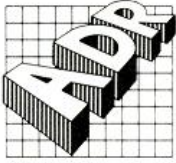


cranbourne east
precinct structure plan

ACTIVITY CENTRE ECONOMIC CONTEXT
CEUGP/SR15B
September 2007



Specialist Report; **CRANBOURNE EAST B URBAN GROWTH PLAN
ACTIVITY CENTRES**

Prepared for City of Casey
By Applied Development Research Pty Ltd
September 2007

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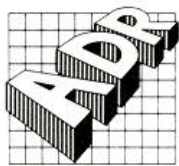
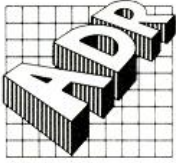


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Executive Summary

1. Policy Context.

While Activity Centres in the City of Casey come under State Planning Policy including Melbourne 2030, they have also been influenced by Casey C21 and the Casey – Cardinia Committee for Smart Growth. These inputs are manifest in the City of Casey Planning Scheme and Activity Centre Strategy.

As the City of Casey continues to grow successive ‘Greenfield’ development in conjunction with changing market conditions across the components of Activity Centres from retail operators through to the strengthening of the ‘Community Hub’ concept are redefining the role, function and composition of Activity Centres particularly at the lower end of the hierarchy.

It is the understanding of these changes, as they evolve and challenge existing assumptions and are expressed in Activity Centre Applications that form the Policy inputs arising from this and similar studies (Cranbourne West) that in part are driving the current Review of the City of Casey Activity Centre Strategy.

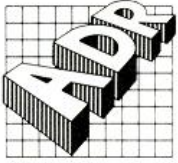
2. Existing Conditions

The Cranbourne East B Study area being in two separate parts with a challenging interface, ‘guarded by retirement living’ (existing and proposed) along with the proximity to the Cranbourne Town Centre and the location and diversity of existing residential development that are indicative of the issues in terms of existing conditions that will impact on the Cranbourne East Part B Activity Centre Network.

3. Opportunities

In an Activity Centre context Cranbourne East Part B has a pivotal role in that it forms the link between The Cranbourne North and south Development Areas. As such while it is strongly influenced by the Cranbourne Town Centre (PAC) it will also respond to Casey Central (MAC), the Hunt Club (NAC) proposal and the future Activity Centre provision in ‘Cranbourne South’. As such the Cranbourne East Part B Activity Centre Network has to serve the future population, complement the existing Activity Centre Network and proposals (expansions and new centres) and allow for the future development at Cranbourne South.

As noted in the report a preliminary assessment of the potential AC network for Cranbourne East Part B, incorporating the distribution of the capacity population over the two parts of the Study Area (SGS), suggests two NACs one in each part

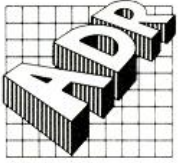


of the study area (larger in the north and smaller in the south) supported by CACs. The number and composition of CACs will in part be determined by the location of the NACs, the transport network and the options with regard to community services and education.

4. Constraints

Apart from the existing arterial roads the location of major roads and environment corridors within the two study areas, connections with the existing urban infrastructure, and the expectations of major investors/stakeholders (in Activity Centres and their Components) that have the potential to constrain the future Activity Centre network. The impacts of these constraints were evidenced in Cranbourne West and have the potential to constrain the Cranbourne East Part B proposals.

These constraints can impact any or all of the following Activity Centre elements; location, composition and economic sustainability of the resulting network and its ability to effectively meet the needs of both existing and future residents.



1. Scope

This report addressing Activity Centres is one of a series bringing together the background information, existing conditions and relevant proposals to provide context and direction for the establishment of an Urban Growth Plan for the Economic Development of Cranbourne East B.

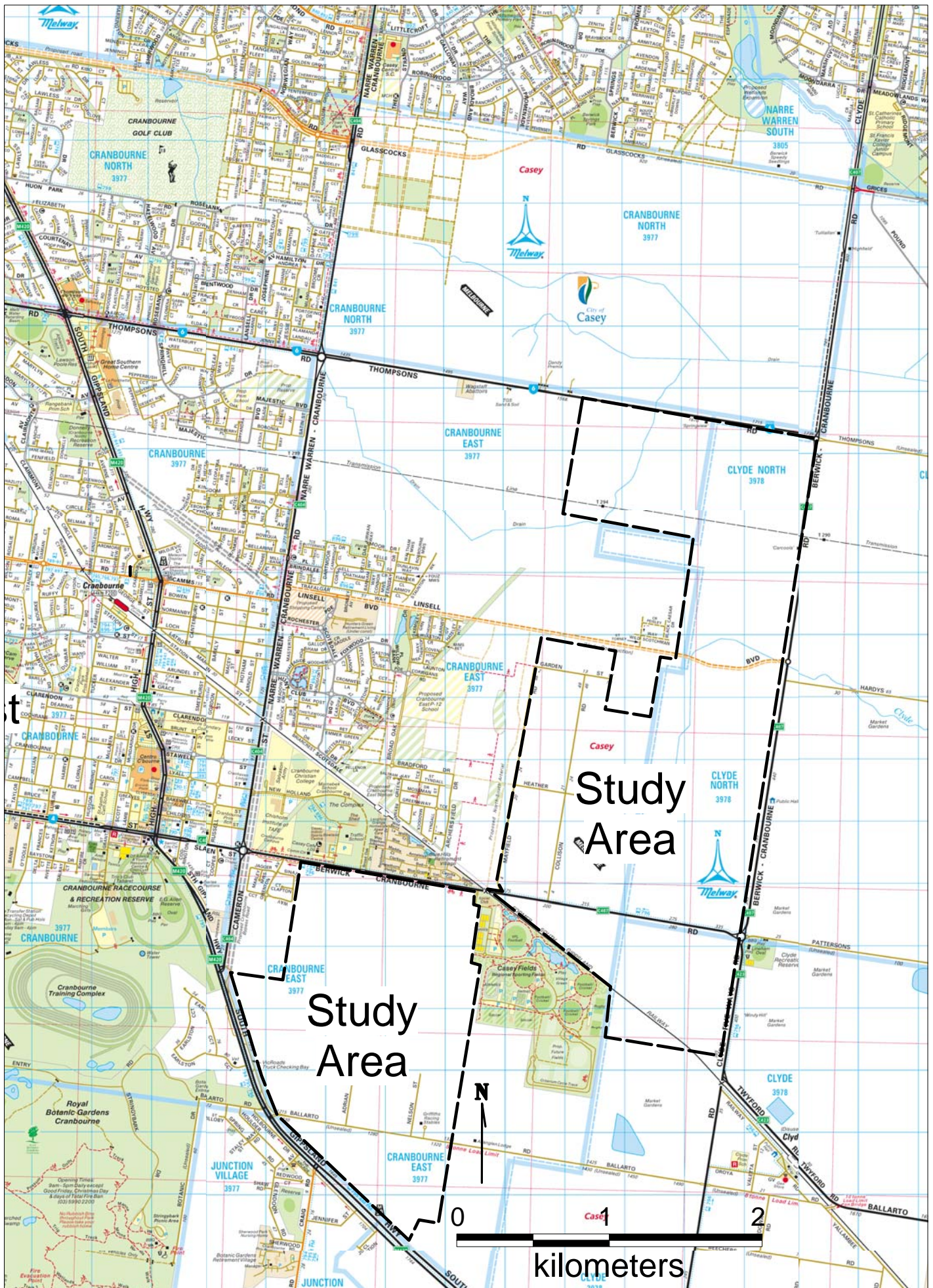
The Cranbourne East B study area comprises approximately 870 ha in two portions the larger to the north-east of the intersection of Berwick – Cranbourne Road and the Railway and the smaller to the south-west of the intersection. The approximate boundary of the study area is shown on a Melway base to provide an overview urban context. (See Map 1 following page.)

