

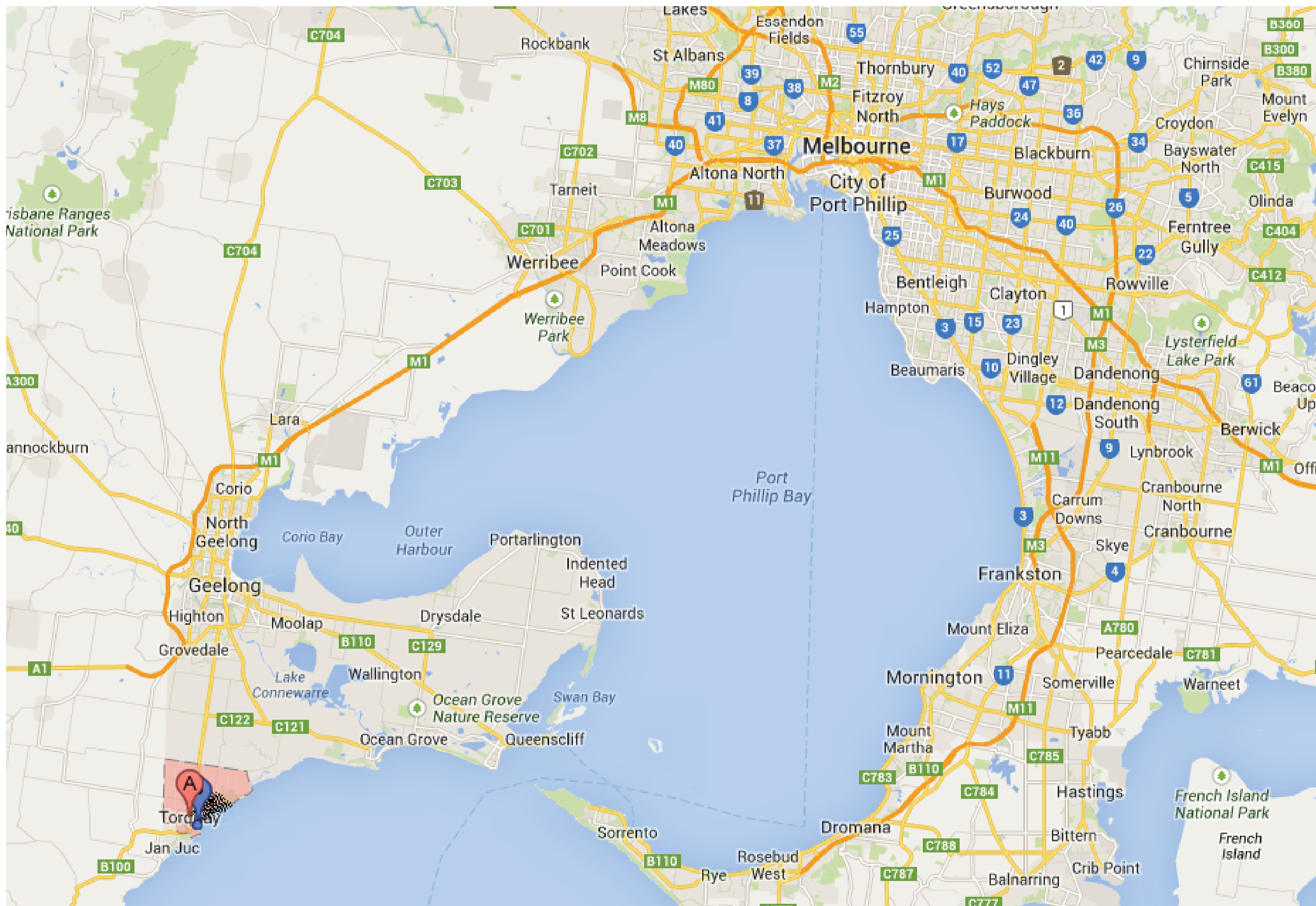
SRD762 Inter-Disciplinary Planning and Design

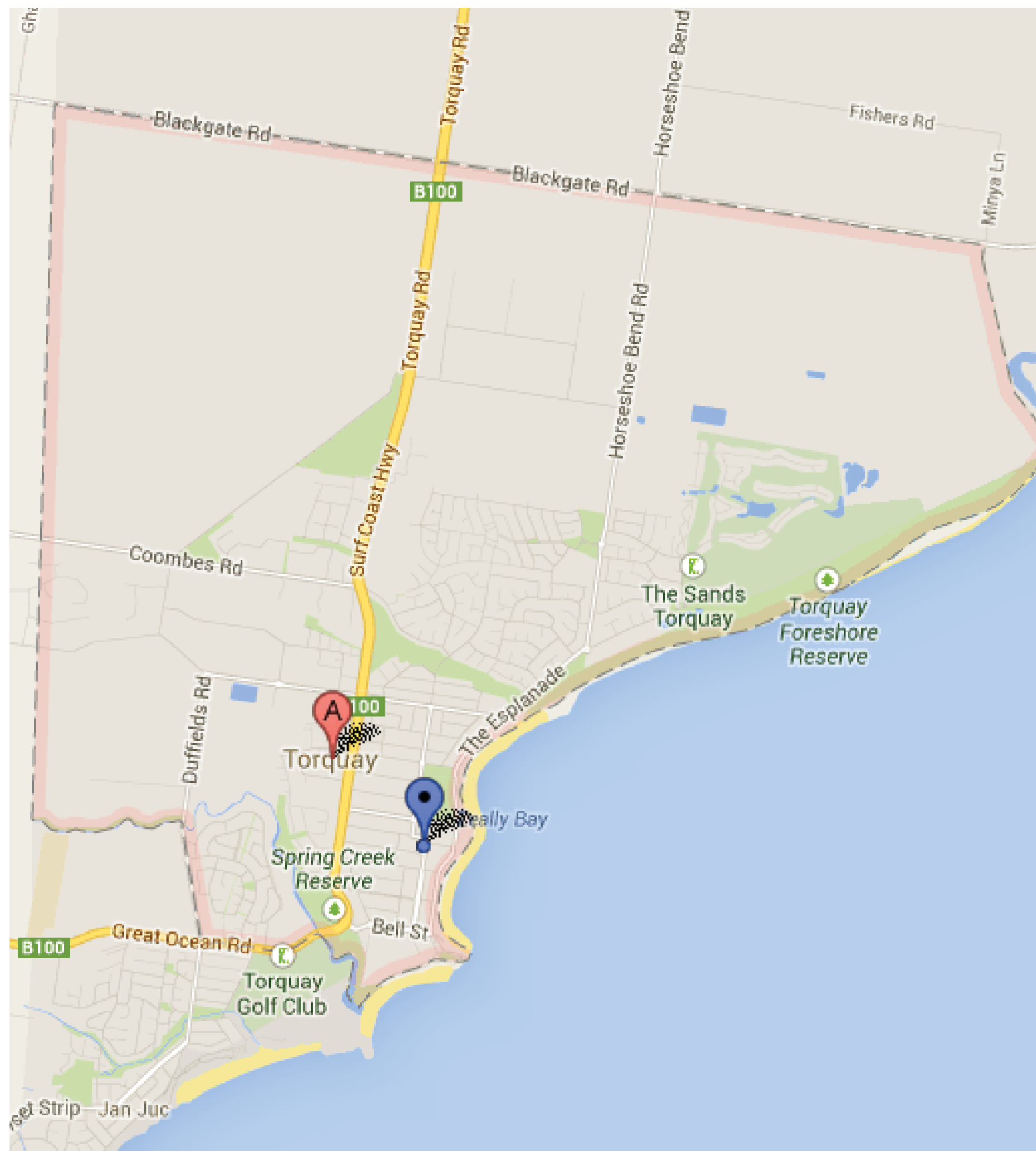
Assignment 1: Research Report - Torquay Town Centre
Scott Kennedy 800438217

welcome to
TORQUAY
gateway to the
Great Ocean Road

This assignment seeks to demonstrate an understanding of the direction in which cities, towns and precincts change and alter over time. It will attempt to expand on the knowledge of social, economic, environmental, political and physical responses. This assignment will focus on responding to the urban context of Torquay Town Centre and elaborate on its existing urban fabric, natural and physical barriers and explore a range of conceptual ideas which resolve the areas of discontinuity and open up options for stimulating development within Torquay. It will also explore strategic thinking from both a physical and policy related perspective, concluding with 3 conceptual ideas.

