







Message from the Lord Mayor of Melbourne and Cr Oke

In all urbanised areas, open spaces such as Newmarket Reserve are highly valued by the local community. Newmarket Reserve has brought people together since 1886 through sports, carnivals and even brass band recitals.

For the first time in the reserve's history, a master plan has been developed. The plan proposes exciting improvements to pedestrian access and upgrades to the landscape to ensure the park continues to be enjoyed by Kensington and Flemington residents. In finalising the plan, we aim to improve informal recreational use while also supporting existing organised sporting activities. These improvements also take into account climate change adaptation and future population growth.

The Master Plan will guide the future development and management of the reserve for the next decade. We consulted widely and many people contributed to the development of this plan. Thank you to all those who took the time to share their ideas. We commend the Master Plan to you.

Robert Doyle

Lord Mayor

Cr Cathy Oke

Future Melbourne (Eco-city) Committee Chair



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Introduction

1.1 Purpose of the Master Plan

The purpose of the Master Plan is to guide future development, improvement and management of Newmarket Reserve over the next 10 years.

1.2. Preparation of the Master Plan

The Master Plan has been prepared through a number of stages including historic research, the collection of data on uses and activities at Newmarket Reserve, and extensive community engagement.

Community engagement has taker place in two phases, each incorporating a range of methods for obtaining community input and ideas.

The first phase involved collecting information about the reserve's use through interviews with key stakeholders and a questionnaire distributed to the local community The Draft Master Plan preparation was informed by the community and stakeholder feedback.

The Draft Master Plan was released for public comment in September 2010 and responses were sort on four proposed building and sports field configurations. Community feedback indicated a preference for a combination of options 2 and 3.

The final Master Plan was prepared following consideration of all feedback and submitted to Council for approval in December 2010.

Background

2.1 Site context and history

Newmarket Reserve, Kensington is part of an extensive network of of Melbourne (Figure 1). The 1.7 ha triangular shaped reserve is bounded by three major arterial roads (Racecourse Road, Smithfield Road and Epsom Road). A variety of commercial, residential and educational uses surround the park.

Newmarket Reserve contains a lawn bowls club, a small sports pavilion, a sports oval and limited park facilities. Its uses are local and informal Newmarket Reserve is Crown land reserved for the purpose of a Public Park and managed by the City of to a Public Park and Recreation Planning Scheme.

Newmarket Reserve was first requested for use as a public reserve in 1882. It was subsequently permanently reserved for the



In 1974, under the provisions of Victoria's Flemington Land Act 1973, The City of Melbourne was declared Committee of Management of the reserve. During council amalgamations in 1995, a boundary change between the City of Melbourne and Moonee Valley City Council resulted in management responsibility for the reserve moving to Moonee Valley City Council. Management responsibility returned to the City of Melbourne following a second municipal boundary change in 2008.

Historical uses of the reserve include:

- Lawn bowls and tennis
- Victorian Junior Association (second grade turf cricket)
- Junior football
- Brass band recitals during 1920s and 1930s for Hospital Saturday and Sunday
- Red Cross Carnival during 1940s (and possibly earlier).

Organised sporting uses include community grade cricket and soccer, and lawn bowls. Informal recreational use includes walking, jogging, exercising, dog walking and ball games.

2.2 Policy context

This Master Plan has been developed in the context of a number of strategic plans and policies. The most important of these are the Victorian Government's strategies Melbourne 2030 and Melbourne @ 5 Million, which set out a broad vision for Melbourne's sustainable growth and will have an impact on the future use of Newmarket Reserve.

A Structure Plan is being developed by Moonee Valley City Council to plan for anticipated higher density residential development in the Racecourse Road public transport corridor.



Figure 1: Newmarket Reserve, Kensington.

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Vision

Newmarket Reserve has a key role in providing local open space with a diverse range of recreational opportunities. It provides an environment that is accessible, attractive, safe and sustainably managed.



