



ACT
Government

Suburban Land
Agency

Phillip Block 1, Section 7 Place Design Brief **Discovery Phase Report**

January 2023



Acknowledgment of Country

The Suburban Land Agency (SLA) acknowledge the Ngunnawal people as Canberra’s first inhabitants and Traditional Custodians. We recognise the special relationship and connection that Ngunnawal people have with this Country.

We recognise the significant contribution the Ngunnawal people have played in caring for Country. For time immemorial they have maintained a tangible and intangible cultural, social, environmental, spiritual, and economic connection to these lands and waters.

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**Suburban Land
Agency**



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1.0 INTRODUCTION

The ACT Government's Indicative Land Release Program identifies the release of Phillip Block 1 Section 7 (Phillip B1 S7) as an opportunity for new residential dwellings, including 20 affordable dwellings and 10 community, and commercial development.

"The development on Phillip Block 1 Section 7 is set to include street-level retail and entertainment, office space, residential and public parking spaces. Along with other nearby development, this will assist in recasting Callam Street and the eastern side of the town centre as an active, interesting, accessible and safer urban environment."

The Suburban Land Agency (the Agency), a statutory authority established under the City Renewal Authority and Suburban Land Agency Act 2017, is responsible for delivering the ACT Government's suburban development program, including urban renewal in established town centres and suburbs.

The Agency's vision and mandate is to 'create great places, where communities thrive'. As part of this commitment to achieving great places the Agency is continually seeking to improve their delivery model and processes to ensure they remain abreast of contemporary best practice. This includes the art and practice of placemaking as an effective tool to assist in achieving their corporate objectives. Importantly the Agency is actively seeking

to embed the principles of placemaking into the culture of the organisation from concept to delivery to place management.

PLACE Laboratory with the Town Team Movement, Bagariin and Titanium Retail (Ti Retail) have been engaged by the agency to prepare a Place Design Brief for the Phillip Block 1 Section 7.

The Place Design Brief will be included in the land release sales documentation and contract for sale for the site and form the basis for determining tangible site-specific Development Obligations for on-site and off-site development works to be mandated with the release of the site to the market.

The Place Design Brief will describe the overarching vision for creating a great place that connects people to the adjoining precincts of the rapidly transforming Woden town centre. It will include place propositions for aspired user experiences that will form a brief and guide decision-making through the design, construction, and activation phases.

Phillip B1 S7 Place Design Brief is structured in three parts:

PART 1: Discover Phase

The Discover Phase seeks to understand Phillip Block 1 Section 7's place context through:

- Site Analysis including researching the planning context, defining the existing

character, and identifying surrounding attributes;

- Undertaking a high-level retail and mixed-use development analysis prepared by specialist consultant Ti Retail;
- Capturing the perspective of the local community and key stakeholders, through engagement (outcomes of the consultation has been captured in a separate Listening Report) ; and
- Benchmarking

Everything we learnt during the Discover Phase is summarised in a series of tables which will be used as part of the Co-design phase.

PART 2: Co-design

Working directly with the community, the information gathered from the Discover Phase is prioritized and refined.

PART 3: Place Design Brief

The outcomes of the co-design help establish the guiding place themes and vision for the place.

The place themes are a clear set of short, medium, and long term actions that sit within the guiding framework of the themes.

The Place Design Brief also includes a framework for delivery of the plan including success criteria and site-specific actions that will form part of the obligations of the Developer.

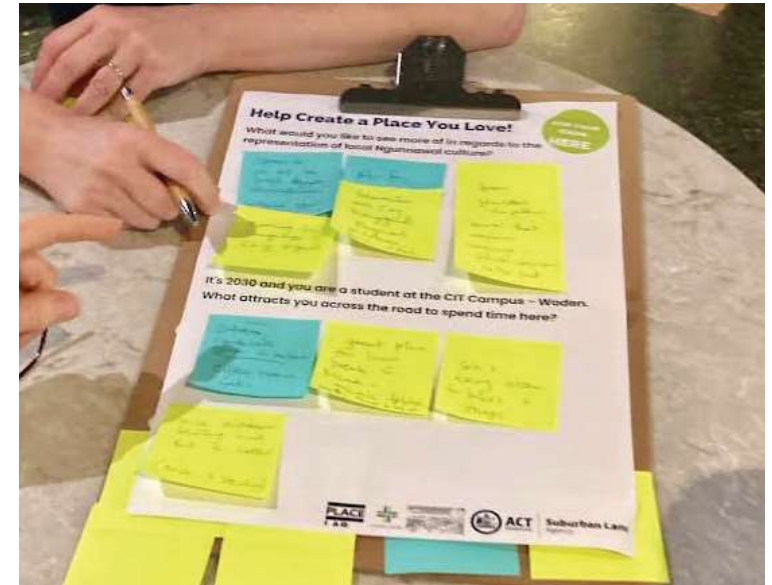
What is a Place Design Brief

The Place Design Brief is a document generated through consultation process with community to understand what the community values about a site. It looks at the specific site for release, as well as the streets and spaces around it and how people use them and want to use them in the future. It inspires people to collectively re-imagine and reinvent the spaces between buildings - streets, open spaces and parks - as the heart of every community and business.

Why a Place Design Brief?

By engaging with the community from the very start of the design process the project team are better placed to bring together ideas, experiences, and values expressed by the community and stakeholders, enabling the integration of these aspirations within design. This puts people first as we co design our future public spaces together. Considerations can include things like: open space and landscaping character, street design elements, active building frontages, retail strategy, connection with nature and so on.

The Place Design Brief will form the backbone of the sales documents for the release to market of the site.



Pop up event at Westfield Woden

2.0 SITE ANALYSIS

2.1 Site Location

Phillip B1 S7 is located within the Woden Town Centre, in the south of Canberra.

The site is zoned CZ2: Business Zone, and is approximately 14,974m² in size. It is bounded by Callam Street to the east, Matilda Street to the north, and Bowes Street to the west and south.

The site is currently a public carpark serving the Woden Town Centre, and temporary bus depot serving the Woden Bus Interchange on Callam Street, which is currently under construction.

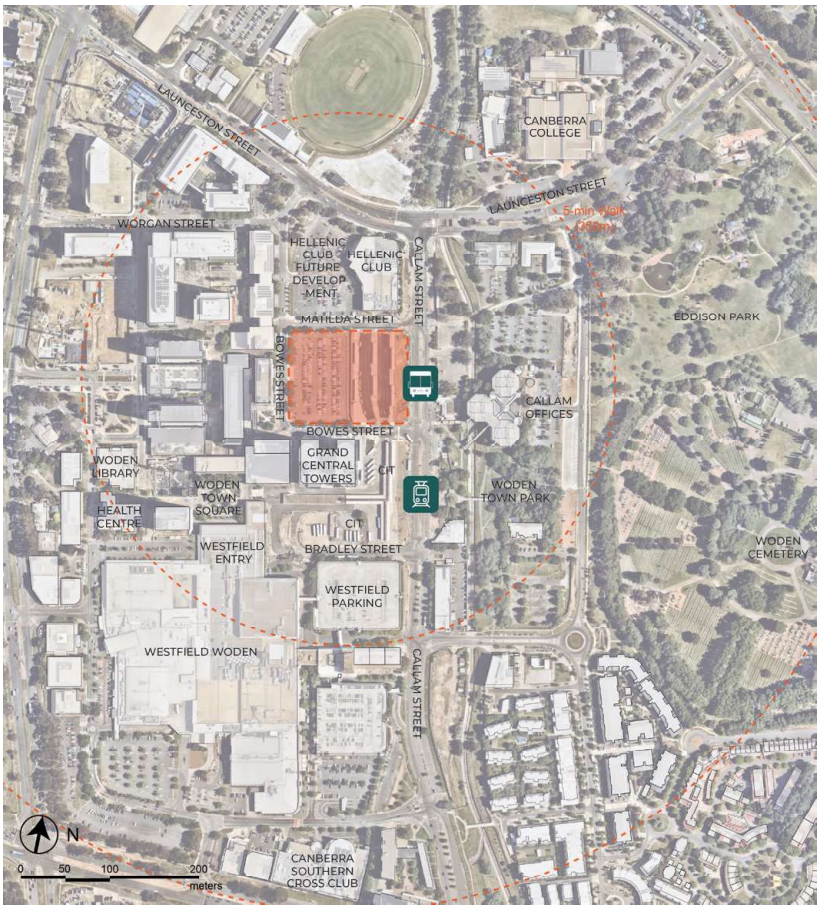


Figure 1. Location Plan

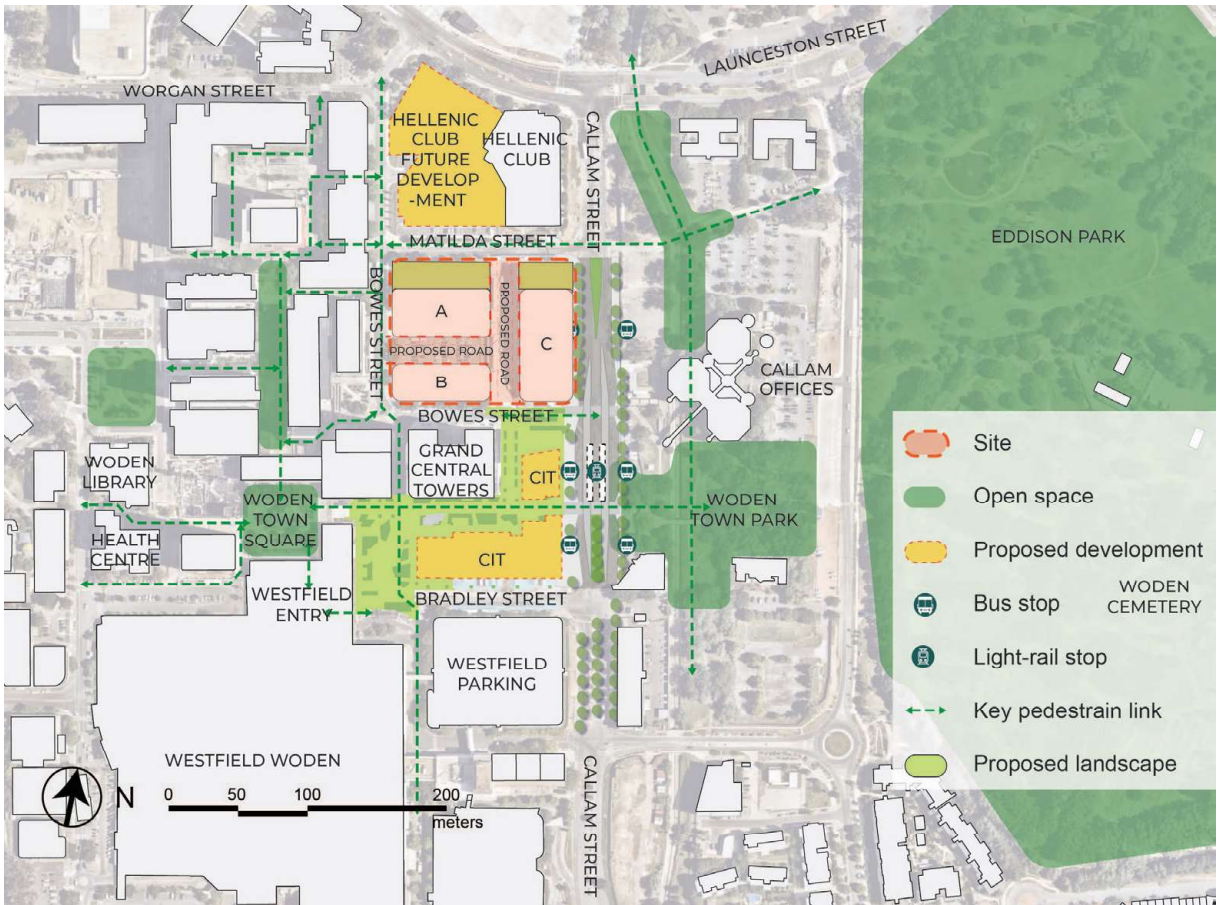


Figure 2. Site Context

2.2 Past Context

Canberra and its surrounding area including Woden is Ngunnawal country. The Ngunnawal are the Indigenous people of this region and have lived on Ngunnawal country for at least 20 000 years.

