

## Laurimar Town Centre Development Plan

Development Plan approved by the City of Whittlesea on 20 November 2007, and amended on 9 August 2011 in accordance with Clause 43-04 Schedule 17 of the Whittlesea Planning Scheme.

9/8/11

  
Signature of the Responsible Authority

## Laurimar Town Centre Development Plan

July 2011







## Preface

This report has been prepared to meet the requirements of Schedule 17 of the Development Plan Overlay in the Whittlesea Planning Scheme – Laurimar Town Centre Development Plan. It is consistent with the approved Master Plan for the Laurimar development as a whole and seeks to implement the overall objectives of the Mernda Local Structure Plan: Part 1.

The report documents the aspirations and plans for a new town centre at Laurimar. It is intended to guide the subdivision and development of land and the development of public infrastructure in the centre. It is also intended to provide a context for discussions between Delfin Land Lease and the developers of individual sites within the centre.







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## Executive Summary

### Introduction: A new plan

Laurimar is a new community in Doreen, approximately 30 kilometres north of the Melbourne CBD. The town centre will provide a focal point for this emerging community of 2,400 homes, and local shops and services for the broader Doreen area.

This report sets out a Development Plan for the Laurimar Town Centre. The plan is not intended to be a rigid blueprint. Instead, it is designed to provide a flexible framework for the development of the centre, allowing it to grow and change in response to evolving market and lifestyle preferences and aspirations. The report identifies those principles that are fundamental to the realisation of Delfin Lend Lease's vision for the centre, while allowing freedom for the detailed design of each site and public space to respond to varying imperatives.

### Vision & Objectives: A place to live, learn, work and play

Delfin Lend Lease's vision is for the Laurimar Town Centre to be not just a shopping centre, but to have all the positive qualities of traditional mainstreet centres. The centre is intended to be a focus for all kinds of activity, including shopping, but also cafes, restaurants and a tavern, civic functions and community facilities, small businesses, education offerings and experiences for multiple audiences, leisure and recreation, and urban living. This mix of uses and the town centre's location are anticipated to generate a vibrant streetlife for at least 18 hours a day, seven days a week, that will become an attraction in its own right.

The vision is for a centre that many people will walk or cycle to, and within which people will circulate on foot. This, and the detailed design of the public realm, will foster social interaction, contributing to the sense of community in Laurimar.

The buildings themselves will be of a scale and character similar to Melbourne's many traditional 'high streets': fine-grained and not so big as to be overbearing, but 'urban' enough to create a different kind of experience than that available in the surrounding residential neighbourhoods. The design of the buildings and streetscape will be unambiguously of the 21st Century. However, it will make reference to traditional materials and details of Australian rural townships, continuing the rural theme already established in Laurimar's residential neighbourhoods. The location of the centre will allow the activities at its edges to capitalise on the attractive setting being created by the lakes and wetlands at the heart of the whole Laurimar development.

The design of the centre is governed by 11 key objectives (see page 09).

### The Plan

The plan for Laurimar Town Centre is based on a series of non-negotiable structuring elements:

- Hazel Glen Drive as an east-west mainstreet
- A strong north-south axis linking a school in the north and a supermarket in the south
- The location of iconic buildings at each end of the town centre
- A central public plaza at the intersection of the mainstreet and primary north-south axis
- A retail core, surrounded by commercial and community uses, with medium-density housing and a recreation precinct beyond

Figure 1 illustrates how the centre might be developed to conform with the principles set out in this Plan.

### Key design concepts

The Laurimar Town Centre Development Plan is underpinned by seven key design concepts:

1. A mainstreet centre—public streets will be the main organising element and the focus will be on a high quality public realm, rather than internal malls.
2. A distinctive character—the character of the Laurimar Town Centre will be a contemporary interpretation of Australia's traditional rural townships.
3. A diverse centre—the Town Centre will be developed as a diverse, mixed-use centre.
4. Integrated learning—the school and the education services that will grow from the site are intended to be an integral part of the town centre.
5. A strong sense of place—the Laurimar Town Centre will have a strong sense of place, created by a combination of its memorable setting and the distinctive structure of its key built elements.
6. A supportive movement network—the street network around the centre will 'feed' it with traffic (of all modes) from the surrounding areas by providing direct routes to and through the centre.
7. Subservient parking—sufficient car parking will be provided within the town centre while ensuring that it is subservient to the goal of a high quality public realm.



### Implementation: Making it happen

The successful realisation of this vision for the Laurimar Town Centre relies on a collaborative effort from a number of parties. The parties with a key role in the development of the centre include:

- Delfin Land Lease
- City of Whittlesea Council
- Future owners of individual sites
- Land developers of individual sites
- Government agencies, such as the Department of Education, and Department of Sustainability and Environment
- Residents

The town centre has recently undergone a rezoning process ensuring that its proposed boundary is zoned accordingly.

Ongoing implementation and monitoring of this document will be undertaken to ensure that the town centre continues to evolve within a clear and flexible framework.

### Further Detailed Study

In order for this plan to be implemented, the following further studies are required:

- Detailed road design, incorporating requirements for traffic, services, landscaping, etc
- Footpath design
- Street furniture selection or design, including lighting
- Landscape plan
- Branding and signage strategy
- ESD strategy to explore potential environmental initiatives

The findings of these studies may result in a need to refine this document.

Design and Development Guidelines are also being prepared for each site within the town centre.



Figure 1 Illustrative Master Plan

Note: This plan represents envisaged uses for each site according to Delfin Land Lease's aspirations for the town centre. The final uses may be different due to market demands.

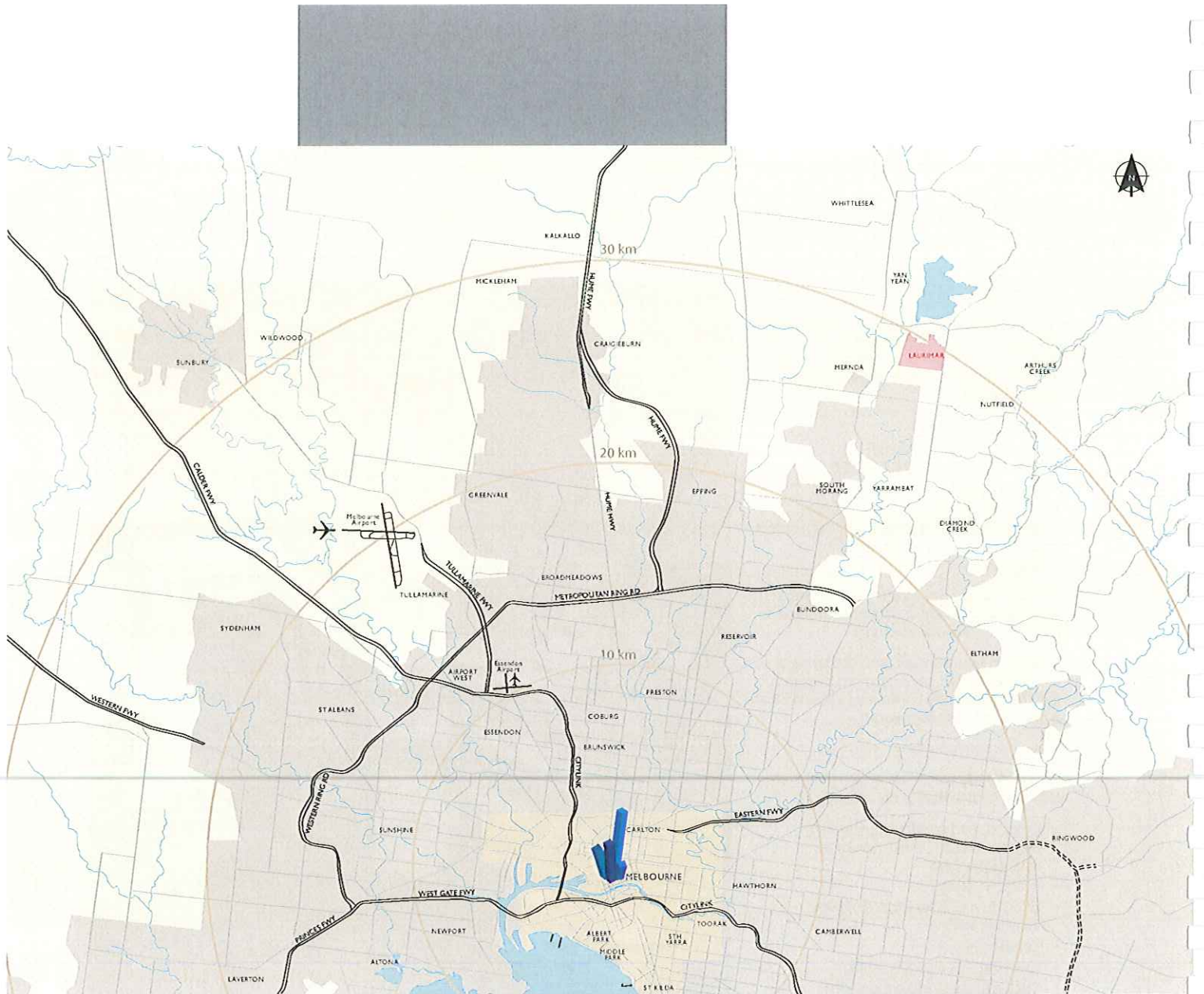


Figure 2 Laurimar Location Plan



## Introduction: A new plan

Laurimar is a new community in Doreen, approximately 30 kilometres north of the Melbourne CBD. Around 500 of its planned total of 2,400 residential lots have been developed. The town centre will provide a focal point for this emerging community, and local shops and services for the broader Doreen area.

Delfin Land Lease (DLL) purchased the Laurimar development in February 2006. As part of its review of the previous owner's development plan, a new design was developed for the town centre. DLL is now progressing with the implementation of this plan. This includes the preparation of

new planning provisions to replace those developed to suit the previous plan. (Refer to Laurimar Masterplan.)

The plan outlined in this report is not intended to be a rigid blueprint. Instead, it is designed to provide a flexible framework for the development of the centre, allowing it to grow and change in response to evolving market and lifestyle preferences and aspirations. The report identifies those principles that are fundamental to the realisation of DLL's vision for the centre, while allowing freedom for the detailed design of each site and public space to respond to varying imperatives.

This reports sets out:

- The overall vision and objectives for the centre.
- The plan itself, including the envisaged quantities of each land use and preferred outcomes for each site.
- The key design concepts that underpin the plan.
- Design principles to govern the detailed building and public realm design.
- Key factors in the implementation of the plan.



Figure 3 Town Centre Location Plan





## Vision & Objectives: A place to live, learn, work and play

DLL's vision is for the Laurimar Town Centre to be not just a shopping centre, but to have all the positive qualities of traditional mainstreet centres. The centre is intended to be a focus for all kinds of activity, including shopping, but also cafes, restaurants, civic functions and community facilities, small businesses, education offerings and experiences for multiple audiences, leisure and recreation, and urban living. This mix of uses and the town centre's location are anticipated to generate a vibrant streetlife for at least 18 hours a day, seven days a week, that will become an attraction in its own right.

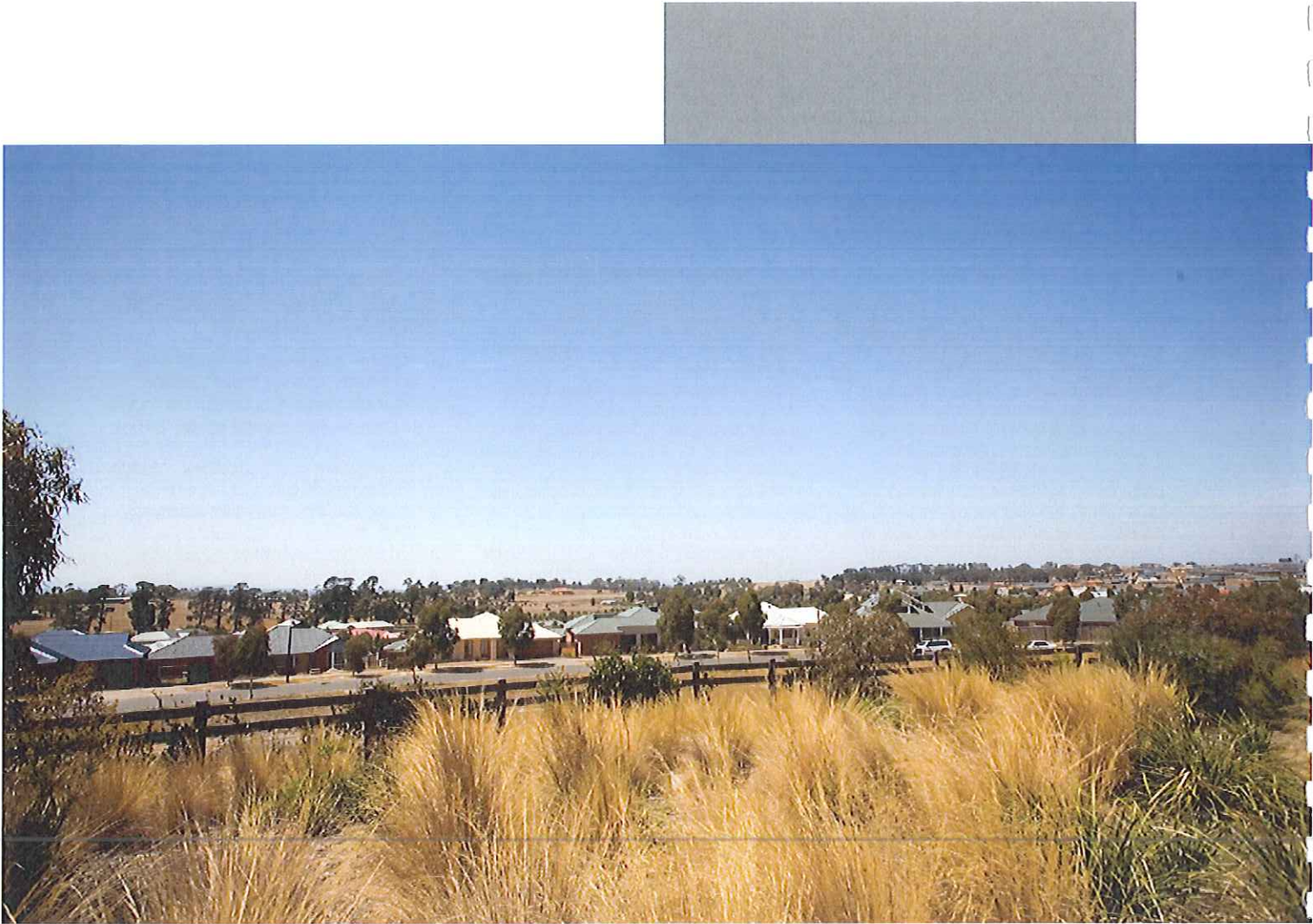
The vision is for a centre that many people will walk or cycle to, and within which people will circulate on foot. This, and the detailed design of the public realm, will foster social interaction, contributing to the sense of community in Laurimar.

The buildings themselves will be of a scale and character similar to Melbourne's many traditional 'high streets': fine-grained and not so big as to be overbearing, but 'urban' enough to create a different kind of experience than that available in the surrounding residential neighbourhoods. The design of the buildings and streetscape will be unambiguously of the 21st Century. However, it will make reference to traditional materials and details of Australian rural townships, continuing the rural theme already established in Laurimar's residential neighbourhoods. The location of the centre will allow the activities at its edges to capitalise on the attractive setting being created by the lakes and wetlands at the heart of the whole Laurimar development.

