

WOODEND COMMUNITY CENTRE  
**MASTER PLAN REPORT**

APRIL 2021



# MASTER PLAN REPORT

## INDEX

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01	EXECUTIVE SUMMARY
02	OVERVIEW
03	METHODOLOGY
04	MEASUREMENT
05	ANALYSIS
06	FINDINGS
07	MASTER PLAN CONCEPT
08	APPENDICES



This project is funded through Macedon Ranges Shire Council and Regional Development Victoria

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We acknowledge the Dja Dja Wurrung, Taungurung and Wurundjeri Woi Wurrung peoples as the Traditional Owners and Custodians of the land on which this project addresses. We pay our respects to ancestors and Elders, past and present and emerging.

## WOODEND COMMUNITY CENTRE MASTER PLAN EXECUTIVE SUMMARY

A revitalised Woodend Community Centre has the potential to contribute to the Macedon Ranges Shire region as a leading community and cultural showcase. Macedon Ranges Shire Council would like to bring together the tourism and community strengths of the area to build a creative destination in Woodend that serves the needs of the shire and beyond.

The purpose of the project is to develop a Master plan for the redevelopment of the Woodend Community Centre into a modern, multi-purpose centre that meets the identified needs of the community and responds to economic development and tourism opportunities. The new inclusive and civic space will replace the existing building to propose a new Library, multi purpose indoor performance space, community and visitor information hub, multipurpose foyer and gallery space, cafe and produce kiosk and a village green / multipurpose outdoor events space.

There has been strong interest from the community to upgrade the site for many years. This interest culminated in the preparation of a concept plan for redevelopment of the site in 2016. This Master plan proposal reviews and builds upon substantial work completed by community groups to ensure that the project meets community and user needs, is viable and responds to local and regional opportunities.

An analysis of the existing facilities highlighted the importance of the library to the community and the need to develop a facility that is in line with contemporary library facilities. The libraries associated facilities- meeting rooms, recital hall/ theatre space are not fit for purpose and lack flexibility to suit a range of meeting and event types. This analysis identified the opportunity for the Master plan to consider an integrated approach of visitor servicing, customer service, library facilities, performance and events. The co-location allows greater flexibility in operations, improve operational efficiencies, reduce facility ambiguity for visitors and increase activation of the Community Centre through a higher volume of users in a centralised location.

Evidence of the community's needs and support for the identified opportunities was further reflected in the public survey in June/ July 2020. The important findings from this is that the Woodend community perceive their Community Centre site as a much larger space than that briefed, extending to the creek and all the connections to other community assets. A Draft Master plan was prepared for the Council and Community in February 2021 to have a say in the sites redevelopment and further articulate its vision. Community consultation sessions and Online survey feedback allowed user groups and individuals to comment of the process and outcome of the draft. These comments have been analysed and reflected in the preparation of the Master plan.

The Master plan provides a strategic design framework for future use of the site to reinvigorate this public space and enhance its social, environmental, cultural and economic values. A key aspect of the Master plan is promoting connections to the local landscape and open space. The Village green fosters a dialogue between the landscape and new community centre buildings. Introducing a sense of civic character and ceremony will allow this site to become a destination. A destination for outdoor performances, events, live gigs, arts and culture showcases would generate activity and revenue for the Woodend community.

The Master plan also addresses key access issues to the site. There are currently several issues for pedestrians and larger vehicles accessing the site. Efficiency of servicing and loading has been improved- a much needed service for outdoor events and critical for supporting a vibrant performance space and contemporary library. Most importantly, major pedestrian gateways around the perimeter will create important covered pathways for safe and accessible connection onto and beyond the site. Provision of accessible toilets and generous covered circulation throughout the site to meet the needs of people with reduced mobility. It is paramount the Woodend Community Centre becomes an inclusive meeting place for Woodend and the larger community.

The existing buildings and site currently do not take optimal advantage of natural resources, nor utilise northerly sun. The Master plan addresses these issues with a holistic approach to environmentally sustainable design. New buildings for community use optimise natural light, minimise overshadowing, harvest water and generate electricity. Deep pockets of landscape which break up the buildings' forms allow community groups to engage with indoor and outdoor spaces easily. Native gardens and landscaping are strategically positioned to articulate edges and foster a sense of arrival into the site. Landscaping elements and surfaces around the site can use materials from demolition waste, finding a second life for construction waste. This would contribute to Woodend's existing recycling program, as well as reducing materials which would otherwise end up in landfill.

The Master plan for Woodend Community Centre is an important step towards the rejuvenation of a community and culture precinct. It considers the past, present and potential future uses of the site and encourages adaptable indoor and outdoor spaces. It aims to create an inclusive, diverse and attractive public space and meeting place for Woodend.

## WOODEND COMMUNITY CENTRE MASTER PLAN PROJECT OVERVIEW

Macedon Ranges Shire Council would like to bring together the tourism and community strengths of the area to build a creative destination in Woodend that serves the needs of the shire and beyond.

The existing Woodend Community Centre is located in the heart of town at 117 High Street, Woodend. The existing building includes the community hall, library, council customer service centre, meeting room, kitchen and toilets. The centre is located in a civic precinct, which also includes the Woodend Swimming Pool, Visitor Information Centre, Tennis courts, Community health service, Neighborhood house and Skate park.

Existing facilities on the site are generally poorly utilised due to the facilities not being fit for purpose and a lack of flexibility of the spaces to suit a needs. There is significant opportunity for the Master plan to deliver a contemporary facility in line with the community's current and future needs.

### **Key objectives of the Woodend Community Centre redevelopment are to:**

- Produce a vision for the Community Centre which contributes to a great precinct for locals and visitors
- Deliver a concept which considers future uses
- Deliver concept plans for both indoor and outdoor elements and consider environmental principles
- Consider costs and benefits
- Consider integration with the rest of the town
- Consider Woodend's ability to grow tourism activity



## WOODEND COMMUNITY CENTRE MASTER PLAN PROJECT METHODOLOGY

The structure of this report: Measurement, Analysis, Findings and Recommendations (Master plan Concept) follows a strategic framework set up for the development of the Woodend Community Centre Master plan. The Master planning process is informed by a Literature Review, Background and Opportunities Report, several rounds of community and stakeholder engagement and a Financial & Economic Business Case. This report should be read in correlation with the attached appendices. (for further information see Appendices)

The project proceeded within the following timeline:

- Project commencement and literature review
- Community and Stakeholder engagement Round 1
- Online Public Survey
- Background and Opportunities Report
- Draft Master plan Report
- Community and Stakeholder engagement Round 2
- Online Public 'Have Your Say' Survey
- Financial and Economic Assessment / Business Case
- Final Master plan Report



## STUDY AREA

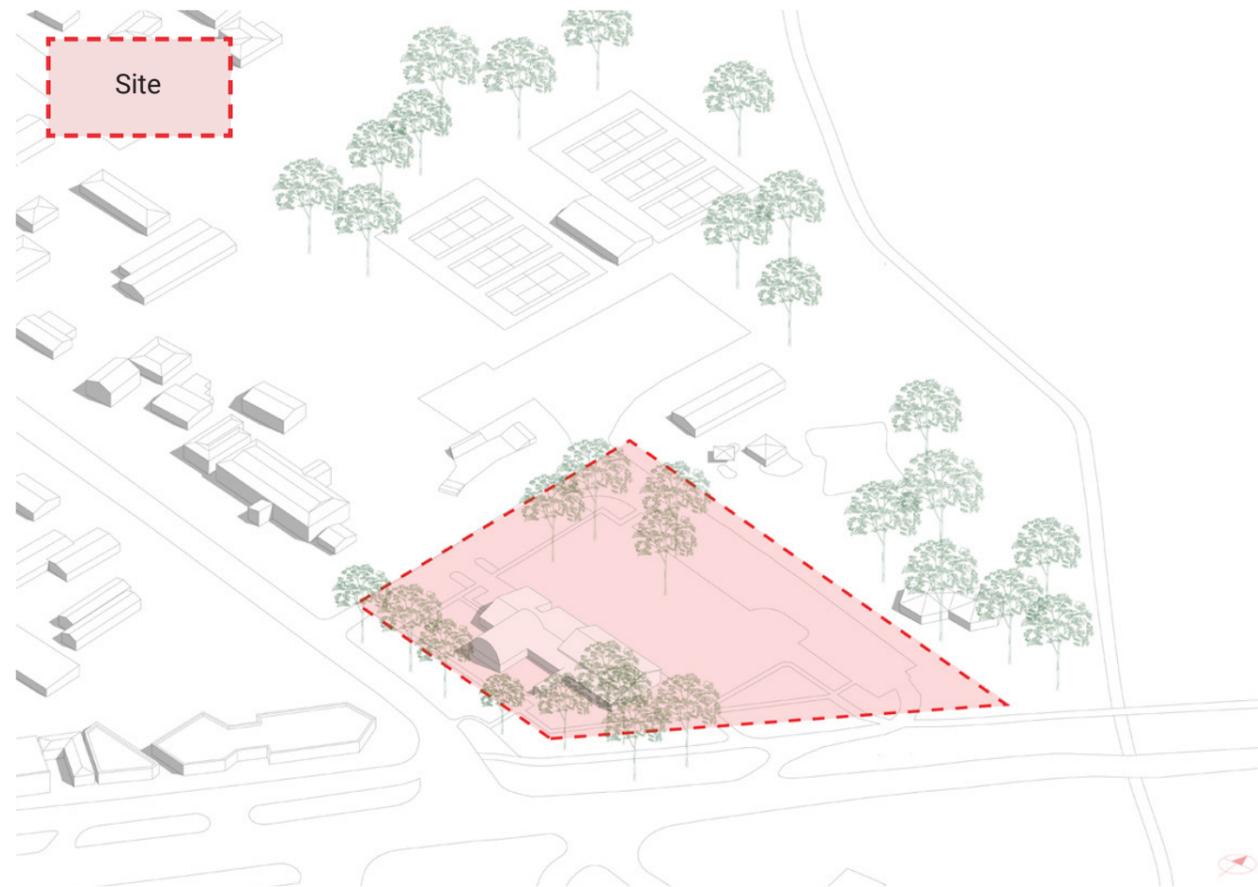
Woodend is located 69km north-west of Melbourne off the Calder freeway. The Community Centre is located at 117 High Street, Woodend, in the heart of town, bookending the north of the retail and commercial centre. The centre is located within a wider civic and recreation precinct, which includes the Woodend Swimming Pool, Visitor Information Centre, Tennis Courts, Skate Park and open parkland areas. Outdoor areas adjacent to the Woodend Community Centre are used regularly for events, including the monthly Community Farmers Market and the annual Woodend Winter Arts Festival.

## Significant Destinations and Facilities

- A. Site Area
- B. Woodend Swimming Pool
- C. Woodend Tennis Courts
- D. Five Mile Creek
- E. Woodend Toy Library
- F. Cobaw Community Health Service
- G. Woodend Neighborhood House
- H. Woodend Playgroup
- I. Woodend and District Heritage Society
- J. Woodend Skate Park

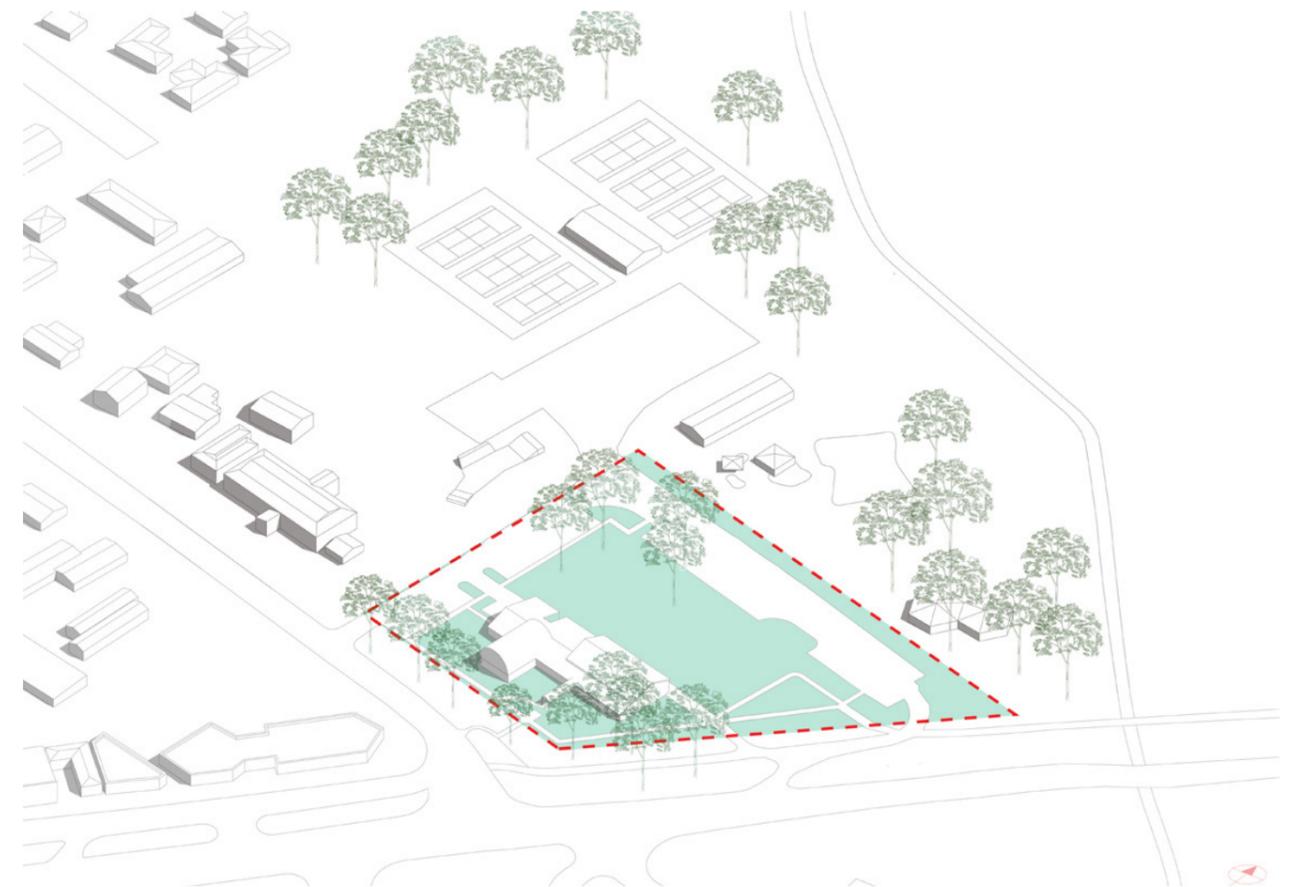


### SITE ENVELOPE



The site includes the Library and Community Centre plot of land and adjoining access roads to the sides and back of the site.

### LANDSCAPE / HARDSCAPE

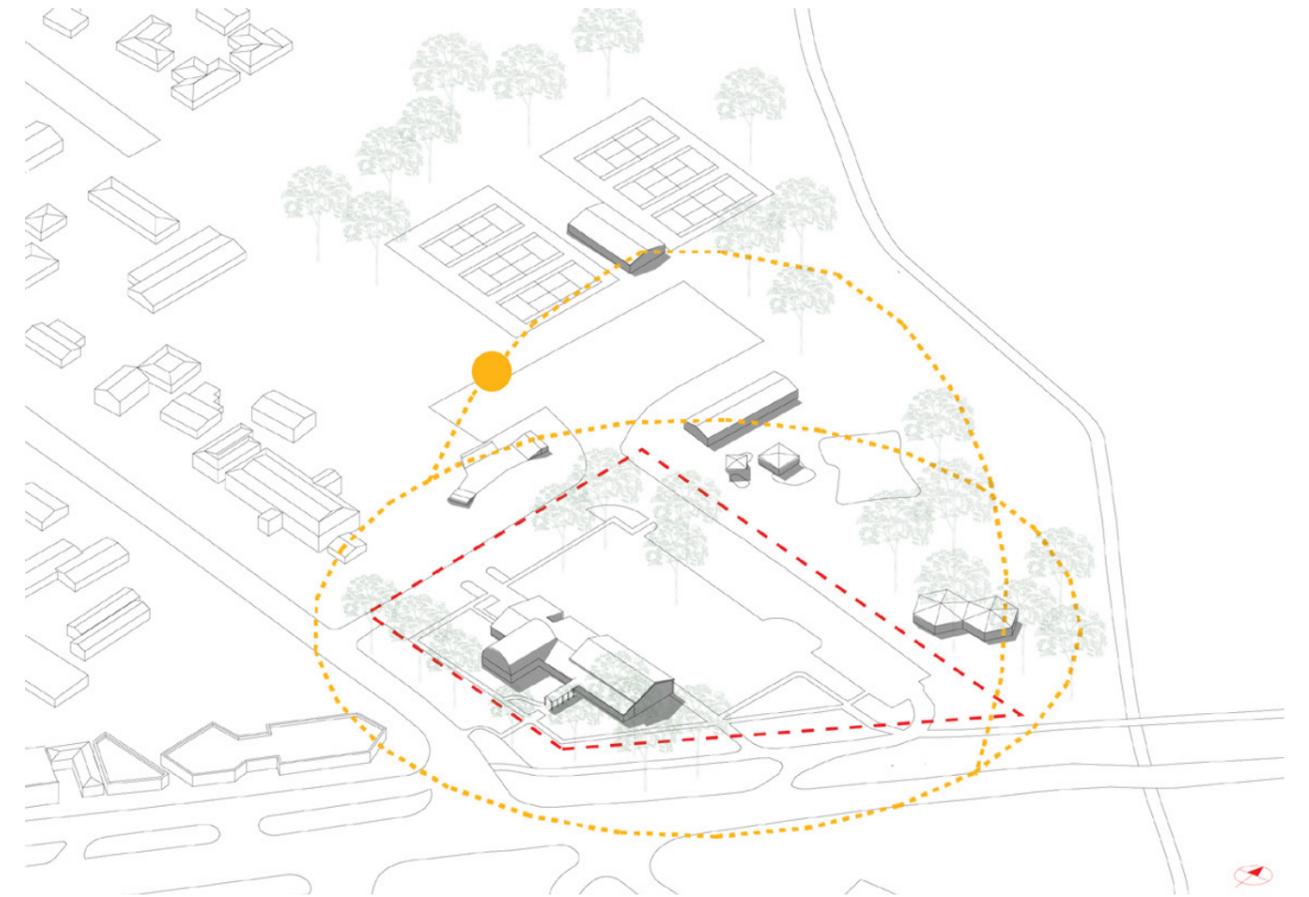


The site sits between a reserve and urban public life on High Street. It is a mix of landscape, green zones and parking/ access roadways.

