E.g. local directory showing the locations of the arts facilities and the direction to surrounding attractions such as Botanic Garden.
- Entry feature/icon to define “the Precinct”, potentially integrated with arts features e.g. sculptures
- Laneway & active side street strategy (DDO, design guidelines, facilitation service) to encourage appropriate improvements and developments in the area to improve safety, amenity, legibility and retain heritage features
- Traffic calming on Brown Street to keep the traffic at appropriate speed that minimises traffic intrusion to pedestrians while maintaining the vibrant activities on the street.
- Landscaping on Brown Street to improve the amenity / walking experience and continuity along the active frontage on both sides of the street. E.g. continuous awning provided by the buildings fronting the street, wind break around the seating / meeting point, planting providing the shade in hot summer etc.
- Provide free WiFi covering whole arts and cultural precinct as an invisible facility in the Precinct.

- Provide convenient link to the neighbouring Civic Square proposed in Hamilton Structure Plan.
- Revamped enlarged foyer library and gallery to create an attractive and appropriate entry for the arts facilities and improve legibility for visitors
- Improve the access to the indoor and outdoor public toilet at the back of car park for the visitors of arts and cultural facilities.
- Create integrated bus/taxi shelter on Brown Street that incorporates public art feature to interest the captive audience of people waiting.

Features of Option 2

- Extended gallery and library to rear, including realignment of the delivery car park at the back.
- Children's Garden in front of library to add activity and safe outdoor play space in the precinct.
- Purchase and adaption of church building for use as an arts and cultural facility such as community arts, private gallery, tourist information centre, café and public toilet etc.
- Remove local laws building to create a square between PAC and church as outdoor venue. E.g. weekend farmers market, 2 piece bands at Friday evening, outdoor cinema etc. with a pavilion / stall style light weight building at the corner as a supporting facility for the outdoor activities e.g. display area of weekend market and ticket booth for outdoor cinema etc.

- Improve lighting in car park to provide safe feeling at night, which could be integrated with the arts feature e.g. sculptures.
- Extensive traffic control by positive and passive design methods to mix pedestrian and car in a harmonious way so that the street reads more like a square where people meet each other.

Pro's and con's of option 2

Key Positive Features

- Make a highly visible contribution to the identity of the area
- Can be undertaken by the Shire with little reliance on outside agencies
- Changes the accessibility and attractiveness of the precinct, making it more welcoming to locals and outsiders
- Will broaden the range of uses and attractions in the area
- Will address many of the accommodation issues, adding to the appeal of the area