In developing support for the Cranbourne East B Activity Centre network the report presents the following;

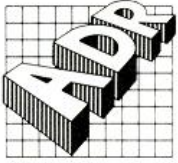
- A background review of current Planning Policy applying to the study area and the surrounding activity centres existing and proposed,
- An assessment of the current proposals for expansion and new centres for Cranbourne East B surrounds including the Cranbourne Town Centre (Principal Activity Centre), Casey Central (Major Activity Centre) and the Hunt Club (Neighbourhood Activity Centre, Cranbourne East A).
- Recommendations for an activity centre network for the Cranbourne East B Study Area, and
- The identification of Issues arising from the investigation and the need for any further investigations.

These investigations, build upon previous experience both in Activity Centre planning and operation and the development context of the local area, including the Cranbourne West Urban Growth Plan, the investigations have benefited from the support and insights of the Council Officers, Project Stakeholders and the Economics and Activity Centres Specialist Team.

MAP 1 CRANBOURNE EAST B STUDY AREA



SOURCE: Melways base (City of Casey), MapInfo.
Applied Development Research, 2007



2. Background Investigations

The current Planning Policy applying to the Activity Centre component of the Cranbourne East B Urban Growth Plan at a State level is Melbourne 2030 covering Melbourne and surrounds, through the Smart Growth Committee (a more regional focus) to Casey C21, Cranbourne East Development Plan and the City of Casey Activity Centres Strategy (current version October 2006).

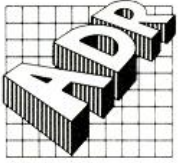
2.1 Melbourne 2030

In keeping with the pace of technological change the most direct access to Department of Sustainability and Environment's documentation of Melbourne 2030 Planning for Sustainable Growth is through the Web site www.dse.vic.gov.au/melbourne2030online.

Melbourne 2030 as a high-level overview of Melbourne's future population growth has as its main thrust "to continue to protect the liveability of the established areas and to increasingly concentrate major change in strategic redevelopment sites such as activity centres and underdeveloped land" (Melbourne 2030 in summary). The Strategic Framework for the Plan has nine Key Directions, and while all are relevant to Cranbourne East B, 'Better management of Metropolitan Growth' defining Cranbourne as a Key Growth Area, and 'A more Compact City' provides initial consideration to activity centres noting apropos Cranbourne East B that 'Neighbourhood Activity Centres will be mixed-use, including retail, commercial, entertainment, education, health and community services' (Melbourne 2030, strategic framework, a more compact city).

With regard to neighbourhood centres their key features were defined as

- 'Generally, a limited mix of uses meeting local convenience needs
- Generally less than 10,000sqm of retail floorspace
- Accessible to a viable user population by walking/cycling
- Accessibility by local bus services, and public transport links to one or more Principal Activity Centres
- Their role as important community focal points, ideally close to schools, community services, police stations and other facilities that benefit from good public transport access.' (Melbourne 2030, Policies and Initiatives, Direction 1, Policy 1.1)



2.2 Casey C21

This report produced in three volumes, Casey 21- A Vision for our Future, developed in parallel with Melbourne 2030 is the result of wide ranging consultation within the City and beyond. With regard to activity centres, current and proposed, the report provides a major input into the preparation of the City of Casey planning including its Activity Centre Strategy and the current investigation into the preparation of an Urban Growth Plan for Cranbourne East B.

Volume 2 sets out the 12 themes, with activity centres addressed in goal 8 of A Casey Identity (page 88) which identifies the sense of place and viability of activity centres as locations where the local community can gather thereby providing a community focus. In Building on Casey's Advantages Goal 6 Diverse activity centres the report noted (page 97) under decision guidelines the following.

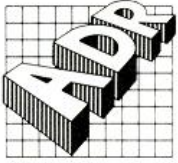
'The weakest centres across metropolitan Melbourne are convenience and neighbourhood centres. There is a need to ensure that local centres in the municipality are provided with the maximum potential and opportunity to trade viably and be sustainable into the foreseeable future. This requirement in turn means that location and activity principles should be adhered to in the best interests of the community, and to achieve the orderly planning and development of local and convenience centres.'

