



HUME CENTRAL THE VISION SEPTEMBER 2014





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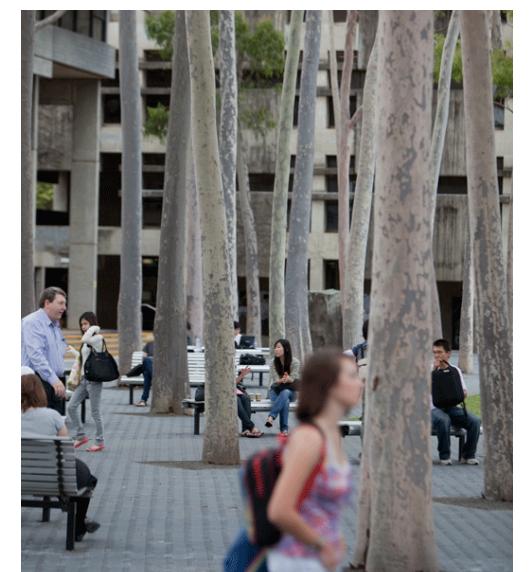
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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Broadmeadows is poised to play an increasingly significant role as a regional destination for northern metropolitan Melbourne. It is strategically placed to provide the new communities in the Hume growth corridor an alternative to the CBD for access to high level employment, professional services and cultural experiences. Additionally, it has scope to increase the diversity of jobs, business opportunities and housing options needed at a local level.

The Broadmeadows Structure Plan (adopted by Council in March 2012) sets out this vision for the future of Broadmeadows and establishes how land should be used, what services and infrastructure should be provided and the appropriate character and scale of new development. It envisions the town centre as a vibrant people-focused place, where a mix of community and commercial uses, great architecture, sustainable design and new public places encourage people of all ages and cultures to live, work, learn and visit.

As a result of Broadmeadows' pattern of sub-urban development, the town centre is currently comprised of a series of large, disaggregated buildings that are internally focused and separated by wide roads and generous setbacks of at-grade car parking. This level of amenity has led to poor market recognition and an undervaluation of Broadmeadows. Changing this paradigm and unlocking the development potential of available land, therefore, will be critical to the emergence of Broadmeadows as the foremost centre of Melbourne's north.

This makes Hume City Council's landholdings in the centre of Broadmeadows a strategically important opportunity for major urban renewal. The creation of an urban, mixed-use core will catalyse the transition to higher value development in the broader town centre.

A key implementation action from the Structure Plan, Hume Central: The Vision provides Hume City Council with a strategic framework for the design and development of its landholdings. It is an aspirational and long term plan grounded in an appreciation of current economic realities. It sets out strategies and key principles to provide certainty regarding development expectations so other parties are able to partner with Council in the delivery of the vision. The role Council can play in facilitating development and de-risking investment as a path to influencing market acceptance is also outlined. Importantly it provides Council with a clear framework for capital expenditure in the precinct in the short to medium term.

It is the result of a rigorous, collaborative process involving both Hume City Council and a range of experts in which a preferred scheme has been selected after consideration of activation, pedestrian experience, traffic, economic viability and sustainability.

Given its significant presence within Hume Central, the Broadmeadows Town Hall will figure prominently in the revitalisation process. For the last fifty years it has played a major role in the civic and social life of residents of the northern suburbs; Hume Central: The Vision provides a new impetus to re-invigorate the building and write the next chapter in the story of Broadmeadows. It proposes an innovative strategy for adaptive re-use of the Town Hall for community purposes with the flexibility for a mix of other uses. Importantly it provides confidence to the community about its long term future and enables the building to realise its potential as a flagship project at the heart of the transformation of Hume Central.

The successful implementation of Hume Central: The Vision will be instrumental in the realisation of Broadmeadows as a key regional hub for employment and economic activity, by providing for an additional 1500 workers and 500 residents. By exercising strong leadership Council can secure a greater return for the community from Council's landholdings in Hume Central by ensuring new development delivers positive outcomes for the community and the environment. This document establishes the pathway to achieve that vision.



01 THE VISION



LEGEND

-  **SITE BOUNDARY: HUME CITY COUNCIL OWNERSHIP**
-  **SITE BOUNDARY: ADJACENT SITE CONSIDERED AS PART OF HC**



01.01 VISION

The overall vision is to transform Hume Central into a vibrant and active urban centre for Broadmeadows where people will live, work, learn and participate in community life. The diversity of uses will generate both day and night-time activity and seed additional development on adjacent sites throughout the town centre. Hume Central can provide a focus for the on-going development of Broadmeadows as a key regional hub for employment and services, as well as a destination for shopping, dining, and civic and cultural events. It should develop its own unique sense of place both through its physical form and structure but also through supporting the development of local businesses that showcase the cultural diversity of the local community, giving it a key point of difference with surrounding regional centres. This development should showcase the potential of sustainable precincts to use resources more efficiently both in construction and on-going operation, helping to future-proof Hume Central against future regulations and the rising costs of energy and water.

1. Sanlitun Village, Beijing_The Oval Partnership & Kengo Kuma 2. CaixaForum, Madrid_Herzog de Meuron 3. Gleadell Street Market, Melbourne_City of Yarra 4. University Hill, Melbourne_MAB 5. QV, Melbourne_NH 6. Warrior Square Gardens, Essex, UK_Gillespies 7-8. Rouse Hill Town Centre, Sydney_Oculus



01.02 KEY THEMES

A number of key themes underpin the vision for Hume Central. These include:

Mix of uses and building heights:

A town centre is a form of ecology in which a mix of uses such as residential, commercial, retail and cultural creates the conditions for greater activation through day and night, resulting in safer spaces and streets. The combination of uses within a town centre creates a more efficient urban structure and a more desirable destination. Located in the centre of Broadmeadows and adjacent to the Railway Station, Hume Central will have a mix of building scales contributing to the sense of urbanity and to the viability of the street-life and vibrant culture.

Fine grain street network and high quality public realm:

The development of a fine grain urban structure promotes pedestrian movement across the precinct and underpins active building frontages and local streets, and the local businesses that occupy the retail tenancies. The quality of the public realm is fundamental to consolidating Broadmeadows as a destination for people to work, live and visit. The redevelopment of Hume Central will deliver a mix of high quality public places to meet the amenity needs of visitors, workers and residents.

Catalyst potential:

As the commercial property market in Broadmeadows is emerging, the vision embraces the gradual transformation of market expectations and demand through a mix of building types and the staging and sequencing of its implementation. Through its key location and the strong leadership of Hume City Council, Hume Central can also play a vital role as a catalyst for higher-value development models elsewhere in Broadmeadows.

Sustainability:

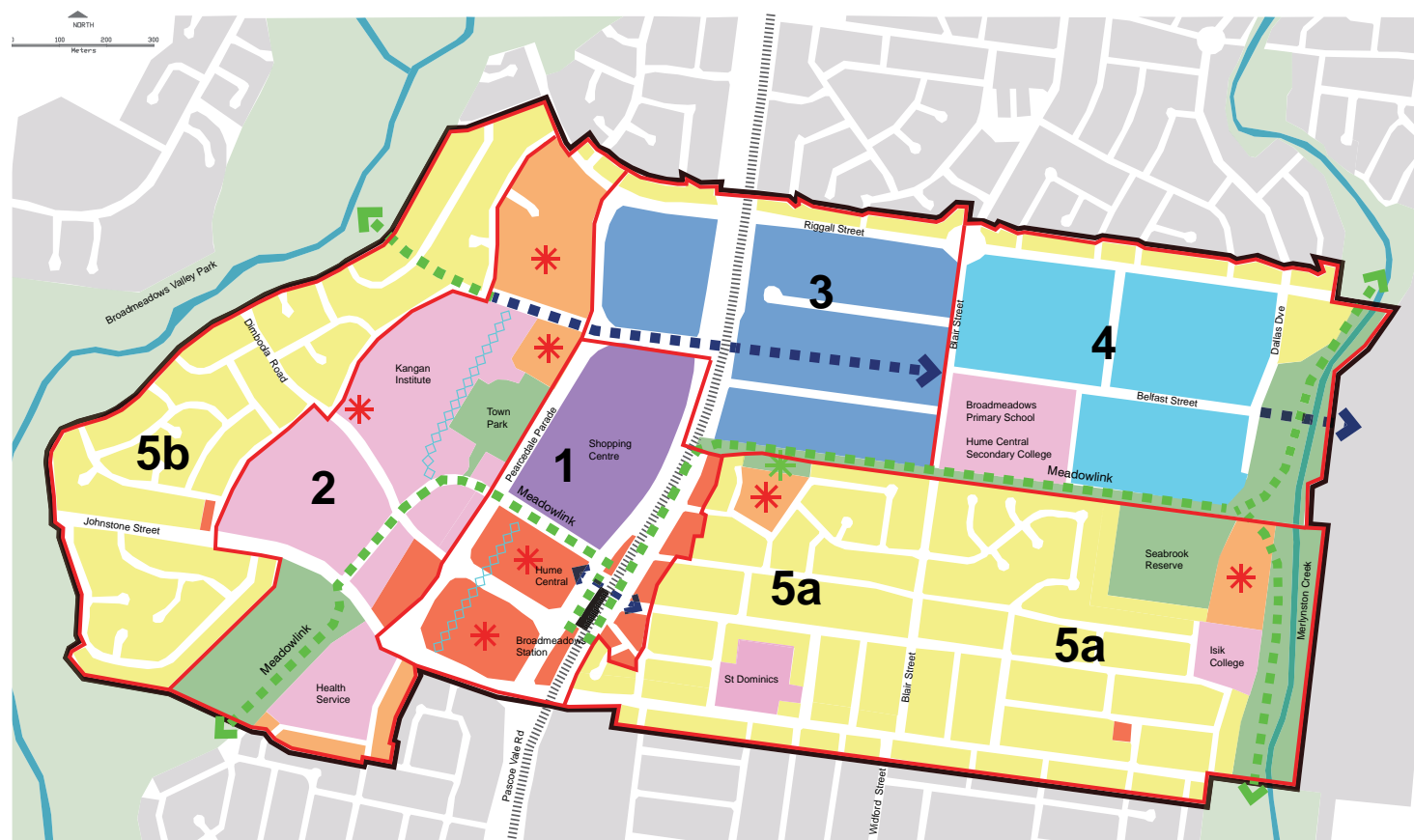
The establishment of a high benchmark for environmental sustainability is a high priority for the precinct. Using resources efficiently and minimising the impact of new development on municipal infrastructure makes good sense, as does future-proofing its value and amenity both in terms of changing climate conditions and the increasing costs of energy and water. The more energy efficient and sustainable a project, the more attractive it will be as a place for people to live, work and visit and the better it will perform economically across its life cycle in terms of rent, resale value and operational expenses. Central to the vision for Hume Central, is a best-practice sustainable 'whole of precinct' approach which realises the potential economies and efficiencies from holistically considering the use of resources within precincts as well as within individual buildings.

