



DRAFT

WOODEND COMMUNITY CENTRE REDEVELOPMENT

MASTERPLAN REPORT NOVEMBER 2020

PUBLIC REALM LAB
IN COLLABORATION WITH URBAN ENTERPRISE





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ACKNOWLEDGEMENTS

The Project Team acknowledge the technical input and generous assistance of the following people:

Macedon Ranges Shire Councillors

All Macedon Ranges Shire Councillors who have been involved in the project thus far

Macedon Ranges Shire Council (MRSC) members

Danielle Findlay
Will Rayner
Stephen Pykett

Community Groups

Woodend Library
Goldfields Library Corporation
Woodends Primary School
St Ambose Primary School
Woodend RSL
Woodend Lions Club
Woodend Rotary
Woodend Tennis Club
Woodend Scout Groups
Woodend Neighbourhood House
Macedon Ranges Sustainability Group
Woodend Business and Tourism Association
Woodend and Hanging Rock Pentanque Group

ACKNOWLEDGEMENT TO COUNTRY

Public Realm Lab acknowledges elders past, present and present and emerging peoples of the Dja Dja Wurrung, Taungurung and Wurundjeri clans whose traditional lands form the Macedon Ranges Shire Council municipality.



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Approvals Required

Name	Signature	Title	Date of Issue	Rev. No.
Danielle Findlay		Business Development Officer		
Stephen Pykett		Manager Community and Economic Development, Arts, Culture and Events		

Revision History

Rev. No.	Rev. Date	Summary of changes
01	17/04/2020	
02	23/11/2020	Reflected updated survey response
03	16/12/2020	Reflected Council Feedback

1 EXECUTIVE SUMMARY

1.1 EXECUTIVE SUMMARY

A revitalised Woodend Community Centre has the potential to contribute to strengthening 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 masterplan 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.

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

Evidence of the communities needs was further reflected in the public survey in June/July 2020. The important finding from this is that the Woodend community think of their Community Centre site as a much larger space than that briefed, extending to the creek and all the connections to other community assets.

The following masterplan 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 Masterplan is a connection with the local landscape. Transforming the site from an underused block of land to a civic plaza destination for outdoor performances, live gigs, arts and culture showcases would generate activity and revenue for the Woodend community. The masterplan also proposes an extension of the existing recreation activity to the north of the site. This would create an important recreation zone and encourage activity all day and throughout the seasons.

The masterplan also addresses key issues around access to the site. There are currently several issues for pedestrians and larger vehicles accessing the site. The Masterplan includes provision for increased servicing and loading - a much needed service for market-stall holders and critical for supporting a vibrant performance space. Most importantly, major pedestrian gateways around the perimeter will create important pathways for safe and accessible connection onto and around the site. Woodend Community Centre becomes a meeting place for Woodend and the larger community.

Introducing a sense of civic character and ceremony will allow this site to become a destination. Enclosure is another key principle of the masterplan - the 'city wall' that wraps around the site helps formalise the precinct's identity. It also serves a practical function by providing storage, service and electric outlets for market stallholders and daily use.

The buildings and site currently do not take optimal advantage of natural resources, nor utilise northerly sun. The masterplan 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. By building landscape walls around the site from demolition waste, the masterplan finds 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 Masterplan 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.



1.2 MESSAGE FROM THE MAYOR

1.3 MESSAGE FROM THE CEO

2 INTRODUCTION

2.1 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 Woodend Community Centre is located in the heart of town at 117 High Street, Woodend. The 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 and Visitor Information Centre.

Key objectives of the Woodend Community Centre Masterplan 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

2.2 PROJECT METHODOLOGY

The following research, community consultation and analysis have informed this report and masterplan (for further information see Appendix B):

- Council workshops attended by over 20 staff from various Council departments, including Community Services, Strategic Planning, Economic Development and Tourism, Operations, Community and Culture and Engineering and Projects
- Community/User Group workshops attended by members from key user groups such as staff from the Woodend Library, Macedon Ranges Sustainability Group, Woodend Business and Tourism Association (WBATA), and Woodend and Hanging Rock Pentanque Group.
- Community Survey developed by Urban Enterprise
- Previous masterplans
- Facility Usage Analysis
- Demographic and Economic Analysis
- Tourism Market Assessment
- Architectural Precedents

Following approval by council to proceed, this masterplan will be shared with the community for further feedback and the amended masterplan will be the subject of cost-benefit analysis.

2.3 PURPOSE OF THIS REPORT

The purpose of this masterplan report is to outline a vision for the future renewal of the Woodend Community Centre. It identifies underlying characteristics of the site and relevant research which will guide future use and occupation in order to enhance Woodend's social, environmental, cultural and economic values.

The masterplan has been informed by background research, site visits, community consultation, and Macedon Ranges Shire Council feedback.

The key components of this masterplan report include:

- Consideration and analysis of previous masterplans
- A framework for understanding the brief and the site
- Site and user research and findings
- Draft masterplan drawings identifying framework for redevelopment



2.4 STRUCTURE OF THIS REPORT

This masterplan report consists of the following key sections:

- **Executive Summary**
- **Introduction:** Introduction to this report and the masterplanning process
- **Background:** Information gathered from initial research including consultation, economic assessments and strategic planning context
- **Site description:** Analysis of the existing issues and challenges of the riverfront
- **Masterplan:** A vision for a new Woodend Community Centre including guiding principles, precinct plan, masterplan, vignettes and other drawings



2.5 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.

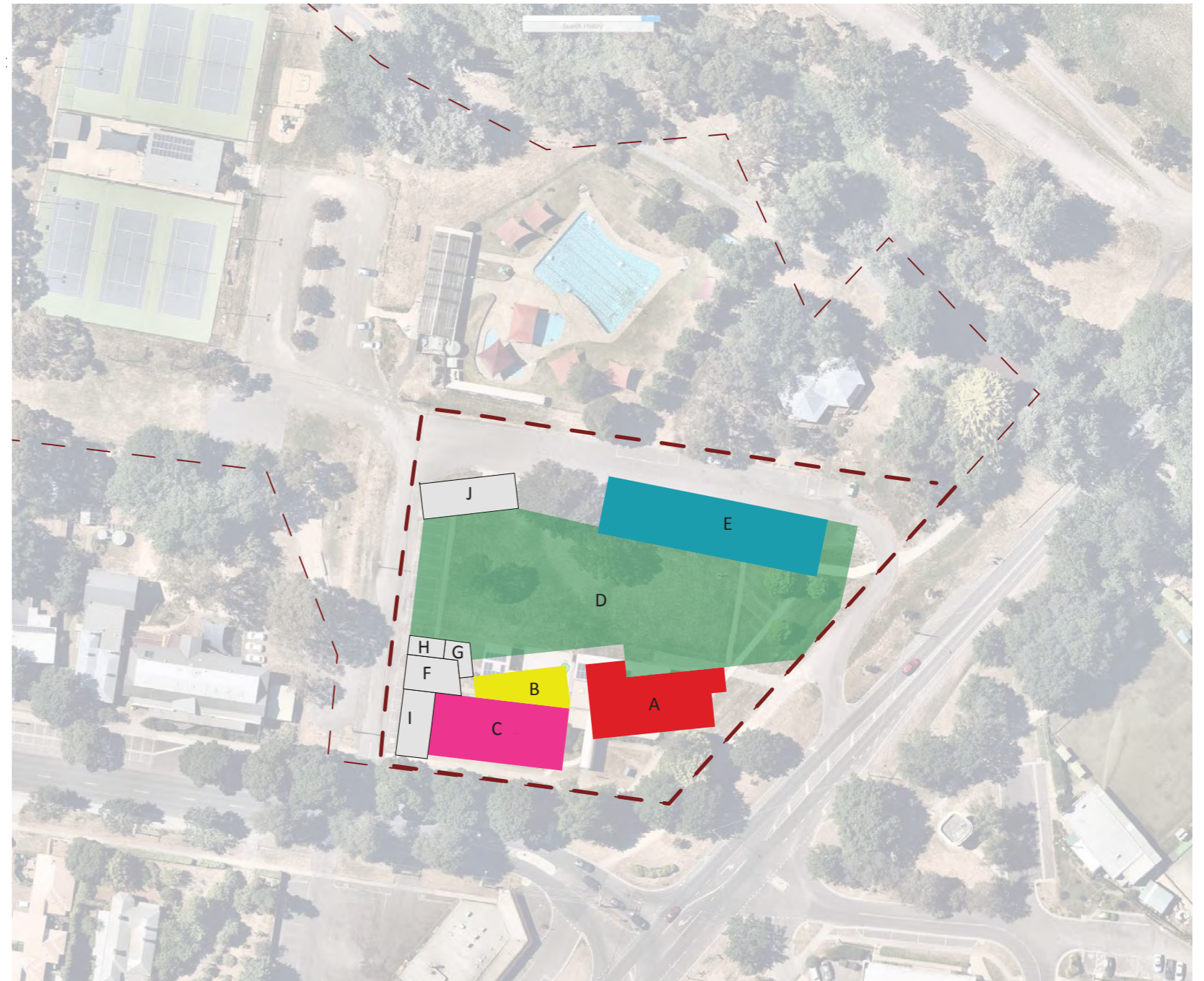


2.6 PREVIOUS MASTERPLAN MORTON DUNN, 2009

As part of the background report previous proposals for the site were measured and analysed. The 2009 Morton Dunn Masterplan is centred on the concept of the agora, or the civic square in the centre of the site. Site programming wraps around this gathering place, serving as an informal boundary. The Market Hall is anchored to the Northern edge and envisioned as a sheltered structure large enough to hold all market stalls in winter. Also key to this precinct is a proposal for a 400-person auditorium designed for adaptable community needs.



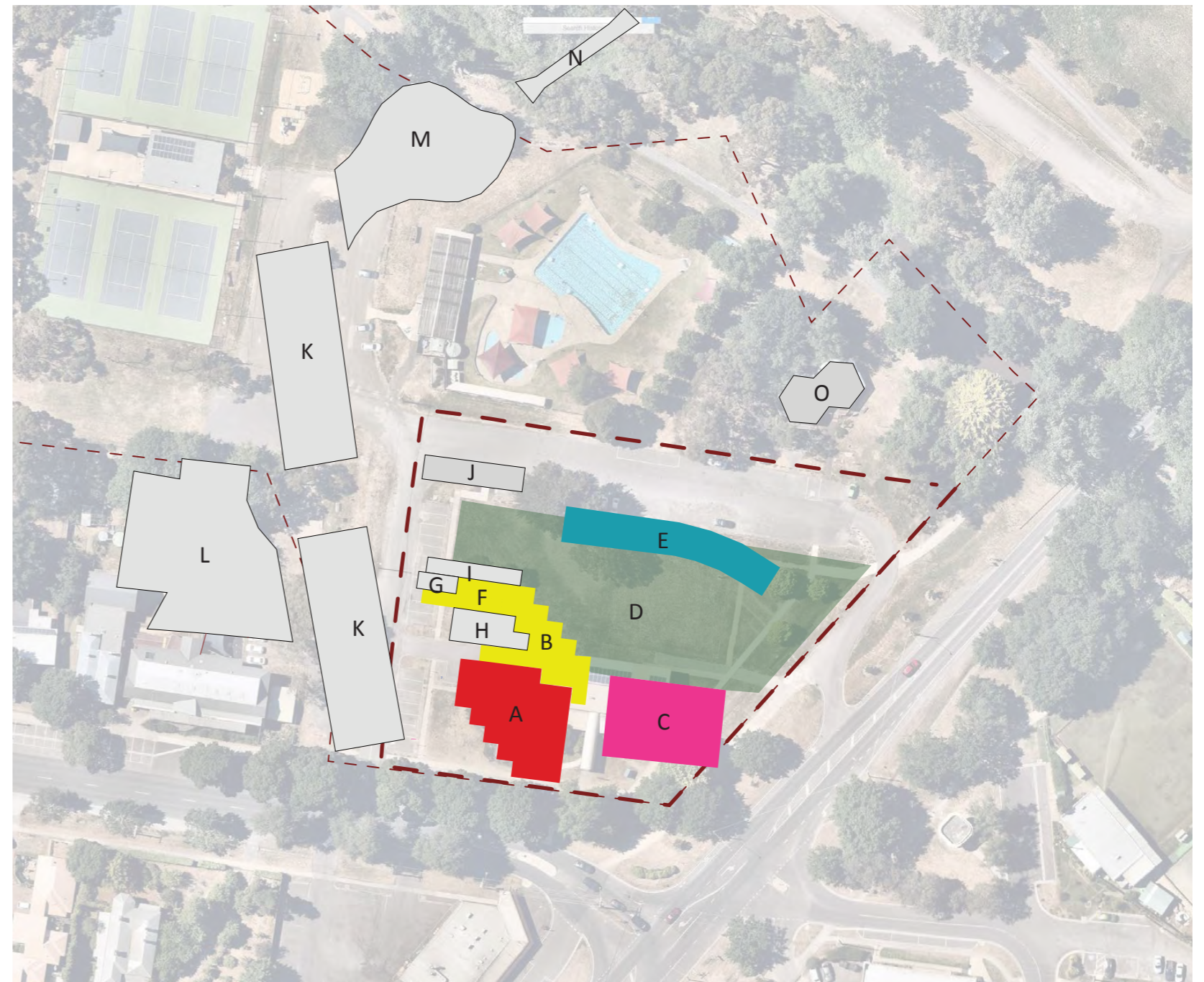
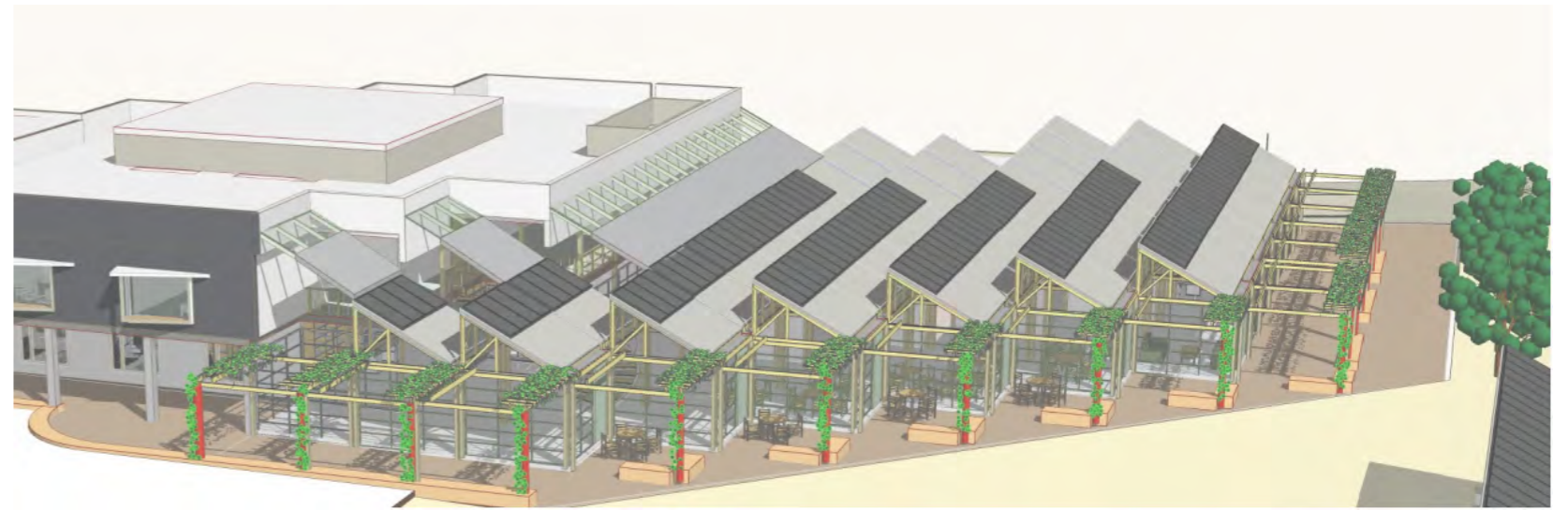
- A- Library 290sqm
- B- Cafe 100sqm
- C- Performance space 300sqm
- D- Outdoor event space 1800sqm
- E- Market Hall 470sqm
- F- Meeting Space 68sqm
- G- Kitchen 26sqm
- H- Deliveries 25sqm
- I- Store 65sqm
- J- Public Toilets 120sqm



2.7 PREVIOUS MASTERPLAN DAVID FAGGETTER, 2019

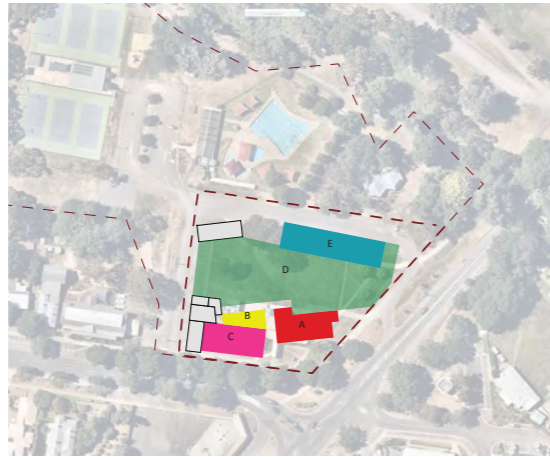
David Faggetter's 2019 masterplan responded to many of the findings and research from the 2016 masterplan. The proposal also sites the library to the South facing Forest Road, with outdoor spaces to the north of the library, encircled by the market shelter. The Visitor Centre is envisioned as a flexible space with the ability to become a cellar door or wine centre. The most significant change in briefed requirements compared to the 2016 masterplan is parking - which grows to over 1000m².

