

VICTORY
MARKET
PRECINCT

CASTLEMAINE

VICTORY MARKET PRECINCT CASTLEMAINE



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MARCH - MCMXCVI

The Concept

THE IDEA

THE MESSAGE

THE PROJECT

THE IDEA

Castlemaine must understand and be able to take advantage of the opportunities arising from new technology and infrastructure.

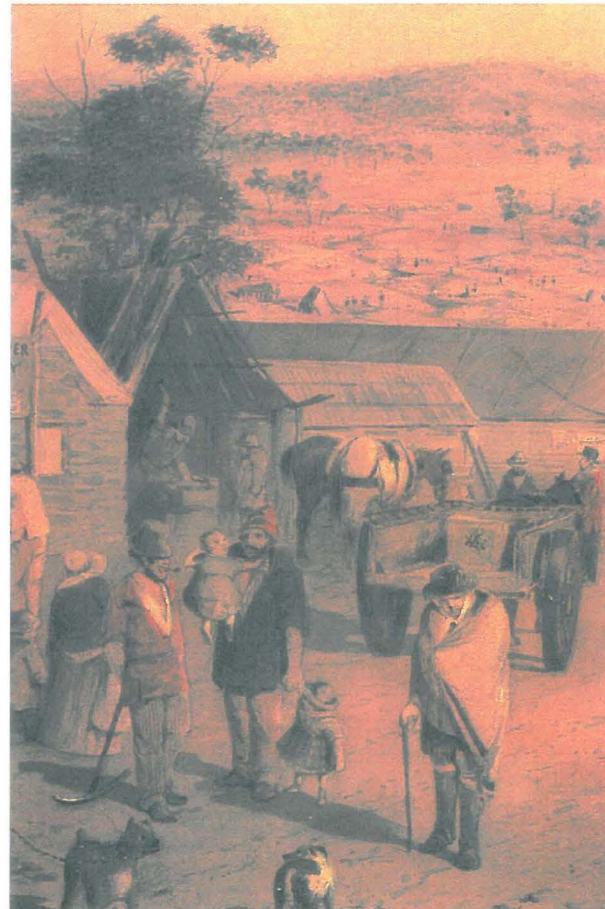
The Victory Market Precinct will reinstate the regional commercial and cultural significance of Castlemaine township. In parallel the precinct will be a leading edge example of heritage activation not preservation and kick-start the primary engine for employment growth for the entire municipality.

The national significance of the Castlemaine Town Centre should be realised.

The Victory Market Precinct project is the primary means by which the social, cultural and economic value of Castlemaine, Chewton and surrounding districts can be realised by residents and visitors. The project is intended not only to provide immediate benefits but is a major signal to the community to begin to harness the opportunities for growth and development in rural Victoria, to realise the national and international significance of Castlemaine and surrounding districts, and to demonstrate that the community has the confidence and competence to deliver a leading edge project.

This project reintroduces a focal point which will bring together rural and township residents of the Shire of Mount Alexander.

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The Victory Market Precinct comprises the Castlemaine Market, Victory Park and a proposed retail development. The Market building is not only nationally architecturally significant but also culturally important for provincial Victoria. Operating as a commercial and social focus for Castlemaine, Chewton, Fryerstown and Newstead it was the physical connection between the town and its rural surroundings.

In the precinct, farmers, townspeople and diggers bought their food, haggled and exchanged gossip. As well as being a commercial focus, by day, it became a social and civic focus by night.

Technology and luck shaped Castlemaine's past and can now shape its future. Thriving farms were transformed into diggings with the discovery of gold. The railway which initially reinforced the productive role of the region opened it up to agricultural and commercial competition. The significance of Castlemaine declined with less agricultural production and with the end of the gold rush.

While the railway line actually reduced the agricultural significance of Castlemaine the duplication of the Calder Highway provides opportunities for visitors and potential residents to rediscover the heritage and social value of Castlemaine and surrounding districts.

THE MESSAGE

COST

- \$2.7 MILLION

BENEFITS

- NATIONAL TOURISM SIGNIFICANCE FOR SHIRE OF MOUNT ALEXANDER
- MORE THAN \$4.5 MILLION ADDITIONAL INVESTMENT IN THE FIRST 12 MONTHS
- MORE THAN 100 JOBS
- REVITALISED CENTRAL BUSINESS AREA
- NEW LIBRARY
- NEW PERFORMING ARTS VENUE

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The Victory Market Precinct Project will:

- cost \$2.7 million to implement and could be completed within 24 months.
- initially attract \$4.5 million of private investment and significantly stimulate retail and tourism investment in the region.
- significantly enhance the commercial viability of the Castlemaine town centre. We estimate that when completed it will directly generate over 100 long term jobs, excluding the construction phase.
- provide a tourist and visitor focus and act as a foundation for a strong tourism industry for Castlemaine and the surrounding regions. It will increase the number of day trippers, increase the number of bed nights and increase the length of stay in the town centre. Over time it will provide impetus for Castlemaine to achieve its two primary tourism goals - to increase the number of festivals and events held in the district, and to maximise short stay repetitive visitation. Thus it will build on the heritage strength of Castlemaine through the wide range of activities available in the region and it will increase the viability of existing businesses and induce substantial new investment.
- preserve and enhance the heritage value of the Castlemaine Market which is of international significance. It will ensure that ongoing maintenance of the market building is financially viable.
- reinstate the Castlemaine town centre as a community focus incorporating activities for children (children's playground, park, library), youth (Market Building as a meeting place, library, performing arts venue, families (retail centre, library, park, performing arts), and older residents (library, Market Building, R.S.L., performing arts)
- galvanise action in the community and the business sector and provide a firm basis on which to plan for the long-term future.

THE PROJECT

The Victory Market Precinct project comprises of a number of main elements:

- faithful restoration of the Market building.
- re-utilisation of the building as a heritage and festival market place to accommodate receptions, markets, festival event headquarters and functions associated with the Market Square.
- reinstatement of the existing car park as a flexible attractive space so that it can be used on weekends or for events such as a Market Square - its original use.
- revitalisation of Victory Park and enhancement to maximise its usage and its role as part of the Castlemaine central business area and of the Victory Market Precinct.
- retention of the significant elements of the Castlemaine Secondary School and development of supermarket and shops integrated with the original building.
- integration of the major elements of the Victory Market Precinct (market, park, retail centre) by:
 - re-introduction of the original symmetry of Market Square.
 - re-introduction of east/west axis with the Victory Walk and structures reflecting the original east and west market buildings.
- highlighting the significance of the Market building by extending the forecourts.
- maximising the spin-off benefits of the Victory Market Precinct project through integration of pedestrian, traffic and parking flows.
- reinstating the streetscape quality of the Castlemaine Town Centre by:
 - introducing a significant gateway precinct.
 - introducing high quality heritage lighting and street furniture.
 - re- focusing and enhancing landscape treatments.



