



WESLEY HILL HALL

MASTER PLAN REPORT

AUGUST 2024



The Wesley Hill Hall master plan report was prepared by Kellie Maddaford & Liz Stearne August, 2024.

Acknowledgements

We would like to thank the Department of Energy, Environment and Climate Action (DEECA) for their support and guidance, Mount Alexander Shire Council officers who generously provided their time and expertise, Lisa D’Onofrio for coordinating the extensive community engagement work, MASDAG for assisting with the access assessment, local artist Trace Balla for her beautiful concept drawing that truly captures the spirit of the Wesley Hill Plan, Tilda Sommers whose magic made the site plans come alive, local businesses for their support and input, boundary neighbours for their enthusiasm and contributions, market stall holders for their ideas and encouragement and most importantly to the community – your active engagement in the consultation process was invaluable. We would also like to thank the Wesley Hill Hall Committee of Management for the opportunity to work on such a wonderful project.

Executive summary

Wesley Hill, situated between Chewton and Castlemaine, has come to form its own identity as a distinct neighbourhood. Changing demographics are seeing an increase in families to the area. The Wesley Hill Hall precinct, renowned for its Saturday market, holds significant potential to become the heart of Wesley Hill. While the market faced challenges due to Covid-19, it is now showing signs of recovery. Central to its appeal is the unique community atmosphere and social connections it has fostered since its inception, almost 50 years ago.

The Wesley Hill Hall Committee wishes to rejuvenate the amenity, sustainability, and accessibility of the precinct, transforming it into a vibrant community hub beyond market days. Strategic planners Kellie Maddaford and Liz Stearne were engaged to conduct an urban design analysis and place-making initiative to guide decision-making of a masterplan. Their approach leveraged community feedback and extensive public engagement, including focus groups, meetings, and survey, to shape a shared vision for the precinct's future. Stakeholders contributed valuable insights based on their expertise.

From the community engagement, key themes emerged. The community felt the hall and surrounding site were underutilised and lacked necessary infrastructure to make it comfortable and user friendly. Elements that arose were heating, cooling, acoustics, natural light, night lighting, access, safety and seating. They desired more information about events and were seeking ways to actively use the space to connect with their community. Suggestions for activation of the site as a community gathering space included a variety of play spaces for differing ages, public BBQ/ pizza oven, drinking fountain, winter fire pit, planting/landscaping and community centred activities - particularly music & food related.

Similarly for the market, the key issues were centred around comfort and infrastructure. The community wanted universal access, more seating options, a designated play space for children and better bike parking. The stallholders desired more advertising and alternative options for shelter and shade. Proposed strategies to increase market attendance included intensive collaborative advertising involving stallholders and patrons, creating market 'zones' and constricting placement of stalls to encourage movement.

Based on these insights, the plan was crafted to ensure the precinct becomes accessible, multifunctional, comfortable, and conducive to community interaction. The plan honours community suggestions while preserving the market's unique feel and the hall's historical significance. Key focus areas include infrastructure and landscaping, enhancing the Saturday market experience, promoting sustainability, preserving heritage, ensuring accessibility, and improving functionality of the hall building. The shared vision is for the precinct to serve as a vital local asset, thriving as a dynamic community hub and civic square.

Table of Contents

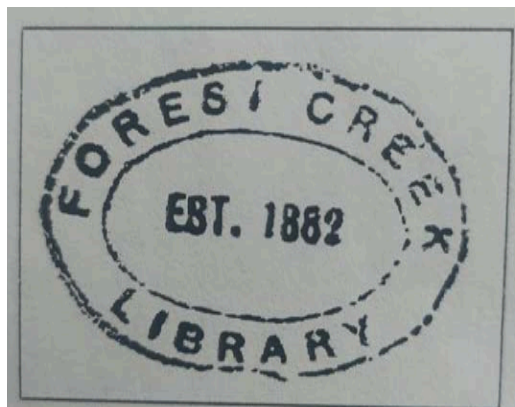
History of the site	5
Site context	6
Site and Facilities	8
Surrounds	11
Access	13
Site Use	15
Community Profile	16
Planning controls	17
Relevant Plans & Strategies	19
The approach - Placemaking	21
Observations.....	22
The community is the expert – public participation.....	29
Shared vision – The Plan	31
Infrastructure & Landscaping	34
Market	41
Environmental Sustainability	46
Heritage	50
Access	51
Hall.....	56
Implementation	59
References	60

History of the site

The hall has always been an important part of the local urban fabric. It was one of the key community buildings in the Chewton-Wesley Hill in the post-Gold Rush settlement, serving as a lending library, Forest Creek Free Library, until the 1880s. It remains a significant part of local Goldfields history, having operated until the turn of the century hosting various community functions such as tea meetings and concerts.

The market, which is the oldest continually running Saturday market in the state, has been using the site for half a century. There are still stall holders who were part of the Wesley Hill Progress Association in the 1950s, working to preserve the hall for the community.

The hall has always enjoyed strong community support, with connections established with local sporting groups, supporting fundraising events and awards nights.



Site context

The Wesley Hill Hall and Market precinct is located at 149 Pyrenees Highway (Duke Street), midway between Castlemaine town centre and Chewton (Figure1).

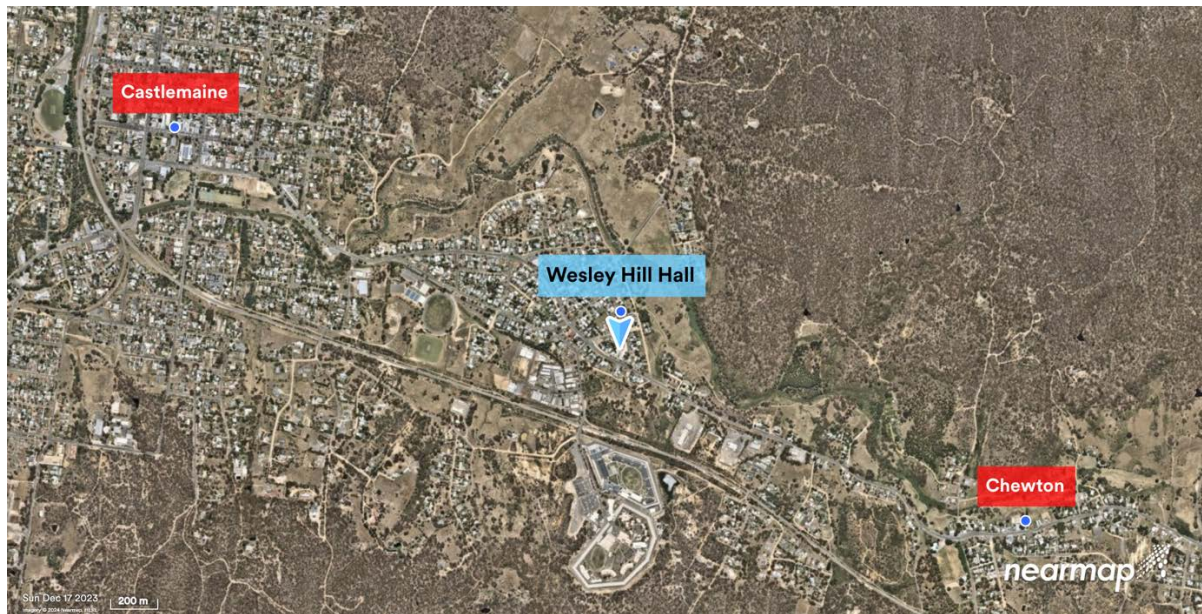


Figure 1: Wesley Hill Hall and Market precinct location

The Wesley Hill Community market also utilises land at 20 and 22 Van Heurck Street and these parcels form part of the precinct. The vacant land at 137 Duke Street is also utilised for car parking. See Figures 2 & 3 below.

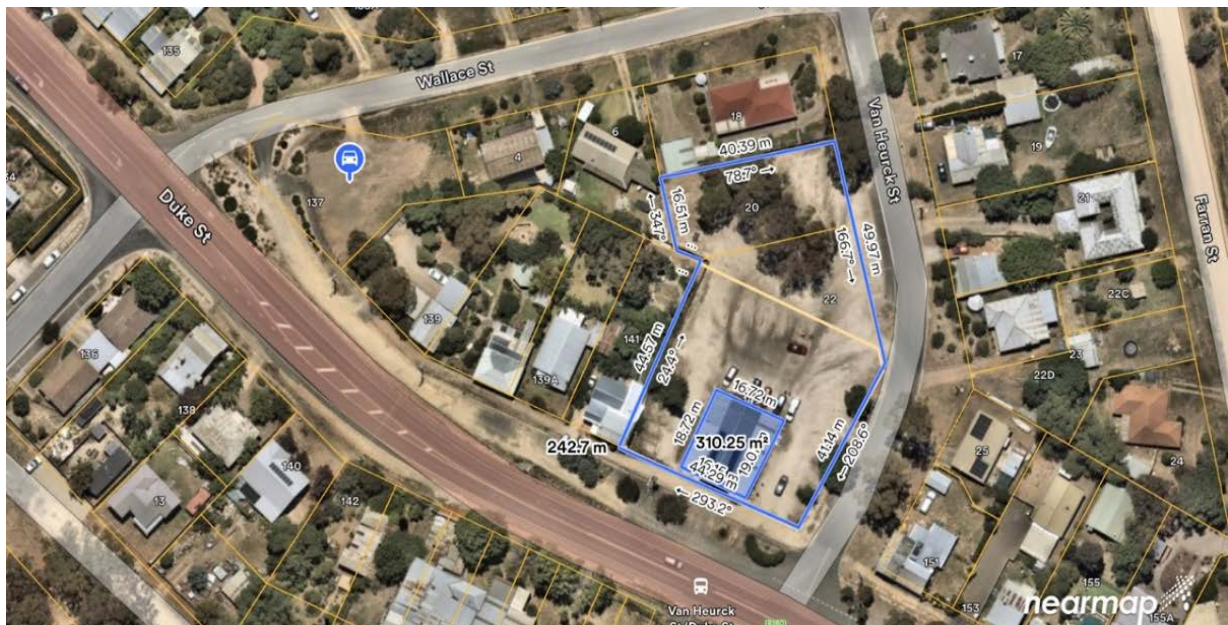


Figure 2: Aerial view of Wesley Hill Hall Precinct boundary and vacant land used for market car parking

The land parcels that form part of the precinct are owned by Mount Alexander Shire Council (MASC) or Crown Land through the Department of Energy, Environment and Climate Action (DEECA) and managed as follows:

- 149 Duke Street – Crown Land managed by Wesley Hill Hall Committee with oversight and support form DEECA

A square shaped block with a total area of 2022 m². The frontage to Duke Street is approximately 44m, the western boundary approximately 45m, the northern boundary 44m and the eastern boundary abutting Van Heurck Street 40m.

- 22 Van Heurck St - Crown Land managed by MASC

A triangular shaped parcel of land with a total area of 514m². The north-western boundary abutting 20 Van Heurck Street is 36m, the eastern boundary along Van Heurck Street is 28m and the southern boundary abutting 149 Duke Street is 46m.

- 20 Van Heurck St - vacant freehold land owned by MASC

Rectangular shaped parcel of land with a total area of 791 m². It has a frontage to Van Heurck Street of 20m and a depth of 40m.

- 137 Duke Street - vacant freehold land owned by MASC (parking site)

This is an irregular shaped block with a total area of 950.23 m².



Figure 3: Various land titles and ownership that make up the Wesley Hill Hall Precinct

Site and Facilities

Hall

The hall, a brick building with a corrugated iron roof, is located along the street frontage in the centre of 149 Duke Street. It contains an open space of approximately 8 x 18m a commercial kitchen, female, male and disabled toilets (with baby change), storeroom, and verandah. Three split systems service the hall and kitchen (2 for the hall and 1 for the kitchen), with three ceiling fans. There is a community defibrillator located on the verandah. There is an access ramp on the west side (Figure 5). There are solar panels located on the east pitch of the hall roof.



Figure 4: Wesley Hill Hall as seen from Duke Street



Figure 5: West side of the hall – access ramp



Figure 6: Rear of hall (looking south towards Duke Street)

Land surrounding the hall

Apart from the hall, the site is largely vacant. An external power box with a water tap is located north of the hall building (Figure 7). There is a rubbish bin and some signage in the south east corner along the Duke Street frontage, together with outdated parking for five bicycles (Figure 9).

