Moreland - a new urbanism but not always by design
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• The context
• Theory and Policy
• Case studies - design and practice
• Observations
• Contentions and conclusions
Moreland's vision

Moreland seeks to create an environmentally sustainable and liveable city, where people can shop, work and socialize locally. A city where a car and a high income are not necessary for a rich and rewarding quality of life. A city which will continue to provide a range of opportunities and choices for a diverse and prosperous community.
Evolving policy platform

• 1995 Urban Villages Project
• 1997 Urban Villages Policy – 27 UVs designated
• 2000 Anstey and Merlynton UV Structure Plans
• 2003 Melbourne 2030 - Principle and Major ACs
• 2004 Urban Villages Implementation Review
• 2006 Coburg Structure Plan
• 2008 Melbourne 2030 Audit
• 2008 Glenroy and Brunswick AC Structure Plans
• 2009 Melbourne @ 5Million
• Emerging issues: peak oil, climate change, food security
East Brunswick
existing
5 Blenheim Street, Glenroy
from this
sunshine
people working
tight community
cultural variety

to this
overshadowing
dormitory ratcages
rich, unfriendly,
fearful strangers
Transit and transport.

Public transport - cars, buses, bicycles, pedestrians

- Car parks
- Footpath - pedestrian only
- Bicycle routes - recommended by MCC
- Shared bicycle/pedestrian paths
- Bus routes
- Rail services

- Signposted pedestrian & vehicle intersection
- Signposted pedestrian crossing
- Electronic pedestrian railway gates

1000 VPD traffic volumes in vehicles per day

Uphill rail route. Key high speed public transit through route to and from the Bexley area CAD. Includes improvements to track infrastructure and station frequency and extend rail services to this corridor.

Mixed mode low - medium speed corridor corridor. Pedestrian, bicycle, car and tram movements share this route. Tram provides a good local low cost public transport service. The current tramway provides alternate pedestrian, bicycle and local car use.

Tullarne Highway 2 km to the west. Key high speed through car route to and from Mascot CAD. Currently being upgraded as Citylink.

The pedestrian path to Sydney Rd from the western half of the urban villages is a key route. It currently bypassed by people and safety threats - industrial streetscapes and the narrow walkway at the Sydney Rd intersection. This route is also important because it is a safe east-west pedestrian alternative to various road links and a focal point of the route connecting to Autumn Avenue where there is potential to establish a link through to Newton Ave where the zoned paths continue almost to Wayside Rd.

Opportunities for extending a paved north-south bike and pedestrian path along the rail easement.

The additional pedestrian path and high traffic flow and prevent vehicle parking at these lines. This makes the area more attractive for pedestrians and reduces retail activity.

Isbn B and Hope St vehicle traffic west of the rail line is free, evening and a dangerous to be more sustainable.
When the site is available for redevelopment ensure that space is given to increased paved pedestrian areas adjacent to the platform.

Redevelop the Albion St frontage of the station as an open pedestrian precinct with canopy planting (min 3m minimum clearance above ground). Remove existing station building as retail outlet - newsagents/drycleaning/refreshments also providing lock-up bicycle storage for commuters.

Build bus shelter and if possible a taxi park.

Remove unnecessary fencing around the platform.

Re-landscape the approaches to the platform from Orient Grove and Florence St. Provide direct access to the platform to enhance access and reduce the current 'rat maze' approach to the station.

Re-landscape the car park and Orient Grove to create 90-degree kerbside parking with commuter parking and create a linear park with grass and tree planting. Provide lighting to the underpass. A park in this location will provide a much needed amenity in the area and attract more pedestrian activity to the station vicinity.

Develop landscaped commuter car parking on existing vacant railway land.

This is the main pedestrian route from the central part of the station to Sydney Rd shops. Encourage private development along West Street to provide a pedestrian friendly streetscape. Landscape West Street accordingly.

Extend bicycle/pedestrian route along rail line. Provide parallel paths to existing route along the west side.

Albion Street is the main pedestrian link from Sydney Rd to the station. The width is narrow, unappealing by existing strip-park car and exposed to noise traffic. There is access width in the vehicle carriageway for two lanes of traffic.

It is proposed to extend the width of the footpath by approximately 1m to allow planting of trees and upgrading of the path. Trees will begin to beautify this currently ugly stretch of road, provide shade against the low western sun and be a buffer and calmer of the traffic.

As and where the existing buildings/sites are redeveloped access to car parking across the footpath should be de-emphasised, and other alternatives used such as rear access.

Restrict car traffic down Williams St. Build studio apartments and other home-based business above specialty retail.

Landscape street as a pedestrian priority pedestrian precinct.

Redesign existing car park to create a pedestrian plaza consistent with some car parking. Landscape with trees. Such a space can be used as a weekend open air market.

From the corner of West and Bloom St provide an alternative pedestrian route through the old Whebar site and up through the existing archway onto Sydney Rd.

Develop the existing Whebar site.

Construct a pedestrian/bicycle way and a pedestrian place behind Sydney Rd with cafes, specialty retail and commercial fronting onto it. Design surrounding buildings to protect sunlight penetration. This is a major pedestrian connection between Sydney Rd and the west side of the urban village.