The design of the centre is governed by the following eleven key objectives:

1. To create a focal point for the Laurimar community, fostering social cohesion
2. To enable the broader Doreen community to meet its shopping and service needs locally
3. To generate a vibrant streetlife for at least 18 hours a day, seven days a week
4. To contribute to a distinctive identity for Laurimar
5. To maximise the creation of local jobs
6. To cultivate a learning and enterprising community
7. To provide a legible and memorable place
8. To foster a strong movement economy
9. To ensure that the public realm is safe and welcoming for pedestrians
10. To grow and change over time to accommodate the community's changing needs and preferences
11. To promote best practice in ecologically sustainable development







## The Plan

The plan for Laurimar Town Centre is based on a series of non-negotiable structuring elements, which must be adhered to if the vision is to be achieved. These are illustrated in Figure 4:

- Hazel Glen Drive as an east-west mainstreet
- A strong north-south axis linking a school in the north and a supermarket in the south
- The location of iconic buildings at each end of the town centre
- A central public plaza at the intersection of the mainstreet and primary north-south axis
- A retail core, surrounded by commercial and community uses, with medium-density housing and a recreation precinct beyond

Figure 4 illustrates how the centre might be developed to conform with the principles set out in this plan.

The table overleaf summarises the land use and quantity of development currently envisaged for each site.

This yields a total of:

- 5,300m<sup>2</sup> of potential retail space.
- 8,100m<sup>2</sup> of potential commercial, residential or education space in the town centre core, of which:
  - 3,000m<sup>2</sup> is at ground floor level, and part of it could therefore be used for retail and commercial premises; and
  - 5,100m<sup>2</sup> is at upper levels, and could therefore be used for residential purposes.
- A further 1.08 ha of commercial land in three freestanding sites (including a possible learn to swim centre). (Sites B,C,I)
- A further 4.47 ha of land for community facilities (including the school). (Sites E,F,G,H)
- A further 2.32 ha of land at the edge of the town centre for small offices, home-offices or residential.

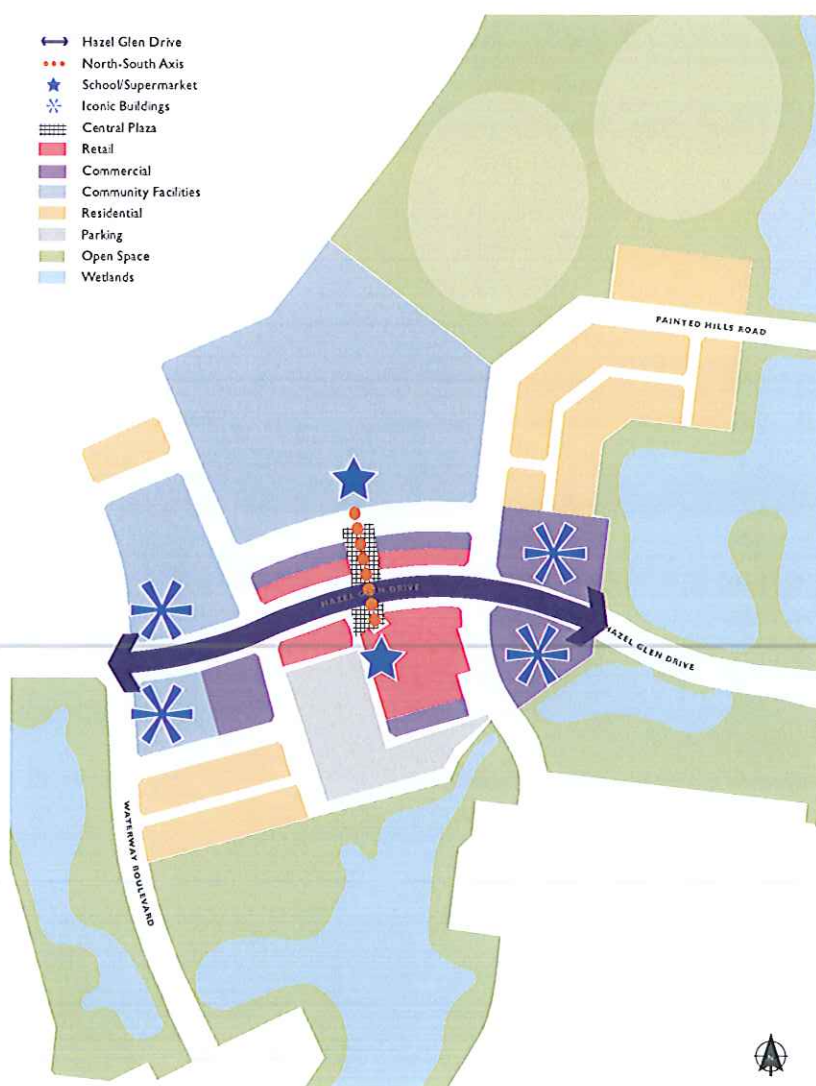


Figure 4 Key Features

It should be noted that some aspects of this plan are indicative only, and may change in response to the market.

Site	Site Area (ha)	Preferred use & potential floor area (m²)			
		Ground Floor		Upper Floors	
A	1.75 (incl. plaza)	Specialty retail/retail services	900	Residential	1300
		Supermarket	3200		
		Non Retail	400		
		Medical centre	600		
B	0.36	<ul style="list-style-type: none"><li>• Food and drink premises</li><li>• Office</li><li>• Residential</li></ul>			
C	0.45	Sales and Information centre			
D	0.41 (incl. plaza)	Specialty retail/retail services	1200	Commercial	1400
		Commercial	2000	Education/ residential	2400
E	3.43	School			
F	0.54	Community Activity Centre			
G	0.25	Childcare centre			
H	0.25	Place of worship			
I	0.27	Learn to Swim Centre			
	2.32*	Residential			

\* Excluding access lanes

Notes: Refer to Appendix A for street types.

Refer to page 47 and Appendix B for parking requirements.



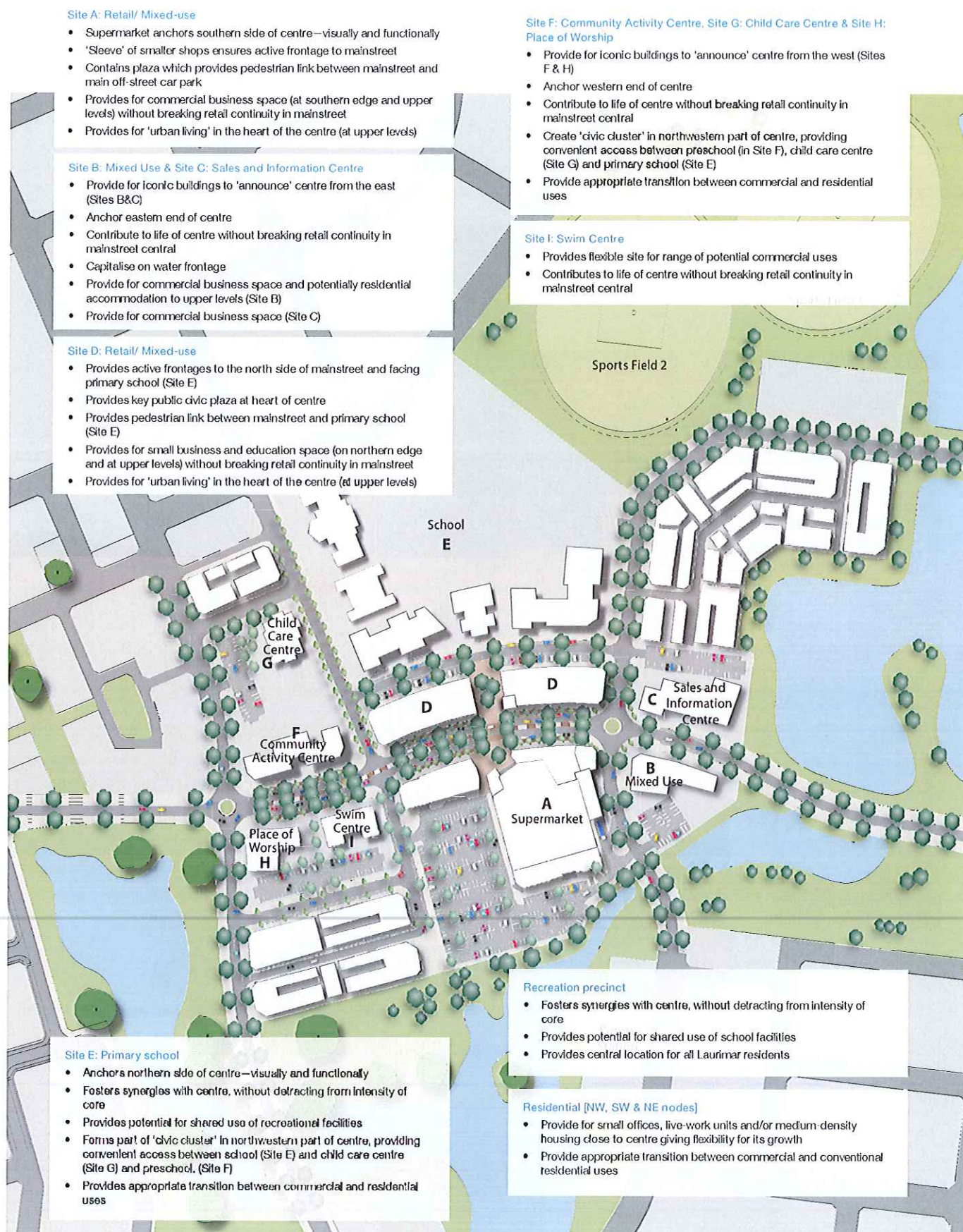


Figure 5 Illustrative Master Plan

Note: This plan represents envisaged uses for each site according to Delfin Land Lease's aspirations for the town centre. The final uses may be different due to market demands.





Artist's impression of Hazel Glen Drive Main Street



## Key design concepts

The Laurimar Town Centre Development Plan is underpinned by seven key design concepts:

1. A mainstreet centre
2. A distinctive character
3. A diverse centre
4. Integrated learning
5. A strong sense of place
6. A supportive movement network
7. Subservient parking

Each of these concepts is detailed below.

The key objectives they respond to are also identified.





Example of centre median



## A mainstreet centre

### Key Objectives

1. To create a focal point for the Laurimar community, fostering social cohesion.
2. To generate a vibrant streetlife for 18 hours a day, seven days a week.

The Laurimar Town Centre will be a 'mainstreet' centre. This means that public streets will be the main organising element and the focus will be on a high quality public realm, rather than internal malls. A network of high quality streets is an essential ingredient in attracting a wide range of uses and stimulating intensification of the centre over time, as it provides multiple and diverse opportunities for frontage. A high quality public realm also promotes walking, cycling and public transport for access to and circulation around the centre.

In addition to careful design of the public realm, a mainstreet centre requires development to address the surrounding streets with 'active frontages'. Therefore,

the blank walls of the supermarket will be 'sleeved' by other, outward-facing shops, and off-street car parking will be mainly located behind or below buildings, so that there is a direct relationship between the buildings and the streets and a clear demarcation between public and private land.

The town centre is intended to be a focus for community life, not just somewhere to purchase goods and services or to do business. Therefore, the streets will be public streets, which support spontaneous streetlife and relatively unconstrained opportunities for social interaction of all types, rather than the restricted behaviour allowed in private spaces.

Hazel Glen Drive will be the primary mainstreet. It will be lined with smaller shops at street level, creating a rich and stimulating 'set' for vibrant streetlife. The public realm will be tightly defined—generous enough to allow for comfortable pedestrian activity and essential vehicular functions, while maintaining

a visual connection from one side of the street to the other. Its cross-section has been carefully composed to provide for the following functions:

- Comfortable pedestrian activity, through generous footpaths on each side, well-shaded by awnings
- A further flexible zone within each footpath allowing for outdoor dining, public street furniture and landscaping
- Kerbside parking, through parallel parking bays on both sides of the street
- Slow-moving traffic and cyclists, through one wide travel lane on each side of the road carriageway, providing room for cyclists and for moving cars to pass those waiting for or manoeuvring into a parking space
- Pedestrians crossing the street, through a central median, wide enough to provide a safe refuge for pedestrians pushing prams or wheelchairs across the street

This is illustrated in Figures 6 and 7.

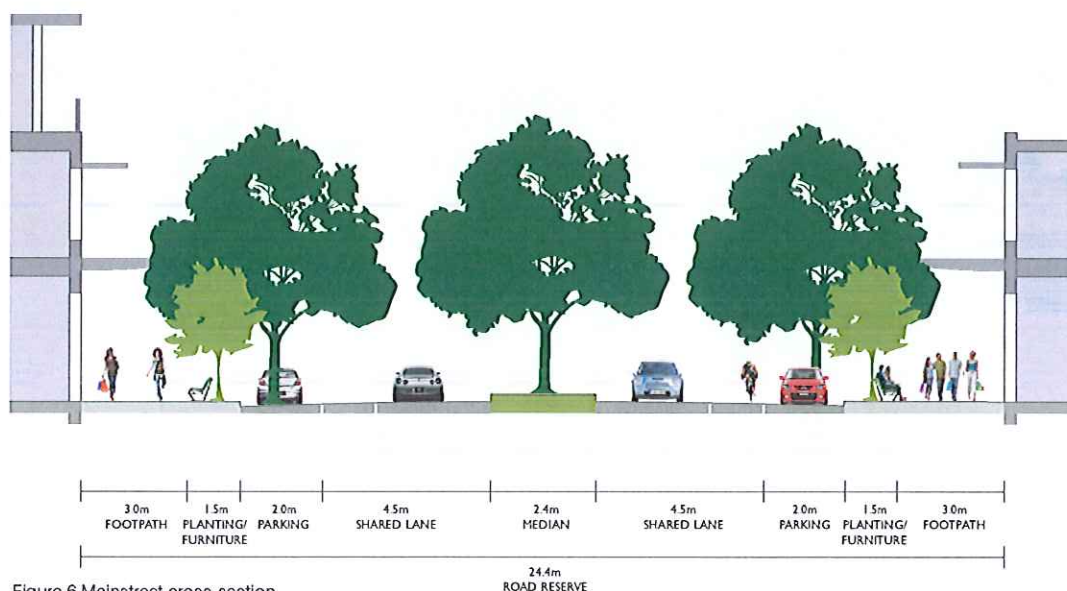


Figure 6 Mainstreet cross-section



Mainstreet activity



The design of the mainstreet is intended to encourage traffic to conform with the desired speed of 40kph without the need for visually intrusive signage.

This results in a street 24.4 metres wide between opposing shopfronts. Therefore, large trees will be installed in the kerbside parking zone on either side of the street and along the central median to provide a greater

sense of enclosure. These will define the road-space and a pedestrian zone on either side of the street. They will be at a scale and spacing to be 'read' at normal traffic speed. However, this means that they will be too large and widely-spaced to have a cohesive effect at the pedestrian scale and pace (although they will provide valuable shade). Therefore, another row of smaller, more closely-spaced

trees will be installed in the 'flexible' zone at the edge of each footpath to provide greening and shade.

All other streets in the town centre will also be carefully designed for a 40kph traffic speed, and to make them inviting for pedestrians to walk along and to cross streets. (Refer to Appendix A)



Figure 7 Mainstreet Indicative Plan



Rural and modern materials



## A distinctive character

### Key Objective

#### 4. To contribute to a distinctive identity for Laurimar.

The character of the Laurimar Town Centre will be a contemporary interpretation of Australia's traditional rural townships. It will be more urban than Laurimar's residential neighbourhoods, to create a different experience for the community to enjoy. However, it will also make reference to the 'rustic' materials and details characteristic of rural buildings to continue the theme established in Laurimar's residential neighbourhoods. This will all help contribute to a distinctive identity for the whole Laurimar development.