Woden was named after the homestead that was settled in the valley in 1837. There is no documentary evidence of where the name Woden derived from however there are two theories. One possible source is the Norse god of wisdom and magic.

However, like many other local names, it could have also derived from local Aboriginal language. 'Woden' is a derivative of the wadyan (or possibly wadhan) which means 'possum'. ABC News <https://www.abc.net.au/news/specials/curious-canberra/2017-09-04/why-is-woden-named-after-a-norse-god/8860178>

Woden Valley was Canberra's first new town, built to provide for Canberra's growing population and expanding public service and associated services.

The town centre was envisaged as a medium-rise centre in a cruciform layout with strong east-west and north-south pedestrian only connections that extended from the central town square. Taller development up to 20 storeys was proposed close to the town square with building gradually become lower towards the edge of the centre. The simple planning concept of the cruciform shape was to locate offices on the north arm, retail mall (Westfield Shopping Centre) on the south arm and cross arms for community facilities such as the Woden Library and Health Centre. Development within the town center since the 1980's has diluted the concept with the only element that remains with some integrity is the central pedestrian spine north of the town square. Large areas for surface car parking, including Phillip B1 S7, were located at the periphery of the centre to accommodate approximately 4000 vehicles. Large canopy trees were proposed in the car parks to provide shade and 'soften' the external appearance of the centre, contrasting with the hard landscaping of the internal pedestrian spaces.

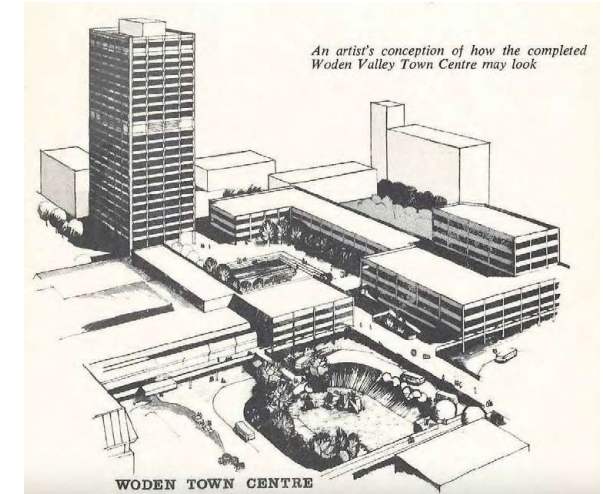


Figure 3. Artists impression of the Woden Town Centre 1968

Heritage listed places within Woden Town Centre include: Woden Library and Phillip Health Centre (1975), Woden Cemetery and Callam Offices (1978)

2.3 Planning Context

Woden Town Centre Master Plan

The site is identified within the Retail Core Precinct and separated from the Town Centre Living Precinct to the east by Callam Street, which is a major collector road.

The Master Plan highlights the opportunity for Phillip B1 S7, which currently includes the Park and Ride and surface parking, to be retained for large office/mixed use employment base development in the centre. The Master Plan also identifies Phillip B1 S7 as one of the preferred sites to accommodate future structured parking.

Land use zoning under the territory Plan and Phillip Precinct Map and Code

Phillip B1 S7 is zoned Business Zone (CZ2):

- Provide for office and business sites that are accessible to public transport and convenience retailing and services
- Provide a diverse range of accommodation sizes and locations for offices close to the retail core
- Encourage provision of convenient outlets for goods, services and facilities to meet the needs of the workforce
- Create vibrant lively pedestrian routes and public spaces
- Ensure a high quality urban environment through use of sustainable design and materials and maintain a high level of amenity for employees and the public.

Permitted merit track developments under the Territory Plan (TP)

- ancillary use
- car park
- civic administration
- club parkland
- COMMERCIAL ACCOMMODATION USE
- communications facility
- COMMUNITY USE
- consolidation
- craft workshop
- demolition
- development in a location and of a type identified in a precinct map as additional merit track development
- drink establishment
- emergency services facility
- home business
- indoor entertainment facility
- indoor recreation facility
- minor road
- minor use
- NON RETAIL COMMERCIAL USE
- outdoor recreation facility
- pedestrian plaza
- place of assembly
- public transport facility
- recyclable materials collection
- RESIDENTIAL USE
- Restaurant
- SHOP
- Sign
- Subdivision
- temporary use
- tourist facility
- varying a lease (where not prohibited, code track or impact track assessable)

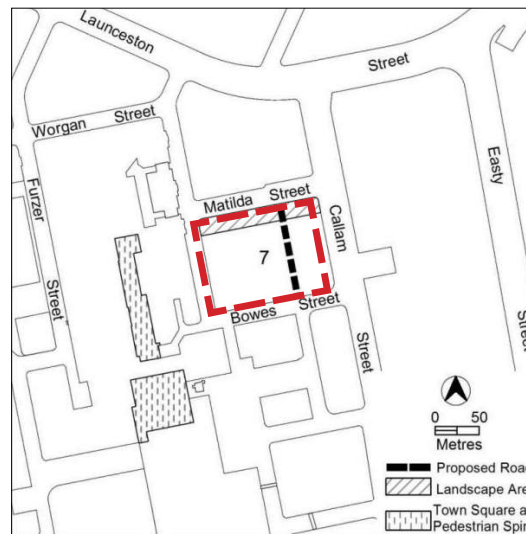


Figure 5. Phillip Block 1 Section 7 Active Frontages. Phillip Precinct Map and Code includes Woden Town Centre

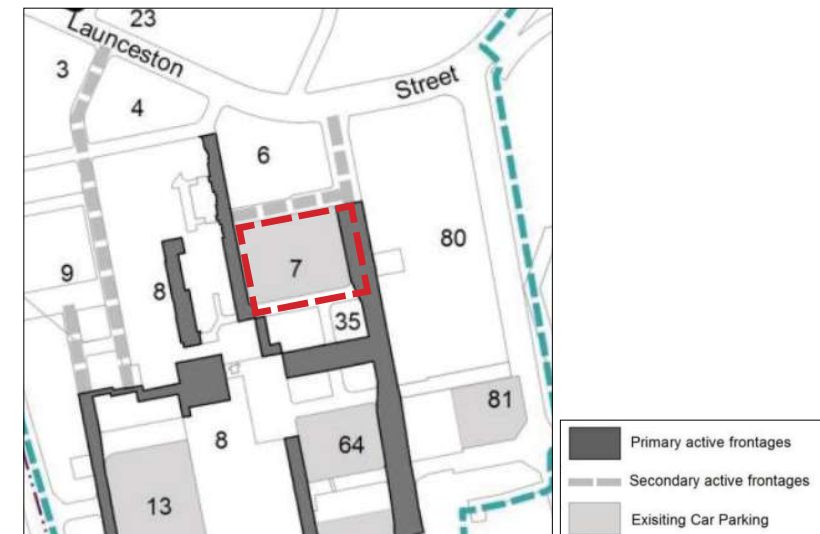


Figure 4. Phillip Block 1 Section 7 Proposed road and landscape area. Phillip Precinct Map and Code includes Woden Town Centre

Development controls

Permissible heights under the Territory Plan	<ul style="list-style-type: none">• 12 storeys.• Plant room set back a minimum of 3m from the building facade of the floor immediately below is not included in the number of storeys.• The maximum height of building for one building tower element within Block 1 Section 7 may be increased by an additional four storeys where development achieves all of the following:<ul style="list-style-type: none">a) the development maintains the building height hierarchy of the centre by retaining the taller buildings at the middle of the town centre; andb) development is close to public transport stops and stations.	Carparking	<ul style="list-style-type: none">• The existing number of car parking spaces is retained on the site and made available for public use at all times. Additional car parking will be provided on site for that generated by the development in accordance with the Parking and Vehicular Access General Code.
Ground floor uses and active frontages	<ul style="list-style-type: none">• Buildings incorporate uses on the ground floor that generate activity in the public space applies to boundaries to primary active frontages. (Figure 4)• Primary Active frontages on the Bowes Street (east) and Callam Street.• Secondary active frontages on Matilda Street.	Built form Setbacks	<ul style="list-style-type: none">• Bowes Street buildings are set back a minimum of four metres from the front boundary adjoining each street at the ground floor level, up to 12 storeys. The minimum front setback for development above 12 storeys is 6m.• Matilda Street and Callam Street buildings are built to the front boundary at the ground floor level. The minimum front setbacks above ground floor level are:<ul style="list-style-type: none">a) 0m for the portion of development up to 22m above datum ground level.b) 3m for the portion of development above 22m up to 12 storeys.c) 6m for the portion of development above 12 storeys.
SHOP Floor area limit	<ul style="list-style-type: none">• The maximum gross floor area of any SHOP is 200m². SHOPS are limited to a scale appropriate to providing convenient shopping and personal services for the local workforce and residents.	Built Form	<ul style="list-style-type: none">• A publicly accessible road is provided mid block (refer to figure 05).• A landscaped area is provided adjoining and parallel to the Matilda Street road reserve which is publicly accessible at all times and has a minimum width measured perpendicular to the block boundary adjoining Matilda Street of 20m.

