ACNU 08

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

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INTRODUCTION

• Location
• History of the project – Boardwalk Estate
• Design Objectives – RFP Process
• Masterplan
• Design Features
• Current Progress
• Issues / Conclusions
• Summary
Point Cook Town Centre
Located Approximately 20 Km West
of Melbourne’s CBD
• 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

Hogans Corner
- Safeway: 3,300 sqm & $25m
- 10 specialises
- 8.0 km & 10 min

Werribee Plaza
- Kmart: 7,392 sqm & $25m
- Big W: 7,091 sqm & $30m
- Harris Scarfe: 4,207 sqm & $10m
- Coles: 4,210 sqm & $40m
- Safeway: 4,608 sqm & $40m
- Village: 10 screens
- 6.5 km & 8 min

Hoppers Crossing
- Target: 6,073 sqm & $25m
- Safeway: 4,068 sqm & $35m
- 9 specialises
- 4.5 km & 5 min

Point Cook Town Centre

Sanctuary Lakes
- Coles: 3,000 sqm & $25m
- 33 specialises
- 3.0 km & 3 min

Central Square
- Big W: 6,531 sqm & $25m
- 48 specialises
- 5.0 km & 6 min

Walker
• 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
• 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
Intersection of Main Street and Secondary Street, showing urban square
Waterfront Plaza and Leisure Precinct at the top of Main Street
• 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
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
DEVELOPMENT STAGES

construction phase plan
• 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
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NORTH WEST 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
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