

Edmonton Town Centre Master Plan



edmonton
TOWN CENTRE

v.01 - January 2012



AECOM

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Table of Contents

1.0 Town Centre Vision

Vision	5
Illustrative Plan	6

2.0 Comparison Benchmarks

Centre's Comparison	10
Major Local Competitors	10

3.0 Urban Design Framework

Regional Context	16
Planning Scheme Requirements and Arrangements	17
Statutory Land Use	18
Surrounding Land Use	20
Road Hierarchy	21

4.0 Organising Elements

Master Plan Framework	24
The Urban Core	25
The Urban Centre	26
Community Facilities	27
Overall Land Use Framework	28
Overall Road Network	29

5.0 Built Form

Master Plan Breakdown	32
Building Use	34
Heights and Scale	36
Solar Orientation and Overshadowing	37

6.0 Public Realm

Open Space Character	40
Landscape Vision	41
Town Centre - Option 1	44
Town Centre - Option 2	45
Public Open Space	46
Northern Busway Station Plaza	47

7.0 Streets

Street Hierarchy and Function	50
Street Typologies	52
Public Transit	57

8.0 Design Guidelines - Built Form

Building Sites	62
Building Entries	63
Facades	64
Active Edge Condition	64
Roof, Awning and Weather Protection	66
Building Setbacks	68
Service Access and Docks	70
Car Parking	72

9.0 Design Guidelines - Streets

Signage	76
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10.0 Design Guidelines - Public Realm

Community Facilities	80
Dedicated Cycleway Network	82
Landscape Typologies	84
Pathways	86
Public Art	88
Grade Changes	90

11.0 Implementation Strategy

Staging Plan	94
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1.0 Town Centre Vision

1.0 Vision

A vibrant, diverse, and connected lifestyle development providing environmentally, economically and socially equitable and healthy pedestrian oriented streets, laneways, public realm and open spaces.



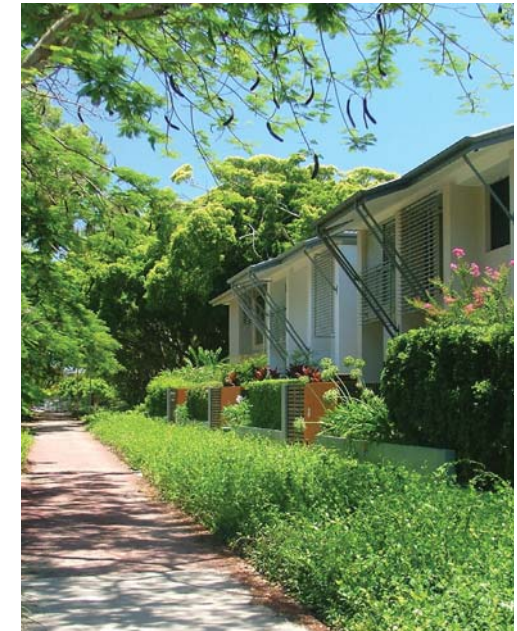
Key Principles:

The key principles of the development are to:

- » Enrich the urban and social fabric of Edmonton
- » Generate prosperous day and night time urban experiences and social interaction, providing retail, commercial residential activity and entertainment
- » Reduce the need for private car use by creating opportunities for people to live close to employment, providing daily needs and social facilities and amenities.
- » Create a distinct and aesthetically pleasing urban environment through provision of quality public realm spaces and amenities.

Town Centre Experience

- » Vibrant street and public life
- » Being both indoors and outdoors in climate sensitive places
- » Be part of the environment, aware of weather, trees wind rain sun
- » Gathering places/ plazas/ streets/ laneways/ courtyards
- » Fine grain feel within a large scale development
- » A place to live, work, shop and play
- » Many buildings and varied architecture
- » A 24 hour place that is safe/ comfortable for all ages
- » Distinct precincts
- » A place to come to often and to stay longer.





Edmonton Town Centre Illustrative Concept Plan



Highlights of Town Centre

Organising Structure

- » Town Centre Core comprised of four quadrants
- » Each quadrant comprised of a major building block and multiple building sites
- » Building sites comprise of fine scaled building expressions

Public Realm/ Streets

- » Main Street as private central integrating street.
- » Quadrant loop as pedestrian only retail precinct
- » Collector and internal ring road as primary vehicular/cycle transit and service routes
- » Linear parks and Northern busway plaza as pedestrian/cycle links to busway transit stations.

Public Realm/Gathering Spaces

- » Town Centre Square as a central civic focus within the retail core with varied experiences
- » Pocket Parks on the edge of the Town centre core adjacent adjoining open space
- » Linear Park as a link to regional busway transit stations
- » Neighbourhood Park as a central focus to the residential frame.

Land Use Structure

- » Core ground level as primary retail and civic use only
- » Central Town Square site as Library/ Community Centre & cafe focus
- » Levels above grade within core as residential/ commercial/ civic mix
- » Frame development as residential and commercial sleeves
- » Linear and Neighbourhood parks as residential/ public use active and passive space

Transport/ Movement Systems

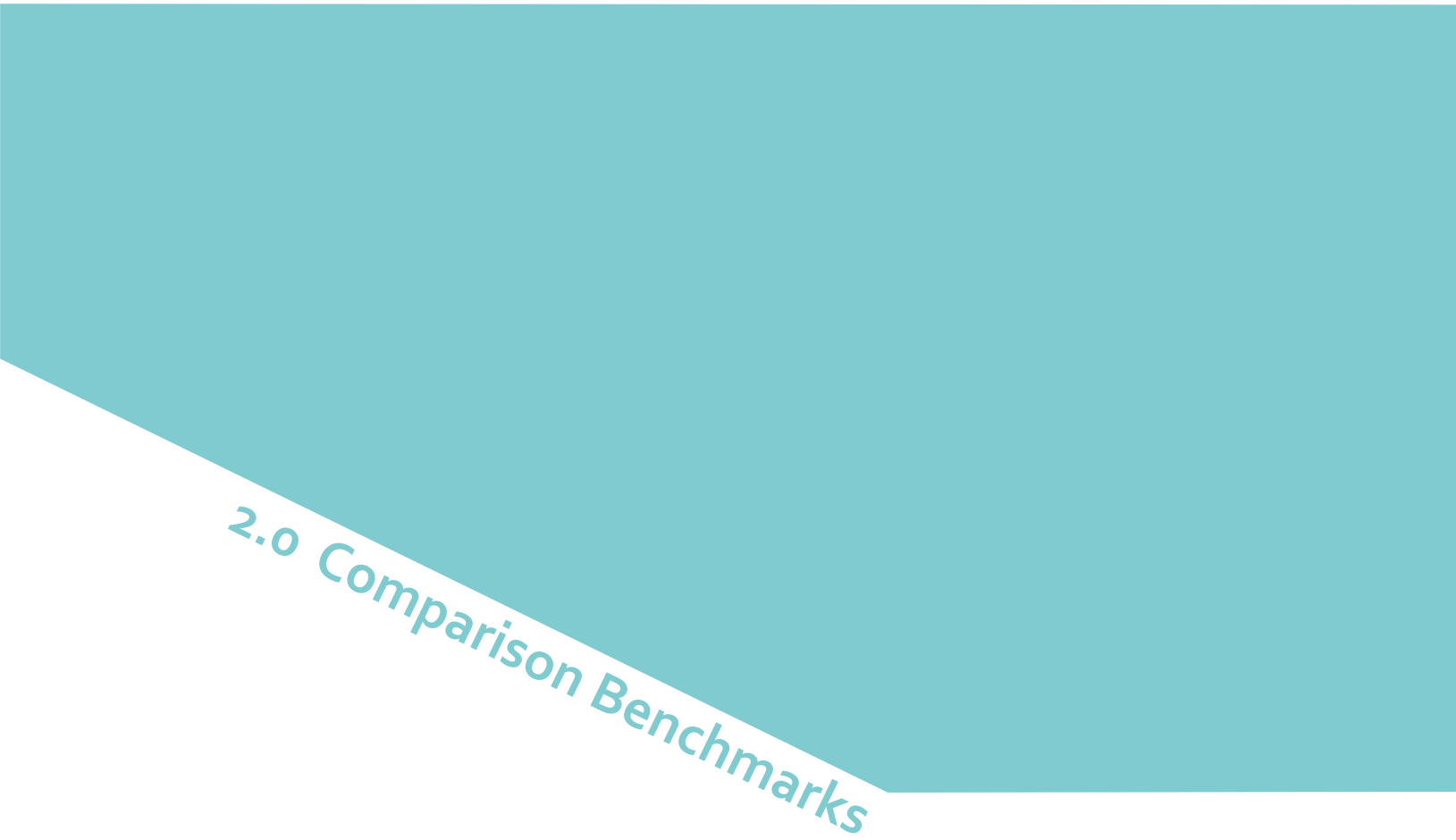
- » Regional busway transit stations positioned north and west of site on Logomeir Road
- » Primary car access routes limited to collector road entries
- » Dedicated on and off road cycle routes through the development
- » Pedestrian priority in core to welcome pedestrians
- » Predominance of parking in underground structures
- » Street parking on Main Street
- » Service trucks dispersed to minimise internal impacts

Built Form

- » Varied building heights throughout Town Centre
- » Main Street as predominant urban street
- » Logomeir Road as a 2-5 level mixed use edge
- » Walker Road entry as a 2-4 level residential edge

Character

- » Main Street as a fine grained animated traditional town focus
- » Local Collector/Ring Road as a place of high level diversity and interest
- » Variety of pedestrian ways of fine grain and pedestrian scale
- » Residential neighbourhood with passive focus around central park
- » Town Square as a meeting / entertainment precinct.