2.4 Demographics

- The Australian Bureau of Statistics (ABS) estimate the population of Phillip to be 5204 people in 2021.
- This has already exceeded the predicted 2031 population (Woden Town Centre Master Plan 2015)
- The number of people that choose to live in Phillip has grown by 70% since 2016.
- 82% of the population is within the working age (15 – 64 years) with the median age being 32.
- The statistics indicate that in 2021 there are approximately 480 families with children (couple and one parent families with children under 15 and/or dependent students) compared to 166 in 2016 living in Phillip.
- Analysis shows that most of the children are between 0 - 4 years. The number of children between 5 – 9 years declines sharply and then continues a downward trend.
- Approximately 44% of local residents were born overseas, with the majority born in South and Central Asia, South-East Asia and North-East Asia.
- 1.7% of the population are Aboriginal and Torres Strait Islanders.

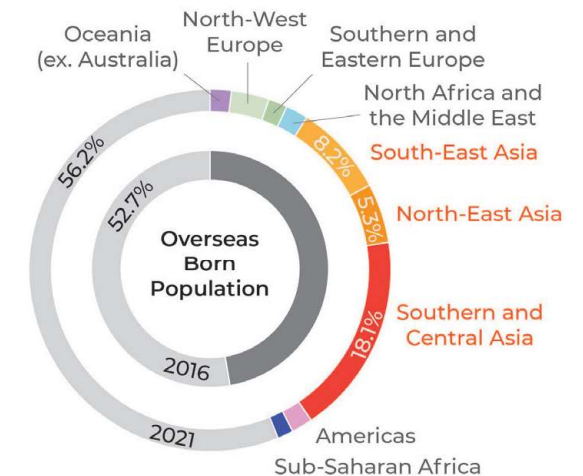
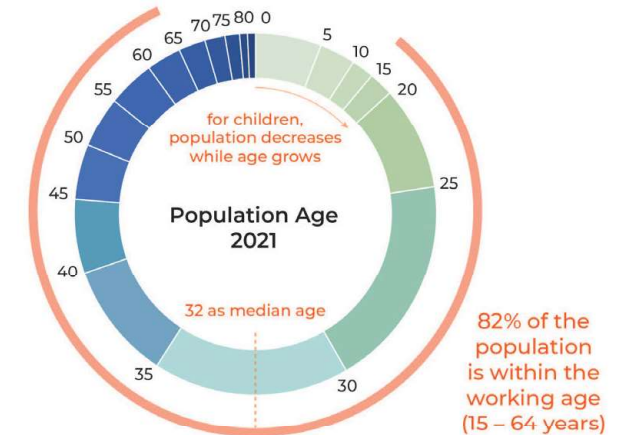
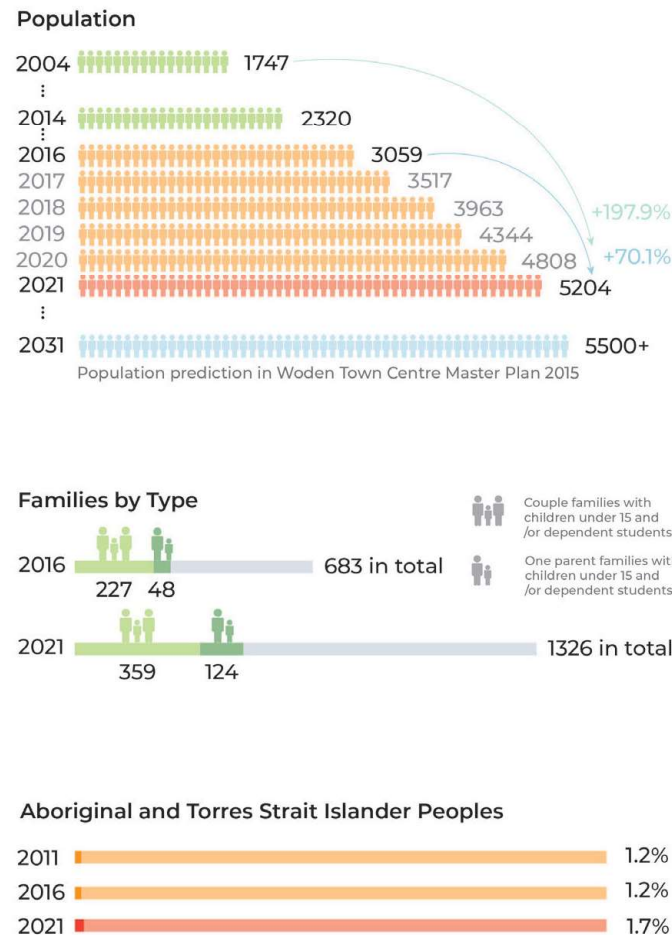


Figure 6. ABS Phillip Population Statistics 2021

2.5 Dwellings

Inner city living is undergoing a transformation in Phillip with the number of apartments almost tripling since 2016.

This trend will continue with more apartments being planned within Phillip. (Figure 8).

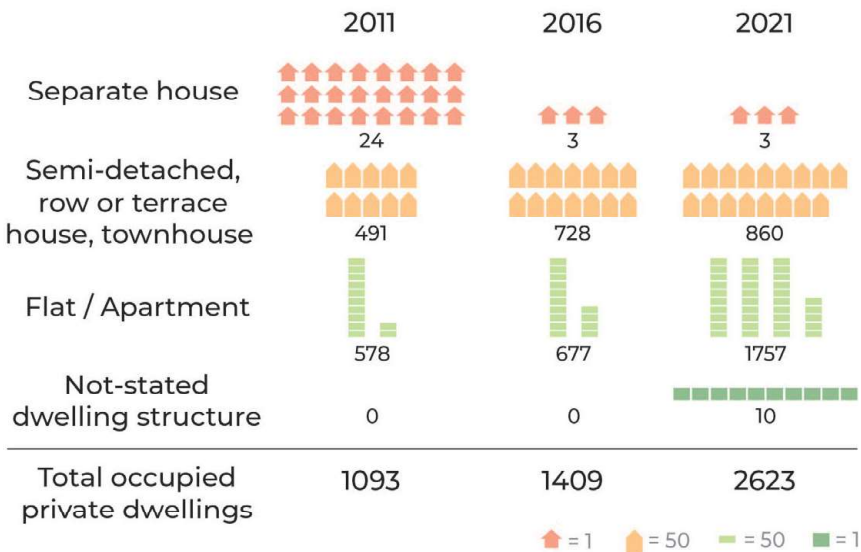
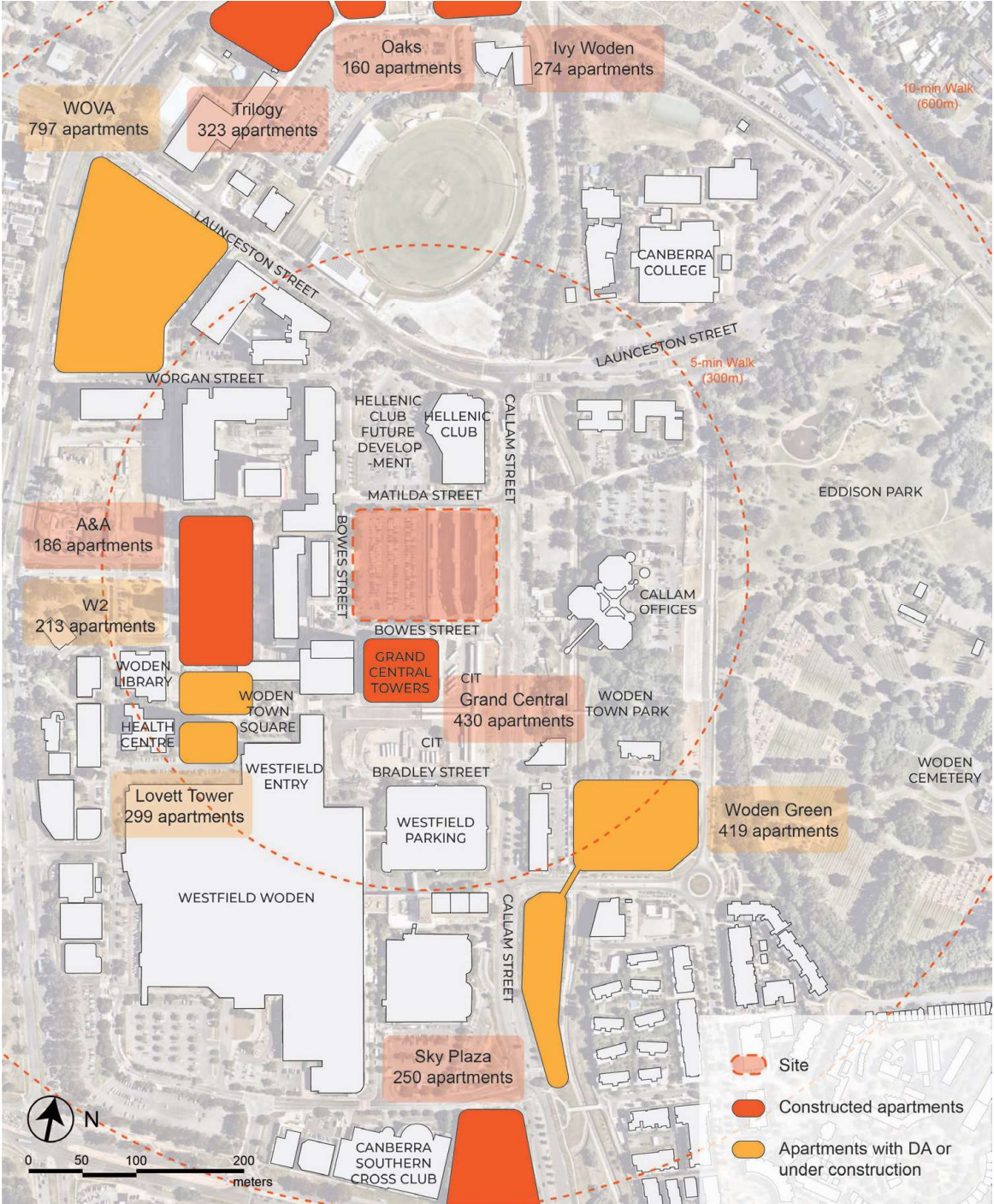