- A- Library 2 storey 350sqm
- B- Cafe/Foyer 200sqm
- C- Performance space 330sqm
- D- Outdoor event space 1300sqm
- E- Market Hall 270sqm
- F- Kitchen 60sqm
- G- Cellar 25sqm
- H- Meeting 80sqm
- I- Wine Centre 50sqm
- J- Public Toilet 90sqm
- K- Parking 1100sqm
- L- Neighborhood Garden 900sqm
- M- Skate Park 600sqm
- N- New Bridge
- O- Restaurant / Picnic (exsiting VC) 20sqm

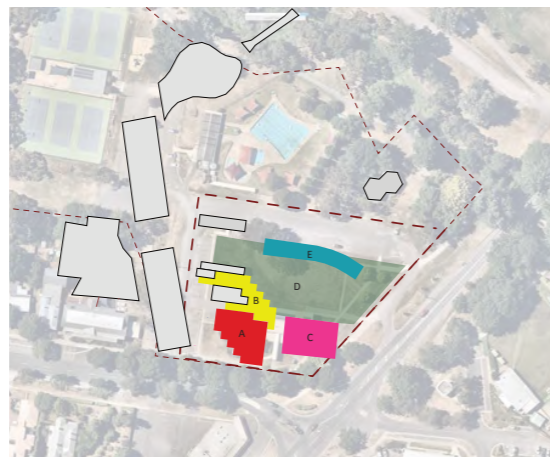


2.8 SUMMARY OF KEY SPACES

PREVIOUS MASTERPLAN
MORTON DUNN, 2009



PREVIOUS MASTERPLAN
DAVID FAGGETTER, 2019

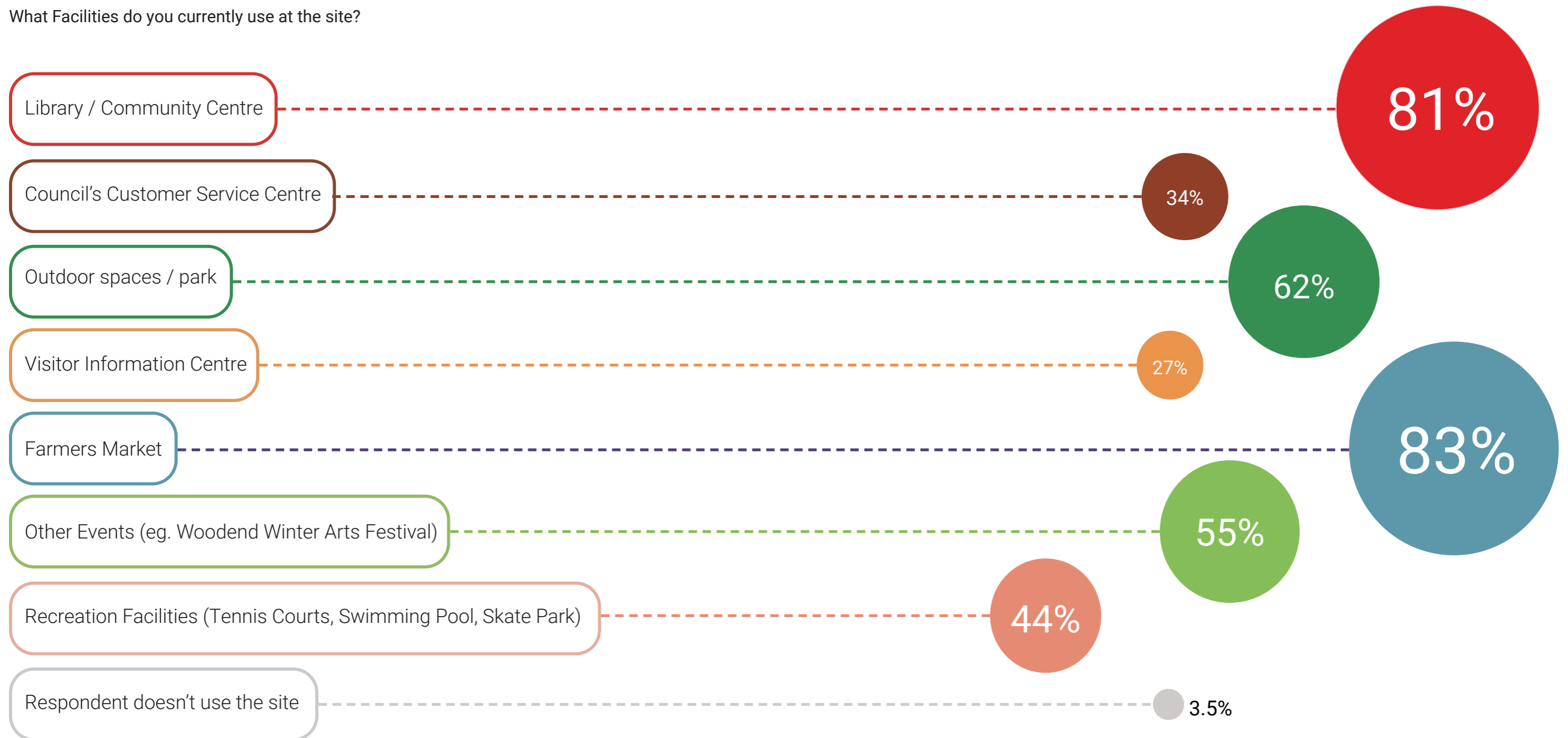


A. Library	B. Cafe	C. Performance space	D. Outdoor Event space	E. Market Hall	Total
290sqm	100sqm	300sqm	1800sqm	470sqm	2960sqm
350sqm	200sqm	330sqm	1300sqm	270sqm	2450sqm

2.9 SUMMARY OF COMMUNITY'S CURRENT USE OF SITE

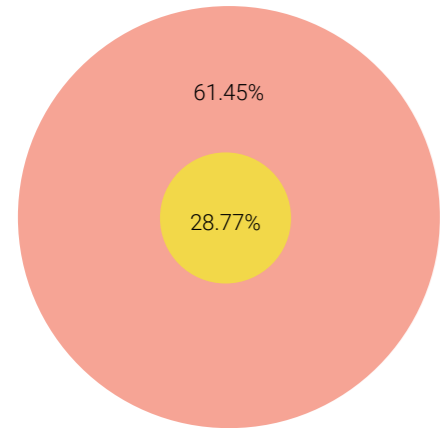
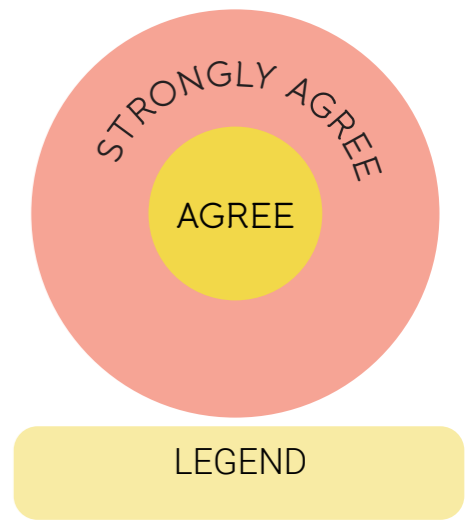
Responses from 372 survey participants in Summary of responses from Community Consultation Survey 2020 Data) Q3:

What Facilities do you currently use at the site?

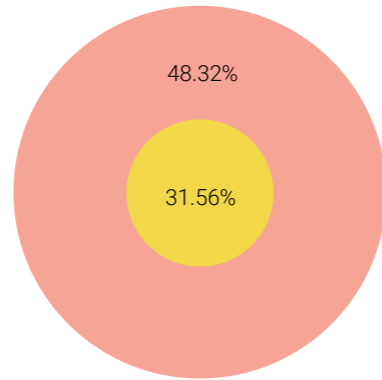


2.10 COMMUNITY SUPPORT FOR PROPOSED SITE USE

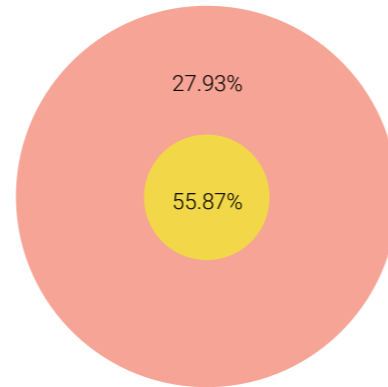
Summary of responses from Community Consultation Survey 2020 Data) Q5:
The community have already identified a number of ideas and Opportunities below. Please rate whether you strongly agree, agree, neither agree nor disagree, disagree or strongly agree with each of these ideas.



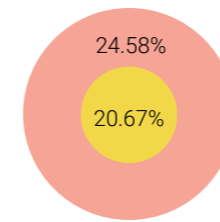
NEW / IMPROVED LIBRARY AND COMMUNITY CENTRE



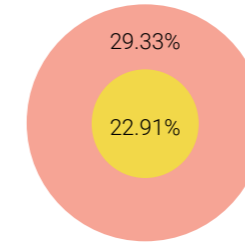
MULTIPURPOSE INDOOR EVENTS SPACE



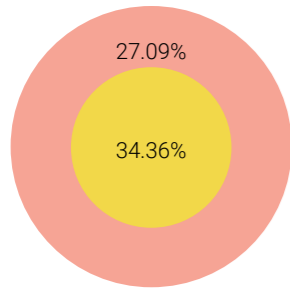
IMPROVED OUTDOOR SPACE FOR EVENTS



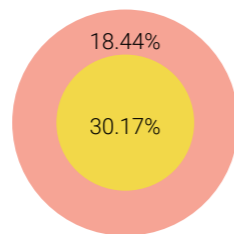
CO-LOCATED VISITOR INFORMATION CENTRE WITH LIBRARY / COMMUNITY CENTRE



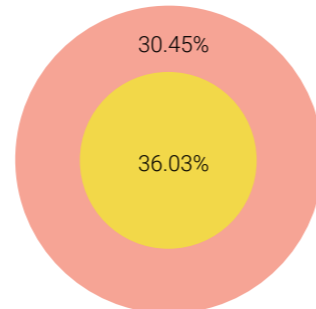
CAFE / PROVIDEDORE



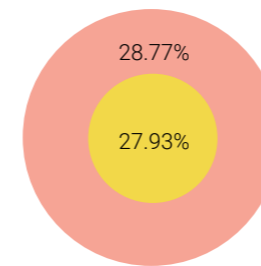
CYCLING HUB



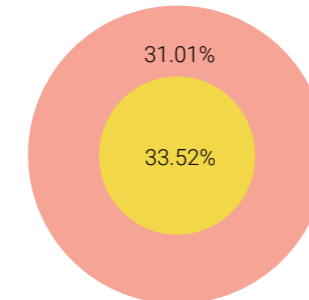
CO-WORKING SPACES



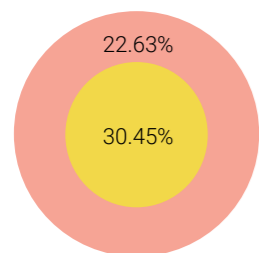
SMALL GALLERY / EXHIBITION SPACE



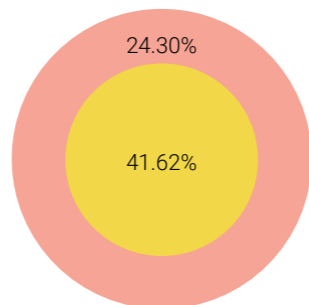
SKATE PARK IMPROVEMENTS AND PUMP TRACK



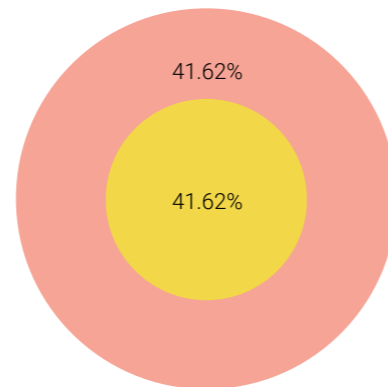
IMPROVED PRECINCT LINKAGES AND ACCESS



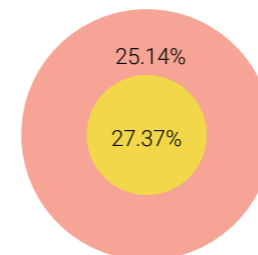
IMPROVED CAR PARKING



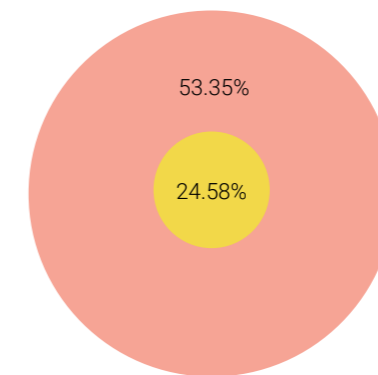
OUTDOOR PICNIC / BBQ SPACES



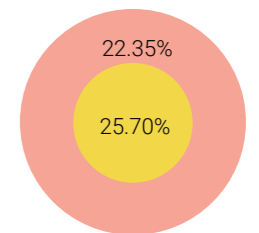
IMPROVED TOILETS AND ACCESS



ELECTRIC VEHICLE CHARGING STATIONS



AN OVERALL FOCUS ON SUSTAINABILITY



STUDIO SPACE FOR HIRE

3 STRATEGIC ANALYSIS

3.1 OVERVIEW

An extensive body of community consultation data, policies, site data and previous masterplans exist for the Woodend community Centre precinct.

Key documents include the Macedon Ranges Visitor Economy Strategy 2019-2022 and Woodend Community Survey results from 2016 (Appendix A)

The following analyses summarise key community biorhythms and surrounding destination data, site analysis and previous masterplan recommendations. This analytical data culminates in a series of findings (p.30) which lead to a clear masterplan vision.

3.2 STRATEGIC MASTERPLANNING CONTEXT - 20 MINUTE NEIGHBOURHOODS

This site analysis is based off the Victorian State Government's 20-minute Neighbourhoods report (Appendix C). 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 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.



3.3 UNDERSTANDING HUMAN ACTIVITY

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

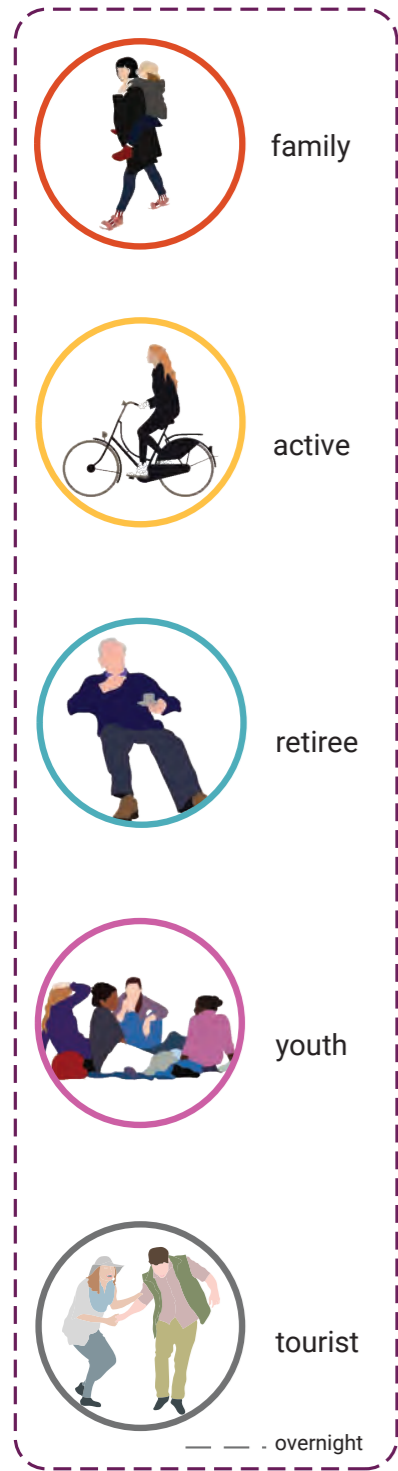
- a 'living room' for the community
- a space where everyone belongs
- a vibrant, diverse centre - the heart of Woodend

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.

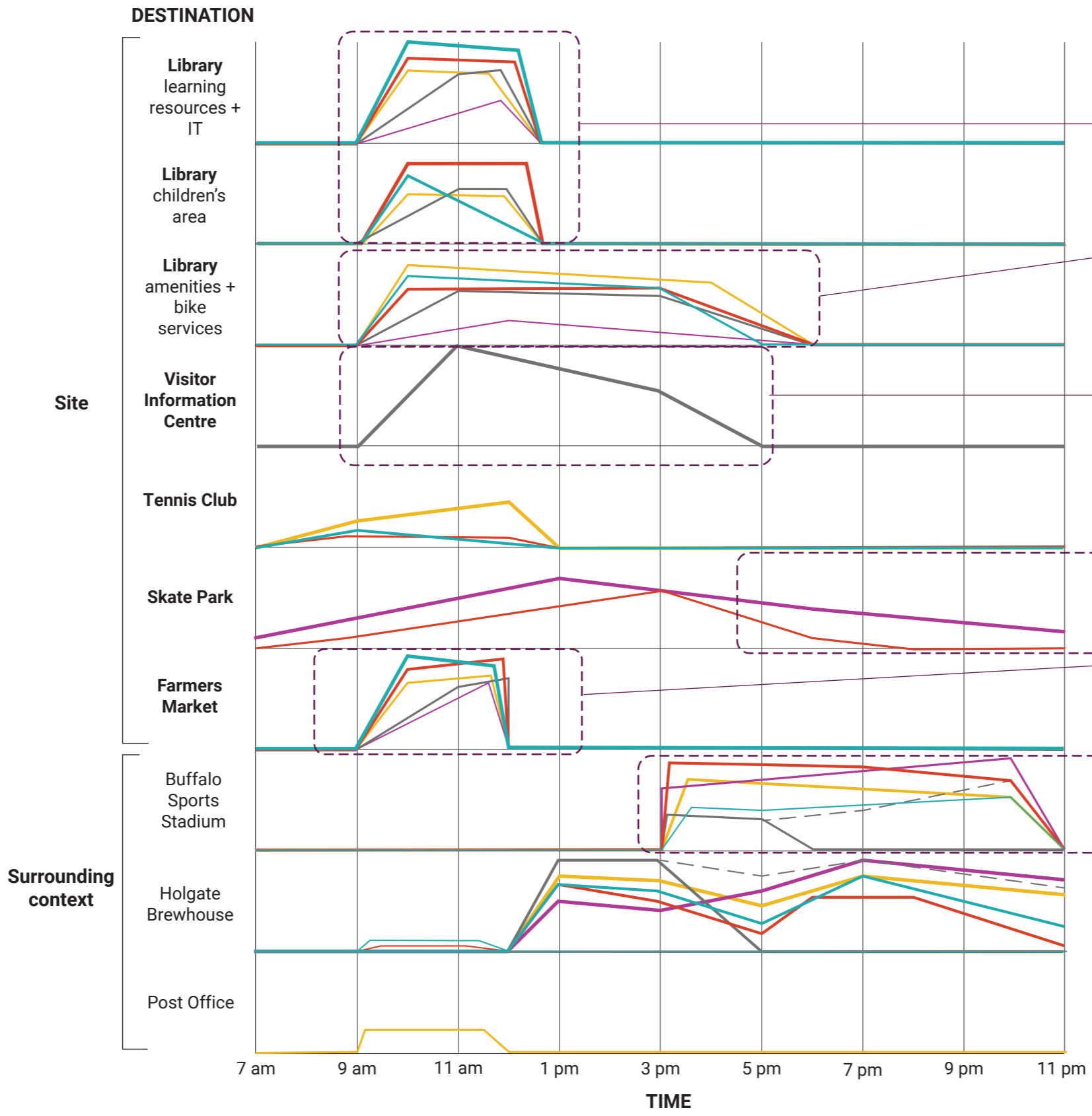
The analysis presented over the following pages shows when Woodend residents and visitors are currently most active on and around the subject site.

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.

