



Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Toward 2050

PREPARED BY:



URBAN / MASTER PLANNING / DESIGN

theocd.com.au

Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Executive Summary

Swan Hill Rural Council has embarked on developing a Master plan for the Swan Hill Showgrounds Sport and Recreation Precinct, and appointed independent consultants, Solucio and The OCD to lead this process.

The Precinct is one of Council’s premier open spaces, encompassing the Swan Hill Showgrounds and Alan Garden Reserve. It is centrally located to the Central Business District and connected to the Riverfront by McCallum Street Shared Path

The overall Precinct incorporates two grass ovals, eight netball hardcourts, cricket wickets and nets, scoreboards, clubroom facilities, the Swan Hill Leisure Centre, a boxing gym, a grandstand with seating, a CFA training and competition facility, horse pens, storage sheds and public toilets.

The Precinct is home to the Swan Hill Agricultural and Pastoral Society, which utilises various buildings in the precinct and hosts the Swan Hill Show on the first weekend in October every year, which it has done since 1895.

Developing the Master plan has involved a robust process of background research, substantial site analysis and urban design, extensive stakeholder engagement, broad community consultation and ongoing workshops and discussions with Council Officers.

The initial phase of background research and stakeholder engagement resulted in the following objectives being established to guide the Master plan development:

- Define the purpose and function of the Showgrounds and Alan Garden Reserve within the Swan Hill community.
- Understand active use and establish a blueprint of future activities and the required facilities.
- Plan for the ongoing viability of the Swan Hill Show for attracting new regional events.
- Establish a list of core principles to guide future decision making.



The draft Master plan (this document) provides a summary of the final results of this process, for the community to review and provide feedback on, including:

- An evidence-based Vision and Principles, distilled from the background research, stakeholder engagement and site analysis.
- Master plan themes and actions, inspired by the community feedback, which are proposed to be fully committed to by Council.
- A series of additional aspirational projects to support the ongoing viability of the key stakeholder/sporting user groups and the overall vibrancy of the Precinct, which are proposed to be subject to securing additional funding.
- A series of contingency plans, ensuring some flexibility to adjust the overall plan should various external conditions change over the duration of the plan.



Once the Master plan is delivered, the intended community benefits, as outlined in the Master plan Vision, include:

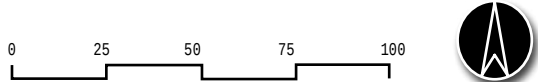
- The Swan Hill Showgrounds and Alan Garden Reserve will be the home of active community sport, recreation and events precinct for Swan Hill and the surrounding region.
- The precinct provides a sense of identity to the Rural City and its continually improving activations are a source of pride and cultural showcasing for the current and future Swan Hill community.
- The organised and formalised community activity on this site is complementary to the proximal CBD and residential interfaces, the leisure-based activations of the Swan Hill Riverfront, and the general recreational functions of Barry Steggall Park, each of which is connected by McCallum Street Shared Path

This document provides the final draft Master plan to be published for community comment, before being reviewed for a final time by the project team prior to submitting back to Council for formal endorsement. Following Council endorsement, additional graphic design and supporting digital content will be developed to support Council in advocating for funding opportunities.

Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Existing Site Plan

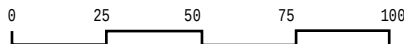
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Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Vision and Principles

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The Swan Hill Showgrounds and Alan Garden Reserve will be...

The home of active community sport, recreation and events precinct for Swan Hill and the surrounding region.

The precinct provides a sense of identity to the Rural City and its continually improving activations are a source of pride and cultural showcasing for the current and future Swan Hill community.

The organised and formalised community activity on this site is complementary to the proximal CBD and residential interfaces, the leisure-based activations of the Swan Hill Riverfront, and the general recreational functions of Barry Steggall Park, each of which is connected by McCallum Street.

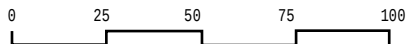
- 1 USER GROUP VIABILITY**
Continue to support each user group to ensure the community have access to a diverse range of sports, events and activities.
- 2 ASSET RENEWAL & CONSOLIDATION**
Enhance the quality of built facilities, improve the operational usage and strengthen the return on community investment.
- 3 ACTIVE COMMUNITY PARKLAND**
Improve and create new opportunities for the community to visit and spend time in the Precinct.
- 4 SAFE & CONNECTED**
Improve pedestrian safety and consolidate and coordinate vehicular circulation.
- 5 ACCESSIBLE FOR ALL**
Upgrade and install accessible pathways, connections and amenities across the Precinct.