Figure 7. ABS Dwelling Types in Phillip

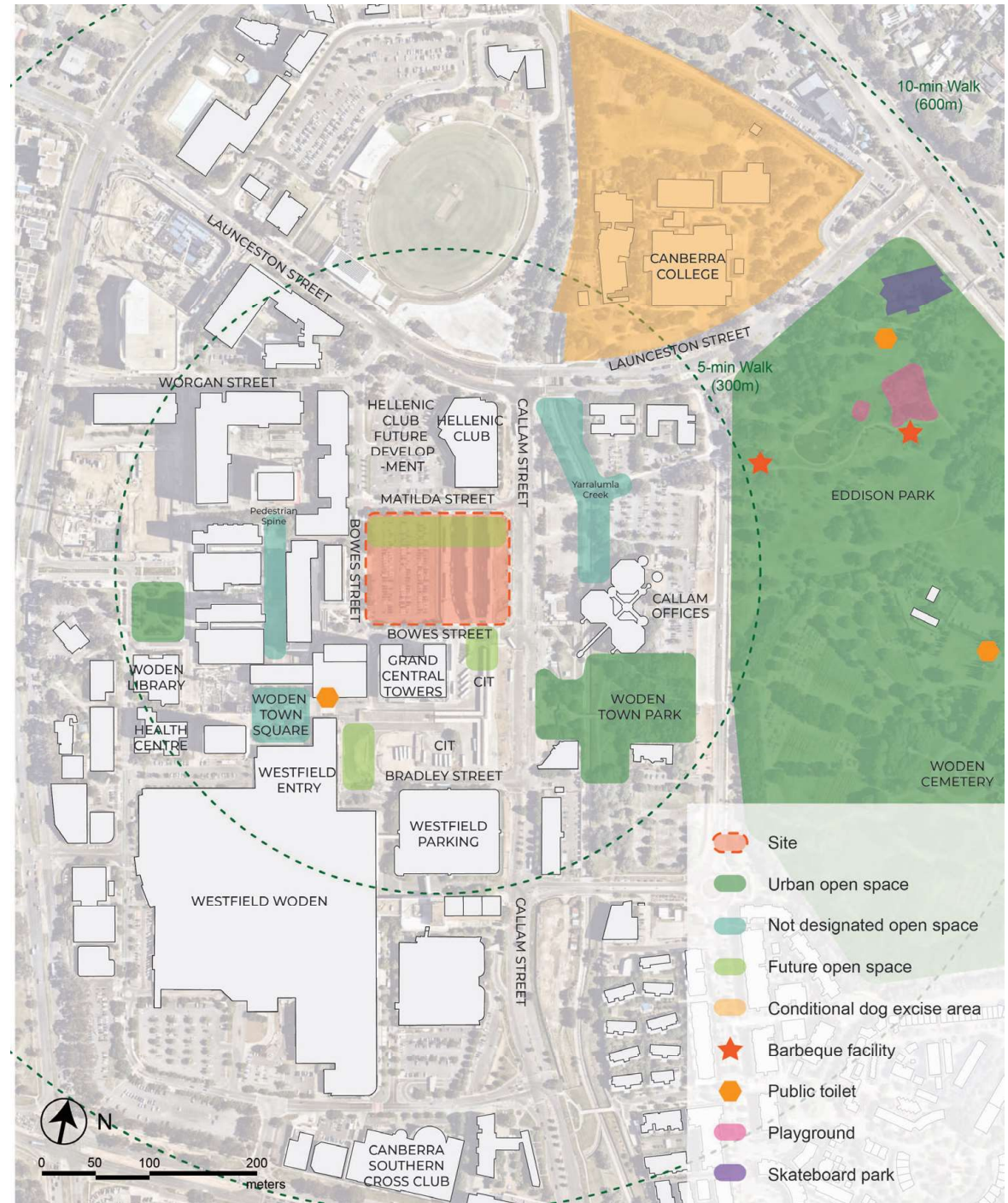
Figure 8. Existing and Proposed Apartments



2.6 Green Space Network

- A new green space will be provided along Matilda Street as part of the development of Phillip B1 S7. This open space forms a green spine linking the city centre to Eddison Park.
- Two new open spaces are proposed as part of the CIT. They will have:
 - Gathering and meeting spaces.
 - Places for retreat and study.
 - Seating with wifi and power points.
 - Game spaces.
 - Intergenerational fitness and sports activities.
 - Green spaces and planting.
 - Outdoor dining areas.
- Eddison Park is 14 hectares of open space within a 5 minute walk of Phillip B1 S7. It has a lake, picnic areas, 2 playgrounds, a skate park, fitness equipment, paths and a frisbee golf course.
- Town Park is a garden park with seating areas.
- There are no off the leash or dog exercise areas in Woden. Dogs on leash are permitted in Eddison Park.

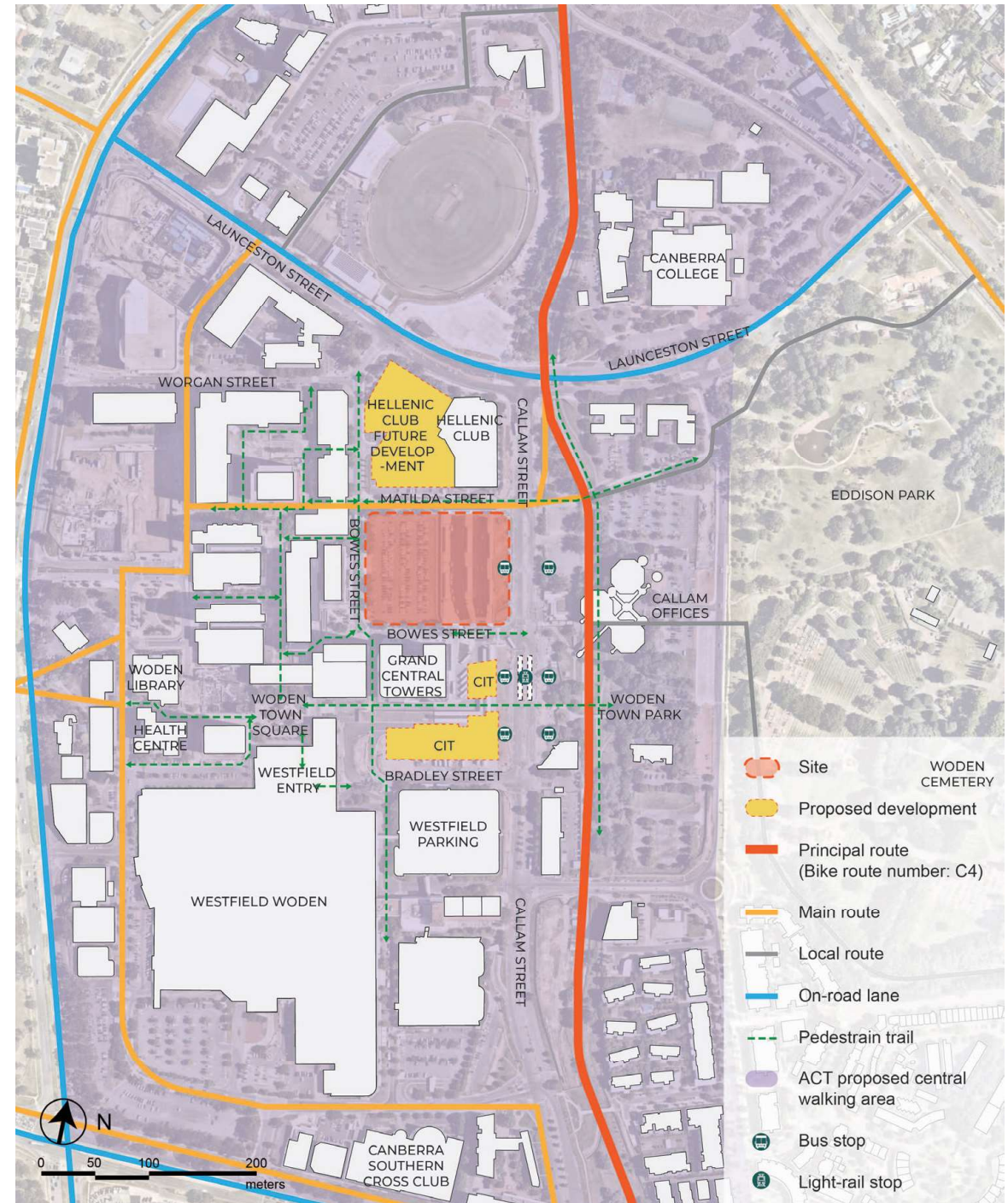
Figure 9. Green Space network



2.7 Movement and Connections

- Phillip has a comprehensive network of walking and cycle paths.
- ABS data (2016) indicates only a small number of local residents choose to cycle to work but walking as a method of travelling to work ranked highly.
- A new transport interchange on Callam Street will increase the number of pedestrians in the area.
- Feedback from the consultation indicated several issues with the cycling within Phillip including:
 - Poor continuity and missing links in the path network.
 - Poor legibility and wayfinding especially travelling along the east/west routes.
 - No safe bike parking, particularly near the public transport.
- Several east/west links from the central spine to Callam Street and the principal path (within Yarralumla Creek linear parkland) are proposed.
- There is fine grain urban structure of laneways and walkways which supports easy walking, however many of the spaces are dilapidated and feel unsafe.

Figure 10. Active Travel Network



2.8 Catalyst Projects

Adjacent to Phillip B1 S7 there are several major urban developments, currently in planning, which will have major positive impact on the future of Woden Town Centre.

Purpose-built CIT Campus

The CIT campus, which is planned to open in 2025, will provide vocational education and training in the areas of IT, cyber security, hospitality, creative industries, and business.

The campus will include smart classrooms, state-of-the-art simulated learning environments, commercial kitchens, and hands-on training spaces.

Other features will include a North Plaza Park including bike parking cages and toilets, Western Plaza Park including exercise equipment and intergenerational activities, shelter around the edge of the building as well as providing improved connectivity and safety around the new campus and interchange, a large multipurpose hall cater to a range of different events, activated ground floor spaces with a café and hair salon, and transparent training spaces showing CIT's hands-on training.

Public Transport Interchange

The new public transport interchange,

located on Callam Street, will incorporate an improved and expanded bus interchange along with the Woden light rail terminus, future proofing the area for the provision of light rail to Canberra's south. In addition to facilitating better public transport connectivity in the area, the new interchange will deliver improved lighting, wayfinding signage and protection from the elements, providing a safer and more comfortable experience for passengers.

It will also provide active travel infrastructure including links to existing primary cycling routes and storage facilities for bicycles and other active travel equipment. This will allow passengers to seamlessly transition between bus services, light rail and active travel, providing an easy connection between home, work and play.

