

West Vic Business

Green Lake Recreational Precinct Vision

25/08/2022



Village Well respectfully acknowledges the Traditional Owners of the land, the Wotjobaluk, Wergaia (Were-guy-ya), Jupagalk, Jaadwa and Jadawadjali people.

We pay respect to their Elders, past and present and are inspired by their ongoing spiritual connection to country and place.

Authors: Valli Morphett, CEO
Shahmeena Labeeb, Studio Manager

Version: 1.0 for West Vic Business review, 25/08/22



Introduction

Village Well are a placemaking consultancy dedicated to connecting people to place for health, wealth and happiness.

Project purpose

Village Well were engaged by West Vic Business to develop a new Place Vision to underpin the potential redevelopment of Green Lake and Horsham Yacht Club into a community and business venue that supports thriving local business networks and community wellbeing.

Process undertaken

The Village Well team undertook a site visit, including site observations, a collaborative site walk with stakeholders and a vision workshop in July 2022, to ensure that placemaking recommendations were grounded upon local knowledge and experience. Summary outcomes of this are included in this report.

Place Vision inclusions

The following Place Vision provides a compelling future vision, concept and catalyst to attract partners that will support its realization. It includes place vision, themes and recommendations to guide future experience, audience and design considerations.



Collaborative site walk

Village Well conducted walks around the site during daytime and evening. A collaborative site walk with 10 local stakeholders was undertaken on 27 July 2022. Below is an overview of key observations made. Further details can be found in Village Well's Place Vision Research Summary Report (07/02/2022).

Challenges identified

- Entrance experience is hidden
- Low amenity at entrance is not a good 'first impression' for visitors
- Site is very windswept
- Appears to be seasonal use only – empty and quiet the rest of the year
- Stepped retaining wall is messy and could be enhanced with landscape
- Lake edge currently not accessible by all
- Green lake was once a well loved, nostalgic summer swimming destination
- Lake is decommissioned reservoir, with opportunity to be formally titled as a community recreational resource

Yacht Club building challenges

- Yacht club turns its back on the visitor.
- Building is in poor condition
- Yacht club is presently an underutilised asset
- Yacht Club is hidden from the highway turnoff – needs to be more visible
- Current design blocks lake views from the interior
- Deck needs maintenance
- Huge potential for redeveloped facility with sports facilities down bottom and social up top

“Opportunity to renew a once loved recreational gem”

How would you like to 'lose track of time at Green Lake?'

- “Setting up a picnic with the kids and spending the afternoon hanging out, eating, swimming and exploring.”
- “Having a beer on the deck taking in the view.”
- “Going for a nature walk on the shoreline.”
- “Sitting in my car and watching the water.”
- “Visiting a pop-up lakeside market.”
- “Relaxing in nature and doing some bird watching.”



Green Lake Recreational Place Vision

Stakeholder engagement



Engagement outcomes

Below is an overview of key themes raised in engagement. Further details can be found in Village Well's Place Vision Research Summary Report (07/02/2022).

Workshop feedback

A place vision workshop with 15 local stakeholders was undertaken on 27 July 2022. A total of 154 inspirational comments and ideas were received. Analysis revealed that stakeholders are most interested in:

- Social gatherings - 26%
- Water sports - 10%
- Recreation - 9%
- Wellbeing - 9%
- Building infrastructure upgrades - 7%
- Business facilities - 6%
- Entertainment - 6%
- Public space & landscape improvements - 6%

Post-workshop feedback

Additional feedback and ideas were submitted by stakeholders who were unable to attend the vision workshop in person. Analysis revealed the following priorities:

- Wellbeing - 21%
- Business facilities - 18%
- Entertainment - 18%
- Recreation - 12%
- Building infrastructure upgrades 12%
- Social gatherings - 9%
- Water sports - 6%
- Public space & landscape improvements - 3%

"The place to experience the Wimmera – big skies, meets Grampians meet farmlands."

"Horsham's Green Lake. Meet, eat, play, stay and unwind."

