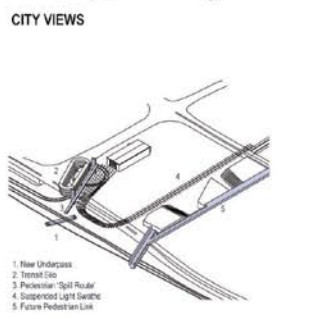
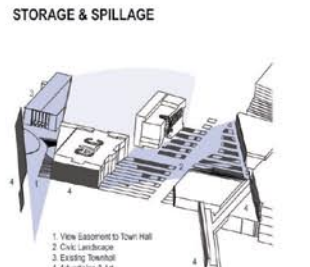
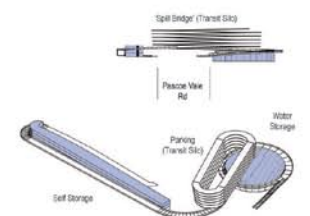
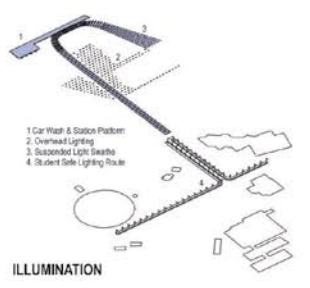
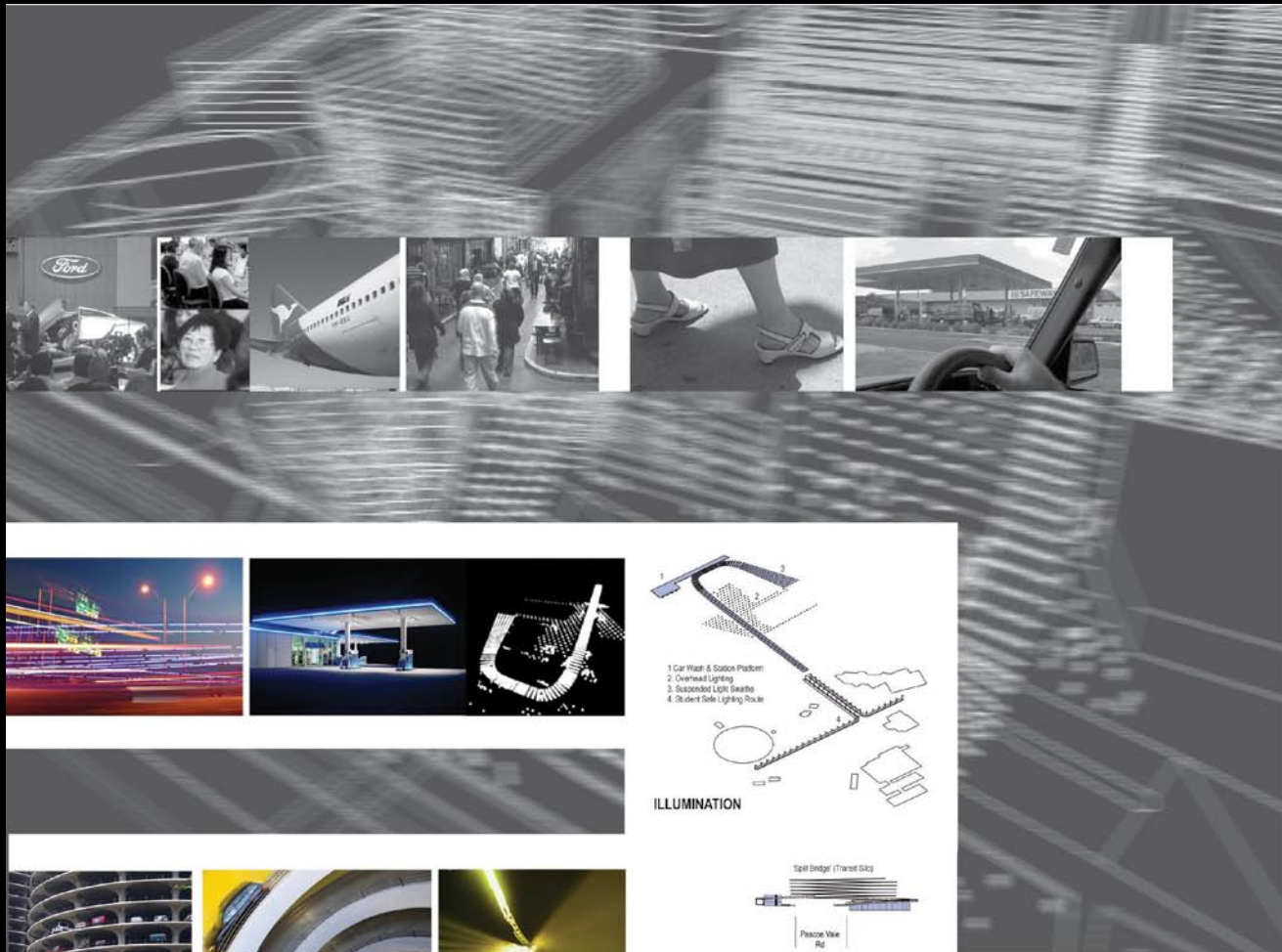
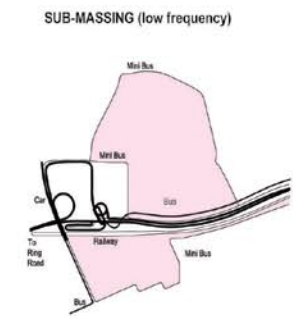
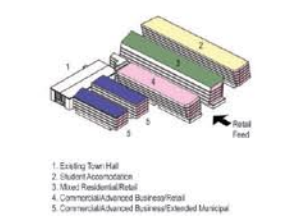