Hellenic Club

The new Hellenic Club development, which will be delivered in 3 stages. The development will include:

- Four levels of undercover parking with up to 800 carbays.
- Multipurpose Arena
- Food and beverage precinct
- Function and conferencing spaces
- Commercial office space, featuring sky garden

- Health and well-being facilities, including gym and day spa
- Multicultural facilities

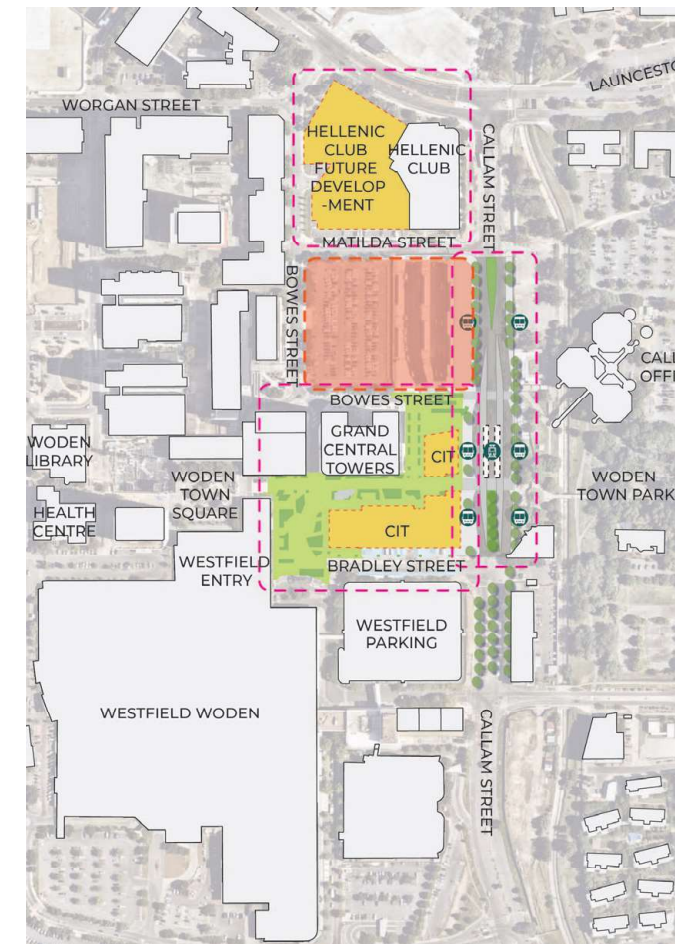


Figure 11. Catalyst Projects



Figure 12. Woden Public Transport Interchange



Figure 13. Woden CIT Campus

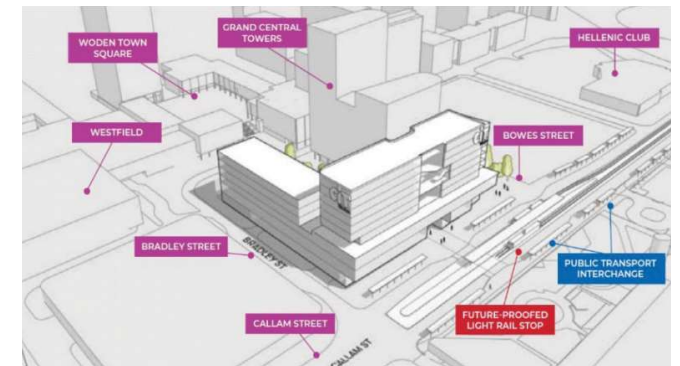
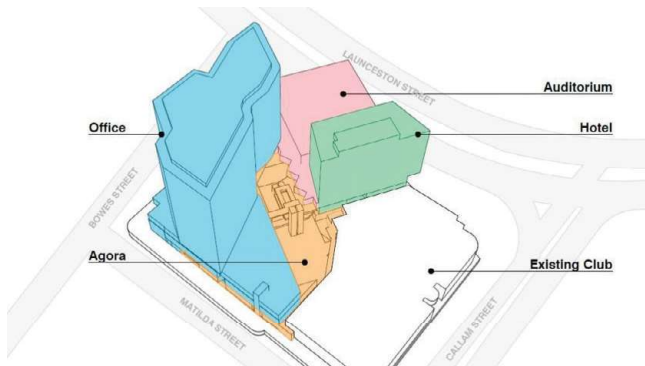


Figure 14. Hellenic Club development



2.9 Retail Assessment

Ti Retail undertook an analysis of the demographic and retail market to provide insight into what type of retail will be suitable for Phillip B1 S7.

For retail to be successful and sustainable, it must be visible and accessible, with a strong catchment that has gaps in the market and demand for additional retail offerings.

To understand how this principle applied to Phillip S7 B1 the retail analysis assessed site location (including volume of retail and accessibility) and the demographic profile.

Site Location Assessment

Volume of retail: An Indicative Base Case yield study for Phillip B1 S7 indicates more than 3,000m² of potential retail space on the ground floor, with most facades earmarked as an active or secondary edges.

In respect to Phillip B1S7 and its location, 3,000m² is not a sufficient size to accommodate a single major anchor tenancy and their associated infrastructure, utilities, storage and loading.

It is more likely the 3000m² will equate to a large number of small tenancies.

Two major destination developments, CIT Woden and the Hellenic Club will also have an impact on the Phillip B1 S7.

While these developments will have a positive impact on Woden's daily population, they will also provide a large amount of retail, food and beverage (F&B) creating a competitive market.

The map below superimposes current retail and the proposed retail of CIT and Hellenic Club developments around the indicative ground floor of Phillip B1 S7.



Figure 15. Proposed retail adjacent to Phillip Block 1 Section 7

The CIT retail is anchored on the stronger travel path between bus, future light rail and Westfield, while retail within the Hellenic Club will be largely internalised with entries angled away from Phillip B1 S7.

Accessibility: Woden Town Centre is characterized by a fine grain network of pedestrian paths leading to the central spine and ultimately Westfield shopping centre. Most of the footfall is orientated along the north/ south central spine and the east west link to the interchange. The new interchange and CIT will strengthen the east/west pedestrian movement. However, being one block away from the main paths of travel, it is unlikely the high volumes of pedestrians will pass near Phillip B1 S7, weakening its retail offering and connectivity with the surrounding CBD.

Demographic Preferences & Retail Demand Assessment

- Phillip, Woden CBD and the wider Woden Valley area have a broad residential demographic with a variety of food and beverage (F&B) and retail needs.
- The proposed yield for Phillip B1 S7 includes 209 apartments and office space that could accommodate approximately 1,900 workers.
- Woden CBD has a large proportion of government office workers, who spend less on F&B and retail than other office workers on average.

- Phillip B1 S7 has a small office worker catchment and could provide office workers easy, affordable and on the go F&B and retail options within a 3 to 4 minute walk of the office.
- Overall, the current F&B and retailer mix within Phillip covers all bases, with minimal gaps in the market identified.
- The Woden area has a wide range of dining options to meet demand, with a higher density of dining options per capita in Phillip/Woden CBD than in Parramatta CBD or Perth CBD.

- The nearby Westfield Woden shopping centre has a wide variety of F&B and retail offerings with retail and dining destination with pull power.
- Woden CBD and Westfield are already over-supplied in small specialty retail compared to benchmark regional-scale retail environments. This oversupply is reflected in the substantial amount of specialty retail shop vacancy visible in the area at present.
- Adding further retail floorspace in these over-supplied environments could accentuate the vacancy rate.

Strong Traffic, Travel Paths and Site Lines to Retail	✗
Site located on a Commuter Travel Path	✗
Critical Mass & Adjacencies – Part of the Action	✗
Community Adjacencies – Park / Library / Play	✓
Strong Workforce in Area	½
Strong Residential Population in Area	✓
Strong Workforce in CBD	✗
Strong Residential Population in CBD	✗
Strong Specialty Retail and F&B Profile	½
Undersupply of Competition	✗
Gaps in the Market	✗

Figure 16. Phillip Block 1 Section 7 retail attributes

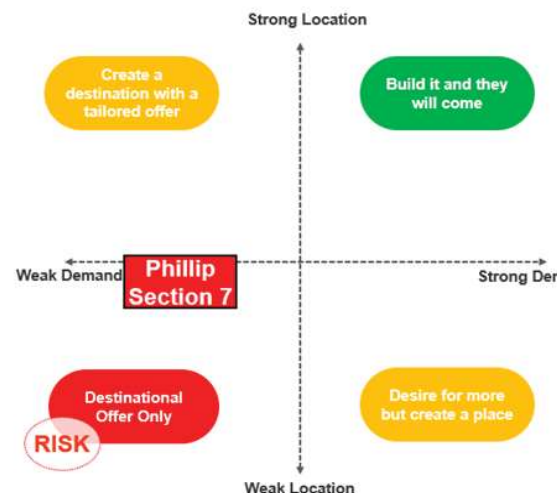
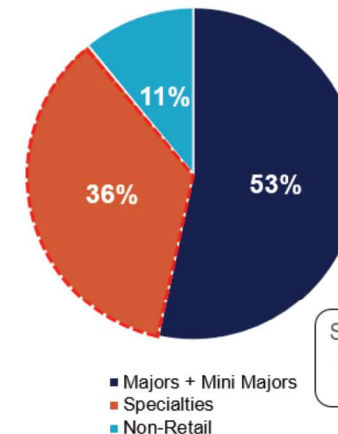


Figure 17. Titanium's Retail Viability Matrix

Woden CBD Currently¹



Composition of Regional-Scale Retail²

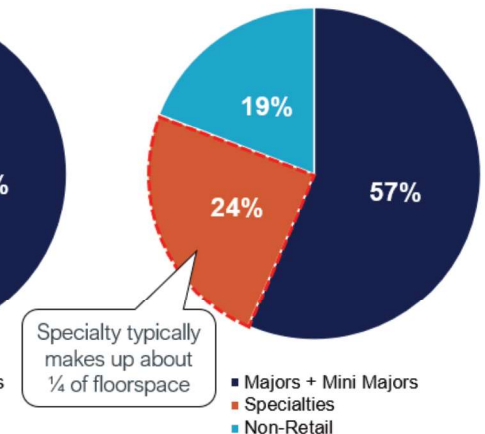


Figure 18. Retail composition

Recommendations

- Ti Retail benchmark ratios indicate the volume of workers within the Phillip B1 S7 catchment plus the number of workers and residents within its buildings is sufficient to sustain one mid-sized F&B tenancy.
- The ideal location for the F&B tenancy is on the north-east corner of the commercial building, pivoting off the lobby, the park and the internal lane. This corner maximises aspect, solar exposure and connectivity with workers and residents, while minimising impact from wind and inclement weather. The design of the cafe should embrace biophilic design elements and greenery to enhance retail and connectivity to place.
- Alternative and non traditional uses (be it residential, commercial or retail) need to be considered to activate the ground floor street frontages of the remaining development in line with the development codes. Opportunities include adaptive uses, colour, light, arts and creativity, recreation, temporary community spaces, well designed residential, co-working spaces, bike repair, incubator/ start up spaces.

