

APPENDIX 1 URBAN DESIGN REPORT



THE FOUNDATIONS FUTURE FRAMEWORK

PLANNING PROPOSAL | URBAN DESIGN REPORT
MARCH 2018



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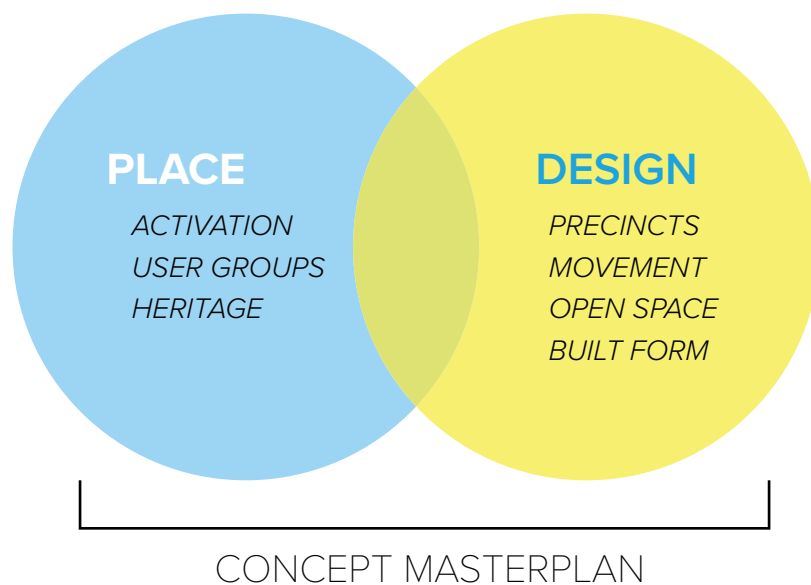
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REPORT STRUCTURE



PORTLAND CEMENT
WORKS IS THE PLACE
THAT BUILT SYDNEY.

NOW CALLED **THE
FOUNDATIONS,**
THE SITE IS SET
TO BECOME A
PRODUCTIVE PART
OF PORTLAND ONCE
AGAIN.





unlocking potential

PROJECT SUMMARY

NESTLED WEST OF THE BLUE MOUNTAINS, SOUTH OF MUDGEE WINE COUNTRY AND WITHIN LITHGOW CITY LGA WITH A LONG AND PROUD MANUFACTURING HISTORY, SITS PORTLAND.



47HA

*recreation lands for
glamping, fishing,
mountain biking*



6.1HA

*adaptive re-use of heritage
lands*



3 LAKES

adapted for publicly accessible recreation and leisure



1 KM

Interpretative heritage trail that tells the story of the famed site

COMMUNITY CONSULTATION

THE LOCAL COMMUNITY OF PORTLAND AND THE BROADER REGIONAL COMMUNITY ARE PASSIONATE AND ACTIVELY ENGAGED.

A critical part of the redevelopment process at The Foundations has been to meet with community, consulting on the project process and assessing appetite for proposed changes. The community are eager to see the site redeveloped and opened up once again as an integral part of Portland's landscape and a place to be proud of.

Since May 2015, AWJ Civil and the project team have engaged with the community, offering an opportunity to visit the site and take pictures before works commenced in 2015, as well as hosting multiple information sessions. The information sessions, located in Portland RSL, have been attended by as many as 150 people from the town and beyond.

Public were invited to add their input into parts of the site to be redeveloped, and expressed any concerns and questions. The early phase of community consultation served to reveal the grand vision for the site, including the launch of the project branding and vision. More recently, the consultation session hosted on 11th August 2017 revealed the long-term plan for Portland Cementworks based on the masterplan and program prepared by RobertsDay.

Transparent consultation has ensured that the community have remained informed, despite a number of obstacles which have impeded the progress of the project, such as the transfer of Crown Land and resolution of the Boral Mining Leases. Despite these delays and uncertainty, community were advised that AWJ had decided to progress with the preparation of a Planning Proposal for re-zoning of the site.

Ideas for early activation and positive announcements were well-received by local residents at the consultation session in August, and featured in positive news coverage of the project.

These announcements included:

- Lithgow City Council approved some amendments to the subdivision of the heritage cottages on Williwa St, allowing the subdivision to commence, and the cottages offered for sale.
- The Glen Museum has almost completed a restoration of the Casino Building and the project team are in the process of negotiating a Licence Agreement which could see occupation by the Museum this summer.
- There have been positive discussions with Wallerawang CAS branch and NSW Fisheries to investigate the viability of stocking trout and Murray Cod in some of the dams on site.
- Internationally renowned artist Guido Van Helton has expressed interest to paint the cement silos. dependent upon terms he may be available to start this summer.
- There have also been discussions with a 'glamping' operator and investigations into grants available for the construction of boardwalks.

The Foundations Portland has a digital presence both as a website (including press releases) and a facebook page which present alternate ways for the community to stay updated and get involved. A number of people have commented and shared ideas for the site, as well as personal anecdotes and images. This proposal respects and responds to the tapestry of these rich stories and connections between the place and the people of Portland.

“

If the new owners of the Portland cement works site can work their magic as envisaged then Portland is set to become a showplace for the region.

”

- LITHGOW MERCURY

PUBLIC PRESENTATIONS

Members of the public congregate at Portland RSL to receive updates and plans of development







01

PORTLAND

NOW &
THEN

REGIONAL LOCATION

NESTLED WEST OF THE BLUE MOUNTAINS, SOUTH OF MUDGEE WINE COUNTRY AND WITHIN LITHGOW CITY LGA WITH ITS LONG AND PROUD MANUFACTURING HISTORY, SITS PORTLAND.

This central western region of New South Wales is a layering of National Parks, industrial centres and tourist destinations. With the wider population spread across small cities and towns, Portland itself is home to 2307 residents.

Best known for its spectacular natural environment, the region also boasts a rich industrial and mining heritage. The hilly rural landscape is characterised by mines, factories, power stations and production works, with the Portland Cementworks (established 1902) at the heart of that network. Further north, in the fertile Cudgegong River valley, vineyards dot the landscape and draw tourists from across the state.

Railway development followed the lime industry expansion in the 19th Century, and saw the building of an engineering masterpiece, the Zig Zag railway (which currently attracts over 80,000 visitors a year). The Lithgow LGA has always been a centre for enterprise, and along with cement, there has been the production of iron, copper, steel, weaponry, and even textiles. Now the area is highly dependent upon the energy sector and electricity generation, with mining as the main current employment industry in Portland.

Just over two hours drive from Sydney, Portland can be accessed via the Great Western Highway or the Castlereagh Highway, but is hidden from view and currently does not attract highway traffic. The major neighbouring cities of Bathurst and Lithgow collectively draw over a million visitors a year, with Bathurst known for its gold rush-era buildings and growing education sector, and Lithgow as the core of the coal-mining district.

The natural environment takes main stage in this region, with the dramatic landscape of the Blue Mountains attracting over 2 million visitors a year for outdoor recreation (in addition to overnight stays, and commercial tourism). In addition, National Parks, State Forests and Crown Reserves are situated to the west of the mountains.

Portland offers the unique combination of close proximity to three State Forests (Sunny Corner, Ben Bullen, and Falnash) in addition to events infrastructure such as its showground. The Foundations holds the potential to become a major regional destination for events and tourism – where industrial heritage, tourism and the great outdoors meet in the centre of a richly layered region.



BATHURST

750,000 annual
visitors
goldrush

A32



MUDGEE

500,000 annual visitors

wine region

Burrundulla Vineyards

Broombee Vineyard

Martins Hill Wines

Riverlea Retreat

Lake Windamere

Logan Wines

De Beaurepaire Wines

Wollemi National Park

RYLSTONE

makers movement

BLUE MOUNTAINS

2 million annual visitors

ILFORD

makers movement

Turbane Mine

GLEN DAVIS

industrial heritage

CAPTERTEE

adventure recreation

Turon National Park

Gardens of Stone National Park

Cullen Valley Mine

Sunny Corner State Forest

Lithgow City LGA

EMIRATES

ecotourism luxury

Baal Bone

Ben Bullen State Forest

Delta Power

to Sydney

PORTLAND

The Foundations (THE SITE)

Mt. Piper Power

Marrangaroo National Park

LITHGOW

450,000 annual visitors
industrial heritage

Mt. Panorama

Goldfields

Blast Furnace

State Mine

Zig Zag Rail

Small Arms Factory

understanding the people

LOCAL LIFE, JOBS + VISITATION

DEMOGRAPHICS

CENSUS 2016
PORTLAND POPULATION

2,424



POPULATION
DENSITY OF
0.23 P/HA



MEDIAN AGE
47 YEARS
(38 IN NSW)

COUPLES
WITHOUT
CHILDREN
MOST COMMON
FAMILY TYPE

(37% IN NSW)



AVERAGE DWELLING
3 BEDROOM

72% HOME
OWNERS
(64% IN NSW)



RELEVANCE:

A largely unchanging population of empty nesters places demand on the tourism industry to bring families and mixed ages into the area. transport and healthcare needs will increase as the population ages.

LIFESTYLE AND VALUES

RURAL LIFESTYLE

RESIDENTS VALUE ACCESS TO NATURE, WHETHER FOR BACKYARD PROJECTS, A VEGGIE PATCH, OR JUST SOCIALISING



TREE CHANGERS
A GROWING TREND: SWAP CITY LIFE THE COUNTRY

LOCAL INITIATIVES AND GROUPS INSTILL A SENSE OF PRIDE AND NEIGHBOURLY CONNECTION



HYPER LOCAL

AFFORDABILITY REQUIREMENTS

83% OF COMMONWEALTH RENT ASSISTANCE RECIPIENTS IN HOUSING STRESS ARE SINGLE PERSON HOUSEHOLDS (IN LITHGOW LGA)



GROWING OLDER 70-74 YEARS GREATEST GROWING AGE GROUP

RELEVANCE:

LARGE LOTS can offer expansive open space, views to the scenic surroundings, and room for generous dwellings.

TRADITIONAL LOTS would compliment the existing housing in Portland, with room for couples and families.

TOWN HOMES would satisfy the demand for greater housing diversity and smaller dwellings, allowing ageing in place.

AGED CARE is currently under-provided in the area and would offer living assistance as well as companionship.

understanding the people

LOCAL LIFE, JOBS + VISITATION

TOURISM



NEARBY VISITORS

BATHURST	750,000
MUDGEES	500,000
LITHGOW	450,000
BLUE MOUNTAINS	2,000,000

OVERNIGHT STAYS

2.8 NIGHTS

AVERAGE

48% OF VISITORS
STAY OVERNIGHT



PURPOSE OF VISIT

37% HOLIDAY

34% VISITING FRIENDS
/ RELATIVES
15% BUSINESS



ACCOMMODATION

**43% PROPERTY OF
FRIEND / RELATIVE**

18% STANDARD
HOTEL/MOTEL
12% CARAVAN PARK
/CAMPSITE



PRIMARY MARKET

ACCOMMODATION PREFERENCE:

WELL-PRESENTED, QUALITY B&BS, SELF-CONTAINED APARTMENTS AND CABINS

ACTIVITIES & EXPERIENCES:

ACTIVE OPTIONS, LOCAL CULTURE, PARKS, MARKETS AND GALLERIES

BABY BOOM

(52-71 YEARS)

GEN X

(38-52 YEARS)

- 43% WANDERERS
- 17% PAMPADOURS
- 16% GROUPIES
- 13% TRUE TRAVELLERS
- 13% COMPATRIOTS



RELEVANCE:

Despite rich scenic landscapes, the competition of the Blue Mountains increases the demand for new tourism drawcards - creativity, indulgence and stimulation aimed at the over 40s audience. There is room in the market for improved and increased accommodation offer.

EMPLOYMENT

LABOUR FORCE PARTICIPATION



50%

OF PORTLAND RESIDENTS 15+ ARE EMPLOYED OR LOOKING FOR WORK

64% FULL-TIME
32% PART-TIME

OCCUPATION

TECHNICIANS AND TRADE WORKERS



18%
15%

MACHINERY OPERATORS AND DRIVERS



17%
8%

CLERICAL AND ADMINISTRATION



13%
13% PORTLAND REGIONAL NSW

MAJOR INDUSTRY



16% OF PORTLAND LABOUR FORCE

12% OF LITHGOW LABOUR FORCE

2.5% OF REGIONAL NSW LABOUR FORCE

RELEVANCE:

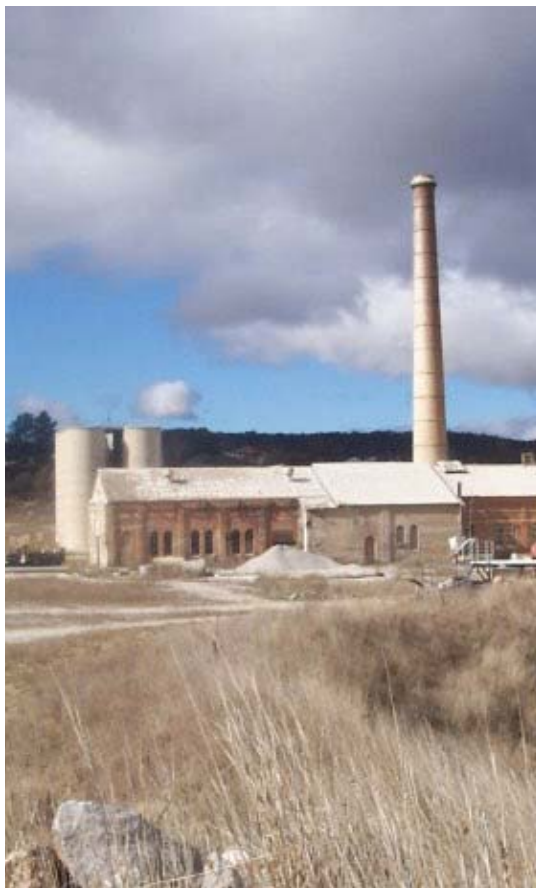
High numbers of physical labour roles should be supported with skilled, retail, and tourism industries to build a more diverse economy.

understanding the place

PORTLAND TODAY

HERITAGE CEMENTWORKS BUILDINGS

Distinctive industrial structures in the site's southern precinct



HERITAGE BOTTLEKILNS AND FOREST

Undulating green space and growth to the north holds recreational and accommodation potential



QUARRY LAKES

Three deep bodies of water to the east and west of a central expanse



PORTLAND TOWN CENTRE

Although small, the town centre of Portland includes essential and specialist retail and a range of recreational facilities. It is one of the few authentic Art Deco towns in New South Wales.



Kremer Park Showground allows for large scale events



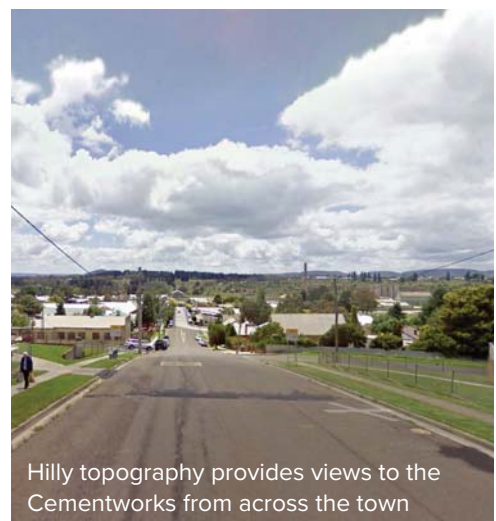
The main street is lined with small shops in Art Deco buildings, anchored by the Coronation Hotel



The iconic Olympic Pool



'Signs of Yesteryear' add to the historic identity of Portland.



Hilly topography provides views to the Cementworks from across the town

understanding the site

THE CEMENTWORKS IN FOCUS



THE SITE TODAY

The Foundations site is located directly north of Portland Town Centre, which is anchored by a main shopping street. Rocky plateaus to the east of the fourth quarry lake and dense forest to the north create a natural boundary, which is complimented by an undulating topography which provides vantage points across the site. Heritage buildings are clustered on the site's southern edge near the town centre and form a strong basis for a heritage precinct at the south of the site.