2.0 Comparison Benchmarks

In preparing the master plan concept for the Edmonton Town Centre, several town centre benchmarks are presented that have been analyzed to apply successful elements and to understand where certain elements need adaptation to suit the Cairns context, climate and marketplace.

In addition, key retail centre's in the local market are presented to appreciate how the form, function and mix of land uses to be provided at Edmonton Town Centre are distinct from existing retail and commercial offers, and how the proposed concept plan represents a community advantage as a desired contemporary centre suited to the Cairns region and market.

Centres Comparison

Similar Retail/mixed use/residential precincts:

Particular attention has been given to the Rouse Hill Town Centre on Sydney's urban fringe that has received national and international recognition for its development. Some of the awards include:

- » ULI Global Award for Excellence, Rouse Hill Town Centre, 2010
- » PCA Rider Levett Bucknall Award for Innovation and Excellence, Rouse Hill Town Centre, 2009
- » AIA National Walter Burley Griffin Award for Urban Design, Rouse Hill Town Centre, 2008
- » PIA NSW Commendation for Urban Design – Plans & Ideas, Rouse Hill Town Centre, 2006

Providing a High Street and Town Square concept to the Cairns market, in a configuration similar to Rouse Hill, was seen as a desired outcome to meet the community's expectations for the new Town Centre. Consideration has been given to the design principles evidenced at Rouse Hill, which warrant adaptations to suit the Cairns climate and market expectations.



Rouse Hill Town Centre Map

Source: http://www.rhtc.com.au/storelist.aspx?urlkey=store_directory 6/05/2011

Rouse Hill Town Centre New South Wales

Rouse Hill Town Centre is located approximately 35 kilometres north west of the Sydney CBD.

Rouse Hill Town Centre combines the traditional values and streetscape of a contemporary market town with the latest shopping, dining and lifestyle choices, and has set a new standard for sustainable retail development.

Developed by GPT and completed in March 2008, Rouse Hill Town Centre forms the centrepiece of a wider urban development, called The New Rouse Hill, a joint venture between GPT and Lend Lease in conjunction with Landcom and the Department of Planning.

Overview		Tenant Details		
Ownership Interest	100%	Number of Tenancies	227	
Completion	Stage 1: September 2007	Retail Occupancy	99.8%	
	Stage 2: March 2008	Expiry Profile by Base Rent ¹	2010: 2%	2011: 2% 2012: 15%
Asset Type	Regional Centre	Sales Information		
		Annual Sales Turnover	\$347.8m	
Construction/Refurbishment	Completed 2008	Sales Turnover per Square Metre	Specialties	Total Centre
Property Details		Occupancy Costs	16.3%	9.5%
Retail	63,600 sqm	Key Tenants	Area (sqm)	Expiry Date
Office	2,800 sqm	Big W	8,560	Mar-28
Other ²	3,000 sqm	Target	6,820	Mar-28
Total	69,400 sqm	Reading Cinemas	5,780	Apr-23
Car Parking Spaces	2,900	Woolworths	4,610	Sep-27
Income (6 Months)	\$17.9m	Coles	4,120	Sep-27
GPT Fair Value ³	\$476.0m	1. Excludes tenancies over 400 sqm.		
Latest Valuation	\$475.0m	2. Car Wash, Learning and Community.		
Valuer	CB Richard Ellis	3. GPT Fair Value based on cap rate of 6.25%.		
Valuation Date	31 December 2009			
Current Capitalisation Rate	6.25%			
Terminal Capitalisation Rate	6.25%			
Discount Rate	9.75%			

Rouse Hill Centre Statistics

Source: www.gpt.com.au/InvestmentPortfolios/InvestmentPortfolio_June_2010.pdf

Point Cook in Melbourne's southeast features a main street linking to a town square that is framed by low rise contemporary architecture. The mixed use approach used in the centre has been backed by VicUrban, the Victorian Government's sustainable land agency as a desired model for greenfield development that integrates with the surrounding community.

The Point Cook's national award recognition includes:

- » Urban Taskforce's Development Excellence Award for Retail Development in 2010

Another open air mall concept incorporating a traditional main street is the Botany Town Centre in New Zealand. The concept of street activity centered around a Town Square is considered best practice in establishing new standards for mixed use development.

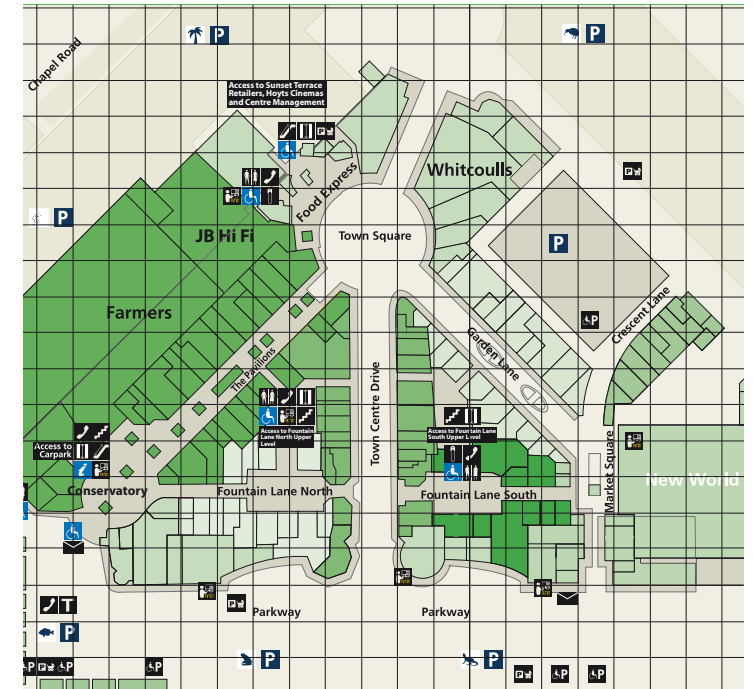
National and international recognition for the development include:

- » International Council of Shopping Centres Design and Development Award - Best New Shopping Centre
- » 2002 - Property Council of New Zealand Rider Hunt Excellence Award for Retail Property
- » 2002 - International Association of Shopping Centres Award - Best New Shopping Centre



Point Cook Town Centre Map

Source: http://www.pointcook.com.au/pdfs/pdfDirectory_040211.pdf



Botany Town Centre Map

Source: http://www.pointcook.com.au/pdfs/pdfDirectory_040211.pdf

Major Local Competitors:

The Stockland Cairns shopping development located in Earlville is seen as a direct competitor the Edmonton Town Centre in servicing the residents of the Southern Corridor.

Although, the Centre features a high tenant occupancy, the Centres traditional fully enclosed mall concept limits opportunities for after hours retailing. This essential feature is a direct selling point and point of difference in the Cairns market for the Edmonton Town Centre.

Increased shopper activity attracted to the Edmonton Town Centre could persuade retailers to longer hours retailing and the higher foot traffic associated to a '24 hour' centre.

Another detrimental design attribute of the centre is its single frontage to the Bruce Highway. High rear fencing has limited integration with the surrounding neighbourhood.

A high proportion of surface parking has also created a large heat island surrounding the centre minimising opportunities for al fresco dining and outdoor activity that will be a essential design element to the Edmonton Town Centre.

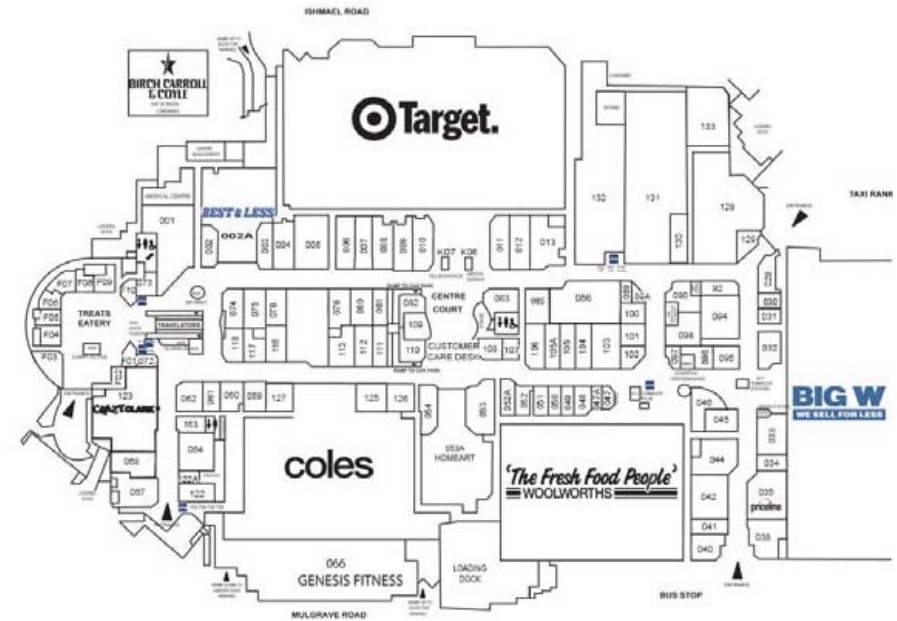
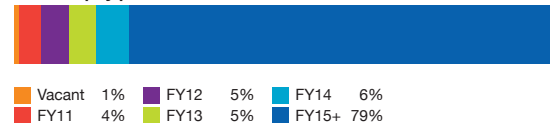


Stockland Cairns, QLD

Located on the main southern arterial road accessing Cairns, the centre occupies an 11.1 hectare site and has two discount department stores, two supermarkets, Birch Carroll & Coyle and 125 speciality stores. A significant tenant remix and upgrade project was completed in March 2009, and the centre now features a brand new Coles concept supermarket and an upgraded council library. JB Hi-Fi was a new addition to the centre in 2010.

