

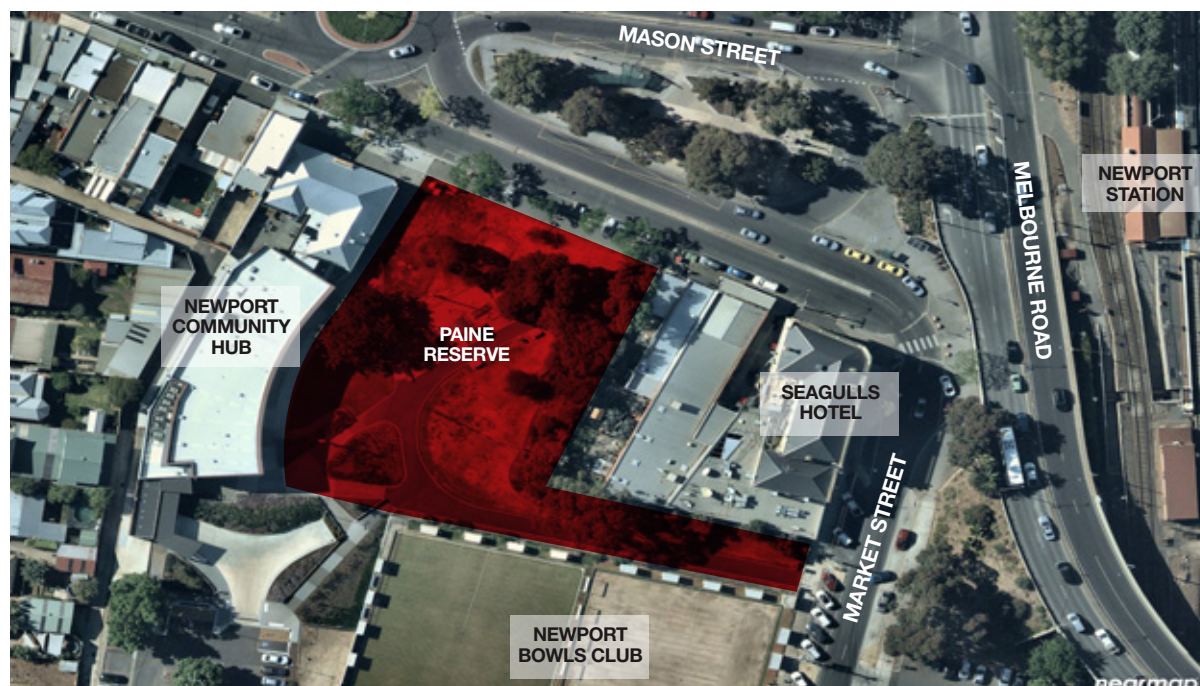
Newport Project

MAKING PAINE RESERVE EVEN BETTER



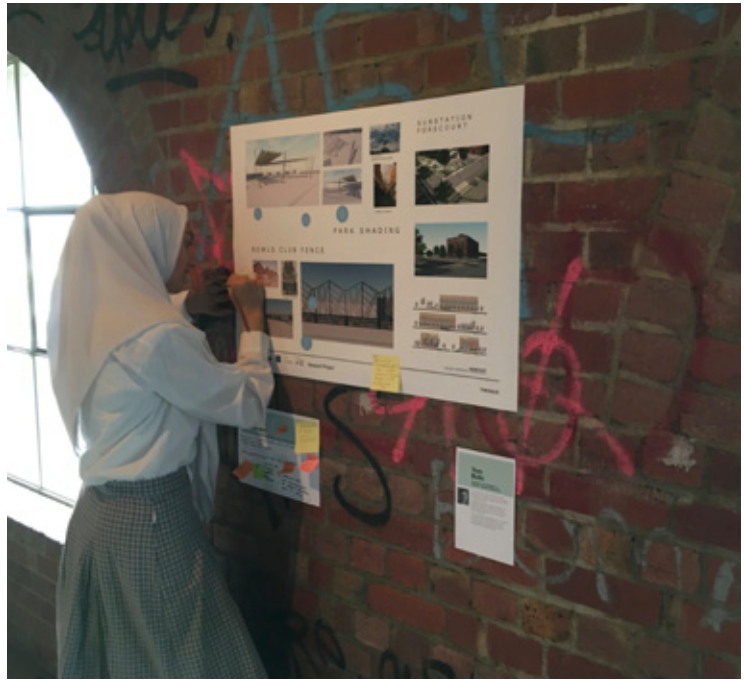
10 RECOMMENDATIONS AND 4 OPTIONS FOR DEVELOPMENT

APRIL 2018



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Introduction

The Newport Project was a new and exciting artist, student and community consultation that took place from November 2017 to March 2018.

