

# MEGAmile (West) & Blackburn Activity Centres

## URBAN DESIGN FRAMEWORK

*Providing feedback on the draft Framework is an opportunity for you to have input into how your local activity centre will develop into the future.*

### FEEDBACK FORM

What do you like about the draft MegaMile (West) and Blackburn Activity Centres Urban Design Framework?

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Are there any changes or improvements that you think should be made to the draft Framework?

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What are your top five priorities for the implementation of the draft Framework?

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Do you have any other feedback?

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(PLEASE PRINT)

Name:.....

Address:.....

Phone No:..... Mobile No:.....

Email Address:.....

**FEEDBACK DUE BY FRIDAY 11 JUNE 2010**

Send feedback forms and written submissions to:

Sharna Cole, Strategic Planner  
Whitehorse City Council  
Locked Bag 2  
Nunawading Delivery Centre VIC 3131  
Fax: (03) 9262 6490  
Email: [MegaMile\\_blackburn@whitehorse.vic.gov.au](mailto:MegaMile_blackburn@whitehorse.vic.gov.au)

If you have any queries, phone Sharna Cole on 9262 6180

Note: Personal information collected by Council is used to inform you about the Megamile (west) Blackburn Activity Centres Urban Design Framework. The personal information will be used solely by Council and its project consultants for the primary purpose or directly related purposes and will not be disclosed to any other party except as required by law. Participants may access the information held by contacting the Strategic Planning Unit on 9262 6180.

**To speak with Council in a language other than English please call our Telephone Interpreter Service (TIS) on 131 450. Ask to be connected to Whitehorse City Council.**

# MEGAmile (West) & Blackburn Activity Centres

## URBAN DESIGN FRAMEWORK

### Bulletin No. 3

**DRAFT FRAMEWORK  
ON DISPLAY  
MAY / JUNE 2010**

### The MegaMile (West) and Blackburn Activity Centres Urban Design Framework

In June 2009 Council commenced preparation of the MegaMile (West) and Blackburn Activity Centres Urban Design Framework. The Framework is a long term plan to guide growth and change in the centres for the next 15 years.

The draft Framework draws together the outcomes of research undertaken by the study team, feedback from the community and stakeholders, and ongoing input from a committee of local representatives.

The draft Framework includes a vision for both of the centres and details objectives, strategies and actions that can be progressively undertaken by Council, other organisations and stakeholders.



### THE VISION : MegaMile [West]

The MegaMile (West) Major Activity Centre (MAC) will strengthen its regional role as a bulky goods retailing destination with consolidation of bulky goods retailing along Whitehorse Road, linking with the MegaMile (East). Small offices, generally at upper levels, will locate along Whitehorse Road as a secondary activity focus.

The consistent streetscape and design themes developed for MegaMile (East) will be extended and applied to MegaMile (West).

Access and movement within the centre will recognise the nature of bulky goods retailing with its reliance in part on private vehicle access. Improvements to the pedestrian environment and consolidation of car parking areas will increase pedestrian activity throughout the MegaMile and encourage more sustainable transport options.

### HAVE YOUR SAY...

Please take one of the opportunities provided (below) to add your input into the draft framework:

#### Community Information Stall:

Speak with Council Officers and view the draft Framework

When : **Saturday 5 June**

Where: Blackburn Station Village, South Parade, Blackburn

Time: 9am to 1pm

#### View a copy of the draft Framework:

Copies of the draft can be viewed at Libraries, Council customer service centres or online at [www.whitehorse.vic.gov.au/megamile\\_blackburn.html](http://www.whitehorse.vic.gov.au/megamile_blackburn.html)

#### Complete the Feedback Form:

Fill out the attached feedback form (also available online at [www.whitehorse.vic.gov.au/megamile\\_blackburn.html](http://www.whitehorse.vic.gov.au/megamile_blackburn.html)) by Friday 11 June 2010 and send it to:

Sharna Cole, Strategic Planner  
Whitehorse City Council  
Locked Bag 2  
Nunawading Delivery Centre VIC 3131