"The Yacht Club becomes a multi-purpose venue."

"Walking/running track around lake. It's a good 5 km loop."

"A place where you can unwind."

"Hot desks for people wanting to work out their office."

Green Lake Recreational Precinct

Place vision, principles and target audience

Target audience



The Smart family, local family

Joseph and Greta, the two children of busy working parents Stuart and Tracey are growing older and becoming more independent. The whole family enjoys spending time together on the lake. Greta learns to sail, Stuart goes fishing with Joseph, and Tracy finds time for herself to relax with a cup of coffee on the deck. As the afternoon draws to a close, the kids make friends while Tracy and Stuart lounge on the deck and watch the sun set.

Come for:

- Diverse recreational activities
- Fishing pontoons
- Picnic tables in the shade

What enhances their experience :

- Good coffee
- Sunset dinner and drinks on the deck
- Bumping into friends



Rachel, Horsham resident

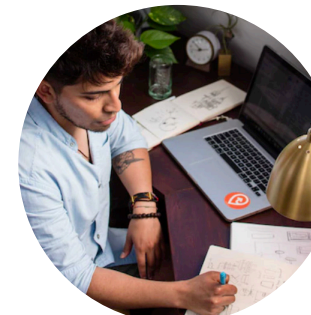
Rachel's parents share stories of their nostalgic past, their fond memories of weekends spent swimming and having fun at the lake. For the first time Rachel will be able to join them in re-living these nostalgic experiences. Rachel regularly swims at the local pool and the new Green Lake disability access mat means that Rachel's wheelchair can access the lake's edge foreshore. She has booked in to use one of the new disability water chairs and can't wait for a lake swim where she will make some Green lake memories of her own!

Come for:

- All access swimming facilities
- Family gatherings
- Nature watching at the lake edge

What enhances their experience:

- All access cafe & deck
- All access picnic benches
- Vibrant activities and events they can share with friends and family



Jeff, local sole trader

Jeff works from home running a sole trader consulting business. He uses cafes for business meetings with clients but the noise can be distracting. Business is good but the loneliness and isolation is getting to him. He is feeling more and more disconnected from community and feels like he is losing his social confidence. Lack of work-life balance means he is not doing enough exercise and he is starting to worry about his expanding waistline. Something needs to change.

Come for:

- Bookable meeting rooms
- Great WiFi & tech support business events
- Well designed co-working hubs, Zoom rooms and breakout spaces

What enhances their experience:

- Mental wellbeing activities
- Yoga and meditation
- Information about recreation and fitness activities



Adam, local youth

Adam graduated from High School and was feeling unsure about his next steps in life. He still lives at home with his parents, and works part time at a cafe, while everyone else's lives seem so free and easy on social media which makes him feel like a failure. He joined a 'come and try' sailing activity and immediately fell in love with the sport. In addition to developing new interests and friendships, he now spends his weekends volunteering at the Yacht Club. He honestly feels happier and healthier than ever before!

Come for:

- Something to do
- Sailing
- Physical recreation

What enhances their experience:

- Social connection and new friends
- Strength building
- Developing new leadership skills



Allen, Jan and Benji, gray nomads

The family home has been packed up and Allen and Jen are on the road for a year in their caravan. Benji their Cavoodle is traveling with them too! They love discovering the unexpected beauty of regional Australia and value 'bragging rights' of being the first to share with other travelers the secret gems they discover along the way. They are excited by the prospect of new future camping & RV facilities over the road one day.

Come for:

- Sense of discovery
- Caravan accessibility
- Good public toilets

What enhances their experience :

- Clear site lines of water views
- Dog water bowl and poo bags
- Future camping/RV locations



Wingu the Pelican, native resident

Wingu's family has been in the region for hundreds of generations and has experienced its gradual urbanisation, to their increased concern. Every day, Wingu spends time at Green Lake socialising, paddling, and fishing with his family and friends.