- The Foundations site
- Town Centre core
- Heritage Building
- Accessway
- Dense forest
- Topographic peak
- Rocky plateau
- Topographic peak
- Protected creek
- Key location



EXISTING OWNERSHIP PATTERNS










- Mining lease parcels
(not included in contract of sale)
- Additional parcels
(not included in contract of sale)
- AWJ Civil lots
- Crown lots to be transferred

understanding the site

THE CEMENTWORKS IN FOCUS

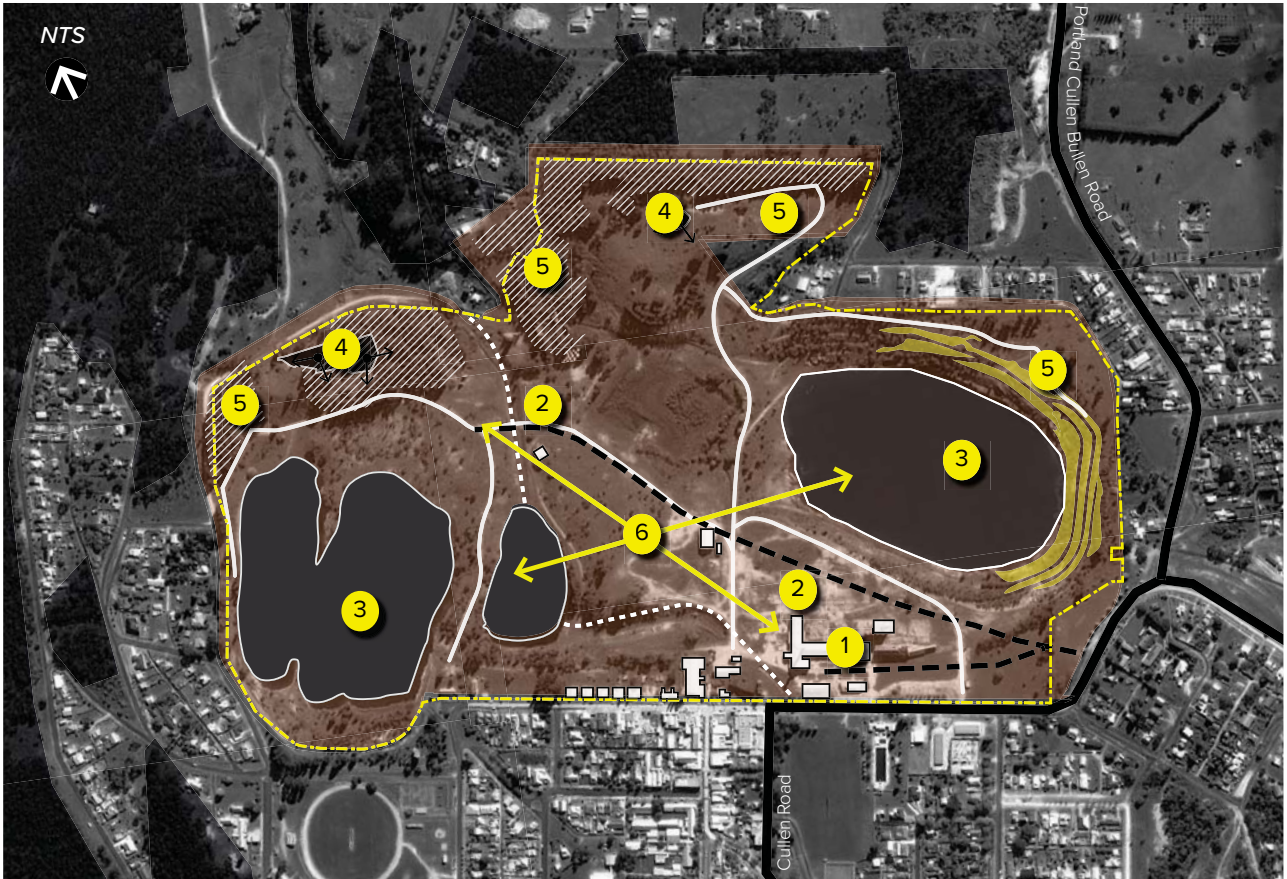


DEVELOPMENT CONSTRAINTS

- | | | | |
|---|---------------------------------------|---|-------------------------------------|
|  | State Heritage Register Curtilage |  | Dense forest |
|  | Site of high archaeological potential |  | Electrical transmission Line (66kV) |
|  | Heritage Area |  | Bushfire vegetation buffer |
|  | Protected creek |  | Bushfire prone vegetation 1 |
|  | Significant rail line | | |

*In addition to the above mapped features, it is noted that there are no lands identified as 'environmentally sensitive' on Biodiversity Maps in the 2014 Lithgow LEP.

The entire site is identified as 'groundwater vulnerable' in the 2014 Lithgow LEP. This is subject to more detailed investigations at a later date.



PLACE OPPORTUNITIES

- 1 CELEBRATE ICONIC INDUSTRIAL HERITAGE THROUGHOUT SITE
- 2 ENHANCE AND CONNECT HERITAGE INTERPRETATION ALONG VIEW CORRIDORS AND RAIL LINES
- 3 CONNECT TO WATER FOR RESIDENTS + VISITORS
- 4 UTILISE TOPOGRAPHY FOR PLACE MAKING AND VIEWS
- 5 POTENTIAL RENATURALISATION AND COMMUNITY GARDENS
- 6 CROSS-SITE CONNECTIVITY OF KEY DESTINATIONS + PLACES

a place of production and innovation

CEMENTWORKS HISTORY

OVER A CENTURY AND A HALF OF CHANGE HAS SHAPED THE STORY OF THE CEMENTWORKS AND THE TOWN OF PORTLAND. THE OPPORTUNITY EXISTS TO WRITE THE NEXT CHAPTER.

MODERNISATION

Outmoded, old plant was acquired and a new more efficient plant was begun, including the powerhouse, boiler house, and ambulance station. A brickmaking plant was also set up and by April 1901, 284 men were employed in brick making and construction work.

EXPANSION

Demand exceeded supply and the plant continued to expand with rotary kilns added year on year. In 1906 Portland was gazetted as a town, and by 1911 there was a population of 2,376.

RAILWAY LINE

Extension of the railway line to Capertree, boosting general settlement and industrial growth.

1863

Thomas Murray selected 61 hectares of land and constructed his first lime kiln on what is now the corner of Lime and Villiers Streets

FIRST LIME KILN

1883

1884



Cullen Bullen Lime and Cement Company experimented cement making in NSW and continued producing cement until 1895, when they struggled to make Portland cement to a sufficiently high standard.

EARLY PRODUCTION

1900

1904

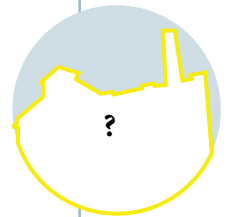


Workers strikes combined with the high cost of labour after WWI pressed the case for greater mechanisation. The works were expanded with new and more efficient machinery.

MECHANISATION

1920

1927



Maximum production levels due to improvements in technology. Despite growing competition, the plant sold 143,803 tons of cement (one third of all in NSW).

PROSPERITY

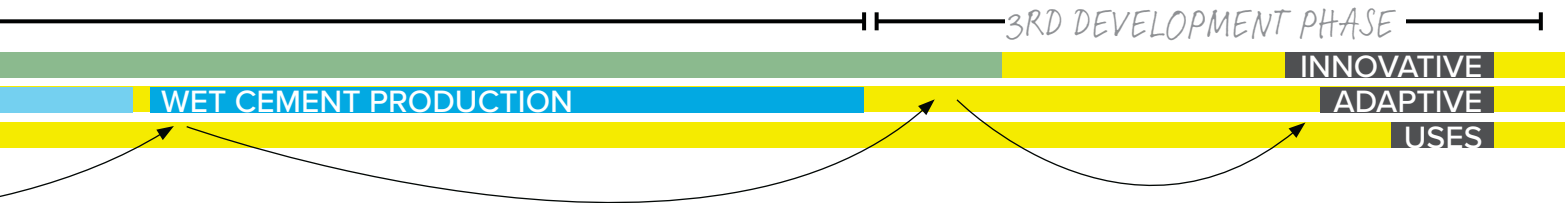
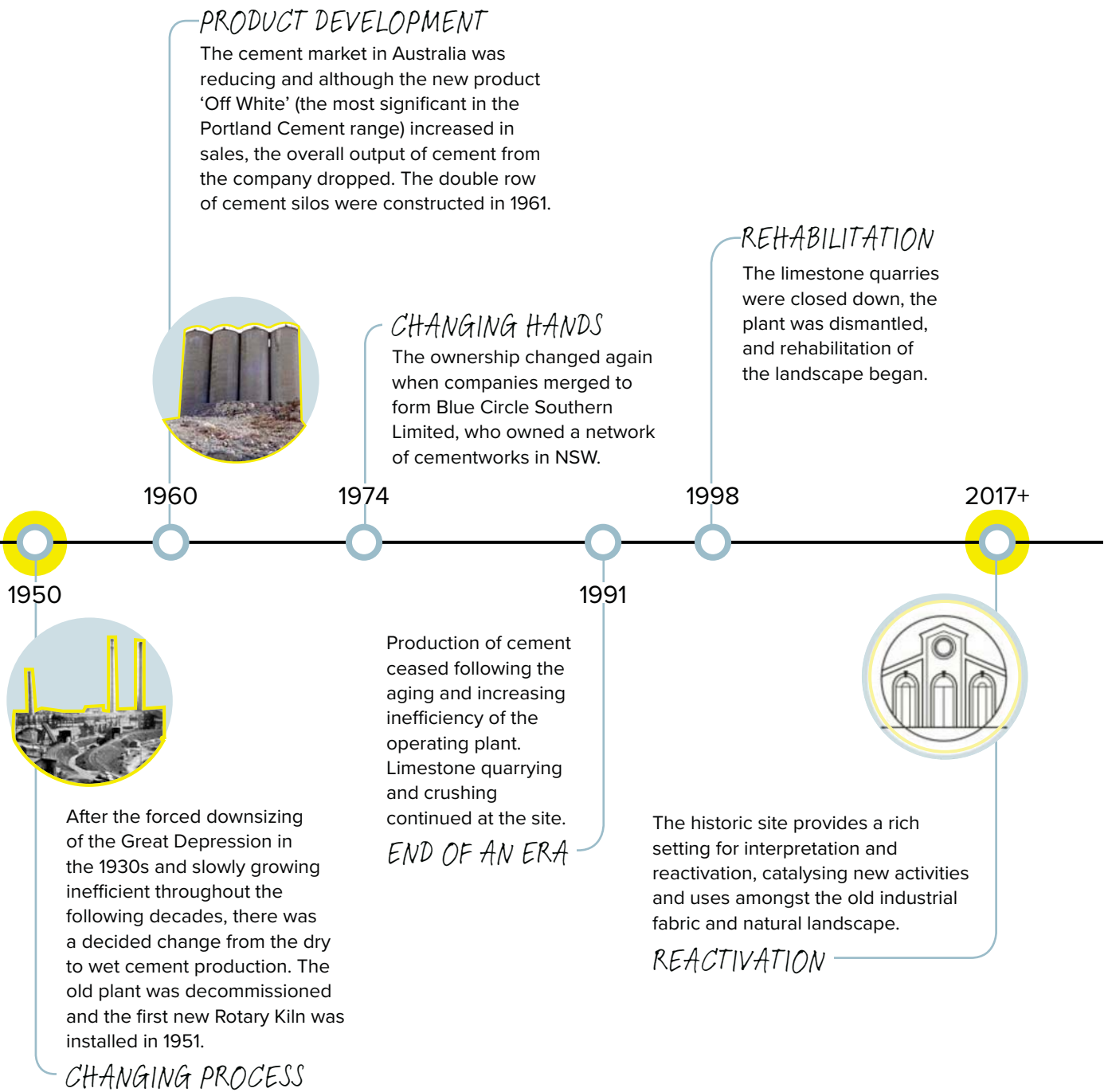
1ST DEVELOPMENT PHASE

2ND DEVELOPMENT PHASE

LIMESTONE QUARRYING

DRY CEMENT PRODUCTION

BRICKMAKING + CONSTRUCTION



1910 SITE DRAWING

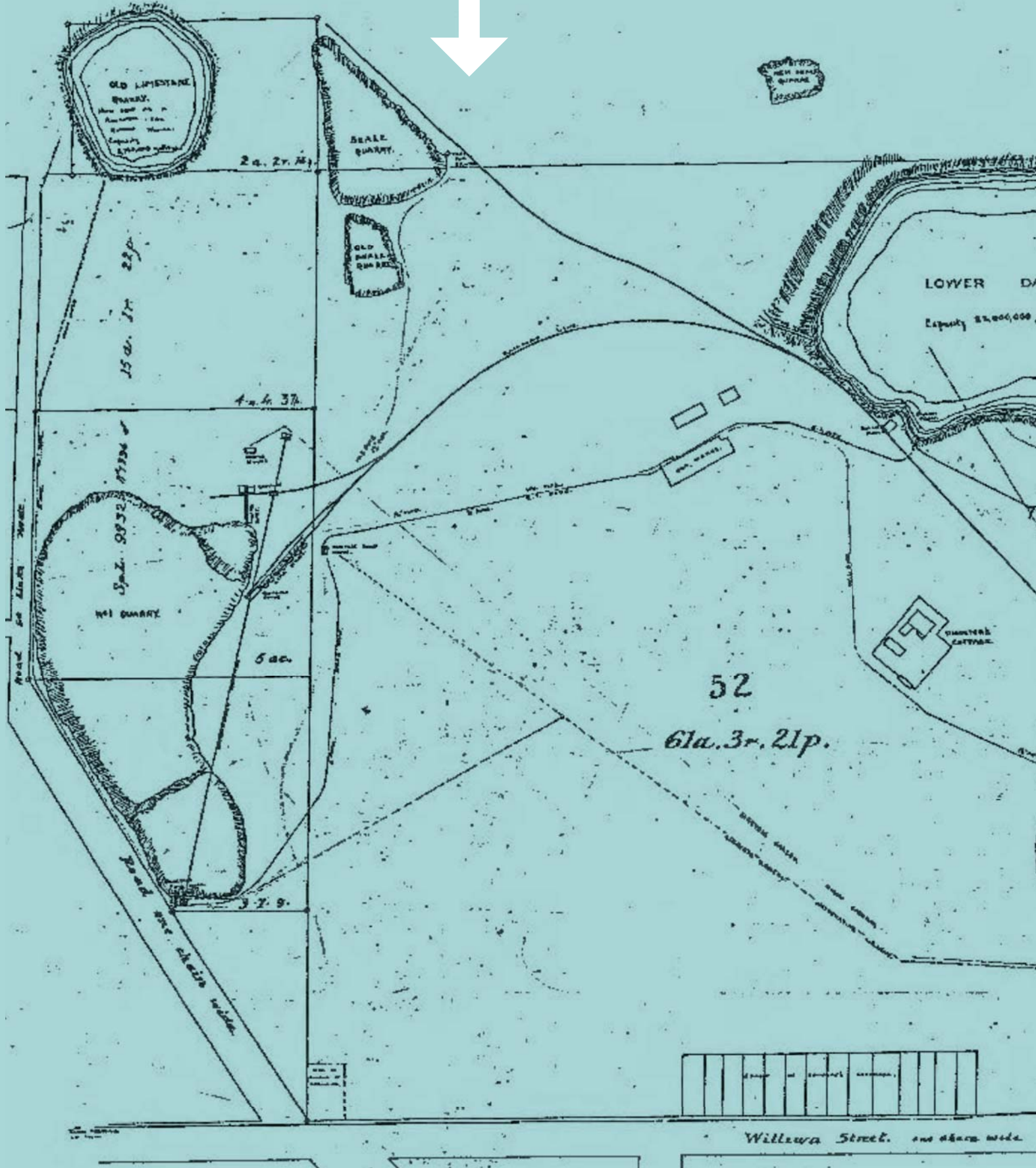
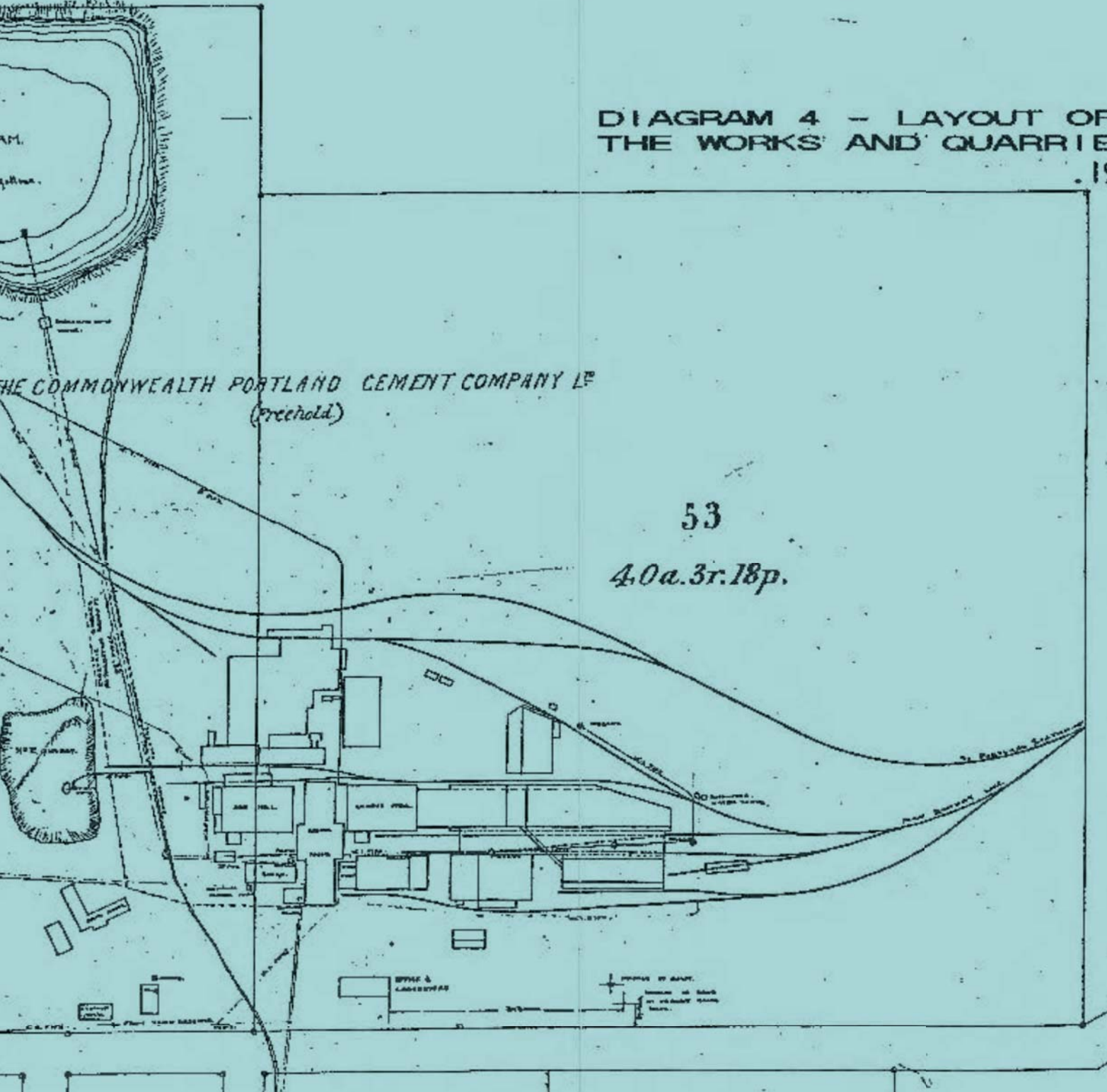


