

ALBURY CULTURAL PRECINCT MASTER PLAN

APRIL 2021



Acknowledgments

TCL acknowledges the collaborative process undertaken with Albury City Council, including the engagement with current councillors, site stakeholders and community.

We thank the involvement with Councillors:

Mayor - Cr Kevin Mack

Cr Amanda Cohn

Cr Henk van de Ven

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Cr Murray King

Cr Darren Cameron

Cr Graham W Docksey OAM

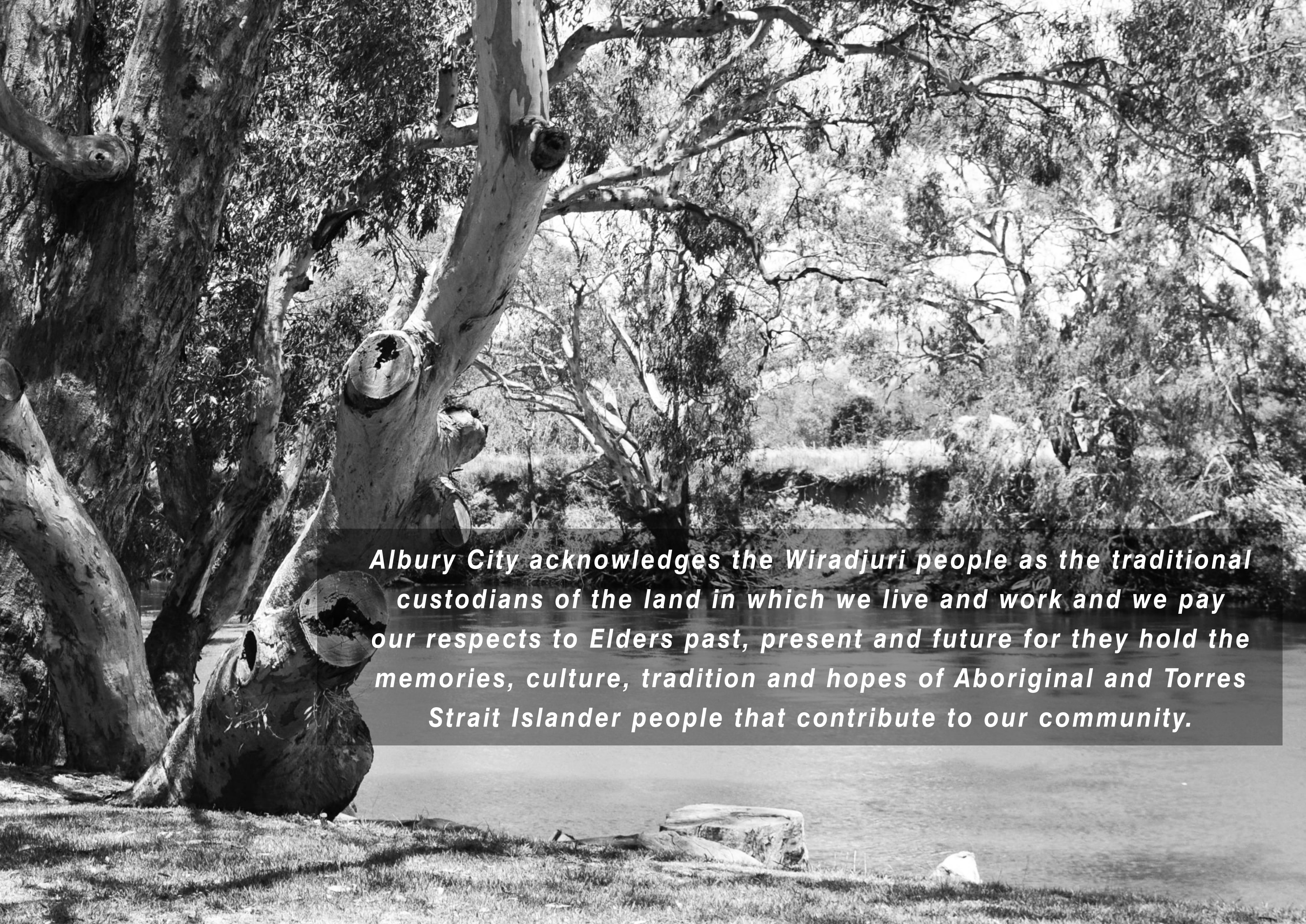
Cr Alice Glachan

Cr John Stuchbery

The Albury City project team.

The Taylor Cullity Lethlean staff, Perry Lethlean, Lucas Dean, Kate Grant, Xingyuan Chen, Jackie Gu & Greg Afflick.



A black and white photograph of a riverbank. In the foreground, several large, gnarled tree trunks are visible, some with hollowed-out sections. The trees lean over a body of water, which occupies the middle ground. The background shows a dense line of trees and foliage. The overall scene is serene and natural.

Albury City acknowledges the Wiradjuri people as the traditional custodians of the land in which we live and work and we pay our respects to Elders past, present and future for they hold the memories, culture, tradition and hopes of Aboriginal and Torres Strait Islander people that contribute to our community.

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EXECUTIVE SUMMARY

This master plan realises a collective community ambition to have an activated, attractive and connected public space at the heart of its cherished arts and cultural facilities.

This master plan acknowledges the city's bold foresight and completes its collective vision through the creation of a central green lawn, exquisite water element, flanking promenades, beautiful gardens, play and seating spaces.

The cultural precinct and QEII Square will become a cherished meeting place for locals and visitors in the heart of Albury. Although a popular lunch time venue and event setting, the Square has not provided the furnishings, lighting and destination qualities to entice visitors every day and all year round.

This unified public setting comprising a vibrant public space that is connected seamlessly to its adjacent cultural assets will create a major regional destination.

The objective of this project was to review the 2015 Master Plan for the precinct in order to provide a collective vision and long-term strategy for future projects and development of the precinct.

This process involved numerous stakeholder engagement undertaken by TCL and Albury City Council and included key property stakeholders as well as the wider community.

The following Master Plan and review provides an overall vision for the cultural precinct. This includes key moves, urban design strategies for the precinct to inform its future development and enhancement over the next 20-30 years.

Key design considerations for the landscape and public realm include:

- Legibility of access and circulation including universal access measures
- Safety and security for public access
- Indigenous representation
- Connectivity with the broader public realm
- Heritage, architecture and urban design of the buildings surrounding the Square
- Planning requirements and amenity
- Outdoor spaces and program
- Broad planting concept
- Furnishings and structures
- Signage and wayfinding
- Public art
- Events and activation

The Master Plan ensures that the public space becomes a centrepiece and significant draw card for Albury. The design aims to increase connection, use and visitation between the existing institutions and promotes the development of future cultural buildings to the precinct. The Master Plan aims to become an integrated cultural campus that supports and increases the visitation to Albury and the region. The proposed Master Plan provides a framework to develop the Square into a jewel in the crown of Albury as a drawcard for the region.





LEGEND

- ① Communal lawn
- ② Informal amphitheatre
- ③ Art play
- ④ Feature gardens
- ⑤ Water feature
- ⑥ Northern plaza
- ⑦ Dean Street cafe deck
- ⑧ MAMA workshop courtyard
- ⑨ East & West promenades
- ⑩ Retro cafe harbour
- ⑪ Retro laneway
- ⑫ Public amenities
- ⑬ Olive Street laneway
- ⑭ Swift Street cafe' frontage
- ⑮ Internal courtyards
- ⑯ Paved shared zone

1:1000 A3
1:500 A1



ALBURY CULTURAL PRECINCT

| Green Heart

Realizing a latent potential, a Square that grew

This Master Plan realises a collective community ambition to have an activated, attractive and connected public space at the heart of its cherished arts and cultural facilities.

This precinct has always hosted Albury’s civic functions, yet the development of its central public space has evolved over many years. The realisation of the importance of a central public space began in 1872 with a Reserve for Market and Mechanics Institute. Albury City Council purchased ‘Valetta’ in the late 1960’s to use the site for a new library and civic centre. Over the subsequent 61 years the Square has grown incrementally with the final expanded arrangement being realised in 2015 after the construction of MAMA.

This Master Plan acknowledges this bold foresight and completes its collective vision through the creation of a central green lawn, exquisite water element, flanking promenades, beautiful gardens, play and seating spaces.

A Cherished Meeting Place

QEll Square will become a cherished meeting place for locals and visitors in the heart of Albury. Although a popular lunch time venue and event setting, the Square has not provided the furnishings, lighting and destination qualities to entice visitors every day and all year round.

To foster an increased use by visitors of all ages, locals and regional travellers, new promenades will connect people to a range of spaces to meet, socialize and rejoice in the beauty of the central park space. These broad pathways will also link to shady seating, art play, dining and various social spaces.

From these seating spaces visitors will look out onto the central green park with a new playful water feature. New lighting will provide safe and clear evening experiences, and enhance the evening experience of the Square.



View: Waterplay element and view through to St Matthew’s Church.

Render view depicts the shallow depth water feature to the south of the central lawn. The water feature shows interactive play with water jets and shallow pool, suitable for children.



ALBURY CULTURAL PRECINCT

| Green Heart



View: Northern Plaza and informal amphitheatre through to Retro Cafe.

From the seated and shaded area of the promenade, one can view the generous and flexible Northern Plaza, central lawn and amphitheatre steps that may be used for passive recreation and gatherings every day. This space will also be used for events and performances of various scales.



Green Heart

The valued lawns and trees of QEll Square will now become its centerpiece. This green heart in the centre of Albury's CBD is a major asset for the community providing a place of refuge, relaxation and meeting place in contrast to its adjacent active urban streets.

The Master Plan recognizes the community's desire to maintain these open lawns yet compliment the space with more shade and seating opportunities to foster more year-round use and enjoyment.

The design proposes replacing the central road with new promenades that will flank a generous lawn located in the centre of the space. This will remove the sense of a divided park and with new shade trees both within the lawn and on its edges encourage a greater use and accessibility to the Square.

A Regional Cultural Destination

The Square is defined by the range of important cultural institutions that flank its central green heart.

Each of these important community assets are proposed to address the Square to fully capitalize on this precinct as a major public destination.

New forecourts will provide a sense of civic arrival and new pathways will link each of the facilities to provide new convenient and intuitive connections. Over time additional cultural facilities could also be provided in adjacent sites such as the current police and law precincts.

This unified public setting comprising a vibrant public space that is connected seamlessly to its adjacent cultural assets will create a major regional destination.

ALBURY CULTURAL PRECINCT

| Green Heart

Place for Celebration

The Master Plan fosters the Square as Albury’s premier setting for community celebration. The existing range of events and functions enrich community experience and attraction of the space.

The proposed central lawn will further encourage event uses by removing the central road, with new generous promenades providing generous areas for regular activities such as markets. These dual promenades allow for organized events to occupy spaces whilst allowing convenient access.

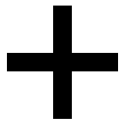
Celebrating community life at QEII Square is at the heart of the Master Plan, with events large and small encouraging regular and active visitation. These organized functions are complemented by the range of cultural facilities, cafés, landscapes, gardens water features and social spaces that will ensure the precinct will become Albury’s cherished community venue.

A Hub for the Region

The Master Plan ensures that the public space becomes a centrepiece and significant draw card for Albury. The design aims to increase connection, use and visitation between the existing institutions and promotes the development of future cultural buildings to the precinct, should opportunities arise to redevelop these. The design aims to become an integrated cultural campus that supports and increases the visitation to Albury and the region. This will lead to an increased length of stay as the cultural precinct becomes a more integrated regional destination.

Key Existing facilities

- Theatre
- Convention centre
- Gallery
- Library / Museum
- Cafe & restaurant
- Conservatorium
- State Government offices
- Council
- Church
- Youth venue / services



Future potential opportunities

- Indigenous Cultural Precinct
- Local Government services
- Tourism services
- Additional food & beverage outlets
- Crafts, studio & making spaces
- Additional youth venues & facilities
- Community oriented workshops
- Exhibition & Artist studios
- Additional Museum(s)
- Regional produce & products
- Joint ticketing



ALBURY CULTURAL PRECINCT

| Green Heart



View: From Retro Cafe through to children's art play space.

This view depicts the renovated Retro Cafe with a vegetated arbour offering shaded outdoor dining and views across the Square. Adjacent is the children's art play space with a canopy of native trees and generous surrounding seating for families.



Indigenous representation

The Square will incorporate indigenous representation. Initial discussions have taken place with the Wiradjuri and they will be involved with the development of an integrated element, potentially within the water feature, artwork, sculpture, or place of gathering within the Master Plan. This collaboration will acknowledge the importance of Wiradjuri, country, and language. It will ensure a connection to country, connection to community and connected people with people.

Activation

Great public places are pro-actively programmed with a varied calendar of events to engage, excite, and amaze the community. The design proposes increased event possibilities with additional event infrastructure such as power, lighting, additional storage, and ease of access with the promenades. Events big and small can be hosted around and within the Square. Designing a varied calendar yearly is a specialist role that requires attention and dedication to excite and involve the community. This role would uncover local, regional, and national unique activation pieces that could range from varied installations, artistic performance, sculptural installations, and temporary activations.

ALBURY CULTURAL PRECINCT

| Key Elements



Wirudjuri Artistic Element Integrated Into Water Feature

The central water feature is a key opportunity for Wiradjuri storytelling. This may include an artistic element via sculpture or lighting.



Indigenous Planting

The new precinct will showcase the region's Indigenous flora and robust native floral displays that are adapted to Albury's climate, encouraging biodiversity and water conservation. Incorporating Indigenous planting into Albury's urban fabric, there is opportunity to educate and inspire the public about Indigenous flora and biodiversity.