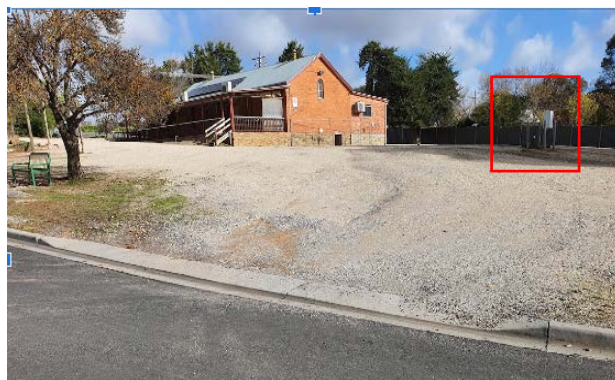


Figure 7: Looking from Van Huerck Street towards the hall. Power box visible in top right quadrant



Figure 8: Power box and tap



Figure 9: Market signage, bin, bike parking, market structures and seating

There are two green and white metal bench seats along the Van Heurck St. boundary and a wooden bench seat along Duke Street, facing south.

On the corner of Van Heurck and Duke Streets there is hedge planting and a stepped garden that is used for seating and a buffer from the road on market days (Figure 10).

There are some simple wooden structures erected for market stall holders to create shelter. One opposite the east side of the hall (Figure 11) and one located in the NW corner of 20 Van Heurck St. (Figure 12).



Figure 10: Planting to protect from the road. This area is used by a coffee stall on market day.



Figure 11: Some wooden structures can be seen for the chai stall. Photo taken on market day in winter



Figure 12: Market structures and skip bin located in the north-west corner of 20 Van Heurck St.

The gravel stone site slopes down to the north. There appears to be erosion from water runoff and drainage problems with the boundary to the

north. Some drainage mitigation works have recently occurred (Figure 13) along the boundary of 18 Van Heurck St.



Figure 13: Drainage works



Figure 14: Gravel surface sloping down to the north

Vegetation

A stand of eucalypts (Yellow Gum & Iron Bark) is located on 20 and 22 Van Heurck Street (Figure 15). There are three deciduous Ash trees and a wisteria vine on the eastern boundary and a Cyprus tree can be found on the western boundary (Figures 16 & 17).



Figure 15: Stand of eucalypts



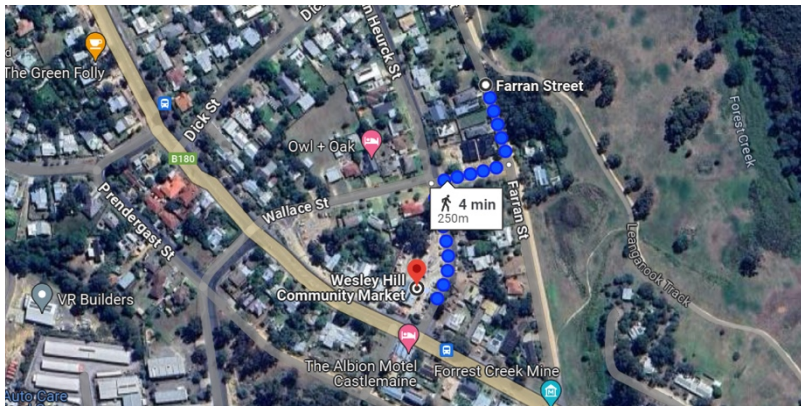
(Left) Figure 16: Eastern boundary vegetation – Van Heurck Street



(right) Figure 17: Cyprus tree - western boundary

Surrounds

Surrounding the site is largely residential housing with a small number of commercial properties. To the north is the Castlemaine Diggings National Heritage Park and Forest Creek with the popular Leanganook trail, which can be accessed approximately 300m from the site.



The Wesley Hill Stadium and Recreation Area is 1 km west and the Forest Creek Historic Gold Diggings tourist destination is 200m east along the Pyrenees Hwy.

Figure 18: The Wesley Hill Hall precinct in relation to the Leanganook Track/Forest Creek trail.

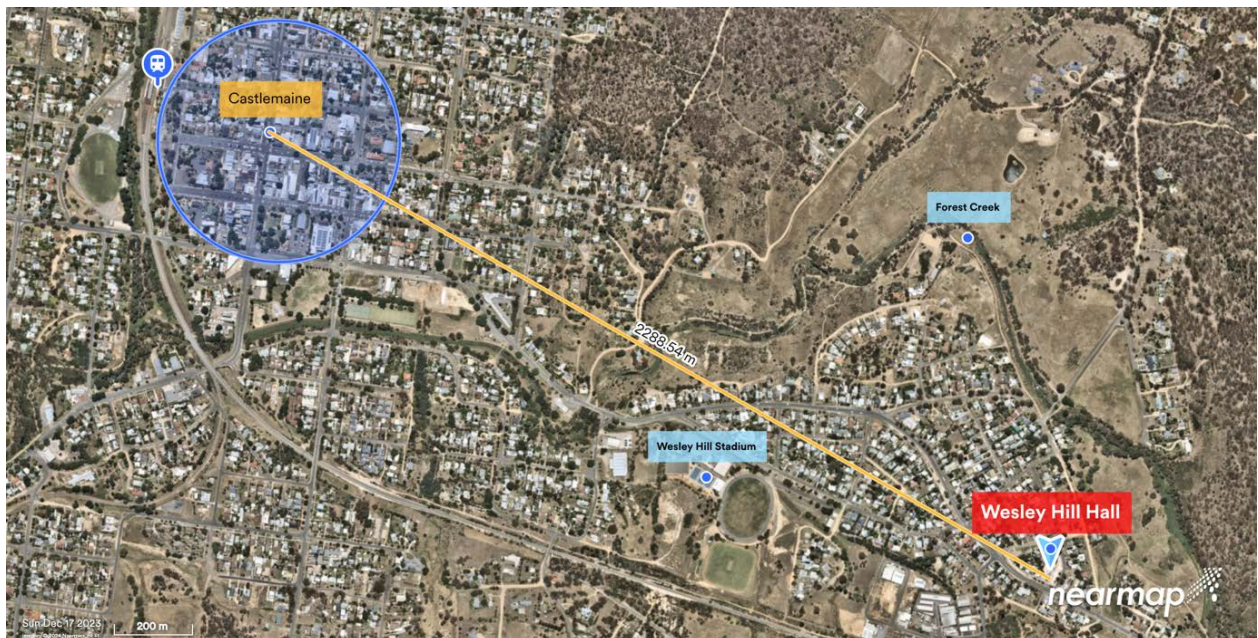


Figure 19: Wesley Hill Hall Precinct in relation to Castlemaine and local sites

Commercial

The Green Folly, a specialist nursery, garden and café that utilises the Wesleyan Church (the first church in Castlemaine) is located about 400m to the west. It attracts people from far and wide and is very busy on weekends.



The popular Wesley Hill Bakery is located at 97 Duke Street, 750m to the west. It is open 7am-5pm but is closed weekends and Mondays.

The Albion Hotel is located opposite the site. This has recently been sold and is said to become an art gallery at the front. The rear is still currently acting as a 7-room hotel.

Figure 20. Albion Hotel - opposite the site on Duke Street

Community facilities

Playgrounds

There is no children's play space in Wesley Hill. The nearest playgrounds are:

- Chewton Soldier's Memorial Park – 2km east along the highway
- Victory Park Playground - 2.3km west along the highway
- Castlemaine Botanical Gardens Playspace – 4.5km
- Norwood Hill Playground 4.1km
- Campbell's Creek Playground – 6.9km.



Figure 21. Chewton Soldier's Memorial Park Playground

Public BBQs

There is currently no BBQ or public open space cooking facilities in Wesley Hill. The closest BBQ facilities are:

- Victory Park, 2.3km west along the highway
- Castlemaine Botanic Gardens, 4.5km to the north west.



Figure 22. Map of closest play grounds and public BBQs

Access

The site is approximately 2.9km from Castlemaine town centre, which equates to a five minute car ride, 35-minute walk or 10-minute bike ride (Figure 19).

Pedestrian

Crossing the main highway can be hazardous as there is no crossing. The terrain around the front (southern) access to the site is poor (Figure 23) with no formalised footpath east of the site along Duke Street (Figure 24). There is wheelchair access available to the hall (Figures 25 & 26).



Figure 23: Poor state of access from Duke Street



Figure 24: Looking East - the gravel path peters out. There is a lip from the road without connection to a path.



Figure 25: Access path into hall from Duke St.



Figure 26: Access ramp into hall on west side of the building

Bike

There is an on-road bike lane along Duke Street and the off road, unsealed Leanganook Track/Forest Creek trail that can be accessed from Burke Street, just outside of Castlemaine town or Kalimna Park. No wayfinding exists from the trail to the site. Bike parking at the site is limited to two, mostly obscured, wheel lock racks.



Figure 27: Bike rack next to bin



Figure 28: Bike rack behind wisteria

Car Parking

Parking in the streets surrounding the market is un-timed. There are three 15 min loading zone spaces along part of Van Heurck Street to coincide with the Saturday market. The vacant lot at 137 Duke Street has parking for about 18 cars. There is no designated disabled parking.

Public transport

Public transport to the site is limited, although there are services seven days a week. Bus route 5 Castlemaine – Taradale (via Chewton) services a bus stop on the corner of Duke Street and Van Heurck Streets for travel towards Taradale Monday- Friday, with four services a day. Bus route 6, Castlemaine to Chewton (via Loddon Prison), operates a few services on both Saturday and Sunday.

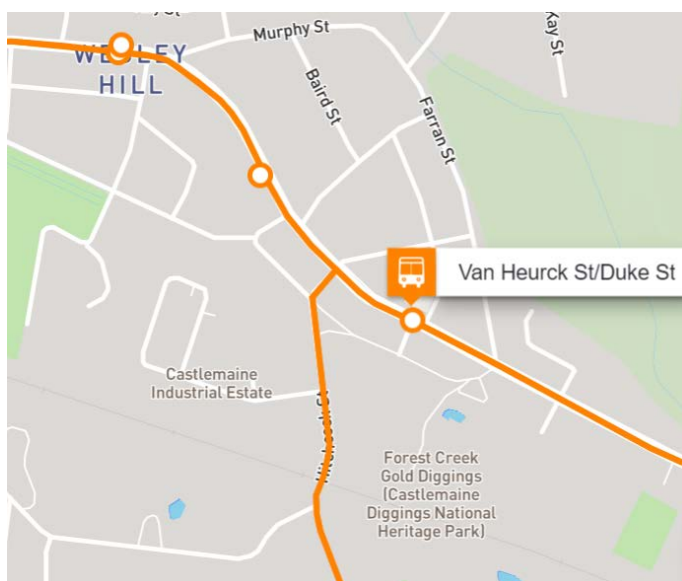


Figure 29: Bus routes 5 & 6 utilise the bus stop outside Green Folly for travel towards Castlemaine and outside 151 Duke Street (hall visible to the west) for travel towards Taradale.

Site Use

Currently, the use of the precinct can be categorised into Hall and Market. On non-market days, the area surrounding the hall is not used.

Hall	<p>The hall is hired regularly by various groups and also for 'one off' events. Current regular users</p> <ul style="list-style-type: none"> - Community Exercise - Kiri No Yama Martial Arts - Castlemaine and District Garden Club (1 x 3hr monthly meeting)
Market	<p>The community market occurs every Saturday from 9am-1pm. It has:</p> <ul style="list-style-type: none"> ● a range of stalls including, second hand clothes, brick a brac, fruit and vegetables, plants, honey, bread, locally roasted coffee, chai stall, hot food stalls and bike maintenance ● two stall sizes, 3x3m & 3x6m ● a current average of 30-40 stalls, ranging in size ● a stage with local performers. <p>The market currently extends to (Figure 30 &31):</p> <ul style="list-style-type: none"> ● the verandah ● all three parcels of outdoor space ● space south of the footpath on Duke St ● the hall for specific events ● car parking on 137 Duke St.



