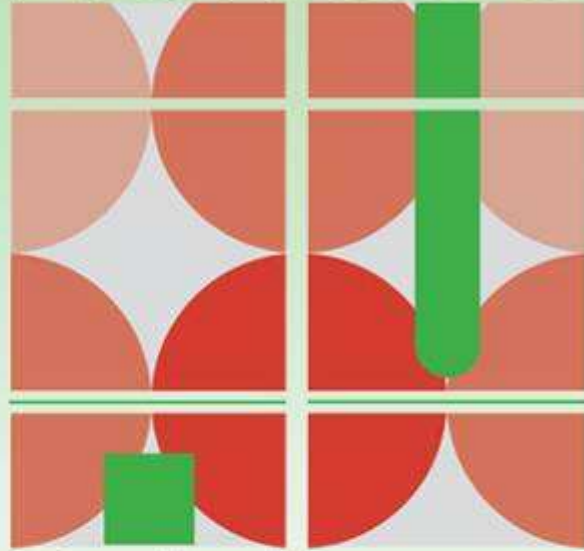


ACNU08



**Brisbane**

**2008 NATIONAL CONGRESS OF THE  
AUSTRALIAN COUNCIL FOR NEW URBANISM**

6th – 9th February, 2008



# Point Cook Town Centre

2008 National Congress of the Australian  
Council for New Urbanism

Presented by:

Chris O'Keefe – Development Manager  
Walker Corporation

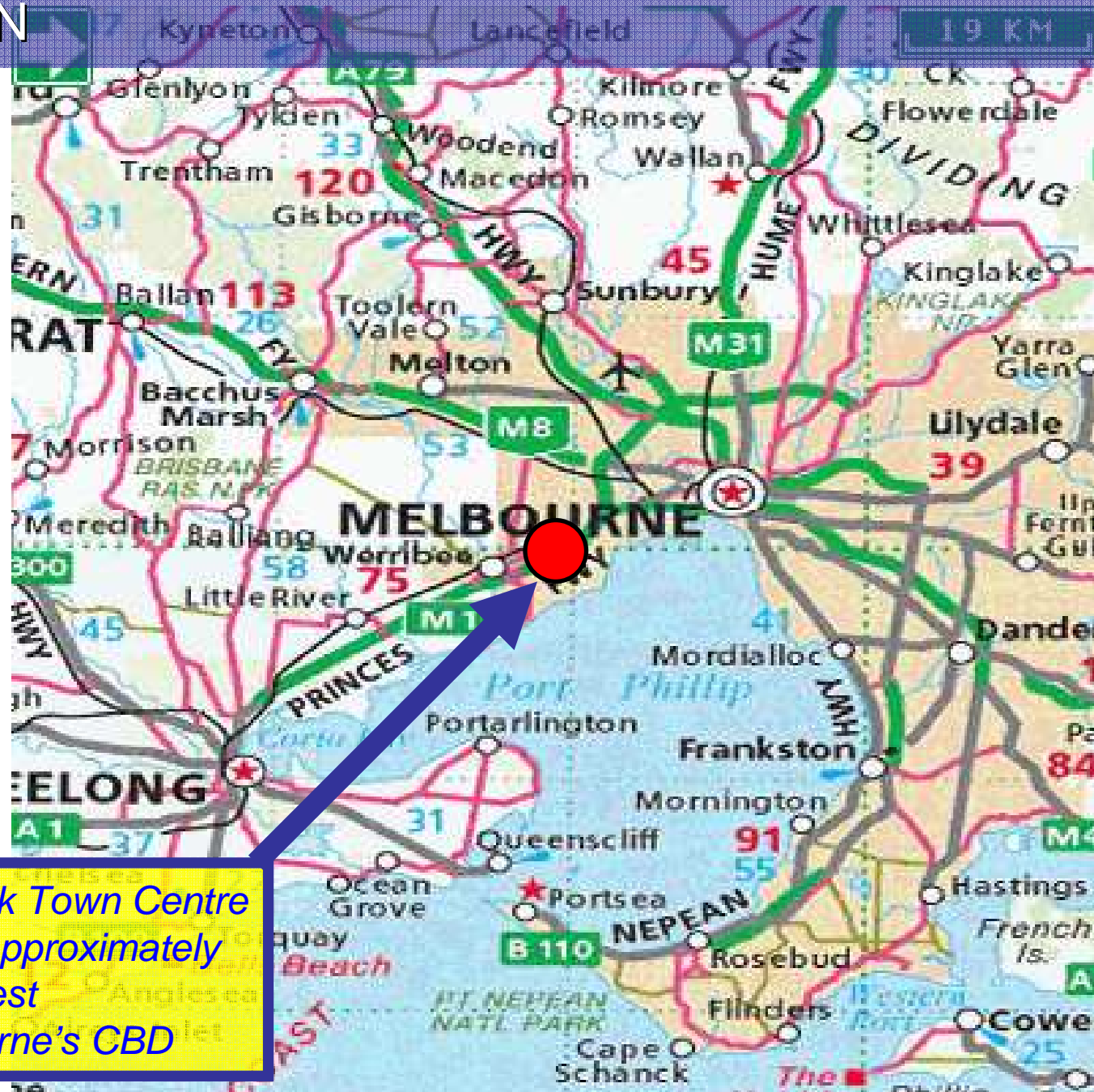
Artist impression for  
marketing purposes only



