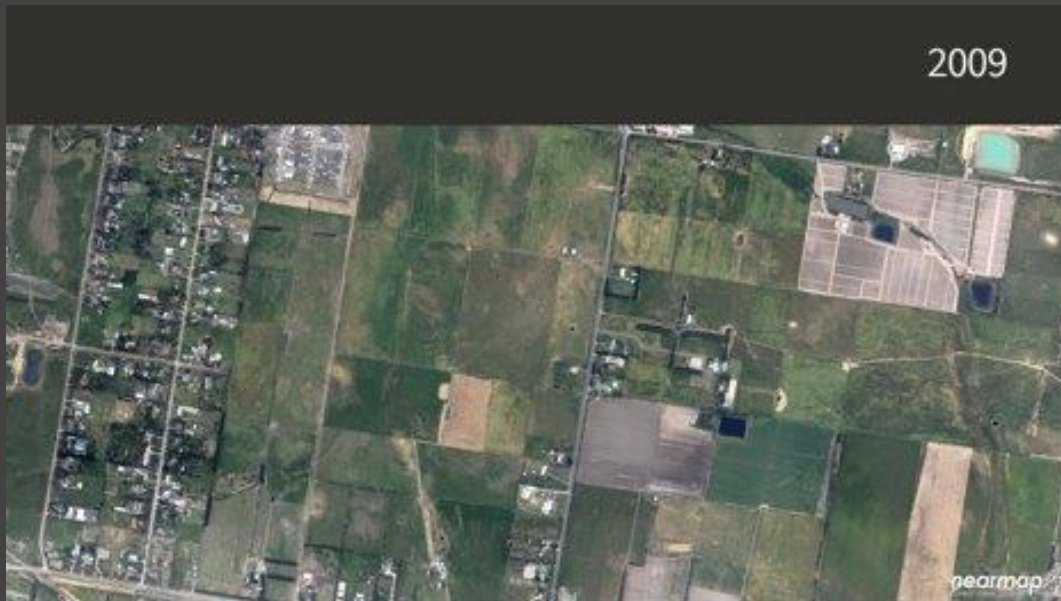


NGAA Research Symposium, 4 July 2019

Place Planning in a growth area

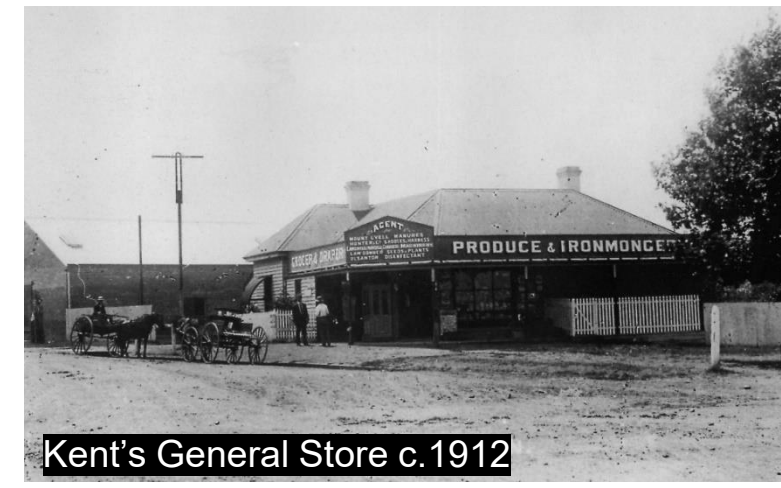
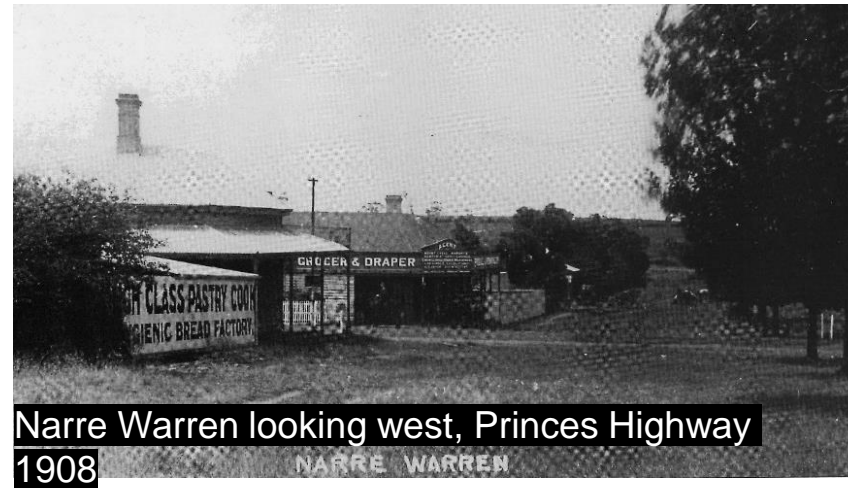
Nicola Ward – City of Casey