As a desired vision the buildings in the town centre21 — core the central block between the school and the wetland — will be built to the edge of the footpath and create a continuous line of active frontages defining each side of the street. This can be contrasted with the preferred model in the second half of the twentieth century which placed buildings behind vast 'seas' of car parking.



It is desired that most of the buildings will be up to 3 storeys in height, similar to Melbourne's traditional 'high streets'. Where upper level accommodation is not viable, tall parapets will be used to create the desired scale. This combination of heights and zero setbacks will create strongly-defined streetscapes and reinforce the vibrancy of the centre by containing its public realm. However, at this size the buildings will still be of a familiar scale, and will not overwhelm the street.





Trees to create place



Each of the two main corners to the centre will be marked by iconic, 'stand alone' buildings in the civic tradition. Adjoining residential development will be in the form of 2-3 storey attached and semi-detached housing, continuing the theme of a well-defined public realm.

The architecture of the buildings will be a contemporary interpretation of traditional rural township buildings. Its forms will be unambiguously 21st Century. However, it will incorporate characteristically rural elements such as posted verandahs, natural timbers, exposed steel framing and corrugated iron. Importantly, it will ensure a balance between the use of common elements to unify the streetscape and freedom of expression for individual buildings. All buildings will contribute to the activation of the public realm through windows and balconies overlooking the street although curtain walling will be discouraged. This will combine with high levels of articulation and variation in form to create a visually rich environment.

The streetscape, too, will incorporate elements characteristic of rural townships, re-interpreted in a contemporary manner. This will include the use of simple, robust detailing and natural materials. Design details such as changes in paving material will be used to minimise the need for signage. Within the town centre core, broad footpaths will span from the building frontages to the kerb, and be generously furnished with seating, bins, bicycle racks and light poles of a contemporary style. Exotic tree species will be installed in formal patterns to reinforce the connection with rural town centres whilst defining the centre's urban character.





Activation of public spaces



## A diverse centre

### Key Objectives

- 3. To generate a vibrant streetlife for at least 18 hours a day, seven days a week.
- 5. To maximise the creation of local jobs.

The Town Centre will be developed as a diverse, mixed-use centre. This means that it will have a wide range of business, community and residential uses that are closely inter-mixed. There are many benefits of mixed-use centres:

- They foster a sense of community by creating an environment in which local residents are more likely to bump into acquaintances because of the number of possible reasons to be in the centre.
- They enhance the viability of shops and services by introducing additional groups of potential patrons.
- They have a more vibrant character due to the number of people in the centre, which makes them more welcoming.
- They provide a safer environment by ensuring there are people in the centre outside normal business hours, in turn supporting evening uses such as restaurants and community activities.
- They reduce travel by enabling people to meet two or more needs in one trip—including, potentially, employment.
- They foster the growth of local businesses by providing diverse accommodation opportunities in the centre.

All of these factors will contribute to a town that has a shared sense of identity and community and maximises the creation of local jobs.

Initially, it may only be viable to develop the supermarket and specialty retail accommodation along with community facilities. However, the plan for the centre provides appropriate locations for other

uses to develop in the future as economic circumstances allow. In particular, this includes provision for small business space, so that local residents can set up business near or where they live.







It is envisaged that the following mix of uses will be developed within the centre, as shown in Figure 8:

- Primary retail and specialty shops, cafes and restaurants, and non retail services (a post office, bank, real estate agent, etc) along the mainstreet, Hazel Glen Drive, which will be the busiest street.
- A supermarket anchoring the southern side of mainstreet, 'sleeved' by smaller shops and other businesses to activate the surrounding streets. (Site A)
- A medical centre and small business space at the southern and northern edges of the town centre core. (Sites A,D)
- Offices, apartments and/or education uses at upper levels above the retail and commercial areas. (Sites A,D)
- Mixed use premises—including food related businesses, flexible commercial office space above and potentially accommodation above. (Site B)
- Larger commercial premises including a sales and information centre with flexible commercial space above—anchoring the eastern end of the centre. (Site C)
- A school anchoring the northern side of the centre (see section 4.4 below). (Site E)
- Other community facilities—including a community activity centre, childcare centre, and place to worship and learn to swim centre—anchoring the western end of the centre. (Sites F,G,H,I)
- A recreation precinct containing two ovals and a sports pavilion located just beyond the centre to the northeast of the school.
- Residential designed to be used as homes and/or offices in the streets immediately surrounding the centre.

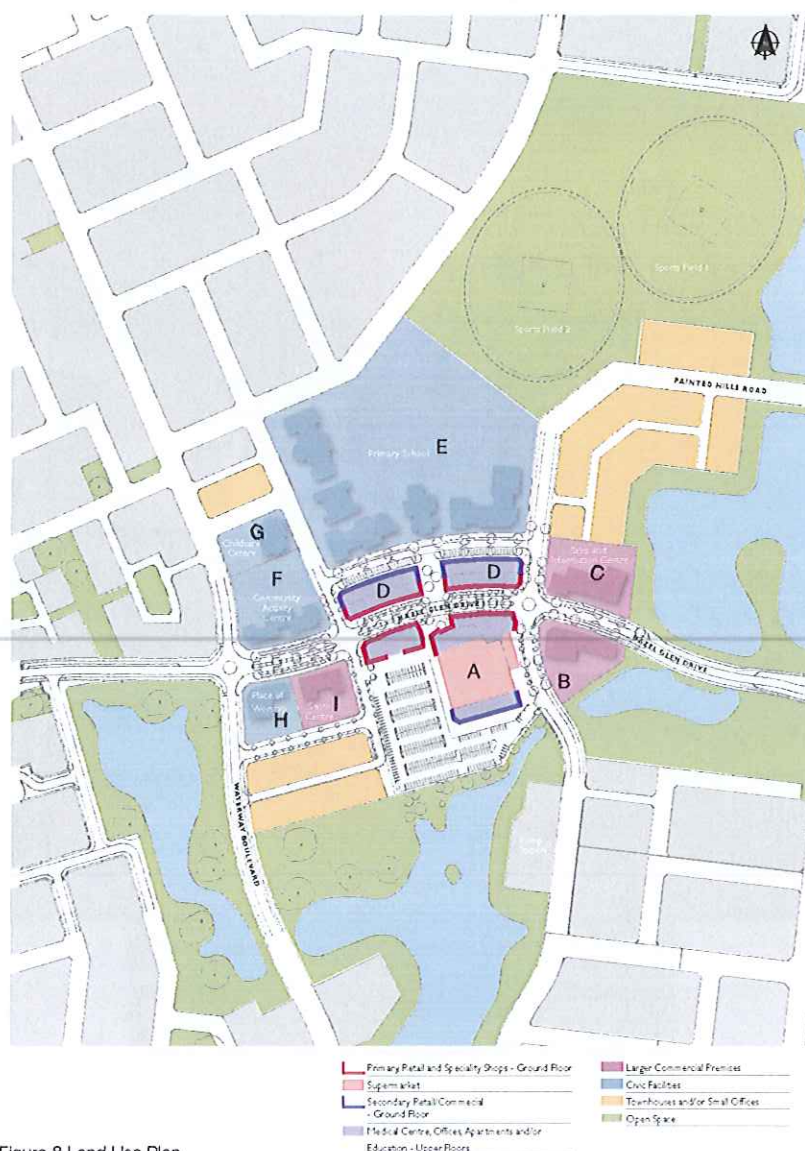


Figure 8 Land Use Plan

Note: This plan represents envisaged uses for each site according to Delfin Land Lease's aspirations for the town centre. The final uses may be different due to market demands.



Example of residential above shops

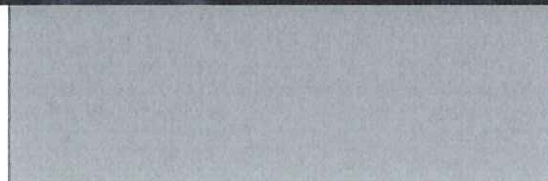
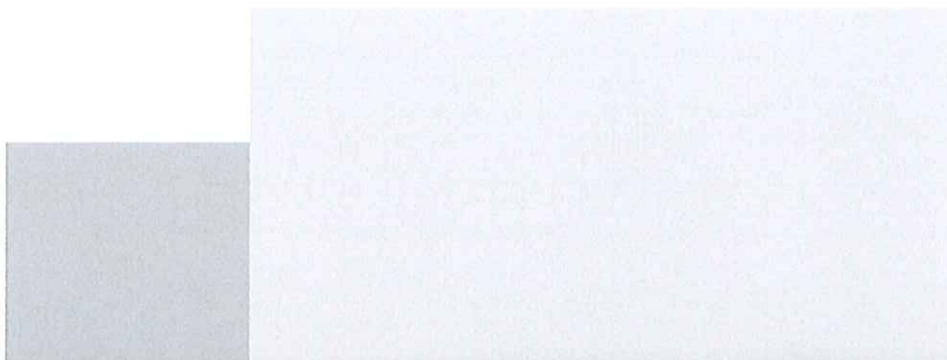


The supermarket car park also offers the potential for an outdoor marketplace.

The residential uses will offer a range of different opportunities for 'urban living', complementing the existing medium-density housing on Flaxen Hills Road and the proposed medium-density housing to the northwest of the centre.

Not all of these uses are anticipated to occur in the immediate future. Therefore this plan does not seek to fix them, but merely to encourage them in appropriate locations. Further, the plan allows flexibility for uses to change over time, in response to evolving demographic and market. The buildings are intended to be flexible too, facilitating change in use. In particular, the residential at the edges of the centre will be able to be used as homes or business-places, allowing the centre to expand and contract as the market for such accommodation changes.







## Integrated learning

### Key Objectives

6. To cultivate a learning and enterprising community.
3. To generate a vibrant streetlife for at least 18 hours a day, seven days a week.

The school and the education services that will grow from the site are intended to be an integral part of the town centre. In this way it will contribute to the life of the town with the town contributing to the life of the students and teachers and ultimately the school offering opportunities far beyond the boundary line of the site to the broader community. It aims to place learning as one of the key pillars of Laurimar and provide experiential learning opportunities for students in the community town centre.

The plan seeks to maximise the integration of the school within the centre by locating it just north of the mainstreet where it will anchor one end of the primary north-south pedestrian thoroughfare within the centre. It is anticipated that an important school building or entrance would be located facing and terminating this north-south axis. The north-south route will broaden into a plaza on the northern side of Hazel Glen Drive, which will form the main public space for the centre. It will be linked to another plaza on the southern side of the mainstreet, forming a forecourt to the supermarket which will anchor the southern end of the axis.

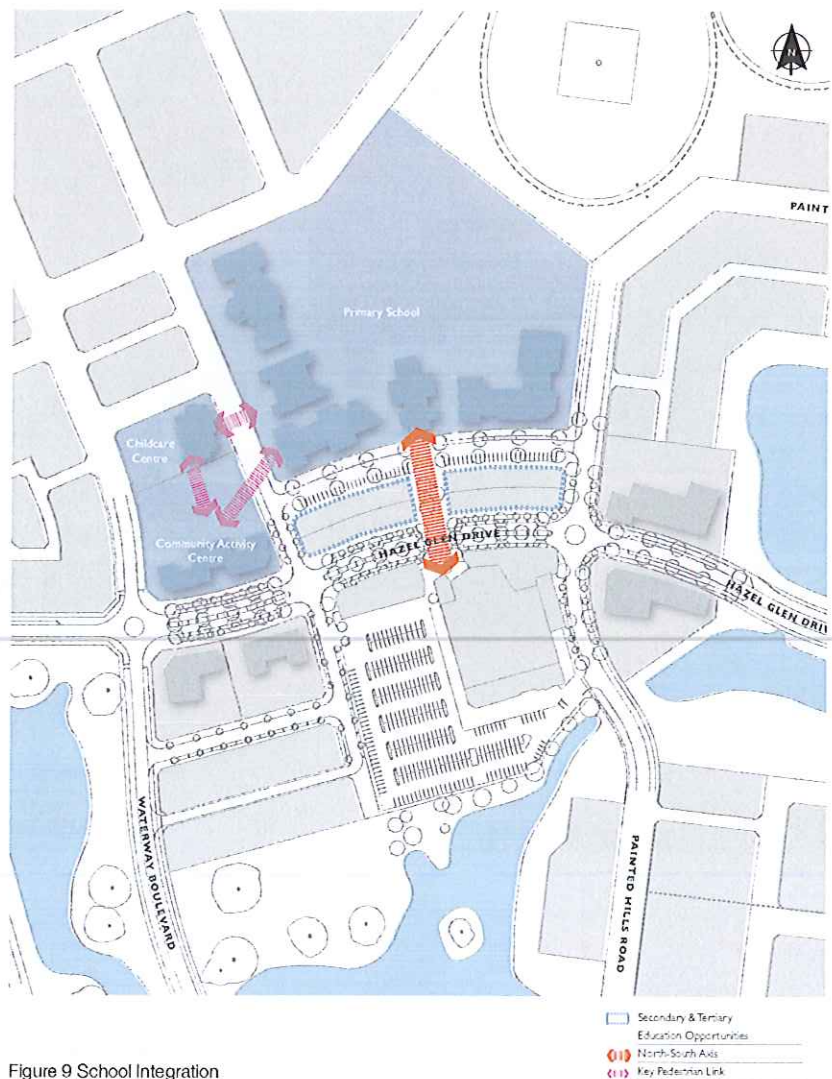
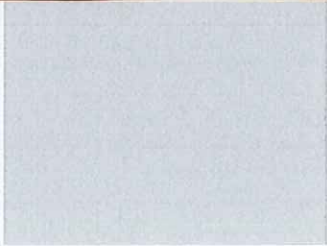
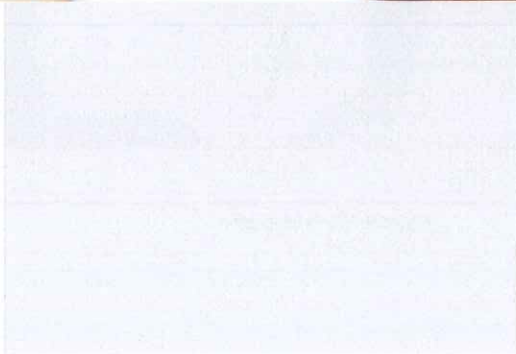


Figure 9 School Integration





The location of the school will facilitate its integration within the town in a number of different ways:

- Potential joint use opportunities by the school and community, eg sports fields and halls, and school library.
- Use of classrooms for evening classes.
- A seamless transition to the school for children from the adjoining childcare centre just to the west.

The integration of the school within the town centre will also enable 'trip combining'—running errands in the centre in the same trip as delivering or collecting children from school.

Examples of other schools that are integrated within a town centre in Delfin projects include Mawson Lakes in Adelaide, Caroline Springs near Melbourne, and Varsity Lakes on the Gold Coast. The experience of these schools has shown that dissolving boundaries between learning institutions and the community has facilitated the creation of a 'learning community', in which students of all ages are encouraged to access and share learning sites. This, in turn, has assisted community integration by dissolving barriers associated with age.



It is hoped that further education providers—such as a private school or a TAFE college—may also be attracted to establish a presence in the centre. Whilst it is not intended that a whole secondary school or TAFE college be developed, the centre may offer an opportunity for a specialist facility that meets a deficit within the broader corridor, such as chemistry labs. The upper levels of the block on the northern side of Hazel Glen Drive offer an ideal opportunity for such facilities, which may benefit from experiential learning in the town centre or at the nearby wetlands.