Objectives

To achieve the above vision for Newmarket Reserve a number of objectives have been developed for this Master Plan. They are:

- 1. To develop the reserve into a well-designed open space area including trees, grass, hard surfaces, a playing field appropriate for a range of sports, BBQ and picnic facilities.
- 2. To improve connections to the surrounding network of open space through better access to and around the site
- 3. To increase the opportunities in Newmarket Reserve for informal recreation.
- 4. To maintain organised sports uses.
- 5. To improve building configuration and use.



Recommendations and design proposals

4.1 Park amenity

Newmarket Reserve's character is described by park users as exposed, sparsely-treed, disconnected and lacking in legible pedestrian access. The reserve has unusually clear views of the Port of Melbourne and the West Gate Bridge (Figure 2).

Informal recreational use is compromised by:

- A lack of clear entry and sense of arrival to the reserve
- The absence of a path network
- Lack of legibility for pedestrians moving within the reserve due to current building layout
- Inconsistent and obstructive fences.

Parks furniture such as drinking fountains, bins and seats are limited and in poor condition. Recent community feedback identified litter, dog waste and bin management as issues of concern. Street lighting surrounds the reserve however there is no park lighting.

Actions: Park amenity

Improvements are required to the planning, design and presentation of the reserve as part of the City of Melbourne's open space network. To achieve this, a landscape plan should be developed to provide direction on:

- Tree planting for shade and shelter from prevailing winds and surrounding roads
- The location and design of BBQ and picnic facilities
- Placement of seating to support a range of uses from quiet contemplation to watching sport
- The location of a drinking fountain, rubbish bins, bike parking and dog waste dispensers
- Improvements to the storage and collection of bins for park buildings
- The provision of park lighting according to City of Melbourne park lighting policy.



4.2 Vegetation

Newmarket Reserve contains a number of healthy mature trees that are worth retaining, including a large elm on Racecourse Road and trees on Smithfield Road. The pines on Smithfield Road are landmark trees rising above the urban skyline and appear to be remnant planting from the early 20th century. Most other trees in the reserve are in decline. New plantings should be guided by principles currently being developed that respond to environmental pressures of climate change, urban heat island effect and understanding the need for shade and cooling within the urban landscape.

Actions: Vegetation

The Master Plan proposes the following actions to improve the vegetation of Newmarket Reserve:

- Implement a tree and vegetation planting program
- Select tree and plant species based on their robustness, longevity and capacity to provide other benefits such as shade, cooling and amenity.

4.3 Entrances and signage

Entrances to Newmarket Reserve are poorly defined and obscure. There are opportunities to more clearly define entrances to the reserve through landscape treatment such as signage and improved path networks.

Actions: Entrances and signage

The Master Plan proposes the following actions to improve entrances to Newmarket Reserve:

- Create clearly defined, safe and attractive entrances at key entry points at Smithfield/ Epsom roads, Racecourse/ Smithfield roads and near Racecourse/Epsom roads
- Install reserve name, directional and regulatory signage consistent with City of Melbourne standards
- Ensure any sporting club signage is consistent with City of Melbourne policy
- Remove all commercial advertising from the reserve.



Figure 2: Newmarket Reserve, Existing Site Conditions.

4.4 Access and linkages

Newmarket Reserve lacks a linked path network. Providing a connected circuit path would improve pedestrian circulation and encourage informal recreation.

The reserve is surrounded by three arterial roads making pedestrian access difficult. Pedestrian safety and access could be improved by working with the roads authority on intersection upgrades and local area pedestrian planning.

Opportunities exist to improve links between Newmarket Reserve and surrounding open spaces such as Stock Route Reserve, Riverside Park, Kensington Hall Reserve, Coronet Reserve, Victory Park and the Maribyrnong River Trail to the city. The connection to and interface with the stockyards on Smithfield Road should also be explored.

Improved signage pointing to bicycle and walking trails and other local parks could improve the reserve's profile as a destination.