Executive Summary





Torquay is township south of Geelong founded in 1892 with a population of over 7000. it is part of the Surf Coast Shire in the electoral state of South Barwen, 91km south west of Melbourne

it boast a number of points of interest which include Bells Beach, Victoria, Point Impossible Beach, Offshore Festival, Tiger Moth World, Epic Surf School, Surf City Plaza, Saltair Spa Retreat Torquay, Torquay Surfing Academy, Zeally Bay, Victoria, Point Impossible Surf Beach and Wombah Park

It is bordered by spring creak and bass strait and began as a popular picnicking spot and is now home to the Rip curl pro, part of the surfing world championship tour and the first stop on the great ocean road.

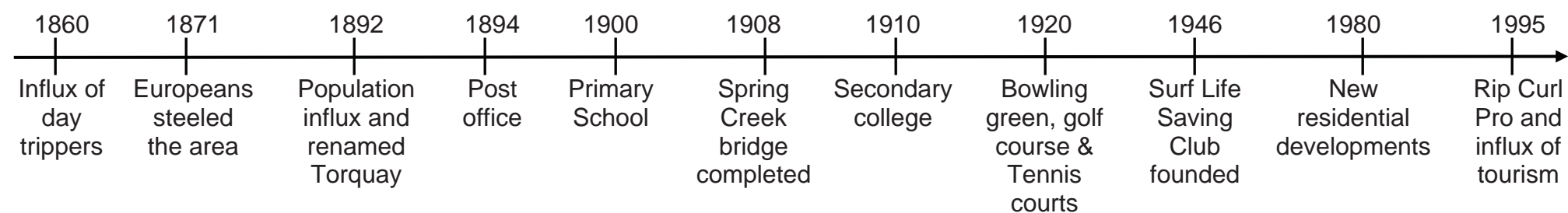
Study Area



Scale 1:2000



Torquay has always been a great destination for surf goers and people looking for a sea change. it has come along way since its inception in 1892. From humble beginnings as a popular day trip location it has become one of the most famous places in Australia and in the surfing world.



Background

It currently caters for large amounts of tourists during the summer months and hikers during the cooler months. It currently facilitates a thriving café and restaurant culture and various outlet and shopping precincts. The image here shows the break up of structure and land use. Torquay's traditional planning grid system is also evident.



Existing conditions



Bristol Road Movement

This analysis takes a photo every 20-50 metres to better understand the relationship of the streetscape in Torquay at a human scale.



Residential street with well maintained and established vegetation



Residential street with well maintained and established vegetation



Residential street getting closer to the major shopping district



The major shopping district surrounded by residential houses



Bristol Road street-scape, with residential on one side and a strip retail precinct



Moving past the shopping precinct into another area of residential.



The shopping precinct finishes on Bristol Street with a small urban park.



adjacent to the small urban park is a large chain supermarket



Finishing with another shopping district with large number of carparking. also catering for beach goers

Movement



Gilbert Street Analysis

Here colour is used to denote the five major urban components.

Organic in green
 Social props in purple
 Temporary props in red
 The built form in yellow, and
 The ground plain in blue



Starting out we can see that Gilbert street is very open and has a very good balance of organic, social props and the built form



We can see that the built form has taken most of the focus due to the buildings being taller and a lack of organic/social props to break it up.



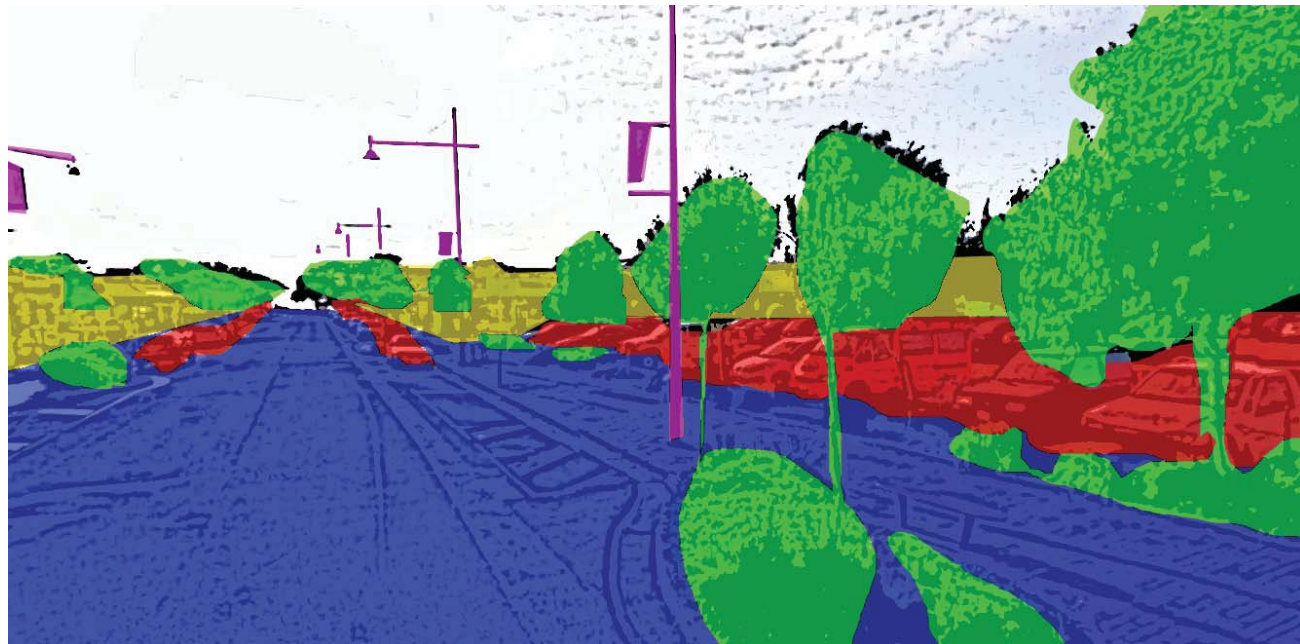
Movement



Here there is a large focus on the organic with a lack of immediate built form. It is very open.