This requirement came from the consultations program particularly with the business sector that included the following comments relating to the future viability and prosperity of shopping centres in Vol. 2 pg 49 and 50.

- 'A good business mix in a shopping centre was considered crucial to its survival. Easy vehicular and pedestrian access, convenient and easily identifiable parking is important for the survival of a shopping centre. Owners and staff need to ensure that the road in front of strip businesses is kept free for customers.'
- Neighbourhood and convenience shopping centres that don't have a good supermarket, post office facilities and good complementary convenience stores are declining. You need a core group of good businesses.'

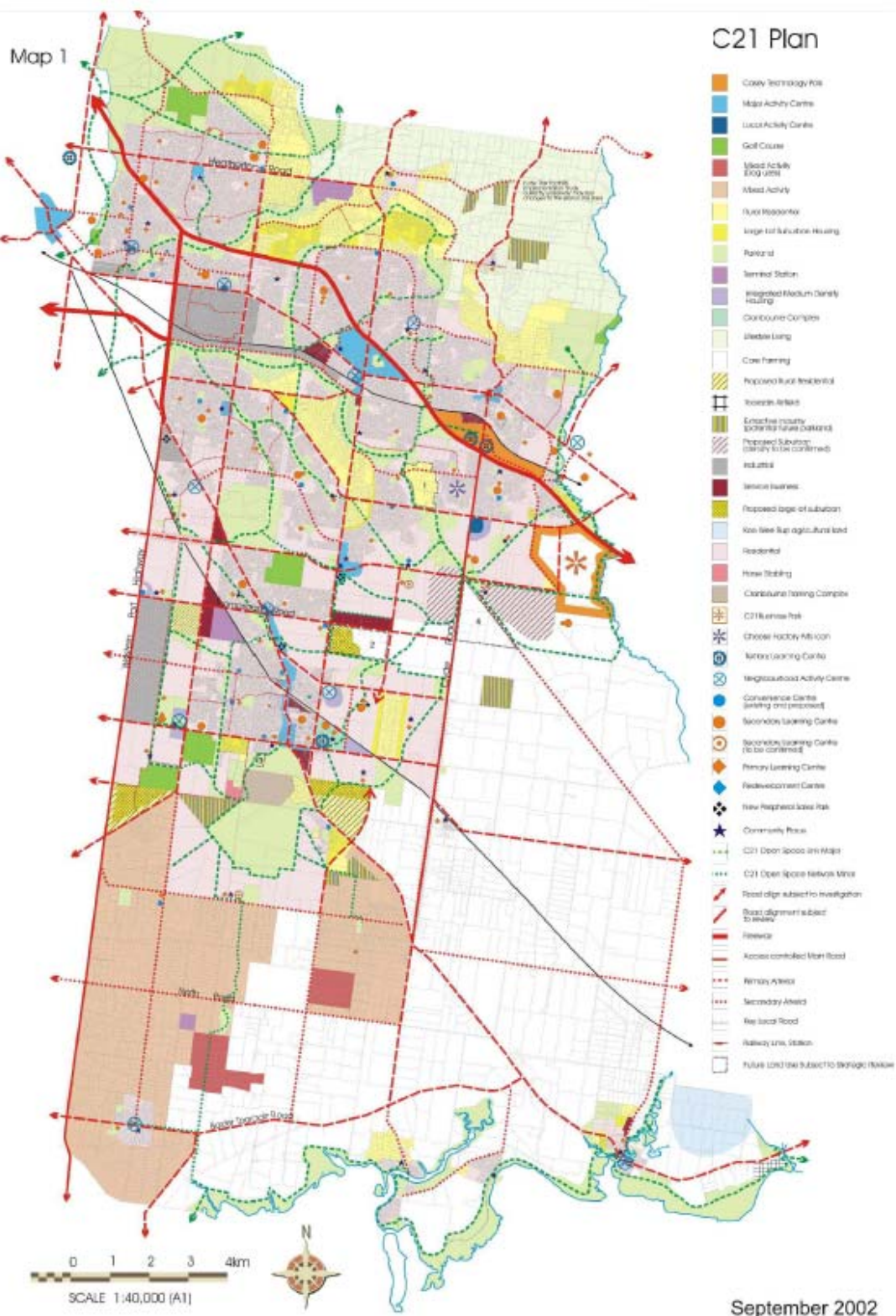
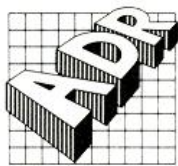
The above and similar trader comments, while reflecting a 'car culture', affirm accessibility and a 'good supermarket' as important for smaller centres.

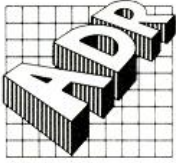
In terms of Cranbourne East, the report identified a NAC at the proposed Hunt Club location (see map below). In addition the Casey C21 Actions presented in Vol. 1 (pg 39) under Diverse Activity Centres recommended



- 'Implement the Activity centres Strategy
- Prepare and implement strategies for regional and neighbourhood activity centres, and
- Develop a Casey Urban Villages policy.'

The overall findings of Casey C21 are presented on Map 1 in Volume 1 of the report, representing Map2 and included here (see following page) for reference purposes and to identify Cranbourne East and Cranbourne East B in their broader context.





2.3 Final Report Casey-Cardinia Committee for Smart Growth

In its final report the committee, having regard to a number of sources and investigations, proposed an activity centre network (that in terms of Cranbourne East) nominated the Cranbourne East (Hunt Club) NAC (page 69)

‘This proposed centre (south- east corner of Narre Warren Cranbourne Roar and Linsell Boulevard) has the potential to become a major neighbourhood centre serving Cranbourne East, with good potential public transport links to the Cranbourne Town centre, Casey Central and Narre Warren – Fountain Gate.