- 6 SUSTAINABLE & RESILIENT**
Explore innovative approaches to improve the adaptability, flexibility of use and efficiency of all infrastructure within the Precinct.

Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Master Plan Precinct Zones

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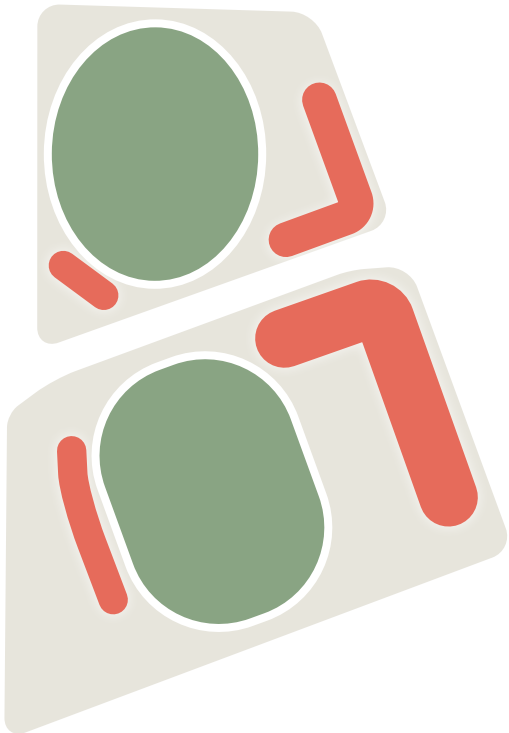


Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Community Feedback and Themes

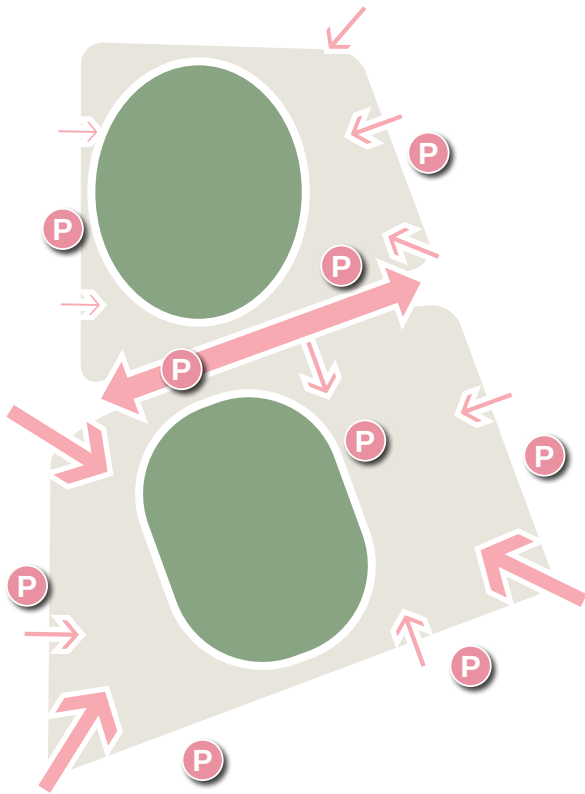
Theme 1:

**Upgrade
Supporting
Facilities**



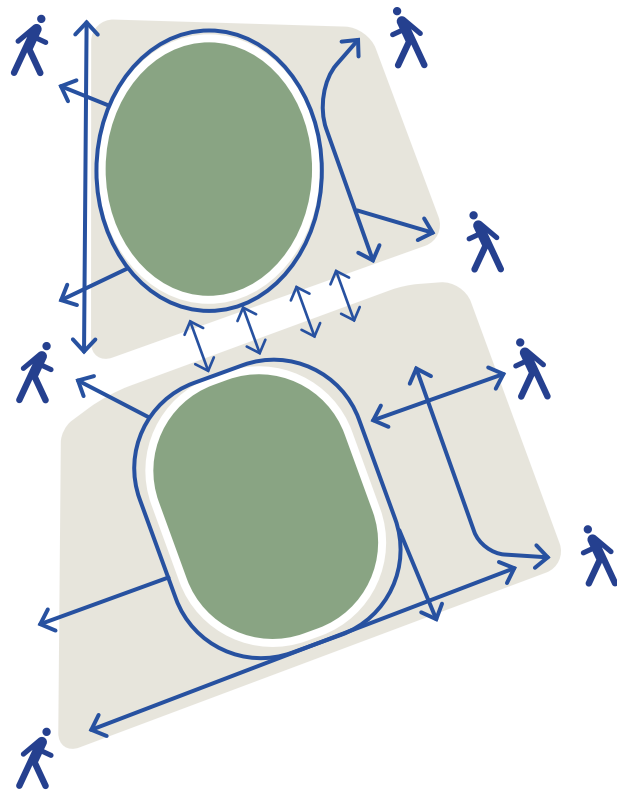
Theme 2:

**Safe
and
Connected**



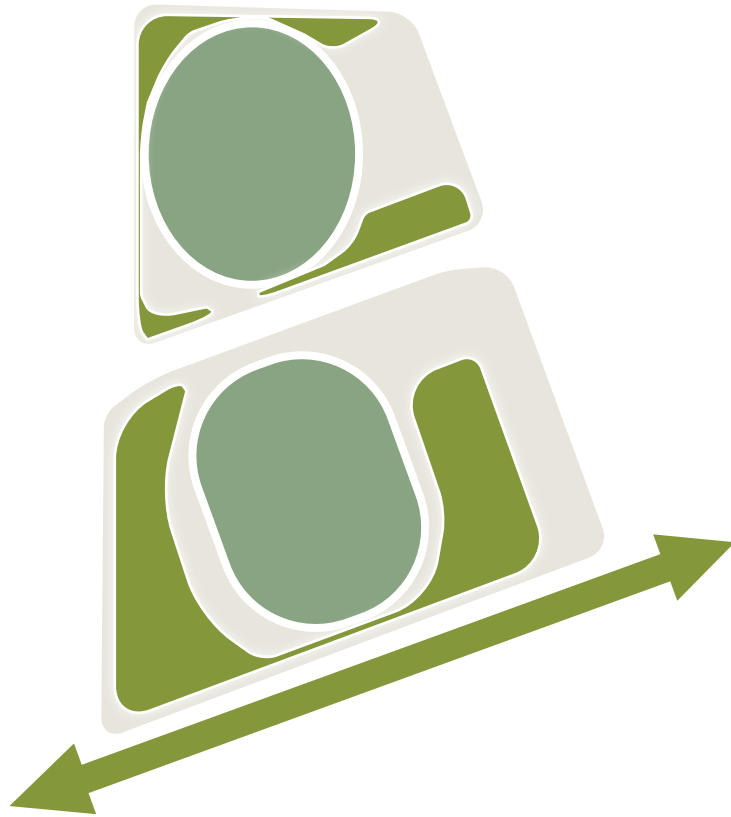
Theme 3:

**Activated
and
Accessible**



Theme 4:

**Seating, Shading,
Landscaping
and Amenity**



Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Theme 1: Upgrade Supporting Facilities

The guiding principles for the Masterplan will include a strong emphasis on prioritising projects that address the existing shortcomings of the precinct ahead of developing new infrastructure.

The plan will also focus on asset renewal and consolidation to enhance the quality of built facilities, improve the operational usage and strengthen the return on community investment.

Swan Hill Showgrounds Grandstand



Shade/Shelter example for outdoor courts



1 GRANDSTAND

- Upgrade Grandstand to include accessible and gender-appropriate change rooms.

2 ALAN GARDEN RESERVE PAVILION

- Initiate a refurbishment to improve changerooms.
- Explore opportunities to improve accessibility, patron seating and bathrooms to the North of the pavilion to substitute decommissioned infrastructure.