# INTRODUCTION

- Location
- History of the project – Boardwalk Estate
- Design Objectives – RFP Process
- Masterplan
- Design Features
- Current Progress
- Issues / Conclusions
- Summary

# LOCATION



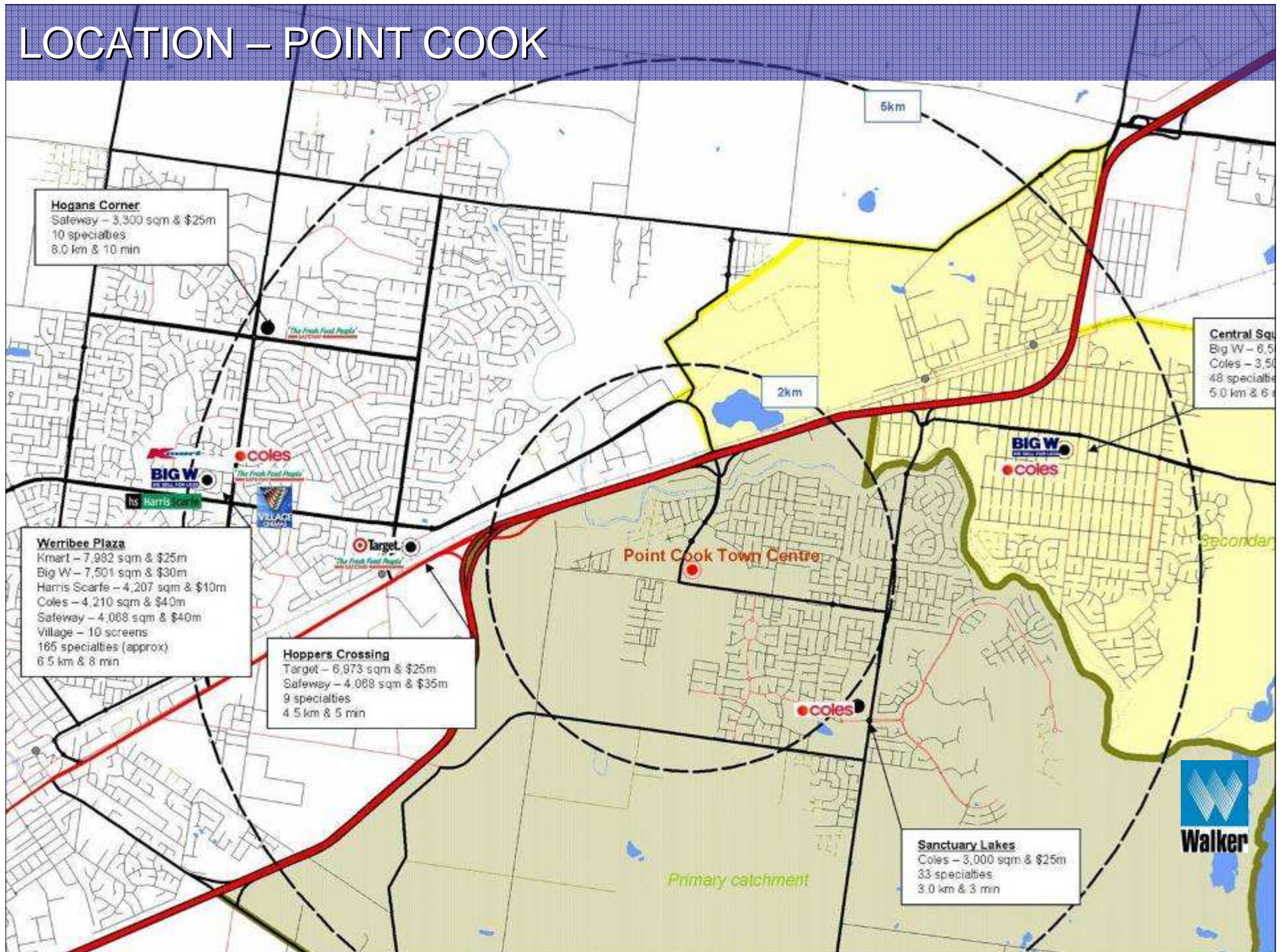
*Point Cook Town Centre  
Located Approximately  
20 Km West  
of Melbourne's CBD*