Key Negative Features

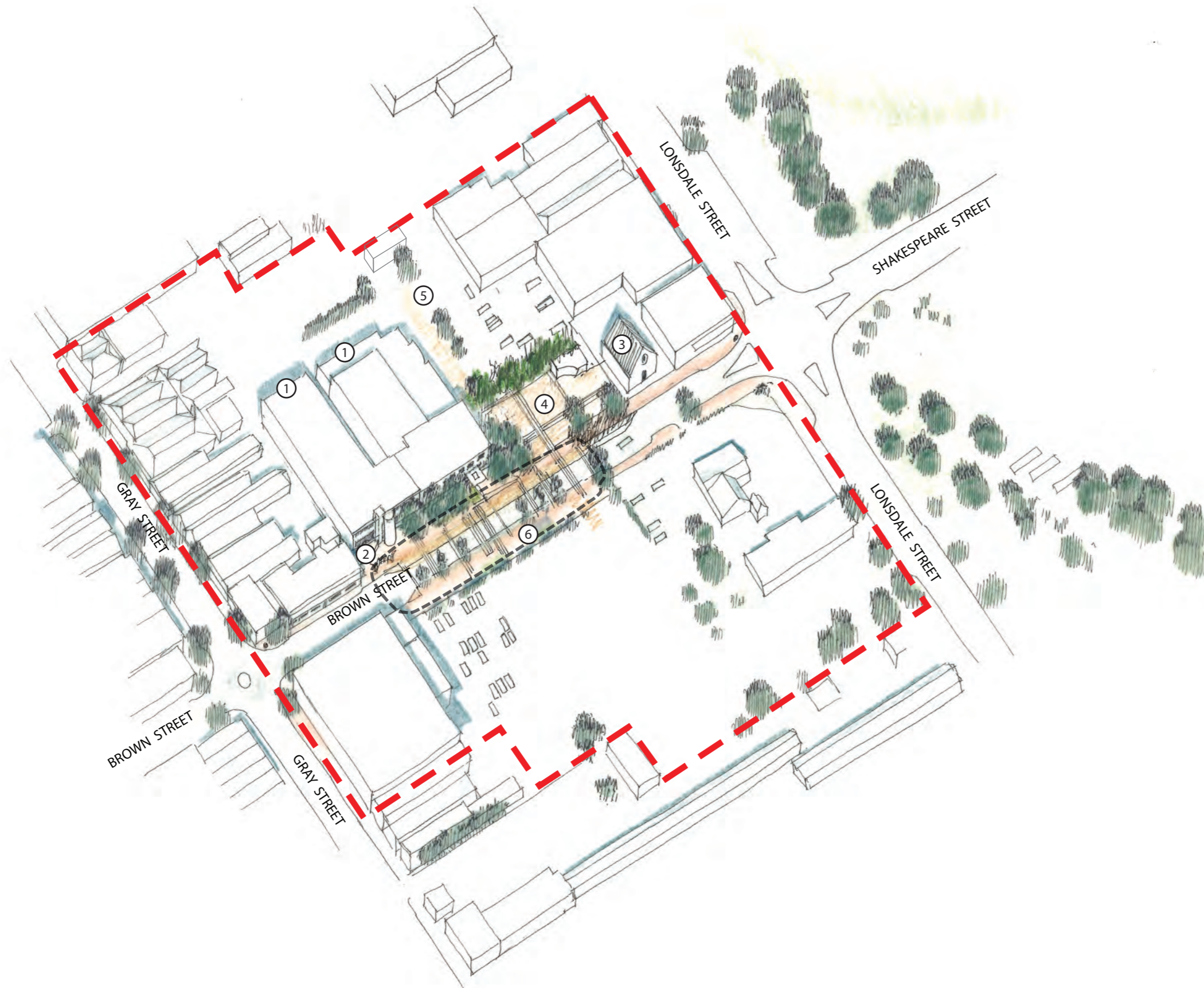
- Significant cost and disruption


HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

OPTION 2

Option 1 interventions plus

1. Extended gallery and library to rear, including realignment of the delivery car park at the back.
2. Children's Garden in front of library to add activity and safe outdoor play space in the precinct.
3. Purchase and adaption of church building for use as an arts and cultural facility such as community arts, private gallery, tourist information centre, café and public toilet etc.
4. Remove local laws building to create a square between PAC and church as outdoor venue. E.g. weekend farmers market, 2 piece bands at Friday evening, outdoor cinema etc. with a pavilion / stall style light weight building at the corner as a supporting facility for the outdoor activities e.g. display area of weekend market and ticket booth for outdoor cinema etc.
5. Improve lighting in car park to provide safe feeling at night, which could be integrated with the arts feature e.g. sculptures.
6. Extensive traffic control by positive and passive design methods to mix pedestrian and car in a harmonious way so that the street reads more like a square where people meet each other.



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6.3 Option 3 – Dramatic A

Features Common with Option 1 & 2

- Sculptural interpretive material on Brown Street to tell story of the area and people from the region who have contributed to the local arts and cultural character as civic pride demonstration. E.g. series photos of old Town Hall and current arts facility building at different periods.
- Bespoke signage in and around the area to improve way finding system. E.g. local directory showing the locations of the arts facilities and the direction to surrounding attractions such as Botanic Garden.
- Entry feature/icon to define “the Precinct”, potentially integrated with arts features e.g. sculptures
- Laneway & active side street strategy (DDO, design guidelines, facilitation service) to encourage appropriate improvements and developments in the area to improve safety, amenity, legibility and retain heritage features
- Traffic calming on Brown Street to keep the traffic at appropriate speed that minimises traffic intrusion to pedestrians while maintaining the vibrant activities on the street.
- Landscaping on Brown Street to improve the amenity / walking experience and continuity along the active frontage on both sides of the street. E.g. continuous awning provided by the buildings fronting the street, wind break around the seating / meeting point, planting providing the shade in hot summer etc.
- Provide free WiFi covering whole arts and cultural precinct as an invisible facility in the Precinct.