Community Connection:

The development of Hume Central provides an opportunity to support the objectives of Council's Social Justice Charter, by creating spaces for cultural expression and participation, education and learning opportunities, and the delivery of affordable housing opportunities which enhance community health and wellbeing and contribute to strengthening community connections.



AERIAL VIEW FROM NORTH EAST



THE PLAN: BROADMEADOWS STRUCTURE PLAN



01.03 PLANNING CONTEXT

The Victorian Government's metropolitan planning strategy *Plan Melbourne* designates Broadmeadows as one of nine Metropolitan Activity Centres within greater metropolitan Melbourne. It is envisaged that Broadmeadows will develop into a key hub for the local community, the Hume Growth Corridor and the northern Melbourne subregion; serving an anticipated catchment of 770,000 people by 2030. The Broadmeadows Structure Plan, prepared by the Victorian Government and Hume City Council and endorsed in 2012, provides a general strategic framework for Broadmeadows, dividing it into 5 precincts. Hume Central is located in the centre of Precinct 1: The Town Centre, which has the following relevant objectives:

- To develop the Town Centre Precinct as the central core of Broadmeadows to support its regional role as a centre of government, business and retail activity.
- To create an intensive mixed use town centre with a primary focus on shopping, commercial offices, civic and entertainment activities, complemented by community uses and a diversity of housing options.
- To promote infill development on government-owned land with vertically integrated, mixed use activity, reducing the space between existing buildings and providing a continuity of building frontages at street level.

Clause 21.07 of the Hume Planning Scheme identifies the relevant local policies for Hume Central as:

- Objective 1 - To establish Broadmeadows... as a vibrant, attractive and safe... transit city that provides the full range of community, cultural, educational, retail and commercial services appropriate to the needs of the local community and the region.

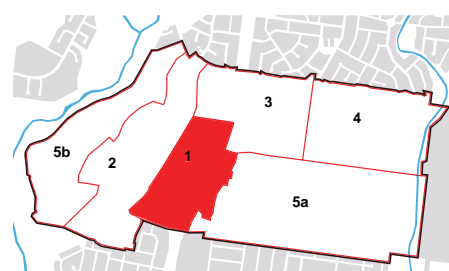
Strategies:

- Foster a 'sense of place'... through urban design and environmental improvements, landscaping and shade, seating and provision of pedestrian paths.
- Improvement of the street networks; enhancement of the pedestrian amenity of existing streets and creation of new local streets by the subdivision and redevelopment of large land parcels.
- Consolidation and management of parking, including multi-level structures, to support growth while minimising detrimental impacts caused by cars.
- Development of an open space network including a high quality Civic Plaza (town square).

Hume Central is currently zoned Commercial 1 which is the premium zone for delivering the above strategies. Though the site falls outside the Melbourne Airport Environs Overlay, it is within the Essendon Airport Obstacle Limitation Surface (OLS) which establishes a maximum building envelope across the site. This is not part of the Planning Scheme but is obligatory. The building heights proposed within this document are compatible with the OLS based on indicative 3D modelling. Future building developments should be co-ordinated with additional data from the relevant authority to confirm the height assumptions that have been made for this report.



PRECINCT 1 - TOWN CENTRE: BROADMEADOWS STRUCTURE PLAN



- Key**
- Precinct Boundary
 - /// Indicative Active Frontage
 - Potential East-West Connection
 - ... Potential Minor New Link
 - ... Internal Link
 - Shared Walking / Cycling Pathway
 - * Strategic Redevelopment Sites
 - /// Shopping & Entertainment
 - /// Commercial Mixed Use
 - Pedestrian Priority Street



HUME CENTRAL, ARTIST IMPRESSION



02 PLACEMAKING STRATEGY



02.01 PLACE MAKING STRATEGY

The Place Making Strategy articulates the type of place Council aspires Hume Central to become with consideration to character and quality of built form and the public domain, social and economic opportunities, sustainability initiatives and how it will fit within its wider urban context.

Together with the Key Planning Principles, the Place Making objectives and design strategies should provide direction to Council as it progresses with the further design and development of Hume Central.

The Strategy is comprised of 8 sections:

1. People and Culture
2. Activities and Events
3. Built Form
4. Connectedness
5. Natural Environment
6. Land Use
7. Streets and Public Domain
8. Role and Scale



Outdoor Wifi, Luxembourg Gardens



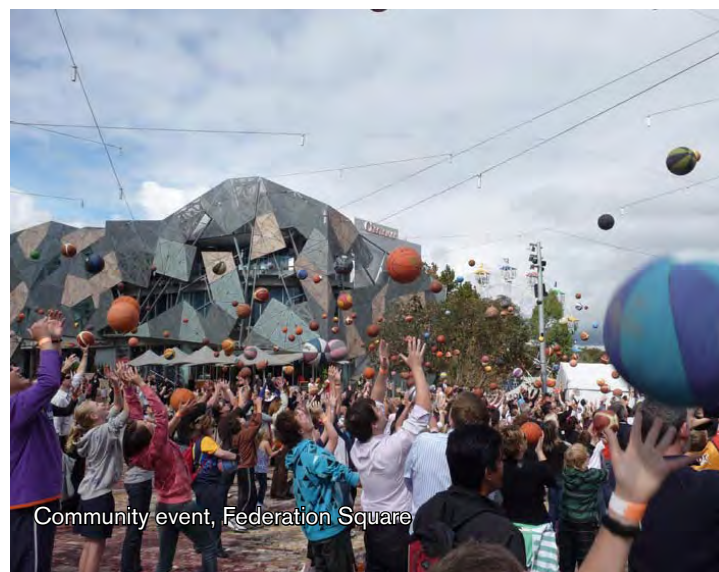
Informal seating, Lux. Gardens



Urban Furniture, Pitt Street Mall



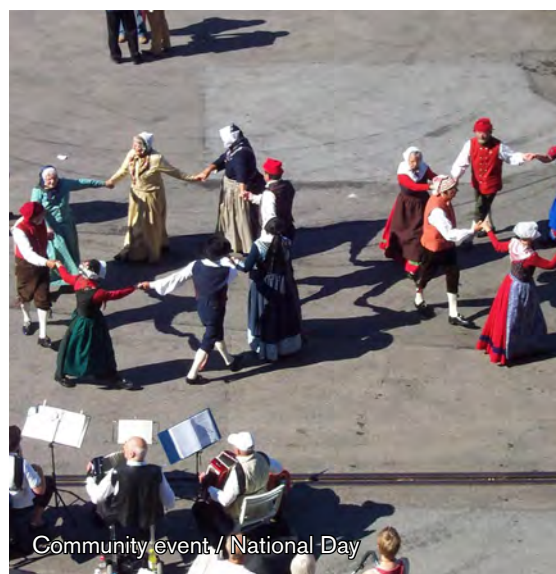
Outdoor Library, Bryant Park



Community event, Federation Square



Community event, Docklands



Community event, National Day



Community event, Federation Square



Public art and digital displays

PEOPLE AND CULTURE

Objectives:

Hume Central will:

- Be characterised as a strong, resilient, safe, prosperous and connected community which will benefit from its proximity to existing local transport and service providers.
- Be a destination for people of all ages and backgrounds to access a wide range of activities which provide opportunities for lifelong learning and strengthening inter-cultural and inter-generational connections.
- Cater for, encourage and support the delivery of a wide range of multi-art disciplines.
- Provide a place to create and respect culture, experience it and export it.
- Showcase local cultural diversity through facilitating business opportunities for local restaurateurs and traders and also by hosting cultural festivities. This will enhance integration of the community through expanding the sense of participation in Hume Central and also contribute to its profile as a regional destination.
- Provide for the needs of the emerging residential, student and worker populations through proximity to existing community facilities and services within and adjacent to the precinct.

Design Strategies:

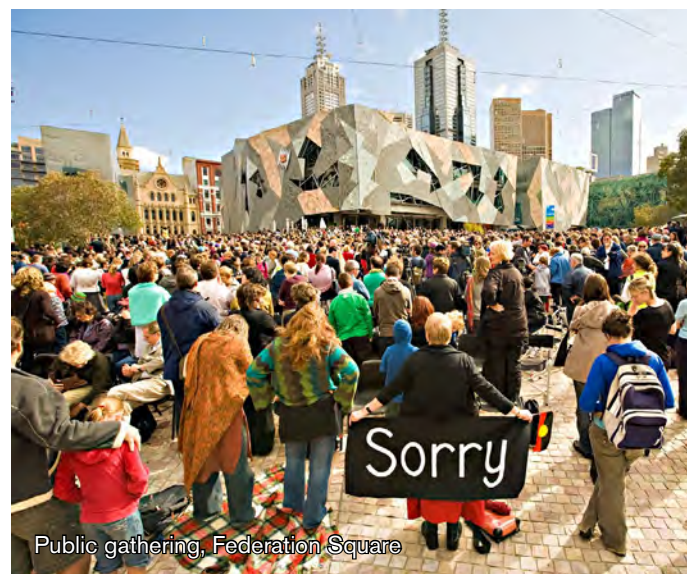
- Support the development and delivery of diverse affordable and accessible housing options that provide a high level of amenity and access to services for its residents.
- Provide public art which tells stories that are distinct to their local communities and develops and celebrates a 'sense of place'.
- Community facilities and programs to be located next to public space.
- Maximise opportunities for social interaction through arrangement of seating and other infrastructure.



Street market, Florence



Street market, Richmond



Public gathering, Federation Square



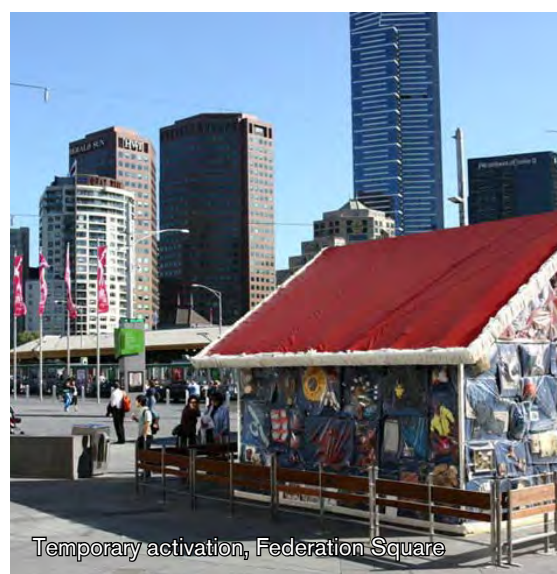
Active play, South Sea Port NYC



Street market, Florence



Market, Camberwell



Temporary activation, Federation Square



Car Club event, Federation Square



Car Club event, Federation Square

ACTIVITIES AND EVENTS

Objectives:

- Hume Central will be a vibrant and engaging place, providing a range of passive and active recreational activities during the day, evening and during weekends that will meet the needs of a diverse community.
- Public spaces will support a year round, all season calendar of events. Such events could include concerts, occasional markets, outdoor cinema, festivals, children's events and informal play, art events and installations and local community events. The location of spaces adjacent to the Council Offices, the Global Learning Centre and the Town Hall make the public realm an ideal location for civic events.
- The design of streets can play an important role in enabling small and community based occupation-spaces for people to meet and socialise. Streets should be vibrant public spaces that allow a variety of uses such as informal gathering, outdoor dining areas, fruit and flower stands and buskers. The plan's provision of shared zones and pedestrian priority streets enhances these opportunities by removing vehicle conflicts.