Location:	Cairns	
Acquisition date:	Jun 1992	
Ownership/title:	100%/Freehold	
Cost including additions:	\$165.4 million	
Last independent valuation		
Date:	Dec 2010	
Valuation/(\$/m ²):	\$204.0 million (\$4,119/m ²)	
Capitalisation rate:	7.00%	
Discount rate:	9.50%	
Car parking spaces:	2,381	
Gross lettable area:		
Date:	49,532m ²	
Annual sales:	\$264.2 million	
Speciality occupancy cost:	12.6%	
Weighted average lease expiry:	7.1 years	
Major tenants		
	GLA (m²)	Lease expiry
Big W	8,259	Jun 2024
Target	7,079	Jul 2015
Woolworths	4,254	Jun 2016
Coles	3,698	Mar 2029

Lease expiry profile



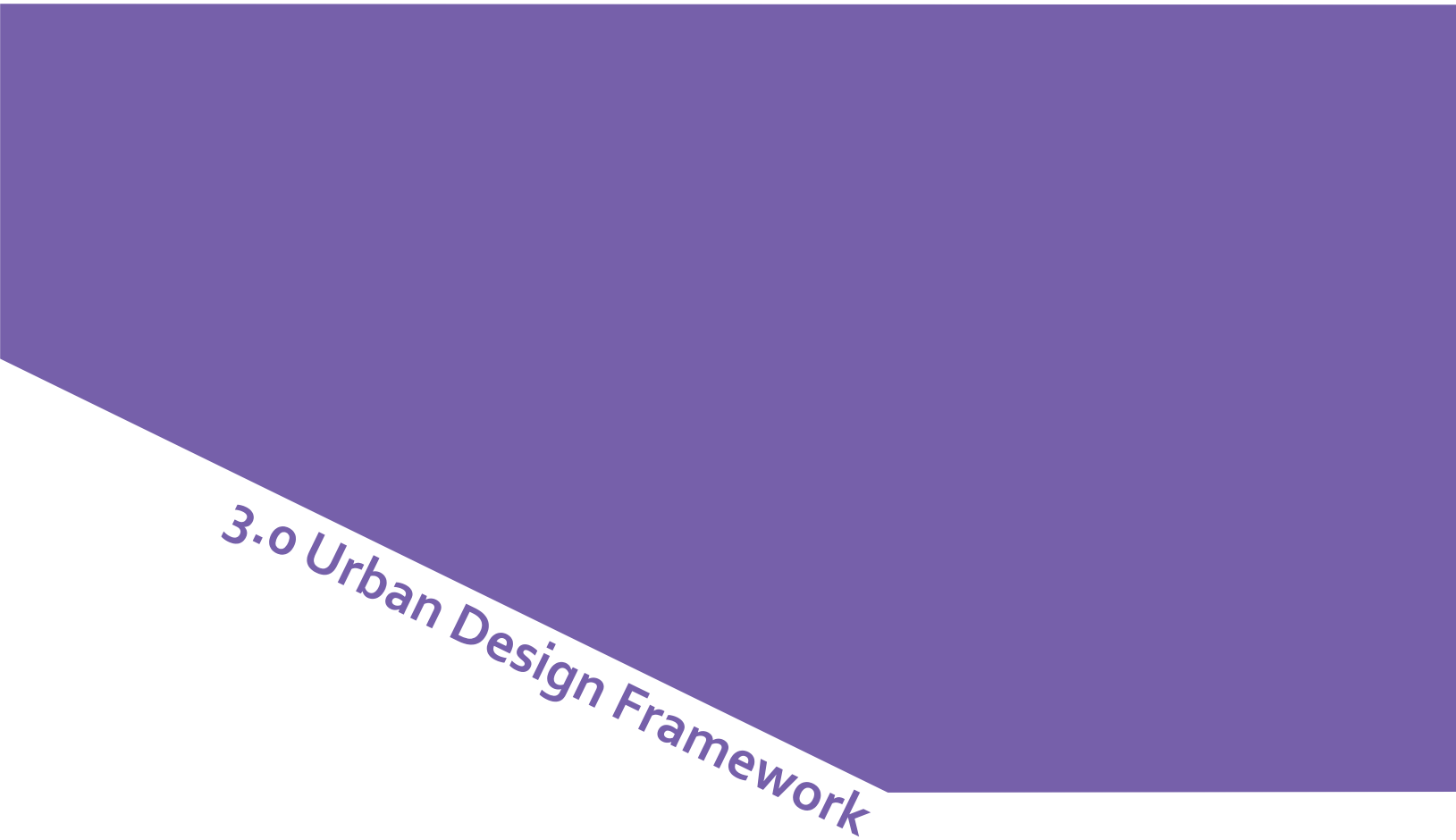
Stockland Cairns Centre Map

Source: http://www.stockland.com.au/shopping-centres/qld/stockland-cairns_find-a-store.htm

Stockland Cairns Statistics

Source: <http://www.aspecthuntley.com.au/asxdata/20110209/pdf/01149402.pdf>





3.0 Urban Design Framework

Site Context

The Town Centre land formed part of the extensive land bank secured by the Swallow Family for their pioneering Hambledon sugar and tropical fruit plantation in 1881.

The Town Centre [Mann Family] portion of 41 hectares was the first subdivision for individual tenant cane growers, when the rising sugar conglomerate—C.S.R. purchased the plantation in 1897, and decided to concentrate their efforts solely on milling the crop. The farm had been initially cleared of its native vegetation by a Chinese workforce, when supporting 30 hectares of dense vine scrub and 11 hectares of open bloodwood forest.

Scottish Highland immigrant brothers Alex and John Mann, both with an agricultural working background, were the first of the original 32 tenants on the scene, and the only ones to be granted freehold status to their land after the ten year leases expired in 1907.

In 1904, the Mann Family had publicly stood alone in claiming that the sugar industry could survive without the need for the predominant South Sea Island [Kanaka] labour force, which was to be phased out, and the farm was the first holding in the Cairns area to successfully operate without Kanaka input.

The land with the addition of an adjoining 13 hectares in 1979, has now been farmed continuously by succeeding generations of the Mann Family for 114 years.



Planning Context for the Master Plan

The preparation of this Master Plan has been considered in the context of previously completed planning efforts and documents.

In particular, significant work precedes the Master Plan that involved ongoing and comprehensive community consultation including enquiry by design (EBD) and key directions and principles were documented by Conics, including an outline of the overall intent, form and character for the Edmonton Centre lands.

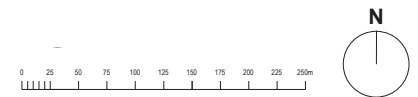
The development of this Master Plan represents a further level of detail and definition for the entire Edmonton Town Centre lands and encompasses the principles, objectives and goals of the previous work that represents the wider community view.