Figure 30: Market occupying the space at the front of the hall



Figure 31: Market occupying the space on, and in front of the hall verandah

Community Profile¹

Demographics

The median age in Wesley Hill is 48 years, compared to 52 in greater Castlemaine. People aged 65 and over, make up 23% of the population. Families with children in the area have on average 1.6 children. In 2021, 30% of the population had attained a bachelor degree or higher.

Dominant groups

Analysis of the Wesley Hill area compared to greater Castlemaine shows a higher percentage of children aged 0-14 years, making up 17% of the population compared to 12% in greater Castlemaine. One parent family makes up 24% of the family composition compared to 20% in greater Castlemaine.

Emerging groups

There has been a 17% increase in families in the area from 2016-2021, making up 55% of household types, with 44% being single person households. The percentage of people born in Australia has slightly decreased from 83.5% in 2016 to 79.5% in 2021.

Health

A higher percentage of people, 50.5%, have no long term-health condition(s) compared to 45.5% of the population in greater Castlemaine. Asthma is more prevalent with 12% of people reporting it as a long-term health condition compared to 8.1% of people in greater Castlemaine.

Travel modes

Cars are the most dominant mode of transport, with car ownership increasing to 92% of households in 2021.



Figure 32: Children are one of the dominant groups in Wesley Hill, with families being the strongest emerging group.

¹ Statistics derived from Australian Bureau of Statistics (ABS), Statistical Areas Level 1, (2102704 & 2102705) & SAL20516 (ABS, 2024).

Planning controls

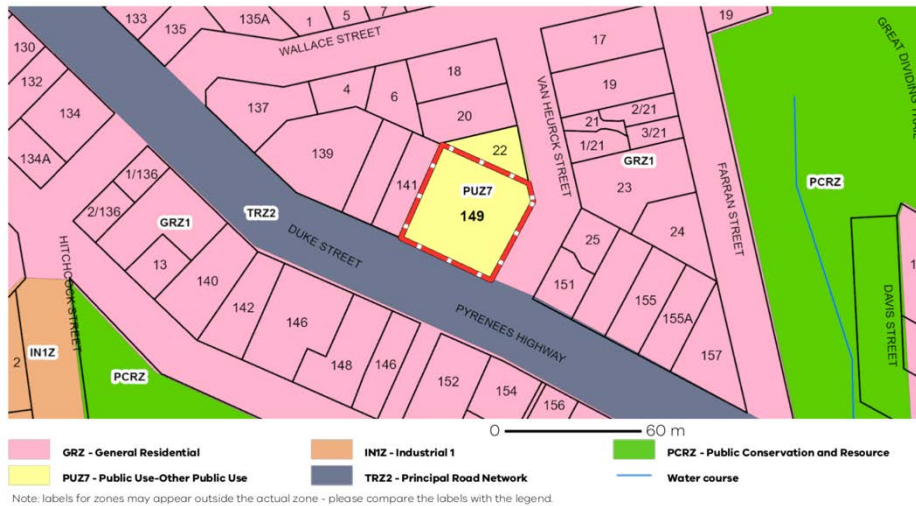


Figure 33: Planning zones

The two crown parcels are within a **Public Use Zone – Other public use (PUZ7)** (Figure 33) with the purpose to:

- implement the Municipal Planning Strategy and the Planning Policy Framework
- recognise public land use for public utility and community services and facilities
- provide for associated uses that are consistent with the intent of the public land reservation or purpose.

The parcel at 20 Van Heurck Street is within a **General Residential Zone, Schedule 1 (GRZ1)** (Figure 33) with the purpose to:

- implement the Municipal Planning Strategy and the Planning Policy Framework
- encourage development that respects the neighbourhood character of the area
- encourage a diversity of housing types and housing growth particularly in locations offering good access to services and transport
- *allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs in appropriate locations.*

All three parcels are within a Designated Bushfire Prone Area which triggers building permit requirements (Figure 34).

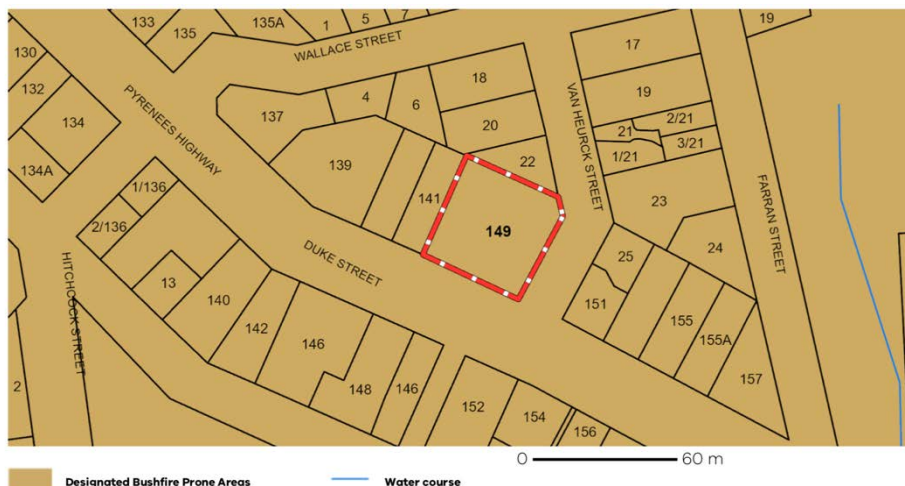


Figure 34: Designated Bushfire Prone Areas

Permit requirements

A permit is required to construct a building or construct or carry out works for any use in Section 2 of Clause 36.01-1 or subdivide land (Clause 36.01-2). Clause 36.01-1, Section 2 does not currently have any use specified. However, should works (under \$10 million) be undertaken by Council, or on their behalf, a permit is not required (Clause 52.31-1). Furthermore, a permit is not required for park furniture including seating, tables, shelters, rubbish bins, playground equipment, barbeques, shade sails, drinking fountains. Nor is art work carried out by, or on behalf of, a public land manager (Clause 62.02.02).

Due to a Transport Zone 2 adjoining the Duke Street parcel, a permit is required for signage (Clause 36.01-7).

An application for a permit by a person other than the relevant public land manager must be accompanied by the written consent of the public land manager, indicating that the public land manager consents generally or conditionally either:

- To the application for permit being made.
- To the application for permit being made and to the proposed use or development.

Before deciding on an application to use or subdivide land, construct a building or construct or carry out works, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The Municipal Planning Strategy and the Planning Policy Framework.
- The comments of any Minister or public land manager having responsibility for the care or management of the land or adjacent land.
- Whether the development is appropriately located and designed, including in accordance with any relevant use, design or siting guidelines.

For signage, decision guidelines in clause 52.05-8 will also be considered

General Local Law 2020

The following guidelines apply for A-frame signs

- Ensure it does not obstruct pedestrians, traffic or entrances to businesses
- Cannot be greater than 0.8 metres width by 1.200 metres height
- Cannot contain flashing lights
- Can display advertising including the name of the business or relevant commercial products
- Cannot exceed two signs for each business

Cost for an A-Frame is \$70.20 per sign.

<https://www.mountalexander.vic.gov.au/Business-and-Growth/Business-permits/A-Frame-signboards>

Relevant Plans & Strategies

State Government

Loddon Mallee South Regional Growth Plan

Future directions of the plan seek to target growth in Castlemaine, whilst recognising the importance of the region's unique and connected communities. The Wesley Hill precinct activation sits within the plans aim to invest in 'liveability, infrastructure and urban design initiatives to make the region's towns great places to live' (p.10) whilst 'protect[ing] identified visually important landscapes and cultural and built heritage places (p. 14). Future directions for infrastructure seek to 'connect the region's communities through physical and electronic means, such as transport and internet access' (p. 15).

Victorian public health and wellbeing plan 2023–2027

The public health and wellbeing plan has identified improving wellbeing through 'feeling connected to each other, our communities, cultures and spaces around us' (p.25). Activation of the Wesley Hill precinct can build on the role the market plays in connecting the community, continuing to improve the wellbeing of Wesley Hill and Chewton residents.

20-minute neighbourhoods

Although a focus strategy of 'Plan Melbourne', 20-minute neighbourhoods are being used to increase liveability of an area by having most daily needs within a 20-minute return walk from home. One key feature of 20-minute neighbourhoods is 'places to play, meet and gather and community hubs'.

Local Government

Council Plan & Community Vision

The Wesley Hill precinct strongly reflects the community vision. The site enables:

- the community to be connected to each other
- a space for coming together to build and celebrate an inclusive, creative shire
- preservation of our natural environment through sustainability and caring for country
- a welcoming space where everybody has access to creative and social pursuits
- building of a place where everyone can enjoy the beauty, history and friendliness

Active Transport Strategy

Wesley Hill precinct is not mentioned within the Active Transport Strategy, however aspirational maps infer a shared pedestrian and cycle path along the Duke St frontage that physically protects users from vehicles. North of the site, a pedestrian and cycle trail is indicated along Forest Creek.

Let's Play 2014-2024 Investing in Play

Wesley Hill Precinct is not mentioned in the document, however there is scope for identifying gaps in the play spaces available within Castlemaine.

Environment Strategy 2015-2025

The strategy has a focus on community partnerships to enable engagement in sustainability and environment activities. The document acknowledges the resource of experts within Council, utilising them particularly at project scoping stages. In regards to waste, the strategy seeks to 'maximise the diversion of waste from landfill, including organic waste' (p.17) giving scope to YIMBY composting and recycling provisions for the site.

Public Open Space Strategy

Whilst the strategy only mentions Wesley Hill Reserve, it does state 'The focus for resource allocation in Castlemaine should concentrate on improving the amenity and appeal of existing open space sites' (p.12). Relevant ongoing strategic directions identified include:

- Continue to develop site specific reserve Master Plans for priority high use public open space reserves in order to avoid ad-hoc developments and improve asset management, usage, amenity and Place Making outcomes, including integration of public art, cultural expression, environmental outcomes and historic interpretation where relevant (p.16).
- Consider opportunities to improve the appeal of existing public open spaces for all ages; where appropriate including installation of multi-use halfcourt areas, park seating, drinking taps, shade/ shelter, public toilets, informal gathering spaces, play equipment and improve paths, trails, connections and vegetation management, particularly weed control (p.17).

2018 Castlemaine Urban Waterways Management Plan

The plan's Management Zone 1 is Forest Creek, Colles Road to Duke Street. Wesley Hill precinct is very close to this access point at Colles Rd. The long-term, Goal 1 - 'To connect communities and enhance the recreational values and opportunities within the Castlemaine Urban Waterways Project Area' is of relevance in supporting precinct activation.

Climate Change Plan

Three goals within the plan are relevant to the activation of the Wesley Hill site. Goal 3, 'our natural environment and green spaces are healthy, resilient and increasing,' reflects the increase the vegetation on the site, Goal 5: 'our community is connected and has the capacity to adapt to climate change as we seek to make a place for further community connection' and Goal 6: 'our shire is zero waste and has a resilient, circular economy as we look to reducing waste'.

Neighbourhood Character Strategy

Whilst this strategy is in the draft stages and has yet to be adopted by council, the back parcel at 22 Van Huerck St is situated in 'Outer Town Area 1'. Crown land, including the hall, is not included in the study area. However, a heritage gap analysis was conducted to inform the strategy, identifying the Wesley Hill Hall as potentially being a 'contributory' item within a proposed Duke St and environs Heritage Precinct.

The approach - Placemaking

It was agreed upon that the revitalisation of the Wesley Hill Hall Precinct (WHHP) would be underpinned by placemaking principles. The idea was to build on what the community already love about the precinct and continue to turn the space into a 'place' to enhance social opportunities and community connection.

The following principles guided the public engagement process and will continue to drive the future of the site:

- **Observation**

Observe the community using the space and ask questions (the how, what, why, where, when) to understand.

- **The community is the expert – public participation**

The people who use the space regularly provide the most valuable perspective and insights into how the area functions. They help identify issues that are important to consider in improving the space.

Uncovering and incorporating their ideas and talents is essential to creating a successful and vital community place.

- **Shared vision**

A vision for a public space addresses its character, activities, uses, and meaning in the community. This vision should be defined by the people who live or work in or near the space.

It is important that people of all ages, abilities, and socio-economic backgrounds be able to access the Wesley Hill Hall precinct, enjoy it and play a key role in its identity, creation, and maintenance.