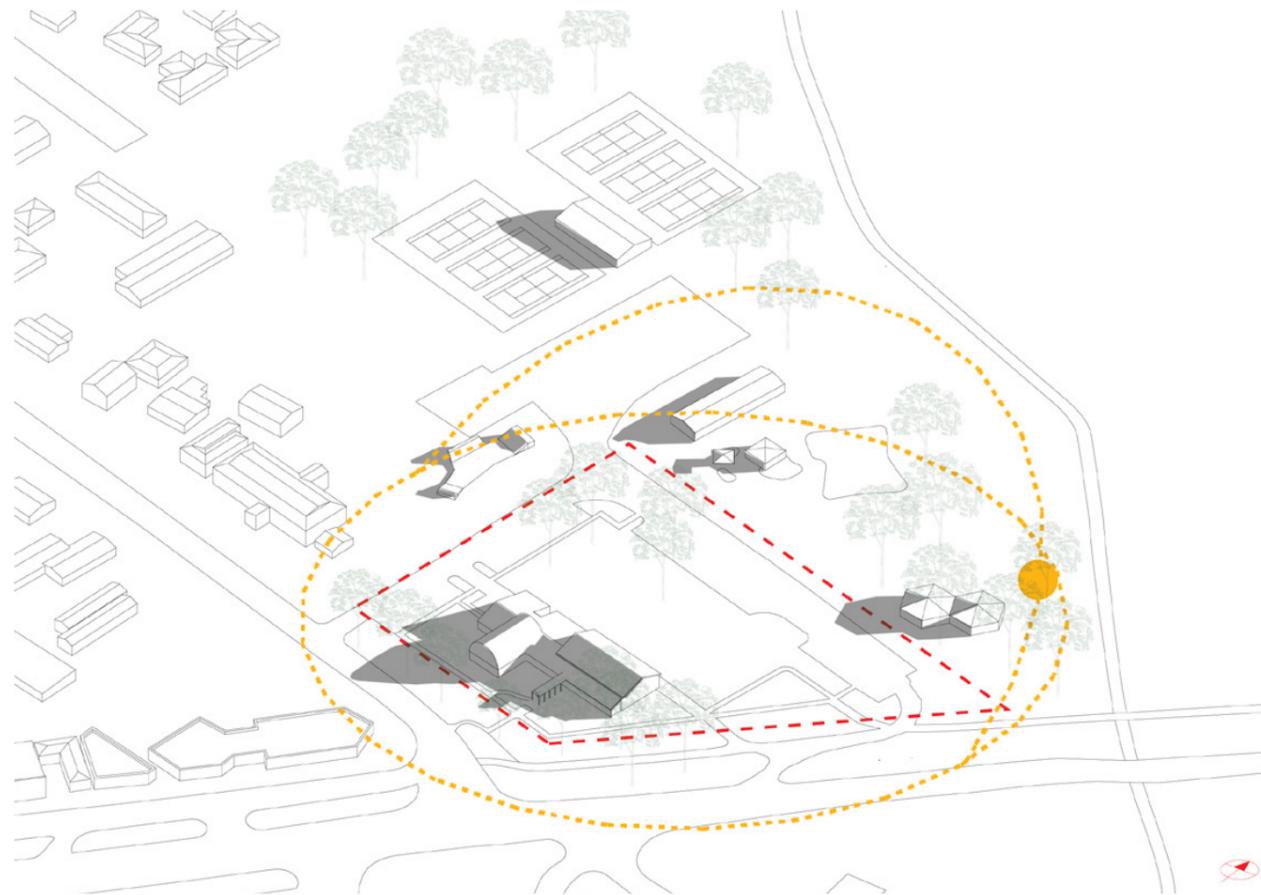
### SOLAR ACCESS - JAN 9AM



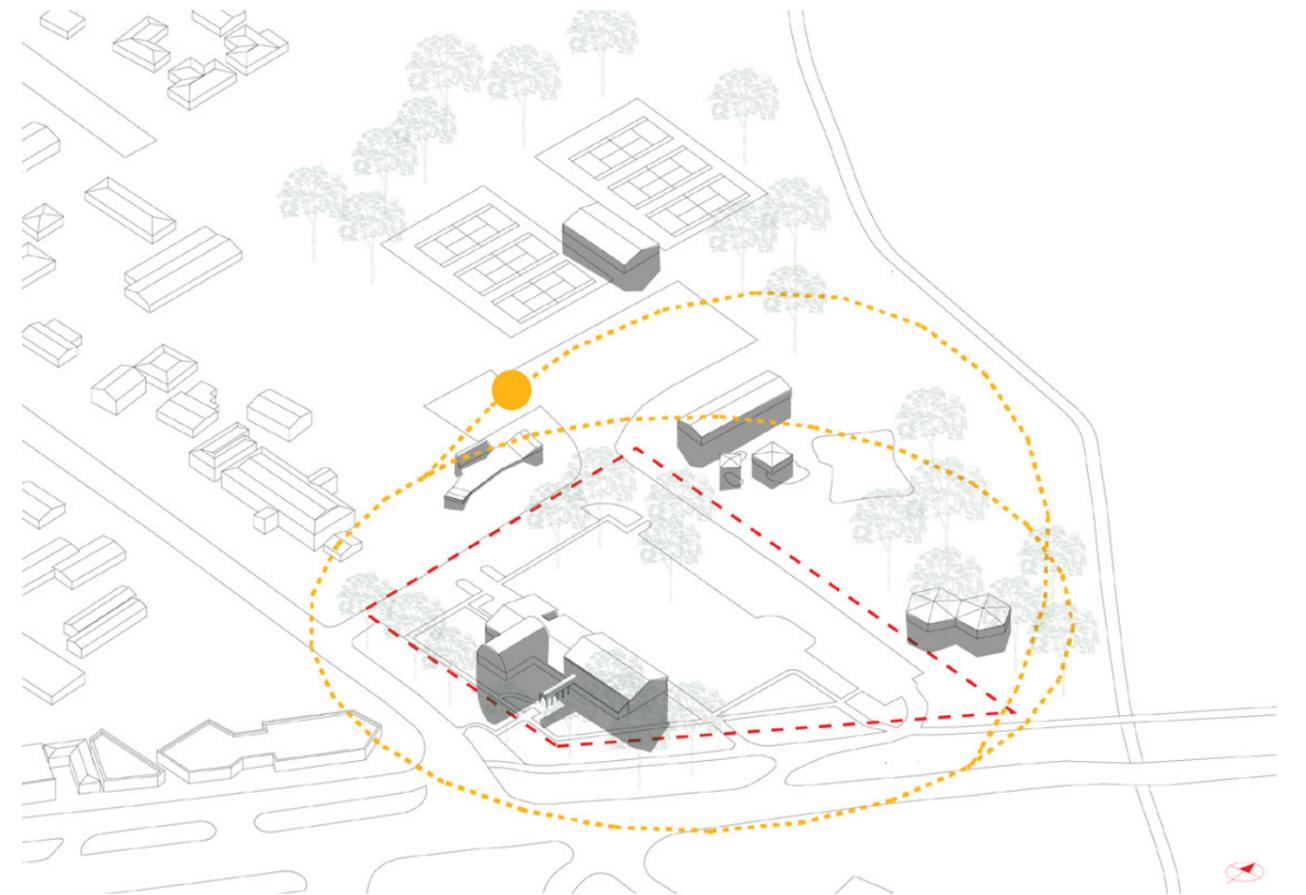
### SOLAR ACCESS - JAN 3PM



**SOLAR ACCESS - JULY 9AM**



**SOLAR ACCESS - JULY 3PM**

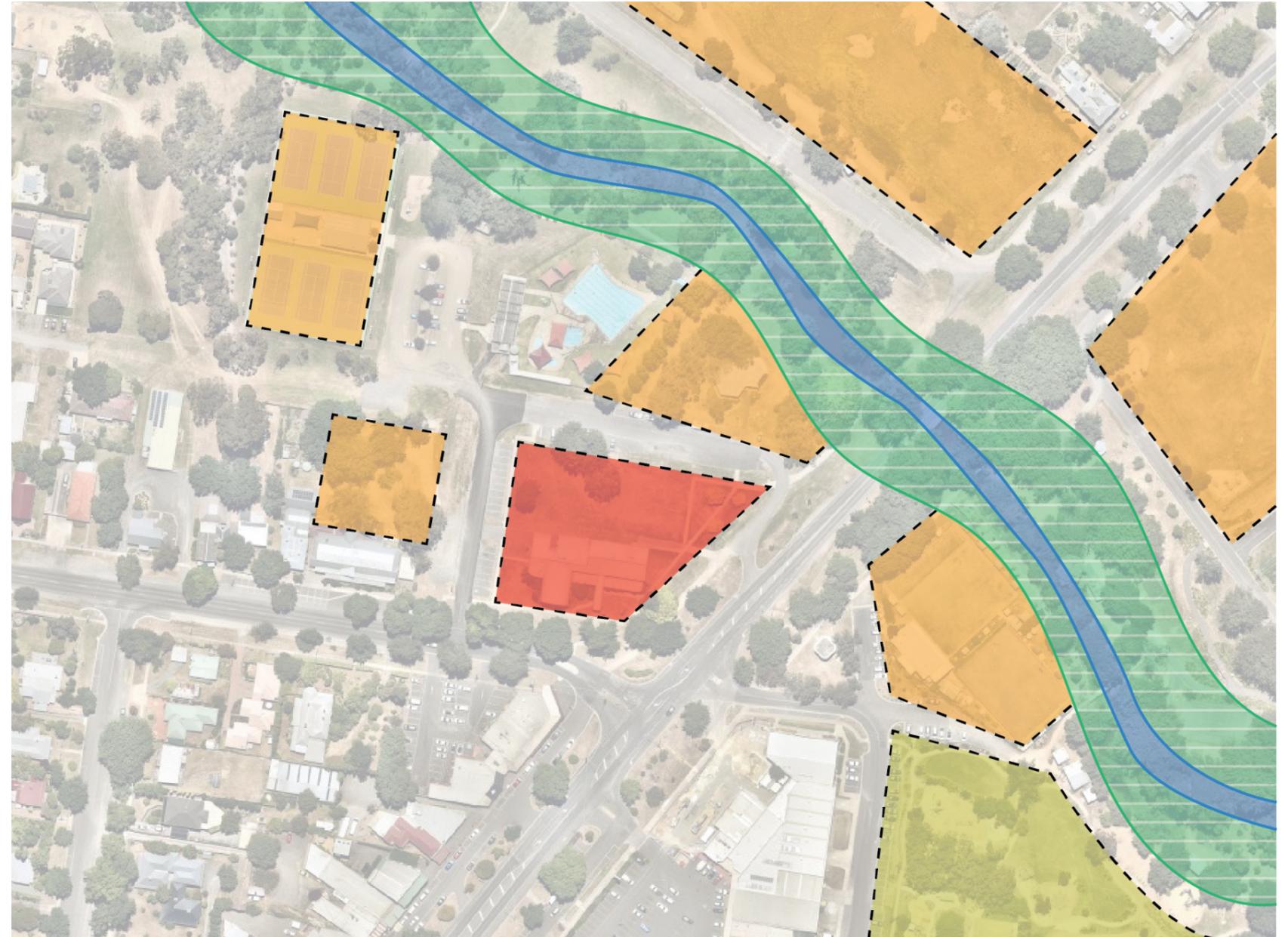


## OPEN SPACE AND SIGNIFICANT LANDSCAPE

This drawing outlines the significant outdoor spaces surrounding the site which have been included in the vision as important success factors for a wider recreational precinct.

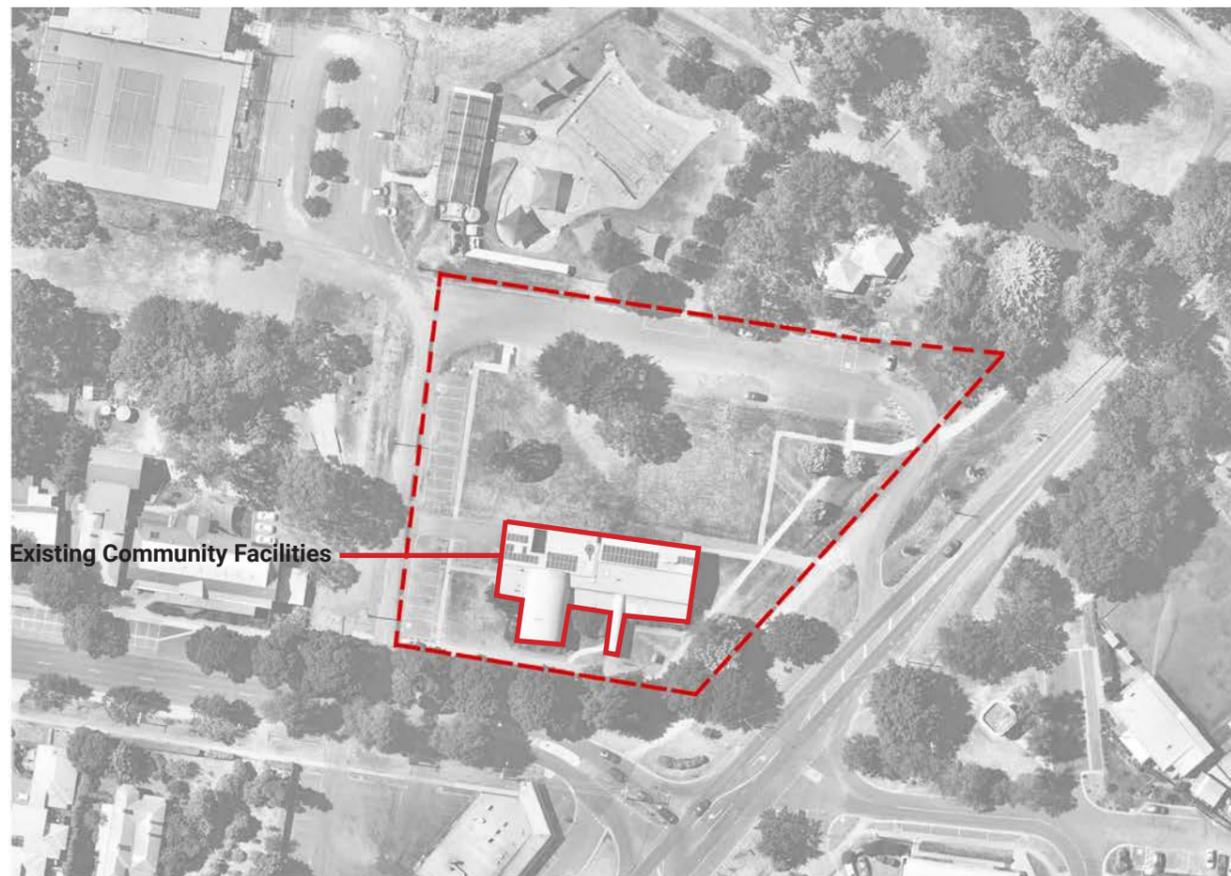
In response the Master plan has been designed with sensitivity to these interfaces, open space to the north has been maintained in addition to desire lines towards the river and riparian edge. Positioning built elements along southern edge promotes sensitivity towards the river, and creates a buffer between the main road and village green / outdoor spaces.