The major opportunities include:

- Ensuring a diverse mix of activities including retail uses, while carefully staging expansion so as not to undermine Cranbourne Town centre activities.
- Supporting opportunities to introduce new forms of housing, including higher density housing, in and near the centre.
- Ensuring good pedestrian links to existing and proposed railway stations and improving the interface with residential neighbourhoods and Narre Warren – Cranbourne Road’.

Up till recently the nominated Cranbourne East NAC (Hunt Club) site has had a proposal for up to 20,000-25,000sqm of retail floor space far in excess of that commanded by a supermarket anchored neighbourhood centre (perhaps the proposal is to include multiple supermarkets) and is inconsistent with the Casey Activity Centre Strategy.

Currently the proposal is undergoing review, including the scaling back to a single supermarket NAC, in part in response to the Cranbourne West Structure Plan investigations. This revision will enhance the opportunity for the Activity Centre offer to future residents in Cranbourne East B to include a NAC component in the proposed lower order activity centre network. Note the Casey-Cardinia investigations 2005 proposed a network of potential NACs and CACs in or adjacent to the currently defined Cranbourne East B study area (see Casey-Cardinia Figure 19 representing Map 3 following page).

2.4 City of Casey Activity Centres Strategy

For the planning of future activity centre activity in the City of Casey, either at new centres or existing facilities, the lead resource is the Cities Activity Centre Strategy. In the following review page references refer to the latest available version dated 17th October 2006 (Ratio Consultants Pty Ltd in association with the City of Casey).

As stated in the introduction to its Activity Centre Strategy the purpose was to ‘provide a clear direction for the development of a highly accessible activity centre system that

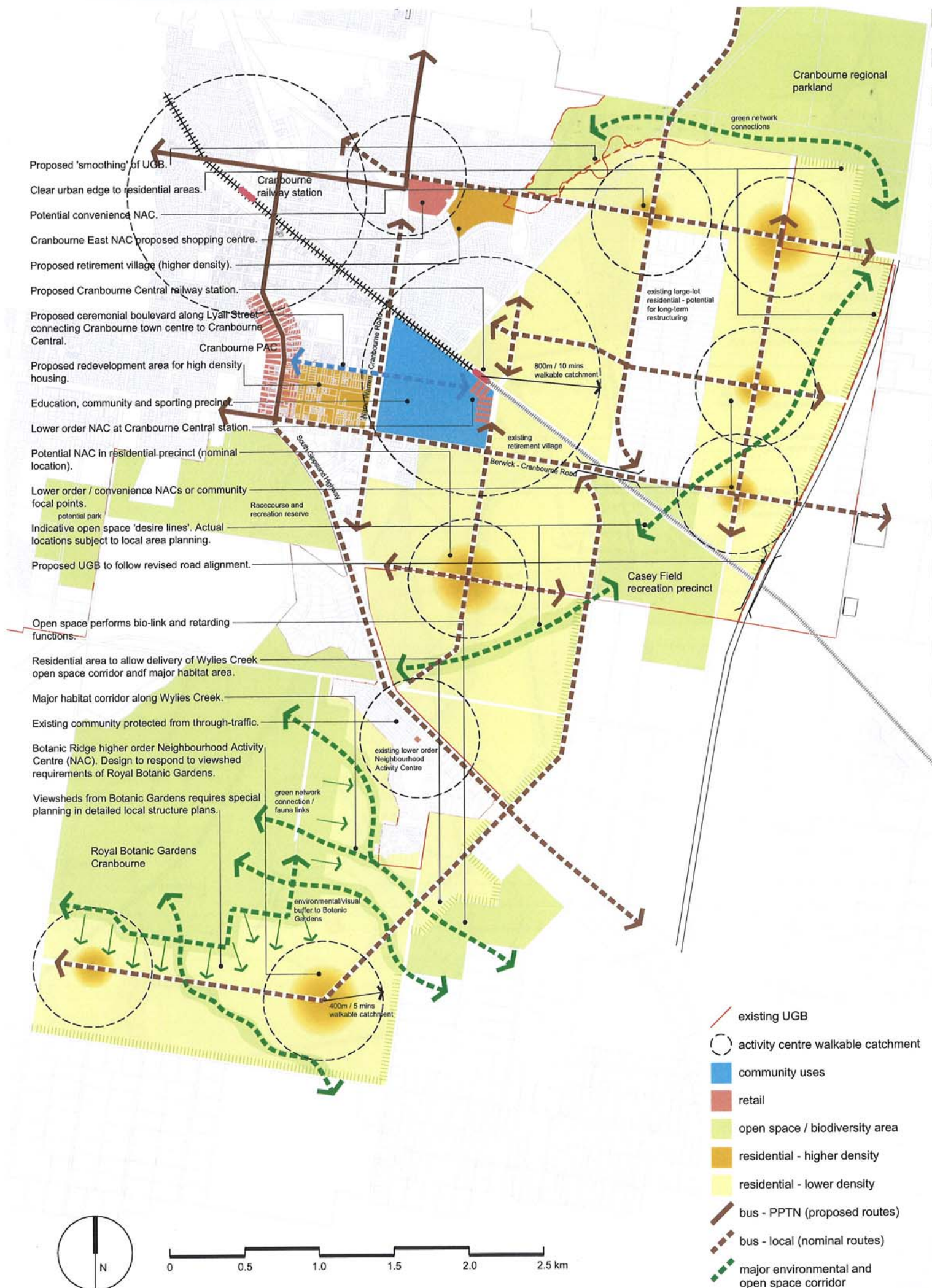
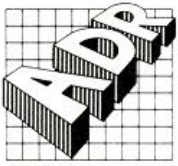


Figure 19: Cranbourne south-east Framework Plan



maximizes community benefit' (pg 1). The report builds on the history of activity centre policy in the City of Casey and incorporates 'Melbourne 2030: Planning for sustainable Growth' (Melbourne 2030), as outlined above and work undertaken by the City of Casey, earlier strategies through Amendment C50 and particularly Amendment C68 Casey C21: A Vision for our Future.

