

# Point Cook

## Town Centre and Boardwalk Estate, Western Melbourne

### Project Type

New town centre

### Date

2000 - 2002

### ESD Role

Urban designer

### Project Size

175 hectares

### Client

VicUrban

### Implementation Status

Open for business



*ESD's Point Cook Town Centre plan.*

Point Cook is 23 kilometres from Melbourne's CBD, and has been urbanising gradually for over a decade. VicUrban, the State Government's development arm, owned the partially constructed 175ha Boardwalk Estate. Adjoining developments, also mostly complete, comprise a retail catchment of about 25,000 people for the Point Cook Town Centre.

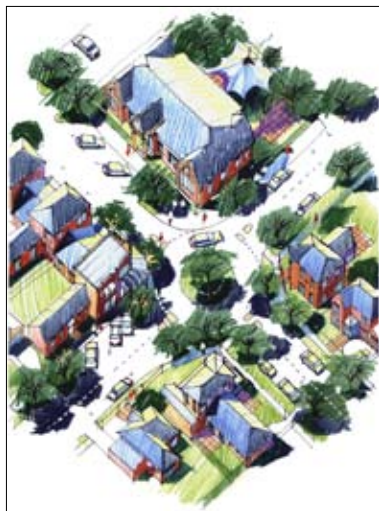
In 2000, VicUrban decided that the town centre should be a mixed-use, main street-based model, and engaged ESD to lead its design and to re-design the remaining undeveloped surrounding neighbourhoods. Features of the design include better connections to the proposed town centre, slightly higher residential densities, and a neighbourhood centre, called The Strand. ESD then prepared Housing Guidelines for the medium density housing sites that surround the town centre, which are now mostly occupied.

VicUrban tendered the town centre development, using a design brief prepared by ESD, and Walker Corporation won the tender. The town centre is now open, approximately emulating ESD's plan. Most of the surrounding Boardwalk Estate is also now complete, along with a primary school, Council's Murnong Community Centre, a skate park, and the Strand Neighbourhood Centre.

ESD's Town Centre Concept Plan locates on a north-south main street, which parallels Boardwalk Blvd (which is too wide and busy for a good main street). The main street terminates its northern vista on the large wetlands park, before linking west to Boardwalk Blvd. Four mixed-use super-blocks have multi-storey perimeter block development with intra-block and basement parking. Leisure retail fronts the wetlands park, and two supermarkets with a discount department store anchor numerous specialty shops for a total retail area of about 25,000sqm. Upstairs premises contain offices and other uses. More car-oriented businesses line the eastern side of Boardwalk Boulevard and the northern side of Dunnings Road. Multi-storey apartments and medium-density housing adjoin the town centre, capitalising on the urban amenity of the centre and the natural amenity of the park.



*ESD Boardwalk Estate plan.*



*Strand Neighbourhood Centre, now complete.*



*Walker Corp's plan, now almost constructed.*



*The town centre's main intersection.*