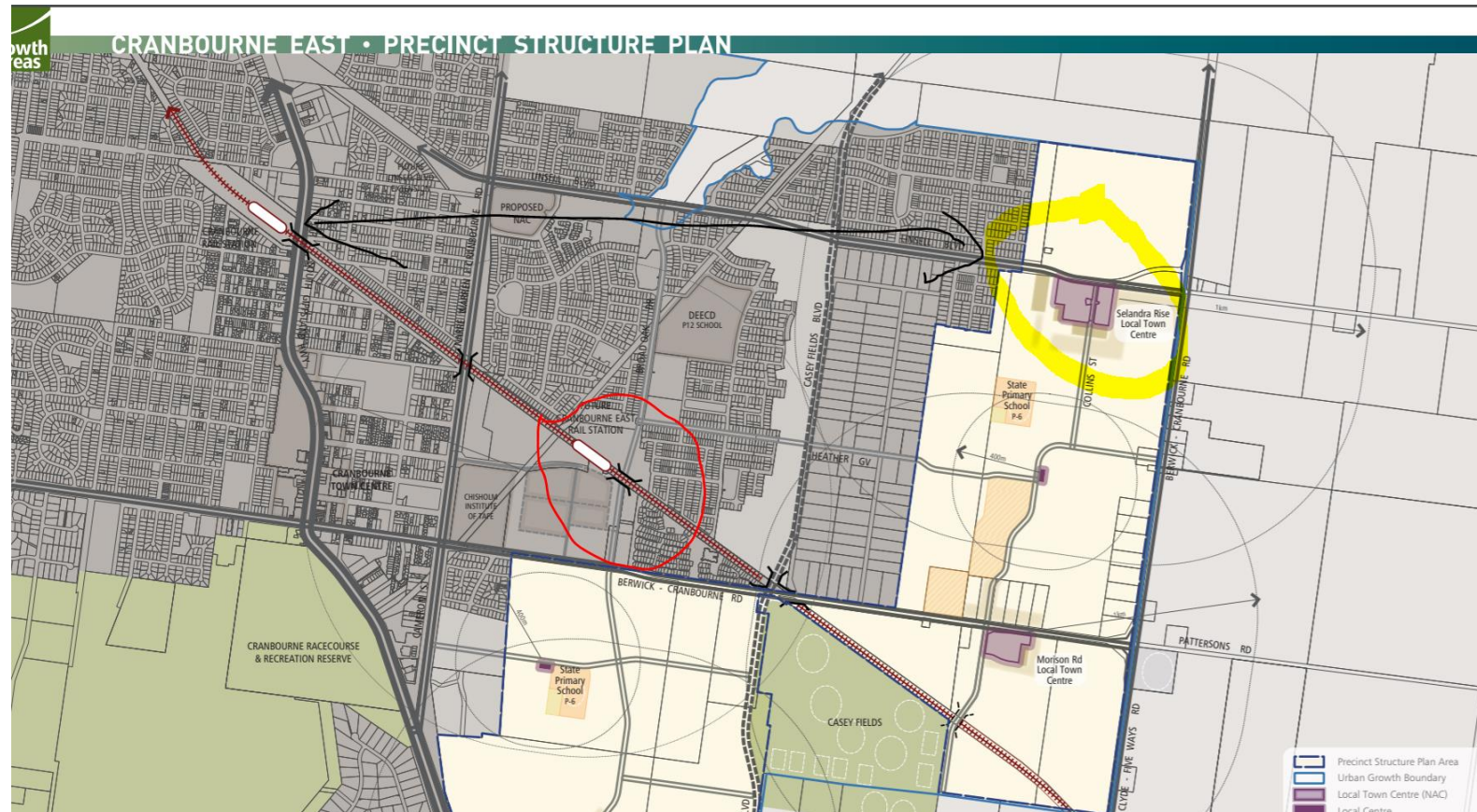
Overview

- » Some history - the evolution of town centre development.
- » Theory and reality of 'creating places' in a greenfields context.
- » Outcomes – short, medium, long term.
- » Selandra Town Centre – interventions and lessons learned.
- » Why place planning as a methodology matters for policy and practice, and trying to avoid the mistakes of the past.

Let's take a step back in time....town centre development!



Today's reality – Greenfields Town Centres



What is the problem?

The theory....

The 20-minute neighbourhood



Source: Department of Environment, Land, Water and Planning

The reality....

- » Successful places need lots of people, doing different activities including spending, throughout the day and night (but not too late and not too loud)
- » Town Centres that are not vibrant and don't attract people result in poor economic activity, entrench social isolation and can attract undesirable behaviour.

BUT

- » The economics of **greenfields development** means securing medium density housing and offices is hard.
- » Demographics is a factor. Young families, highly mortgaged, few social connections. Low disposable \$\$.
- » Lack of transport and access is a factor (affordable, accessible, reliable).
- » Development occurs in a haphazard way. There are multiple variables at play.

Bridging the theory and the reality requires developing a better, shared understanding of what it means to 'plan for place' in a greenfields context.

Selandra Rise Estate



2009



2019



Lesson 1: Plan early, plan well.

Outcomes need to be embedded in the Structure Plan



CRANBOURNE EAST • PRECINCT STRUCTURE PLAN

3.2.1 ESTABLISH A SENSE OF PLACE AND COMMUNITY

The Cranbourne East PSP establishes a framework for the development of an environmentally, socially and economically sustainable urban structure. The structural elements of the plan are interlinked and combine to create a built environment which supports the development of a strong community and sense of place for Cranbourne East.