Other specific elements include:

- a high quality comfort station, including showers and a baby changing area with capacity to accommodate demand for a 45 seat tourist bus.
- an undercover respite and BBQ area for residents, workers and visitors.
- a high quality modern children's play ground.
- an organising point including maps, and signage for three major walks to be known as the Inner Circuit (20 minutes), Outer Circuit (1 to 2 hours) and Golden Nugget path to Chewton.
- a major outdoor performing arts venue to be developed on Western Reserve to encourage development of the arts and to use the quality of the climate to accommodate a wider range of events and festivals.
- a new 600 sq. m. library in Frederick Street which is necessary to adequately service the educational and recreational needs of the community.
- re-introduction of the significance of the R.S.L. with a new forecourt, "Wall of Remembrance" and static display of artillery.

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The Significance

NATIONAL &
REGIONAL

RETAIL

TOURISM

NATIONAL & REGIONAL

The Castlemaine Market marked the height of historic importance of Castlemaine in 1861-62 when it was believed that the town would be the second biggest in Victoria, after Melbourne.

The Market building is a rare remaining example of a nineteenth century Market Building of high integrity at an international level. Its significance is such that it is compared in structural form and layout with the great market buildings of the nineteenth century - most particularly Covent Garden.

The building is unique in the Australian context because of the design of its front facade which incorporates two towers flanking a Tuscan temple front portico. Also of significant technological value are the horizontally laminated timber ribs of the roof construction, which preceded timber constructions of the like in Australia, by almost a century.

The significance of the building lies not only in its architectural significance, but in its context and function. It was a rare display of high quality architecture, town planning (the market precinct was planned), food distribution and municipal administration. Including streets opposite the Market building on all sides, the precinct reflects changes in structural development and use of fabrics from the late nineteenth century to the early twentieth century, and the inter-war period, indicating the conservation importance of the site.

The Market building is what remains of a larger complex which once covered the whole square. Until 1917 two earlier and much smaller Market Buildings were located on an east-west axis south of the existing building. Various other market buildings, including a weigh-bridge, stables, toilets and hay shed have also been removed. In 1917 the two storey Castlemaine High School (being reused as a part of a supermarket based retail development) was constructed to the east, and in 1920 the present Returned Soldiers League clubrooms were erected to the west. From 1919 the western side of the square has been developed as Victory Park.

The commercial significance of the Market building and square was historically of regional significance due, to the agricultural productivity of the land, the discovery of gold and the opening of the Melbourne-Bendigo railway line in 1862. The social significance of the Market building was principally local, although major events, such as the opening ceremony for the railway line and a reception for the Duke of Edinburgh were accommodated. In addition the building acted as the defacto Town Hall for thirty six years.

Currently, the building is listed on three registers: the Historic Buildings Council Victoria, the National Estate (Australian Heritage Commission), and the National Trust of Australia (Victoria).

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RETAIL

Consumer research undertaken by Urban Spatial Economic Consultants in May 1995 indicated the Castlemaine Town Centre is the community, commercial and economic focus of the Mount Alexander sub-region.

This role is defined by the following usage patterns and attitudes;

- 95% of Mount Alexander region residents visit the Castlemaine Town Centre once a week or more frequently.
- 96% of persons who visit the Castlemaine Town Centre reside in the Mount Alexander sub-region.
- 39% of persons who visit the Castlemaine Town Centre reside outside of the Castlemaine Township but in proximate townships.

As a result of the strong interrelationship between the Castlemaine Town Centre and the Mount Alexander Shire, issues arising in the Castlemaine Town Centre are of sub-regional significance. These issues have implications on the community perception, economic development and commercial trading performance. The Castlemaine Town Centre retail strategy plan serves to guide investment and development in the Town Centre taking into account the wider role the centre performs. The strategy has been prepared in conjunction with the local retail traders, residents, Council and the Castlemaine and District Development Corporation.

The retail strategy for the Castlemaine Town Centre has focused on the role of the centre in the sub-region and has identified the Castlemaine Town Centre as the primary engine for economic growth in the Shire of Mount Alexander.

In 1996, Mount Alexander residents will spend approximately \$77 million on retail goods, of which approximately \$53 million will be spent in the Castlemaine Town Centre. As population growth occurs in the region and the aging population profile changes, there will be significant growth in the retail expenditure pool of Mount Alexander residents. In addition, increased visitation and tourism will significantly enhance the total retail expenditure potential for the municipality.

Forecast Retail Expenditure (1995 dollars)

Commodity	1995	1996	2001	2006	2011
Food Retailing	\$35.3m	\$36.1m	\$39.7m	\$44.9m	\$49.4m
Non Food Retailing	\$39.8m	\$40.7m	\$44.8m	\$50.7m	\$55.7m
Total Retailing	\$75.1m	\$76.8m	\$84.5m	\$95.6m	\$105.1m

Source: U.S.E Consultants, Australian Economic Indicators ABS Catalogue No.1350.0

The ability to secure the retail future of the Castlemaine Town Centre retail will depend on how successfully the Castlemaine Town Centre can offer a cohesive, attractive and competitive range of shops which will attract expenditure from visitors new households moving into the Mount Alexander region. These new households will be located in the satellite towns around Castlemaine and will be more mobile. They will be characterised by younger families, with high levels of retail expenditure and different retail needs to the existing population. The Castlemaine Town Centre will need to be re-focused to capture the projected growth in retail expenditure from residents and visitors.

The health of the retail sector will have flow on effects for the Town Centre as a whole, the tourism sector as well as the attractiveness of Castlemaine as a place to do business. With youth unemployment in Castlemaine at very high levels it is crucial that retail sector be developed in a manner which maximises the overall potential of the Town Centre and the Mount Alexander region as a whole. The school/market precinct is the major potential development site identified in the strategy.

The retail strategy highlights the public and private sector projects which will best place the Castlemaine Town Centre in a position to maximise economic development potential. Implicit in the Town Centre strategy is the treatment of strategic sites including the Market building and former school site.

The analysis suggests that with an aggressive approach to tourist and retail development, existing total retail expenditure can be increased by over 15% in the short term (3 years).