Design Strategies:

- Design public streets and spaces to be used as settings for events rather than conduits for vehicles, supporting infrastructure could include water supply, sound equipment for broadcast and a screen or lighting.
- Locate events that will generate noise and congestion away from other residential or commercial uses.



Residential street, New Acton



External / internal street, Rouse Hill Town Centre



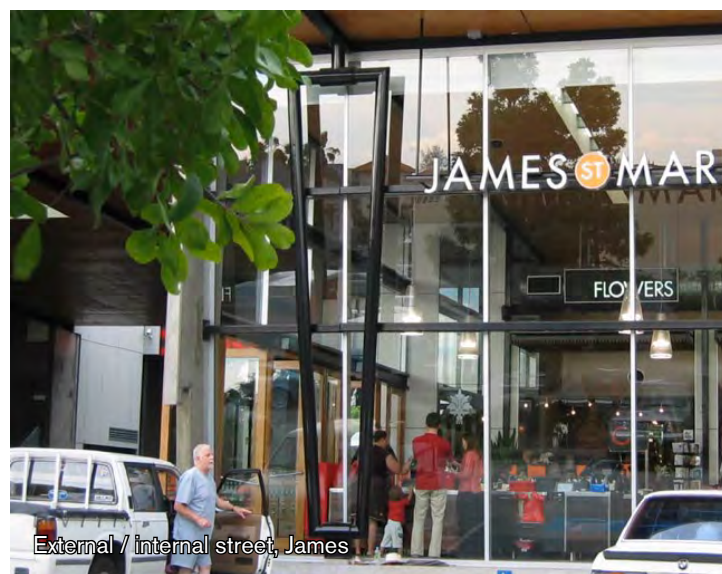
Residential courtyard and address, Stockholm



External / internal street, James Street Market



Urban art / laneway



External / internal street, James



External / internal street, James Street Market

BUILT FORM

Objectives:

- The edges of public spaces, including buildings and the activities they accommodate, affect the quality, character and safety of the space. Public spaces in Hume Central will be defined by high quality edges of surrounding buildings, whose active uses spill out into or enhance activity at ground level, and windows and balconies on upper levels encourage passive surveillance at different times of the day and into the evening.
- The attraction of Hume Central as a destination will be re-inforced and underpinned by high quality, sustainable buildings that, through both their form and materiality, contribute to the public realm.
- The carefully considered design of the four edges of the site will create a sense of entry, threshold and arrival at the centre of Broadmeadows.
- A mix of building scales will provide definition, enclosure and shelter to public space.

Design Strategies:

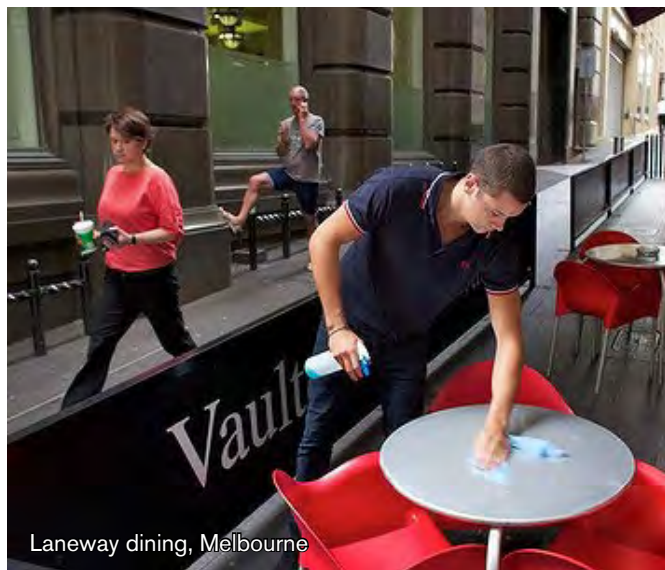
- Activate street frontages by including features that attract people to the locality, such as window displays, retail shopfronts and outdoor eating and dining areas.
- Ensure building entries are close to the street, clearly visible and have a sense of address.
- Provide taller building forms to prominent corners and edges of the site to avoid the overshadowing of public spaces.
- Avoid long, unbroken walls facing the street and public open spaces.
- Design buildings with 'loose fit' principles to enable flexibility to adapt uses as economic conditions change.
- Sleeve car parks, service areas and other non-active uses adjoining open spaces with active uses to support safety and activation.
- Provide landscape and tree planting in the front setbacks of properties, encouraging private spaces to contribute to the amenity of the public realm.
- Encourage a high standard of development which promotes distinctive building, landscape and streetscape design.



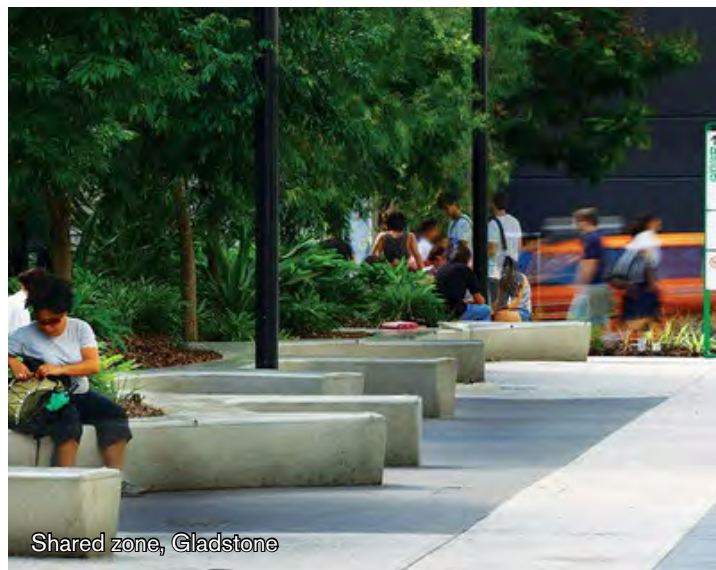
Bicycle parking



Pedestrian scaled street, Brisbane



Laneway dining, Melbourne



Shared zone, Gladstone



Child friendly pedestrian avenue



Shared street



New Road, Brighton



Barnes crossing, Sydney

CONNECTEDNESS

Objectives:

- Hume Central will be an easily accessible destination for the local and wider community through its close proximity to high quality public transport infrastructure and services.
- Walking and cycling will be a convenient and preferred mode of travel within Hume Central due to legible and well-designed active transport networks linking key destinations.
- Connections to existing open spaces, campuses and facilities to all four edges of the site will enable the residents, workers and visitors of Hume Central to access the full range of amenity and activities that Broadmeadows offers.

Design Strategies:

- Ensure connections between public spaces and destinations are designed with a high level of amenity and many opportunities for respite such as seating, dining and furniture that enables small gatherings.
- Improve walking and cycling connections from Tanderrum Way and Dimboola Road into Eat Square via the Civic Spine.
- Provide mid-block public pedestrian connections through long street blocks.
- Improve connections to key attractors including Town Park, Johnstone Street reserve, Broadmeadows Shopping Centre, the Legal Precinct and Broadmeadows Health Service.
- Ensure new streets provide for all travel modes and users including pedestrians, cyclists, buses, service vehicles, emergency vehicles and private vehicles.



Tree lined avenue



Grove, Macquarie Uni



Grove, Palo Alto



WSUD verge, Green Square



Edible planting, Melbourne



Grove, Macquarie Uni



WSUD verge, Green Square



Edible streetscape gardening

NATURAL ENVIRONMENT

Objectives:

- Being in Hume Central will provide an emphatically green experience with a clear hierarchy of open spaces and an abundance of trees and planting within streets and private landscapes creating amenity for the new residents, workers and visitors; closely spaced trees will open out to reveal captured views of iconic buildings and landscapes.
- Established trees on the site provide the inspiration for the reestablishment of an indigenous planting character to enhance existing native vegetation, provide fauna habitat and celebrate the natural qualities of the place as part of the redevelopment of Hume Central.
- Overlaid on the indigenous canvas will be a palette of exotic plantings. These introduced species will provide contrasting forms and colours and strengthen the formal aspects of the Development Plan design.
- Street trees planting will be an important means to reinforce the road hierarchy, mark special places such as squares and edges and help people identify the entries to Hume Central and way-find once they are within the centre. The early establishment of trees will have a significant positive impact on the attractiveness and amenity of the new street network.
- Water Sensitive Urban Design treatment for Hume Central will integrate storm water treatment into the landscape and streets to protect water quality, and reduce runoff and peak flows.

Design Strategies:

- Increase tree canopy cover to reduce the heat island effect and provide comfortable shaded environments in summer.
- Choose vegetation that responds to local conditions and encourages biodiversity.
- Provide vegetation to maximise environmental benefits and develop resilience in the landscape.
- Provide predominantly indigenous plant species with contrasting exotic species.
- Include tree species that are edible, drought tolerant and have bold, strong forms and flowers.
- Emphasise street pattern and hierarchy through the intense planting of street trees along footpaths and retention of existing Eucalypts in road reserves and at the edge of the site.
- Create a series of vistas to capture internal and external views.
- Use regular street tree planting with a variety of species and retention / incorporation of existing mature trees.
- Use Water Sensitive Urban Design to augment a traditional pit and pipe system.
- Reduce road widths and use planted rather than impervious surfaces where practical to minimise water run-off.