Figure 36: Placemaking impacts people and places through soft skills and physical improvements (Riou, 2023)

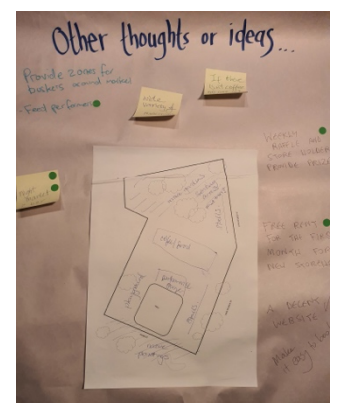
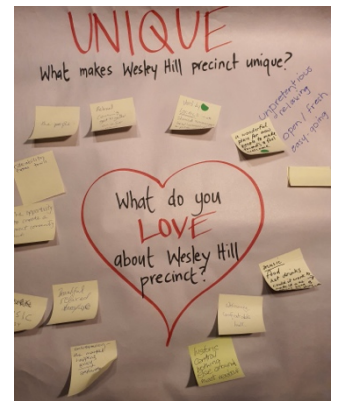


Figure 35: Feedback from a community meeting

Observations

The following points have come from:

- attending the market regularly making notes of how people use and interact with the space
- attending the site on a range of days and times outside of the market
- relevant stakeholders.

The observations have been grouped into the following categories; Activity, Infrastructure, Comfort, Access & Safety, Car and Bike Parking, Sociability and Environmental Sustainability.

Market Observations

Activity

The intensity of activity is located in the south east quadrant of the precinct, where the coffee, chai, food, chairs and music are located. On a fine weather day, it can be tricky to get a seat, especially during the peak hours of 10am-12pm. More people are observed sitting and chatting than browsing stalls. A uniqueness to this market is the social aspect. The market acts as a gathering space for people to meet and catch up.



Stalls are currently quite spread out. This is due to there being less stalls since covid but stalls are still spread to occupy the whole site. From observation, this allows customers to move through the market without engaging with stallholders and also requires customers to walk further for certain stalls.

It appears that locals know where certain stalls are and they head to what they need. The north and west side of the market sees less intensity of activity.



There are usually some stalls on the verandah (books/board games) but the verandah doesn't see much activity, especially in the cooler months. In summer, it is a cool, shady spot to relax.

Currently there are no stalls occupying the inside of the hall. This could be due to people walking through to access the toilets.



More clothes stalls are appearing.
The bread stall does well and usually sells out.
Mobile Bicycle Repair has been a more recent addition to the market.
Stalls are not clustered in categories.

Infrastructure

Access to electricity is important for some stalls - especially the coffee stalls (Rocket Roast and Firebean), Woodley's Pies, the organic fruit and veg. They are limited to the locations where they can access electricity.

Stall holders bring their own chairs for customers. The market manager will also put some chairs out. The seating areas fill up quickly and it can be hard to get a seat.

Tables and chairs are put out on the verandah.

The fruit and veg stall provides cash out which is very handy as some stalls are cash only. There is no minimum spend to get cash out, however a \$20 maximum on cash out is usually enforced.



Comfort

The market is very weather dependent. If it is a wet day, many of the stalls choose not to come as patronage drops significantly. The chai stall is set up no matter the weather as they feel it is important for their customers. For some it is their weekly connection to the outside world. It was observed that even on wet days the regulars still attended.

People enjoy sitting in the sunshine in the cooler months but seek shade in the summer months. The sunshine in winter is best around the south-east quadrant. The eucalypts to the north create significant shade, which is great for summer but makes it cold and unpleasant in winter. The shade from the eucalypts is significant and extends almost to the back facade of the hall.



The verandah is cold in winter but a nice respite from the heat in summer.

On windy days, the wind usually blows from the south down the site and can knock over stall displays given the sloping ground.

The stage has a slippery surface which is problematic for the performers on wet days.

Access & Safety



People mostly access the market from the Duke Street side.

Crossing Duke Street is problematic due to the volume and speed of cars. There's also no easy access once you've crossed the road as the ground surface is uneven and slippery. It is particularly difficult for the elderly and those with young children, prams or mobility aids.



The gravel surface of the market slopes down to the rear of the site (north). It appears to erode from water running down the site on rainy days, increasing its uneven grade and stability. The uneven grade makes accessibility a challenge. There are trip hazards along the footpath to/from the carpark at 137 Duke St.

From Duke Street, it is hard to see what's happening at the market. There are no clear visible through lines, especially from the road.



The space between Fire and Bean and Rocket Roast has been observed on several occasions being used for parking of cars and electric mobility scooters. This area is a 'no-parking zone' due to the proximity to market stalls and market activity.

The front fence to the west of the hall, while attractive and part of the character of the hall precinct, prohibits easy access into the market.

Car and Bike Parking

The carpark fills up quickly - generally by 10am it is full. Additional parking is found in the surrounding streets and along the highway (Duke Street) and on busy market days can fill up. During observations on market days, Hitchcock Street, to the south-west, had ample opportunity for car parking.



Parking signs around the precinct have faded to the point they are illegible and are not fit for purpose. Parking in restricted areas has been observed probably due to the faded signs.

Cyclists park their bikes where it suits them. This is usually at the front of the hall along the small metal wall or against the front facade of the hall. Those entering from the north with bikes, usually walk their bikes up towards Duke Street to find an appropriate spot to lock them.



Long frame bikes (cargo bikes) are becoming more popular and require more space.

Sociability

People choose to sit and enjoy their tea and coffee while catching up with those around them.

Games of chess have been observed at the chai stall.





A diverse range of ages from babies to the elderly attend the market.

Lots of young children were observed at the market. Kids were observed playing down ball, trying to climb trees and playing with the rocks in the gravel. Children enjoy shopping for second hand toys.

Dogs on leashes are a regular feature of the market.



People recognise each other and stop to chat.

A band plays each week adjacent to the chai stall. The music is well received by patrons of the market and adds to the vibe.

Environmental Sustainability



Cars for stall holders are compacting ground underneath eucalyptus trees, causing stress.

Cyprus tree on Duke St parcel is beyond structural correction, as observed in Yale bracing.

Very few take-away coffee cups were observed. Coffee and chai stalls provide reusables and people tend to sit and linger with their drink rather than 'just walking around and perusing with a take-away' often seen at other markets.

Two bins are put out the front of the hall by the market manager. On observation, they contained takeaway food containers and some coffee cups and weren't at capacity. Litter from punters doesn't seem to be an issue.

There is currently no recycling bin.

The coffee stall disposes of their coffee grounds around the base of some bushes by the stall. It appeared to be overloaded with coffee grounds, causing stress to the vegetation.



Non-Market Day Observations

Activity

The Hall attracts people for certain activities during the week and weekend however currently there are not a lot of regular bookings and it sits empty most of the time.

The area around the hall does not offer a reason for people to come and is an underutilised resource.



Infrastructure



The Council landfill bin has been observed 'full' despite no activity at the precinct.

There is a simple code system to get access to the hall.

No wifi connection.

Comfort

The Hall is cold in winter. There are 2 split systems in the hall and 1 split system in the kitchen that take time to heat the space.

The kitchen has a cold/sterile feel.

Poor acoustics - the walls are bare and hardwood floor produce echo. There is lack of absorbent materials to diffuse or absorb sound.

Access and Safety

It is very dark approaching the hall at night, the sensor light does not cover the entirety of the verandah and you need to be quite close for it to react.

There is graffiti on the west and north sides of the hall



Car and bike parking



Road car parks are mostly empty however, hall users generally drive into the site, parking next to the hall for ease of access.

The open site was observed to be used by a vehicle with a trailer to make an easier U-turn on Van Heurck St.

Sociability



The space surrounding the hall does not offer facilities for social gatherings.

Environmental Sustainability

The east facing windows of the hall are constantly ajar allowing heat to escape in winter months.

There are no water tanks, composting or recycling facilities.

There's a waste skip in the north west corner.



The community is the expert – public participation

Community Engagement Process

An extensive community engagement process was undertaken to inform the masterplan. The process was underpinned by the IAP2 five levels of public participation: Inform, Consult, Involve, Collaborate and Empower. Priority and primary focus was on local residents (Wesley Hill and Chewton) and on existing users, followed by a widening out to the broader community, including tourists.

The community engagement included:

- letterbox drop
- emails
- posters
- newspaper articles
- local newsletter articles
- local radio announcements
- social media
- website
- survey
- public meetings
- focus groups
- interviews
- design opportunities.



Figure 37: Local teenager conducting interviews with kids at the market

The response from the community was exceptional with 241 completed surveys, over 70 participants in the public meeting/focus groups/interviews alongside extensive informal dialogue.

Findings

From survey results and anecdotal notes, market goers come from all over the Mt Alexander region for its unique community feel and the social connection it provides. Some tourists visit the market while in the region.

From the community engagement key themes emerged, categorised in terms of use and suggestions for improvement.

Hall & Surrounding site

Key issues that arose were:

- underutilisation
- lack of communication regarding activities
- comfort levels (heating, cooling, acoustics, natural light, night lighting, shelter, access and safety)
- environmental sustainability (water tanks, energy efficiency, recycling and compost)

In addition to resolving the above issues, suggestions for activating the site as a community gathering space included:

- a play space for all ages (chess, table-tennis, nature play, seniors' exercise park)
- public BBQ/ pizza oven
- drinking fountain
- winter fire pit
- planting/landscaping/shelter
- community centred activities and events- particularly music & food related

Market

The market holds a very special place for the community. Much of the response was directed towards the market as it is the most common way people use, and know, the space. Patrons identified the relaxed and welcoming vibe, defining it as an important local meeting space. Stallholders also valued the local aspect alongside the flexibility and low-risk nature of having a stall – they are not committed to attending if it rains.

Key issues:

- shade in summer
- seating
- no play space for children
- inadequate bike parking
- uneven surface
- access for mobility impaired, pedestrians and cyclists
- parking (disabled in particular)

Suggestions

In addition to resolving the above issues, suggestions as to how to increase patronage, new stalls and activities at the market included:

- intensive advertising
- creating 'zones'
- constricting placement of stalls to encourage movement

Snap shot of quotes from the survey that reflect the consistent themes.

"Community and catching up with friends. Organic veg and fruit. Fabulous on a nice day especially with the music and excellent coffee. And it's OUR market!"

"It is nice when activated by the markets, but need to work on accessibility /safety/ amenity... important that older people and young kids can make full use"

"Needs some urban flair, a sense of whimsy and wonder worthy of Wesley hill"

"A unified and co-ordinated approach (is needed) - social media, local media and a decent website with recognisable branding."

"The sky's the limit. Such a fabulous amount of space that could be put to work for locals especially mums and toddlers even school age children. I fully support more uses of this amazing space"

"It would be great to have some more shade in summer, and some wind protection. Need to protect our existing trees and invest in some more landscaping, planting for the future."

"Walking and cycling infrastructure could be improved, so local people is more encouraged to avoid getting there by car" "I gave up riding my bike there aren't proper racks"

"Need good signage to indicate 'market ahead' and slow down signage on market day".

"Stalls at the market are haphazard and the layout has no logic."

"Ritual, chai tea, I come to feel connected to the community."

Shared vision – The Plan

The master plan is divided into six key areas

- Infrastructure & Landscaping
- Market
- Environmental Sustainability
- Heritage
- Access
- Hall

Each layer has a list of focus areas with reference images. An accompanying ‘mud map’ of the site, locates important elements from the themed layer.



Figure 38: Drawings of ideas for the site by local community members

Master Plan



KEY

- 1 Activities
- 2 All-access footpaths
- 3 Atmosphere
- 4 Bike access
- 5 Branding
- 6 Communication
- 7 Community garden
- 8 Composting
- 9 Council landfill bin and recycling bin
- 10 Defined entry points
- 11 Drinking Fountain
- 12 Eco paths
- 13 Green space
- 14 Layout
- 15 Lighting
- 16 Parking
- 17 Play Space
- 18 Protective barrier
- 19 Public Art
- 20 Retaining wall
- 21 Safe, universal access to hall
- 22 Seating
- 23 Sense of arrival
- 24 Shelter
- 25 Signage
- 26 Something for children and young people
- 27 Stage
- 28 Storage (Hall)
- 29 Storage Shed
- 30 Towards Zero Waste
- 31 Traffic calming
- 32 Village Green (civic square)
- 33 Water tanks
- 34 Wayfinding
- 35 Warmth

Infrastructure & Landscaping

We received a lot of comments and ideas in regards to infrastructure and landscaping. Mostly those comments were seeking more green space, a play space, permanent seating and more level ground. The table below discusses the infrastructure and landscaping options that have been included on the masterplan.