Here there is a good balance again between all the components



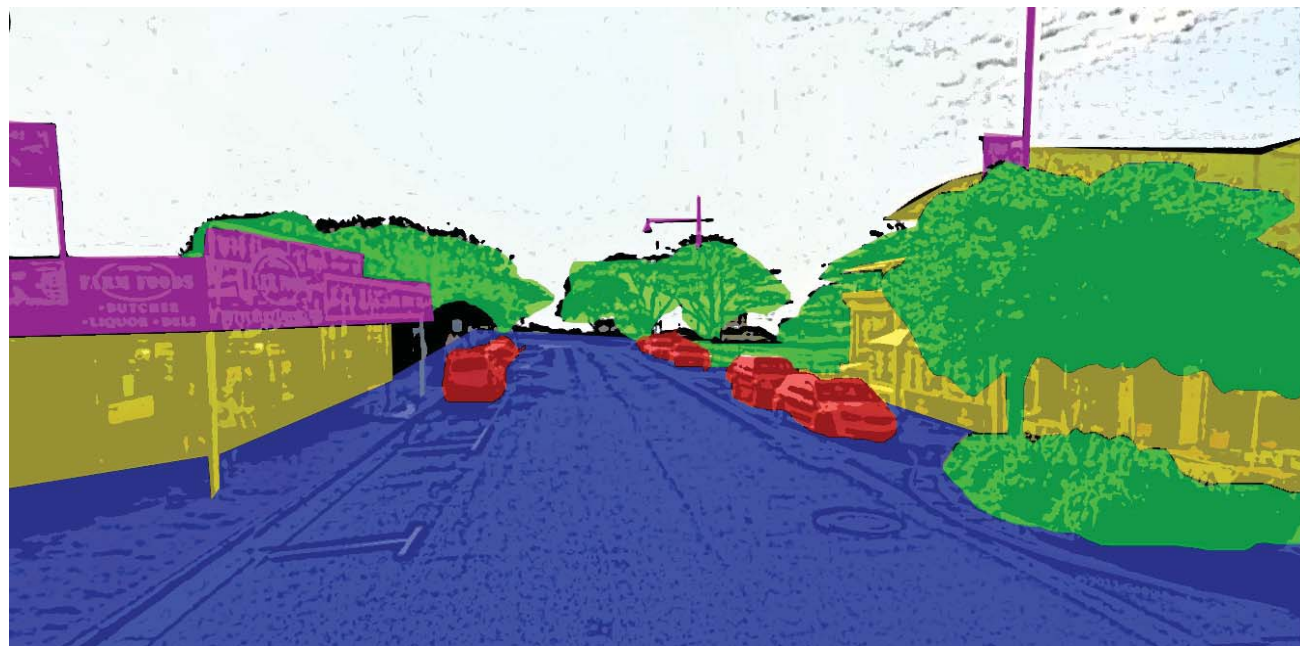
Movement



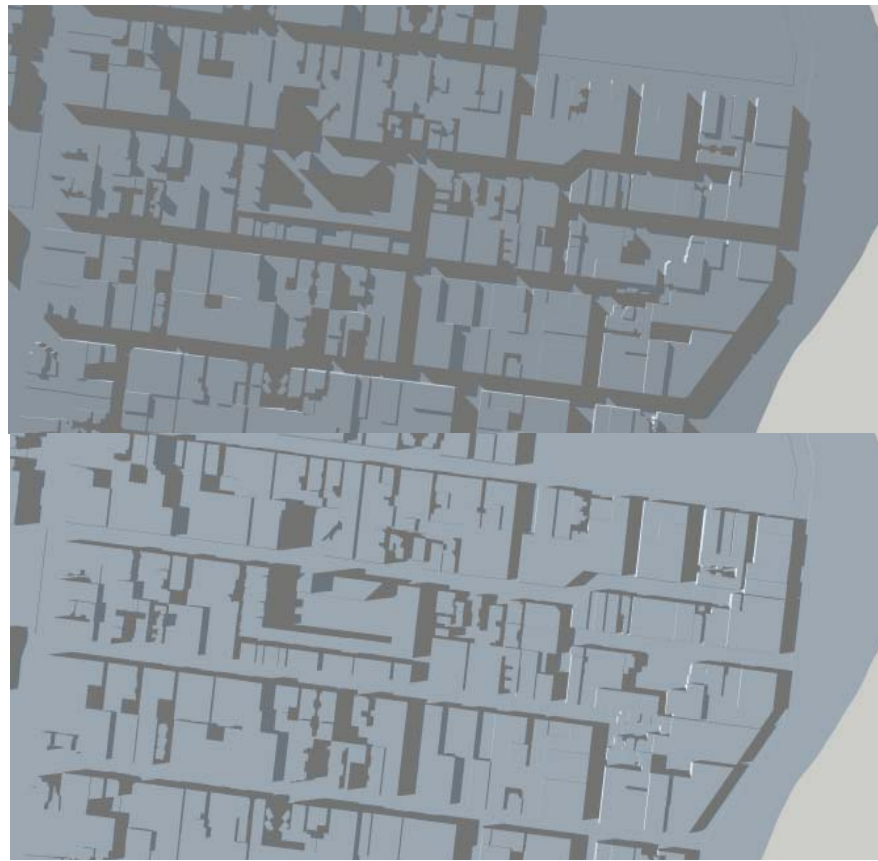
Here the organic take the focus, this works well as it is quite open and there are still prevalent built forms and social props



after leaving the major urban streetscape organic takes over leaving some room for social props



Movement



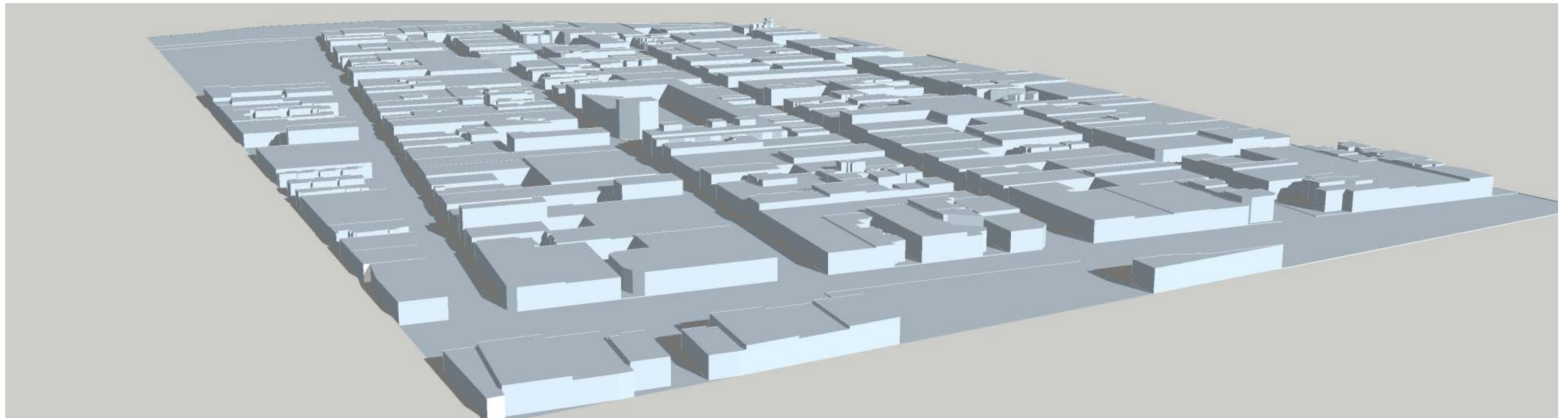
Here are the shadow diagrams for early morning during the winter and summer months in Torquay



The shadow diagrams for midday during the winter and summer months in Torquay



Finally, The shadow diagrams for Afternoon during the winter and summer months in Torquay

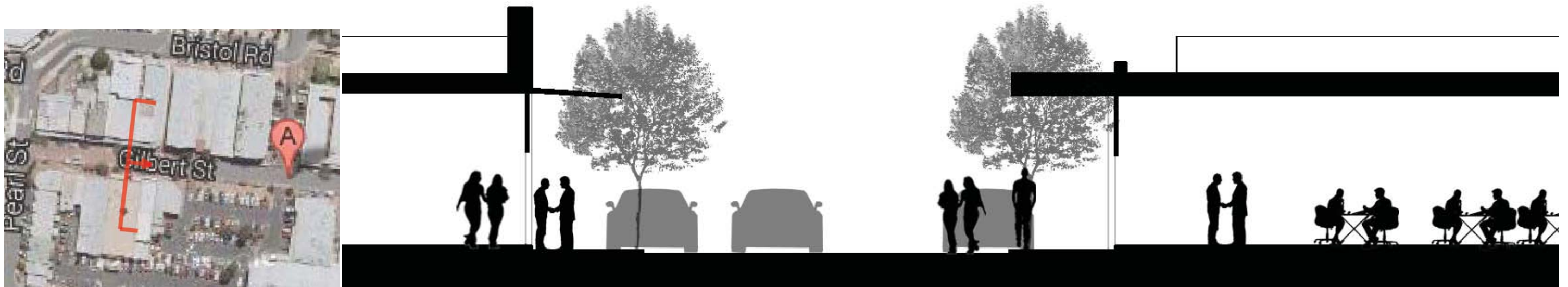


This image illustrates a rough concept of the building heights around the centre of Torquay

