


# Retrofitting Malls into the 21st Century....



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*“ Eighty Percent of everything ever built in the new world has been built since the end of WWII. This tragic landscape of highway strips, parking lots, housing tracts, mega-malls, junked cities and ravaged landscape is not simply an expression of our predicament but in large part a cause...”*

*“ ..It is the everyday environment where most people live and work, and it represents a gathering calamity whose effects we have hardly begun to measure.”* James Howard Kunstler



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# The Death of the Mallosaurus...?



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- We had been thinking about the reinvention of the mall for a while



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# New Seabury, Cape Cod in the 60's



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# Mashpee Commons





# Mashpee Commons



# Mashpee Commons



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# Mashpee Commons



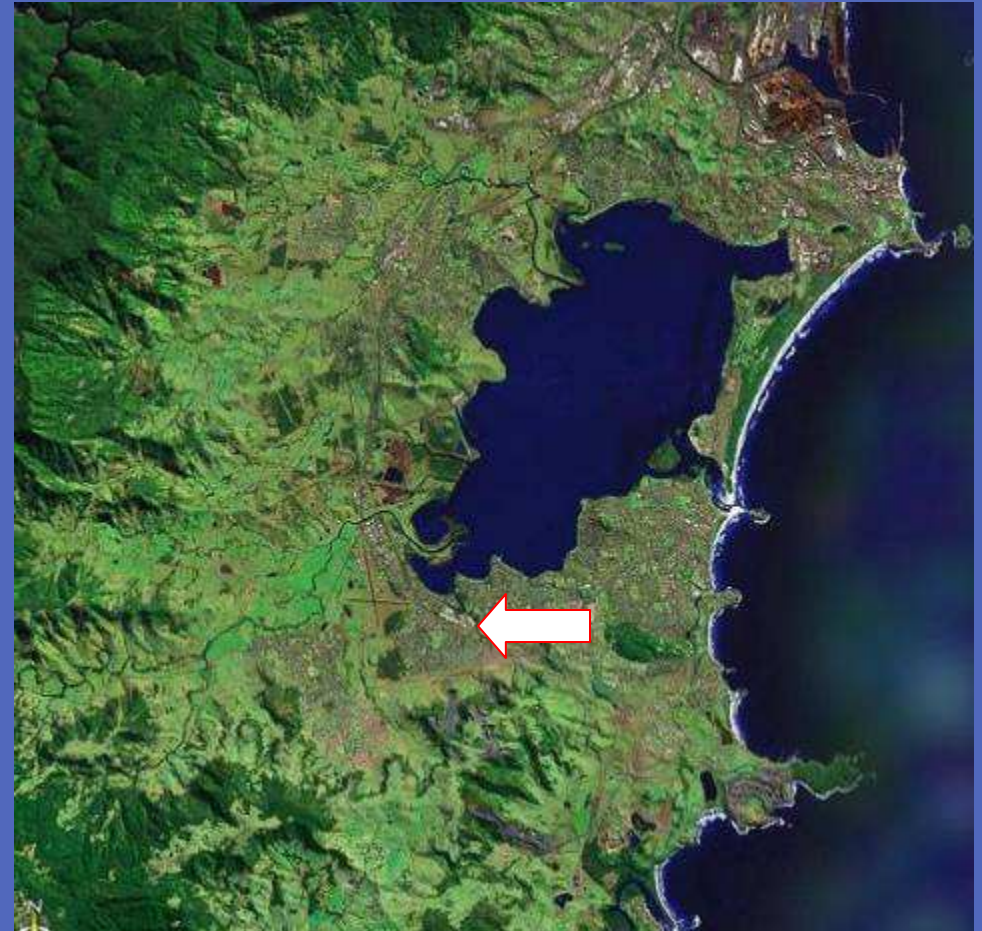
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# Mashpee Commons - Lessons

- Developer led the Vision and has continued the implementation for more than a decade
- Single ownership/vision was important
- Run like a mall, therefore private
- Retail revival first
- Residential has been slower but progressive
- Used Historic Regional References

# Shellharbour City Centre

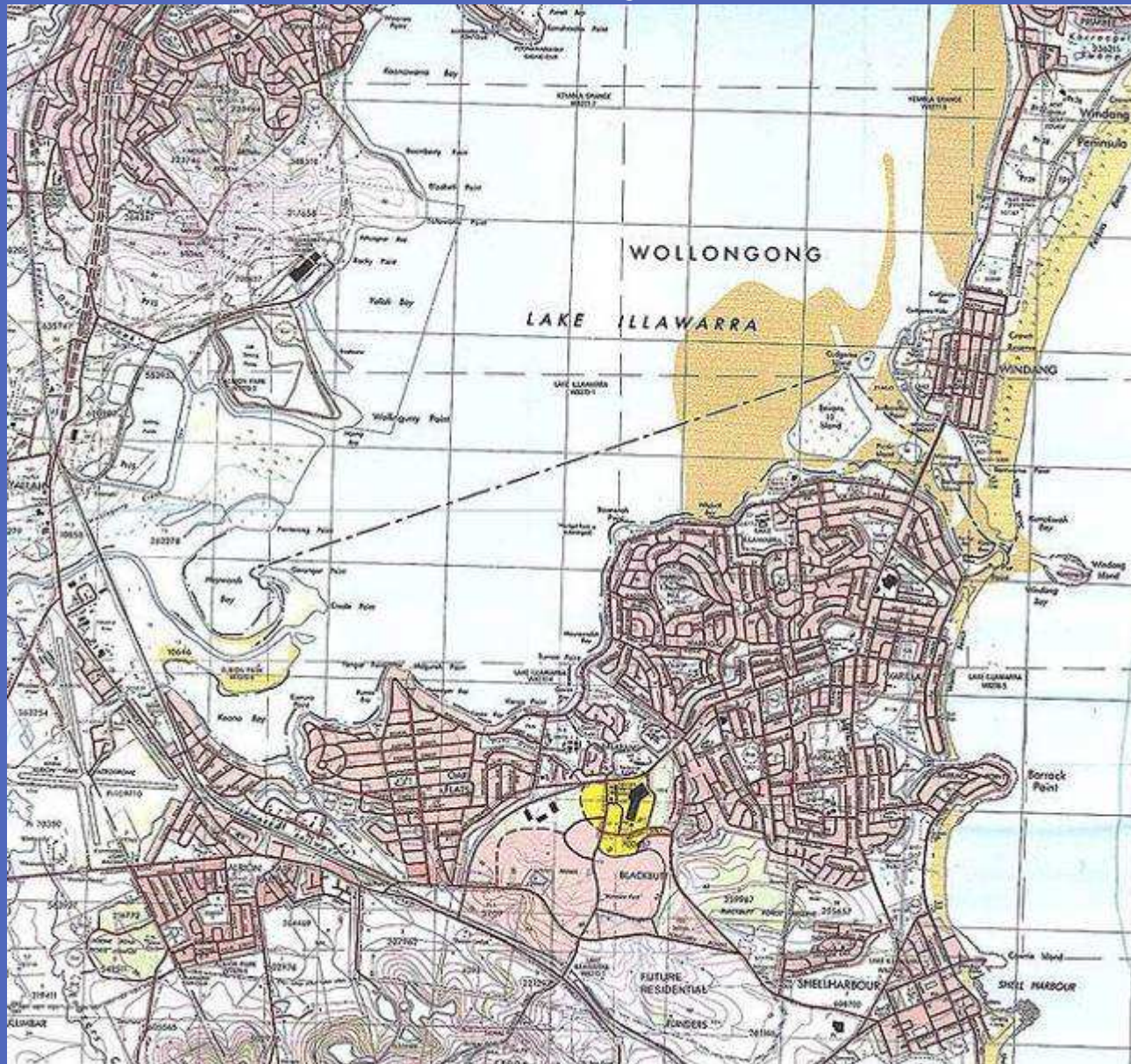




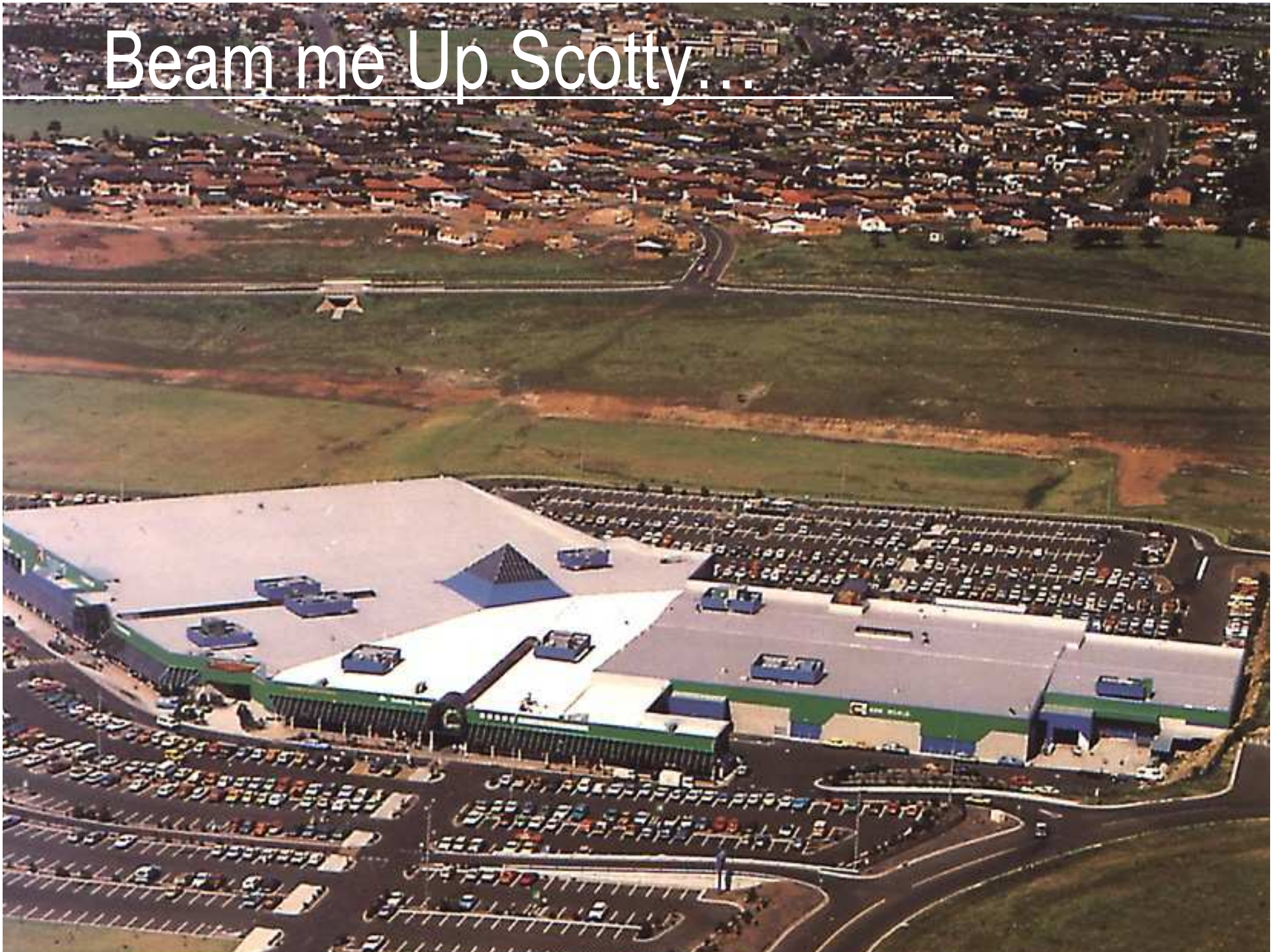
# Shellharbour City Centre

- 2 hours from Sydney
- Planned growth in recent decades as Sydney overspill
- Centre of a future population of up to 80,000
- Major existing mall 44,000m<sup>2</sup>
- ....ooooops, No Town Centre

# Shellharbour City Centre



Beam me Up Scotty...







# Air Photo



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# Air Photo



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# The Choice...

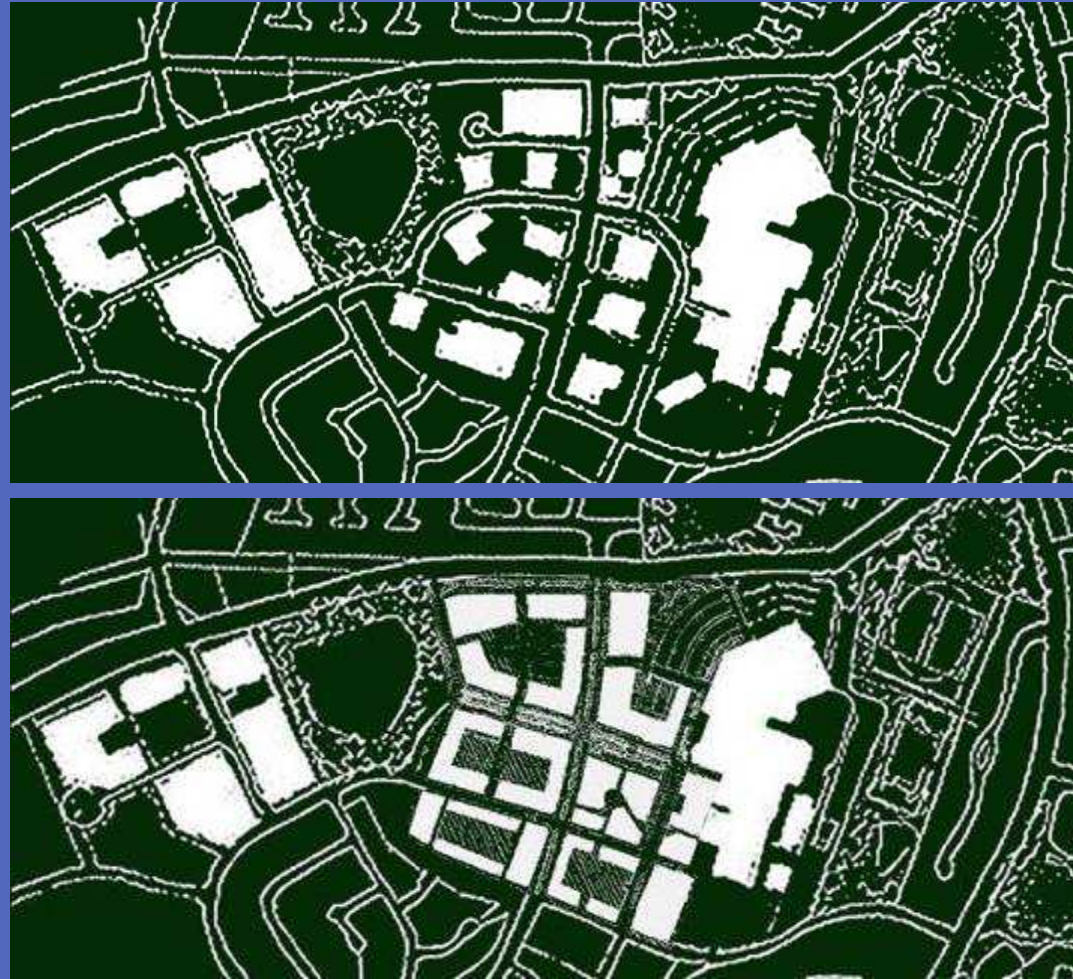
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# The Choice...