The project's aims were to develop design ideas for the Paine Reserve area utilising Placemaking practices and complementing the strategic plans for Melbourne and Hobsons Bay City Council.

The project was initiated by Councillor Peter Hemphill and supported by the Newport Traders Association and managed by Donna Jackson of small arts company Hubcap Productions. Ideas for the project were developed in three ways.

ARTISTS

A small group of primarily local artists with expertise in architecture, signage, photography and landscape and visual design, were engaged to consult on the project. With a theme of exploring the influence of train building in the area, the artists combined their creative disciplines to put forward ideas on how to make the area a vibrant and engaging public space for locals of all ages.

STUDENTS

18 Melbourne University Architecture, Landscape Architecture and Urban Planning Masters students undertook a seven week summer Placemaking studio focused on the area. The students worked out of the Newport Community Hub.

COMMUNITY

Consulting the community has been a key priority in order to develop designs that are beautiful, financially viable and useful for the people who use or would like to use this area. Over 220 community members have directly contributed to the development of this report.

The Newport Civic and Commercial Precinct is of local historic, social and aesthetic significance to the City of Hobsons Bay.

Hobsons Bay Heritage Study, Volume 1: HO22



Responses

Community responses to the current design of Paine Reserve Newport.

A cross section of the community expressed a desire to use the site more effectively both during the day and at night. There is a widely articulated need for a place to meet in the centre of Newport which can be used for recreation, arts activities and commerce. There is an identified sense that the area is changing in demographics from a place that housed primarily Trades people and their families to a place that has young families, a gay

community and a vibrant music and arts scene. A pride in the industrial history of the area is still apparent with older institutions such as the Newport Bowls Club changing and inviting in the new demographic while maintaining a strong historical heritage. The new infrastructure of the Newport Community Hub and Leroy's Café are perceived as not been integrated into the landscaping of Paine Reserve park in an advantageous manner.

The attributes of and opportunities for neighbourhood activity centres at the local level vary across Melbourne. That is why local communities should lead the planning of their own centres.

*Melbourne's Plan, Create a city of 20-minute neighbourhoods.
Policy 5.1.2 Support a network vibrant neighbourhood activity centres.*