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Castlemaine is strategically located between Bendigo and Ballarat in the Goldfields tourism product region. In 1993-94 it was estimated by the Bureau of Tourism Research that this region had almost one and a half million domestic tourist visits involving at least one night's accommodation (twelve per cent of Victoria's total).

As the name suggests, this product region is based on its common gold mining heritage. During the 1850's goldrush, Castlemaine (or the Mount Alexander diggings as it was known) was a major centre for all the Central Victorian goldfields. By mid 1852 the Mount Alexander Commissioner had an administrative staff of 300 and the diggings total population swelled to 35,000. Castlemaine's famous market place became a regional hub for the goldfields with this role being consolidated by the building of the Market Building in 1861-62.

The Victory Market Precinct project will revitalise one of the major icons of the Goldfields product region and as such it is of critical importance to the region's overall marketing strategy. The development of the Victory Market Precinct will be a significant improvement to the tourism product of the Goldfields region and will have substantial implications for regional visitation and length of stay.

In terms of local tourism, this project will enable Castlemaine to capitalise on its strategic location in the Goldfields product region by providing a high-quality destination for people touring in the region. This project is designed to take advantage of the visitors attracted to the region by the regional marketing program through an integrated and themed approach.



TOURISM

In terms of improving Castlemaine's attractiveness as a destination, the following elements of the project are critical:

- by upgrading the central commercial/tourist precinct and the use of a roundabout to focus motorist's attention on this area the project will establish an impressive gateway to Castlemaine and encourage through traffic to stop.
- the market's role as an historic cultural and commercial building will be realised.
- the existing carpark to the south of the market will be revitalised as a Market Square which will continue to operate as a carpark but will be available for events and activities including a specialist market (antiques) and artistic performances. This will be an important site for the Castlemaine Festival and it will also provide impetus for the development of new products and activities.
- the development of high-quality and well located public amenities in Victory Park will encourage travellers to stop. Once stopped, the associated activities such as the new children's playground in Victory Park, the historical Market building and the clear linkages with the retail/commercial centre will encourage longer stays and provide opportunities for increased visitor expenditure.

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TOURISM

- the three themed walking tracks that will start from Victory Gardens will also encourage visitors to stay longer in the city. In particular the inner circuit track which will be a specially paved route travelling along Barker Street, down Mechanics Street and then back along Frederick Street will provide casual visitors with a twenty minute activity and by taking visitors through the retail centre of the city provide an opportunity for visitor expenditure.
- the outer circuit track will be a comprehensive one to two hour tour of the city and its environs aimed at visitors staying overnight in the area and will link a number of the city's major attractions including the art gallery, the Botanic Gardens, the historic Thompson's Foundry and Buda Homestead.
- the Golden Nugget Bike Path and Walking Track will link Castlemaine with Chewton taking in historical sites related to the gold diggings. This would be marketed as an attraction in its own right.
- by setting aside a specific and accessible bus parking area, the development will facilitate bus visitation and increased visitor numbers. The nature of the development will encourage longer time devoted by operators to such stop-overs. We estimate that at least five extra buses per week could be attracted.
- the region's tourism product will be enhanced by the development of an outdoor performing space to be located on the Western Reserve site. The high profile nature of the site will significantly improve the visual impact of the city for visitors and through traffic further, increasing the tourism benefit of this component.

Castlemaine's history, architectural heritage, proximity to Melbourne and strategic location with regard to the goldfields region makes it an ideal location for high-quality accommodation aimed at the short-break market. The last five years have seen significant development in this regard with the latest edition of the Victorian Bed and Breakfast Getaways Guide listing twelve facilities in and around Castlemaine. The last few years have also seen the establishment of a number of high quality restaurants and cafes in the city. The proposed development will build on this base by providing a focus for a range of tourism products. The integrated thematic approach of the development will enable the synergies of existing products in the city to be fully realised, particularly the relationship between tourism, retailing and the hospitality sectors.

In summary this proposal has been designed to have the following tourism impacts;

- **by providing an integrated and themed gateway to Castlemaine it will encourage through traffic to stop-over.**
- **by providing high-quality facilities in the precinct itself and by clearly linking the precinct with the city centre it aims to increase length of stay and encourage increased visitor expenditure.**