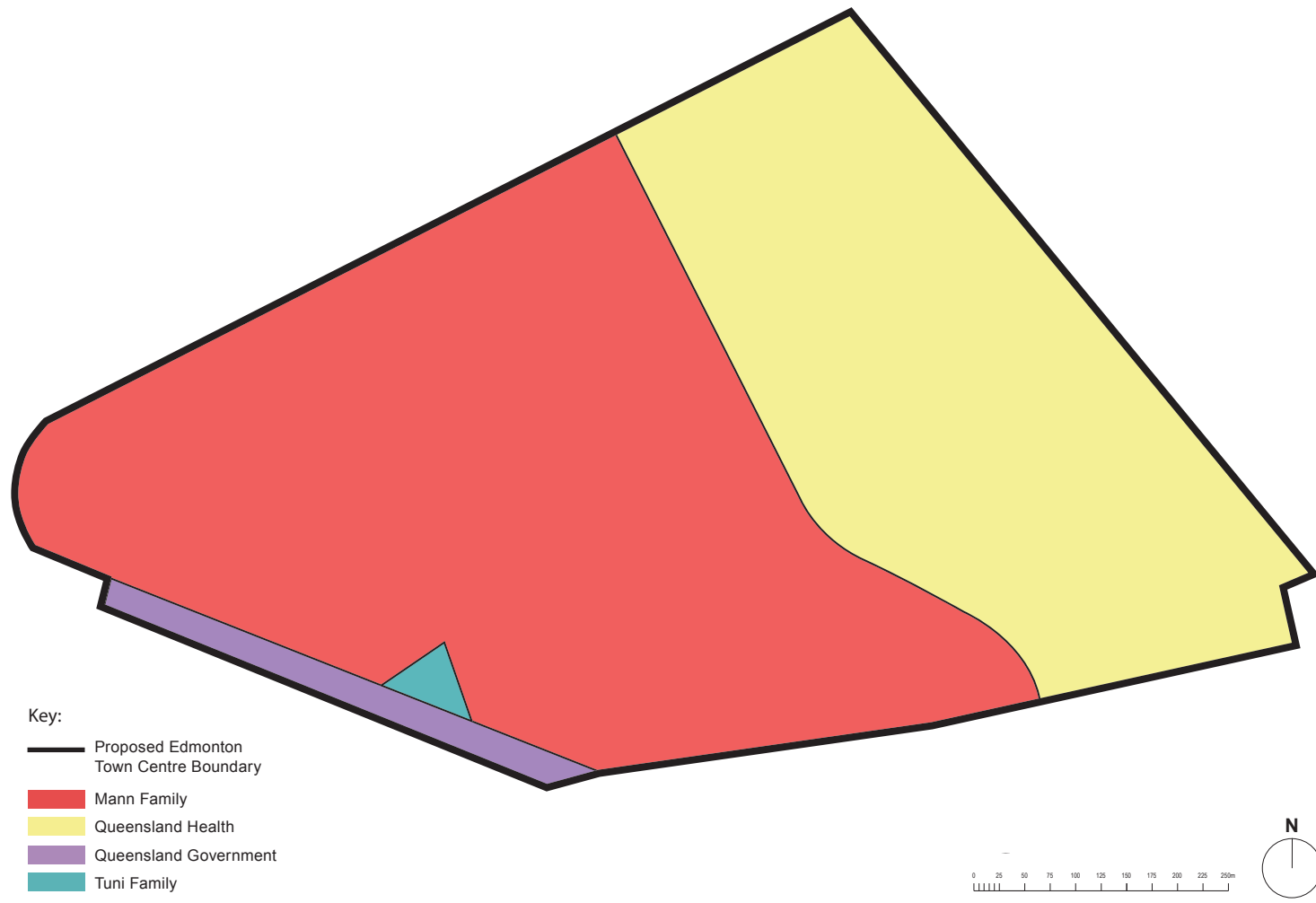
A key variation between earlier work and this Master Plan is due to the recent designation of a significant portion at the east end of the Edmonton Town Centre lands by the Queensland Government for future Health/Community use purposes.

This variation has necessitated a significant redesign of the structure plan and site organisation, which is reflected in this Master Plan. However, in doing so, the master Plan retains the principles, objectives and goals of the earlier work.

The Master Plan itself encompasses all lands within the contiguous area of the Mann Farm, and includes lands owned by other parties. This is intended to provide an organising framework and way forward for the entire Edmonton Town

Centre as a single comprehensive plan, to ensure that the highest and best outcome can be considered and facilitated.





Town Centre Ownership

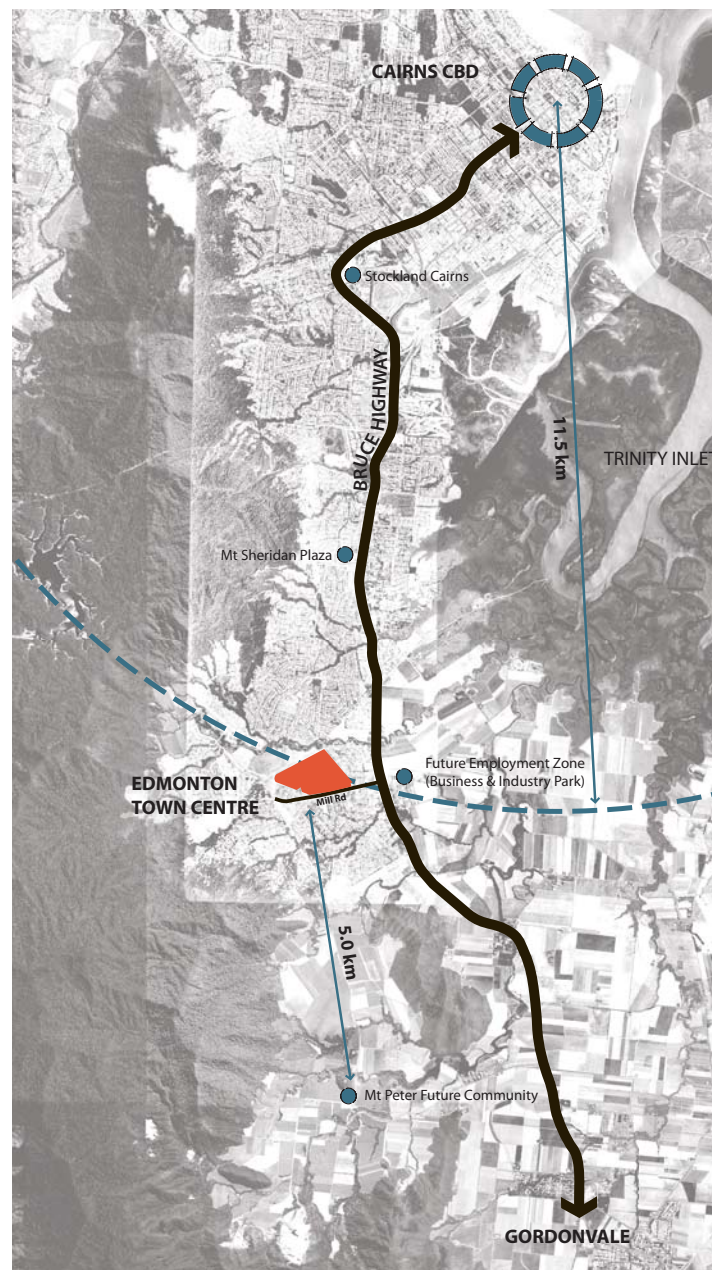
Regional Context

Site Significance:

The Edmonton Town Centre is strategically located within the Cairns Southern Corridor. This Corridor is a major new urban growth area of the City and will ultimately extend through to the Mt Peter area.

Edmonton Town Centre will be the primary major Regional Activity Centre in the Southern Corridor and serving the future residential, economic and transit demand of southern Cairns.

The Town Centre will ultimately serve a trade area population of approximately 80,000 in the broader South Cairns region.



Regional Context South Cairns

Planning Scheme Requirements and Arrangements

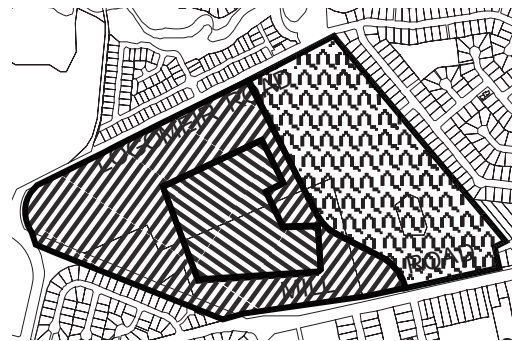
CairnsPlan:

The Edmonton Town Centre site is regulated by CairnsPlan, the Planning Scheme for the City of Cairns. The site is positioned within the White Rock – Edmonton Planning Area. Land within this area is affected by the White Rock – Edmonton Overlay Maps, Assessment Tables and Codes.

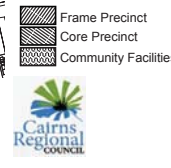
The following Master Plan is intended to minimise inconsistencies and conflicts between the requirements of the applicable codes for development and the intent of the CairnsPlan.

This Master Plan has sought to achieve the intent of the White Rock – Edmonton Planning Area by providing the development framework for a vibrant and sustainable mixed use centre, balancing key economic, environmental and community goals while integrating multiple modes of transport.

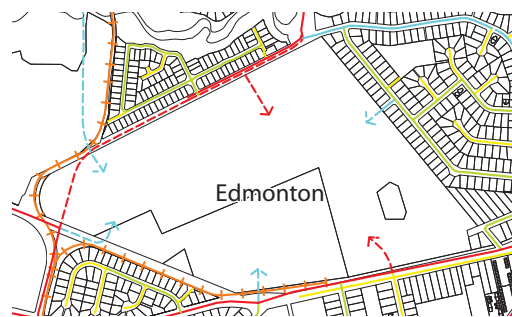
Recognising that the development of a major regional activity centre will take several decades to fully emerge, the Master Plan ensures that the staging of various elements is suitably achieved.



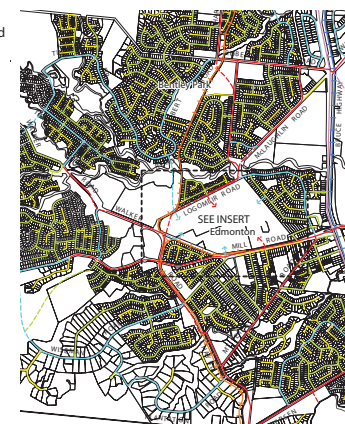
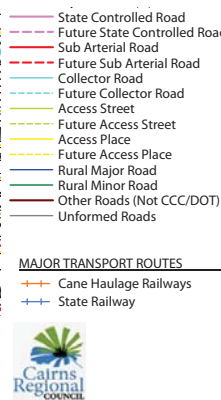
White Rock - Edmonton District Plan
Town Centre Precinct Overlay Amendment 2010_no.2



White Rock - Edmonton District Plan
Planning Areas Overlay Amendment 2010_no.2



White Rock - Edmonton District Plan
Road Hierarchy Overlay Amendment 2010_no.2



Statutory Land Use

Major Precincts:

The Edmonton Town Centre master plan comprises three distinct precincts as described in the White Rock – Edmonton District Plan. The Precincts are referred to as the Town Centre Core, Town Centre Frame and Community Infrastructure.

