

Arts and Cultural Precinct Masterplan

September 2017



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This report has been prepared by the Revitalising Central Geelong Partnership in association with Town Matters Pty Ltd and Perry Mills and Associates.



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Revitalising Central Geelong Action Plan

The City of Greater Geelong and Department of Environment, Land, Water and Planning are working together as the Revitalising Central Geelong Partnership to plan and deliver projects identified in the Revitalising Central Geelong Action Plan.

The Revitalising Central Geelong Action Plan is a ten-year plan designed to deliver new jobs, homes and services to revitalise Geelong.

The Action Plan's Smart City initiative proposes a stronger integration and greater diversity of health, education and cultural land uses. To deliver on this outcome, the action plan recognises the need for a masterplan to achieve an integrated design outcome for facilities within the cultural precinct.

The Central Geelong Arts and Cultural Precinct Masterplan delivers on this action.

It has been developed to complement other projects that relate nearby precincts, including the Geelong Station, James Precinct and Johnstone Park.

Planning for Growth

- > Prepare a Delivery Plan
- > Upgrade Infrastructure
- > Fast-track major project approvals
- > Prepare the Moolap Coastal Strategic Framework Plan

A Stronger CBD

- > New jobs
- > New development opportunities

> New civic centre (location to be determined)

1. Improve existing and construct new laneways
2. Delivery strategy for a convention centre
3. Create a City Heart
4. Upgrade Barwon Water headquarters
5. Build Worksafe headquarters
6. West End Action Plan
7. Union Quarter Action Plan

Inhabiting the City

- > Support delivery of city housing
- > Plan for community infrastructure
- > Host events
- 8. Construct the Royal Geelong Yacht Club safe harbour
- 9. Construct upgrade of Kardinia Park stadium

Smart City

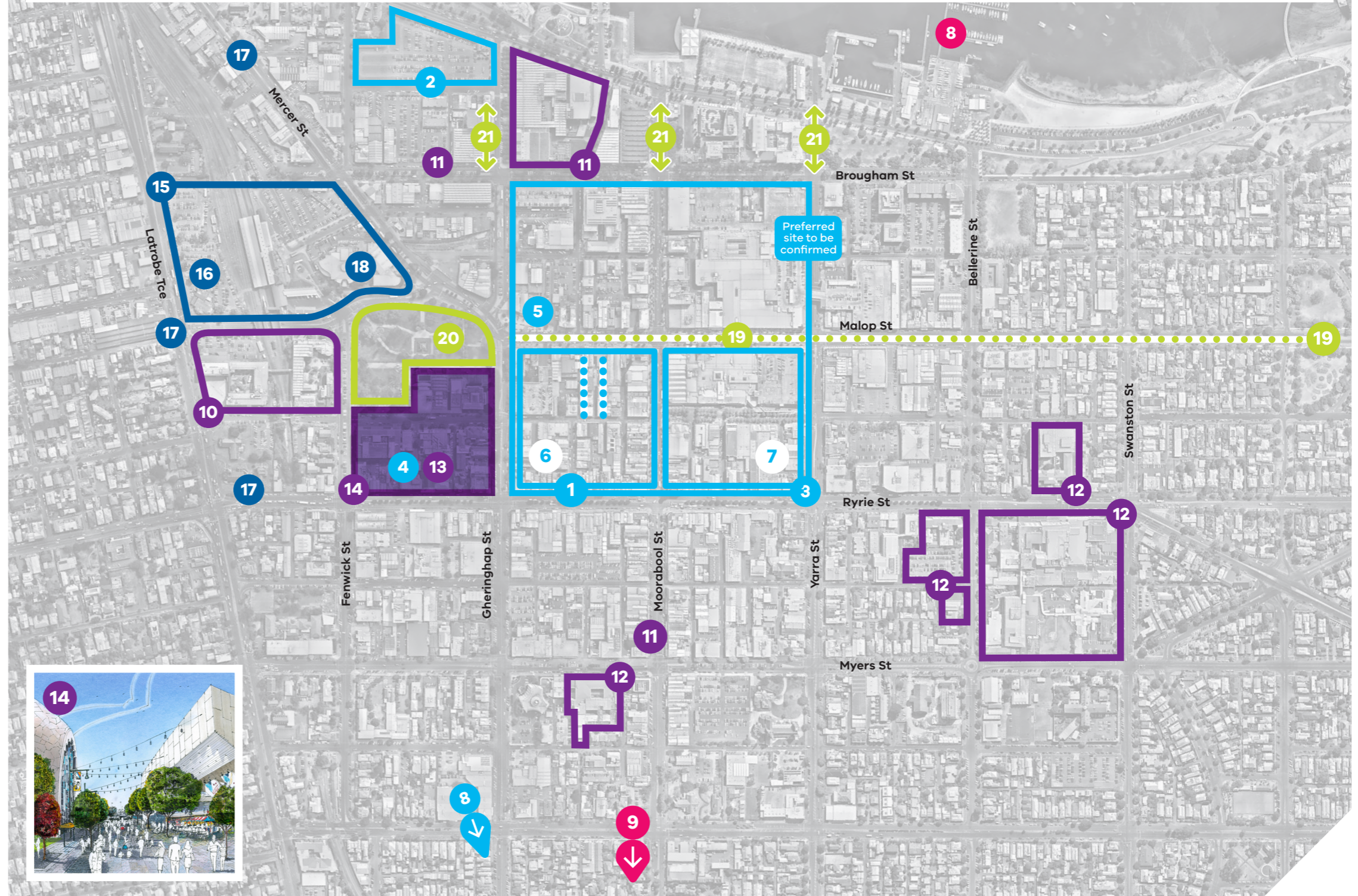
10. Construct the Geelong Tech School
11. Support delivery of student housing
12. Plan for expansion of health and education facilities
13. Construct upgrade of Geelong Performing Arts Centre
14. Plan for cultural precinct