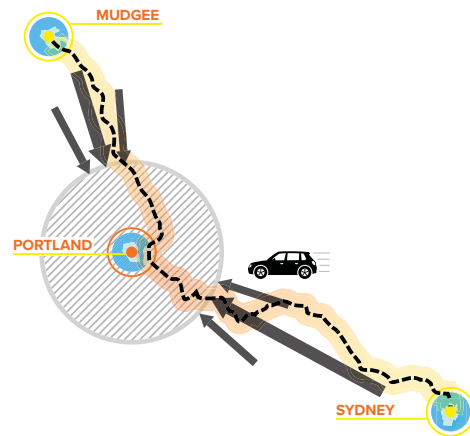
DIAGRAM 4 - LAYOUT OF
THE WORKS AND QUARRIES



UNIQUE QUALITIES OF THE SITE

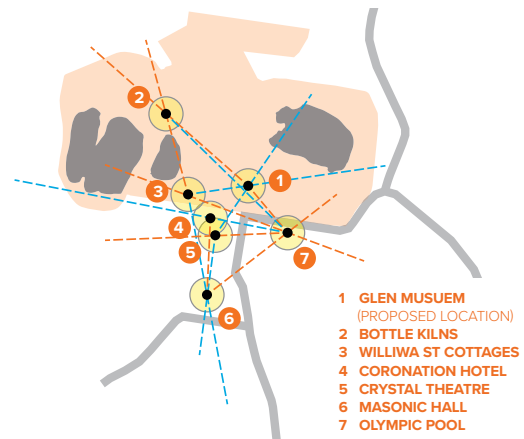
REGIONAL POSITION

Bordering Central NSW and the Blue Mountains regions, Portland has the opportunity to capitalise on the complimentary characters of the two. The town also sits half-way between Sydney and Mudgee, and could become a destination for visitors touring the route between Australia's most iconic major city and a well-established high profile wine and food region.



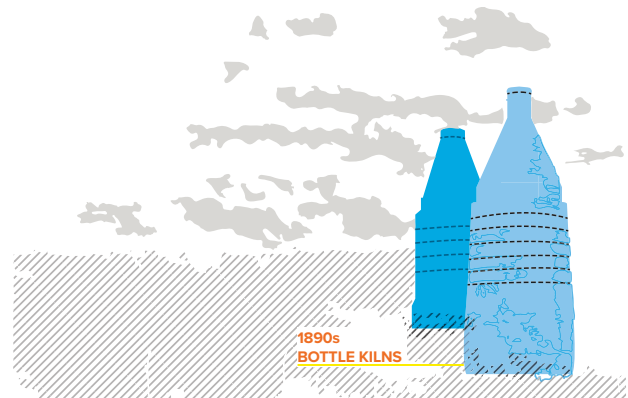
COMPELLING HISTORIC NARRATIVE

Portland's rich heritage as a production hub and NSW town is kept alive through the Glen Museum's collection. This local resource is to be celebrated and relocated to The Foundations. Landmark heritage buildings around the town compliment the collection and provide the basis for Portland to become a heritage attraction especially aimed at the Baby Boomers, coach tour, and camping/caravanning market.



HERITAGE + INDUSTRIAL ICONS

The buildings and quarry lakes of the Cementworks site are an icon for the town and an intrinsic part of the heritage and fabric of the area. Impressive in scale, significant in historic importance and iconic as the cornerstone of the 'Town that Built Sydney'. The Foundations offer the potential to be reimagined as one of the main attractions in the region - combining unique industrial buildings and attractive natural surroundings.



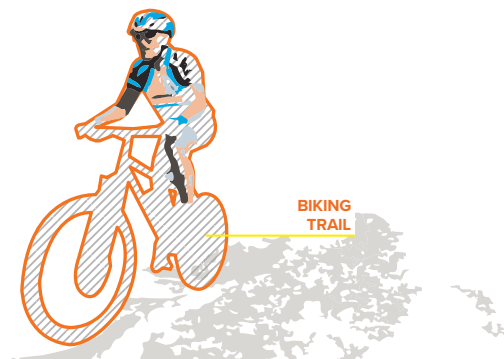
AN ENGAGED COMMUNITY

The town of Portland is made vibrant by its people, who make up a strong community. Amongst these, there is an active business network working together to drive the development of Portland as a productive and tourist hub. Open space at the Cementworks site is the ideal location for productive community uses, such as gardening and urban agriculture. This would encourage the cohesion of local residents, whilst also generating useful produce.



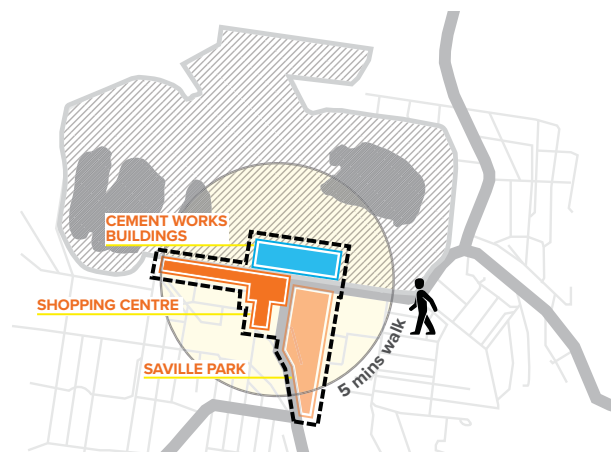
RECREATIONAL OPPORTUNITIES

Portland offers the relationship between a town centre, event facilities, State Forests and lakes and dams in close proximity. This strong combination could be solidified through the support of existing activities (bushwalking, 4WD, bird watching, food harvesting, sporting events) and the introduction of new ones. Locating essential recreation infrastructure at the Cementworks site would be central to both The Foundations and Portland's positioning as an event venue and recreational destination.



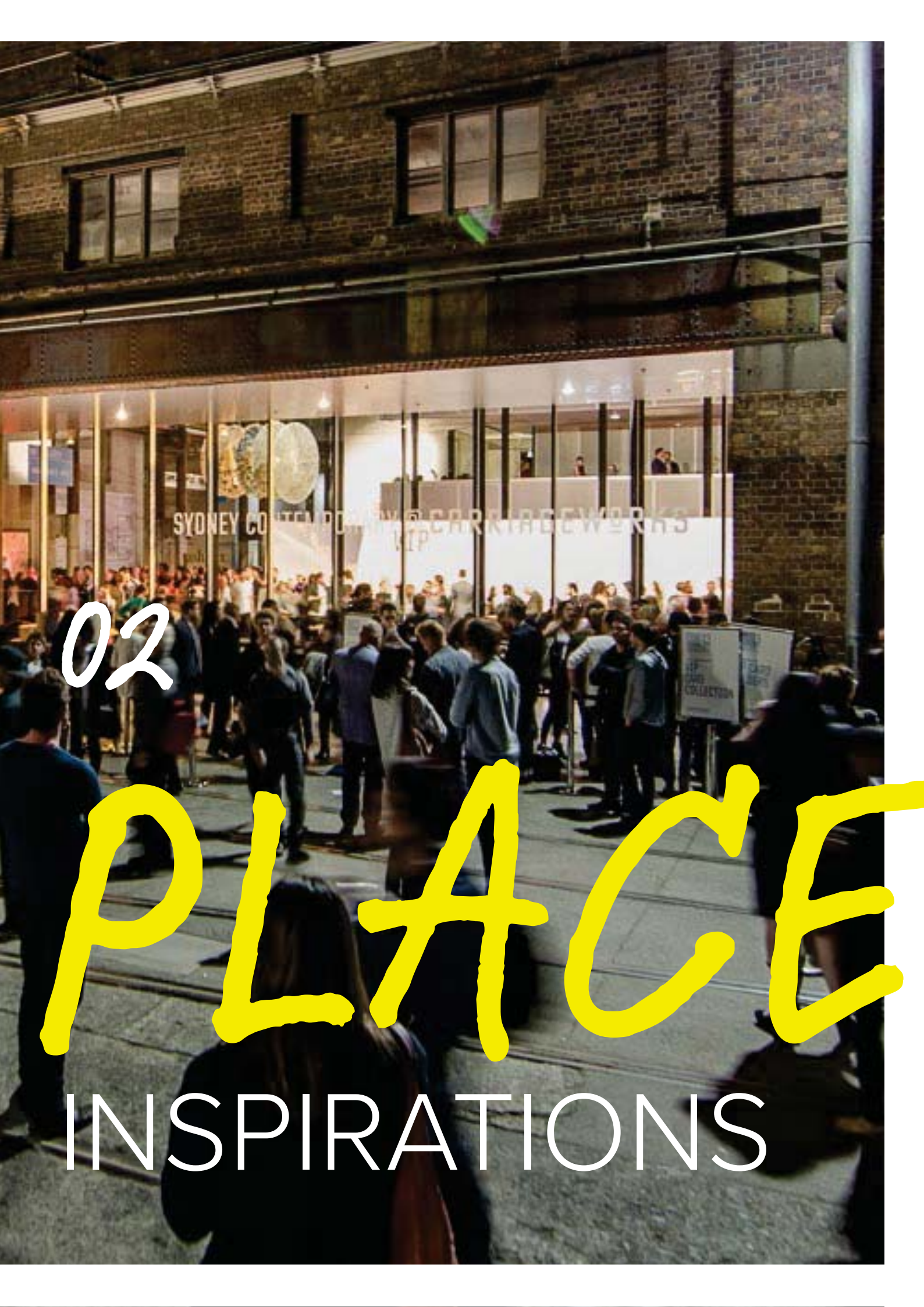
TOWN CENTRE PROXIMITY

Proximity and connectivity are the key ingredients for a great place destination. The compact Portland network of the Cementworks site, a well-presented Art Deco shopping centre and Saville Park, provides the opportunity for cross-programming and triangulation. The Foundations, anchored by the Town Centre, boasts the scale and level of marketplace awareness to draw visitors into the area and build a strong place brand.



CARRIAGEWORKS,
SYDNEY





02

PLACE

INSPIRATIONS

PRIMARY USE CATEGORIES OF HERITAGE RE-USE + PLACE

NESTLED WEST OF THE BLUE MOUNTAINS, SOUTH OF MUDGEES WINE COUNTRY AND WITHIN LITHGOW CITY LGA WITH ITS LONG AND PROUD MANUFACTURING HISTORY, SITS PORTLAND.

When looking at similar places and heritage focused regions to The Foundations site in Portland, 4 'place pillars' emerged in the design and offer of each place. Each represents an overarching theme from which Portland and The Foundations could explore opportunities within.

For the place inspirations studied in this chapter, potential users, future and current destinations, activities, programming and event management and resource allocation revolve around tourist, cultural, community and recreation pursuits. Together, these 4 pillars can be designed for and programmed across The Foundations site in manners similar to the best practice precedents across the world.

These findings are summarised on the following pages.



