

# Marysville Heart Project



Following the tragic Black Saturday bushfires, much work is underway to rebuild the historic, picturesque town of Marysville.

The rebuilding is being guided by the Marysville and Triangle Urban Design Framework, which also aims to support projects that are likely to attract businesses and services back into the town and provide jobs for local people.

The Urban Design Framework identifies an opportunity to create a new area in the heart of Marysville that could become a striking focal point for the local community and for visitors to the town.

Marysville Heart is proposed to be a new public space in the centre of town, with a building or buildings for cultural and/or commercial activities.

Marysville Heart aims to be a special place in Marysville that provides long term cultural and economic benefits to the local community and helps to redefine the character and identity of Marysville and the Triangle region in a way that attracts visitors to the area.

## Developing the *Marysville Heart* concept

Community members and key community stakeholders will play an important role in contributing ideas about what *Marysville Heart* could contain.

Some ideas that have been put forward by community members so far include:

- a performing arts centre
- a lifelong learning centre
- a bushfire education centre
- commercial activities such as a microbrewery, pub, restaurant or art gallery.

A community consultation process to help identify a proposal for *Marysville Heart* is now underway.

It will be essential that whatever is decided has a solid business case and is sustainable in the long term in its own right; brings ongoing economic and social benefits to the community.

## Design guidelines for *Marysville Heart*

The Urban Design Framework outlines specific design guidelines for the *Marysville Heart* project to ensure it works in with other rebuilding projects, complements the natural environment and has a strong focus on economic and community development.

### The guidelines say:

- *Marysville Heart* buildings and public spaces should be flexible and adaptable to a range of uses over time
- vistas down Murchison Street through to Gallipoli Park should be maintained
- a mix of community, arts, tourism, recreation and hospitality functions could be accommodated to ensure an active and interesting place for a wide variety of users
- there should be an integrated approach to the design of buildings and public spaces, with special emphasis on the relationship between indoor and outdoor spaces
- opportunities should be created to integrate public art and the natural water landscape within the project
- opportunities for innovation and best practice sustainable design should be created
- the scale of development should be consistent with the scale of Marysville and its character
- car parking within the Heart should be minimised.

## Location

The Heart project is located in the centre of Marysville, on the former police station site. The site fronts onto Murchison Street and is next to private property on the southern side and Gallipoli Park to the east.

The *Marysville Heart* project is proposed to be built on Crown Land, part of Gallipoli Park. The total site is approximately 6000m<sup>2</sup> of which approximately 2000m<sup>2</sup> could be available for buildings.

### Steps to develop the *Marysville Heart* Project:

#### April 2010:

1. Develop community criteria for a successful Heart Project.
2. Call for community options for the Heart.

#### May 2010:

3. Community Day 1 May - seek community feedback on options.
4. Community Roundtable to consolidate 2 - 3 options.

#### June 2010:

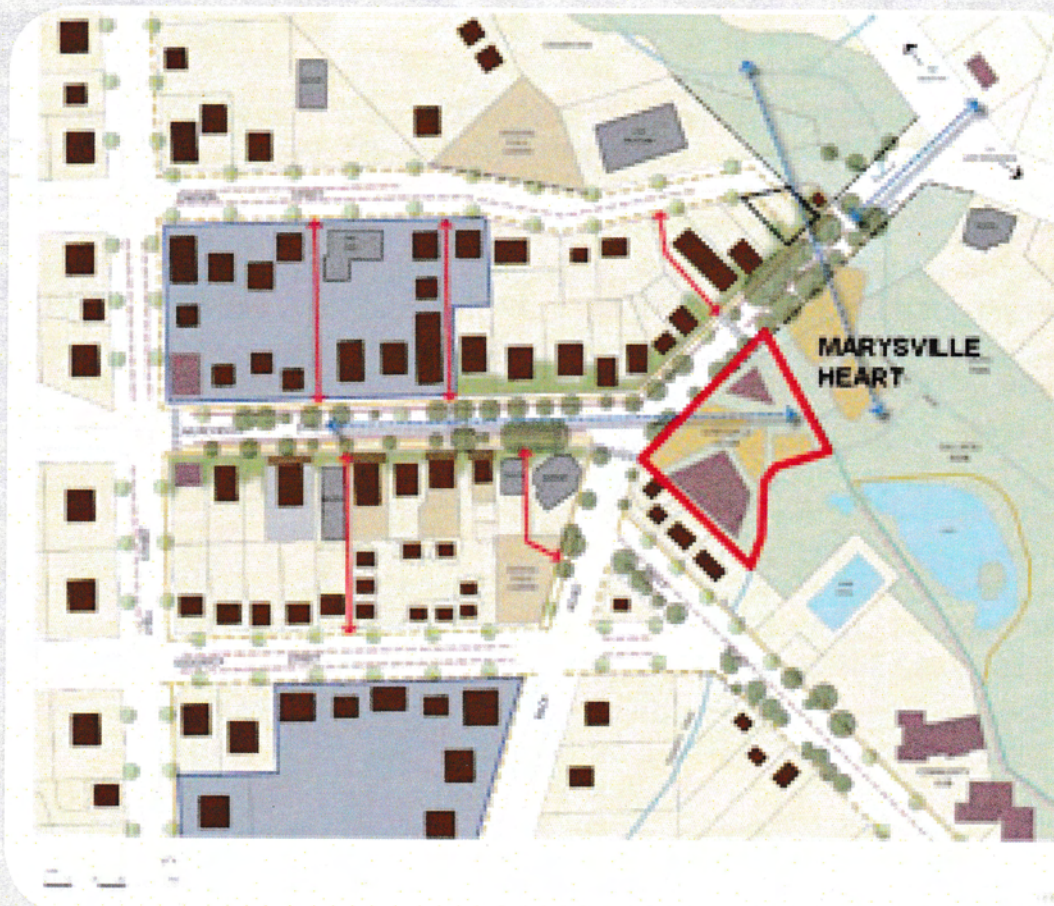
5. Test the options - develop a sustainable business case.

#### July 2010:

6. Finalise the *Marysville Heart* concept and determine the best way to deliver the project.

#### August 2010 onwards:

7. Deliver the *Marysville Heart* Project.



## Funding

The project is likely to require funding for the public open space and community or cultural facilities. This could be sourced through donors and government programs (depending on the final proposal).

It may also require private sector investment in new business activity decided on as part of the final concept.

## Nearby projects underway

*Marysville Heart* will be developed in such a way that it complements and enhances other key rebuilding projects underway in the centre of the town.

These include:

- Gallipoli Park development
- Murchison Street and town centre restoration
- Construction of the Marysville Community Centre
- Construction of the Rebuilding Advisory Centre, which will be handed over to the community for its own use in the long term

## Staying Informed

Background information and updates about the project will be provided to the community in a number of ways, including via VBRRA's website ([www.wewillrebuild.vic.gov.au](http://www.wewillrebuild.vic.gov.au)) and through VBRRA's regular News Update.

If you would like to receive the News Update newsletter by email or mail, please email [bushfireinfo@dpc.vic.gov.au](mailto:bushfireinfo@dpc.vic.gov.au) with your email or mail details or call 1800 240 667.

Information will also be posted on community websites including [www.marysvillecommunity.net](http://www.marysvillecommunity.net) and [www.marysville.vic.au](http://www.marysville.vic.au)

### Further Information

For further information about the *Marysville Heart* project, contact:  
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