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The Project

CONCEPT

MARKET BUILDING

VICTORY PARK

VICTORY WALK
MARKET SQUARE

RETAIL CENTRE

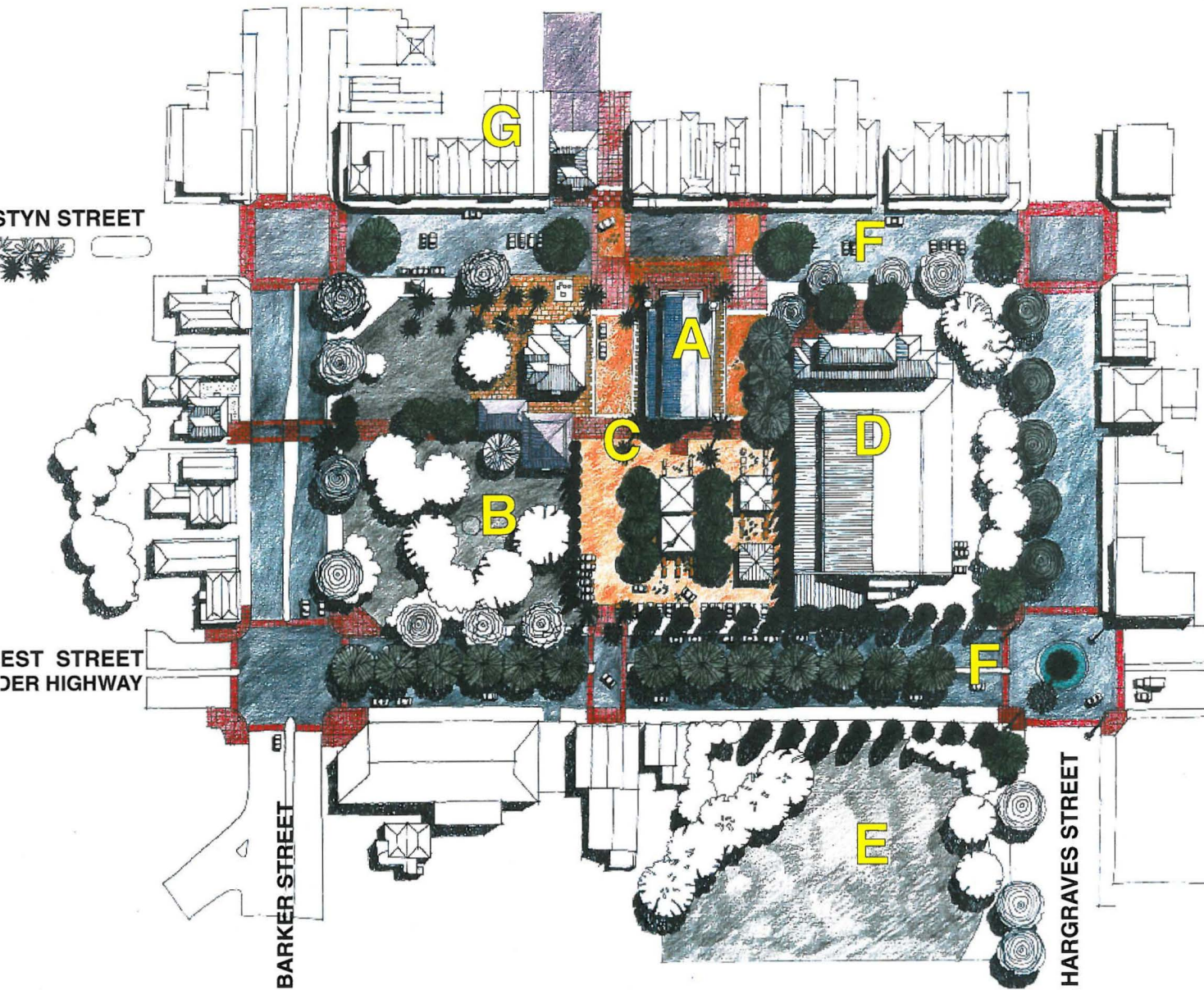
WESTERN RESERVE
PERFORMING ARTS

MOSTYN AND
FOREST STREETS

IMPLEMENTATION
AND BUDGET

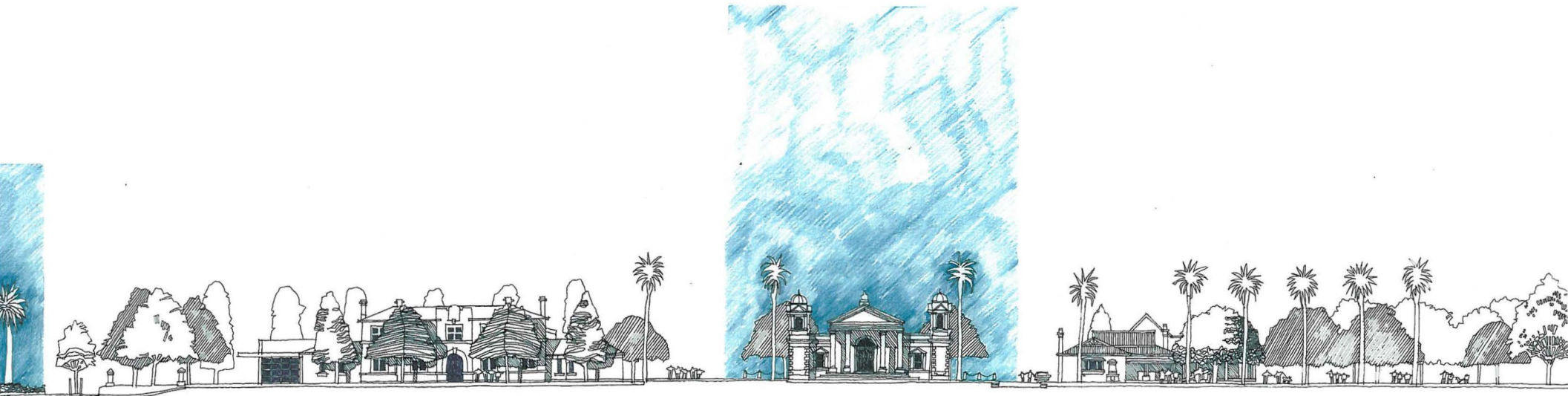
SOURCES AND
CONTRIBUTORS

CONCEPT



- A** Market Building and Square
- B** Victory Park
- C** Victory Walk and Market Square
- D** Retail Centre
- E** Western Reserve Performing Arts
- F** Mostyn and Forest Street
- G** Library

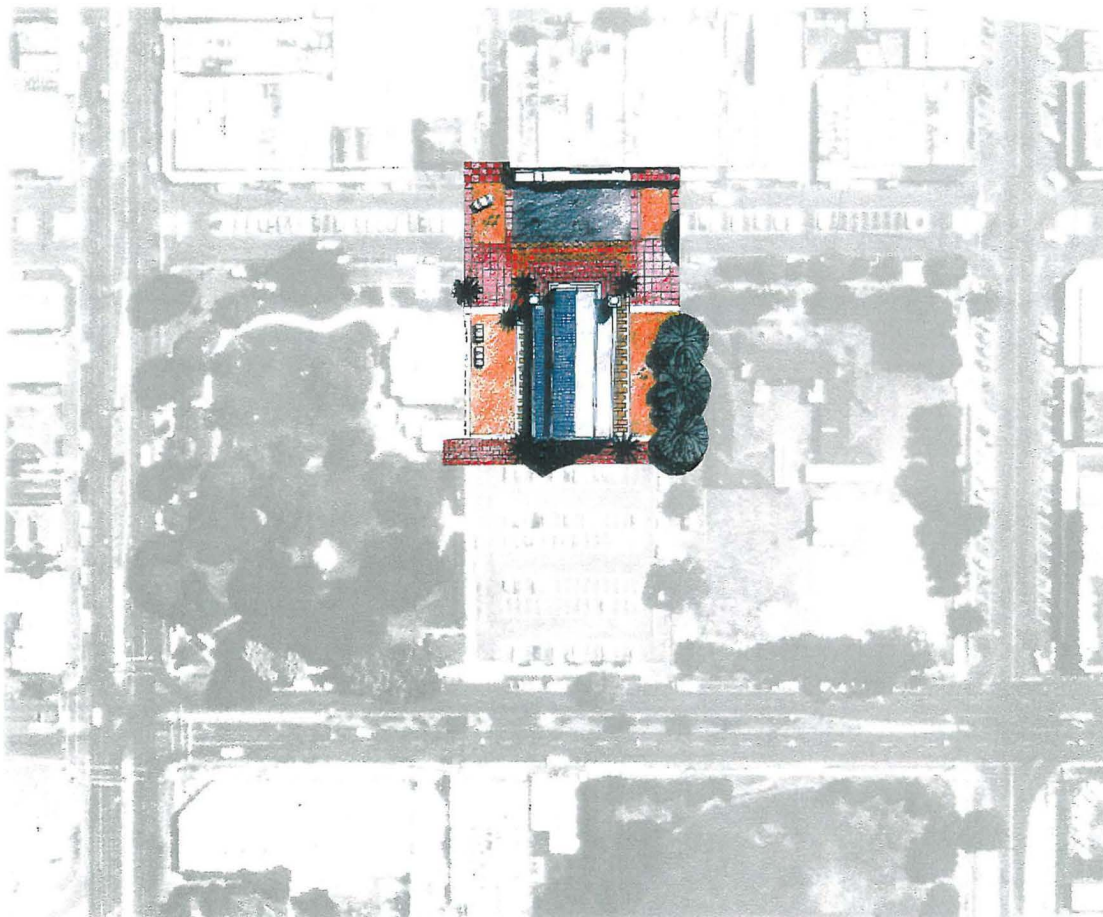
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Mastyn streetscape