- SITE
- RECREATION
- PARK
- RIVER
- RIPARIAN ZONE

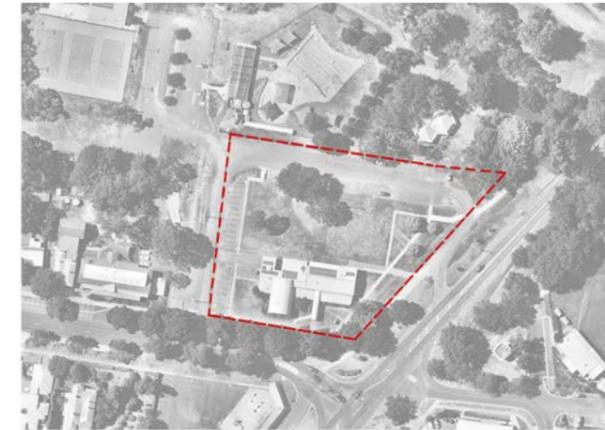


### SITE COMPARISON

The existing community centre site is difficult to understand as it is largely open space. The following diagrams have been prepared to help stakeholders appreciate the size of the site by comparing it to other well-known (and densely activated) local sites.



Existing Conditions Aerial



Existing Conditions Aerial



Coles



Woodend Station x 5



Holgate Brewery x 8



Buffalo Stadium



Woodend Shops

## STRATEGIC CONTEXT

### INTRODUCTION

There are a number of existing strategies, plans and policies at the State, Regional and Local level that are relevant to the redevelopment of the Woodend Community centre. UE conducted a review and summary of the strategic frameworks surrounding the project. Further articulation is provided in Appendix B - Background and Opportunities Report

### KEY DOCUMENTS

#### State

Plan Melbourne (2016)  
Victorian Visitor Economy Strategy (2016)

#### Regional

Loddon Mallee South Regional Growth Plan (2014)  
Loddon Mallee Regional Strategic Plan 2015-2018 (2015)

#### Local

Macedon Ranges Council Plan 2017-2027 (2017)  
Arts and Cultural Strategy 2018-2028 (2018)  
Visitor Economy Strategy 2019-2029 (2019)  
Woodend Structure Plan (2014)  
Macedon Ranges Walking and Cycling Strategy (2014)

### FINDINGS

The regional and local strategic documents identify Woodend as a unique, periurban lifestyle residential township and tourism destination. Woodend is identified as a suitable township for further tourism investment and development, leveraging the towns natural assets, the unique 'village feel' which attracts visitors from surrounding growth areas, and the strategic location as the gateway to Daylesford, Hanging Rock and the Bendigo region.

Macedon Ranges Shire Council's strategic priorities include promoting health and wellbeing, improving the built environment, protecting the natural environment, and enhancing social and economic outcomes. A key priority for Council is investing in community infrastructure to promote improved social and wellbeing outcomes, as well as economic diversification to support a strong economy. Both of these priorities will be considered through the redevelopment of the Community Centre.

The preparation of a Master plan and feasibility study for revitalisation of the Woodend library and community centre and associated land area is a key priority for Council within the Council Plan and Woodend Structure Plan.

Key tourism development opportunities for Woodend identified through existing strategies include leverage arts and cultural tourism; promote Woodend as a key centre for cycling and nature-based tourism; and showcase local food and wine.

The Structure Plan outlines the need for the entire Woodend Community Centre precinct to be 'planned as a community focal point for the town, with an integrated design for buildings, pedestrian pathways, car parking and the landscaped spaces between each facility'.

## CONSULTATION AND ENGAGEMENT EARLY 2020

### INTRODUCTION

In early 2020, Public Realm Lab conducted the first round of community and stakeholder consultation. Consultation was undertaken with council staff, key user groups and community members. This process involved five workshops undertaken over two days at the Macedon Ranges Shire Council (MRSC) and through a survey prepared by the project team and distributed by MRSC. A summary is provided below. Further articulation is provided in Appendix B - Background and Opportunities Report. It should be noted that ongoing informal engagement with stakeholders could not be conducted in 2020 due to the COVID-19 Pandemic.

### ACTIVITIES

The purpose of consultation with community and user groups was to understand how the site currently functions, what activities occur, who uses the site and key issues and opportunities for the centre.

Consultation with Council was imperative to understand the more technical components of site redevelopment, strategic objectives and key site issues and opportunities.

Consultation activities included:

**Council workshops.** Attended by over 20 staff from various Council departments, including Community Services, Strategic Planning, Economic Development and Tourism (including Visitor Information Centre staff), Operations, Community and Culture (including library staff) and Engineering and Projects.

**Community/User Group workshops.** Attended by over 20 community members. This included key user groups such as staff from the Woodend Library, Macedon Ranges Sustainability Group, Woodend Traders Association and Woodend and Hanging Rock Petanque Group.

**Survey.** A short survey was developed by Urban Enterprise and distributed by Council.

Written and verbal feedback was also received from a number of user groups who were unable to attend workshops.

### SUMMARY OF CONSULTATION OUTCOMES

Through the consultation process, a number of consistent themes and priorities for redevelopment of the Community Centre site were conveyed. Key priorities and considerations from the workshops include:

- Redevelopment of the site into a contemporary space with modern facilities and spaces;
- Maximise the already well-utilised library and develop into a contemporary library with a range of spaces for all age groups, including play spaces for children, teenage 'hang-outs', quiet study spaces for students;
- Community desire for an inclusive civic precinct and village green for community and visitors alike to meet and gather, socialise, conduct business, learn and play through provision of a range of suitable spaces;
- Improved connectivity of the site within the broader precinct, including improved access across High St and better linkages to the surrounding community assets such as the Children's Park and Neighbourhood House;
- Need for improved efficiencies of the site to reduce operating and staffing costs, as well as developing an active, consistently utilised hub; Desire to showcase Woodend's unique focus and strength on environmental sustainability throughout the redeveloped site;
- Capitalise on Woodend's location as gateway to the region through a strong visitor servicing component at the site, including a space to showcase local produce and tourism offering before visitors disperse throughout the region; and
- Development of a high-quality architecturally designed site that will attract visitor stopover and create a destination for visitors.

Please see attached Appendix A for a detailed summary of workshop outcomes.

### SURVEY OF CURRENT SITE UTILISATION

Responses from 372 survey participants in Summary of responses from Community Consultation Survey 2020 Data.



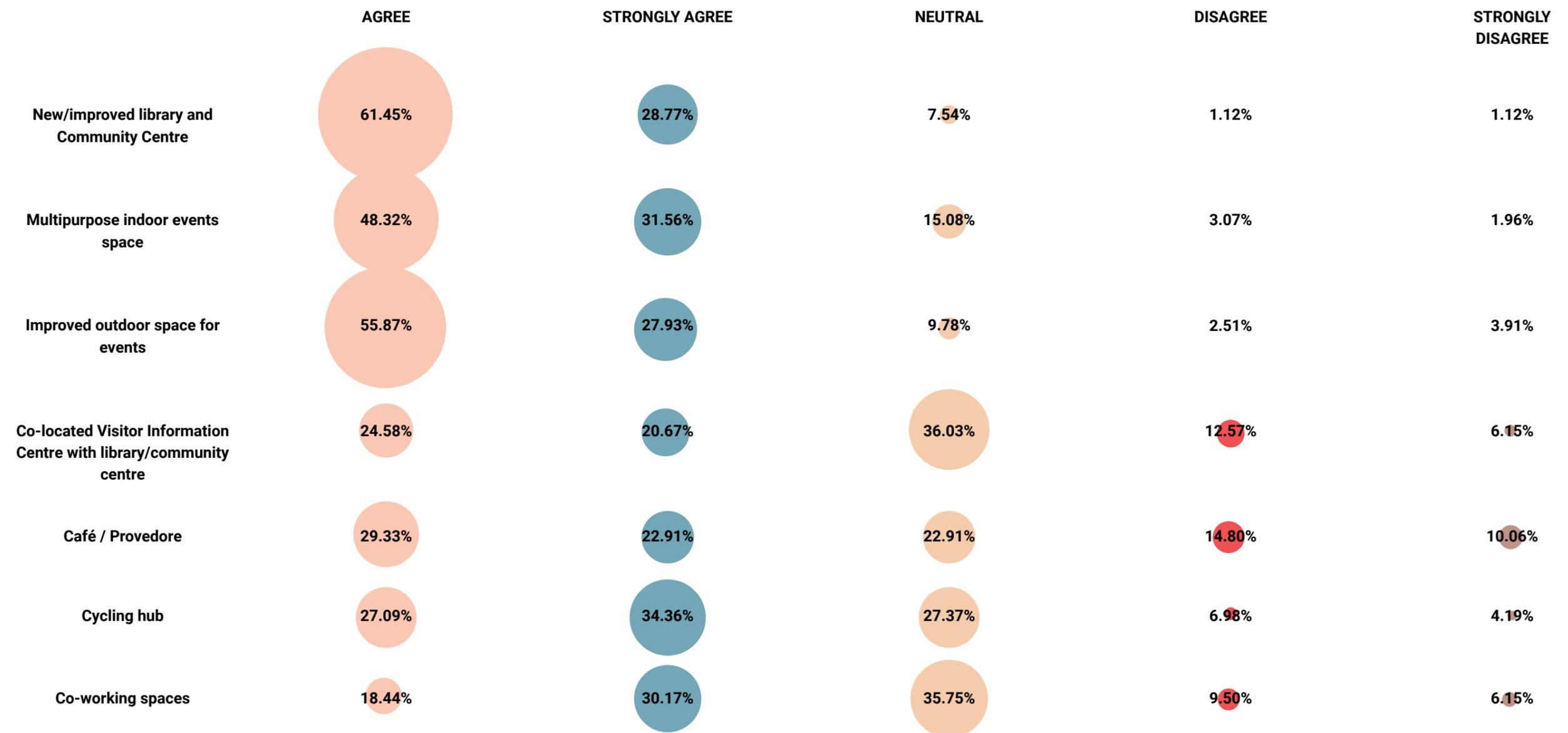
## COMMUNITY SUPPORT FOR PROPOSED SITE USE

Summary of responses from Community Consultation Survey 2020 Data

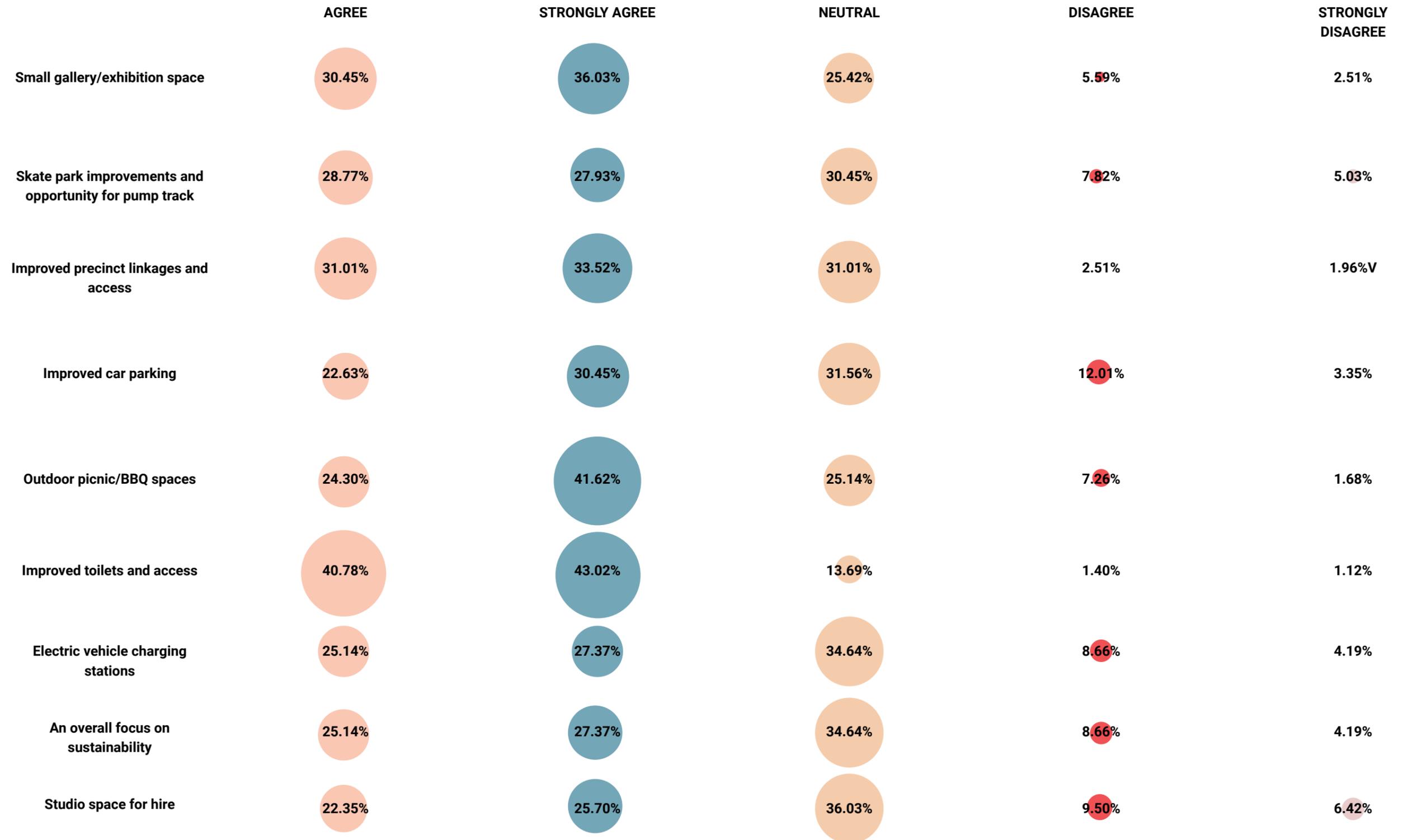
Q5: The community have already identified a number of ideas and Opportunities below.

Please rate whether you strongly agree, agree, neither agree nor disagree, disagree or strongly agree with each of these ideas.

We have provided a summary below highlighting agreement with proposed ideas.

