

Alexandra Railway Precinct

Land Use Options

Revision 03 / November 2015



Project
Alexandra Railway Precinct
Master Plan Options

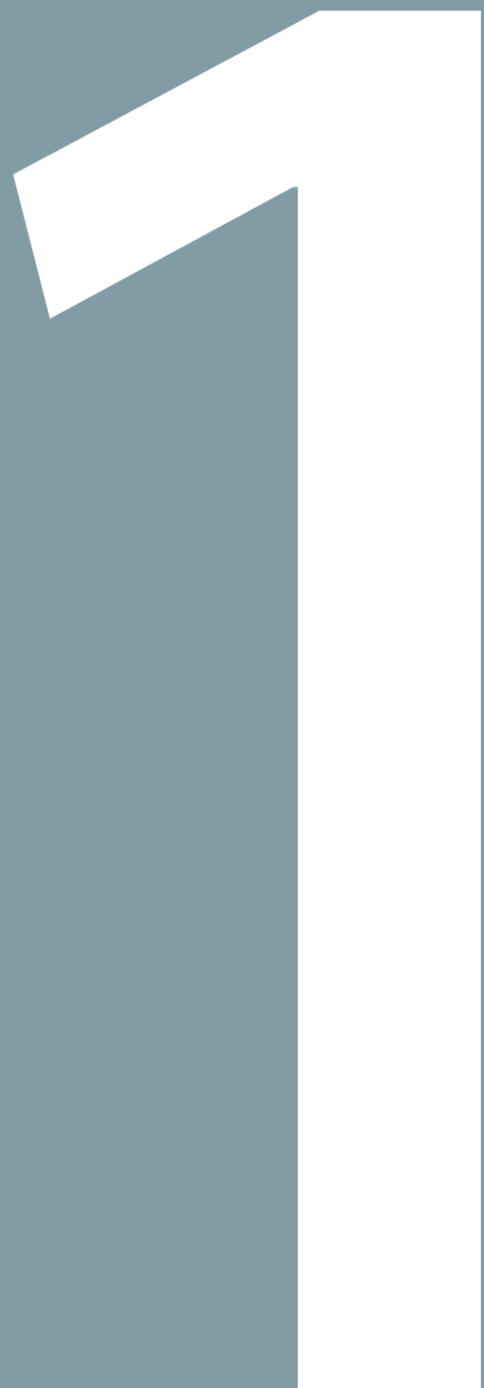
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Prepared by: BE, MC
Checked by: AR, KJ

Contact Details
SJB Urban
Hub Melbourne
Level 3, 673 Bourke Street
Melbourne VIC 3000
Australia

T: 61 3 8539 3210
urban@sjb.com.au
www.sjb.com.au

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Introduction & Analysis

Background

The Alexander Railway Precinct Master Plan is to develop a blueprint to enhance existing and future uses of the Precinct and surrounding lands. The heart of the Master Plan project is the Railway Precinct, however the project will consider opportunities in the adjoining lands to better connect the Precinct with the township.

The Goulburn River Valley Destination Management Plan recognised the need for a Master Plan for the precinct. The Plan's preparation is managed by Murrindindi Shire Council and overseen by a control group of State government and local representatives, and a reference group of community clubs and users of the precinct.

The strategic rationale for the Plan is to create new and unique cultural tourism opportunities, capitalise on the proximity to valuable natural environment, and encourage more visitors to Alexandra and other regional attractions, such as Lake Eildon.

The Plan will provide a thirty-year vision that identifies opportunities and changes in the near, medium and longer term.

The aim of the Plan is to enhance and secure long term use of the Precinct and the prosperity of the Alexandra township by:

- Providing for better integration and linking of users, activities and resources between existing and potential future precinct stakeholders
- Supporting and growing the recreational and tourism potential at the Precinct, including the linking of the Precinct to the Alexandra township and business centre
- Providing the framework to investigate land tenure issues and identify options for the future use and operation of the Precinct.

