

proposition 3047



client:
Hume City Council

project team:
hansen partnership
Williams Boag

project description:

hansen and Williams Boag together submitted an entry in the Proposition 3047 Competition, looking at new development models and the establishment of a vibrant new major activity centre in Broadmeadows. Our submission was focused on four key propositions; arrival, gathering, exchange and living.

Arrival

A vibrant town centre based on the simple proposition that quality external spaces between buildings are equally as important as the facilities within. The network of built forms, public art and landscape spaces announce key points of arrival. Movement into and around the town centre is integrated with highly functional and aesthetic spaces. The railway station functions as key transit node, activity hub and arrival/departure point.

Gathering

Within the town centre, the arrangement of functional precincts and urban spaces promote the gathering of people and activity. The town centre is a destination for people to gather, the edges of the centre provide permeability with active frontages and small spaces or activity 'pods' where people meet and talk. Gathering is also about entertainment and leisure. The network of urban spaces and diverse activities encourages people of all ages and ethnic backgrounds, which in turn builds a strong sense of community pride.

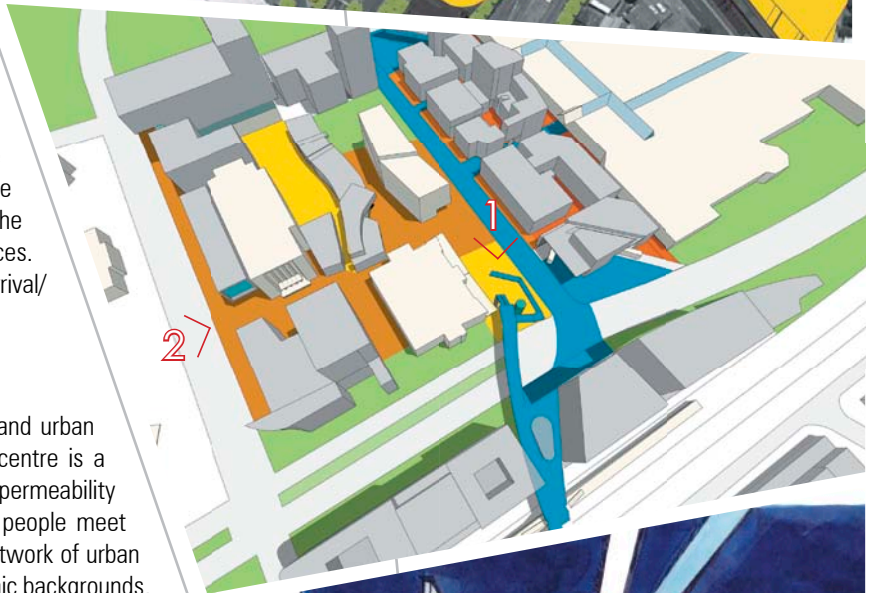
Exchange

The town centre is both a market place and a centre for exchanging ideas, cultures, information and conversations. The town centre evolves, creating its own identity with the built form as backdrop. Identity is centred in the spaces between the buildings and in the people and the activities they attract.

Living

As a major community hub the town centre is an integral part of daily life. Cultural amenity and expression are important aspects of quality of life and liveability. Learning centres of excellence and life-long learning operate within the town centre, along with a performing arts precinct and nearby education centres.

The new Broadmeadows Town Centre becomes the 'heart' of the City of Hume.



urban planning urban design landscape architecture

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