Come for:

- Water
- Reliable food source
- Safe nesting areas

What enhances their experience:

- Feeling safe and that they will not be preyed upon by foxes and other predators
- Nature zones that are protected from boats/humans

Image reference: Paul Sunman. (2018)

Green Lake Recreational Precinct

Placemaking vision



Place vision and themes

Sunsets, recreation and relaxation; lose time and unwind in the Green Lake Recreational Precinct.

The revitalised Green Lake Recreational Precinct is local gem that residents, visitors and business communities treasure. Nostalgic Green Lake experiences are revived and new memories are made.

Recreational treasure

Once a reservoir water source, the revitalised Green Lake Recreation Precinct is now a valued recreational treasure and an important visitor destination.

The redeveloped Horsham Yacht Club features a huge wrap around deck with informal table seating that maximises the extraordinary lake views. It is the perfect place to relax with a beer and take in the sunsets.

The upstairs mixed-use facility features a relaxed cafe/bar, business hub and club facilities. The business hub and cafe share seating during the day. On evenings and weekends the space is transformed into a entertainment venue and bar that serves light meals. This blended use supports day and night activities that are treasured by residents and visitors alike.

Downstairs people ready watercraft for the days sailing, wind surfing, paddle boating and kayaking. Walking clubs, dog walkers, recreational cyclists and runners love the new lakeside 5km loop walking path.

Social magnet

The upgraded foreshore environment is a place where local people love to come, while away the hours and 'lose time' together.

The new recreational lakeside beach, shaded picnic space, BBQs and flexible open spaces are well lit and perfect for day and night use by families, friends and visitors.

Anglers love the new floating deck and pontoon as they compete for the best spot on misty mornings.

Seasonal pop-up markets, coffee carts and ice-cream vans benefit from the growing Green Lake recreational visitor economy.

Early discussions are being held around the possibility of camping facilities being established over the road, for those who would love to stay overnight in their swags, tents and caravans.

Business haven

The Green Lake Business Hub is a haven for local business people to connect, network and unwind. The waterside views provide an inspirational setting and a welcome escape for those who work from home.

Dedicated co-working desks, noise proof Zoom meeting rooms and breakout spaces feature quality tech facilities and high speed WiFi to meet every business needs.

The community training room can be re-configured for a variety of uses. It is regularly booked for wellbeing sessions, networking functions, local business meetings, meditation and yoga. Coming into the Green Lake office is never a bore!



“A place to meet,
eat, play, stay and
unwind.”

Immersion in nature

Water bodies have ever been a magnet for life. Green Lake is a beacon for bird life, aquatic animals and native flora.

Spending time in nature at Green Lake will improve visitor wellbeing by reducing stress and lowering blood pressure which reduces the risk of heart disease (PowerLab 2021).

Pelicans float on the lakes surface drifting on the lake for hours at a time. Nature zones, areas not for human use, are clearly marked with buoys while local fauna booms.

Nature lovers enjoy exploring the lakes edge on new boardwalks. Bird watching clubs come years round while the new Friends of Green Lake community group help restore and manage indigenous landscapes.

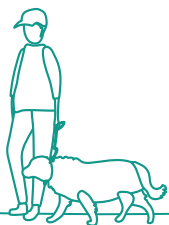
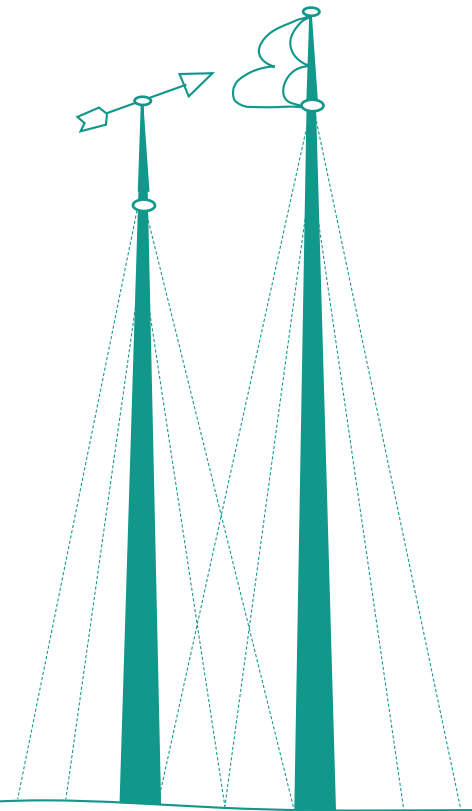
Welcome & accessible

The Green Lake Recreational Precinct is no longer a local 'best kept secret'. Curious travelers, gray nomads hungry for unique experiences and passers by are enticed to stop in and immediately feel welcomed and delighted.