Parking garage, Santa Monica



Building entrance forecourt



Kinetic facade, Brisbane



Internal / external street, Rouse Hill Town centre



Outdoor dining



Mixed use development and open space



Vegetated parking garage, Miami



Shop top housing, Avalon

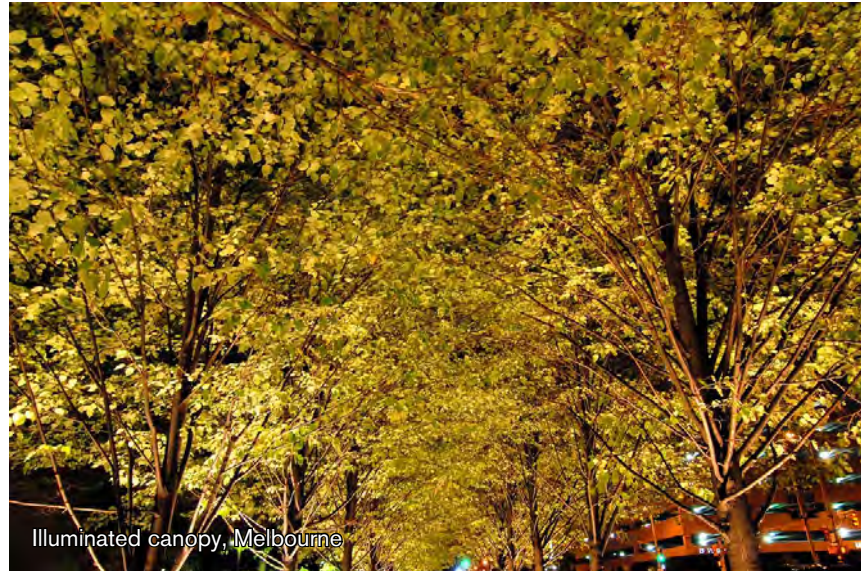
LAND USE

Objectives:

- Encourage a diversity of uses that provide employment and business opportunities, with a range of spaces for small businesses, retailers and services providers to contribute to the economic prosperity of the Centre.
- Encourage a diverse mix of hospitality, entertainment and other uses that result in more active streets complemented by community uses in addition to a range of housing options.
- Maximize the benefits of locating community facilities such as government services, libraries and community meeting rooms adjacent to public open spaces to stimulate mutual and reciprocal use.

Design Strategies:

- Co-locate public open space and civic uses to share amenity and activity.
- Provide opportunities for higher mixed use densities in and around key public spaces and overlooking green spaces.
- Incorporate public open space into mixed use areas for the benefit of workers, residents and visitors to the area.
- Locate noise and light producing commercial activities away from residential uses.
- Encourage home based businesses.
- Provide on-street car parking throughout mixed use areas.
- Generally locate non-residential uses on the ground floor of mixed use buildings.
- Provide servicing and loading access via secondary streets and laneways.
- Locate future community functions at the edges of the Civic Spine and Eat Square.



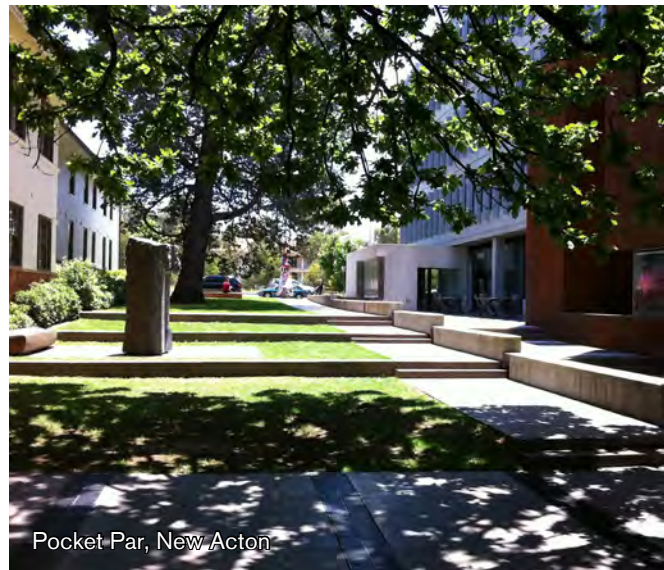
Illuminated canopy, Melbourne



Rouse Hill Town Centre



Skinny street - Rouse Hill Town Centre



Pocket-Par, New Acton



New Road, Brighton



Skinny street - Rouse Hill Town Centre



Bike parking, Paris



Micro park, Washington DC



Flexible furniture, Amsterdam

STREETS AND PUBLIC DOMAIN

Objectives:

- Great streets are an essential ingredient of all successful town centres and cities. The vision for Hume Central provides the opportunity to create beautiful, safe and equitable streets that meet and surpass functional transport requirements to create a strong 'sense of place'.
- Public open spaces in Hume Central will engage the local community and contribute to the quality of their daily lives. Their design will help unite communities by facilitating casual interaction, offering a place to meet and share skills, providing amenities and furniture to cater for social gatherings, offering a venue for outdoor events, community events, festivals and markets where communities can gather, facilitating organised or informal activities.
- New streets and public spaces in Hume Central will provide a diverse range of microclimates with tree canopy cover, building awnings and cooling breezes that connect adjacent attractors and amenities through a legible movement network.

Design Strategies:

- Ensure open spaces have access to the sun while also providing adequate shelter and wind protection.
- Public spaces should be free of significant overshadowing between 11am and 3pm at the equinox (22 September / 20 March).
- Consider shade and wind protection when choosing the species of trees.
- Avoid use of wind screens for wind amelioration in public spaces.
- Provide adequate lighting in open spaces along all pedestrian routes to ensure safety at night.
- Enhance the visual quality, character and ambience of spaces through the lighting design.
- Consider maintenance in the choice of light fittings and lighting design.
- Ensure adequate provision of seating, drinking fountains, bins, toilets and other amenities in open spaces.
- Keep location of street furniture predictable to support access by people with visual impairments, especially along main pedestrian routes through the space.
- Develop a consistent palette of landscape elements that are deployed throughout the precinct to create a sense of identity, cohesion and place.
- Consider the use of custom designed and fabricated furniture in selected locations.
- Use durable and walkable footpath materials and finishes.
- Create strong pedestrian priority and limit vehicle speed in shareways.
- Design integrated traffic calming and speed control as part of the streetscape.
- Incorporate on-site parking within street design.
- Ensure safe, marked street crossings at regular distances.
- Provide clear sightlines for all road users.



Centre Street, San Francisco



Narrow Street, Chinatown



Communal seating, DuPont Circle



Centre Place, Melbourne



Street Market, Paddington



Pymont Street, Pymont



Pavilion activation, Oslo



Street Market, The Rocks



Informal Play, DuPont Circle

SCALE AND ROLE

Objectives:

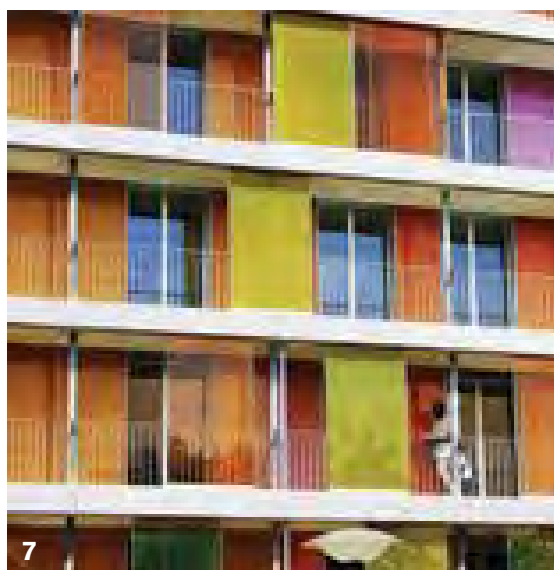
- To develop Hume Central as the central core of the Broadmeadows Town Centre, supporting its regional role as a centre of government, business and retail activity.
- To support the development of regional attractors including significant community, civic and entertainment facilities to encourage tourism and visitation for entertainment and socializing.
- To provide for strong growth in employment opportunities through the establishment of major mixed use commercial developments and business services.
- To establish a fine grain, dense and well-connected pattern of development to create a CBD-style experience for workers and visitors and attract business investment. This new urban condition and its associated civic functions will form the image of Hume Central.

Design Strategies:

- Make strong pedestrian connections to the proposed upgrade of Broadmeadows Station.
- Provide connections and supporting programs to existing attractors as a way of consolidating the regional importance of Hume Central. Attractors include Government Services, the Legal Precinct, Kangan Institute and Broadmeadows Shopping Centre.
- Ensure streets and public spaces are designed to provide amenity and an attractive setting for prospective businesses, employers and employees.



