

Community Consultation in Relation to the WAG Business Case and Preferred Site

Outcomes Report

prepared by



July 2022

Introduction and Overview

Introduction

Warrnambool City Council has secured Investment Fast-Tracking funding through Regional Development Victoria to develop a business case supporting the development of a new Warrnambool Art Gallery (WAG).

The Business Case builds on 2021 Feasibility Study that identified two possible sites for a new Gallery :

- Redevelopment of current WAG site
- Development of a WAG at Cannon Hill

Warrnambool City Council has undertaken community engagement to help inform the decision-making process that determines the preferred site for the redevelopment of the WAG.

Overview

Community engagement has involved :

- gathering feedback regarding key “site criteria” used in the 2021 Feasibility Study
- seeking other comments or feedback from the community

The following community engagement mechanisms were used:

1. Conduct of a Public Forum

The forum was conducted on July 5th and facilitated by Dench McClean Carlson. Around 40 people attended the forum plus:

- Councillors Jellie, Arnott & Paspaliaris
- CEO
- Manager Culture & Recreation
- WAG Manager
- Communication Manager

2. Conduct of an online survey

An online survey was open from June 22nd to July 7th . The survey was available via Warrnambool City Council’s online platform

The online survey received 82 responses

3. Written submissions

5 submissions were received (3 of these were hard copies of the online survey)

Information Provided and Site Related Criteria

Information Provided

Participants in the online survey and public forum were provided with information* regarding:

- The process employed to date to identify and determine potential sites for a new WAG
- An overview of the two sites identified through the feasibility study including “early concept plans”
- A brief description of each of the site criteria

Participants at the public forum were also:

- provided with an overview of the project to date by the Mayor and the Manager Culture and Recreation
- able to ask questions of Council Officers

*Note

A copy of the information provided is attached as an appendix to this report

Site Related Criteria

The 2021 Feasibility Study evaluated the two potential sites using the following “site related” criteria:

1. Demonstrates Warrnambool tourism brand values/unique sense of place
2. Visibility from a major through road or tourism attractions
3. Capacity for coach, private vehicles, and pedestrian access
4. Access to sufficient parking (onsite or off-site)
5. Sufficient space for building footprint and external spaces
6. Sufficient space for future expansion of building or external spaces
7. Minimal infrastructure and flood mitigation requirements
8. Opportunities for sustainability interventions

Feedback Sought and Collation of Feedback

Feedback Sought

The online survey and public forum invited participants to:

1. Rate the relative importance of each of the “site related” criteria
 - participants could nominate the importance as being *Low, Medium or High*
2. Rate how well would a new build on the existing WAG site would support each criterion
 - participants could nominate the support as being *Low, Medium or High*
3. Rate how well would a new build on at Cannon Hill would support each criterion
 - participants could nominate the support as being *Low, Medium or High*
4. Provide additional comment on any of the above

The public forum also provided an opportunity for participants to discuss any of the above.

The written submission allowed for any comment as deemed appropriate.

Example of Feedback Sought

The diagram below provide an example of the questions posed via the online survey and at the public forum.

1. Demonstrates Warrnambool's tourism brand, values, unique sense of place.

How well would the site and WAG project Warrnambool's tourism brand values and its particular characteristics?

How important is this criterion?	How well would a new building at the existing WAG site support this criterion?	How well would a new WAG building at Cannon Hill support this criterion?									
<table border="1"><tr><td>L</td><td>M</td><td>H</td></tr></table>	L	M	H	<table border="1"><tr><td>Lo</td><td>Med</td><td>Hi</td></tr></table>	Lo	Med	Hi	<table border="1"><tr><td>Lo</td><td>Med</td><td>Hi</td></tr></table>	Lo	Med	Hi
L	M	H									
Lo	Med	Hi									
Lo	Med	Hi									

Collation of Feedback

The ratings of the “relative importance” and “support provided” by each of the potential sites received from the online survey and public forum have been collated. These outcomes are provided via graphs for each question

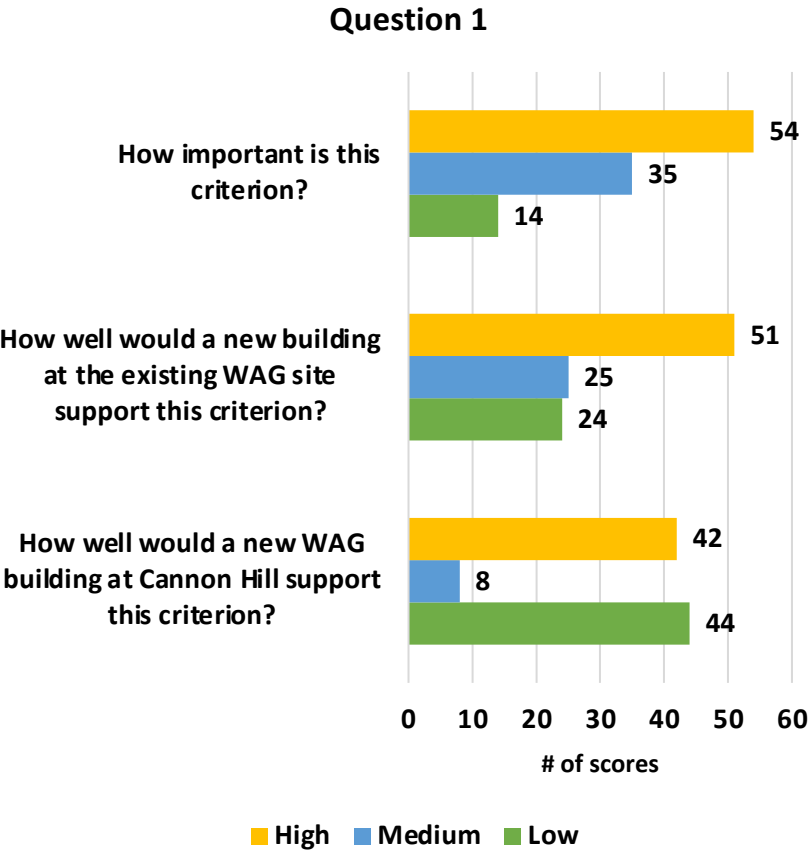
376 comments received via the online survey, at the public forum and from the written submissions have been collated and gathered into “themes” by Dench McClean carlson