Actions: Access and linkages

The Master Plan proposes the following actions to improve access and linkages to Newmarket Reserve:

- Provide safe pedestrian entry points at key reserve entrances.
- Construct a new circuit path for pedestrian circulation.
- Work with and encourage other agencies to have the three key intersections upgraded at Racecourse Road, Epsom Road and Smithfield Road to provide safer pedestrian access to the reserve.
- Explore options with other agencies for pedestrian access from the suburb of Newmarket and the Ascot Vale Road/ Racecourse Road tram stop where there is currently not access to the reserve.
- · Provide bicycle parking.
- Ensure Newmarket Reserve is identified on local cycling and walking trail information.
- Consider the connection and interface with the stockyards on Smithfield Road in the design process.



4.5 Informal recreational use

Community feedback has indicated that there is a demand for informal as well as formal recreation in the reserve. Informal uses include walking, jogging, exercising, dog walking, enjoying open spaces, socialising, kicking a ball, going there to play, throwing a frisbee and using the bowls club wall for tennis practice. The City of Melbourne Community Recreation Needs Study identifies walking as the most popular sport and recreation activity in Melbourne.

Newmarket Reserve is a dog-on-leash area. Due to its relatively small size, and to ensure the park caters for many recreational uses, the Master Plan recommends it remain a dog-on-leash area.

Community spaces and meeting rooms are always in demand in Kensington and Flemington. Building configuration and management currently limits access for wider community use. One potential opportunity is the development of a multi-use facility with available community spaces that could provide for informal recreation and programming at the reserve.

Newmarket Reserve is used for small-to-large family gatherings. With good access to public transport and other facilities, it could also be used for small community events and programmed activities.

Actions: Informal recreational use

The Master Plan proposes the following actions to improve the informal recreation use in Newmarket Reserve:

- Investigate informal recreation opportunities within the reserve such as a tennis hit-up wall, a basketball half court or other informal recreation activities.
- Explore the potential for casual community activity programming that could make use of built facilities such as yoga, thai chi, pilates and dancing.
- Retain the dog-on-leash designation.

4.6 Bowls club and sports pavilion

There are two buildings in Newmarket Reserve. These are the bowls club with a proposed new synthetic green, and a small pavilion. Both are structurally sound and recent maintenance works on both buildings have improved their condition. The bowls club building has been periodically extended over time.

All the sports clubs in Newmarket Reserve are community based clubs and have a non-profit status. The sports clubs pride themselves on being accessible and lawn bowling is inclusive by nature of the sport. Through use of its facilities, the Bowling Club contributes revenue back into fostering bowls as a sport and increasing community participation.

The Flemington and Kensington Bowling Club currently occupies the bowls club building erected on a leased area of the reserve. It currently has approximately 65 members including competition and social memberships. There is some community use of the building and the larger rooms are occasionally booked for functions. However, the building configuration doesn't optimise its current or potential use.

The sports pavilion has periods of high use for cricket and soccer matches on Saturdays and summer-only training sessions (once or twice a week in the evening). The bowls club is open in the evenings for social members and is licensed. Pennant competition is played at the bowls club on Saturdays and 'barefoot bowls' are played during the week over summer.

The bowls club facility is currently obscured from public view by large wire mesh fences and a high photinia hedge. Opening up the view to Racecourse and Smithfield roads could provide new membership opportunities through increased community visibility.

The Master Plan proposes that in the short-term the current building configuration should remain the same.

Actions: Bowls club and sports pavilion

The Master Plan proposes the following actions to increase the use of the bowls club and sports pavilion in Newmarket Reserve:

 Work with the bowls club to investigate opportunities to improve the club's visibility to Racecourse and Smithfield roads.

Community feedback on the building options supported a new multi-use bowls club and sports facility on Racecourse Road. Future opportunities exist to improve the bowls club and sports pavilion through the following actions:

- Upgrade facilities for the bowls club
- Maximise the multipurpose function of the facilities
- Rationalise the facility footprint
- Maximise the open space in the reserve.