In addition the strategy also addresses,

- Socio-economic aspects including the significance of activity centres in the contemporary Australian city,
- The need for diversity and current trends in activity centre operation,
- Technology
- Issues relating to economic viability,
- Development pressures, and
- New activity centre planning.

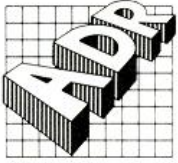
The strategy proposed from the above analysis has as its vision:

'To develop a diverse, robust activity centre system focused on viable goods and services cores that form vibrant foci for community life and which are capable of evolving to accommodate changing needs' (pg 25).

Along with striving to maximize 'net community benefit' the strategy goals include; best practice with a focus on economic robustness, vibrant community focus, and consolidated settlement patterns.

In its Strategy the council applied the Melbourne 2030 Activity Centre hierarchy and added an additional level at the lower end, a convenience activity centre, which in summary could be described as a small neighbourhood activity centre without the supermarket operator - that provides the retail anchor role in the larger neighbourhood centre. It should be noted that it is these centres that generated the critical comments from business in the Casey C21 study with regard to economic viability.

The strategy places an emphasis on structure planning (and retail feasibility research) as a way to let each centre respond to its unique set of circumstances, identifying its role and market opportunity within its local (and competitive) context. Planning considerations acknowledged the policy directions of Melbourne 2030 and Casey C21 with explicit reference to accessibility and the need to manage, in particular, both ends of the hierarchy, so that larger activity centres do not dominate and the operation and effective management of the lower end comprising local and convenience centres.



The strategy outlines the following composition for proposed large neighbourhood activity centres, supermarket(s) and 15 to 20 other tenancies (retail and services) along with opportunities for leisure and entertainment, commercial and professional services, community facilities, and educational and institutional facilities. These activity centres are to service a catchment of 10,000 to 20,000 persons at sites well served by public transport networks.

Convenience activity centres are seen as serving 2,000 to 4,000 persons and having a range of goods and services including up to 5 shops and the other areas of services and facilities provided at the neighbourhood level with the exception of commercial and professional services.

Importantly as well as being commercially robust and viable the activity centre system had to reflect public amenity in its visitor spaces and presentation of its built form, address a range of social/cultural issues and be of an environmentally sustainable design. Finally where possible community activity clusters will become components of activity centres (across the hierarchy).

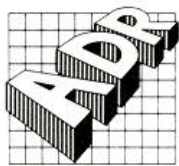
Currently Applied Development Research is leading a consultant team conducting a review of the Casey Activity Centre Strategy including a focus on the location determinants and composition of lower order ACs currently defined as NAC and CAC. It is anticipated that some preliminary finding will be available for inclusion in the Cranbourne East Structure Plan.

2.5 Related Local Area Planning Matters

A number of other planning documents released through the City of Casey, and current proposals, relate to the Cranbourne East B study area. Those making a significant contribution to the consideration of future activity centres in the study area are as follows.

2.5.1 Cranbourne Town Centre

The Cranbourne Town Centre Structure Plan, addressing one of the city of Casey's two Principal Activity Centres, is for a significantly expanded Town Centre both geographically and in terms of its functionality particularly in terms of residential opportunities and recreational facilities. With regard to retail space the study has been reviewed by Ratio Consultants who have estimated that the activity centre will require an additional 52,400 sqm of retail space by 2021 when it will have a trade area population of 96,700 persons.



Cranbourne Town Centre Additional Floorspace (2003 – 2021) Summary.

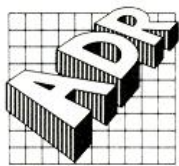
Activity	Existing floorspace (sqm GLA)	Requirements (sqm GLA)	Additional Fl'space (sqm GLA)
	2003	2021	2003 - 2021
Food, groceries and liquor	14,980	25,470	10,490
Restricted retail	15,380	30,860	15,480
Other non-food goods	21,250	42,910	21,660
Retail Services	6,780	11,550	4,770
Total shop front floorspace	58,390	110,790	52,400
Entertainment	30,350	45,060	14,710
Office/Commercial	6,310	26,470	20,160
Community services	49,860	62,560	12,700
Total office floorspace	86,520	134,090	47,570
Total occupied floorspace	144,910	244,880	99,970
Vacant floorspace allowance	14,170	10,200	- 3,970
Total floorspace	159,080	255,080	96,000

Source: Table E4 Cranbourne Town Centre Review, Ratio Consultants 2006

In addition to the table, a guide to future activities under the Structure Plan can be gained from its classification of a number of theme based components including retail, office and community services. In terms of major retail traders the plan states on page 46.

‘(The) following key principles are recommended for the growth of the retail areas in the Town Centre:

- Facilitate the evolution of the centre from a suburban retail centre to a Principal Activity Centre offering opportunity for choice of retail and services.
- Facilitate the growth of the Town Centre to a true regional retail activity centre, with Cranbourne Centro Shopping Centre as the retail core of this role.
- Facilitate/promote the attraction of department store, discount department stores, large entertainment facilities such as Cinema in the retail west core of High Street.’



As can be seen from the table and the above key principles, if these expectations are achieved then they will represent a significant increases in trading potential up to 2021. This planned expansion will allow the Cranbourne Town centre to fulfil its role as the Principal Activity Centre serving the growing southern region of Casey and its rural hinterland. This expansion of the Cranbourne Town Centre will increase the ACs influence on the shopping behavior of Cranbourne East B future residents, many of whom will be new to the local area.

