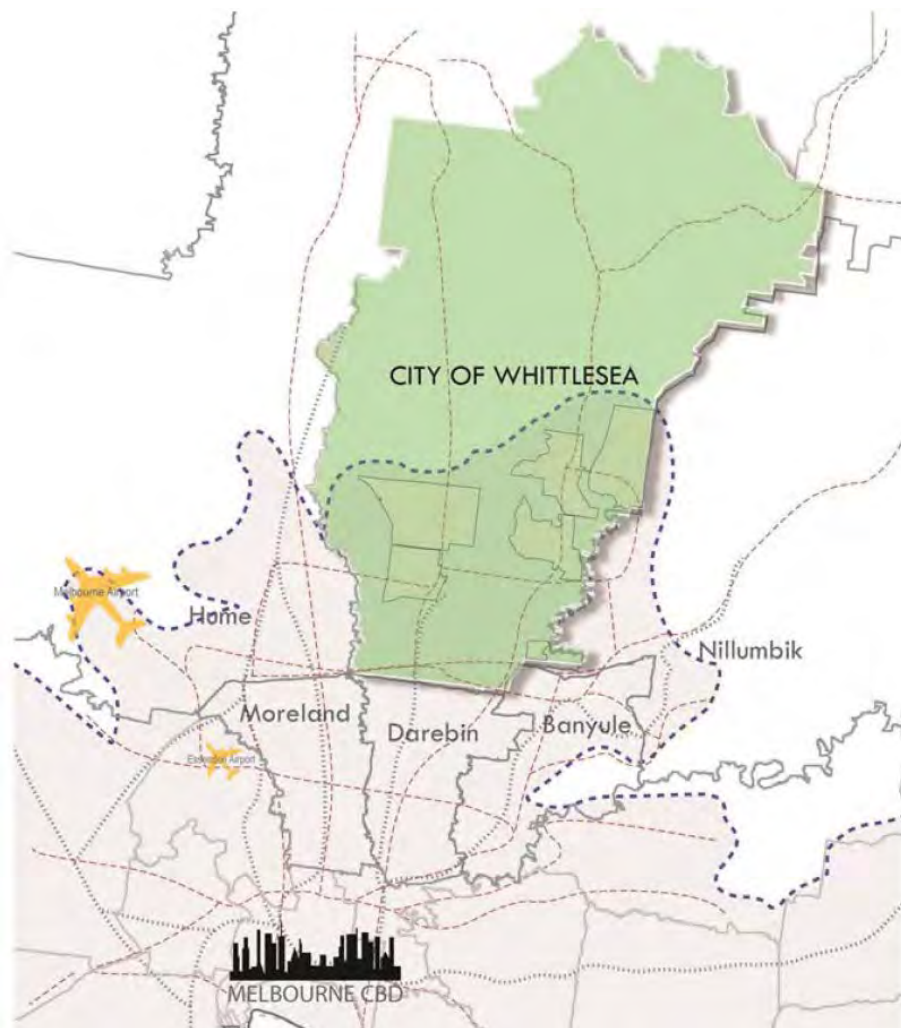


Rethinking Town Centres as Social Hubs

**City of Whittlesea
Leading Practice Series
Local Town Centres
October 2017**

Steve O'Brien
Director Planning and Major Projects

The City of Whittlesea



The City of
Whittlesea is the

3rd

largest growing
municipality
in Victoria.

The City of
Whittlesea is the

4th

fastest growing
municipality
in Victoria.

2017

Approximately

207,881

people live in the
City of Whittlesea.

2037

Approximately

353,910

are expected to live in the
City of Whittlesea.



Growing Pains

67% work
outside
City of
Whittlesea
(2017 Household Survey)

DORMITORY SUBURBS

Growing Pains



62% own
multiple
cars
(2017 Household Survey)

CAR DEPENDANCY

Growing Pains

"Need more
local
schools."

(2015 Household Survey)