TOURISM



COMMUNITY



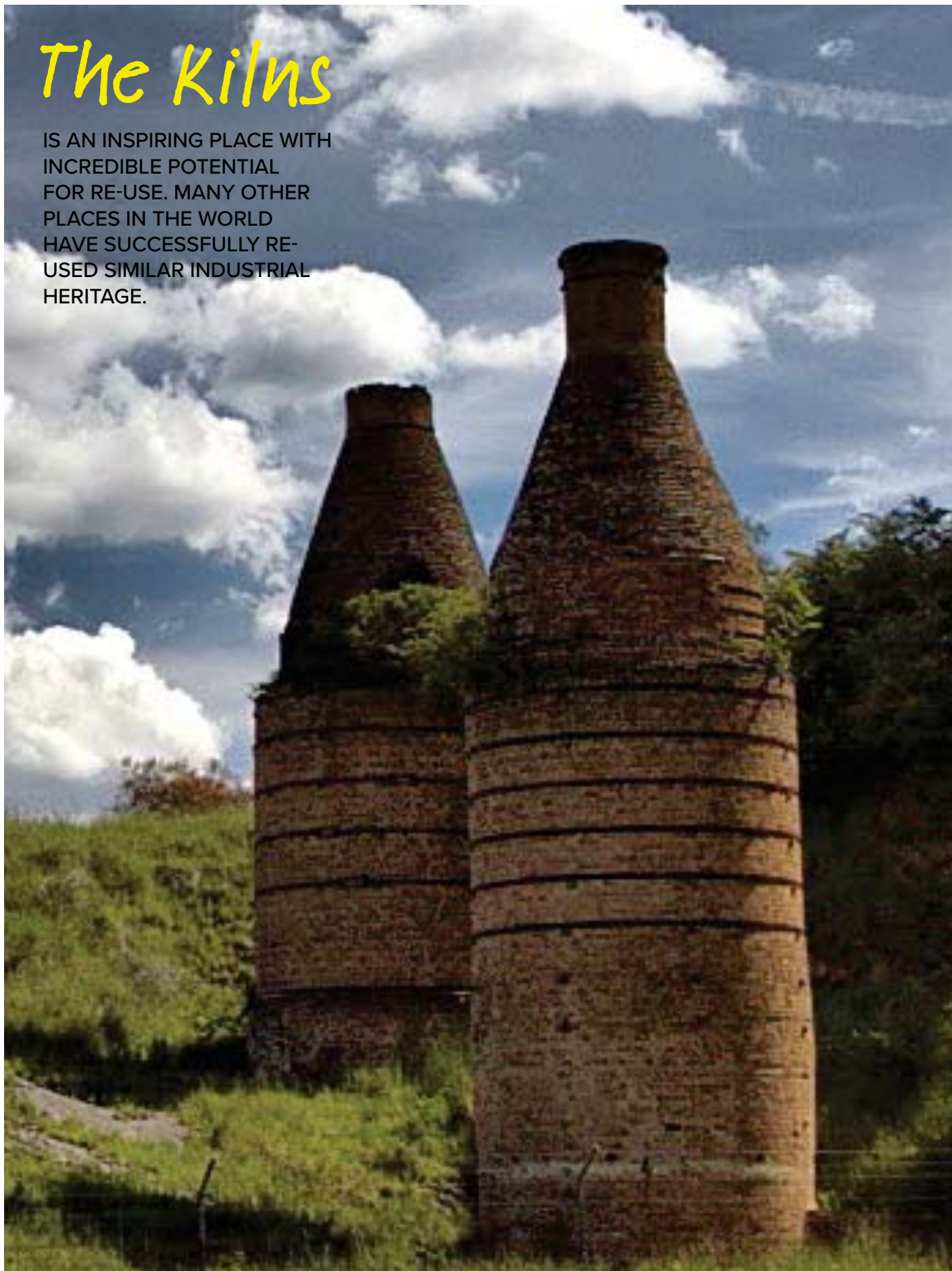
CULTURE



RECREATION

The Kilns

IS AN INSPIRING PLACE WITH INCREDIBLE POTENTIAL FOR RE-USE. MANY OTHER PLACES IN THE WORLD HAVE SUCCESSFULLY RE-USED SIMILAR INDUSTRIAL HERITAGE.



tourism precedent: industrial ecosystem

RUHR METROPOLIS, GERMANY



KEY FACTS

Region of 53 towns and cities
20-year regeneration process of environmental repair, land renaturalisation and adaptive reuse
Highly successful tourism ecosystem of people and places

The Ruhr region encompasses 53 cities and towns in western Germany that were once the centre of steel and coal in Europe. It is Europe's largest urban regeneration area and is managed by Ruhr Tourismus, who act as an umbrella organisation to coordinate partnerships.

USE CATEGORIES



TOURISM

MUSIC FESTIVALS

PREPAID DISCOUNT CARDS

UNESCO HERITAGE MONUMENTS + MUSEUMS



CULTURE

THEATRES + GALLERIES IN REUSED INDUSTRY

ADAPTIVE REUSE PERFORMANCE SPACE

EXHIBITION SPACE



COMMUNITY

GREEN SPACES + PARKS



RECREATION

POOLS + SKATE PARKS

RENATURALISED FORMER WASTE LANDS

REGIONAL CYCLING TRACKS

CAMPING + CARAVANING

USER GROUPS

- Residents
- Art + Music Enthusiasts
- Families
- Active Seniors
- Leisure Tourists
- Makers
- Eco-Tourists
- Specialty Shoppers
- History Buffs
- Adventurists
- Backpackers



Landschafts Park



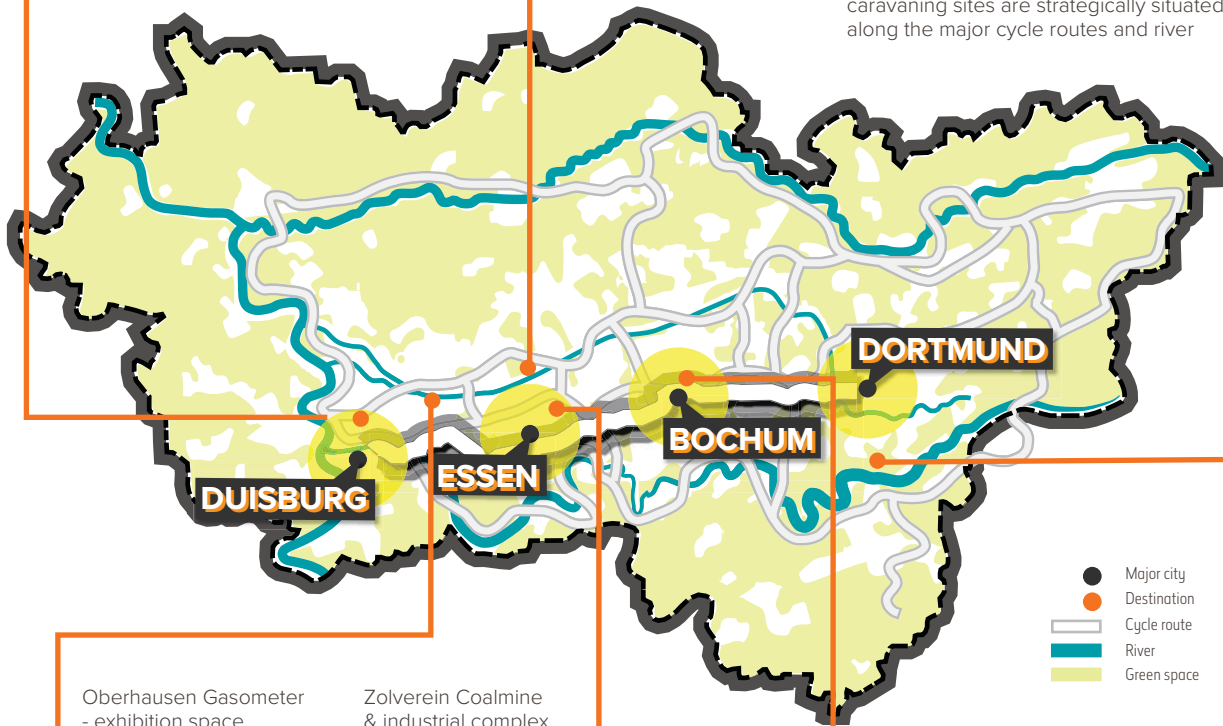
Emscher Park



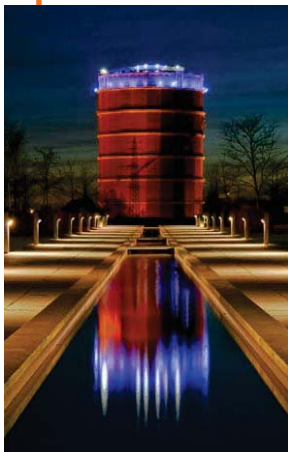
Landschafts Park - public park utilising ex-steel and coal production plant structures, including a 'climbing garden'



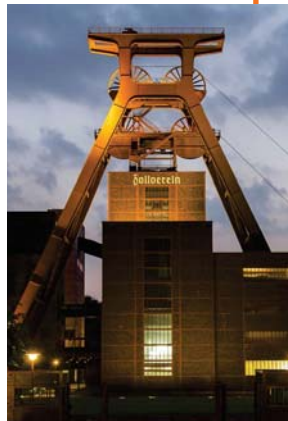
Camping Hohensyburg - camping and caravanning sites are strategically situated along the major cycle routes and river



Oberhausen Gasometer - exhibition space



Zolverein Coalmine & industrial complex



Jahrhunderthalle Bochum - industrial building used as performance space



design precedent: heritage adaptive re-use

STEELSTACKS, PENNSYLVANIA



KEY FACTS

10 acre campus
1000+ concerts and 8 festivals per year
\$70+ million invested
Retains five original blast furnaces

Once the 2nd largest steel maker in the USA, this industrial site is now an arts and cultural campus. After years of vacancy and neglect, residents rallied to bring it new life as a destination for music, art and entertainment. SteelStacks has had 1 million visitors since 2011.

USE CATEGORIES



TOURISM

MUSIC FESTIVALS, ORCHESTRA CONCERTS
INTERPRETATIVE HERITAGE TRAIL
VISITORS CENTRE
PACKAGE DEALS



CULTURE

ART GALLERY + ARTHOUSE CINEMA
FILMS, WORKSHOPS, PRESENTATIONS
BISTRO, GRILL + CAFE



COMMUNITY

MEETING SPACES + EVENT HALLS
TOWN SQUARE MARKETS



RECREATION

WALKWAYS + ELEVATED CYCLE TRACKS
FUN RUNS

USER GROUPS

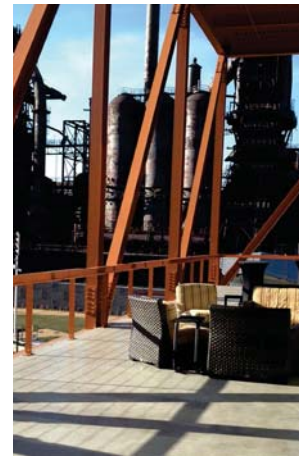
- Residents
- Art + Music Enthusiasts
- Families
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- History Buffs



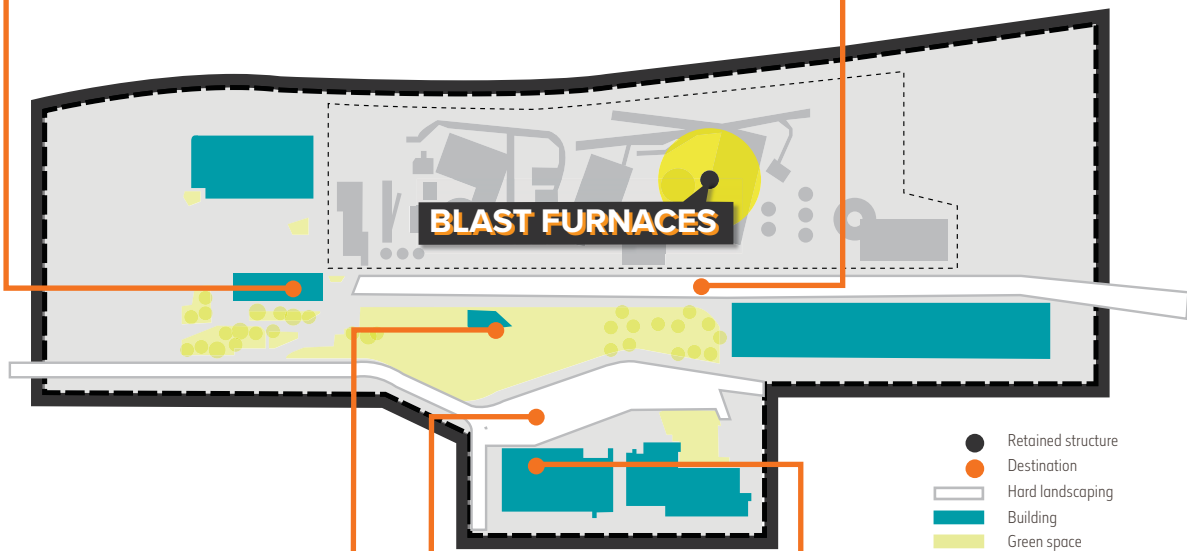
Visitor centre and museum - the impressive restored 1863 Block House provides an education of the site's past



Hoover-Mason Trestle - a public walkway which carves through the central industrial structure and acts as a museum and attraction



Sands Deck - Alfresco dining setting at 30ft offers views across the Trestle and Blast Furnaces



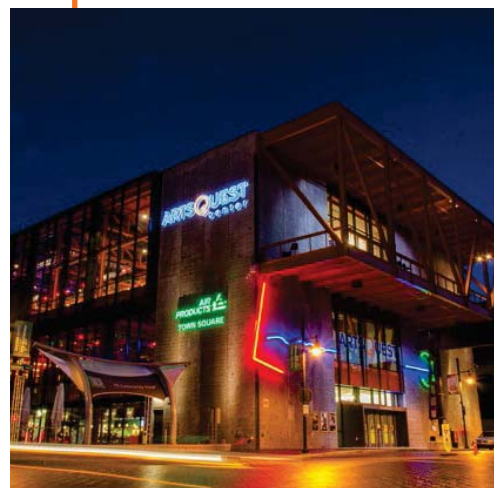
Levitt Pavilion - modern music stage with lawn seating for 2000 people



The Town Square - setting for markets and events



ArtsQuest Centre - custom-built performing arts centre including retail and community space



rural residential precedent: eco-villages

SERENBE, GEORGIA



KEY FACTS

Home to 400+ residents
Four connected hamlets in a rural setting
1000 acre site
Residential, agricultural and cultural uses combined in one community

An alternative to urban sprawl, the community features clusters of housing, whilst retaining land for recreation and agriculture. Four hamlets offer complimentary commercial centres based on the themes of arts, agriculture, health and education.

USE CATEGORIES



TOURISM

THE INN GUESTHOUSE + GROUNDS

BOUTIQUE SHOPPING + GENERAL STORES



CULTURE

ARTS COMPLEX

FILMS, WORKSHOPS, PRESENTATIONS

FARM TO TABLE RESTAURANTS



COMMUNITY

SCHOOL, PRE-SCHOOL, DAYCAMPS

LIVE/WORK, COTTAGES, TOWNHOMES

25-ACRE ORGANIC FARM



RECREATION

TRAILS, BIKE ROUTES

USER GROUPS

- Residents
- Art + Music Enthusiasts
- Families
- Active Seniors
- Leisure Tourists
- Makers
- Foodies
- Eco-Tourists
- Specialty Shoppers



The Inn - guesthouse with conference room, pavilion and pools set in a converted 1905 farmhouse



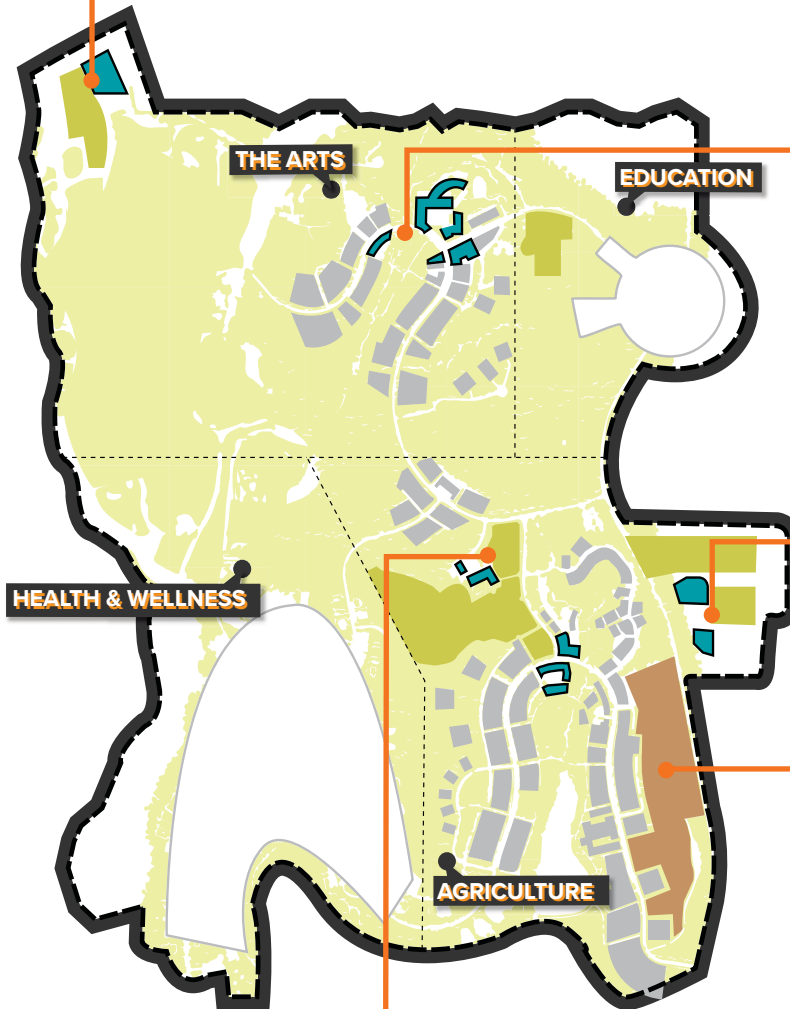
Selbourne Lane - heart of the arts hamlet