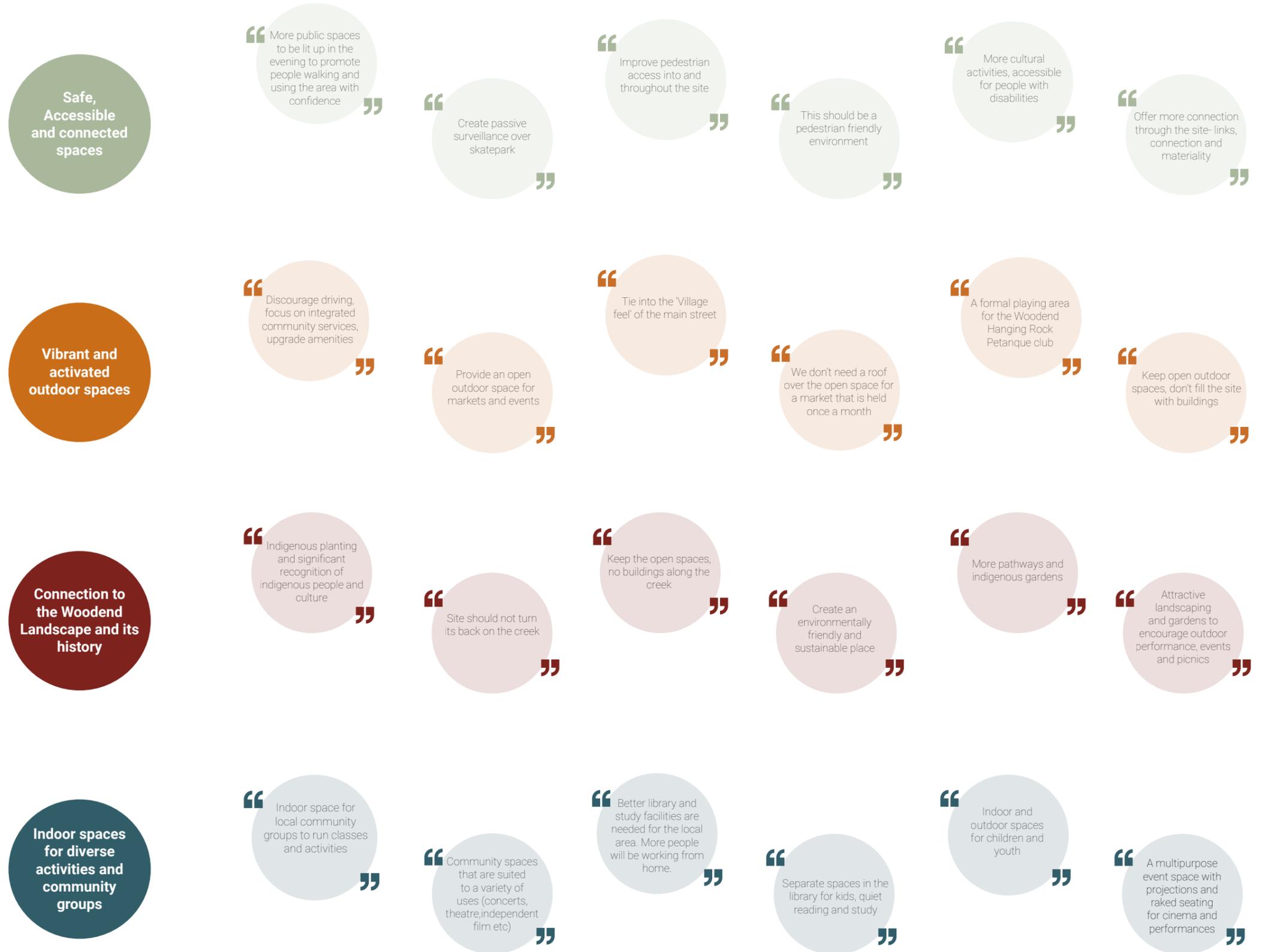


### COMMUNITY SUPPORT FOR PROPOSED SITE USE



## COMMUNITY COMMENT

Summary of community comments from the 2020 survey



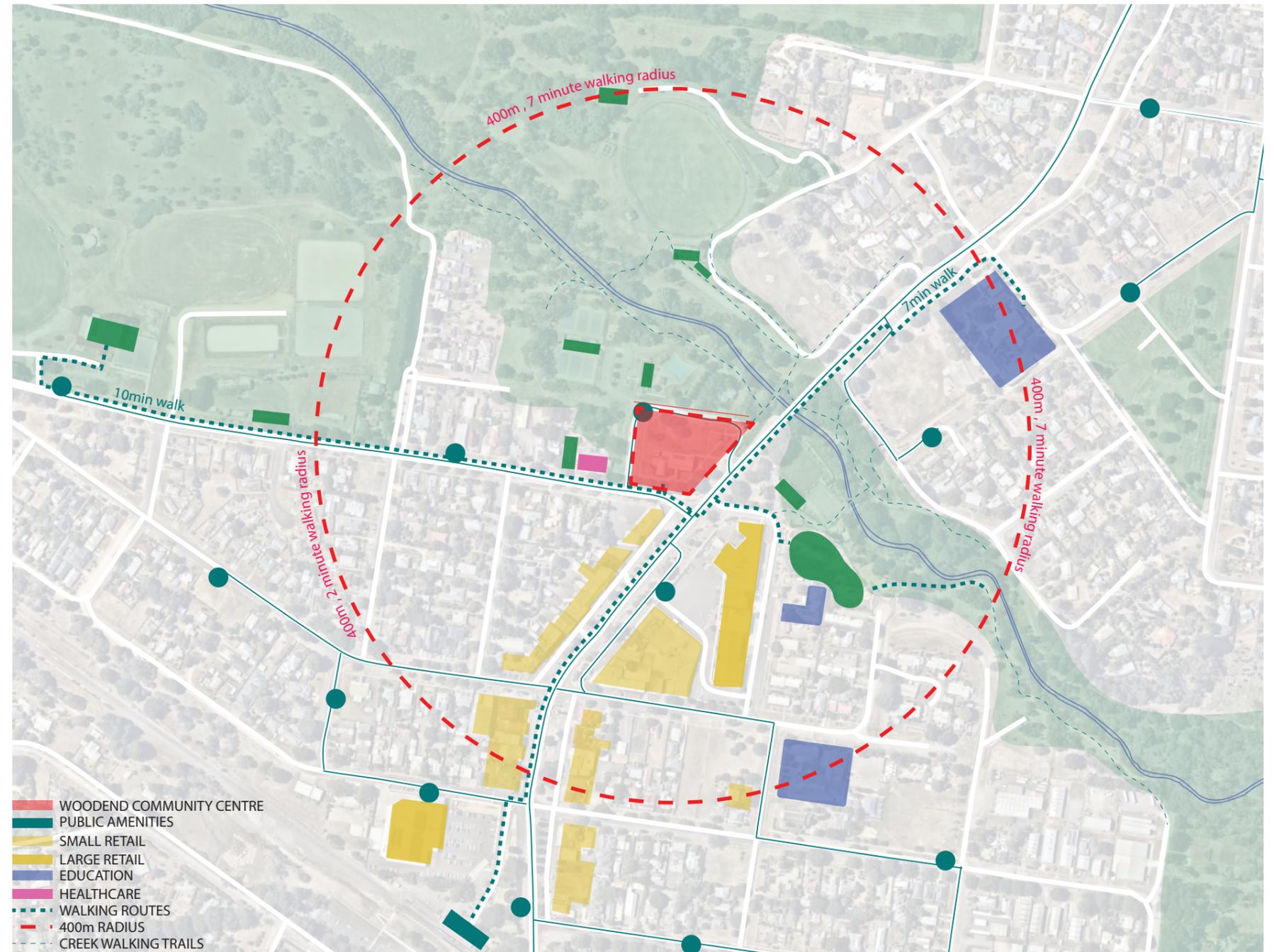
## OVERVIEW

The analytical framework for producing the Woodend Community Centre Master plan builds on the body of community consultation data, strategic documents and previous proposals for the area . This analytical data cumulates in a series of findings and recommendations embedded within a clear Master plan vision for the future of Woodend Community Centre.

### STRATEGIC MASTER PLANNING CONTEXT- 20 MINUTE NEIGHBORHOODS

This site analysis is based on the Victorian State Government's 20-minute Neighbourhoods report. The strategy is guided by the principle of 20-minute neighbourhoods - liveable places where people can access most of their daily needs locally - without needing a car. This 20-minute journey represents an 800 metre walk from home to a destination, and back again.

The adjacent image shows a circle with a 400 metre radius around the Woodend Community Centre site. Significant community, recreation and parkland destinations, as well as shopping activity on High Street are within this 20-minute walkable zone. The Woodend Community Centre site is well situated in an active, mixed-use neighbourhood. The critical shortcoming for walkability within the zone remains; crossing High Street.



## EXISTING BUILDING USE

A summary of existing facility usage is provided below. Further articulation is provided in Appendix B - Background and Opportunities Report

Demand from the Woodend Community for programs and services is strong. The Woodend Library is the most utilised library in the Macedon Ranges Shire in terms of visits and visits per capita, despite the outdated and inadequate facilities. This highlights the importance of the Library to the community and the need to develop a facility that is in line with contemporary library facilities.

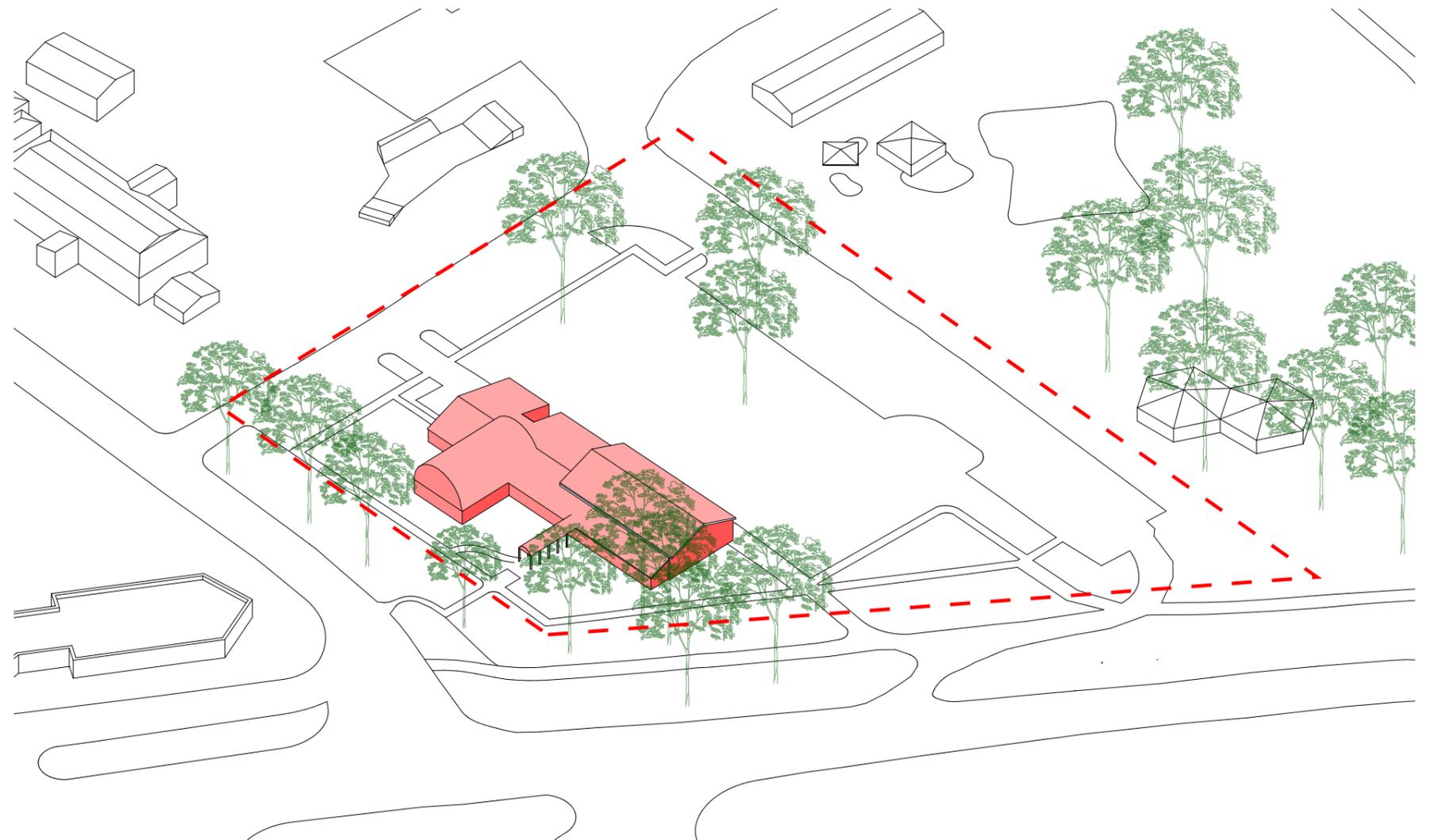
An analysis of future library floorspace requirements shows that the current library will be undersized by over 200sqm by 2031. Further, consultation with library staff and management suggest the current facilities are inadequate to cater to different user and community needs.

It can be expected that a redeveloped Woodend Library will have significantly increased appeal to the community and result in increased library patronage and activity.

The meeting rooms and recital hall/theatre space at the Community Centre are generally poorly utilised, due to the facilities not being fit for purpose and a lack of flexibility of the spaces to suit a range of meeting and event types. Anecdotal evidence from user groups highlights many prefer to use other local facilities such as the Woodend Neighbourhood House as the facilities better meet their needs, and that upgraded fit-outs in the Community Centre would motivate them to use these spaces.

Both Council's Customer Service desk and the Visitor Information Centre have experienced a decline in visitation and usage in recent years. These declines are reflective of broader trends through the increased availability of information and services online.

There is significant opportunity for the Master plan to consider an integrated approach to visitor servicing, customer service and library services to allow greater flexibility in operations, improve operational efficiencies, reduce facility ambiguity for visitors and increase activation of the Community Centre through a higher volume of users in a centralised location.



### SITE CONSTRAINTS

-  POOR INTERFACE
-  CYCLING CONNECTIONS
-  BARRIERS
-  SENSITIVE INTERFACE
-  LIMITED PEDESTRIAN ACCESS
-  SIGNIFICANT LANDSCAPE
-  DESTINATIONS DISPENSED
-  SITE LINES
-  VEHICLE ACCESS



## HUMAN ACTIVITY

### TYPICAL ACTIVITY. WEEKLY (JUNE)

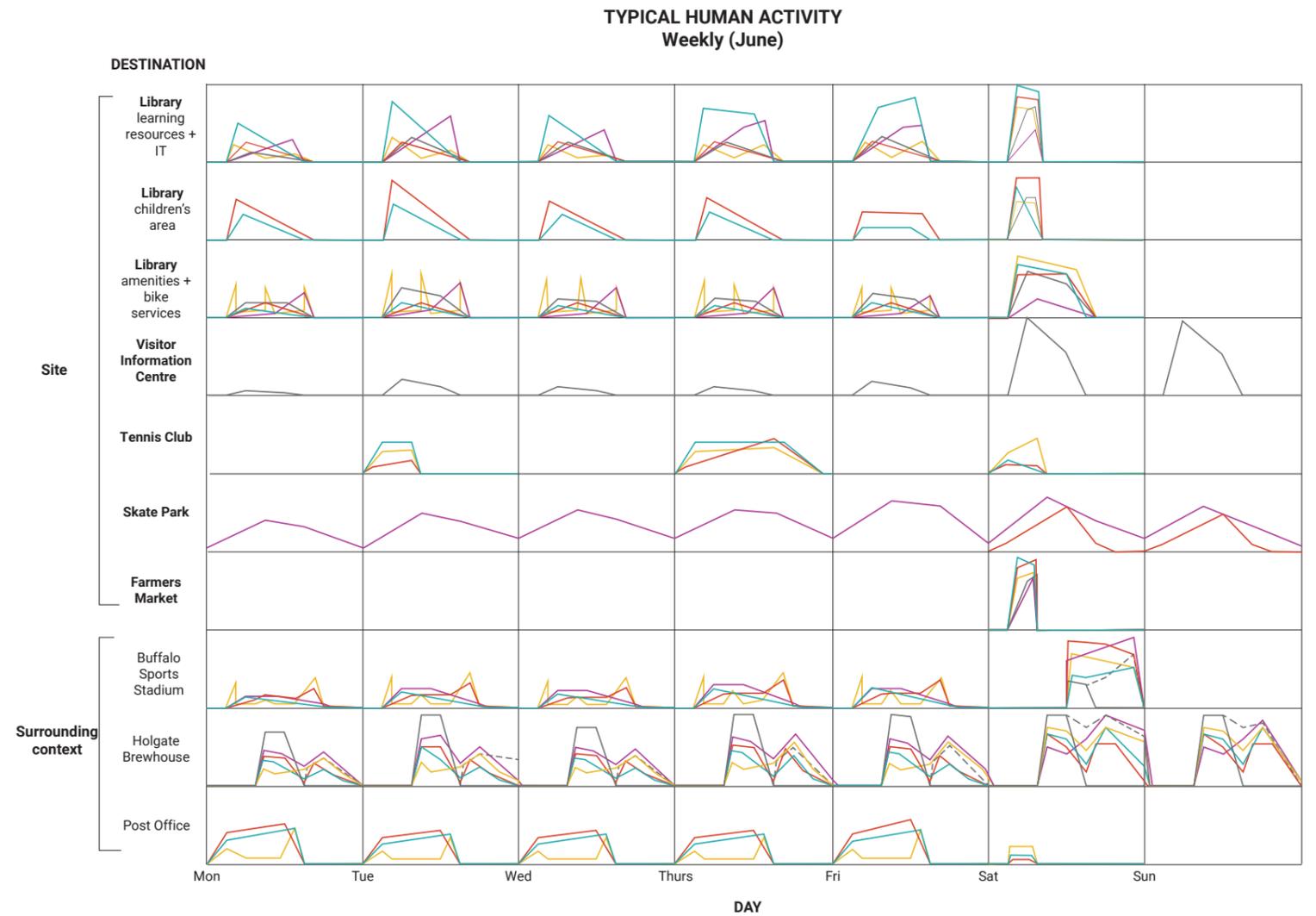
The key aspirations for the redeveloped community centre are to create:

- a 'living room' for the community
- a space where everyone belongs
- a vibrant, diverse centre - the heart of Woodend

To deliver on these aspirations it is critical to understand the small, everyday activities and desires of the community, together with the programmed activities and broader regulatory contexts.