INFRASTRUCTURE BACKLOG

Growing Pains

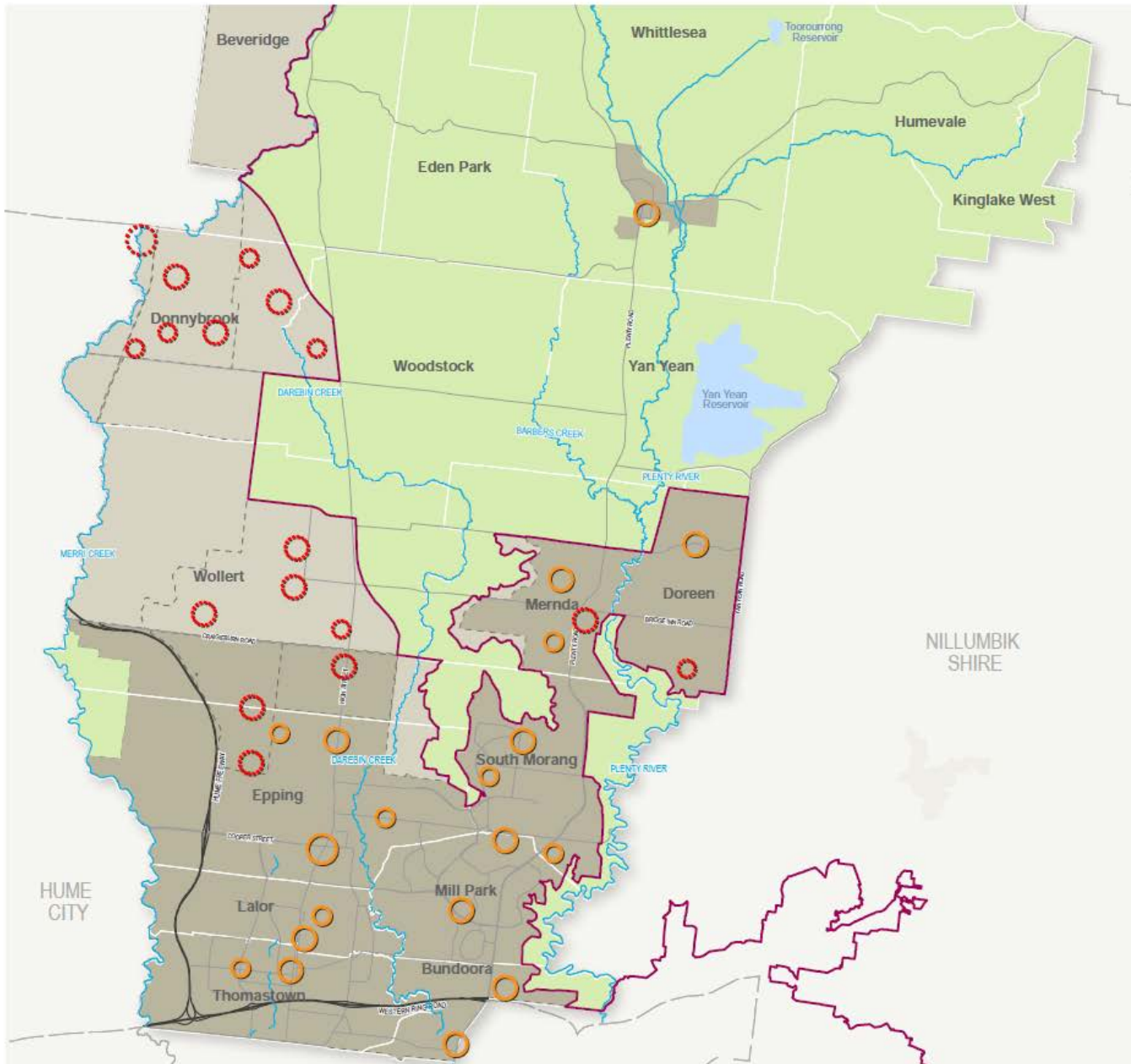
“Any unique local businesses left are not being given assistance to be visible, how can they compete with the big concrete boxes”

(Skye of Mernda: Voices of Outer Suburbs)



COMMERCIAL INTERESTS

Town Centres in Whittlesea



**19 existing
town centres**

**16 new
town centres**

EXISTING TOWN CENTRE
FUTURE TOWN CENTRE

Roles of Centres



Social hub - places to meet



Community hub - civic facilities



Local businesses and employment



Access to food and services



Civic Pride / Identity



Housing diversity

Roles of Centres

Small centre: Corner store/ cafe



Creeds Farm
Epping North

Roles of Centres

Neighbourhood Centre: Main Street model



Laurimar Town Centre
Hazel Glen Drive, Laurimar

What's Working



Colocation of passive open space for recreation, gathering and local character



Colocation of community facilities assists creation of a community hub



Range of retail opportunities encourages local businesses and employment



Strong tree planting in main street improves character and pedestrian experience



Integration of existing natural features such as River Red Gums greatly improve sense of place and local identity



Built form assists legibility of entries and street enclosure

What's Not Working



Traffic dominance and poor pedestrian environment



Dominance of signage



Inactive facades and internal fronting retail limits street activation



Servicing and storage areas of supermarket dominate facades



Lack of activation and seating to encourage street activity



Insufficient mix of uses or local walkable catchment

Town Centre Principles

Key Ingredients of successful local centres: maximising opportunities for social exchange