Recommendations

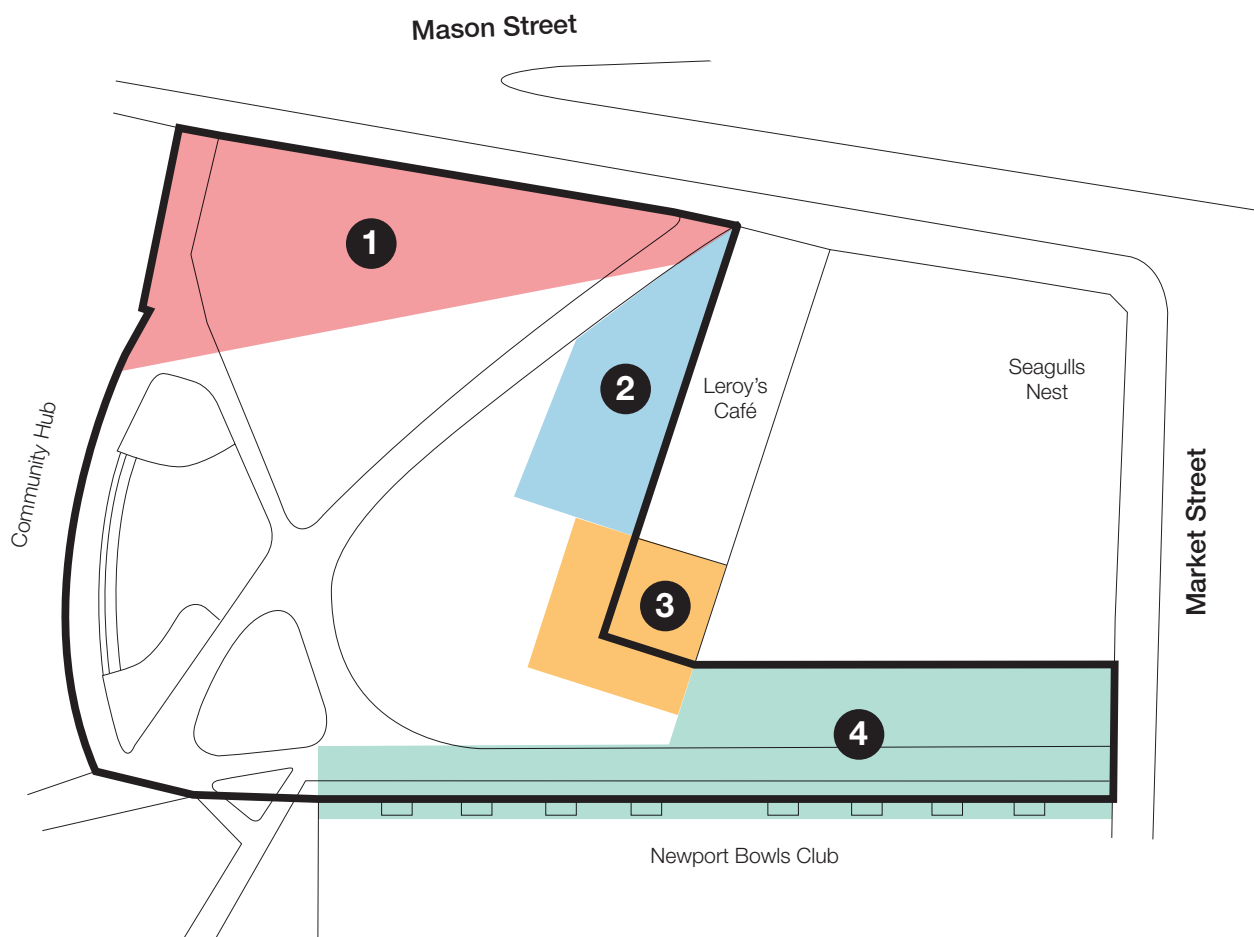
Through a process of consultation with artists, students and community members over several months, Donna Jackson of Hubcap Productions has distilled ten primary recommendations.

- 1** Clarify the entrance to The Hub facility and create an area for sitting, meeting and reading that frames the Hub and the entrance to the park.
- 2** Create a play area with more shade closer to Leroy's Café.
- 3** Enable a wine bar at the rear of Leroy's Café, which incorporates an area undercover for small music performances. This area should be rail themed and use a train carriage or a container as a feature.
- 4** The fence should be replaced along the Newport Bowls Club.
- 5** The entrance to the park should be clearly signed on the Market Street side.
- 6** Light the area at the rear of the buildings of the Seagull Hotel and Vinnies Opportunity Shop to make it less 'scary' at night.
- 7** Industrially theme the park by using building materials that reflect the industrial history of the area. Include information on the history of rail and bluestone quarrying in the area as part of the signage and infrastructure within the park.
- 8** Create partnerships with Seagulls Hotel and Leroy's Café. Develop commercial lease agreements, which offer access to space in exchange for fees, securing the site at night and landscaping areas. This will create areas that can be used by the community for performances, art and recreation.
- 9** Create a monthly curated art and design market in the park. This could take place on weekend mornings or in the evenings in warmer months.
- 10** Create better seating at the rear of Vinnies Opportunity Shop and across the park as a whole.

Outcomes

In response to the recommendations there are four options for the site that have concept drawings and a theme of industry. These could be undertaken as separate projects and tested or presented as part of the Art & Industry Festival in November 2018.

- | | |
|---|--|
| 1 | CREATE A PLAZA TO FRAME THE ENTRANCE TO THE NEWPORT COMMUNITY HUB |
| 2 | CREATE A PLAY AREA CLOSER TO LEROY'S CAFÉ |
| 3 | ENABLE A WINE BAR AT THE REAR OF LEROY'S CAFÉ |
| 4 | DEVELOP THE AREA SO IT CAN BE UTILISED BY A CROSS SECTION OF THE COMMUNITY |



Community Feedback

'The entrance to the Hub feels wrong and it is hard to see and find.'

'There needs to be more shaded areas to sit and read and meet friends and use Wi-Fi.'