## POINT COOK – SUBURB PROFILE

- Point Cook is located in Melbourne's south west growth corridor
- Located in the City Wyndham
- Population of 14,162 (2006 Census) which is expected to grow to 29,000 in 2011
- Population growth of approximately 13% expected from 2007 to 2011
- Higher than average proportion of home owners with mortgages
- Bordered by Werribee to the South, Hoppers Crossing to the North and Altona / Laverton to North - East



# LOCATION – POINT COOK



## BOARDWALK ESTATE - VICURBAN

- January 1998 – VicUrban (Urban Land Corporation) purchased 176 Hectares of land
- Boardwalk Estate established to deliver 2,200 residential lots with the Town Centre designated in the masterplan

LEGEND

- HOUSING
- MEDIUM DENSITY HOUSING
- PRIMARY SCHOOL
- PROPOSED FUTURE RETAIL FACILITY
- AQUATIC AND SEMI-AQUATIC VEGETATION
- MULCHED BEDS
- WETLAND AND CREEK

COLLIE ULCMA-0306466

23 September 2023





## BOARDWALK ESTATE - VICURBAN

- VicUrban released a request for proposal to develop the Town Centre in December 2003
- RFP included an approved development plan that designated a street-based town centre with a transitional planning permit (DA approval)
- The Town Centre is designated a Major Activity Centre (Melbourne 2030) which encourages development within mixed use developments





Indicative Town Centre Core Plan



Intersection of Main Street and Secondary Street, showing urban square



**WATERFRONT PLAZA**  
POINT COOK TOWN CENTRE

Waterfront Plaza and Leisure Precinct at the top of Main Street

## BOARDWALK ESTATE - VICURBAN

- Walker Corporation designated preferred developer in 2004
- Executed Development Agreement – February 2005
- Approval process
  - Walker to update and submit masterplan for approval
  - Walker to prepare Town Planning documents following masterplan approval
  - Walker to develop in accordance with Town Planning documents and project program



## JOINT VENTURE SUMMARY

- Macro planning approvals in place prior to RFP
- Development plan agreed with council
- State planning policy issues agreed
- Local retail hierarchy issues resolved
- Planning approval in place
- Infrastructure plan approved (i.e. locations of Main and Murnong Streets) confirmed

## TOWN CENTRE - VISION

The vision for the Point Cook Town Centre is to create of a Vibrant, Innovative, Main Street focused Development that incorporates the following:

- An active Main Street fronted on both sides by retail uses
- Provision a mixture of commercial, residential and retail with a focus on the Town Square / Centre
- Provision a high quality urban environment that is well connected to the surrounding community
- Provision a central civic space to the Town Centre with a secondary civic space at the northern end of Main Street
- Provision of Key Anchors to the ends of Main Street