Creating a greener space

The masterplan includes more trees and relocatable planter boxes.

It includes space for a small community garden.

It removes the un-safe Cyprus tree on the western boundary and replaces it with another feature tree.

It includes pergolas with the option of growing creeping plants up and over.

Advantages:

- More shade and cooler spaces in summer.
- Reduce water run off
- Benefits health and wellbeing
- Makes the place more attractive and inviting.
- Increased habitat for birds and insects.

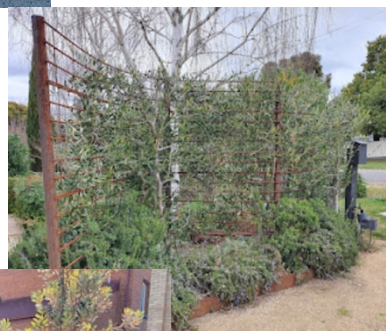
Limitations:

- Requires some maintenance



Integrated seating and planting

Screening to break up fence lines.



Relocatable planter boxes

Seating

Seating is integral to moving the site from a space, to a 'place' where the community can comfortably gather and connect beyond market days. Flexible seating allows for increased comfort (adjust for group size, sun, shade). This concept is mirrored at the market and enhanced in the plan with a focus on more comfortable portable furniture that can remain outdoors all week.

Fixed seating is also a feature. It has been integrated into the retaining wall to expand its purpose. Its location is within proximity to the BBQ and sightlines to the playground. Further fixed seating is placed around the village green to define the space and at the Duke St corner entrance as a seating nook.



Retaining wall

The retaining wall is important in creating a more level walking surface for accessibility and a more functional space for the market and other events. It is also important for water drainage and to stop the erosion that is currently occurring where the site slopes most steeply.

Advantages:

- Will create level ground
- Help with water run-off and drainage issues
- Creates a natural zoning of the space (nature play/community garden zone and village square gathering space)
- Facilitates permanent seating and further planting
- Could be created using local stone and craftsmanship

Limitations:

- There will be a small drop in level (1m maximum)
- Will be costly to install



Play Space

This was asked for over and over again during community consultation.

The design includes a nature feel play space hugging the shade under the eucalypt trees. This space lends itself to natural play and will be shady in the heat of summer. This lower level will not be accessible to cars to ensure safety. The playground sits adjacent to the community garden and BBQ, to enhance interaction between the public facilities.

The space has been envisioned to offer something for all ages. Whether that be balancing, digging in the sand, quiet contemplation on a seat or a game of table tennis.

The natural feel will lend itself to the site and will sit comfortably in the landscape.



BBQ or pizza oven

The closest public BBQ is located in Victory Park in Castlemaine. The space provides the perfect opportunity to provide a public BBQ/pizza oven for people to use and gather.

A pizza oven would work nicely in the community garden space. This could be community built and constructed as part of a workshop. The pizza oven could be fired up once a month and be open for public use.

Advantages:

Creates an automatic gather space and opportunity for people to come together and cook, share, learn, eat and celebrate.

The location of the BBQ is in a spot that would have natural shade in summer created by the existing eucalypts.

Limitations:

BBQ: Electricity supply and maintenance

Pizza oven: Would require a community member to organise 'fire ups'/cooking days and events and gather fuel.



Stage

The market supports local musicians and the community has asked for more musical events to help activate the precinct.

A sheltered, larger stage is important for performers and has been incorporated into the plan.

The positioning of the stage supports 'a village gathering space' and is more appropriate for a range of events.



Drinking Fountain

Easy access to water will improve comfort and usability of the site. A drinking fountain has been located near the play space. It should have a bottle filling option and dog bowl attached.

Coliban water provides partners with councils to help install water stations. Artwork can be added, providing an opportunity to engage the community in design features of the space.



Public Art

The precinct provides a wonderful opportunity for local artists to create some public art.

A bird bath would make a nice addition and provide water to the birdlife in summer.



Signage

Gateway signage (similar to that pictured) at the Duke Street/Van Huerck St corner is proposed to create a sense of arrival and place.

It is an invitation to enter by offering a welcome and creating a sense of identity.

Signage directly impacts how visitors experience public spaces. Signage has the opportunity to communicate, craft stories and build a sense of place.



Storage Shed

A slim line storage shed has been located in the free space on the west side of the hall wall. This would be for the equipment for the exercise group and bits and pieces needed by the hall on a more regular basis. This will free up space inside the hall.

A simple storage shed has been located to the rear of the site, tucked out of view. It could be partially screened with trellis and plantings.

The storage is important for storing additional seating, temporary pergolas and additional items that are only occasionally needed by hall users.



Protective barrier

A protective barrier has been identified for the 'no-parking' area on Duke Street. This 'parklet' will create a safer and more useable space.

The barrier could have fixed and moveable sections to allow for car access on market days if required.



Council landfill bin and recycling bin

The masterplan re-located the council bin further down the site away from the corner entrance and closer to where the play space has been designed.

A bin that doesn't allow big bags of rubbish (as pictured) would hopefully deter illegal dumping. A recycling bin has also been proposed to reduce recyclables going to landfill.

A dog poo bag dispenser is handy for dog owners to be responsible and clean up after their dog.



Shelter

Umbrellas are a good way to create temporary shade. Fixed mounting points for market umbrellas could be located around the village green and the south east quadrant of the site.

A pergola is positioned close to the hall so it connects for hall hire and events. It is also perfectly located for the popular chai stall at the Saturday market to use and for the customers to be able to listen to the music from performers at the newly located stage.

Pergolas could be covered or slatted with vegetation growing up that provides shade in summer and allows sun through in winter.

There's also the option for a pergola to be a solar pergola and generate renewable energy.



Infrastructure & Landscaping



Infrastructure & Landscaping

- 1 BBQ or pizza oven
- 2 Council landfill bin and recycling bin
- 3 Drinking Fountain
- 4 Green space
- 5 Play Space
- 6 Protective barrier
- 7 Public Art
- 8 Retaining wall
- 9 Seating (fixed)
- 10 Seating (moveable)
- 11 Shelter
- 12 Signage
- 13 Stage
- 14 Storage Shed

ZONES:

	MOVEABLE PLANTER BOXES
	NEW GREEN AREA
	BIKE
	FIXED SEATING
	STORAGE
	PUBLIC COOKING
	STAGE
	BINS
	WALLS
	WATER

LEGEND:

Existing Electrical Cabinet



Proposed Retaining Walls



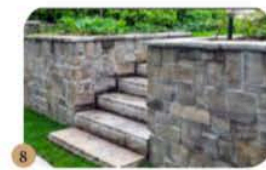
Existing Trees



Replaced + Proposed Trees



Proposed Bicycle Parking



Market

Project for Public Spaces (O'Neil, 2005), suggests that the busiest, most successful market is a place where people want to spend time together - a place where people interact easily and a setting where other community activities take place. People come to shop, but also to meet others, "hang out," and enjoy the overall ambiance and excitement of the space. Thus, creating the heart and soul of a community. For markets to succeed, their social and physical needs require as much care as their economic and logistical ones.

Currently, the market is the only weekly activity that activates the entire Wesley Hill Hall precinct. When the market is on, the site becomes a de-facto civic square providing an important place for the community to gather and socialise. It has a very unique feel and the community are connected to the market and the important role it plays.

The plan retains and strengthens the aspects the community love about the market and enhances the comfort and user experience through infrastructure and landscaping.

Village Green (civic square)

The plan has crafted the market around a central hub, the 'beating heart' of the market – a space that acts as the village green where people can listen to music, sit, eat, drink and enjoy the atmosphere. This area can take on various forms - lawn (real or imitation), mats and cushions, flexible and fixed seating. A firepit can be used in winter to create a 'yarning circle' space.

Advantages:

- Multifunctional, providing a place for gatherings at other times and for a variety of events.
- Creates a draw for people down into the market, benefitting stallholders, inclusivity and sustainability of market stalls.

Limitations:

The hubbub of the market will not be as obvious from the street. This is where other measures (defined entry points, signage, through lines, bunting and clustered small stalls at the Duke St end to create a magical invitation) will be used to draw people in.



Stage with an area for people to sit and picnic.



Fire-pit make it more comfortable for people to sit in cooler weather.

Layout

The plan has reduced the area for stalls and narrowed the thoroughfares. According to Projects for Public Spaces, market aisle width should be around 3-3.6m wide and stalls should be tightly positioned to hold market goers and circulate them effectively through the market. When observing the space, it was noted that the extensive spacing of stalls meant that engagement with stallholders was easily avoided and did a disservice to stallholders. It is important to invite people in and hold their attention.

The other important part of the market layout is zoning the stalls into categories.

- Food and drink ideally hugging the village square, where people will linger.
- Clothes have been positioned to the west of the hall with easy access to the toilets for trying on items.
- The Duke Street entrance and down along the east side of the hall will have smaller, tightly clustered stalls to entice you into the market and guide the circulation of people.
- Along the Duke Street frontage, is proposed as a quieter zone, where people can catch up away from the music and intensity of people.
- Food and drink stalls facing the village green (south- so perishable items avoid the harsh summer heat from the north)
- Bric-a-brac & antiques at the back of the food and drink facing north.
- Plants on the western boundary, north of the clothes.
- Zones don't have to be strict but give a structure. Some stalls maybe better suited to certain locations and this needs to be factored in.



Stalls tightly position to guide the movement of people through the market.



Zoning 'like' stalls can assist with user experience and support stallholders.



Sense of arrival

We wanted to create a magical invitation into the market. Narrowing the space between stalls and using bunting and planter boxes to create atmosphere and entice people in from the street. This section would resemble more of a 'souk-like' feel with smaller stalls.



Something for children and young people

A play space has been designed, however on market days or other special events, there are simple ways to occupy children. If children are occupied, it allows parents to be able to settle in and linger longer.



Giant games like Jenga and Connect Four can keep young people occupied while their parents chat or browse stalls nearby. These games can be put out in appropriate spaces around the market by the market manager. These games can be easily stored and used for other events and occasions.



Inside the hall, an area with dress-ups and books or perhaps craft, can keep small children occupied.



Organising a stall treasure hunt is a clever way to get children and families exploring all the stalls and collecting tokens to win a small prize.