- Provide convenient link to the neighbouring Civic Square proposed in Hamilton Structure Plan.
- Revamped enlarged foyer library and gallery to create an attractive and appropriate entry for the arts facilities and improve legibility for visitors
- Improve the access to the indoor and outdoor public toilet at the back of car park for the visitors of arts and cultural facilities.
- Create integrated bus/taxi shelter on Brown Street that incorporates public art feature to interest the captive audience of people waiting.

Features Common with Option 2

- Extended gallery and library to rear, while rearranging the delivery car park at the back.
- Children's Garden in front of library to add activity and safe outdoor play space in the precinct.
- Purchase and adaption of church building for use as an arts and cultural facility such as community arts, private gallery, tourist information centre, café and public toilet etc.
- Remove local laws building to create square between PAC and church to provide outdoor venue. E.g. weekend farmers market, 2 piece bands at Friday evening, outdoor cinema etc.
- Improve lighting in car park to provide safe feeling at night, which could be integrated with the arts feature e.g. sculptures.

- Extensive traffic control by positive and passive design methods to mix pedestrian and car in a harmonious way so that the street reads more like a square where people meet each other.

Features of Option 3

- Add a new building at the back between PAC and Mitre 10 to help define Square (outdoor public open space) between PAC and Church. The building could be used as extended cinemas, with café / active uses to its ground level that provide activities in the evening.
- Reuse freed cinema space as additional spaces for arts facility and library e.g. auditorium for library.
- Install balcony as contemplation garden or breakout area on first floor of existing library for the library users and staff to create ‘eyes on the street’ from above as well as surveillance to Children's Garden below.
- Move civic uses from building, incorporate freed built space into gallery and library and improved staff facilities.
- Investigate relocating civic uses in Coles development facing Brown Street, the management model will be up to the agreement between Council and the Coles owner.
- Add a pavilion / stall style light weight building at the front of the Square between PAC and Church (potentially reuse part of the existing Laws Office) as a supporting facility for the outdoor activities in the Square e.g. display area of weekend market and ticket booth for outdoor cinema etc.

Pro's and con's of option 3

Key Positive Features

- Will represent a dramatic vote of confidence in the arts in Hamilton
- Changes the accessibility and attractiveness of the precinct, making it more welcoming to locals and outsiders
- Will significantly broaden the range of uses and attractions in the area