Size and Scale

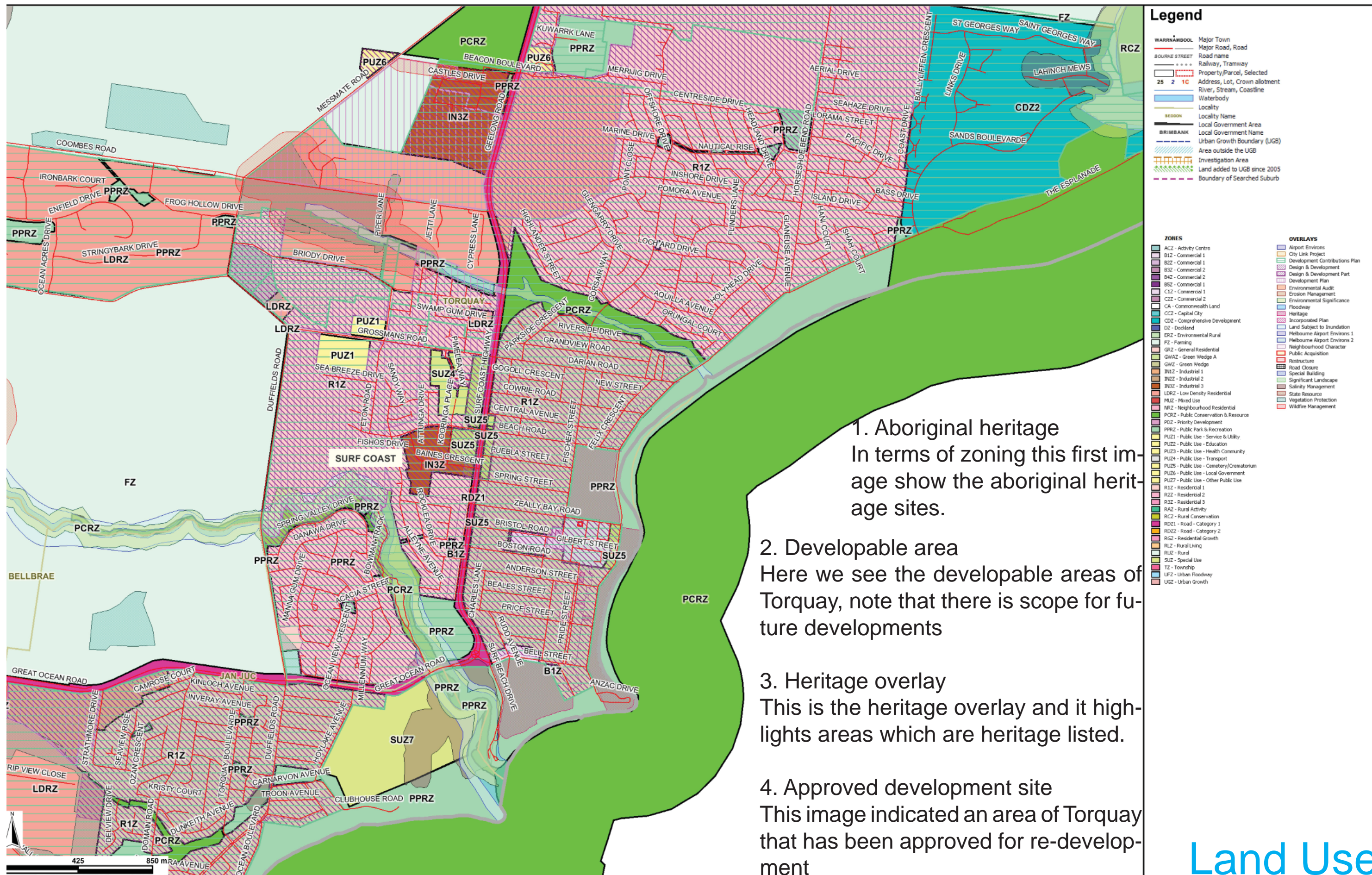


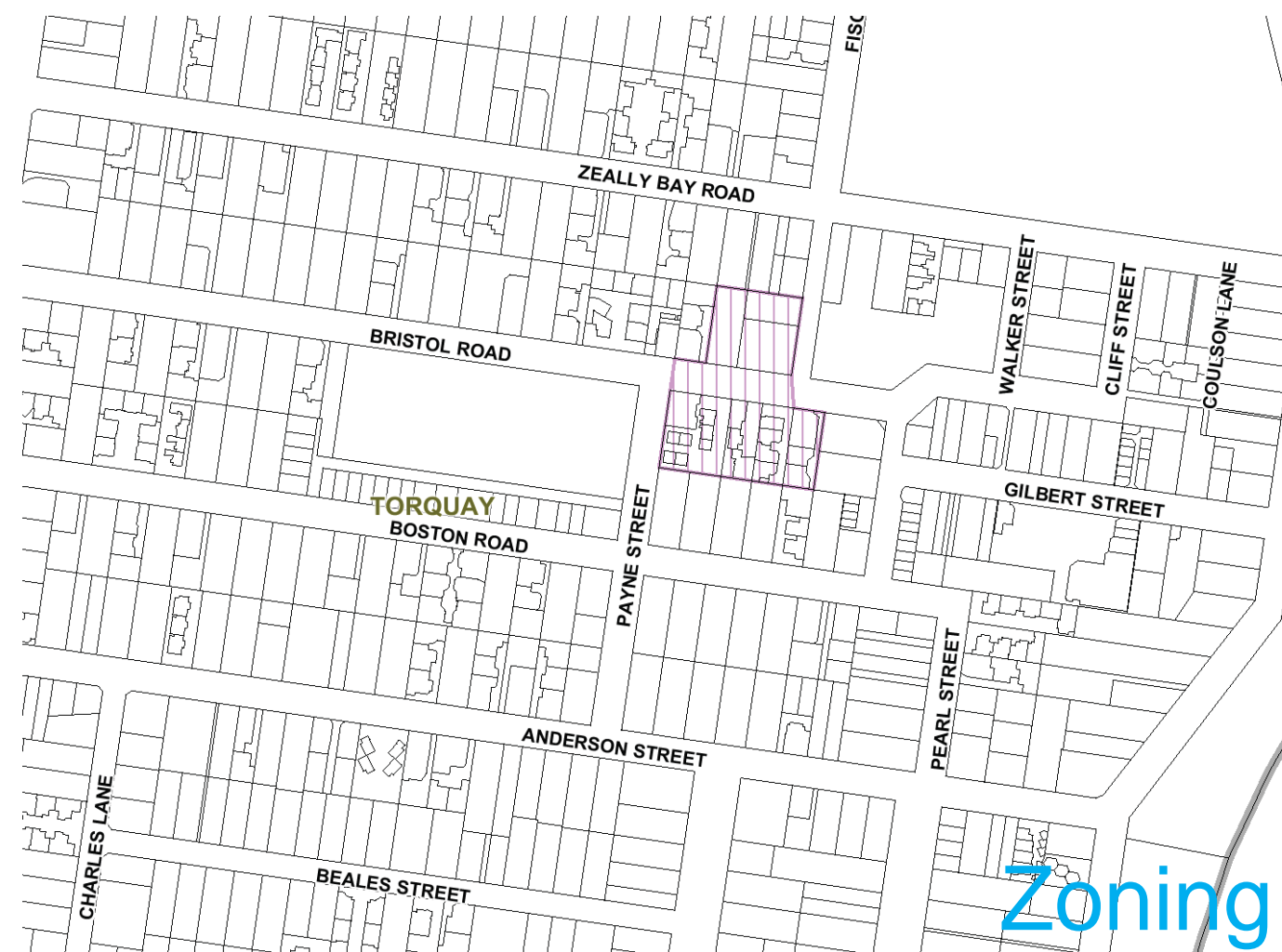
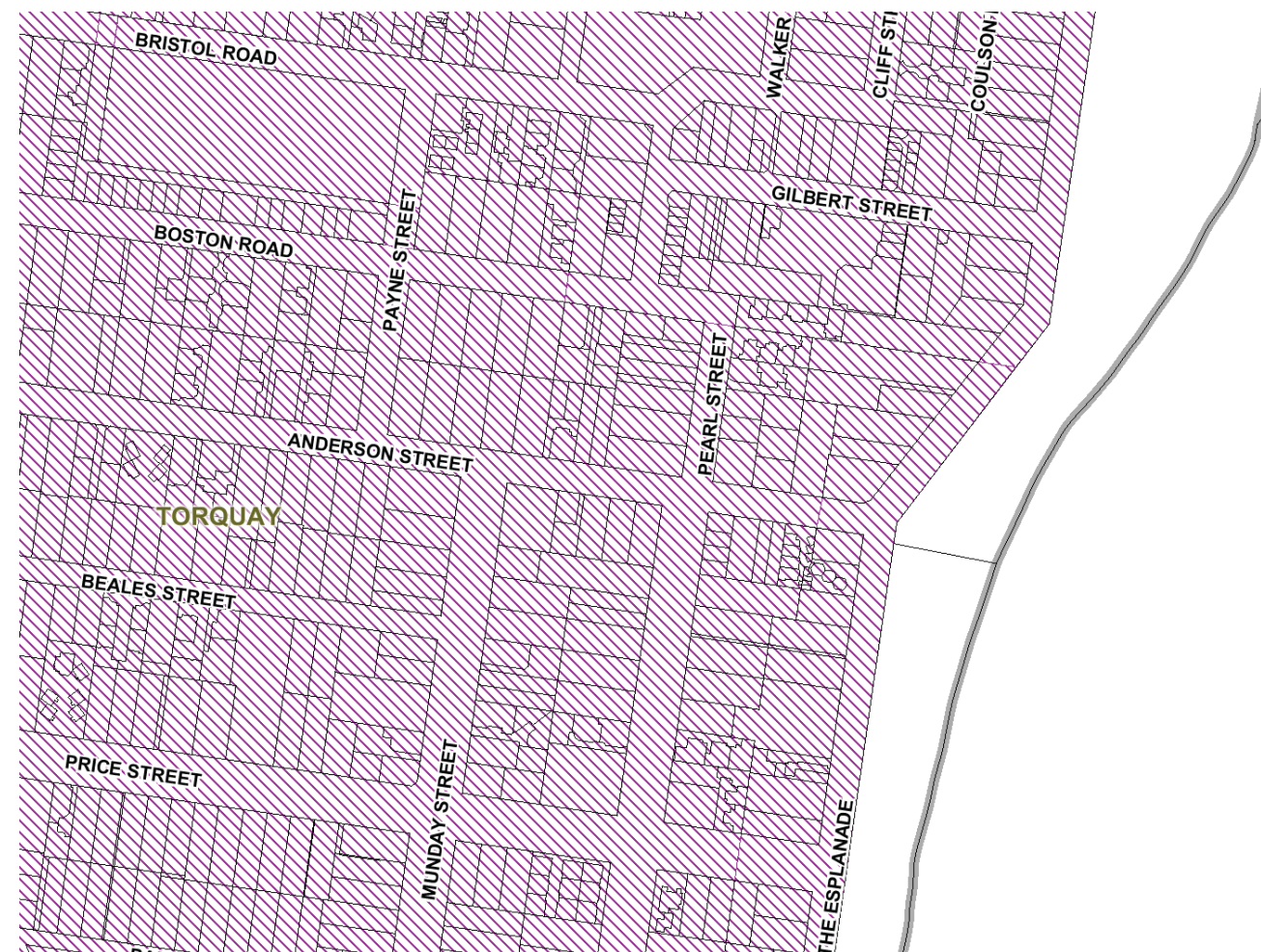
Using a rough collage of the elevation streetscape we can see the varying type of businesses. this allows us to understand the existing comercial environment. Gilbert street is mostly made up of food stores and banks