Getting Around

- > Finalise an operating plan for the Transport Network
- > Prepare a city parking strategy
- 15. Revitalise the Geelong Station Precinct
- 16. Develop a commuter parking strategy
- 17. Highlight city arrival points
- 18. Identify long term needs of Department of Justice and Victoria Police

Green Spine

19. Construct Green Spine Stage 1 (Moorabool to Yarra)
20. Construct an integrated public space and water management project in Johnstone Park
21. Plan for improved linkages between the city and waterfront



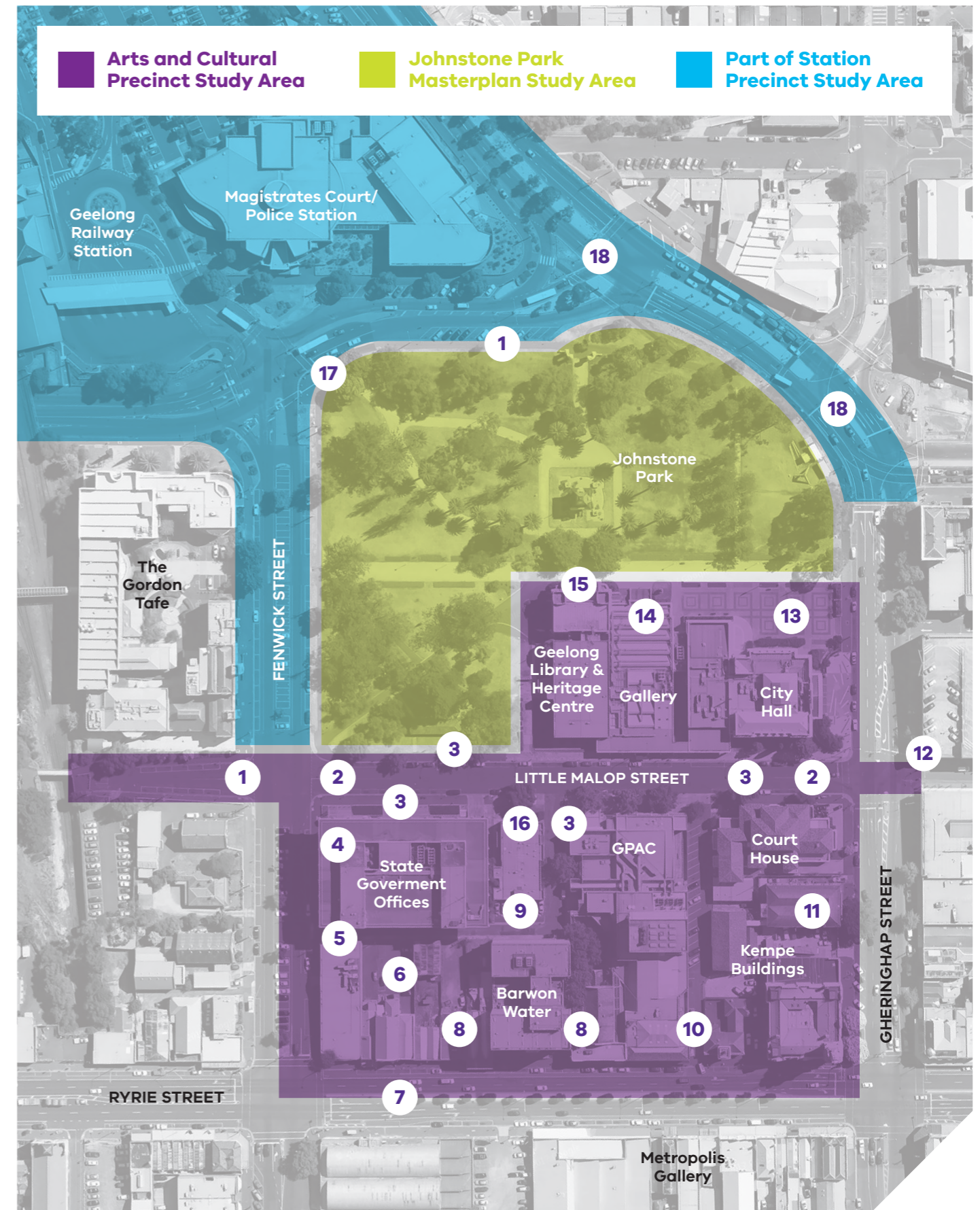
Issues and Opportunities

The masterplan responds to key issues and opportunities for the precinct identified through consultation with stakeholders.