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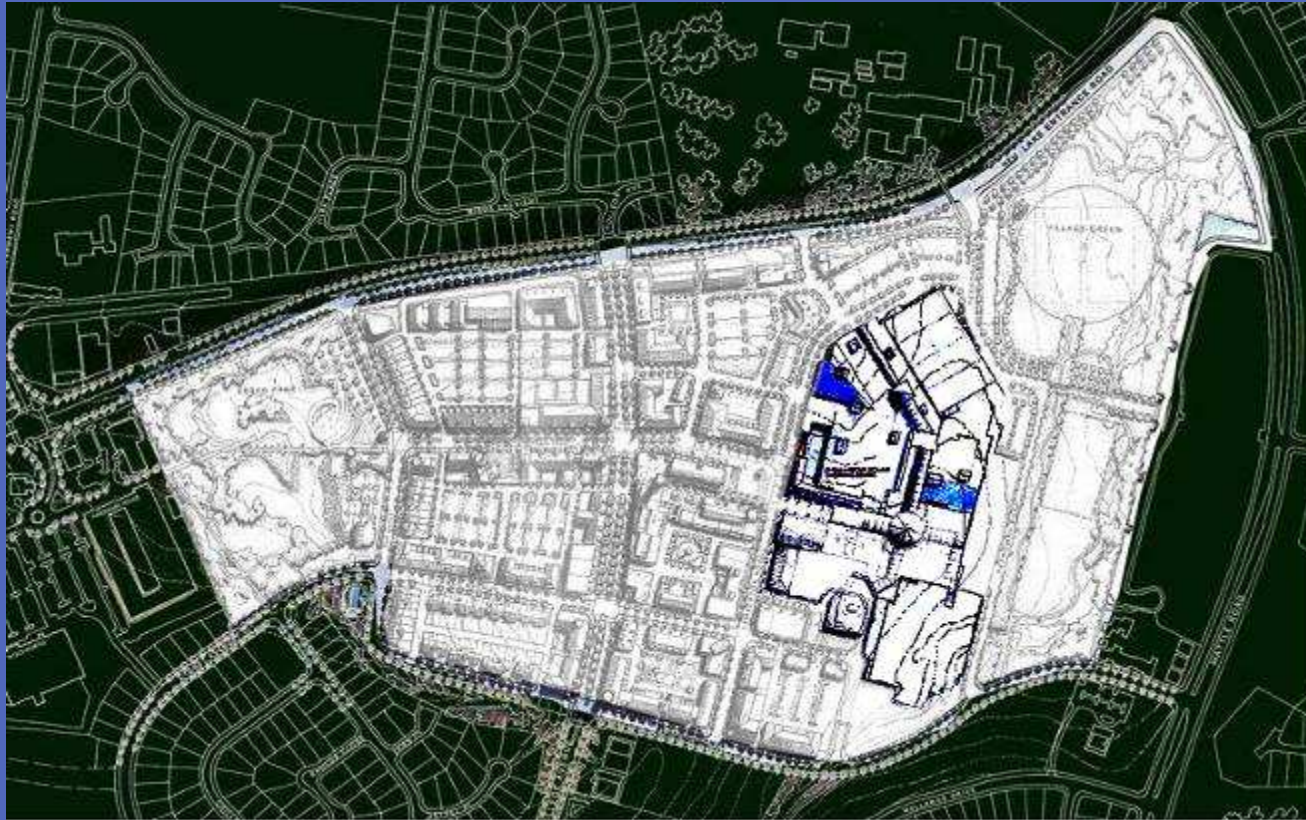


# Use Mix



- ENTERTAINMENT/CULTURAL
- RETAIL
- SUPPORT RETAIL/BULKY GOODS
- COMMERCIAL/CIVIC
- RESIDENTIAL
- CAR PARKING
- OPEN SPACE



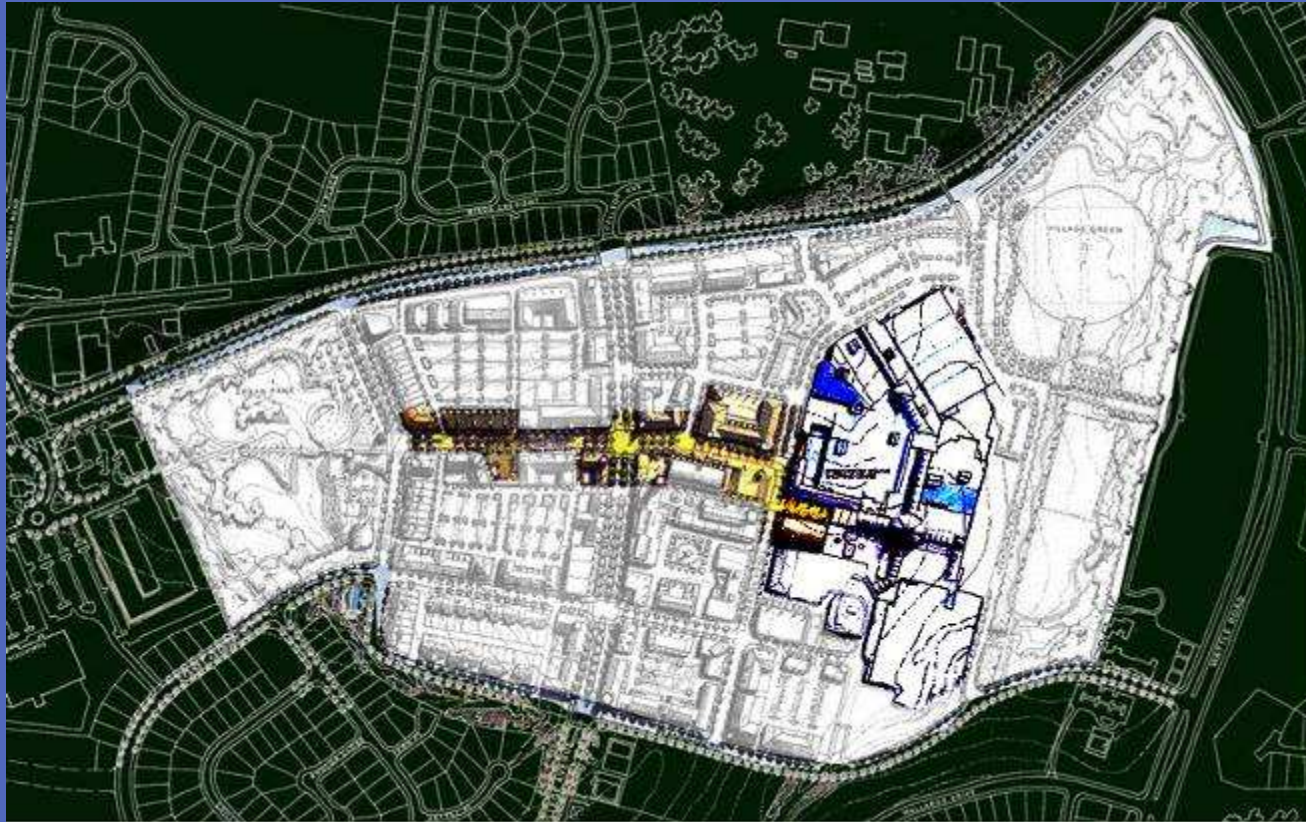


•Existing Mall

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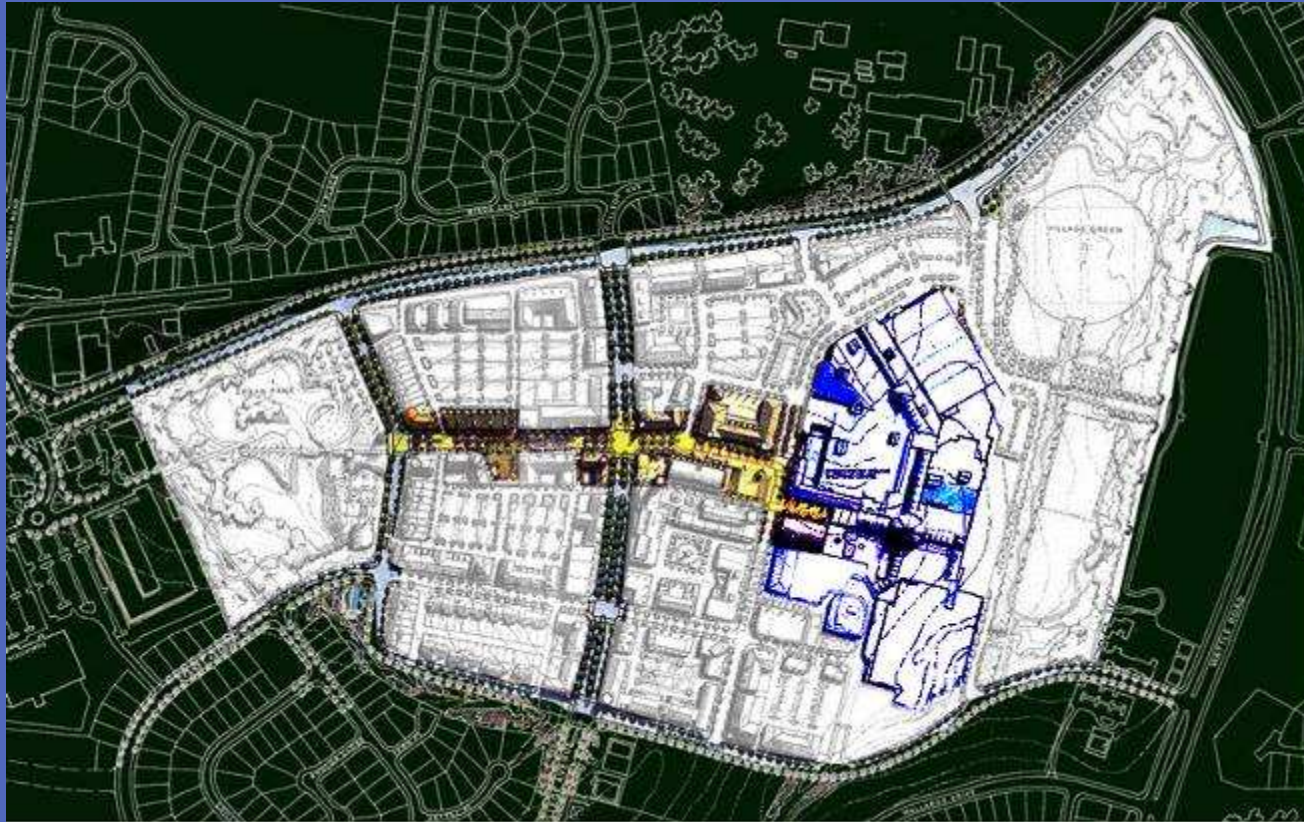




- Existing Mall
- Main Street / Urban Spaces

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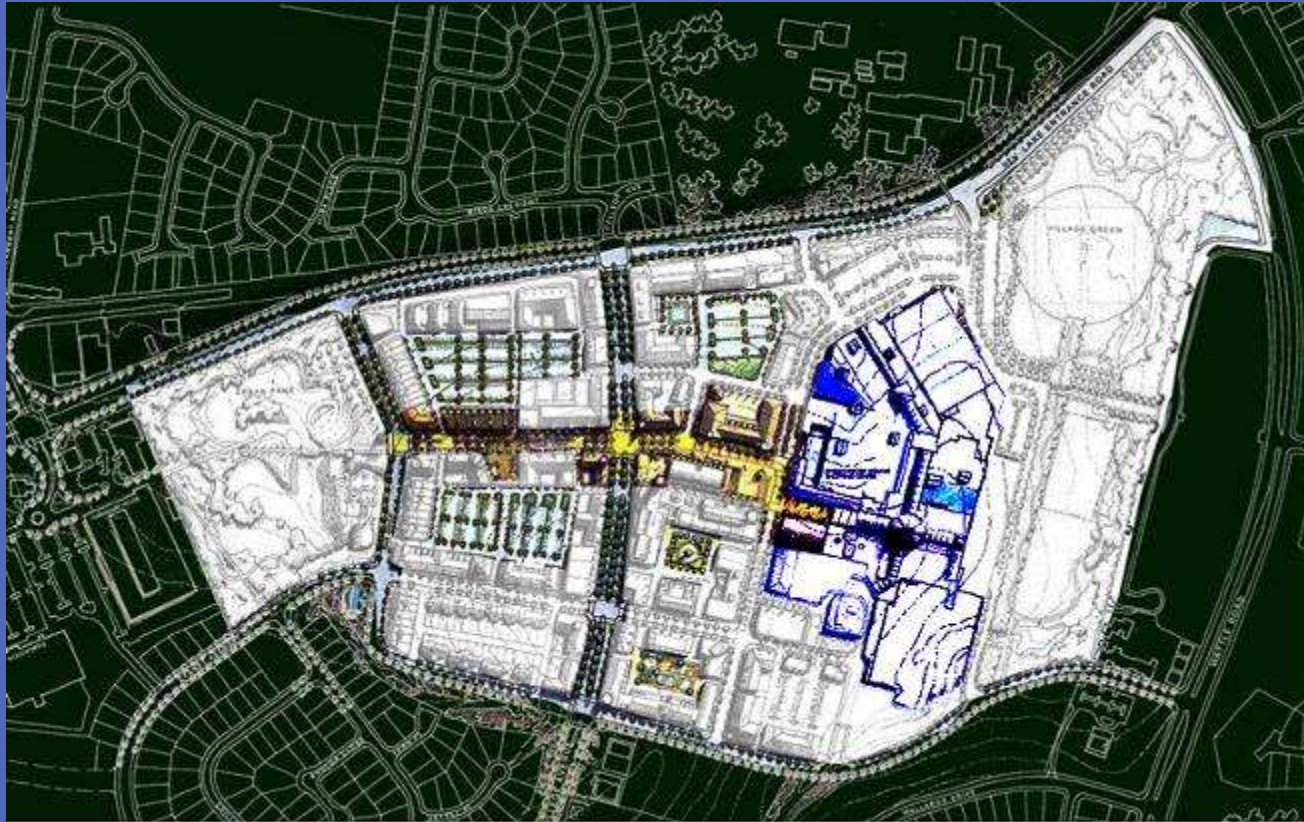
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- Existing Mall
- Main Street / Urban Spaces
- Boulevards