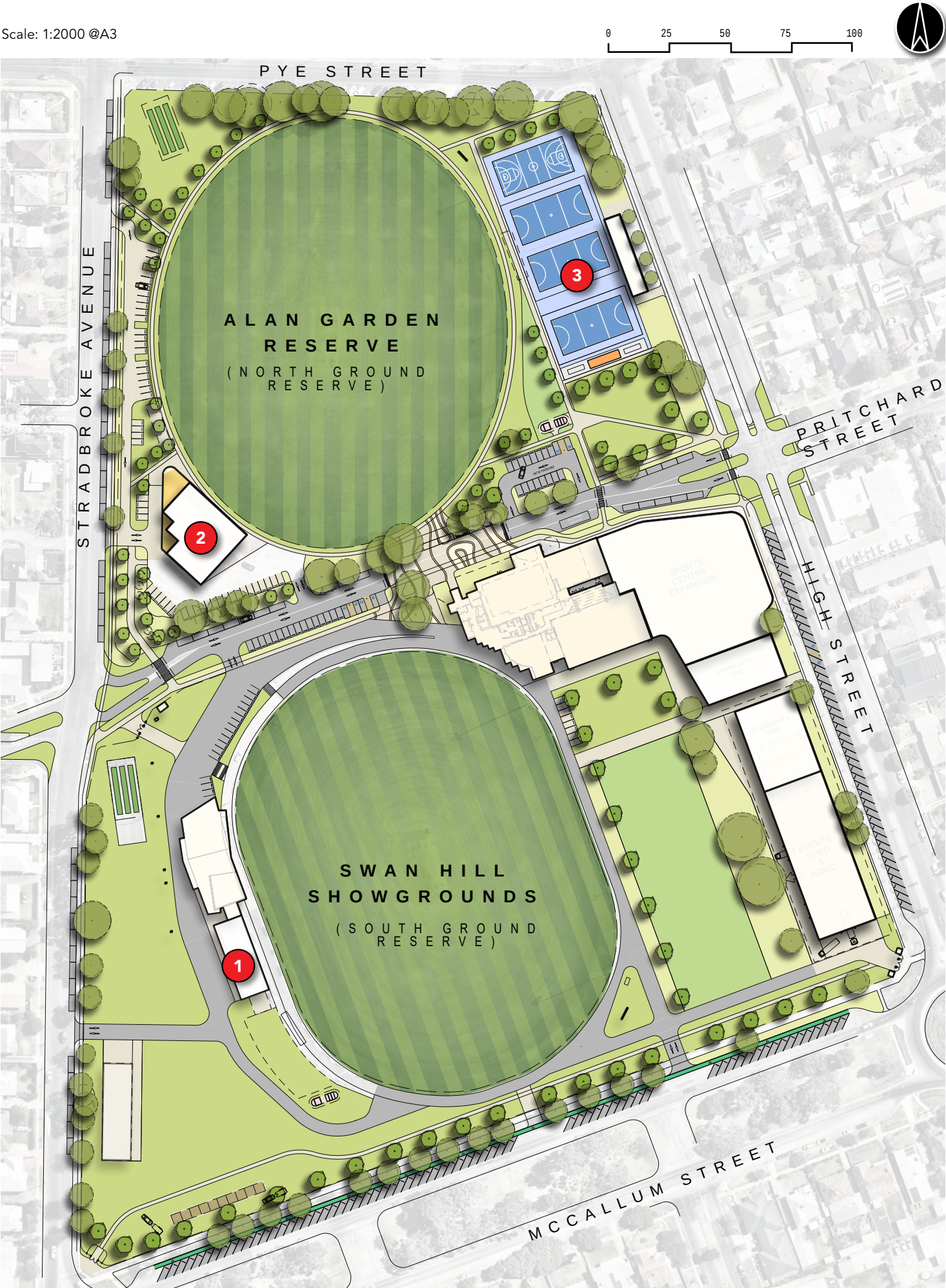
3 NETBALL COURTS

- Upgrade a minimum of three courts (including a show court with permanent seating and warm-up space).
- Create space for future expansion and upgrade opportunities.
- Provide additional spectator and player seating/shelters in accordance with user needs and run-off tolerances.

Upgraded Netball courts example



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Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Theme 2: Safe and Connected

Include expanded formalised pedestrian crossing zones with greater signage and visual cues, reduced road width, increased on-street parking, dedicated passenger drop-off zone and reduced vehicular speeds.

1 SAFE ACCESS AND PARKING

- Improve pedestrian safety and crossings on key surrounding intersections.
- Include designated parking spaces around Alan Garden Reserve for football spectators.
- Expand delineated parking where current sports pavilion is on the Swan Hill Showgrounds (once redeveloped).
- Create reduced speed limit within the shared use zone on Pritchard Street.
- New delineated parking spaces and reconfigured bicycle lane along McCallum Street.