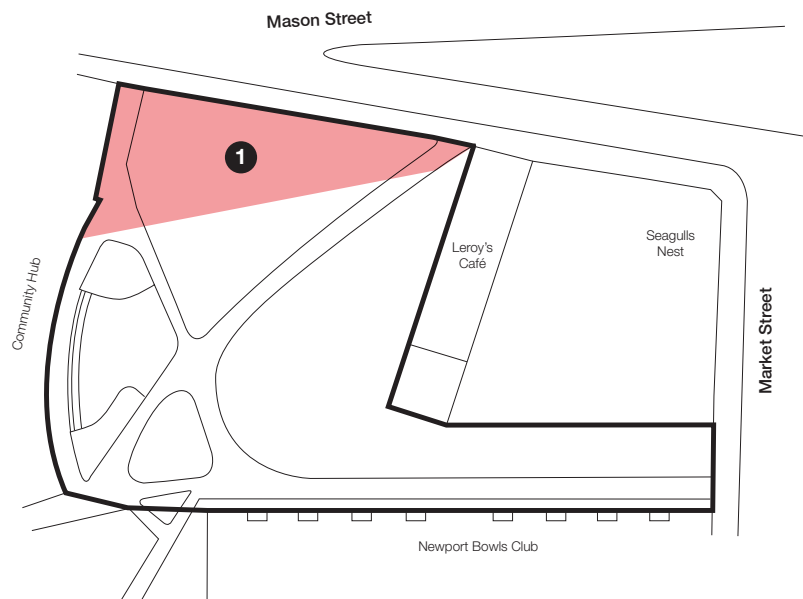
'There is play equipment but nothing for older teens and places for people to sit.'

'There should be a clear sign to name the park.'

Option 1

CREATE A PLAZA TO FRAME THE ENTRANCE TO THE NEWPORT COMMUNITY HUB

Create an open and welcoming plaza that frames the entrance to the park and draws the public to the entrance of the Newport Community Hub. Clearly sign the park and the Hub.





***A 20-minute City must: Offer high quality public realm and open space.
Provide services that support local living.***

Melbourne's Plan, Direction 5.1: Create a city of 20-minute neighbourhoods.



Community Feedback

'The playground is dated and plastic.'

'We need more shade. Even in Winter this playground has too much sun.'

'I want a tree house.'

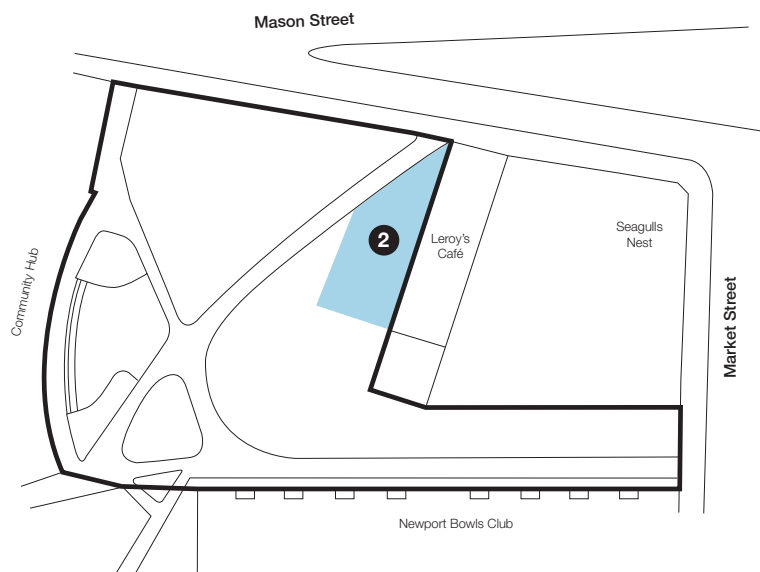
'We like to take the kids to places where they learn while they're playing.'

'It would be great to be able to sit in the café and still keep in eye on the kids.'

Option 2

CREATE A PLAY AREA CLOSER TO LEROY'S CAFÉ

Create a play area with more shade closer to Leroy's Café. Incorporate an area for parents to sit and monitor children from both inside and outside the café area. Rail theme the area with signage and links to the local rail groups.





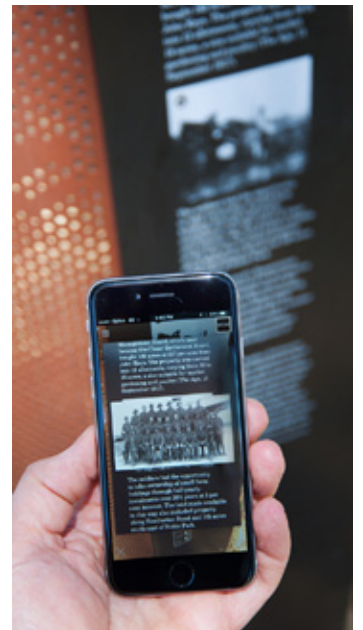
Community services and public spaces serve the needs of the surrounding community and provide a focus not only for local jobs but also for social interaction and community participation.