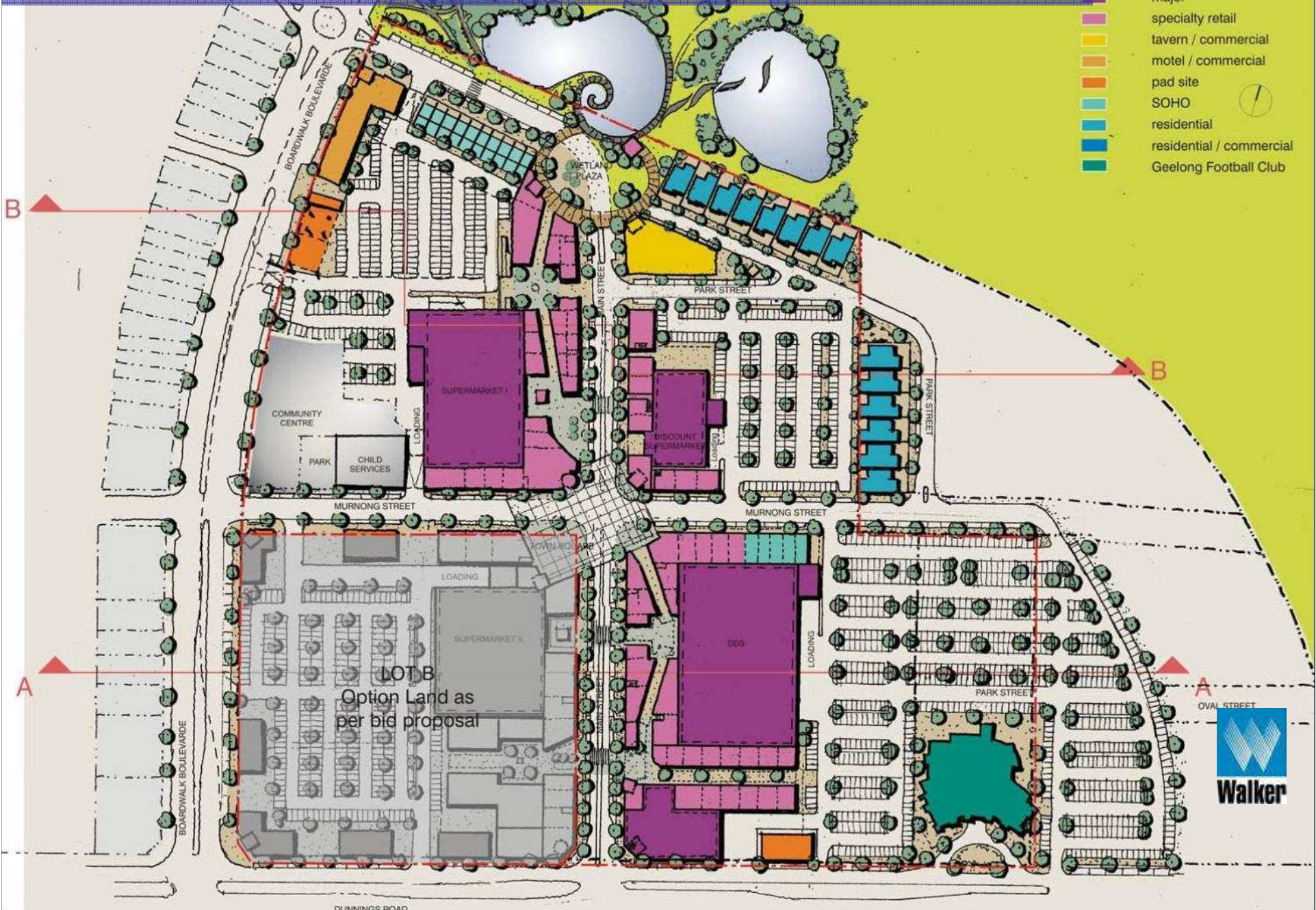


# DRAFT MASTERPLAN JULY 11, 2005

## MASTERPLAN - GROUND OPTION KEY

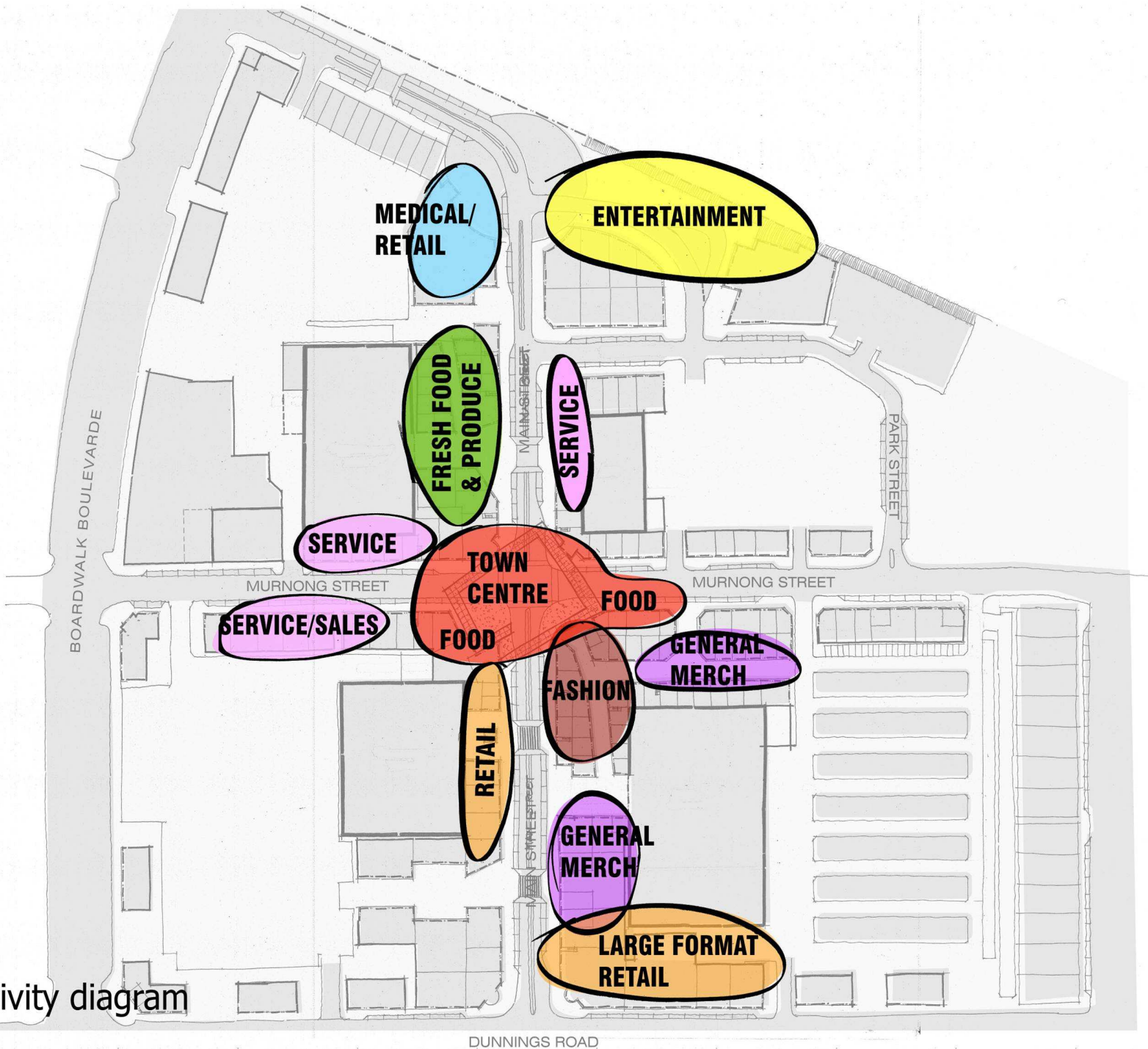
0 50m

- major
- specialty retail
- tavern / commercial
- motel / commercial
- pad site
- SOHO
- residential
- residential / commercial
- Geelong Football Club





activity diagram



# Boardwalk at **Point Cook** Masterplan



©The Becken Group 2005  
Copyright in this document and the concepts it represents are reserved to The Becken Group - 2005. No modification or copying permitted. All rights reserved. Some of the incorporated images and concepts may be subject to third party copyright and/or trademark rights.