The integration of the school and potentially other education services within the centre will support DLL's aim to foster a learning community, in which people are encouraged to be enquiring and to keep learning throughout their lives. In combination with the provision of a range of types of accommodation for small businesses in the centre, this will support local economic development by creating a climate that is conducive to the establishment of new businesses, the development of new products and services, and associated supportive learning and skill development opportunities for these businesses.







## A strong sense of place

### Key Objectives

#### 7. To provide a legible and memorable place.

The Laurimar Town Centre will have a strong sense of place, created by a combination of its memorable setting and the distinctive structure of its key built elements. This will enable locals and visitors to easily create a 'mental map' of the centre, helping them orientate themselves as they move about the centre.

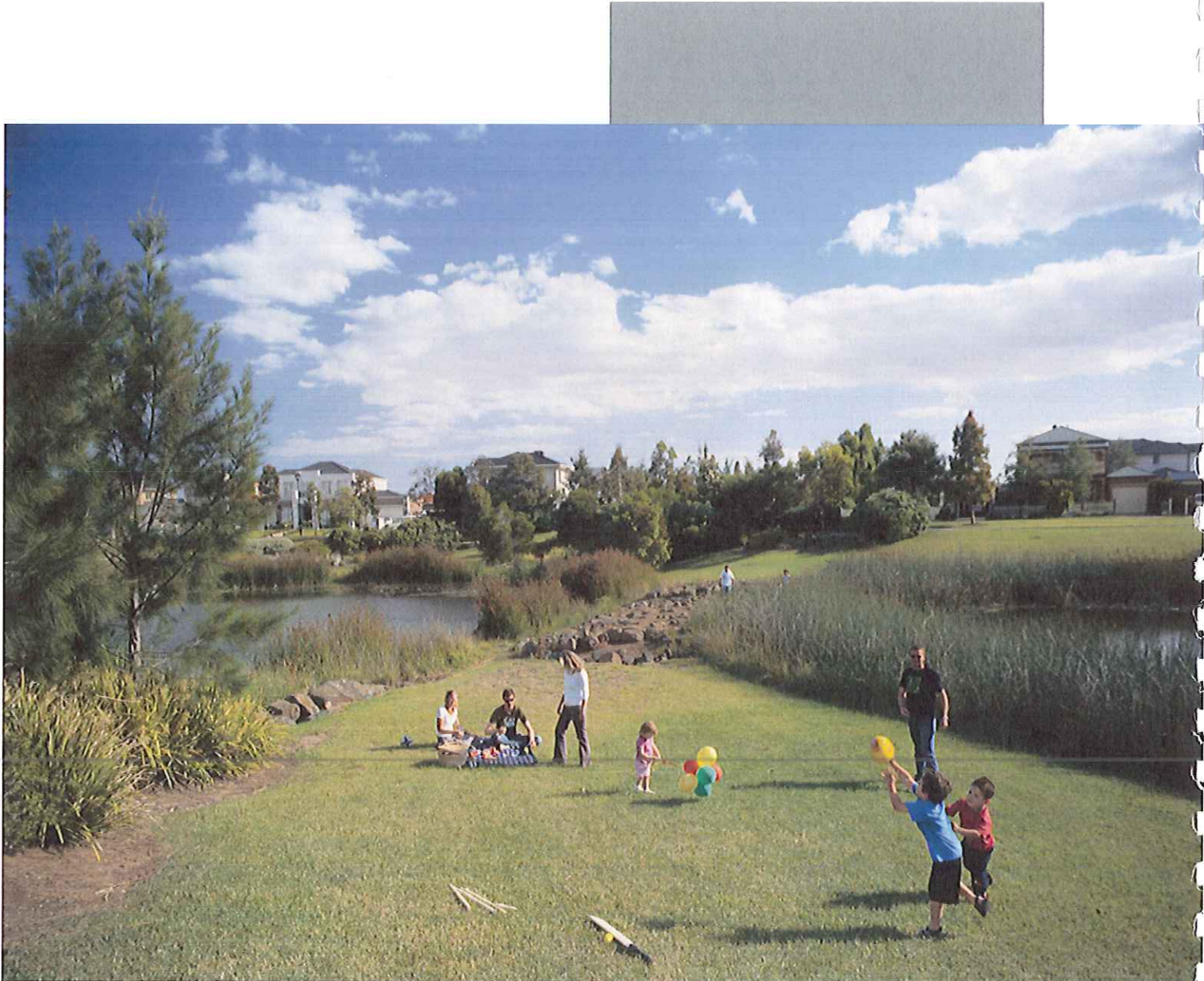
The centre is bounded to the east, west and south by wetlands. This will create a clear sense of arrival as people enter from either end of Hazel Glen Drive. This sense of arrival will be further signalled by a pair of high quality 'iconic' buildings marking each entrance, most of which will have significant uses. A pedestrian plaza will mark the heart of the centre, where the mainstreet and primary north-south axis intersect. It will



straddle Hazel Glen Drive, ensuring that it is evident to through traffic. An iconic landmark structure at the corner of the plaza and Hazel Glen Drive will signify the heart of the centre from a distance.

Streetscape treatments will also contribute to the sense of place in the centre. A clear change in the streetscape towards a more urban character will mark the entrances to the centre, signalling to drivers that they are entering a precinct where there is an increase in activity including pedestrians, cyclists and cars being manoeuvred into car parks. As a consequence, the drivers will be strongly encouraged to slow down. This change in character will include a central median, more formal and closely-spaced trees at the sides of the road and in the median, wider footpaths, narrower carriageways, kerbside parking and so on. The paving materials and suite of street furniture will also be distinct from those used in the residential neighbourhoods. Furniture may be individually designed and exotic tree species will generally be used to contrast with the natives planted in the residential neighbourhoods.







Different street tree species will be selected to reinforce the structure of the centre. In particular:

- Mainstreet will be accentuated by large shade trees along either side of the street and in the median.
- Mainstreet will also have pedestrian scale trees at regular intervals
- The central plaza may be distinguished by large shade trees.
- Secondary streets will be marked by medium-sized round-headed trees on either side.
- The supermarket car park will be greened by smaller trees and carefully placed hedges.
- The wetlands will be supported by native trees at their edges.

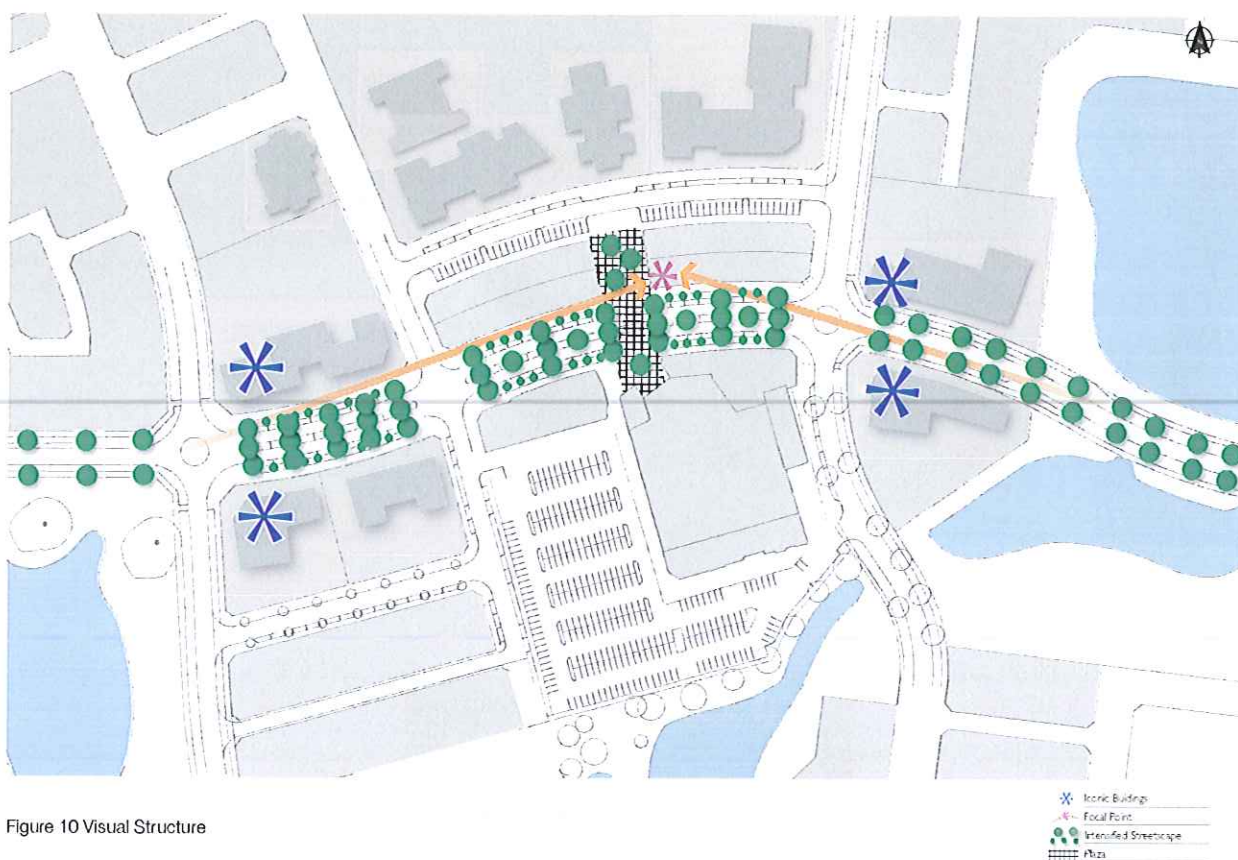
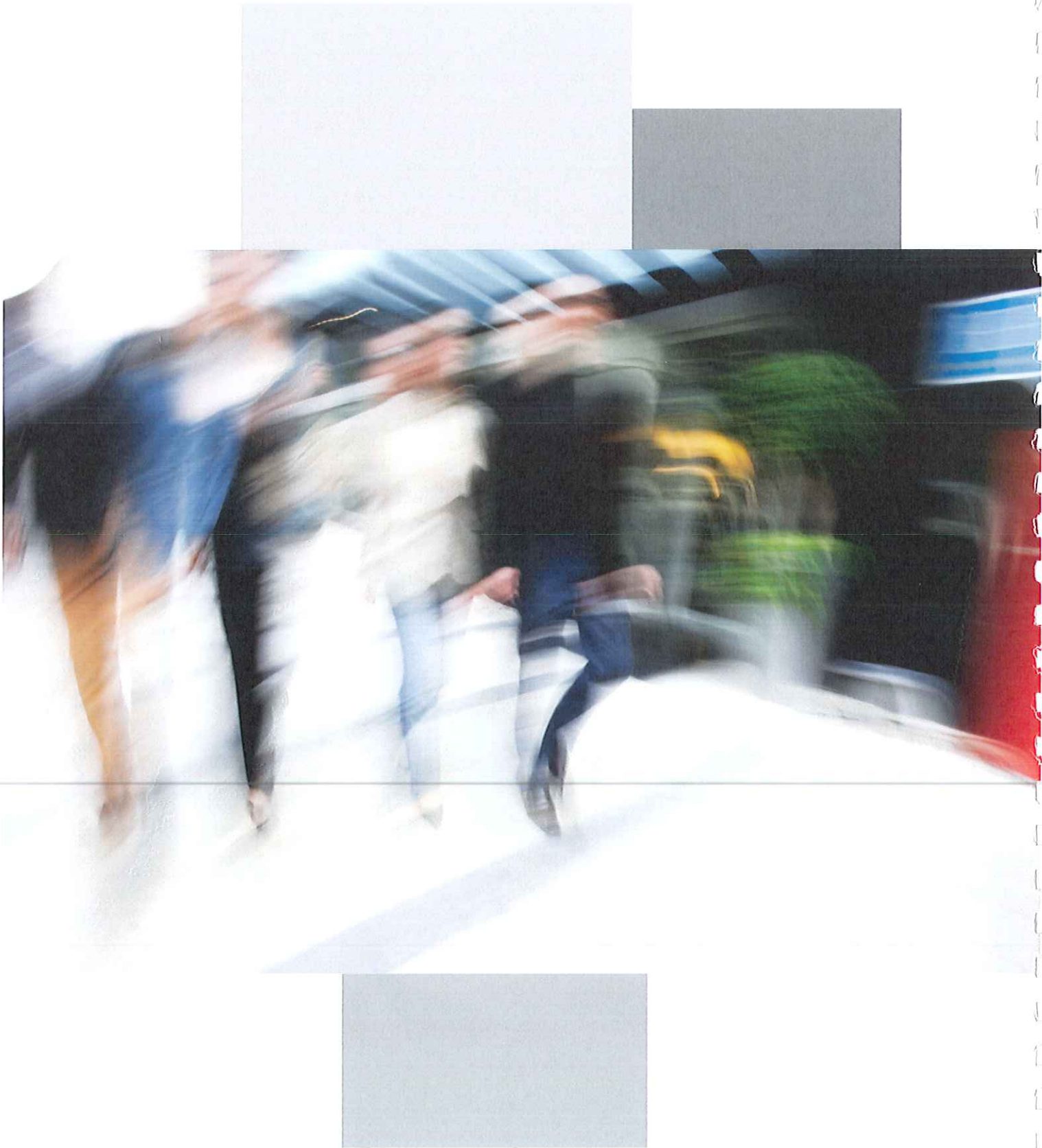


Figure 10 Visual Structure





## A supportive movement network

### Key Objectives

8. To foster a strong movement economy.
3. To generate a vibrant streetlife for at least 18 hours a day, seven days a week.

Street-based town centres, such as that planned for Laurimar, rely to varying degrees on 'passing trade' to sustain their shops and businesses. Therefore, the street network around the centre must 'feed' it with traffic (of all modes) from the surrounding areas by providing direct routes to and through the centre. This also ensures that the surrounding communities have convenient access to the centre.

Key elements of the planned street network in terms of the 'movement economy' are:

- The intensification of the centre along Hazel Glen Drive—the primary east-west spine through the whole development.
- Direct connections from each of the neighbourhoods of the Laurimar development to the Hazel Glen Drive mainstreet.
- The location of the centre in between the recreation precinct and wetlands, to concentrate east-west movement through it.

