

Australian Newly Built Town Centres: Trends, Successes and Challenges in their Design and Implementation



ACNU, Friday, 30 April

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Ecologically Sustainable Design Pty Ltd, Melbourne

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Genesis of Most Australian NU Centres

Types of NU Centres

Objectives & Principles for Exemplary NU Centres

Case Study: Point Cook Town Centre

Design & Implementation Recommendations for Exemplary NU Centres

Genesis of *most* Recent Australian NU Centres:

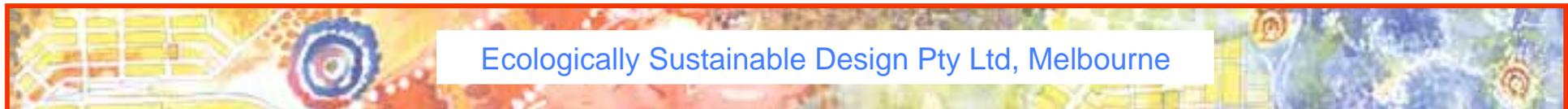
**Government initiated,
Leading to Joint Public/Private
Partnerships**

Genesis of *most* Recent Australian NU Centres:

Government initiated,
Leading to Joint Public/Private
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This approach should align:

- **policy,**
- **built form, and**
- **implementation mechanisms.**



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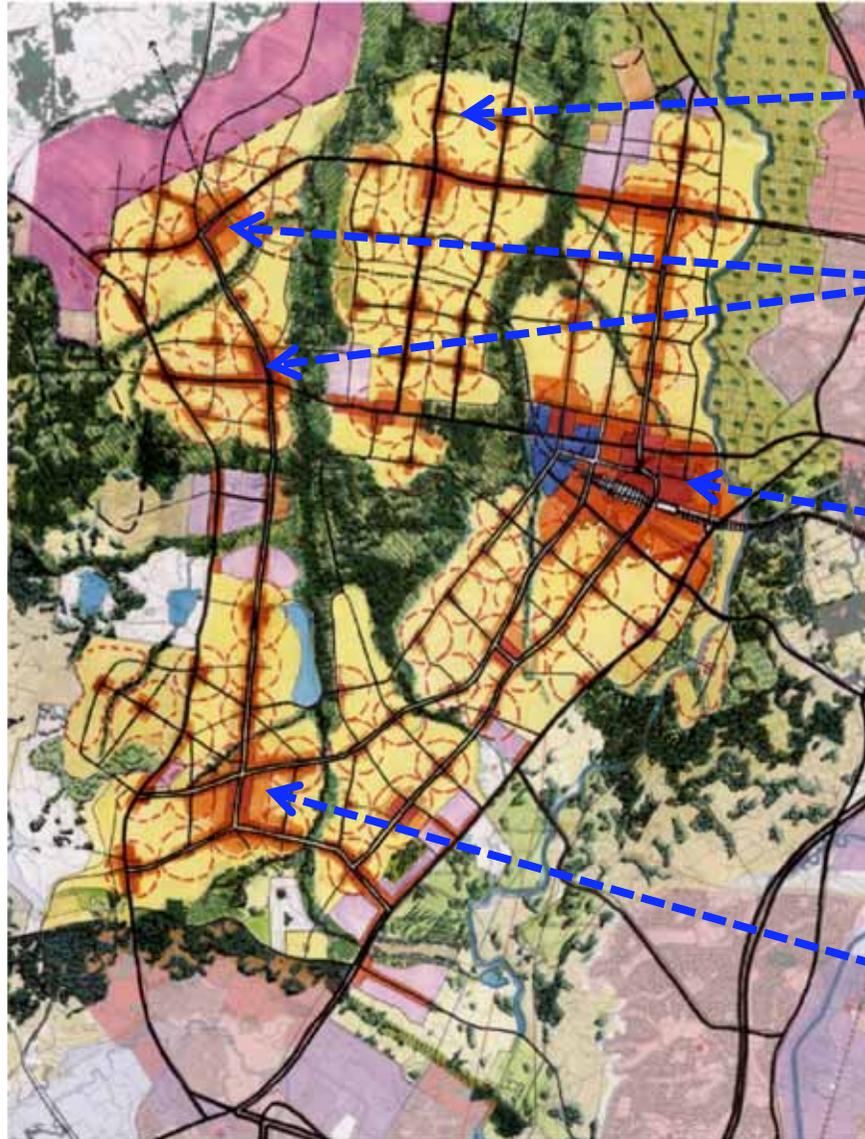
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Types of new NU Centres *(fixing existing centres at least as important)*