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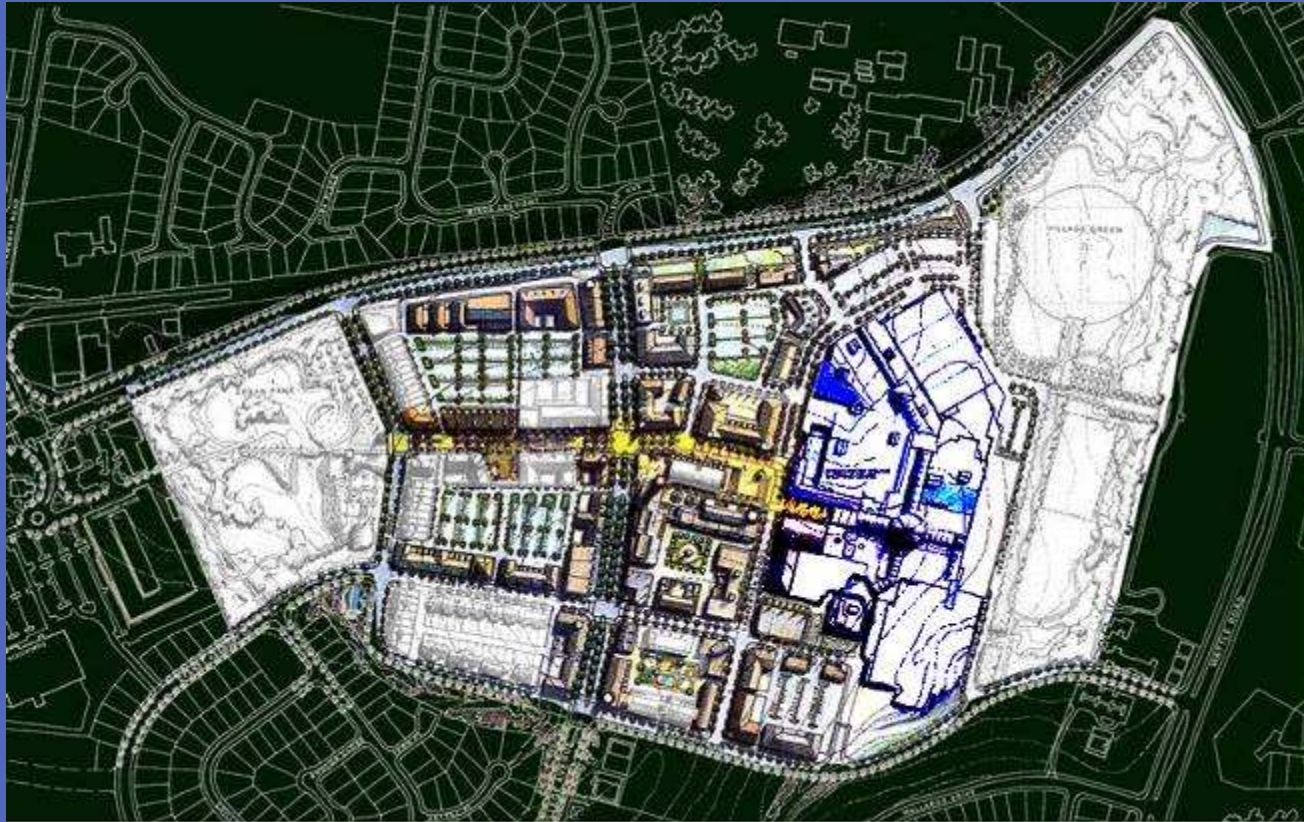
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- Existing Mall
- Main Street / Urban Spaces
- Boulevards
- Parking Areas / Rear Lanes

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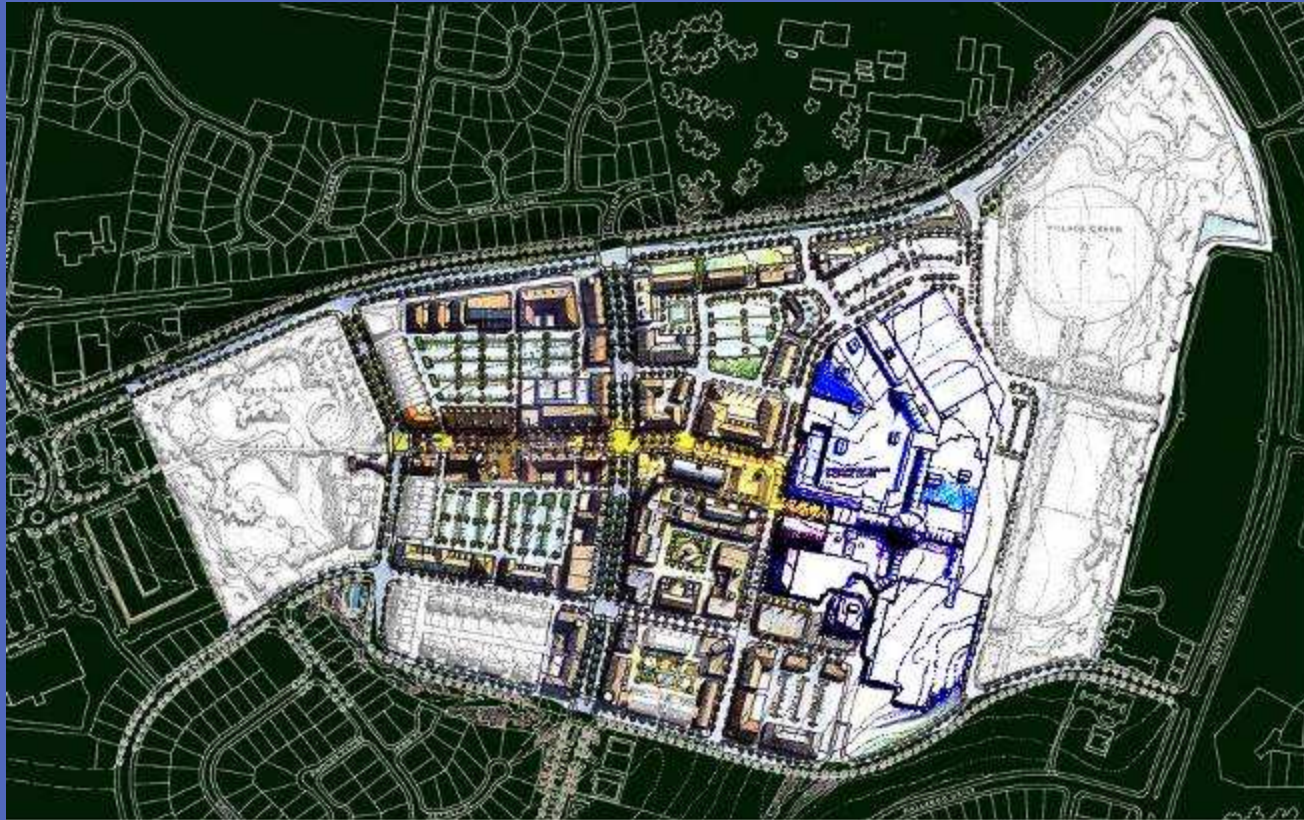
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- Existing Mall
- Main Street / Urban Spaces
- Boulevards
- Parking Areas / Rear Lanes
- Mixed use

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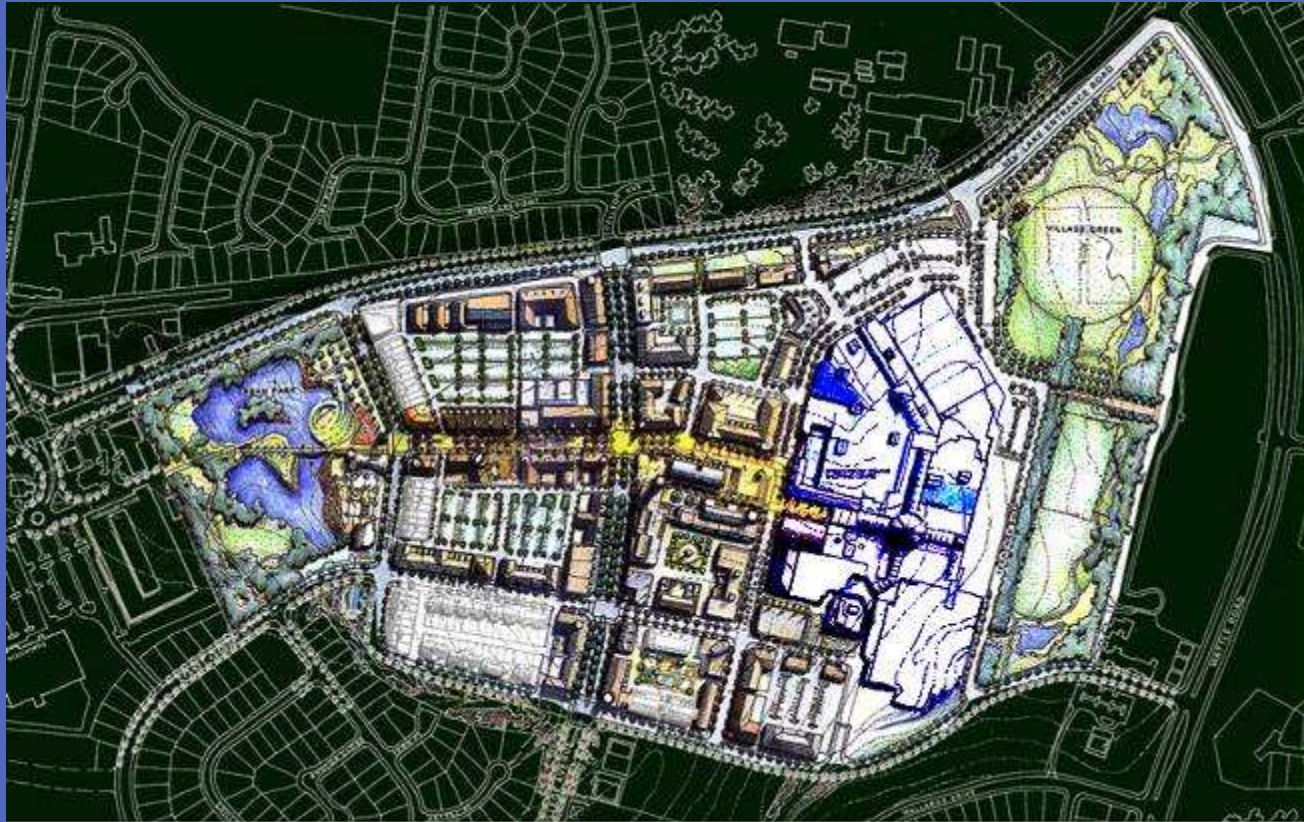
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- Existing Mall
- Main Street / Urban Spaces
- Boulevards
- Parking Areas / Rear Lanes
- Mixed use
- Entertainment / Cultural

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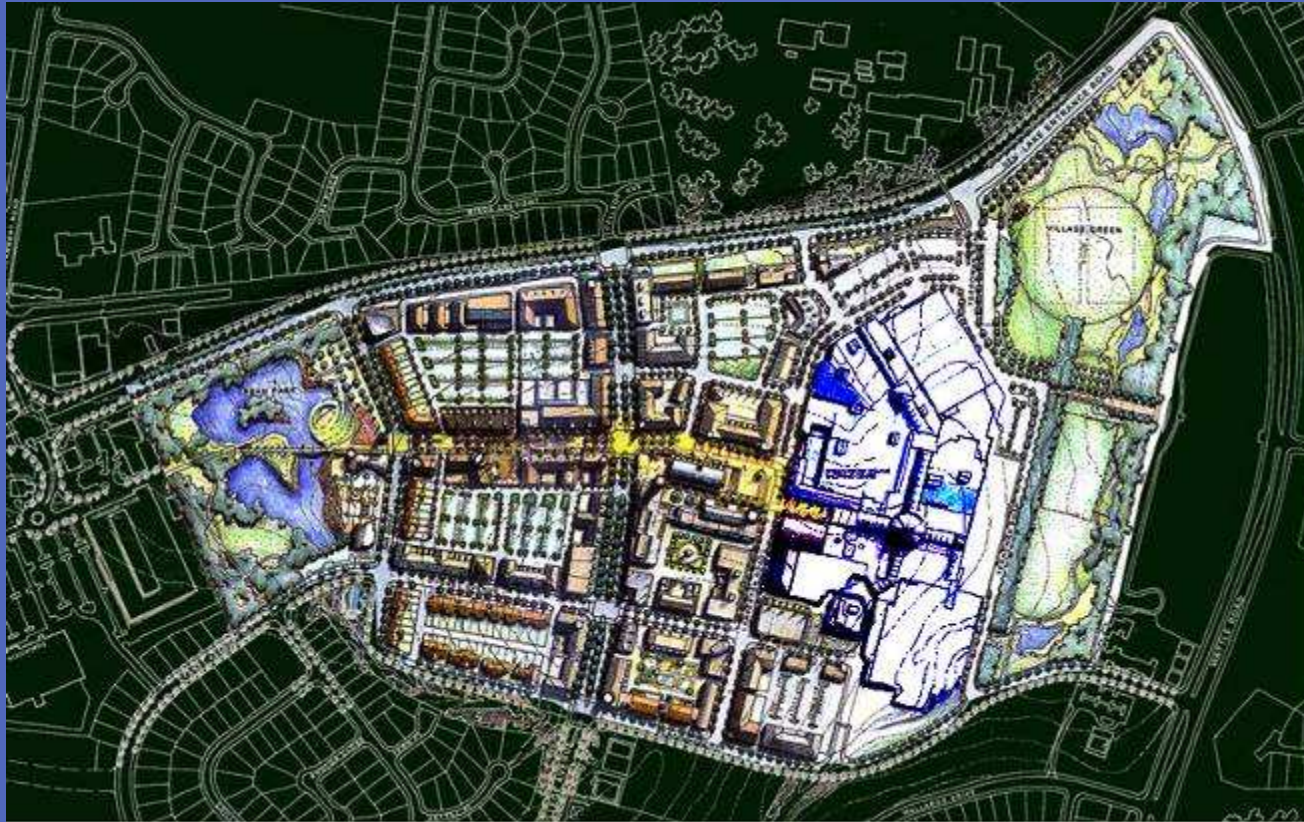
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- Existing Mall
- Main Street / Urban Spaces
- Boulevards
- Parking Areas / Rear Lanes
- Mixed use
- Entertainment / Cultural
- Parks