Precinct 1- Town Centre Core:

- » The Town Centre Core is intended to provide the focus for the major retail, commercial, office, cultural, entertainment and leisure activities within the Centre. Residential accommodation of higher density is integrated where appropriate.

Precinct 2- Town Centre Frame:

- » The Town Centre Frame will be a flexible mixed use Precinct for a range of commercial, health and government services providing a full range of housing choice. Residential building types include higher density apartments, townhouses and compact single family lots.
- » The Precinct will be a significant place of employment and be developed in accordance with transit-oriented community development principles to establish a robust and legible urban environment.

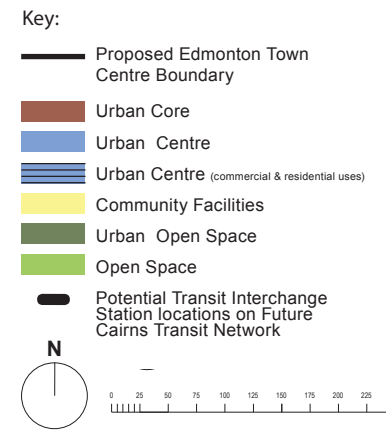
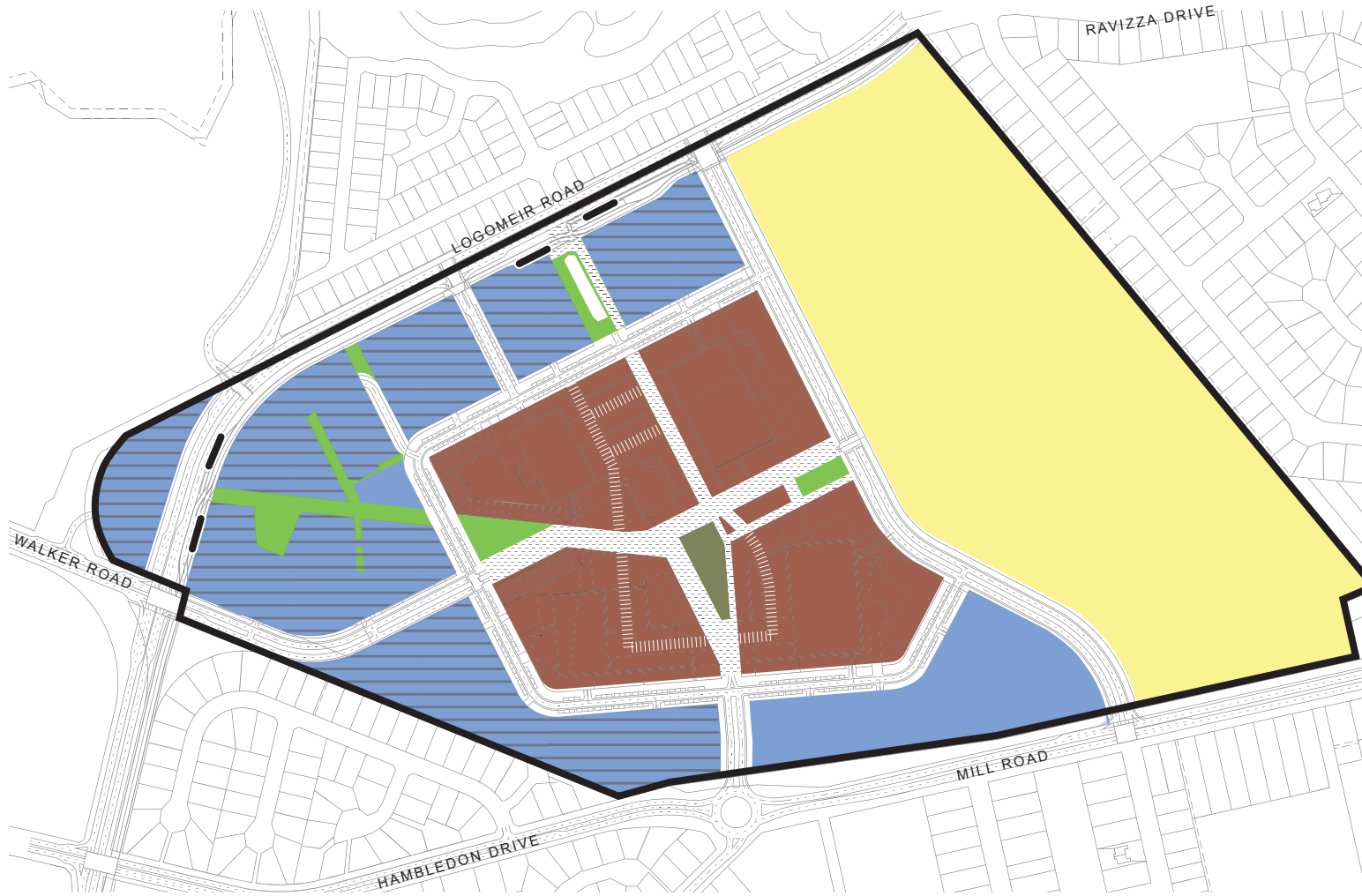
Precinct 3- Community Infrastructure:

- » The Community Infrastructure precinct has been designed to accommodate future health and support facilities. The precinct is intended to be a centralised 'health hub' to residents in the wider South Cairns region.

In confirming the planning intentions of the Edmonton Town Centre, the following Code definitions apply to the precincts within the development. The Code establishes the framework for managing development in accordance with the provisions of the Integrated Planning Act 1997 ('IPA')

The following Code definitions provide a specific outline to the Edmonton Town Centre Planning Area Code:

- » Urban Core Precinct means those areas identified on the Framework Plan as being for 'Urban Centre' purposes.
- » Urban Centre Precinct means those areas identified on the Framework Plan as being for 'Urban Centre' purposes.
- » Community Facilities means those areas identified on the Framework Plan as being for 'Community Facilities' purposes.



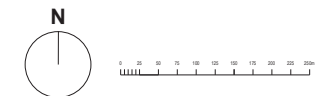
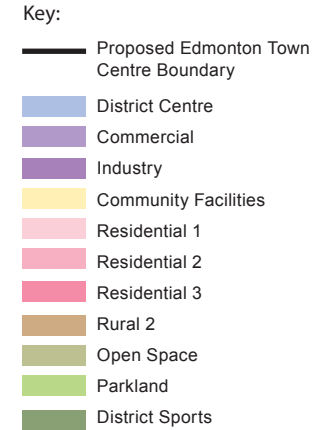
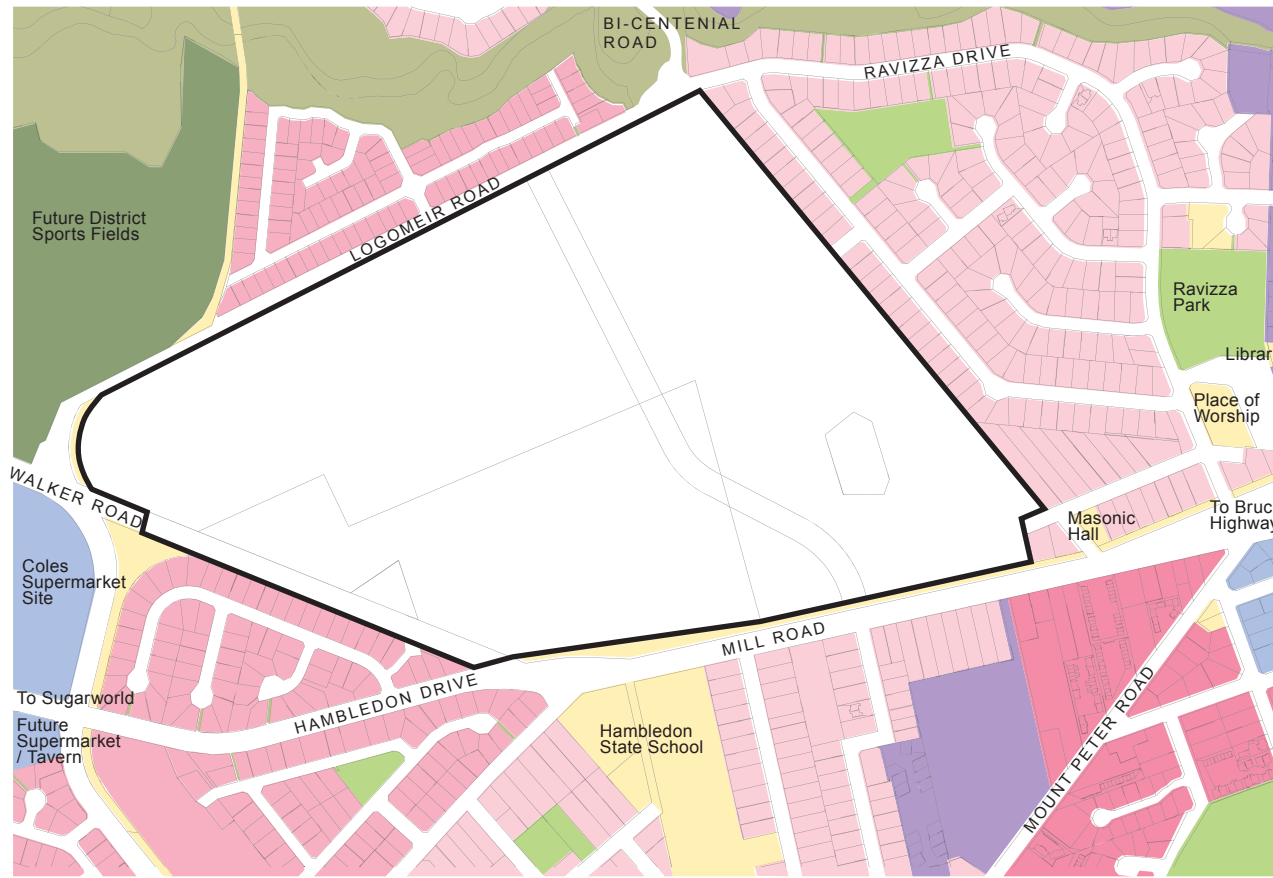
Surrounding Land Use

