



Russell Taylor Award For Design Excellence

PRESS RELEASE

TOP URBAN DESIGN AWARD ANNOUNCED

(Embargoed to Friday, November 5, 2004)

THE designer mastermind behind Ellenbrook estate has been honoured with the pre-eminent WA award for individual achievement in urban design.

At a special presentation dinner at the Perth Convention Centre last night (Nov 4), Mike Day of Robertsday Town Planning and Design topped a field that included rival residential estate Brighton and the City of Perth lowering of the railway through the CBD.

While several Robertsday designers worked on the Ellenbrook project north-east of Perth, it was Mr Day's vision that saw the estate set an international benchmark for a return to traditional neighbourhoods that elevate the lifestyle of ordinary families.

The breathtaking scope and detail of the new suburb
- ultimately seven mixed-use villages each with its own identity, facilities and services grouped around a future central town
- inspired a unanimous decision from the independent panel of judges determining the award.

Judges include government, architectural, development and urban design representatives.

The Australian Association of Planning Consultants (WA Division) award is presented annually to an urban designer or planner in virtual recognition of major individual achievement.

The Russell Taylor Award for Design Excellence is named after the late Russell D. Taylor whose efforts and contributions to the design and planning profession were widely admired over a 30-year career in WA.





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Leading legal firm Phillips Fox and environmental consultancy Bowman Bishaw Gorham were sponsors of this year's award.

IT'S OFFICIAL . . . ELLENBROOK IS THE BEST PLACE TO LIVE

ELLENBROOK is a WA beacon that attracts national and overseas experts on study tours, particularly from the US where the "urban sprawl" was first noted as an issue with far-reaching social implications.

Included in a sweeping vision for the new suburb, Mike Day's input saw:

- A return to shady, grid street patterns that are easy to walk or cycle along - away from the prevailing "spaghetti streets" cul-de-sac trend;
- A move away from car-based access, with no residence being more than a 5 or 10 minute walk from facilities;
- Championing for the inclusion of verandas on builder's housing designs, where people can sit and engage with their streets;
- A strong sense of community identity for each individual village (ie Charlotte's Vineyard, The Bridges, Woodlake Village, Morgan Fields) that in turn links them to the broader region leading to safer, more people-friendly neighbourhoods;
- The widest range of residential lot sizes of any estate in WA, from cluster housing sites of 300-360sq/m, up to 2000-4000sq/m sites, all arranged in such a way as to accommodate a vibrant demographic mix;
- Inter-linked, quality public and green spaces;
- Sustainable, transit orientated development, pre-planned to accommodate a future railway link to the CBD.





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A projected population of 30,000 will eventually enjoy the benefits of his efforts in an area spanning some 1200 hectares.

Project construction costs are estimated to be \$1.5 billion through to 2015. Ellenbrook has emerged as WA's fastest-growing and largest residential community with 620 lots released for sale in 2003-04.

Its continued presence in the marketplace is felt with some of the State's leading real estate, land and building companies continuing to advertise a range of competitive products to the public each weekend.

ABOUT MIKE DAY

MIKE Day is a founding partner of Roberts Day planning consultancy.

He has more than 20 years experience as a town planner, principally designing new towns and resorts in Australia and South-East Asia.

Other projects to benefit from his expertise include St Andrews in Wanneroo, Murdoch University campus master plan, and parts of East Perth.

Mr Day said of his passion for his work, particularly Ellenbrook: "One of the most rewarding moments I have had working on the Ellenbrook project was hearing an Ellenbrook mother state, 'that unlike the previous suburb the family lived in, she was now prepared to allow her children to walk and cycle to school because of the way the neighbourhood had been designed'."

This week's award confirms Ellenbrook as the most professionally admired new suburb in WA - and the most awarded in Australia.





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ATTRIBUTIONS

WHILE Mr Day's input and dedication to the Ellenbrook project are without question, he is the first to acknowledge that the new suburb could not have attained its reputation of excellence without the vision of property developer LWP's managing director Danny Murphy and the multi-disciplinary team Mr Murphy assembled to bring the dream to fruition.

**FOR FURTHER INFORMATION OR HI-RES IMAGES,
PLEASE CONTACT KASIA BETKA, AWARDS CONVENOR ,
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**Australian Association of Planning Consultants
(WA Division).**