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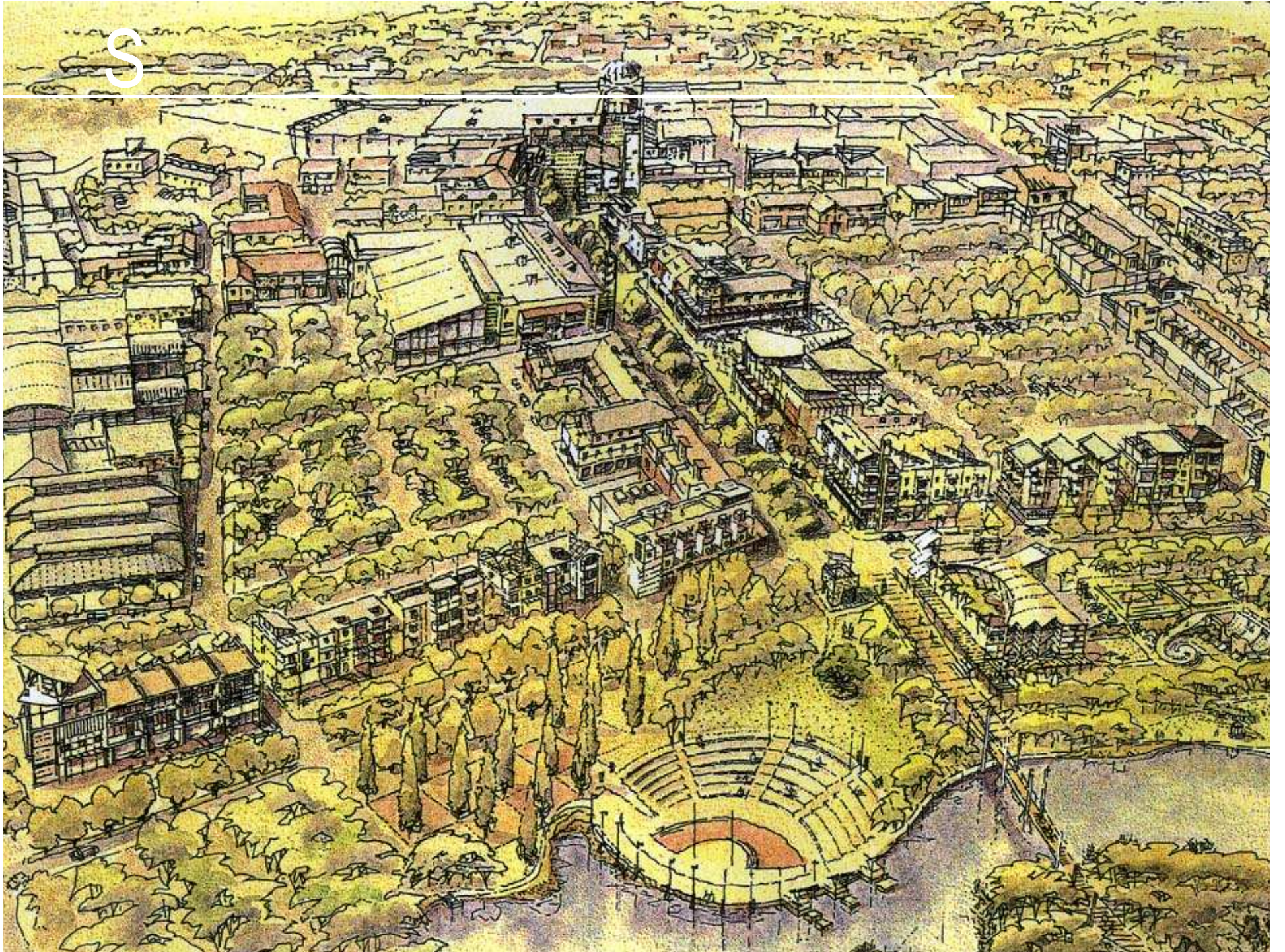


- Existing Mall
- Main Street / Urban Spaces
- Boulevards
- Parking Areas / Rear Lanes
- Mixed use
- Entertainment / Cultural
- Parks
- Residential

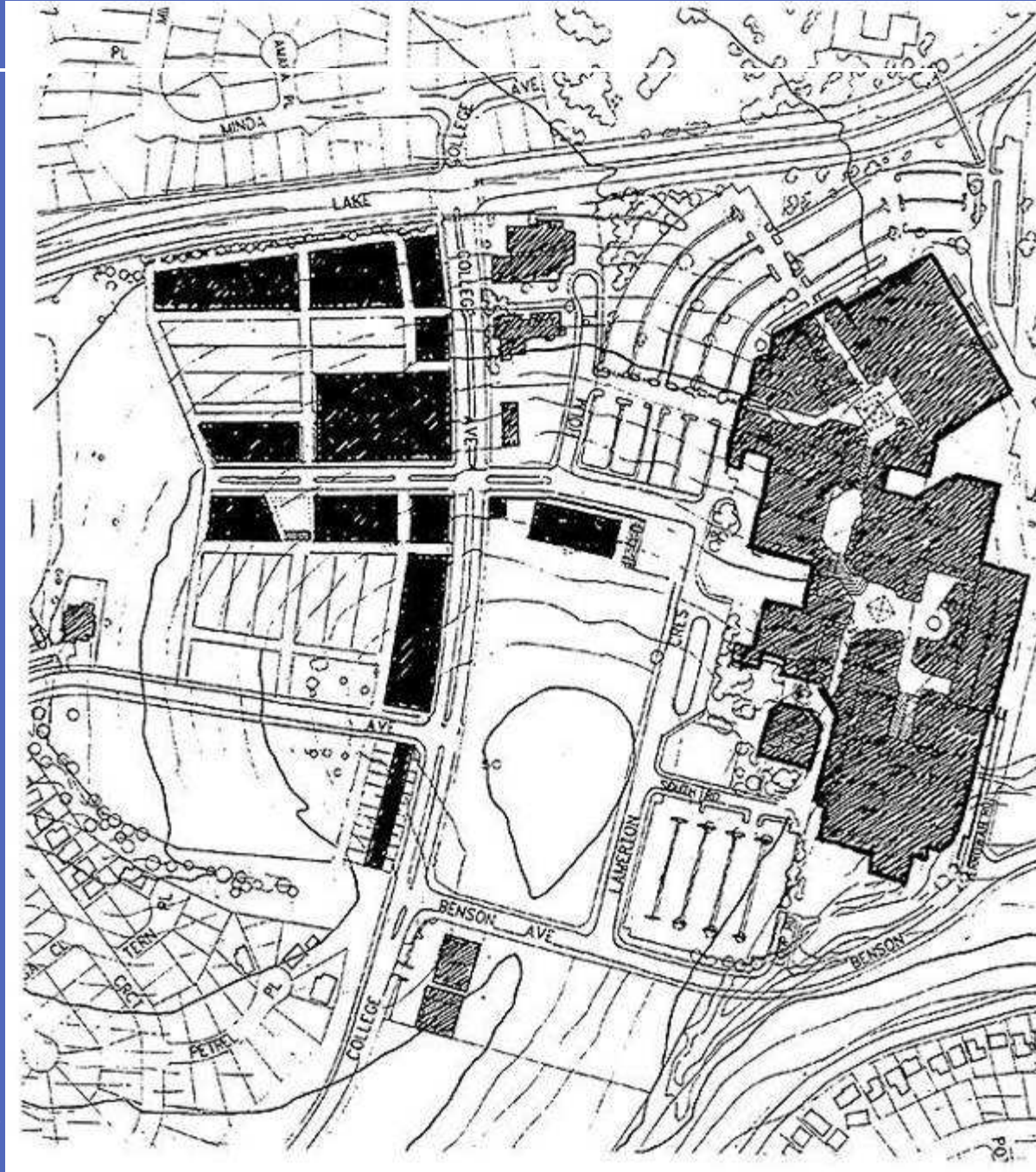
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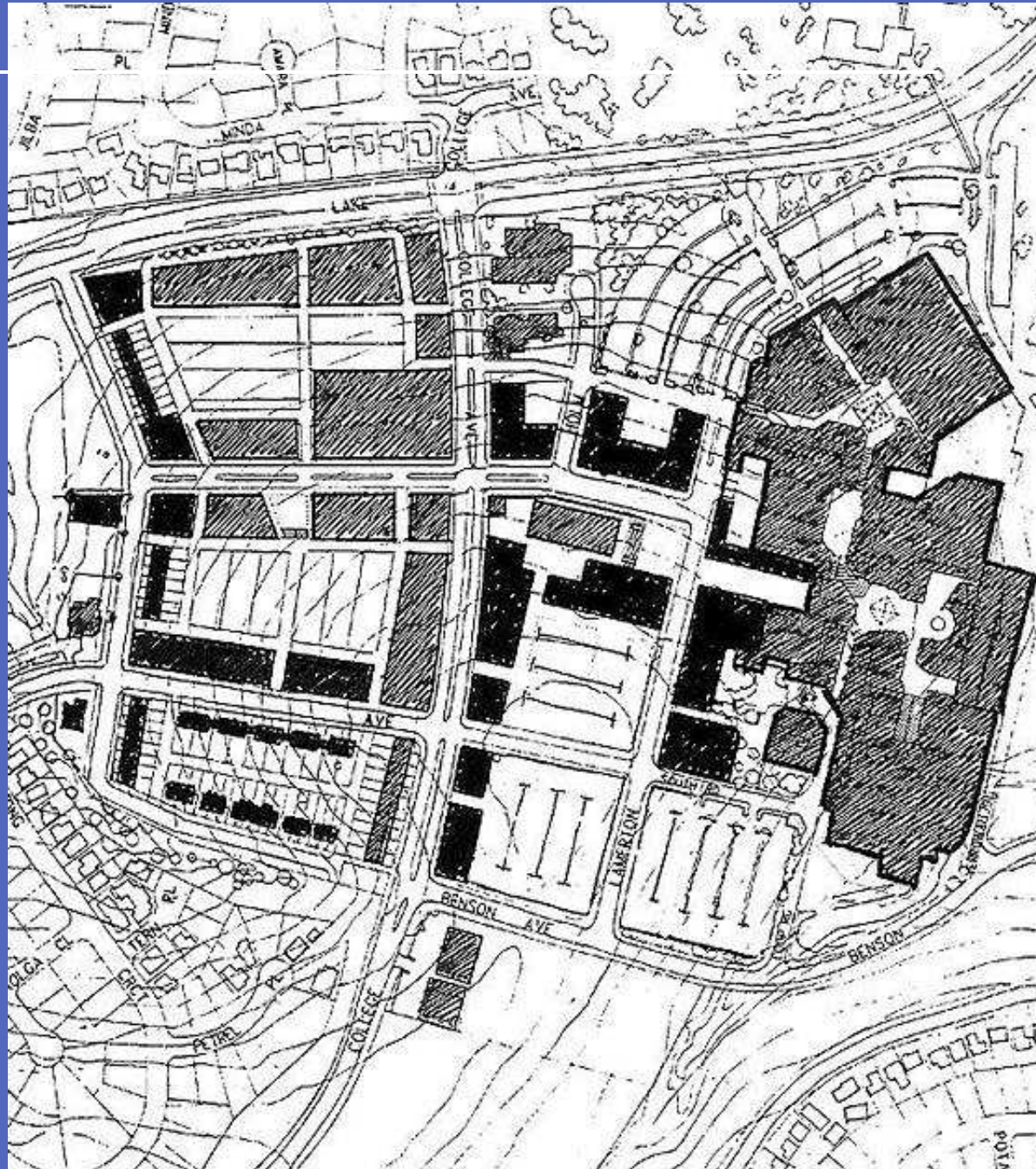






