



Part 2 of 4

Emerald Hill Precinct Analysis & Opportunities Summary

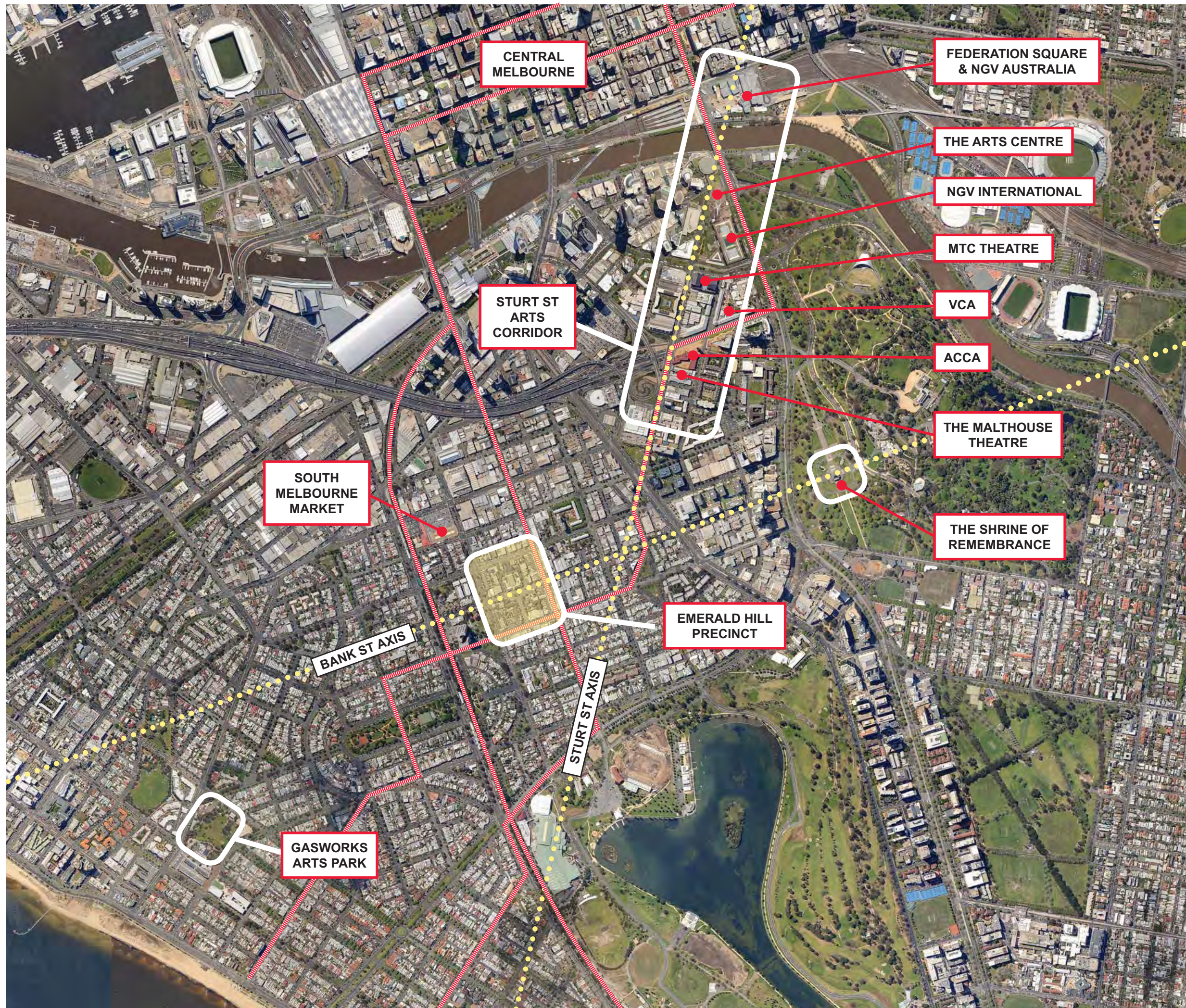
The Emerald Hill Precinct study area is bounded by Dorcas Street to the north, Clarendon Street to the east, Park Street to the south and Cecil Street to the west.