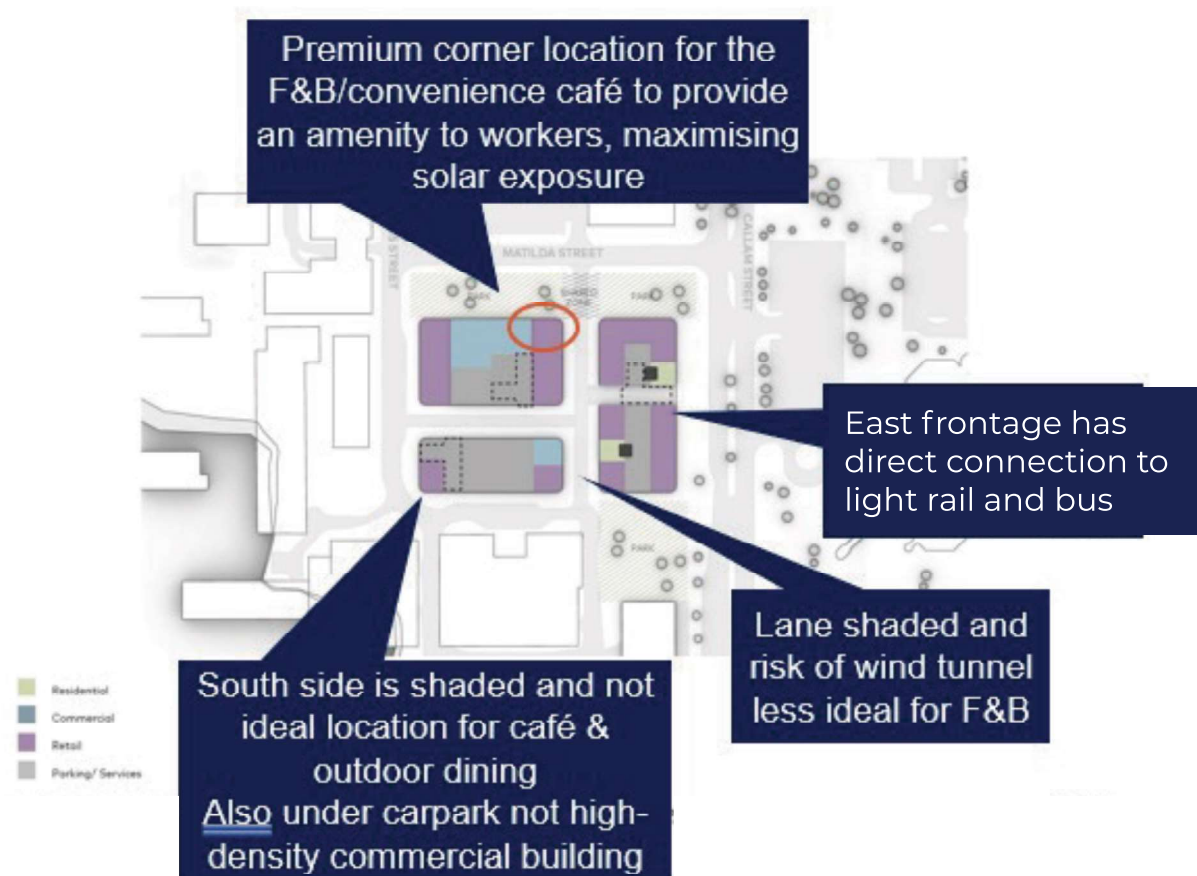


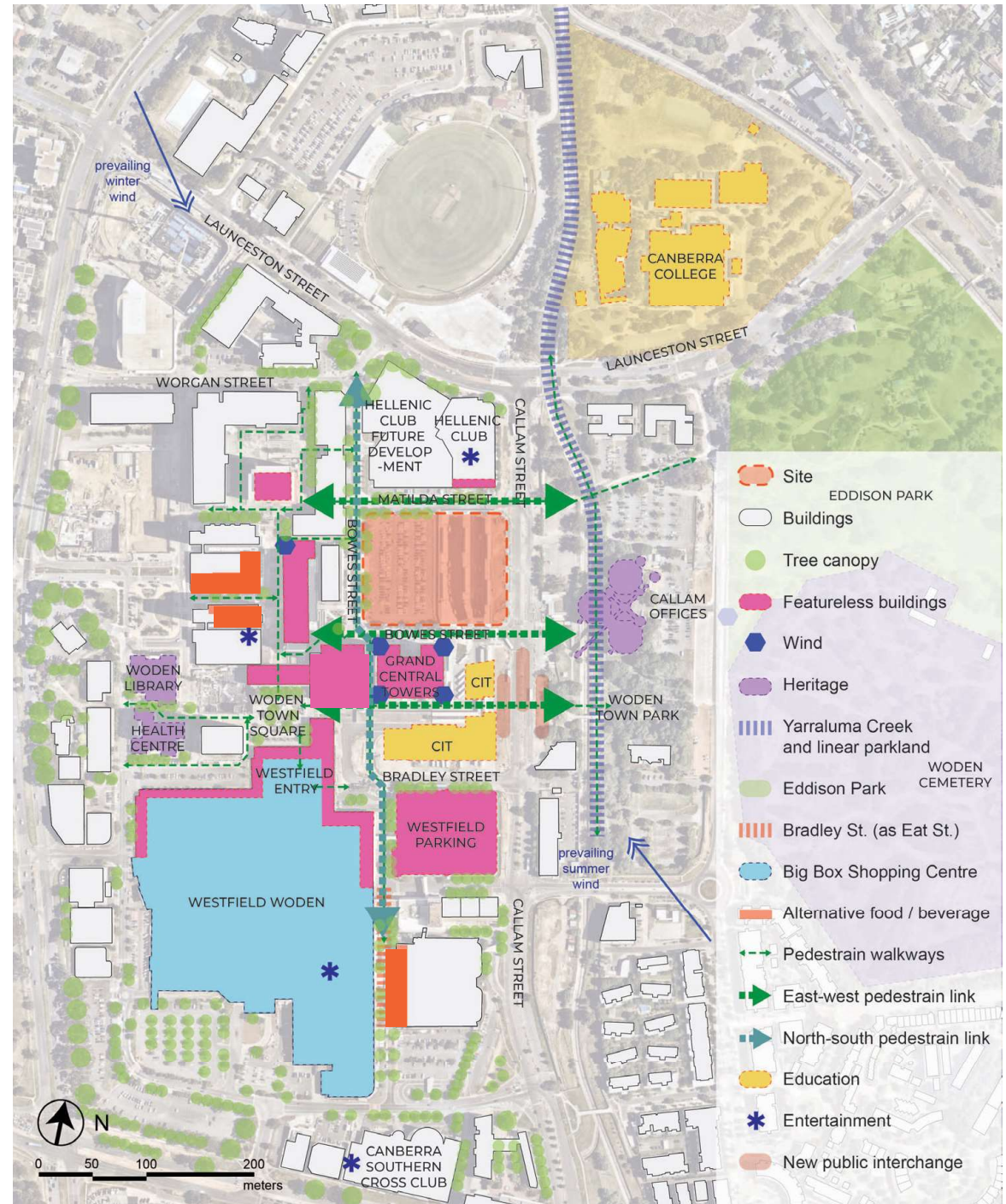
Figure 19. Preferred location of F&B

2.10 Place Character

Currently Woden CBD has an urban identity characterized by:

- Tall office buildings of mainly featureless glass or concrete architecture with minimal contribution to the public realm.
- Streets and public spaces have large areas of hard surfaces.
- Low tree canopy coverage (5 – 23%).
- A fine grain of laneways and walkaways.
- Good east west links that connect the central spine to the Yarralumla Creek linear parkland.
- North South at grade link along Bowes and Bradley Streets.
- Moderate winds which impact the usability of public spaces, particularly on at the corners of the Grand Central Tower for the existing configuration due to interaction of the building with the prevailing northwesterly winds.
- Big box shopping centre is a retail and food and beverage destination with comfortable internal mall and a good range of services including supermarkets, food and beverage options, cinemas, seating, and events.
- Bradley Street and Alby offer a popular alternative food and beverage experience to the mall in a green and intimate outdoor setting.
- Entertainment destinations – Hellenic Club, Southern Cross Club, cinema, and bowling alley.
- Few sports and recreation spaces.

Figure 20. Place Character



3.0 Discover Phase Engagement Summary

The Discover Phase community engagement was undertaken during October and November 2022 through the ACT Government's YourSay website, as well as a series of face to face activities including Discovery Walks, Discovery Pop Ups and Stakeholder Interviews.

First Nations engagement is being conducted and is ongoing by Bagariin Ngunnawal Cultural Consulting and includes surveys, face to face and online conversations and discussions with Representative Aboriginal Organisations.

A comprehensive Listening Report was prepared documenting all the comments. A summary of the community feedback is listed under the headings:

- Getting around
- Uses and activities on the street
- Valuing and connecting to the spirit of the place
- Community spaces
- The future of urban living

Getting Around

- The Town Centre is car dominated, and this is a barrier to visitation to the place. The Phillip Block 1, Section 7 site should not be experienced as a thoroughfare for cars - it should be for walking and cycling, with slow-speed zones for cars as 'guests' in shared spaces.
- Routes need to feel safe, be well lit and accessible.
- Car parking is still needed, but it needs to be affordable and preferable either underground or above ground level. Ground level should be for more active, people-friendly engaging uses and activities.
- Laneways can be good as they are narrower, a 'finer grain', but they need to be activated with great lighting, interesting features and probably street art too.

Uses and activities on the street

- Markets and other small scale, varied retail or creative initiatives could provide a counterpoint to current larger-scale offerings.
- A cafe opening out onto a green public space is widely supported.
- Include publicly accessible laneway developments with communal outdoor dining areas and piazza within new precincts.
- If you want people who don't live on the site to visit it, there needs to be strong reason - a 'destination.'
- Businesses or uses that complement the courses at CIT and Canberra College can be mutually beneficial.
- Night time activation can be achieved through extended operating hours and illuminated artworks or displays.

Valuing and Connecting to the Spirit of Place

- People want to hear local stories.
- More art and creative expression, including Ngunnawal and First Nations, in the public realm is a common request.
- Opportunities to learn about local Ngunnawal and First Nations cultures are of interest.
- There is strong acknowledgment of the desire to understand how to connect to Ngunnawal culture through a better informed understanding of the natural environment, seasonal changes and the site's location and surroundings.
- Use of Ngunnawal language in place, such as through bilingual signage would be valued.
- Opportunities to immerse yourself into the natural environment, particularly through native flora and habitats which attracts native fauna and can strengthen the spirit, connect you to the place.

Community Spaces

- This place is highly multi-generational - public spaces need to be designed for children, older people, and everyone in between.
- Green spaces near to the Phillip site in the Town Centre to relax and connect with nature are lacking and a major community priority.
- Spaces with things to do, particularly free things like water, buskers and other activations, would be very welcome.
- Beauty, nature and curves (rather than right angles, hard edges and unfriendly blank facades), are lacking locally and are commonly requested.
- A flexible space with weather protection that could be used for multiple community uses like events or small scale markets is needed.
- Relocating the park area to Bowes Street to eventually connect to Bradley Street via a 'green corridor' is widely supported
- There are lots of dogs in apartments, and more dog friendly areas are requested.
- Multiple small spaces with different character and functions, rather than one large space, are generally requested.