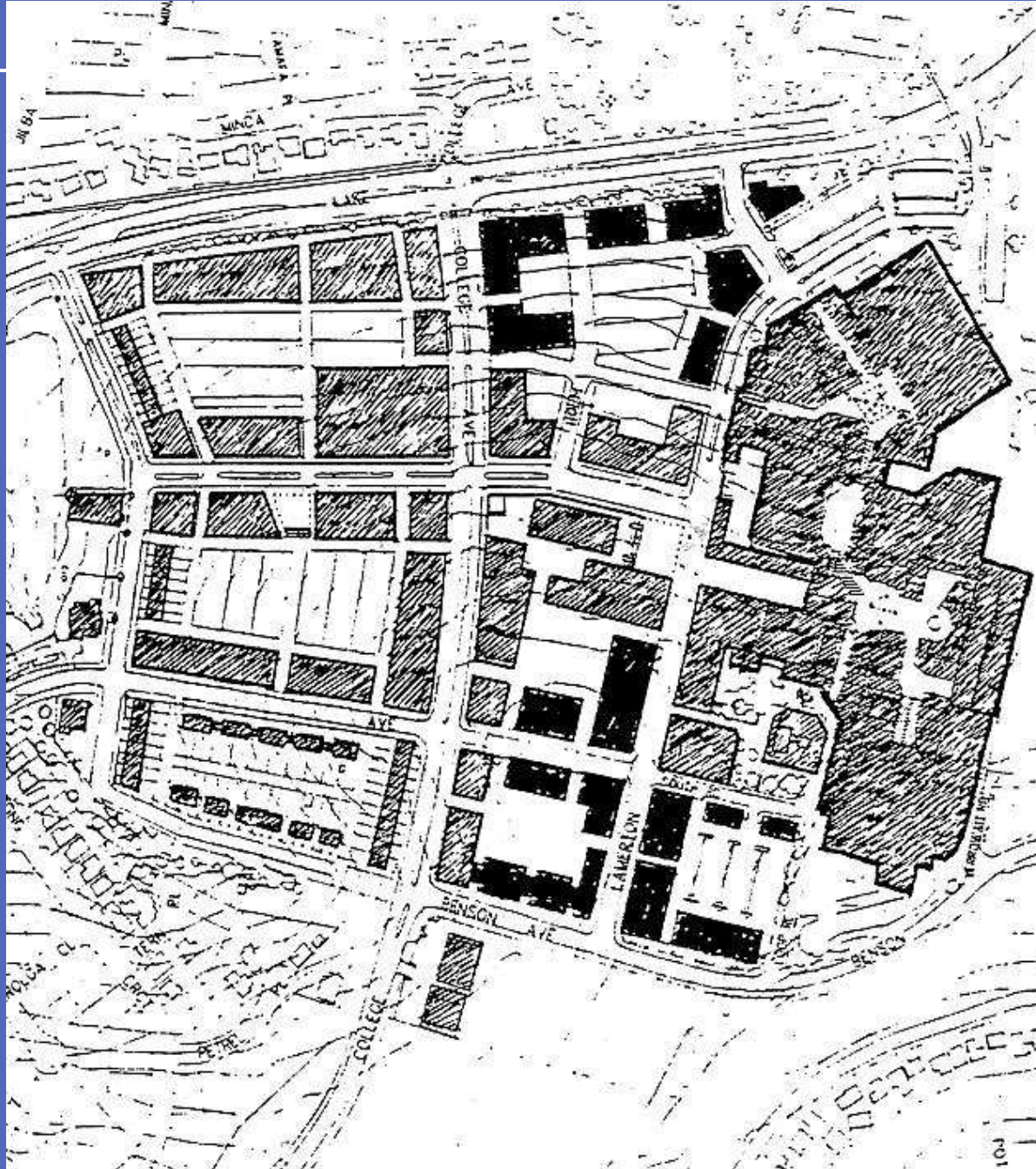
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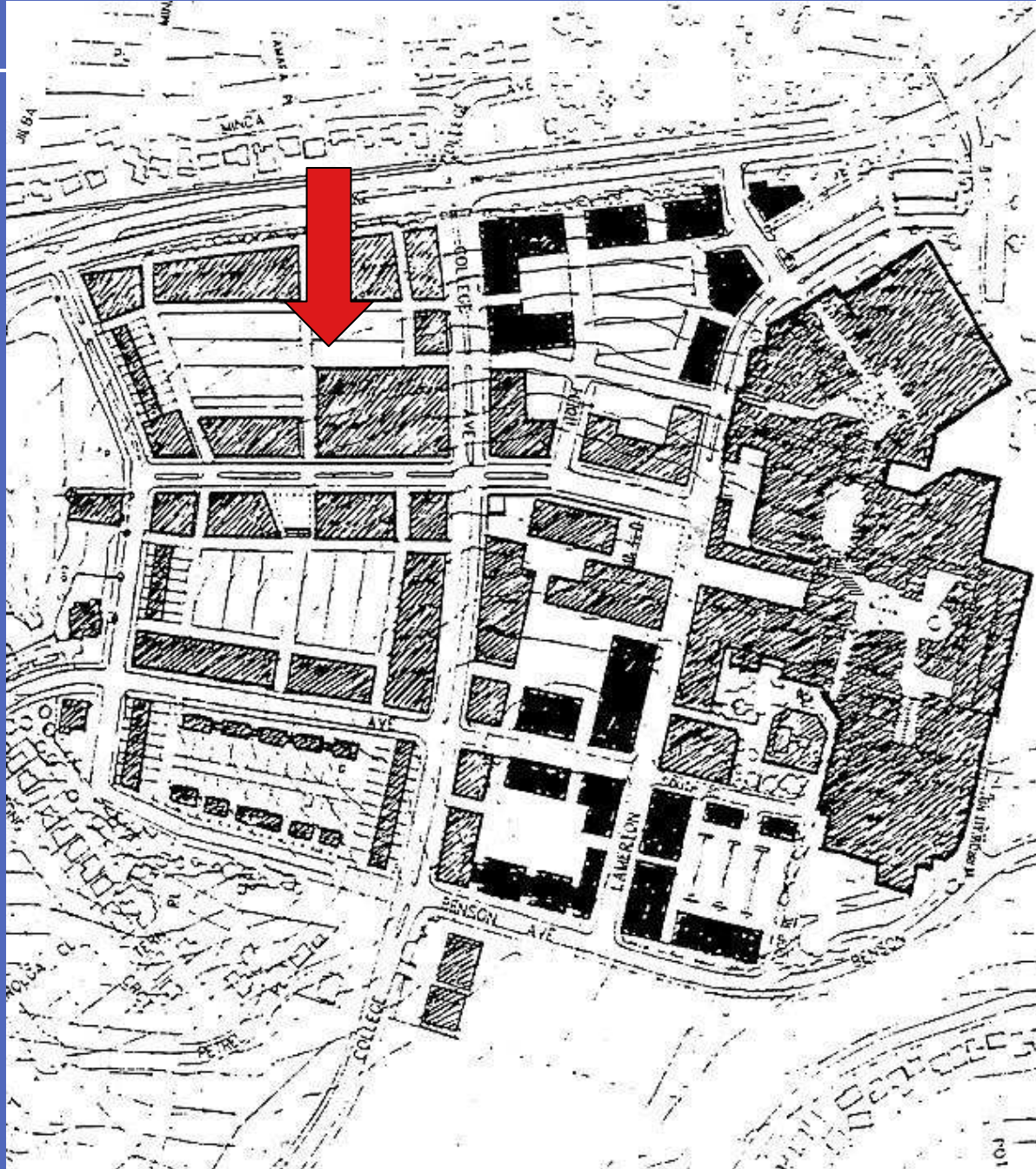
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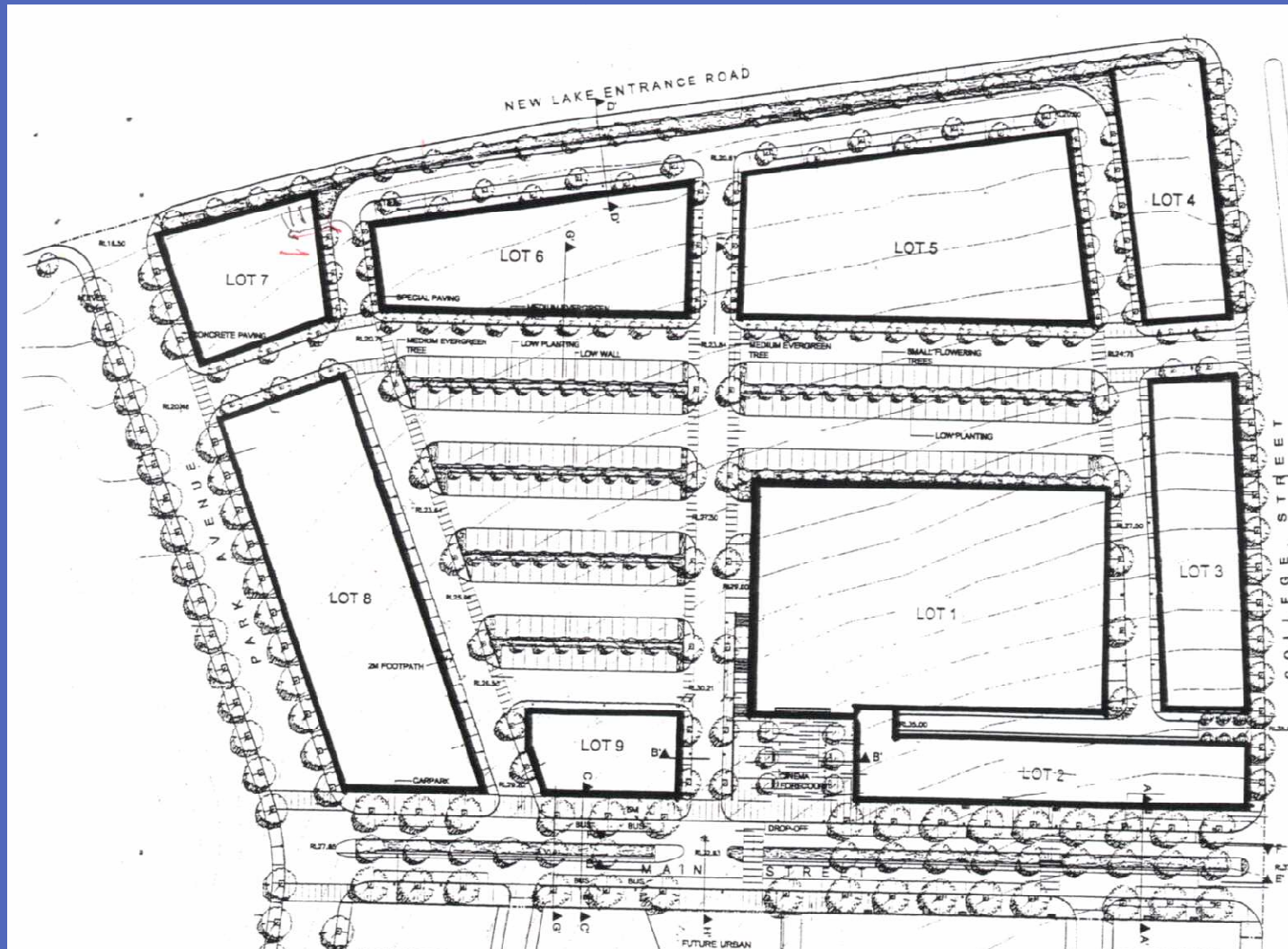
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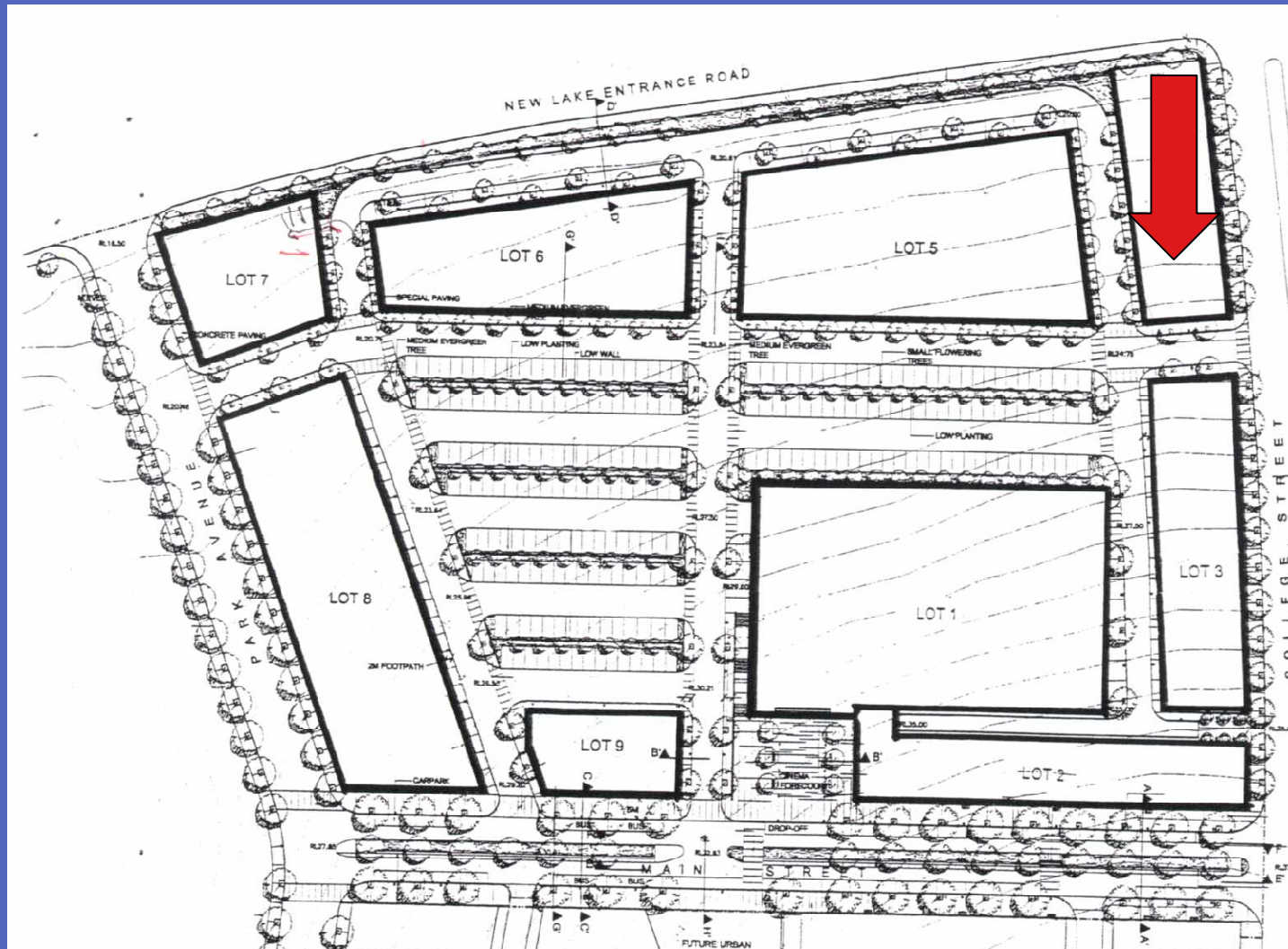
# Commercial