This section here denotes the scale of the human form verses the built environment. we can see here the openness of the road and how outside spaces relate to inside ones.

Size and Scale



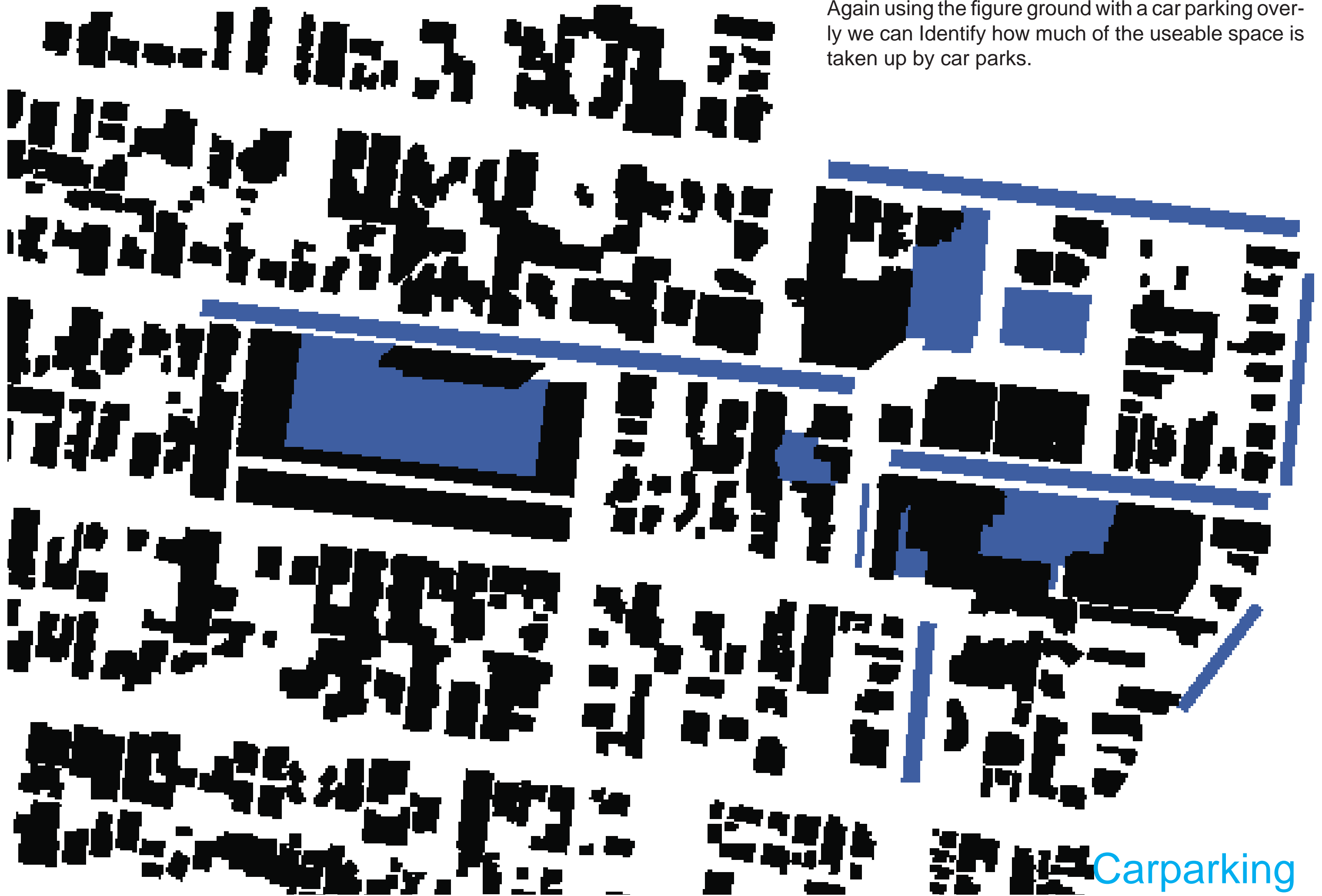


In the figure ground here, we can see how all the building in Torquay relate to each other and as a mass they point out the relationship between usable space and non usable space.