The environment for positive community interaction is further enhanced by the location of the local town centres (NACs). The provision of shops to meet weekly and convenience shopping needs will promote interaction through the provision of formal and informal meeting spaces. This is further enhanced by the specific desire to see the centres develop over time as places that offer more than just retail services. The centres will provide opportunities to establish non-retail related businesses which, service both the immediate community and the broader catchment. The local office component is a critical aspect that helps to boost local employment.

3.2.2 GREATER HOUSING CHOICE, DIVERSITY AND AFFORDABILITY

The future urban structure provides for a range of lifestyle opportunities to suit the needs of a variety of household sizes and budgets. The PSP encourages the development of diverse living arrangements making it possible to live in a purpose built home-office within a local town centre, a nursing home or a retirement village. More conventional residential living is catered for through the provision of a range of lot sizes throughout the precinct located close to schools, parks and linear reserves.

The PSP supports the provision of a range of lifestyle opportunities through requirements for housing and lot size diversity throughout the precinct. Cranbourne East will be developed at an average density of at least 15 dwellings per net developable hectare across the precinct. Medium and higher density housing in a variety of styles is promoted near services and amenity including the activity centres and community facilities, in close proximity to the public transport services and open space.

3.2.3 CREATE HIGHLY ACCESSIBLE AND VIBRANT ACTIVITY CENTRES

The future urban structure envisaged by the PSP plans for a sustainable network of local shops and services which will provide employment opportunities and community based services.

Local town centres with a more substantial provision of services are planned for key locations in the precinct, including one at the proposed Cranbourne East rail station site (albeit outside the PSP area), the Selandra Rise centre at the intersection of Linsell Boulevard and the north-south connector street and the Ballarto Road centre at the intersection of Ballarto Road and Adrian Street. The Morison Road centre is planned for the south side of Berwick-Cranbourne Road near the intersection of Morison Road.