1. Preferred cycle route along Fenwick Street to Station Precinct.
2. Potential Gateway Sculpture.
3. Opportunity to connect green spaces/ improve utility of spaces.
4. Opportunity to incorporate green roof and green hanging on north facade.
5. Potential to improve the amenity of laneway.
6. Unrelated land uses. Opportunity to create land mark development to reinforce Precinct identity.
7. Potential to activate south side of Ryrie Street and create better pedestrian links with north side of street.
8. New pedestrian links between Atchison Place and Ryrie Street through Barwon Water forcecourt and redeveloped GPAC.
9. Ensure active interface with laneway/avoid dead zone.
10. Potential to create pedestrian priority link. Important to maintain visual connection from end to end.
11. Opportunity to provide pedestrian link to Police Lane through future redevelopment that is complimentary to the heritage building
12. Improve intersection and pedestrian priority.
13. Greater utilisation of City Hall forecourt.
14. Opportunity to re-establish original entrance to gallery from Johnstone Park, potential gallery redevelopment and expansion into adjoining buildings.
15. Open to Peace Memorial.
16. Proposed site for GPAC expansion. Opportunity to create new north-south connection via relocated laneway.
17. Improve accessibility from Station (DDA compliant) as part of Johnstone Park Masterplan project.
18. Consider intersections and location of courts and police station as part of Railway Precinct Masterplan.

Precinct wide issues and opportunities:

- Create a distinctive precinct character through public realm streetscape treatments
- Reinforce the precinct character through a unique urban art/street furniture theme
- Green the precinct through planting and building treatments, including green walls
- Integrate art into the public realm and built form, including through projections and installations on blank walls
- Provide opportunities for street based arts and cultural events
- Establish a wayfinding theme to connect the precinct with the CBD and beyond.



Masterplan

The Arts and Cultural Precinct Masterplan delivers a reimagined Little Malop Street that will become a focus for arts and cultural activity in Central Geelong.

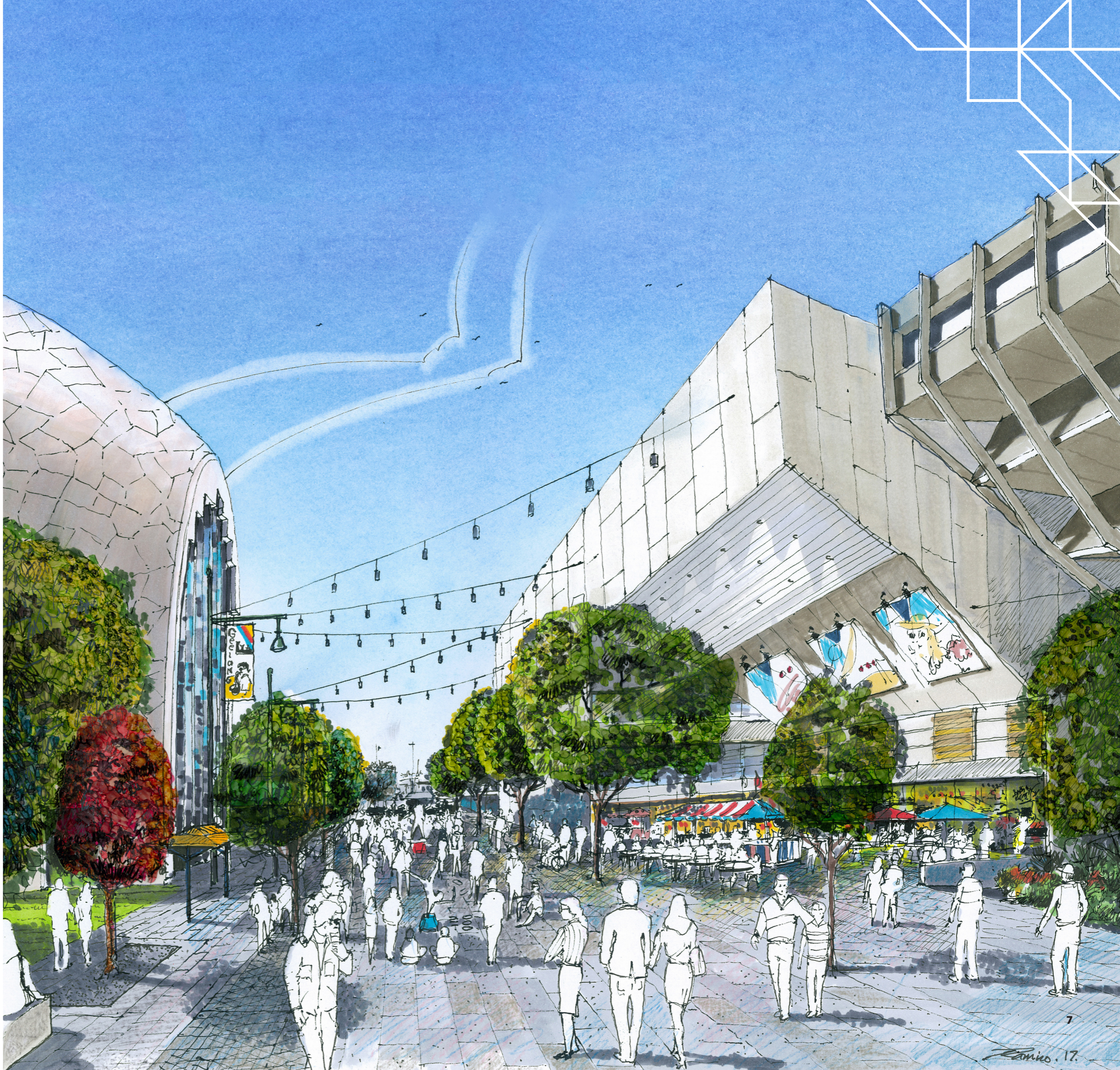
The Little Malop Street design enables the temporary closure of the street, focused around a central events space. This space is imagined with a special pavement treatment incorporating an in situ art work, signifying the importance of the place for the arts and cultural life of the city.