The outcomes are reported on the following pages.

Questions 1 and 2

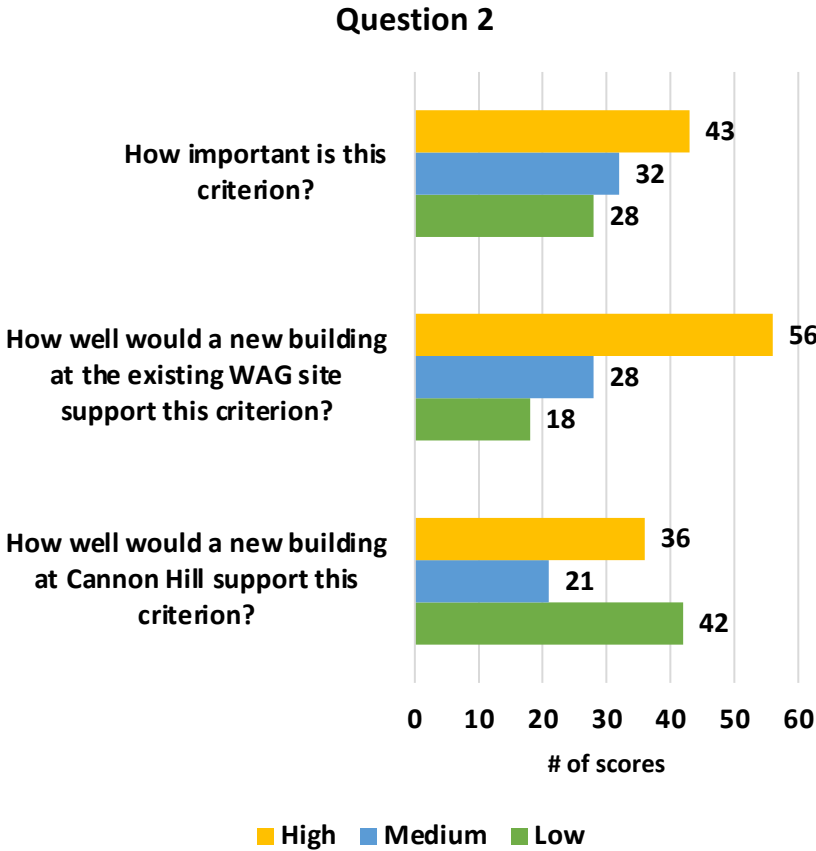
1. Demonstrates Warrnambool's tourism brand, values, unique sense of place.

How well would the site and WAG project Warrnambool's tourism brand values and its particular characteristics?



2. Visibility from a major through-road or tourism attractions.

For a cultural attraction like a gallery to be visited by more than the dedicated minority, it needs to be seen by passing traffic (foot and car) to generate spontaneous visitors.