- CP EXISTING CAR PARKING
- CP NEW DELINEATED CAR PARKING
- DO VEHICLE DROP-OFF/ PICK-UP ZONE
- NEW PEDESTRIAN CROSSING AND REFUGE
- CP INFORMAL CAR PARKING
- DDA CAR PARKING
- BUS DROP-OFF / PICK-UP
- DEDICATED BICYCLE LANE
- TRUCK LOADING ACCESS FOR SHED

Informal perimeter parking on gravel areas.



Increased pedestrian safety



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0 25 50 75 100



Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Theme 2: Safe and Connected

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Implement a systematic safety improvement program for Pritchard Street and on key surrounding intersections.

- 2 PRITCHARD STREET**
- Improve pedestrian safety by reducing vehicular speed, increasing the number and size of pedestrian crossings and reducing road widths.
 - Create a dedicated and expanded pedestrian priority zone connecting the Swan Hill Showgrounds and Alan Garden Reserve.
 - Improve and increase on-street parking.
 - Create a formalised drop-off zone near the Leisure Centre.

- EXISTING CAR PARKING
- NEW DELINEATED CAR PARKING
- VEHICLE DROP-OFF/ PICK-UP ZONE
- NEW PEDESTRIAN CROSSING AND REFUGE
- INFORMAL CAR PARKING
- DDA CAR PARKING
- BUS DROP-OFF / PICK-UP
- PUBLIC TOILETS



Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Theme 3: Activated and Accessible

The Master plan will identify opportunities and locations for:

- A community play space, sheltered seating and youth activity equipment.
- A connected, continuous walking/running track in a figure-eight around the precinct.
- Improved lighting at the Precinct for walkers and runners.

- SH SHELTERED AREA
- PS COMMUNITY PLAY SPACE
- PUBLIC TOILETS
- KEY PRECINCT AND RESERVE ENTRY
- RUNNING AND WALKING LOOP
- STREET GRID CONNECTIONS
- SECONDARY CONNECTIONS

1 COMMUNITY ACTIVATION

- Develop a designated area for play space, sheltered seating and youth activity equipment.
- Develop a walking/running track in a figure-eight around Alan Garden and Swan Hill Showgrounds with distance markers.
- Improve lighting at the Precinct for walkers and runners along formalised pedestrian connections.

2 COMMUNITY AMENITIES

- Improve public toilet accessibility and amenity for year-round use and events.
- Remove public toilets near the Centenary Pavilion, behind Tyntynder Football Club rooms, and new cricket nets.
- Accessible and gender-neutral toilets to be incorporated in the new Show Society building Alan Garden Reserve pavilion and the Swan Hill Community Hub.

Reserve corner entries example



Community play space example



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Theme 4: Seating, Shading, Landscape and Amenity

The Master plan will seek to consolidate the overall building footprint of the precinct to provide a net increase in open space, as well as improve the quality of green open space, tree canopy and shading across the Precinct.

These priorities will reinvigorate the precinct as a source of pride and cultural showcasing for the current and future Swan Hill community.

- EXISTING TREES
- NEW SHADE TREE PLANTING
- OPEN SPACE AND PASSIVE RECREATION
- AREA FOR MULTI-PURPOSE EVENT USE
- PRITCHARD STREET CLOSURE FOR EVENTS
- ADDITIONAL PRITCHARD STREET CLOSURE FOR EVENTS

Tree canopy shading for events and recreation



Open space events areas



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Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Aspirational Projects

A1 PROPOSED SPORTS HUB

- Deliver the proposed Sports Hub project.

A3 AGRICULTURE AND PASTORAL SOCIETY

- Foster a connection between Swan Hill Inc and the Show Society to build the Show's commercial success.
- Design and develop a multi-purpose community event hub, that can accommodate the Show Society offices, Animal Pavilion, Storage, Boxing Club – and other community events.
- Refurbish and improve safety of horse stalls and stables.

A2 CFA

- Identify an alternative fit-for-purpose location that can be developed for the satisfactory relocation of the CFA for its long-term future.