Advertising

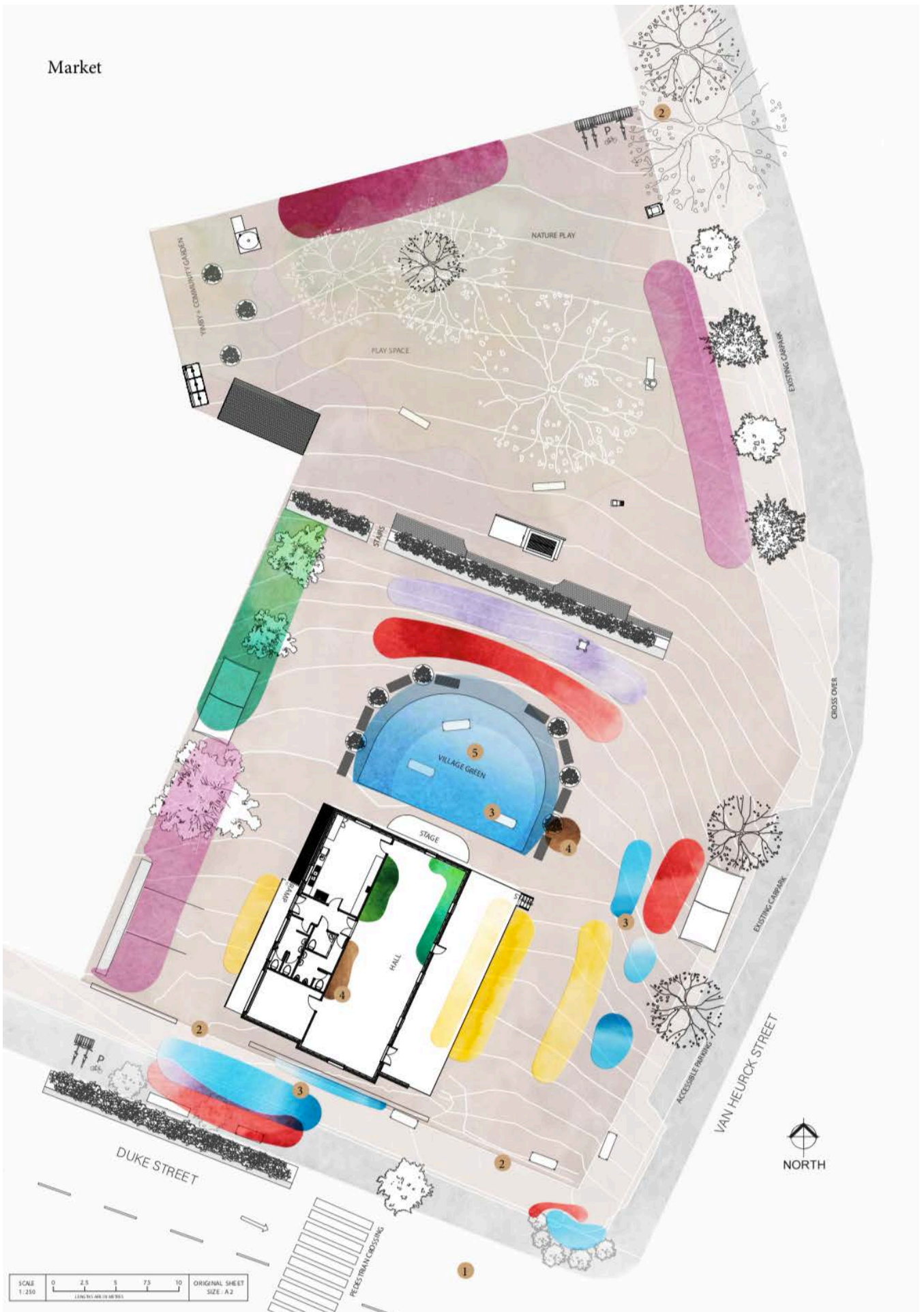
Intensive advertising can help attract more customers to the market. Erecting A frame board in Castlemaine and Chewton to remind the community and tourists that the market is on.



Fixed signage upon entering town would alert people – 'Community market every Saturday 9-1pm.' Flags could also be used for traffic passing by. This would also serve to slow traffic along Duke Street.



Market



Market

- 1 Advertising
- 2 Sense of arrival
- 3 Seating (moveable)
- 4 Something for children and young people
- 5 Village Green (civic square)

INDICATIVE MARKET ZONES:

	PLANTS
	FOOD + DRINK
	CLOTHING
	ANTIQUES + BRICA-BRAC
	SMALLER STALLS
	OVERFLOW
	KIDS
	SMALL INSIDE
	MOVEABLE SEATING OPTIONS

LEGEND:

Existing Electrical Cabinet



Proposed Retaining Walls



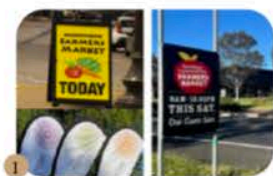
Existing Trees



Replaced + Proposed Trees







Proposed Bicycle Parking



Environmental Sustainability

One theme that emerged from surveying and engaging with stakeholders was the need for improved environmental sustainability.

<p>Water tanks</p> <p>Rain water tanks have been placed at the north west end of the site. Advantages of rainwater tanks are that they:</p> <ul style="list-style-type: none"> • minimise water usage for the extra plantings • reduce strain on the stormwater drainage system • reduce site run-off and flood peaks 	
<p>Composting</p> <p>To reduce the the number of organics reaching landfill, including coffee grounds on market days, a composting site has been placed near the community garden.</p> <p>Connecting with local composting group YIMBY is recommended. Compost scraps could be collected by a YIMBY representative or have someone, or a group of people, become community composters and create a community hot compost on site. The compost could be used on the community garden.</p> <p>Limitations:</p> <p>Setting up a community hot compost would involve considerable commitment but would produce amazing compost that could be used around the site or shared amongst volunteers for their gardens. If located on site it would need careful management, alternatively a local resident could take charge of it at their house and have a couple of volunteer helpers.</p>	 <p>https://www.yimbycompost.com/about-yimby</p>  
<p>Community garden</p> <p>There was considerable feedback for having a community garden on site. This could be as simple as a few planter boxes with a small shed for storing gardening equipment.</p> <p>Advantages:</p> <ul style="list-style-type: none"> • This would link well with composting, creating community connection and ownership and care for the site. It 	 <p>https://communitygarden.org.au/</p>

would also add to the community feel and greening of the site in addition to providing some healthy produce for residents.

- Protect food biodiversity by saving and sharing seeds
- Are places of learning and information sharing for people of all ages.
- Promote food literacy and healthy eating.
- Inspire people to grow their own food.

Limitations:

- It would need a group/person to take ownership and make sure it is being cared for and used equitably.



Eco paths

Innovative technologies are using old tyres to create permeable pedestrian paths. This would assist with drainage on site and contribute to the reduction of landfill.



Towards Zero Waste

This has come up during community consultation, is a hot topic around the world and is very much achievable for the Wesley Hill Precinct. Ideas include:

- Eliminate take-away cups at the market. This is achievable as vast majority of market goers sit and use a re-usable mug/cup provided by the vendor.
- Bring Your Own Container (BYOC) system put in place. Conversations could be had with food vendors and signs could be erected to encourage the use of BYOC.
- 'Wash against waste' set up on market days and other events. The kitchen could be used to gather plates and cups for washing.
- Community Party Hire Kit that contains plates, cups, buntings etc for gatherings that local people can hire for a small fee.

Limitations:

A group of volunteers would be required to set up a system and organise the washing of crockery for events.



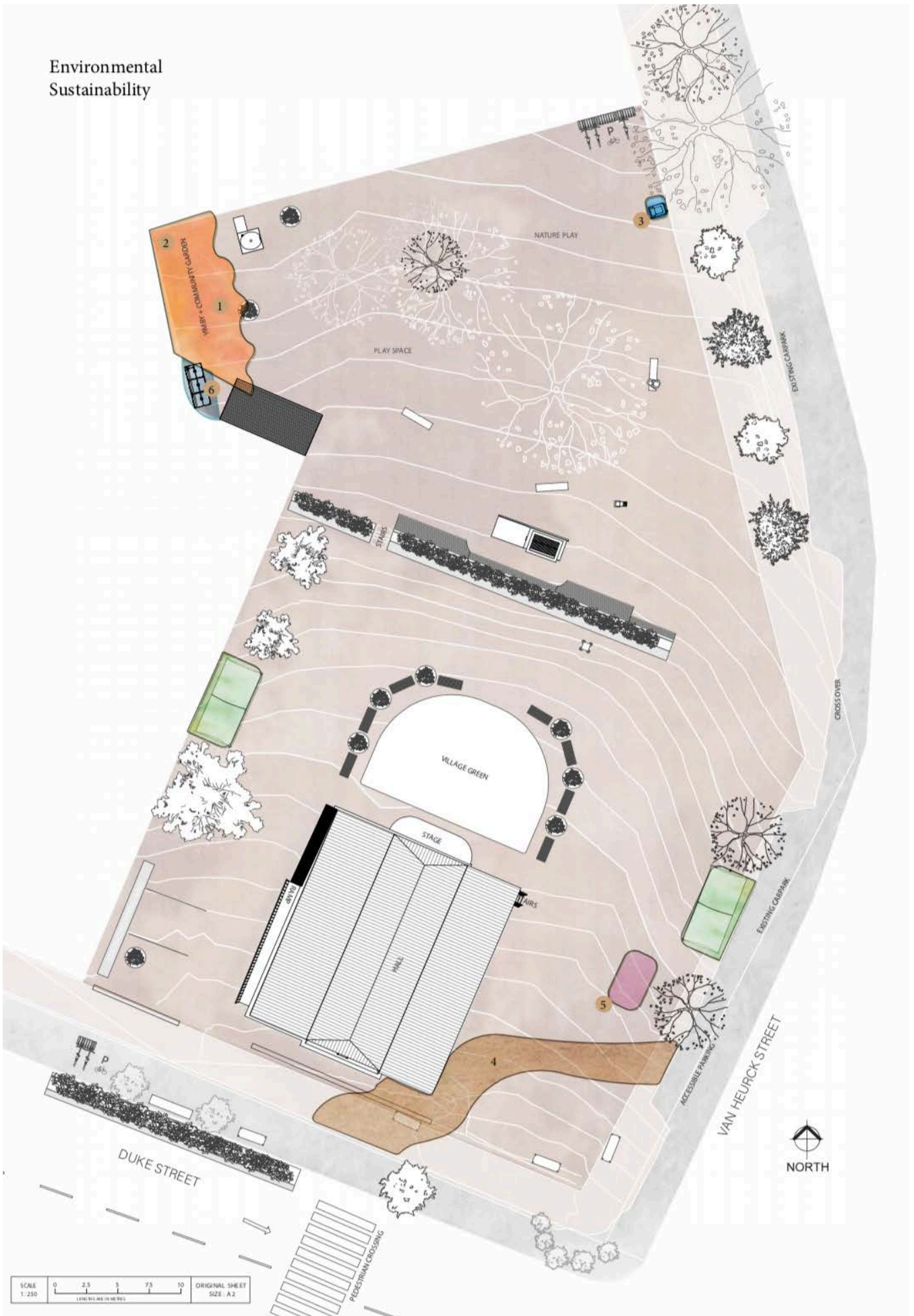
<https://www.byocontainers.org/resources/>

We accept
BYO
Containers

Help us to
reduce waste!

DO YOUR PART IN SAVING
THE PLANET.

Environmental Sustainability



Environmental Sustainability

- 1 Community garden
- 2 Composting
- 3 Council Landfill and Recycling Bins
- 4 Eco paths
- 5 Towards Zero Waste
- 6 Water tanks

ZONES:

-  WASH STATION (MARKET)
-  RECYCLE BIN
-  POTENTIAL SOLAR PERGOLA
-  COMPOSTING
-  WATER TANKS
-  ECO PAVING

LEGEND:

Existing Electrical Cabinet



Proposed Retaining Walls



Existing Trees



Replaced + Proposed Trees



Proposed Bicycle Parking



Heritage

The hall building is a significant contributor to the Chewton and surrounds post goldrush landscape, whilst the community market holds cultural significance as the longest continuing weekly Saturday market in the state. These elements are upheld and celebrated within the plan.

Heritage recognition

Despite the cultural and built heritage significance, an overlay has not been applied to the site.

Completing a heritage impact statement or Conservation Management Plan is encouraged to ensure the building and market significance are more widely recognised and enhanced.



Cast iron fence

The fence pattern is iconic to Wesley Hill. It is suspected to have come from Victory Park in Castlemaine, with remnants around town and in council storage.

A social media campaign could be used to identify other known remnants of the fence and discover more about its history.

Removed fence sections in the plan are envisioned to be used throughout the site to aid with delineation and defining entry points. Recasting or accessing fence remnants could be investigated further through more detailed landscape design plans.



Legacy

It is important to recognise the legacy of long-standing stall holders who are anchors of the market. Acknowledgement through retaining cultural artefacts, such as signs, is important.



Victorian Goldfields World Heritage Bid

Work is currently being done to have the Victorian Goldfield's landscape, story, select sites and buildings World Heritage listed. As Mount Alexander Shire is a partner of the bid, Wesley Hill Hall, due to its location and history, could garner opportunities that are anticipated with a successful bid.



Access

Access was identified through community consultation as an area that could be improved. Suggestions called for reduction of barriers for better physical access, for all mobilities, both within the site and its surrounds. Improved access to a noticeboard of events on at the hall, both digital and physical was also sought.

Safe, universal access to hall

To enable ease of access to the ramp for all mobilities, we suggest alleviating the lip trip hazard creating one level from footpath. Drainage would need to be extended from hall to under ramp lip.

Closing in the end of ramp would ensure child safety.