Geografia and SJB Urban are grateful for the opportunity to work with Council and the community of Alexandra to develop a Master Plan for this important site.



Part 01

Context

The Alexandra Railway Precinct is an important part of the Alexandra township. The site is owned by Victrack and was formerly a timber mill and tramways station that supported the forestry activities of the Rubicon State Forest. Today the precinct is home to the Alexandra Timber Tramways and Museum, Alexandra Community Shed and several other community groups that work at the site.

Other land uses within and adjoining the precinct include the Great Victorian Rail Trail, a towing and salvage business, and the Alexandra Race and Golf Clubs.

This document contains three options for the Alexandra Railway Precinct. The options emphasise different aspects of the needs, desires and ideas of the Alexandra community. These views were expressed by the community, stakeholders and visitors to the region during a consultation program in September 2015. This program included an online survey of the community and workshop with key stakeholders.

Community and stakeholder responses to the three options will be collected and evaluated in December 2015 and a final Master Plan prepared.

Process

The first stage of the Alexandra Railway Precinct Master Plan project was the collation and analysis of on-site data, maps, plans, and consultation with a wide spectrum of stakeholders including:

- Alexandra Community members
- Murrindindi Shire Council
- Department of Economic Development, Jobs, Transport and Resources
- Heritage and Tourism Railway
- Regional Development Victoria
- Alexandra Timber Tramway and Museum
- Eildon and District Woodworkers Guild
- Alexandra and Eildon Lapidary Club
- Alexandra Race Club
- Alexandra Golf Club



Principles for Future Character and Uses

Three key principles emerged from the community for the future character and uses in the Railway Precinct. These principles are presented in each of the three Master Plan options:

Cultural Heritage

The significance of the heritage atmosphere of the Precinct, engrained in its buildings, rustic machinery and collection of artefacts in the museum.

Community Creativity

The precinct is workshop, guild and gallery for many forms of creativity.

Artisans and craftspeople carry on traditional trades of the region. Woodwork, lapidary, railway engineering, mechanics, welding, and machining are some of the skills that flourish and pass from one generation to the next.

Historians, naturalists and community cultivate knowledge of the precinct and the region to share with visitors of all ages and from many places.

The creative core attracts other creative pursuits to the precinct.

Recreation

Tranquil and energetic recreation activities intersect throughout the year.

People are attracted to the park to stroll through the gardens and eucalypts, walk, cycle or ride the rail trail, or simply to have a picnic.

The precinct is a resting place for weary cyclists and riders to spend the night.

At other times, market days, race days, and various shows give way to masses of people, food and beverage outlets, retail stalls, train rides, punting, and other exuberant activities.

Themes

During consultation, key themes emerged for the use of the precinct (in no particular order):

- Recreation, including Leckie Park
- Heritage
- Education
- Hub
- Arts and Making
- Events – festivals and evenings
- Natural / Green
- Integrated character / consistency
- Sometimes quiet / sometimes busy
- Hands on



Part 01

Needs & Desires

During consultation, a range of needs and ideas were put forward. In order of preference, they were:

- Preserve the heritage atmosphere of the precinct. Renew significant heritage buildings.
- Alexandra Timber Tramway and Museum and Community clubs currently using the precinct all require more space to house their existing operations safely and efficiently, as well as to allow them to expand. These include:
 - o Exhibits for timber and tramways
 - o Building for displays
 - o New building for lapidary to house the lapidary workshop
 - o New toilets to be used by tenants and race club.
- Enhance tramway experience via a track expansion within the precinct or into adjoining lands.
- Preserve open space and natural environment.
- Connect the precinct with the township. Make it easier for rail trail users to find their way into the town.
- Food and beverage:
 - o Café.
 - o Microbrewery.
- Accommodation options:
 - o Overnight caravan stay area 24/48 hours
 - o Self-contained, simple, bunk bed style for rail trail riders.
- During race days, ensure separation between the general public and horses.
- Improve tourism. Build on the town's reputation as an events destination.
- Encourage temporary uses, such as outdoor recitals and pop up uses.
- Encourage community uses and activities for all age groups, such as a BMX track for teenagers.

