



LA TROBE
UNIVERSITY

LA TROBE UNIVERSITY
MELBOURNE
CAMPUS VISION
2012



Architecture Urban Design Interior Design

La Trobe University
Melbourne Campus Vision 2012

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Note:

*As well as containing a selection of images from
La Trobe University's Melbourne campus, this document
also presents images of universities and institutions from
around the world. Images and diagrams are illustrative only.*

LA TROBE UNIVERSITY MELBOURNE CAMPUS: FUTURE READY



Since our beginnings, almost 50 years ago, La Trobe University has embraced our role in the growing community in Melbourne's north. Our founders aspired to bring university education to the northern suburbs of Melbourne and had a vision for La Trobe as a leader in the development of our vibrant and diverse region.

Melbourne's north has grown and changed substantially since then, so it is timely that we refresh our vision for how we will play our role in this important and dynamic region.

Our new vision for our Melbourne campus, outlined in this document, will see us turn our Melbourne campus 'inside out'. We will reach out to the surrounding community more proactively than we have in the past and plan to make changes to the campus to build a more creative and dynamic environment. Our goal is to become a vibrant centre of culture, recreation and education in Melbourne's north, which welcomes a broad cross-section of students, staff and the surrounding community.

Our new campus vision aligns with our plans under La Trobe's new *Future Ready: Strategic Plan 2013-2017*, in which we plan to take a leadership role in the development of Melbourne's north. The Melbourne Campus Vision 2012 describes the future the University aspires to create and will be invaluable in our engagement with Federal, State and Local Government agencies, partners, our community and in particular our present and future staff and students.

We look forward to working with you to bring our vision to life, ensuring La Trobe's Melbourne campus is vibrant, engaging and well connected; a place to learn; to research and collaborate; to work, play, meet, and experience all the best that the north of Melbourne can offer.

Professor John Dewar

Vice Chancellor, La Trobe University

Robust, bilateral partnerships
with government will be
fundamental to realising the
La Trobe Vision.



The La Trobe Vision is bold and ambitious

La Trobe University's Melbourne campus at Bundoora is a special place that already provides a unique setting for learning, research and employment. With its substantial landholdings and location at the gateway to Melbourne's growing north, La Trobe provides unparalleled opportunities for the University and the wider community.

La Trobe's landholdings include: a masterplanned academic core; student college precinct; a State recognised research and development park; major Wildlife Sanctuary; extensive sports fields and facilities; and institutional heritage buildings. Whilst many of these important assets are located within a beautifully landscaped and generous setting, much of the landholding remains undeveloped or underutilised. Our position on Plenty Road provides us with direct access to Melbourne's north; one of Victoria's fastest growing and strategically important regions.

La Trobe will now evolve from a university campus to a University Town. We will make La Trobe *the* place to be. In order to guide this transition we have developed a Vision that both encapsulates our past and heralds our future direction.

Realising this exciting Vision will require strong partnerships to be developed between the University, State and local governments, and a wide range of government agencies. State Government policy settings are changing to recognise Melbourne's existing and future employment and innovation clusters and the La Trobe Vision is strongly aligned with this policy direction. With the appropriate level of government support, La Trobe's position at the gateway to Melbourne's rapidly expanding north, together with our substantial landholdings, will ensure that La Trobe fulfils this important strategic role.

Robust, bilateral partnerships with government will be fundamental to realising the La Trobe Vision.

We have developed a vision of the future we aspire to create.

Our Vision – Our future.

It will be an exciting place to be:
a place for mixing ideas, debate,
business and civic leadership



La Trobe will be vibrant and engaging

It will be an exciting place to be: a place for mixing ideas, debate, business and civic leadership.

La Trobe will showcase a highly attractive town centre environment that is based around our educational activities.

La Trobe will be the place to live, learn, work, meet and play; made possible through a significant investment in public spaces.

La Trobe's dynamism and vibrancy will support a diverse range of both local and international students; catering for all aspects of life.

We will become the educational, cultural and community hub of Melbourne's north, and a major hub for research and employment.

La Trobe will play a critical role in the economic, social and environmental sustainable development of one of Australia's fastest growing regions.

We will invite in and reach out to Melbourne's north by building on our renowned health, business, science, sports, and cultural strengths.

Our rich history and culture will be celebrated and the key elements that make La Trobe such a special place will be protected and enhanced.

La Trobe's unique bush setting, water features, and essence of its original architecture will be essential features in our journey to becoming future ready.

We will pursue mutually beneficial opportunities that are built around the La Trobe vision.

We will continue to guide this campus evolution through excellence in both urban design and environmentally sustainable design.

To establish this bold vision, we will work in partnership with government, industry, and most importantly the larger community.

We invite you to help build and share La Trobe with us.