Forest streetscape



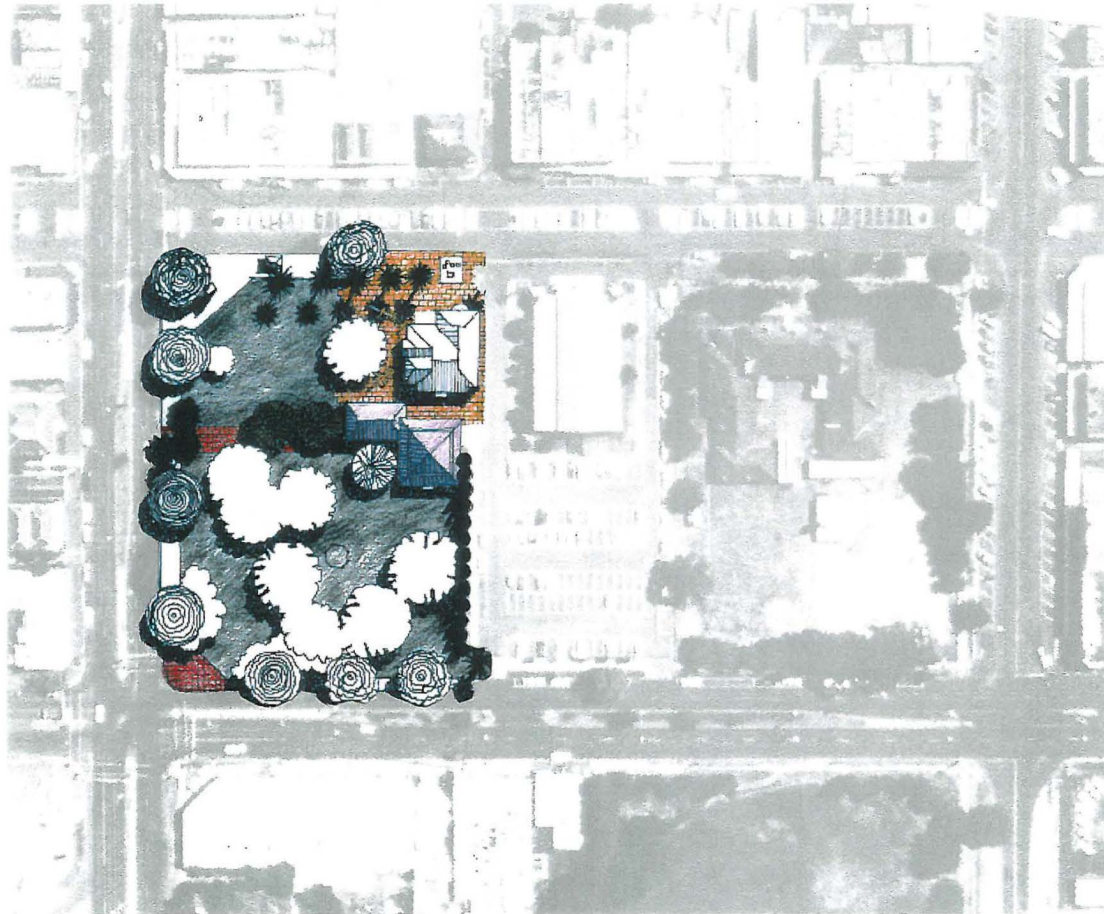
MARKET BUILDING

Faithful restoration of the Castlemaine Market Building and re-utilisation of the building as a heritage and festival market place to accommodate receptions, markets, festival/event headquarters and functions associated with the Market Square.

Highlight the significance of the Market building by extending the forecourt to Mostyn Street.

Castlemaine Market becomes a major activity node on the "Inner Circuit Walk".

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VICTORY PARK

Revitalisation of Victory Park and enhancement to maximise its usage and its role as part of the Castlemaine central business area of the Victory Market Precinct.

Visually and physically "open-up" Victory Park to Castlemaine Town Centre.

Create a high quality comfort station, including showers and a baby changing area with capacity to accommodate a demand for a 45 seat tourist bus.

Create an undercover respite and BBQ area for residents, workers and visitors.

Create a high-quality modern children's play ground.

Create an organising point including maps and signage for three major walks to be known as the Inner Circuit (20 minutes), Outer Circuit (1 to 2 hours) and the Golden Nugget path to Chewton.

Re-introduce the significance of the Returned Service League with a new forecourt, "Wall of Remembrance" and static display of artillery.