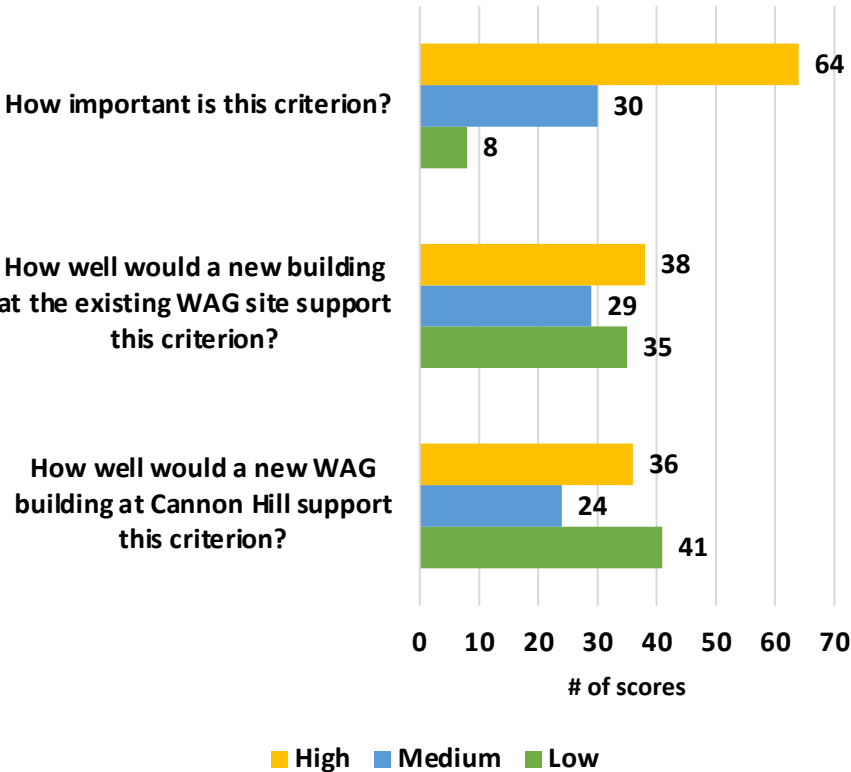


Questions 3 and 4

3. Capacity for coach, private vehicles and pedestrian access

People expect to be able to park close to attractions like art galleries and prefer not to worry about their parking time being limited. Coaches bringing school groups and other visitors need a safe parking location for passengers to disembark and re-board.

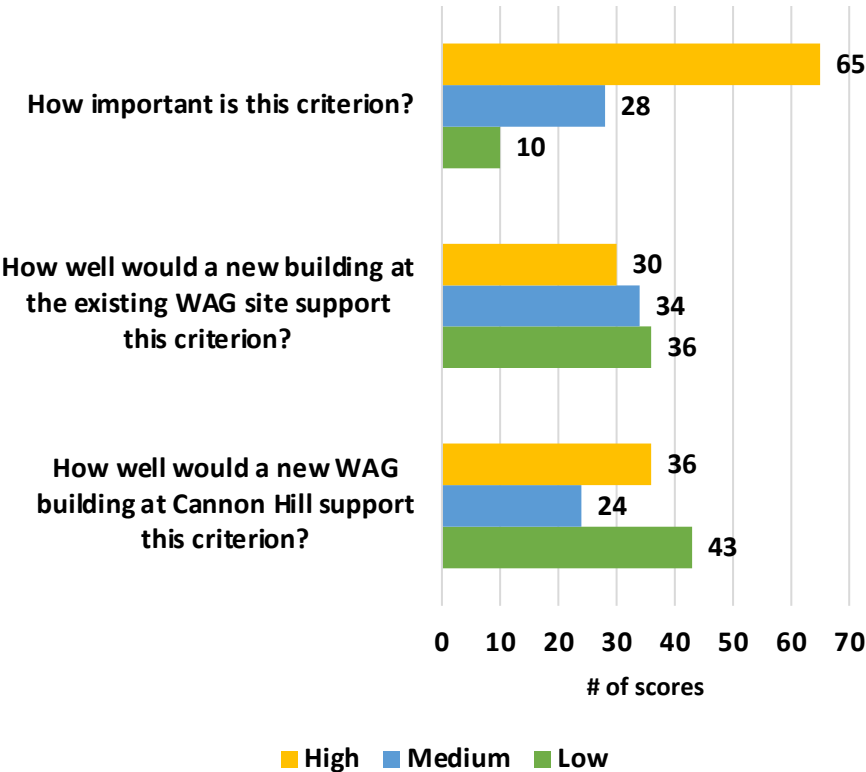
Question 3



4. Access to sufficient parking (on-site or off-site).

This criterion is about sufficient car parking to support WAG visitors. Parking includes the number of spaces typically likely to be available, the length of time one can park there, the cost to park (if any), and the provision of specialised places for coaches and people with special needs.

Question 4

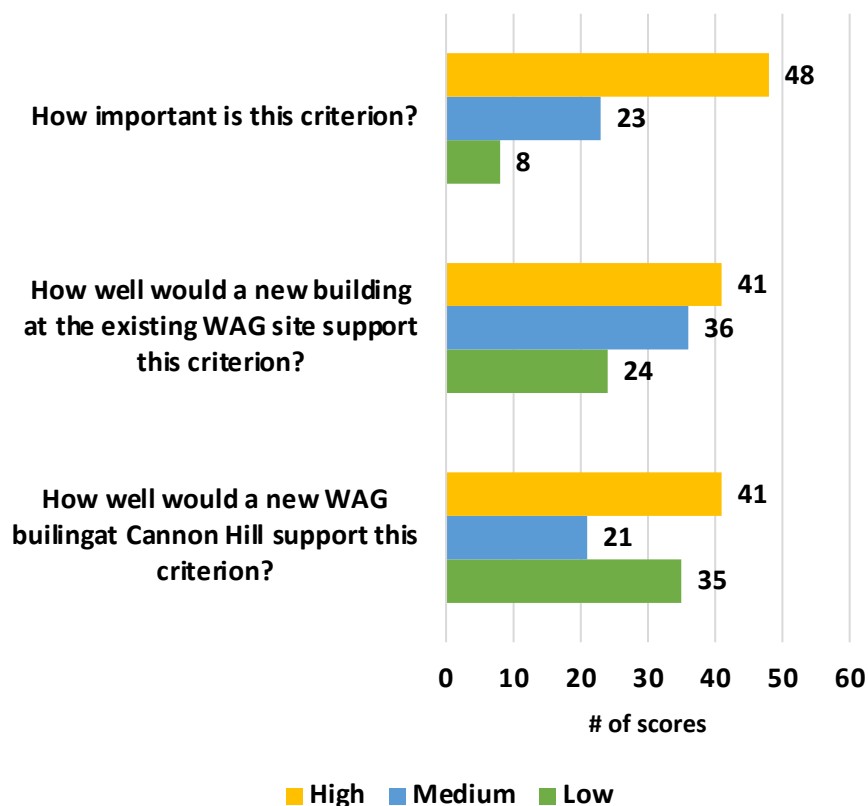


Questions 5 and 6

5. Sufficient space for building footprint and external spaces.

This criterion assesses the total area and its utility and the presence of any physical or other constraints.