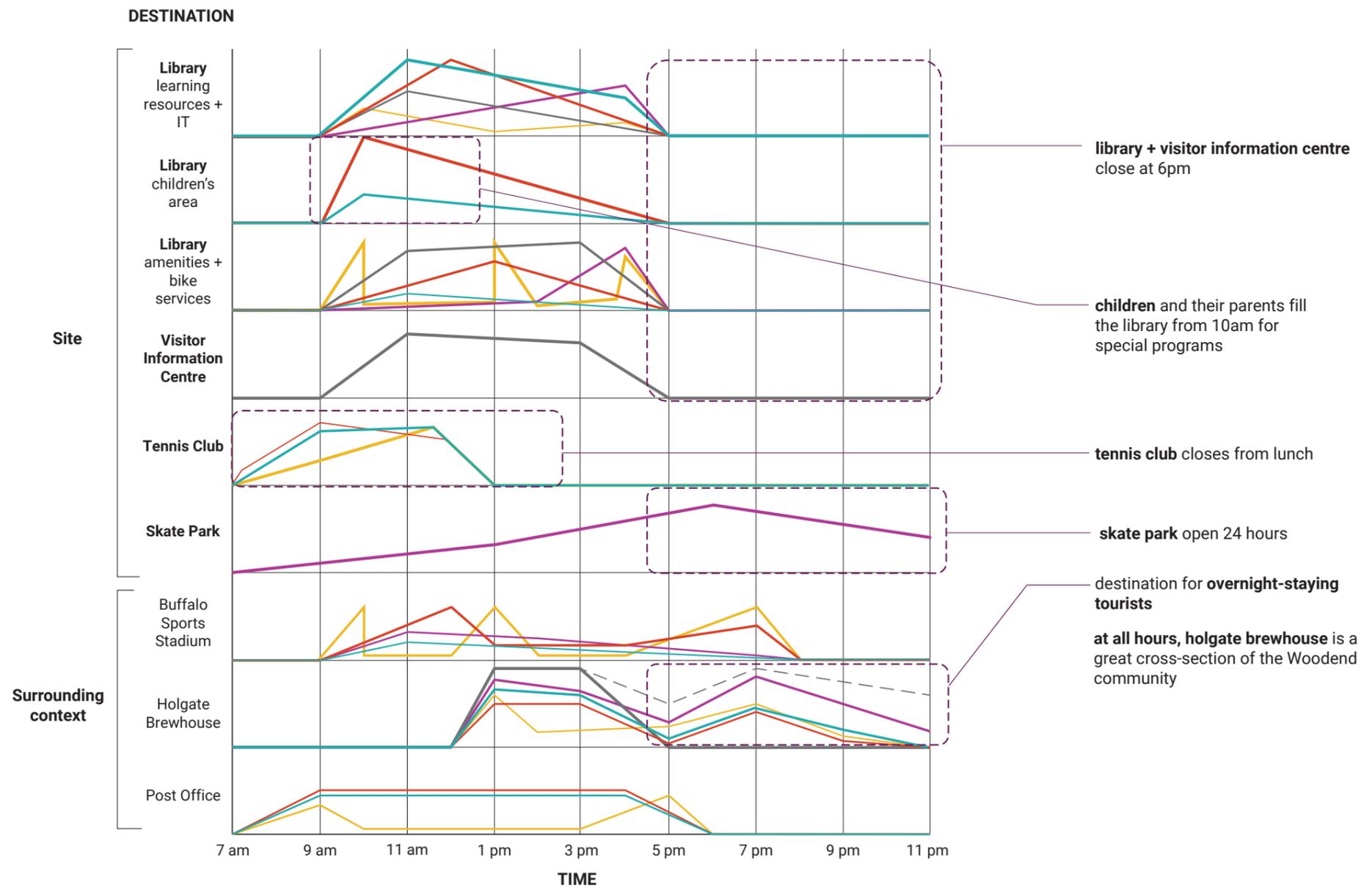
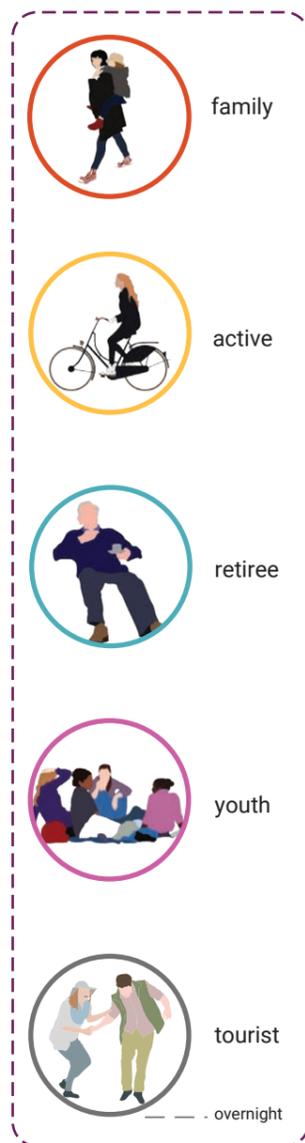
The analysis presented over the following pages shows when Woodend residents and visitors are currently most active on and around the subject site.

The purpose of these diagrams is to identify peak periods and, critically, periods when the site is underutilised and inactive. Risks associated with inactivity include a perception of an unsafe environment and generally being uninviting.



# HUMAN ACTIVITY

## TYPICAL TUESDAY- DECEMBER SCHOOL HOLIDAYS



\* - Tourist activity based off day-trip and overnight-stay domestic tourism activity.  
 - Visitation data retrieved from Macedon Ranges Visitor Economy Strategy 2019-2029 by Urban Enterprise  
 - Local community data retrieved from Woodend Community Survey 2016 (Appendix A)

## CONSULTATION AND ENGAGEMENT ANALYSIS

### DRAFT MASTER PLAN FEBRUARY 2021

#### INTRODUCTION

The following provides a summary of consultation activities undertaken during Community and Stakeholder Consultation and Engagement Round 2. These sessions were conducted to gain feedback on the Draft Master plan, available for public comment

#### ACTIVITIES

A Summary document of the Woodend Community Centre Draft Master plan was made available at Council Customer Service centres. Alongside this document an online and print 'Have your say' Survey was available for public comment.

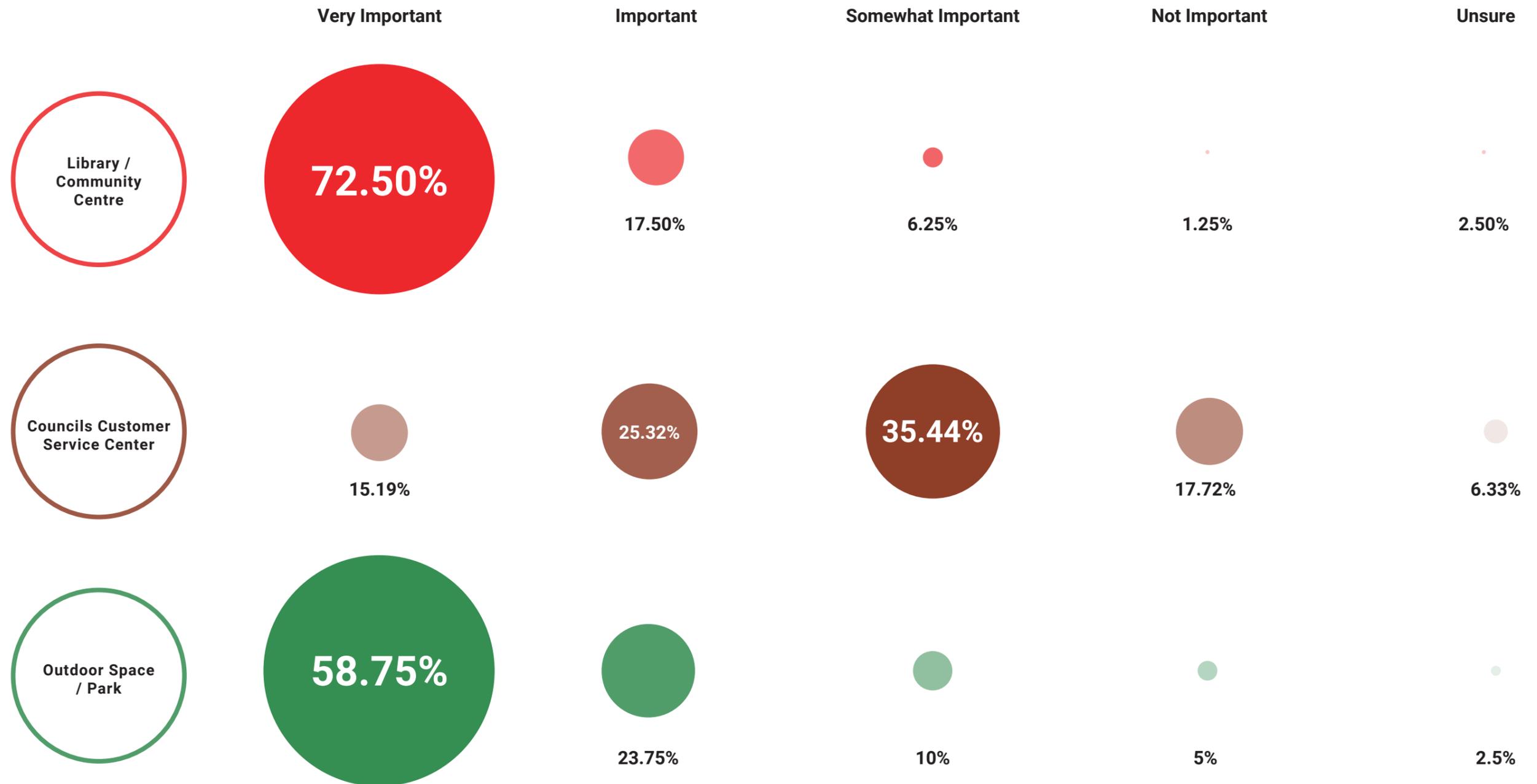
The following sessions were conducted to receive feedback and allow for public comment on the Draft Master plan:

Dedicated community group/site user session- Monday 22 February 2021 at the Woodend Community Centre  
 Drop in session - Monday 22 February 2021 at the Woodend Community Centre  
 Drop in session - Wednesday 24 February 2021 at the Woodend Community Centre  
 Drop in session - Saturday 6 March 2021 8am-1pm at the Woodend Farmers Market

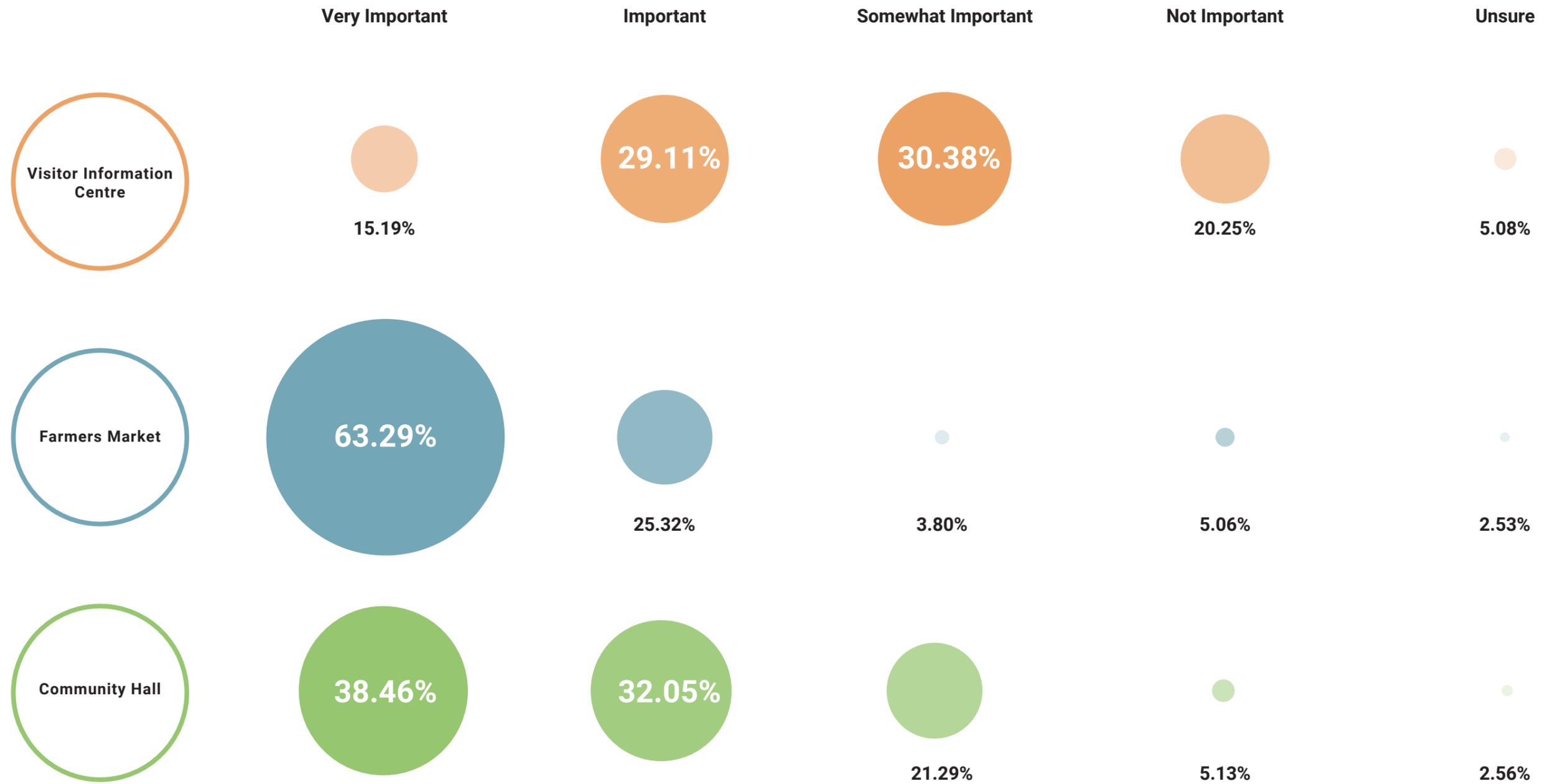
#### SUMMARY OF CONSULTATION OUTCOMES

- Bus Parking relocated to western edge off Margery Cr
- New Forest Road Pedestrian crossing relocated to meet existing landing and island. Main pedestrian entry larger and moved further west
- Requested reduction in Restroom Facilities
- Cafe and Library to be linked with enclosed foyer
- Walls around site to be removed from Master plan
- New pedestrian crossing and improved path access
- Cafe and kitchen area to be smaller and incorporated with foyer area
- Bike Hub relocated to south eastern edge
- Expand covered spaces to accommodate market use and other outdoor activities during periods of incimate weather
- Avenue of Honor to be upgraded with formal path
- Farmers market storage not required
- New entry + pedestrian crossing to skate park
- Increase passive surveillance over skatepark
- Larger native garden to be replaced with permeable paved area
- Proposed petanque pitches relocated to northern pocket near existing Visitor Information Centre (VIC)
- Propose future entry to pool area
- Informal car parking on site converted to permanent parking bays including provision or electric vehicle charging stations.
- Foyer enclosed to create multipurpose community space
- Re-configured access externally and internally to all facilities
- Additional waste collection points to library and performance space

### 'HAVE YOUR SAY' SURVEY DATA ANALYSIS

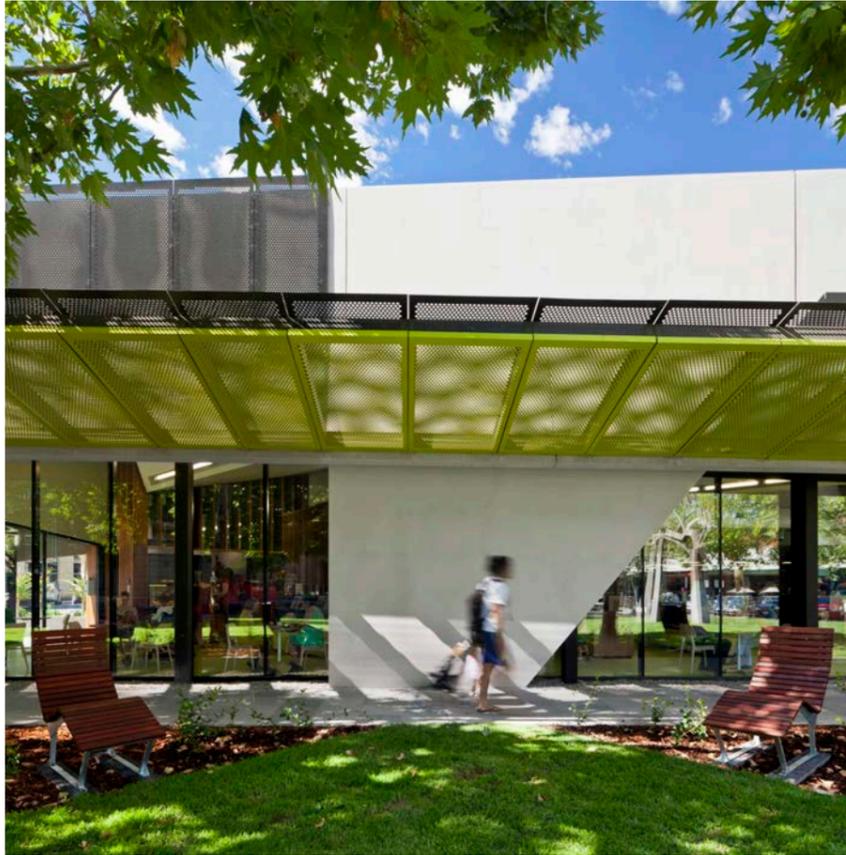


### 'HAVE YOUR SAY' SURVEY DATA ANALYSIS



## CASE STUDIES

### VICTORIA



#### Bendigo Library - MGS Architects

The Bendigo Library offers state of the art library and community services including spaces to meet and for quiet reflection, a café, a volunteer resource centre, a children’s library and “cubby house”, gallery spaces, upgraded research facilities and extended internet access for the community.

An internal street connecting the two new entrances engages the community with both the interior activities of the library and the adjacent gardens and Town Hall beyond.

### AUSTRALIA



#### Maitland Riverlink - CHROFI

The architecture is intended to act as a civic set piece in a street full of great buildings. It also registers as a landmark when viewed from the levee bank, from neighbouring Lorn and the Belmore Bridge.

The gateway frames a public space that invites occupation, a place to sit, shade in summer, a mobile library, access to high quality public amenities and a restaurant and can all be transformed into an outdoor cinema or theatre for the community.

### INTERNATIONAL



#### Community Centre + Children’s Nursery - MUMA Architects

Porthole windows with brightly coloured frames and waterfall gutters are among the playful touches MUMA Architects has included in this community centre in Cambridge, England.