4.7 Sports fields

Cricket and football have been played at Newmarket Reserve since 1910. The reserve contains a sports field and seasonal sport is played throughout the year including cricket in summer and soccer in winter. The competition levels include community senior cricket matches and low-level senior and junior soccer games.

Low grade senior cricket competition should continue but it is noted the small ground size is probably more compatible with junior cricket, which is increasing in demand in the area. With alternative venues for senior cricket currently unavailable, the City of Melbourne and the sports clubs will need to work closely together to

maximise usage for all participants. Providing a synthetic wicket could improve the opportunity for junior sport and casual community use. Additional programmed use of the ground could be explored with this level of competition in mind. The soccer competition fits well into the reserves boundary constraints and recently improved change room facilities may encourage women's competition.

The bowls club has received funding for a single, continuous synthetic green that will replace the existing two natural greens footprint to maximise their use. This will increase availability for use outside the summer competition period. Natural green competition will no longer be available.

Actions: Sports fields

The Master Plan proposes the following actions to improve the sports fields at Newmarket Reserve:

- Review existing turf wicket maintenance and management.
- Provide a synthetic cricket wicket adjoining the turf wicket.
- Review sports ground allocation to accommodate junior cricket competition and other types of cricket games.
- Investigate providing sports lighting for training on the sports field and lighting for greens at the bowls club.



4.8 Public toilets

Public toilets attached to the pavilion are accessible during organised sporting activities and secured outside these times.

Actions: Public toilets

The Master Plan proposes the following actions to improve the public toilet facilities at Newmarket Reserve:

• Continue to provide access to a public toilet facility for organised sporting activities.

There is potential opportunity for integrating a public toilet facility for daylight hours use in the future if a new multi-use facility is built on Racecourse Road.

4.9 Car parking in the reserve

City of Melbourne policy is to remove car parking from open space. Newmarket Reserve is a small reserve in an area where there is limited open space and greater urban density is proposed. As such, parking should be removed from the reserve to increase public open space. A small amount of drop-off/pick up and disabled parking should be provided and emergency vehicle access maintained.

Actions: Car parking in the reserve

The Master Plan proposes the following actions in relation to car parking in the reserve to improve open space availability:

- Reduce car parking in the reserve and return to public open space.
- Provide a small amount of drop-off/pick-up and disabled parking.



4.10 Sustainability and water security

There are limited opportunities for capturing and using stormwater at Newmarket Reserve due to the elevated nature of the reserve. However, the addition of watersaving improvements to plumbing infrastructure in the buildings would reduce water consumption.

Biodiversity and sustainability of the landscape could be improved by vegetation variety and selection. Alternative water sources could be investigated to provide a water supply at peak times (i.e. summer).

There are limitations to improving the current buildings due to their configuration and construction. Future opportunities exist to greatly improve the energy efficiency and sustainability of the facilities with the construction of a new multi-user facility.

Actions: Sustainability and water security

The Master Plan proposes the following actions to improve environmental sustainability in Newmarket Reserve:

- Investigate the feasibility of alternative water sources that could provide a net benefit to the reserve
- Develop a water management plan for Newmarket Reserve to ensure efficient water usage while improving tree and lawn health.

- Increase the range and diversity of plant species at the reserve
- Continue to use warm season grass species in lawn renovations
- Select plant species with low water requirement, cooling and shading attributes.
- Incorporate water capture, storage and re-use measures in any future building development, where practicable.
- Incorporate sustainability principles into any future building development to reduce energy use and greenhouse gas emissions, where practicable.





Implementation

A range of projects are proposed within this Master Plan (Figure 5). The Master Plan will form the basis for staging and prioritising works in the City of Melbourne's annual capital works program. All works are subject to funding.

The proposed Master Plan projects are outlined below and incorporate the recommended actions in this plan. A suggested timeline for staging is provided to indicate when these projects are proposed to be implemented.