Blue Eyed Daisy - freshly baked goods and a social hub



The Art Farm - performance /creative spaces and artists retreat



- Hamlet theme
- Destination
- Commercial/cultural
- Residential
- Future development
- Natural green space
- Recreational green
- Agricultural

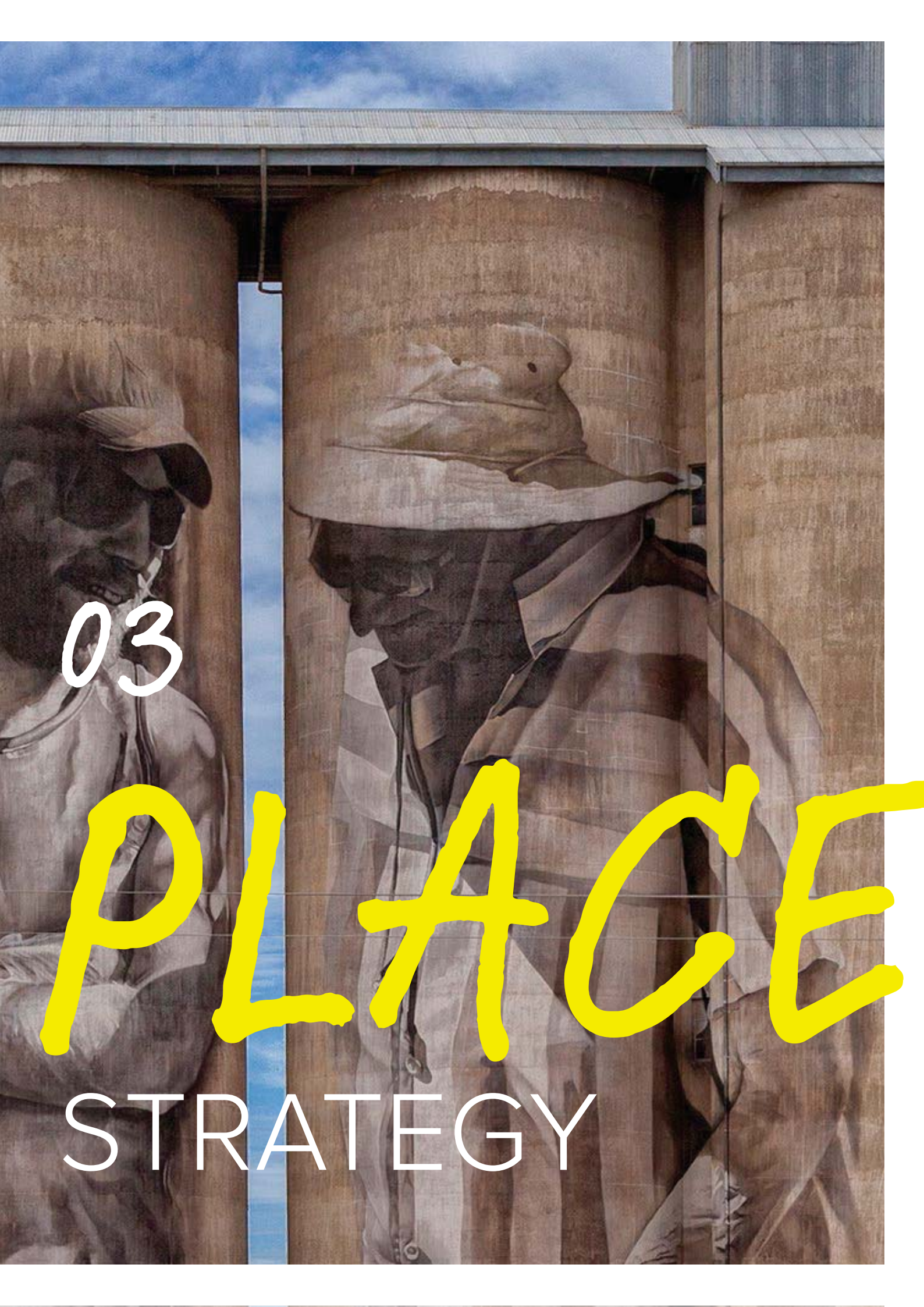
The Farm - producing 300 varieties of vegetables, herbs and flowers, this organic farm serves the community's households and eateries and is central to the idea of Serenbe. There are opportunities for tours, apprenticeships, and volunteering.

Serenbe Stables - non-profit organisation run by Grace, a Serenbe resident and mother of five



BRIM,
VICTORIA





03

PLACE

STRATEGY

the blue mountains -

INDUSTRY VALLEY

STRATEGIC POSITION

A tourism + community-based ecosystem that celebrates the area's unique offerings, place attributes and people.

A CONNECTED JOURNEY

Castlereigh Highway link the region's destinations together, from Mudgee to Lithgow, along an accessible drive or potential cycle highway, where distance between destinations doesn't exceed 30 minutes.

CULTURAL CAPITAL

The Industry Valley promises a dramatic setting for arts and culture events, challenging traditional entertainment complexes and creating an great destination.

AN EXPERIENCE BASED OFFERING FOR TOURISTS + RESIDENTS

Similar to our place precedents, the Industry Valley can cater to multiple use groups and critical offerings grouped under 4 place drivers: **tourism**, **culture**, **community** and **recreation**.

For The Foundations, non-typical activities in industrial spaces (skating, swimming, climbing) can act as a drawcard for visitors whilst quality outdoor amenities satisfy locals.

FINANCIALLY ACCESSIBLE

The Emirates will continue attracting leisure + luxury tourists. Portland and The Foundations, then, with its large size and use opportunity, can offer experiences that are more financially accessible and diverse. For example, SteelStacks boasts free concerts including the largest free music festival in the USA.

BRAND BUILDING + REGIONAL MANAGEMENT

Authentic and attractive places like Portland and The Foundations site create something special and competing against other destination regions. The success of the Ruhr Metropolis proves the need for an umbrella tourism organisation to manage the brand and coordinate partnerships between other authorities, tourist groups,

THE FOUNDATIONS PLAYS A KEY ROLE IN THE LARGER TOURISM ECOSYSTEM

Portland's industrial heritage, active recreation, engaged community and cultural offerings promise a strong point of difference as a tourist destination and will ensure Portland plays its part to attract visitors to Industry Valley from outside the region.



TOURISM



CULTURE



COMMUNITY



RECREATION

BATHU

A32

To
Cowra



To Gulgong

MUDGEEE

Burrundulla Vineyards

Broombee Vineyard

Martins Hill Wines

Riverlea Retreat

Lake Windamere

Logan Wines

RYLSTONE

De Beaurepaire Wines

Wollemi National Park

Blue Mountains National Park

B55

ILLFORD

Capertree National Park

Turbane Mine

CAPERTEE

Turon National Park

Cullen Valley Mine

GLEN DAVIS

Gardens of Stone National Park

EMIRATES

Baal Bone

Delta Power

PORTLAND

The Foundations

Mt. Piper Power

Marrangaroo National Park

B55

Sunny Corner

URST

Goldfields

Mt. Panorama

LITHGOW

Blast Furnace

State Mine

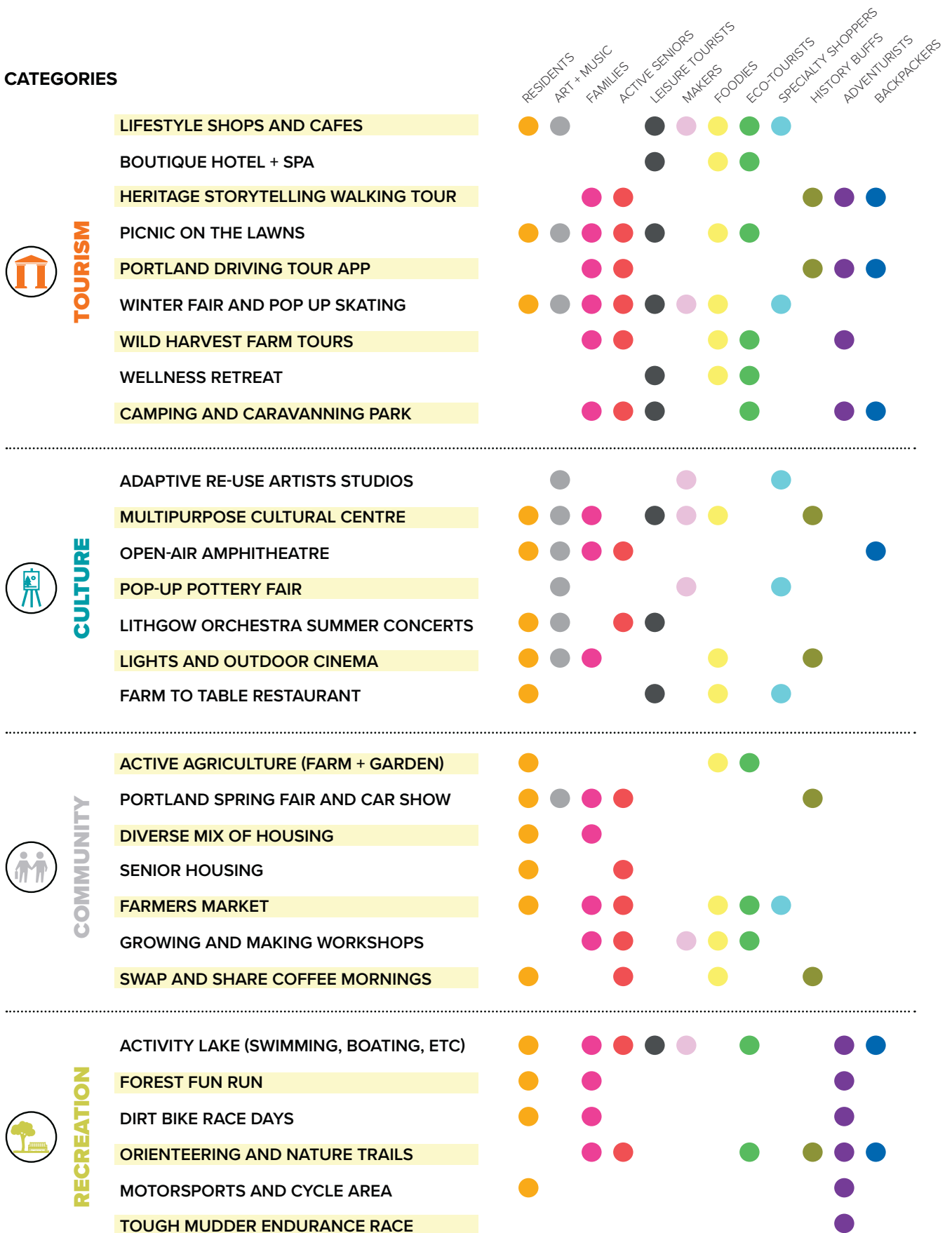
Small Arms Factory

Zig Zag Rail

To Sydney

B59

THE SITE'S POTENTIAL PROGRAMMING



HOW THE SITE WILL APPEAL TO THE 4 USE CATEGORIES



AGRICULTURE SPACE



RECREATION TRAILS

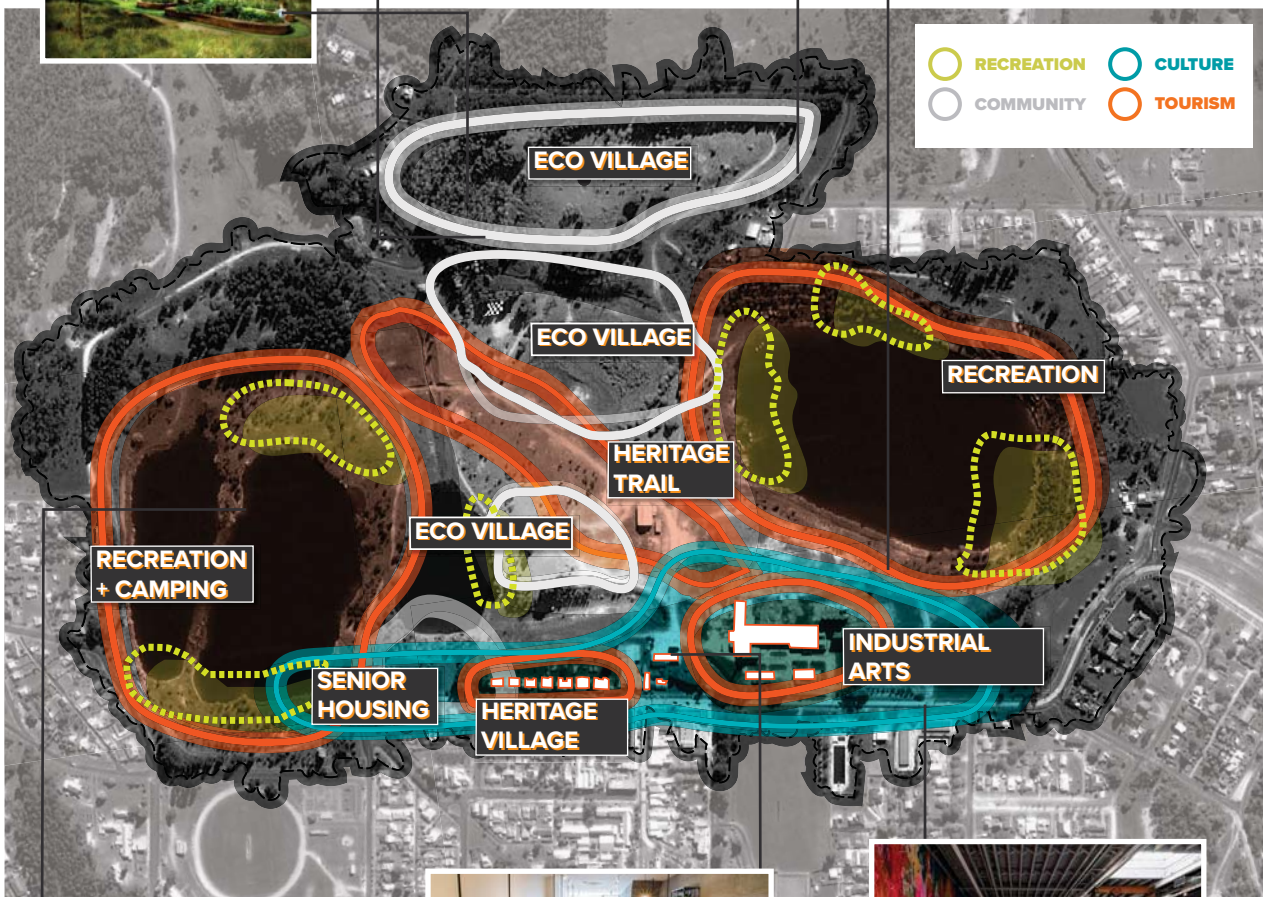


WATER FOCUS / POTENTIAL LEISURE

RESIDENTIAL VILLAGES



○ RECREATION ○ CULTURE
○ COMMUNITY ○ TOURISM



CAMPING + CARAVANING



ENTERTAINMENT DESTINATION



CATALYST PROJECT

Utilising the heritage sites for artist studios. Called The Annex, this will be an **early win** to activate the site and will be integral to an active creative community and will stimulate a making economy.

activation + user group strategy

EARLY ACTIVATION



GLAMPING



TROUT FISHING





THE ANNEX

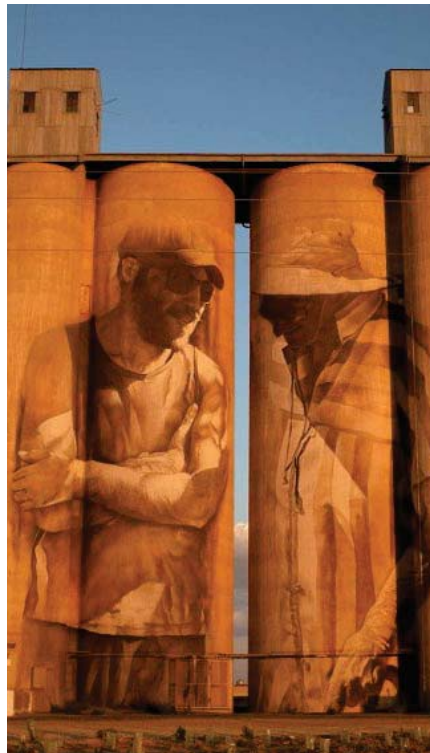
ARTIST RESIDENCES



ACTIVITIES CURRENTLY IN NEGOTIATION
OR IN THE NEAR FUTURE PIPELINE



SILO MURAL



THE SITE'S PROPOSED HERITAGE STORY



HERITAGE ADAPTATION AND PROGRAMMING



TOURISM

- 1 **DIVERSE EVENTS PROGRAM**
Generous open spaces around the major historic items will play host to an events program which could include historic re-enactments, local art fairs, family open days, walking and photography tours, society visits and musical performances.
- 2 **BOTTLE KILNS VIEWING PLATFORM**
Concluding the heritage trail and offering views to the Powerhouse precinct and across Portland town centre.
- 3 **GLEN MUSEUM AND VISITOR CENTRE**
The relocated Glen Museum will offer a much-loved slice of local history and well-established presence. This reinvigorated building will act as a touristic gateway to the precinct and could be co-located with a visitor centre and amenities.