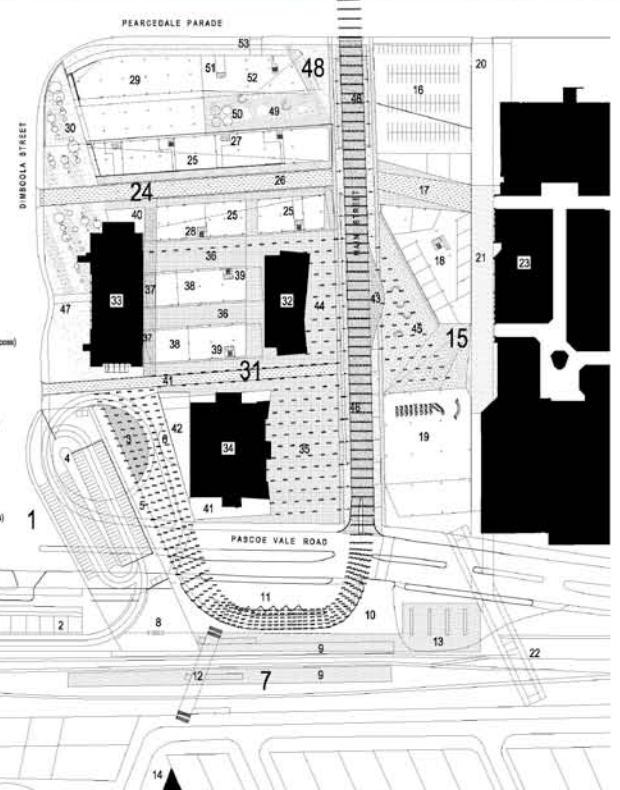
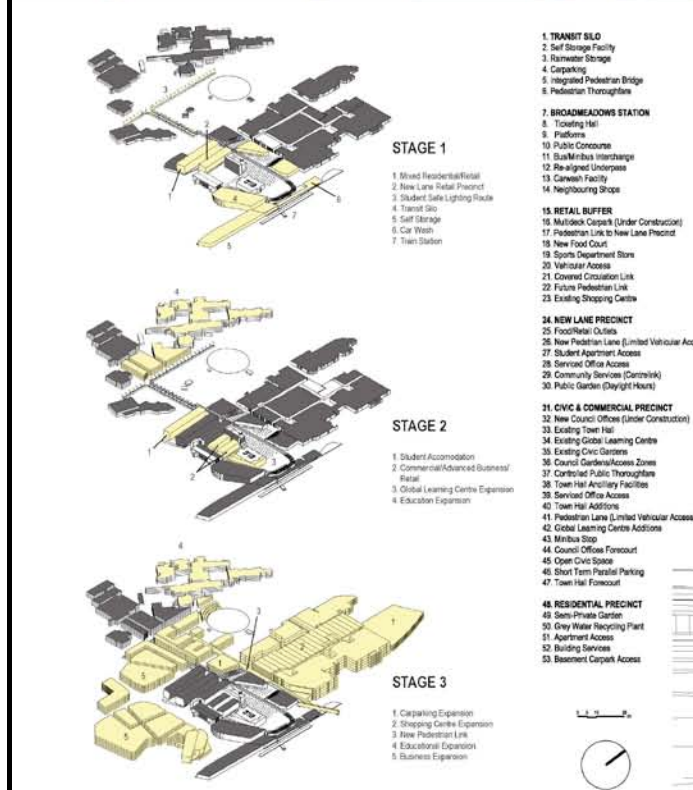