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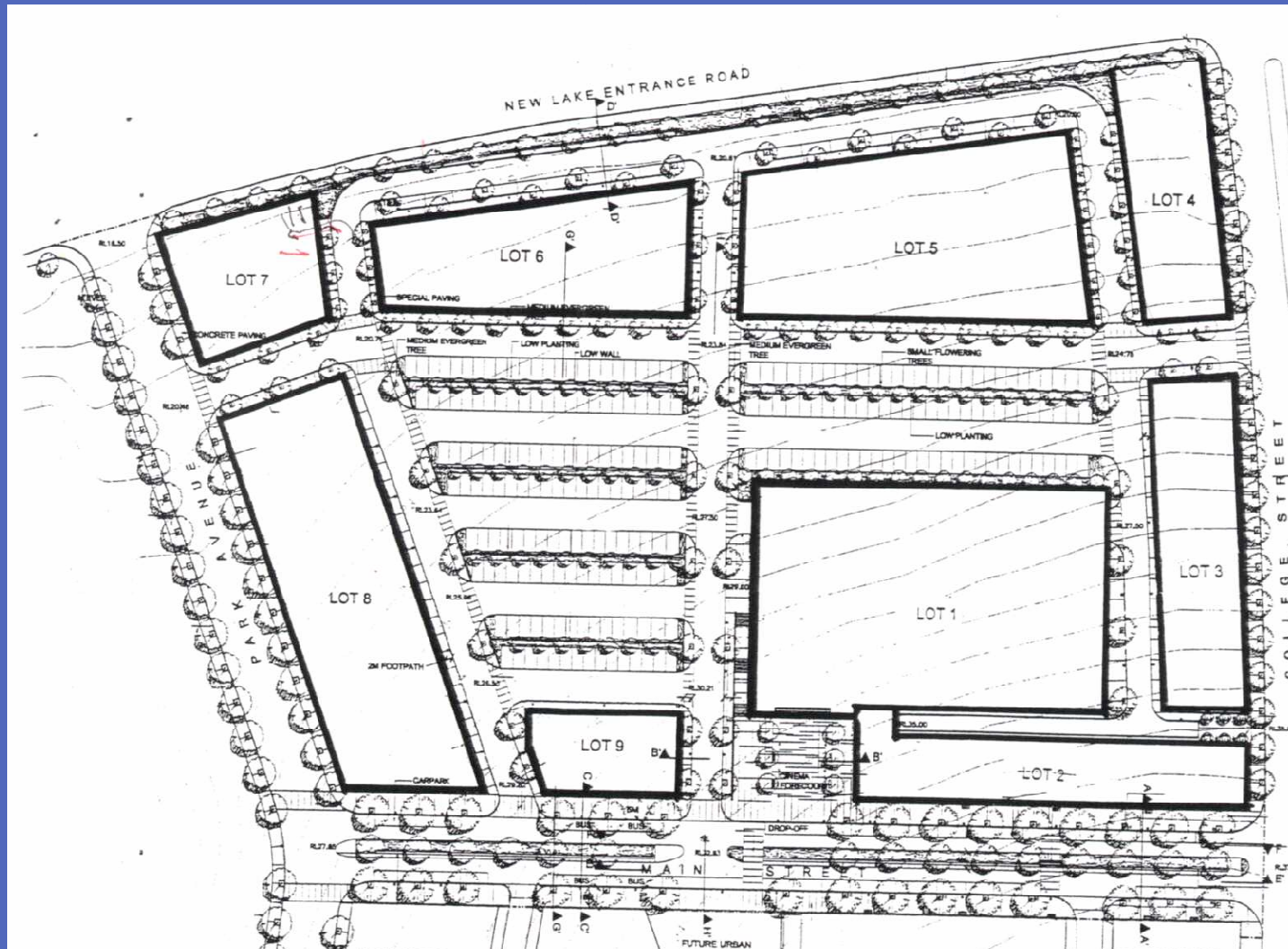
# Commercial



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# Sleeved Cinema

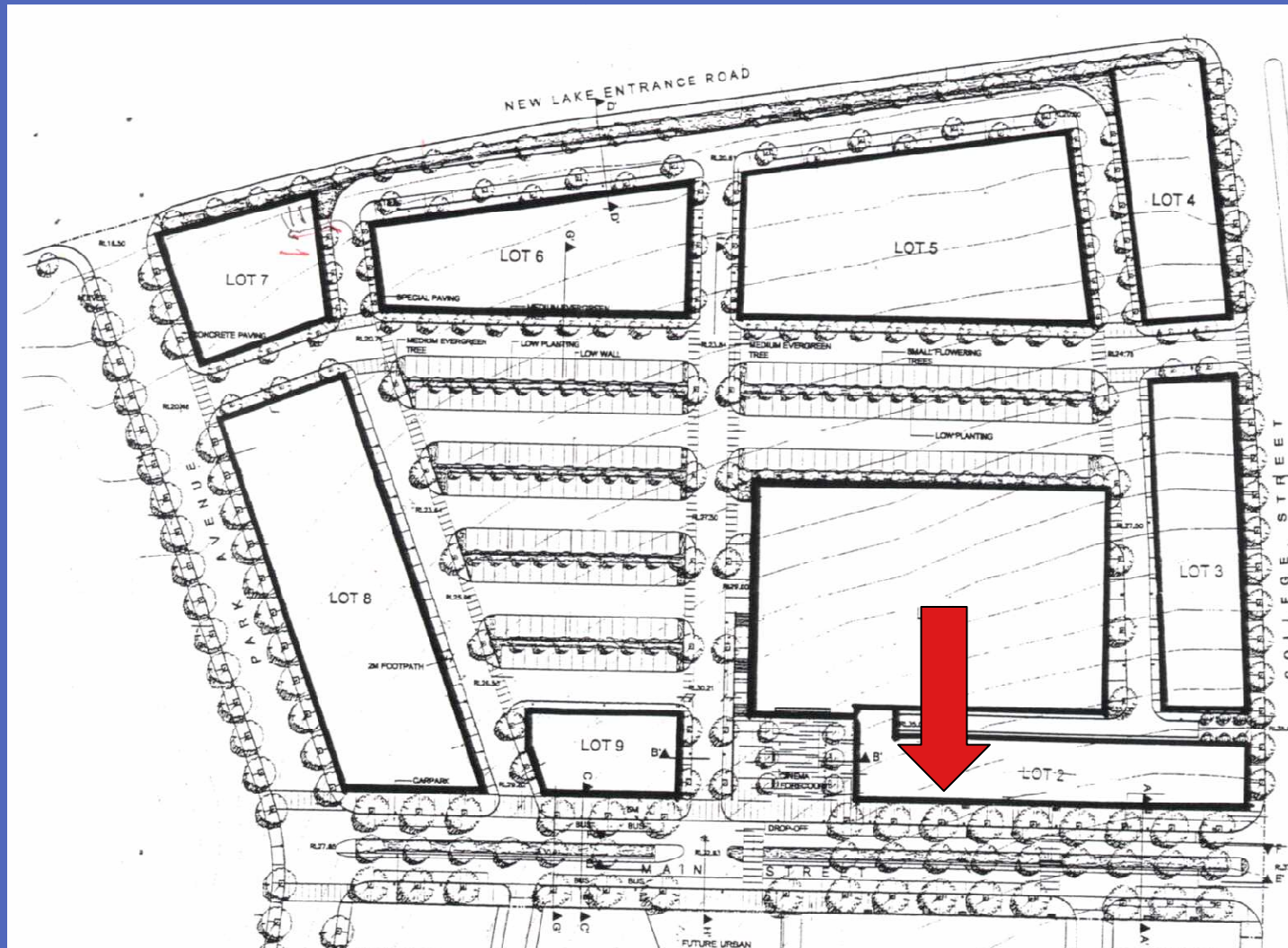


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# Sleeved Cinema



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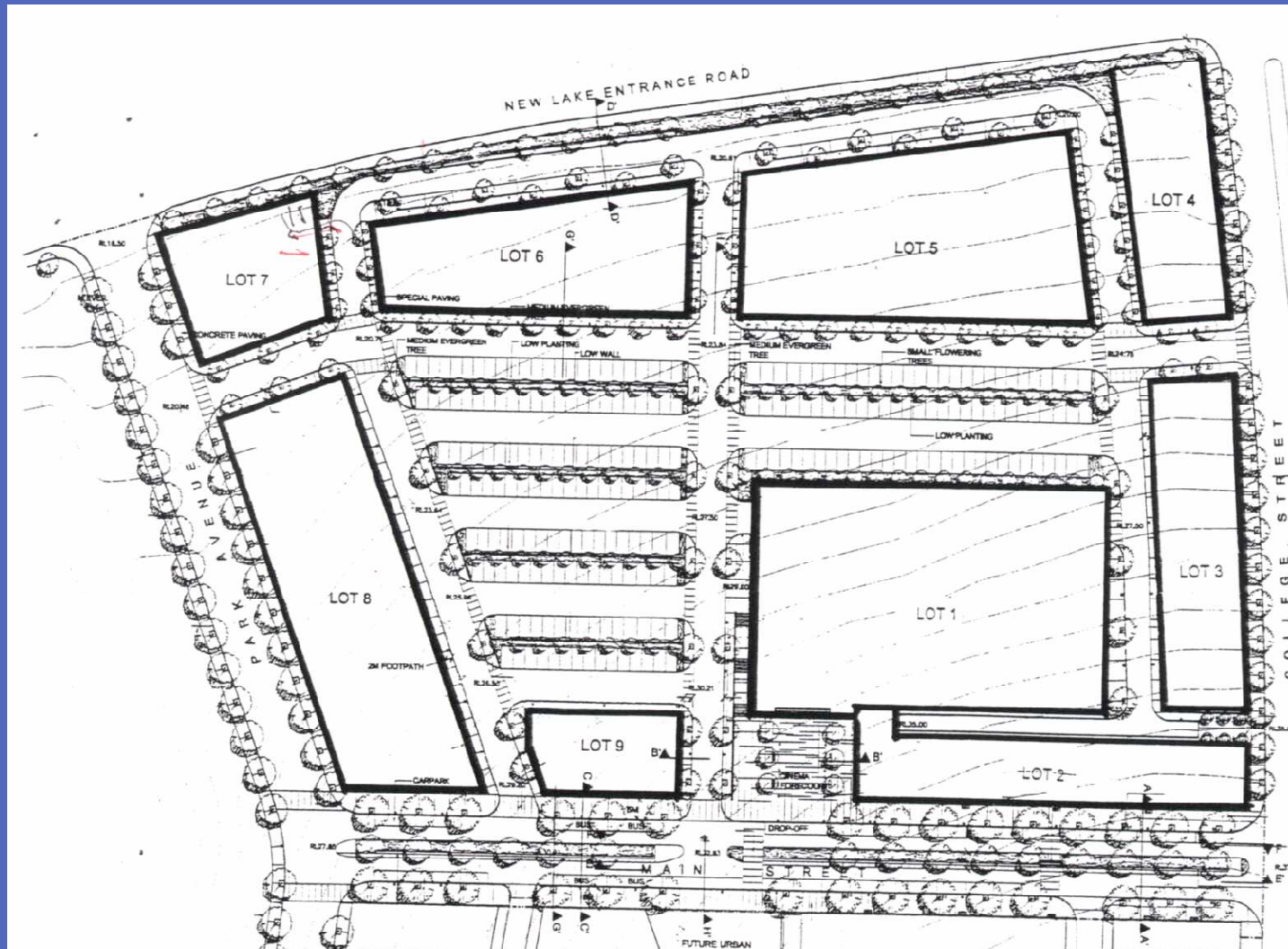
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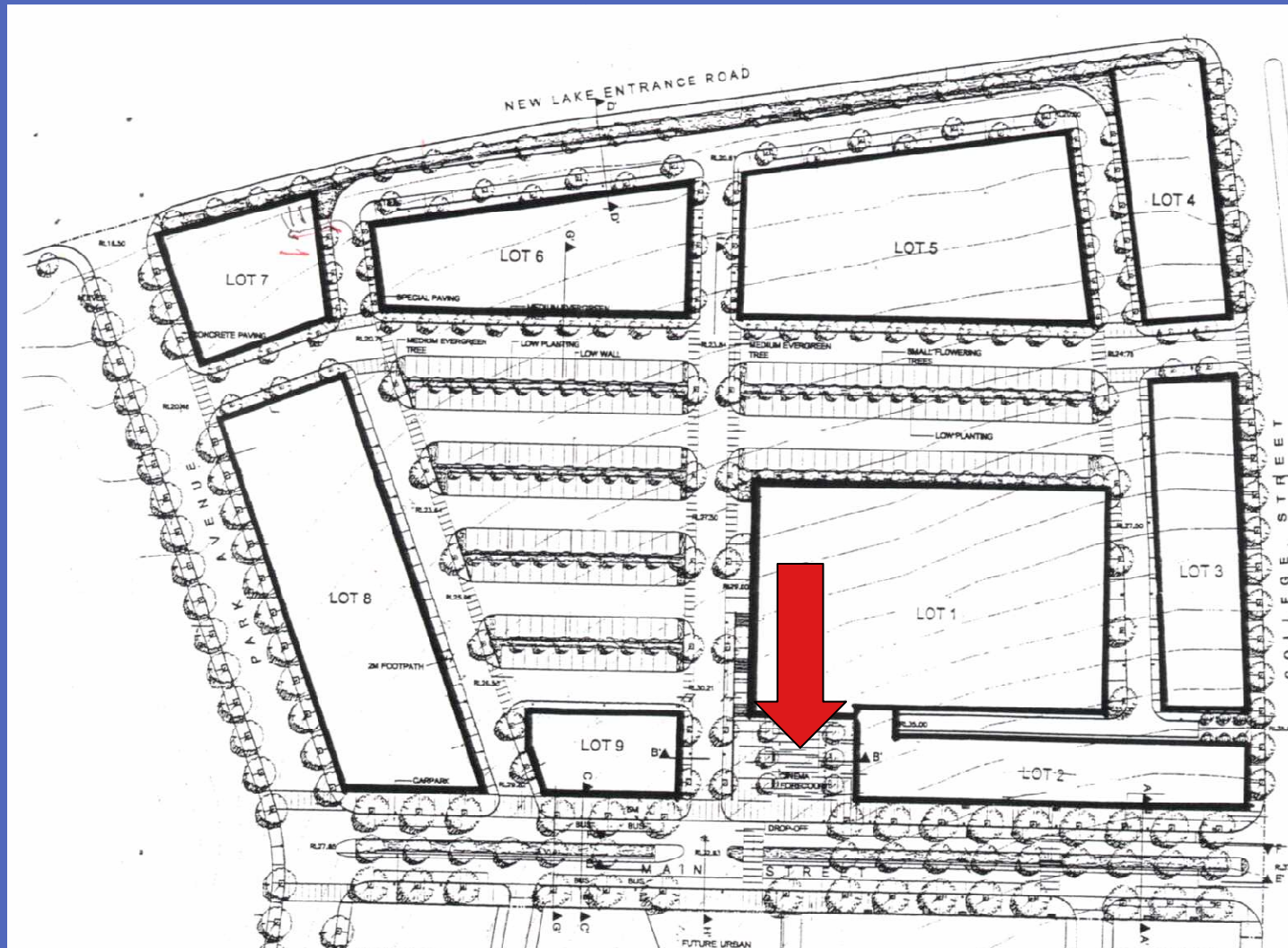
# Cinema Square