Walkability



Mixed use



Inclusive for all



High quality public space

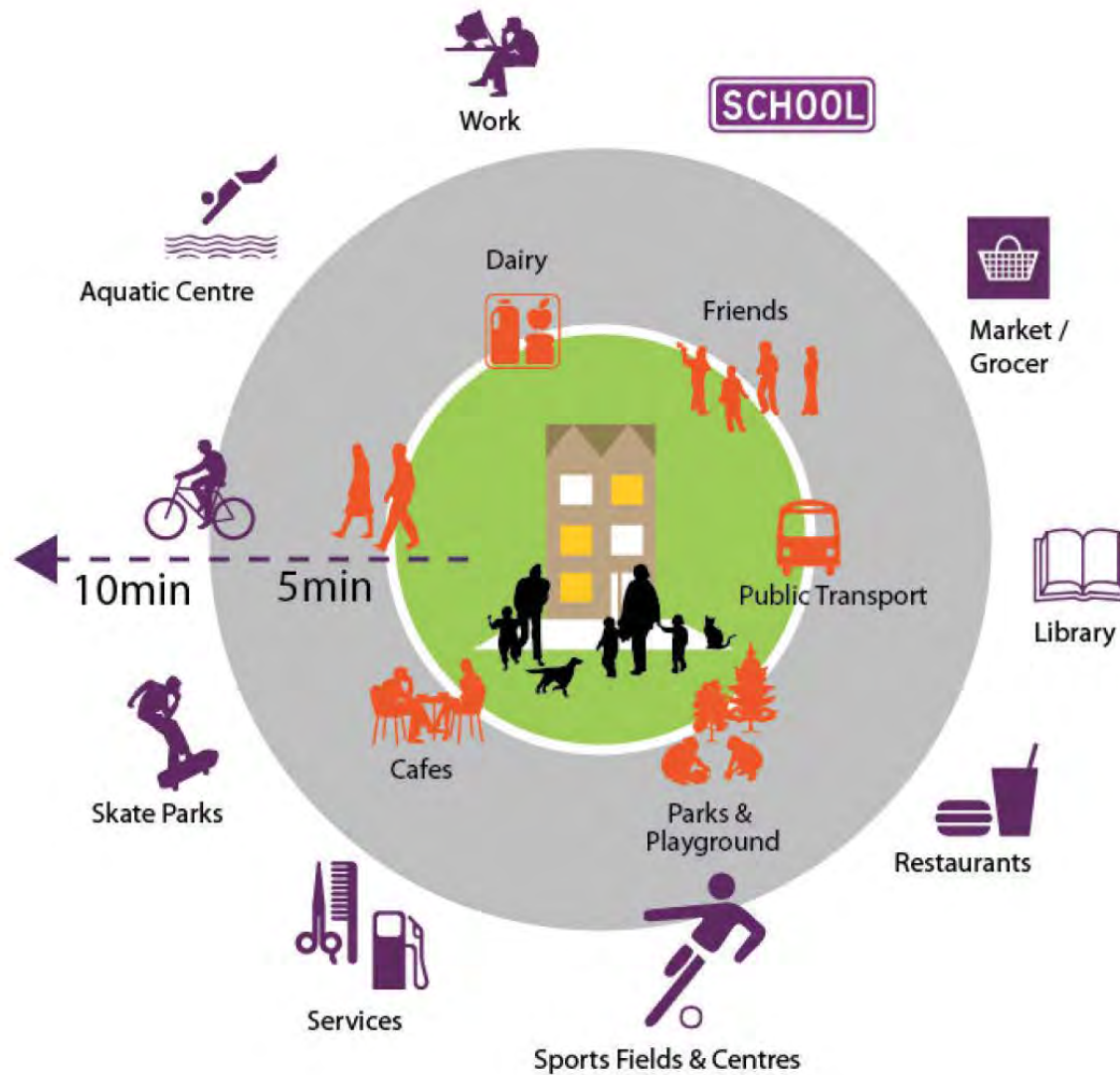


Active edges



Cultural expression

Walkability



Mixed Use



Public Spaces



Langtree Mall

Mildura



Dandenong Central

Lonsdale Street, Dandenong

Inclusive



Eaton Mall

Oakleigh

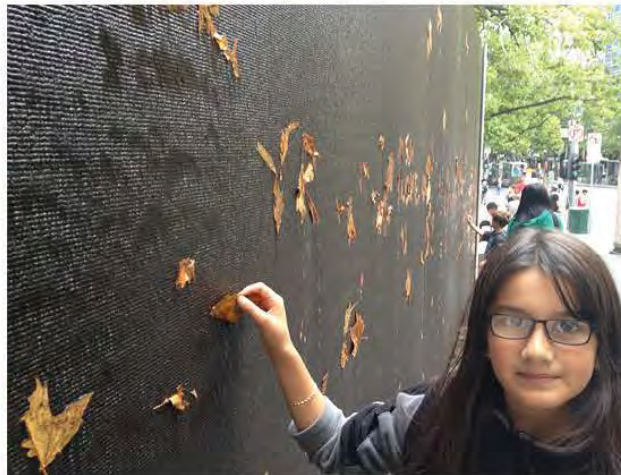


Camberwell Market
Car park, Camberwell

Active Edges



Cultural Expression



Early Delivery



Display Home Model
Selandra Rise Community Centre



Cafe and Meeting Space
Aurora Sprout Community Hub



Relocatable community centre