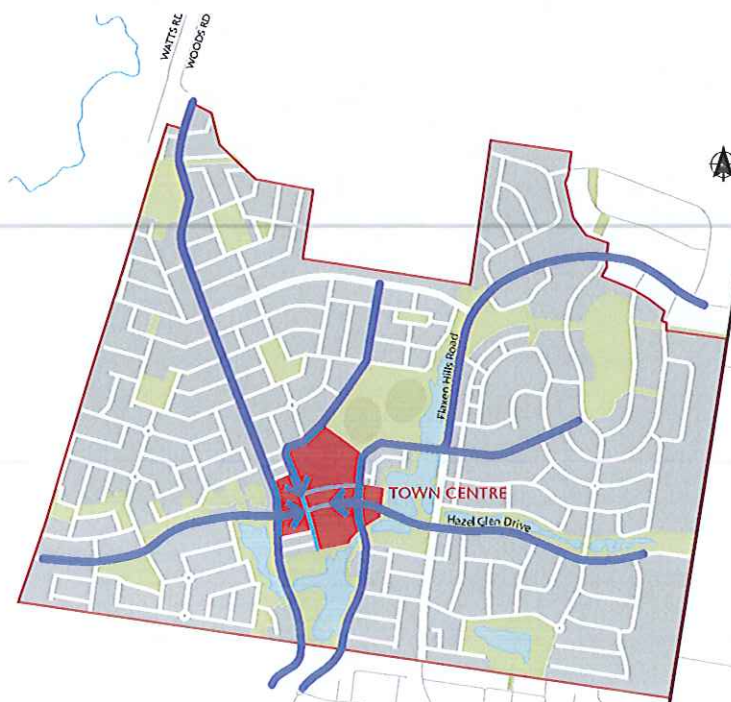
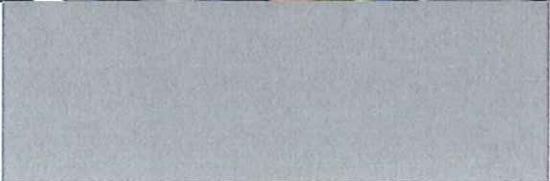
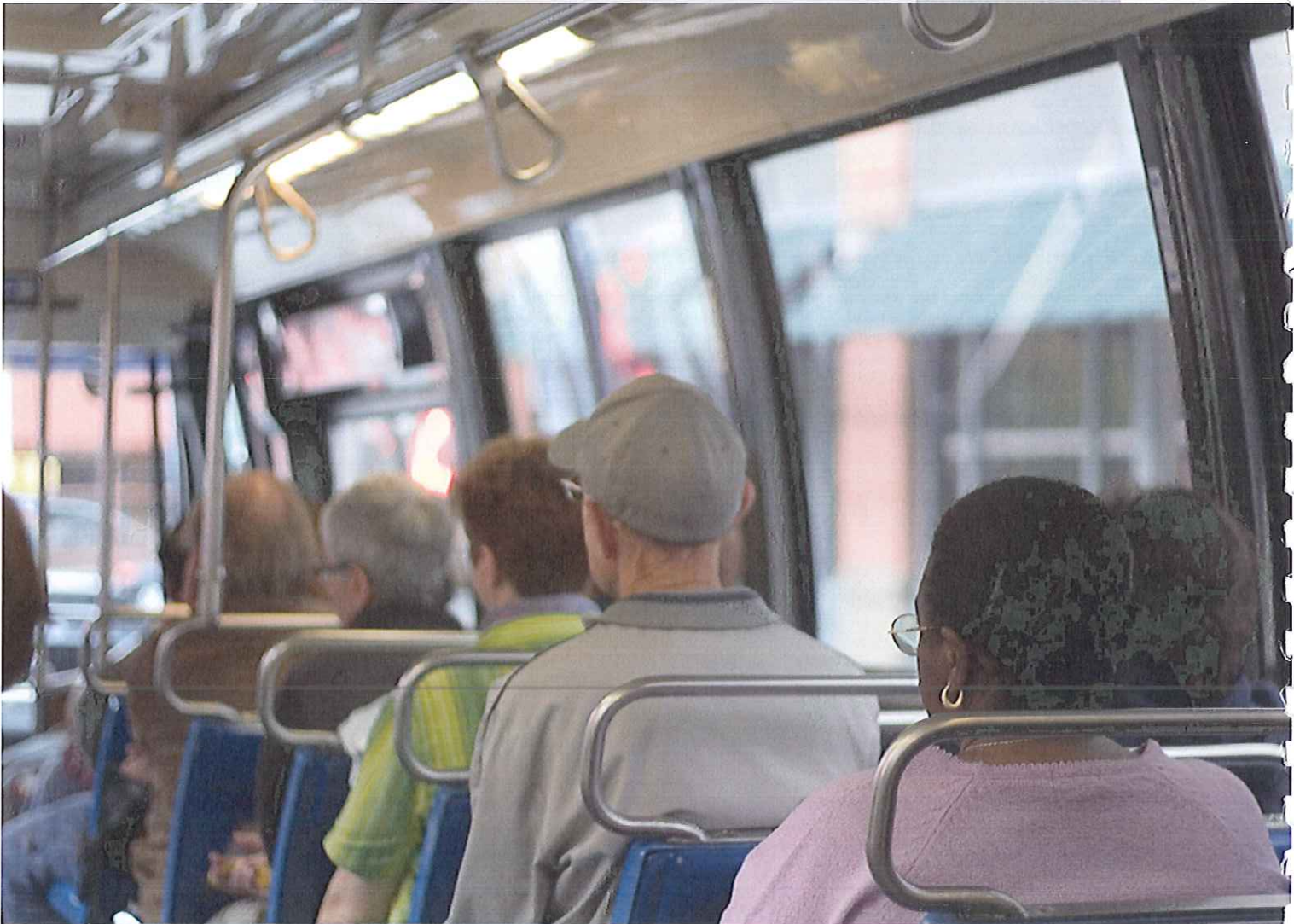
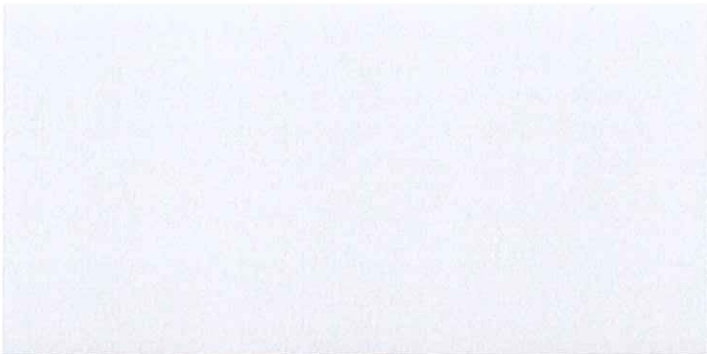


Figure 11 Supportive Movement Network





Additional public streets will be created in the core of the centre to ensure that:

- Traffic is sufficiently distributed to avoid unacceptably congested streets and intersections—in particular, a secondary east-west street is provided to the north of Hazel Glen Drive, to ensure that traffic volumes in the mainstreet do not become incompatible with a high quality pedestrian environment.
- There are opportunities for a range of different land uses: only a relatively narrow range of businesses will be able to afford a location on the mainstreet, however 'side' streets and 'back' streets offer opportunities for other shops and businesses to still have their own street address, ensuring a diverse centre.
- There are relatively direct routes from any part of the centre to any other by foot, cycle and car.
- There are other potential bus routes, besides the probable route at Hazel Glen Drive.
- There are multiple access points to the school.

It is envisaged that a bus route will pass along Hazel Glen Drive, stopping just near the central plaza at the heart of the town centre. The provision of direct connections to the centre from each of the neighbourhoods of the Laurimar development enables additional convenient bus routes to be introduced if patronage warrants it.

The street network will provide a permeable system of routes for pedestrians and cyclists. In addition, a broad pedestrian route will be provided directly linking the school and the supermarket with mainstreet in the format of a pedestrian plaza. Further pedestrian routes will also be provided around the edges of the wetlands.

The proposed design of each street within the town centre is illustrated in Appendix A.

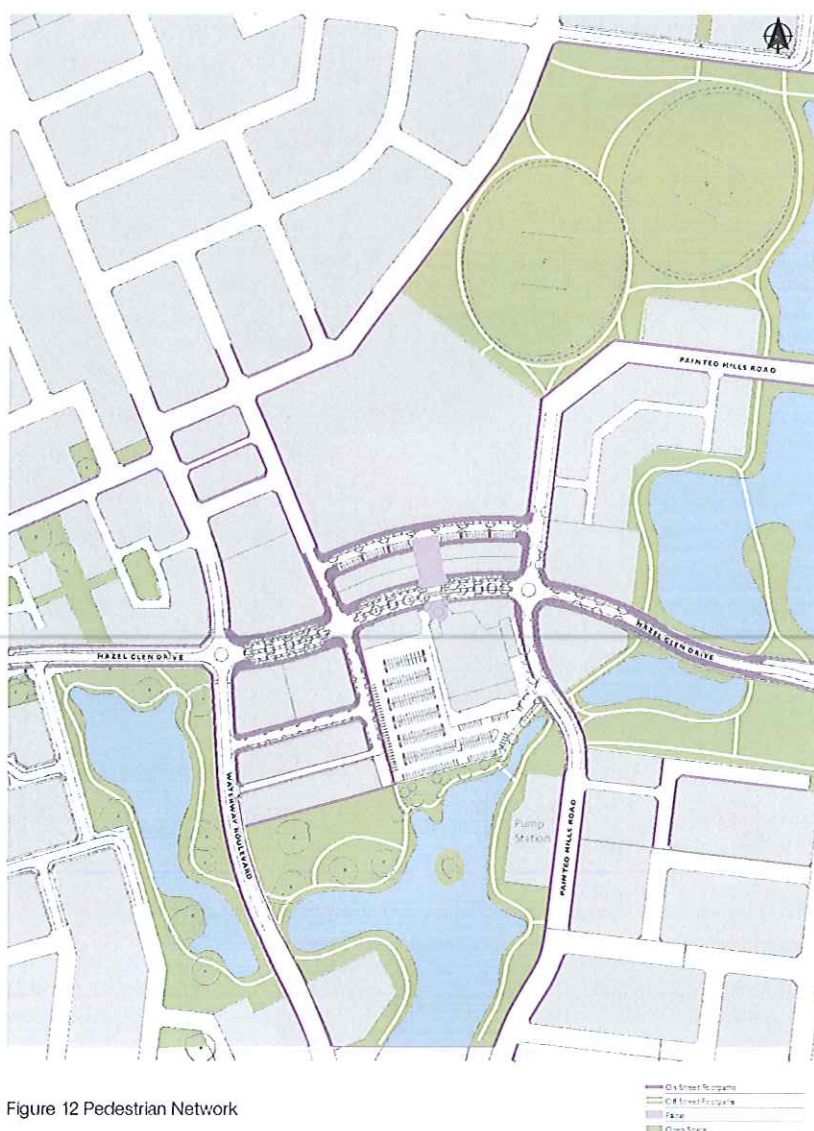


Figure 12 Pedestrian Network





## Subservient car parking

### Key Objective

8. To ensure that the public realm is safe and welcoming for pedestrians.

The plan provides for sufficient car parking within the town centre, taking into account the complementary nature of parking demand, while ensuring that it is subservient to the goal of a high quality public realm. In essence, this means that it is dispersed throughout the centre in ways that are relatively discreet, avoiding a situation where the centre is overwhelmed with car parking.

Car parking will be provided in both on-street and off-street car parks.

On-street parking has many benefits:

- It provides a 'buffer' between the footpath and moving vehicles, making a more comfortable pedestrian environment.
- It provides convenient short-term parking for the specialty shops and services facing the street.

- It supports the smaller shops by activating the streets that they address.
- It 'calms' traffic by creating 'friction' as people manoeuvre in and out of car parking spaces, in turn creating opportunities for pedestrians to cross the road.
- It reduces the size of off-street car parks, and thereby their landtake and potential to create an unattractive environment.
- It is an efficient way to provide parking, due to the use of travel lanes for manoeuvring.

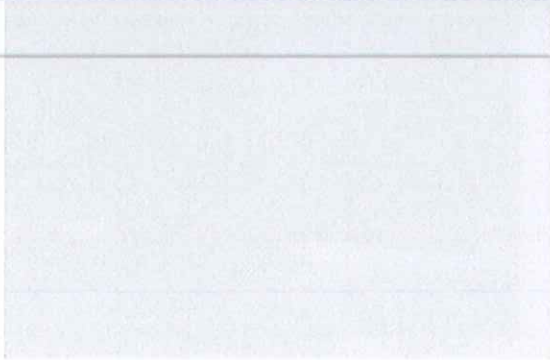
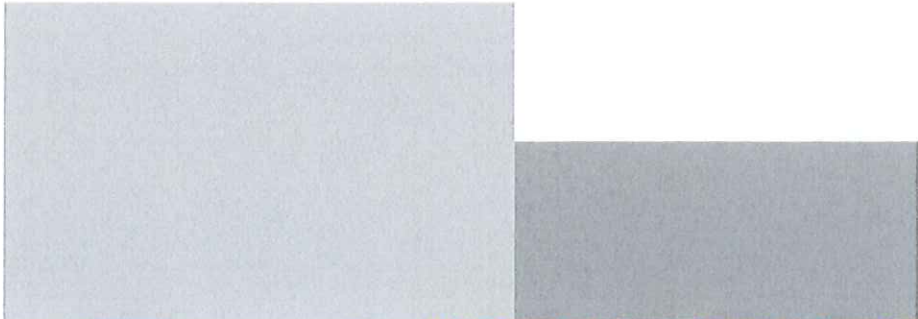
Kerbside parking will generally be parallel, to avoid creating excessively wide streets that are dominated by asphalt and lose the visual connection between opposite sides of the street. However, right-angled parking will be provided on the southern side of the east-west street just to the north of Hazel Glen Drive, to ensure there is sufficient visitor parking for the shops and businesses on the northern side of the main street. A basement car park can also be built, if required, for staff,

visitors and/or residents on the upper levels of the block immediately north of Hazel Glen Drive.

An off-street car park will be provided on the southern side of Hazel Glen Drive, primarily to serve the supermarket. This will be largely screened from the main street, to maintain a high quality public realm.

The public parking will be managed to ensure it is used efficiently. For example, kerbside parking spaces and those in the off-street car park nearest the shop frontages will be limited to short-term stays, to maximise the number of people who benefit from them rather than them being used for all-day parking by staff.







A shared parking approach has been used in the core of the town centre. By pooling parking provision, it is possible to capitalise on the different times of the week in which parking demand for each activity reaches its peak, to reduce the overall number of parking spaces required. In particular, the retail and commercial uses in sites A and D will share use of the parking spaces in Hazel Glen Drive, the adjacent streets and in the off-street car park in site A. This results in no additional parking being required for the staff of upper level offices, as they are absent on weekends when retail activity peaks.

The school will have on-site parking for staff. Parking for student drop-off and pick-up will be provided by kerbside spaces around the school boundary.

The remaining sites (B - C, F - I and the sports fields) will have sufficient dedicated car parking on each site.

The table overleaf sets out the parking demand of each land use component anticipated to occur in sites A and D in the weekday and weekend peaks, and how those demands are met. A shortfall on the northern side at both the weekday and weekend peaks is compensated for by an oversupply on the southern side. In essence, some of the parking on the southern side of Hazel Glen Drive is required to service uses on the northern side of the centre.