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# Cinema Square



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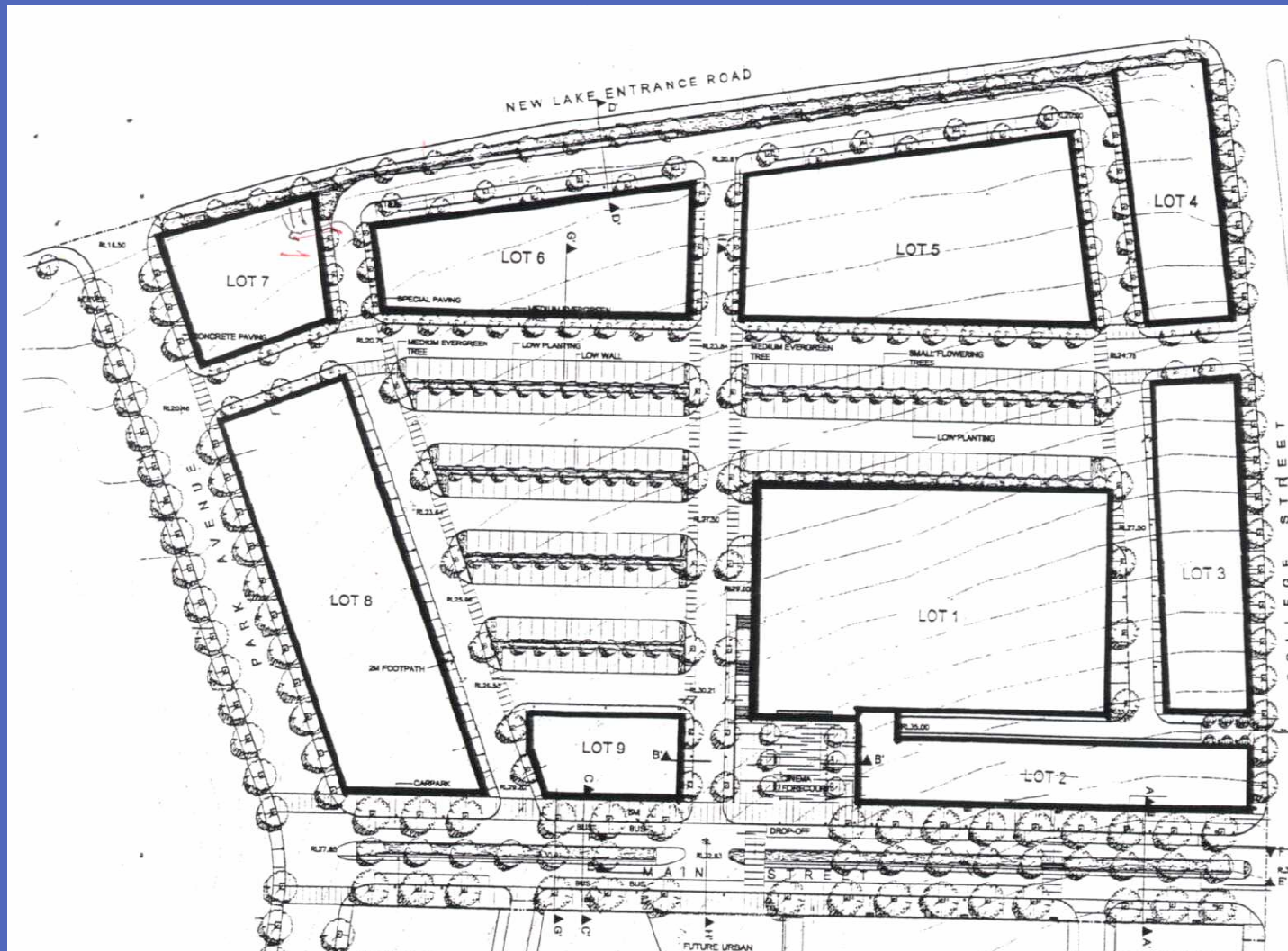
# Cinema Square



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# Main Street



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# Main Street

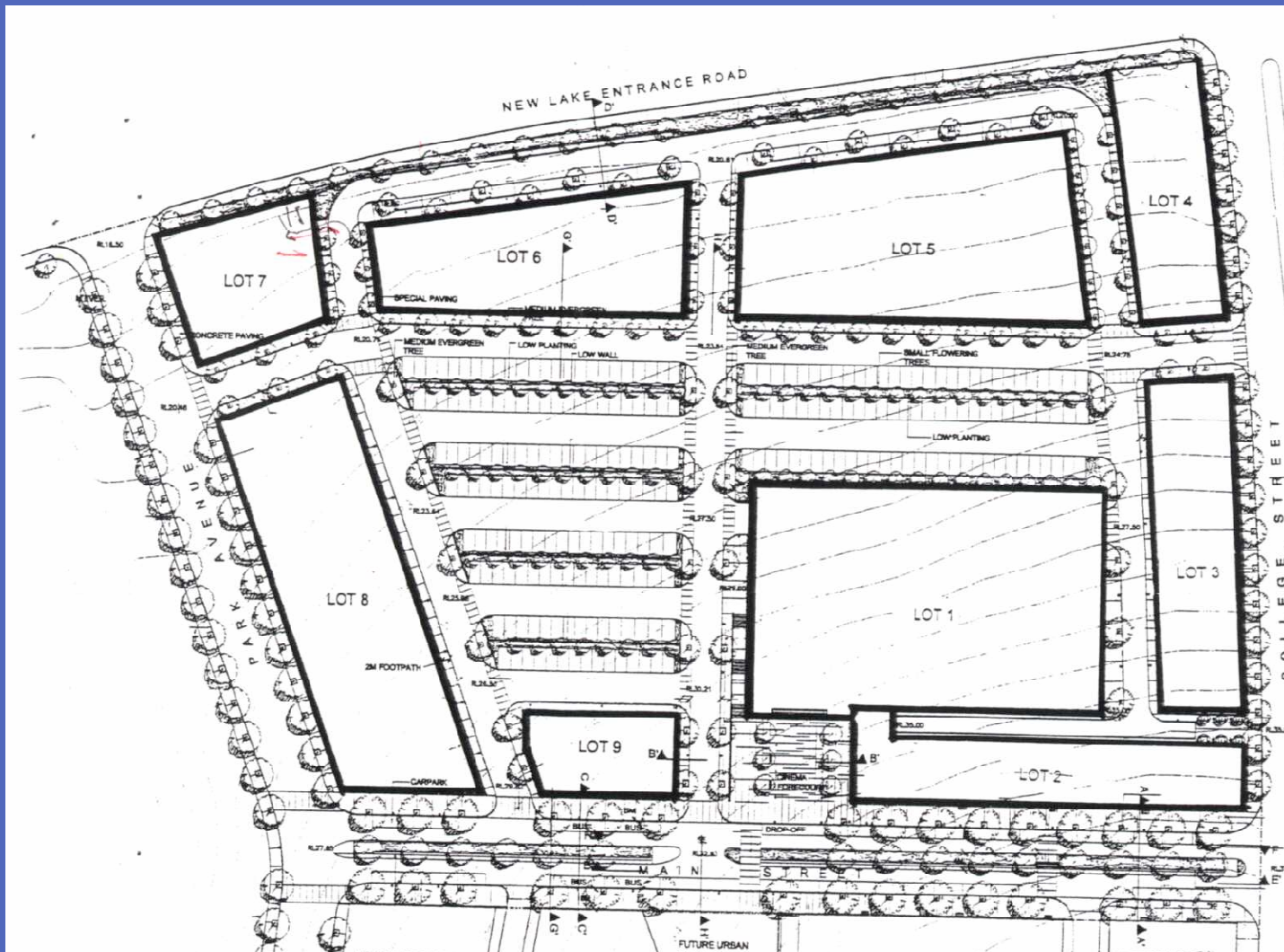


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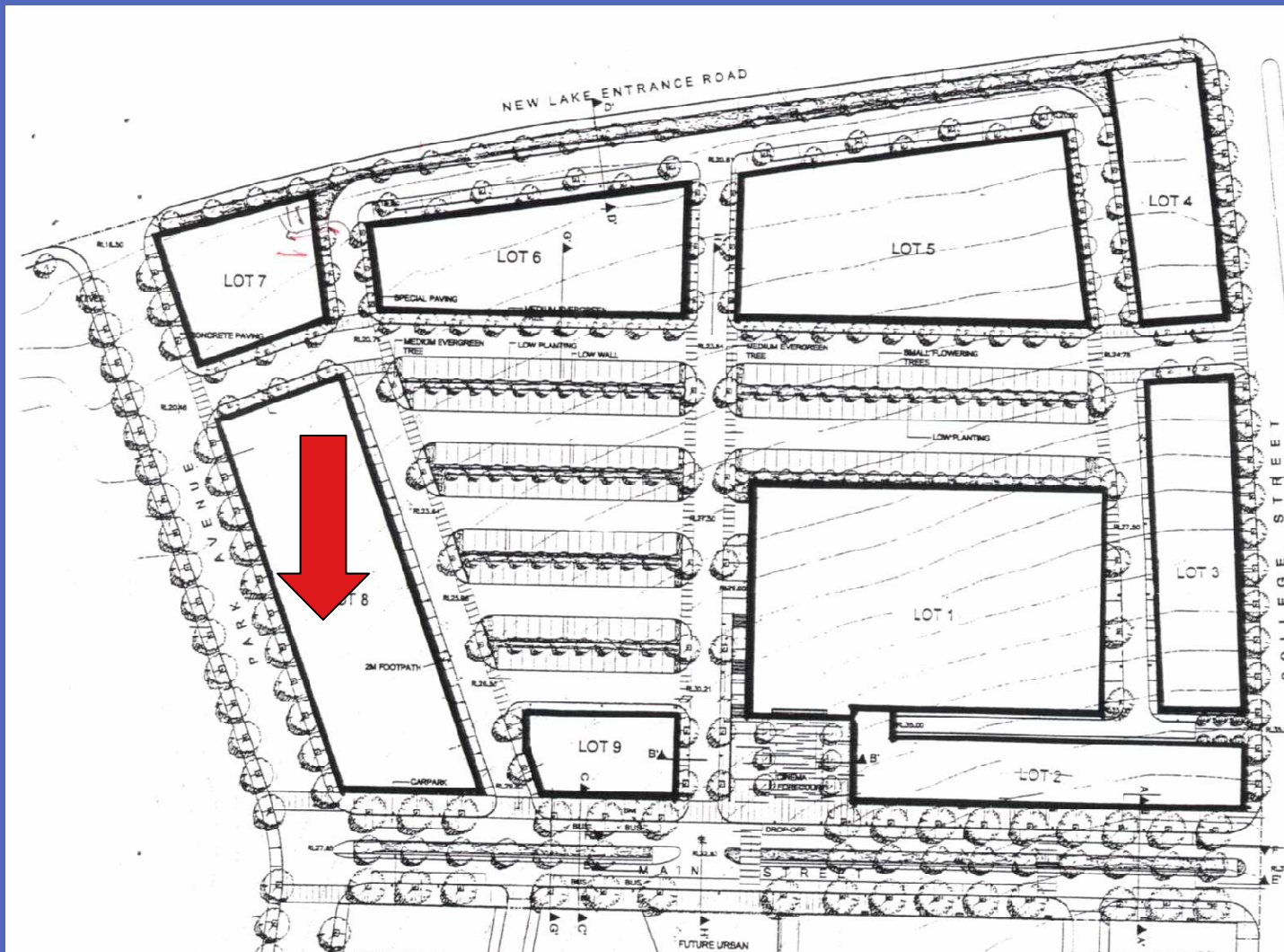
# Residential Mixed Use