TYPICAL HUMAN ACTIVITY ON SATURDAY OF WOODEND WINTER ARTS FESTIVAL



The analysis focuses on four broad demographic groups that are well represented in Woodend and the broader regional area, as well as a desired tourist demographic.



library closes at 12:30 pm

library amenities are under increased pressure on weekends from higher usage by locals and active visitors

visitor information centre (VIC) is most busy on weekends when tourists (mostly Victorian) visit Woodend and drive on to Mount Macedon

skate park open 24 hours

the corner of the Woodend Community Centre site is a hub of activity on the first Saturday of every month

buffalo sports stadium a major venue for Winter Arts Festival opening fireworks

RECOMMENDATIONS

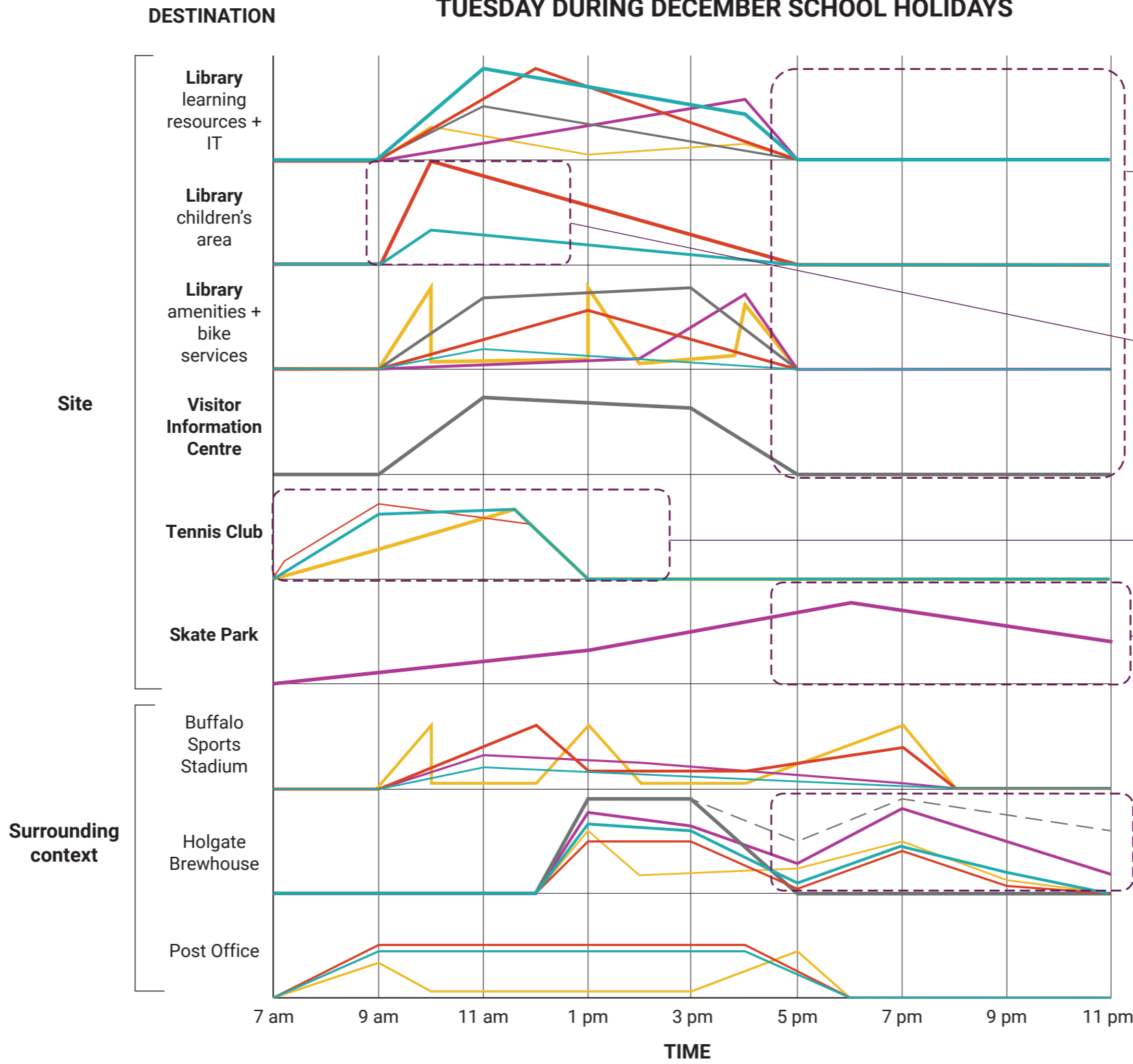
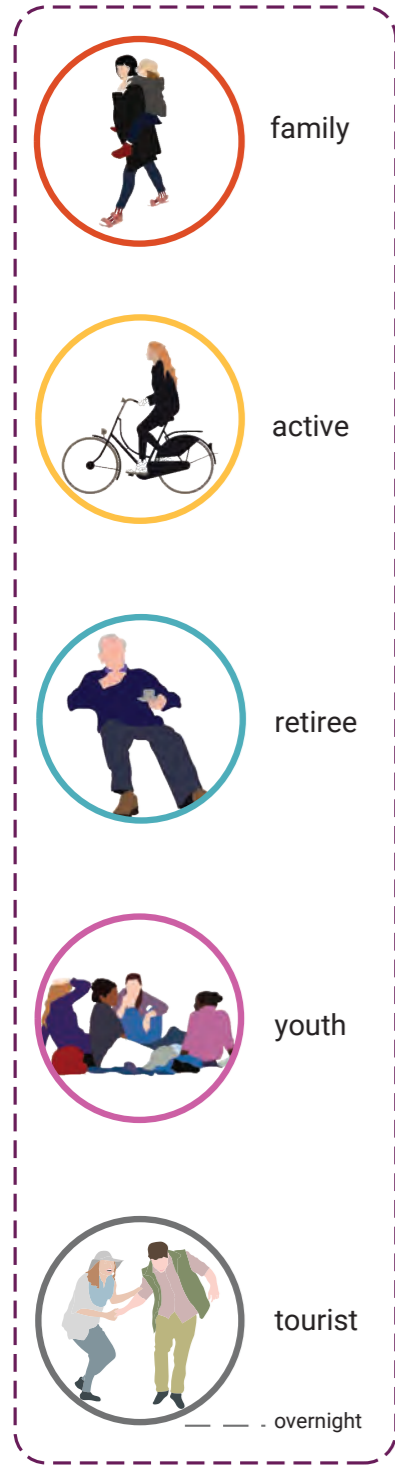
Combining the library and VIC under one roof will increase visitation and activity on the site

VIC can be multi-purpose in use; should introduce other programming (eg: wine tasting/cellar door local wineries, gift shop)

Farmers Markets are a popular event for the Woodend Community. The community should have access to a larger 'market square'. Rooms at the perimeter of the library building could be opened up to the informal 'market square' to increase connectivity.

* - 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)

TYPICAL HUMAN ACTIVITY ON A TYPICAL TUESDAY DURING DECEMBER SCHOOL HOLIDAYS



library + visitor information centre close at 6pm

children and their parents fill the library from 10am for special programs

tennis club closes from lunch

skate park open 24 hours

destination for overnight-staying tourists
at all hours, holgate brewhouse is a great cross-section of the Woodend community

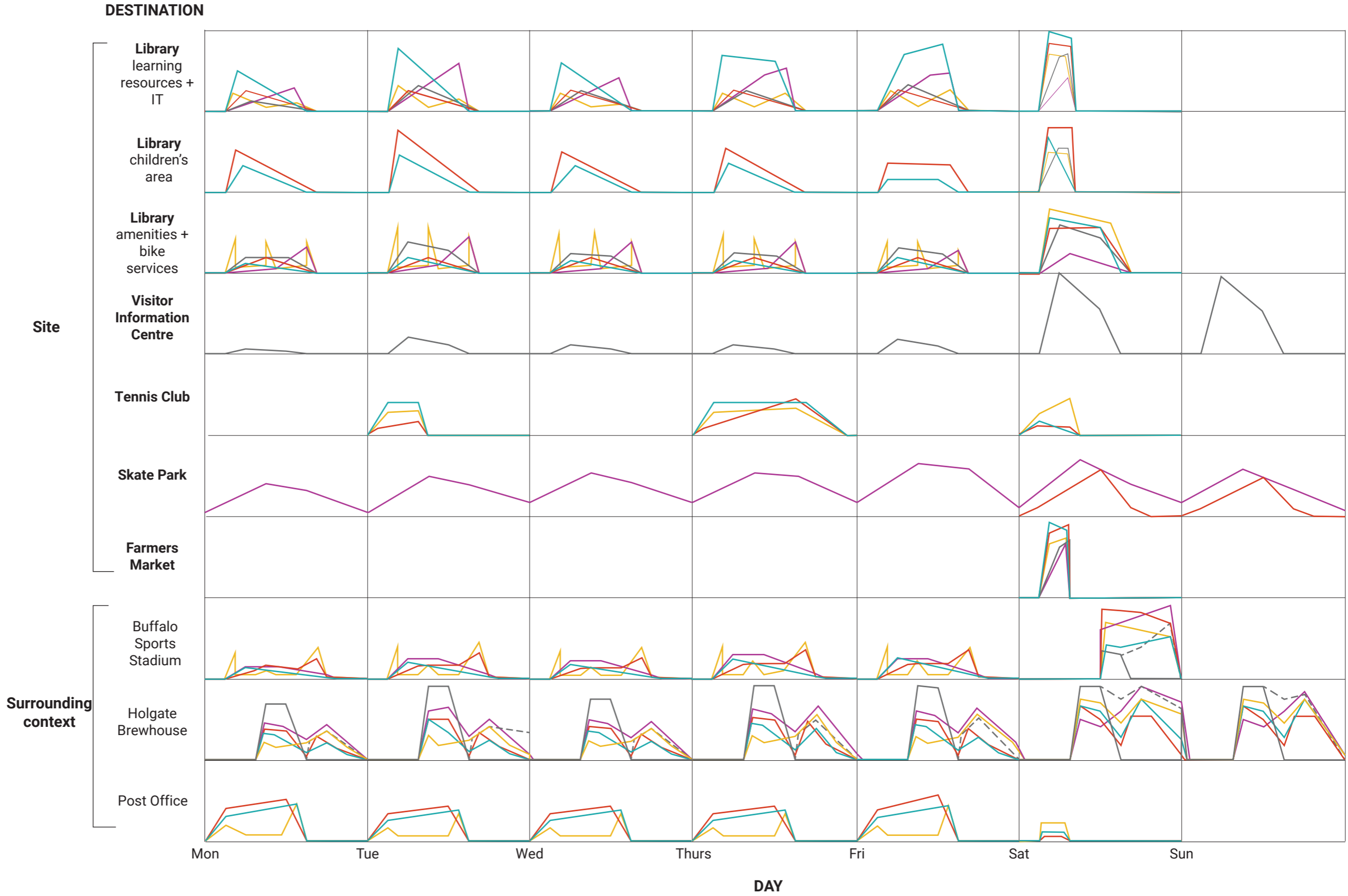
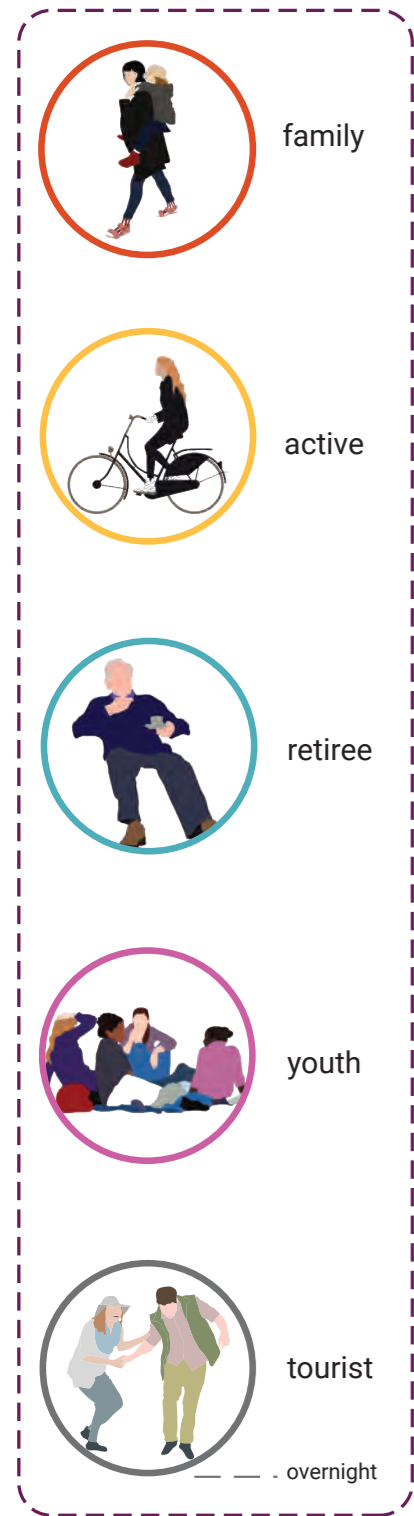
RECOMMENDATIONS

Library and VIC can operate with conventional hours (9am - 6pm) for standard services such as borrowing, info desk and collections access, however they should have the capacity to open outside of conventional hours for special programs and events (eg: weddings, ceremonies etc). These spaces should be designed with flexibility.

Skate Park is a hub of activity all day - this activity should be brought onto the site to ensure a greater sense of community and safety at all hours, as well as increasing visitation and activity from groups of younger people.

* - 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)

TYPICAL HUMAN ACTIVITY Weekly (June)



3.4 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.