Development principles

The following development principles have been considered in preparing the Vision Statement and underpinning Campus Directions:

- Ensure the educational and research focus of the University remains paramount in the future planning and development of the core campus and surrounds.
- Retain and build upon the valued natural and architectural features of the campus.
- Ensure that development at La Trobe meets rigorous environmental, social and economic sustainability standards, as set by the University's senior management.
- Support mutually beneficial activities at La Trobe; uses that benefit the University and that benefit from proximity to the University. Ensure that campus landholdings are optimised and align with long-term strategic thinking.

These campus directions
underpin the intent of the
vision statement





...address

...place to learn

...place to research and collaborate

...place to work and play

...place to experience

...place to ride and walk

...place to commute to

...place to meet

The place to live

A welcoming campus
embedded in the
spirit of its place



Campus directions

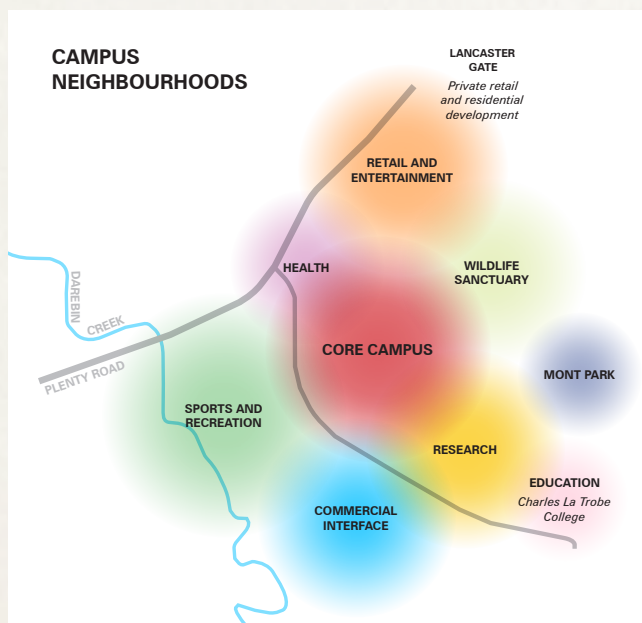
The address

La Trobe will have a vibrant and inviting presence on Plenty Road and this frontage will become a sought after address in the north of Melbourne. Plenty Road will be activated and engaging to its surroundings through mixed land use opportunities connected to the campus' town centre and La Trobe vision.

Plenty Road will transform as an outstanding tree lined boulevard and public transport corridor, the equal to St Kilda Road in Melbourne. La Trobe, being the most significant generator of activity and having significant frontage at beginning of the boulevard, will become the number one address along this significant boulevard.

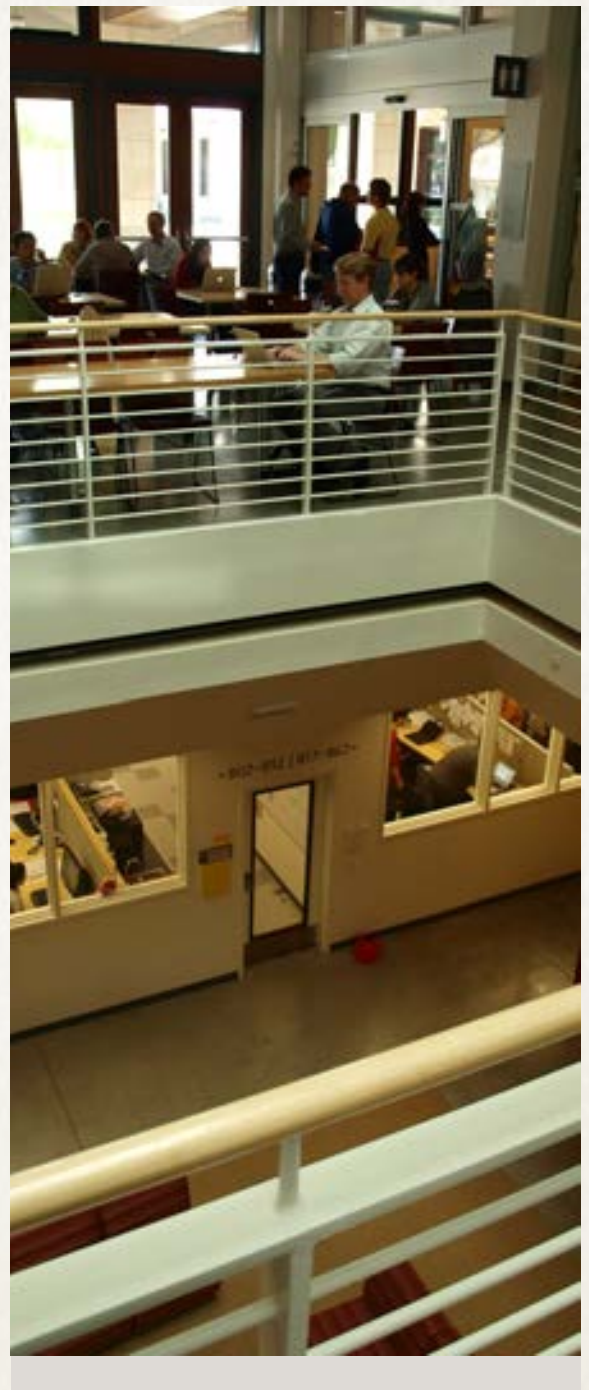
Future development at La Trobe will align with the University's community outreach and cultural agenda; inviting visitors to discover and explore the campus proper.