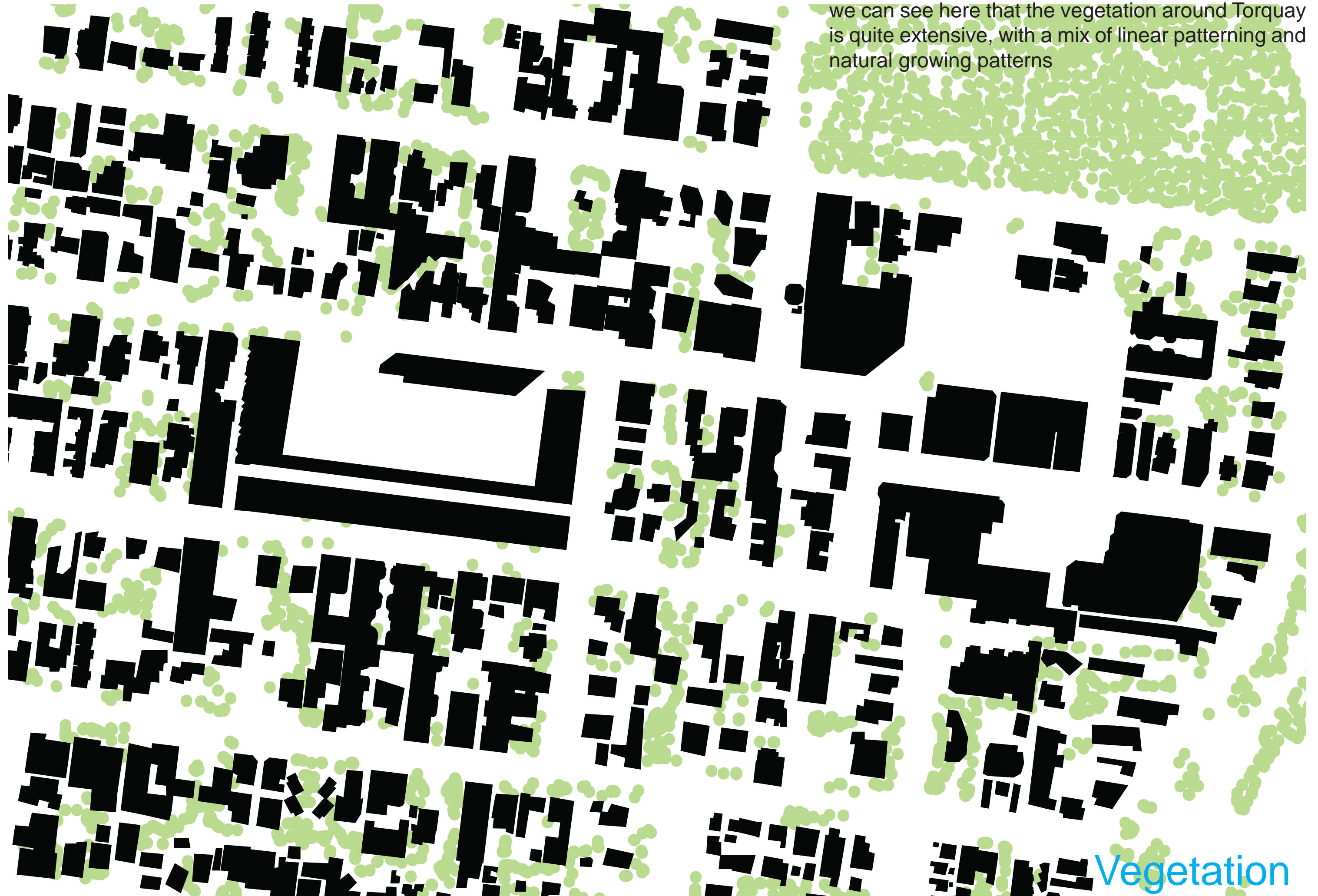
Figure Ground

Again using the figure ground with a car parking overlay we can identify how much of the useable space is taken up by car parks.



Carparking

we can see here that the vegetation around Torquay is quite extensive, with a mix of linear patterning and natural growing patterns



This analysis map illustrates the landmarks as black ink blots, the links in yellow the nodes in red the districts shopping in cyan and residential in red and the urban edge in purple.

Districts:

The districts here illustrate a well planned implementation as they are spread out allowing for the local population to choose.

Land marks:

The landmarks consist of shopping precincts and recreational areas such as Taylor park and Zeally bay

Urban edge:

The urban boundary is the beach, this is also evident in the previous zoning image

Links:

The links are shown as major and minor links, meaning the road most travel and the road least.

Nodes:

The major nodes are localised within the central area of Torquay the local population to choose.

Lynchian Analysis



Lynchian Analysis

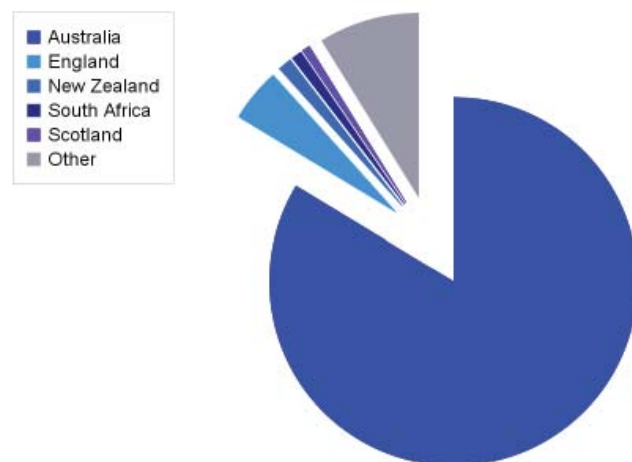
Stakeholders	Directive	Consumers	Governmental Bodies	Social Groups	Sponsors	Partners
Aboriginal Heritage Office	2, 3			X	X	
Community Organisations	1, 2, 3	X		X		
Cultural Institutions	2, 3			X		
Community Organisations	1, 2			X		
Chambers of Commerce	1	X			X	X
Developers	1	X				
Department of Human services	2, 3		X			X
Department of Aging, Disability & Homecare	1, 2, 3		X			X
Department of Health	1, 2, 3		X			X
Department of infrastructure and transport	1, 2, 3		X			X
Department Culture, Sports & Recreation	1, 2, 3		X			X
Heritage Victoria	2, 3		X		X	
Local Traders association	1, 2	X			X	X
Liquor Accord	1, 3		X			X
Surf Coast Shire Council	1, 2, 3		X			X
Surf Coast Shire Planning office	1, 2, 3		X			X
Surf Coast Bus link	1, 2, 3	X				
Neighbouring Councils	1, 2, 3	X		X		
Parks Victoria	2, 3		X			X
Public Transport Victoria	1, 2, 3					X
Residents	1, 2, 3	X		X		
Schools	1, 2	X				
Tourism Victoria	1, 2		X		X	X
V-line Regional rail link	1, 2, 3					X
Victoria Police	1, 2, 3					X
Volunteers	1, 2, 3	X				

Consumers	Governmental bodies	Sponsors	Social Groups	Partner
Any customers, individual or organization	Any city, community, or other geographic governing group	Sponsors, Creditors, Beneficiaries	Unions, Aboriginal heritage, cultural institutions	Suppliers of materials or other resources, functional management, project teams

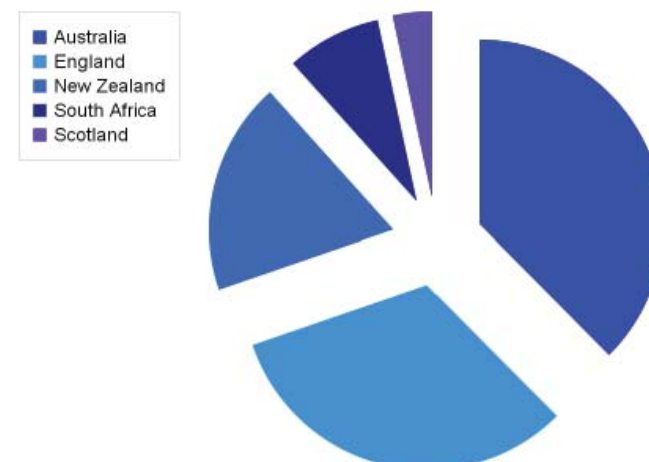
Stakeholders are important to managing the implementation for any change. They help decide on issues from the conceptual, planning and the execution stages of the project. Therefore, stakeholders should understand how the project functions, including the project scope, milestones and goals. The five most significant types of stakeholders are consumers, governmental bodies, sponsors, social groups and partners.