*Melbourne's Plan, Direction 5.1: Create a city of 20-minute neighbourhoods.
Direction 5.4: Deliver local parks and green neighbourhoods in collaboration with communities.*



Review and develop a plan for Paine Reserve and include A W Knight Reserve. Include improved play opportunities accessibility and connections to Bryan Martin Oval, The Substation, Newport Train Station and bus interchange.

Hobsons Bay, Open Space Strategy, Recommended actions for the Newport West Precinct.



An example of themed signage with app providing further information. Adapting this idea to a rail theme would enable links to local rail groups and places of interest.

Community Feedback

'I would like a 'grown up' place to meet people after work and have a wine.'

'A café/bar with a little stage for acoustic acts during the Folk Festival is needed.'

'We want places we can go to here instead of going into the city for roof top bars.'

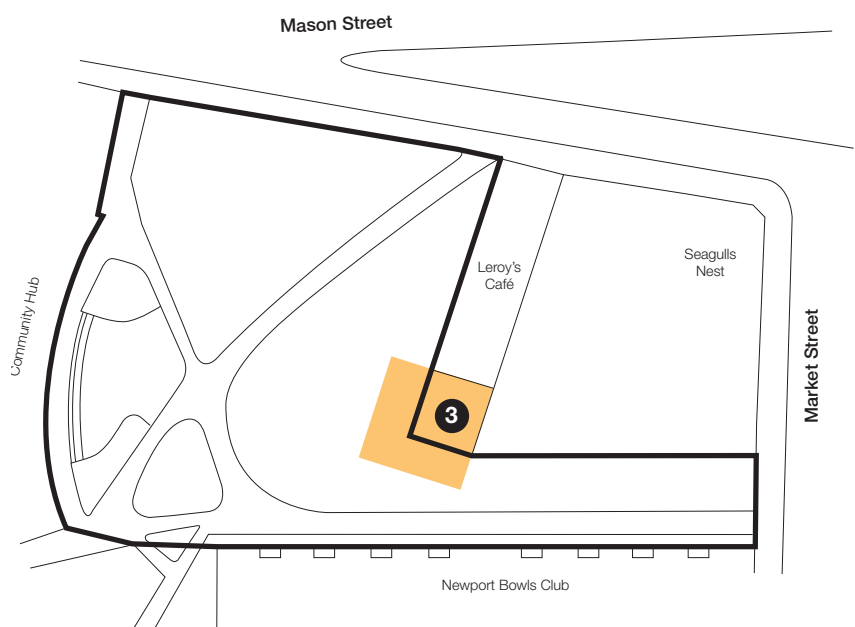
'A wine bar would be somewhere to go that's not Seagulls Hotel or the Bowls Club.'

Option 3

ENABLE A WINE BAR AT THE REAR OF LEROY'S CAFÉ

Work in partnership with Leroy's Café to enable a wine bar to be developed featuring a train carriage and/or containers that can have small performances in it.

In exchange for the use of the space in the lease/contract there would be a requirement for Leroy's to monitor, secure and manage the area at night.





BEFORE



AFTER

Ensure an integrated approach within the Council, identifying opportunities for arts and culture in the development of plans.

Hobsons Bay City Council, Arts and Culture Plan, Strategic Development and Capacity Building, Objectives.



The style of the bar could be rail themed in design.



A bar, which has as a feature a train carriage and/or containers.

Establish Hobsons Bay as an attractive location for business, where processes are streamlined and business owners and Council work collaboratively to achieve outcomes.

Hobsons Bay City Council, Economic Development Plan, Investment Attraction and Facilitation, Objective 2.3

Community Feedback

'The lane is dark at night so I don't walk through there. It's scary.'

'If we move the 8 bowls sheds back it will give us more light on the greens, that would be fantastic. It would also be the start to creating a new fence. We need a new fence.'

'This lane would be great for a design market. It could be during the day or night-time. This would make a place to meet up with friends once a month.'