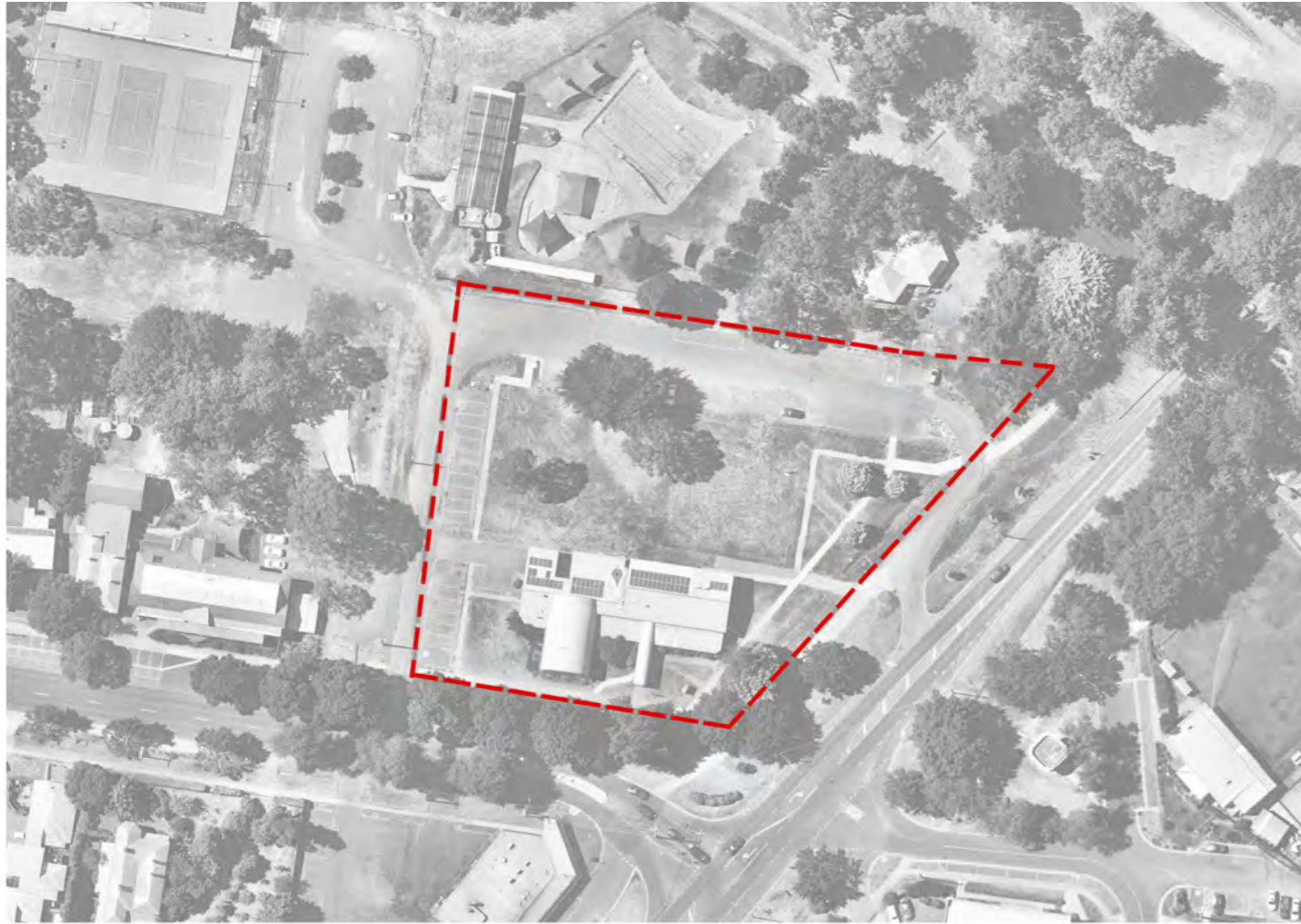


Fig. 1 - Existing Conditions Aerial

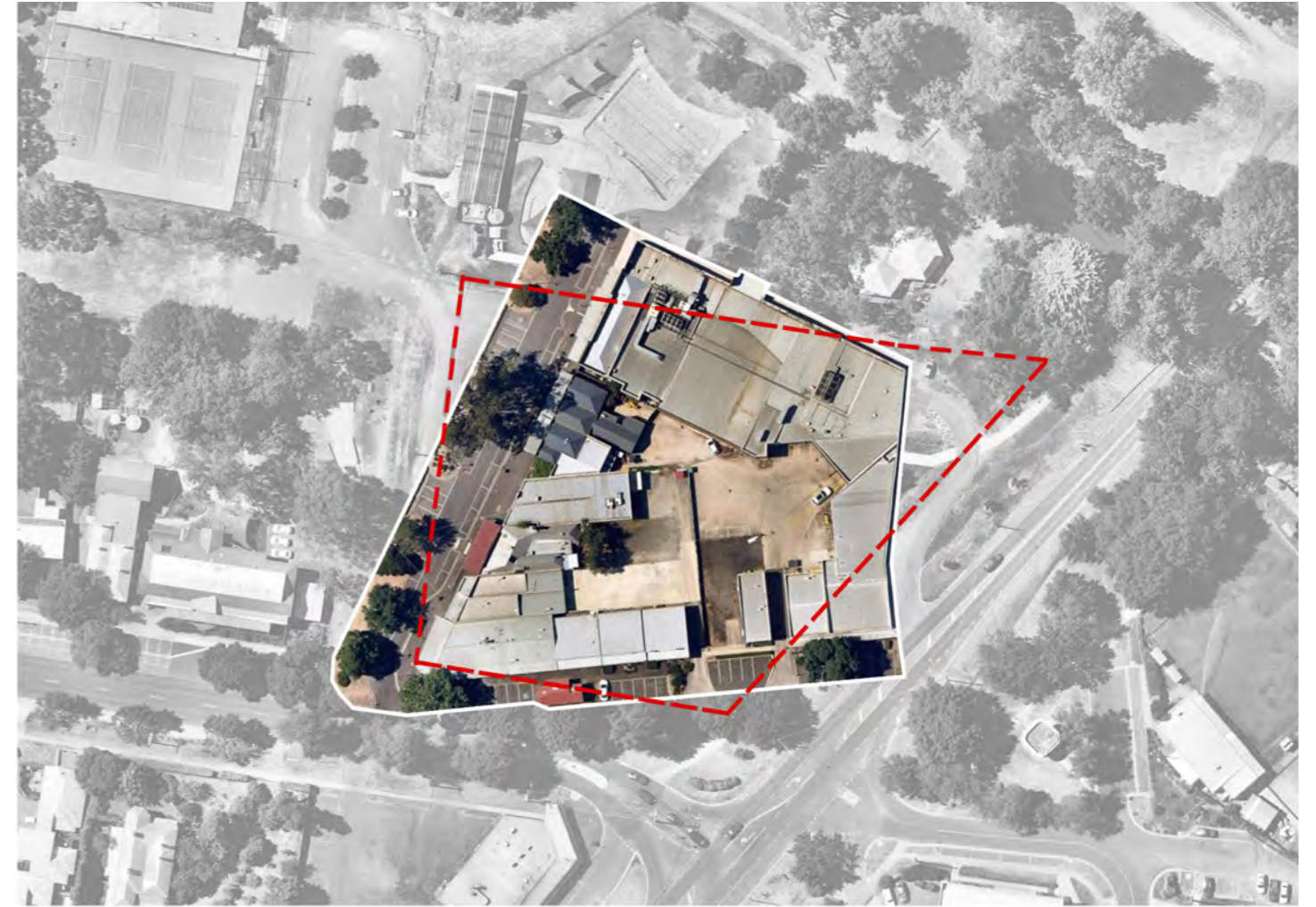


Fig. 1 - Woodend Shops

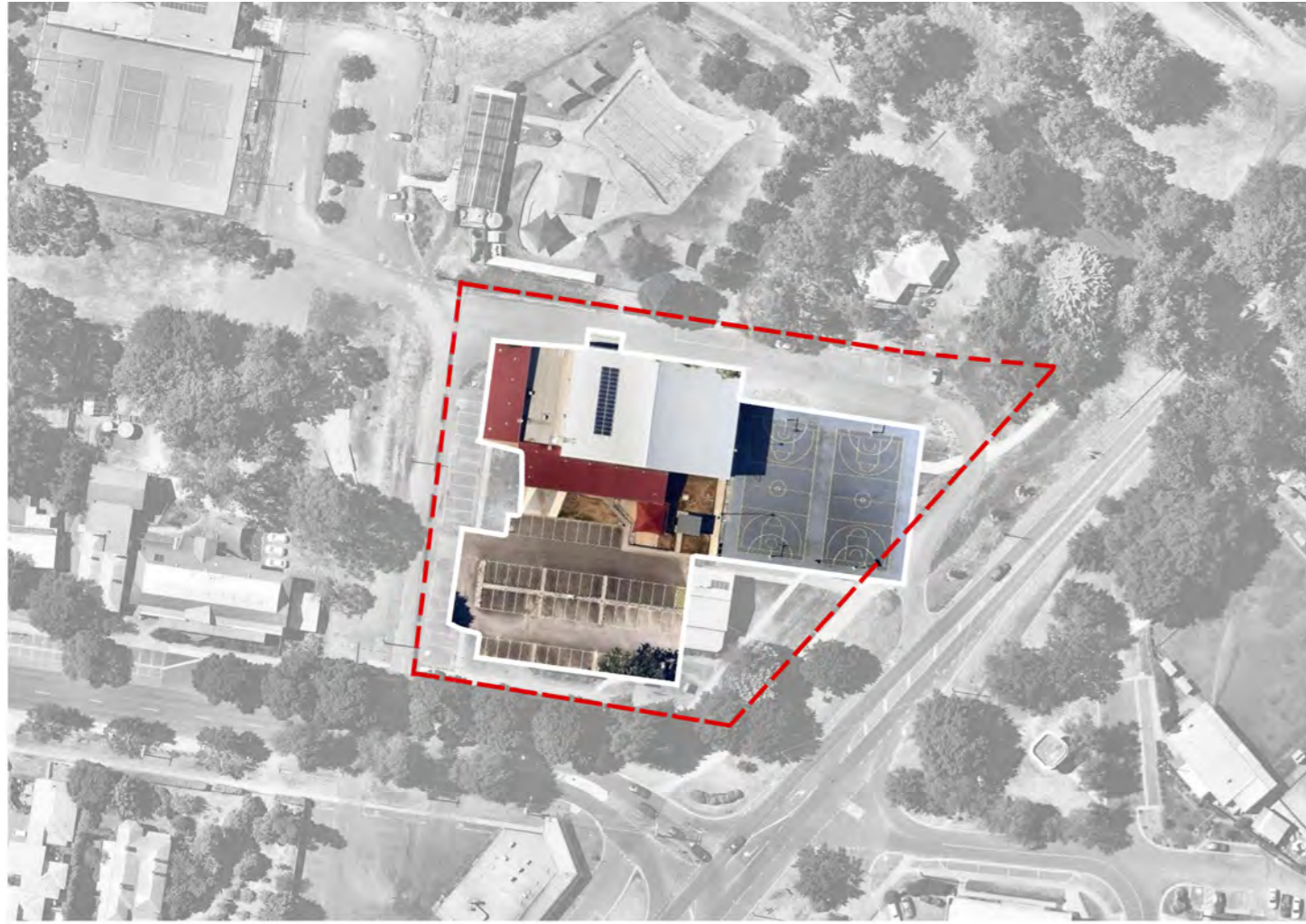


Fig. 2 - Buffalo Stadium

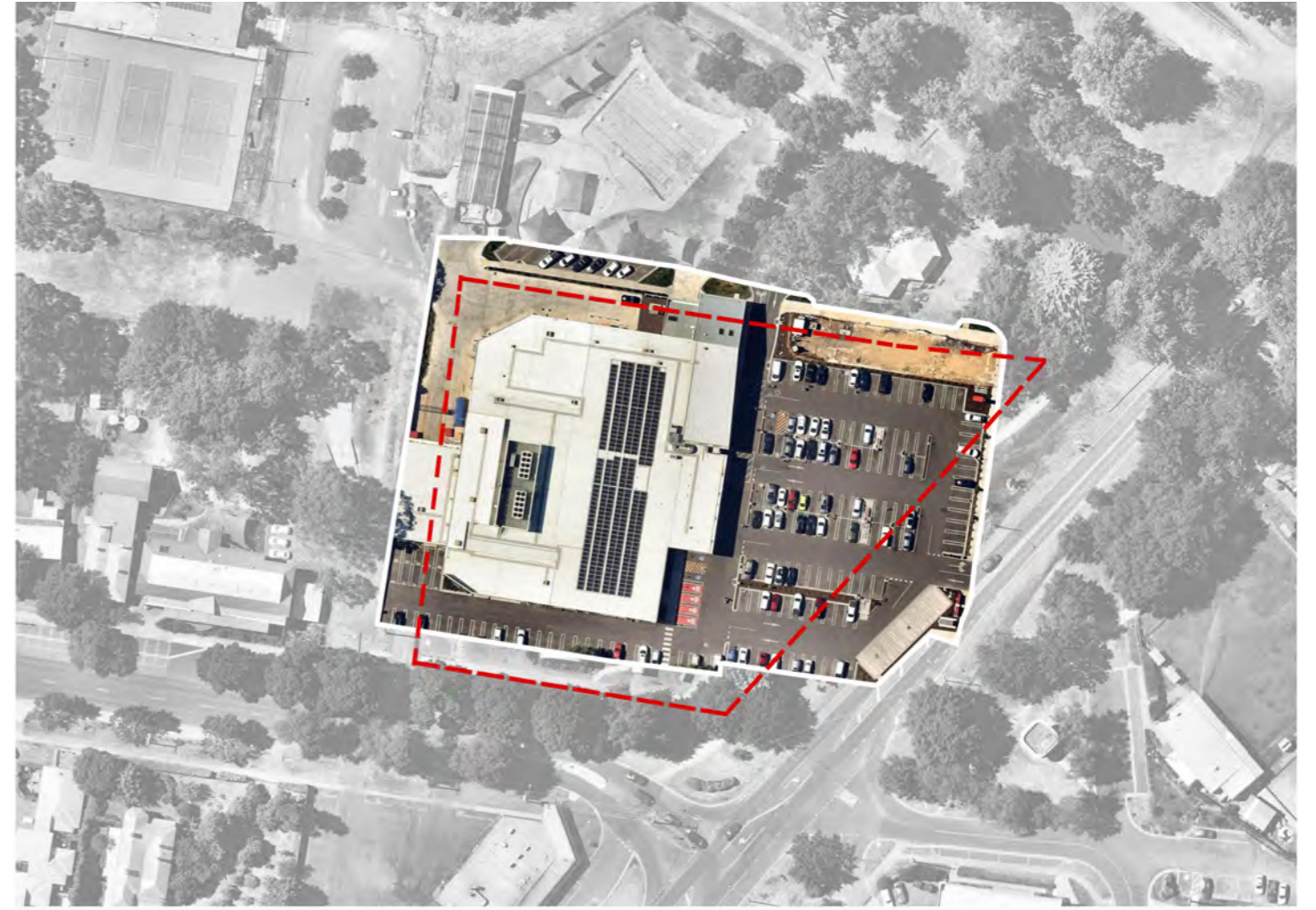


Fig. 3 - Coles

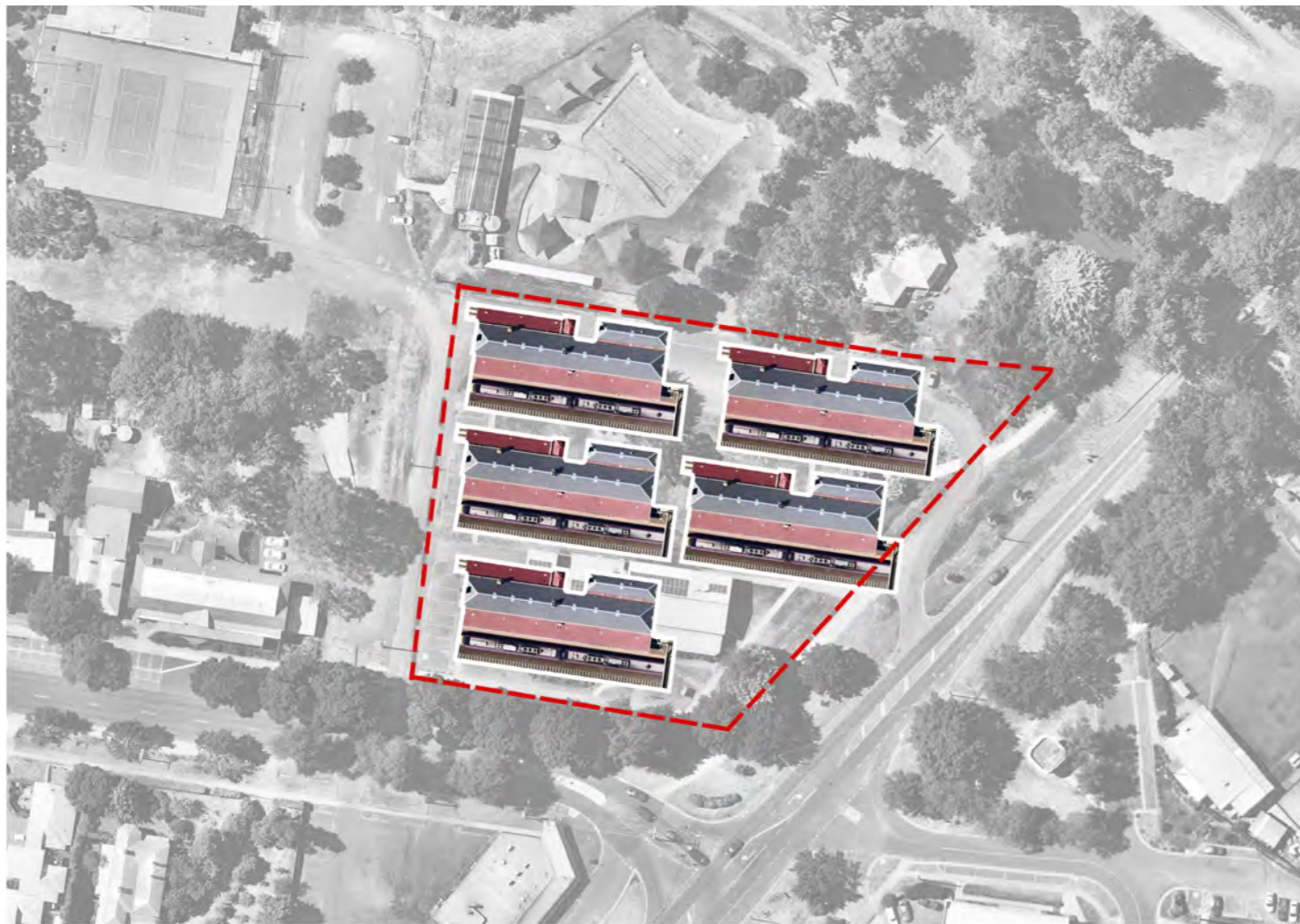


Fig. 4 - Woodend Station

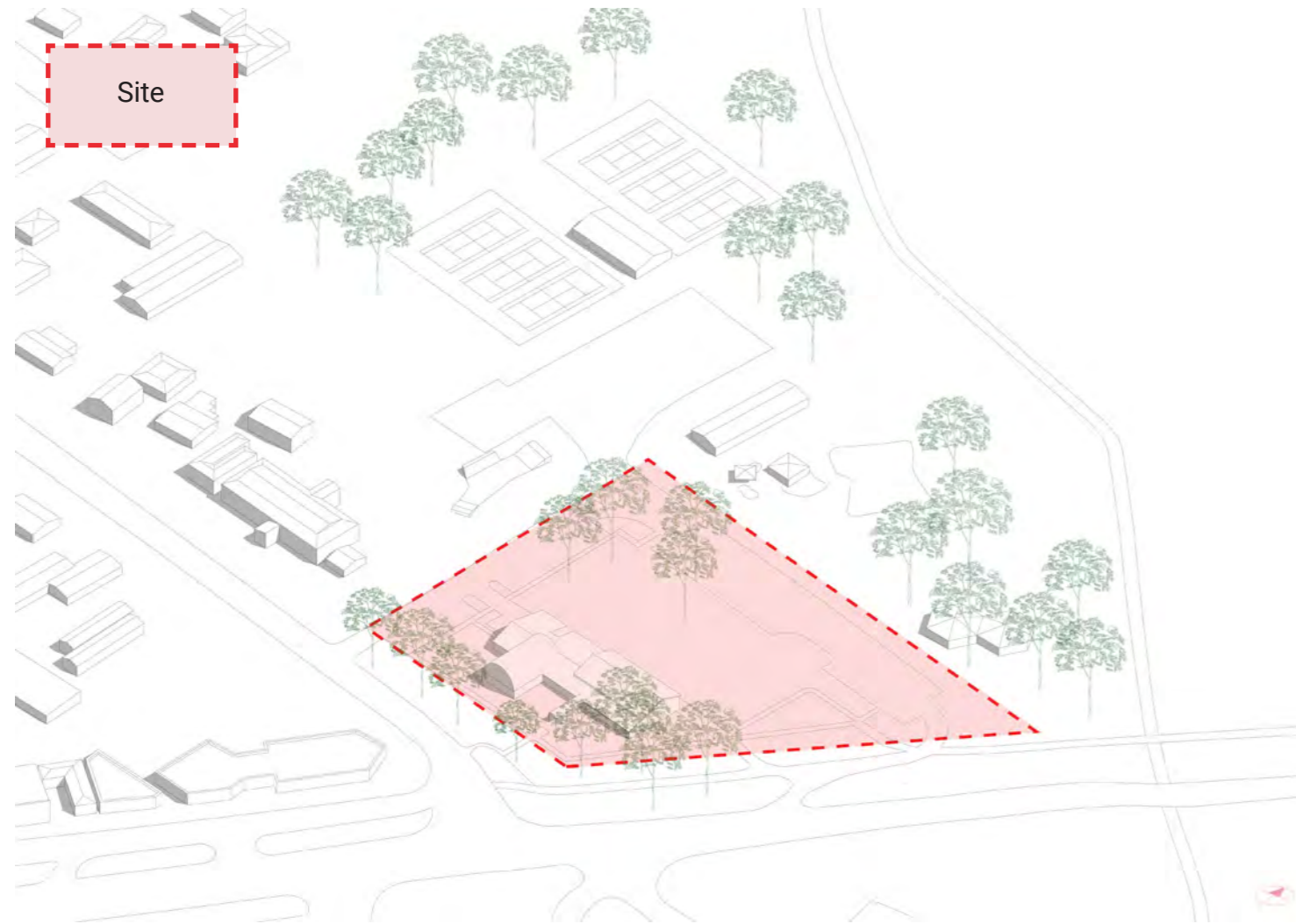


Fig. 5 - Holgate Brewery

3.5 SITE ANALYSIS - SITE AND CIVIC PRECINCT

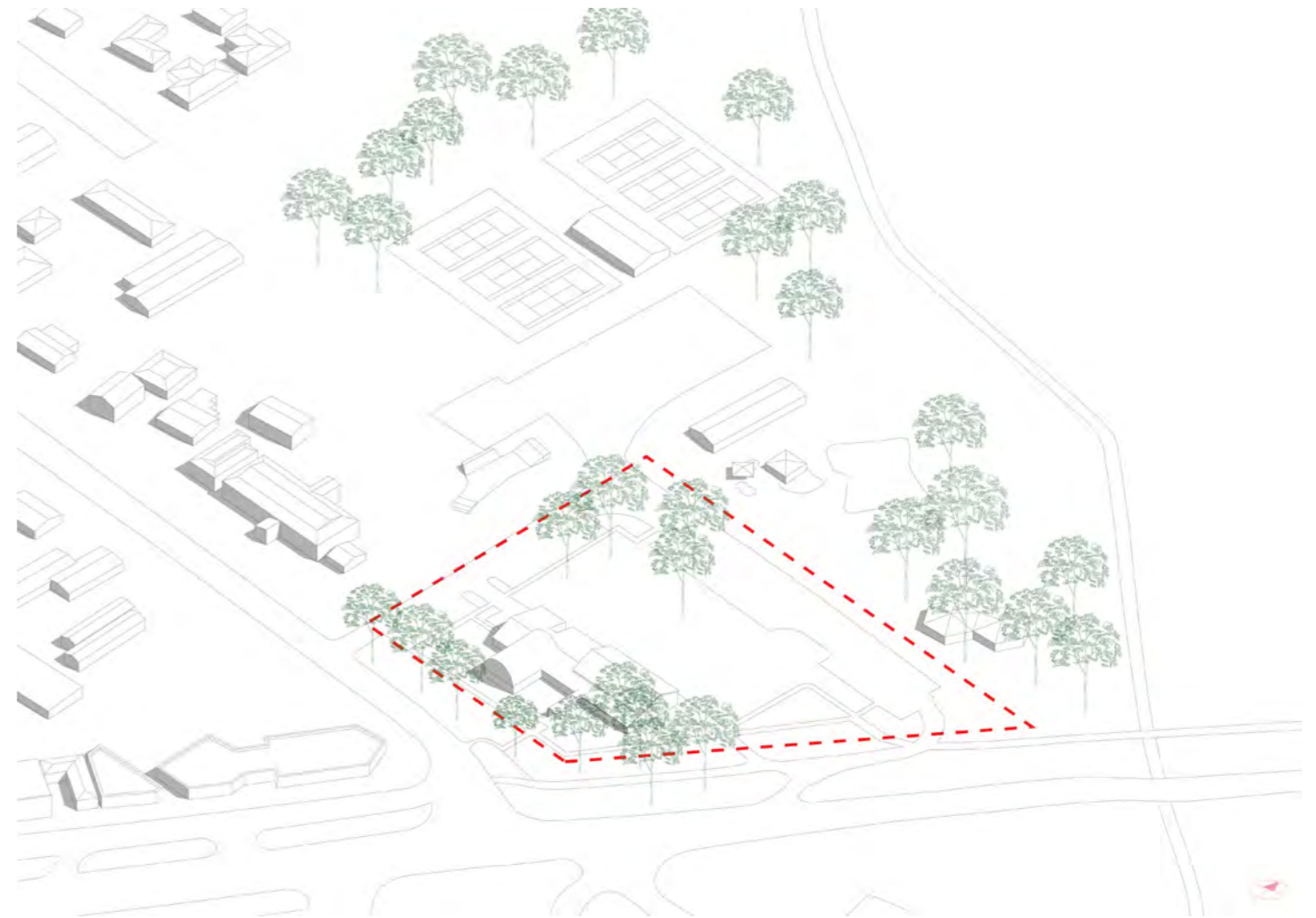
The site currently sits at the intersection of four roads. Most pedestrian activity comes from High Street. The centre is located in a civic precinct, which also includes the Woodend Swimming Pool and Visitor Information Centre.