The Future of Urban Living

- Built form and public realm working together with human scale, biophilic design, and detail.
- Weave ecology into the design of buildings. Developments can have a regenerative function, such as providing homes for native animals and bird.
- 'Hustle and bustle', lots of varied activities both day and night, will help the site become the great urban place it could be.
- Being a place consciously designed for all ages, genders and abilities, day and night, will elevate the user experience of the site within the Town Centre.
- Compact, fine-grained, varied human scale is a clear priority - there is too much 'big' in the town centre and it doesn't feel welcoming.
- People are seeking a place with a strong personality - visually engaging, charismatic, welcoming, reliable, quirky, edgy. When I come here I know something will happen."



4.0 BENCHMARKING

The Discover Phase has identified some challenging development constraints. Benchmarking was undertaken to explore how those challenges have been addressed on other projects and what ideas could be transferred to Phillip B1 S7.

1. Building Interfaces: What is an active frontage?

The Phillip Precinct Map and Code specifies that **building interfaces along Bowes Street and Callam Street are primary active frontages and Matilda Street is a secondary active frontage.**

Given the limited opportunity for retail it is important to explore alternative ideas for what an active frontage could be.

The City and Gateway Urban Design Framework 2018, prepared by The National Capital Authority (NCA) and ACT Government, provides a useful definition of frontages that are applicable to Phillip Block 1 Section 7.

ACTIVE:

This building edge type represents primary active street frontages which generate high levels of pedestrian activity and public life at the ground floor level, creating active places and vibrant retail precincts.

Typically uses such as retail, restaurants, bars and service industry shopfronts achieve this level of activation.

Generous double height ground floor ceiling heights establish an appropriate urban scale and promote flexibility of use and higher levels of servicing needs.

Frontages are located on the front setback with direct, on grade connection with the street. Continuous awnings with frequent entries and interesting window displays provide the backdrop to plentiful outdoor dining opportunities and greenery.



SEMI-ACTIVE (Secondary):

This building edge type is less interactive, but benefits from activation and pedestrian traffic generated by adjacent public transport networks.

Commercial office, with small retail offerings such as foyer coffee kiosks, customer service functions or showrooms seeking brand exposure suit semi-active frontages, with the occupants activating the building.

Frontages are located on the front setback with direct, on grade connection with the street with wide formalised pedestrian access from the kerb to the building edge and awnings limited to entries only.



ADAPTABLE:

The adaptable building edge is used for urban areas where there could be a transition in use from residential to commercial or retail. This may include creating a desired mix of neighbouring uses such as residential or live/work adjacent to lower intensity retail or service industry. Building frontages will be located behind the front setback providing landscaped private outdoor space for either residents or other users, depending on the current use of the building. The ground floor interface will provide a direct, on grade connection with the street, with tree planting in the verge and setback areas and awnings to entries only. Double height volumes, some with mezzanines, at ground level ensures longer term adaptability to other uses is able to occur.

RESIDENTIAL:

This building edge type creates a less intense street address reflecting its residential use. Building frontages with awnings signalling the entrance to each residence will be located behind the front setback with landscaping providing a balanced level of privacy between private outdoor space and the verge. Elevated transitions to the ground floor level, with semi-permeable screens or fences, will encourage residents to use the private outdoor space at the front, contributing to a subtle active street quality, with passive surveillance and the security it brings. Equally, generous ground floor ceiling levels will contribute to the perception of space and amenity for residents.

PARK EDGE:

The park building edge seeks to establish a relationship between residential development and green spaces.

The intent is to provide connection, activity and surveillance from the building while balancing privacy for the occupants, ensuring the building edge is activated through frequent use.

Park edges are an opportunity to celebrating indoor/outdoor living, provide a positive outlook, and bring natural light into buildings (which is especially good in winter).



2. A multi-functional covered public space – a meeting place for exchange of arts and ideas

During the consultation many people spoke about the need for a multi-functional covered public space.

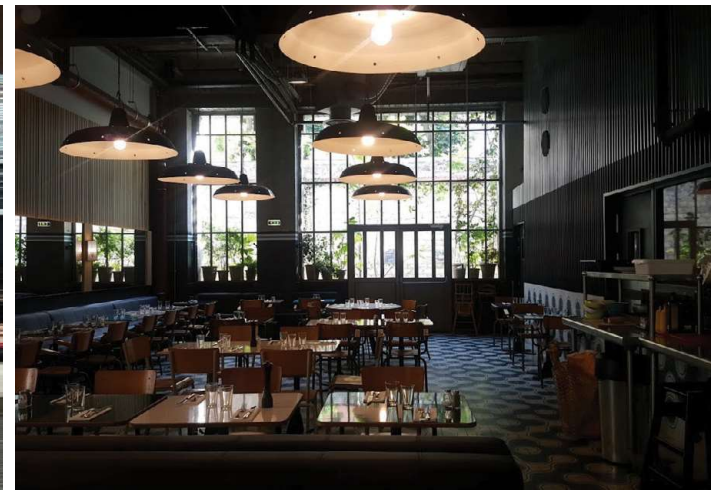
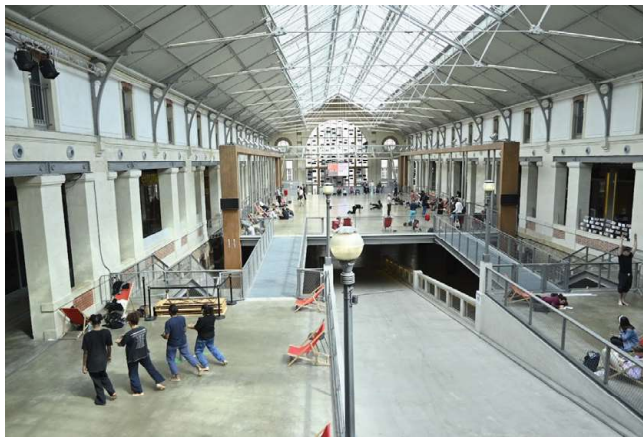
104 Centquatre is an example of a public cultural center located in the 19th arrondissement of Paris. It is part of the French political program to decentralize culture and build public/ private partnerships for cultural, artistic, and social purposes.

Located in a dense urban environment, 104 Centquatre is designed to accommodate multiple creative-focused uses in a space-time program. The activities range from temporary to permanent.

The success of the space is its ability to simultaneously combine different uses which appeal to a diverse range of people.

Uses include free social activities for those living in the neighborhood (for both adults and children), markets, artistic production, artists in residents, shows, exhibitions, lectures and workshops, and commercial and productive activities, a dance floor (for both everyday and event use), a start-up incubator, studio spaces for creative industries, café, restaurant and up-cycle secondhand retail.

Architecturally, 104 Centquatre, is a complex of buildings facing into a central covered public urban plaza.



A couple of local examples of large multi-functional spaces are **Sunshine Harvester Works** in Fremantle, WA and **Verity Lane** in Civic, ACT.

Both are food halls with a difference.

They are incubator spaces for emerging foodies by bringing together up and coming chefs under one roof. Each chef has their own kitchen to cook and showcase their fare without the pressure of investing in their own bricks and mortar restaurant.

The food halls are approximately 3000m2 in size with individual kitchens centred around a large dining room with tables and chairs for patrons. Sunshine provides a games area for kids to make it family friendly. Verity Lane has a large deck outside.

Both Sunshine Harvester Works and Verity Lane provide a program of events to attract people ranging from live music, suitcase rummages, exhibitions, wine tasting, food classes, and private events.



Events

Stay tuned for future events...



May 11, 2022
**Fremantle Pinot & Picasso
X Sunshine Harvester**
We are excited to announce that Sunshine Harvester is working in collaboration with Fremantle Pinot & Picasso to bring you a special gift for your mother this Mother's Day...



March 8, 2022
**Welcome Spaghetti WX to
Sunshine!**
The all new Spaghetti WX is set to start trading at Sunshine this Wednesday!



January 31, 2022
Extra Sunshine
Guests who's back and staying for 2022... EXTRA Sunshine!



January 25, 2022
Pre-Loved Clothing Market
The Sunshine Harvester Works is excited to announce that the Pre-Loved Clothing Market is returning every second Sunday of each month for 2022!



January 25, 2022
Happy Lunar New Year
To celebrate the Lunar New Year we will be having a traditional lion dance throughout Sunshine from 7:45pm on Friday the 4th of February.



August 24, 2021
Wednesday's at Sunshine
We have a great line-up of Foodies open every Wednesday from 5pm.

3. What are the trends for mixed use precincts.

Woden Town Centre is undergoing a transformation from a commercial / retail centre into a mixed use precinct. Mixed use precincts support people to live a convenient lifestyle with a high level of amenity and wellbeing. All within close proximity people can live, work, shop, eat out, relax, exercise, have access to nature, and recreate.

As part of this transition it is important to understand the future trends for mixed use precincts and how they can be applied to Phillip B1 S7.

Gensler Research provided these insights into future mixed use developments:

<https://www.gensler.com/design-forecast-2022-mixed-use-and-retail-centers>

Open space has become a necessary asset.

The pandemic forced retailers to reprioritize open space as an essential part of their layouts. Open space allowed businesses to stay running during the pandemic shutdowns. Now it's a way to future-proof for potential disruptions since it readily can be adapted for new uses. Communities have come to value open areas for their mixed-use capabilities and seamless integration into the public ecosystem

Communities increasingly want 20-minute neighborhoods.

Mixed-use spaces are crucial for achieving "20-minute neighborhoods," a concept in which every commercial, residential, and institutional need is within a 20-minute walk or bike ride of each other. Mixed-use developments help facilitate walkability by reimagining single-use residential and commercial blocks as multi-use spaces that cater to a variety of needs and experiences.

Biophilic design principles are trending up.

Biophilic design principles are increasingly driving design plans because of their prioritization of public health and sustainability. Integrated green spaces encourage better mental health and well-being by promoting more human reconnection with nature, and they can turn urban industrial spaces into ecologically beneficial areas. The result is a design that is better received by the public and the natural environment.

Micro mobility will continue to displace car traffic.

New mixed-use projects are being designed with micro mobility in mind from the start, specifically favoring hop-on shuttles, electric scooters, and bike shares. Many cities now require new developments to be sustainable or net zero, so reducing car traffic is an easy way to meet such mandates. As a result, street space is being reclaimed for parks, outdoor dining, and a variety of uses besides driving and parking.