The masterplan prioritises Little Malop Street for pedestrians, providing for slow vehicle and bicycle movements in a shared space. Convenient short stay on-street car parking is provided as are temporary bus bays.

A single level pavement across the street enables its easy transformation into an events place. This space would be managed by the Central Geelong Place Manager and programmed in conjunction with city-wide activations.

Greening of the precinct is achieved through new street trees and plantings, which also aid in marking shared spaces.

New pedestrian prioritised linkages are provided through Police Lane and a realigned Aitchison Place. A new pedestrian signalised crossing at Ryrie Street improves north-south connections into the precinct.



Master Plan Details

1. Arts and Cultural Precinct Plaza

Central space with capacity to be closed to traffic. Possible paving public art embellishment. Catenary overhead lighting and custom furniture provide further opportunities for creative responses.

2. City Hall Forecourt

Improved paving and shading of forecourt enabling increased activity.

3. Shared Zone

Shared zone defined with various elements – trees, bollards, drainage grate. Surfaced with sawn bluestone and other material consistent with Public Realm Framework.

4. Sculpture Garden

Landscaped area around existing conifers with seating areas and public art opportunities (permanent sculptures or installations).

5. Small Tree Avenues

Rows of small trees provide spatial definition between shared vehicle/bicycle space and pedestrian space.

6. Entry

Vehicle entry signalled by threshold treatment including signage. Opportunity for public art.

7. Intersection Treatment

Improve pedestrian link with the laneways precinct by changing signal cycle to prioritise pedestrians.

8. Water sensitive urban design

Utilise WSUD techniques where appropriate, such as permeable paving and strip drains to direct stormwater to rain gardens and tree pits for treatment and reuse.

9. Loading Bay

GPAC loading facilities to retain end-to-end visibility along Police Lane.

10. New Laneway

Closure of north-south section of Aitchison Place to allow GPAC Stage 3 expansion, subject to funding. New laneway connection created between State Government Offices and GPAC. Possible activation with lighting and public art.

11. Police Lane

Police Lane developed as pedestrian priority space. Maintain vehicle access for southern properties from Ryrie Street.

12. Ryrie Street Crossing

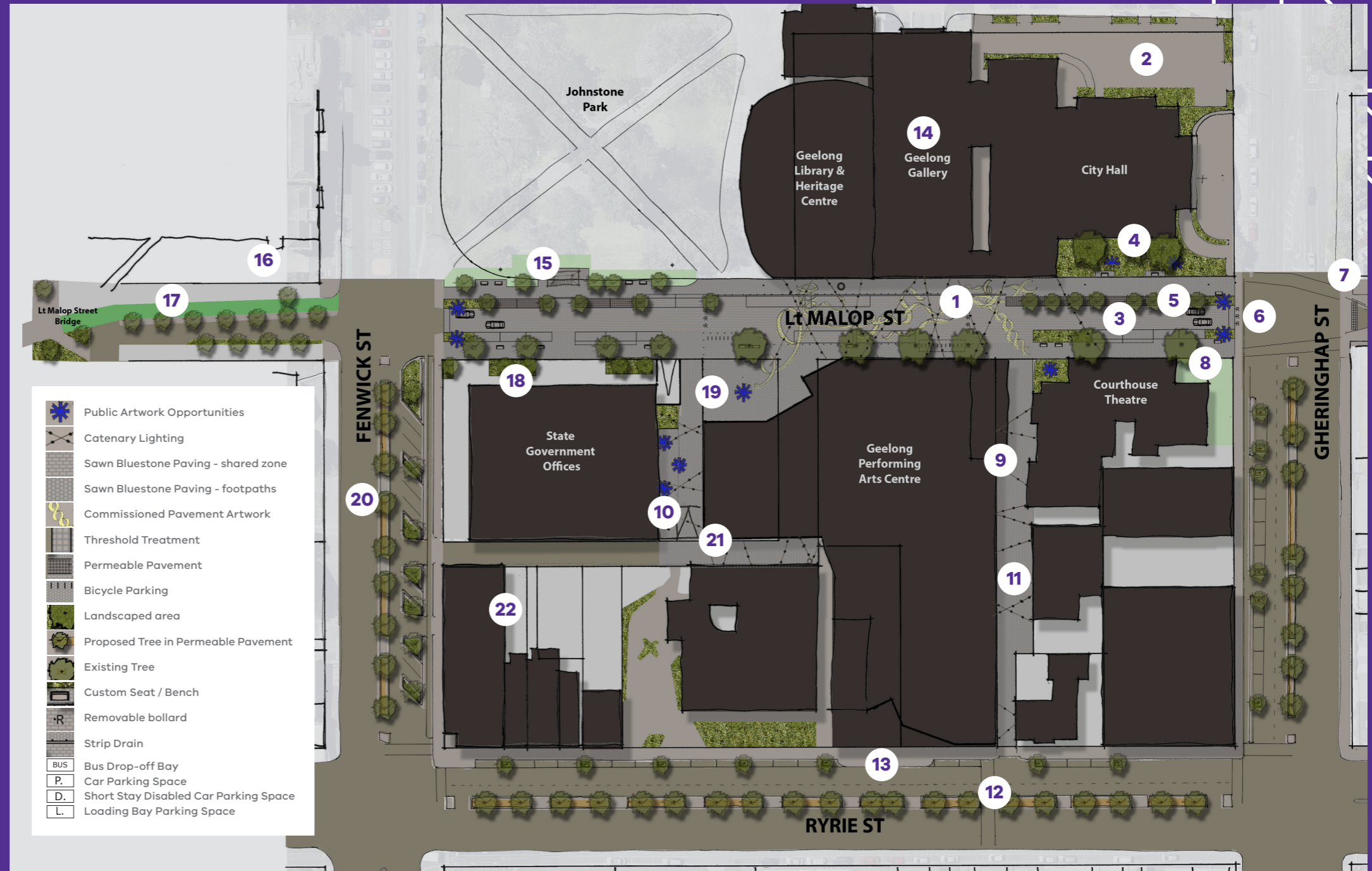
Improve pedestrian connection between north and south side of Ryrie Street with signalised pedestrian crossing. Crossing design to ensure ongoing levels of safety, service and operation of Ryrie Street.