The architects arranged the community centre and nursery school around a landscaped courtyard.

The community centre, with its high-ceilinged hall and capacity for 180 people, forms the connecting fourth wall and flanks the entrance terrace to the west.

## CASE STUDIES

### VICTORIA



#### Montsalvat, Eltham

Montsalvat is Australia's oldest continuously active artists' community; a place where art in all its forms is made and taught, and art's transformative power is celebrated in exhibitions, festivals, concerts, workshops and artists' residencies.

### AUSTRALIA



#### Weave Youth and Community Services - Collins and Turner

This small project was formerly a toilet block, and was transformed by the architects into a community counselling centre and a hub for local youth. The wrapped skin is a graffiti-proof cladding, a sunshade a green wall, habitat, a pergola and a placemaker all at once. The skate park and square is a popular public space for young people in the community.

### INTERNATIONAL



#### Deventer City Hall, The Netherlands - Neuteings Riedijk Architects

The City Hall's design seamlessly blends in with Deventer's typical urban tradition of gardens and squares that are interconnected via alleys, lanes, pathways and gates. The building is organized around two new public squares: an open court surrounding the former mayor's residence and a covered inner square; the building's central hall where citizens, visitors and employees can meet one another.

## REDEVELOPMENT OPPORTUNITIES

### INTRODUCTION

This section provides an overview of the key considerations for the development of the Master plan, based on background research, consultation and relevant case studies.

This includes broader strategic considerations and objectives for the redevelopment of the site, as well as more detailed recommendations in regard to key uses and activities. The following summary was conducted by UE. Further articulation is provided in Appendix B - Background and Opportunities Report.

### STRATEGIC CONSIDERATIONS

- Provide for an inclusive and activated civic space
- Co-location of facilities
- Leverage the 'gateway' and central location of the site
- Capitalise on tourism strengths and opportunities
- Cycling
- Events
- Local produce and wine
- Arts and Creative Industries
- Aligning to local community needs
- Supporting local business
- Improved connectivity and access
- A focus on sustainability

### KEY ELEMENTS

The following provides a summary of the opportunities for the redevelopment of the community centre site based on the outcomes of consultation, research and strategic redevelopment considerations. These opportunities document key uses only, Development opportunities are grouped into the following categories:

Library, Community and Visitor Information Hub

Indoor performance and event space, including multi-purpose foyer and gallery space

Café and Produce Store

Village Green and Multi-Purpose Outdoor Events Space

### ESTIMATED SIZE / CAPACITY

#### Recommended Key Master plan Uses:

Library, Community and Visitor Information Hub

**Approx. 600-700sqm**

- Shared service area which includes library, Council customer service and visitor information.
- Learning resources (books, digital)
- IT area and access to WiFi
- Bookable meeting/consulting rooms
- Quiet Study Spaces
- Children's Story Time Area
- Shared desk space for working and meetings
- Possible integration of Toy Library.
- Workshop/studio space for hire and for programs
- Staff areas
- Storage, sorting and after hours returns
- Toilets and change areas
- Bike locking facilities, bike maintenance station and lockers for hire catering to cycling visitors

Indoor Performance and Events Space  
+ Multi- Purpose Foyer and Gallery Space

**Approx. 100-150 seat theatre seating capacity  
+ foyer for 100 - 150 ppl**

- Event and performance space with retractable seating – includes control room and back of house
- Connection to breakout space/foyer/gallery space.
- Catering kitchen for events (ie. an area for external caterers to bring in and dispense catering, as opposed to a commercial kitchen)

Café and Produce Store

**Approx. 80- 100sqm including seating**

- Café and produce store with indoor and outdoor dining options

Village Green and Multi- Purpose Outdoor Events Space

**1800sqm**

- Village green and events space
- Potential for part covered structure (this space could be used as a set up space for staging, some market stalls etc.)
- All weather surface and green spaces

The key elements and estimated size/capacity for each opportunity are intended to provide an indicative guide only. This is to ensure that there is flexibility to allow for site constraints and specific design/activity opportunities that may present themselves through the master planning, consultation and design process.

## REDEVELOPMENT OPPORTUNITIES

### LANDSCAPE

#### *What is the problem?*

High Street pedestrian activity does not flow to the Woodend Community Centre.

No linkage to the creek or desire lines to wider precinct.

**Outside of market days, the community does not consistently use outdoor spaces on site, as there is limited shade, no kids play areas and no programming for other uses**

#### *Why is this important? How can we solve it?*

User groups have diverse needs. Spaces to engage with learning and activity outdoors rather than just inside would diversify community use. Outdoor spaces should be flexible in their use, and encourage engagement with local flora and fauna. Increased protection from inclement weather means the site can be used year-round.

More market stalls on a better-connected and serviced site provides market operators and visitors increased options and enjoyment on market days, and potentially outside of the regular farmers' market model.

Transforming the site from open space to a destination for performances, live gigs, and arts and culture showcases would generate activity and revenue for the Woodend community.

Extending hours of operation on the site will ensure a greater sense of community and safety at all hours.

Extending the existing recreation activity north of the site would create a larger recreation zone and a hub of activity.

**Woodend Community Centre has the potential to represent the unique combination of country and city qualities of Woodend**

### ACCESS

#### *What is the problem?*

There are no loading bays or parking for larger vehicles.

There is no clear pedestrian entrance on the prominent High Street corner of the site.

Limited equal access for visitors with limited mobility.

#### *Why is this important? How can we solve it?*

The Master plan is designed to ensure that everyone in our community is able to enjoy the benefits of living or working within the space. Covered equal access, accessible toilets and generous circulation throughout the site meet the needs of people with reduced mobility.

Suitable loading and access is required to support a performance space and would support other activities such as the Farmers Market.

A prominent main entry from High Street would serve as a clear and welcoming entrance to a precinct for community, culture, arts and retail.

Major pedestrian entries and openings on either side of the site would create a much-needed pathway that is accessible, safe and well-connected. This would encourage more efficient movement, increased community use and create a meeting place for Woodend.

## REDEVELOPMENT OPPORTUNITIES

### CIVIC CHARACTER AND CEREMONY

#### *What is the problem?*

Currently, there are no formal entrances to the site

There are no pathways and spaces for pedestrians to use on the site

There is no interaction with the street

#### *Why is this important? How can we solve it?*

Powerful and thoughtful civic gestures allow the site to become a destination and create opportunities for civic activity and ceremony such as graduations, weddings, ceremonies and the like

Designated pedestrian pathways could allow the space to be used for more formal ceremonies and create a sense of arrival to the community centre.

Multiple ways to enter the site encourage diverse experiences and opportunities for access

### ENVIRONMENTALLY SUSTAINABLE DESIGN

#### *What is the problem?*

Currently, the library does not fully utilise northerly sun or respond to climatic conditions through passive design principles.

There is no engagement with natural light and natural resources.

Current materials on site are not environmentally sensitive, nor adequately represent materials found naturally in the region

#### *Why is this important? How can we solve it?*

Access to natural light and views of plants and natural landscape has positive effects on physical and mental health for those who visit and work in this precinct

Improved service reticulation could help maintain overall condition of the landscape and reduce labor and costs associated with maintenance over the longer term

Establish clear and robust ESD (Environmentally Sustainable Design) Principles for the construction and management of Woodend Community Centre.

**Finding a second life for construction waste (when safe to do so) could contribute to Woodend's existing recycling program, as well as reducing materials which would otherwise end up in landfill**

## REDEVELOPMENT OPPORTUNITIES

### FUTURE - PROOFING

#### **A robust Master plan considers the past, present and potential future uses of the site**

##### ***What is the problem?***

There is no current plan for future adaptable use

Woodend has grown since the buildings were originally built and completed in the 1980s.

##### ***Why is this important? How can we solve it?***

With increasing diversity in the population, and higher visitation of tourists frequenting the area as well as going to Daylesford and onward to Castlemaine and Bendigo, the opportunity presents itself to update these buildings and services to meet the next 50 years.

The design of the Woodend Community Centre should enable diverse and evolving uses. Adaptable buildings and outdoor spaces would help achieve this.

### MODES OF OPERATION

##### ***What is the problem?***

The site is currently only active from 9:30 am - 6 pm (community centre hours)

The community centre closes at 6 pm; restricting the ability for community groups to use it when they need to outside of daylight hours

There is currently no plan for flexible modes of operation

##### ***Why is this important? How can we solve it?***

**Having pathways and areas lit into the evening would promote a more community-friendly and safe environment.**

Buildings should operate flexibly and for longer hours; increasing visitation and use by Woodend's community groups

## VISION STATEMENT

A revitalised Woodend Community Centre has the potential to contribute to strengthening the Macedon Shire Region as a leading community and cultural showcase.

Our Master plan for the Woodend Community Centre contributes to a great precinct for locals and visitors. This precinct aims to be integrated with the rest of the town, and to contribute significantly to Woodend's tourism activity.

This Community Centre should serve the community, attract visitors, nurture the economy and function as one of the Macedon Ranges' most innovative, well-designed, multipurpose public spaces. Through the design of a Village green the site encourages outdoor learning and diverse activity year-round. More market stalls provide market operators and visitors increased options and enjoyment. Flexible modes of operation, including activity across after 6pm, ensure a greater sense of community and safety at all hours.

The Master plan builds on the success of the site's current activities like the library and farmers' markets by creating purpose-built spaces for these activities. The Master plan also weaves together additional spaces and activities that have been requested by the community (such as flexible co-working spaces and an indoor performance space) and that will help to increase visitation and use of the Community Centre.

Our vision is for the site to become a gateway from High Street and a meeting spot for Woodend - a precinct for community, culture arts and retail. Woodend Community Centre has the potential to represent the unique combination of country and city qualities of Woodend.

## PRINCIPLES FOR CREATING AN ACTIVATED, SUSTAINABLE AND WELCOMING COMMUNITY CENTRE

- 1.** Bring buildings and activity to the edge of the site so people can see what is going on at the Community Centre.
- 2.** Make sure buildings don't overshadow outdoor spaces. Design buildings full of light and with views towards the landscape.
- 3.** Enhance connection to, across and beyond the site so that there are lots of ways to come and go easily and safely.
- 4.** Gently divide the site into three zones to make it possible for multiple, different events/ activities to happen at the same time.
- 5.** Create welcoming and uplifting entry gateways from the town or creek into the Community Centre.

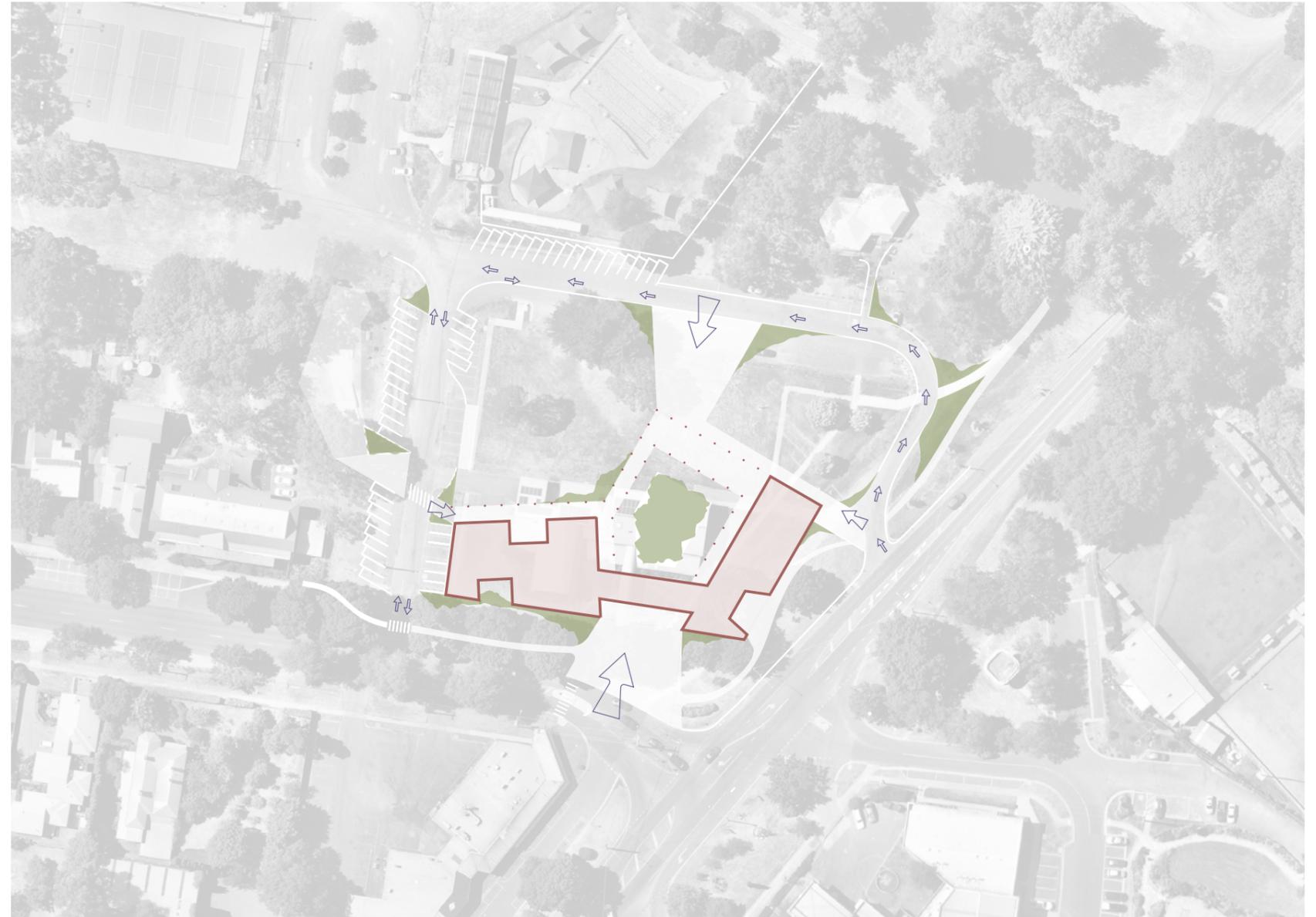
## REGIONAL POSITION

### LOCALITY WITHIN THE TOWN AND WIDER PRECINCT

This drawing superimposes the Master plan on an aerial image of the site.

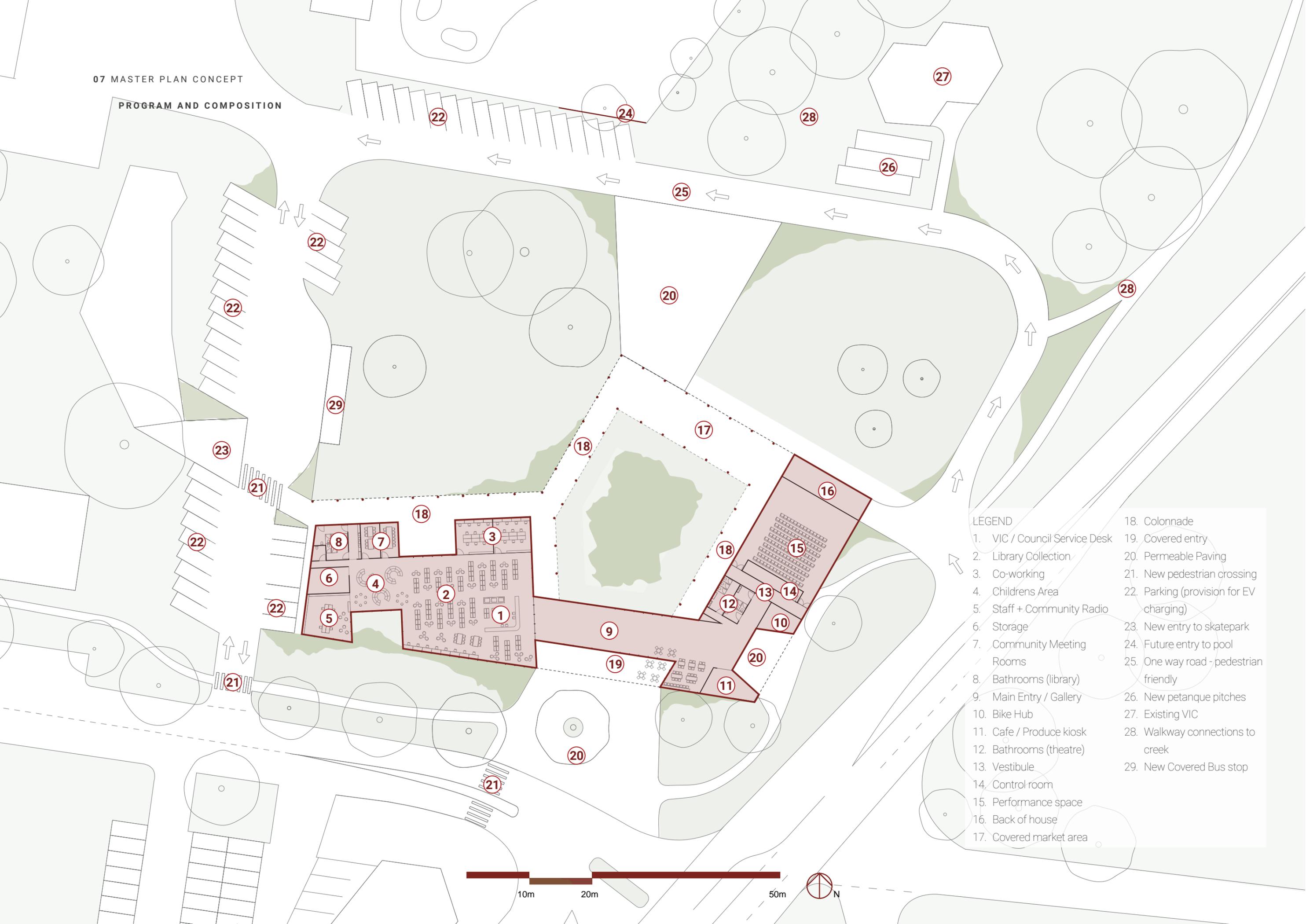
The Main pedestrian entry is from High Street with the buildings located at the southern edge of the site to be highly visible, accessible, and to prevent overshadowing of outdoor spaces.