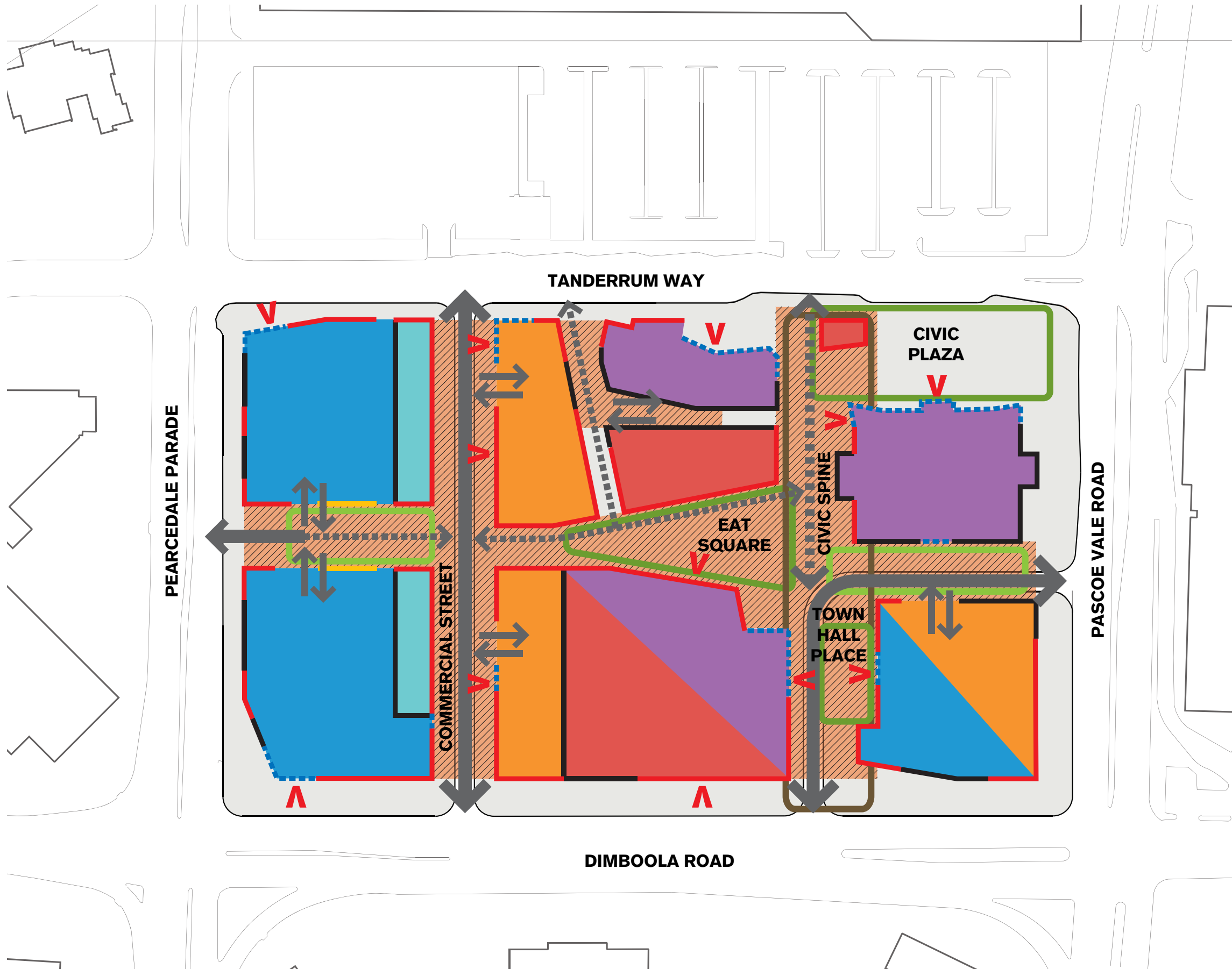
03 PLANNING PRINCIPLES



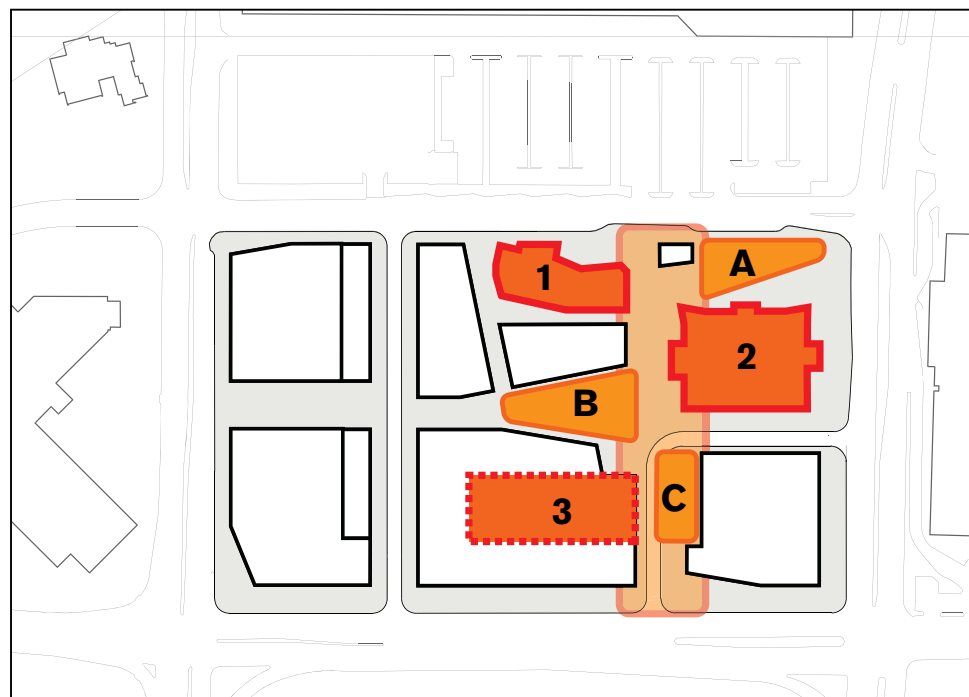
03.01 PLANNING PRINCIPLES

As the vision for Hume Central will be implemented over an extended time frame by both Hume City Council and a variety of stakeholders, it is important to establish clarity regarding the key spatial and planning principles. A commitment to implementing these structuring principles will provide certainty and confidence to Council, private investors and the local community as to the final outcome. It will also help to guide decision-making and approvals throughout the implementation process to guarantee higher-priority objectives and allow flexibility on other matters. This section details the key planning principles to be enshrined through the implementation of Hume Central.

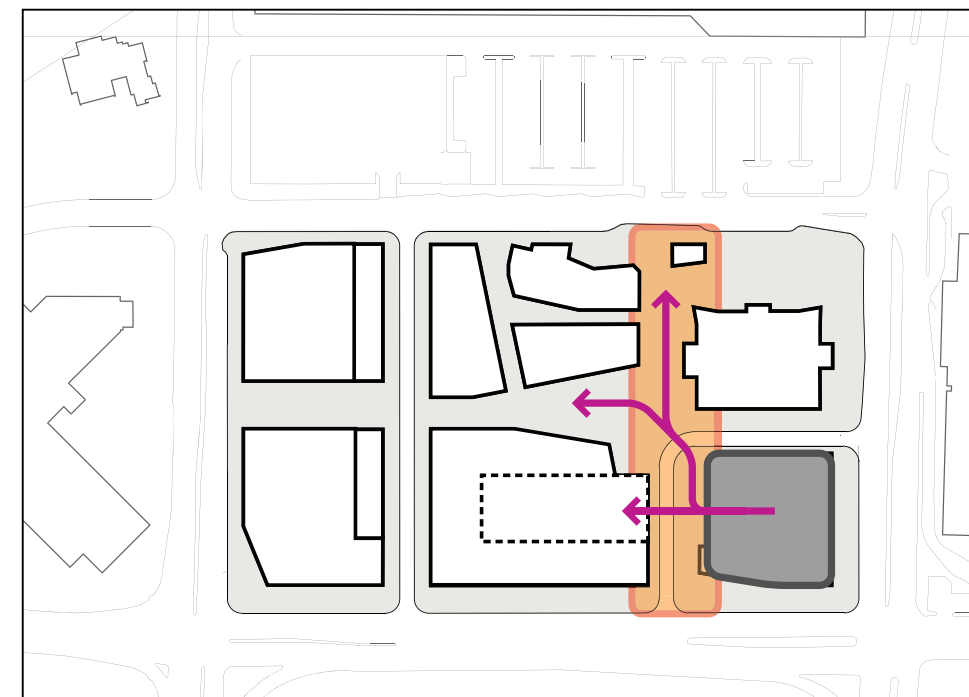
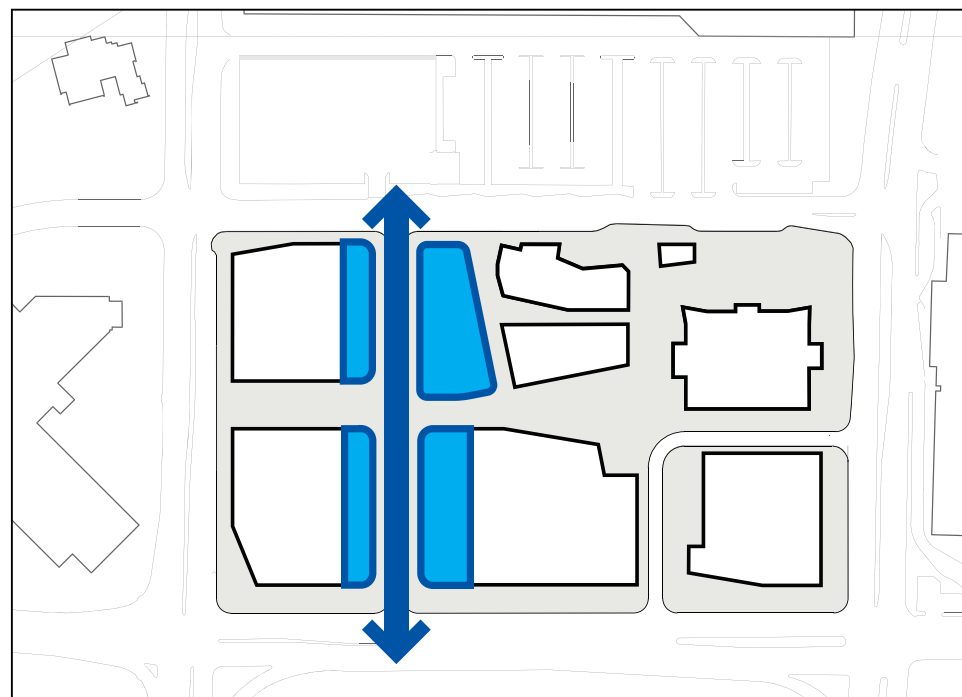
1. Sanlitun Village, Beijing_Matsubara 2. Brighton New Road, UK_Gehl Architects 3. The Luxton, Melbourne_SJB 4. Chifley Square, Sydney_Hassell 5. Strata office building, Melbourne_Woods Bagot 6. Macquarie University Central Courtyard, Sydney_Hassell 7. Brunnenhof Housing, Zurich_Gigon Guyer 8. Rouse Hill Town Centre, Sydney_Oculus 9. The Cullen Hotel, Melbourne_JCB



- LAND USE**
- office
 - SOHO
 - residential
 - retail
 - civic
 - mixed use
- BUILDING FRONTAGE**
- active / retail frontage
 - building entries
 - residential frontage
 - inactive frontage
- TRAFFIC MANAGEMENT**
- car park entry
 - key building entry
 - through traffic
 - managed shareway
 - service / emergency access



- | | |
|--------------------------|-------------------|
| 1 Hume Council Offices | A Civic Plaza |
| 2 Global Learning Centre | B Eat Square |
| 3 Broadmeadows Town Hall | C Town Hall Place |



03.02 THE CIVIC SPINE

The Civic Spine is an enhanced public realm axis that consolidates the existing Council assets and civic buildings into a more coherent spatial order, running from Dimboola Road to Tanderrum Way. It forms the key destination focus for Hume Central, and is well-located closest to the Railway Station – thereby benefitting from the footfall of pedestrians moving to and from the station. The Spine provides a new focus for the three key civic buildings: the Town Hall, the Global Learning Centre and the Hume Council Office. It also aggregates three key public spaces, each with its own unique character and social function: the existing Civic Plaza that hosts key events and festivals, Eat Square as a local town square activated by dining and retail, and Town Hall Place forming a forecourt to the Town Hall building.