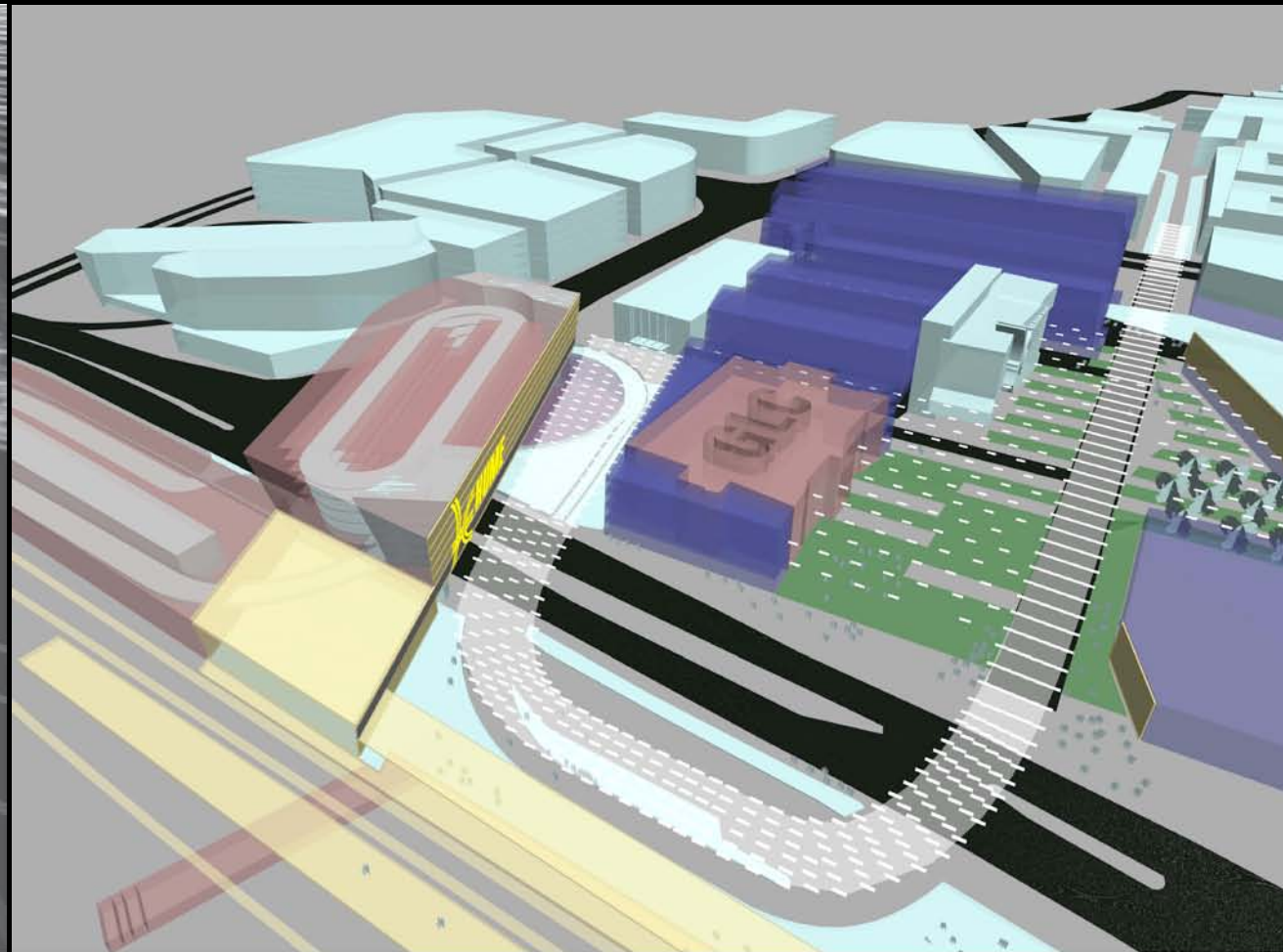
PROPOSAL FOR A NEW TOWN CENTRE – BROADMEADOWS, VIC