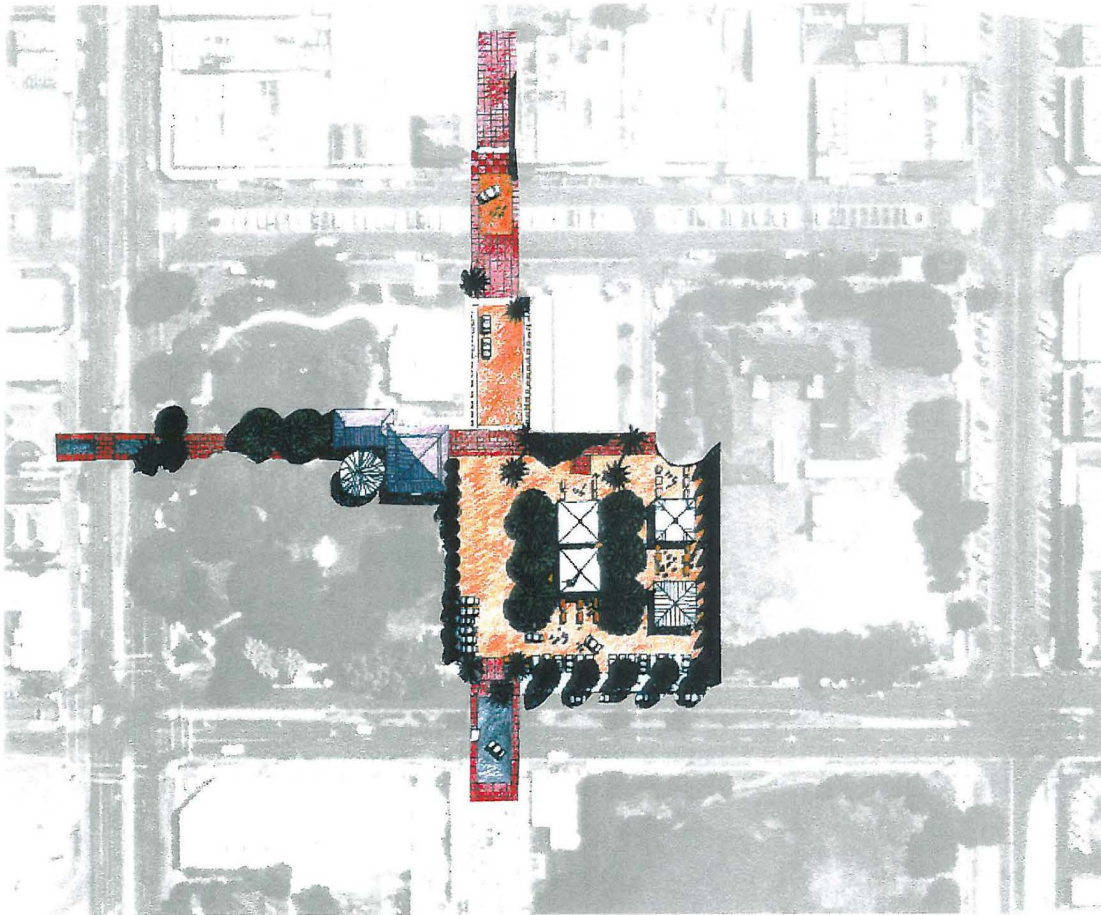
Integrate the major elements of Victory Market Precinct (market, park, retail centre) by:

- re-introduction of the original symmetry of Market Square
- re-introduction of east-west axis with the Victory Walk and structures reflecting the original east and west Market Buildings

Recreate the "Palm Avenue" to Mostyn Street

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VICTORY WALK MARKET SQUARE

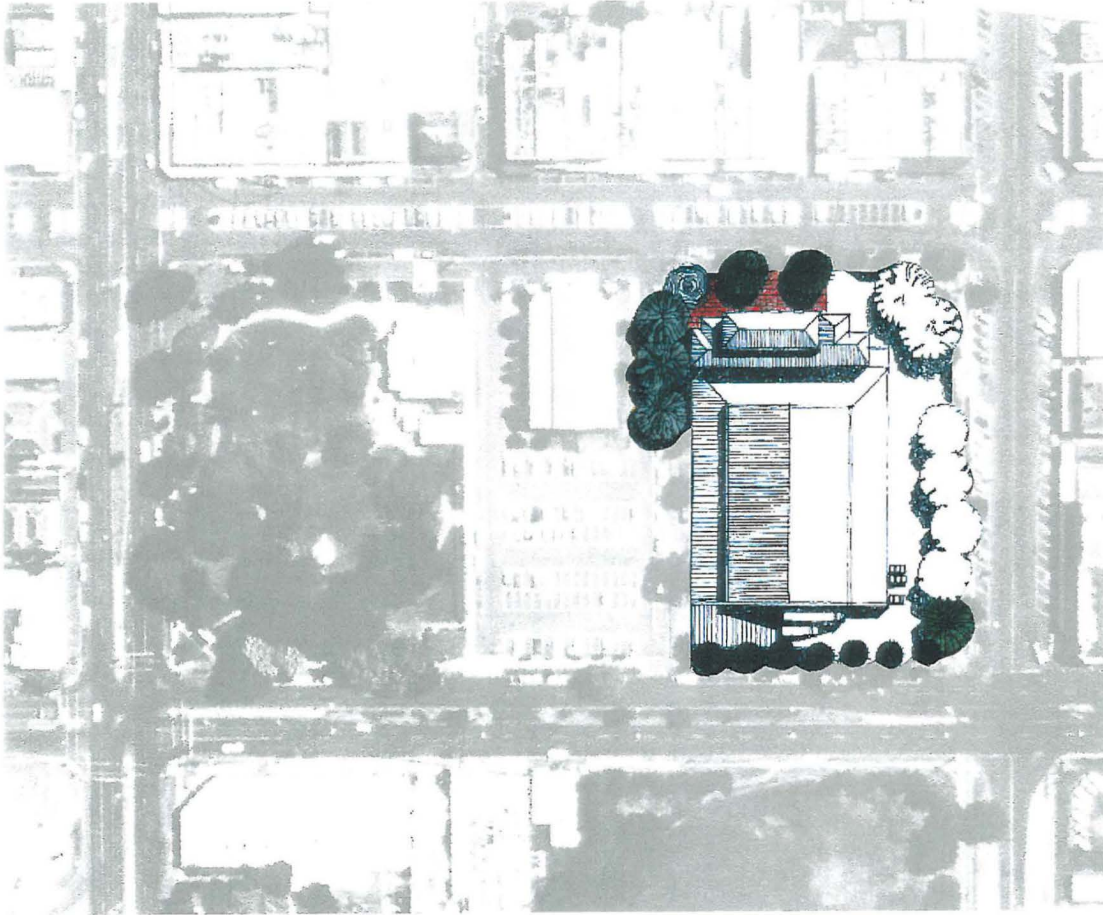


Create Market Square by re-instating the existing car park as a flexible attractive space so that it can be used on weekends or for events as a Market Square - its original use.

Re-introduce the east-west axis with Victory Walk and structures.