Proposed Master Plan projects:

1. Park facilities - bins, seating and park lighting

Improve park facilities by providing bicycle parking, rubbish bins, a drinking fountain and a dog waste bag dispenser. Provide seating to support a range of uses from quiet contemplation to watching sport, and park lighting to support informal recreation use

2. Tree planting

Undertake tree planting to provide amenity, shade and shelter through considered placement and diverse species selection.

3. Picnic and informal recreation area

Create a picnic area with provision for informal recreation and play to the north-east of the bowling green. Undertake tree planting to enhance the shade and character of this space.

4. Entrance improvements

Upgrade entrances to provide clearly defined, welcoming and safe entry points into the reserve. Work with and encourage other agencies to upgrade intersections and pedestrian crossing points.

5. Footpaths

Construct a new asphalt path network for pedestrian circulation and informal recreation activities that links to entrances, facilities within the park and the existing footpath on Racecourse Road.

6. Organised sport

Retain summer and winter sports use and provide a synthetic turf wicket adjacent to the turf table. Review existing turf wicket maintenance and management. Review sports ground allocation to accommodate junior cricket competition. Investigate providing sports lighting for training and greens use. Continue to use warm season grasses in lawn renovations.

7. Informal recreational use

Investigate informal recreation opportunities within the reserve such as a tennis hit-up wall, a basketball half court or other informal recreation activity. Explore the potential for casual community activity programming that could make use of built facilities such as yoga, Thai Chi, Pilates and dancing. Retain the dog-on-leash designation.

8. Pavilion and bowls club buildings

Retain the existing pavilion and its current use including public toilet availability during daylight hours. Retain the bowls club building and work with the bowls club to investigate opportunities to improvits visibility to Racecourse and Smithfield roads. Improve build bin storage and collection management.

9. Car parking / Vehicle access

Retain a small amount of car parking on the asphalt area on the Smithfield Road side of the bowls club. Remove car parking from the park at the corner of Smithfield Road and Racecourse Road. Retain access for maintenance and emergency vehicles from Smithfield Road.

10. Water use

Develop a water management plan to ensure efficient water usage while improving tree and lawn health. Investigate the feasibility of alternative water sources that could provide a net benefit to the reserve. Incorporate water efficiency and sustainability principles in any building renovations, where practicable.

The Master Plan will be adopted and implemented in stages (Figure 3).



Figure 3: Newmarket Reserve Master Plan Staging

(A) 2011/12 FOOTPATH CONSTRUCTION

Construction of new footpath between car park and the pedestrian crossings at the corner of Smithfield Road and Epsom Road. Works to include construction of missing section of path from Racecourse Road, including fence modifications to provide pedestrian access to central path.

D 2012/13 CARPARK RATIONALISATION

Existing asphalt carpark area to be rationalised to include marked parking spaces, better defined entry and pedestrian spaces and a reduction in asphalt to allow for additional treeplanting and landscaped areas. Existing path along Smithfield Road to be renewed to better connect with new paths

(B) 2012/13 FOOTPATH CONSTRUCTION

Construction of new footpath along Smithfield Road north. Works to include entry improvements and the construction of a new park post and rail fence positioned to accommodate the new path. Access to the informal carparking will only be permitted from Smithfield Road. (Left turn in, left turn out)

(E) 2013/14 INFORMAL PARKING REMOVAL

Following the completion of other park improvement works, the internal access road will be removed in this area, and parking will be prohibited. This will allow for planting of additional trees, and a picnic area with provision for informal recreation and play.

© 2012/13 CIRCUIT PATH CONSTRUCTION

Construction of new asphalt circuit path around the sportsfield, including park furniture, tree planting and park lighting. Works to include formalisation of entry to the corner of Epsom and Smithfield Road and associated earthworks, as well as the renewal of the existing central path to connect to new circuit.



