Retrofitting Malls into the 21st Century....
“Eighty Percent of everything ever built in the new world has been built since the end of WWII. This tragic landscape of highway strips, parking lots, housing tracts, mega-malls, junked cities and ravaged landscape is not simply an expression of our predicament but in large part a cause…”
“..It is the everyday environment where most people live and work, and it represents a gathering calamity whose effects we have hardly begun to measure.”  James Howard Kunstler
The Death of the Mallosaurus…?
• We had been thinking about the reinvention of the mall for a while.
• We had been thinking about the reinvention of the mall for a while
New Seabury, Cape Cod in the 60’s
Mashpee Commons
Mashpee Commons - Lessons

- Developer led the Vision and has continued the implementation for more than a decade
- Single ownership/vision was important
- Run like a mall, therefore private
- Retail revival first
- Residential has been slower but progressive
- Used Historic Regional References
Shellharbour City Centre
Shellharbour City Centre

- 2 hours from Sydney
- Planned growth in recent decades as Sydney overspill
- Centre of a future population of up to 80,000
- Major existing mall 44,000m$^2$
- ….oooops, No Town Centre
Shellharbour City Centre
Beam me Up Scotty...
Air Photo
The Choice...
The Choice…
Use Mix

ENTERTAINMENT/CULTURAL
RETAIL
SUPPORT RETAIL/BULKY GOODS
COMMERCIAL/CIVIC
RESIDENTIAL
CAR PARKING
OPEN SPACE
• Existing Mall
• Existing Mall
• Main Street / Urban Spaces
• Existing Mall
• Main Street / Urban Spaces
• Boulevards
• Existing Mall
• Main Street / Urban Spaces
• Boulevards
• Parking Areas / Rear Lanes

Australian Congress for New Urbanism
- Existing Mall
- Main Street / Urban Spaces
- Boulevards
- Parking Areas / Rear Lanes

- Mixed use

Australian Congress for New Urbanism
- Existing Mall
- Main Street / Urban Spaces
- Boulevards
- Parking Areas / Rear Lanes

- Mixed use
- Entertainment / Cultural
- Existing Mall
- Main Street / Urban Spaces
- Boulevards
- Parking Areas / Rear Lanes

- Mixed use
- Entertainment / Cultural
- Parks
- Existing Mall
- Main Street / Urban Spaces
- Boulevards
- Parking Areas / Rear Lanes
- Mixed use
- Entertainment / Cultural
- Parks
- Residential
Commercial
Sleeved Cinema

Australian Congress for New Urbanism
Cinema Square

Australian Congress for New Urbanism
Cinema Square
Main Street
Main Street
Main Street

Australian Congress for New Urbanism
Residential Mixed Use
Residential Mixed Use
Residential Mixed Use
Residential Mixed Use
Highway Fronting Bulky Goods
Shellharbour - Lessons

- State and Local Government can lead development, but need a clear vision
- It takes a VERY long time to implement incrementally
- Need ‘Keepers of the Flame’ to last beyond the life of project managers
- Use a Monitor/Town Architect to consistently apply the rules - they need to sometimes say no…
Macarthur

A u s t r a l i a n  C o n g r e s s  f o r  N e w  U r b a n i s m

ACNU
sydney
Macarthur Regional Centre

- 1 hour from Sydney, Deep suburbs, Public Housing
- Planned Regional Centre from 1970’s
- Major Office based centre of 100,000m² planned - never eventuated
- Rail Station, University, TAFE, Mall, Hospital, Infrastructure
New Growth

- Demographic change, new growth focus
- Significant Residential Areas
- New Business
- Mall Expansion to serve increased market
Macarthur Centre
‘Business as Usual’
Special Places
Northside
Extending Kellicar Road
Extending Kellicar Road
Extending Kellicar Road
Extending Kellicar Road
A Mixed Use Transition
A Mixed Use Transition
A Mixed Use Transition
A Mixed Use Transition
Macarthur - Lessons

- Use Proposals for Change/Upgrade to Engage with Mall Owner
- Clarify Public Interest with a Clear Vision
- Be Consistent & Persistent in its Pursuit
- Public Domain and Roads are Critical… Unlike Built Form they Last Forever
Salamander Bay

Market driven expansion with no design controls

Australian Congress for New Urbanism
Salamander Bay

Preferred future in possible phases
Australian Congress for New Urbanism
We’ve been through an ‘Inter-Regnum’ of Urbanism in the second part of the 20th Century - this is reflected in our Mall Centres

Retail Developers are different to Residential

It’ll take a while but... ‘We Can Rebuild Them’

So plan for retrofits now, don’t wait for the next Development Application because thats too late

We are no longer the New World, and can demonstrate to the emerging nations what authentic centres are...