



## BLACKBURN VILLAGE RESIDENTS GROUP

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# BLACKBURN VILLAGE RESIDENTS NEWSLETTER

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## REDEVELOPING CENTRAL BLACKBURN

### JUST ANOTHER SHOPPING CENTRE?

Plans to construct a new Blackburn Shopping Centre will soon be before the Ministry for Planning and Environment. They include another supermarket, six times as big as Anstees and 65% larger than Woolworths in South Blackburn.

The complex would include some thirty smaller shops and off-street parking for about 500 cars (almost a quarter of that now available at Forest Hill.)

- Is such a large scheme warranted?
- What impact would it have on the village character of Blackburn's shops?
- What effects would the increased traffic have on residential streets?
- What impact would it have on the livelihood of the present shopkeepers?

**WE BELIEVE THAT BLACKBURN SHOPPING CENTRE NEEDS REVITALIZING. WE BELIEVE THAT THE PRESENT CARPARK IS A SUITABLE SITE.**

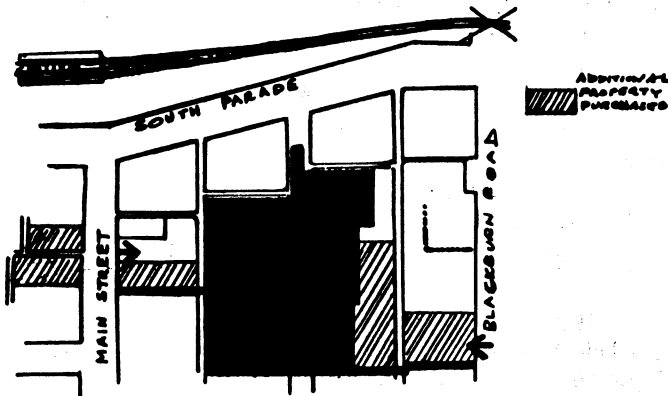
**WE ALSO BELIEVE THAT A NEW SHOPPING CENTRE SHOULD BE OF A SCALE AND DESIGN APPROPRIATE TO BLACKBURN'S VILLAGE CHARACTER.**

**BUT WE DO NOT BELIEVE THAT THE PRESENT PROPOSAL IS ON AN APPROPRIATE SCALE, NOR IS IT AN ACCEPTABLE DESIGN.**

We seek your support in putting these views to Council and to the Ministry, as well as your ideas on the kind of shopping centre you would like to see.

### THE BUILDING

Stock Constructions Pty. Ltd. is proposing a completely enclosed concrete edifice of two levels, covering an area nearly as large as the "K-Mart" buildings at Burwood East. The Main Street end of the complex will present a great wall 30 feet high. Between the complex and the back of the existing shops will be an alley. The main entrances will be from Blackburn Road and the underground carpark. Once inside you might be in Forest Hill, Box Hill or any other such place, where smiles are plastic and checkout queues longer than the patience of Job.



### CONSIDER . . .

#### Commercial Viability for Existing Shopkeepers

Customers of the new centre will be funnelled into the underground carpark, up into the new shops and out again through the carpark. The centre is designed to minimise access to existing South Parade shops. South Parade will stagnate, just as the old part of Forest Hill did.

**THIS CENTRE IS DESIGNED TO MAKE MONEY FOR THOSE SHOPS WITHIN THE NEW COMPLEX. THERE IS NO SERIOUS ATTEMPT TO INTEGRATE WITH THE SOUTH PARADE SHOPS.**

Existing retailers who lease their premises will find rentals rising in sympathy with the new venture and will also have to face decisions on the costs of longer trading hours. They will be tied to the complex without any clear prospect of benefiting from it.

#### Traffic

There will be an estimated increase of two-thirds in the vehicles using the centre. Thirty commercial vehicles a day will service the supermarket alone. This is in an area (Road Traffic Area No. 8) already recognised as having traffic problems. The carparks will disgorge cars into Blackburn Road where the traffic is banked up from the railway crossing. If MetRail stabling yards are approved, delays will be even worse.

#### Adverse Environmental Effects.

More than 80% of residences in Melbourne are already exposed to noise levels in excess of current acceptable criteria. There will be yet more noise — from late night trading, night deliveries, night cleaning operations, and more traffic noise in residential streets north and south of the line.

### **Convenience**

Pedestrians would have to negotiate more traffic, experience longer waiting in supermarket queues and lose the benefits of more personal, friendly contact with shopkeepers. All customers would have to traverse different levels. This would be trying to everybody but particularly so to the elderly.

### **Community Costs**

As consumers and residents you must decide on the relative costs and benefits to you of a large scale project. You will pay for extra costs of servicing the centre, of providing more traffic controls, of policing and maintaining the environment, of installing extra lighting and so on. As a member of the wide community, you should also consider the effect on other centres in the municipality.

## **PLANNED DEVELOPMENT?**

Nunawading Council is to be congratulated for setting aside money last year to begin the planned revitalizing of the Blackburn Shopping Centre. A Working Party was set up to begin this planning. This initiative is now at risk because Council, the Chamber of Commerce and residents are being pressured to work only within the parameters set by an outside developer.

Long term community interests may be forced to submit to short term commercial gain. For example, our pilot survey of shopkeepers north and south of the railway line shows that the overwhelming majority want a properly integrated

development which retains Blackburn's village character.

They are right. In Europe and America old shopping centres are being revitalized in the spirit of the existing atmosphere and architecture. The experiment with uniform hyped-up hypermarkets is over. Studies show that shoppers prefer a centre with an individual local appeal. Businesses prosper in proportion to the UNIQUENESS of a shopping centre.

The Blackburn Village Residents Group is pressing Council to adopt this approach to redevelopment.

## **LIMITED OPPORTUNITIES TO PUT YOUR VIEW**

By using the "fast track" provision 22AA of the Melbourne Metropolitan Planning Scheme, Stock Constructions is applying directly to the Ministry for rezoning and planning permission. If accepted the plan will only be on exhibition

once, probably in July. There will be only one opportunity for representations and submissions. The normal avenue of lodging formal submissions to your local Council might not be available to you.

## **PUBLIC MEETING**

The Blackburn Village Residents Group will hold a public meeting at:

**8 p.m. on Wednesday 10th June, 1987 at**

**"The Pines", Senior Citizens' Centre in Central Road, Blackburn.**

This will be your opportunity to help decide the future of the Blackburn Shopping Centre.

If you cannot attend, but wish to be kept informed of developments, telephone Mrs. A. Taylor 877 4074, Mrs. M. Harrison 877 4351, or Mr. R. Grainger, 877 3348.

**IF YOU SHARE OUR BELIEF THAT BLACKBURN'S SHOPPING CENTRE NEEDS REVITALIZING . . .**

**IF YOU SHARE OUR DESIRE TO ACCOMPLISH THIS DEVELOPMENT IN SYMPATHY WITH BLACKBURN'S VILLAGE CHARACTER . . .**

**YOUR SUPPORT IS VITAL.**