The Sports Precinct will develop as a sports and recreation hub of regional significance. It will be enhanced by consolidating services and facilities in a location that provides greater visibility and access from key interfaces.



Hubs of excellence and a robust
education continuum

The place to learn



An opportunistic and dynamic
research environment

The place to research and collaborate



Through the reinvigoration of land on the edge of the existing industrial precinct, the R&D Park can reach out to, and invite in, potential partners and facilitate the competitive evolution of these abutting early urban fringe commercial areas.

Tenants of the R&D Park will benefit from an increase in exposure to key movement spines. The R&D Park will become a prominent landmark in Melbourne's north and benefit from enhanced physical links to the core campus.

The research agenda of La Trobe University will be intrinsically linked with the research undertaken within the R&D Park. Together with the Northern Bioscience Precinct, the R&D Park will be further developed to catalyse innovative new businesses and improve the quality of the University's academic output; in turn diversifying the economic base of Melbourne's northern suburbs.



A robust network of interlinked neighbourhoods



Campus directions

The place to work and play

La Trobe will be known for its focus on sport and recreation with allied educational partners and industry sectors. La Trobe University will continue to improve extensive sports fields and facilities and align itself with related services, such as sports science and medicine education, sports management and administration, and partnerships with elite sporting clubs.

The campus' Sports and Recreation precinct will develop as a well connected and regionally significant hub; benefiting from improved access arrangements and a prominent position on Plenty Road.

La Trobe will play a significant role in the health sciences sector, which will be supported by robust partnerships with allied educational and industry organisations.



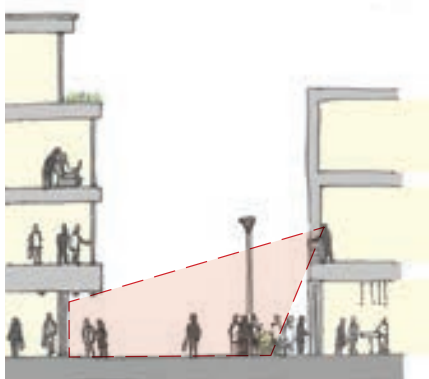
A vibrant 24-hour town centre for everyone

The place to live

Everyone will be encouraged to live, shop, work and play in a higher density urban environment that attracts visitors to the campus through its unique retail and commercial offerings and community facilities.

La Trobe will evolve into a University Town that supports life and vitality into the night and weekends, 52 weeks per year.

The La Trobe town centre will comprise mixed use developments, including university buildings, medium and higher density accommodation, office, education and research uses, and new community service infrastructure. Development will be interwoven around the campus' edges and will project into the core of the campus.



passive surveillance of the public realm



uses that support a vibrant nighttime economy



a mix of uses throughout the town centre
(academic, residential, retail, community, etc)