For most major Aussie Centres, see ACNU Guide to Projects at www.acnu.org



Neighbourhood Centres

Corner Store, cafe, childcare, bus stop, home-offices

Village Centres

5-15K pop, one SM, small businesses, apartments over and near, community hall, maybe childcare

Regional Centre

50-100K pop, Supports competing SM's, DDS/s, department stores, major community facilities and government offices

→ Sydney's CBD

City Centre (not shown this plan)

highest order urbanism and cultural facilities

Town Centres

20-50K pop, competing SMs, DDS's, offices and apartments above, library, community facilities, etc

Western Sydney Urban Land Release, 2004

Laurimar Village Centre

Northern Melbourne, phase 1 opened spring of 2009



Sports fields and ponds enhance destination, but limit walkable catchment.

Intra-block parking not fully sleeved.

Good 'armature' but pretty generic in character.

University Hill Town Centre

Northern Melbourne on LRT, near Freeway MAB Developer, Urbanism + Urban Designer



Excellent location and synergies with Bundoora RMIT University across Plenty Rd



Has developed numerous 3-4 storey apartments and several office buildings down Plenty Road near Freeway.

Rouse Hill Regional Centre

NSW & GPT public private partnership.

Government required a street-based centre, and protected its very large catchment from retail competition. Hopefully future sleeving of perimeter blank walls, and mixed-use extension of this first core.



The 'backyard'.

The food court looking towards White Hart Drive.

Open-air arcades along with street retail.

50-100K sqm Retail, several boxes anchoring lots of shops, with some offices and good amount of res over. Mike Scott will next present an in-depth analysis of the design, implementation and function of this Sydney centre.

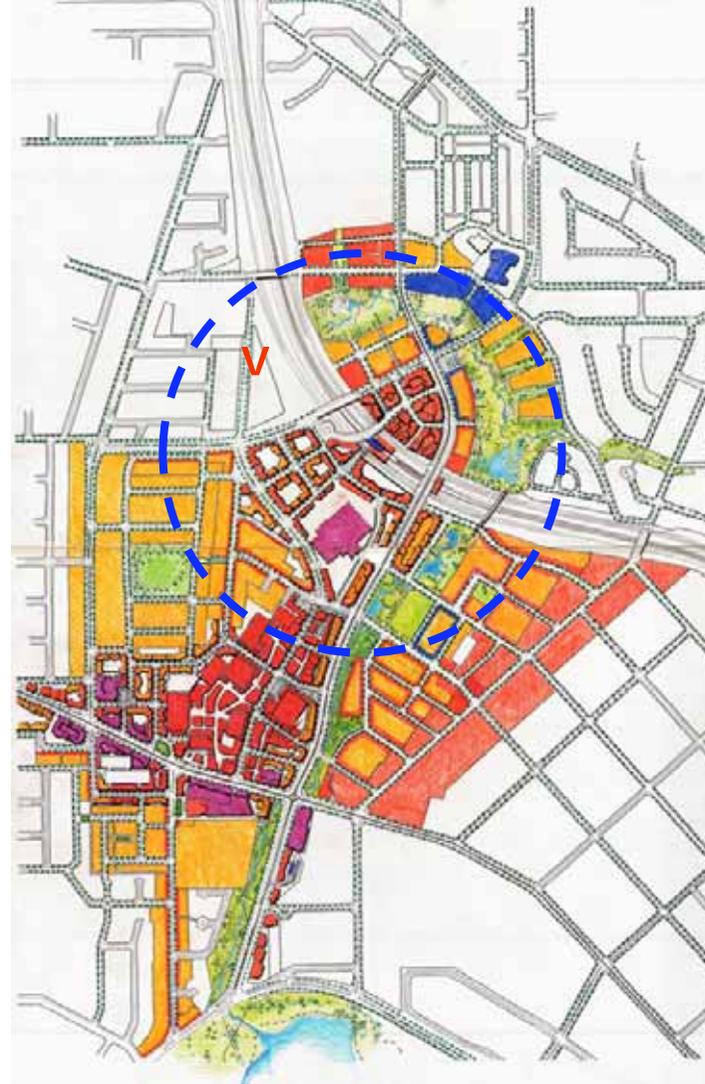
Stirling City Centre

2 stations & 8 minutes north of Perth's CBD



An existing congested and largely unsuccessful place, with an amazing Vision, a committed Alliance of Government agencies, and yet so so far to go...Daniel Heymans to present later in this Session.