Key Negative Features

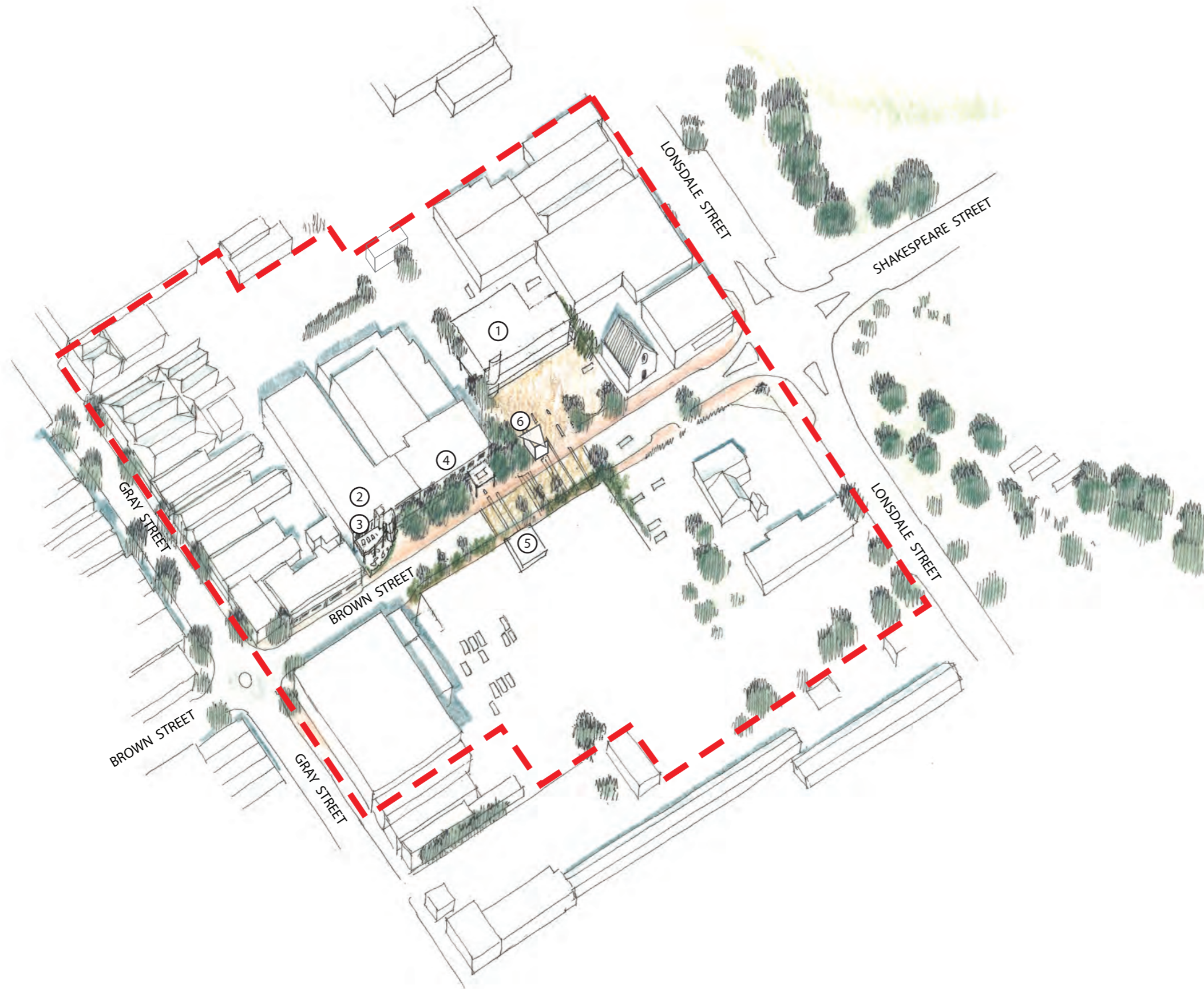
- Expense
- Disruption
- Scale means extensive escaping expenditure


HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

OPTION 3

Option 2 interventions plus

1. Add a new building at the back between PAC and Mitre 10 to help define Square (outdoor public open space) between PAC and Church. The building could be used as extended cinemas, with café / active uses to its ground level that provide activities in the evening.
2. Reuse freed cinema as additional spaces for arts facility and library e.g. auditorium for library.
3. Install balcony as contemplation garden or breakout area on first floor of existing library for the library users and staff to create 'eyes on the street' from above as well as surveillance to Children's Garden below.
4. Move civic uses from building, incorporate freed built space into gallery and library and improved staff facilities.
5. Relocate civic uses in Coles development facing Brown Street, the management model will be up to the agreement between Council and the Coles owner.
6. Add a pavilion / stall style light weight building at the front of the Square between PAC and Church (potentially reuse part of the existing Laws Office) as a supporting facility for the outdoor activities in the Square e.g. display area of weekend market and ticket booth for outdoor cinema etc.