Stakeholders

Country of Origin



Religion



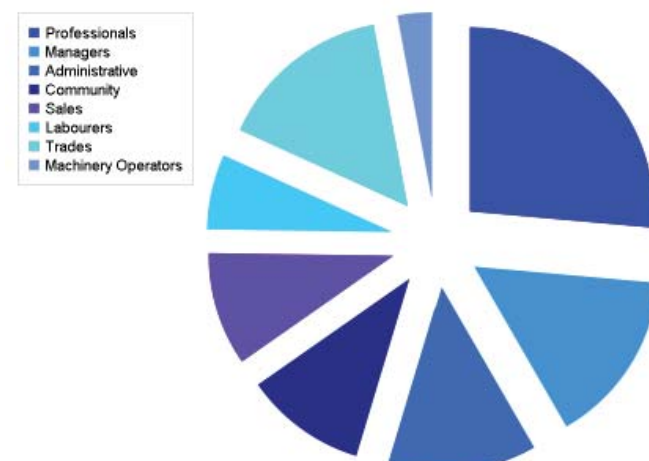
83.4% of people living in Torquay were born in Australia. The other top countries of birth are England, New Zealand, South Africa and Scotland. 93.2% of people speak English as their first language the rest is made up of Italian, German, Greek, Dutch and French.

Majority of people in Torquay are married and most people are employed and 32.1% of homes are fully owned, 39.8% are in the process of being purchased by home loan mortgage. 25.5% of homes are rented.

Age



Occupation

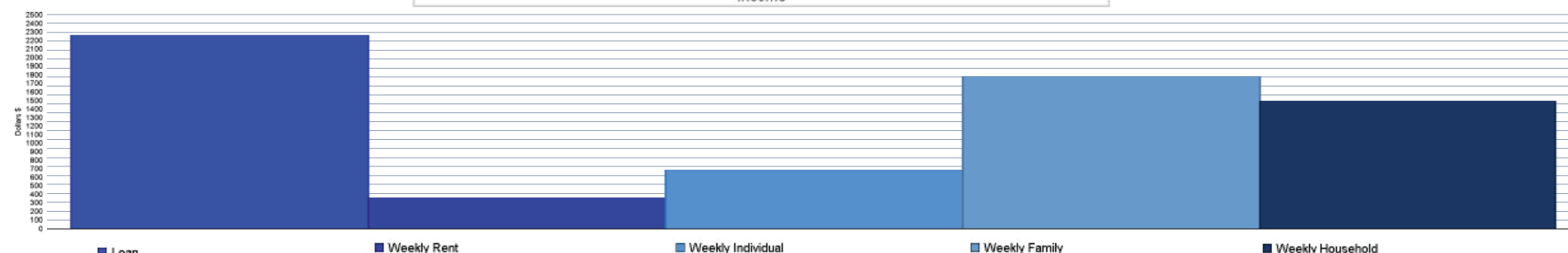


The median rent in Torquay is \$350 per week and the median mortgage repayment is \$2167 per month.

Toquay has a fairly even age spread that allows the area to have a variety of facilities catering to all age groups. this means that it is possible to lie ones entire life in torquay without fear of being in an age group that is left out.

The weekly income of torquays population is very manageable interms of rent. this means there is almost no homeless and people have money to spend on luxury items.

Income



Demographics

Strengths

Surf beaches
such as Jan Juc
and Bells beach

A thriving café
and restaurant
precincts

Already a major
tourist attraction

Major
Developments
already
underway

Well established
vegetation

Well maintained
and planned
street scapes

Weaknesses

Isolated from a
major city such
as Ballarat,
Geelong or
Melbourne

Only 'active' in
the summer
months

Opportunities

Sustainable and
sensitive long
term
developments in
the north, west
and on the beach
front

Could become
THE major stop
along the great
ocean road

Threats

Overdevelopment
resulting in a
southern 'Goal
Coast'

Never
progressing
further than a
coastal tourist
town

Becoming
stagnant and
easily bypassed
'going out of
business'