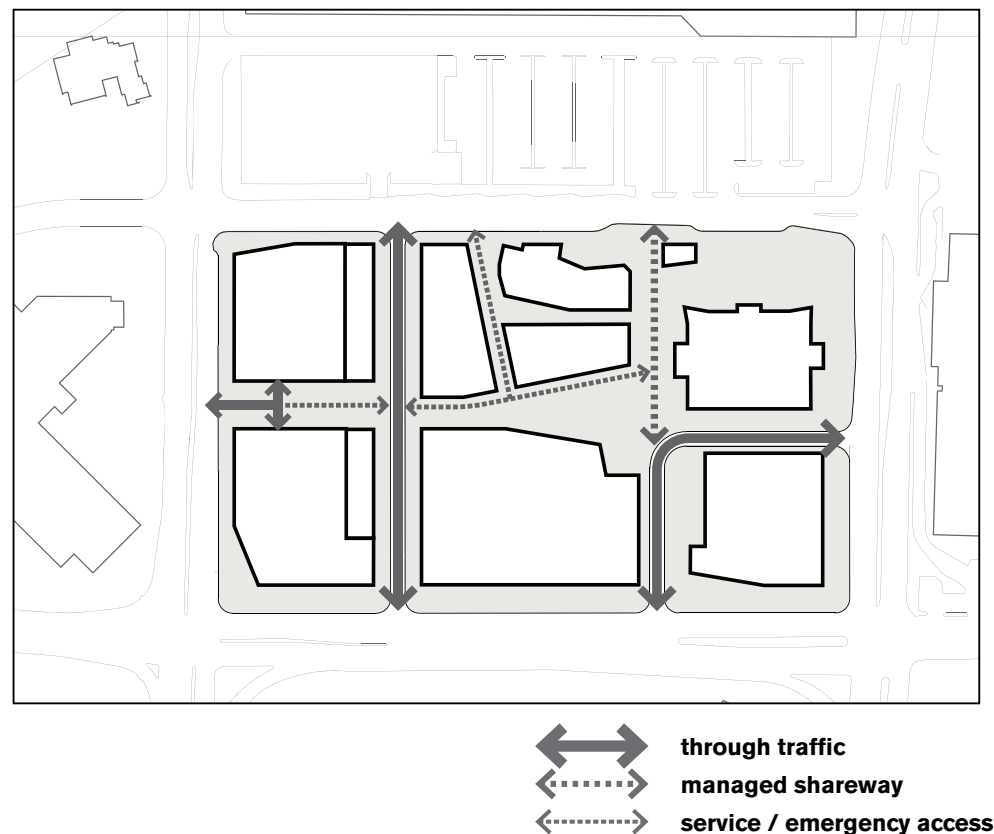
03.03 COMMERCIAL STREET

The commercial street runs parallel to the Civic Spine, on the west of Hume Central and offers complementary commercial activation. It provides a focus for local businesses, professional and government services and service retail, and operates as a conventional street with access from both Tanderrum Way and Dimboola Road. It contains a mix of office types including SOHO units, strata offices and a premium office building suitable for government or corporate offices – providing great flexibility for different business types as well as opportunities for local businesses to grow and expand within the Broadmeadows Town Centre.

03.04 PRECINCT CAR PARKING

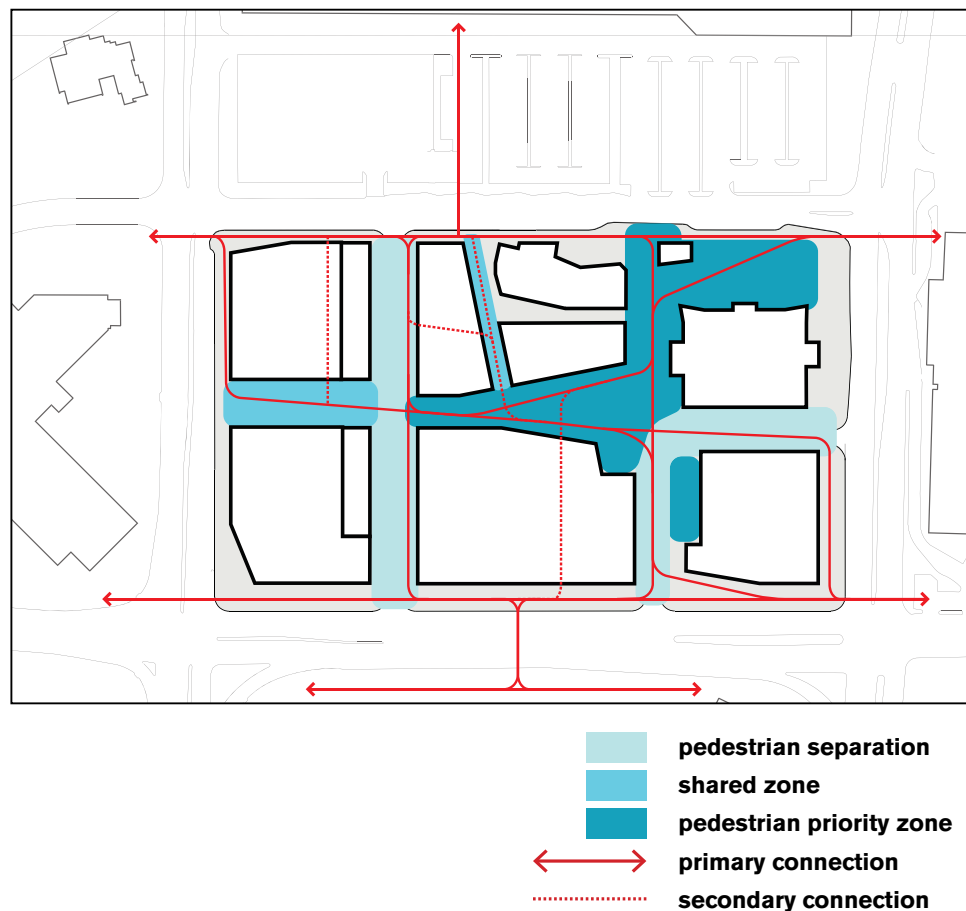
The site is currently encumbered by a significant amount of at-grade car parking for both HCC staff and the general public accessing the Global Learning Centre, the Town Hall, the Hume Council Office and the Centrelink office. This not only limits development, but impacts the quality of the public domain. To maximise development potential and the quality of place, existing car parking bays will be rationalised through a combination of on-street, integrated and off-site parking. Public parking for community access to the civic buildings will be integrated within the precinct, potentially located on the south-east corner of Hume Central, at the intersection of Dimboola and Pascoe Vale Roads. This location provides the most convenient access to the civic buildings and will also help to anchor the south end of the Civic Spine with the additional foot-fall generated by people accessing the car park.

Ideally each development parcel should provide enough parking to meet its statutory requirement 'on-site', although it is recognized that this may affect commercial viability. Alternative means of reducing the requirement for car parking through the use of shared parking, green travel planning, increased walking, cycling and public transport use and demand reduction are encouraged. Opportunities also exist to provide off site parking within close walking distance to Hume Central.



03.05 VEHICULAR TRAFFIC

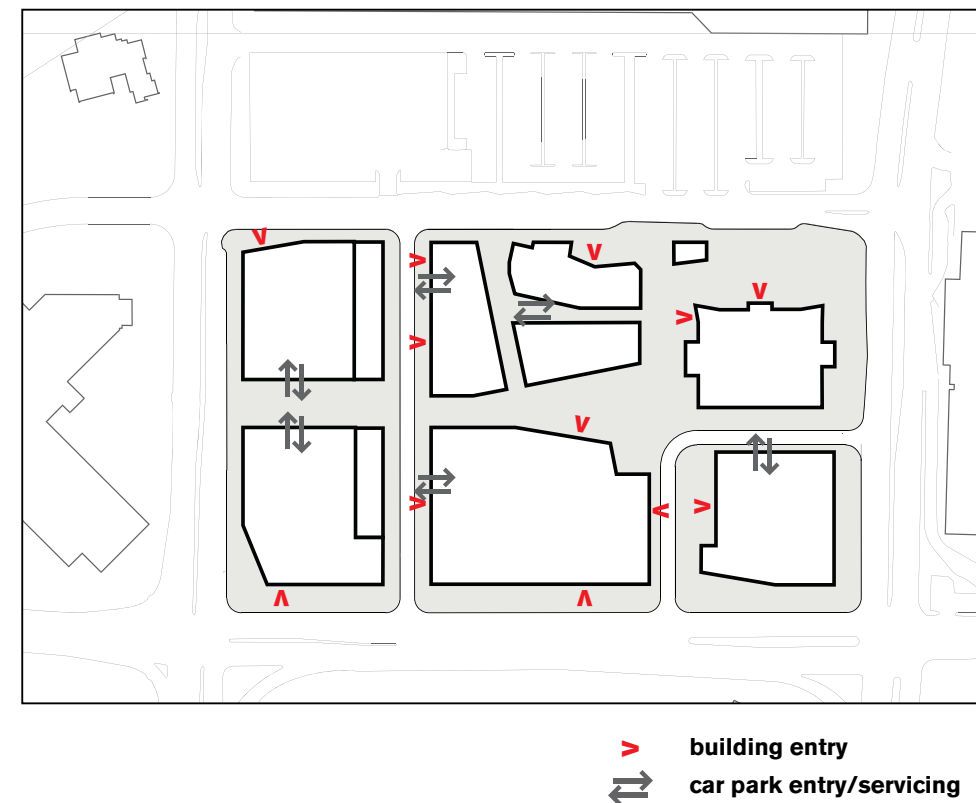
Finding an appropriate balance between pedestrian priority and car traffic is important to the overall success of Hume Central. Its development should limit the dominant effects of cars while also acknowledging that, when incorporated with sensitivity, they can play an important role in animating public space as well as contributing to safer urban environments. This principle establishes that cars should not be excluded from Hume Central but rather accommodated within all public spaces – at the very least for service and emergency vehicles - in order to offer flexibility for a range of traffic management possibilities. This principle designates two key roads to provide permanent vehicle connection across Hume Central. The Commercial Street will benefit from passing traffic to provide a prominent sense of address, as well as for ease of day-to-day servicing and trade. In addition, an elbow road from Dimboola Road to a mid-block location on Pascoe Vale Road provides access to the potential precinct car park and drop-off within the Civic Spine. The northern section of the Civic Spine, through to Tanderrum Way, is given pedestrian priority but can be treated as a shareway at designated periods - to be controlled with bollards. Other spaces treated as shareways include the lane to the west of Hume Council Offices (providing access to the basement car park and service access to the restaurants on Eat Square), and an east-west link between Pearcedale Parade and the Commercial street that provides access to the residential car parks.



03.06 PEDESTRIAN PRIORITY AND PERMEABILITY

This principle proposes the creation of small streets, lanes and pedestrian areas to ensure walking is the best way to experience Hume Central. Areas of pedestrian priority, where intimate and human scale spaces are animated by activity from adjacent buildings, are matched with desire lines to key destinations across Broadmeadows Town Centre. The priority pedestrian zones are focused around the existing Civic Plaza and proposed Eat Square and Town Hall place. They should have partial or full closure to vehicular traffic and/or low speed restrictions. Shared zones are proposed on the secondary connections from Eat Square to Tanderrum Way on the west of the Hume Council Offices and the Residential Mews linking the private residential courtyards with adjacent streets. These are designed to prioritise pedestrians and public life. The palette and landscape treatments create a strong differentiation from traditional vehicle priority streets to remind drivers that they should proceed cautiously and slowly. A traditional street layout along Commercial Street connects the Broadmeadows Shopping Centre and the Legal Precinct south of Dimboola Road, in addition to providing efficient access to the potential carpark on the corner of Pascoe Vale Road.