A 'landmark' sail themed artwork is clearly visible from the Highway capturing the attention of the many passers by. The distinctive entry wall statement inspires people to turn. Unique, colorful artwork draw people into the Green Lake Recreation Precinct and lead them to the Yacht Club.

The Yacht Club no longer turns its back on the road with an open accessible entry experience, and irresistible lakeside balcony deck that encourage visitors of all abilities to stop, stick and stay.

The new disability access ramp that connects the carpark, Yacht Club and pontoon mooring facilities ensures the lakes edge and recreational experiences are accessible to all.



Green Lake Recreational Precinct

Placemaking recommendations











Green Lake Recreation Precinct Visualisation





Green Lake Recreation Precinct Plan

LEGEND

-  Proposed building and wrap around balcony
-  Picnic beach area
-  Extended and sealed car parking
-  New /upgraded landscaped areas
-  Floating pontoons
-  Roll out disability access pathway
-  Landmark sculpture
-  Totem artwork columns
-  Entry statement wall



Recommendations

Key recommendations	Early actions
Redevelop and extend the Yacht Club into a mixed-use facility	<ul style="list-style-type: none"> • Develop concept plans for redeveloped Yacht Club facility with expanded footprint and welcoming entry experience. • Business Hub, club facilities and & cafe/bar co-located upstairs. • Expanded utility area, water craft storage, paddle boats and hole in the wall Coffee Kiosk downstairs. • Large wrap around deck to feature picnic tables and seating for gatherings. • Explore partnership model for management of: Business Hub, Yacht Club, Coffee Kiosk and cafe/bar.
Maximise accessibility within the precinct	<ul style="list-style-type: none"> • Provide extended sealed car park to enable easy caravan access. • Upgrade boat ramp facilities from Yacht Club to waters edge. • Support Yacht club to purchase a new disability access mat that may be rolled out to waters edge and pontoons. • Install lake loop recreational path, with boardwalk connections to key nature watching locations. • Map `nature priority zones` and install buoys to establish areas protected from water sports
Use creativity to enhance visibility	<ul style="list-style-type: none"> • Develop concepts for a new entry statement wall and totem sculptures. • Hold design competition for a new sailing theme `landmark sculpture` to be located on the top of mound to attract attention of passers by.
Upgrade the foreshore for recreational use	<p>Develop concept plans for foreshore upgrade that include:</p> <ul style="list-style-type: none"> • Fishing and maritime pontoons to maximise access to water activities. • Upgraded beach facilities with sand and lawn for comfortable community use. • Install upgraded picnic facilities and shade structures. • Provide water fountains for humans and pets.
Activate Green Lake for recreational and entertainment use	<ul style="list-style-type: none"> • Program mobile food vans for Friday nights and weekends. • Explore opportunities for hosting markets at Green Lake. • Explore opportunities for Council and others to run seasonal events at Green Lake. • Explore opportunity to change Green Lake title to recreational use.
Explore future camping	<ul style="list-style-type: none"> • Explore long term potential for establishing camping facilities over the road

Phone: +61 3 9650 0080
admin@villagewell.org
villagewell.org

Level 1, 147 Cecil St
South Melbourne, VIC 3205
Australia

Registered Name:
The Trustee for GR Family Trust ATF
Dolphinium Pty Ltd

Trading Name:
Village Well

ABN: 63 744 123 532
ACN: 063 105 322

Melbourne | Sydney