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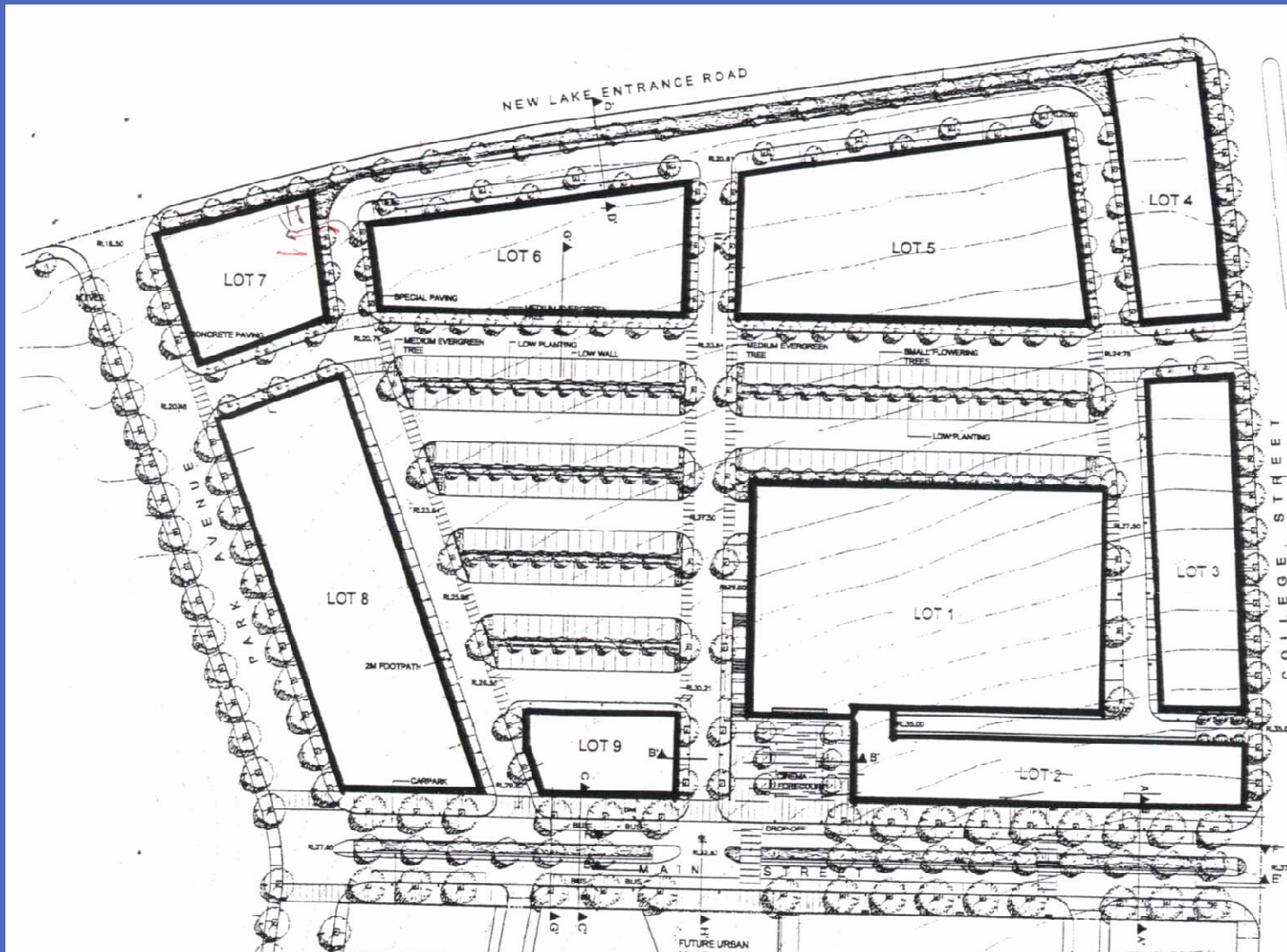
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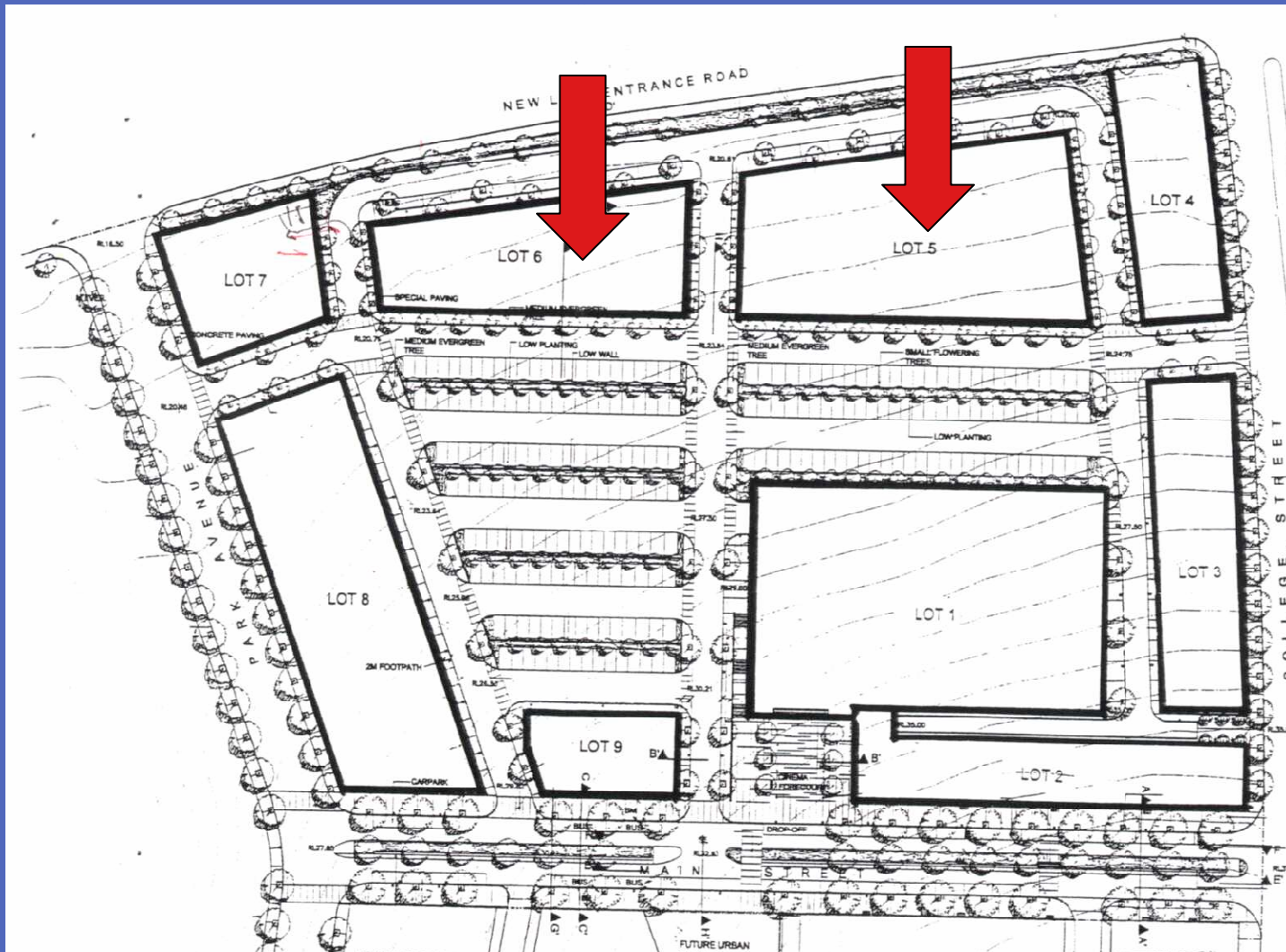
# Highway Fronting Bulky Goods



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# Highway Fronting Bulky Goods



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# Shellharbour - Lessons

- State and Local Government can lead development, but need a clear vision
- It takes a VERY long time to implement incrementally
- Need ‘Keepers of the Flame’ to last beyond the life of project managers
- Use a Monitor/Town Architect to consistently apply the rules - they need to sometimes say no...

# Macarthur Regional Centre



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# Macarthur



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# Macarthur Regional Centre

- 1 hour from Sydney, Deep suburbs, Public Housing
- Planned Regional Centre from 1970's
- Major Office based centre of 100,000m<sup>2</sup> planned - never eventuated
- Rail Station, University, TAFE, Mall, Hospital, Infrastructure



# New Growth

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- Demographic change, new growth focus
- Significant Residential Areas
- New Business
- Mall Expansion to serve increased market

# Macarthur Centre



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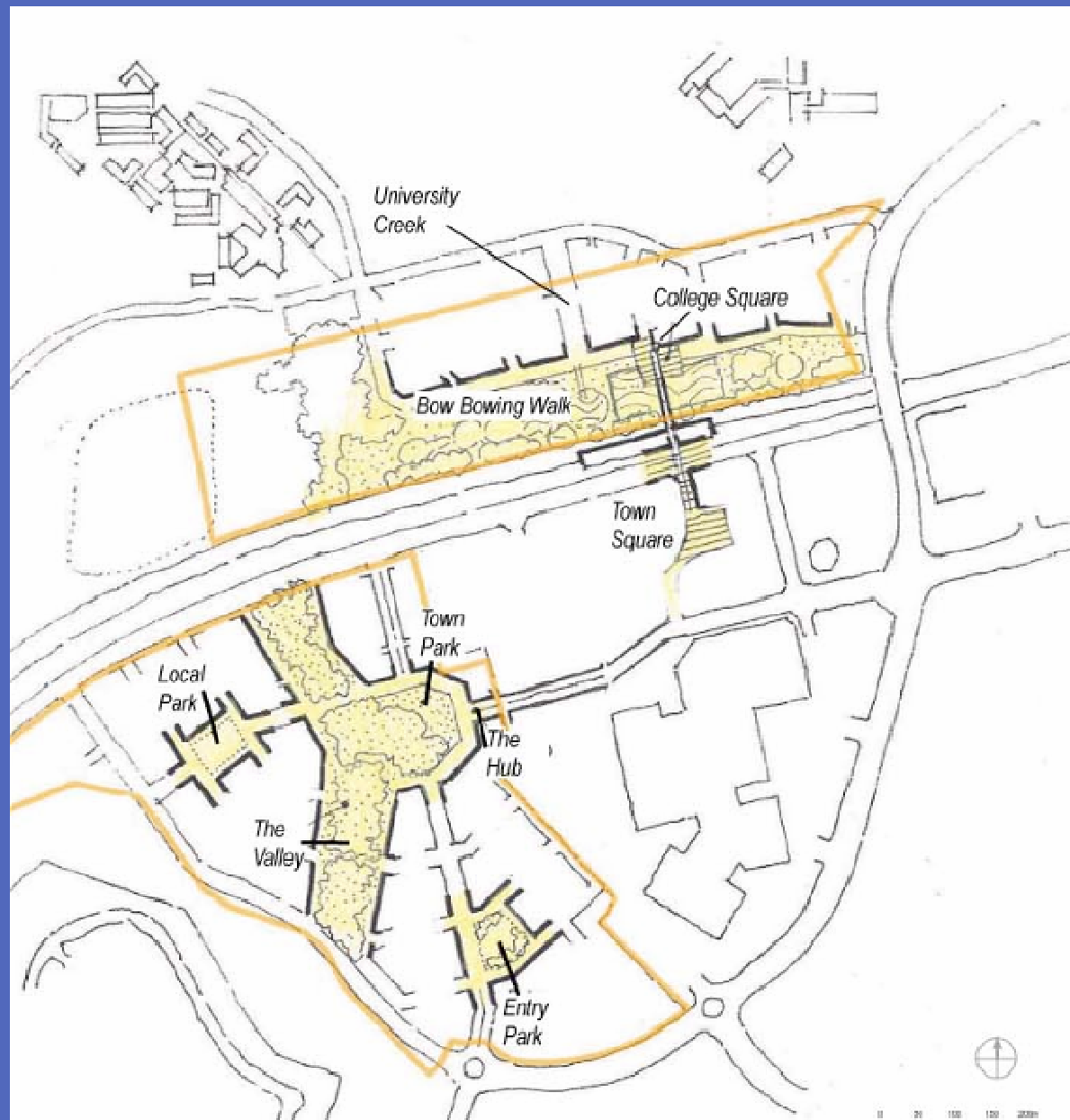
# 'Business as Usual'



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# Special Places



# Northside





# Northside





# Extending Kellicar Road



# Extending Kellicar Road



# Extending Kellicar Road



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# Extending Kellicar Road



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# A Mixed Use Transition



# A Mixed Use Transition





# A Mixed Use Transition



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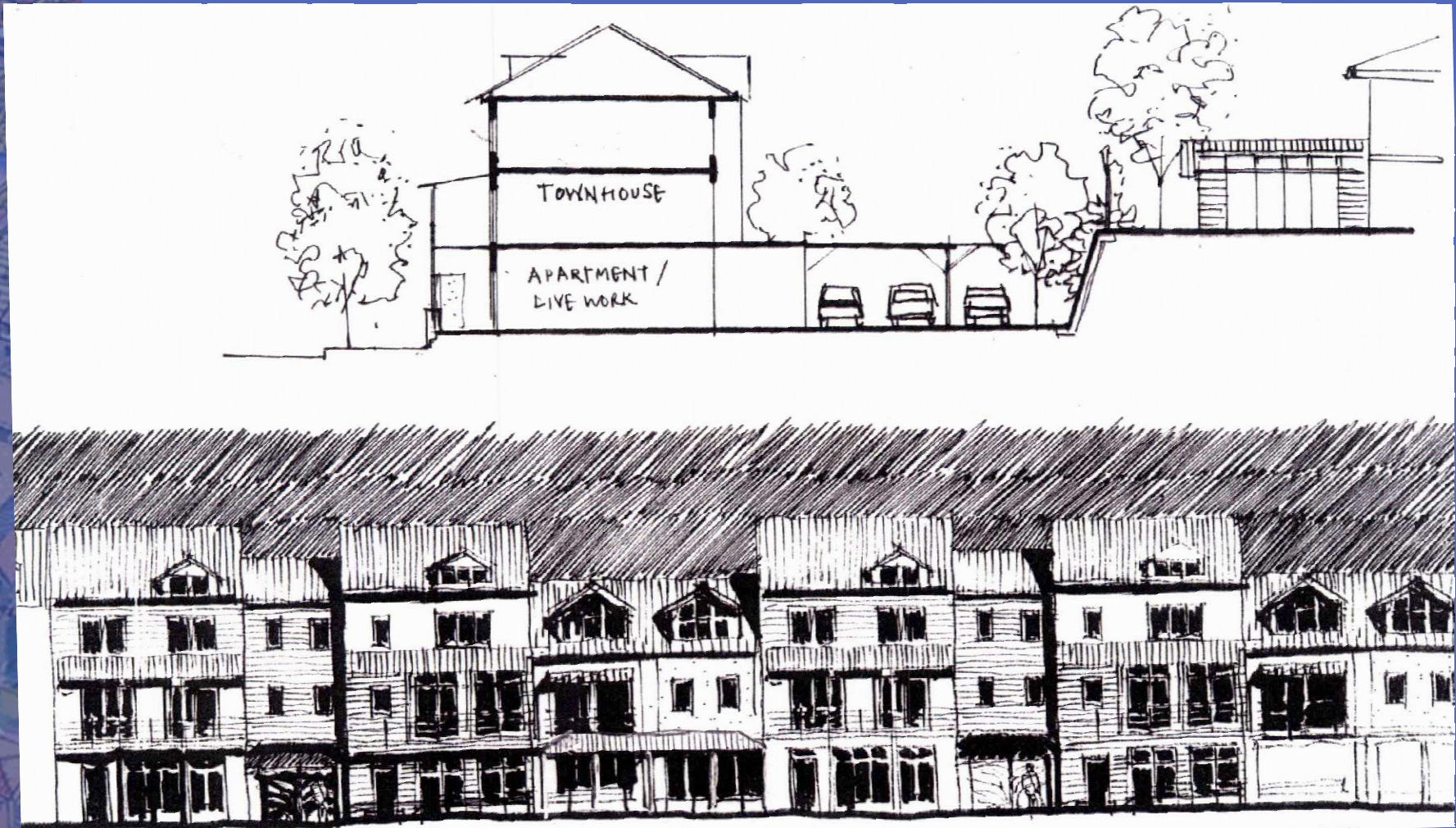
# A Mixed Use Transition



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# A Mixed Use Transition



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# Macarthur - Lessons

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- Use Proposals for Change/Upgrade to Engage with Mall Owner
- Clarify Public Interest with a Clear Vision
- Be Consistent & Persistent in its Pursuit
- Public Domain and Roads are Critical... Unlike Built Form they Last Forever

# Salamander Bay, Port Stephens



# Salamander Bay



Market driven expansion with no design controls  
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# Salamander Bay



Preferred future in possible phases  
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# The Bigger Picture

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- We've been through an 'Inter-Regnum' of Urbanism in the second part of the 20th Century - this is reflected in our Mall Centres
- Retail Developers are different to Residential
- It'll take a while but... 'We Can Rebuild Them'
- So plan for retrofits now, don't wait for the next Development Application because that's too late
- We are no longer the New World, and can demonstrate to the emerging nations what authentic centres are...