Fax: (03) 9262 6490

Email: [MegaMile\\_blackburn@whitehorse.vic.gov.au](mailto:MegaMile_blackburn@whitehorse.vic.gov.au)

If you have any queries, phone Sharna Cole on 9262 6180

**ALL FEEDBACK DUE BY  
FRIDAY 11 JUNE, 2010**

### THE VISION : Blackburn

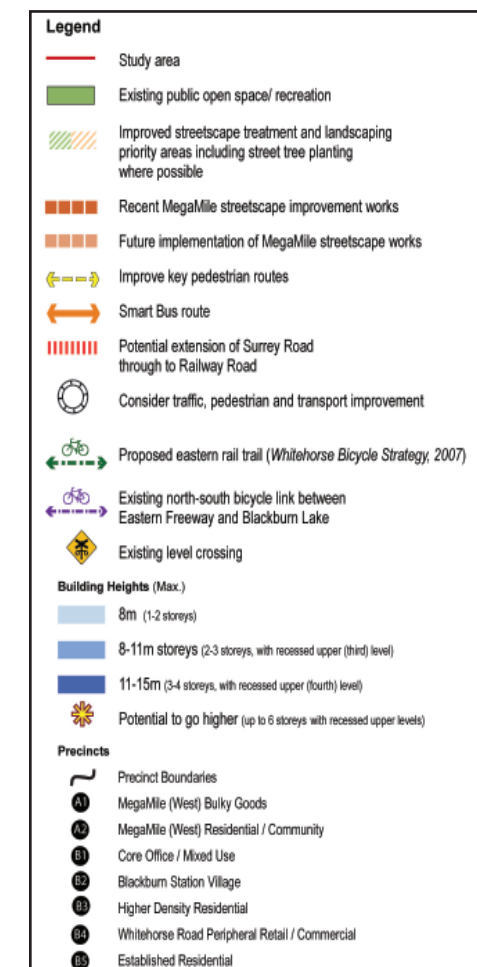
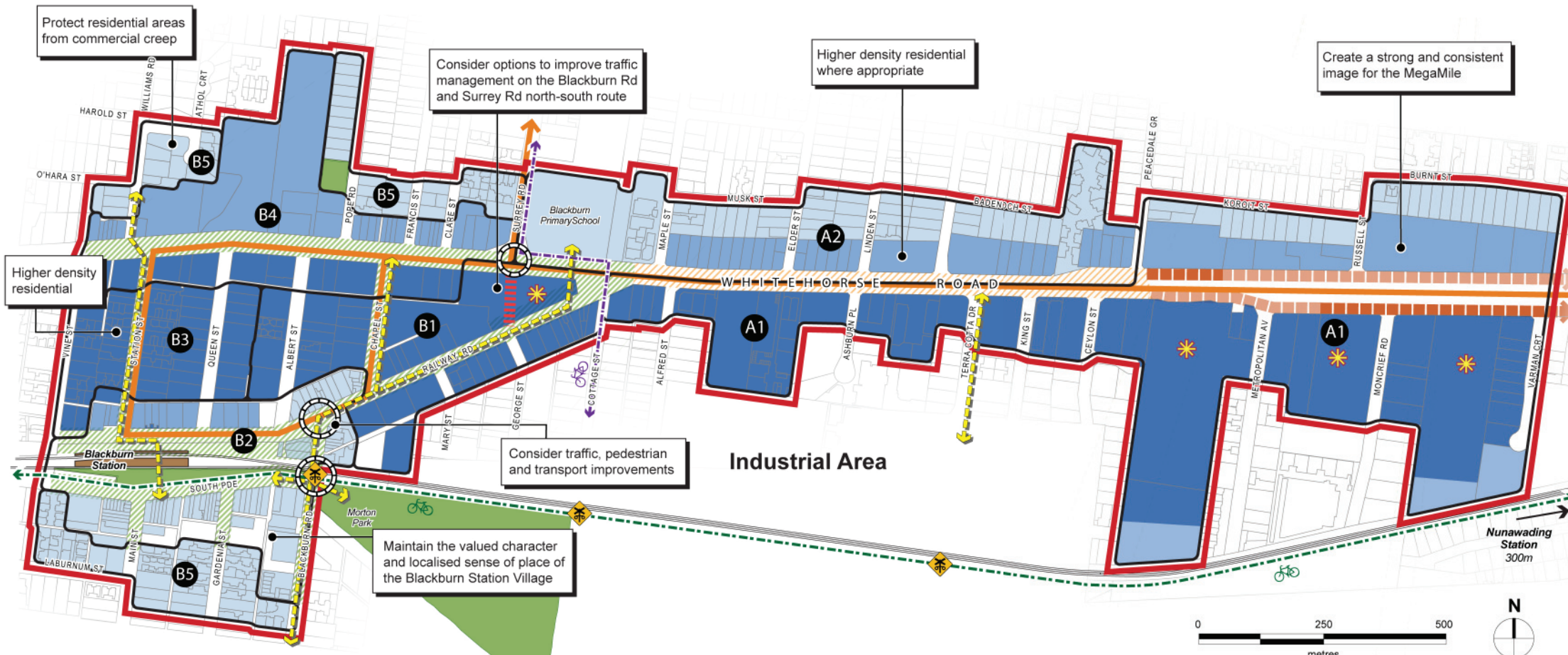
The Blackburn Neighbourhood Activity Centre (NAC) will strengthen its role as an urban village focused around the Blackburn Railway Station as a high quality transport hub.