LINKAGE (high frequency)



TRANSPORT NETWORKS



- 1. TRANSIT SILE
- 2. Self Storage Facility
- 3. Hammer Storage
- 4. Carparking
- 5. Integrated Pedestrian Bridge
- 6. Pedestrian Thoroughfare
- 7. BROADMEADOWS STATION
- 8. Teaching Hall
- 9. Platforms
- 10. Public Concourse
- 11. Bus/Metro Interchange
- 12. Re-aligned Underpasses
- 13. Carwash Facility
- 14. Neighbourhood Bridge
- 15. METAL BUFFER
- 16. Mullock Copark (Under Construction)
- 17. Pedestrian Link to New Lane Precinct
- 18. New Food Court
- 19. Sports Department Block
- 20. Vehicular Access
- 21. Covered Concourse Link
- 22. Future Pedestrian Link
- 23. Existing Shopping Centre
- 24. NEW LANE PRECINCT
- 25. Food/Retail Outlets
- 26. New Pedestrian Lane (Limited Vehicular Access)
- 27. Student Apartment Access
- 28. Serviced Office Access
- 29. Community Services (Centriclink)
- 30. Public Garden (Daylight Hours)
- 31. CIVIC & COMMERCIAL PRECINCT
- 32. New Council Offices (Earlier Construction)
- 33. Existing Town Hall
- 34. Existing Global Learning Centre
- 35. Existing Civic Gardens
- 36. Council Gardens/Access Zones
- 37. Controlled Public Thoroughfare
- 38. Town Hall Ancillary Facilities
- 39. Serviced Office Access
- 40. Town Hall Address
- 41. Pedestrian Lane (Limited Vehicular Access)
- 42. Global Learning Centre Access
- 43. Metro Stop
- 44. Council Office Forecourt
- 45. Open Civic Space
- 46. Short Term Parallel Parking
- 47. Town Hall Forecourt
- 48. RESIDENTIAL PRECINCT
- 49. Semi-Private Garden
- 50. Grey Water Recycling Plant
- 51. Apartment Access
- 52. Building Services
- 53. Basement Carpark Access

proposal for a new town centre | BROADMEADOWS, VIC

This project – a successful entrant in the Proposition 3047 Urban Design Competition 2005, examined tangible ways to stimulate answers relating to the Victorian Government's interest in Broadmeadows as a Principal Activity Centre for Melbourne 2030, and the centre's Transit City Masterplan 2004. In this masterplan the following vision for the centre was projected.

Broadmeadows will provide a place where people can live, work and participate as members of their community without commuting great distances, as well as providing services to residents of surrounding suburbs. Activity in the area will be much more intense than it is now. A greater range of housing opportunities will accommodate various household types. Appropriate building types will ensure the affordable and sustainable housing is available to meet the needs of an expanding population. A greater mix of employment opportunities, services and entertainment will exist alongside retail and institutional activities. A variety of social, community and cultural activities, supporting the needs and interests of a diverse socio community will be accommodated in public spaces as well as in purpose-built facilities. The layout and environment of the town centre will be vital and active. Connectivity between parts of the town centre and between the town centre and surrounding neighbourhoods will be improved. Walking will become the preferred mode of travel in the town centre, with public transport providing excellent connections to surrounding neighbourhoods and to the Melbourne central business district.

We wanted a new civic need to emerge out from the kinds of urban phenomena already existing in the inner suburbs – it needed to have something for everyone, develop over time, and link people in ways which were diverse and legible, whilst working within an urban environment shared between large public infrastructure and small intricate communities.

An iconic bridging element (Transit Silo) spans Pascoe Vale Road containing concessional and overflow parking for visitors to the town centre and those commuting by rail. Easily accessed from south and north-bound arterial approaches, it functions as a Spill Bridge in which drivers commence their pedestrian journey from a point on the urban divide between the two sides of the site – thus spilling to one side or the other accordingly. Connected with this is a Self-Storage Facility filling the 'finger' of land beside the railway line, and servicing populations within the town centre and beyond via the nearby Ring Road.

Amongst a range of strategies, the phenomena of illumination provided a safe-lighting route from the Kangaroo Educational Precinct which, on crossing Pearcedale Parade, became a processional 'awake' of suspended luminaires through the town centre. Descending a J-shaped journey from Main Street over Pascoe Vale Road to the Railway Station, it then returns back into the site along the proposed view easement to the Town Hall. The nodular synergies of luminance between the railway platform canopies and the proposed Canasta are harnessed together – literally, under a single illuminated roof.

This scaffold of 'higher-frequency' urban components would be supported by those of 'lower-frequency' which could generate, attract and distribute people within the centre. These included contextually-scaled and staged 'sub-nodes' programs containing Student/Mixed Housing, Commercial/Advanced Business Operations and Extended Municipal Facilities interspersed between more permanent existing civic elements such as the Town Hall, New Council Offices and the Global Learning Centre. These also helped to extend and diversify the retail/food/entertainment experience from the existing shopping centre (and its perceived expansion) into the proposed New Lane Precinct by way of a Retail Buffer containing a new food hall and a large sports retail store.