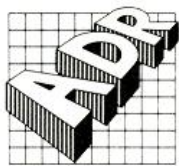
This role of the Cranbourne Town Centre (and NACs existing and proposed) in relation to CE Part B AC proposals will be informed by the Cranbourne West and Lyndhurst Activity Centre Trade Area Analysis undertaken by Applied Development Research as part of the Cranbourne West Study. This analysis (Preliminary Report July 2007) investigating supermarket competition at the NAC level both between competing NACs and the Cranbourne Town Centre PAC, and will guide the assessment of supermarket expenditure flows and resulting scale, role and location of the proposed CE AC network.

2.5.2 Casey Central

Of the two nearby Casey Major Activity Centres, Hampton Park and Casey Central, the latter given its location and access is anticipated to have the more significant attraction to Cranbourne East B residents. Presently Casey Central is a NAC, predominantly retail in composition comprising some 7,000 sqm of floor space anchored by a Coles supermarket. The most current documentation on the proposed expansion of this activity centre is the Casey Central Town Centre Structure Plan; Directions Paper 2004 This report is currently being upgraded by the City of Casey to draft Structure Plan status. Discussions with Council Officers have identified the proposal as continuing to reflect a diversity of land uses including; Town Centre, Core and Large Format Retail, Lifestyle Core Retail, Commercial, Residential, Convenience Retail, Civic, Education, Services/Cafes and Car Park. In terms of floor space, retail space will increase to include 25,000 sqm of shops (and some additional 'retail') and 25,000 sq m of peripheral retail space. The core shopping space is anticipated to comprise a discount department store, two supermarkets and a range of specialty outlets. In addition, given the scale of the overall proposal it is expected that a number of CACs, in some instances including a small 'supermarket' component, will be included in the design.

2.5.3 Cranbourne Development Plan

In the Cranbourne Development Plan when addressing activity centres made reference to community facilities as a component of NACs. Specifically that the development of community activity nodes are to be encouraged at a number of existing neighbourhood activity centres and local shops, including a selection of those in the existing suburban



area. Community facilities as part of the Cranbourne East B Activity Centre Network would be both complementary to, and extend, this planning initiative.

2.5.4 Cranbourne East Development Plan

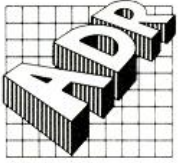
This Development Plan adopted in 2006 addressed the development of Cranbourne East, which has subsequently been divided into Cranbourne East A and B. The total area as addressed in the Development Plan was to have a Town Centre incorporating a NAC as its commercial focus. The Development Plan Vision (see page 9) identified strong links to Cranbourne:

‘Establish a large range of local and community level access to activity centres, learning centres and community places – with a reliance on the Cranbourne Town centre for subregional and higher services and facilities.’

This plan adopting the broad conclusions of the Casey C21 Strategy supported the development of a new NAC at the Hunt Club site and exclusion of new commercial facilities along the Clyde Road component of Berwick – Cranbourne Road. Also supported were the timely development of Learning Centres both primary and primary/secondary, community facilities with shared car parking with appropriate sporting facilities and local-level convenience retail facilities (when not part of an integrated Activity Centre proposal). As such the plan included an activity centre site, learning centres and community places.

2.5.5 Hunt Club NAC

When addressing Casey C21 and the Smart Growth Committee reports the proposed Cranbourne East (Hunt Club) NAC was identified as having the potential to reach Large Neighbourhood status and as such was proposed to comprise, up to 20,000-25,000sqm of retail floor space. This scale of development is far in excess of that commanded by a single full line supermarket anchored Neighbourhood Activity Centre suggesting the proposal had the potential for multiple supermarket outlets and or other large format outlets. As proposed the Hunt Club Proposal was likely to potentially impact the current and future Cranbourne Town Centre and limit the scope for a NAC component as part of the Cranbourne East B lower order activity centre network. The Hunt Club site at this scale of development is inconsistent with the findings of Casey C21, the Final Report of the Casey-Cardinia Smart Growth Committee and the City of Casey Activity Centre Strategy. Presently the reduction of the Hunt Club proposal to a smaller scale anchored by a single full line supermarket is being pursued by the City of Casey. At this smaller scale the Hunt Club proposal would fulfil the role of the NAC focus for the Cranbourne East A resident population.



3. Cranbourne East B Activity Centre Network

The methodology adopted to assess the activity centre network for Cranbourne East B is as follows,

- Review the competitive activity centre network,
- Assess the population to be serviced
- Determine the floor space to trade area population relationship,
- Investigate the surrounding future competition, and
- Review comparative activity centres.

3.1 Existing Activity Centre Network Review

The residents to be serviced by the future Cranbourne East B Activity Centre Network currently have a variety of activity centres competing for their custom which, along with future expansions and new centres will be one of a number of factors that will influence the study area activity centre network provision in terms of both composition and location.