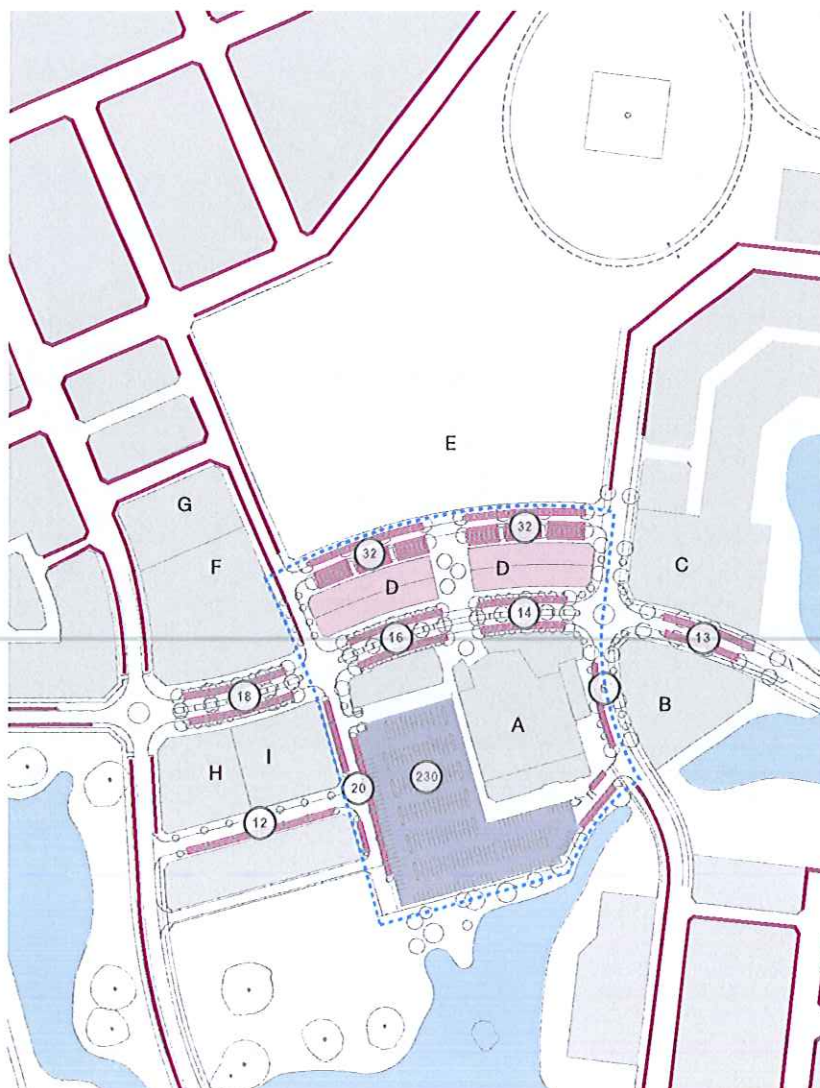
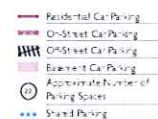
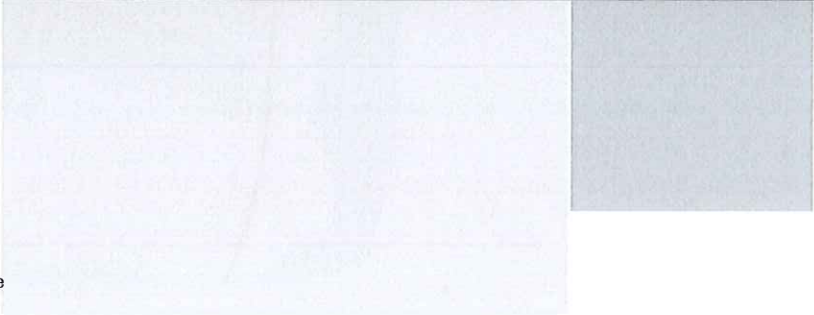


Figure 13 Parking





Shelter and trees to enhance the car park appearance



## Shared parking—sites A and D

	Weekday peak: Friday 3pm	Weekend peak: Saturday 12 noon	Planning Scheme Requirement
<b>DEMAND (SPACES)</b>			
Residential (1300m <sup>2</sup> - 5 Dwellings)	10	10	10
Supermarket (3200m <sup>2</sup> )	131	192	256
Specialty retail (1700m <sup>2</sup> )	57	68	136
Retail services (400m <sup>2</sup> )	12	16	32
Commercial (3400m <sup>2</sup> )	114	-	119
Non retail (400m <sup>2</sup> )	11	16	32
Education and/or Residential (2400m <sup>2</sup> - 9 Dwellings)	18	18	18
Medical centre (4 practitioners)	20	20	20
<b>TOTAL</b>	<b>373</b>	<b>340</b>	<b>623</b>
<b>SUPPLY (SPACES)</b>			
Hazel Glen Drive	30	30	NA
Off-street car park	230	230	NA
North-south street	20	20	NA
Northern east-west street	64	64	NA
Basement car park	40	40	NA
<b>TOTAL</b>	<b>384</b>	<b>384</b>	<b>NA</b>
<b>DIFFERENCE</b>	<b>11 spaces extra</b>	<b>44 spaces extra</b>	<b>NA</b>

The table below summarises the proposed parking provision for the remaining sites and compares it with planning scheme requirements.

## Dedicated Parking

Site	Anticipated use	Development size	Proposed parking provision (no. spaces)	Planning Scheme Requirement
B	Mixed use		Refer to footnote <sup>o</sup>	Refer to footnote <sup>o</sup>
C	Sales and information centre	100-seat café; 2,300m <sup>2</sup> office <sup>a</sup>	123	130
E	Primary school	Peak of 600 students; 30 staff	27 <sup>†</sup>	30
F	Community activity centre	Approx 1280m <sup>2</sup> floorspace	45 <sup>‡</sup>	-
G	Childcare centre	Approx 1,000m <sup>2</sup> floorspace: 120 chn, 20 staff	32 <sup>‡</sup>	-
H	Place of worship	200 people	60	60
I	Learn to swim centre	Approx 650m <sup>2</sup> floorspace	45	37
	Sports fields	2 ovals & 1 sports pavilion	120	-

<sup>a</sup>Part of the office space may be used for a gym or day spa.

<sup>†</sup>Staff parking for the school will be provided on site. Student drop-off and pick-up will be provided in streets around the school boundary and in the car park within the recreation precinct.

<sup>‡</sup>Could be shared with the childcare centre

<sup>‡</sup>Could be shared with the community activity centre

<sup>‡</sup>There is no specific planning scheme requirement for this use. An adequate number of car spaces must be provided to the satisfaction of the responsible authority.

<sup>o</sup>The land uses proposed for Site B (food and drink premises, office and residential) are to be provided parking in accordance with the planning scheme requirements.

A fuller assessment of parking demand for each use in the weekday and weekend peaks is set out in the car parking assessment prepared by Cardno, which can be found in Appendix B.

The parking demands shown in these tables are based on the land uses currently anticipated for the town centre. However, some of these may change in response to the market. It is acknowledged that where a land use changes to one with a greater parking demand, increased parking provision may be required.





## Design Principles: Delivering urban quality

This section provides principles to govern the detailed design of individual buildings and areas of the public realm. These principles should be read in conjunction with the Land Use Plan (Figure 8), Hazel Glen Drive Cross-section (Figure 6) and Indicative Plan (Figure 7), Visual Structure (Figure 10) and Parking Plan (Figure 13). A series of Design and Development Plans are also being prepared for each of the sites from A - D and F - I, to meet the requirements of Schedule 6 to the Design and Development Overlay in the Whittlesea Planning Scheme.

The design principles intended to govern detailed design in the Laurimar Town Centre are:

- Land use should generally conform with Figure 8.
- Development and built form should clearly define the public realm, leaving no undefined, concealed or obscured spaces.
- Development and built form should present 'active frontages' to all adjoining streets and public spaces.
- Parking should generally be located where shown on Figure 13.
- Loading and storage areas should be visually and acoustically screened from the public realm, and private areas.
- Buildings should generally be up to 3 storeys high.
- Building styles should generally be understated, except landmark features (see Figure 10), which should be distinctive in height, roof form and detailed design from the remainder of the building of which they form a part.
- Building and streetscape character should be generally contemporary while making reference to traditional rural building and streetscape materials and details.
- Building facades should form attractive and interesting compositions by incorporating verandahs, porches, upper level recesses and balconies, a varying skyline and articulation.
- All buildings should seek to maximise solar access to its interior spaces. Proper shading elements should be integrated with the built form where necessary.
- Where possible, buildings should be adaptable for use as shops and/or workspaces at ground floor and offices and/or apartments at upper levels.
- Buildings should achieve the current environmental standard sought by the State Government.
- There should be an integrated domestic water reuse and water conservation strategy as part of the design of each building.



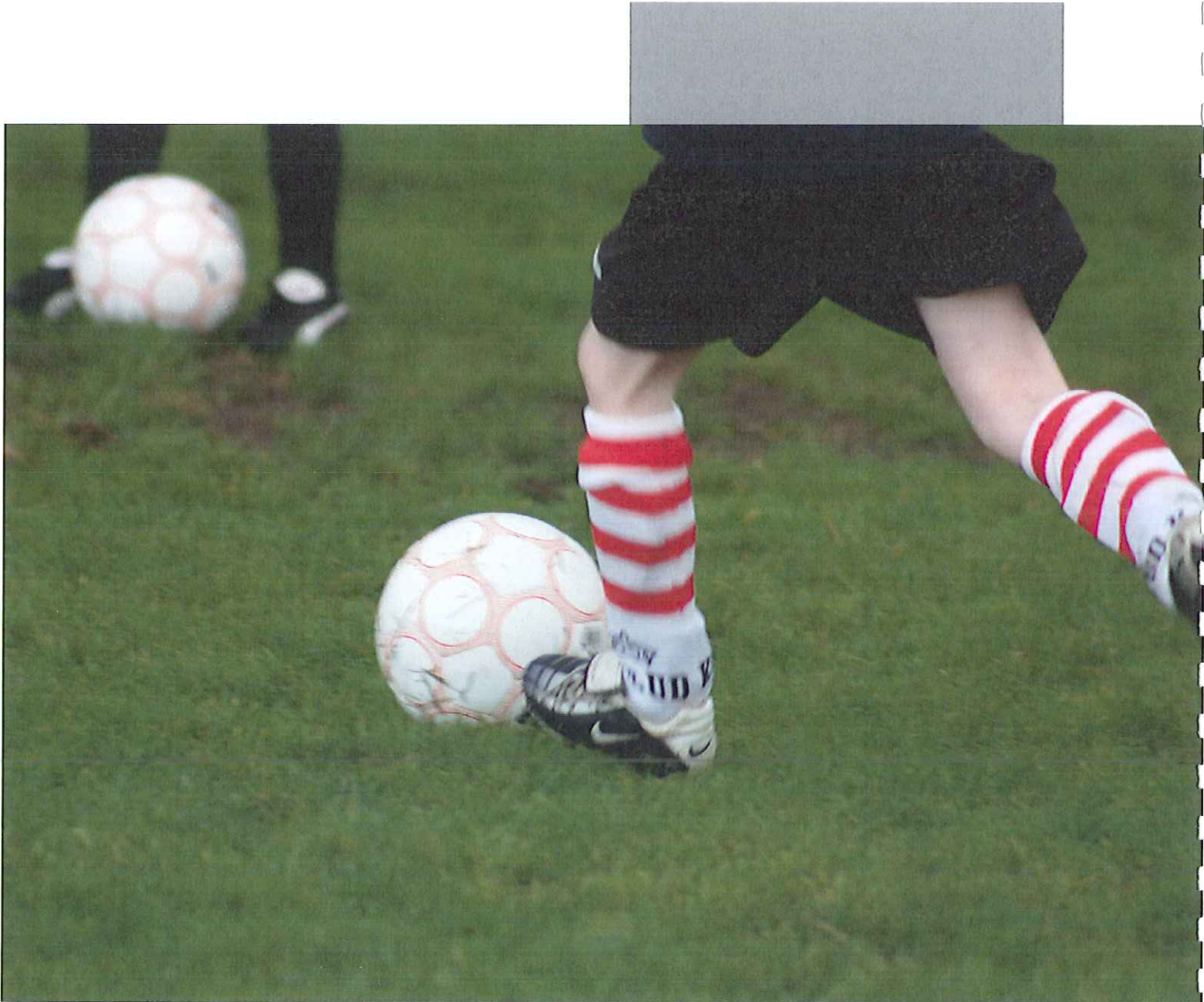




- All streets should incorporate broad footpaths and shade trees on both sides, where appropriate.
- Hazel Glen Drive should generally be designed in accordance with Figures 6 and 7.
- Streetscape treatments should be of high quality and conform to a consistent theme.
- Paving treatments and street furniture should be simple, robust and easy to maintain, integrated with each other to avoid visual clutter and should not dominate the streetscape environment.
- Trees installed in the public realm should be clean-stemmed to a minimum of 2 metres above ground level.
- Where possible, road linemarking and traffic signage should be avoided through the use of changes in surface colour or texture.
- Public streets and useable spaces—including car parks—should be adequately lit at night with lighting suitable for pedestrians.
- Disabled parking spaces should be provided at the edges of the car parks closest to the shops and businesses. Long-stay parking spaces (eg. for staff) should be located furthest away from the shops and businesses, maximising the convenience of short-stay visitor parking.
- The public realm and all commercial and community buildings should be designed to meet disabled access requirements.



More detailed guidelines for each site within the town centre will be submitted later for analysis as the individual sites get closer to being developed. These guidelines will include building setbacks, building envelopes, building heights, massing and indicative scales as well as all relevant desired outcome requirements for each site.





## Implementation: Making it happen

The successful realisation of this vision for the Laurimar Town Centre relies on a collaborative effort from a number of parties. In particular, identifying and pursuing the potential for joint use of facilities—such as school and community sports fields, sports pavilions and halls—will contribute to a more compact, and therefore vibrant centre. It will also foster integration between different sectors of the Laurimar community. It is also critical that the relevant parties work together on the detailed design of each part of the centre as it comes up for development, to ensure that the best outcome is achieved.

The parties with a key role in the development of the centre include:

- Delfin Land Lease
- City of Whittlesea Council
- Future owners of individual sites
- Land developers of individual sites
- Government agencies, such as the Department of Education, and Department of Sustainability and Environment.
- Residents

The town centre has recently undergone a rezoning process ensuring that its proposed boundary is zoned accordingly.

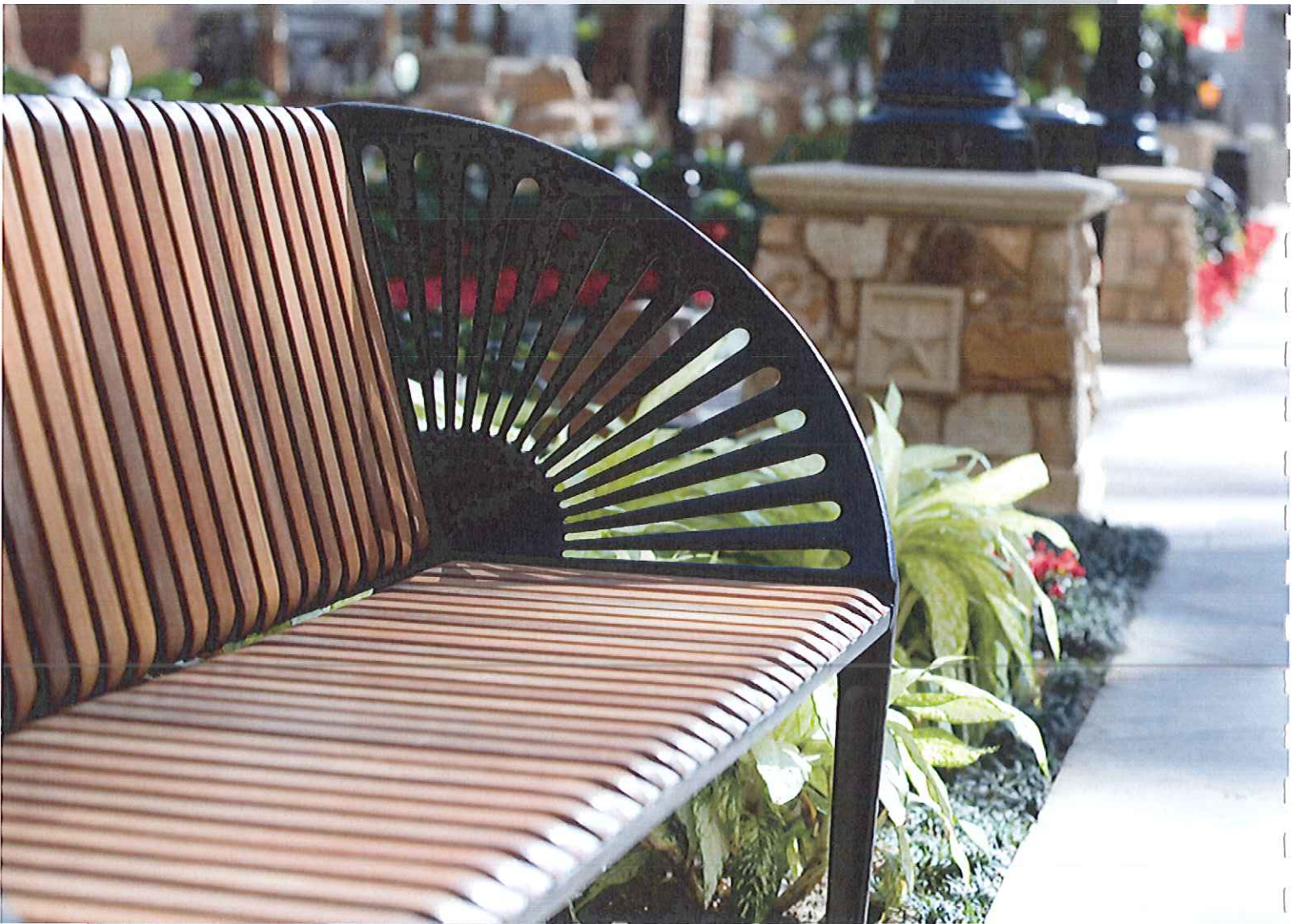
This rezoning (C80) make sure that the development of the individual town centre sites is facilitated within the Whittlesea Planning Scheme.