Local Artisans

The Cultural Precinct will showcase Albury and the region's creative talent, with opportunities for workshops, studio spaces, exhibitions, as well as markets and pop-up events.



Artistic Play

A commissioned contemporary play element will provide an artistic and interpretive play space under a shaded tree canopy, adding an active and vibrant space for families to the Cultural Precinct.



View: Eastern promenade looking south

This view depicts event mode of the promenade with local market stalls and activation of the central lawn.



ALBURY CULTURAL PRECINCT

| Key Elements



River Red Gum

The potential introduction of this important tree species to the site provides opportunity for storytelling and connection to the land. River Red Gums (*Eucalyptus Camaldulensis*) are an iconic and important tree species to the Murray Darling catchment. River Red Gum's are also a culturally significant tree to the Wiradjuri and other Indigenous communities.



Varied and Productive Arbour

Building on the productive region, the productive arbour will become a show case of the regions produce while providing seasonal display of colour.



Building on Existing QEII Community Events

The proposed lawn will provide flexible events spaces throughout the year, improving the current events amenity and drawing people in to Albury's central gathering space.



Nighttime light experience

Night time lighting displays offer an engaging and ephemeral experience and additional opportunity for Wiradjuri storytelling and communicating cultural narratives.



Albury's Multi-generational Demographic

The Cultural Precinct will be an inclusive and multi-generational space, with a linear, bespoke urban lounge for all. The large lounge will offer ample opportunity to pause and take in the vibrant offerings of the Square, providing a generous and comfortable urban element for Albury's community.



INTRODUCTION

Taylor Culty Lethlean landscape architects and urban designers were engaged by Albury City Council in 2020 to prepare an updated Master Plan for Albury's Cultural Precinct, also known as QEII Square.

The objective of this project was to review the 2015 Master Plan for the precinct in order to provide a collective vision and long-term strategy.

This process involved numerous stakeholder engagements undertaken by TCL and Albury City Council and included key property stakeholders as well as the wider community.

The Master Plan review process also included a document review, research and detailed site analysis both remotely and on site. Due to COVID19 restrictions, a desktop mapping analysis was initially conducted followed by a visit to site in December 2020 after restrictions were lifted.

An urban design framework was developed in order to establish both short term and long term strategies for the precinct as well as a set of 'key moves' that provides essential steps in transforming the precinct to a contemporary civic and community destination.

Three design options were presented to Councillors of which 'The Square' was identified as the preferred design to unite the space and provide a central lawn at the heart of the precinct.

The Square was favoured due to the generous provision of shade around a central lawn, legible circulation and access, generous space for events and gatherings as well as an interactive water element intended to draw the community in as a central meeting place in the heart of Albury.

PROGRAM

The program for this Master Plan began in September 2020, with expected endorsement in June 2021. This document is currently a Draft Master Plan to be progressed to Stage 03 - Public Exhibition.

Timing

September 2020

November

December

March 2021

May

June / July

Task

Stage 01 - Site Analysis / Have your say

Site Analysis

Councillor Session

Have your Say - Consultation

Stage 02 - Draft Master Plan

Preliminary Sketch Plan

Councillor Session

Draft Master Plan

Stage 03 - Public Exhibition

Public Exhibition

Stage 04 - Final Master Plan Strategy

Final Master Plan Strategy

Councillor adoption





01

**PROJECT
VISION &
BRIEF**

PUBLIC REALM DESIGN BRIEF

| Background & Vision

Overview

Albury's Cultural Precinct is located in the heart of Albury, bordered by Dean Street, Swift Street, Olive Street and Kiewa Street. At the centre of the site lies QEII Square, a central open space surrounded by several civic and cultural institutions.

QEII Square today has emerged from a series of opportunistic transformations over time despite its original intention, resulting in an informal town Square and civic parkland. While this emergence of public open space has become a highly valued community amenity, the precinct as a whole has been in need of a consolidated long term vision. The precinct has the potential to become a united and appealing draw card for Albury.

Previous Master Plans

Previous Master Plans have been undertaken in 2010 and 2015 for the precinct. The most recent Master Plan endorsed by council in 2015 focused on QEII Square and included plans for Retro Lane

Cafe and MAMA space, however did not include the wider cultural precinct. Since then there have been several new developments completed for the precinct as well as a number of planned developments.

Objectives

The following Master Plan and review provides an overall vision for the cultural precinct. This includes both short term and long term urban design strategies for the precinct to inform its future development and enhancement over the next 20-30 years.

The Master Plan design brief included the following objectives:

- Review previous work and seek to enhance the existing qualities of the Cultural Precinct
- Engage with key stakeholders and the community
- Provide a collective and aspiration vision and long-term planning framework for the Cultural

Precinct

- Deliver a Master Plan and report with recommendations based on site analysis and consultation outcomes

Key design considerations for the landscape and public realm include:

- Legibility of access and circulation including universal access measures
- Safety and security for public access
- Connectivity with the broader public realm
- Heritage, architecture and urban design of the buildings surrounding the Square
- Planning requirements and amenity
- Outdoor spaces and program
- Broad planting concept
- Furnishings and structures
- Signage and wayfinding
- Public art
- Events and activation



Image: Study Area Albury City



CULTURAL CONTEXT

| Narratives of Albury

Culture

Albury is in Wiradjuri Country, where to this day, the Wiradjuri maintain a strong connection with the land and river. Historically, the Wiradjuri people were frequently joined by many other hunting groups who would travel hundreds of kilometres to gather together near the river. Today, meeting at Albury Wodonga remains an important tradition. The Wiradjuri and other migrant Indigenous communities are an integral part of the Albury story.

Albury's cultural narratives are also evident in the stories of post war European migrant history. The diverse migrant communities that settled here have been a major contribution to Albury's society and economic offerings.

Albury's Cultural Precinct has the opportunity to showcase its rich and diverse, past and present cultural narratives. Collaboration with the Wiradjuri and other cultural groups is recommended in future stages of this project to establish appropriate process and communication.



Image source: <https://www.facebook.com/WiradjuriMob/>

Heritage

Albury's multilayered heritage is evident in its built form and streetscape which are integral components of the precinct and wider surrounds.

Albury's colonial heritage dates back to Hume and Hovel's crossing in 1824 and subsequent settlement in the following years. The cultural precinct is home to many of Albury's significant heritage buildings and monuments. While a public open space was not historically envisaged for the site, its current condition is the result of an organic and opportunistic transformation to a central parkland, now cherished by the Albury community.

The following Master Plan seeks to integrate Albury's heritage within the cultural precinct and reveal stories within the design that may be integrated within the broader context.



Image source: TCL

Landscape

The Murray River and it’s surrounding valley is central to life for Albury’s citizens. It’s majestic and seasonal landscape is also a major attraction to visitors throughout the year.

While there are a range of attractions and local parklands that bring the community to the banks of the river, it’s urban fabric has historically been a point of separation.

The river is a core component to Albury’s narrative. The future Cultural Precinct has the opportunity to acknowledge Albury’s unique and valuable landscape setting and incorporate the narrative of the river into it’s urban heart.



Image source: Albury City

Regional Produce

Albury is home to a variety of culinary attractions. With it’s proximity to the Murray River and fertile soil, Albury’s surrounding countryside is home to a variety of fresh produce, which can often be procured at the local market in QEII Square.

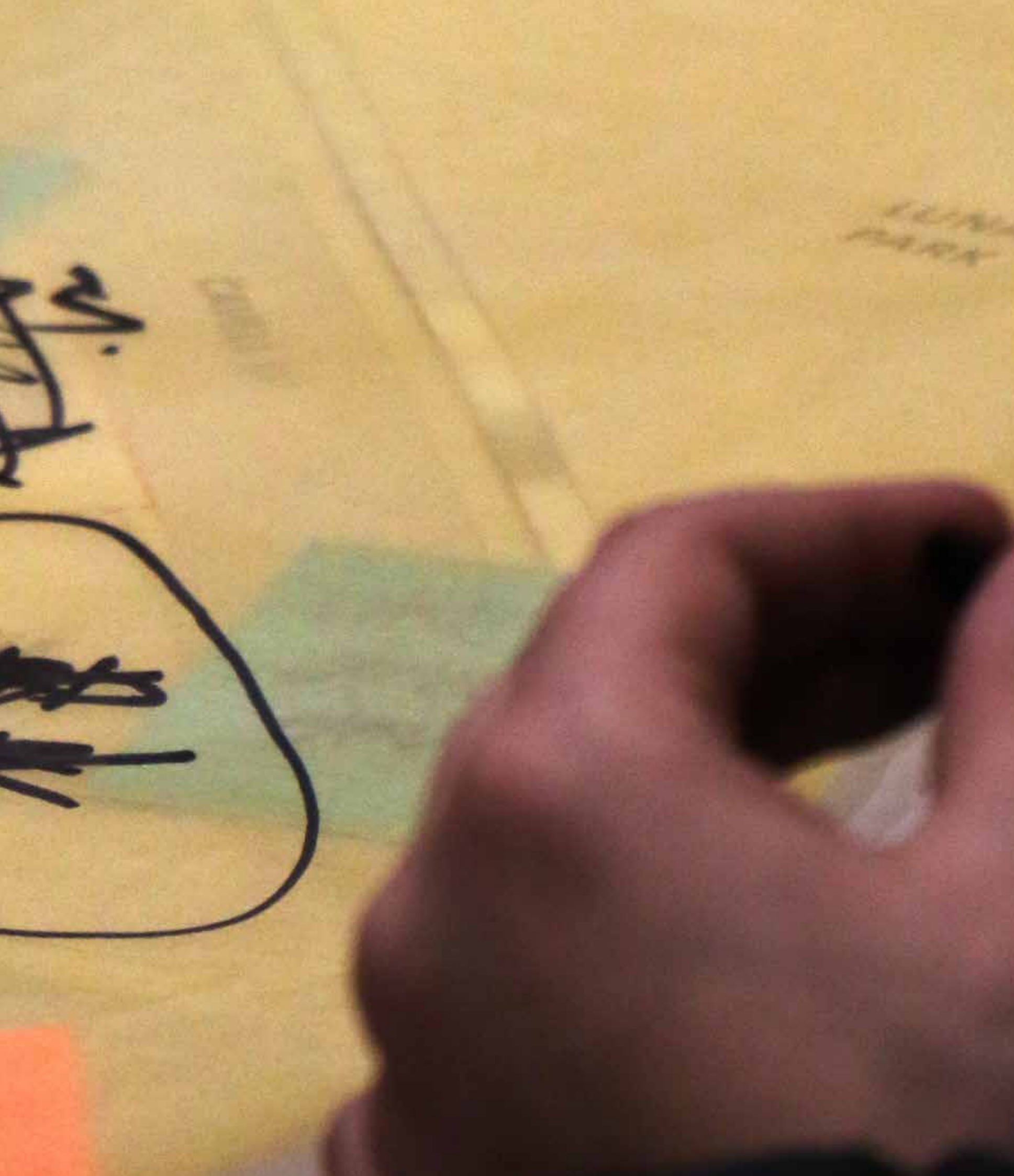
Albury is known for it’s surrounding world class wine country. There are around 20 wineries in the local area. Many wineries first planted their grapes in the 1950’s and 60’s and are still in the hands of the same families today.

Albury’s story of production is an integral part of it’s identity and it’s link to the land. There is opportunity to incorporate this story into the Cultural Precinct.



Image source: Albury City





02

CONSULTATION

CONSULTATION

| Key Stakeholders / Community

‘Have Your Say’ – Consultation Overview

Stage 1 'Have Your Say' consultation was open from 29 October 2020 to 20 November 2020.

This was a key ‘listening’ phase to hear the community and stakeholder ideas prior to any draft plans being prepared.

Consultation activities included:

- Have Your Say webpage
- Online survey
- Interactive online map
- Community meeting (via Zoom)
- Key stakeholder meetings

Consultation promotional activities included:

- Public notice in the Border Mail
- Social media posts
- News from AlburyCity email
- Electronic Direct Mail (EDM) email to AlburyCity Community Consultation list
- Promotion via Albury Business Connect (formerly Albury Northside Chamber of Commerce) and Library Museum mailing lists

A total of 273 survey responses, 158 comments on the interactive map and 7 written submission were received. There were also 16 stakeholder meeting and an online community meeting with 10 participants.

This information gathered from the engagement activities was used to inform the draft Master Plan design.