The Precinct accommodates a number of civic/community buildings including the South Melbourne Town Hall, Library and police station. There are also a range of arts/entertainment groups located within the area which strengthen the precinct to function as a cultural and community hub.

The following document provides a summary overview of the Emerald Hill Precinct and its context. It highlights some of the Precinct's locational and built form attributes, key views and vistas, activity/uses and movement patterns.

A series of opportunities and possible urban design 'interventions' are also identified to improve the overall look, feel and function of the area.





Existing conditions:
Site context

Tram route

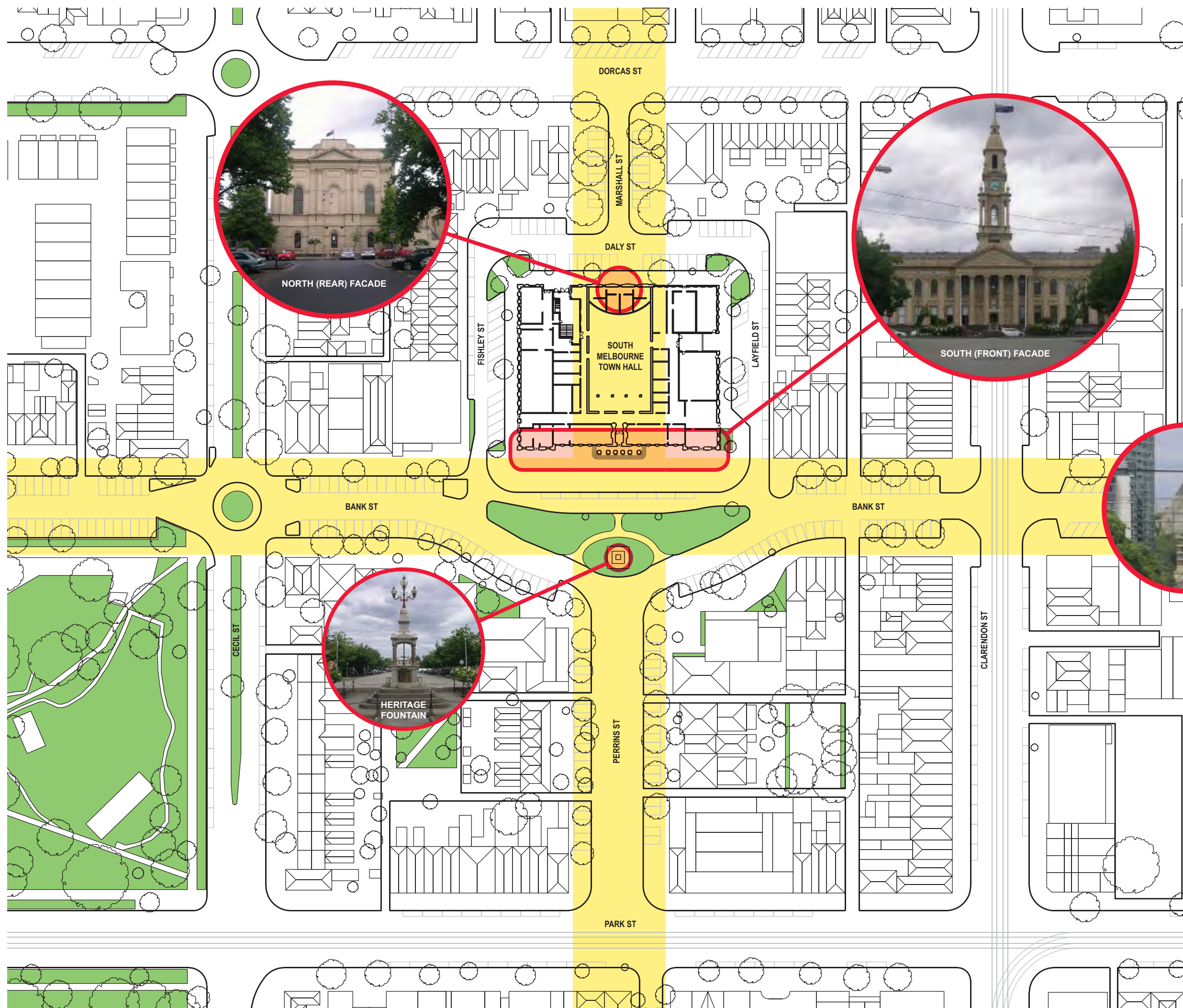
Key axis

Site area





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Existing conditions:
Key views

-  Key feature
-  Key axes



NORTH (REAR) FACADE



SOUTH (FRONT) FACADE



HERITAGE FOUNTAIN



TO THE
SHRINE OF
REMEMBRANCE



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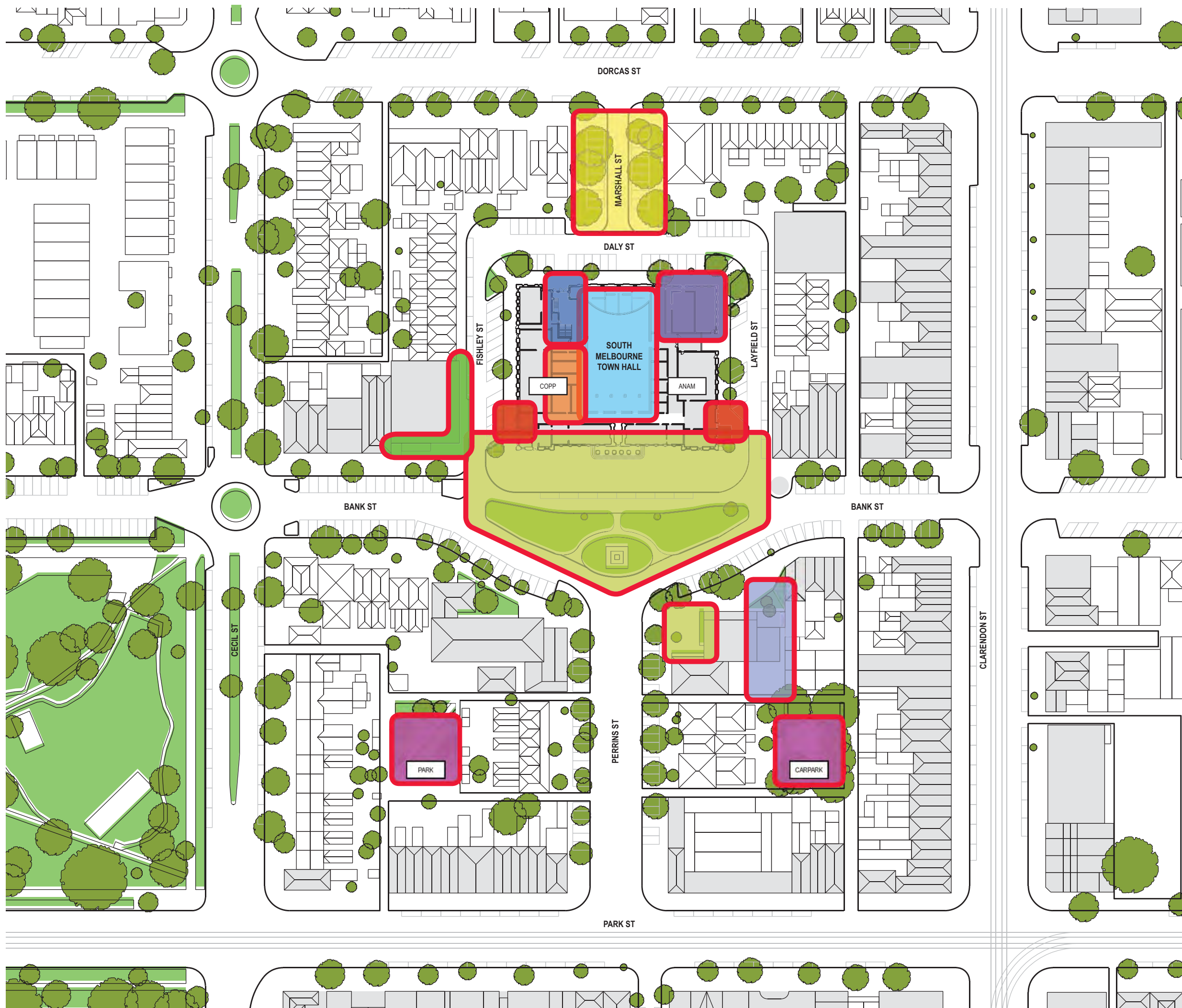