On-going implementation and monitoring of this document will be undertaken to ensure that the town centre continues to evolve within a clear and flexible framework.

### Development Staging

The town centre will be developed in stages, as follows:

- The playing fields are expected to be completed by the end of 2007.
- Site A (the supermarket and first stage of specialty shops on the south side of Hazel Glen Drive), site C (the Sales and Information Centre) and the school are intended to be designed in 2007 and constructed in 2008. The school is anticipated to be open by the 2009 academic year.
- The remaining non-residential developments are envisaged to be constructed during 2009.
- The residential components of the town centre will be developed in response to market demand. This may not occur until the attractiveness of the centre as a place to live has been established by the other facilities.





## Further Detailed Study

In order for this plan to be implemented, the following further studies are required:

- Detailed road design, incorporating requirements for traffic, services, landscaping, etc
- Footpath design
- Street furniture selection or design, including lighting
- Landscape plan
- Branding and signage strategy
- ESD strategy to explore potential environmental initiatives

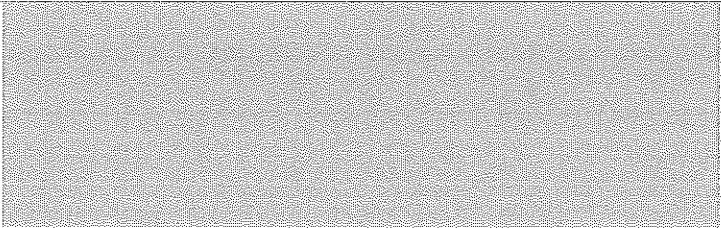
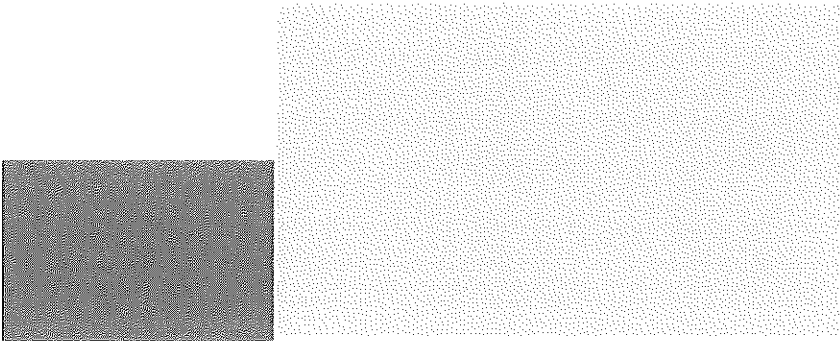
The findings of these studies may result in a need to refine this document.

A series of Design and Development Guidelines are being prepared for each of the sites from A - D and F - I, to meet the requirements of Schedule 6 to the Design and Development Overlay in the Whittlesea Planning Scheme. These set the particular requirements for each site to achieve the desired outcome detailed in this document, including:

- built form
- scale
- facade articulation
- materials and finishes
- uses
- setbacks
- servicing
- access
- parking
- water usage and recycling
- solar access
- shading
- energy efficiency
- heights
- massing

These Design and Development Guidelines will be submitted later as the individual sites get closer to being developed.

It is also envisaged that DLL will have meaningful input into the design of the school to ensure its integration with the rest of the town centre.

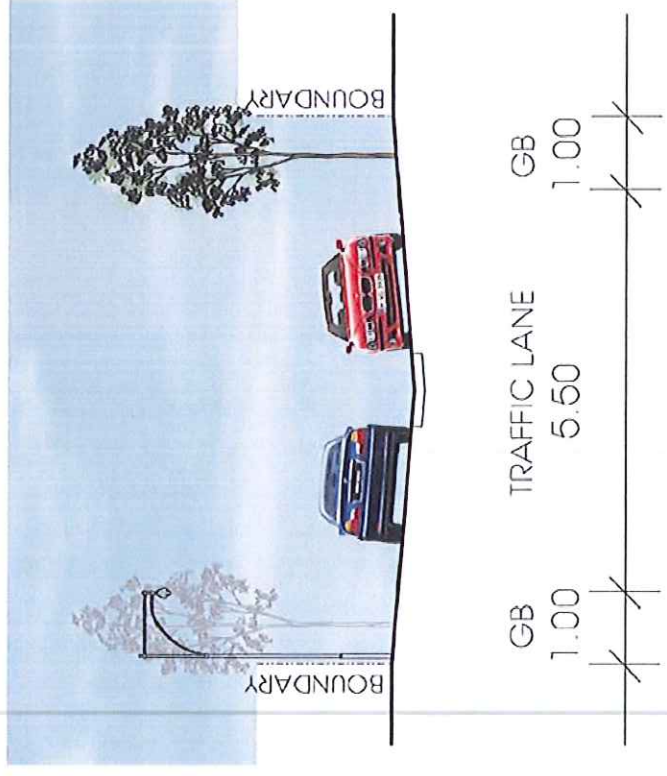


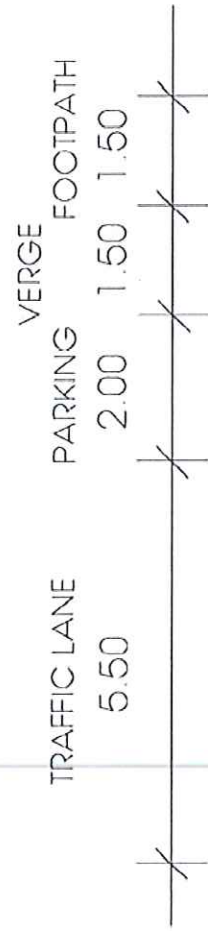
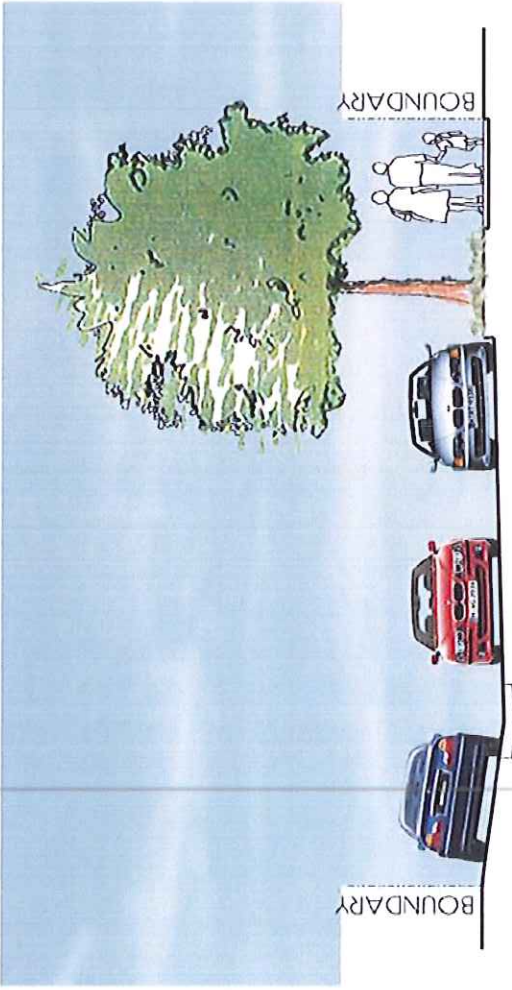