Precedents

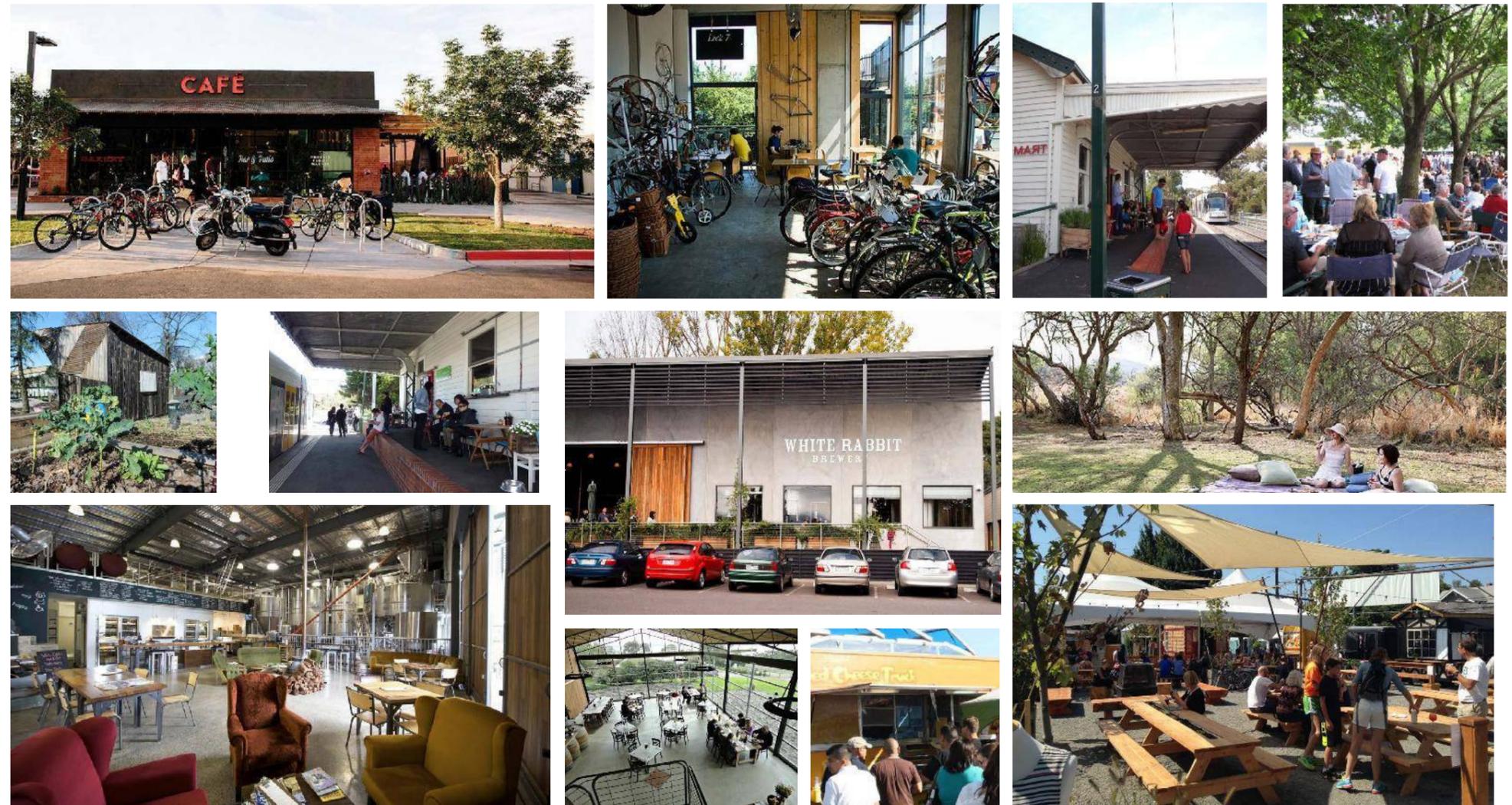
We have grouped together some of the identified items and provided example imagery to aid in the visualisation of the future outcomes of the site. These precedent images are indicative only and represent a small portion of what is possible.