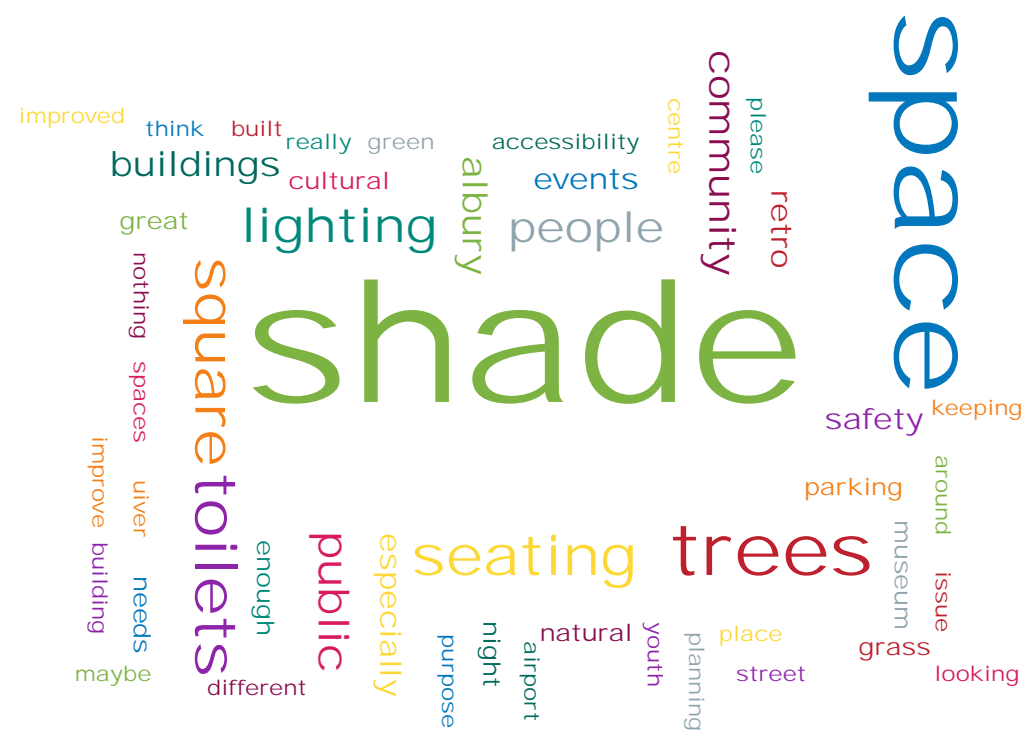


Image above of the more common responses to the survey question on the the biggest issues to be addressed in QEII Square

273
Online surveys
completed

16 Stakeholder meetings

2,208
visits to web page

CONSULTATION

| Key Stakeholders / Community

Summary of Key Findings

- Trees, shaded areas and open green spaces are the most valued aspects of QEII Square
- More shade is required
- Improved lighting and safety concerns are raised – also potential for feature lighting
- Need to improve the existing public toilets
- Desire for more seating and provision of drinking fountains
- Most did not think additional Cultural Museums are needed
- Desire to keep and improve Retro Café
- Generally negative sentiments regarding the Uiver museum proposal
- Need to improve access/accessibility, connections and open views into the Square to be more inviting
- Desire to provide/bring-back a water feature
- Preference to not over-develop the Square or clutter with elements (need to retain openness)

- Desire to improve edges of the Square and better integrate, use and improve the appearance of the surrounding buildings
- Desire for activities/spaces for children to play (but not a playground)
- Support for additional events but also noted desire for the space to be attractive and conformable for day-to-day use
- Need for recognition of First Nations community and Wiradjuri people

Further information on the 'Have Your Say' consultation is available in the Consultation Summary Report: <https://www.alburycity.nsw.gov.au/have-your-say/past-consultations/cultural-precinct-master-plan-review2>

Master Plan Development

- Additional stakeholder consultation sessions were held during the master plan design phase. Three sketch options were presented to precinct property stakeholders and Councillors. The third option, 'The Square' was selected as the overall preferred and further developed in this draft Master Plan report for consultation with the local community.





03

SITE

SITE

State & Regional Context

Albury is strategically located between Melbourne, Sydney and Canberra on the Hume Freeway and Inland Rail Corridor, on the border of New South Wales and Victoria. The city is approximately 300 kilometres north-east of Melbourne and 570 kilometres south-west of Sydney. Albury is in a unique geographical position to capture the overnight drive market between major capitals.

Albury-Wodonga is the 20th largest city in Australia and one of the nation’s largest regional inland communities. As well as a destination stop between cities, Albury has a thriving community with significant projected growth.

Albury sits within Wiradjuri territory - the largest Indigenous group in New South Wales.

Pre-Colonial Historical Context

Albury was originally called Bungambrawatha and the Murray River was known as Millewa by the Wiradjuri. The Murray and it’s tributaries are places of spritual significance to the Wiradjuri who maintain a stong connection to the land today.





SITE

| Local Context

Population

The inland cities of Albury-Wodonga have a combined population of approx. 100,000, and service a regional community in excess of 180,000.

Albury has a population around 55,000 and is the major centre providing employment, shopping, education, health, professional, recreational, entertainment and cultural services for the wider region.

Climate

Albury lies 162m above sea level with a generally, mild, warm and temperate climate. During summer, average temperatures hover above 30 degrees celsius while winter averages drop to their lowest at around 13 degrees.

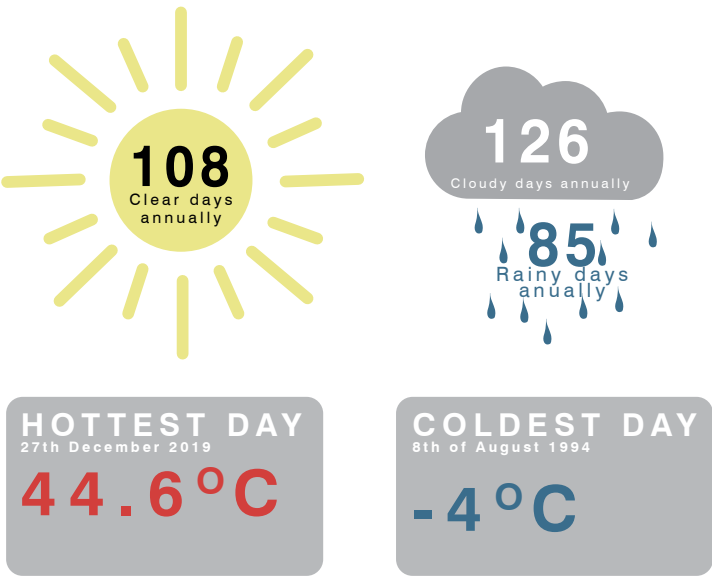
July and August are the highest months for rainfall at 80mm with the lowest rainfall during February. Albury is not currently drought affected.

Site Overview

The Albury Cultural Precinct site encompasses a city block bordered by Dean Street, Olive Street, Kiewa Street and Swift Street in the heart of Albury’s CBD. The civic parkland of QEII Square is at the centre of the precinct and surrounded by a family of notable cultural institutions and buildings of architectural significance such as (but not limited to) St Matthew’s Anglican Church, Albury Library Museum, Albury Entertainment Centre, Murray Art Museum Albury (MAMA), Retro Youth Café, post office, court house and Murray Conservatorium.

The generally flat site, with a gentle slope to the south-east is one of few green open spaces in Albury’s town centre. It’s key access point is via Dean Street with a direct north-south access point to Swift Street. The site is currently defined by a large lawn spaces and a selection of significant trees.

The lawn space is the result of an evolving civic re-development over the past 60 years to establish a green open space and cultural precinct for central Albury, flanked by several significant cultural buildings.





Kiewa Street



Dean Street



Olive Street



Swift Street

All above images sourced: Google Street View

SITE

| History

The site has undergone several post colonial transformations dating back to an original plan from 1852. Early development showed a government reserve to the south-east including a school and a court house and watch house to the south-west.

Further development included the construction of several significant buildings during the late 1800's, including St Matthew's Church, Albury Court House as well as the Mechanic's Insitute which was demolished in 1965. A new Town Hall was constructed in 1906 which then became Municipal Offices and later the Albury Regional Art Gallery. This building was more recently redeveloped and is now known as Murray Art Museum Albury (MAMA).

While the Police Barracks have been present in various form since the late 1800's, the most recent construction of the Police Barracks occurred in 1962 as part of a broader redevelopment

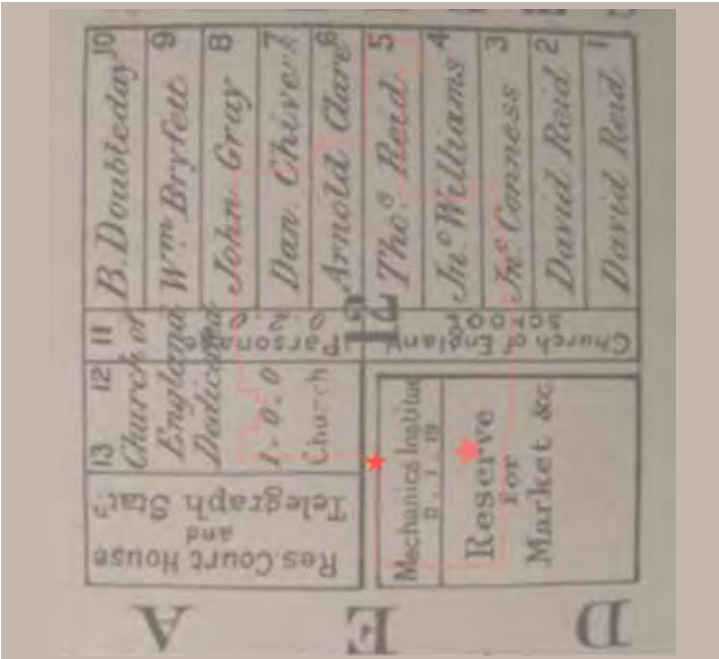
plan concurrent with the demolition of the Mechanics Institute.

This civic redevelopment continued until 2006 and included the demolition of several other buildings. The redevelopment of the landscape and buildings is now commonly known as QEII.

The site's historical mappings show a progression of the site. The progressive changes demonstrate an ambition to create a central town square and open green space with in the city for the citizens of Albury.

For further site history, refer to the 2016 Archaeology Assessment.

1872



Parish plan showing the Mechanic's Insitute and reserve for a market at the south-east corner.

1949



Aerial photograph capturing the Mechanic's Institute, central Police Barracks, Dr Wood's Hospital to the north as well as the rear of St Matthew's Church.

1960



Aerial showing the newly built St Matthew's War Memorial Parish Centre, Valetta House and the hospital not yet demolished.

2004



Aerial showing the civic transformation and establishment of a central green open space with a pedestrian link.

2011



Showing the newly constructed library and museum building the to north-west.

2019



Recent aerial showing the addition of Retro cafe.

SITE

| Site Analysis

Initial site analysis of the precinct involved remote aerial mapping as well as a site visit to the area.

Mapping included pedestrian and vehicular access and circulation; heritage overlays; current building occupancy and ownership; figure ground; events mapping; landscape materiality, lighting and furnishings; built edge conditions and existing softscape.

In addition to aerial mapping, a ‘walking the site’ analysis was also conducted, which documented a pedestrian’s first impressions perspective of the experiential qualities of the site. This is an essential component of understanding what makes a public space successful to users.

Refer appendix for further site analysis.

Access



Pedestrian access and circulation shows a dominant north-south link with significantly less east-west access and connection.

Occupancy



Current building occupancy / ownership.

Heritage Overlay



Heritage overlay showing significant heritage buildings including St Matthew's Church and Rectory, Albury Court House, MAMA, Albury Post Office, Bellbridge Hague, Music Conservatory and Methodist Church.

Figure Ground



Figure Ground built form analysis shows smaller heritage buildings and larger modern building footprints.

Edges



Edge condition showing pedestrian porosity. This included several blank walls and blocked building entries with potential for improved access through to the Square.

Materiality



Landscape materiality mapping. This analysis shows a combination of tree and garden plantings, paving materials, a dominance of lawn and lack of seating and lighting.

SITE

| Seasonal Events

QEll Square is currently a popular destination for visitation by tourists and locals throughout the year. The generous open lawn creates an ideal setting for large events and gatherings as well as regular usage such as market stalls and lunch spots.

Key annual events include Carols By Candlelight and other Christmas festivities, Arts festivals and NAIDOC celebrations. Regular events include Retro gigs, community markets and various fundraisers.



Images supplied by Albury City Council

JANUARY/ FEBRUARY

- 1 Summer Place Activation MAMA (30)
- 2 Summer Place Activation MAMA (30)
- 3 Summer Place Activation(30)
- 4 Summer Place Activation Retro Gig (100)
- 5 Summer Place Activation Kennel Club (100)
- 6 Summer Place Activation Library (100)
- 7 City 2 City Rego and Run Day (3000+)
- 8 Fundraiser - Fire Bake Sale (50)

MARCH

- 9 Albury/Wodonga FA season launch (500)
- 10 Upstream / Library Museum dogs breakfast (1500)
- 11 Minis on Murray (500)
- 12 St Matthew's Fete (800)

APRIL

- 13 Canvas wedding
- 14 Ride for kids fundraiser
- 15 Farmers Rally
- 16 Alvis cars show and shine
- 17 Retro gig, live music
- 18 Retro film night
- 19 Retro live music

MAY

- 20 AEC conference
- 21 Halve waste education activity
- 22 Hit104.9 radio activation
- 23 American muscle cars show and shine
- 24 Reconciliation Week, flag raising
- 25 Kiss goodbye MS fundraiser

JUNE

- 26 Business connect bus
- 27 Refugee week
- 28 Winter Solstice

JULY/ AUGUST

- Rugby World Cup Tour (100) 29
- NAIDOC Celebraton (2000+) 30
- Relay for Life promotion (50) 31
- Carbon Farmers Conference (600) 32
- Retro Event (40) 33
- Ablaze Festival - AEC (600) 34