RECREATION

- 4 **SITE HERITAGE TRAIL**
A walking and cycling accessible route which follows the path of the cementwork's old railway tracks will reinforce the connection between the precincts, and encourage visitation to oldest heritage items in rural-recreational area of the site.



COMMUNITY

- 5 **A LOCAL, SOCIAL VIBRANCY**
Sensitive and reversible interventions could be inserted proximate to the Powerhouse building to bring a 'buzz' to the precinct and provide a fine-grained, 'urban' connection to Portland's high street. A pavilion-type structure would reactivate the space and draw residents in to enjoy it as a new social space.



CULTURE

- 6 **THE POWERHOUSE: A DESTINATION**
The powerhouse and associated boiler house buildings will form a cultural precinct, anchored by 'The Annex' artists' residences. Adaptive reuse will bring the impressive historic buildings back to life and introduce innovative commercial, civic and hospitality uses to the precinct.



'PLACE STORY' WAYFINDING

- 7 Engaging wayfinding will playfully reinterpret the site's rich history: offering maps, directions and anecdotes in a complimentary modern material palette.

DRAWING INSPIRATION FROM GLOBAL
BEST PRACTICE HERITAGE INSPIRATIONS



5

Lithgow Living History Group



5

Hartley Historic Site



4

Heritage Open Day
Gulf Station, Vic



Steel City Strings, Kiama

6



6

Performance
Pavilion
Steelstacks, USA



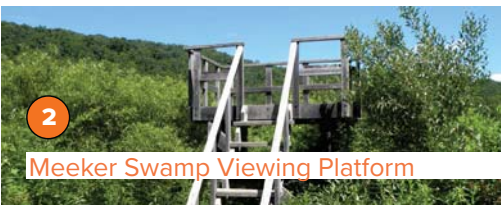
Multimedia library in old textile factory
Erstein, France