A4 FUTURE EXPANSION OPPORTUNITIES

- Explore the feasibility of expanding Swan Hill Aquatic and Recreation Centre (aquatics, gym and stadium) within the precinct.
- Protect space for existing Annual Show requirements that could be re-purposed for expanded organised sport in the future.
- Community services hub.

Open sided flexible-use shed



Large open and flexible use for multiple events



Temporary horse stabling undercover example



Mixed purpose community shed



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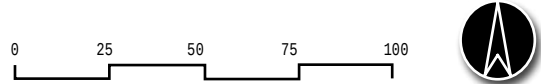
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Swan Hill Showgrounds Sport and Recreation Precinct Master Plan

Draft Master Plan Overview

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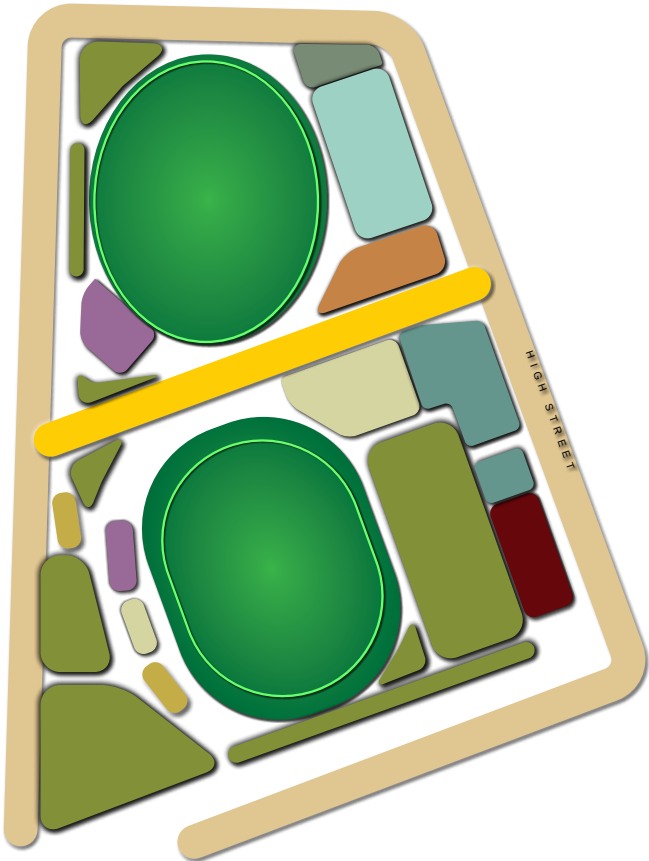


Implementation and Contingency Planning

The Master plan has been developed through a thorough, integrated process of analysis, stakeholder and community feedback, and applying best practice urban design principles.

The master plan is representative of all evidence available at the time of development. As with all master plans, a 10-20 year timeframe to deliver the specified projects means that many things can change over this timeframe.

The following table provides a series of potential future scenarios, an estimate of how likely each is to occur, and a proposed action to address or mitigate the scenario should it eventuate.



Risk/Scenario	Likelihood	Masterplan contingency action should risk occur
Unable to secure funding for planned sports hub.	Moderate	Invest in maintaining existing facility as long as possible. If situation becomes untenable, initiate a short-term temporary portable pavilion.
Unable to identify and develop a suitable alternative location for the CFA.	Low	Consider an alternative location for the multi-purpose event pavilion.
Unable to secure funding for the multi-purpose event pavilion.	Moderate	Maintain existing Agricultural and Pastoral Society assets on the reserve.
Council decides to relocate aquatic facilities to Swan Hill Showgrounds.	Moderate	Assess the technical feasibility of expanding the existing leisure centre to incorporate additional facilities.
Council decides to locate a community services hub within the Swan Hill Showgrounds.	Moderate	Assess the technical feasibility and Council’s capacity to deliver the project within a designated facility expansion zone on the Showgrounds site.
Existing user group viability deteriorates and is no longer active on site.	Low	• If one of the football/netball clubs, consider the opportunities to consolidate football/netball facilities on one reserve. • If one of the cricket clubs, consider the opportunities to consolidate cricket pitches to one of the reserves. • If the Agricultural and Pastoral Society, create new event content to activate the community events building, and provide a new facility lease to the boxing club.
Horse facilities are no longer required on the reserve.	Low	Re-purpose existing space to improve amenity and community activation.