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6.3 Option 4 – Dramatic B

Features Common with Option 1 & 2

- Sculptural interpretive material on Brown Street to tell story of the area and people from the region who have contributed to the local arts and cultural character as civic pride demonstration. E.g. series photos of old Town Hall and current arts facility building at different periods.
- Bespoke signage in and around the area to improve way finding system. E.g. local directory showing the locations of the arts facilities and the direction to surrounding attractions such as Botanic Garden.
- Entry feature/icon to define “the Precinct”, potentially integrated with arts features e.g. sculptures
- Laneway & active side street strategy (DDO, design guidelines, facilitation service) to encourage appropriate improvements and developments in the area to improve safety, amenity, legibility and retain heritage features
- Traffic calming on Brown Street to keep the traffic at appropriate speed that minimises traffic intrusion to pedestrians while maintaining the vibrant activities on the street.
- Landscaping on Brown Street to improve the amenity / walking experience and continuity along the active frontage on both sides of the street. E.g. continuous awning provided by the buildings fronting the street, wind break around the seating / meeting point, planting providing the shade in hot summer etc.
- Provide free WiFi covering whole arts and cultural precinct as an invisible facility in the Precinct.

- Provide convenient link to the neighbouring Civic Square proposed in Hamilton Structure Plan.
- Revamped enlarged foyer library and gallery to create an attractive and appropriate entry for the arts facilities and improve legibility for visitors
- Improve the access to the indoor and outdoor public toilet at the back of car park for the visitors of arts and cultural facilities.
- Create integrated bus/taxi shelter on Brown Street that incorporates public art feature to interest the captive audience of people waiting.

Features Common with Option 2

- Extended gallery and library to rear, while rearranging the delivery car park at the back.
- Children's Garden in front of library to add activity and safe outdoor play space in the precinct.
- Purchase and adaption of church building for use as an arts and cultural facility such as community arts, private gallery, tourist information centre, café and public toilet etc.
- Remove local laws building to create square between PAC and church to provide outdoor venue. E.g. weekend farmers market, 2 piece bands at Friday evening, outdoor cinema etc.
- Improve lighting in car park to provide safe feeling at night, which could be integrated with the arts feature e.g. sculptures.

- Extensive traffic control by positive and passive design methods to mix pedestrian and car in a harmonious way so that the street reads more like a square where people meet each other.

Features of Option 4

- Add a new building at the back between PAC and Mitre 10 to help define Square (outdoor public open space) between PAC and Church. The building could be used as a municipal office accommodating relocated and additional council staff with basement car park and café / active uses to its ground level that provide activities in the evening.
- Incorporate freed municipal office space into gallery and library and improved staff facilities.
- Install balcony as contemplation garden or breakout area on first floor of existing library for the library users and staff to create ‘eyes on the street’ from above as well as surveillance to Children's Garden below.
- Add a pavilion / stall style light weight building at the front of the Square between PAC and Church (potentially reuse part of the existing Laws Office) as a supporting facility for the outdoor activities in the Square e.g. display area of weekend market and ticket booth for outdoor cinema etc.

Pro's and con's of option 4

Key Positive Features

- Will represent a dramatic vote of confidence in the arts in Hamilton
- Changes the accessibility and attractiveness of the precinct, making it more welcoming to locals and outsiders
- Will significantly broaden the range of uses and attractions in the area
- Adds a mass of people which will support the activities in the Precinct