3.6 SITE ENVELOPE



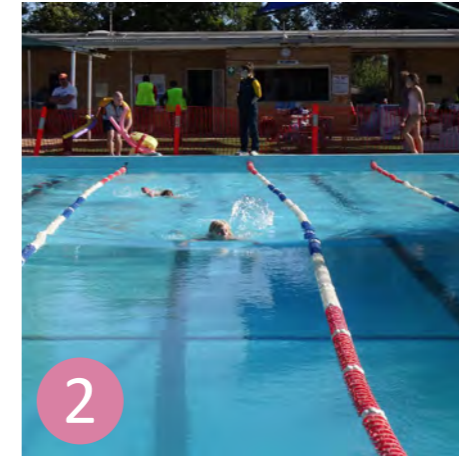
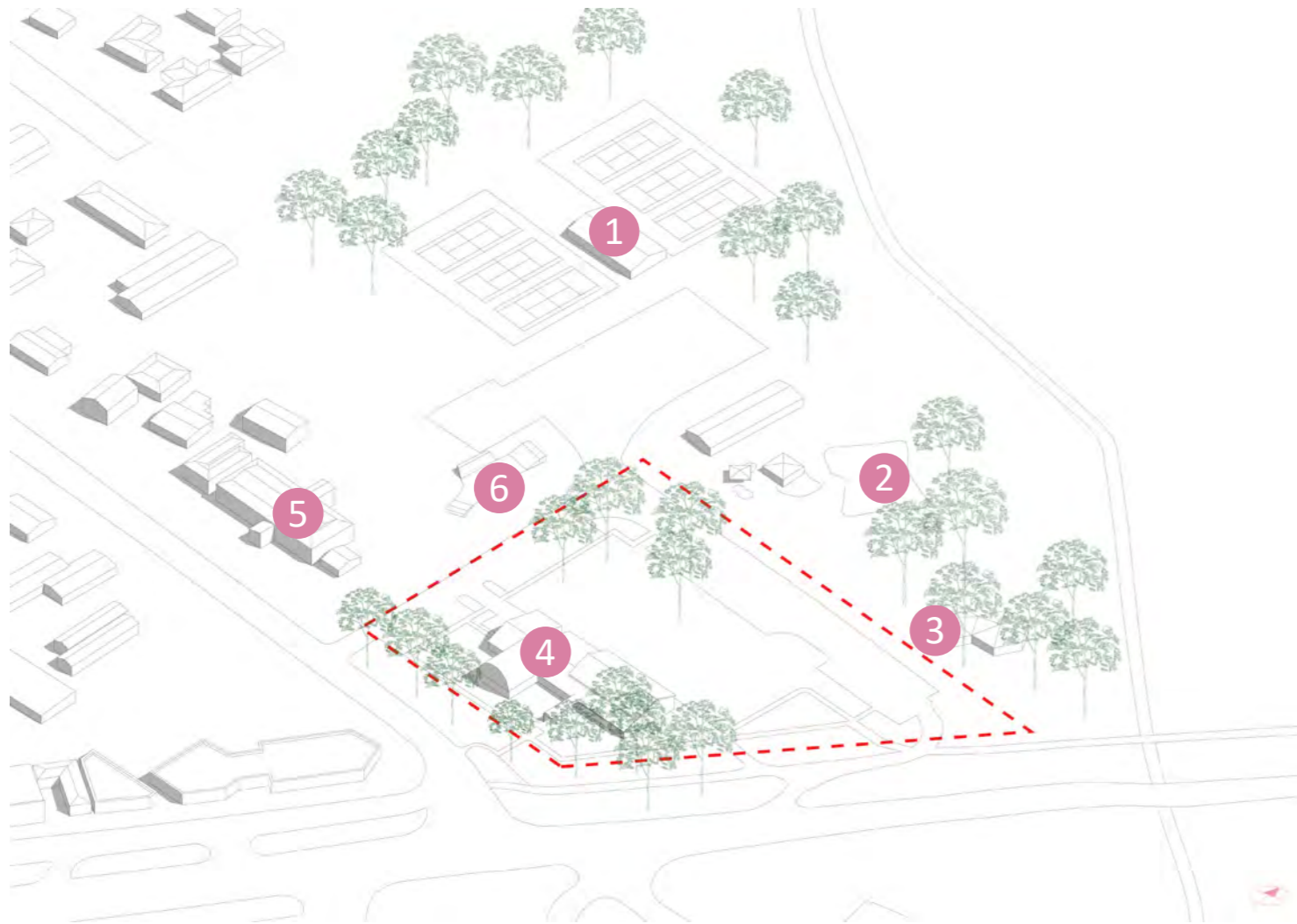
The site includes the Library and Community Centre plot of land and adjoining access roads to the sides and back of the site.

3.7 MATURE TREES



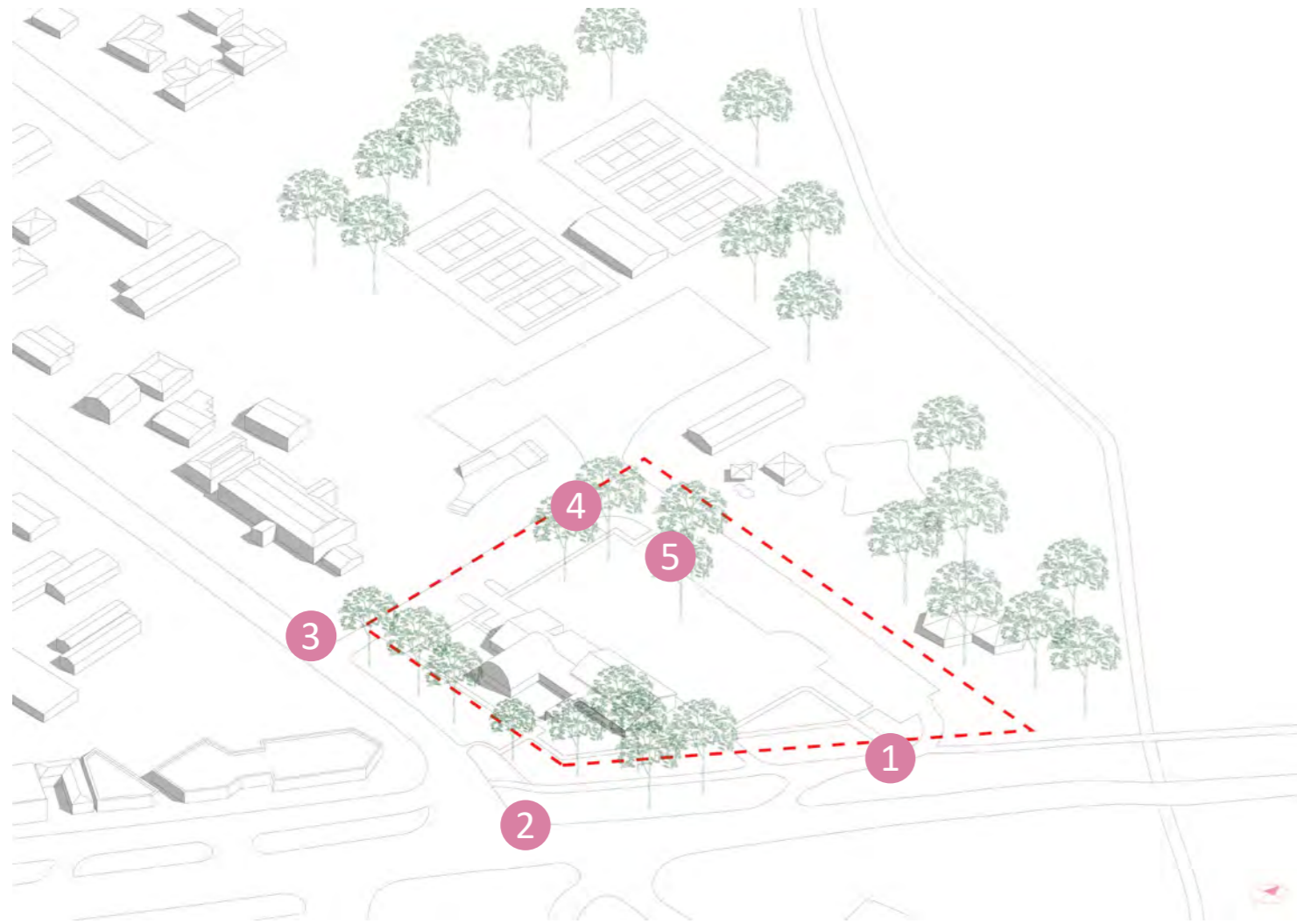
Significant shade trees exist along Forest and High Streets. Smaller Eucalypts exist at the back, North-West corner of the site.

3.8 NEIGHBOURING BUILDINGS

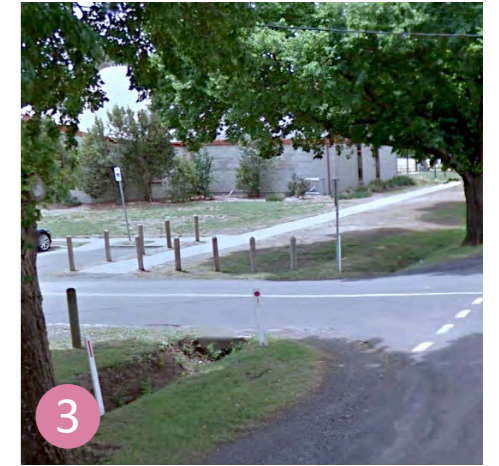
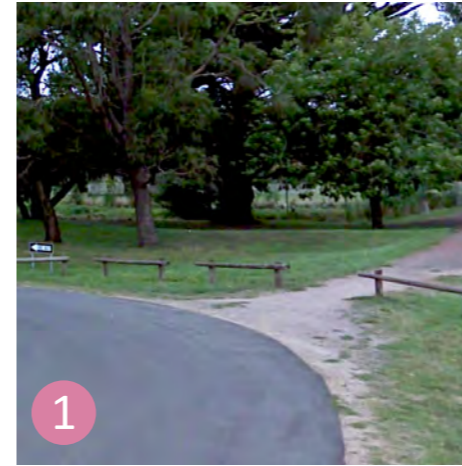


The site is surrounded by buildings used frequently by the community. These include the Tennis Club, Swimming Pool and leisure park, Visitor Information Centre, Skate park, and Woodend Neighbourhood House.

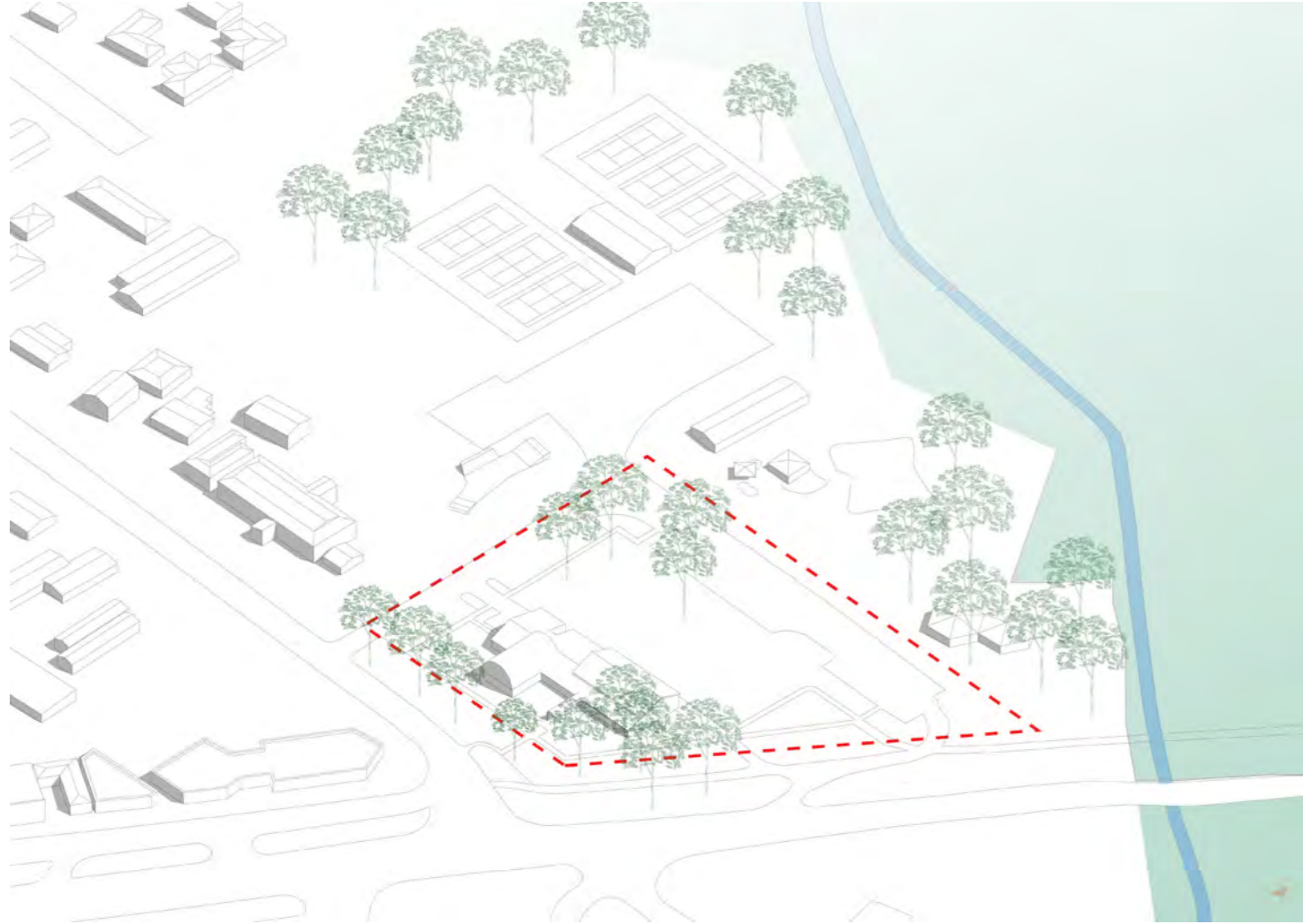
3.9 EDGE CONDITION



Edges around the site are a mix of major roads (High Street and Forest Street), access/parking roads to the back of the site and pedestrian paths of varying levels of quality.

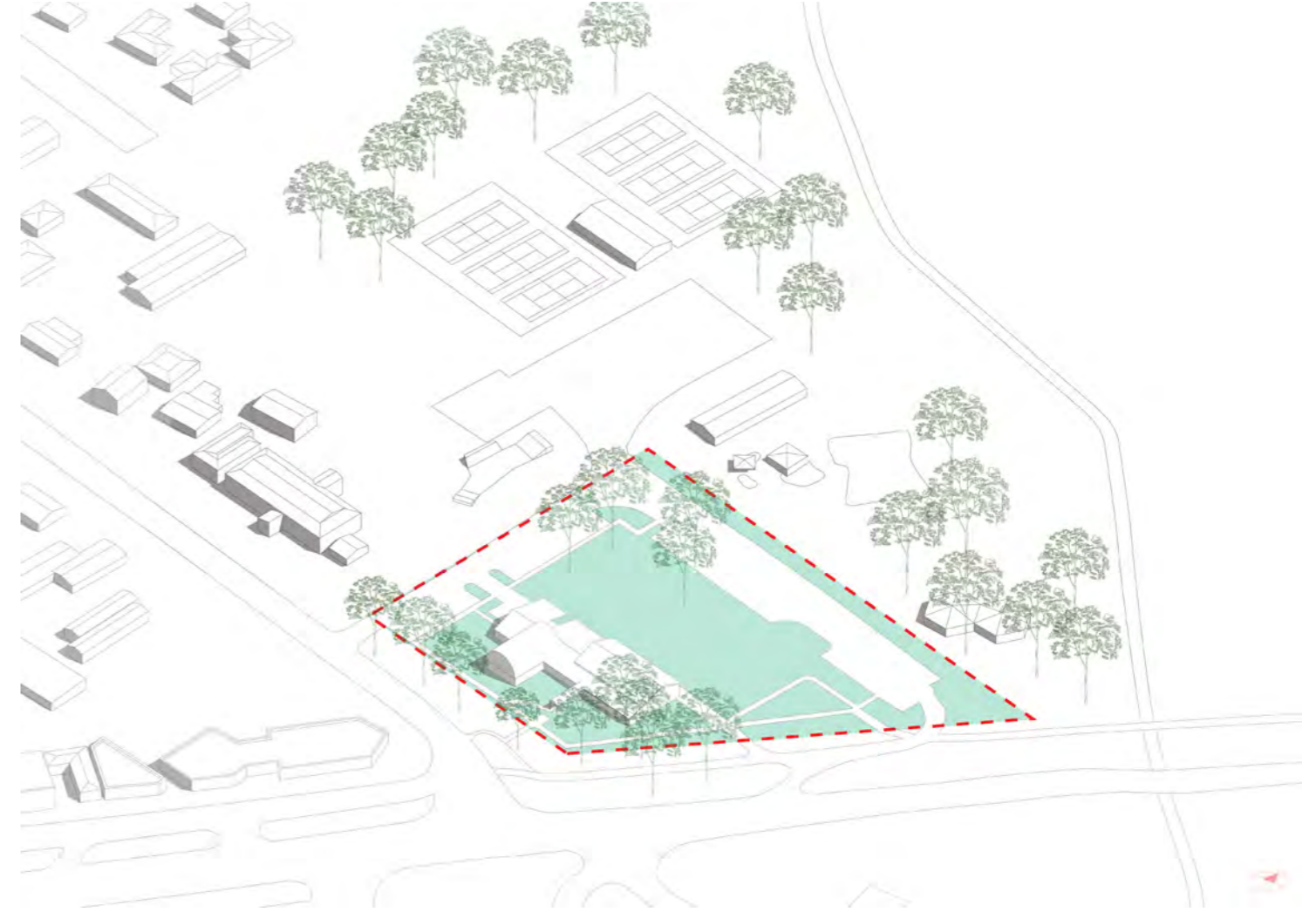


3.10 SITE CONSERVATION



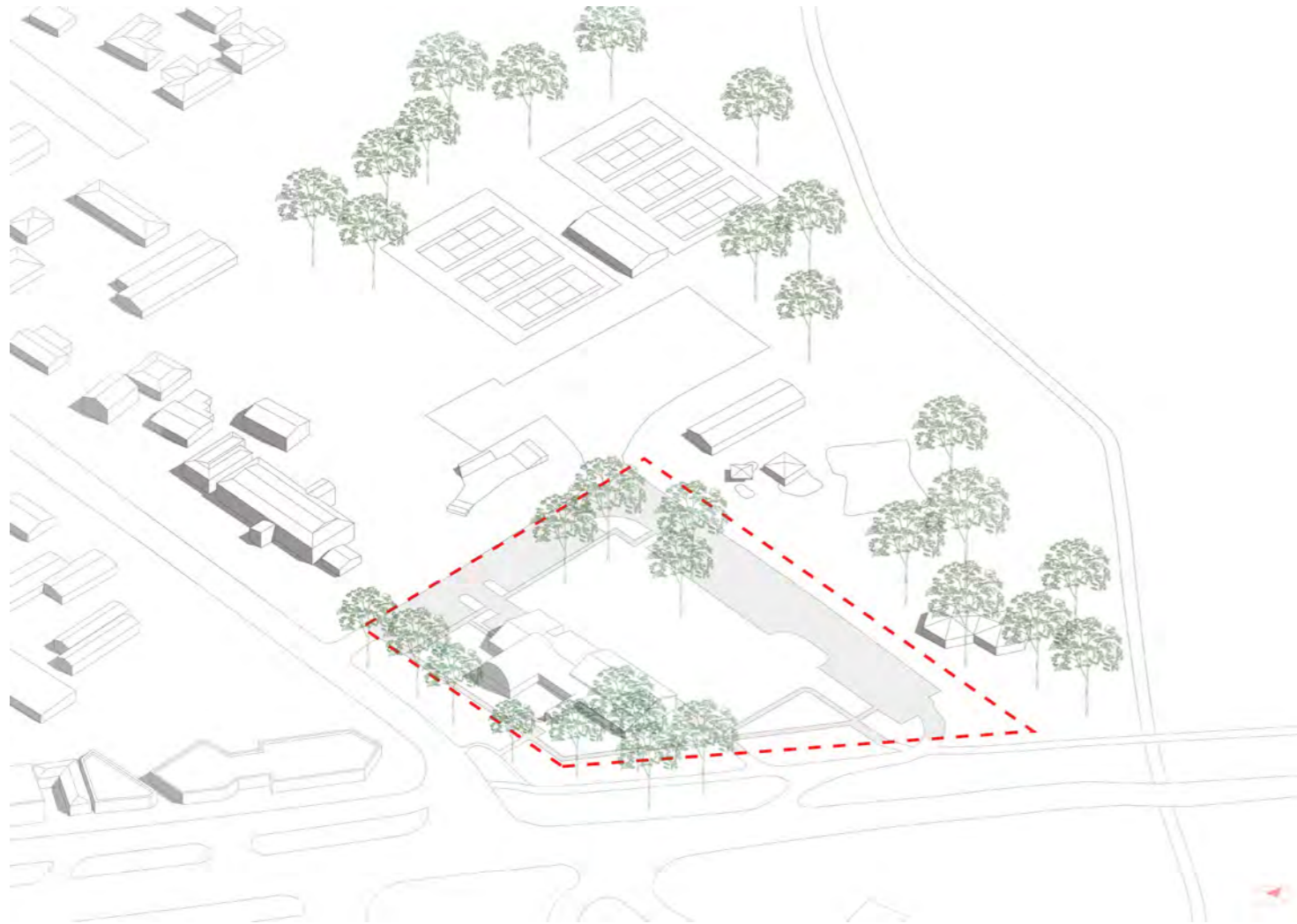
Significant green space and reserve land sit to the north of the site.

