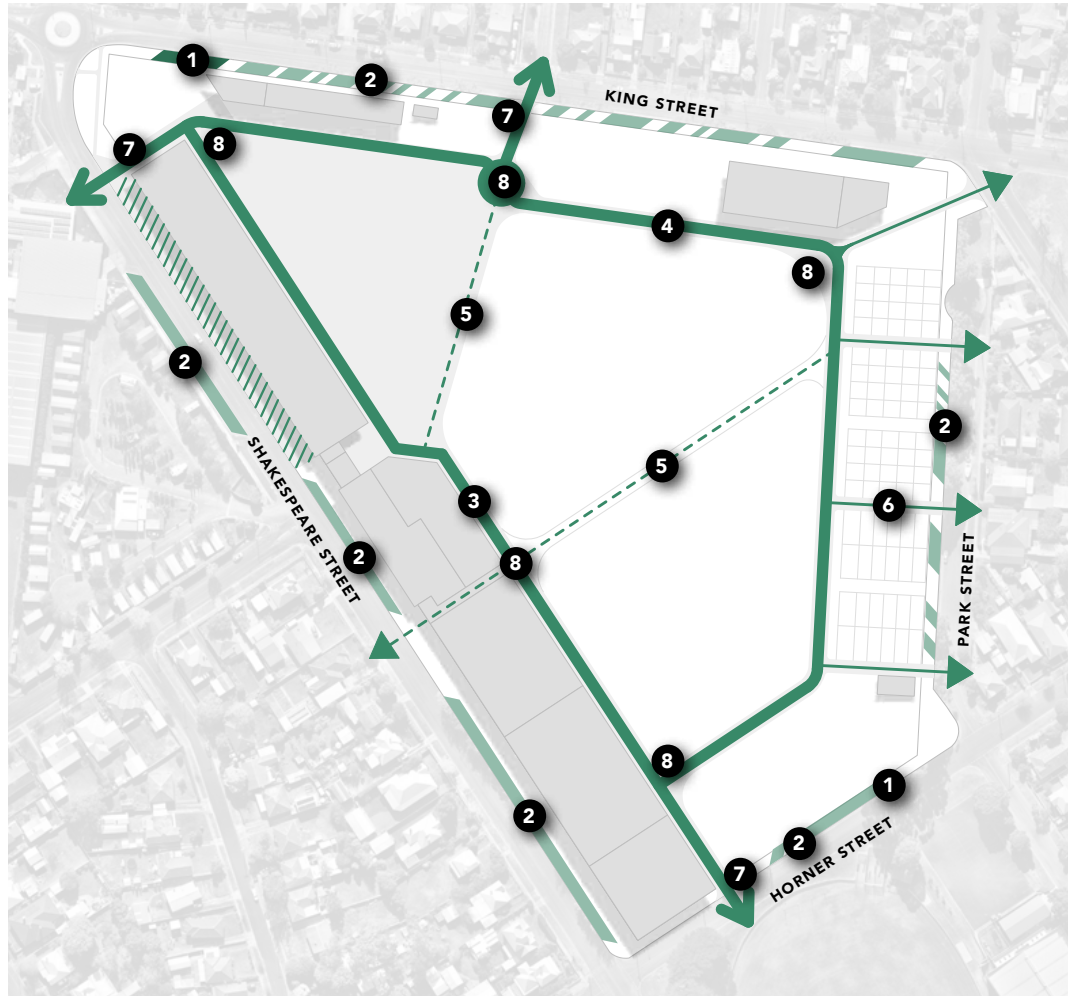







Access + Circulation



-  Primary access and circulation
-  Secondary/exhibitor access
-  Perimeter parking
-  Existing loading zone
-  Pick-up/Drop-off areas

Design Strategies



1. Drop-off Area:
Plan for efficient transportation and infrastructure. Ensure facilities, and consider public transport



2. Parking Solutions:
Implement well-organized perimeter parking areas with clear signage, considering both short-term and long-term parking needs during events and day-to-day activities.