## Appendix A

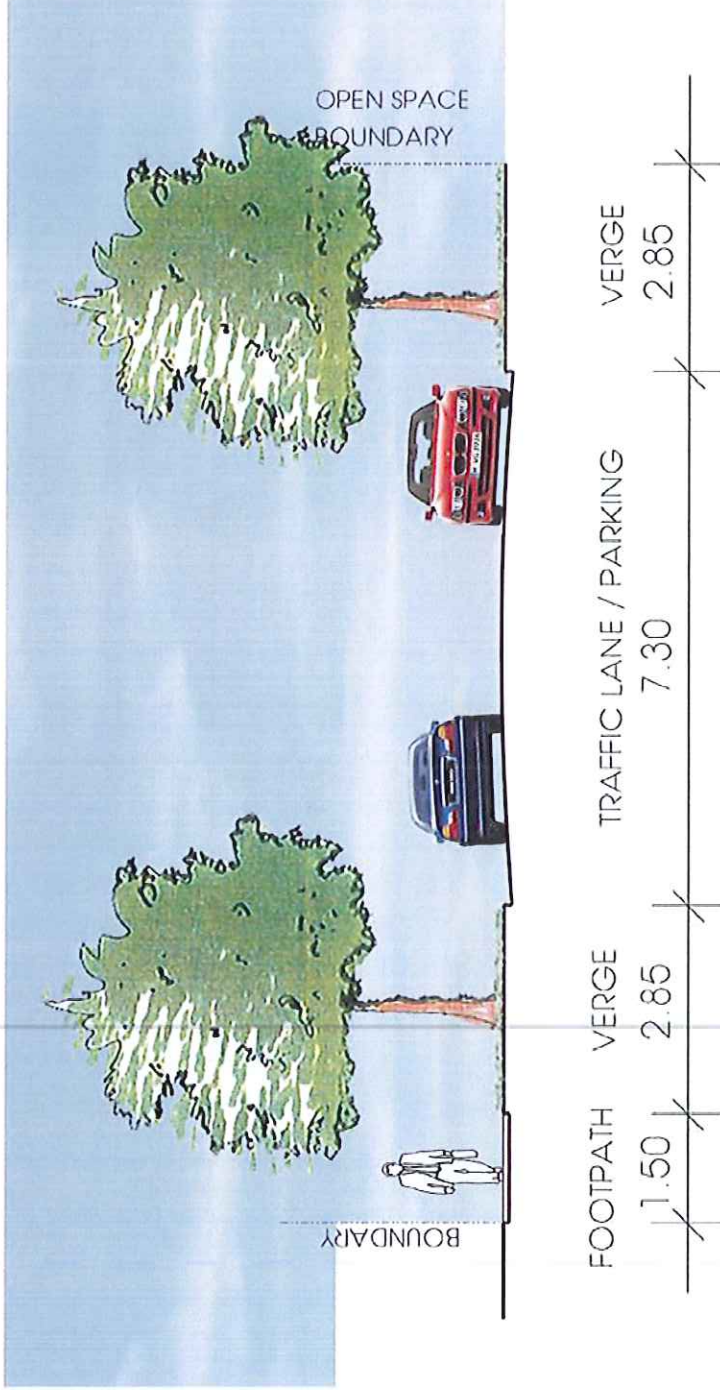


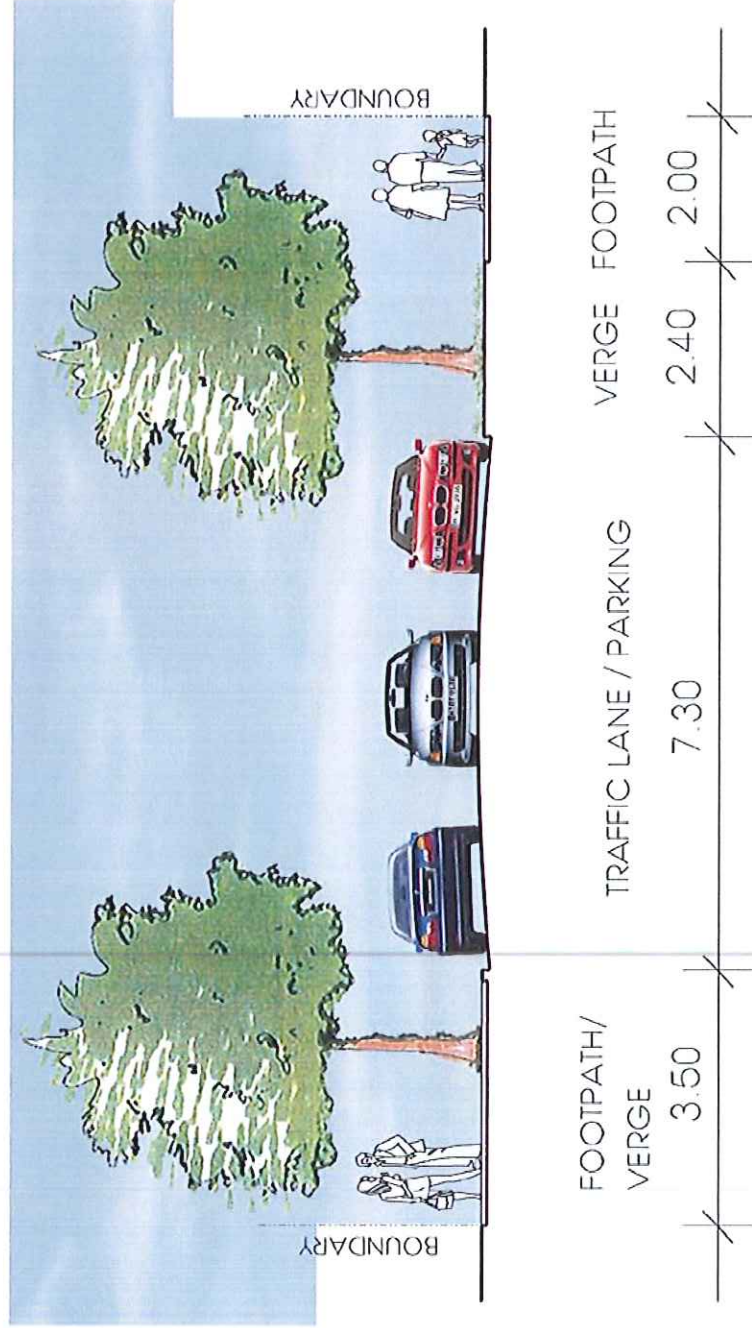




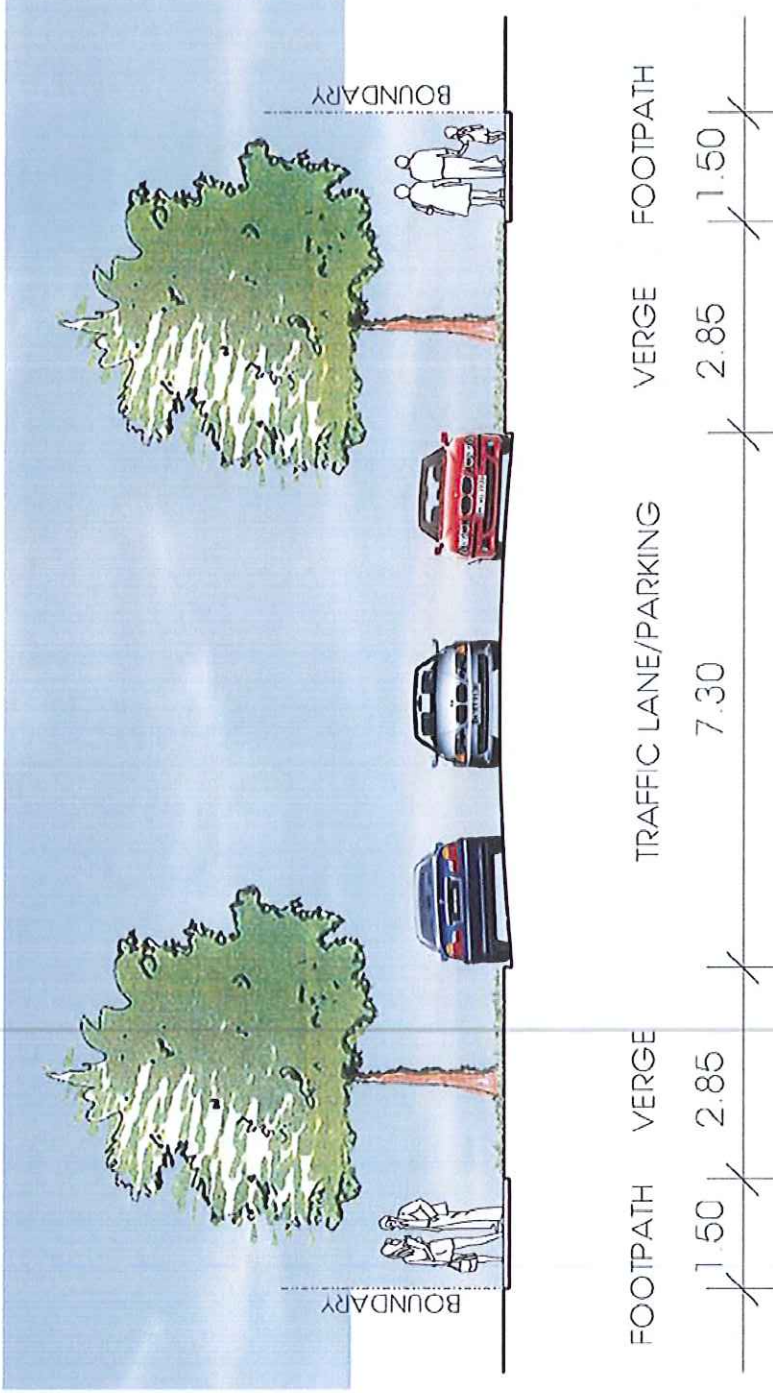








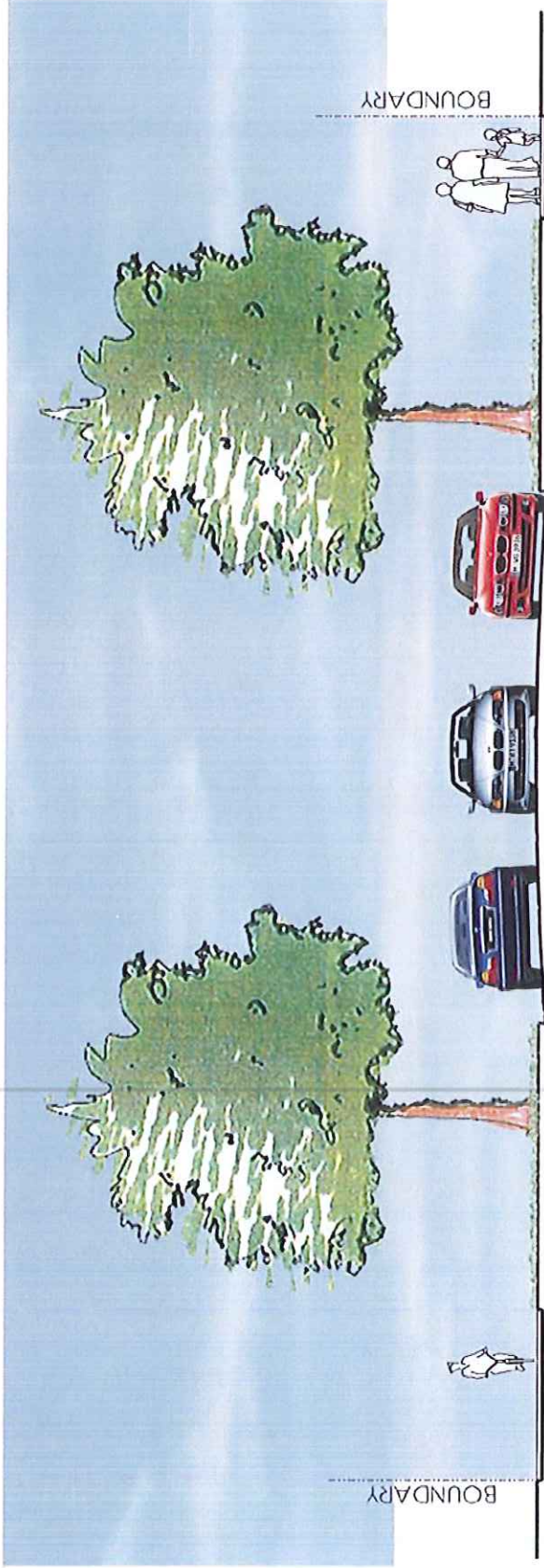


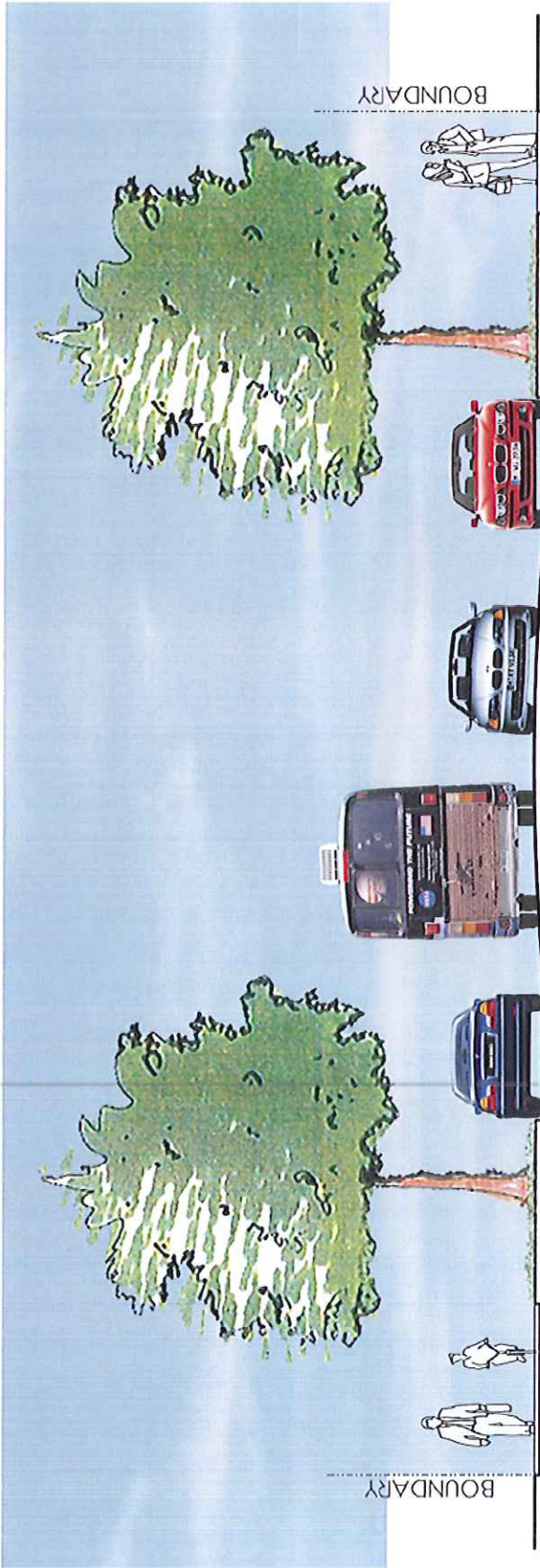




GB	SHARED PATH	VERGE/ PARKING	LANE	VERGE/ PARKING	PATH	GB
1.50	2.5	1.0	6.4	2.1	1.50	1.50

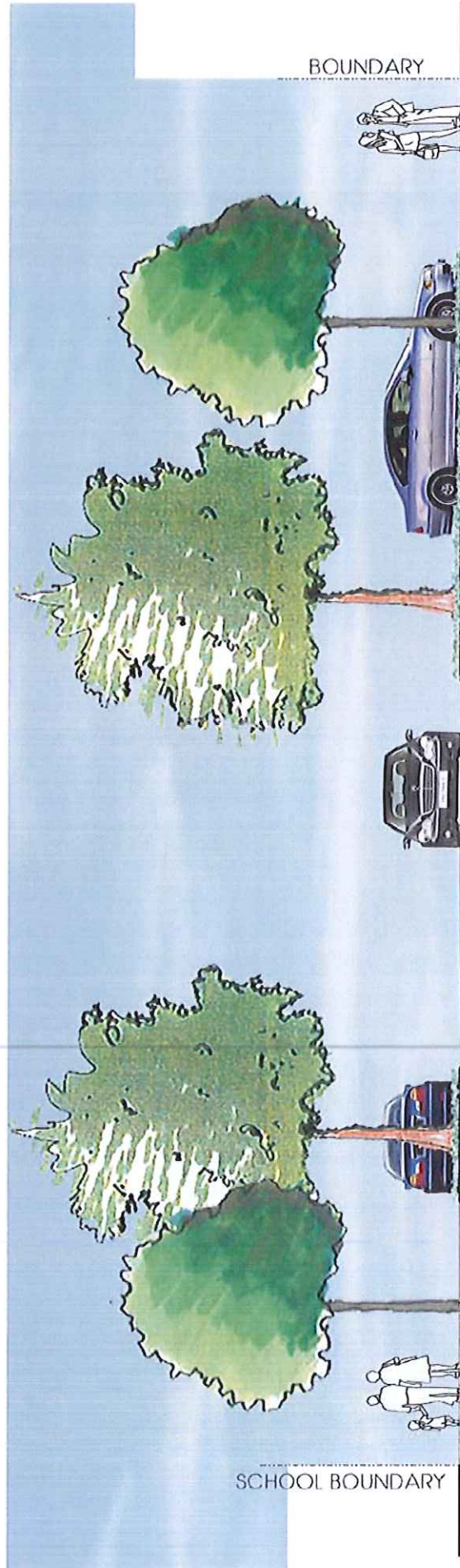






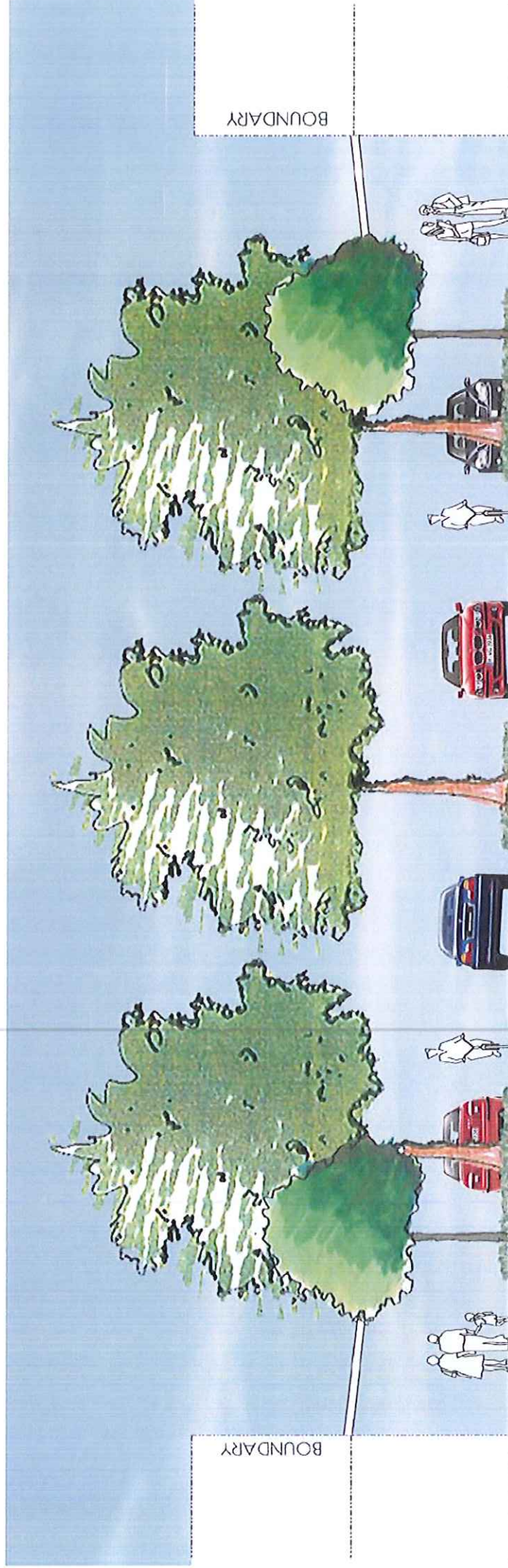
SHARED PATH	VERGE	PARKING	TRAFFIC LANE	PARKING	VERGE	FOOTPATH
2.50	2.70	2.10	6.40	2.10	2.70	1.50



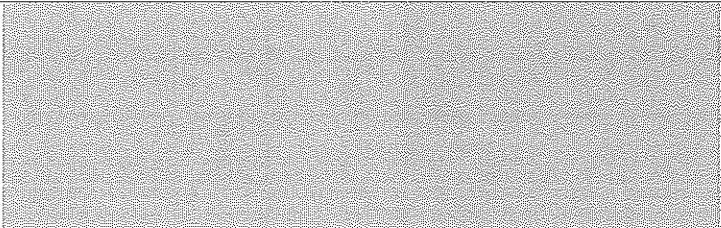
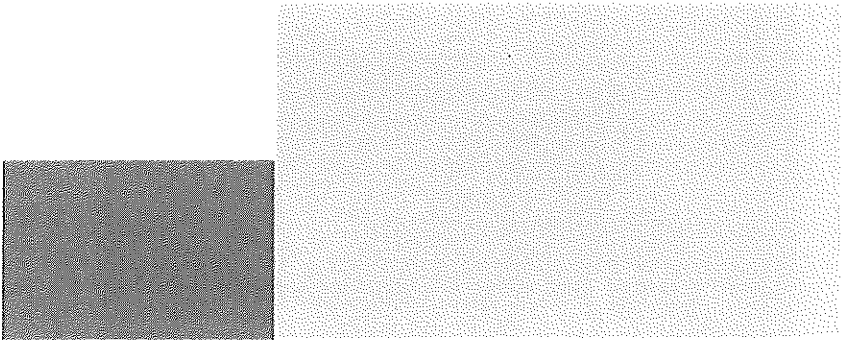








FOOTPATH	PARKING	BIKE LANE	TRAFFIC LANE	MEDIAN	TRAFFIC LANE	BIKE LANE	PARKING	FOOTPATH
3.0	1.5	2.0	3.2	2.4	3.2	1.3	2.0	3.0





## Appendix B