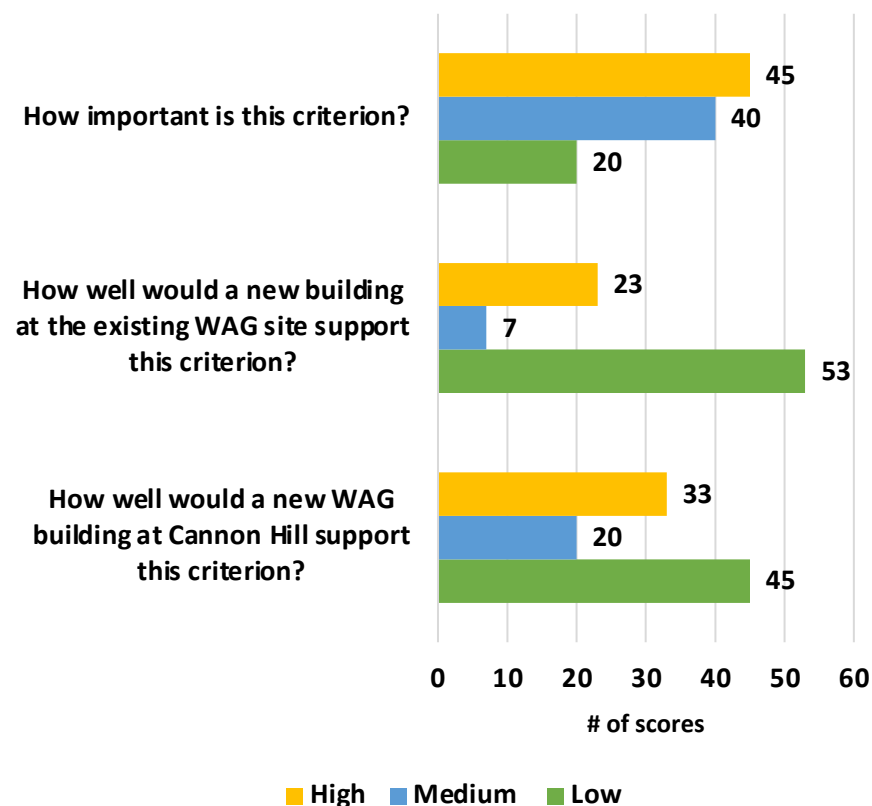
Question 5



6. Sufficient space for future expansion of building or external spaces.

This criterion considers the opportunities for expansion beyond that needed to service unforeseen demand.

Question 6



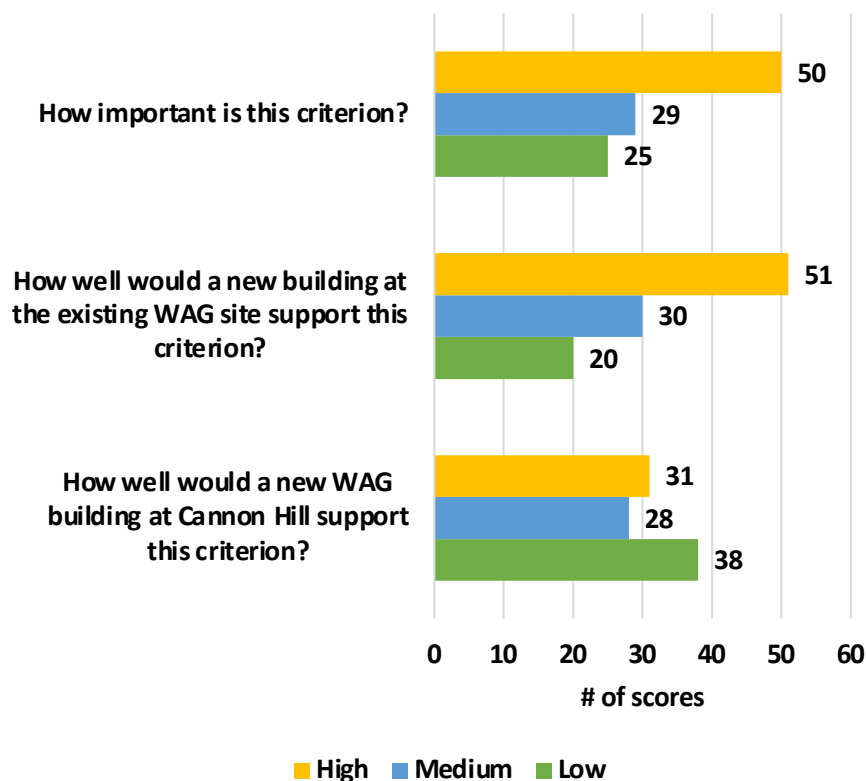
Questions 7 and 8

7. Minimal infrastructure and flood mitigation requirements

This criterion considers multiple aspects including the requirement for:

- additional infrastructure and services to support the development of a new WAG (roads, parking and connection to services);
- geotechnical mitigation works to create a stable development;
- land contamination works to make the operation safe; and,
- flood mitigation work to protect the site .