SEPTEMBER

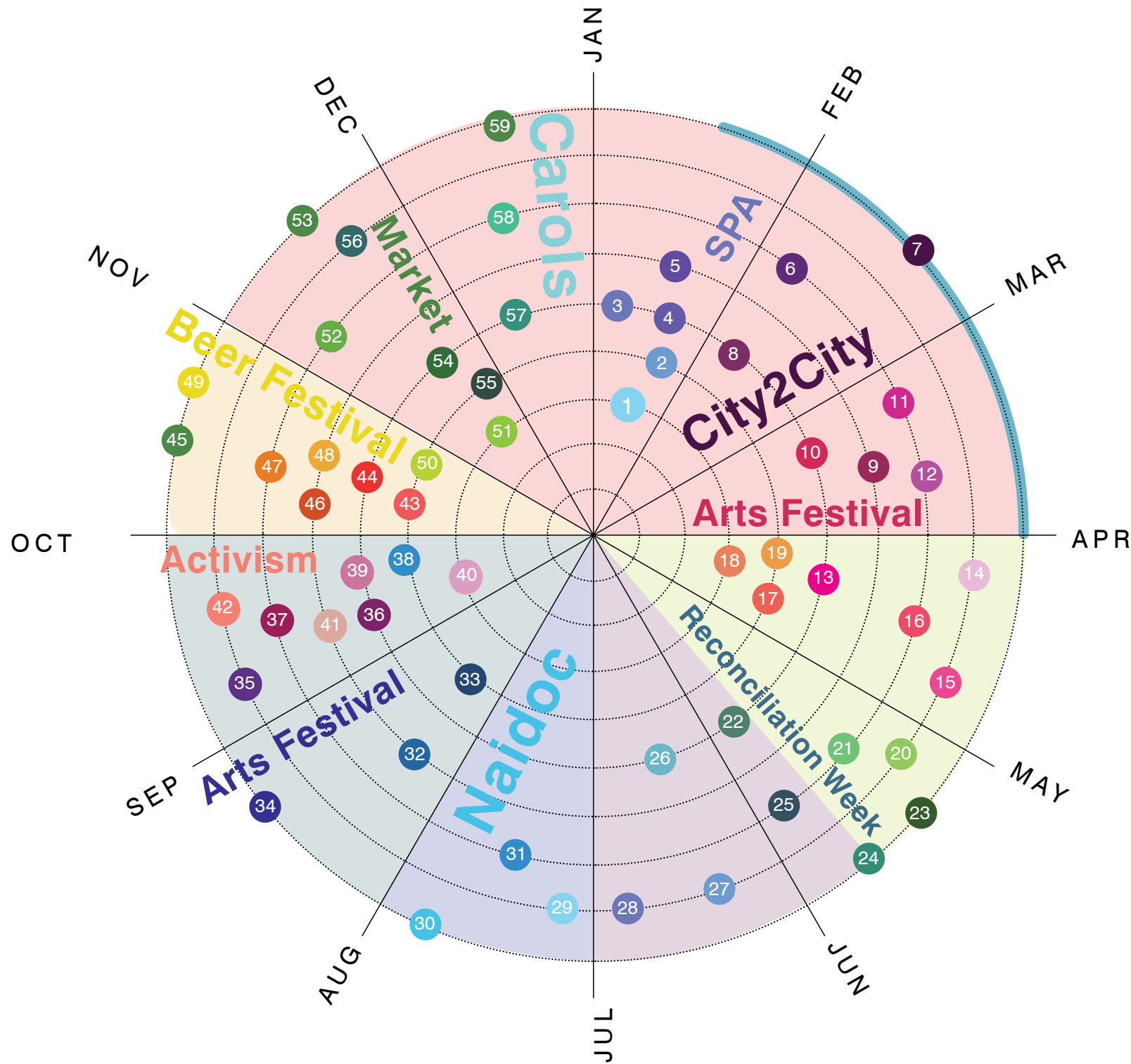
- Fundraiser Walk - Dad's with Prams (20) 35
- Astronomical Society (30) 36
- White Baloon Day (50) 37
- Relay for Life fundraiser (retro) (100) 38
- Woomera Foster Information stall (20) 39
- Free Hearing Checks (40) 40
- Solar Car Practice Day (200) 41
- School Strike for Climate Change (500) 42

OCTOBER

- Astronomical Society (30) 43
- Retro Gig - Workshops in the Square (30) 44
- QEII Twilight Market (2000+) 45
- Light in the Night (500) 46
- St Matthew's Fete (800) 47
- Ride to Work Day (50) 48
- Great Australian Beer Festival (3000+) 49
- RSL Conference - AEC (1000) 50

NOVEMBER/ DECEMBER

- Retro Gig (Laneway) (200) 51
- Wine Makers Festival (2000) 52
- QEII Twilight Market (2000+) 53
- Step Out Against Violence (1000) 54
- Wedding - Canvas (100) 55
- Self Made Market (1200) 56
- Summer Place (SPA) Opening (40) 57
- Murray Conservatorium Band - SPA (100) 58
- QEII Twilight Market (2000+) 59



Example of events calendar for QEII Square
Information sourced from Albury City





04

KEY MOVES

DESIGN PRINCIPLES

| NSW Public Spaces Charter Principles

New South Wales Government issued a document outlining public space charter principles and recommendations for the development of public spaces within the state. TCL has incorporated the principles into the Master Plan to ensure a vibrant and active public realm.

- 1

Open and welcoming
Public space belongs to everyone.
- 2

Community-focused
Public spaces are where communities forge the ties that bind them.
- 3

Culture and creativity
Public space is where we share our stories and values.
- 4

Local character and identity
Public spaces make us proud of where we live.
- 5

Green and resilient
Public space can help us adapt and thrive in a changing climate.

- 6

Healthy and active
Public space supports healthy lifestyles and refreshes our spirits.
- 7

Local business and economies
Public space supports more dynamic and exciting local economies.
- 8

Safe and secure
Everyone should feel safe using public space at all times of the day.
- 9

Designed for people
Public space that's flexible can meet the needs of our diverse population.
- 10

Well managed
Public space is more inviting when it's well cared for.

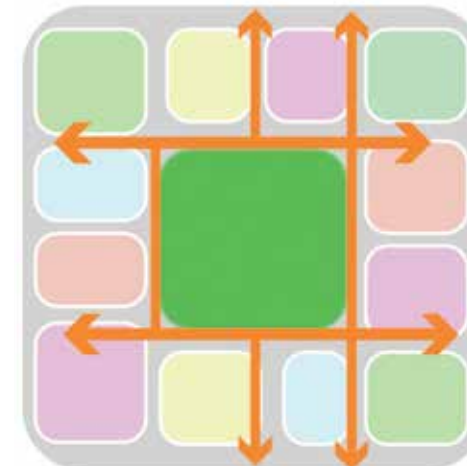
KEY MOVES



Define the Square



Unite the cultural precincts around the Square



Connect the Square with legible links



Celebrate community and culture with a range of activities



Activate the edges of the Square



Provide shade and furnishings to encourage year round use

The Albury Cultural Precinct Master Plan is designed via a sequence of key moves which will re-define the space and establish essential attributes for a successful public square moving forward. This includes defining the Square, uniting the cultural precincts into one cohesive precinct, improving access and circulation, building upon current community events and usage, activating the edges of the Square, as well as generous shade provision and quality furnishings.





05

**URBAN
DESIGN
FRAMEWORK**

URBAN DESIGN FRAMEWORK

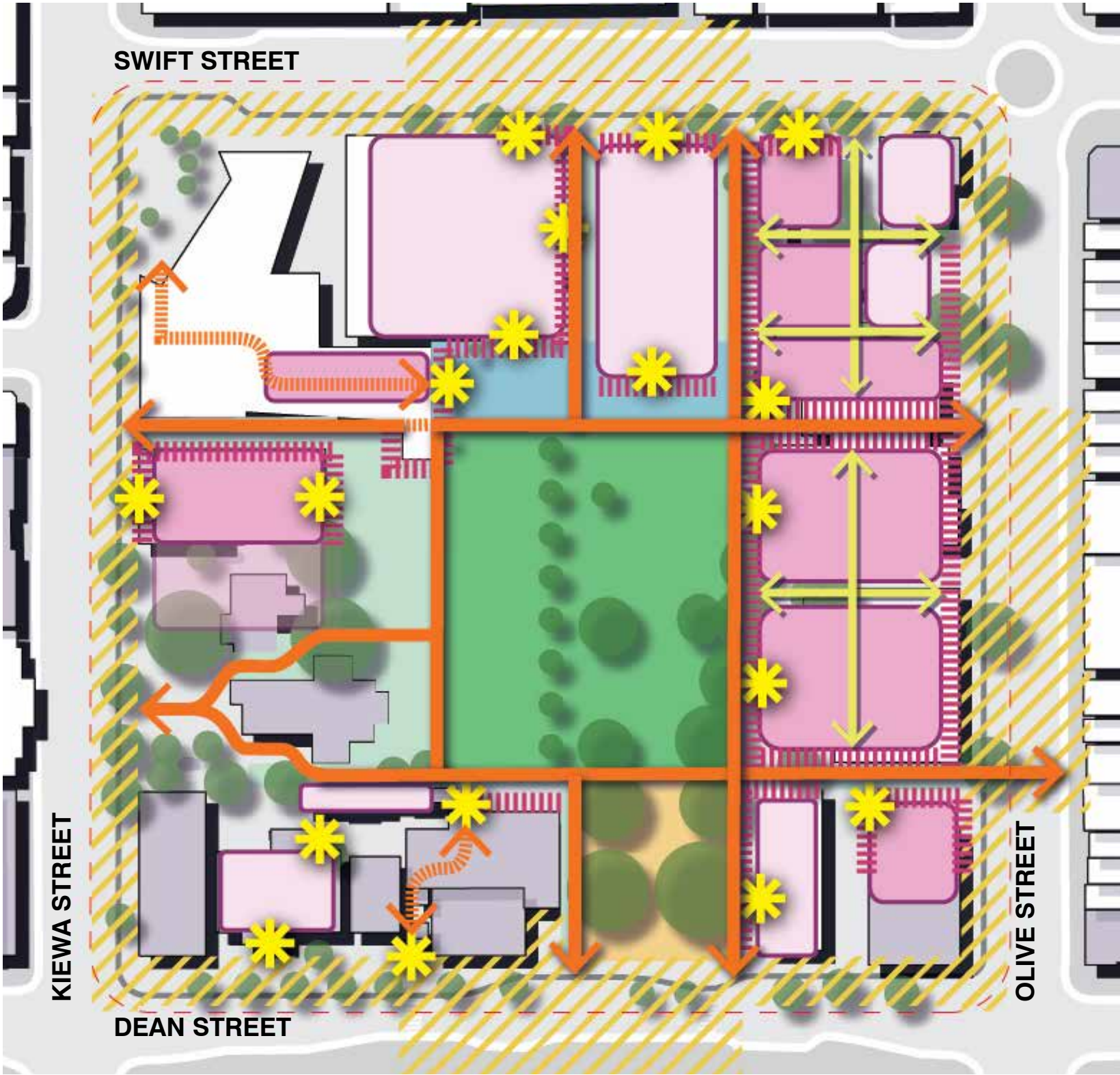
| Diagram

The urban design framework establishes a strategy for the precinct moving forward providing a clear structure and urban design guidelines for the development of the Square.

Below: existing urban layout



- Links / connections
- Links through building
- Access/ views throughout
- Building Entrance
- Active frontages
- New building development
- Building renovation
- Streetscape improvements
- Central Square
- Northern plaza
- Active garden
- Dean Street entry square



URBAN DESIGN FRAMEWORK

| Components

Central Square

The central square will provide a large lawn space with scattered trees as a valued green space within the city.

Northern Plaza

The northern plaza will provide a large flexible plaza frontage to the Albury Entertainment Centre, convention building and theatre entrance.

Active Garden

The active garden will provide an immersive casual, tree covered garden with incorporated sculptural play and various seating opportunities. Access and linkages through to Bellbridge Hague and Retro Laneway and cafe

Dean Street Entry Square

The Dean Street Entrance will provide key view through to the square with a large flexible lawn and integrated deck.

Links / Connections

Key connections throughout the site establishes a connected public space that frames the central Square.

Links through buildings

Enhancing and proposing connections through buildings to establish frontages to the central Square. Clear circulation and porous urban environment

Access / views through

Ensuring a permeable and porous future development that will enhance the frontages of the development.

Active frontages

Existing and new developments shall face and interact the Square and the streets. These frontages are vital to ensure a vibrant and legible building frontage and activation of the Square and streets.

New Building Development

Pending discussions with the relevant authorities and building owners future developments could occur to enhance the frontages, links and the vibrancy of the Square.

Building Renovation

Pending discussions with the relevant authorities and building owners potential development or renovation of existing building stock.

Streetscape improvements

Enhancements to street including the continued development of material finishes and tree planting to increase canopy cover.





06

DESIGN OPTIONS

MASTER PLAN

| sketch options

The Master Plan process included sketch options to explore the development of landscape options for the site, and culminated with the most suitable and progressive design of 'The Square'.

Civic

- Elegant and simple
- Destination heart
- Meeting place
- Focal point
- Shady heart
- Frame the edges



Botanical

- Botanical arbour providing shade and an iconic draw card
- Central shaded avenue
- Botanical story of Albury
- Regional biodiversity
- Nature play





'The Square' is the preferred design overall. This design is the bolder of the three put forward and includes the removal of the central north-west concourse. Instead, generous promenades around a central lawn offer north-south linkages with a shaded canopy. East-west linkages are broadly consistent across all three designs as well as the provision of a kids play element

This design was favoured due to the unification of a flexible shaded lawn with peripheral circulation and a generous tree canopy along the promenades. This allows continuity for existing and future events as well as an improved public picnicking area. Conclusively, the addition of an interactive, artistic and immersive water feature was a highly favoured design element.

The Square

- Central lawn
- Significant sculptural art/water element
- Civic northern plaza
- Generous peripheral shade canopy
- Informal amphitheatre





07

MASTER PLAN

ALBURY CULTURAL PRECINCT

| Master Plan - landscape features

The proposed Cultural Precinct showcases a new vision for QEll Square as well as a united and integrated urban framework.

1. Central Lawn

At the heart of the Square lies a generous and flexible lawn. The open green space and shade trees provides opportunities for passive recreation and leisure including picnics, outdoor socialisation and a variety of community events.

2. Informal Amphitheatre

A stepped seating area acts as a threshold to the lawn and the Northern Plaza. This area offers a space for the community to gather, with opportunities to connect with the Albury Entertainment Centre, Retro Cafe and the Convention Centre for events such as concerts and festivals.