Key Negative Features

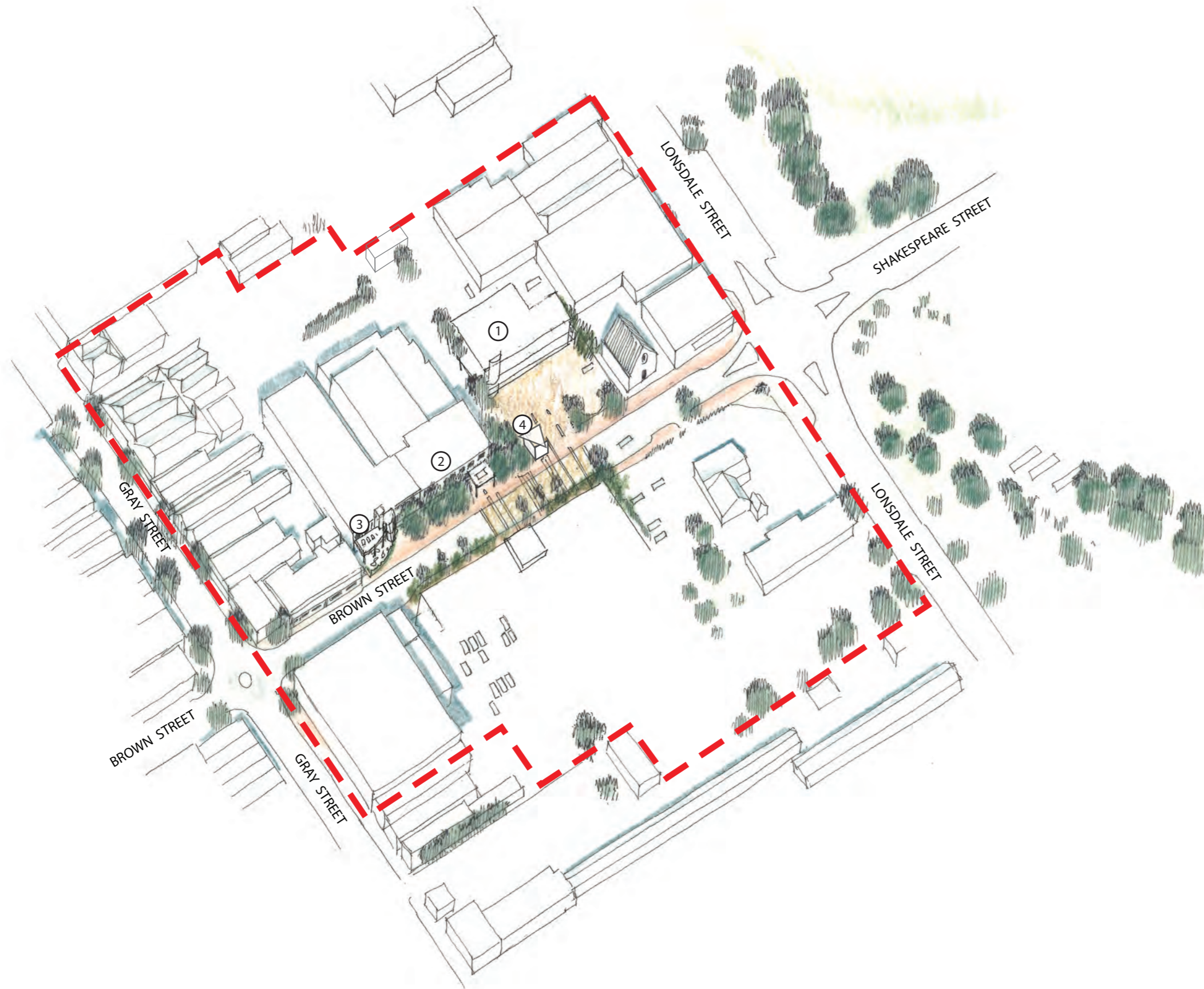
- Expense
- Disruption
- Scale means extensive escaping expenditure


HAMILTON ART & CULTURAL PRECINCT CONCEPT PLAN

OPTION 4

Option 2 interventions plus

1. Add a new building at the back between PAC and Mitre 10 to help define Square (outdoor public open space) between PAC and Church. The building could be used as a municipal office accommodating relocated and additional council staff with basement car park and café / active uses to its ground level that provide activities in the evening.
2. Incorporate freed municipal office space into gallery and library and improved staff facilities.
3. Install balcony as contemplation garden or breakout area on first floor of existing library for the library users and staff to create 'eyes on the street' from above as well as surveillance to Children's Garden below.
4. Add a pavilion / stall style light weight building at the front of the Square between PAC and Church (potentially reuse part of the existing Laws Office) as a supporting facility for the outdoor activities in the Square e.g. display area of weekend market and ticket booth for outdoor cinema etc.



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