Concept Masterplan:
Programmatic Activation












Challenge: Several key areas in the precinct are currently underutilised, inactive or have potential for improved community interaction. Presenting the richness of internal functions to the exterior also provides a challenge.

Opportunity: New programme will be created through new building uses and various urban interventions across the precinct, both subtle and diverse. The awakening of many underutilised

or ‘forgotten’ pockets of space, as well as the enhancement of building and street interfaces will stimulate visitor interaction, allow reflection, elemental play and encourage people to inhabit spaces in both planned and spontaneous ways. Opportunities exist to insert additional structures amongst the landscape to further enrich public space, such as sculptural pavilions and follies, shade devices, flexible furniture and market stalls.



Concept Masterplan: Programmatic activation

-  Existing active programme
-  **Marshall St - Limited closure**
(Flexible use between carparking & public use; organised events)
-  **Service Yard: Daly St activation**
(Enliven existing forgotten space; Art installations & performances; New cafe, enhanced connection to town hall interior; Destination point)
-  **New Gallery & Auditorium Foyer**
(Dual use between new gallery & auditorium foyer; Cater for large audiences, events & functions; New destination point)
-  **Town hall Auditorium**
(Optimise community / public access & events)
-  **Ballantyne Room: Daly & Layfield St activation**
(New building programme: Possible restaurant, weddings & functions)
-  **Town Hall Side Entries**
(Enhance sense of arrival & entry experience; improve accessibility)
-  **222 Bank St**
(Activate facade & street frontage)
-  **Town Hall & Library Forecourts**
(Improved seating, shade & lighting; organised events)
-  **Library**
(New Programme TBC)
-  **Parks - Future Consideration**
(Re-instatement of 'pocket park' quality)