Paths around the site formalise the 'Avenue of Honour', promote safe, equal access throughout and retain existing mature trees. The sunny, north facing outdoor spaces create connections towards Five Mile Creek and wider precinct.



07 MASTER PLAN CONCEPT

PROGRAM AND COMPOSITION



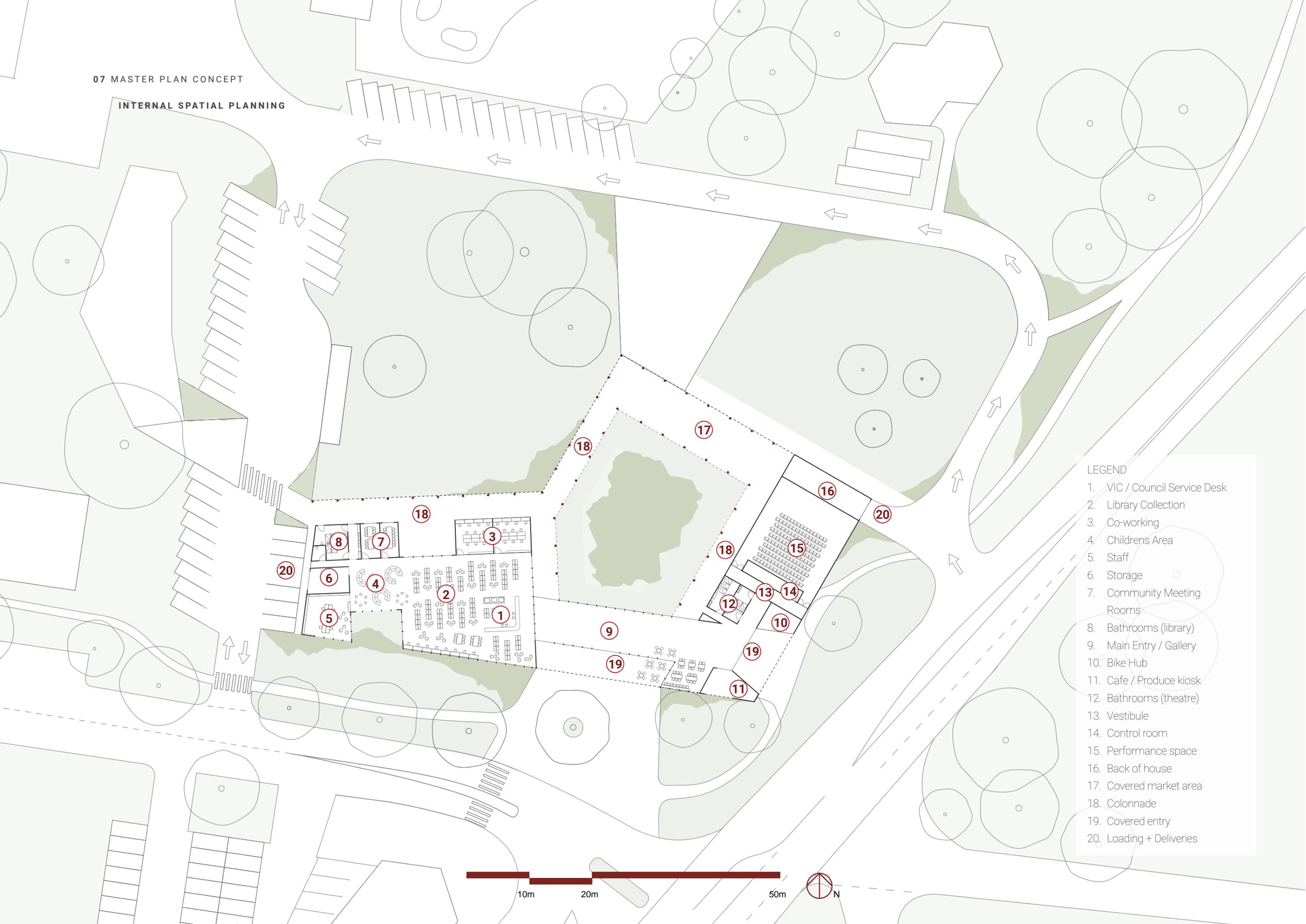
LEGEND

- |                               |   |
|-------------------------------|---|
| 1. VIC / Council Service Desk | 18. Colonnade                           |
| 2. Library Collection         | 19. Covered entry                       |
| 3. Co-working                 | 20. Permeable Paving                    |
| 4. Childrens Area             | 21. New pedestrian crossing             |
| 5. Staff + Community Radio    | 22. Parking (provision for EV charging) |
| 6. Storage                    | 23. New entry to skatepark              |
| 7. Community Meeting Rooms    | 24. Future entry to pool                |
| 8. Bathrooms (library)        | 25. One way road - pedestrian friendly  |
| 9. Main Entry / Gallery       | 26. New petanque pitches                |
| 10. Bike Hub                  | 27. Existing VIC                        |
| 11. Cafe / Produce kiosk      | 28. Walkway connections to creek        |
| 12. Bathrooms (theatre)       | 29. New Covered Bus stop                |
| 13. Vestibule                 |   |
| 14. Control room              |   |
| 15. Performance space         |   |
| 16. Back of house             |   |
| 17. Covered market area       |   |



07 MASTER PLAN CONCEPT

INTERNAL SPATIAL PLANNING



- LEGEND
- 1. VIC / Council Service Desk
  - 2. Library Collection
  - 3. Co-working
  - 4. Childrens Area
  - 5. Staff
  - 6. Storage
  - 7. Community Meeting Rooms
  - 8. Bathrooms (library)
  - 9. Main Entry / Gallery
  - 10. Bike Hub
  - 11. Cafe / Produce kiosk
  - 12. Bathrooms (theatre)
  - 13. Vestibule
  - 14. Control room
  - 15. Performance space
  - 16. Back of house
  - 17. Covered market area
  - 18. Colonnade
  - 19. Covered entry
  - 20. Loading + Deliveries



EXTERNAL SPACE PLANNING  
SHOWING FARMERS MARKET OPERATION SCENARIO



LEGEND FARMERS MARKET

- 1. Open outdoor area 1850sqm
- 2. Permeable Paving 500sqm
- 3. Open outdoor area 1500sqm
- 4. Covered outdoor shelter 255sqm  
(available for traders)
- 5. Village Green 640sqm



## LANDSCAPE AND OPEN SPACE

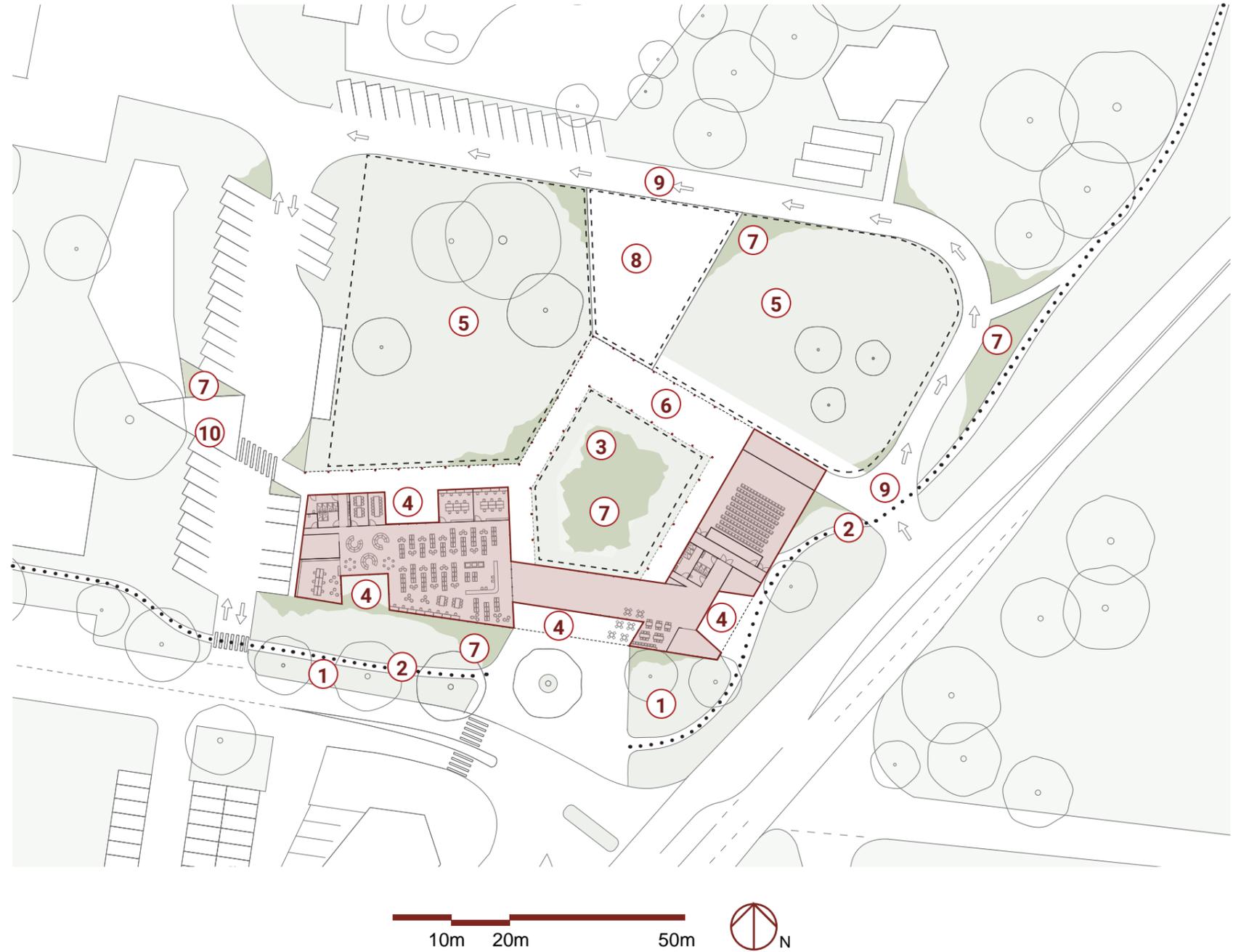
The Master plan provides landscapes with a range of characteristics and functions:

1. Existing street trees maintained
2. Formalised paths along 'Avenue of Honor'
3. Village Green inside colonnade for social/ceremonial amenity
4. Outdoor rooms for informal social activity
5. North facing outdoor areas for open-air activity
6. Covered Market area for flexible outdoor activities
7. Native Gardens and Landscaping
8. Recreation zone - expanded market area
9. One-way, Pedestrian friendly- Loading and deliveries only
10. Improved linkages to skate park

**The Village Green** provides spaces to engage with learning and activity outdoors rather than just inside. Outdoor spaces should be flexible in their use, and encourage engagement with local flora and fauna

Covered and paved markets areas on a better-connected and serviced site provides market operators and visitors increased options and enjoyment

**Extended hours of operation** on the site ensures a greater sense of community and safety at all hours. Passive surveillance and 24 hour pedestrian safety lighting + other Crime Prevention Through Environmental Design (CPTED) interventions will ensure safety throughout the site. Extending the existing recreation activity north of the site creates a larger recreation zone and a hub of activity.



## ARRIVAL AND ACCESS

The master plan is designed to ensure that everyone in our community is able to enjoy the benefits of living or working within the space.

More vehicular parking encourages visitation and tourist activity, as well as easier and safer access to the site

A gateway from High Street will serve as a clear and welcoming entrance to a precinct for community, culture, arts and retail

Efficiency of servicing and loading has been improved- a much needed service for outdoor events and critical for supporting a vibrant performance space and contemporary library

Major pedestrian entries and openings on either side of the site create a much-needed pathway that is accessible, safe and well-connected.

Covered equal access, accessible toilets and generous circulation throughout the site meet the needs of people with reduced mobility.

1. Primary civic entry
2. Secondary civic entries
3. Covered outdoor circulation
4. Shuttle bus access
5. One way - loading and maintenance only
6. Loading and deliveries
7. New pedestrian crossing
8. Retained vehicle access
9. Retained parking
10. New Formal Parking



## ENVIRONMENTALLY SUSTAINABLE DESIGN

The objective for this precinct is to move forward in achieving best practice in environmentally sustainable design throughout planning, construction and building management.

The spaces have been planned with passive design principles to increase access to natural light, ventilation, thermal comfort and orientation to take advantage of the sites natural resources.

Maintaining and promoting the surrounding natural landscape has positive effects on physical and mental health for those who visit and work in this precinct .

### Indoor environment quality

- Provision of fresh air intake, cross ventilation and natural daylight
- Orientated for thermal comfort and efficient heating and cooling
- Courtyards are used to draw light into deep plans and provide connections to landscape
- Airlock entries to maintain thermal comfort
- Overhang to north facing windows
- Interfaces to minimise noise transfer between internal spaces

### Energy Performance

- To reduce energy peak demand through particular design measures (e.g. appropriate building orientation, shading, optimised glazing, space allocation for solar panel and external heating and cooling systems)
- The building has the capacity to generate most of its own power through the inclusion of solar power generation above enclosed areas and covered outdoor spaces.

### Water Management and Use

- Water-sensitive urban design (WSUD) in carparking and hardscape surfaces
- Space for inclusion of flexible water storage
- Promote collection and re-use of water during the buildings operation
- Gardens near building edge to promote water re-use
- Provision for water storage on site. Positioned near building edge and gardens to create a dialogue between the community centre, water management and growth of native vegetation.

### Transport

- Access to site promotes walking, cycling and public transport, in that order
- Provision for electric charging stations within new formalised parking areas

### Waste Management

- Promote the re-use of constitution waste in ground treatment and wall constitution
- Allowance for space which is flexible to future change in waste management needs, including (where possible) composting and green waste facilities

### Natural Landscape

- Significant trees have been maintained
- Maintain open space - protect and enhance biodiversity within the area
- Encourage the provision for productive and inclusion of native plants to promote biodiversity



## PROPOSED STAGING PLAN

The Master plan design anticipates single delivery of the project. The following phases outline how the project could be staged in its funding and execution if required. Some amendments would need to be made in the connection between the entry/ foyer area in stage 1 and the indoor performance space in stage 2. This would require separation of the two spaces with a covered area in between.

These stages aim to maintain positive economic, community, social, educational and environmental outcomes at each point of the master-plans development. Outdoor space and landscaping improvement have been included in this staging plan as an essential part of the Master plans success.