3. Art Play

Adjacent to the Western Promenade and within sight from Retro Cafe a flexible and sculptural children's play area, surrounded by native shade trees, robust feature gardens and integrated seating.

4. Feature Gardens

An attractive garden edge with robust, native planting acts as a buffer between St Matthew's Church and the Square while also showcasing

the heritage architecture and providing linkages through to Kiewa Street.

5. Water Feature

Visible from Dean Street and a key feature within the Square sits a shallow depth, safe, immersive and interactive water feature. This offers opportunities to meet and socialise, for children to play and for cooling during summer months.

6. Northern Plaza

A generous paved plaza acts as a forecourt to the Convention Centre, Library Museum and the AEC Theatre. The hardstand area links with activated building edges and to Swift Street and Retro laneway, with opportunities for events, cafe and bar spill out and informal gatherings.

7. Dean Street Cafe

A cafe spill out zone activates the Dean Street edge and links with the Square. A shaded deck offers ample seating and gathering opportunities and integrates with the lawn underneath existing shade trees.

8. MAMA Workshop Courtyard

The rear of MAMA and the old Courthouse building opens to an activated courtyard, with opportunities for studios and teaching facilities housed in the adjacent heritage buildings.

9. Shaded Promenades

Two generous and shaded promenades flank the central lawn, with key north south linkages and pedestrian permeability along the east-west Axes. The eastern promenade offers ample seating opportunities and are a key opportunity for community markets.

10. Retro Cafe Arbour

Retro Cafe upgraded to offer larger outdoor spill out opportunities with an extended deck and a shaded arbour surrounding it.

11. Retro Laneway

The upgraded Retro Laneway will offer key linkages from Swift Street through Retro cafe and the Library Museum to the Square. The laneway will feature quality paving and furnishings, planting, public art opportunities and integration with the adjacent buildings.

12. Public Amenities

Upgraded public amenities will be located on the ground floor of the State Government building. With access, visibility from the street and safety measures in mind, the public amenities will include toilets, change facilities and parents rooms.

13. Olive Street Laneways

Two laneways with quality paving and furnishings offer inviting, safe and shaded linkages through to the Square from Olive Street.

14. Swift Street Cafe Frontage

A theatre building extension allows for a new cafe frontage to Swift Street. With flexible spill out zone and a new place for that after theatre social outing.

15. Internal Courtyards

Future eastern precinct development opportunities include potential for public realm renewal integrating with quality architecture, offering a variety of gathering spaces and retail opportunities.

16. Paved Shared Zones

Pedestrian priority zones for Swift Street, Dean Street and Olive Street, with at-grade universal access, quality paving, lighting and furnishings. These zones will become inviting and accessible arrival experiences to the precinct and improve connections to nearby retail, cafe, business and parking areas.



LEGEND

- ① Communal lawn
- ② Informal amphitheatre
- ③ Art play
- ④ Feature gardens
- ⑤ Water feature
- ⑥ Northern plaza
- ⑦ Dean Street cafe deck
- ⑧ MAMA workshop courtyard
- ⑨ East & West promenade
- ⑩ Retro cafe harbour
- ⑪ Retro laneway
- ⑫ Public amenities
- ⑬ Olive Street laneway
- ⑭ Swift Street cafe' frontage
- ⑮ Internal courtyards
- ⑯ Paved shared zone

1:1000 A3
1:500 A1



ALBURY CULTURAL PRECINCT

| Master Plan - building works

The Master Plan identifies some potential opportunities for building works and site redevelopments to enhance the overall Cultural Precinct and interface with QEII Square.

Some of these require collaboration and further discussion with the relevant land owner (including the NSW Government in relation to the existing police and courts sites).

1. Albury Entertainment Centre Convention Wing Redevelopment

- Following previous planning and feasibility, Council is currently designing a redevelopment of the Convention Wing to increase capacity, function and create an iconic convention venue. Design co-ordination has been undertaken as part of this Master Plan.

2. Albury Entertainment Centre Theatre Back of House Upgrade / Extension

- Renovate building wings and back of house to ensure appropriate, dressing rooms, green rooms and storage areas.
- Provide activated frontage (e.g. cafe) to Swift Street with defined building entrances.

3. Retro Arbor

- Enhance the existing building with additional shade and integrated arbour, maximising the footprint and improving amenity and visibility to the cafe.

4. Heritage Courts Repurpose

- Pending discussions with the relevant authorities the Heritage courts could become a vibrant artistic maker space. The heritage buildings could be repurposed to host events, classes, workshops, or studio spaces.

5. Amenities / NSW Government Building

- Pending discussions with the relevant authorities the existing toilets could be redeveloped and the ground floor transformed into an active frontage.
- Explore long-term lease opportunities
- Renovate and repurpose ground floor for improved street activation and access
- Dean Street cafe frontage and exterior spill out to adjacent deck
- Demolish existing public toilets and exterior wall and replace with safer, visible and upgraded facilities including change facilities and parents room.

6. Potential New Development / Redevelopment

- Pending discussions with the relevant authorities, the existing police station and courthouse could be developed into a vibrant new cultural institution through either new build or adaptive re-use.
- Active ground floor with clear entries improves the interface with QEII Square. Additional links and increased permeability improves connection to Olive Street and nearby retail offerings.

7. Methodist Church Redevelopment / Repurpose / Extension

- Pending discussions with the relevant authorities the heritage buildings could be transformed into additional cultural or community uses, services or facilities.

8. Library Museum Entrance

- Additional Library Museum entrance (including air lock) to enable frontage and clear legible entry from the Square
- Upgrade paving and furnishings around pedestrian entry points

9. MAMA Entrance

- Reconfigured architectural entrance to connect onto the Square, increasing visibility and providing an iconic entrance and frontage to the central lawn.
- Activate pedestrian entry points on Dean Street.
- Improve wayfinding and signage to MAMA and enhance pedestrian flow

10. Murray Conservatorium (Private Development)

- Redevelopment of rear of Murray Conservatorium to provide suitable practice rooms and provide a small performance space.
- Explore opportunities to activate rear laneway entry.
- Heritage frontage and features preserved and enhanced

11. Bellbridge Hauge (Private Development)

- Potential opportunity for redevelopment / renovation.
- Provide activated frontage to Street, Square and Retro Lane.
- Development to undertake appropriate heritage process.



SWIFT STREET

KIEWA STREET

DEAN STREET

OLIVE STREET

LEGEND

- ① Albury Entertainment Centre Convention Wing Redevelopment
- ② Albury Entertainment Centre Theatre, Back of House and Swift Street Frontage
- ③ Retro Cafe Arbor
- ④ Heritage Courts Repurpose
- ⑤ Amenities / NSW Government Building
- ⑥ Potential New Development / Redevelopment
- ⑦ Methodist Church Redevelopment / Addition
- ⑧ Additional Library Museum Entrance
- ⑨ MAMA Entrance
- ⑩ Murray Conservatorium
- ⑪ Belbridge Hauge

ALBURY CULTURAL PRECINCT

| dean street



ALBURY CULTURAL PRECINCT

|olive street



ALBURY CULTURAL PRECINCT

| swift street



ALBURY CULTURAL PRECINCT

| kiewa street



ALBURY CULTURAL PRECINCT

| aerial views



Aerial view depicts night time event mode of the Square with ample lighting around gathering spaces. The well lit, activated space offers a safe, flexible and highly utilised central public open space.



Aerial view of the Cultural Precinct from Dean and Olive Streets showing projected new development opportunities along Olive Street and an open and inviting Dean Street pedestrian entry.



ALBURY CULTURAL PRECINCT

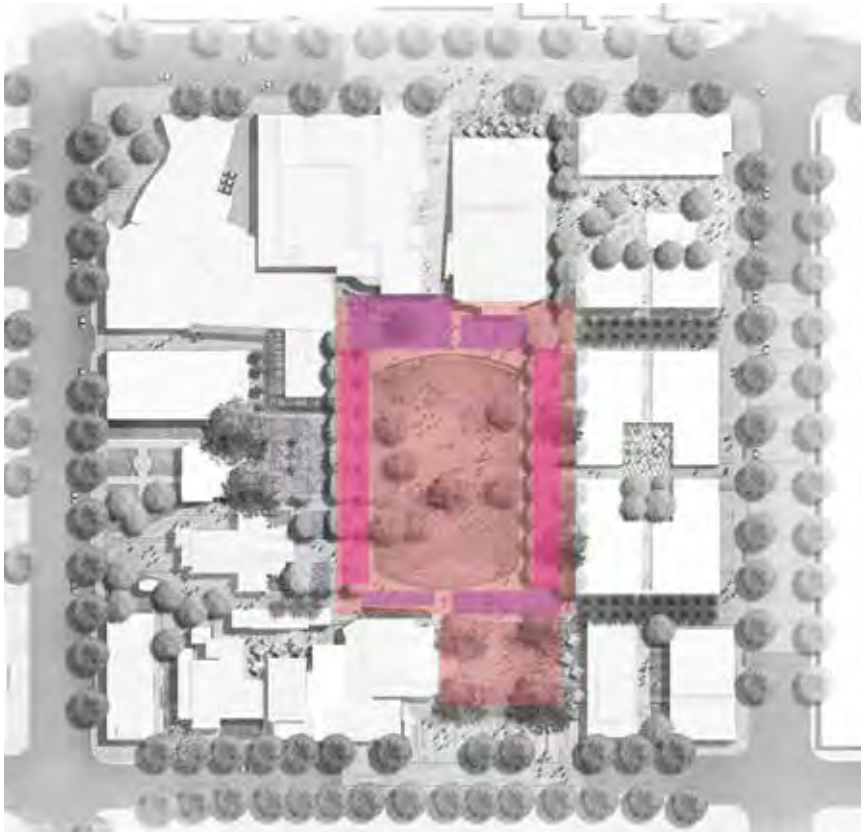
| Events

The Master Plan allows for multiple event modes with the design incorporating flexible spaces for large or small events.




The design ensures additional power access points and generous paved promenades allowing access for loading/unloading for set-up and pack-up.

The design includes additional amenity for events and day-to-day use with increased shaded areas.

Additional storage space to assist events and activations should be considered within one of the potential building redevelopments.



Events / Activation Opportunities

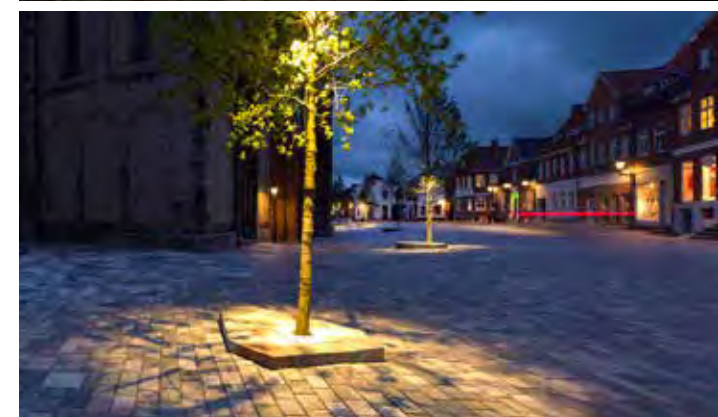
-  Carols
-  Markets
-  Pop-up activation

ALBURY CULTURAL PRECINCT

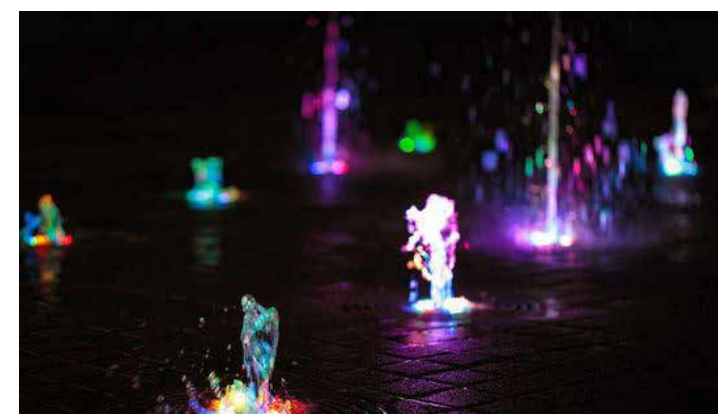
| Lighting



Improved lighting is a key requirement for the Cultural Precinct. The lighting levels will be designed to achieve a safe environment with minimal number of light pole fittings. The precinct will include feature lighting incorporated into elements such as the water feature, the tree-lined promenades, the feature bench seats and the artistic play elements.



The safety and daily evening lighting will be complemented by event lighting. The event lighting will ensure a vibrant dynamic display of light to be suit the main events.



ALBURY CULTURAL PRECINCT

| Sustainability

The Master Plan provides a unique opportunity to set a new benchmark for sustainable urban redevelopment. The high-profile precinct provides opportunities to promote sustainability and community education while redefining the Square to become the primary cultural hub of Albury.

The following summarises areas where careful design and management can significantly reduce the construction and ongoing environmental impact of the Albury Cultural Precinct redevelopments.