1. Torquay Commercial Plaza

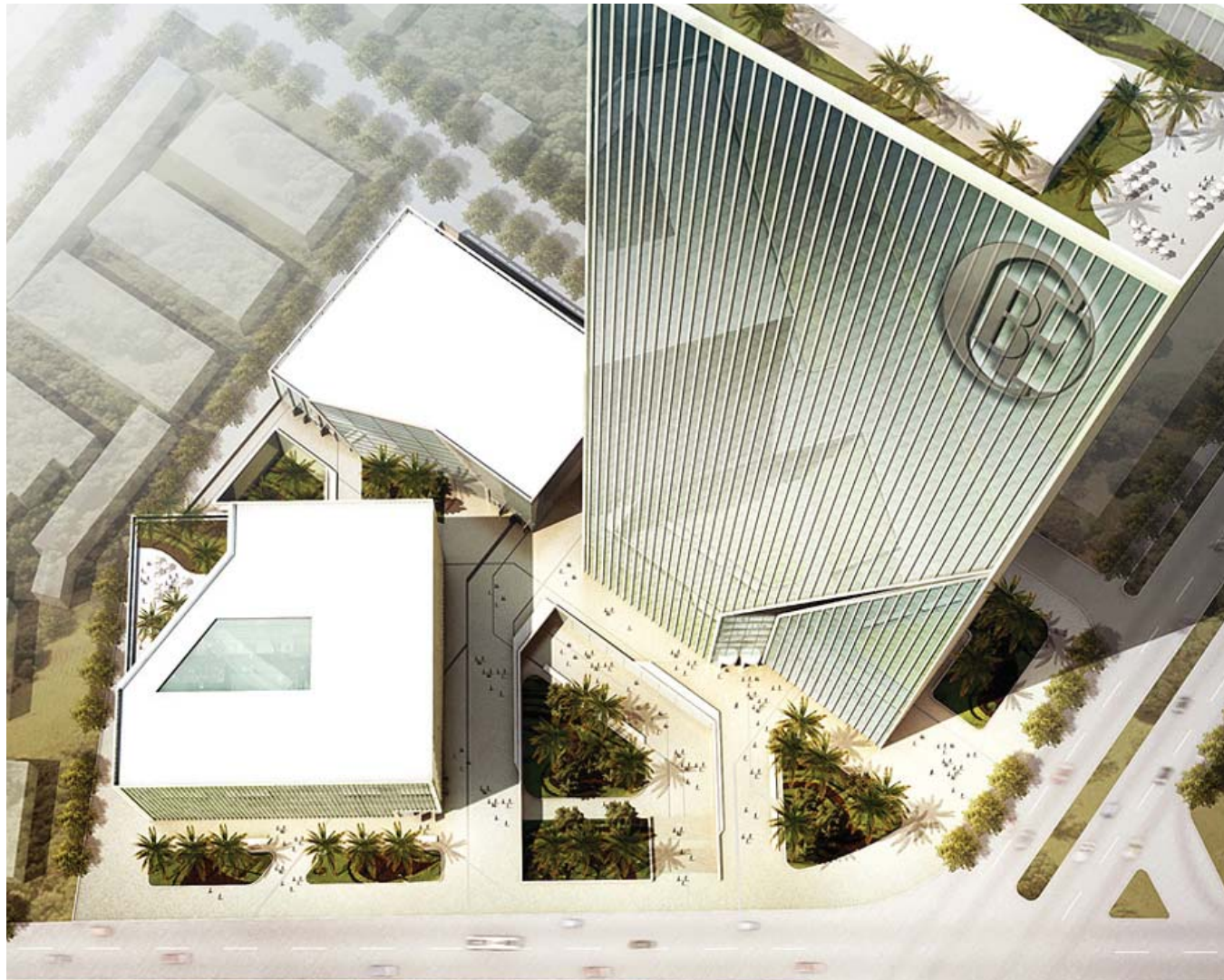
2. Eco-tourist park

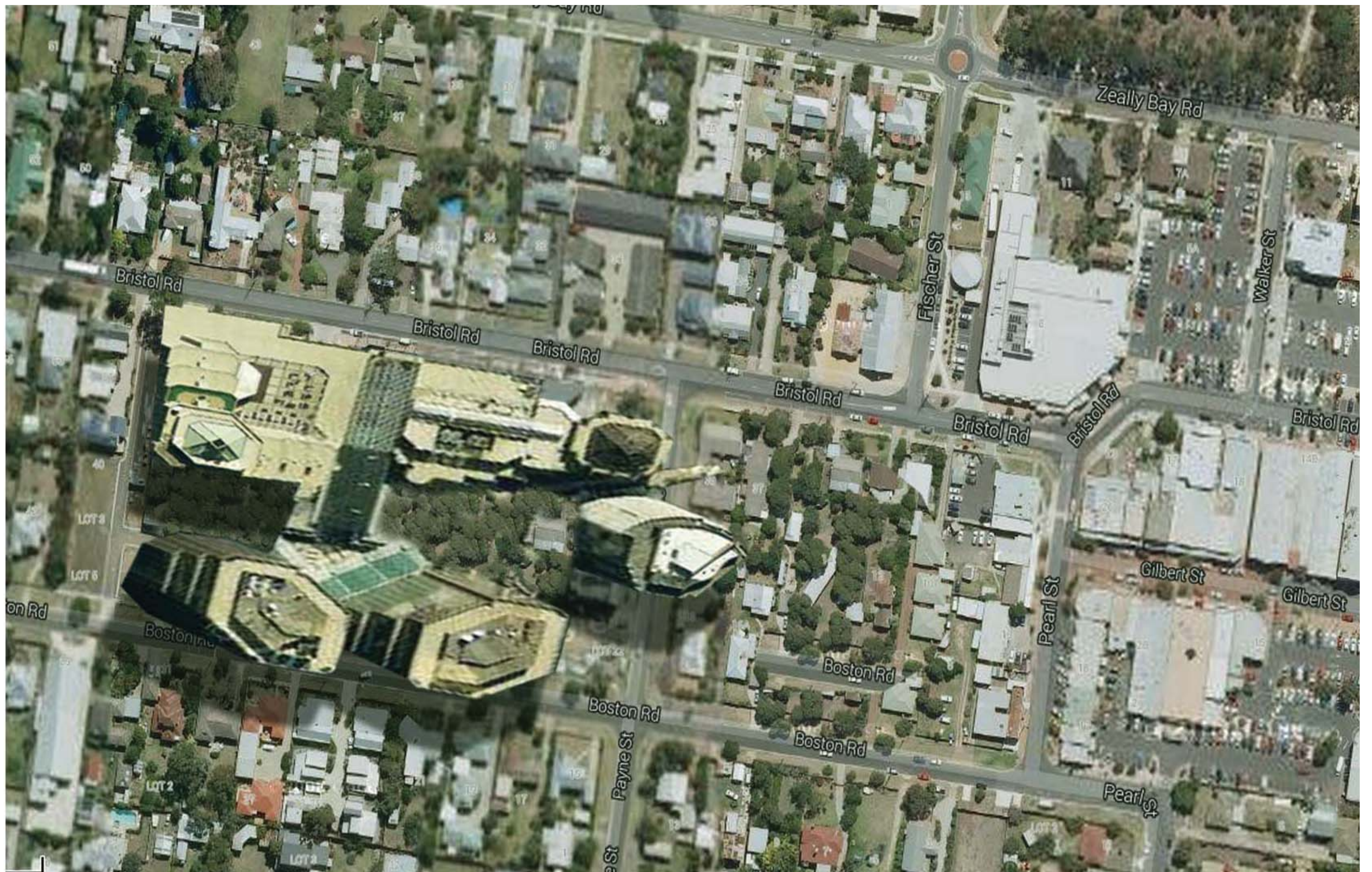
3. Beach front re-development

1. Torquay Comercial Plaza

An expandable commerce precinct that facilitates business. The Torquay commerce precinct will promote sustainable business practices in an environmentally sustainable complex. It also has the ability to expand and produce a localised business district within Torquay.

This concept takes inspiration from successful commercial plazas around the world





2. Eco-Tourist Park



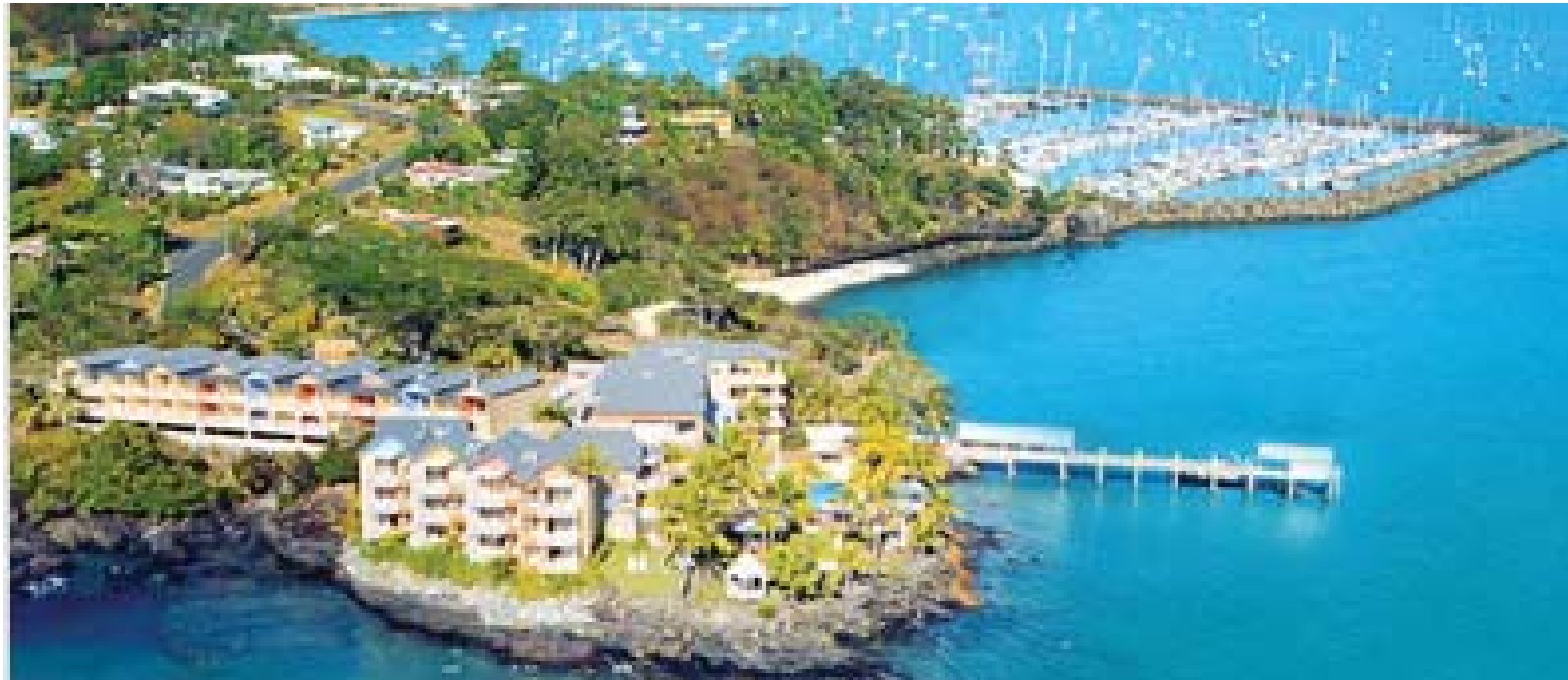
A year round eco tourism park that promotes sustainability and environmental awareness while catering to all visitors. It will include various native and endangered floras as well as a learning centre.

This concept will blend elements of tourism parks such as water and theme parks with zoological gardens. using some of australia's eco-tourist parks as the main source of inspiration.





3. Beach Front Re-development



The beach front redevelopment will allow medium rise apartments to be located within close proximity to the beach. It will have in place strict planning documentation that will combat against over urbanising the beach front.

This concept will take inspiration from famous beaches such as Venice Beach, while taking beaches such as the Gold Coast Beachs and Florinopolis as what not to do.





Demographics

<http://localstats.qpzm.com.au/stats/vic/melbourne/geelong/torquay>

<http://myboot.com.au/3228/Torquay/demographics.aspx>

<http://www.realestateview.com.au/propertydata/suburb-profile/victoria/torquay/>

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Images

Surf World Museum Torquay

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