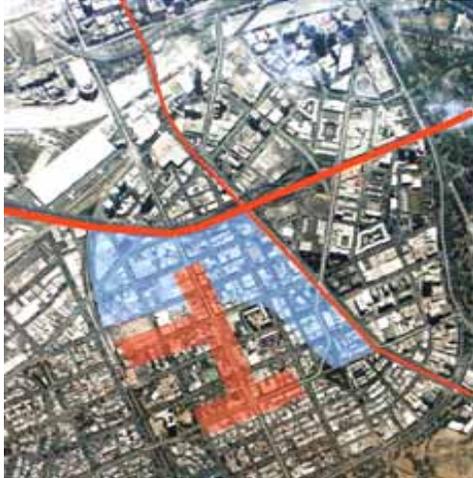
Stirling City Centre



Contrasting Indicative Designs, where Left maximises development close to Station, and Right optimises creek parkway for amenity.

South Melbourne Central

Urban Intensification just south of Melbourne's CBD



Charrette led by ESD, 2003 formed basis of the development plan, with site-specific indicative designs, which inspired the now-complete mid-rise mixed-use developments in photos above, both of which contain full-size supermarkets, office and apartments.

Revitalisation of Perth's Regional Centre of Midland

Charrette led by ESD, 1997, and an EBD in 2007



A great credit to the Midland Redevelopment Authority (est. 1997), the City of Swan, and TPG Perth, who together have shown great determination, leadership and progress. Significant impediments have been the giant Midland Gate enclosed shopping centre (expanded in about 2000), divisive freight railway, and the one-way pair of streets through the heart of Midland.

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Objectives & Principles for Exemplary NU Centres

- Maximise exchange with minimum effort.
- Increasingly with far less cars
- Denser mixed uses including residential above
- Public Transport NOW, with Centres and Transport adapting to each other