Energy

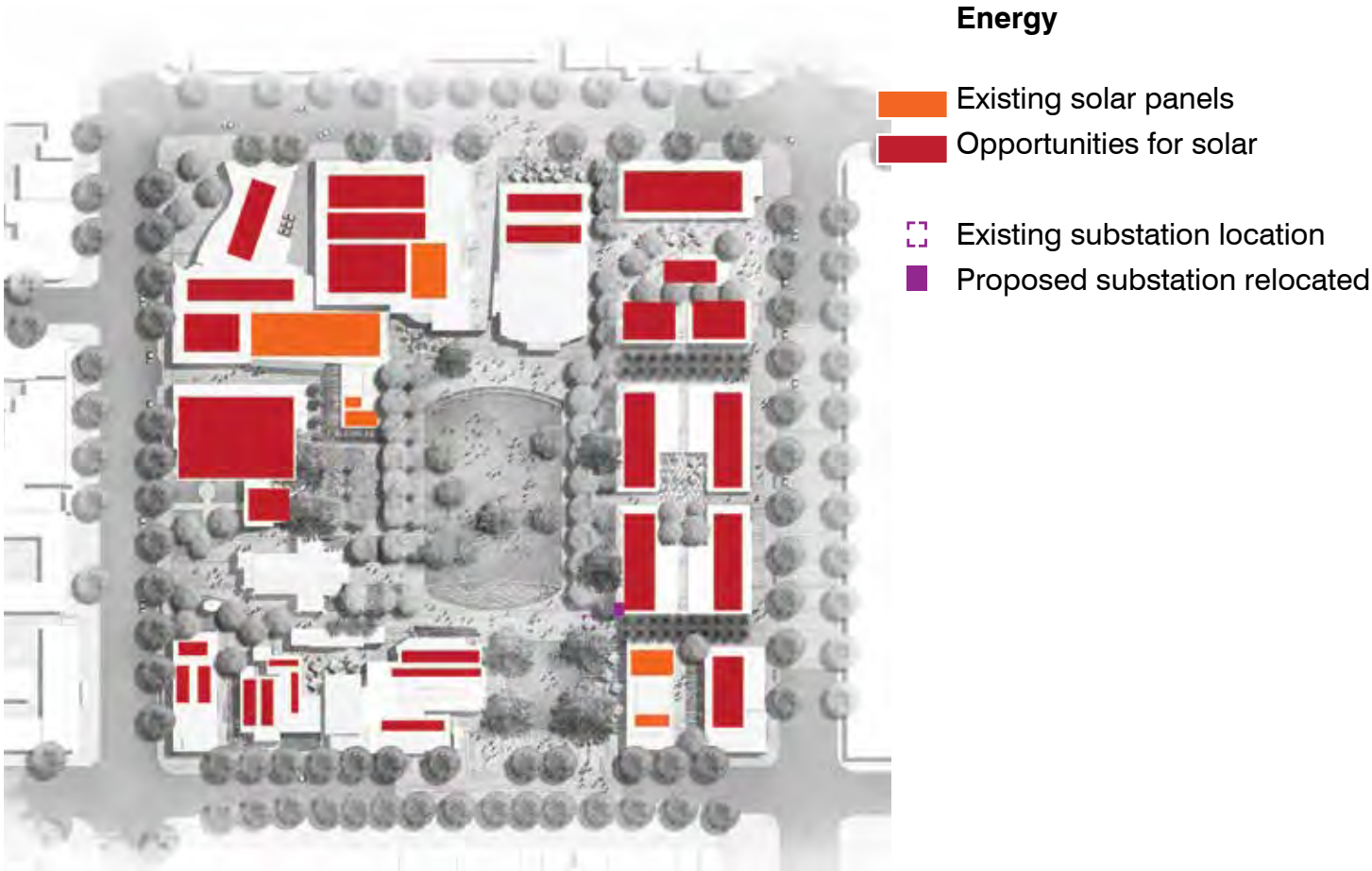
Targeting energy efficiency reduces the environmental impact through reduction of associated greenhouse gas emissions with the economic benefit of abating the resultant power bill.

Energy savings can be achieved through the design of energy efficient lighting and generating energy from alternate sources, specifically photo voltaic panels, where possible on surrounding buildings.

Water

Water efficient design aimed at an overall reduction of potable water use is a valuable resource and has the simultaneous benefit of reducing operational costs. In the Cultural Precinct, the management of water is critical to ensure healthy and attractive vegetation during the warmer months of the year.




The redevelopment of Albury Cultural Precinct has potential to integrate water collection and re-use and promotion of Water Sensitive Urban Design (WSUD).



ALBURY CULTURAL PRECINCT

| Sustainability

Water Re-use

-  Potential underground storage (for irrigation)
-  Roof collection
-  Water feature reticulation system



Materiality

Material selection has impact on the environment through the direct consumption of resources and an associated indirect impact via energy consumption and related waste product. Building materials specified in this project should be selected based on material life, maintenance requirements and recyclability in an attempt to optimise the relationship between functionality and environmental impact.

Culture

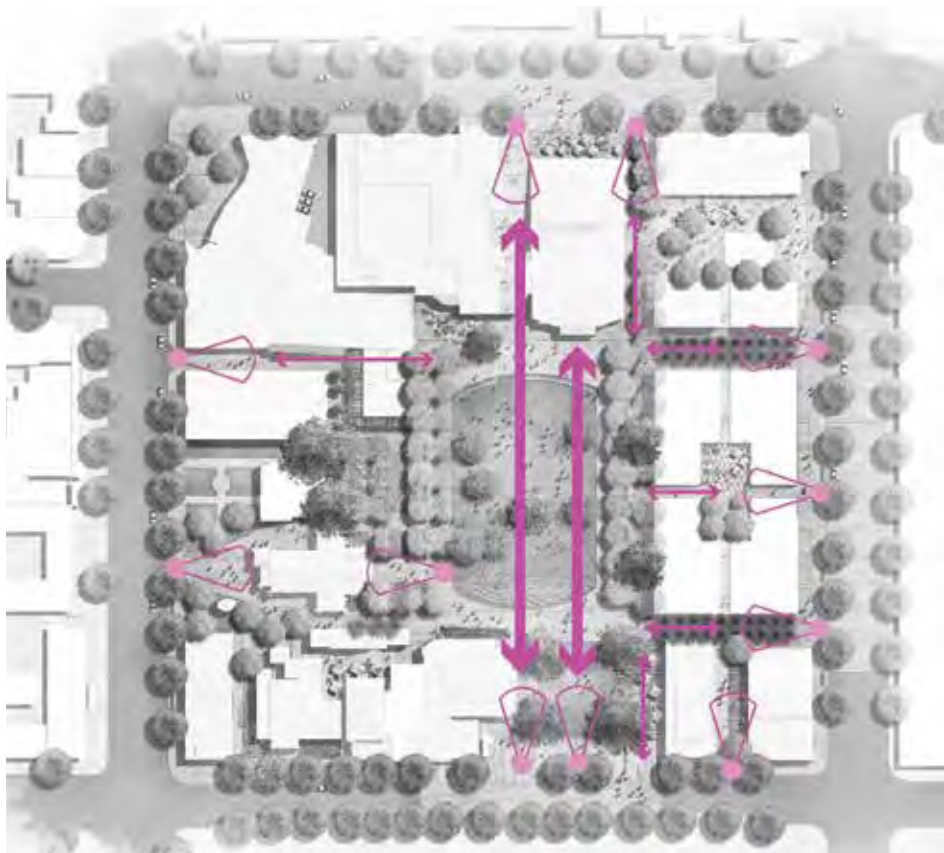
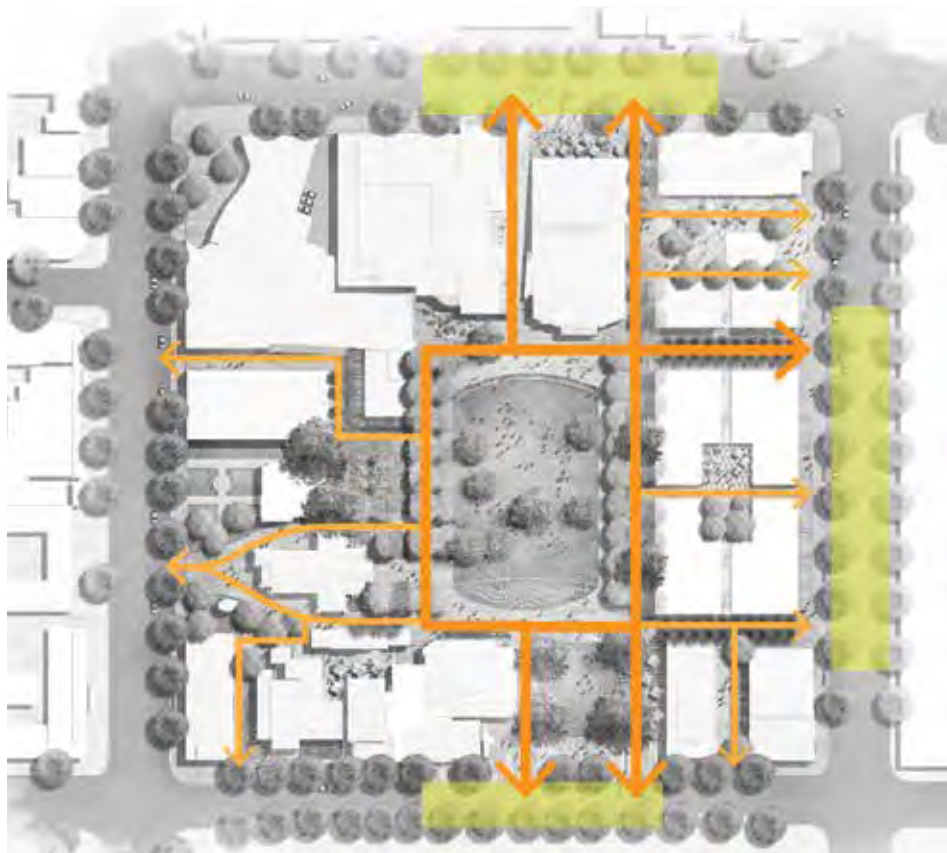
There is great opportunity to enhance the cultural diversity of this space and to encourage visitors to the Square and the surrounding precinct. A sustainable plaza is part of the sense of 'place' and provides an opportunity to promote sustainable features.

Biodiversity

There is opportunity to create a micro-habitat environment within the city by introducing appropriate plant species and water features into QEII Square. Potentially the Precinct could form part of an ecological corridor linking across the city to the surrounding parklands and river.

ALBURY CULTURAL PRECINCT

| Functionality



Main thoroughfare
 Laneway access
 Pedestrian priority

Pedestrian Circulation

Circulation has been designed to maximise the connectivity between key cultural facilities and from the Square to the surrounding street network.

A key feature of the Master Plan is greater east-west permeability and connectivity.

The Dean Street pedestrian priority zone will require relocation of the Dean Street Bus Stop *(future location will require further investigation)*

Vehicle access (Controlled)
 Vehicle access
 Loading bays
 DDA Parking locations

Vehicular Circulation

As a ‘place for people’, vehicle access within the precinct is generally limited to loading/unloading to service the existing cultural facilities and events. Vehicle access, in and around, QEII Square is restricted and controlled for events.

Deliveries and maintenance work required into the Square should occur outside of peak periods.

Loading bays and vehicle access has been limited to the edges where possible.

Potential additional DDA parking locations near entries have been identified for further investigation.

Viewsheds
 Minor sightlines
 Major sightlines

Key Views

The above figure identifies key views through the site. Views from Dean St towards the north including the theatre and avenues are to be protected. Views towards the church and through laneways are also important.

ALBURY CULTURAL PRECINCT

| Functionality



Trees

- Existing Trees
- Removal
- Remove to Relocate
- Relocated Trees
- Proposed Trees

The Master Plan aims to retain existing tree canopy cover and proposes additional trees for shade and amenity and to increase canopy cover within the precinct.

The design proposes relocation of existing young avenue stock to be utilised within the design. Removal of one tree will be required due to the proposed location of the water feature. The Master Plan notes the potential removal of two trees due to arboricultural assessment, on the gum tree near the existing Courts and the Gleditsia that is too close to the existing Chinese Elm.



Proposed Planting

- Vines
- Native gardens
- Shade tolerant Gardens
- Turf



Furniture

- Bench seat
- Urban lounge
- Custom furniture elements
- Moveable furniture
- Bollards
- Drinking Fountain

The design incorporates custom furniture elements and proposes two drinking fountains and will include bike parking.



AMENITIES

The existing amenities and toilets are inefficient and require renovation. The community find the area unsafe due to poor connections, visibility, lighting, and access. TCL explored options for amenities upgrades within the precinct. The conclusion to this work is:

- Stand-alone toilets (i.e. separate structure) within QEII Square are not recommended.
- Toilets should be integrated into an larger building structure / foot print.

To address the amenities requirements for the Square, the building ground floor requires modification to address the safety concerns and upgrade the amenities (to be discussed and agreed with the building owner, including consideration of lease arrangements). The Master Plan suggests modifications to the building ground floor that include:

- Relocate all toilets to the west side of the building to increase passive surveillance, safety, public visibility and reduce loitering.
- Incorporation of suitable, toilets, parents room and all abilities change, including improved DDA access
- Removal of the external courtyard wall to open the view lines from Olive Street to the Square
- Potential to incorporate and activate Dean Street frontage via a new deck with café spill out and activation or similar active land use.
- Increase passive surveillance with the functional relocation and design and increase the monitored CCTV surveillance.