Places of Significance:

Surrounding the Edmonton Town Centre is the historic township of Edmonton. The major edge to the township is currently the Bruce Highway where mixed shopping and commercial activity fronts this corridor. Included in this precinct is the Edmonton police station, post office and two historic hotels.

Adjacent to the Edmonton Town Centre are existing community facilities including the Hambleton State School, Coles supermarket, and an a district level shopping complex. To the west of the site Cairns Regional Council has purchased a significance parcel of land to create future District sports fields. The Sugarworld Parklands is Edmonton's botanic reserve, a popular local parkland, waterslide facility and function centre that is located beside the Coles supermarket.

The most predominant land use edging the site is Residential 1 and 2 development. This development allows the predominant form of development to be detached houses on single lots and medium density development not exceeding 100 persons per hectare.



Surrounding Land Use

Road Hierarchy

Surrounding Network:

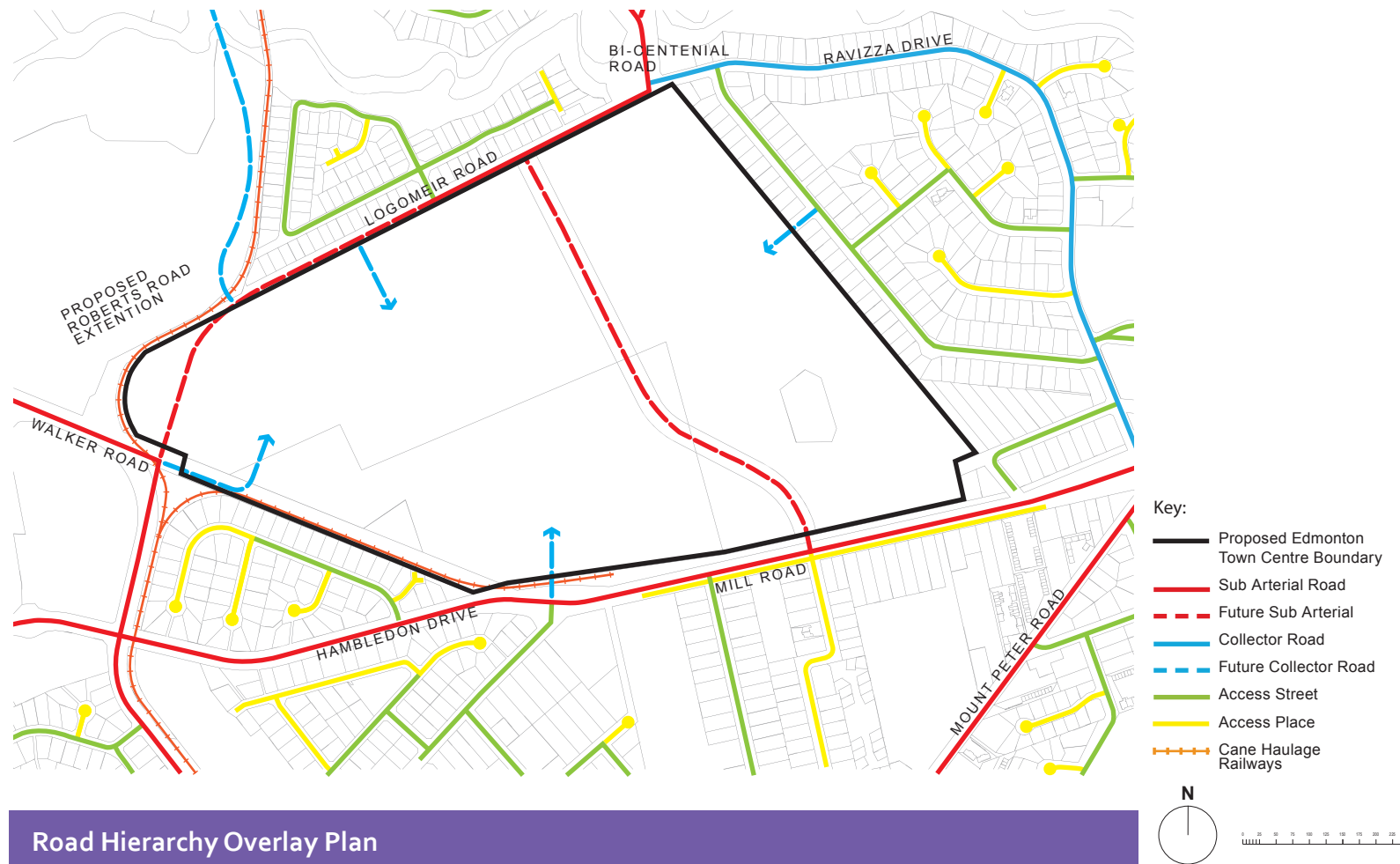
The Edmonton Town Centre forms a strategic focus for the White Rock - Edmonton District Plan Road Hierarchy Overlay. The site has been provisioned to be accessed by a number of future Collector and Sub Arterial Roads that form a strategic network to the surrounding neighborhood and broader region. Key to this access is the proposed upgrade of Logomeir Road to be a future Sub Arterial Road and Transit Corridor connecting Mount Peter in the south and past the northern edge of the Edmonton Town Centre site to the Bruce Highway.

Staging:

This diagram illustrates a likely interim outcome, prior to the Bruce Highway connectors to Logomeir Road being implemented.

Prior to this link being operational, Mill Road will continue to be the primary access road from the Bruce Highway to the Edmonton Town Centre.

AECOM has run two traffic study models for the future extension of Roberts Road. These include, an extension of Roberts Road through to Walker Road as indicated in the Draft Master Plan and an extension of Roberts Road into Logomeir Road. The results have been provided in the AECOM traffic report for Edmonton and support both options for the future extension of Roberts Road. The final alignment of Roberts Road extension will be determined through Cairns Regional Council planning processes.



Road Hierarchy Overlay Plan

4.0 Organising Elements



Master Plan Framework

Creating a Framework:

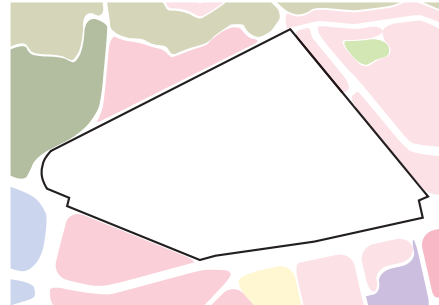
In creating the Edmonton Town Centre master plan framework the following sequence of elements were considered in the development of the plan.

The positioning of the major precincts that comprise the fabric of the framework resulted after in-depth analysis of the surrounding land uses, alignment of significant site view sheds and exploring the surrounding road network.

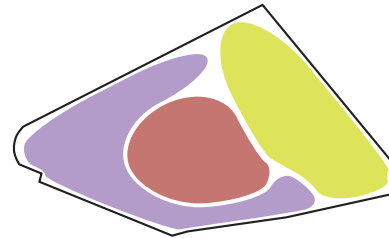
This analysis has evolved to allow key access points into the site that mitigate the potential impacts of a major regional centre on the existing land use pattern as well providing a legible framework for future users of the centre.

The need for a master plan framework that is responsive to the needs of future residential, economic and transit demand as well as the constantly changing market is essential in establishing an overall robust plan for the region. The legible framework incorporates a range of key elements including land uses, built form and landmark sites, open space and public realm networks, pedestrian and public transportation corridors.

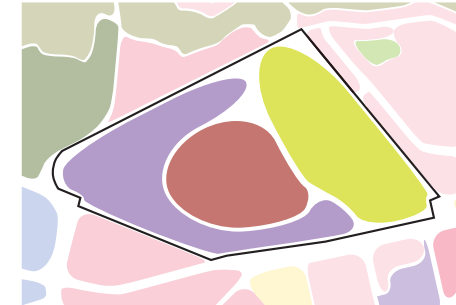
The ability of the Edmonton Town Centre to reach its full potential as a major regional activity centre for the South Cairn's Region has resulted in this final master plan concept that responds to a desired built form density and place outcome. Detailed analysis of this concept is provided in the following chapters of this report.