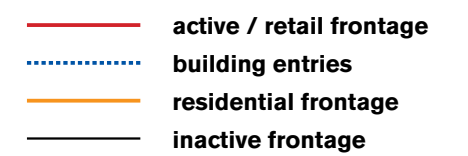
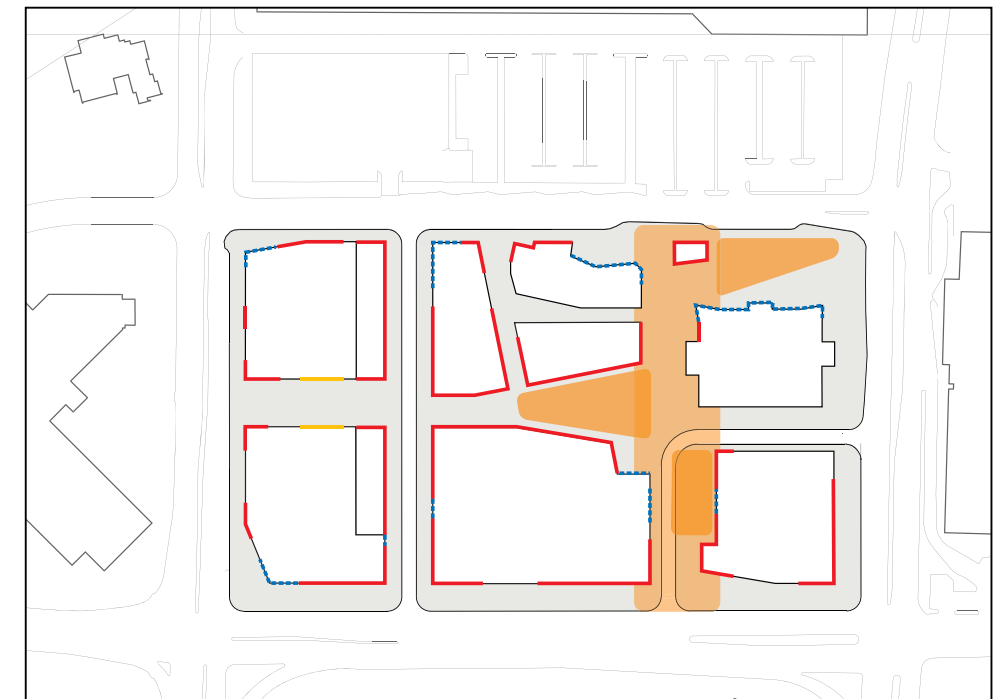
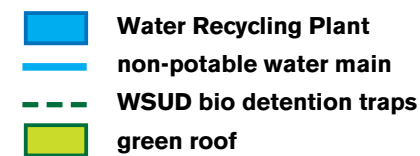
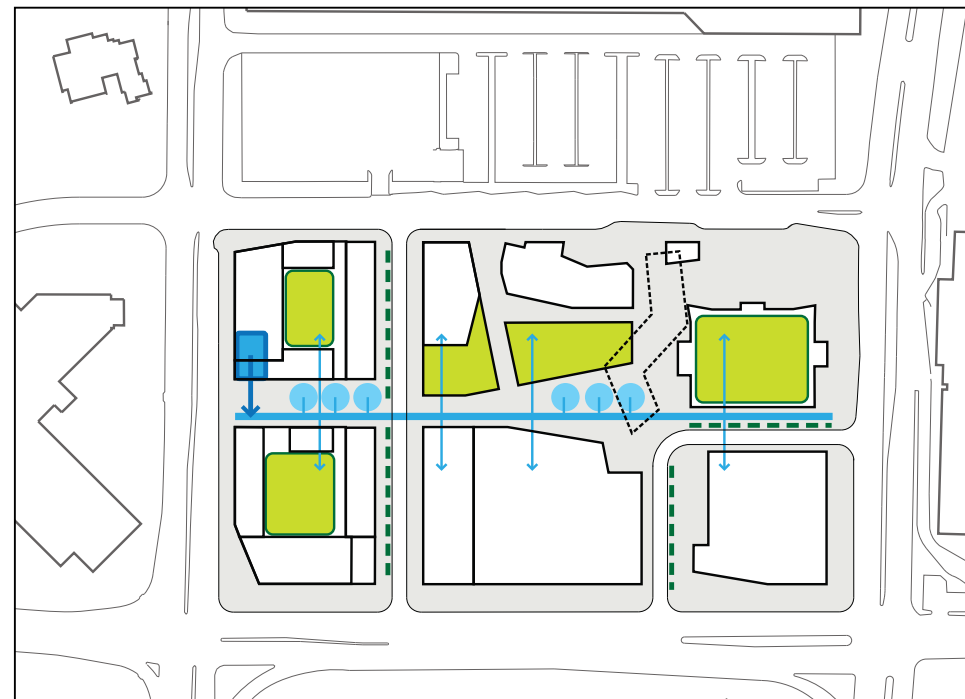
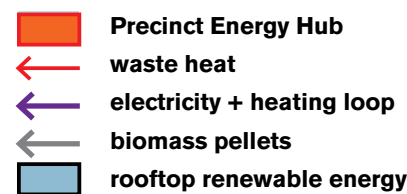
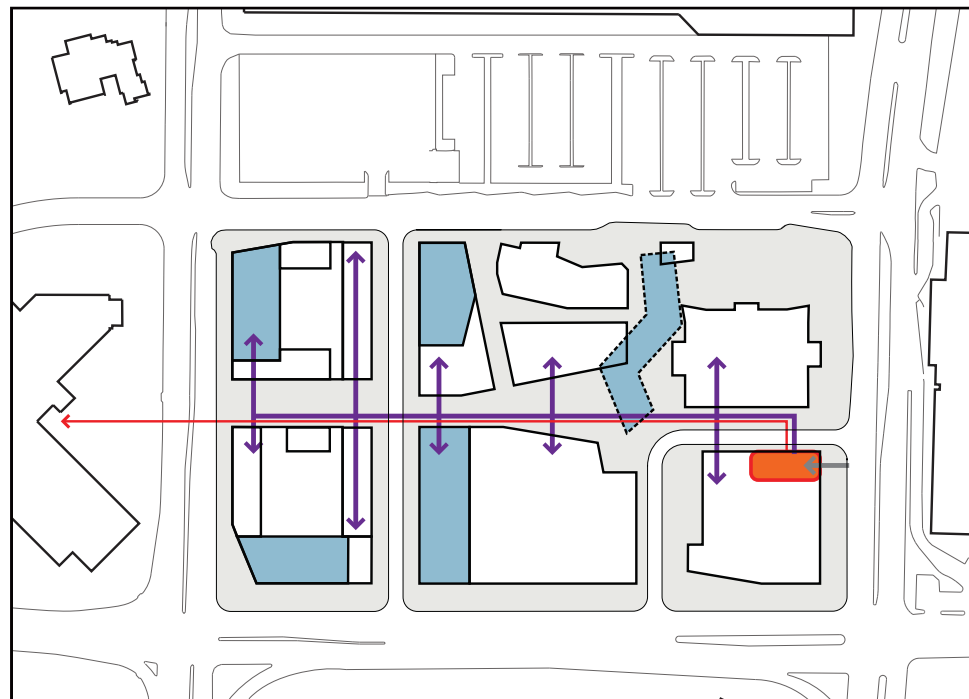
A number of refinements have been recommended to Dimboola Road to enhance the pedestrian experience, such as removing the slip lanes at the east and west intersections and the introduction of a mid-block pedestrian crossing.



03.07 KEY BUILDING AND CAR PARK ENTRIES

Building entries provide both activation and animation to the surrounding streets. The key building entries have been distributed to address the key locations within Hume Central.

To limit impact on the key roads of the precinct, car park entries and building servicing are provided from minor local roads and shareways.



03.08 PRECINCT ENERGY NETWORK

Generating and sharing renewable energy across the precinct is a key sustainability initiative for Hume Central. The site has an excellent north facing aspect lending itself to large solar panel arrays for electricity generation and solar hot water. Electricity generation could be shared between buildings so large non accessible roofs could provide a cheap and local source of renewable energy to feed into other buildings in the precinct. Likewise solar hot water excessive to any specific building's needs could be shared with other buildings in the precinct with higher hot water demand or via hydronic heating systems. Building integrated solar PV technology also presents exciting opportunities for optimizing the generation of renewable energy. Cogeneration is also proposed as an alternative option for a precinct level energy solution. This involves the production of on-site electricity in a Precinct Energy Hub which is also able to capture the waste heat as a heat source for the buildings across Hume Central. Bio-mass pellets produced from municipal waste within Hume City could be used as a source of renewable energy generation for the Energy Hub.

Other sustainable opportunities include: the use of LED street lights, the incorporation of electric car charging points in all new car parks, loose-fit design principles for buildings to allow future retro-fitting, and the adaptive reuse of the Town Hall.

03.09 PRECINCT WATER LOOP

The management of stormwater and the minimisation of potable water usage are key objectives in creating resilient developments with minimal impact on urban infrastructure. For Hume Central a number of opportunities are available including:

- Integration of WSUD bio retention traps within road profiles.
- Rain water harvesting from building roofs and the public realm to be collected and stored in rainwater tanks.
- Rainwater tanks networked through a non-potable water mains providing non-potable water for landscape irrigation and toilet flushing.
- Provision of a water recycling plant.