The final outcomes will be site specific and derived from the valued character of the Precinct.

Food & Beverage

This offering can come in many forms from a small cafe incorporated into an existing building to a larger, purpose built facility:

- Cafe - possibility for it to be open only on market, race or rail days or open every weekend
- Microbrewery - production of local beer/cider/wine and casual bar/restaurant
- Restaurant - potentially featuring local produce
- Restaurant/producer - potential 'drawcard' chef and associated facility



Community buildings, art spaces

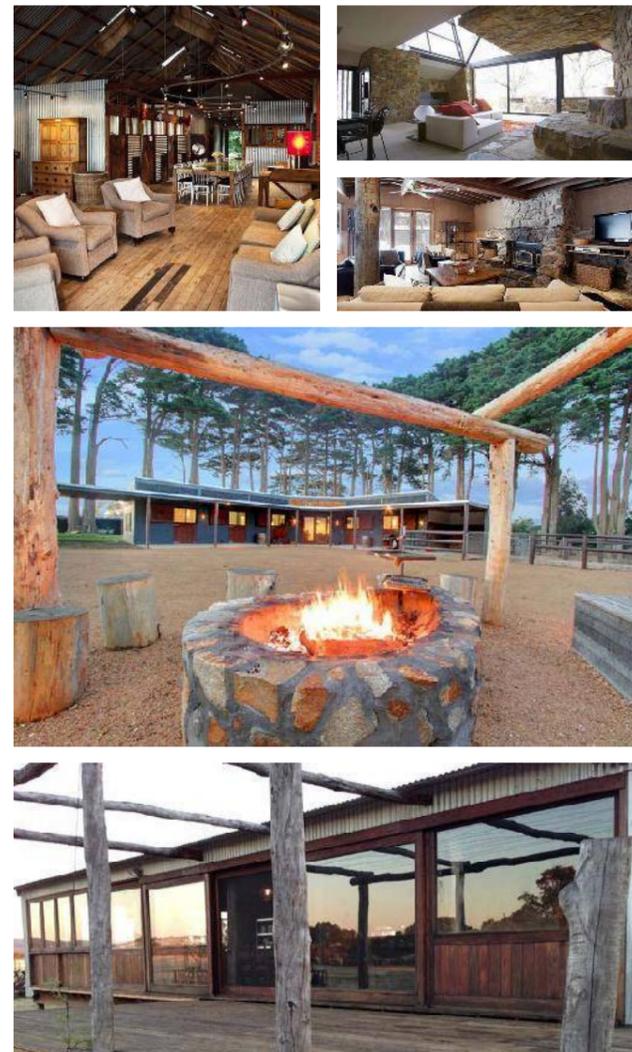
These building/s could be re-purposed existing structures or something new. They should incorporate adaptable spaces for community groups to use, to display local arts and crafts, to be available to hire for events.



Accommodation

The accommodation can be in a variety of forms and may change over time as the precinct changes/grows. It should service the visitors to the rail trail, people visiting Alexandra, school and community groups and race day workers and visitors.

It could start as a smaller shed-like building with rooms catering for small groups with a communal lounge room and kitchen. More boutique accommodation could also be provided in individual huts, such as the three miners huts already within the precinct. Future development may capitalise on eco/historical tourism.



Play Spaces

Children's play spaces can be integrated into the Precinct using existing materials found on site or materials that retain the essence of the Heritage Precinct. There is an abundance of fascinating and enticing old pieces of machinery that could be incorporated into interpretative play spaces.

Play spaces may also include adventure journeys or trails, nature trails, climbing structures, bike riding spaces and may be incorporated throughout the precinct as well as in dedicated places.