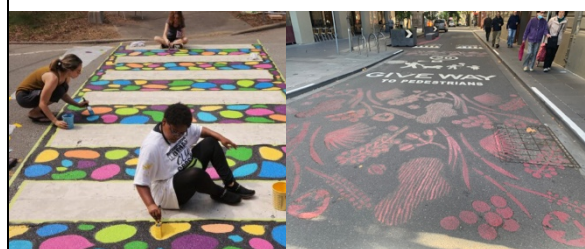
To maximise use of the existing path to the hall, it could be widened for two-way flow and the surface coated with non-slip paint (not rubber) or scored with a blade.



Traffic calming

The safety when crossing Duke St on market days was a significant concern for the community. Installing a pedestrian crossing, flags or speed restrictions on market days would improve safety.

Road murals, painted by the community, can be another strategy for encouraging slower speeds whilst contributing to a sense of place.

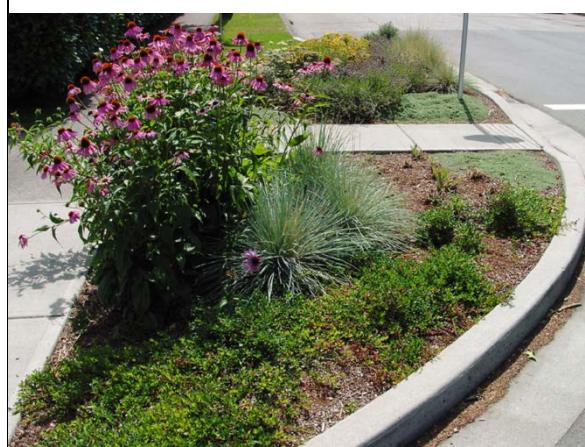


All-access footpaths

Ideally a sealed, all abilities footpath extending from Castlemaine and Chewton would increase access to the site for active transport. Advocation for Wesley Hill to be included in the mapping of Council's Active Transport Strategy (ATS) is advised.

Locally to the site, focus on improving the footpath from the car parking site on Duke St would eliminate existing trip hazards and could connect with the bus stop at the corner of Van Heurck St.

Planted kerb extensions on Van Heurck would shorten the crossing distance and add to the greening of the site.



Bike access

Some respondents to the survey indicated they would prefer to ride to the market but found Duke St unsafe. The restoration of the Leanganook trail provides a safer access route, however this is not direct. Improved bike lanes, separated as per aspirational mapping in the ATS, would dramatically increase access for this transport mode.

Despite safety concerns, 13% of survey respondents travelled to the market by bike. New bike parking at two of the entry points is included in the plan to address the current overflow. A repair station has been placed adjacent to the bike parking closest to Leanganook trail. The parking structures must also cater for the requirements of the increase in electric and cargo bikes being used.

Sculptural bike parking is advised to reflect the nature of the community and identity of the site. Adelaide has commissioned artists to design bike parking structures around the city – creating its own bike trail. A similar initiative could be developed with Wesley Hill and locations throughout Castlemaine and Chewton.



Sculptural bike parking in Adelaide

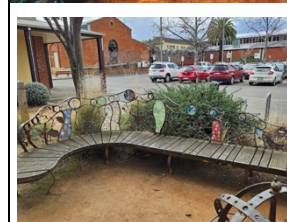


Bike parking for Duke St that also acts as a barrier

Defined entry points



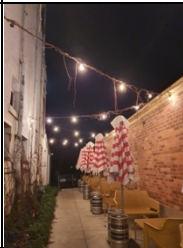

The plan has identified three defined entry points to the site.

1. Duke St, near the south-west boundary, for people coming from the carpark and Castlemaine side. This entry point requires the removal of a section of fence to open up access to the ramp and stalls. A bike parking station is allocated within the adjacent 'no parking' area as it removes the need to walk bikes through the market and there is ample space for cargo bikes.
2. Corner of Van Heurck and Duke Streets. This is the main entry point, envisioned to create an 'inviting entry' via a defined narrower space that encompasses seating.
3. Van Heurck Street on the north-east boundary corner. This access will link to the Leanganook Trail, local streets and on-street parking options.

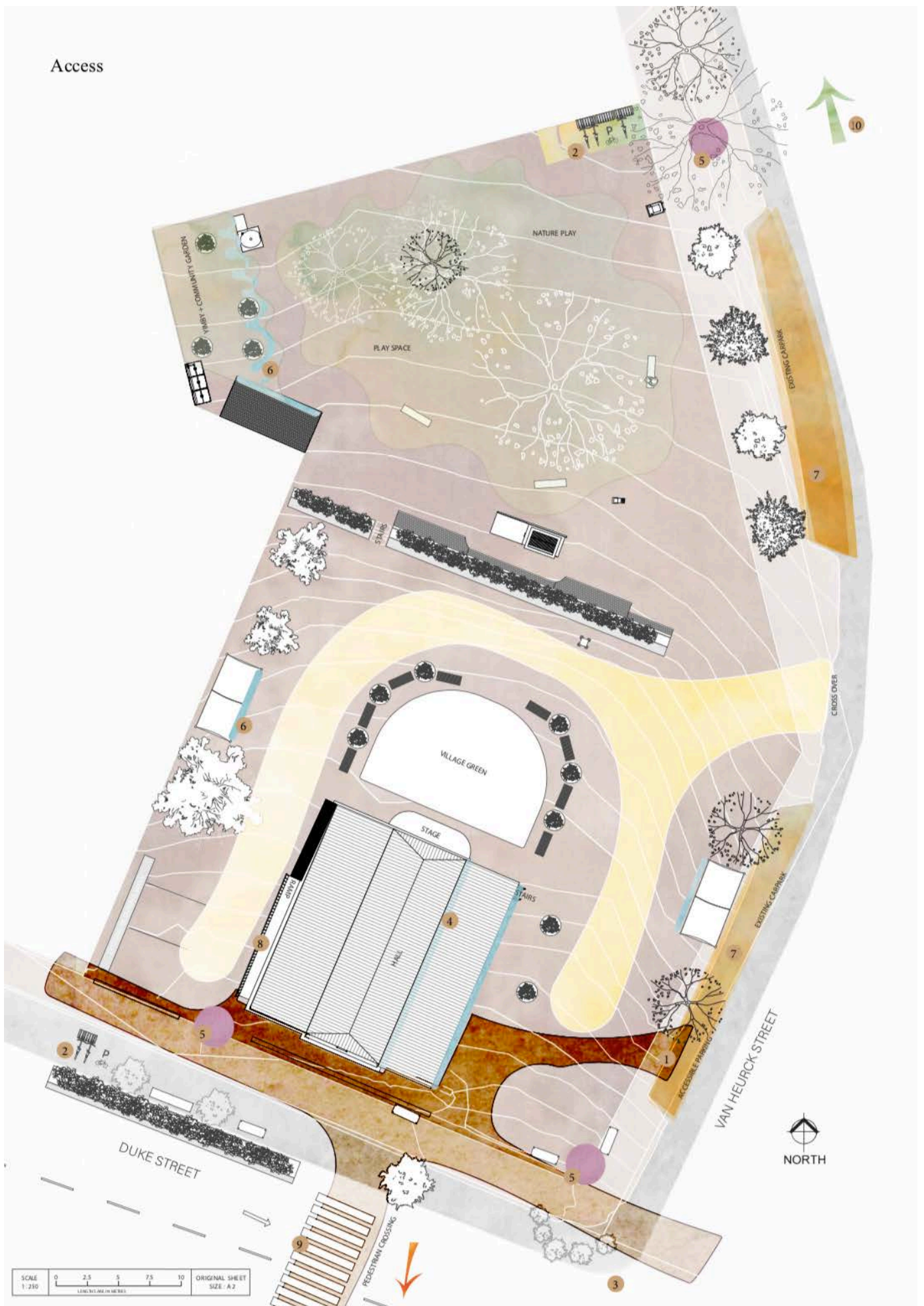


Nook seating incorporated into an archway entrance on the corner of Duke and Van Heurck Streets.



<p>Wayfinding</p> <p>The Wesley Hill precinct can be sign posted from the Leanganook Trail, noting facilities including play space and bike mechanic station. This could be an artistic sign, representative of the precinct.</p>	 <p>Wesley Hill can be added to the Leanganook trail signage.</p>
<p>Parking</p> <p>A disabled car park has been added to the parking bay along Van Huerck St in the plan. This will be connected by accessible paving to the hall entrance.</p> <p>To avoid parking confusion from faded signs, new 'no parking signs' to be installed on Duke St is recommended. To help distribute parking, signs (temporary or permanent) could direct motorists to Hitchcock St where there are often available spots.</p> <p>The Duke St parcel continues to have access for cars.</p>	
<p>Lighting</p> <p>To improve safety and ease of access at night, more lighting for the verandah is suggested. The pergolas, if solar, could support fairy lighting at night, for atmosphere and safety.</p>	
<p>Communication</p> <p>To aid with effective and consistent communication about the hall and market, development of a Communication Policy is advised.</p> <p>Implementing an online booking system, with calendar, will enable easy access to information and the booking process. A physical noticeboard is included in the plan to further inform the community of events.</p> <p>Installing WIFI and purchasing a projector for hall use will widen communication modes for users whilst on site.</p>	
<p>Branding</p> <p>To promote the hall and market, development of a logo and consistent name is recommended. They should capture the desired essence of the precinct whilst retaining the much-loved feel of the market.</p> <p>An artist led workshop with the community could be used to develop the idea.</p>	

Access








Access

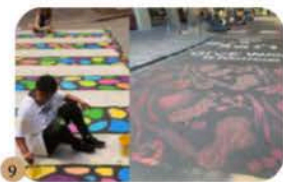
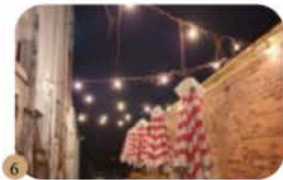
- 1 All-access footpaths
- 2 Bike access
- 3 Branding
- 4 Communication
- 5 Defined entry points
- 6 Lighting
- 7 Parking
- 8 Safe, universal access to hall
- 9 Traffic calming
- 10 Wayfinding

ZONES:

	DEFINED ENTRY
	ACCESSIBLE PEDESTRIAN PATHS
	BIKE
	LIGHTING
	WAYFINDING
	CAR ACCESS

LEGEND:

- Existing Electrical Cabinet

- Proposed Retaining Walls

- Existing Trees

- Replaced + Proposed Trees

- Proposed Bicycle Parking




Hall

The community and stakeholders rated the amenity of the hall high, noting the affordability, availability of a commercial kitchen and accessible, clean bathrooms. There were however, a number of suggestions to improve overall comfort and functionality of the facilities. These were taken into consideration in the design of the plan. The community also suggested activities and events that could take place in the hall.

Warmth

To increase the warmth of the hall in cooler months, the plan suggests adding double glazed windows into the north wall to let in sun light. A green summer awning can be incorporated into the stage for shade. This will also give vistas out onto the surrounding bush and through lines to market/outside.

Fixing the closing mechanisms on the east windows will prevent draughts.

Purchasing rugs to carpet sections of the hall will add a feeling of warmth and can be rolled up if required.



Atmosphere

To make the hall and kitchen more inviting, repainting with warm hues is suggested.

The hall has picture rails and these could be used to display local artworks or permanent textile hangings.

Installing a small 'street library' on the verandah will encourage community interaction with the hall and build on the popularity of the market's 'Chai library'.



Storage

A custom-built storage cupboard is recommended for the south inside wall of the hall for regular users' equipment. The storage room can be refigured with adequate shelving to maximise its purpose.

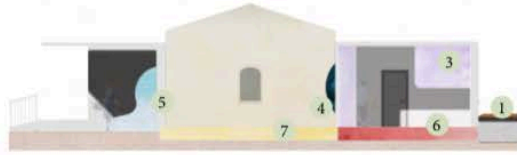
Kitchen shelving can be installed for the community to have easy access to coffee and tea facilities.

Activities

Appointing a community co-ordinator will facilitate the initiation of community activities and events for the hall. This position would draw on placemaking principles to make the activities socially and financially sustainable. Suggestions for activities include:

- Community gatherings – Monthly pot luck lunches, crafters, afterschool clubs
- Music events – local festival participation, family friendly, choir, sing-alongs
- Informative & cultural sessions - Cinema nights, talks, book club, workshops
- Night events – market, food trucks, solstice celebration

Activities



Main Hall



Floor Plan



Total Area - 196m²

Measurements are approximate and are for illustration purposes only. They should not be considered 100% accurate.