03.10 ACTIVE EDGES

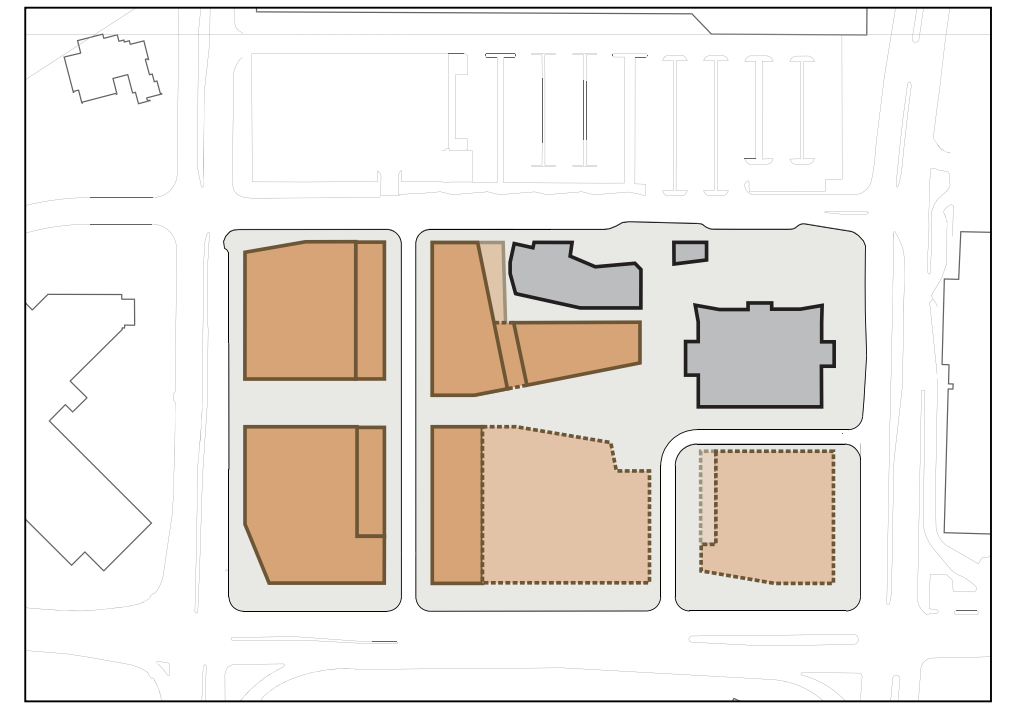
This principle seeks to maximises the extent of ground floor activity but without assuming that it is possible to activate all edges continuously. Priority is given to concentrating retail and food and beverage activity along the Civic Spine and around Eat Square. The Commercial Street is continuously activated by both retail and service offices. Other edges and interfaces are activated with building entries and retail tenancies on a punctuated basis.



- min. 50% glazing
- preserved facade
- - - - min. 50% balcony / glazing
- screen facade



- retail
- civic
- mixed use
- office
- SOHO
- residential



- HCC owned building
- HCC owned public realm
- private development
- HCC or private development

03.11 UPPER LEVEL INTERFACES

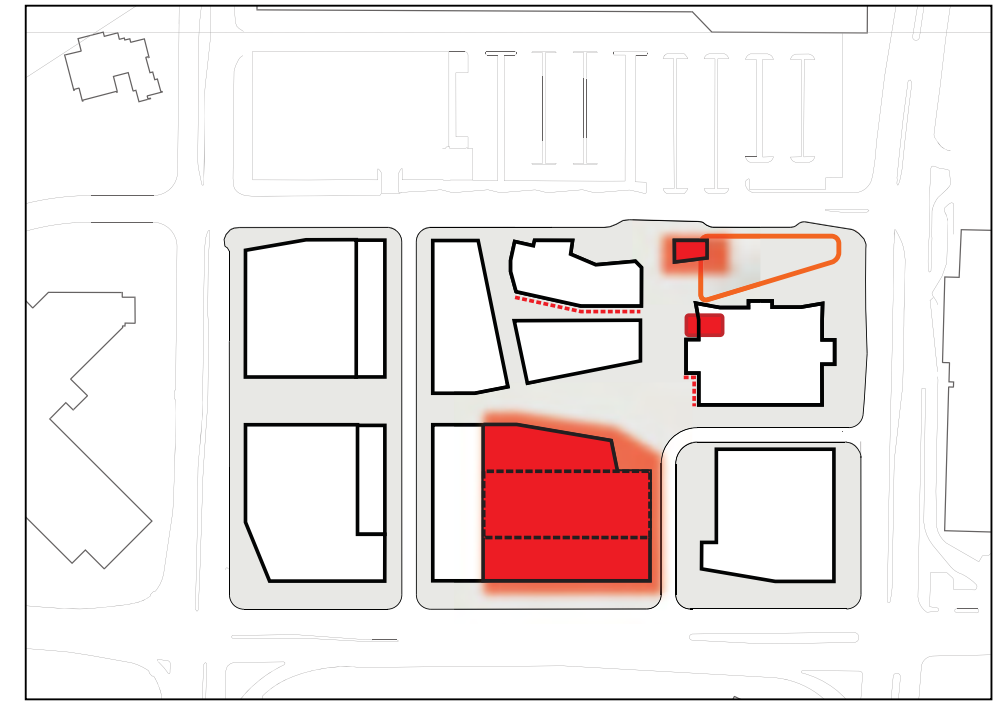
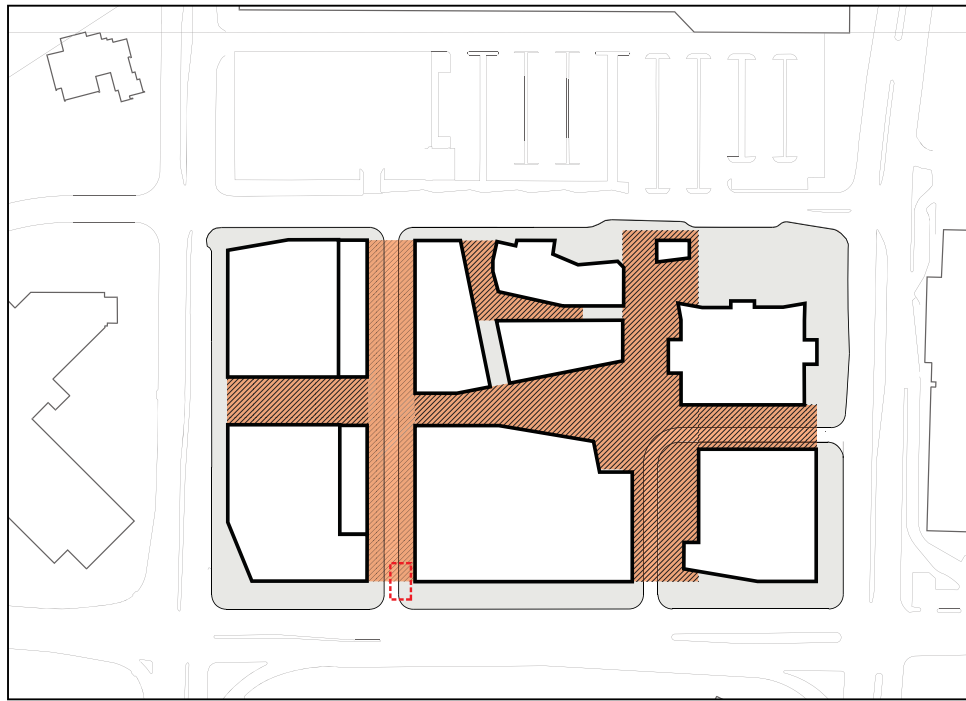
Ensuring that building facades to key streets and public spaces have an appropriate level of openness and articulation will be essential to the final quality and character of the Hume Central built environment. The key principle is that the different building types facilitate occupation of the facade zone through the provision of glazing and balconies - encouraging passive surveillance but also contributing to the animation of streets and spaces. This will be re-inforced by the utilisation of facade systems and materials with variation and articulation and an avoidance of large, blank facades that offer little visual interest or animation to the streetscape.

03.12 PREFERRED LAND USE

This principle seeks to reinforce the mix of uses to be accommodated in Hume Central. The eastern edge part of Hume Central – around the Civic Spine – is predominantly anchored by civic and retail uses. This includes the key existing civic buildings and the potential mixed use car park building on the south-east corner of Hume Central. The Commercial Street has office and SOHO uses, with ground level retail, creating an active street. The western edge of Hume Central, forming the interface to Pearcedale Parade is residential.

03.13 COUNCIL OWNED / PRIVATE ASSETS

This principle assumes that Council will retain ownership of its existing built assets, including the Town Hall as well as the extensive public realm throughout Hume Central including the Civic Spine, public squares and new roads. Individual development parcels would be sold to private investors for residential and commercial development. Depending on interest and proposals from the private sector, the two parcels on the north of Eat Square could be consolidated and the laneway link internalised within the development. The Town Hall and potential mixed use public car park could be developed jointly by Council with the private sector.



03.14 EASEMENTS

The definition of a large easement or no development zone that correlates with the key streets and public realm will ensure that the main structuring principles of open space and connectivity can be implemented. Where easements are shown over privately owned land these are proposed to provide certainty regarding where open space or transport infrastructure requirements are to be met in the future development of the land.

03.15 DIVERSITY OF OPEN SPACE TYPES

Providing a mix of public open space types supports a diversity of uses and meet the needs of current and future Hume Central populations. A network of diverse public open spaces enables a variety of experiences and uses. Broadmeadows' open spaces must work together to suit the needs of the local community whilst ensuring they also complement the broader surrounding open space system. Three types of public open space have been identified to meet the amenity needs of Hume Central's residents, workers and visitors. The categories are based on the main character and role of the space. The size and location of existing and new public spaces is set out in the diagram above. The arrangement of these spaces has been considered on the basis of safe and easy walking access to open space, the ability of open space to act as an armature for the development and activation of future public buildings and the visual and pedestrian connectivity between open space types.

1. Civic Plaza

The Civic Plaza has been designed to accommodate social gatherings and civic events. Located adjacent to the GLC, it generally has an urban character.

2. Eat Square

The central square has a greener focus with an emphatically vegetated character. The square can be used for smaller and informal activities but primarily provide for passive uses. It has strongly activated edges.

3. Pocket Parks

These parks, including Town Hall Place and the Residential Mews contain areas of vegetation, respite and pedestrian priority and primarily provide for local resident and worker use. They are spaces borrowed from the street to support passive occupation.

03.16 ENHANCEMENTS TO EXISTING COUNCIL ASSETS

Key to the success of the Civic Spine as an active, vibrant and viable public space are the modifications of the existing Council assets to enable them to better engage, anchor and activate the Spine. These modifications include:

- Adaptive re-use of the Town Hall to include multi-purpose community space and a mix of other uses.
- Re-configuring the western edge of the Global Learning Centre by re-locating the loading dock and building services and by opening the internal cafe onto the external terrace.
- New pavilion on the western edge of the Civic Plaza to provide more activation.
- Upgrading the south facade of the Hume Council Offices to provide a more animated presence to Eat Square.



04 NEXT STEPS

04.01 NEXT STEPS

Subject to Council's consideration of the community's feedback on Hume Central: The Vision, it is proposed that an Implementation Plan be prepared. This would guide the delivery of The Vision and may cover the following key elements:

- Planning Certainty – develop planning provisions and design guidelines to facilitate the development of the site.
- Infrastructure / Services – identify public realm improvements and infrastructure provision that could give the private sector leverage and the ability to market the area to investors.
- Social / Cultural Initiatives – establish an approach to community events and place-making activities that can create vibrancy, activity and interest in Hume Central - including seed projects such as the adaptive re-use of the Town Hall.
- Investment Attraction – work with private and public sector partners to facilitate development and investment.
- Car Parking – seek to partner with stakeholders and landowners in the Town Centre to develop a 'whole of precinct' approach to car parking.