The Blackburn Station Village will remain as the heart of the area, with its strong sense of place and identity as a local shopping centre and community meeting place.

This will be complemented by a mix of retail, office, community and higher density residential uses adding to its vibrancy and activity. Improvements to connections between the north and south sides of the railway line and northern parts of Whitehorse Road, and surrounding residential areas will promote walking and cycling to and within the Activity Centre.

URBAN DESIGN FRAMEWORK

Overall Strategy



Activities

- Consolidate and strengthen the role of the MegaMile as a key bulky goods retail destination serving a wide catchment.
- Strengthen the local neighbourhood role and continue to support a mix of activities within the Blackburn Neighbourhood Activity Centre as an urban village.
- Protect established residential and industrial areas from inappropriate commercial uses.
- Provide for more housing choice and diversity within the MegaMile (West) and Blackburn Activity Centres.

Buildings

- Create a strong and distinct image for both the MegaMile (West) MAC and Blackburn NAC activity centres.
- Facilitate the redevelopment of potential opportunity sites.
- Ensure that new development is sensitively designed and complements or enhances the existing character of the area.
- Reinforce sustainable design practices in the siting and design of new development, or retrofitting of existing buildings in line with Council's draft Environmentally Sustainable Design Policy.
- Facilitate the activation of buildings at the street level.

DRAFT URBAN DESIGN FRAMEWORK

The draft Framework contains broad objectives under four overall themes and also identifies seven precincts with specific strategies and actions. This is a summary of the objectives for the overall themes contained in the document. The draft framework provides more details and explanations of the themes and recommendations for each precinct.

Information about how to view or obtain a copy of the draft Framework and how to give Council your feedback are provided on the front of this bulletin.

Access

- Provide equitable access for all.
- Facilitate modal shift from private vehicles to sustainable modes of transport including cycling, walking and public transport.
- Create a high quality pedestrian environment to encourage walking around the centres.
- Manage the road network to optimise safety, amenity and efficiency for all road users including cars and bicycles.
- Manage car parking demand and provision to support the activity, streetscape amenity and economic competitiveness of the MegaMile (West) and Blackburn Activity Centres.

Spaces

- Provide a variety of experiences and opportunities for people to meet, enjoy and relax in both the MegaMile (West) and Blackburn Activity Centres.
- Create a vibrant, interesting and safe pedestrian environment.
- Strengthen the local sense of place, character and identity of the Activity Centres.
- Enhance the leafy landscape setting and sustainable image of the area.