3.11 SOFTSCAPE/GREENSCAPE



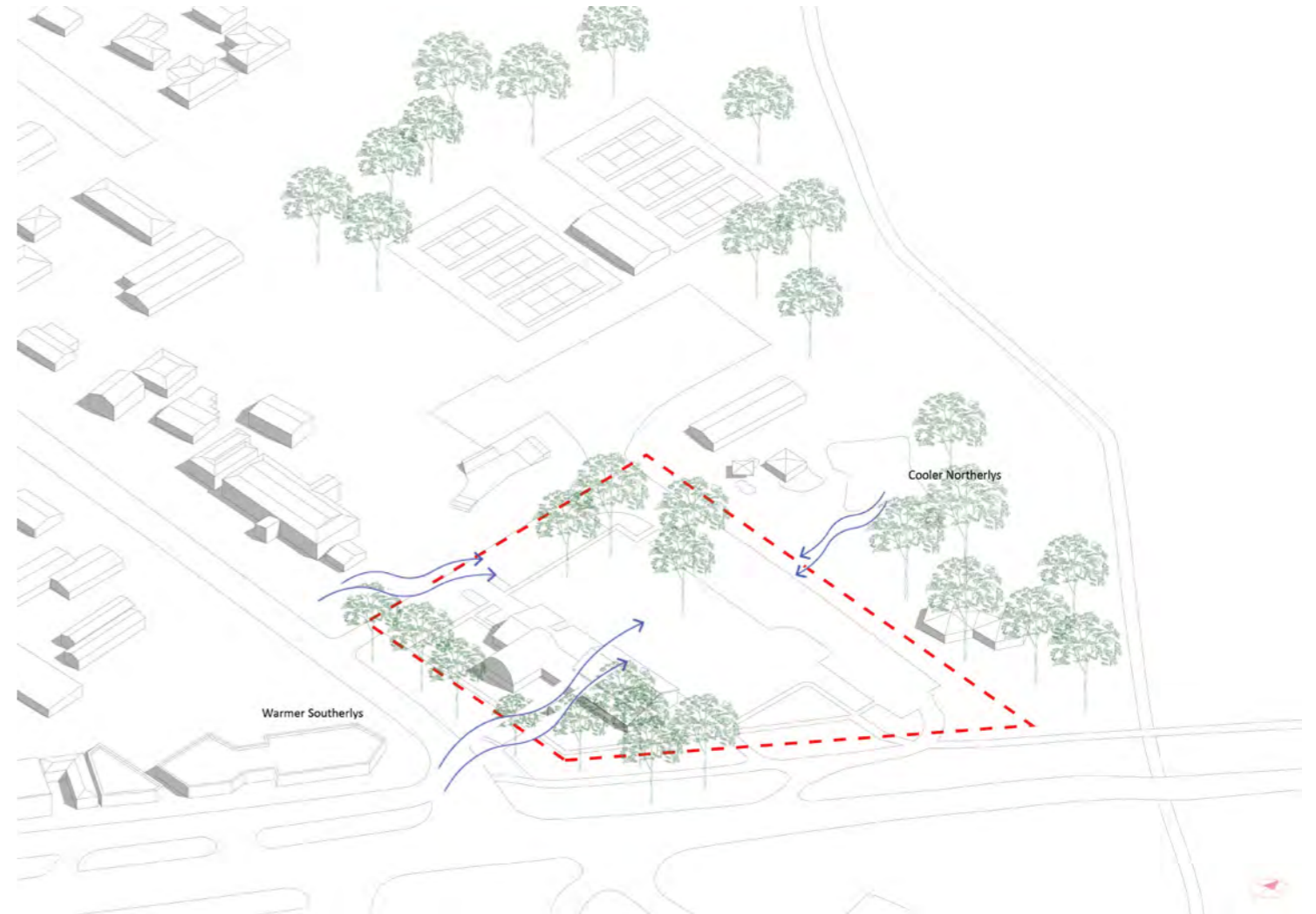
The site sits between a reserve and urban public life on High Street. It is a mix of landscape, green zones and parking/access roadways.

3.12 HARDSCAPE



Roads surround the site on all sides.

3.13 WIND



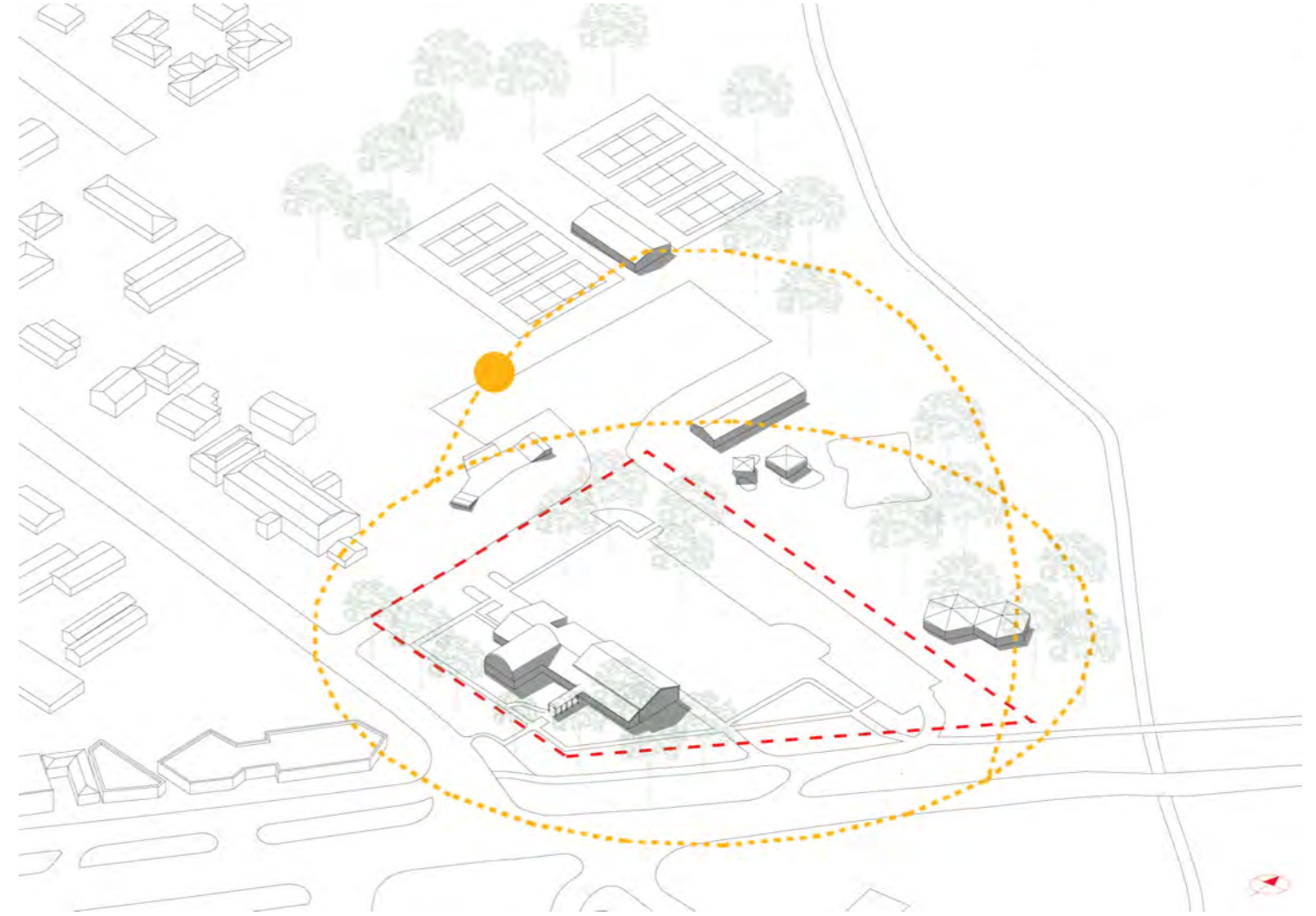
The site is fairly exposed to wind predominantly from the north and south throughout the year.

3.14 SOLAR ACCESS + SHADOWS - JAN 9 AM



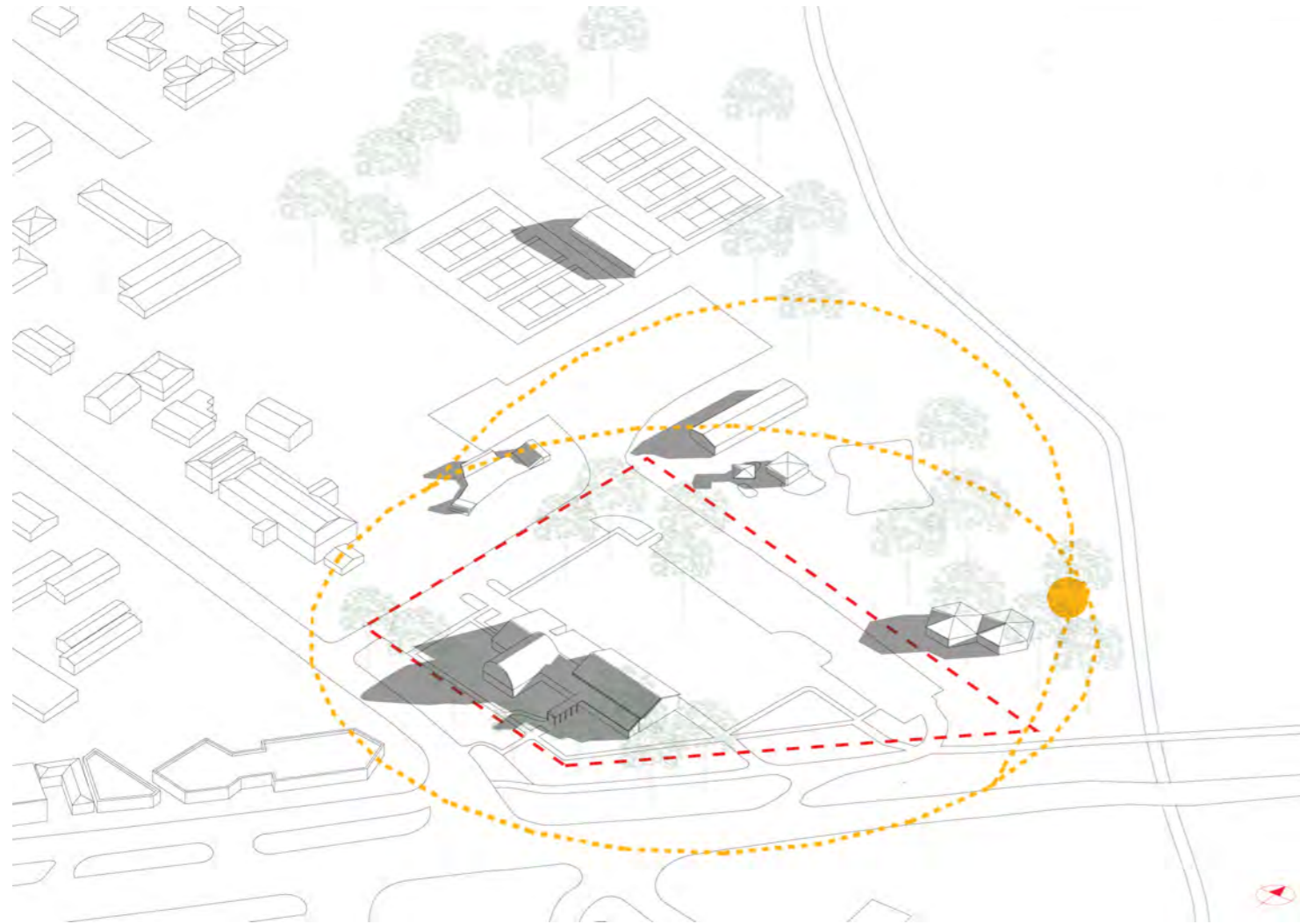
In Summer, the sun rises from the east in a westerly direction.

3.15 SOLAR ACCESS + SHADOWS - JAN 3 PM



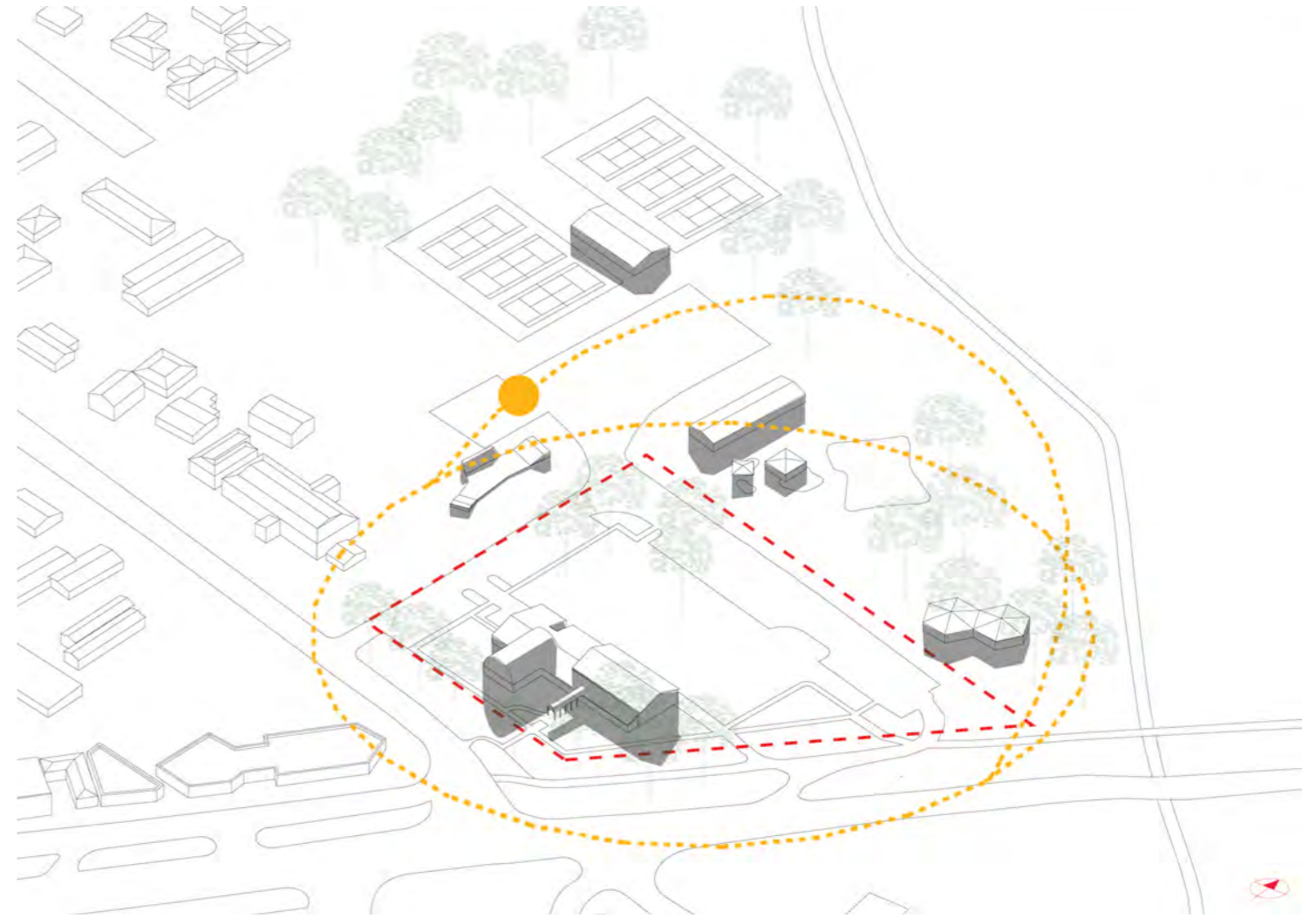
In Summer, the sun sets in the west.

3.16 SOLAR ACCESS + SHADOWS - JULY 9 AM



In Winter, the sun moves low over the site.

3.17 SOLAR ACCESS + SHADOWS - JULY 3 PM



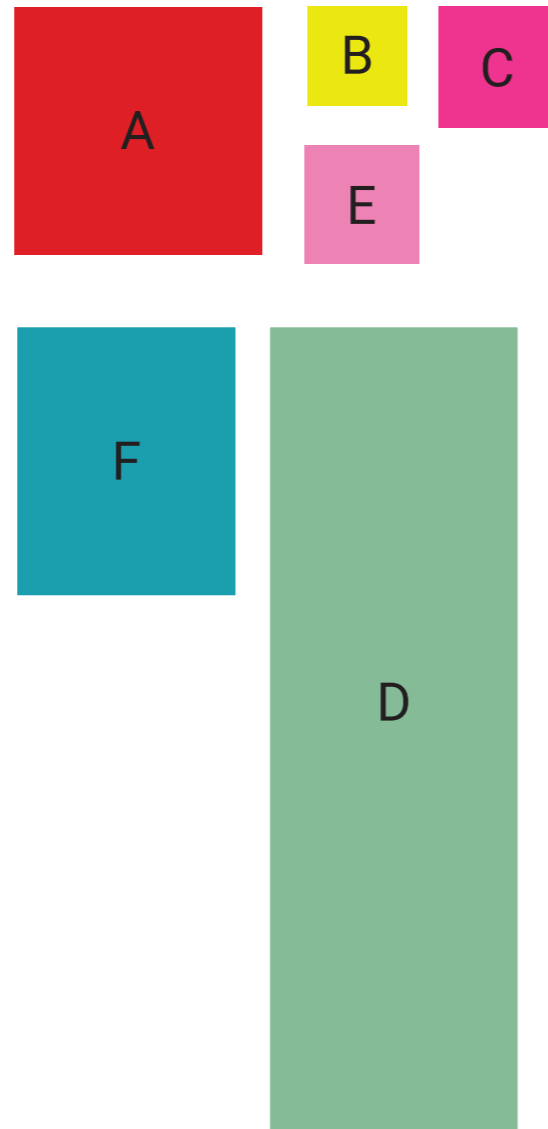
In Winter, the sun is strong and low in the sky in the afternoon.