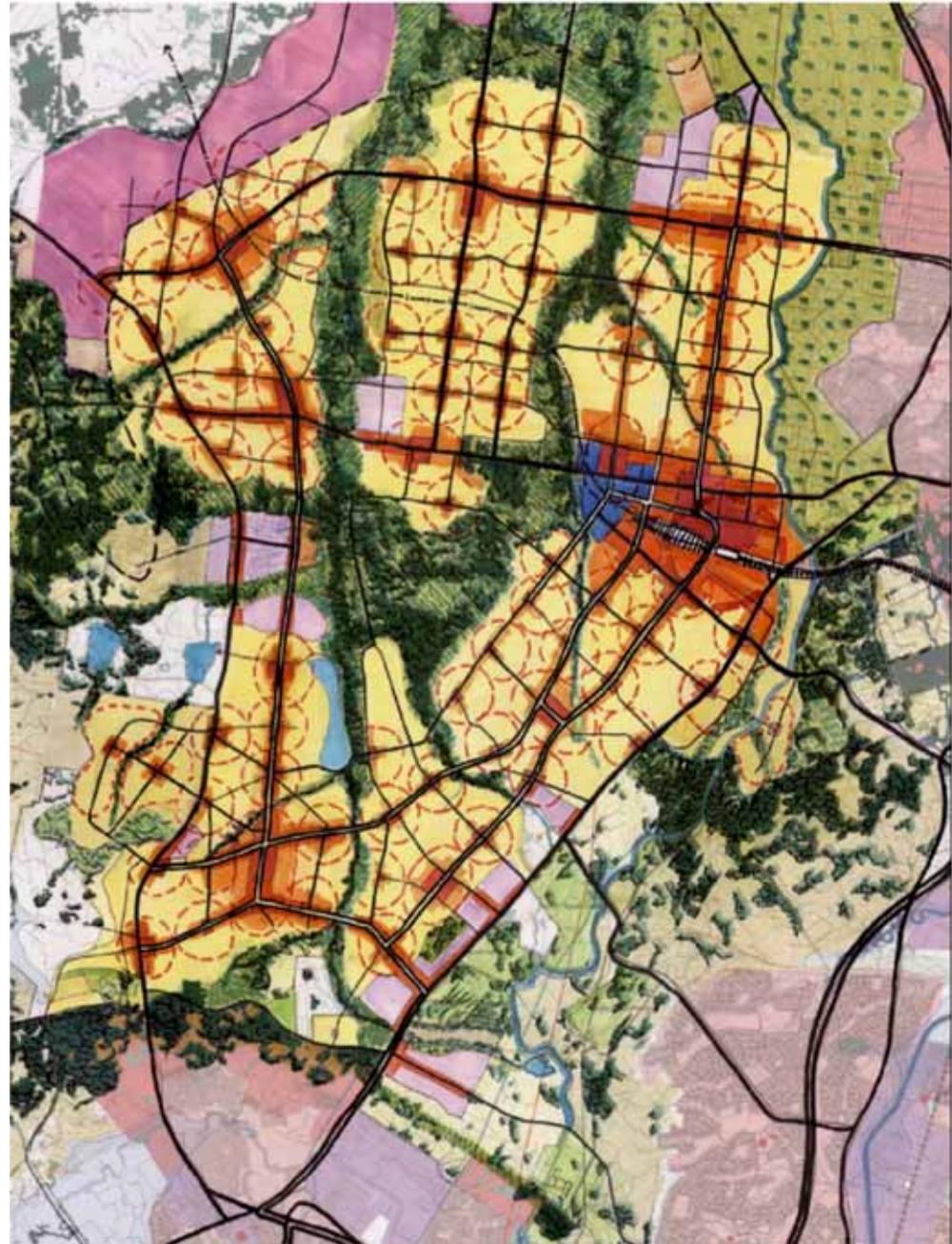
Regional Principles

Centres sized for their complementary catchments

Structured to optimise available Movement Economy

Filigree of small arterials feed and link each centre, and reduce Arterial Gigantism, which reams out Exchange

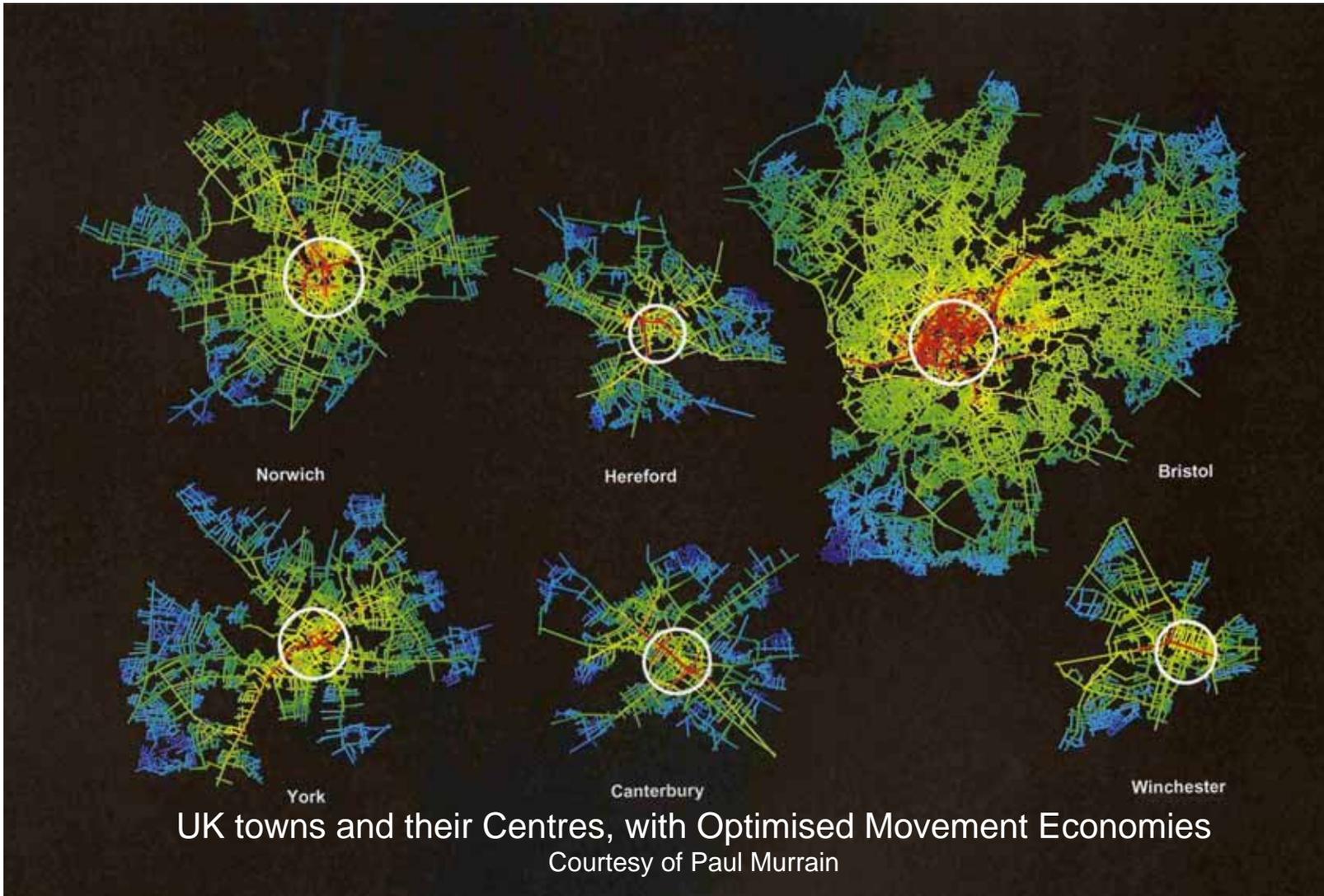
Natural and Urban Habitats both adapt to optimise each other's spatial and functional requirements.