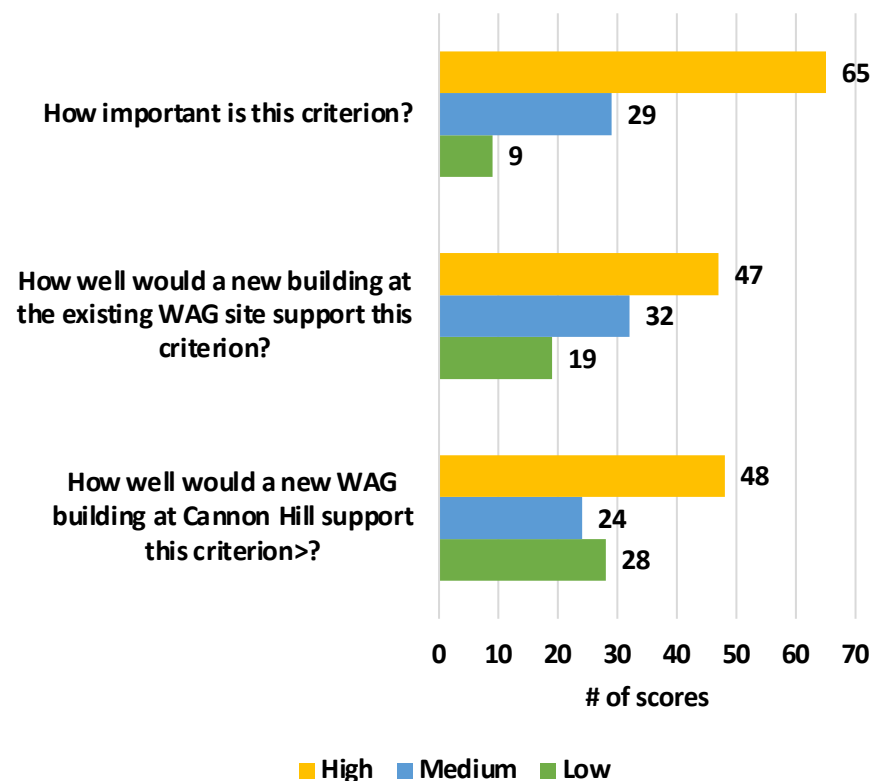
Question 7



8. Opportunities for sustainability interventions

Sustainability interventions can reduce a gallery's carbon footprint and operating cost, delivering inspiration and direction for other developments to follow. The reduction of energy consumption is prioritised as galleries are heavy users of energy; water re-use is also considered.