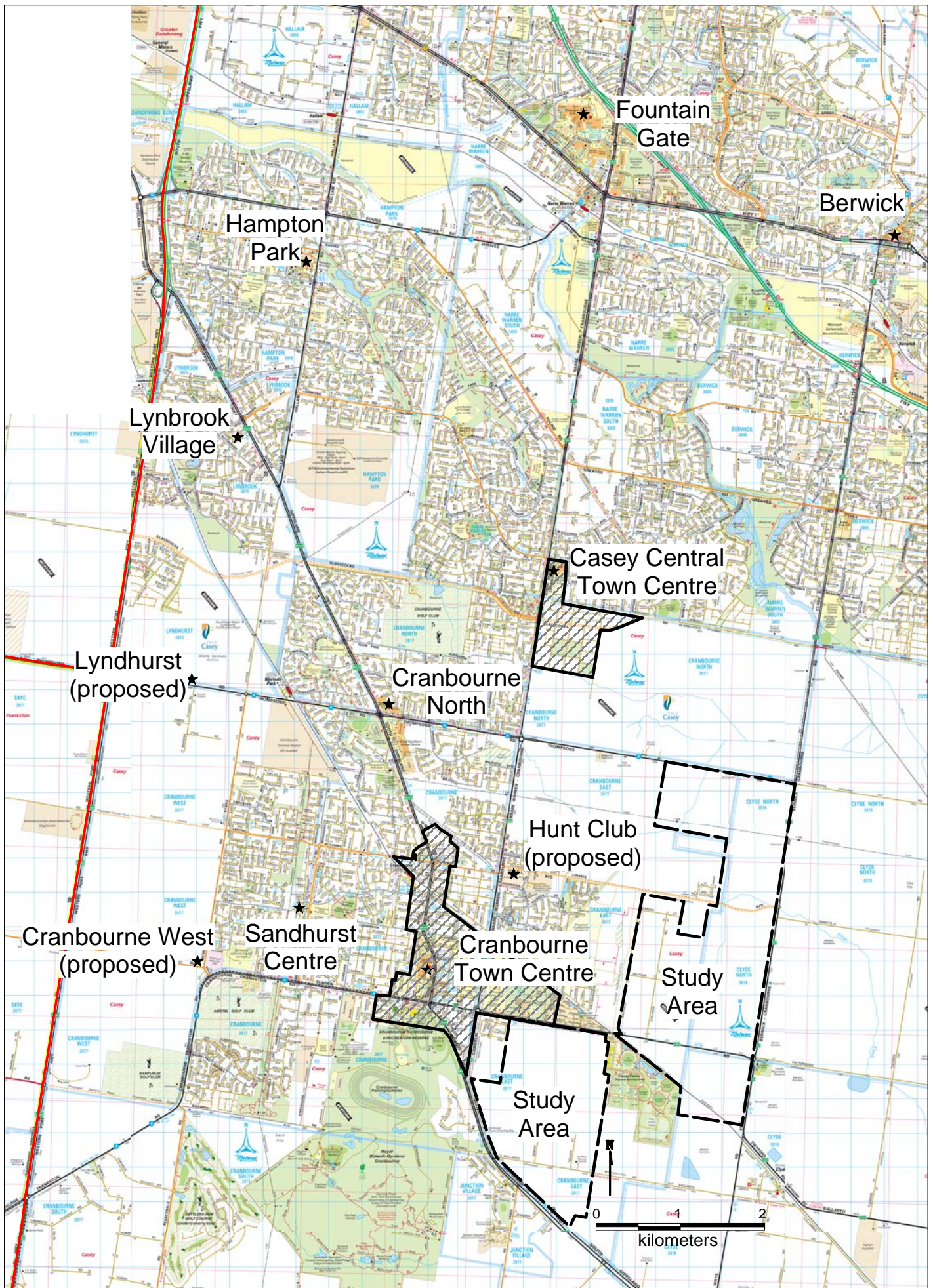
Competition to the lower order Activity Centre on-site network for Cranbourne East B (see Map 4 following page) will, on the basis of the additional investigations undertaken for Cranbourne West, focus on nearby opportunities presently dominated by the Cranbourne Town Centre. In the future this pattern is likely to be influenced by the development of the Hunt Club NAC, extensions to the Cranbourne Town Centre PAC and to a lesser extent expansion of the Casey Central MAC. It should be noted that while these latter two ACs will have a higher order focus both in terms of retail, cultural, community and recreational facilities than the lower order ACs located in Cranbourne East A and B they will also continue to be competitive at the lower order levels represented by 'weekly' and more frequent patronage.

Serving this lower order retail demand at larger activity centres the Cranbourne Town Centre (including Centro Cranbourne) has four supermarkets; Coles, Safeway, IGA and Aldi. Casey Central currently includes a Coles supermarket outlet and is anticipated to secure a second outlet as part of its proposed expansion. As noted above (Section 2.5.1) this review will be informed by the Activity Centre Trade Area Research undertaken by Applied Development Research as part on the Cranbourne West Activity Centre investigations.

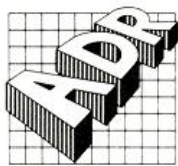
3.2 Trade Area Catchment Population Estimates

At this early stage of the study a range of resident populations are being considered for the Cranbourne East B study area. Currently the area comprises a variety of rural and semi-rural land uses. Some activities are traditional to the area while others are in support of 'rural living' and others represent 'development in waiting'.

MAP 4 CRANBOURNE EAST B URBAN CONTEXT AND ACTIVITY CENTRE NETWORK



SOURCE: Melways base (City of Casey), MapInfo.
Applied Development Research, 2007



As would be expected current population numbers are low, however data supported by the City of Casey for Cranbourne East B show considerable growth through to 2021 (see below). These populations are a selection of a number of options arising from discussions between ADR and SGS following the project Briefing Workshop.

Based on the level of future redevelopment of the Collison Estate the estimated future population capacities for the study area are, low 15,097 persons, medium 16,792 and high 17,358 with in the order of 70% of capacity anticipated in the first 10 years of development. These population estimates are likely to be further refined and may change over the course of the study.

Independent of the scale of population Activity Centre staging will in part be determined by the number and location of development growth fronts, which will in turn be determined by a range of parameters including the presence of large land parcels, proposed road networks (including the rail crossing at the function of the two components of the study area), specific developer ambitions (as in the case of the Catholic Prep to 12 Learning Centre), and provision for additional Aged Persons Accommodation.

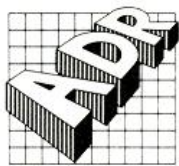
3.3 Lower Order Activity Centre Provision

The earlier Cranbourne West Specialist Activity Centre investigation compared Three Activity Centre Strategies to address the provision of lower order Activity Centres these were the City of Casey (Ratio Consultants), City of Frankston (Spiller, Gibbon, Swan) and City of Greater Geelong (Essential Economics). In summary the findings of this review were

Neighbourhood Activity Centres

Location	Size range sqm	Trade area popn.	Composition
Casey		10,000 – 20,000	Supermarket (s), 10 to 15 tenancies (retail and services) and other community functions
Frankston	3,000 – 10,000	5,000 – 10,000	Supermarket (small) and a ‘few’ specialty shops
Geelong	2,500 – 10,000	8,000 – 25,000	Supermarket (small or full line), small shops (convenience), services (sometimes) commercial and community.

