CITY OF WHITTLESEA

20km north of CBD

Interface council
70% rural 30% urban

202,731 current population
+40,000 in last 4 years

333,702 population in 2036
+130,971 additional people

Third largest growth and third fastest growing LGA in Victoria

63 births per week
74% work outside City of Whittlesea
2011 Census
CAR DEPENDANCY

61% own multiple cars
2015 Household Survey
40% felt walking paths unsafe
2015 Household Survey

POOR QUALITY OF PUBLIC SPACES
INFRASTRUCTURE BACKLOG

“Need more local schools.”

2015 Household Survey
“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
THE OPPORTUNITY OF TOWN CENTRES

19 existing town centres

16 new town centres
### ROLE OF TOWN CENTRES

<table>
<thead>
<tr>
<th>Social hub - places to meet</th>
<th>Community hub - civic facilities</th>
<th>Local businesses and employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to food and services</td>
<td>Civic Pride / Identity</td>
<td>Housing diversity</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
KEY INGREDIENTS FOR CENTRES AS SOCIAL HUBS

Walkability

A mix of uses

Social gathering spaces

Active edges
## TYPES OF TOWN CENTRES

<table>
<thead>
<tr>
<th>Small Local Town Centres</th>
<th>Neighbourhood Town Centres</th>
<th>Major Activity Centres</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>m²</strong> Floor Space</td>
<td><strong>m²</strong> Floor Space</td>
<td><strong>m²</strong> Floor Space</td>
</tr>
<tr>
<td>150 - 2,500m²</td>
<td>3,500 - 8,000m²</td>
<td>10,000m²+</td>
</tr>
<tr>
<td><strong>°</strong> No. of homes</td>
<td><strong>°</strong> No. of homes</td>
<td><strong>°</strong> No. of homes</td>
</tr>
<tr>
<td>require to</td>
<td>required to</td>
<td>required to</td>
</tr>
<tr>
<td>support retail</td>
<td>support retail</td>
<td>support retail</td>
</tr>
<tr>
<td>1,000 - 2,000 dwgs</td>
<td>7,000 dwgs</td>
<td>10,000 dwgs</td>
</tr>
<tr>
<td><strong>Retail</strong></td>
<td><strong>Retail</strong></td>
<td><strong>Retail</strong></td>
</tr>
<tr>
<td>No supermarket</td>
<td>Single supermarket</td>
<td>Multiple supermarkets</td>
</tr>
<tr>
<td>Single store/cafe or</td>
<td>plus cluster of small shops</td>
<td>plus discount</td>
</tr>
<tr>
<td>cluster of small shops</td>
<td></td>
<td>department stores and</td>
</tr>
<tr>
<td></td>
<td></td>
<td>small shops</td>
</tr>
</tbody>
</table>

Service station local convenience are not social hubs! The corner store/cafe is the contemporary interpretation of the local milkbar offering convenience and a meeting place.

Colocation of facilities in a hub model creates opportunities for informal meeting.

Local Examples
- Creed’s Farm Hub
- Ashley Park Town Centre

The location and design of neighbourhood centres is essential to their function as social hubs.

Main street focused centres located in the heart of communities with a strong pedestrian focus work best.

Local Examples
- Laurimar Neighbourhood Centre
- Whittlesea township Town Centre

The dominant type of major activity centre in Australia is the indoor shopping mall which feature:
- poor walkability
- expanses of carparking around building
- little connection with the neighbourhood
- private governance
- generic identity/ uniform experience

Local Examples
- Plenty Valley Town Centre
- University Hill Town Centre
CREEDS FARM HUB | Clustering activity for walkability
ASHLEY PARK TOWN CENTRE | Clustering community activity

- Ashley Park Community Centre, Whittlesea
- OPEN ACTIVE
- MIXED USE
- PRIMARY SCHOOL
- BUILT FORM PROVIDED
- PRESENCE
- ACTIVITY CENTRE
- MAIN COURT
- STAFF CIRCULATION
- PUBLIC CIRCULATION
- PLAZA
- CIVIC RESOURCES
- LEARNING PLAZA
- POTENTIAL MEET SPACE
- PLAY HALL
- #1
- #6
- #4
- #2
- #2COT
- WC
- STAFF
- KITCH LDRY
- WC
- #1
- LDC
- CARPARKING
- #3
- REALM CARPARKING
- INTO SITE TO REDUCE IMPACT ON PUBLIC REALM
- CARPARK ORIENTATED INTO SITE TO REDUCE IMPACT ON PUBLIC REALM
- CARPARKING UTILISED FOR AFTER HOURS USE OF GAMES HALL
- MAIN CIRCULATION PATHS
- Vehicle Entry Points
- Connections / Relationships
- Main Entry Points
- Main Circulation Paths
- Secureable Entry

February 2016
ASHLEY PARK TOWN CENTRE | Bringing activity to the street
LAURIMAR TOWN CENTRE | Streets designed for walking
LAURIMAR TOWN CENTRE | Active edges spill onto public spaces
Impact on Pedestrians and Cyclists

- Slip lanes facilitate traffic movement but dangerous for pedestrians/cyclists.
- One sided pedestrian crossings favour vehicle movements.
- Very few places for pedestrians to cross
- No protected cycle lanes
- Very little shade
- Extremely convoluted pedestrian route, particularly to the northern side.
PLENTY VALLEY TOWN CENTRE | To multi-modal streets
MERNDA TOWN CENTRE | From plan to reality

**FIGURE 1** THE CORE MIXED-USE AREA COMPRISSES FOUR SUPER-BLOCKS
A UNIQUE CENTRE
The green frame

A town centre defined by its landscape and heritage assets showcasing a unique environment for urban life.

A CONNECTED CENTRE
Streets for people

Setting a framework that provides for an accessible network of vibrant streets and public spaces.

AN INTEGRATED CENTRE
String of pearls

A thriving mixed use activity hub with civic buildings and other key anchors creating a string of pearls along the main street.
WHITTLESEA TOWNSHIP | Main Street improvements

- Upgrade to the RSL Anzac Memorial and Avenue of Honour Plaques located at the base of each Plane tree along Church Street
- Raised pedestrian crossing to reduce vehicle speed and promote walkability
- New social gathering space including public toilet
- Modified kerb and channel heights to improve pedestrian access to shops.
WHITTLESEA TOWNSHIP | A new event space
THANK YOU