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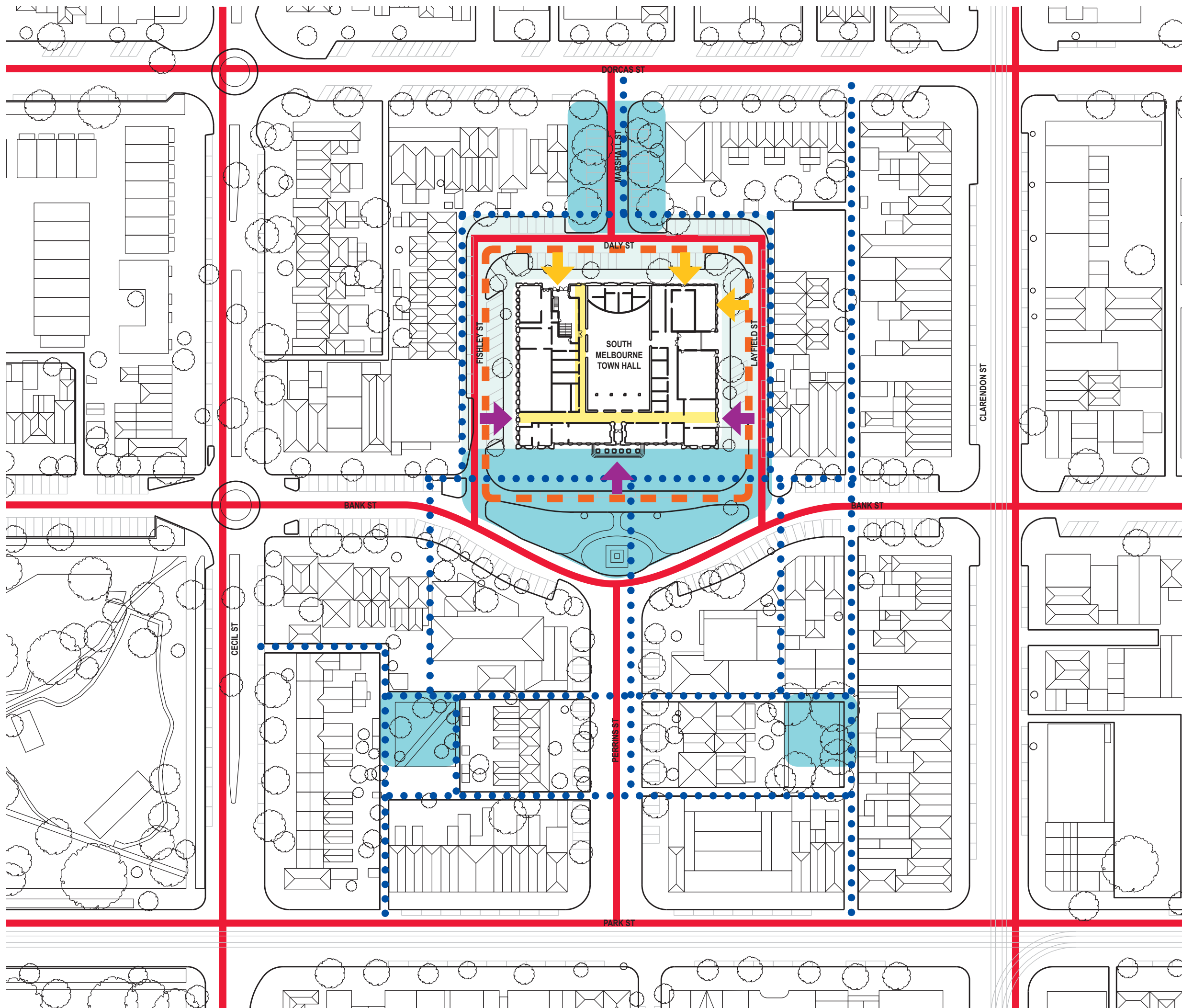


Concept Masterplan:
Orientation, Circulation & Permeability

Challenge: Side entries into the Town Hall (ANAM and CoPP) lack legibility. Rear access from Daly St is also denied. Conflict exists between vehicular and pedestrian traffic in some shared-use zones, which also restricts the full potential of the precinct. Opportunities exist for improved accessibility (DDA) and amenities for people of all ages and abilities.

Opportunity: Adjustment of the main east-west axis to Bank St provides an expanded entry forecourt for increased pedestrian use, removing conflict with vehicular traffic and carparking. This allows a more dynamic engagement between the forecourt and Town Hall, and heightened sense of arrival. Existing side entries to the Town Hall (ANAM and CoPP) are to be enhanced through

architectural intervention, with opportunities for a more interesting entry experience (DDA access). Additional entry points to the Town hall perimeter provide access to potential new programme, to heighten the experience and encourage activity around the building. A new access point from Daly St through the rear courtyard could provide a dynamic relationship with the auditorium and connection to the front foyer. The Town Hall forecourt, Marshall St and southern park areas would become key public/pedestrian zones. A new surface treatment around the Town hall would define a continuous promenade and 'walking loop', with widened footpaths to improve circulation and enhance the experience and connection of spaces around the Town Hall.



Concept Masterplan: Orientation, Circulation & Permeability

- New public entry points
- Improved entry access
- Key pedestrian circulation
- Vehicle circulation
- Enhanced 'walking loop' around Town Hall
- Key pedestrian zones
- New rear entry and improved internal connections



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