Above: Indicative image illustrating potential renovated ground floor of State Government office building with public amenities (toilets, parents rooms, change facilities) and proposed deck under existing trees and potential cafe frontage

RETRO CAFÉ



Above: Indicative image illustrating an arbour surrounding the Retro Cafe building with spill out of activity to the nearby artistic play elements

Retro Café is a vibrant community asset and much-loved place that is successful in engaging with people of all ages. There are several opportunities to enhance Retro Café with modifications and improvements to increase the café's functionality, spill out of activity, permeability and amenity. The following opportunities to enhance Retro café facility include:

- Improved paving to all three edges of the café.
- Improved canopy shade with an arbor to the café on all three sides.
- Increase transparent glazing options to increase visual permeability.
- Consider relocation of the flex areas within the café to increase café dining space and relationship to the Square.
- Consider visual permeability and or access from Retro lane through Retro café to the Square
- Consider opportunities to improve visibility of Retro Café from Kiewa Street, with signage or landscape elements

BUILDING GUIDANCE

The master plan proposes a series of building renovations / repurposing and potential new developments and buildings that will further enhance the Square and establish it as a regional destination. The buildings / renovations shall follow the below building guidance:

- Buildings shall be of high quality, landmark, building design commensurate of the high-profile location.
- Buildings shall be architect designed, appropriate to their settings in scale, size, conveying civic quality in design expression and be responsive to the adjacent buildings and edges.
- Building facades shall be of a high quality and convey a civic nature contributing to the architectural expression and contribute to the streetscape and the Square.
- Buildings shall respond to the urban design framework ensuring connections, edges, links through buildings and scale are appropriate.
- Buildings functions are to be cultural, performance, civic, artesian/local retail, exhibition, food & beverage land uses that are open and accessible to the public and add to the mix of uses in the precinct. Commercial and office uses may also be suitable above the ground floor.
- Buildings are to have activated edges through active ground floor uses that address and interface with the Square (minimum 75% of frontage to the Square to be active). With building services to be hidden from street and Square view, with no blank walls or air-conditioning units on the ground plane.
- Ground floors shall be active, permeable with legible connectivity responding to the urban design framework.
- Upper levels should consider balconies, terraces, green roofs, spaces to occupy and windows that maximise views, interaction, and passive surveillance to the streets and Square.
- Clearly identifiable building entrances should be provided from the Square linking to the promenades / walkways and links.
- Increase permeability with laneway links and connections through buildings between the Square to the surrounding street network.
- Building design should have regard to nearby buildings of heritage significance (including maintaining view corridors to key heritage features such as the church and key connections)
- There should be no surface carparking.
- Height and buildings setbacks are to be as per the existing Development Control Plan (i.e. 4 storeys with a 2 storey streetwall height and upper level setbacks)

NEXT STEPS/IMPLEMENTATION



The master plan design can be implemented over the next 10-30 years. While key projects such as the central Square and linking promenades are suggested to be one of the first landscape projects to be undertaken to unite the precinct and connect the buildings. There are also a series of smaller projects that can be undertaken at later stages, such as laneway upgrades and streetscape improvements.



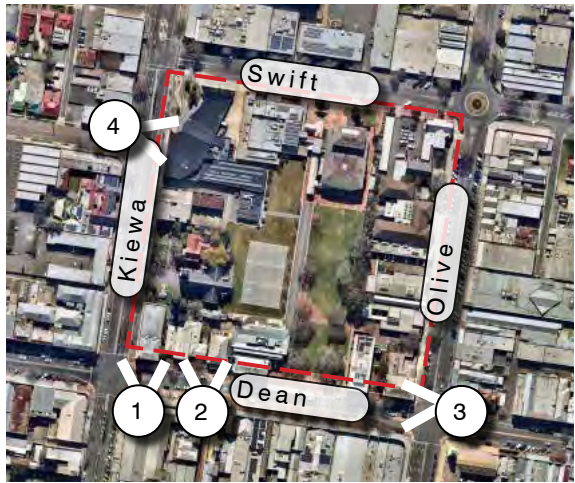


08

APPENDIX

SITE ANALYSIS

| History



Albury Post Office c.1870



Images sourced from Albury & District Historical Society

Albury Courthouse c.1860



Dean/Olive St Intersection



West Motors Albury c.1964



Data taken from Heritage NSW included the C6 Dean Street Conservation Area overlay. The area comprises two precincts:

1. Dean Street.
2. St Matthews.

The Dean Street precinct is commercial in character located between Macauley Street and Wodonga Place. The area contains over 20 significant heritage items including the Court House, the former Albury Council Chambers (now used as the Regional Art Gallery) and Burrows House. The most prominent buildings are located around the three Dean Street intersections of David, Olive and Kiewa Street.

Queen Elizabeth II Square (QEII Square) is also located within this precinct. It provides a focus for the central business district and acts as a meeting place and rest area within the City Centre.

Located at the corner of Swift and Olive Streets, are two remaining heritage items namely the Methodist Church (1875), and the Church Hall (1965 and 1925). This is an important corner site close to the City Centre, which provides not only important heritage values but streetscape values as well.

OBJECTIVES

1. To conserve and enhance the existing commercial streetscape of the Dean Street precinct, especially above the awning level. Any new development should match the scale and complement the features of adjoining

buildings.

2. To conserve and enhance the existing church precincts and to ensure any development within the vicinity of these precincts complements the scale and appearance of the precinct.

3. Original features such as balconies, verandahs and windows, should, where possible and appropriate, be reinstated.

4. Painting of buildings in appropriate colour schemes should also be encouraged.

CONTROLS

Maintenance and Landscaping

- viii. Works carried out within Queen Elizabeth II Square should be generally in accordance with any applicable endorsed Master Plan or Council Policy relevant at the time. This includes minor works, long term maintenance and future development within the area.
- #### Streetscape

- ix. Development particularly when viewed from the street should be compatible with the character and scale of building in the immediate vicinity.



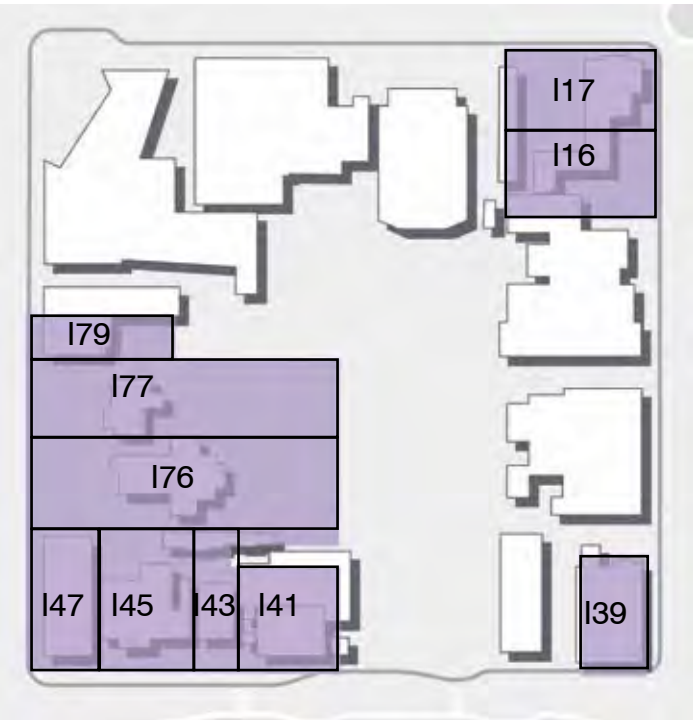
■ C6 Heritage Conservation Area

SITE ANALYSIS

| History

The following items are recognised by Local Governments & State Government Agencies. Those with an *asterisk are recognised under the Heritage Act.

C6 Heritage Items



Information sourced from Heritage NSW



ITEM I79
Belbridge Hague
522 Kiewa Street, Albury



ITEM I77
St Matthew's Rectory
518 Kiewa Street, Albury, NSW 2640



ITEM I76
St Matthew's Church
514 Kiewa Street, Albury



ITEM I47*
Post Office
570 Dean Street Albury



ITEM I45
Albury Courthouse
564 Dean Street, Albury



ITEM I43
Burrow's House
556 Dean Street, Albury, NSW 2640



ITEM I41
Regional Arts Centre
546 Dean Street, Albury



ITEM I39*
Music Conservatorium
502 Dean Street, Albury



ITEM I17
Methodist Church Hall
559 Olive Street, Albury



ITEM I16
Methodist Church
551 Olive Street, Albury

SITE ANALYSIS

| Site Mapping

Materials



Materials

- Grey pavers
- Red brick pavers
- Concrete
- Gravel
- Asphalt
- Seating

Land Ownership



Land Ownership

- Albury City
- NSW Government
- Wangaratta Diocesan Trustees NSW
- Australian Postal Corp
- MARMMA PTY LTD
- Easement

SITE ANALYSIS

| Site Mapping

Pedestrian Access



Vehicular Access



Edges



- Pedestrian Circulation
- Primary circulation
 - Secondary circulation
 - External circulation
 - Building permeability
 - Pedestrian movement

- Vehicular Circulation
- Loading/service vehicle access
 - Private vehicle access
 - Heavy vehicle/event access
 - 1/2 hr parking
 - 1 hr parking
 - 2 hr parking
 - Private parking

- Edges
- Active
 - Permeable
 - Blank wall / fence
 - Heritage
 - Open

Active Edge analysis reveals the eastern edge of the square to be primarily blank wall or brick fence with minimal interaction with existing buildings. This creates a poor interface and edge condition on the eastern side of the square.

Furniture



Furniture

- Seating
- Bins
- Bollards
- Post box
- Bike racks
- Outdoor dining

Infrastructure



Infrastructure

- Water mains
- Sewer mains
- Stormwater pipes
- Telstra
- Stormwater pit
- Service cabinet

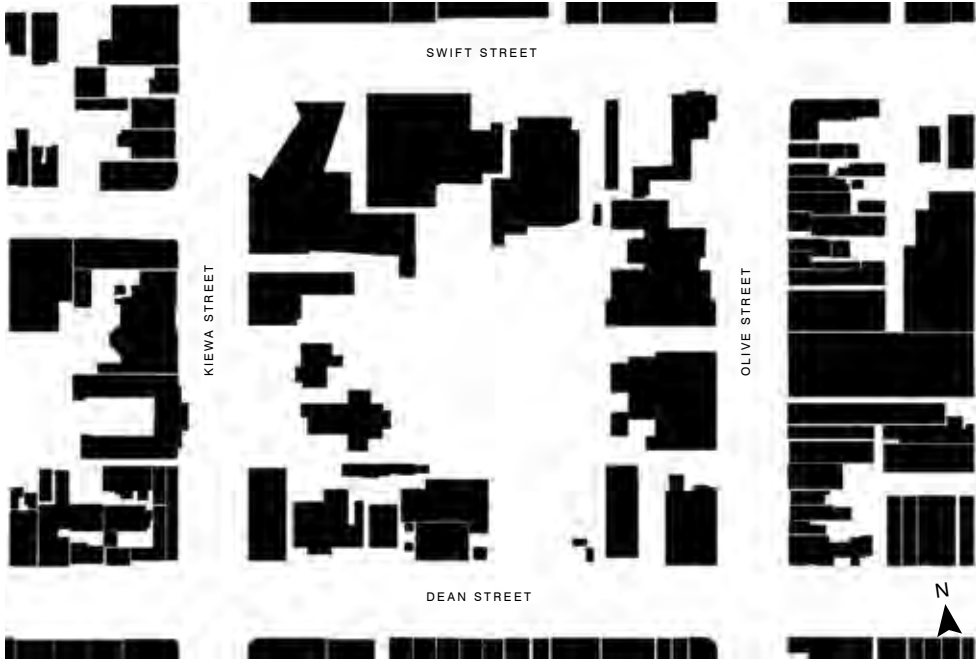
Monuments



SITE ANALYSIS

| Site Mapping

Figure Ground



Building Occupancy



Landscape



Building Occupancy

- Post Office
- Old Court House
- MAMA
- Canvas Eatery
- State Government Office
- Murray Conservatorium
- Court House
- Police Station
- AEC Theatre
- AEC Convention Centre
- Library Museum
- Retro Cafe
- Belbridge Hague
- St Matthew's Church & Rectory

Soft Landscape

- Lawn
- Garden bed
- Trees

Lighting



Existing lighting



SITE ANALYSIS

| Walking the Site



Dean Street is an important arrival point with long views into the green Square



Arrival experience compromised by cluttered elements and service vehicles



Open lawn is a valuable asset in the heart of the city.



There are a number of attractive mature trees that reinforce a sense of a green and discovery.



The lawn dominates the experience and is with a noticeable lack of shade.



There is also a lack of furnishings and pathways that might encourage social seating areas, play and strolling.



There is also a lack of paths that might link cafe to cafe or institution to institution.



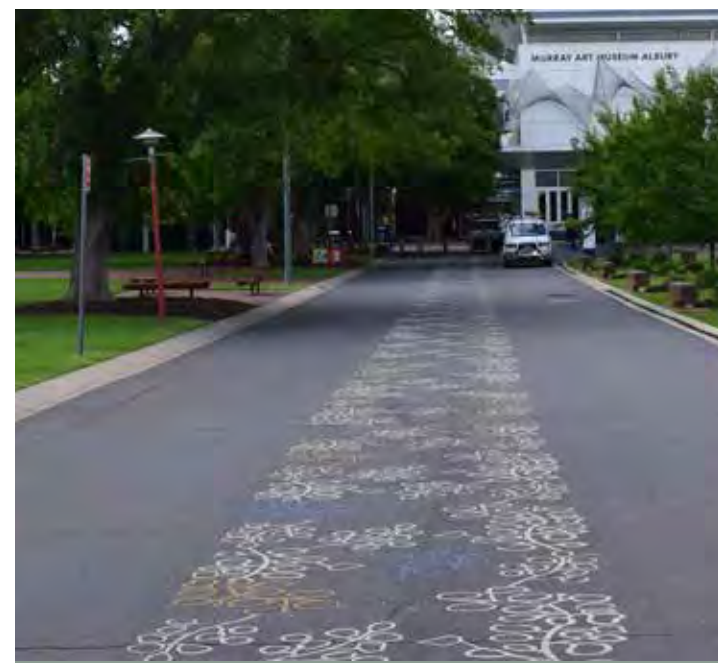
There is a lack of detailed ornamental plantings that might otherwise convey a civic quality.