All of the centres will be street based centres, serviced by public transport and offer a mix of retail, non-retail commercial, small office and other mixed use employment opportunities. In addition, the PSP supports the development of small mixed business/shop fronts on key corner sites within the residential neighbourhoods to further enhance the level of service and convenience available to residents.

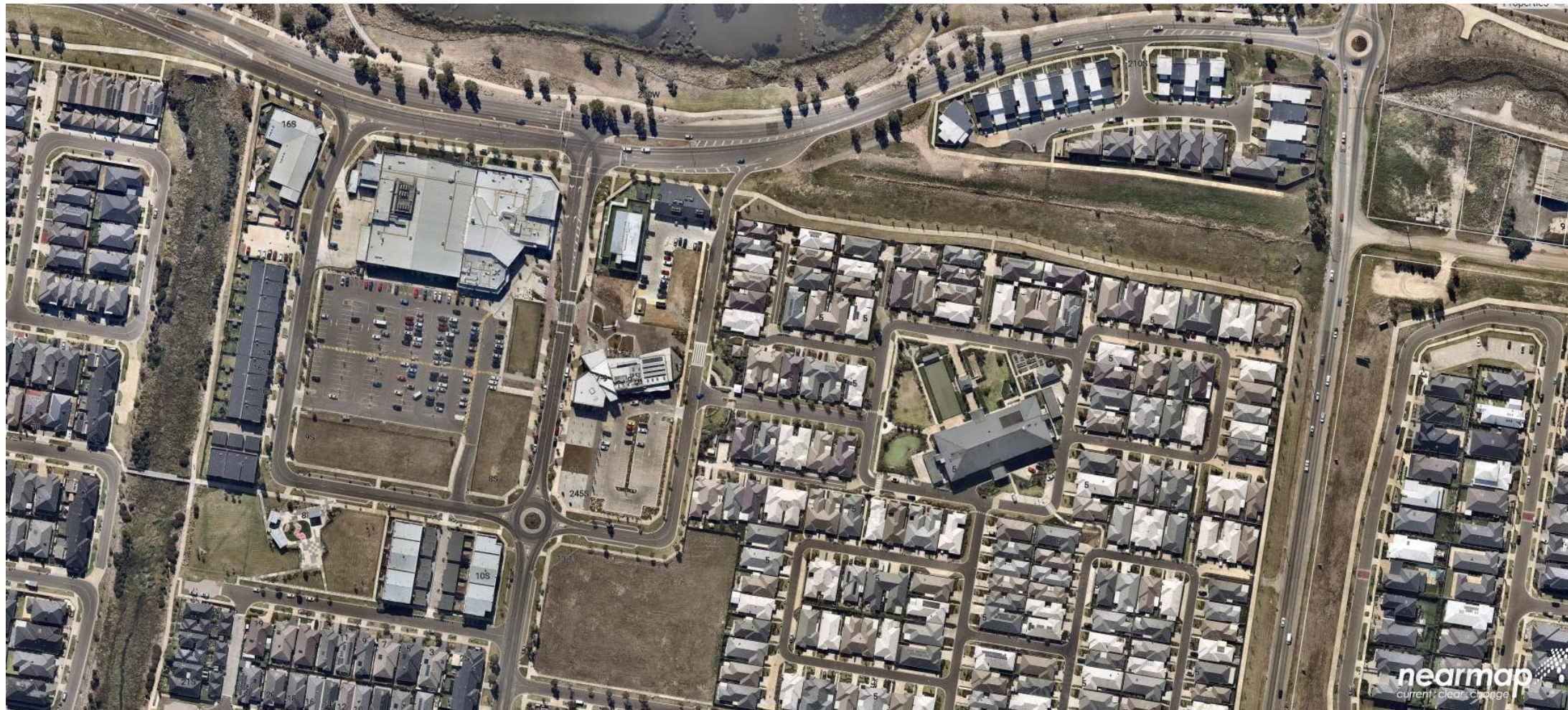
Intervention 1: Diverse, medium density housing