Question 8



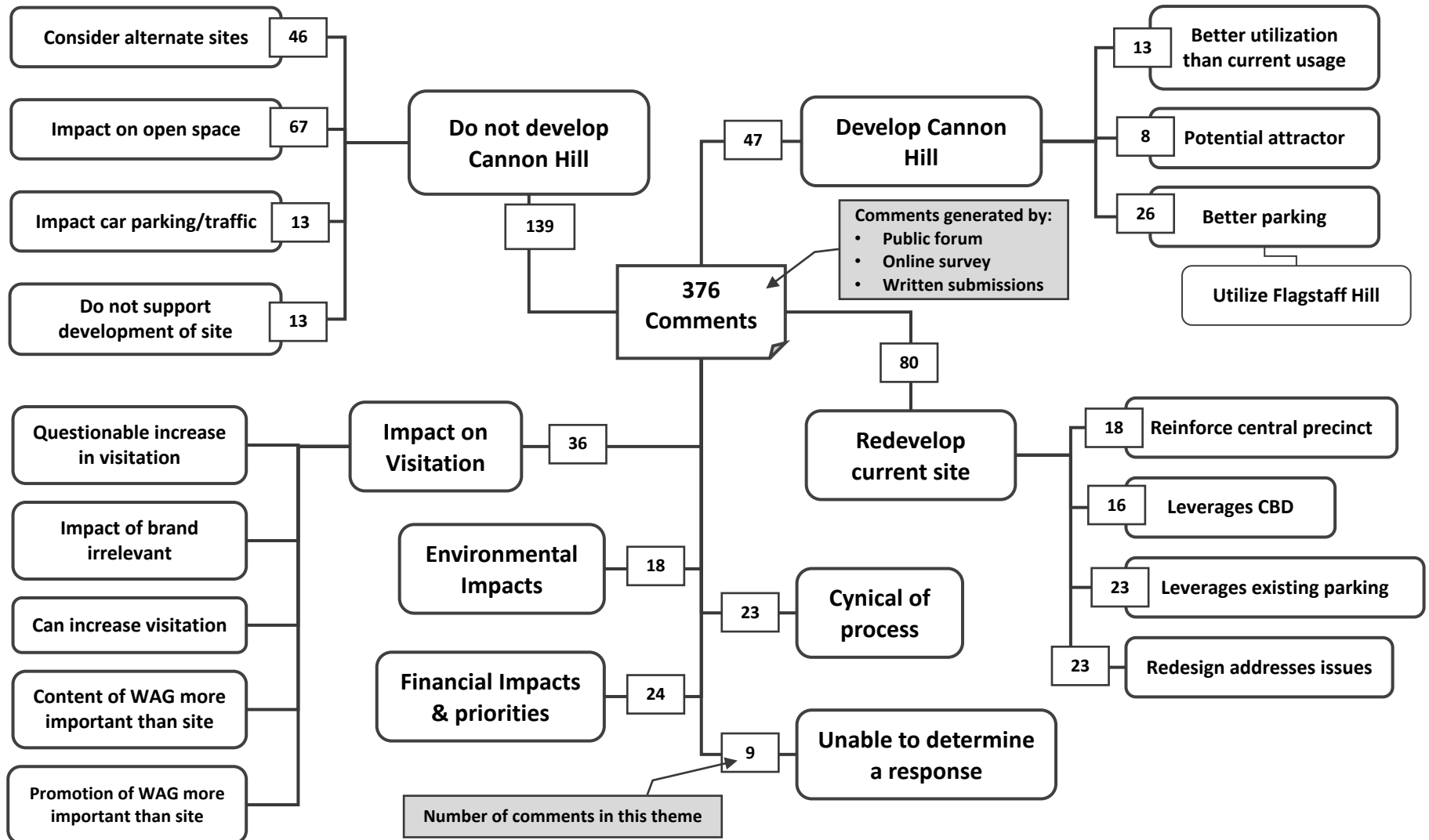
Overview of Scores

Importance of criterion	<p>Which 3 criterion were scored the highest?</p> <ul style="list-style-type: none"> Capacity for coach, private vehicles, and pedestrian access Access to sufficient parking (onsite or off-site) Opportunities for sustainability interventions 	<p>Which 3 criterion were scored the lowest?</p> <ul style="list-style-type: none"> Visibility from a major through road or tourism attractions Sufficient space for future expansion of building or external spaces Minimal infrastructure and flood mitigation requirements
Redevelopment of current WAG site	<p>Which 3 criterion scored the highest?</p> <ul style="list-style-type: none"> Demonstrates Warrnambool tourism brand values/unique sense of place Visibility from a major through road or tourism attractions Minimal infrastructure and flood mitigation requirements 	<p>Which 3 criterion scored the lowest?</p> <ul style="list-style-type: none"> Capacity for coach, private vehicles, and pedestrian access Access to sufficient parking (onsite or off-site) Sufficient space for future expansion of building or external spaces
Development of WAG at Cannon Hill	<p>Which 3 criterion scored the highest?</p> <ul style="list-style-type: none"> Demonstrates Warrnambool tourism brand values/unique sense of place* Sufficient space for building footprint and external spaces Opportunities for sustainability interventions 	<p>Which 3 criterion scored the lowest?</p> <ul style="list-style-type: none"> Demonstrates Warrnambool tourism brand values/unique sense of place* Access to sufficient parking (onsite or off-site) Sufficient space for future expansion of building or external spaces

Note *

scores for the *Development of WAG at Cannon Hill* were polarized for a number of criterion - see Questions 1, 2, 3, 4 & 5

Other Comments



Workshop Handout

The following materials were provided to workshop participants and via the online survey



The future home of the
Warrnambool Art Gallery



www.warrnambool.vic.gov.au

Connect to Council



The Warrnambool Art Gallery (the WAG) has outgrown its building.

It cannot deliver its objectives to the standard of a typical regional gallery in Victoria. Warrnambool City Council is considering options to address this which involve a new gallery building on either the existing site or a new site at Cannon Hill. This issue is being tackled in three stages.

The first stage involved a review of possible options. This included consultation with a range of stakeholders including WAG members, the arts community and the Aboriginal community.

Two options were recommended for further examination in a feasibility study which was the second stage of the project.

The options were:

1. **A new building in the existing site at the edge of the Civic Green.**
2. **A new building on Cannon Hill.**

Concept plans were developed to enable assessment of their feasibility. Note that the concept plans are not final plans for either option.

The estimated build cost for both options at the time of the feasibility study was between \$40 and \$41.5 million.

Council is clear that this funding will need to be obtained from non-Council sources if either of the two options is to proceed.

The community was consulted late last year about the feasibility study and this deliberative forum is an extension of the engagement to help Council determine which of the two sites should be examined in a business case which is stage three. This will include developing a detailed design incorporating community and stakeholder feedback.

The Business Case will include the preparation of a Prospectus to support private sector fundraising.

Council has received Victorian Government funding for the business case.



