

**From:** [Bryan Colbourne](#)  
**To:** [Genna Walkley](#)  
**Cc:** [Daniel Borton](#)  
**Subject:** RE: Cardinia Submission to Casey Amendment C258  
**Date:** Tuesday, 24 December 2019 1:43:30 PM  
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Hi Genna,

Thank you for the Cardinia Shire submission. It has been lodged. We appreciate you taking the time to review the exhibited documents and making your submission.

I note that the letter states “We would like to understand and explore the impact of the proposed aspirational major activity centres specifically relating to the economic assessment floor space, population and feasibility with the nearby catchment.”

The Draft Casey Activity Centres Strategy 2019 is underpinned by a report called “[Casey Activity Centres: Retail and Other Employment Floorspace Assessment by SGS Economic and Planning, 2017.](#)” This floorspace assessment report projects activity centre floorspace demand into the future based on population and jobs projections and distributing that demand to the network of centres. The floorspace assessment report and the draft Activity Centres Strategy recognise that some centres have the potential to outgrow their current designation and as a matter of planning policy would be better classified as a different centre type.

#### Eden Rise/Berwick Springs

The floorspace assessment report finds that Eden Rise is expected to reach employment floorspace levels of over 30,000 sqm by 2036 (including retail and commercial/office). The report notes on Page 84 that when combined with the adjacent Berwick Springs land to the northwest, the two sites will have a combined capacity “for a more substantial levels of employment floorspace that is required in centre types with a subregional role. It has thus been designated an aspirational activity centre major, albeit at the lower end of the range within this centre type. This will also enable Council to encourage it to take on a broader employment role, rather than just being very large ‘retail only’ centres.”

Page 12 of the [Background Paper](#) summarises the strategy to form an aspirational major activity centre at the Eden Rise/Berwick Springs site:

*The Eden Rise centre is a significant Medium Neighbourhood Activity Centre located at the southern end of Berwick. It is on the larger end of the spectrum for a Medium NAC, with approximately 15,000 square metres floorspace currently and the market catchment that provides the potential to grow to approximately 32,000 square metres in floor area by*

*2036. Berwick Springs is an ad-hoc grouping of retail developments to the northwest of Eden Rise. This development is currently not designated as an activity centre and has been established over time through a series of discretionary planning permit approvals on residential zoned land due to its locational attributes at the intersection of two arterial roads and its close proximity to Eden Rise.*

*The Employment Floorspace Assessment provides strategic justification for the future establishment of a Berwick South Central Major Activity Centre in Plan Melbourne. This would be a consolidation of the Eden Rise and Berwick Springs Medium Neighbourhood Activity Centres into a single Major Activity Centre. This aspirational Major designation is not proposed in the new hierarchy but is recommended as future advocacy item to include in the next update of Plan Melbourne. In the meantime, Eden Rise and Berwick Springs are proposed to be designated as two separate Medium NACs.*

#### Cranbourne Town Centre

Page 84 of the the floorspace assessment report states that “SGS has identified a need for the Cranbourne Town Centre to play a role as a metropolitan activity centre in the centre hierarchy once this corridor is developed. This is due to the level of growth anticipated in the growth areas of the south-eastern region of metropolitan Melbourne.” And the report further details the strategic basis for that on Page 84 of the report.

Page 10 of the Background Paper summarises the strategy to form an aspirational metropolitan activity centre at Cranbourne Town Centre:

*Cranbourne Town Centre is a key established activity centre within a rapidly growing and changing surrounding context. Cranbourne Town Centre is the next largest activity centre in the City of Casey after Fountain Gate-Narre Warren CBD. Its position in the southern part of Casey’s urban area means that it should serve the daily needs of the local population but also provide higher-order employment, open space, recreation and entertainment facilities and community services for a larger catchment area. This is currently designated as a Major Activity Centre but is aspiring to a future metropolitan activity centre status to recognize its full potential as Casey’s southern metropolitan activity centre serving a regional catchment.*

*The Activity Centre Zone currently applies to the centre, which implements the vision set forth in the Cranbourne Town Centre Structure Plan. The centre has a total of approximately 268,816 square metres of employment floorspace. Over the next 20 years, there is a forecast demand for the centre to grow to approximately 348,056 square metres in total employment floorspace.*

*The objectives of the Cranbourne Town Centre are:*

- To play a key regional role in the metropolitan economy, providing a diverse range of employment opportunities for the region.*
- To provide a broad mix of higher-order services and activities in the south of the municipality, including a department store and discount department stores, entertainment, and attract a significant level of visitation.*

- To develop an accessible, high amenity and high connectivity centre, with consideration for adequate transport provision, walkability, safety, and attractive environments.

*The future focus of the Cranbourne Town Centre should be the attraction and fostering of higher order commercial activity to play a greater role in the provision of a diverse range of local employment opportunities in Casey.*

I hope this information is helpful. We look forward to working with Cardinia Shire wherever possible on the planning for our regions' network of activity centres and would be glad to respond to any further queries you may have about C258.

Kind Regards,  
Bryan



**BRYAN COLBOURNE**

Senior Strategic Planner  
Growth and Investment

+61397099838  
[bcolbourne@casey.vic.gov.au](mailto:bcolbourne@casey.vic.gov.au)  
[www.casey.vic.gov.au](http://www.casey.vic.gov.au)



Bunjil Place | 2 Patrick Northeast Drive | Narre Warren VIC 3805  
TIS: 131 450



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**From:** Genna Walkley <G.Walkley@cardinia.vic.gov.au>  
**Sent:** Monday, 9 December 2019 1:34 PM  
**To:** Daniel Borton <dborton@casey.vic.gov.au>; Bryan Colbourne <bcolbourne@casey.vic.gov.au>  
**Cc:** Anita Ransom <a.ransom@cardinia.vic.gov.au>; Luke Connell <L.Connell@cardinia.vic.gov.au>  
**Subject:** Cardinia Submission to Casey Amendment C258

Good Afternoon,

Please see attached Cardinia Shire Council Officer's submission to Casey's Planning Scheme Amendment C258 Activity Centres Strategy update.

Regards,

Genna Walkley | Senior Strategic Planner | Planning Strategy and Urban Design



Cardinia Shire Council  
Phone: +61 3 5943 4533 | Web: [www.cardinia.vic.gov.au](http://www.cardinia.vic.gov.au)  
PO Box 7 Pakenham 3810 | Customer Service: 1300 787 624



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