3. An Active Spine:
Plan for efficient transportation and infrastructure. Ensure facilities, and consider public transport



4. Site Flow:
Plan for efficient traffic flow within the site during peak event times, incorporating a perimeter circuit.



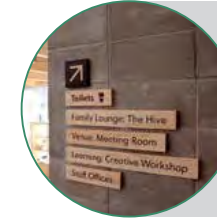
5. Pedestrian Pathways:
Create well-defined and accessible internal pathways, that structure events and encourage leisurely walks when events are not live.



6. Secondary Connections:
Provide dedicated access for exhibitors from the east during events. Outside of events this provides a permeable interface for surrounding residents.



7. Strategic Entry Points:
Designate and enhance specific entry points to guide visitors efficiently into the showgrounds, ensuring a welcoming and organized arrival experience.



8. Landscaping and Wayfinding:
Integrate tree planting to visually enhance the environment and implement effective wayfinding systems to guide visitors seamlessly.

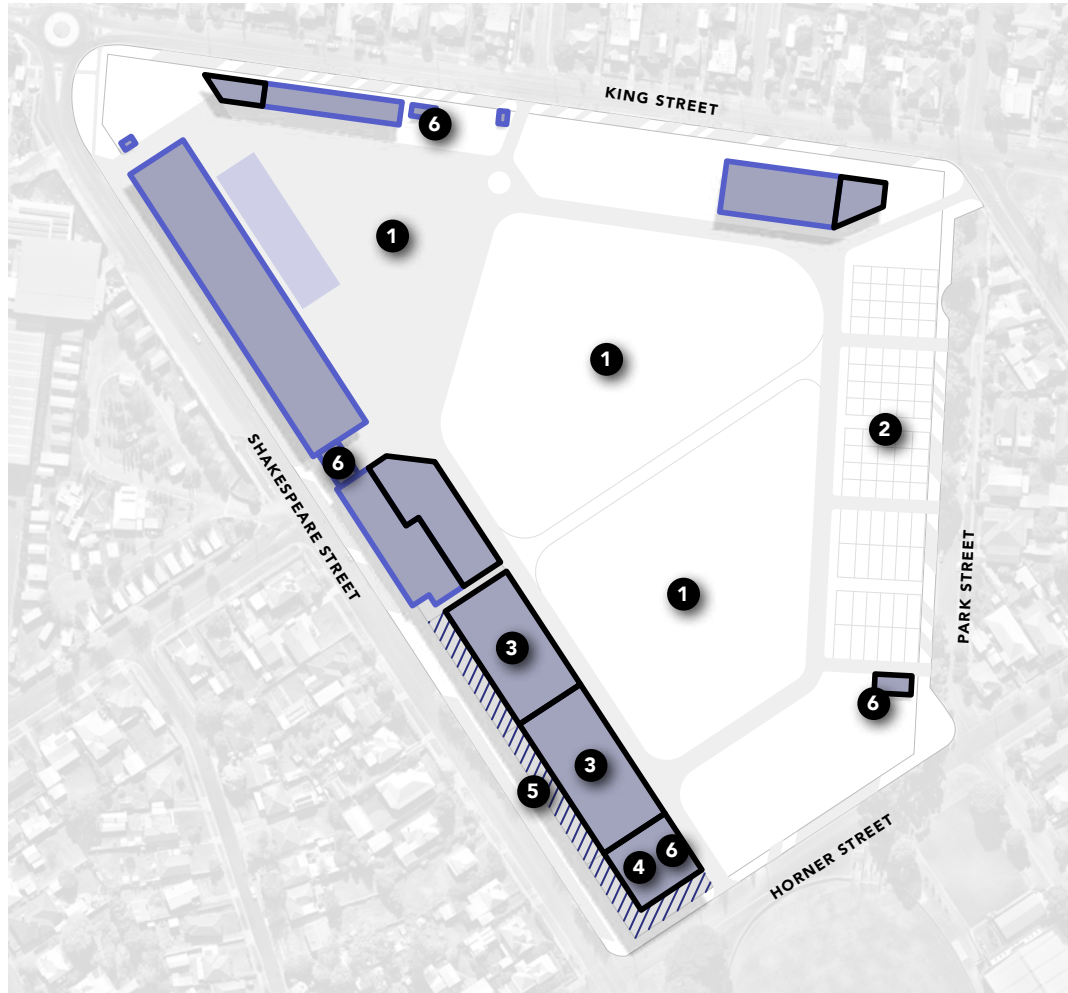






9. Public Transport Integration:
Coordinate with local public transport providers to ensure convenient and sustainable access to the showgrounds, promoting the use of public transportation.



10. Universal Accessibility:
Ensure all areas of the showgrounds are accessible to individuals with diverse abilities, incorporating ramps, elevators, and other inclusive design elements.

Amenities + Facilities



-  Existing buildings
-  Proposed buildings
-  Active street frontage
-  CFA running track

Design Strategies

- 

1. Flexible outdoor space:
Structure flexible outdoor spaces through framed lawn areas.
- 

2. Camping areas
Develop a dedicated camping area, equipped with essential amenities and services to accommodate tourists in town.
- 

3. Adaptable spaces:
Develop designated buildings for vendors and markets, promoting local businesses and creating economic opportunities within the community.
- 

4. Central Hub:
Create interactive exhibits and displays that educate visitors about agriculture, history, and community achievements, fostering a sense of pride and connection
- 

5. Active edges:
Develop designated building edges for vendors and stakeholders, promoting local businesses, street activation and creating economic opportunities within the community.
- 

6. Amenities