Review of the plan

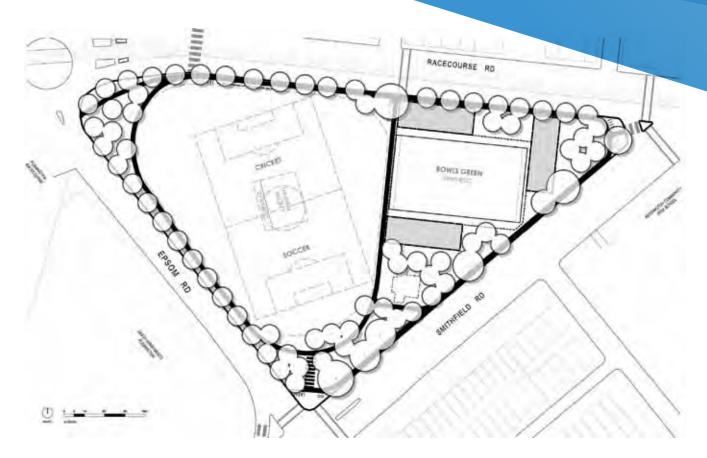


Future opportunities

Future opportunities exist to maximise the informal recreational use of Newmarket Reserve and improve organised sporting facilities if appropriate funding becomes available.

One opportunity is to build a new purpose-built bowls club and sports facility. This type of building would provide better facilities for all users and increase the opportunity for community access and programming.

The following drawing shows three possible locations for a new purpose-built multi-user facility (Figure 4).



Depending on the placement of a new facility, an opportunity could arise to create a substantial BBQ and picnic area to the south of the synthetic bowling green. This would link in well with other organised sporting activities on the oval and provide for local community use.

Figure 4: Possible locations for a new multi-user facility



Figure 5: Newmarket Reserve Master Plan



MASTER PLAN PROPOSED PROJECTS

PARK FACILITIES - bins, seating and park lighting Improve park facilities by providing bicycle parking, rubbish bins, a drinking fountain and a dog waste bag dispenser. Provide seating to support a range of uses from quiet contemplation to watching sport and park lighting to support informal recreation use.

TREE PLANTING
Undertake tree planting to provide amenity, shade
and shelter through considered placement and
diverse species selection.

PICNIC & INFORMAL RECREATION AREA Create a picnic area with provision for informal recreation and play to the north-east of the bowling green. Undertake tree planting to enhance the shade and character of this space.

4 ENTRANCE IMPROVEMENTS
Upgrade entrances to provide clearly defined,
welcoming and safe entry points into the reserve.
Work with and encourage other agencies to upgrade
intersections and pedestrian crossing points.

FOOTPATHS
Construct a new asphalt path network for pedestrian circulation and informal recreation activities that links to entrances, facilities within the park and the existing footpath on Racecourse Road.

ORGANISED SPORT
Retain summer and winter sports use and provide a synthetic turf wicket adjacent to the turf table.
Review existing turf wicket maintenance and management. Review sports ground allocation to accommodate junior cricket competition. Investigate providing sports lighting for training for training and greens use. Continue to use warm season grasses in lawn renovations.

INFORMAL RECREATIONAL USE Investigate informal recreation opportunities within the reserve such as a tennis hit-up wall, a basketball half court or other informal recreation activity. Explore the potential for casual community activity programming that could make use of built facilities such as yoga, Thai Chi, Pilates and dancing. Retain the dog-on-leash designation.

PAVILION AND BOWLS CLUB BUILDINGS
 Retain the existing pavilion and its current use including the public toilet operation availability during daylight hours. Retain the bowls club building and work with the bowls club to investigate opportunities to improve its visibility to Racecourse and Smithfield roads. Improve building bin storage and collection management.

QARPARKING / VEHICLE ACCESS Retain a small amount of car parking on the asphalt area on the Smithfield Road side of the Bbowls Cclub. Remove informal car parking from the park at the corner of Smithfield Road and Racecourse Road. Retain access for maintenance and emergency vehicles from Smithfield Road.

WATER USE
Develop a water management plan to ensure efficient
water usage while improving tree and lawn health.
Investigate the feasibility of alternative water sources
that could provide a net benefit to the reserve.
Incorporate water efficiency and sustainability
principles in any building renovations, where
practicable.



Do you have a question for the City of Melbourne?

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