ground floor plan  
showing GFC relocation

- PEDESTRIAN
- COMMERCIAL/RETAIL
- RESIDENTIAL USE
- MAJOR
- ENTERTAINMENT

# Boardwalk at Point Cook Masterplan

PROJECT NAME  
Boardwalk at Point Cook (Echomax)

PROJECT NO  
100000



**Walker**

©The Barchon Group 2005  
Copyright in this document and the copyright agreements are reserved to The Barchon Group 2005. No unauthorised use or copying permitted. All rights reserved. Some of the incorporated images and concepts may be subject to third party copyright and/or moral rights.

# POINT COOK TOWN CENTRE MASTERPLAN



**LEGEND**

- LIFT
- TRAVELATOR
- ESCALATOR
- RESTROOMS
- ROOF ENCLOSED AREA
- ROOF ENCLOSED AREA (HIGHER)
- SHARED ZONE
- AWNINGS

FOR MARKETING PURPOSES ONLY

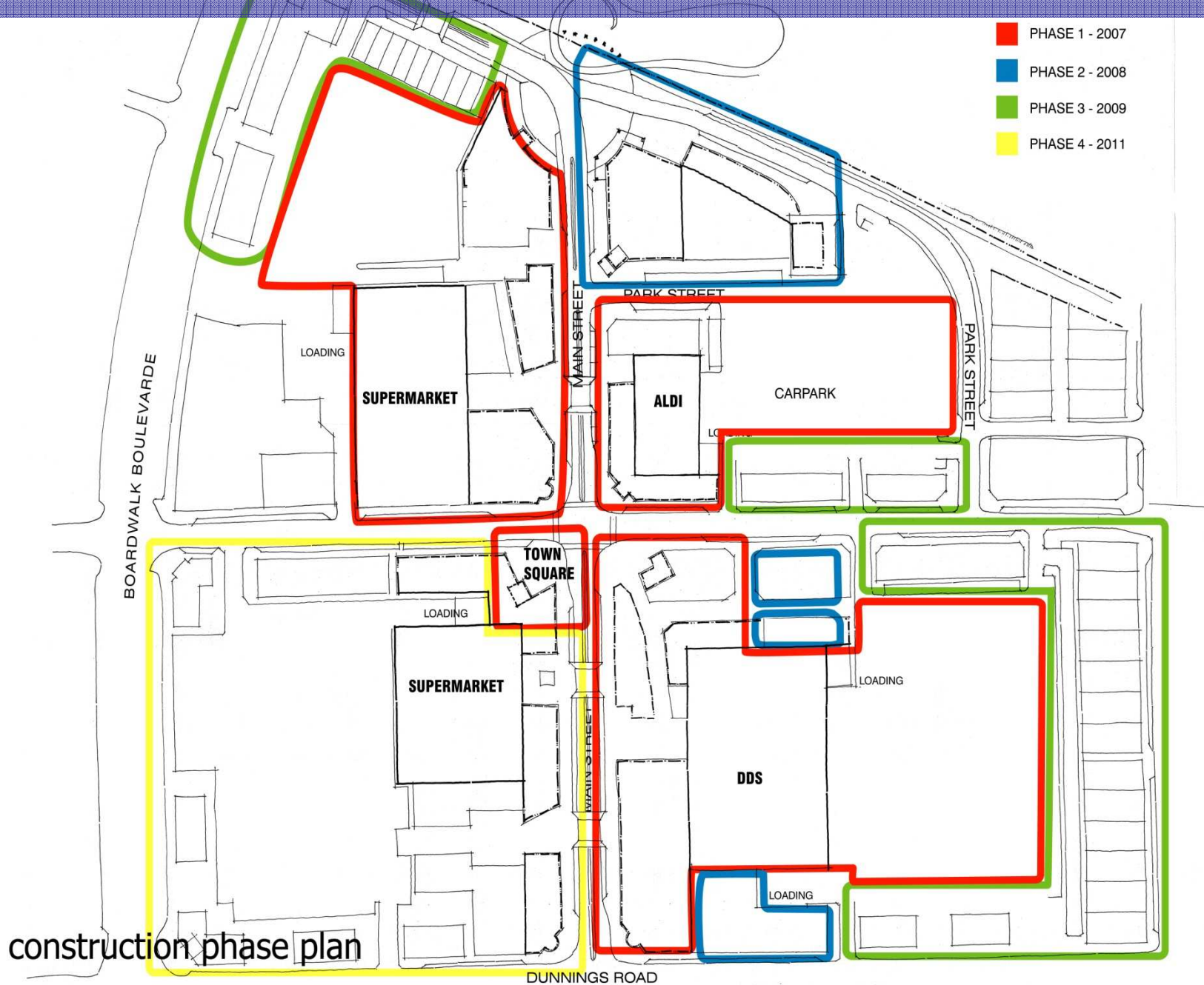


## MASTERPLAN



# DEVELOPMENT STAGES

- PHASE 1 - 2007
- PHASE 2 - 2008
- PHASE 3 - 2009
- PHASE 4 - 2011



construction phase plan

Boardwalk at **Point Cook** Masterplan



©The Buckle Group 2005  
Copyright in this document and the concepts it represents are owned by The Buckle Group - 2005. No unauthorized use or copying permitted. All rights reserved. Some of the incorporated images and contents may be subject to third party copyright and/or moral rights.

## ELEMENTS OF POINT COOK DESIGN

- Airlocks at entrances to major tenants
- Basement carparking
- Main Street Focus
- Pedestrian paths leading along Main St to the Town Square
- Good awning coverage
- Diversity of materials
- Architectural emphasis on Town Square and “bookends” of Main Street



Artist impression for marketing purposes only







Artist impression for marketing purposes only









