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|---|---|---|---|
| Existing use with active street presence | North Courtyard (performances, cafe and new use for fire station residence) | Ballantyne Room: Daly and Layfield St activation (restaurant, weddings, functions, street activation) | Town Hall and Library forecourts (improved seating, shade and lighting, space for organised events) |
| Marshall Street Limited closure (flexible use for organised events) | North Courtyard (new gallery and Auditorium foyer) | Town Hall side entries (improve wayfinding and access) | Library (separate project) |
| Daly, Fishley & Layfield Streets (improved pedestrian amenity and improved setting for Town Hall) | Town Hall Auditorium (optimise community access) | 222 Bank Street (improve access to building and provide an attractive setting for the Town Hall) | Park (future consideration - reinstatement of pocket park quality) |



Emerald Hill draft master plan

Fact sheet

Emerald Hill draft master plan consultation

The City of Port Phillip Council has developed a draft master plan for the Emerald Hill precinct of South Melbourne (around the town hall) and is keen to get your feedback. The master plan outlines a number of key actions that aim to revitalise the neighbourhood as the cultural and civic heart of South Melbourne. The consultation period for the draft documents will take place from Monday 28 November to Wednesday 21 December 2011.

Background

The Emerald Hill precinct is of significant civic and cultural history and is treasured by the local community.

In November 2010, Council held a workshop with the community, which led to the preparation of the Emerald Hill Vision.

This vision seeks to reinvigorate the key heritage, civic and cultural precinct and once again make the town hall the centre of a vibrant community life. This will be achieved through urban design improvements in and around this building, and by proposing exciting uses and activities in the precinct.

Council presented a draft vision, illustrated with conceptual designs to generate discussion, for public comment in June 2011.

The Emerald Hill Vision was adopted by Council at a public meeting on 12 September 2011. At this meeting, Council also resolved to prepare a master plan for the precinct in response to the community feedback on the conceptual designs.

You can view the Emerald Hill Vision and community feedback online at www.portphillip.vic.gov.au/haveyoursay

Have your say

You can view the draft master plan and complete a submission form online at www.portphillip.vic.gov.au/haveyoursay or at your local ASSIST centre or library.

Drop-in sessions at the South Melbourne Town Hall Council staff will be available to present the master plan and answer any questions.

- Thursday 1 December 2011, 6 pm – 8 pm
- Tuesday 6 December 2011, 2 pm – 4 pm

The consultation period for the draft documents will take place from Monday 28 November to Wednesday 21 December 2011.

For more information please contact Council's ASSIST centre on phone 9209 6777.

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Emerald Hill draft master plan

Have your say: 28 November 2011 to 21 December 2011



Emerald Hill draft master plan - a snapshot

The Emerald Hill draft master plan is a framework that will guide the next 15 years of public realm improvements around the South Melbourne Town Hall, ensuring they are consistent with the Emerald Hill Vision.

The draft master plan includes a brief analysis of existing and potential public spaces in the precinct, and seeks to influence the design of new public realm improvements, the programming of events around the town hall, and how people get to and move around the precinct – by walking, cycling, public transport or car.

The projects

The master plan presents a coordinated view of future projects by precinct and priority. Projects have been identified with a view to encourage people to use the space, create opportunities for events, and improve the overall look, feel and function of the area.

The master plan does not provide detailed designs that can be directly translated into capital works projects, rather, it will help us develop the correct brief for such projects. Each project will require detailed technical design prior to implementation, and further community consultation will be undertaken on such works.

The projects presented in the Emerald Hill master plan are:

- North Courtyard
- Ballantyne Room
- Town Hall side entries
- Town Hall forecourt
- Town Hall setting
- Marshall Street
- 222 Bank Street
- public art
- lighting and safety.

Design principles

Principles underpinning the master plan provide a rationale to guide future work. These are divided into three categories – precinct, use and form.

Precinct principles

- strengthen the cohesive sense of place and character
- maintain the human scale
- improve safety and perception of safety
- protect and enhance key views of:
 - o the Shrine from Bank Street
 - o the town hall from Park Street
 - o the rear of the town hall from Dorcas Street
- create a range of public spaces for quiet contemplation, public gathering and events
- maximise pedestrian access through the precinct
- improve amenity for pedestrians and cyclists.