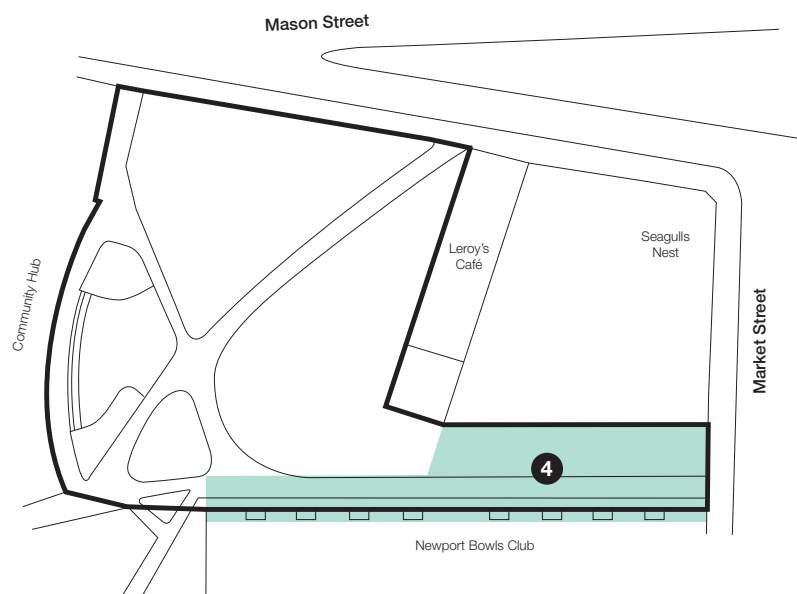
'A beer garden that comes out of the side of the Seagulls for families that was non smoking and had table tennis and trugo. I could take my friends from the other side there and show them how to play trugo.'

'Could we have a place to sit and eat our lunch? We get hot inside Vinnies sorting clothes.'

Option 4

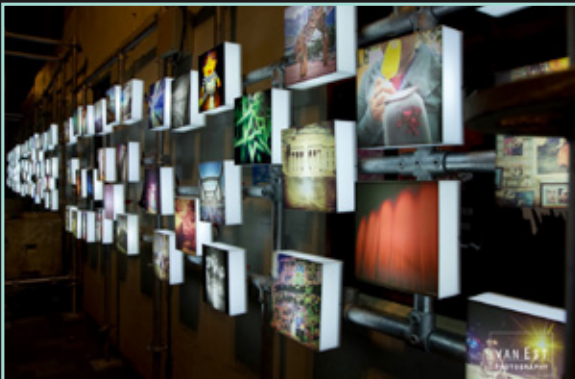
DEVELOP THE AREA SO IT CAN BE UTILISED BY A CROSS SECTION OF THE COMMUNITY

This would include an outdoor gallery, new fence for the Bowls Club, an area where a community market could be held monthly, and a family friendly beer garden.