Hall

ZONES:

- 1 ACCESSIBLE ACCESS
- 2 CARPET (RUGS)
- 3 SHELVING + STORAGE CUPBOARD
- 4 PICTURE RAILS
- 5 STREET LIBRARY
- 6 KITCHEN
- 7 ACTIVITIES

- 1 Activities
- 2 Atmosphere
- 3 Storage (Hall)
- 4 Warmth



Implementation

Recommendations

Activation of the master plan can occur at three tiers.

High level

Engaging with state and federal MPs and local councillors about the community's enthusiasm for site activation. Investigate Goldfields World Heritage bid opportunities. Source opportunities to appoint a landscape architect to work on fine grain details (play space, nature play, seating and planting) utilising a reference group from the community.

Mid-level

Source funding opportunities and complete applications. Investigate possibility of an activities coordinator to initiate social and financial sustainability of the plan. Develop communications and waste management policies and heritage conservation plan. Develop a gather space by creating the village green with fake grass and temporary seating such as hay bales. Harness momentum with interested community members by trialling - food truck nights, music or family friendly concerts that support local artists. Connect with Chewton through events such as a themed (heritage, landscape features) progressive walk and dinner. Engage with YIMBY to trial composting collection.

Low level

Implement suggestions from community that can easily be done by committee

- Traffic calming- flags
- A frame sign - Chewton & town
- Purchasing a fire pit
- Community bunting workshop at the market
- Kids activities at the market- Giant connect 4, Jenga - treasure trail, craft on the verandah, dress up box
- Noticeboard
- 'Street Library' exchange
- Removing fence section to improve access
- Painting of inside hall and kitchen

References

ABS. (2024). 2021 Census All persons QuickStats <https://www.abs.gov.au/census/find-census-data/quickstats/2021/20202102705>)

O’Neil, D. (2005). Ten Qualities of Successful Public Markets, *Project for public spaces* <https://www.pps.org/article/tencharacteristics-2>

Riou, M. (2023). Placemaking: Transforming a place together with the people who use it, *parCitypatory*, <https://parcitypatory.org/2023/06/29/placemaking/>

Relevant Plan References

Loddon Mallee South regional growth plan summary

<https://www.planning.vic.gov.au/guides-and-resources/strategies-and-initiatives/regional-growth-plans/regional-plans2/loddon-mallee-south>

Victorian public health and wellbeing plan 2023–27

<https://www.health.vic.gov.au/victorian-public-health-and-wellbeing-plan-2023-27>

20-minute neighbourhoods

<https://www.planning.vic.gov.au/guides-and-resources/strategies-and-initiatives/20-minute-neighbourhoods#:~:text=The%2020%2Dminute%20neighbourhood%20is,grow%20and%20change%20to%202050.>

Neighbourhood Character Strategy

<https://shape.mountalexander.vic.gov.au/housing-and-neighbourhood-character-strategy/Neighbourhood-character-types-interactive-map>

Climate Change Strategy

<https://www.mountalexander.vic.gov.au/files/assets/public/v/1/files/3.-council/council-information/policies-publications-amp-strategies/council-plans-amp-strategies/climate-change-strategy-action-plan-2023-2024.pdf>

Open Space Strategy

<https://www.mountalexander.vic.gov.au/files/assets/public/v/1/files/3.-council/council-strategies-amp-plans/public-open-space-strategy.pdf>

Castlemaine Waterways Urban Management Plan

[https://www.mountalexander.vic.gov.au/files/assets/public/v/1/files/3.-council/council-strategies-amp-plans/castlemaine urban waterways management plan - 2018.pdf](https://www.mountalexander.vic.gov.au/files/assets/public/v/1/files/3.-council/council-strategies-amp-plans/castlemaine%20urban%20waterways%20management%20plan%20-%202018.pdf)

Active Transport Strategy

<https://www.mountalexander.vic.gov.au/Council/Council-information/Policies-publications-and-strategies/Council-plans-and-strategies/Active-Transport-Strategy>

Let’s Play 2014-2024 Investing in Play

<https://www.mountalexander.vic.gov.au/Council/Council-information/Policies-publications-and-strategies/Council-plans-and-strategies/Investing-In-Play-2014-2024>

Environment Strategy 2015-2025

<https://www.mountalexander.vic.gov.au/Council/Council-information/Policies-publications-and-strategies/Council-plans-and-strategies/Environment-Strategy-2015-2025>

Community Vision and Council Plan

<https://www.mountalexander.vic.gov.au/Council/Council-information/Policies-publications-and-strategies/Your-Community-Vision-and-our-Council-Plan>

Image References (otherwise they are the authors' own)

Infrastructure

Seating

https://cms.esi.info/Media/documents/22989_1583839127422.pdf

<https://www.oldworldtimber.com/amazing-outdoor-corner-bench-ideas/>

<https://www.pinterest.com.au/pin/362187995030334939/>

<https://www.boredart.com/2019/07/unboring-park-bench-designs-which-are-extraordinary.html>

Retaining wall

<https://hayatigroup.com.au/category/services/fencing/>

<https://www.dreamstime.com/photos-images/landscape-retaining-walls.html>

<https://brisklandscaping.com.au/retainer-walls-melbourne/>

<https://www.outdoordesign.com.au/news-info/heritage-style/7316.htm>

Play space

<https://www.instagram.com/naturebasedplay/p/CCaOABhjFGn/?locale=en-TH>

<https://learninglandscapesdesign.com/category/nature-play>

<https://goric.com/ping-pong-moves-into-parks-and-playgrounds/>

Shelter

<https://www.centralpark.com/things-to-do/sports/chess-checkers/>

https://www.cunderdin.wa.gov.au/Profiles/cunderdin/Assets/ClientData/210205_SoC-LA-SD-Sketch_Image_Ref.pdf

<https://inhabitat.com/sydneys-lizard-log-parklands-provides-a-solar-powered-weekend-getaway/lizard-log-mcgregor-coxall-4/>

Drinking fountain

<https://draffin.com.au/streetscape-enhancements/drinking-fountains/>

<https://www.aquafil.com.au/wordpress/wp-content/uploads/2013/05/Leichhardt-Refill-Station.jpg>

Pizza Oven

<https://www.tracton.org/community-oven.html>

<https://www.veryediblegardens.com.au/events/the-power-of-rocket-stoves/>

BBQ

<https://www.weekendnotes.com/melbourne-public-barbeques/>

Stage

<https://www.redwolftours.com/blog/tag/Lodging>

Public art

<https://www.pigandchisel.com.au/birdbaths.html>

<https://www.micagrangec.com/gallery/>

Shed

https://www.stratco.com.au/siteassets/pdfs/sheds_handi-sheds.pdf

<https://brisbanegardensheds.com.au/shop/smartlocker-900/>

Protective barrier

<https://www.meristemdesign.co.uk/kensington-and-chelsea-parklet>

Market

The village green

<https://www.mariposaartscouncil.org/music-on-the-green/>

<https://bondimarkets.com.au/carbon/wp-content/themes/thepav/dna/images/next-market.jpg>

<https://www.pinterest.com.au/pin/317433473717854587/>

<https://www.ladybirdatl.com/private-events>

Sense of arrival

<https://www.alamy.com/stock-photo-salamanca-markets-salamanca-place-hobart-tasmania-australia-94075617.html>

https://www.goldcoastbulletin.com.au/subscribe/news/1/?sourceCode=GCWEB_WRE170_a_GGL&dest=https%3A%2F%2Fwww.goldcoastbulletin.com.au%2Fbusiness%2Fgold-coast-business%2Fthe-village-markets-burleigh-heads-community-markets-shuts%2Fnews-story%2Fabc64c1f6d3b7eabcac39d6db3efa9ad&memtype=anonymous&mode=premium

Something for children and young people

<https://www.maitlandmercury.com.au/story/8391058/your-weekly-guide-to-whats-on-around-maitland-live-music-indie-fest-and-tours/>

<https://www.bloomberg.com/news/articles/2018-08-10/why-are-giant-yard-games-showing-up-in-parks-and-plazas>

Advertising

<https://www.pugetsoundsigns.com/2016/04/07/renton-wa-a-frame-boards-how-to-increase-foot-traffic-and-visability/>

<https://www.instagram.com/bendigofarmersmarket/>

<https://www.instagram.com/orangefarmersmarket/>

Layout

<https://www.rosestmarket.com.au/>

<https://www.bristol.gov.uk/st-nicholas-markets/about/our-markets/bristol-flea-market>

Environmental Sustainability

Green space

[https://trcaca.s3.ca-central-](https://trcaca.s3.ca-central-1.amazonaws.com/app/uploads/2021/06/01132548/Gallanough-Park-Concept.pdf)

[1.amazonaws.com/app/uploads/2021/06/01132548/Gallanough-Park-Concept.pdf](https://trcaca.s3.ca-central-1.amazonaws.com/app/uploads/2021/06/01132548/Gallanough-Park-Concept.pdf)

Water tank

<https://www.bushmantanks.com.au/product/15000-litre-domed-round-water-tank/>

Community Garden

<https://communitygarden.org.au/>

<https://xihamontessori.com/15-backyard-playground-ideas/>

<https://gardenize.com/2020/05/best-plants-to-grow-in-a-community-garden/>

<https://www.alamy.com/overgrown-allotment-plot-with-shed-image311125721.html>

<https://content.ces.ncsu.edu/collard-greens-and-common-ground-a-north-carolina-community-food-gardening-handbook/food-garden-design>

Composting

<https://www.yimbycompost.com/>

Eco paths

[https://pursuit.unimelb.edu.au/articles/turning-old-tyres-into-new-](https://pursuit.unimelb.edu.au/articles/turning-old-tyres-into-new-roads#:~:text=Permeable%20pavements%20made%20out%20of,pollution%20i)

[roads#:~:text=Permeable%20pavements%20made%20out%20of,pollution%20in%20our%20waterways.](https://pursuit.unimelb.edu.au/articles/turning-old-tyres-into-new-roads#:~:text=Permeable%20pavements%20made%20out%20of,pollution%20in%20our%20waterways)

Towards Zero Waste

<https://waw.org.au/>

[https://www.sustainabletaranaki.org.nz/news/reusable-container-campaign\](https://www.sustainabletaranaki.org.nz/news/reusable-container-campaign/)

Heritage

<https://www.mountalexander.vic.gov.au/Explore-the-shire/Community-events-and-things-to-do/Wesley-Hill-Community-Market>

<https://www.goldfieldsguide.com.au/explore-location/114/forest-creek-historic-gold-diggings/>

Access

Kerb extension

<https://www.flickr.com/photos/20816835@N00/180848197>

Traffic calming artworks

<https://www.3aw.com.au/photos-traffic-calming-artwork-pops-up-on-melbourne-roads/>

<https://betterbikeshare.org/2022/04/26/asphalt-art-can-save-lives/>

Bike parking

<https://cyclehoop.com/parking-solutions-for-the-cargo-bike-action-plan/>

<https://www.experienceadelaide.com.au/blog/bike-art-trail/>

<https://cyclehoop.com/product/planter-rack/>

Bike mechanic's station

<https://www.all4cycling.com.au/commercial-product/deluxe-bicycle-repair-stand/>

Signs

<https://www.agcsigns.com/blog/37-creative-signs-and-designs-to-inspire>

<https://www.instagram.com/columbiafarmersmarket/reel/C7rRfiPxNXc/>

Communication

<https://www.greenbarnes.co.uk/shop/external-noticeboards/oak-noticeboards/2-bay-9-x-a4-oak-noticeboard-ref-d9a4-o/>

Hall

<https://www.nzherald.co.nz/bay-of-plenty-times/news/historic-tauranga-hall-transformed-into-art-gallery/LC6MQBIX5MNCHU4YA525L6AEVM/>

<https://www.castlefield.org.au/copy-of-room-hire-1>

<https://www.theincubator.co.nz/galleries?pgid=lmgtxoaw-cb530b4b-1855-4ab9-9799-b05a73929b1d>

<https://www.brightstarkids.com.au/blog/kids-dress-up-rack/>

<https://www.abc.net.au/news/specials/curious-canberra/2018-04-23/canberra-little-street-libraries/9677008>