5



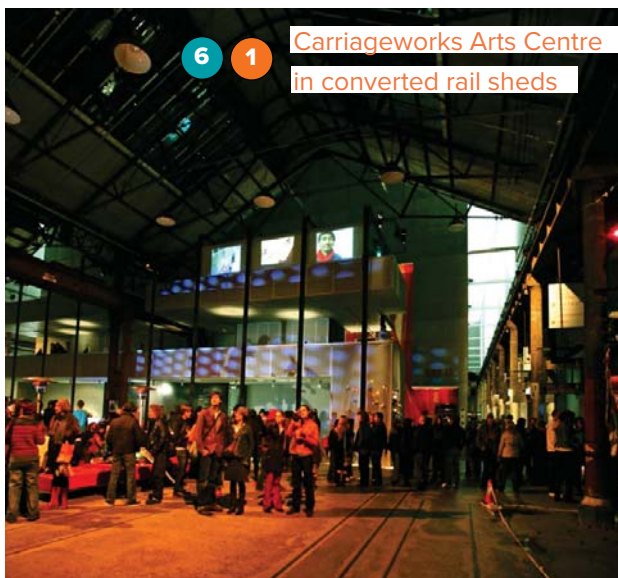
3

Hill End Heritage Centre



2

Meeker Swamp Viewing Platform



6

1

Carriageworks Arts Centre
in converted rail sheds

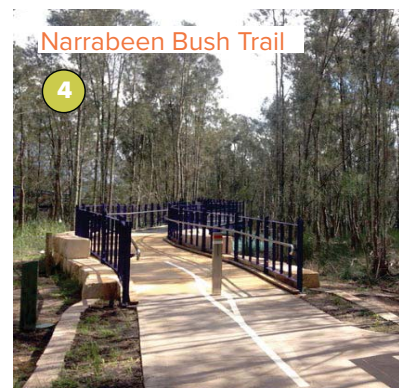


Cockatoo Island

Wayfinding

4

7



4

Narrabeen Bush Trail





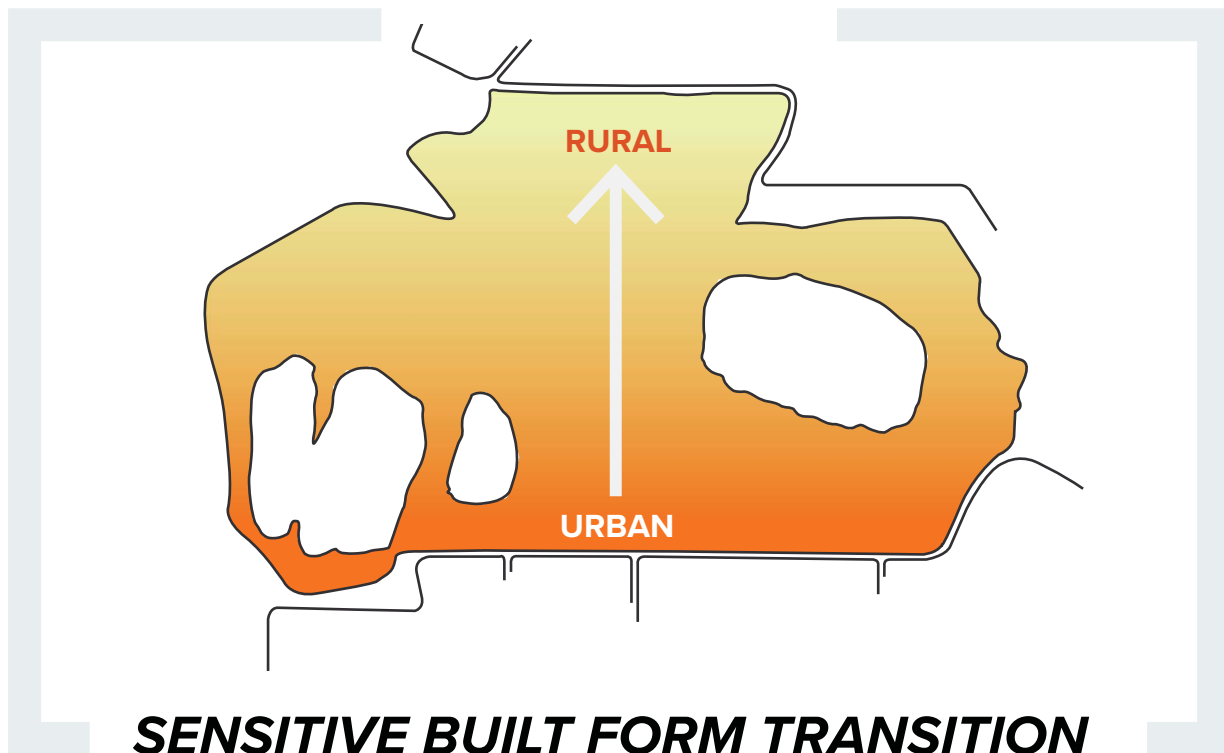
04

DESIGN

STRATEGY

THE SITE'S ORGANISATIONAL PRINCIPLES

PRINCIPLE ONE



OBJECTIVES

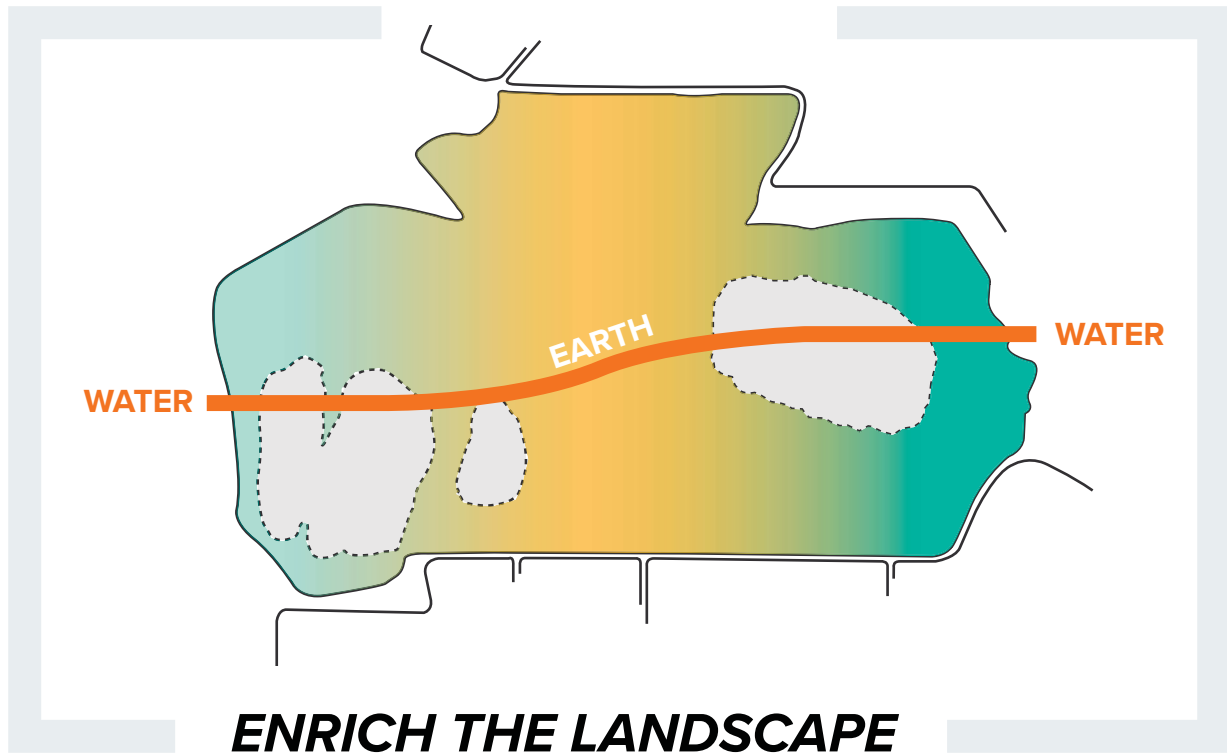
FOCUS HIGHER DENSITY BUILT FORM TYPOLOGIES CLOSER TO TOWN OF PORTLAND

ENCOURAGE LARGE LOT SUBDIVISION PATTERNS TOWARDS THE NORTH END OF THE SITE

ENCOURAGE HIGHER INTENSITY ACTIVATION TO SOUTH OF SITE WITH LEGIBLE PEDESTRIAN LINKS TO PORTLAND

PHYSICALLY CONNECT WITH THE LAKES WHERE POSSIBLE WITH RECREATION AND COMMUNAL AMENITY

PRINCIPLE TWO



OBJECTIVES

ENHANCE AND PROTECT VIEW CORRIDORS TO WATER BODIES AND LANDSCAPE FEATURES

PROTECT SIGNIFICANT VEGETATION CLUSTERS AND CREATE POCKET PARKS WITH GREEN EMPHASIS

TREAT WATER'S EDGE SENSITIVELY AND ENSURE UNBROKEN COMMUNAL ACCESS

WEAVE BUILT FORM INTO NATURAL TOPOGRAPHY SITE AND AVOID OVERLY DAMAGING CUT / FILL

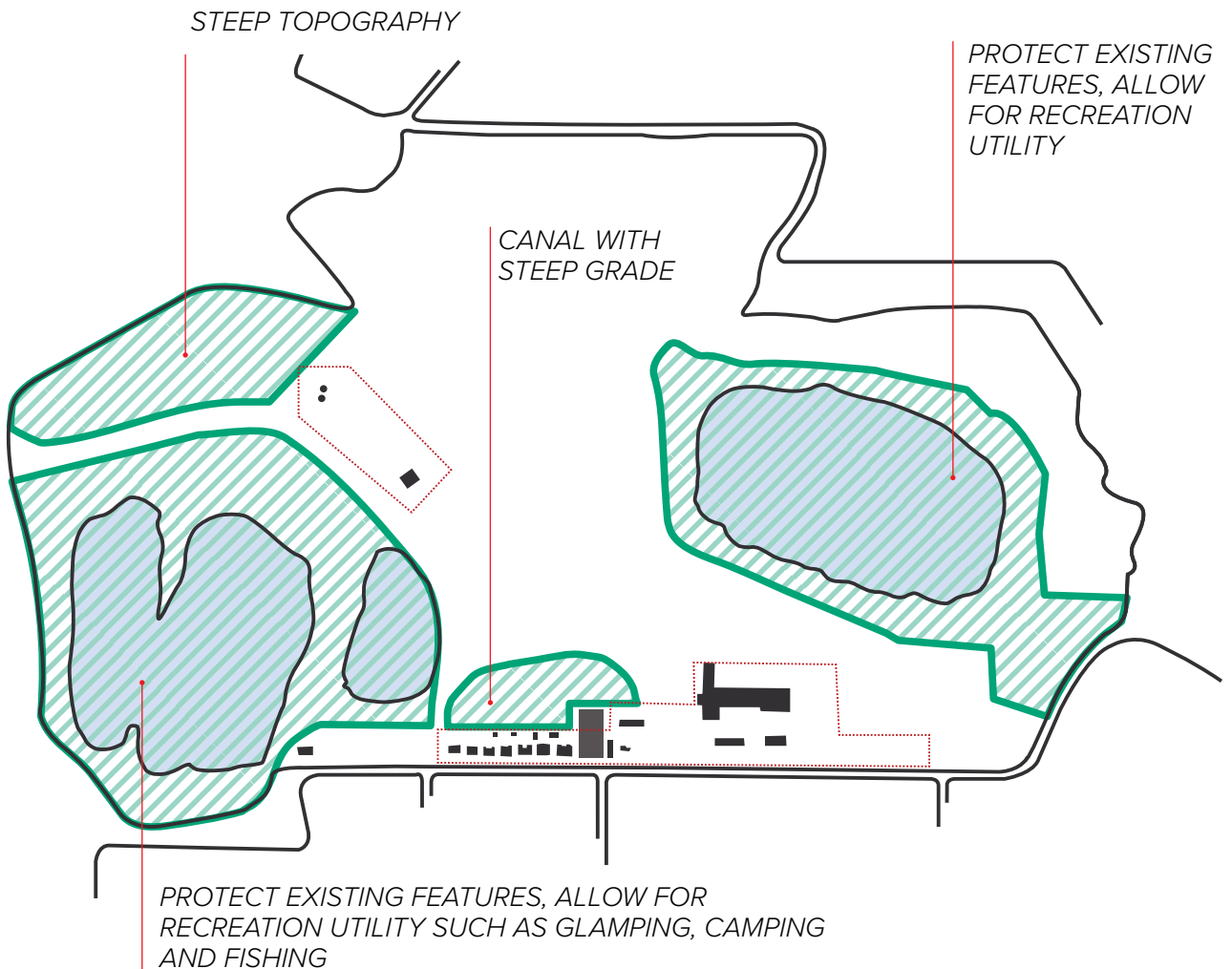
LONG-TERM DESIGN FRAMEWORK

DESIGN MOVE

01

PROTECT LANDSCAPE FEATURES

PROTECT THE LAKES AND THEIR LANDSCAPE SETTING AND PROVIDE 'LIGHT TOUCH' USES SUCH AS CAMPING, GLAMPING AND FISHING

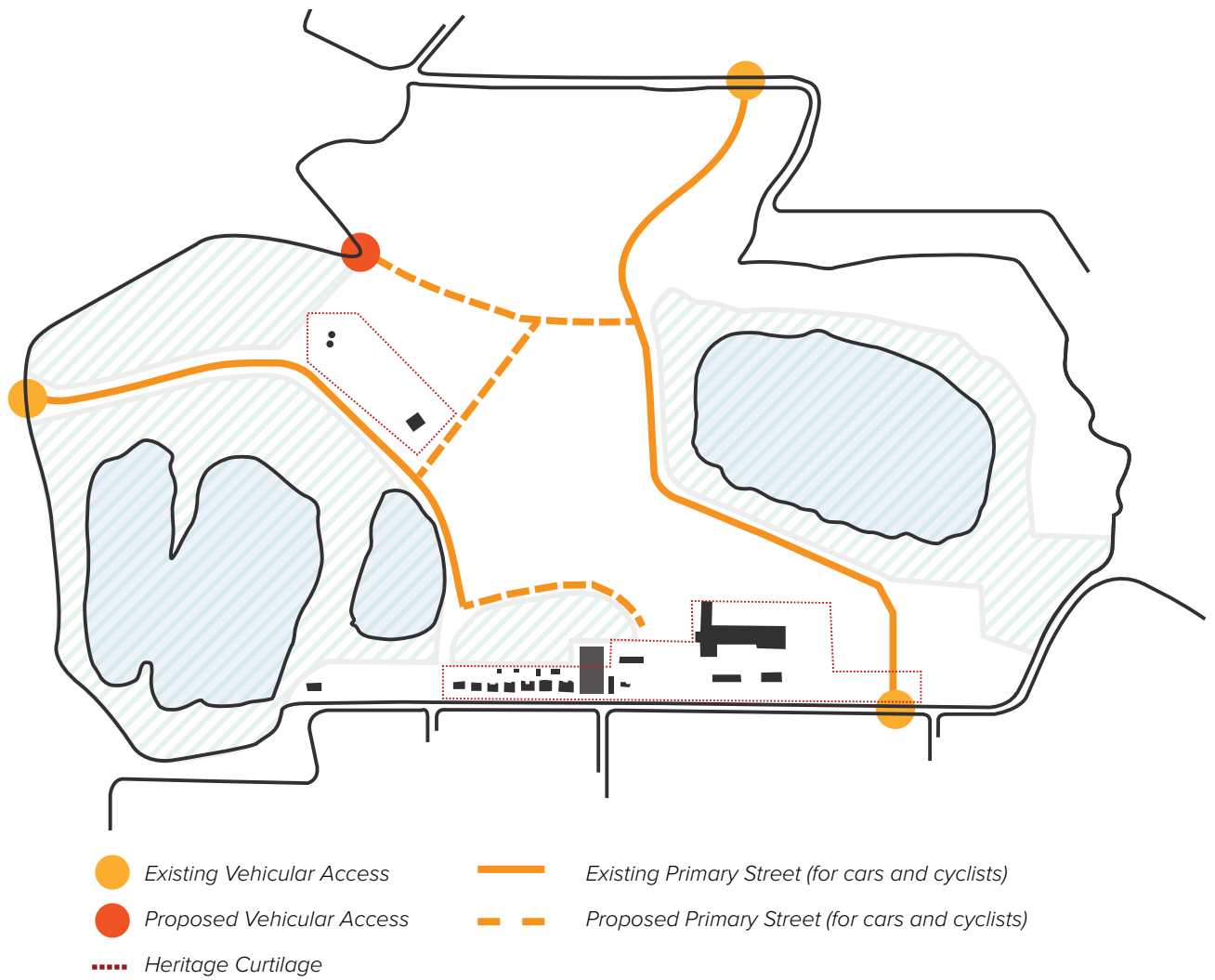


..... Heritage Curtilage

02

CREATE A LEGIBLE MOVEMENT SYSTEM

PROVIDE LEGIBLE AND CONNECTED STREET, CYCLE AND PEDESTRIAN NETWORK UTILISING EXISTING WAYFINDING THROUGHOUT THE SITE



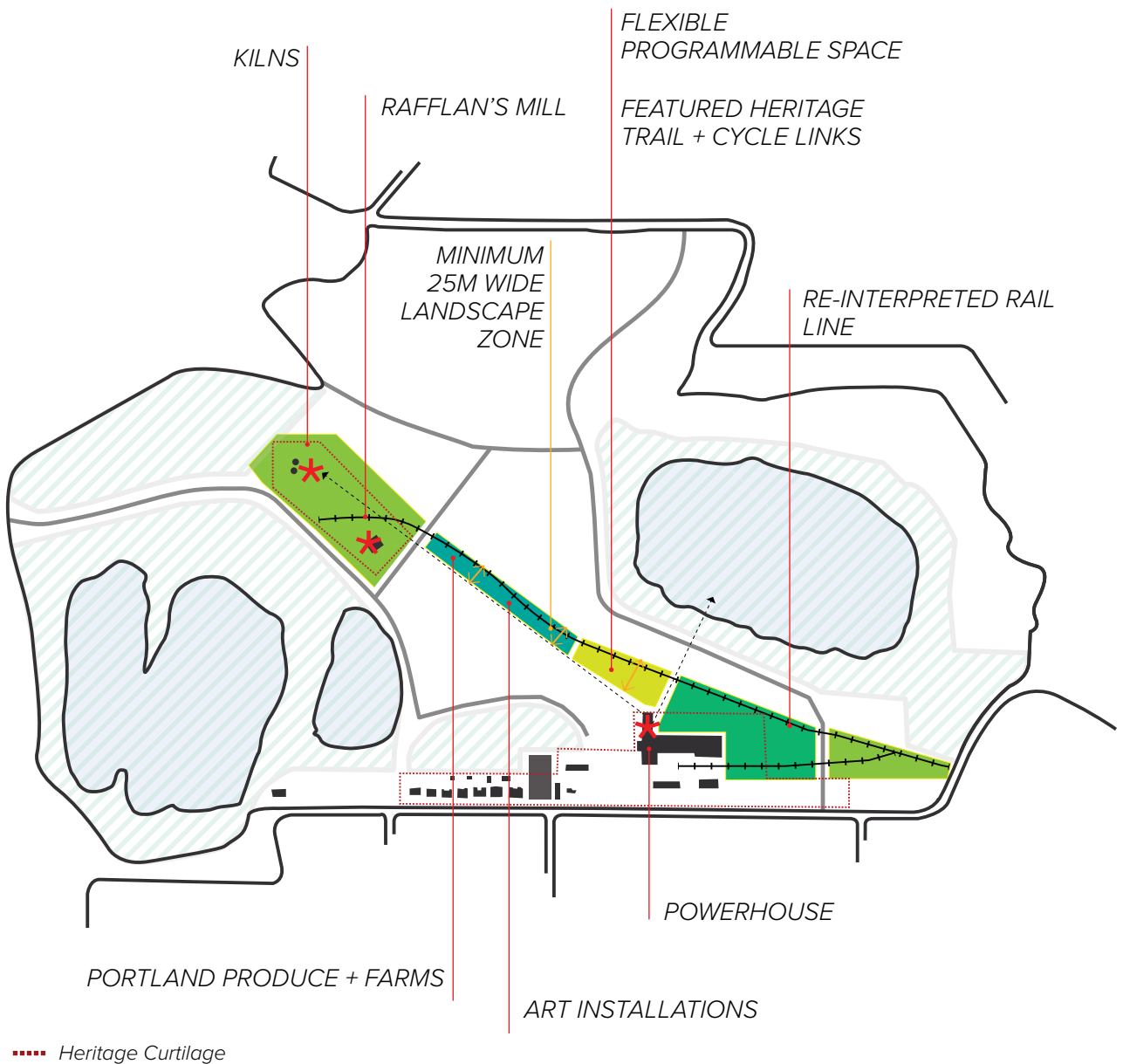
LONG-TERM DESIGN FRAMEWORK

DESIGN MOVE

03

VISUALLY CONNECT HERITAGE FEATURES

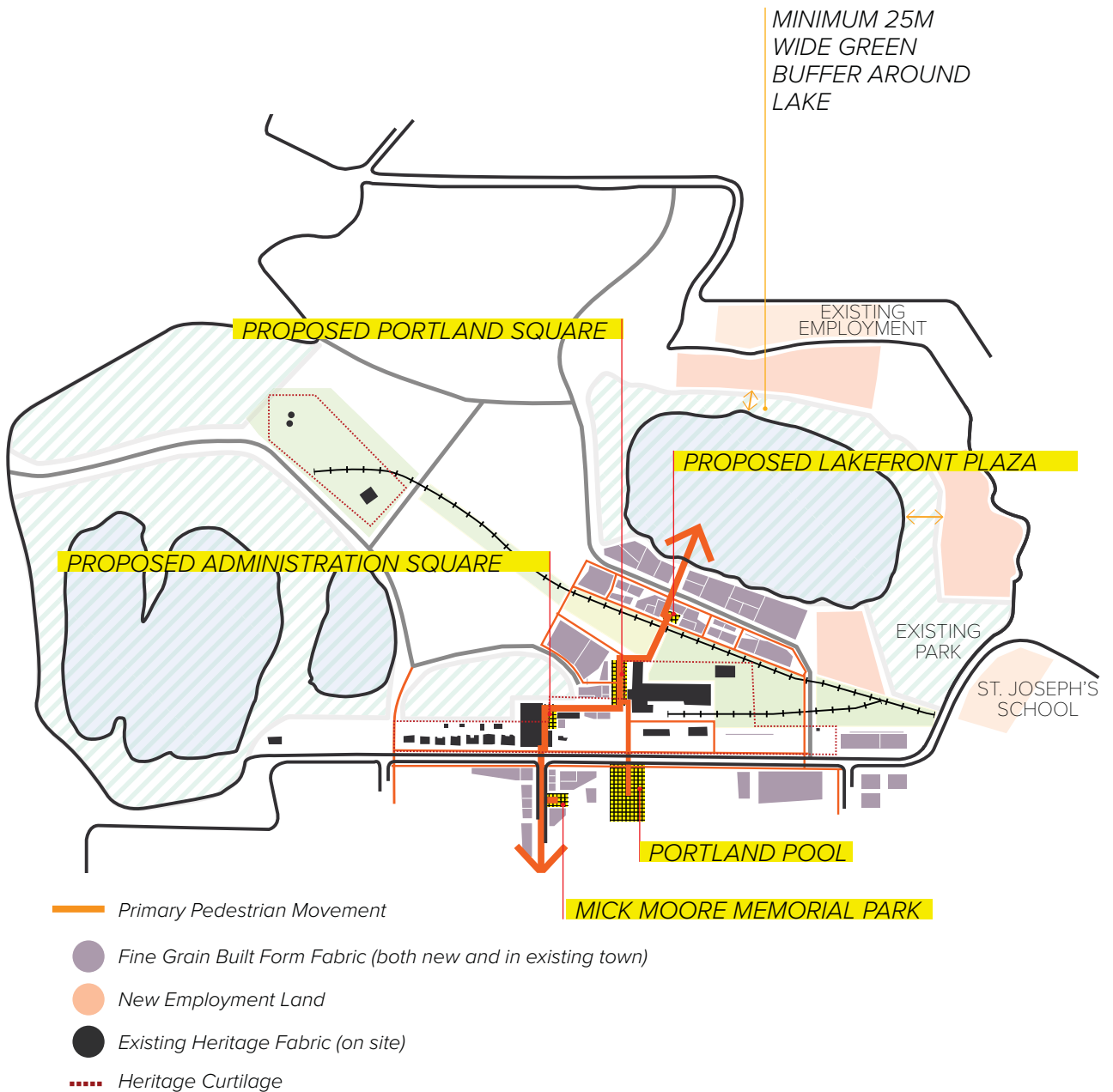
VISUALLY CONNECT SIGNIFICANT HERITAGE FEATURES AND DESTINATIONS ALONG A LEGIBLE VIEW CORRIDOR AND FUTURE RAIL TRAIL



04

ACTIVATE URBAN ECONOMICS

EXTEND THE FINE GRAIN URBAN FORMS OF PORTLAND INTO THE SITE AROUND THE POWERHOUSE AND EASTERN LAKE. TO LIMIT IMPACT PROMOTE NODAL DEVELOPMENT AROUND KEY PLACES



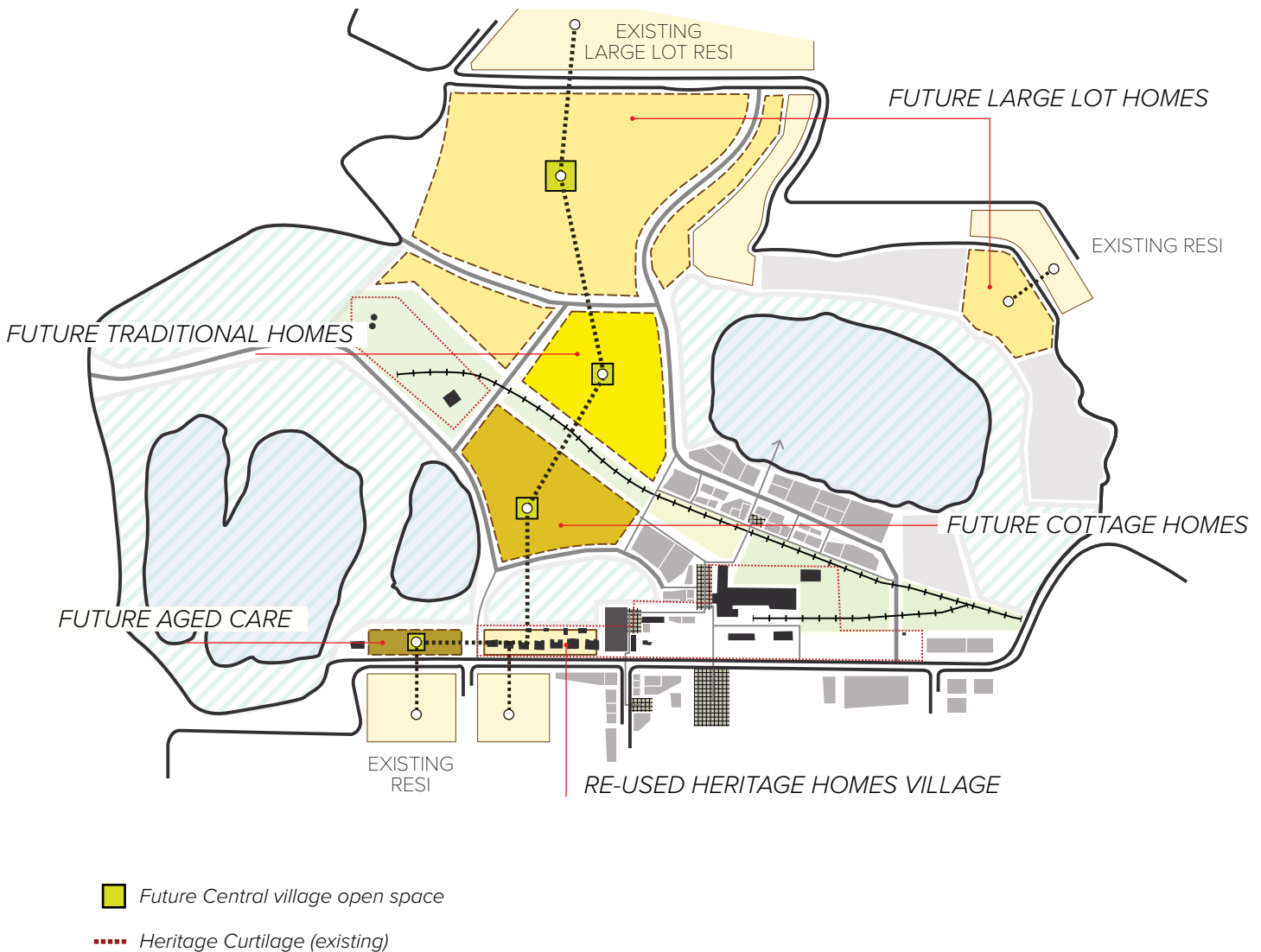
LONG-TERM DESIGN FRAMEWORK

DESIGN MOVE

05

WEAVE IN RESIDENTIAL VILLAGES

INSTALL RESIDENTIAL ECO-VILLAGES THROUGH THE CENTRE OF THE SITE, CLOSE TO THE HERITAGE VILLAGE AND AWAY FROM THE LAKES AND ENVIRONMENTALLY PROTECTED AREAS AND OUTSIDE KEY VIEW CORRIDORS BETWEEN HERITAGE MONUMENTS