Whittlesea township

Shipping Container Pop Ups
Christchurch, New Zealand



Case Study

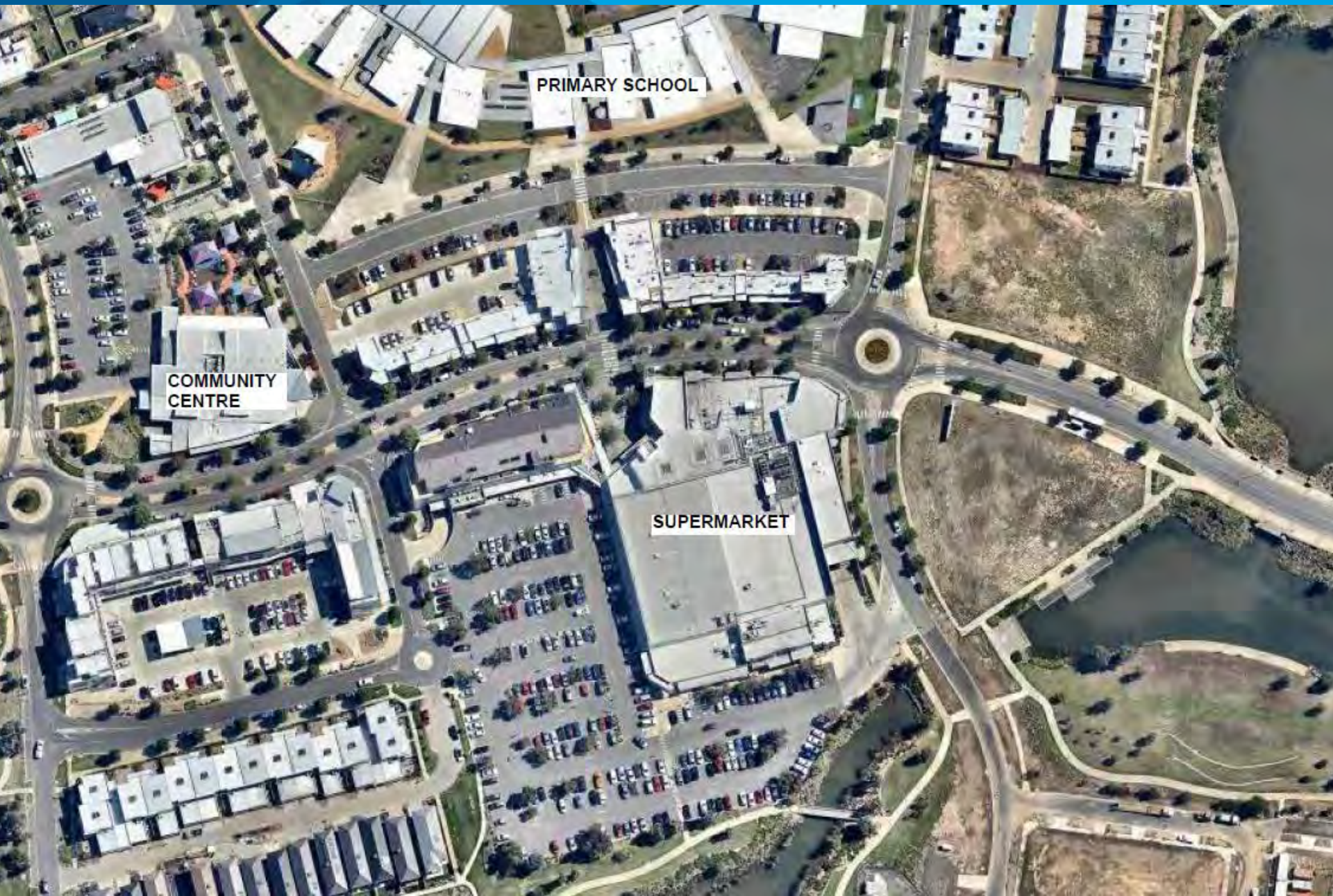


- supermarket (3400m²)
- retail 3350m² (4100 m²*)
- ground floor commercial (1300m²)
- first floor commercial 1400m²(1600m²*)
- second floor residential 800m²
- car parking 10670m² (12800 m²*)

Total Area - 5ha
Length of main street - 250m
Width of main street - 20m

Traffic Volumes
Hazel Glen Drive - 12300 vpd (2014)

Laurimar Town Centre



Street Based Design



Vertical Mixed Use



Active Edges to Spill Onto and Gather



Thank you