There is a general back of house feel to many of the interfaces.



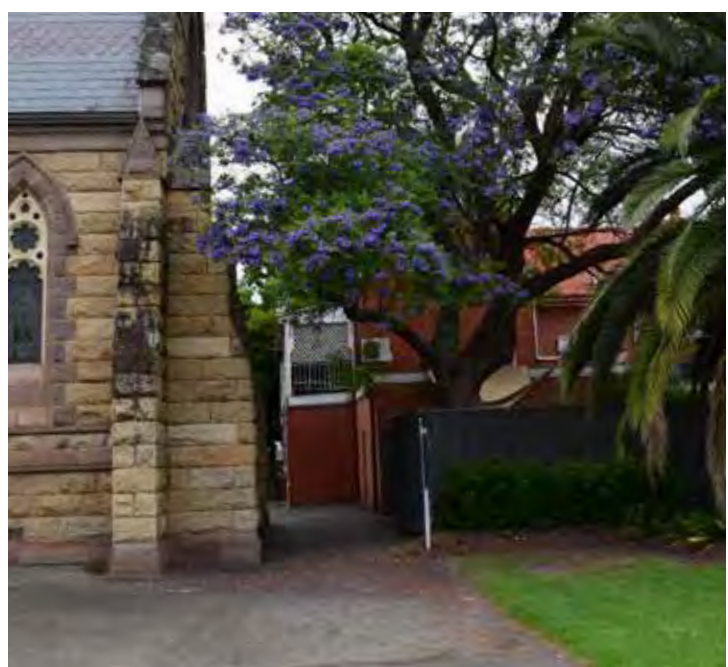
Existing heritage architecture and surrounds have great potential to enrich the cultural experience in the future.



Significant north / south site lines are generally clear, unencumbered and clearly defined.



While east / west site lines are narrow, blocked and hard to navigate.



St Matthews provides a striking heritage presence to the Square yet there is restricted access and view lines



MAMA is a valuable cultural presence on the Square yet the entrance is hard to find



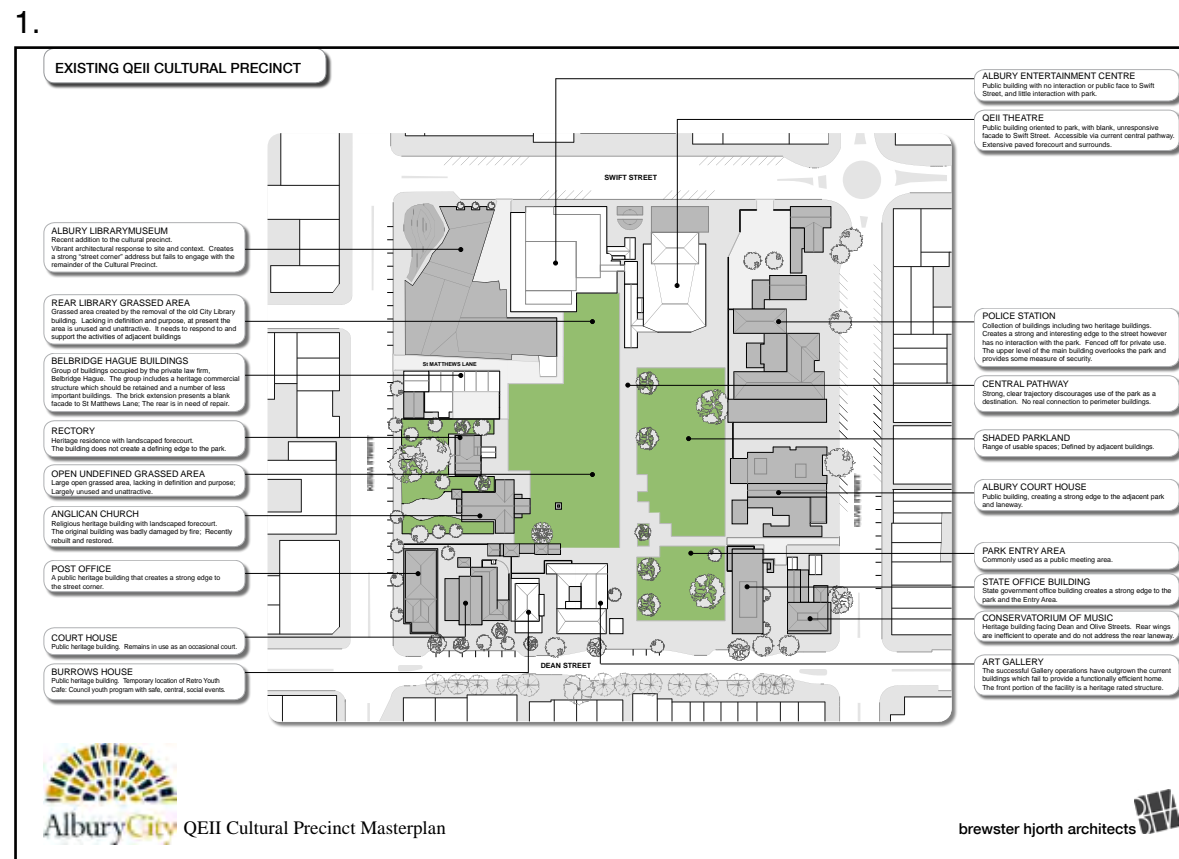
The AEC, Theatre and Convention Centre provides a significant regional role and also reinforces the cultural ensemble of the precinct, however the Swift Street interface is poor and appears as a tired presence on the Square.



Retro activates the heart of the Square and invites a valuable youth presence yet there is a distinct lack of shade along its edges to encourage a spill out of activity

| Key Reference Documents

1. 2010 Albury Cultural Precinct Master Plan Presentation Brewster Hjorth Architects -2009
2. 2015 Habit8 QEII Master Plan
3. Urban and Public Art Strategy 2010-2020
4. Albury City Cultural Plan 2012-2016
5. Pubic Toilet Strategy
6. Disability Inclusion Action Plan (DIAP) - Elizabeth Sayers
7. Albury Creative Economy Strategy 2017-2021
8. Archaeology Assessment report187 QEII Square Lighting Upgrade, Archaeology Assessment March 2016
9. Cultural Precinct Mater Plan ‘ Have your Say’ Consultation Summary 2020



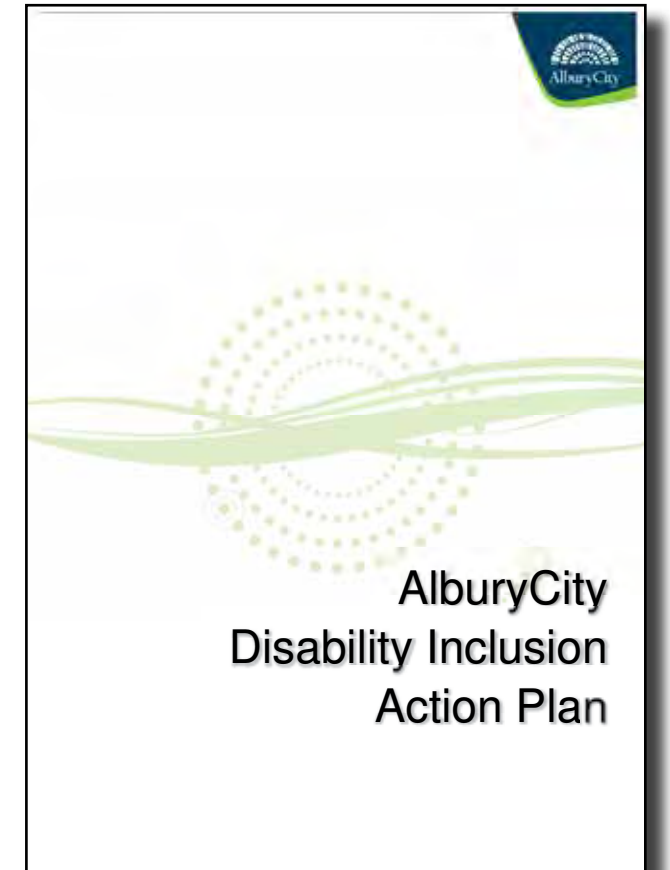
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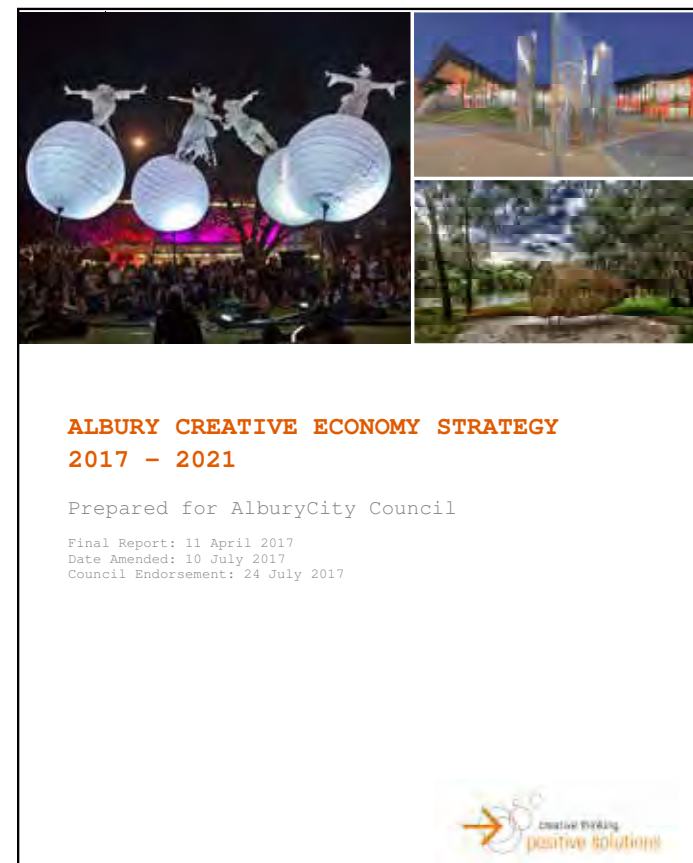
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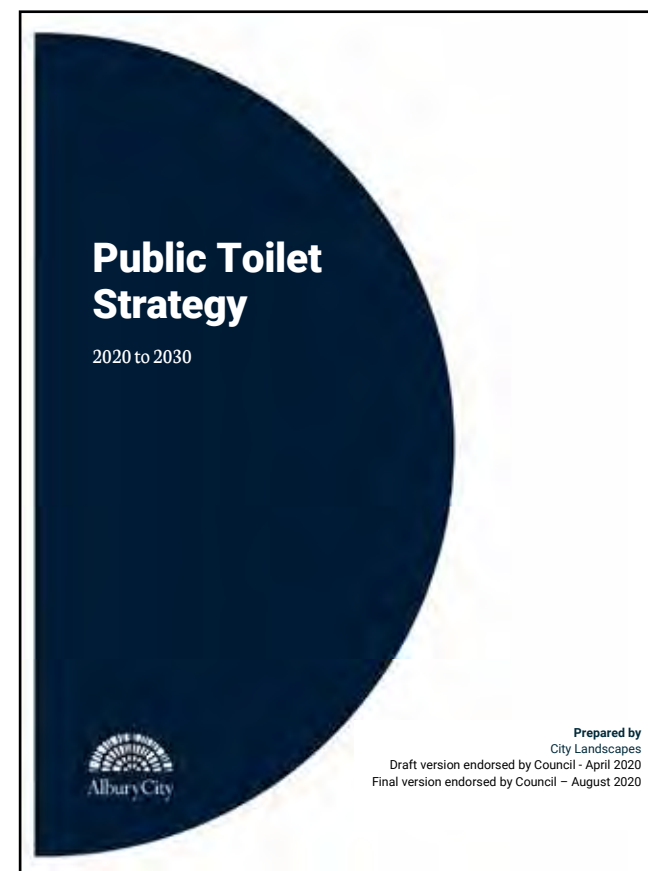
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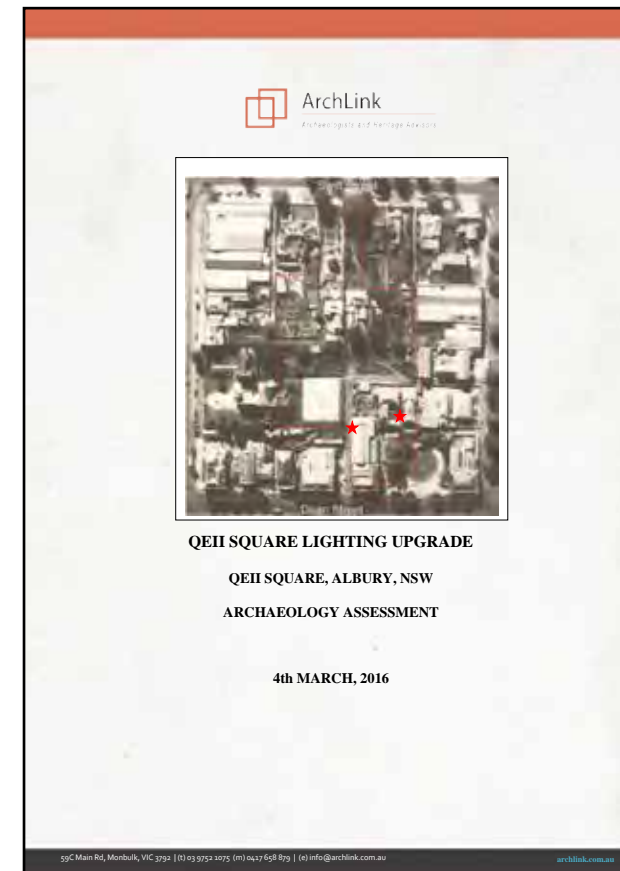
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