5.0 WHAT WE LEARNT

Getting around: active travel, connectivity, streets & walkability

What we learnt from the Site Analysis

- There is a fine grain network of lanes and walkways.
- Good access to public transport.
- Streets lack shade, places to sit and wayfinding.
- The central spine is not as enjoyable as it could be.
- A large number of people that live in Woden Town Centre walk to work.
- Street network is confusing.

What we learnt from the community

- All the public spaces feel like thoroughfares. People tend to scurry through dead zones.
- Laneways and walkways don't feel safe especially at nighttime.
- Walkways and laneways are run down.
- Poor continuity and missing links in the path network.
- Poor legibility and wayfinding especially travelling along the east/west routes.
- No safe bike parking, particularly near the public transport.
- People avoid coming to Woden as the streets are too confusing especially with the construction.

What we learnt from the benchmarking

- Micro mobility is on the increase.
- Improve the safety and the perception of safety of streets and public spaces, especially after dark.
- Better equity in the provision for pedestrians.
- Connectivity and public open space are critical components for mixed use sites development success.
- Design streets, laneways and walkways to enhance pedestrian connectivity, comfort, wayfinding and experience.
- A variety of green spaces (streets, parks and roof gardens) encourages social interaction and can facilitate reduction in overall environmental impacts.
- Thoughtful connectivity creates more comfortable environments for people to walk, congregate and be active outdoors.
- Positive connectivity and access improve pedestrian and cycling use.



Figure 21. Bowes Street intersection is very confusing; The cycle path network has some good sections, but is incomplete; central walkway is dilapidated with little opportunity to stop and stay.

Uses & Activities

What we learnt from the Site Analysis

- Town centre lacks a variety of alternative destinations.
- Limited opportunity for people to stop and stay in the public spaces.
- Bradley Street is a good local example of streetscape treatment.
- A wide range of commercial, entertainment, residential, and institutional needs are within a 20-minute walk or bike ride of each other.
- There are few sports recreation facilities (pool is closed, ice rink is closed, no tennis)

What we learnt from the community

- No activity after 6pm.
- No lawn areas to sit with friends and family.
- Need more choice of cafes, especially adjoining open space.
- Woden Town Square is not successful.
- Need more life on the streets.
- Need a sheltered outdoor space for events and activities.
- Need more provision for homeless people.
- More Activities for youth, children, and the elderly.
- More density.
- Woden is missing a swimming pool.
- Need a dog exercise area in the city.

What we learnt from the benchmarking

- Multi-use spaces need cater to a variety of needs, users and experiences.
- Well-being is improved by promoting more human connection with nature.
- Mixed use precincts have a lot of amenities in easy cycling and walking distance.

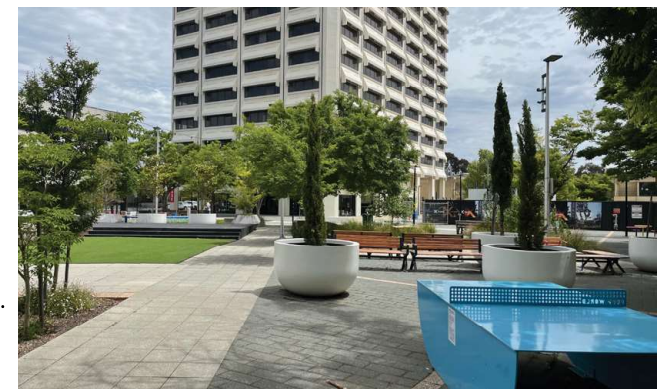


Figure 22. Bradley Street; Town Square is under utilised.

Built Form

What we learnt from the Site Analysis

- Many buildings in Woden are featureless, flat and monolithic with poor ground level human scale or interest.
- The building design influences the wind at the street level (Grand central)
- Footpaths are dilapidated.
- There is a lack of green including low areas of tree canopy.
- Laneways are not well activated and unsafe.
- Very car dominated outside of the central core.

What we learnt from the community

- Buildings overshadow public spaces making them too cold to use in winter.
- Prefer facades that engage with the public space and provides a welcoming human scale.
- More integration of green into the open spaces, streets and buildings.
- The renovation of A&A development has had a positive impact on the town centre.

What we learnt from the benchmarking

- Building features and finishes with a human scale on the ground level improve the quality of the public realm.
- Biophilic design and green needs to be integrated into the building design.

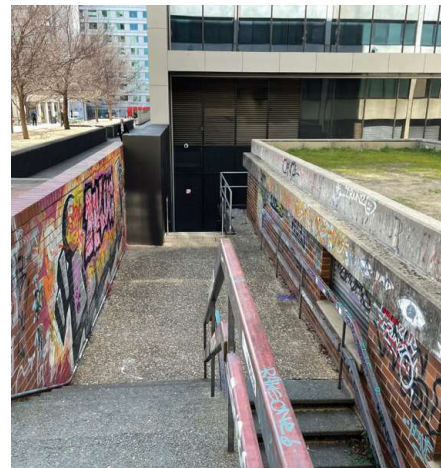


Figure 23. Examples of local architecture

Community Spaces/ Open Space

What we learnt from the Site Analysis

- There is a range of open space within easy walking distance.
- Urban plaza spaces have inactive edges and are underutilized.
- The streets and plazas are predominantly hard paved with little green. (Streets have as little as 5% canopy coverage).
- There are no dog exercise areas in Woden CBD.

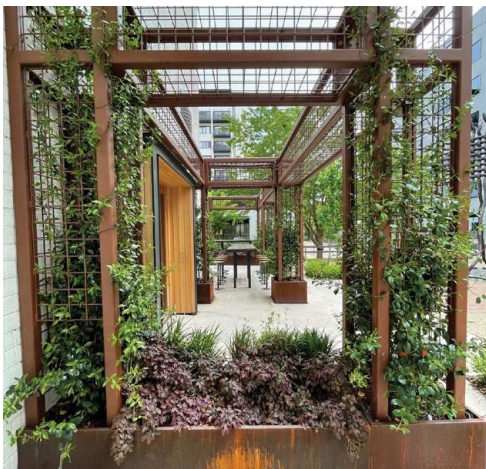
What we learnt from the community

- More space for pets.
- Need more lawn areas for relaxing.
- Spaces feel like thoroughfares with no reason to stop and stay.
- More meaningful activities especially for children, youth and elderly people.
- More interesting uses including play and water.
- The Alby walk-through space and Bradley Street (south) are great local example – with greenery feels much more inviting – can also be used free out of hours.

What we learnt from the benchmarking

- People value well cared for public open spaces.
- Urban open spaces need active edges.
- Open spaces provide ecological benefits – trees, habitat, connection to nature.
- Open space need to serve multiple uses and users.

Figure 24. The Alby walk-through; Eddison Park; Bowes St



Valuing and Connecting to the Spirit of Place

What we learnt from the Site Analysis

- There is no recognition of the local aboriginal culture.
- Unlike Tuggeranong and Belconnen, Woden has no dedicated arts centre.
- There are a couple of major sculptural artworks located in the walkway and plaza, but there is limited interaction with them.
- Hellenic Club improvements include a theatre.

What we learnt from the community

- More opportunities to express local creativity.
- Enhance the urban character with art.
- Better acknowledgement and representation of First Nations people.
- Woden has a gritty urban character which needs to be retained and enhanced.

What we learnt from the benchmarking

- Art, music and dance are a way of connecting different people.
- Art helps relieve stress.
- Activated spaces are safer spaces.



Figure 25. Local art.

The Future of Urban Living

What we learnt from the Site Analysis

- Phillips population has grown 70%.
- The majority of people living in Woden are aged between 20 - 40 years.
- The number of apartments has increased significantly will continue to increase.
- There has been no improvements to local amenity in conjunction with increased population.

What we learnt from the community

- Woden has access to a good range of amenities, transport options and easy to walk to everything.
- Both men and women don't feel safe walking around after dark.
- Reference to Campbell 5 as an example of good apartment living.
- Sun access is important.
- Woden needs to be greener with more trees, planting.
- Missing a hardware store.
- More centrally located play options for young children.

What we learnt from the benchmarking

- Convenience of location is important.
- Increased density can put pressure on public spaces and an increased need for public and commercial services.
- Residents and workers have availability to communal outdoor spaces with good amenities and landscaping.
- People aged between 20 -40 years are socially & environmentally conscious and expect apartments to include access to natural light, lower heating/ cooling and lighting costs, energy-efficient fittings, sustainable native gardens, bike racks, rainwater, and composting. Other utilities include smart home technology systems, electric car charging stations and solar power or hybrid solar PV systems.
- Residents should be able to reach the different destinations of everyday life within walking distance or other sustainable transport such as bicycle, scooter or public transport.
- Opportunities for people to work from home including dedicated work areas within the apartment and co-working spaces with amenities such as a printer and high speed wifi.

Figure 26. Woden Green marketing images



Economic Vitality

What we learnt from the Site Analysis

- Overall, the current F&B and retailer mix within Phillip covers all bases, with minimal gaps in the market identified.
- Woden CBD and Westfield are already over-supplied in smaller specialty retail.
- A substantial amount of specialty retail shop vacancy is visible.
- The Alby is a relatively new and very popular destination suggesting that there are gaps in the diversity of F&B on offer in Woden.

What we learnt from the community

- All of the F&B is very similar and there are few alternative options.
- There is no cafe adjacent to a park in Woden.
- There is no hardware store in Woden.
- Good employment opportunities.
- There is not much night time activity.

What we learnt from the benchmarking

- It is a risk to add further retail floorspace in these over-supplied environments, which could accentuate the vacancy rate.
- The ideal location for the sustainable F&B tenancy is on the North-East corner of the commercial building – pivoting off lobby, park and lane. This corner maximises aspect, solar exposure and connectivity with workers and residents, while minimising impact from wind and inclement weather.



Figure 27. A few local highlights: The Alby and Bradley St.

6.0 SUMMARY

The Place Design Brief is an opportunity for the Phillip B1 S7 to work towards improving the urban experience of Woden CBD.

A summary of the Woden Town Centre issues and opportunities raised that will be further considered in the co-design phase for Philip B1 S7 are:

Issues

- Human scale is missing.
- Too much concrete, hard surfaces, and featureless architecture.
- Feels empty and unsafe out of business hours.
- Not enough green.
- Public spaces are thoroughfares and don't invite people to stay.
- Active recreation is missing.
- Social and health impacts of higher density need to be addressed.
- Not enough activity for young children, youth and elderly.
- Limited choice of experiences.

Opportunities

- Use built form and streetscape upgrades to provide a human scale.
- Create an environmental oasis amid the concrete jungle
- Give people a choice of experiences including F&B and retail.
- Be intergenerational.
- Provide a mix of housing options that responds to the demographic diversity of Woden.
- Create beauty, joy and happiness.
- Showcase the ideas and creativity of local artists and students.
- Promote walking as a way to get around with cleaner, more interesting, and safer streets, laneways and walkways.