Artist impression for marketing purposes only







Artist impression for marketing purposes only







Artist impression for marketing purposes only







Artist impression for marketing purposes only









Artist impression for marketing purposes only







Artist impression for  
marketing purposes only







Artist impression for marketing purposes only







TOWN CENTRE AND WETLANDS





TOWN CENTRE VIEWED FROM THE NORTH



MAIN STREET FROM THE NORTH



MAIN STREET VIEWED FROM THE SOUTH



NORTH WEST QUADRANT





NORTH EAST QUADRANT





SOUTH EAST QUADRANT



# Summary / Conclusion

- **Positive Design Elements incorporated**

- Icon Buildings on corners, dual height retail space
- Restaurant Awnings and Sightlines along Streets
- Intersection / Town Square treatments
- Standardisation of materials
- Landscaping / Street Scapes
- Paving Treatments
- Design and planning of ancillary uses
- Mini Major Precinct and Tenancy mix
- Clear separation of uses through masterplan

- **Negative Design Elements Avoided**

- Awnings too low and intrusive
- Volume of Retail space to be utilised
- Built form proportions of walkways to be reviewed
- Wind Tunnel Effect to be minimised
- Signage and sightlines to be maximised
- Background colours of built form to be complementary to retail offer
- Appropriate weather protection to be utilised

# Point Cook Town Centre

2008 National Congress of the Australian  
Council for New Urbanism

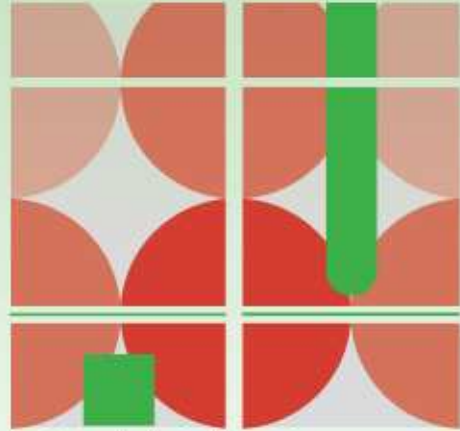
Presented by:

Chris O'Keefe – Development Manager  
Walker Corporation





ACNU08



**Brisbane**

**2008 NATIONAL  
CONGRESS OF THE  
AUSTRALIAN COUNCIL  
FOR NEW URBANISM**

6th – 9th February, 2008