Use principles

- encourage uses that support street life
- design for everyone (universal access)
- transform inactive building edges to provide an engaging experience to the street
- support the use of pocket parks.

Form principles

- adopt a consistent theme of materials and detailing complementary to the precinct's heritage character, without resorting to pastiche
- provide a contemporary counterpoint, whilst remaining complementary to heritage, in line with Burra Charter and Council heritage policy
- design public realm improvements to be physically robust, for ease of repair and relatively low levels of maintenance
- improve way finding around the precinct and neighbourhood context
- implement a sustainable landscape theme: examples of this could include the use of drought tolerant plants, warm season grasses, low energy public lighting, alternative water sources and water sensitive urban design.

Indigenous cultural heritage

Emerald Hill is thought to have been a traditional social and ceremonial meeting place for a number of Indigenous groups. A great gathering had been witnessed there in 1840 by a number of the early European settlers. This is supported by a painting of a corroboree on Emerald Hill in 1840 by W.F.E. Liardet, held at State Library of Victoria collection. The Emerald Hill master plan stipulates that Indigenous heritage is to be celebrated through art projects and interpretive signage.

European heritage

The South Melbourne Town Hall is a local landmark and one of Victoria's grandest town halls. Designed by successful Victorian architect, Charles Webb, it symbolises the prosperity and confidence of the municipality in the 19th Century. The town hall's giant order Corinthian portico, matching pilasters and an imposing clock tower dominate

Emerald Hill and the heritage significance of the building extends to its surroundings. The South Melbourne Town Hall is on the National and Victorian Heritage Registers (VHR), and the latter includes the Jubilee Memorial Fountain.

Public art

A curatorial rationale for art in the Emerald Hill precinct will be developed, with a view to commission artwork for the precinct. The rationale will support art that celebrates Indigenous history of the area and tells the history of the precinct and stories of past civic events.

Parking

Council is committed to reducing car dependency and advocating for sustainable transport options. The forecourt design is based on a reduction of car parking within the setting of the town hall. This will improve the physical setting of the town hall building by creating a more generous space for walking and cycling. There will be a staged removal of 29 car parking spaces from around the town hall. The removal of car parking will have limited local effects as parking will be maintained close to the Town Hall ASSIST centre and Permit Parking will remain in place.

Trees

Existing trees in the forecourt will be removed. Soil investigation will be carried out to improve growing conditions for proposed new trees. An arborist will advise on the state of the existing trees.

For more information, please view the complete draft master plan at www.portphillip.vic.gov.au/haveyoursay

Example:
Fitzroy Town Hall



A PLACE TO GATHER...

Example: Salamanca Square



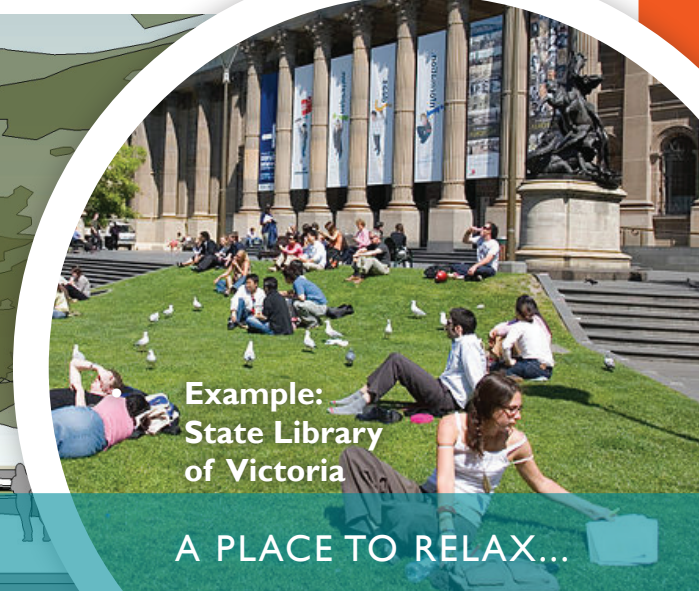
A PLACE TO PERFORM...

South Melbourne Town Hall



A PLACE FOR EVERYONE...

Example:
State Library
of Victoria



A PLACE TO RELAX...