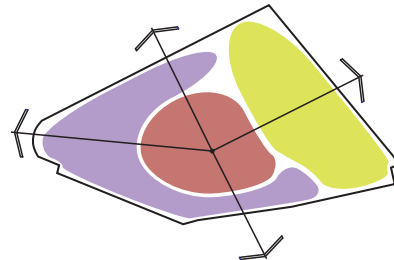
Town Centre Boundary



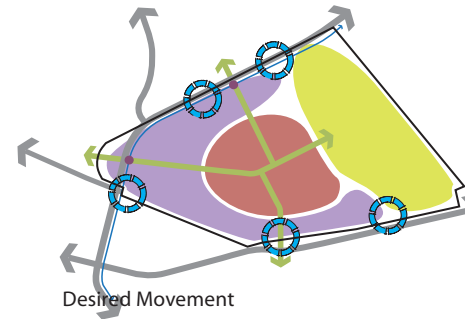
Three Major Precincts



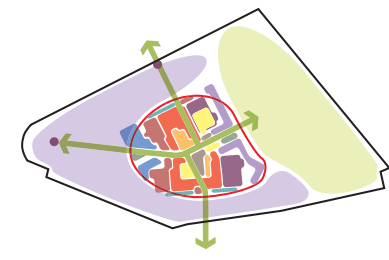
Precincts and Surrounding Context



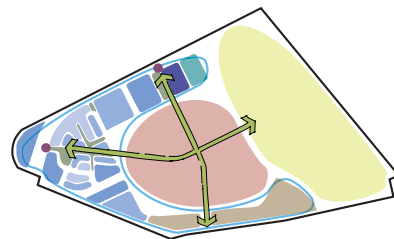
Significant Views



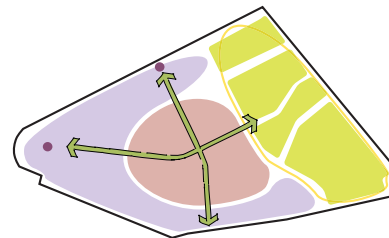
Desired Movement



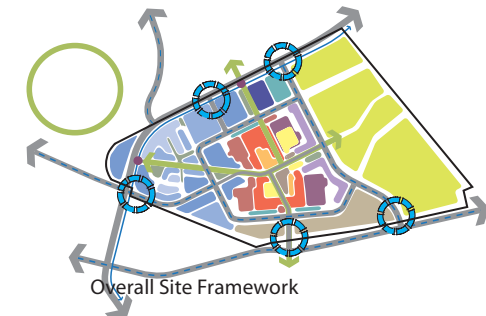
Urban Core Framework



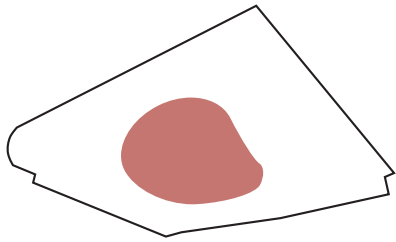
Urban Centre Framework



Community Facilities Framework



Overall Site Framework



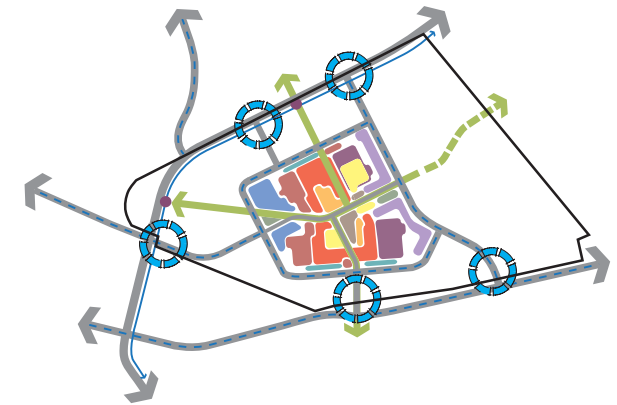
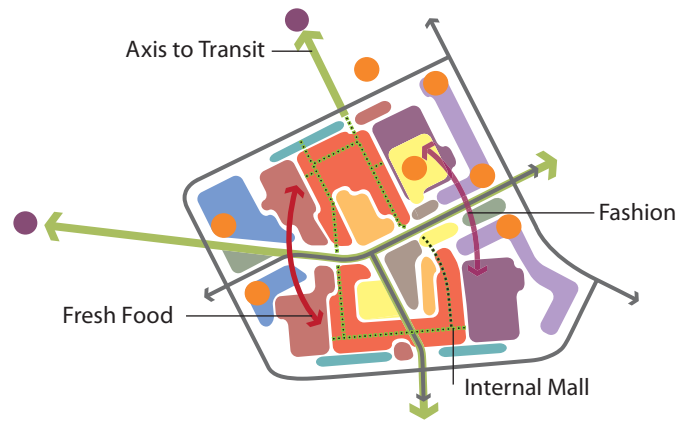
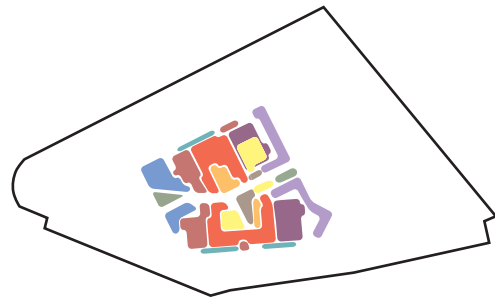
The Urban Core

The Urban Core concept has evolved around the creation of an active and vibrant heart consisting of a functional urban square that is framed by active streets, restaurants and an entertainment precinct.

Directing movement to the urban square has been achieved through strong axial pedestrian and road corridors linking views to prominent peaks in the surrounding Great Diving Range to a central landmark structure within the urban square.

The core's retail function provides a broader frame around the active heart with predominantly internalised mall creating a circuit between fresh food, fashion and specialty shops.

Sleeved mixed use, office and residential uses provide an edge to the urban core which is captured within a collector ring road providing access for pedestrian, cyclists, local buses and vehicles.



Land Use:

- Urban Square
- Open Space
- Entertainment (movies, library & tavern)
- Supermarket
- Speciality Shops
- DDS
- Restaurants
- Office
- Mixed Use / Office
- Apartments
- Landmark Sites

Urban Core Function:

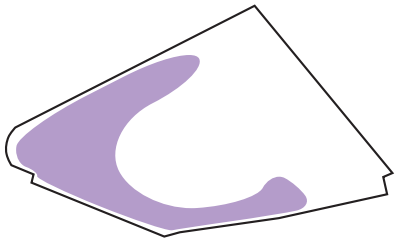
The locations of retail uses within the Core are positioned on a circuit of like uses. These uses consist of supermarket "fresh food", speciality shops, and discount department store "fashion".

Axial pedestrian and road corridors direct movement through to the Urban Core from transit nodes and adjacent land uses.

Accessibility:

Major structuring elements affecting the function of the Urban Core include: Key gateways, Pedestrian axis's, Collector / Ring Road, Future Sub arterial linking Mill and Logomeir Roads and future Transit stations located north and east of the core on Logomeir Road.

The Urban Centre



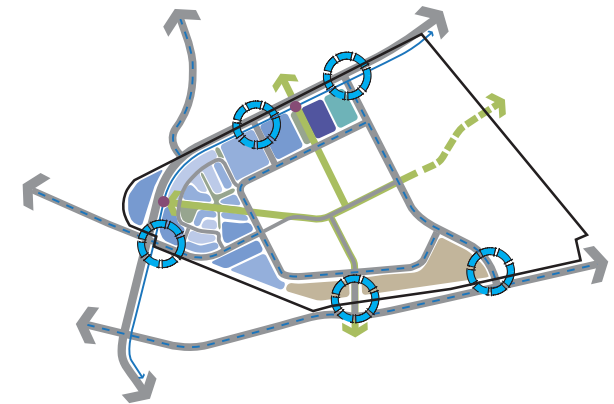
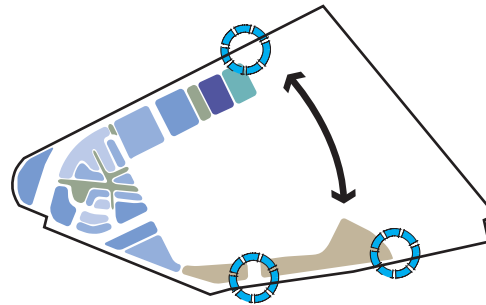
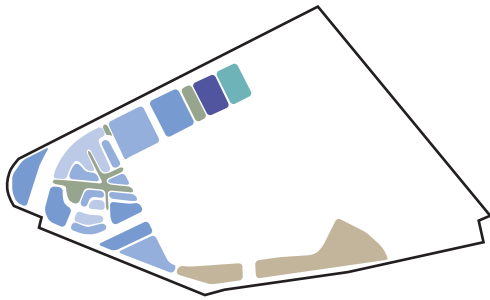
The Urban Centre is an extension of uses surrounding the Urban Core. The functions of uses within the Urban Centre are seen to evolve over time and change as the centre and its surrounding road network develops. The initial major entrances to the centre will be from Mill Road in the south. This is seen to flip however, as the Logomeir Road Extension and Busway are constructed resulting in a front door from Logomeir Road and the Transit Stations.