Source; Activity Centre and Retail Strategies



The above information suggests that under the City of Casey scenario neighbourhood activity centres could range from 4,000 to 10,000 sqm, anchored by a single full-line supermarket, with a trade area between 6,000 and 10,000 persons.

Neighbourhood Activity Centre without Supermarket / Convenience Centre (Local Shops)

Location	Size range sqm	Trade area popn.	Composition
Casey		2,000 – 4,000	Up to 5 shops (goods and retail and community services)
Frankston	50 – 500 (estimate)		Single shop to small group of shops
Geelong	Up to 1,000	Up to 5,000	Small shops

Source; Activity Centre and retail Strategies

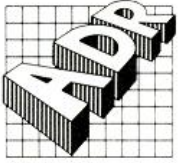
Based on the above data the Casey Convenience Activity Centre format for the Cranbourne East B study area is suggested as 500 -1,000sqm serving a catchment of 2,00-4,000 persons.

During the course of the earlier Cranbourne West investigation specialist Activity Centre advice suggested that changes in the retail format of a number of operators could potentially allow for small format ‘supermarket’ type outlets to anchor larger CACs thereby enhancing their economic sustainability. Partly in response to these changing market conditions the City of Casey (as noted in Section 2.4 above) are presently undertaking a review of their Activity Centre Strategy, it is anticipated that some of the preliminary findings of this review will be available during the course of this current study.

3.4 Indicative Study Area Activity Centre Network.

Activity centres comprise retail centres, learning centres, community nodes, recreation facilities and open space, residential accommodation and car parking, and while it does not represent a hard and fixed rule the Cranbourne West Activity Centre investigations identified the potential for a hierarchical relationship for (and between) these components.

As a general case a NAC combines a Supermarket (full line) anchored retail precinct with a selection of specialty shops and services (professional, business and medical), learning centre (primary, secondary optional) with associated recreational and open space provisions, a community node including kindergarten, child care, child health services, community based agencies and community meeting spaces, residential accommodation, car parking and public transport provisions. A CAC is in essence a scaled down version in terms of scale and mix within each component while maintaining economic viability. Note this mix of activities will require innovative and flexible design to allow the activity



centres, over time (perhaps the life of the investment), to provide a viable and sustainable offering to a changing range of community needs (trade area demands).

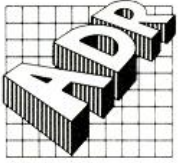
Based on the estimated population for Cranbourne East B and the related demand for activity centre provision it is anticipated that the study area given its two geographically distinct elements, internal elements and adjacencies (existing and proposed) is likely to sustain both Neighbourhood and Convenience Activity Centres. A preliminary assessment, incorporating the distribution of the capacity population over the two parts of the Study Area (SGS) suggests two NACs one in each part of the study area (larger in the north and smaller in the south) supported by CACs. The number and composition of CACs will in part be determined by the location of the NACs, the transport network and the options with regard to community services and education. In addition the scale and composition of the retail component determined in part by the level and location of activity centre provision in Cranbourne East A, beyond the proposed Hunt Club NAC, and the impact of competing activity centres beyond Cranbourne East. In particular, as cited in Casey –Cardinia Smart Growth Committee documents, the activity centre provision in Cranbourne East will need to be considered in the light of future Cranbourne South development and consequent activity centre provision for the combined population.

This estimate is based in part on the economic analysis prepared by SGS (as discussed with ADR) and limited to the future study area population. As the project progresses the results of lower order activity centre performance, from the supplementary Trade Area Analysis specialist research from the Cranbourne West study, and the Casey ACS Review, incorporating non-retail components, will be applied in refining the mix and location of activity centres to be provided in the Cranbourne East B study area.

Finally, the issues relating to the components of lower order activity centres and their interface with their surrounds are various and while not too dissimilar the following two activity centres are instructive on a number of parameters.

3.5 Activity Centre Components

Recent field inspections complimenting past research and experience, confirm the need to be reasonably specific even at the early stages of development planning with regard to matching resident populations with retail, services, community facilities and other specific activities, in an endeavour to minimize activity centre over provision and under performance. Planning and implementation are significant and can benefit from innovative urban design that recognising and includes sustainability issues, public safety and disability access all of which will support the commercial imperative. Two recent examples where Activity Centres have sought to integrate a range of land use components serve as examples in this developing area.



3.5.1 Brookside Activity Centre Caroline Springs.

This precinct includes a shopping centre, pre-school/community centre and Caroline Springs College (with its recreation and entertainment facilities) developed around an open plaza, buffered from the road by off-street parking. Note additional schools are part of the overall complex with separate entrances not linked to the plaza. As a component of the activity centre the shops, fronting the parking rather than the plaza, do not relate well as an integral component of the overall design. In this Activity Centre all the components are on an 'island' site bounded by the public road network. The Brookside complex offers an opportunity to reflect on both design, interface with the public domain, and the selection/scale of the activities included at the lower end of the activity centre hierarchy.

3.5.2 Parkhill Plaza

In contrast to the Brookside the Parkhill Plaza activity centre comprises a Coles supermarket anchored shopping centre, built around a central car park, at the corner of Parkhill Drive and Ernst Wanke Road in Berwick. The centre is one component of an informal activity centre with the following adjacencies; primary school, kindergarten and family resource centre, recreation reserve and Salvation Army worship centre. In addition there is a proposed indoor sports centre on the primary school site. One downside of the Parkhill activity centre is the lack of shared car parking; however the shopping centre design is such that it encourages movement between the various components albeit across public roads.

Both these examples reflect design responses to the planning challenge of integrating lower order activity centres, comprising public and private infrastructures, with the public domain. Progress in this area of 'green field' structure planning will further contribute to community building and will also find application in the enhancement of existing 'activity centres', or components thereof, in established residential areas.