Western Sydney Urban Land Release, 2004

Structure to Optimise Movement Economy, as illustrated by Space Syntax.

Movement Economy will locate and determine intensity of Exchange, whose density and uses will change over time...But the right structure is what will last..





Rialto Epicentre



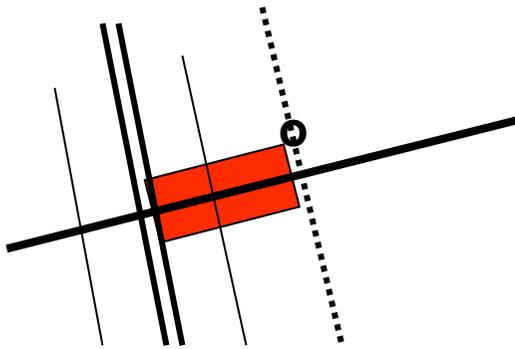
Movement Economy & Destination: Centres have always formed at **intersecting trade routes**, and trade routes will link **destinations**. **Movement, Exchange, and Destination merge, when most successful.**



Proximity + Density (less effort for more exchange) > Mobility
When Movement Network thru the Centre is too coarse, it *reams away exchange* along the trade routes, and mutates into Arterial and Retail Gigantism.

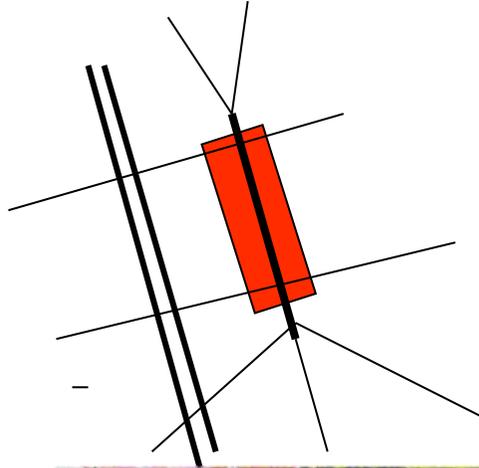
Capitalise on and Adapt to Available Movement Economy

A. Main Street at right angles to big arterial, often with rail station



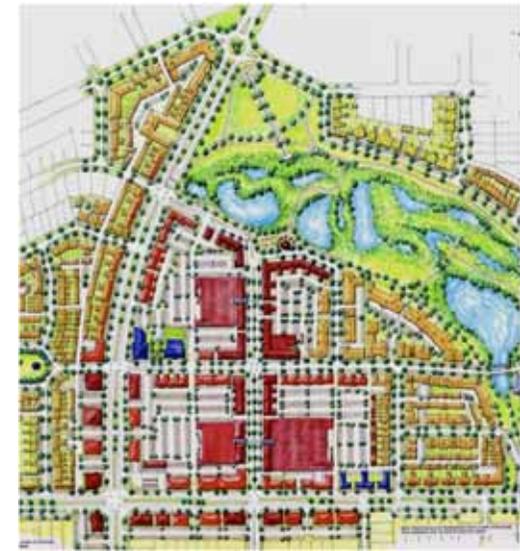
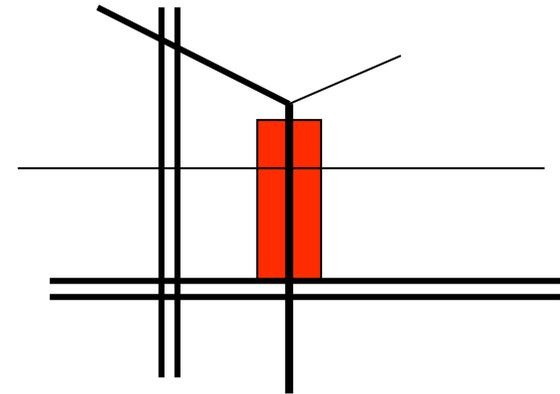
Brighton TC