Commercial showroom retailers are preferred in the short term to be located in the Urban Centre fronting Mill Road. These retailers are intended to phase to more intensive residential or commercial developments as the Centre grows.

To the north of the Core and providing a built form gateway opportunity is a desired office site. Adjoining the office is a potential hotel with access to a kiss and ride loop adjoining the

transit station. Residential uses are then seen to transition across the site from east to west becoming less intensive.

Gateway opportunities along Walker Road and on areas fronting open space are anticipated to allow more intensive residential apartments and townhouses.



Land Use:

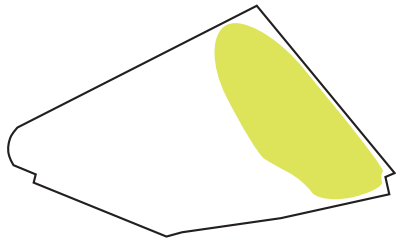
- Commercial Showroom
- Open Space
- Office
- Hotel
- Apartments
- Townhouses
- Small Lots

Urban Centre Function:

Major gateway entrances are intended to flip with the construction of Logomeir Road and Busway. Transition Commercial showroom uses fronting Mill Road are intended to phase to more intensive residential or commercial uses. There is also potential for less intensive residential development in the north to support commercial development.

Accessibility:

Major structuring elements affecting the function of the Urban Centre include: Key gateways, Pedestrian axis's, Collector / Ring Road, Future Sub arterial linking Mill and Logomeir Roads, Local Street network and future Transit stations located north and east of the core on Logomeir Road.



Community Facilities

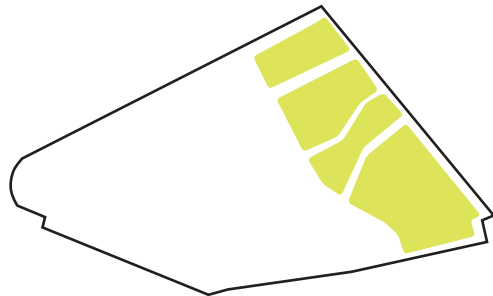
The Community Facilities precinct is seen as the future site for the South Cairns Hospital, a potential 300 bed facility with full line services including: administration, emergency department, operating theaters, medical imaging, pathology, pharmacy, Intensive Care Unit and Allied Health Services. The precinct is also intended to include a Community Care Facility of up to 15,000sqm in floor area.

The land areas identified by Queensland Health for these services has recognised the need for approximately 15 hectares for the Hospital and

approximately 6 hectares for the Community Care Precinct.

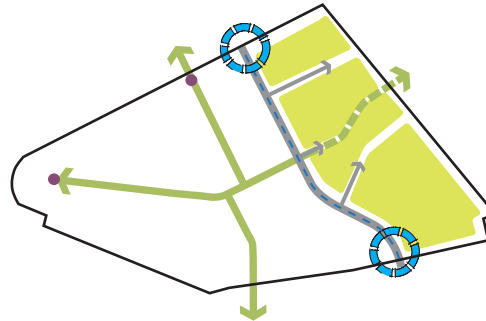
It is the intent of this plan to allow for the connection of the pedestrian spine and road corridor linking the transit station on the western edge of the site to connect through the community facilities precinct to Gillette Street. This corridor would include open space areas with the ability for water treatment devices and encourage through movements to the adjoining residential areas.

As the corridor crosses the Community Facilities lands, the dominant movements are intended as pedestrian and cycle, with potential to also be used as a local bus route.



Land Use:

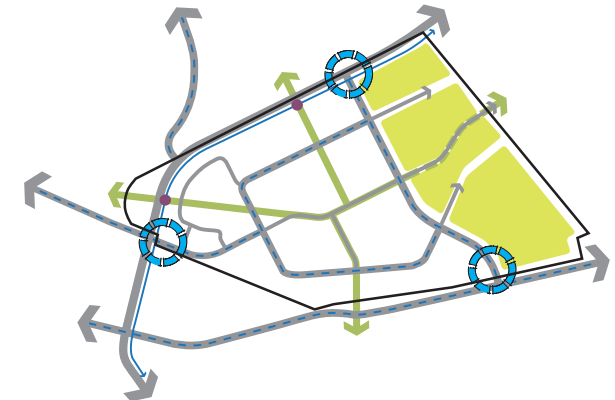
Community Facilities



Community Facilities Function:

Entrances to the Sub-arterial road linking Mill and Logomeir Roads need to be key gateways providing efficient and legible movement.

The axial pedestrian corridor directing movement through to the Community Facilities from transit nodes and adjacent land uses should be a pleasurable walking environment to encourage use of public transit and inter movement between the Hospital and the Urban Core.

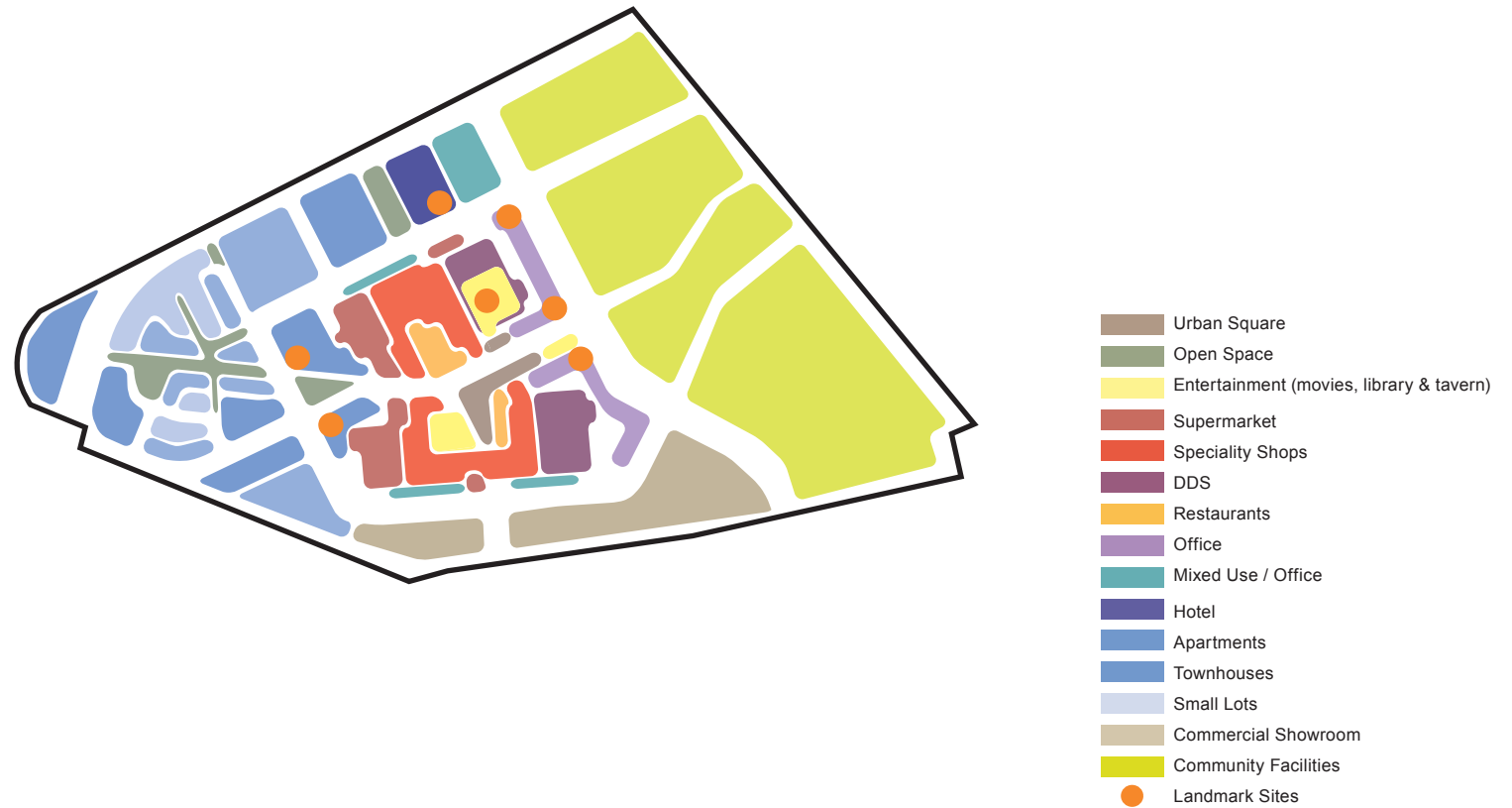


Accessibility:

Major structuring elements affecting the function of the Community Facilities include: Key gateways, Pedestrian axis's, Future Sub arterial linking Mill and Logomeir Roads and future Transit stations located north and east of the core on Logomeir Road.

Overall Land Use Framework

The land use concept within the Edmonton Town Centre has resulted as a series of framing elements to the active and vibrant heart. This transition of uses ensures the Centre reaches its full potential as a major regional activity centre for the South Cairn's Region catering for future residential, economic and transit demand.



Framework Land Use Plan