Lesson 2: Plan for densification over time Understand development economics



Intervention 2: Permits and land strategy



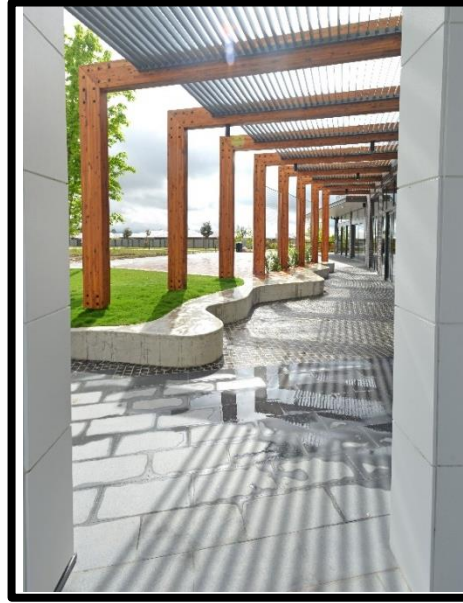
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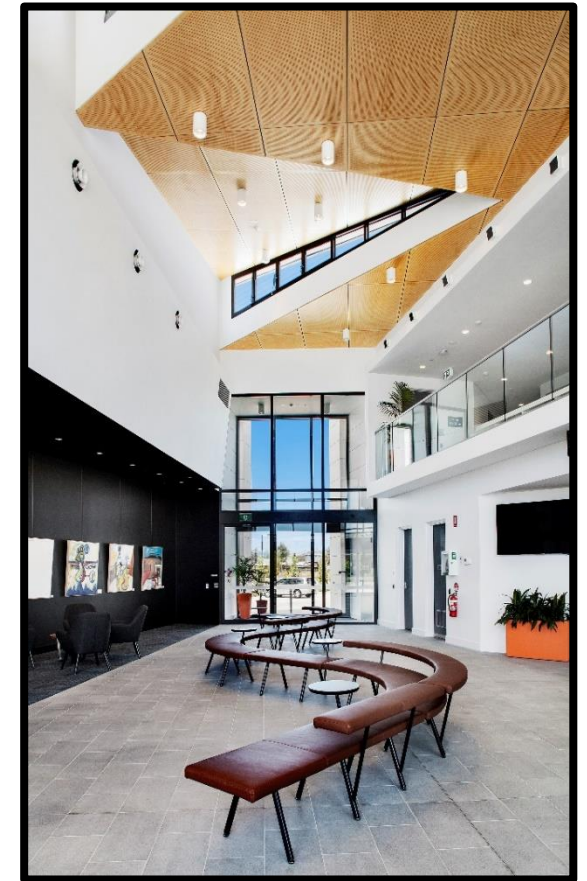
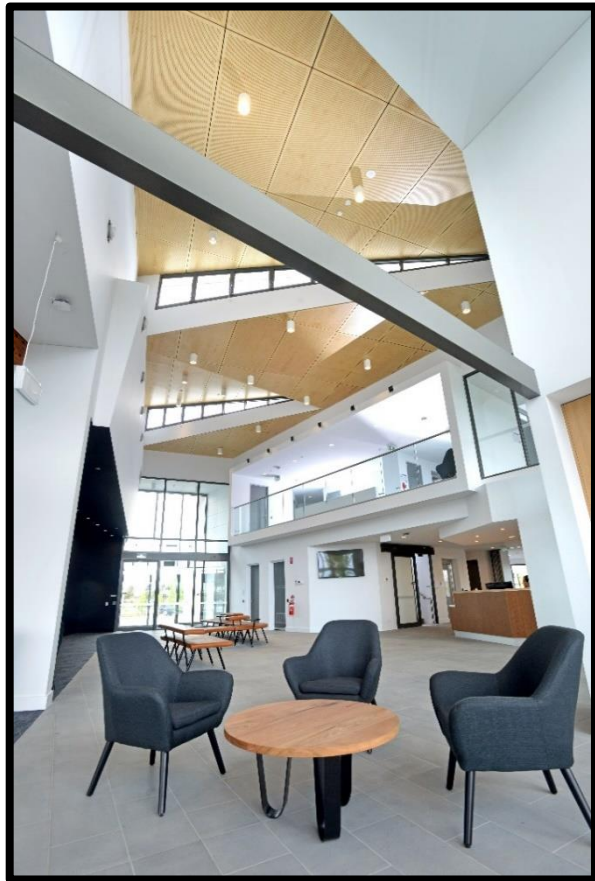
- Med density
- Council parcels
- Future Medical
- Future SOHO resi
- Retir'mt
- Selandra Hub

