GREATER CURTIN
ROAD NAMING THEME PROPOSAL

The Greater Curtin Master Plan will see significant development to the Bentley campus including the construction of new roads. This proposal overview outlines the preferred road naming theme, not only applicable to the four new roads that will be operational in 2016 (shown right), but also the long term road naming convention.

BACKGROUND
Innovation has long been part of Curtin’s DNA. Since early days as Perth Technical School, then as the WA Institute of Technology and now as a desirable international education destination, Curtin has been at the forefront of innovation.

‘Greater Curtin’ is a master plan that will transform Curtin’s approach to teaching, learning and research; develop the campus into a collaborative innovation precinct characterised by state-of-the-art facilities and technology; and, provide an infrastructure that cultivates a vibrant social, professional and commercial urban community.

Greater Curtin Stage One (construction commenced) is a key enabler for the long term Greater Curtin vision. It will deliver a revitalised central precinct – comprised of new student accommodation, short stay accommodation, academic buildings, research space, curated retail, a bus transport interchange and a range of public spaces and amenity. It will bring the University’s work into the public realm and demonstrate tangible commitments to innovation – from cutting edge research, industry partnerships, ideas generation, experimentation and commercialisation, through to redefining the Campus lifestyle.

The Main Street Project, due for completion January 2017, allows for significant developments to the road and public transport infrastructure at Curtin including four new roads. This street naming proposal focuses on the naming of these four roads, however, it is intended that the proposed theme provides the framework for all subsequent road naming within the Greater Curtin precinct.

CURRENT NOMENCLATURE
Sources of Curtin geographical names to date have been ‘pioneers of the State or citizens who have made a significant community contribution.’ Examples of these include Beazley Avenue, Brand Drive, Sir Charles Court Promenade, Townsing Drive and Tim Winton Lecture Theatre.

MOVING FORWARD
The Greater Curtin development offers the opportunity to revisit and define the Curtin Geographical Naming Convention. The proposed nomenclature direction is that:

1. Roads are named strictly following theme determined by ‘place.’
2. Social spaces, buildings, paths, topographic features are named using Indigenous languages; individuals who have contributed to the community significantly; or, place theme, where appropriate following local elder and broader Curtin community consultation.
PLACE VISION & PROPOSED THEME
The spirit of Greater Curtin as a ‘place’ is the theme that underpins this proposal. Innovation, knowledge, optimism, courage, energy and community are the key attributes that define the ‘place’ within this context.

“Our tomorrow is bursting with ideas, inspired by seamless collaboration between learning, business and research. We know that the best stuff happens when people are connected. For this reason, we are creating a place for everyone – a hub of innovation in the city; the new urban heart for the Bentley community.”

PROPOSED & ALTERNATIVE NAMES FOR ROADS OPERATIONALISING IN 2016

ROAD 1: ‘PLACE’ ATTRIBUTES:
A ‘grand, iconic entrance’ - the major precinct entry from the Kent Street intersection. Tree lined, with dedicated walking paths and cycleways in addition to carrying public transport and private vehicles.

PREFERRED NAME: Innovation Avenue

ALTERNATIVES: Knowledge Avenue Technology Avenue

ROAD 2: ‘PLACE’ ATTRIBUTES:
North-south road running down the centre of campus – urban, social and intimate with alfresco dining and retail (taking inspiration from roads such as William Street, Northbridge and Oxford Street, Leederville).

PREFERRED NAME: Campus Boulevard

ALTERNATIVES: Curtin Boulevard University Boulevard Peak Boulevard

ROAD 3: ‘PLACE’ ATTRIBUTES:
A lively slow speed pedestrian, cyclist and vehicle shared space connecting the bus interchange and Academic Neighbourhood. Inspired by innovation and creation, this road is scattered with street art, meeting and ‘make-it’ spaces and alfresco dining.

PREFERRED NAME: Spark Lane

ALTERNATIVES: Folk Lane Chatter Lane Leading Lane Bold Lane

ROAD 4: ‘PLACE’ ATTRIBUTES:
Slow speed pedestrian, cyclist and vehicle shared space that will predominantly service the bus interchange. Longer term, it will ultimately connect Greater Curtin Stage One to the sporting precinct and future residential development to the north.

PREFERRED NAME: Opportunity Drive

ALTERNATIVES: Collaboration Drive Alliance Drive Pursuit Drive

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