3.18 RECOMMENDED MASTERPLAN USES ECONOMIC ANALYSIS + COMMUNITY INPUT

Urban Enterprise’s Background and Opportunities report recommends the following programs and uses (see Appendix A):

Recommended Master Plan Uses

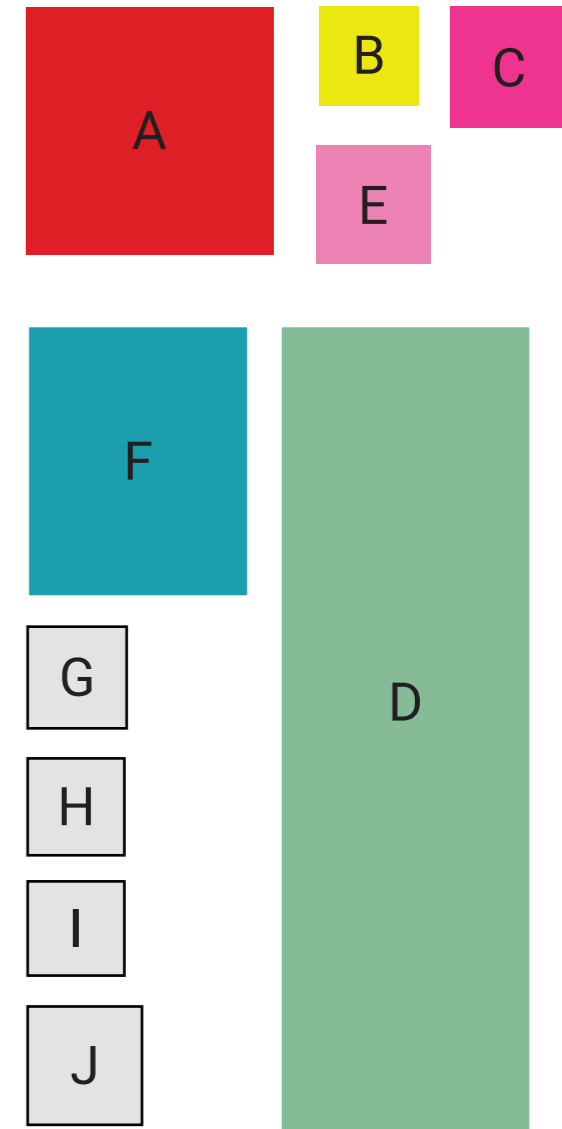
- 2020
Urban Enterprise
-
A- Library single storey 700sqm
B- Cafe and Produce Store 100sqm
C- Performance space 150sqm
D- Village green and Multipurpose Outdoor Event Space 2100sqm
E- Multipurpose Foyer - 150sqm
F- Flexible Farmers Market- 600sqm



The following additional uses/programs were identified during community consultation as part of this Masterplan project (see Appendix A).

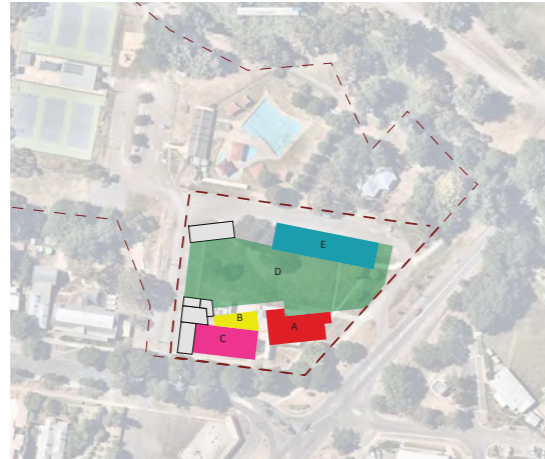
Additional Community Spaces

- 2020
Workshop Outcomes
-
A- Library single storey 700sqm
B- Cafe and Produce Store 100sqm
C- Performance space 150sqm
D- Village green and Multipurpose Outdoor Event Space 2100sqm
E- Multipurpose Foyer - 150sqm
F- Flexible Farmers Market- 600sqm
G- Visitor Info / Local Wine 100sqm
H- Community Radio / Recording Studio 100sqm
I- Cycle Hub, Rental and Service 100sqm
J- Woodend Permaculture Garden 150sqm

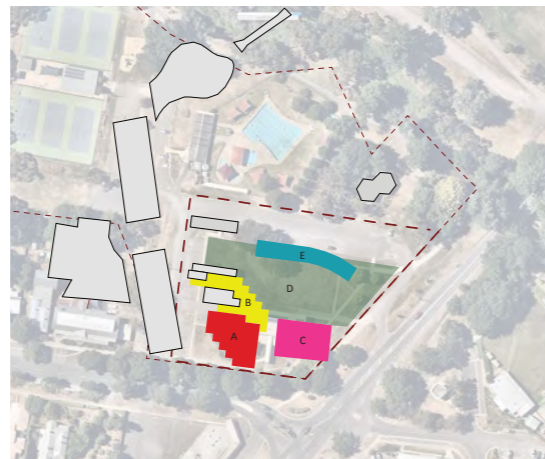


3.19 SUMMARY OF KEY SPACES

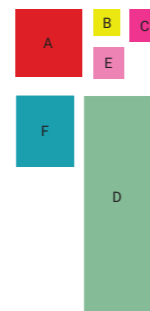
PREVIOUS MASTERPLAN
MORTON DUNN, 2009



PREVIOUS MASTERPLAN
DAVID FAGGETTER, 2019



RECOMMENDED MASTERPLAN USES
URBAN ENTERPRISE, 2020



A. Library



290sqm

350sqm

700sqm

B. Cafe



100sqm

200sqm

100sqm

C. Performance space



300sqm

330sqm

150sqm

D. Outdoor Event space



1800sqm

1300sqm

1500sqm

E. Farmer's Market + Square



470sqm
(market hall)

270sqm
(market hall)

600sqm

Total

2960sqm

2450sqm

3050sqm

4 FINDINGS

LANDSCAPE

What is the problem?

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

The site consists of just one building, it is not a **precinct**

Outside of market days, the community does not 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 diverse 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 an underused block of land to a **destination** for outdoor performances, live gigs, and arts and culture showcases would generate activity and revenue for the Woodend community

Extending hours of operation on the site 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

Why is this important? How can we solve it?

On market days, increased servicing and loading would ensure smooth operations, with plenty of space to load and setup/pack-down

A **gateway** 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

CIVIC CHARACTER + 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, civic ceremonies and the like

Enclosing the site would formalise the precinct's identity. An enclosing wall could provide storage, service and electric outlets for market stallholders and daily use

Designated pedestrian pathways could allow the space to be used for more formal ceremonies and congregations (council events, festival openings)

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

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

The building has ongoing, expensive maintenance issues

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

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

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

A robust masterplan considers the past, present and potential future uses of the site



FUTURE-PROOFING

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

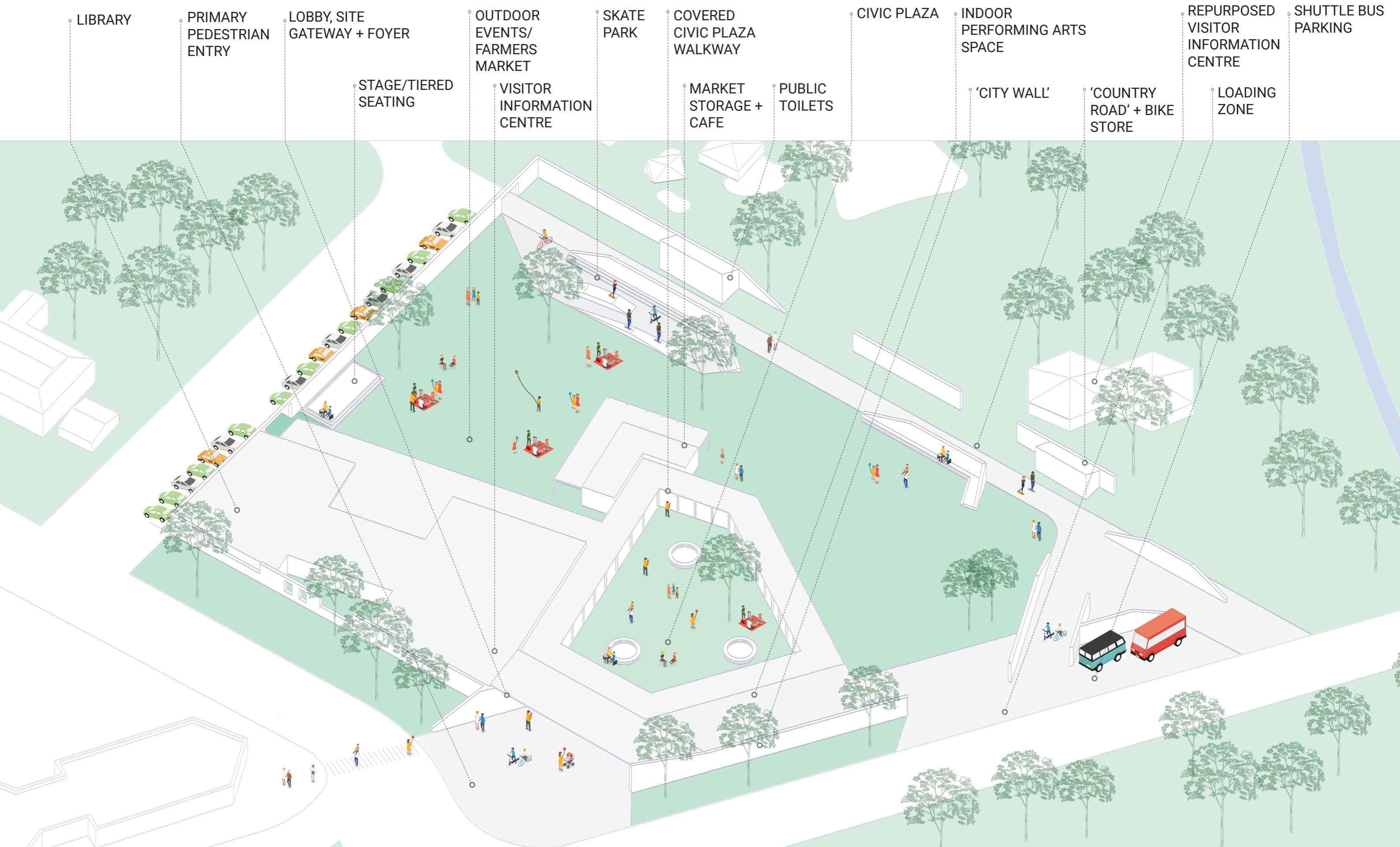
There is currently no plan for flexible modes of operation

Why is this important? How can we solve it?

Having pathways and areas lit 24 hours a day 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

5 MASTERPLAN CONCEPT



5.1 VISION STATEMENT

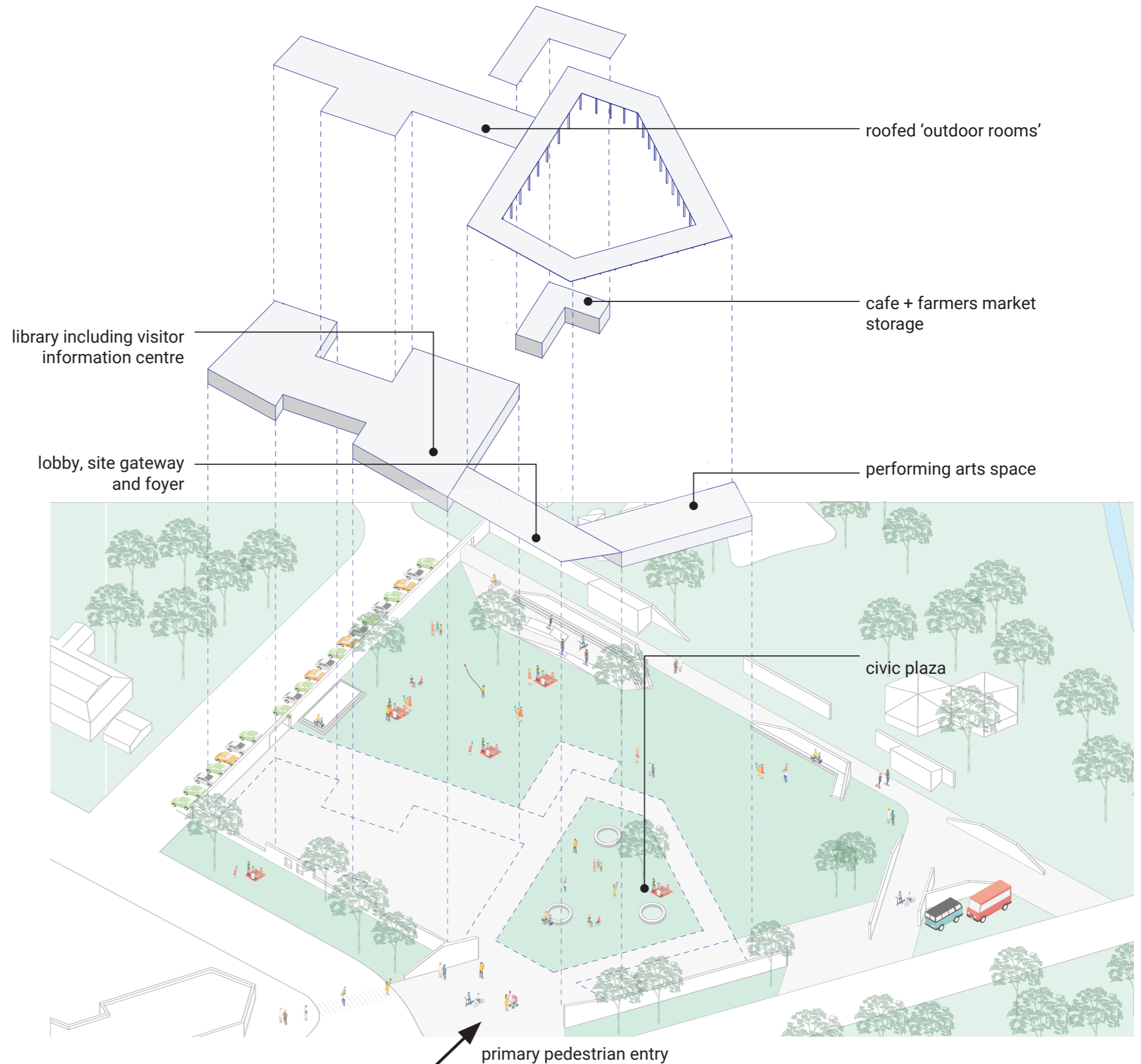
A revitalised Woodend Community Centre has the potential to contribute to strengthening the Macedon Shire Region as a leading community and cultural showcase.

Our masterplan 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 civic plaza enclosed by a city wall, 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 24 hours a day, ensure a greater sense of community and safety at all hours.

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.



5.2 VIEW - LIBRARY/COMMUNITY CENTRE + MARKET SQUARE

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

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.

Gateways to the site create a very clear sense of being 'inside' the community centre precinct

Outdoor stage doubles up for playing and people watching



5.3 MASTERPLAN CONCEPT



KEY

- ① foyer/gallery
- ② visitor information centre
- ③ library collections
- ④ library forecourt
- ⑤ kids
- ⑥ secure library courtyard
- ⑦ toilets
- ⑧ staff, IT, returns + sorting
- ⑨ meeting
- ⑩ outdoor stage
- ⑪ outdoor events/markets
- ⑫ skate park
- ⑬ cafe + outdoor dining
- ⑭ market store + facilities
- ⑮ pedestrian + bike entry
- ⑯ 'country road' pedestrian path
- ⑰ outdoor performance/ markets
- ⑱ civic plaza and garden
- ⑲ indoor performance
- ⑳ 'civic loop' - covered
- ㉑ loading and large vehicle parking
- ㉒ shuttle bus parking
- ㉓ bike store/services
- ㉔ public toilets

5.4 VIEW - ENTRY INTO CIVIC PLAZA



5.5 LANDSCAPE



The masterplan provides landscapes with a range of characteristics and functions:

- ① existing street trees
- ② civic plaza for social/ceremonial amenity
- ③ outdoor rooms for informal social activity
- ④ market square for open-air activity
- ⑤ urban playground for seating
- ⑥ recreation zone
- ⑦ 'country road'
- ⑧ 'city wall'

The Civic Plaza 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

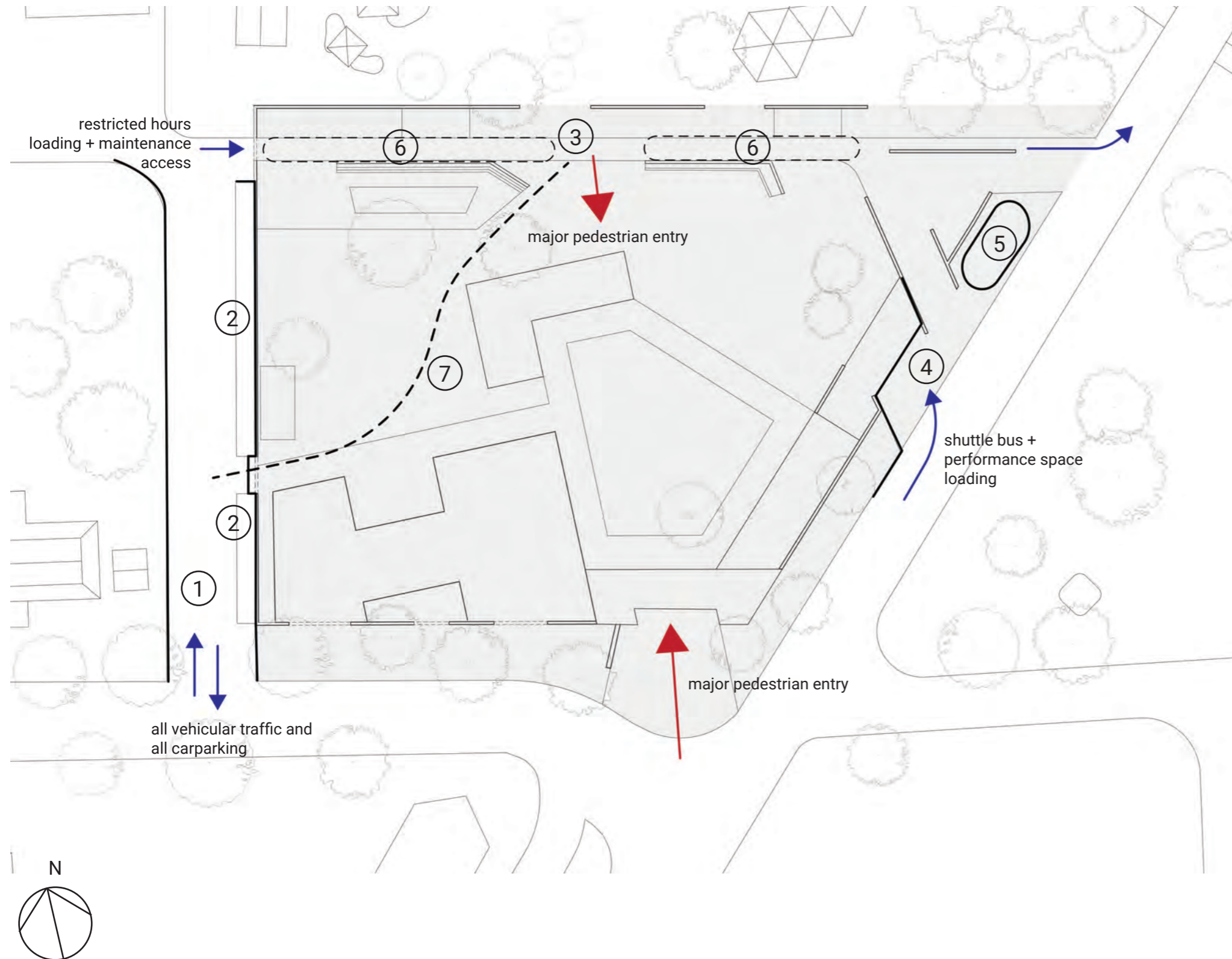
More market stalls on a better-connected and serviced site provides market operators and visitors increased options and enjoyment

24 hour activities on the site ensure a greater sense of community and safety at all hours

Extending the existing recreation activity north of the site creates a larger **recreation zone** and a hub of activity.