B. Main Street parallel to big arterial - needs good local street links to core customers



Rouse Hill TC

C. Main Street across corner of two big arterials



Point Cook TC

Centre Mutation induced by Arterial Gigantism, VS maximised Exchange, Walkability, Adaptability, Amenity & Prosperity



Car-dominated shopping centre induced by Freeway Interchange. Corollary problems with Office Parks.



Pedestrian-based town centre
5 times as many non-retail jobs
(Mike Cullen, Patrick Partners, Sydney)



Active Frontages

Just like humans, every building has a “face” and a “butt”. Building “faces” are the good things like interesting shop windows. Building “butts” are the loading docs, blank walls, and large boring car parks. ‘Courteous’ buildings put their faces to the public realm, not their butts.

$$\frac{\text{Continuous active frontages}}{\text{blank walls + parking + truck docks}} = \text{butt coefficient}$$

The dashed yellow and red lines on the photos below show ‘building butts’, facing out on the left, and courteously facing into rear lanes on the right. Both types of centres can have large supermarkets, department stores, and so forth.



Enclosed private shopping centre -
very high butt co-efficient



Mixed-Use public town centre -
very low butt co-efficient

Sustainable & Active Transport thru Centres



Centre Structure & Transport modes must adapt to each other! Street and engineering standards must optimise Access and Fertile Exchange.

Pedestrian Arcades

As densities and exchange increase.

Adelaide Arcade



Requires a high density context, usually in a City Centre

Requires a good Butt Coefficient on all adjoining streets!

And maintain round-the-clock passive surveillance, ideally with overlooking apartments



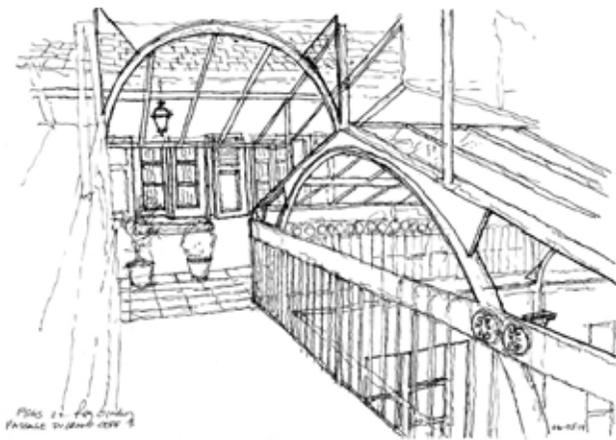
Bologna Arcade

Parisian '*Passages*' (public arcades)

Relevant to the proposed public arcades east of Ellen Stirling Blvd, as shown in the plan drawn in part by Chip Kaufman, with retail at street level, serviced apartments above for passive surveillance, and urban amenity.



Indicative plan to lure Westfield out of its box at Stirling City Centre





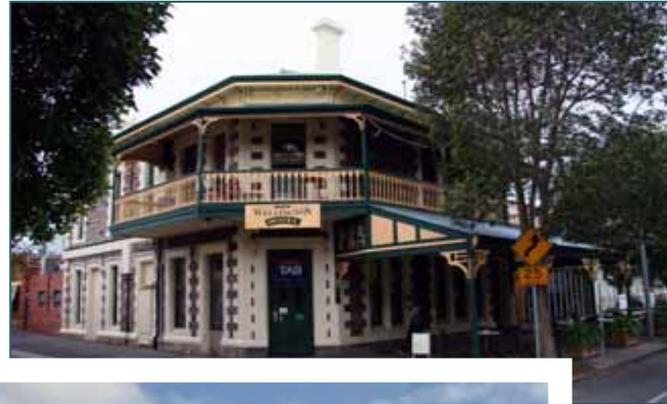
Native vs. Invasive Species



Egotistical Assertions have now become Generic.