FUTURE PLACES



FUTURE PLACES

POWERHOUSE
ARTS + MAKER
CENTRE



PORTLAND SQUARE

RETAIL +
CAFES

EVENTS
STAGE



FUTURE PLACES

CAFES +
LOCAL
WORKER
SPACES

BOARD
WALK

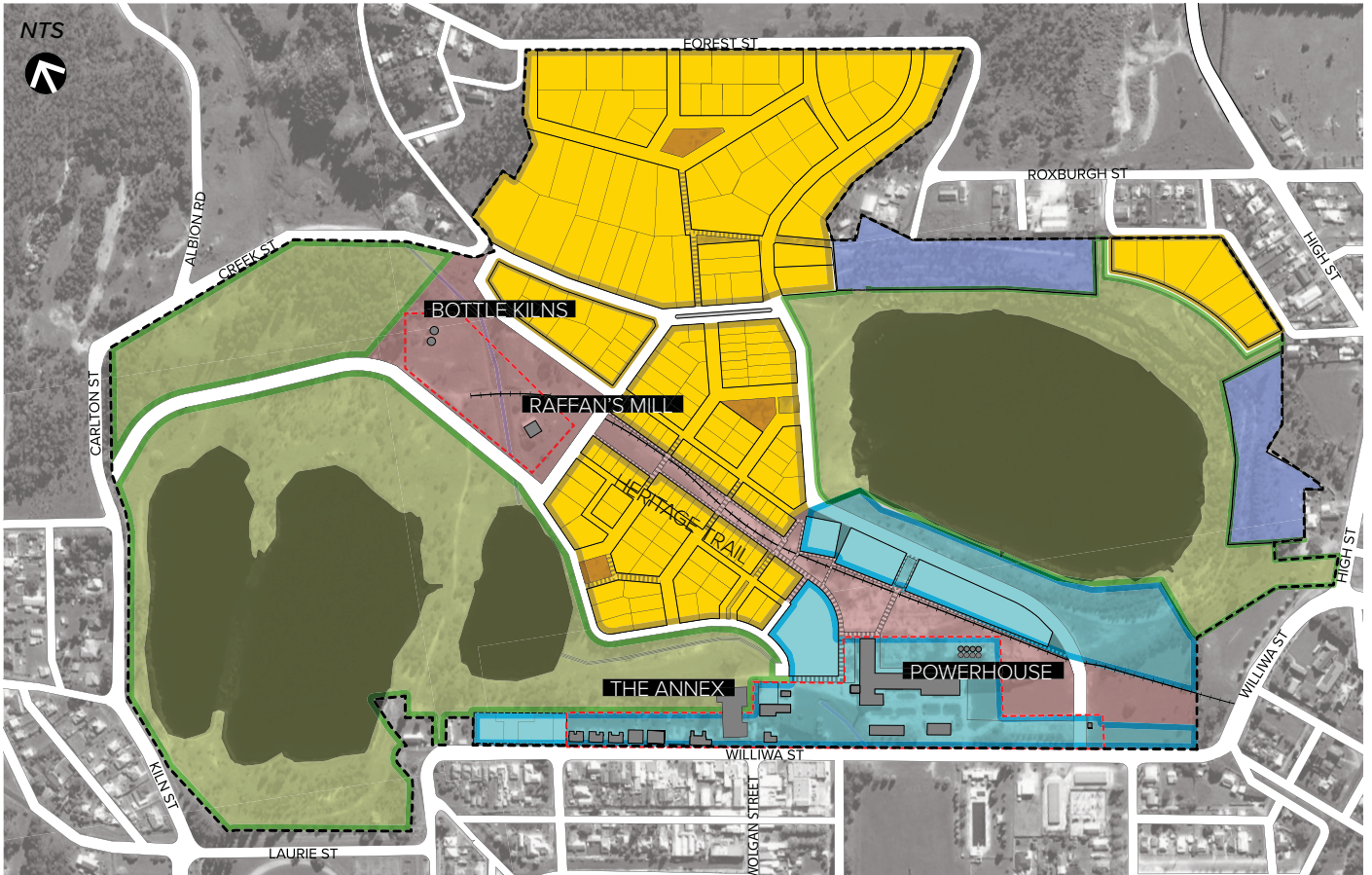


LAKEFRONT PLAZA



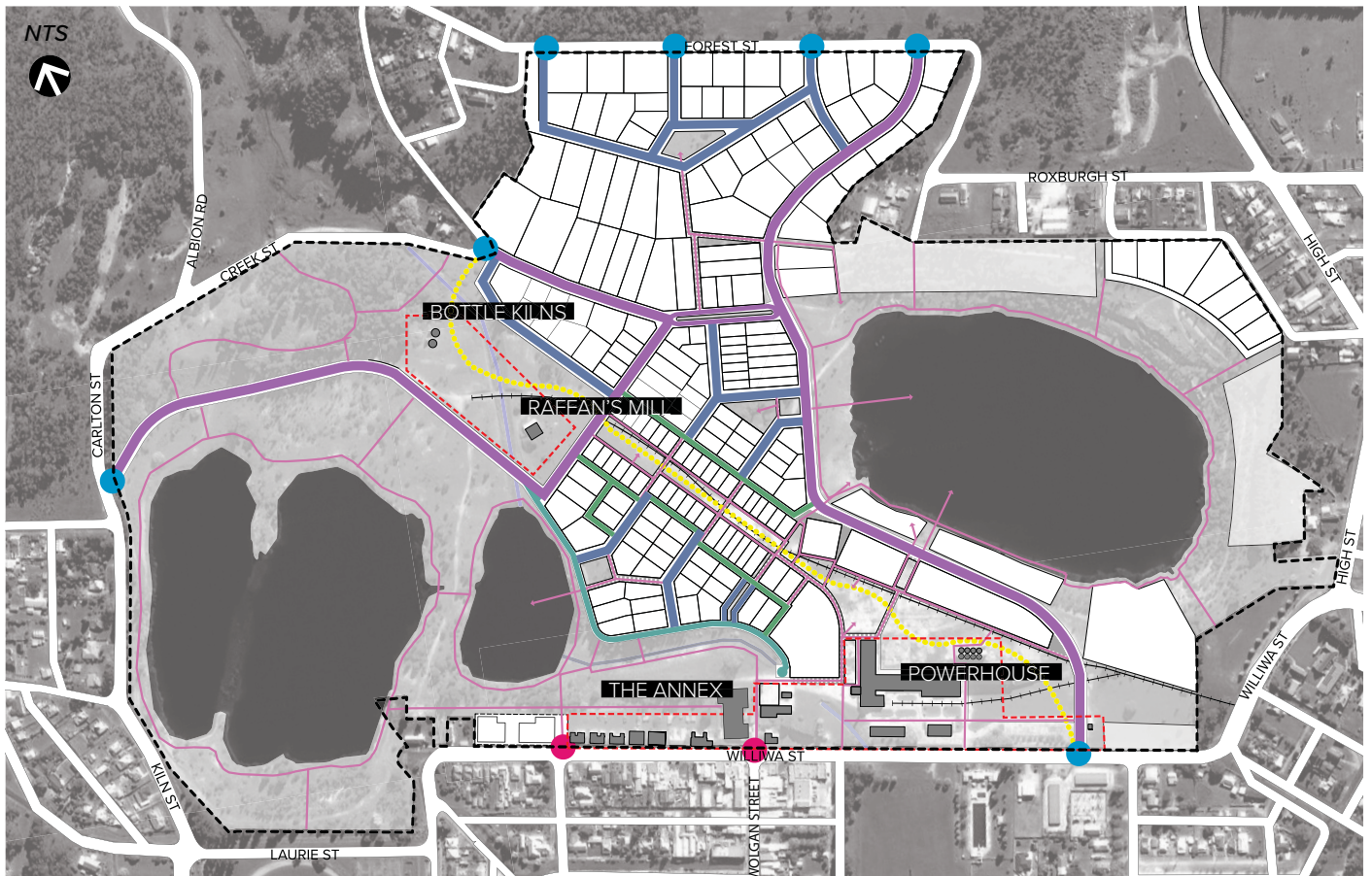
CONCEPT IN DETAIL

PRECINCTS



- Eco Villages
- Fine Grain Core
- Recreational Areas
- Heritage Trail
- Employment
- Existing Buildings
- Heritage Curtilage
- Site Boundary
- Historic Rail Line

MOVEMENT



- Vehicular Access Points
- Pedestrian Access Points
- Primary Street (18m)
- Local Street (15m)
- Minor Street (8.5m)
- Laneway (7m)
- Pedestrian Connection
- Heritage Trail (inc. cycle path)
- Existing Buildings
- - - - Heritage Curtilage
- - - - Site Boundary
- + + + + + Historic Rail Line

CONCEPT IN DETAIL

OPEN SPACE



- | | | |
|---|--|--|
|  Village centres |  Urban farming |  Existing Buildings |
|  Plazas |  Heritage park |  Heritage Curtilage |
|  Landscaped open space |  Recreational open space |  Site Boundary |
|  Flexible open space |  Heritage Trail (inc. cycle path) |  Historic Rail Line |

1 VILLAGE AGRI-GREENS



2 LANDSCAPED SPACES



3 PLAZAS



4 URBAN AGRICULTURE

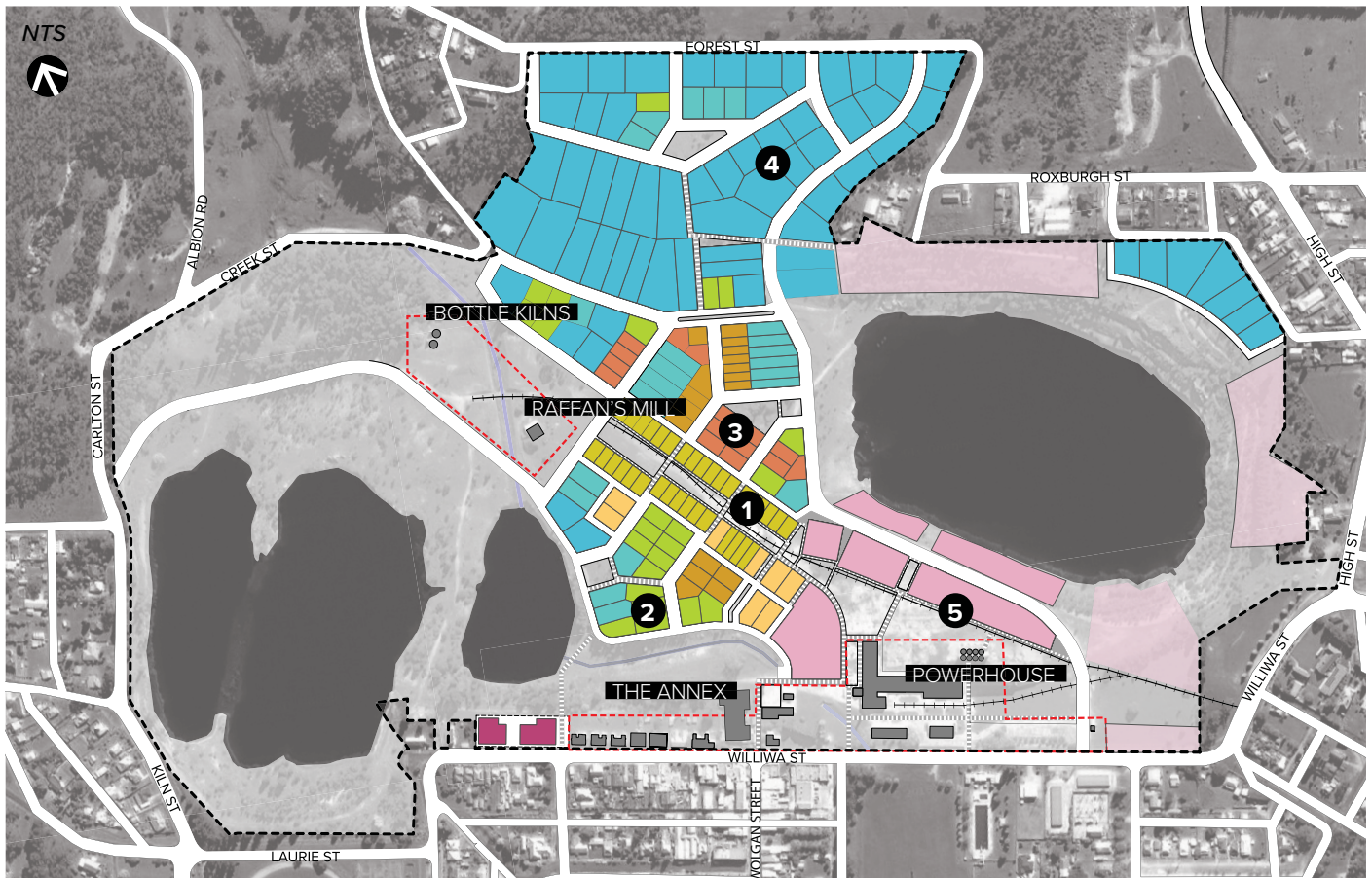
















5 RECREATIONAL OPEN SPACE



CONCEPT IN DETAIL

BUILT FORM



- | | | |
|--|--|--|
|  Cottage lots (300-450sqm front-loaded) |  Lifestyle lots (800-1000sqm) |  Existing Buildings |
|  Cottage lots (300-450sqm rear-loaded) |  Large lots (1000+sqm) |  Heritage Curtilage |
|  Traditional lots (450-600sqm front-loaded) |  Aged Care |  Site Boundary |
|  Traditional lots (450-600sqm rear-loaded) |  Commercial |  Historic Rail Line |
|  Traditional lots (600-800sqm front-loaded) |  Employment | |

1 COTTAGE LOTS FACING GENEROUS OPEN SPACE



2 COTTAGE LOTS



3 TRADITIONAL LOTS



4 LIFESTYLE + LARGE LOTS



5 COMMERCIAL CORE

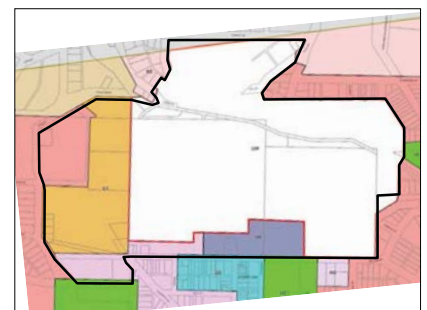


CONCEPT IN DETAIL

PROPOSED ZONING



- RE1 - Public Recreation
- R1 - General Residential
- R5 Large Lot Residential
- B4 - Mixed Use
- SP2 - Infrastructure (dam)
- Existing Buildings
- Heritage Curtilage
- Site Boundary
- Historic Rail Line
- Important view corridors/ access to be preserved






EXISTING ZONING

KEY OUTCOMES

AREAS + YIELD

Site Area	850,595 m ²
Developable Area (not including curtilage)	329,064 m ²
RE1 - Recreation Open Space	322,769 m ²
Curtilage	61,561 m ²
SP2 - Infrastructure (eastern dam)	93,926 m ²

LOTS + DWELLINGS

R1		103 lots
Aged Care		54 dwellings 4,241 m ² (GFA)
R5		76 lots
TOTAL DWELLINGS		233

MIXED USE

B4 Mixed Use (including curtilage)	193,603 m ² (land area)
Residential Lands	240,297 m ² (land area)

BUILT FORM CONTROLS

Building height	1-2 storey in residential zones
	1-3 storey in mixed use zones