13. GPAC Ryrie Street Frontage

Enhance pedestrian entry to GPAC.

14. Geelong Gallery

Encourage expanded gallery to nestle within surrounding buildings and provide an active interface with Johnstone Park.



15. User Facilities

Open-sided shelter on axis within entry to State Government Offices to link with Johnstone Park. Provide seating area within landscaped area that extends the park into the street.

16. The Gordon

Future redevelopment to activate frontage to Little Malop Street.

17. Bicycles

Connection to Geelong West feeds into Central Geelong through Lt Malop Street shared zone.

18. State Government Offices

Investigate opportunities to activate the forecourt of the State Government Offices, including opportunities to provide greenery and shade.

19. Public Artworks

Locations of public artworks are indicative.

20. Surrounding Streets

Fenwick, Ryrie and Gheringhap Streets upgraded as part of other programs.

21. Barwon Water/ GPAC Interface

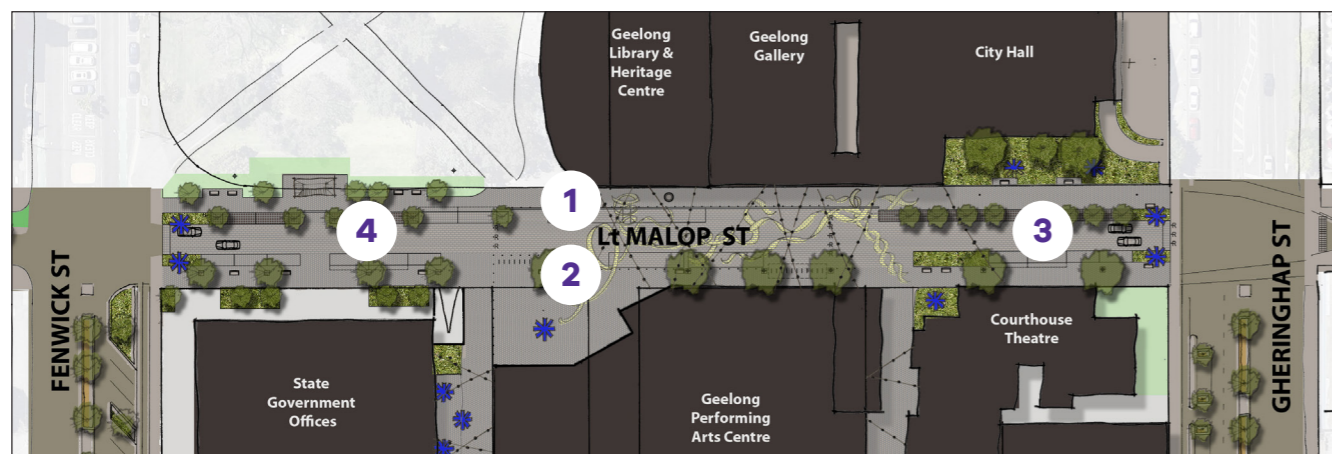
Provide active interface between buildings and manage height and design of GPAC expansion to maintain solar access and line of sight to Barwon Water. Explore opportunities to integrate upper floor levels of buildings.