A CONCEPT IN 4 STAGES

Option 4 Stage 1



AN OUTDOOR GALLERY

Option 4 Stage 2



A NEW FENCE FOR THE BOWLS CLUB

Option 4 Stage 3

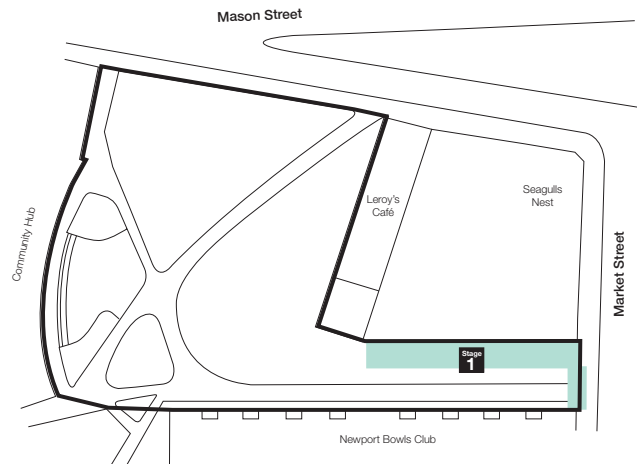


A PLACE FOR A COMMUNITY MARKET

Option 4 Stage 4



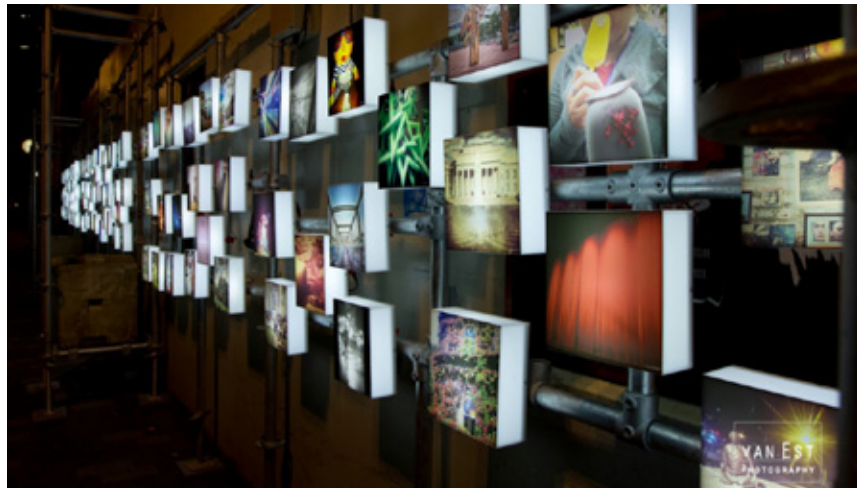
A FAMILY FRIENDLY BEER GARDEN



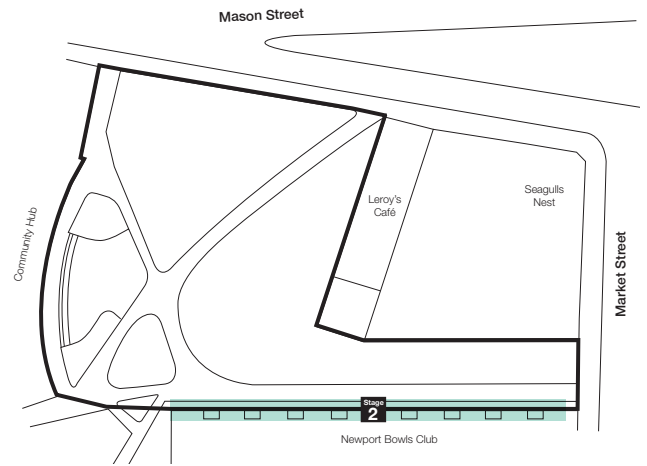
Option 4 Stage 1

AN OUTDOOR GALLERY

Create a gallery of 10 lightboxes along the rear wall of Seagulls Hotel and Vinnies Op Shop. Create clear signage at the entrance to the area from Market Street. This will use art to give the area more light and it will feel safer for the community. It will also give opportunities for local artists to display work.



Foster innovation and excellence in the arts and culture practice through the active support and development of diverse programming and initiatives that enhance the cultural reputation of the city.



Option 4 Stage 2

A NEW FENCE FOR THE BOWLS CLUB

Create a partnership with the Newport Bowls Club to replace the fence. Move the 8 bowls sheds back to the fence line. Use the back of the sheds to form the fence. Design panels for between each shed that are 'industrially themed' and do not create more shade than the existing fence. Use the back of the sheds for a community market and to display art.



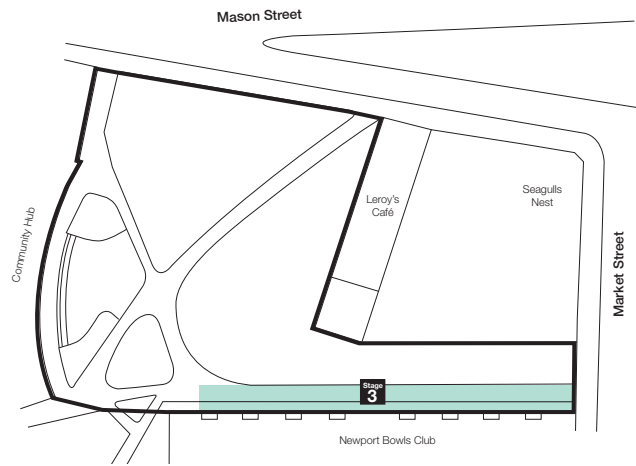
BEFORE



AFTER

Support connections between business and community through nurturing social capital, the facilitation of social enterprise and community engagement programs.