Lesson 3: Council should be an active 'place player'. Use your facility to 'anchor' a place



Intervention 3: Selandra Community Hub





Sustainable Design – pushing the boundaries

Period: 7 Apr 18 - 6 Jul 18 (91 days)

Your rate: General Purpose ToU DH/DL

Peak: 7 am-11 pm Monday to Friday | Off peak: all other times. Times are AEST and not adjusted for daylight savings.

Meter no	Usage type	Previous read	Current read	Usage (kWh)
4755616	Peak	110.162	110.182	0.68
	Off-Peak	110.162	110.182	0.12
Total kWh				0.8

Charges	Usage (kWh)	Charge	Amount
Peak Usage	0.68	43.36 c/kWh	\$0.29
Off-Peak Usage	0.12	23.53 c/kWh	\$0.03
Supply Charge		150.00 c/Day	\$136.50
Discounts and Rebates			
Guaranteed usage discount (40%)			\$0.13 CR
Total for period 7 Apr 18 - 6 Jul 18 (excl GST)			\$136.69

Lesson 4: Creativity and community is at the heart of place planning. Collaboration is key.



Selandra Community Hub

<https://vimeo.com/260020803>

The story of the 'Touchstone'

<https://www.youtube.com/watch?v=sTXJr8lxEVc>

Methodology for a vibrant Activity Centre

- » Planning and Design!
 - PSP: clear objectives and vision; location of Council land for facilities.
 - LAND STRATEGY: secure land early; consider 'holding' land.
 - LAND USE: think about surrounding land uses; work with developers.
 - FACILITIES: Council facilities as a 'premium anchor' in Town Centre
- » Understand development economics, staging etc
- » Seek and cultivate partnerships – internally and externally
- » Hold onto the long term vision and commit to realising it, even in the face of challenges and pressures

Why does place planning matter?

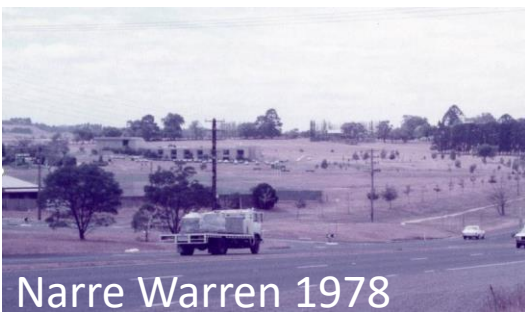
VISUAL SNAPSHOT

The Fountain Gate - Narre Warren MAC already comprises a series of diverse activities, including civic, retail and business park functions. The exciting Bunjil Place community hub is one of the largest cultural, community and civic projects of its kind in Australia and will lead the transformation of the 'town centre' heart.

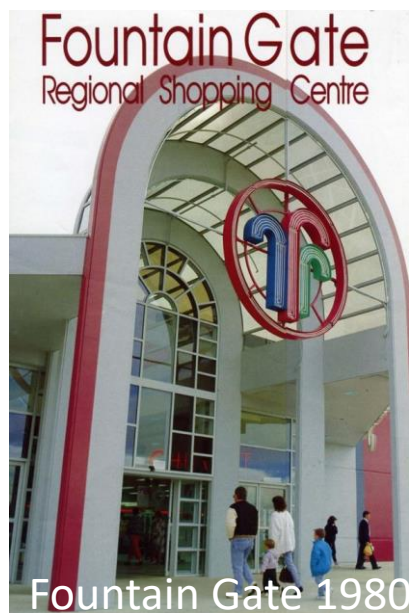
The key components of the CBD, as it is today, are highlighted below.



Fountain Gate-Narre Warren, 2016



Narre Warren 1978



Fountain Gate 1980

How does 'place planning' contribute to policy and practice?