22. Development Opportunity

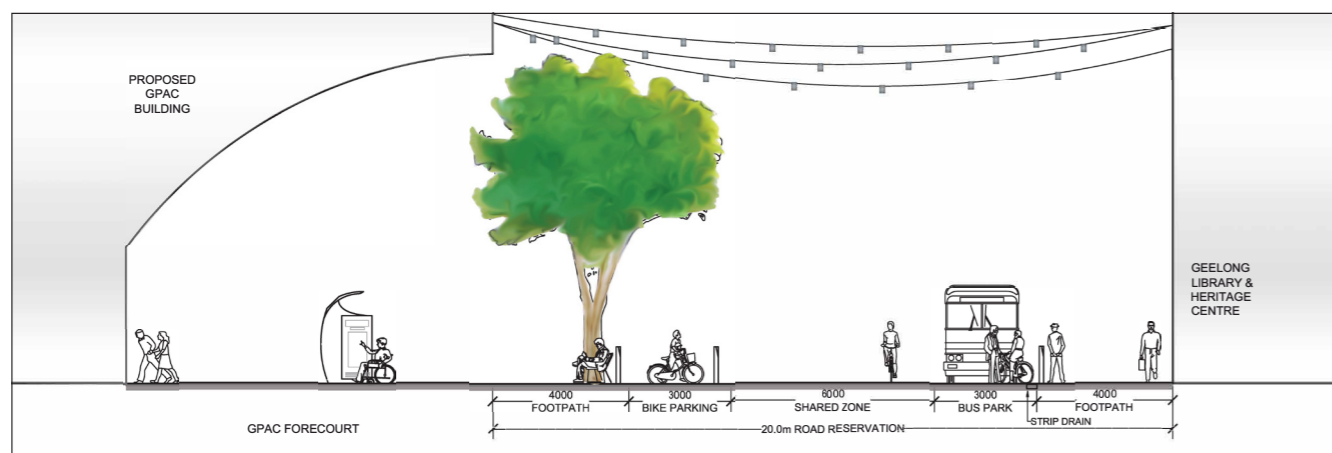
Possible gateway development.