Of Your Place and Culture.

Be still with yourself, and let the Object of your Attention arise.
Discover the Essence of the Place, and then Propagate it.



Great places are sustainable because they are loved, rather than being loved because they are sustainable. ...Steve Mouzon

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More on this from Gilbert Rochecouste

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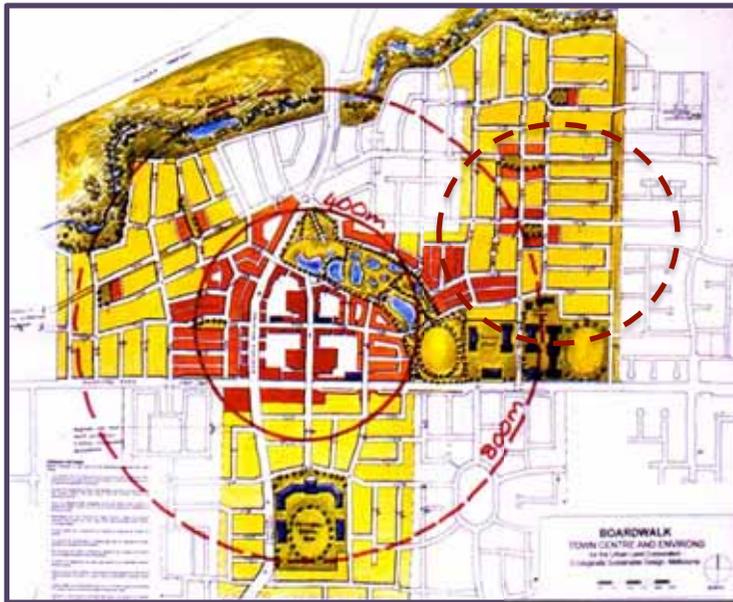
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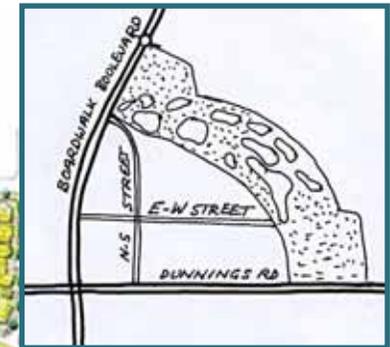
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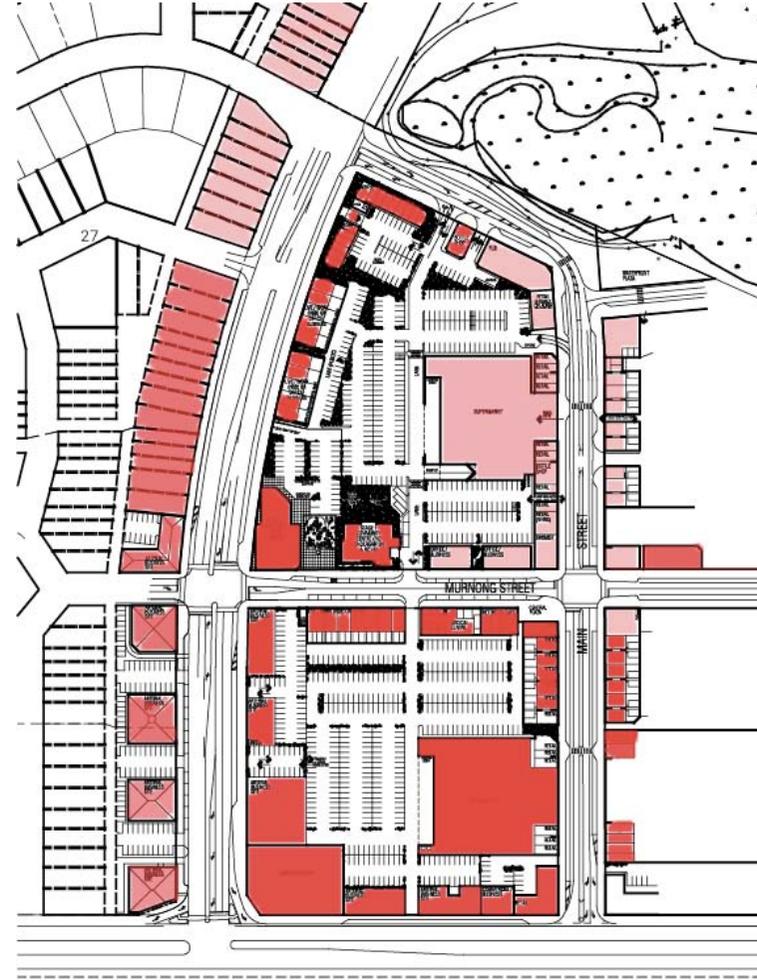
Point Cook Town Centre: Case Study in Design & Implementation