Option 1

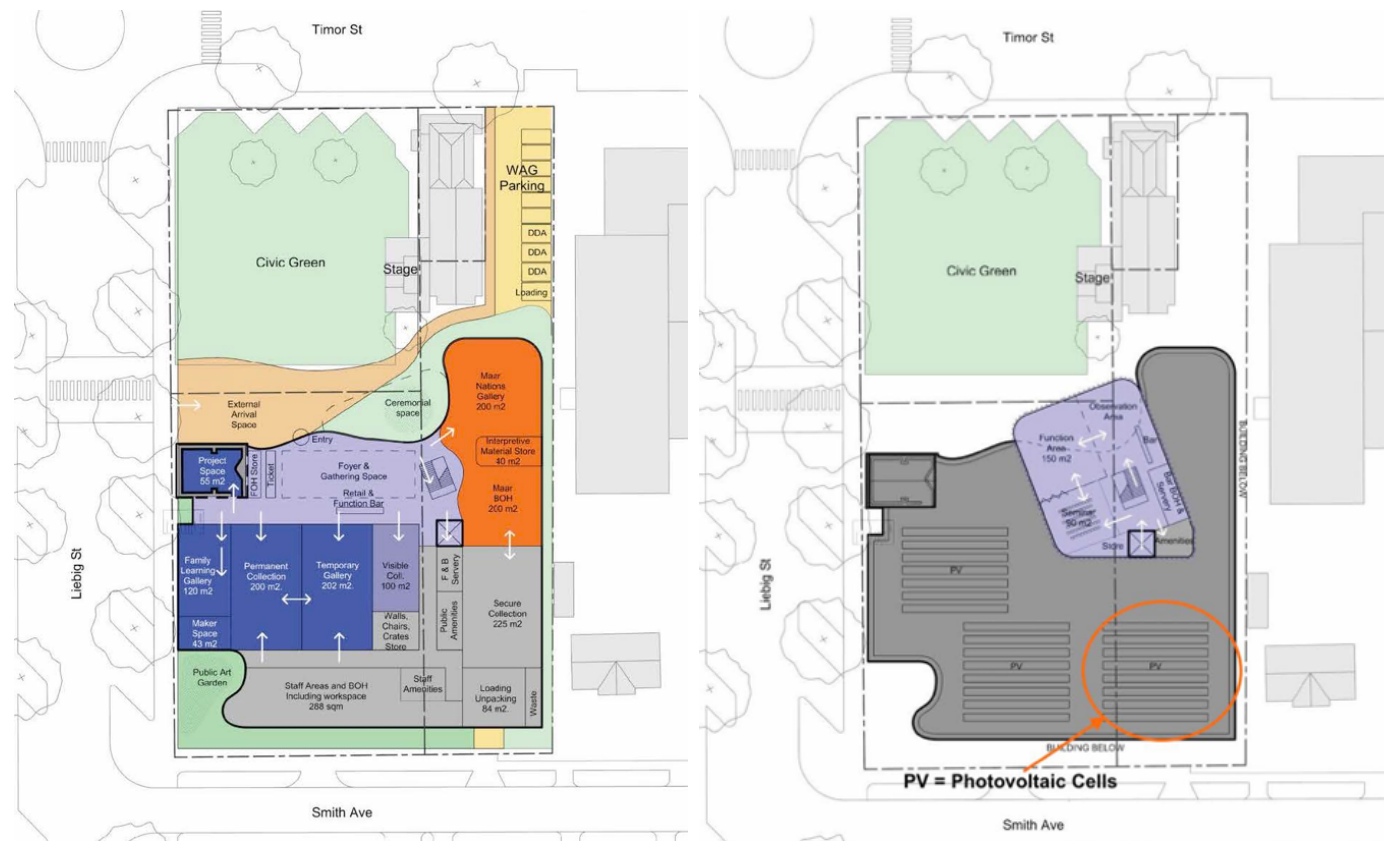
New building on existing WAG site

The Feasibility Study identified that the best outcome on this site would be created by demolishing the existing building and constructing a purpose-designed building.

Considerations:

- To get the floor area required a gallery on this site would need to be multi-level. Multi-level galleries are more expensive and problematic for operations, with a heavy reliance on service lifts and additional space having to be allocated for stairs. Building multiple levels is also more expensive to construct and operate.
- The concept studies have assumed that a new building will not encroach on the Civic Green. (The Civic Green space would be required during construction).
- The concept assumes that the Council-held car parking site to the east can be utilised for the redevelopment.
- The location is in the central business area and within the Cultural precinct adjacent to the Lighthouse Theatre, Warrnambool Library and SW TAFE.
- The Gallery will need to close during construction.