The **'city wall'** encloses and activates, changing in scale and size as it wraps the site. Openings and turns in the wall provide aspect, direct movement and promote passive surveillance throughout. The city wall establishes this space as the **Civic Hub** of Woodend.

5.6 ACCESS



The masterplan manages the movement of people and vehicles through:

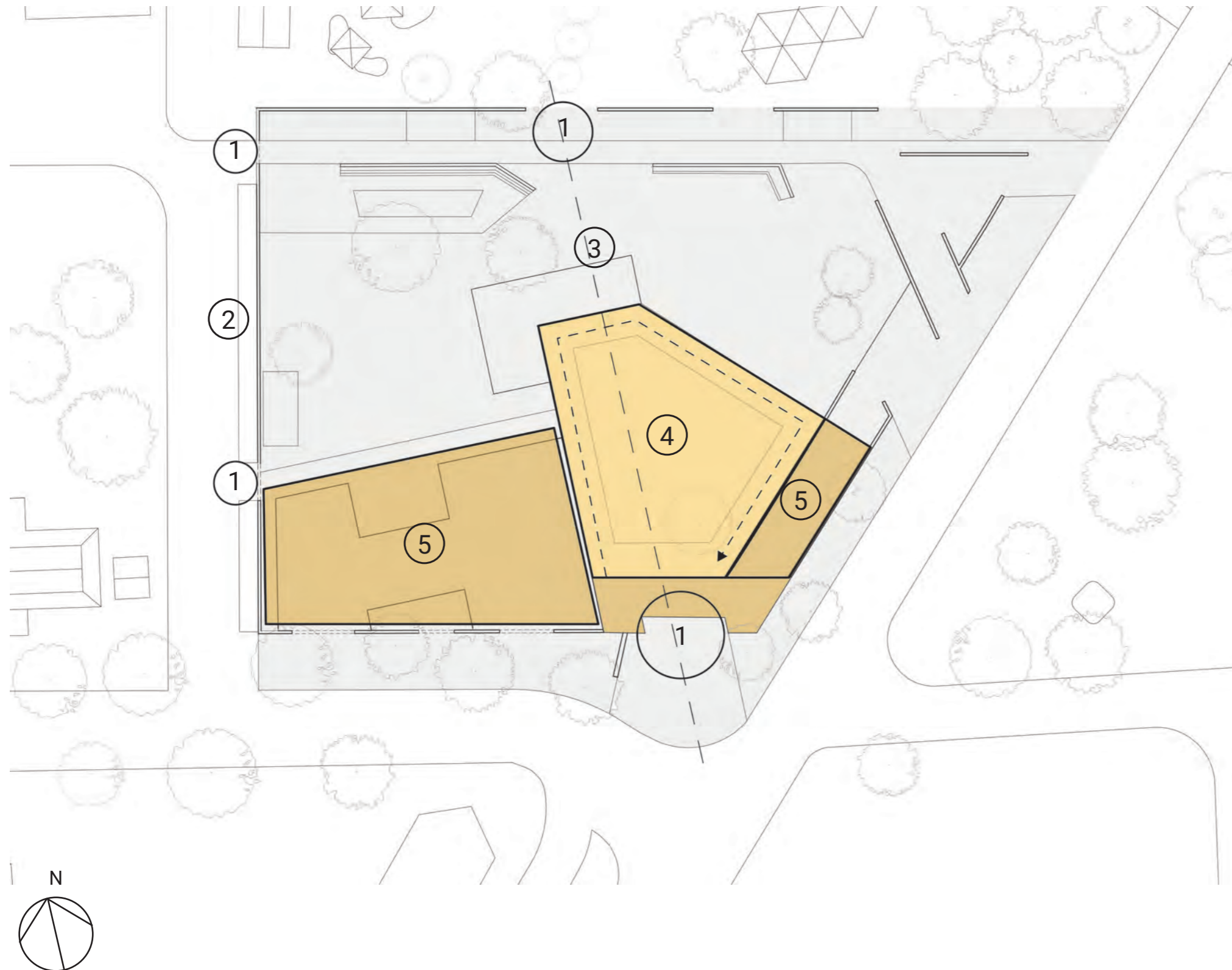
- ① retaining existing vehicle access and
- ② general carparking
- ③ new pedestrianized, gravel, one-way 'country road'
- ④ loading bay for performance space
- ⑤ shuttle bus parking
- ⑥ overflow parking
- ⑦ vehicular access for farmer's markets and maintenance

More vehicular parking encourages **visitation and tourist activity**, as well as easier and safer entrance 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

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

5.7 CIVIC CHARACTER + CEREMONY



The masterplan creates a civic space with opportunities for ceremony:

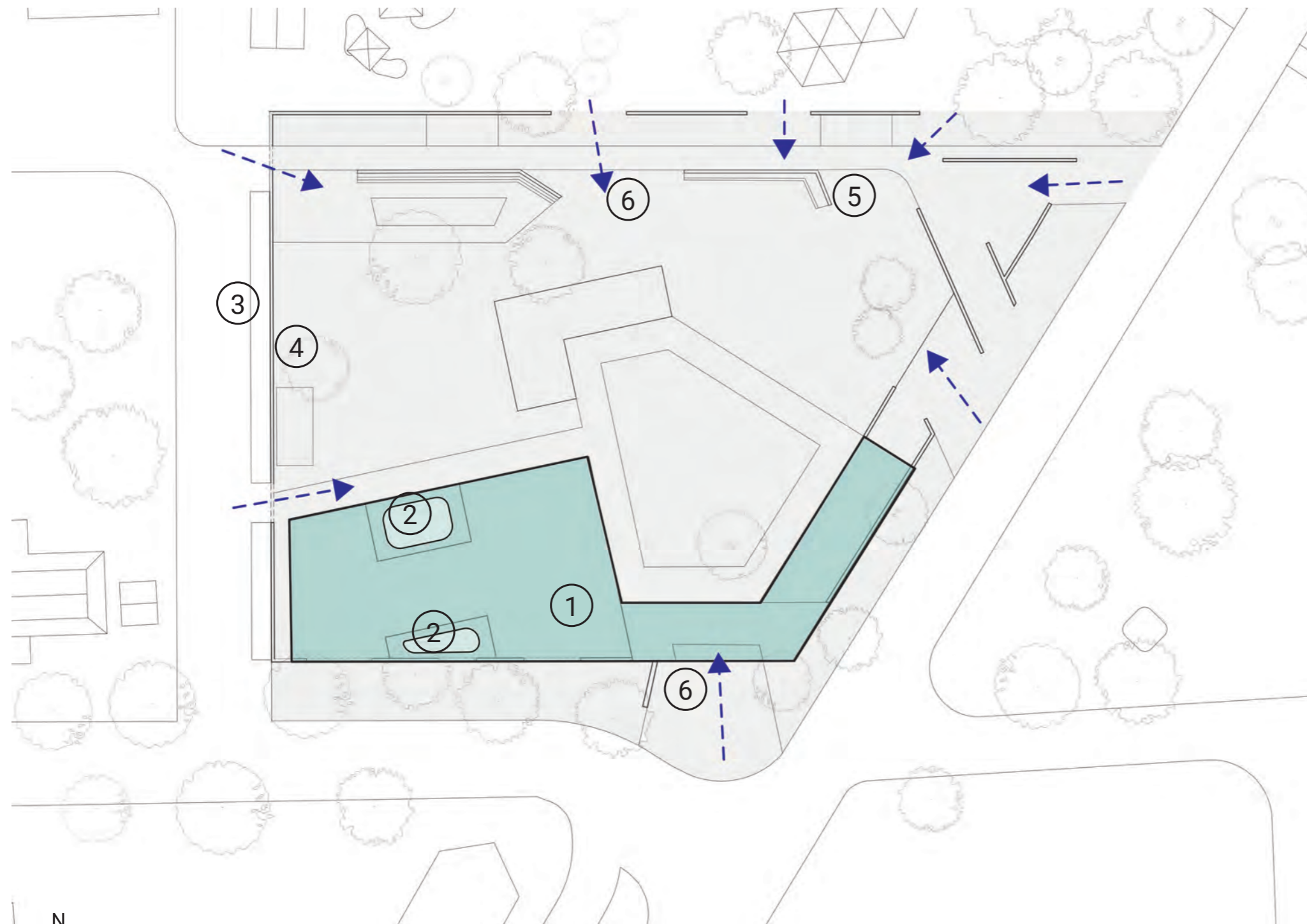
- ① civic gateways (primary and secondary)
- ② boundary element to clearly define inside and out
- ③ ceremonial axis and route
- ④ scale, sense and enclosure, repetitive colonnade, quality and formality of a civic space
- ⑤ built form

Powerful and thoughtful civic gestures allow the site to become a **destination**

An enclosing wall would formalise the precinct's identity and serve practical uses (providing storage, service and electrical outlets for market stallholders and daily use)

Designated pedestrian pathways could allow the space to be used for more formal ceremonies and congregations (council events, festival openings)

5.8 ENVIRONMENTALLY SUSTAINABLE DESIGN



- ① the building is oriented to optimise natural light, minimise overshadowing, harvest water and generate electricity
- ② courtyards are used to draw light into deep plans and provide connections to landscape
- ③ wall construction could include gabion of demolition waste
- ④ efficient service reticulation using walls
- ⑤ water-sensitive urban design (WSUD) in carparking
- ⑥ highly porous site encouraging pedestrian movement and engagement with landscape

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

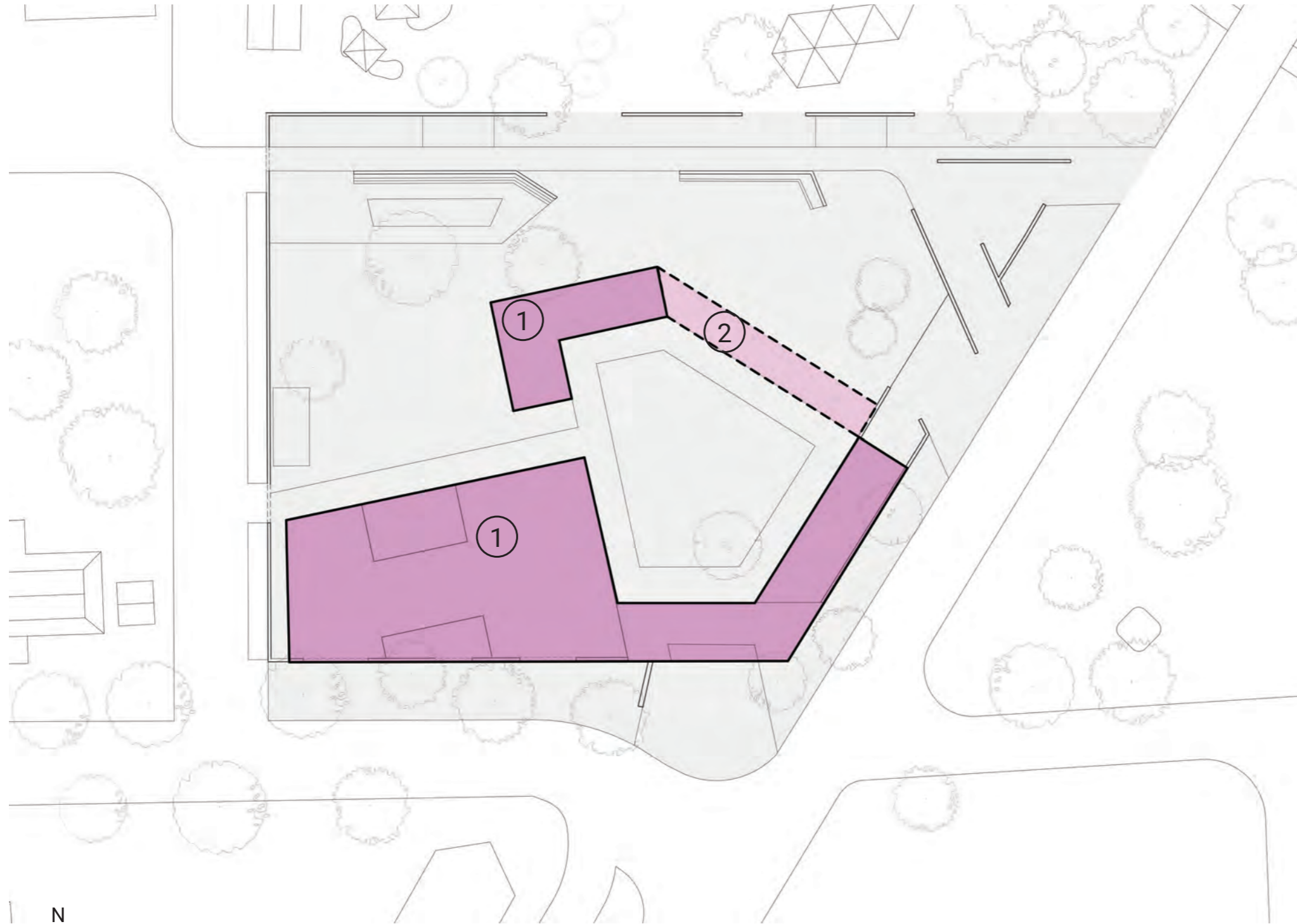
Finding a second life for construction waste (eg: gabion wall from recycled construction materials) could contribute to Woodend's existing recycling program and reduce materials which end up in landfill

The building has the capacity to **generate** most of its own power, therefore reducing running costs and providing power for the community's use

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



5.9 FUTURE PROOFING



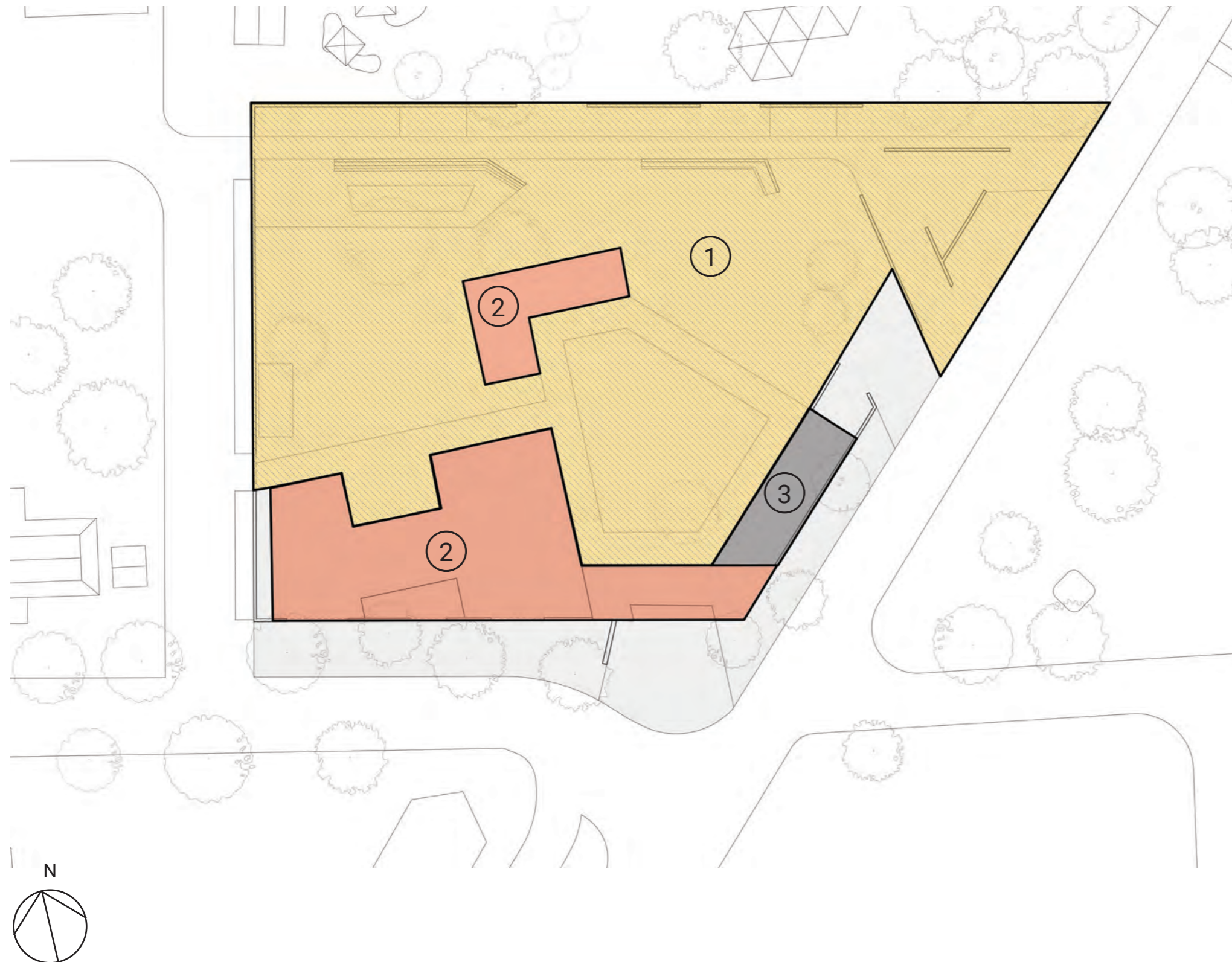
The masterplan allows for loose-fit, flexible spaces and future expansion.

- ① proposed built form
- ② future expansion

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



5.10 MODES OF OPERATION



The masterplan allows for varied access to occupation of the site at all times to support activation

- ① open all hours (includes public amenities and covered spaces)
- ② standard opening hours throughout the week
- ③ reduced opening hours based on programmed activity

Having pathways and areas lit 24 hours a day 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

5.11 PRECEDENTS - LIBRARY + COMMUNITY CENTRE

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.

5.12 PRECEDENTS - MARKET + CIVIC PLAZA

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.

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