### Phase 1

#### Library and Foyer

- VIC / Councils service desk
- Library Collection / reading
- Co-working
- Childrens area
- Staff
- Storage and waste
- Community Meeting Rooms
- Bathroom (to library)
- Main Entry / Foyer
- Bike Hub
- Café / Produce Kiosk

#### Outdoor Areas

- Colonnade surrounding library
- Formalised Parking
- Native gardens around edge

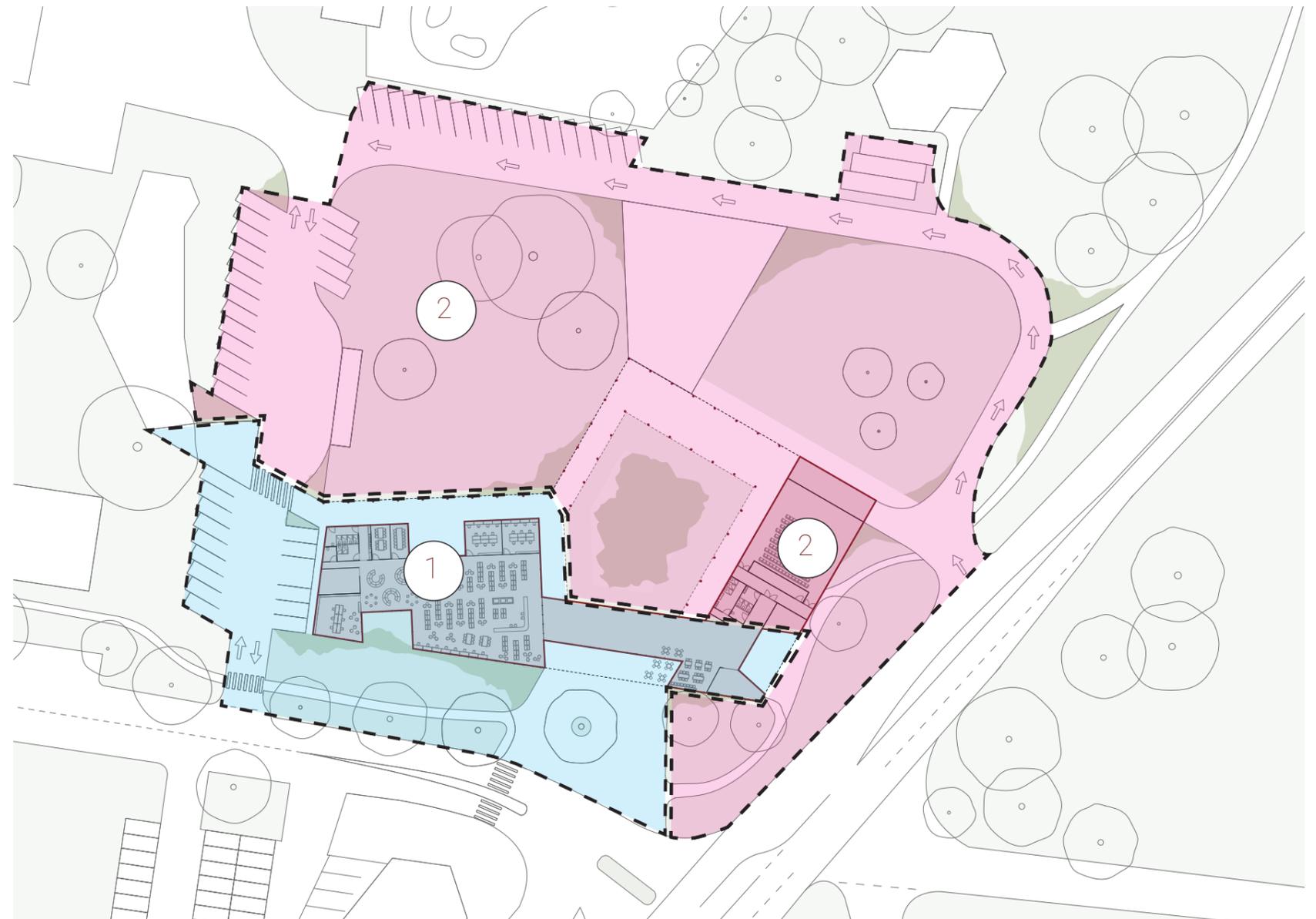
### Phase 2

#### Indoor Performance and Events Space

- Performance space / seating
- Control Room / Recording
- Bathrooms (to performance space)
- Vestibule
- Back of House

#### Outdoor areas

- Village Green
- Market Area
- Colonnade surrounding Village Green
- Bus Shelter
- Additional Parking
- Market area permeable paving
- Native gardens and landscaping



### LIBRARY / COMMUNITY CENTRE + MARKET SQUARE

Generous covered outdoor north facing spaces make it possible to circulate around most of the site undercover in inclement weather and provide choice for where to sit and rest.

Library meeting rooms at perimeter of building can be opened up to informal 'market square' to be used as part of Farmers Market or other activities.

Native gardens at the edges and entry to the site create a very clear sense of being 'inside' the community



### MAIN ENTRY INTO FOYER / GALLERY

The large main entry and foyer serve as a gateway from High Street, presenting a clear and welcoming entrance to a precinct for community, culture, arts and retail

The Village Green provides spaces to engage with learning and activity outdoors rather than just inside. Outdoor spaces should be flexible in their use, and encourage engagement with local flora and fauna

LIBRARY

THROUGH FOYER TO VILLAGE GREEN

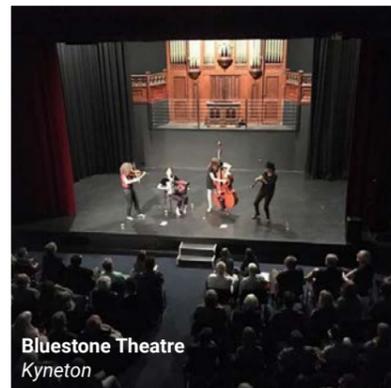
CAFE



## INDOOR PERFORMANCE AND EVENTS SPACE

The performance and multi purpose events spaces will help activate the community centre, encourage visitation and allow for the showcasing of local talent and artists.

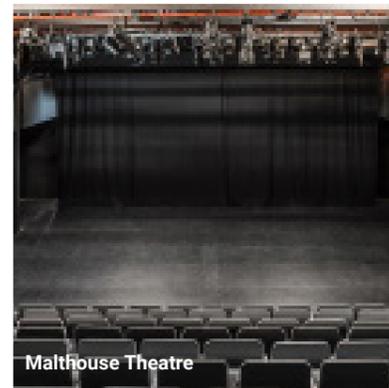
The Master plan includes a 150 person indoor performance space and outdoor spaces suitable for concerts, theatre, festivals and fairs.



Bluestone Theatre  
Kyneton



Monash Sound Shell



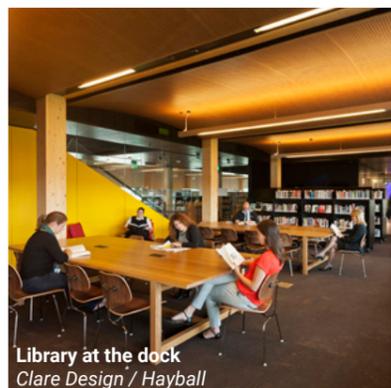
Malthouse Theatre

## COMMUNITY MEETING ROOMS

Community meeting rooms provide an opportunity to support Woodend business, entrepreneurs and community groups by offering space for meetings, presentations, consultations and work.

Community rooms can be flexible and adaptable in their design to respond to changes in technology and society over time, responding to the changing needs of the community.

The Community rooms can be accessed via the library or externally



Library at the dock  
Clare Design / Hayball



Craft Groups

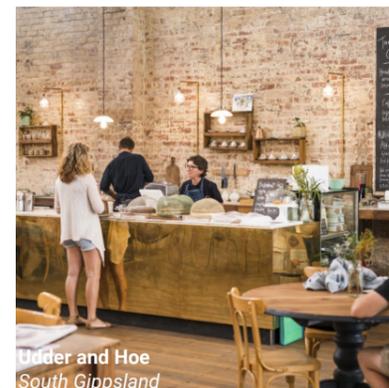


Study Groups

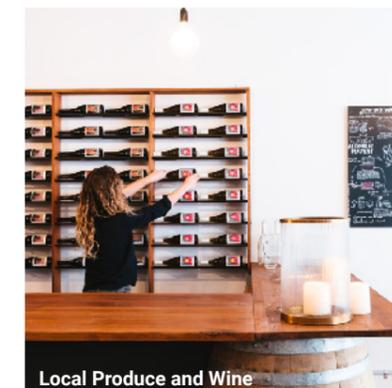
## PRODUCE CAFE AND KIOSK

A cafe and local produce store will assist in the activation of the site as well as championing local produce and producers. There is an opportunity for the site to provide a role in marketing existing producers in the region through the presence at the community centre.

As well as providing catering to library visitors, tourists and during events, the cafe would comprise of indoor and outdoor dining with views to the Macedon Ranges.



Under and Hoe  
South Gippsland



Local Produce and Wine



Sydney Park Kiosk

## MULTIPURPOSE OUTDOOR EVENTS SPACE

The Multi-purpose outdoor event spaces are welcoming and inclusive spaces for the community and visitors to congregate and foster a sense of belonging.

These spaces provide an opportunity for community gatherings and workshops, outdoor events and farmers markets while retaining the village feel through the open space and views to the north.



Fairfield Amphitheater



Woodend Farmers Market



Outdoor Cinema

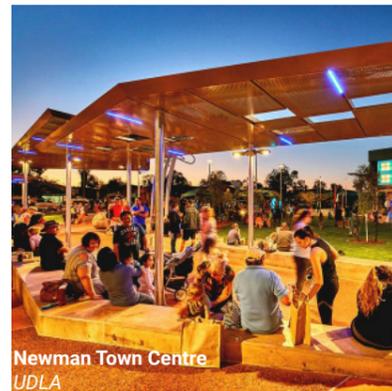
## COVERED CIVIC LOOP AND PLAZA

The covered civic loop will define the plaza and provide undercover, shaded spaces for gathering, walking, watching and waiting.

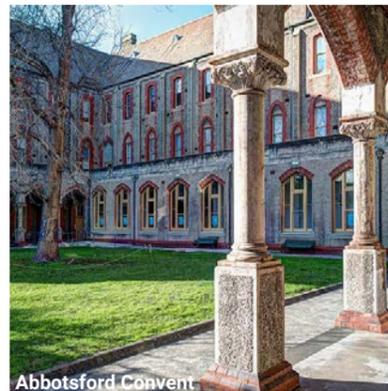
The plaza is a more formal and enclosed space for events and social activity.



Grace Farms  
SANAA



Newman Town Centre  
UDLA

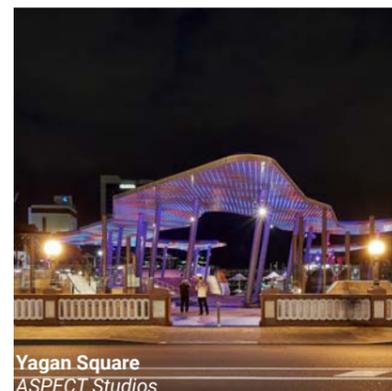


Abbotsford Convent

## MAIN ENTRY / FOYER INTO VILLAGE GREEN

A gateway from High Street will serve as a clear and welcoming entrance to the precinct for community, culture, arts and retail

The covered civic loop will assist in the articulation of the village green while providing shaded pathways and weather protection around the site.



Yagan Square  
ASPECT Studios



Kindergarten  
Cenon, France



Maitland Riverlink  
CHROFI

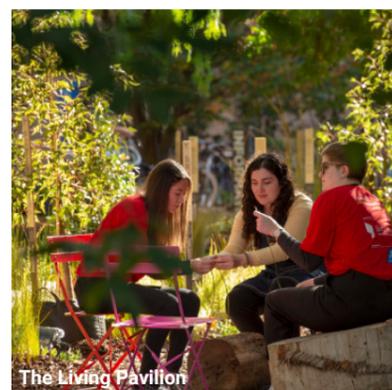
## NATIVE GARDENS AND LANDSCAPE

Native gardens and landscapes showcase the unique biodiversity of Macedon while accentuating the sustainability focus of Woodend.

Native gardens and landscapes assist in the wayfinding through the site, while contributing aesthetically to the village green.



Grasslands  
Linda Tegg



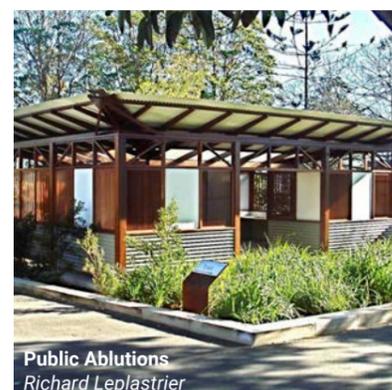
The Living Pavilion



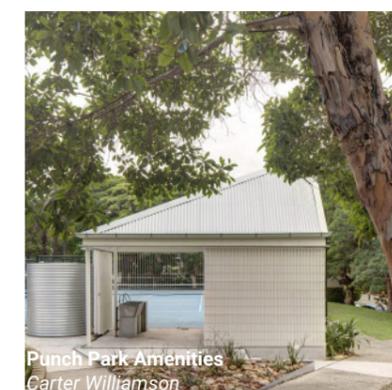
Sunvale Community Park  
Sunshine

## ACCESSIBLE PUBLIC TOILETS

High quality public amenities help create a safe and accessible environment for the Community Centre. A toilet block is intended in the Master plan in addition to toilets inside the library space and performance space.



Public Ablutions  
Richard Leplastrier



Punch Park Amenities  
Carter Williamson

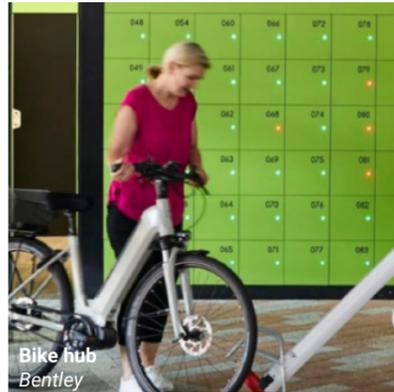


Wicks Park Amenities  
Sam Crawford

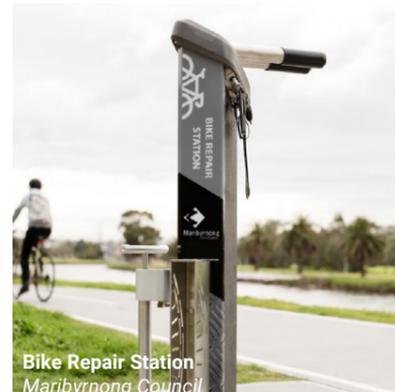
## BIKE HUB AND REPAIR STATION

The Bike Hub and Repair station will provide facilities for cyclists arriving to and departing from the Community Centre.

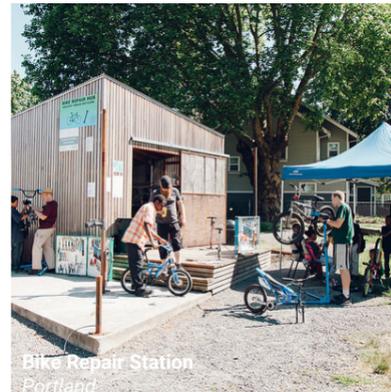
The station will encourage visitors to cycle, and offers the facility as a rest and repair destination along the Five Mile Creek trail and wider Macedon cycling infrastructure.



Bike hub  
Bentley



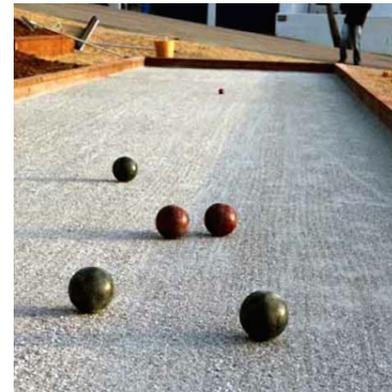
Bike Repair Station  
Maribyrnong Council



Bike Repair Station  
Portland

## PETANQUE PITCH

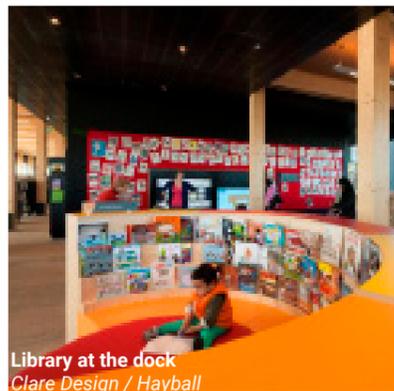
The Woodend Community Centre Master plan includes several all weather outdoor surfaces and well drained petanque pitches to be publicly available for booking, while championing the Woodend hanging rock petanque club, to contribute to the activation of the Woodend community centre. These spaces will be north facing with the opportunity to incorporate shading devices.



## CHILDRENS LIBRARY SPACE

The children's library space is a major element of the upgraded library for children, their families and caregivers.

Key elements include Children's story time area and toy library, allowing families and children to utilise the community centre for learning and play.



Library at the dock  
Clare Design / Hayball



Basel Primary School  
ZNIK



Green Square Library  
Stewart Hollenstein

## AREA SCHEDULE

Functional Area	Area Description	Quantity	Area Rate (m2)	Area GFA m2
Library	Visitor Information Centre / Councils Customer Service desk	1		30
	Library Collection / reading	1		330
	Co-working	1		60
	Childrens area	1		66
	Staff	1		58
	Storage	1		41
	Community Meeting Rooms	1		32
	Bathrooms	1		39
<b>Subtotal: 656</b>				
Foyer / Gallery	Main Entry / Foyer	1		254
	Bike Hub	1		22
	Café / Produce Kiosk	1		35
<b>Subtotal: 311</b>				
Performance Space	Bathrooms	1		40
	Control Room / Recording	1		21
	Performance space / seating	1		210
	Vestibule	1		29
	Back of House	1		57
<b>Subtotal: 357</b>				
Covered Outdoor Space	Market Area - Stage 2	1		255
	Colonnade - Stage 1	1		250
	Colonnade - Stage 2	1		167
	Bus Shelter	1		50
	Entry	1		183
<b>Subtotal: 905</b>				
Landscaping	Paving stage 1	1		570
	Paving stage 3	1		500
	Gardens stage 1	1		52
	Gardens stage 2	1		160
	Gardens stage 3	1		120
	Petanque	3	36	108
<b>Subtotal: 1510</b>				
Parking	Stage 1	16	16	256
	Stage 2	18	16	288
	Bus parking	1		50
	Stage 3	18	13	234
<b>Subtotal: 828</b>				
<b>Subtotal</b>				<b>4567</b>
<b>GROSS FLOOR TOTAL:</b>				<b>4567</b>