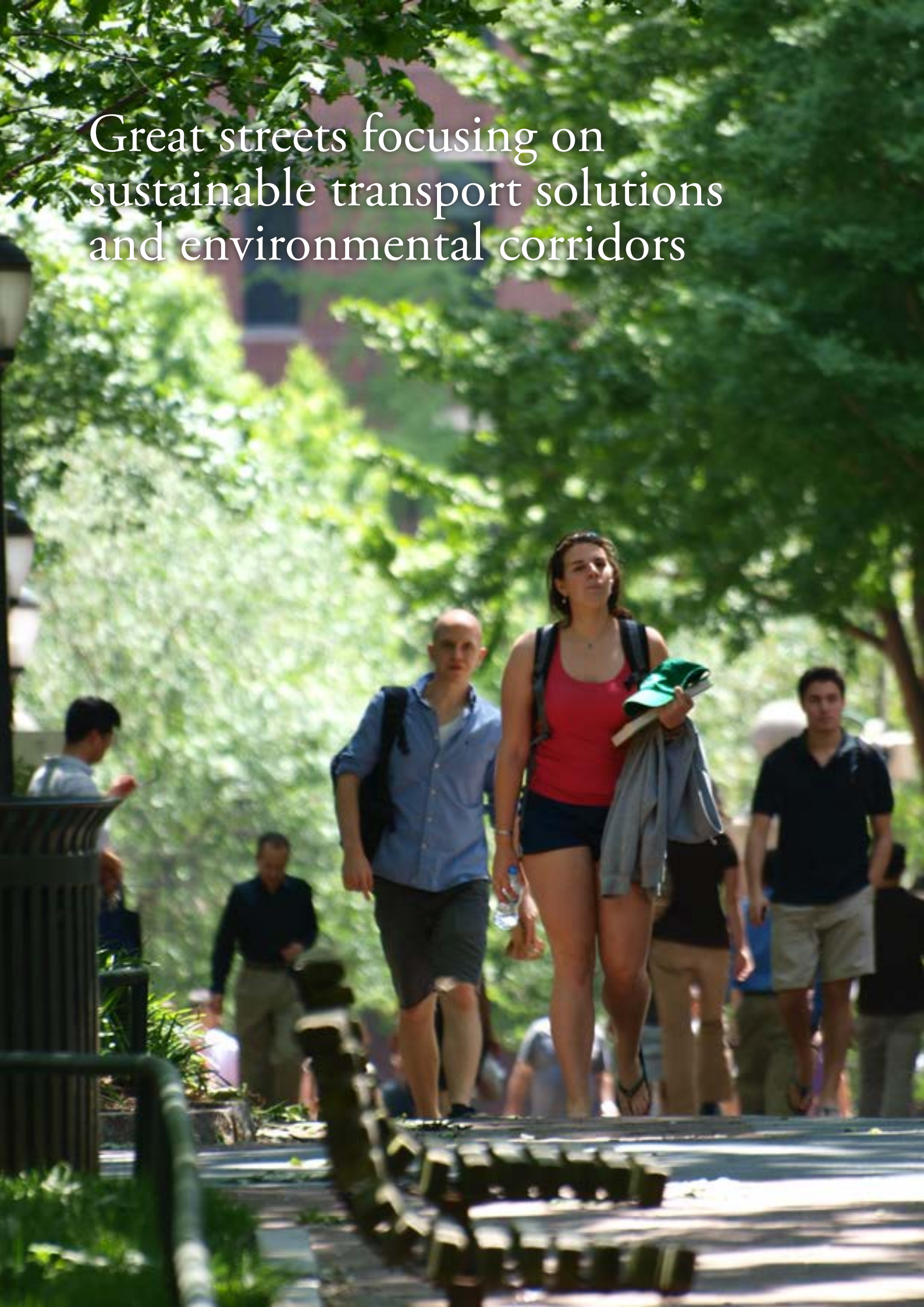
Sustainable design that celebrates and complements the campus' unique setting

The place to experience

The natural setting of the campus is a key platform of the future La Trobe. The generously scaled landscaped setting and established water features of the campus will be enhanced, extended and promoted. High quality pedestrian and bicycle links and public spaces will be integrated with these informal green space corridors and destinations and will interconnect the campus' neighbourhoods.



Great streets focusing on
sustainable transport solutions
and environmental corridors



Campus directions

The place to ride and walk

Existing boundaries and road barriers of the campus will be bridged by developing 'soft boundaries' and permeable interfaces to the campus core. Interconnected urban spaces and pedestrian streets will link the town centre and the academic core with the campus surroundings.





Public transport will be
prioritised and the campus road
network will be simplified

Campus directions

The place to commute to

Reservoir Station will become the principal heavy rail access point for the campus and will be connected via a safe and efficient bicycle link and shuttle services. La Trobe University will partner with transport providers and government to improve existing links and create new links where there is demonstrated need.

Access to the campus and wider area from Plenty Road will be improved through the redesignation of Kingsbury Drive and campus loop roads. Additional entry points from Plenty Road will be added; linking directly to key destinations and opening improved connections to sports, town centre and research nodes, whilst the role of Kingsbury Drive will change to cater for through traffic.



An inclusive and
welcoming multicultural
heart of the north



Campus directions

The place to meet

The campus will be established as the multicultural centre of the northern region of Melbourne, drawing people from the city and the surrounding suburbs to engage in intensive intellectual and cultural activity. La Trobe will become a hub of research, entertainment, cultural, academic and recreational life; accessible to all.

Melbourne's great cultural institutions will be encouraged to locate to La Trobe in order to generate a sense of community and culture. New partnership developments may include facilities such as art galleries, resource centres, a performing arts centre, cinemas, and conference and function centres. La Trobe University will share these vital facilities with the neighbouring community, creating the opportunity for their continual day/night, year round use.

La Trobe University will capitalise on its position in one of Australia's fastest growing regions. The geographic uptake of students will be enhanced through the campus becoming more accessible to Melbourne's expanding north. Alternative modes of transport will become equal to or more attractive than the car.

Community engagement is at the forefront of the University Town model. Development along the Plenty Road frontage will further the University's cultural agenda and will serve as a meeting place for a diverse range of communities.