Master Plan Details

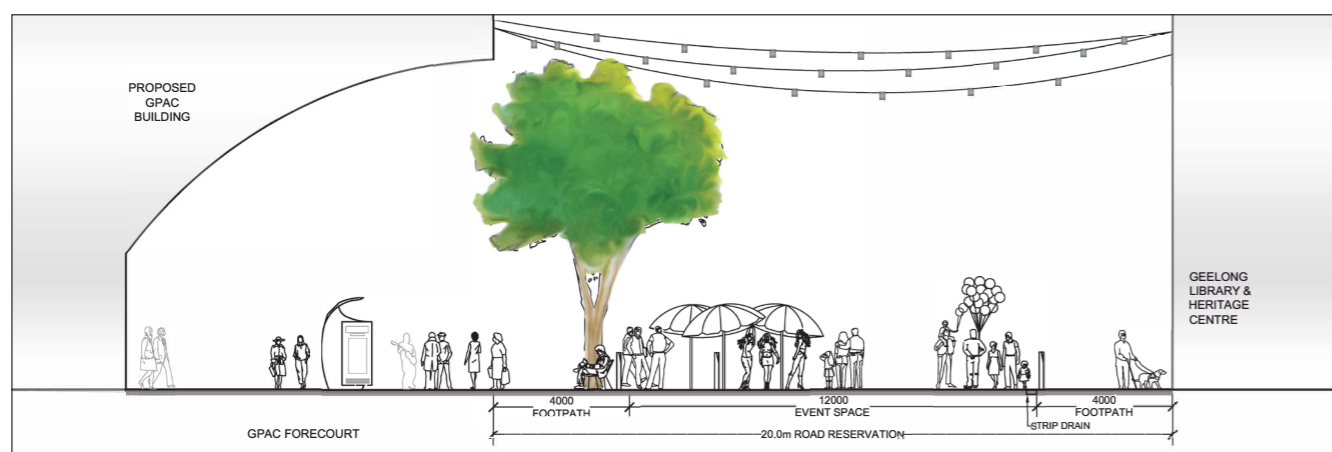
Arts and Cultural Precinct sections



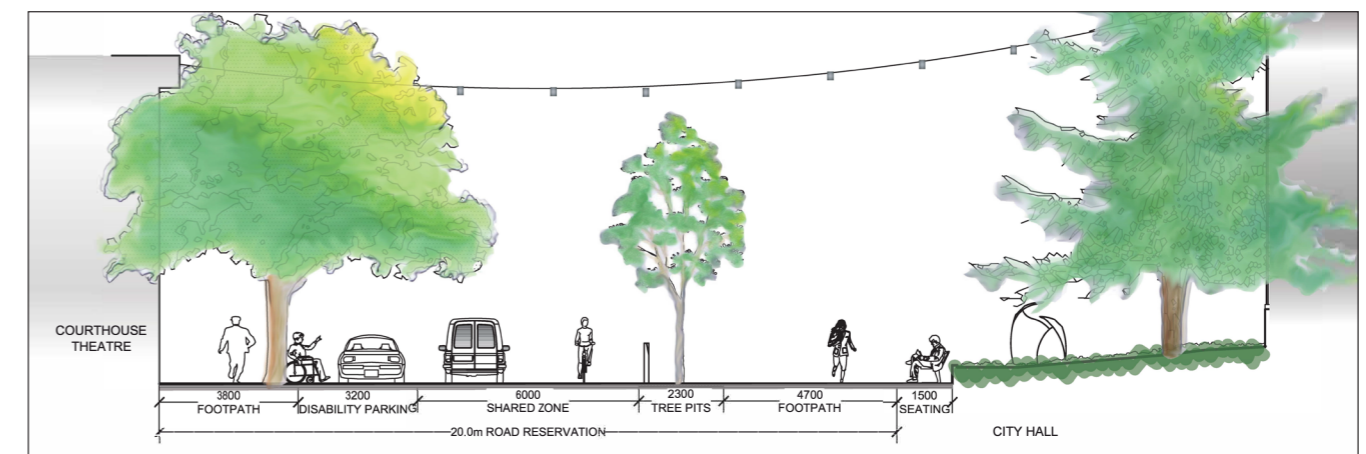
SECTION 1. central shared space



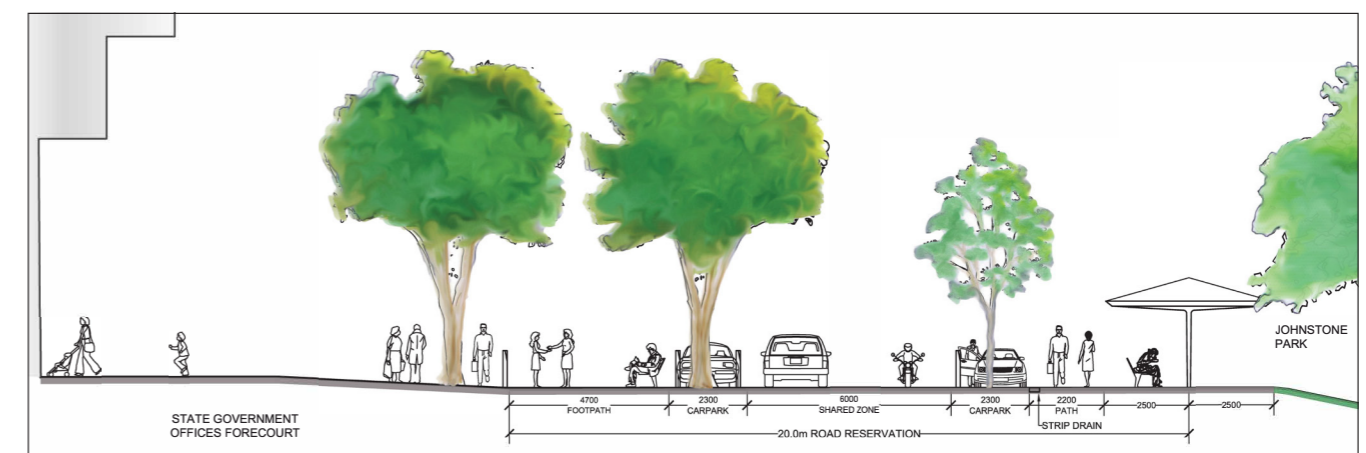
SECTION 2. central shared space - event mode



SECTION 3. Little Malop Street east end

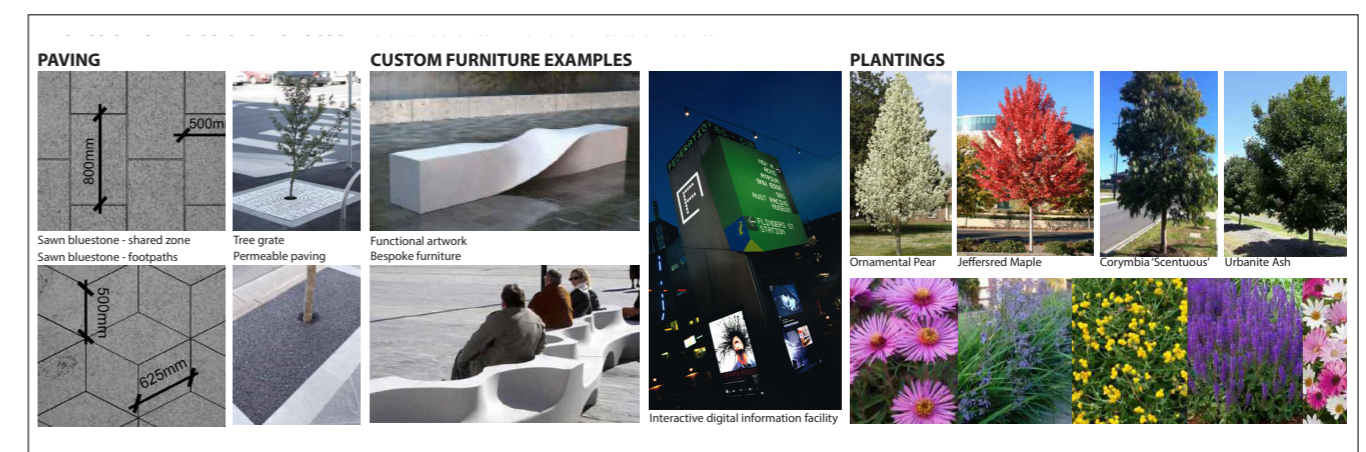


SECTION 4. Little Malop Street west end



Indicative Materials Palette

Refer to Public Realm Framework - Cultural Precinct



Detailed Design

Detailed design of the masterplan initiatives should take account of the following matters:

Heritage

The precinct contains many sites with heritage values. Future development must consider the heritage significance of individual buildings and/or precincts as required by the Greater Geelong Planning Scheme and Heritage Act 1995.

Many of the individually significant heritage buildings within the precinct are recognised for their unencumbered appearance. For these sites, initiatives such as the installation of green walls may impact on the physical integrity of the heritage buildings, and should be avoided.

Levels, Stormwater and Drainage

Little Malop Street is an overland flow path for stormwater and is encumbered by a Special Building Overlay. The detailed streetscape design will need to account for stormwater management and drainage, and should consider opportunities to incorporate water sensitive urban design treatments to manage water in the precinct.