Enhance on-site amenities to ensure the comfort and convenience of visitors.
- 

7. Adaptable Infrastructure:
Invest in infrastructure that can be easily adapted to accommodate evolving community needs and emerging trends in events and activities.
- 





8. Community Gathering Points:
Design communal spaces, such as plazas and seating areas, to encourage social interactions and community engagement during events and day-to-day activities.
- 

9. Technology-Enhanced Amenities:
Integrate modern technologies into facilities, such as interactive displays, Wi-Fi connectivity, and digital information kiosks for an enhanced visitor experience.
- 

10. Expansion:
Focus building footprints to the western and northern edges. Expand and refurbish existing facilities to support the reading of the site e.g. strengthen entries.

Events + Activation



-  Events pavillions/halls
-  Indicative events layout
-  Events lawn (working dogs competition)
-  Camping area
-  Hard surface events space
-  Transitional spaces

Design Strategies

 <p>1. Outdoor Event Spaces: Structure multi-functional outdoor spaces that can be easily adapted for various events, ensuring the site can host diverse activities.</p>	 <p>2. Exhibitor camping Provide a dedicated camping area, equipped with essential amenities and services for exhibitors during events.</p>
 <p>3. Controlled access: Implement controlled access to ensure safety and security of visitors during events, including ticketing systems and entry checkpoints.</p>	 <p>4. Transitional Spaces: Design transitional spaces between different zones to provide a buffer for crowd management during events and enhance the overall aesthetic appeal.</p>
 <p>5. Adaptable Pavilions: Configure events pavilions to maximise flexibility, allowing for the seamless hosting of a variety of activities and events of different scales and purposes.</p>	 <p>6. Outdoor Performance Spaces: Include outdoor stages and performance areas to accommodate live entertainment, music festivals, and other outdoor events.</p>
 <p>7. Event Programming Calendar: Develop a comprehensive calendar for events, ensuring a diverse range of activities throughout the year to attract different audiences.</p>	 <p>8. Event Marketing and Promotion: Develop effective marketing strategies to promote events both locally and regionally, maximizing attendance and community involvement.</p>