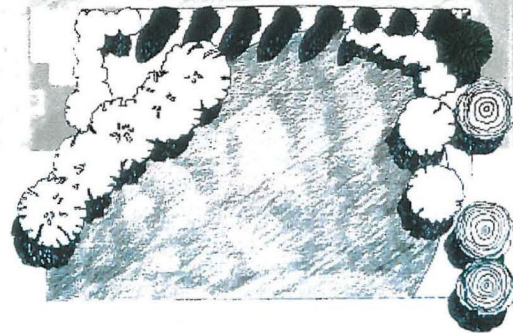
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RETAIL CENTRE

Retain the significant elements of the Castlemaine Secondary School and develop a supermarket and shops integrated with the original building.

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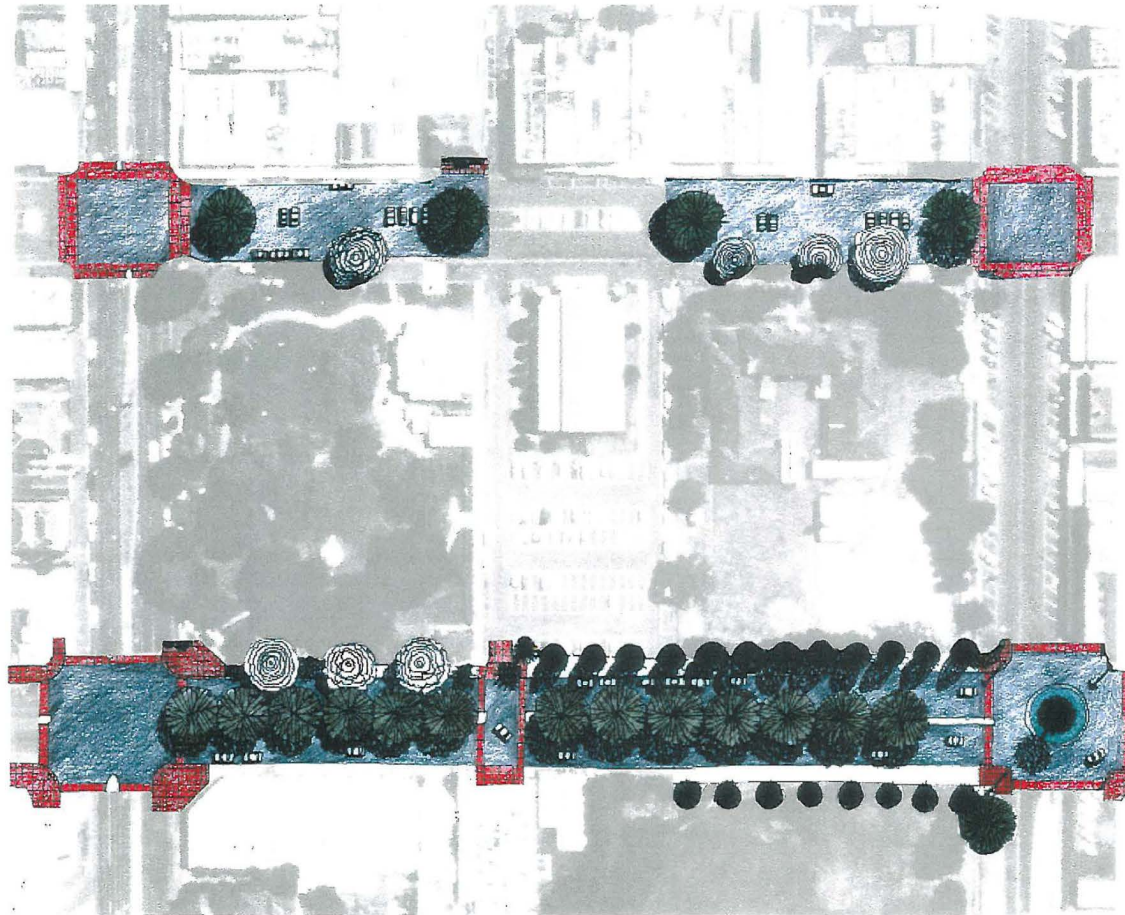


WESTERN RESERVE PERFORMING ARTS

A major outdoor performing arts venue is to be developed on Western Reserve to encourage development of the arts and to use the quality of the climate to accommodate a wider range of events and festivals.

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MOSTYN AND FOREST STREETS



Maximising the spin-off benefits of the Victory Market Precinct project through integration of pedestrians, traffic and parking flows.

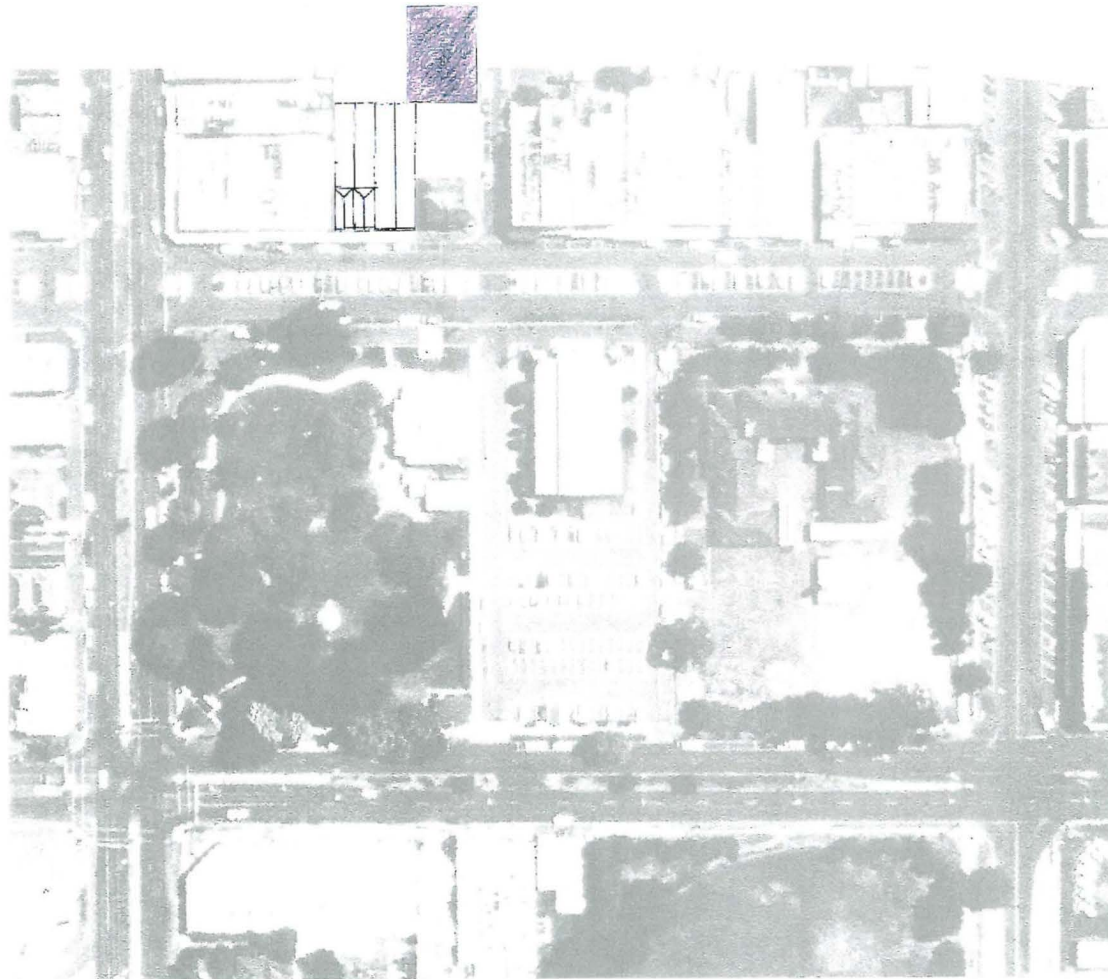
Improve traffic access and circulation.