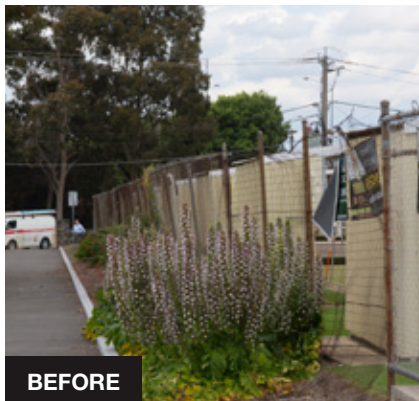
Hobsons Bay City Council, Economic Development Plan, under Community Led Economic Development. Objective 3.4



Option 4 Stage 3

A PLACE FOR A COMMUNITY MARKET

Create a monthly curated art and design market in the lane. It could take place in the morning and/or at night. Profile local musicians during the market on a small mobile stage that can be moved to test different places for performances in relation to growing audiences. Work with the Newport Traders to develop and promote the market.



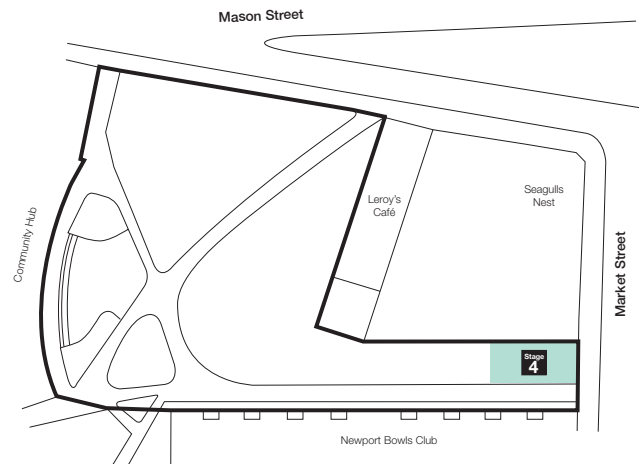
BEFORE



AFTER

Support the further development and promotion of existing commercial, industrial and retail activity centres, to support a network of vibrant commercial areas across the municipality.

Hobsons Bay City Council, Economic Development Plan, Community Led Economic Development. Objective 3.1



Option 4 Stage 4

A FAMILY FRIENDLY BEER GARDEN

Work with Seagulls Hotel to develop a small, family friendly beer garden at the rear. Themes for the design – railway workers, bowls, trugo, football. An active beer garden with table tennis and a mini trugo pitch. Also create a seated public area for Vinnies Op Shop volunteers and the general public to use for lunch and recreation.



Establish Hobsons Bay as an accessible and diverse business community in which all local residents can access services, resources and employment opportunities.

Hobsons Bay City Council, Economic Development Plan, under Community Led Economic Development. Objective 3.6

Where to from here?

- This document should be viewed in partnership with the 8-minute film also called 'The Newport Project' which documents the process and community engagement.
- This report and film will be presented to staff and councillors from Hobsons Bay City Council in May – June 2018.
- Leroy's Café owners are keen to work with HBCC to develop a Wine Bar area at the rear of the café and to invest financially in this process.
- The Newport Bowls Club is keen to work with HBCC to support and assist in replacing the fence at the side of the bowling greens.
- An arts grant has been placed by Hubcap Productions to Creative Victoria for a light box gallery at the rear of Vinnies Op Shop and the Seagull Hotel. The outcome of this will be known in June 2018.
- There is an opportunity for ideas and concepts from this process to be tested and enabled as part of the Art & Industry Festival in November 2018.



Thank you to our contributors

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Shane Paton



Megan Slattery

THE STUDENTS



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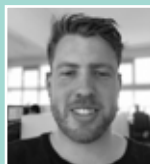
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**Special thanks to Meg Varley and Aleksandra Nikitina
for additional work on the images.**

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HOBSONS BAY CITY COUNCIL

Thank you to our *Councillors for Strand Ward*

Staff of the Departments of *Active Communities,*
and *Cultural and Economic Development*

Staff of the *Newport Community Hub*

COMMUNITY REPRESENTATIVES

Graeme Horton, *President, Newport Bowls Club*

Mark Colless, *Greenkeeper, Newport Bowls Club*

Jason Reddick, *CEO, Williamstown Football Club*

Lurena Bruce & Staff of *Vinnies Newport*

Michael Stewart, *President, Newport Fiddle & Folk Club*

Jackie Kerin, *Storyteller*

Wally Dabab and Jason Lay, *Leroy's Café*



Newport Project

MAKING PAINE RESERVE EVEN BETTER

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To view the Newport Project film:

www.hubcapproductions.com.au/selected-projects/



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PRINCIPAL PARTNER