Multi-storey, main street-based centre plan for around 25,000 sqm retail, and 15,000 commercial, with community facilities, live-works and housing.



Capitalising on Supermarkets and Intra-block Parking as Anchors in a Main Street Environment



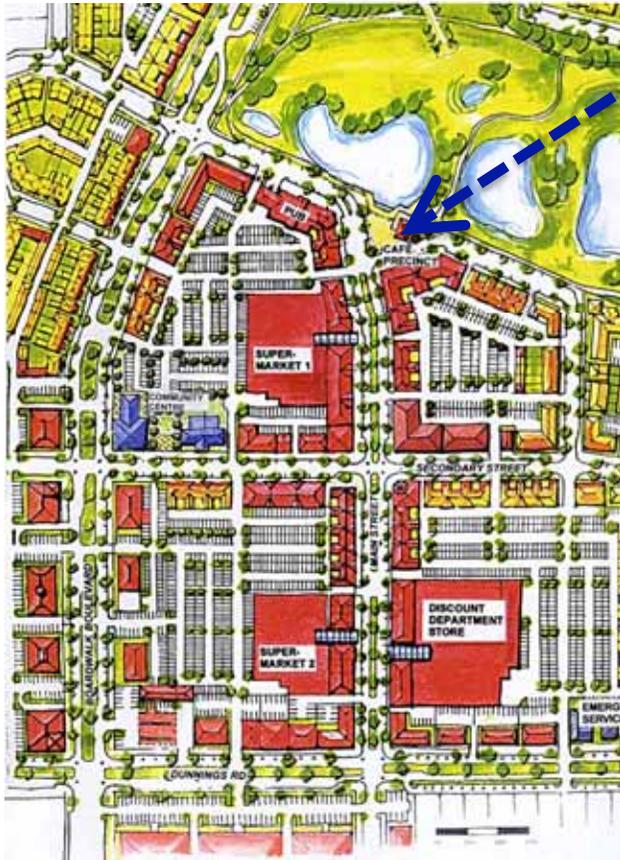
Supermarket operators initially reluctant to cooperate with Perimeter Block development and intra-block parking, but the population and retail expenditure projections were irresistible, and Gov't held firm (sort of).

Of its Place

Vetoed by
Government Client



WATERFRONT PLAZA
POINT COOK TOWN CENTRE



Nearby Famous Werribee Mansion

ESD prepared Design & Development Brief, which Walker Corp won and has now built. Centre incorporates both street frontages and arcades, for more specialty shops with offices and childcare upstairs, and with some basement parking, while upped the retail yield.



Separate shops front arcades and streets, so both work OK with no blank walls.





'Generic Modernism', but community loves the urban verve, and comes to hang out.





Gov't leaders changed, ESD no longer consulted, and...

- Library & Childcare *back* onto wetlands park
- Boardwalk Blvd fronted by parking on east, and 1-storey units on west (minimal non-retail jobs)

- Blank wall to Dunning Road
- Denser housing guidelines not enforced.

Dev't area for Walker should have extended to both frontages of Boardwalk Blvd and Dunnings Rd.



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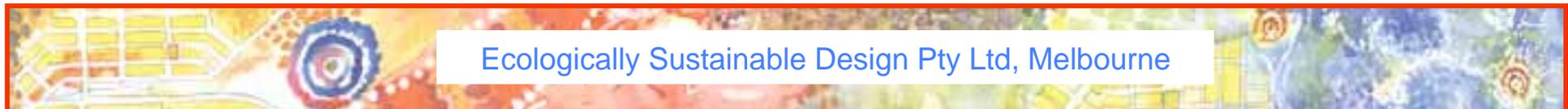
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Capitalise on Precedents.