Pavement, Street Furniture, Artwork and Street Trees

Pavement, street furniture, art work and street trees must be consistent with the Central Geelong Public Realm Framework 2016. Deciduous street trees are preferred to ensure solar access in the winter months.

A pavement artwork for the central event space should be commissioned by a suitable artist. This could explore indigenous or other cultural themes relevant to Geelong and the precinct.

The width and design of the central trafficable road must be in accordance with relevant Australian Standards for shared spaces.

Catenary Lighting Systems

Detailed design of catenary lighting systems must take account of the height of buses, large Pantech trucks requiring access to Geelong Performing Arts Centre, and trucks accessing the Geelong Gallery.

Catenary lighting systems will also need to consider the heritage significance of buildings to avoid any negative impacts.

The overall design of lighting for streets should ensure street light levels meet Australian Standards. Catenary lights may need to be supplemented with additional street lighting.

Wayfinding

Wayfinding initiatives for the precinct should be progressed as part of a broader wayfinding theme for Central Geelong.

Traffic lights and signage

Pedestrian priority programming of traffic lights should be explored for the Gheringhap Street/ Little Malop Street intersection.

Appropriate signage will be required to manage the shared zone in Little Malop Street as well as proposed pedestrian prioritised spaces in Aitchison Place and Police Lane.

Temporary closures and operational requirements

Future temporary closures of Little Malop Street will require traffic management plans to be developed that take account of the access requirements of key facilities including the Geelong Performing Arts Centre and Geelong Gallery, as well as requirements for emergency vehicles. These should be developed in a collaborative manner with relevant stakeholders.

Ryrie Street and Police Lane

Ryrie Street is an arterial road managed by VicRoads. Detailed design of the Ryrie Street pedestrian crossing will need to ensure the ongoing levels of safety, service and operation of this road.

VicRoads will also need to be consulted in relation to the proposed new access from Ryrie Street into Police Lane (left in and left out) required to achieve pedestrian prioritisation of the lane at its intersection with Little Malop Street.

Aitchison Place

Development of the new laneway between the State Government Offices and the proposed future expansion of the Geelong Performing Arts Centre must manage grade changes from Aitchison Lane to Little Malop Street.

The design of this new connection should provide a high-quality pedestrian environment and integrate the Barwon Water site, State Government Office building and the proposed Geelong Performing Arts Centre expansion.

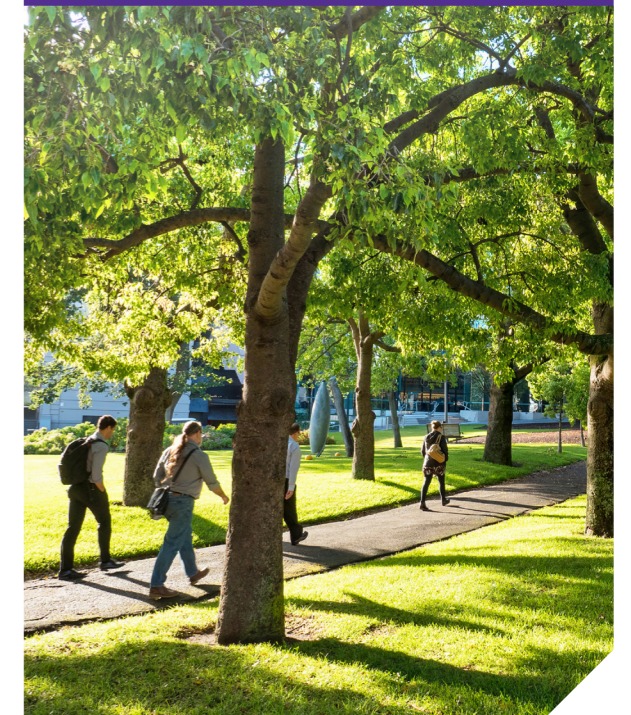
Car Parking

Car parking spaces must be dimensioned and constructed in accordance with relevant Australian standards. Car parking supply in and around the precinct should be considered in conjunction with the Central Geelong Car Parking Strategy.

A detailed car parking schedule should be developed with appropriate signage and time management regimes.

Precinct objectives:

- To encourage future use and development within the precinct that reinforces its role as a focus for arts and cultural activity in Central Geelong.
- To ensure future development is of high architectural quality.
- To respect the scale of significant public buildings and heritage places within the precinct.
- To ensure the scale of new development protects the amenity of Little Malop Street as a key pedestrian route.
- To encourage the redevelopment of the strategic site as an important gateway into the precinct.
- To encourage the incorporation of green elements into building designs such as green walls and roofs where practical and appropriate.
- To respect the character and heritage of heritage places, including Johnstone Park.
- To encourage new development to provide integrated and place-relevant public artworks, where practicable.





Revitalising Central Geelong

The Revitalising Central Geelong Action Plan sets out the Victorian Government's 10 year plan to drive change in Central Geelong. Led by the Minister for Planning, the City of Greater Geelong and the Victorian Government are working together to deliver the plan. Implementation of the Action Plan is overseen by the Revitalising Central Geelong Partnership Team.

For more information, please visit
www.revitalisingcentralgeelong.vic.gov.au

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