Concept plans - new build on existing WAG site



Option 2

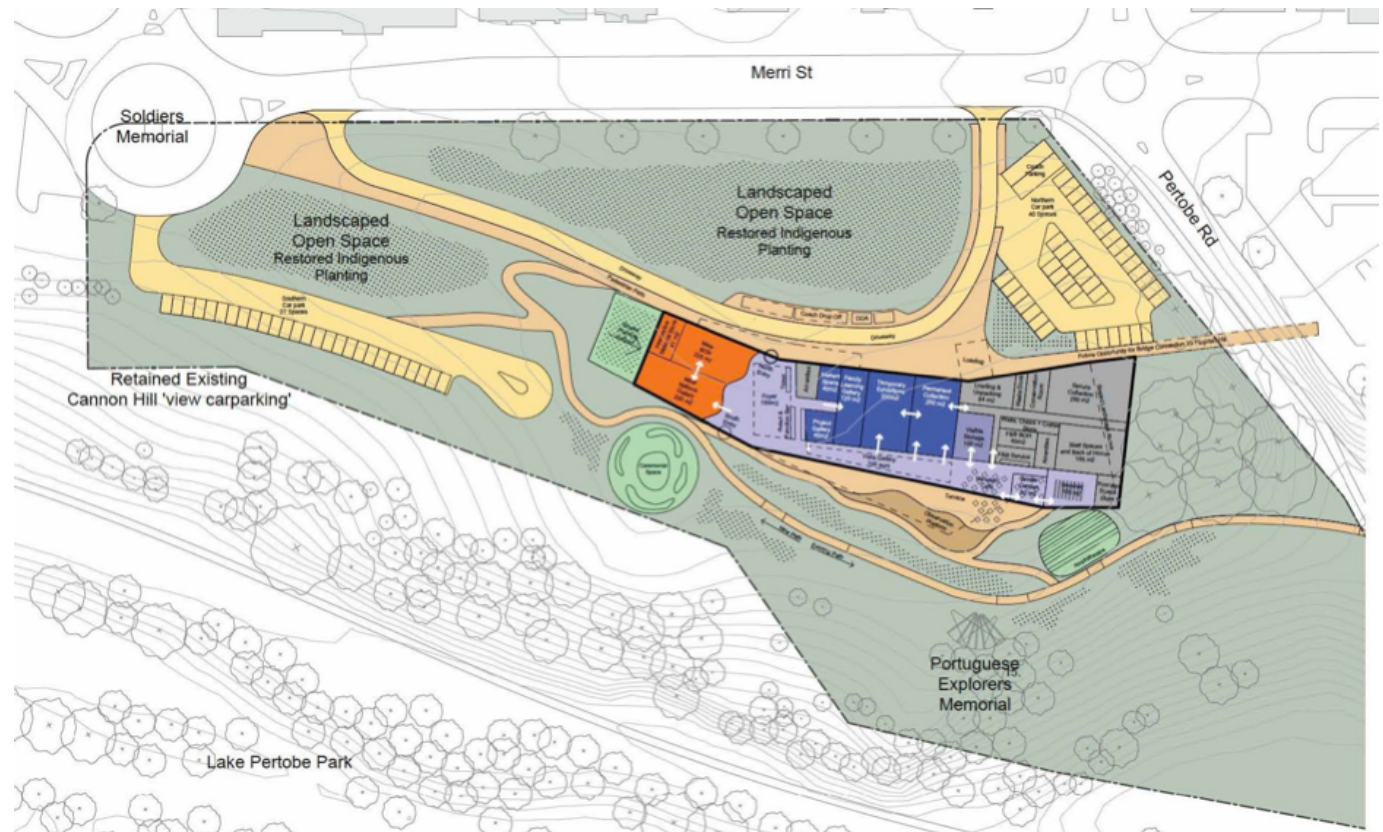
New building on Cannon Hill

The Cannon Hill site is accessed from Merri Street and Artillery Crescent. As Crown Land, the current responsibility for the site rests with the Department of Environment, Land, Water and Planning (DELWP). The DELWP has a management agreement with the Warrnambool City Council for the day-to-day management of the open space, visitor facilities and monuments.

The site includes:

- the Portuguese explorers memorial;
- a bluestone-walled shelter;
- Artillery Crescent provides 52 car parking spaces; and,
- A pedestrian path connecting Liebig St to Pertobe Road.
- Considerations:
- the site offers an outstanding vantage point for views of Lake Pertobe, the headland and the coastline;
- the site provides a point of difference from all other regional galleries in Victoria that do not offer such a position or view;
- the concept can be single level;
- the site connects with Flagstaff Hill and Lake Pertobe;
- the site would be less expensive to build on; and,
- the existing Gallery can remain open during construction and the Civic Green will not be impacted.

Concept plans - new building on Cannon Hill



Assessing the options

Site-based criteria

The site for new Warrnambool Art Gallery (WAG) needs to enable a range of functionality – the Feasibility Study identified the following items as important Site-Based Criteria

1. Demonstrates Warrnambool tourism brand values/unique sense of place

How well would the site and WAG project Warrnambool's tourism brand values and its particular characteristics

How important is this criterion?			New Build on existing WAG Site How well would redevelopment of the existing WAG site support this criterion?			New Build on Cannon Hill Site How well would developing a new WAG at Cannon Hill support this criterion?		
Lo	Med	Hi	Lo	Med	Hi	Lo	Med	Hi
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Comments?

2. Visibility from a major through road or tourism attractions

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Comments?

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3. Capacity for coach, private vehicles, and pedestrian access

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Comments?

[illegible]

4. Access to sufficient parking (onsite or off-site)

This criterion seeks sufficient car parking to support WAG visitors. Parking includes the number of spaces typically likely to be available, the length of time one can park there, the cost to park (if any), and the provision of specialised places for coaches and people with special needs.

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Lo	Med	Hi	Lo	Med	Hi	Lo	Med	Hi
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Comments?

This criterion considers multiple aspects, including the requirement for

- additional infrastructure and services to support the development of a new WAG (roading, parking and connection to services such as power, water and sewer),
- geotechnical mitigation works to create a stable development,
- land contamination works to make the operation safe, and
- flood mitigation work to protect the site.

How important is this criterion?			New Build on existing WAG Site			New Build on Cannon Hill Site		
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[illegible]

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Comments?

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