Re-instating the streetscape quality of the Castlemaine town centre by:

- introducing a significant gateway precinct quality.
- introducing a high quality heritage lighting and street furniture.



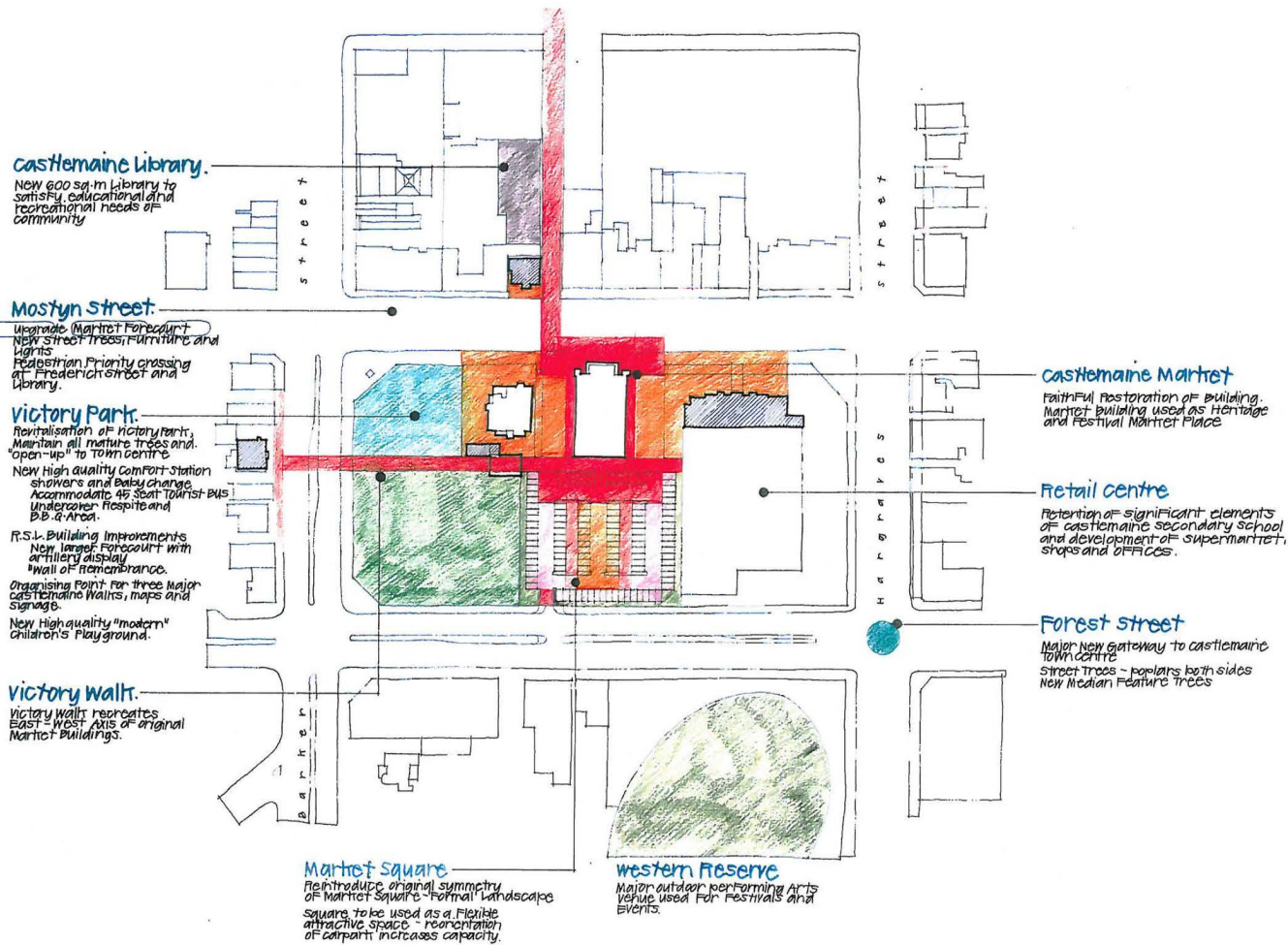
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LIBRARY

A new 600 sq. m. library in Frederick Street which is necessary to adequately service the educational and recreational needs of the community.

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IMPLEMENTATION AND BUDGET

	\$.000
Castlemaine Market Building	\$ 700
Victory Park	\$ 650
<ul style="list-style-type: none"> • comfort station/respite area • R.S.L building forecourt • Children's playground • Tourist information and signage 	
Market Square and Victory Walk	\$ 550
Retail Centre	—
Forest and Mostyn Streets	\$ 420
<ul style="list-style-type: none"> • new gateway roundabouts • street trees and furniture 	
Western Reserve Performing Arts	\$ 130
<ul style="list-style-type: none"> • preliminary stage 	
Castlemaine Library	\$ 450
Total	\$ 2.9 million
Less retail centre development contribution	\$ 200
Budget	\$ 2.7 million

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SOURCES AND CONTRIBUTORS

Janet Byrne

National Trust of Australia (Victoria)

Ken Milne Architects

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Castlemaine District Development Committee

Trevor Westmore *Design and Conservation Consultant*

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