

# Cranbourne Town Centre

Background Paper October 2017



*The content and recommendations of this report are not endorsed by Council. This report has been prepared to assist in the development of policies for the Cranbourne Major Activity Centre, including Amendment C275case to the Casey Planning Scheme.*

## Contents

EXECUTIVE SUMMARY .....	4
OPPORTUNITIES & RECOMMENDATIONS.....	4
1. CONTEXT .....	6
a. Regional & Local Context .....	6
b. Demographic & Social Profile .....	6
2. PLANNING CONTEXT: POLICIES, STRATEGIES AND PLANS.....	9
a. State Policy .....	9
i. Plan Melbourne .....	9
ii. Victoria Planning Provisions .....	9
b. Local Policy.....	10
i. Council Plan 2017-2021 .....	10
ii. Municipal Strategic Statement.....	10
iii. Activity Centres Strategy.....	11
iv. StreetsAhead – Transport Strategy .....	12
v. Property Strategy .....	12
vi. Cranbourne Racing Complex & Surrounds Investment & Development Plan.....	12
3. CRANBOURNE TOWN CENTRE CHARACTERISTICS .....	14
a. Environment & Heritage.....	14
i. Environment .....	14
ii. Heritage.....	14
iii. Recommendations .....	14
b. Land Use & Ownership .....	15
i. Retail & Commercial Floorspace.....	15
ii. Residential Demand.....	16
iii. Recommendations .....	16
c. Built Environment & Public Spaces.....	16
i. Public Spaces, Places and Streetscapes .....	17
ii. Built Form Principles .....	17
iii. Recommendations .....	18
d. Access & Movement.....	19
i. Key Issues .....	19
ii. Private Cars & Parking .....	20
iii. Cycling .....	20
iv. Walking.....	21
v. Public Transport .....	21
vi. Recommendations .....	22

<b>e. Open Space.....</b>	<b>23</b>
<b>i. Recommendations.....</b>	<b>24</b>
<b>f. Community Facilities .....</b>	<b>25</b>
<b>i. Recommendations.....</b>	<b>26</b>

## Executive Summary

The Cranbourne Town Centre presents a range of opportunities into the future, but not without complexities. The centre's urban structure, geography, infrastructure and socio-cultural profile is apparent and generally well understood. While Casey has long been a growing municipality, the rate of growth surrounding Cranbourne is unprecedented. This has a direct impact on how the Cranbourne Town Centre needs to grow and function to support the residents of the municipalities south.

Extensive background studies have been undertaken to assist in planning for the future of the Cranbourne Town Centre. The research has given a comprehensive baseline and understanding of how the Cranbourne Town Centre is currently functioning, as well as considering the role it must play into the future to meet community needs. Simply put, the Cranbourne Town Centre will serve a population of 200,000-300,000 residents within the next 20 years. A shift in thinking is required, where we need to consider Cranbourne as Casey's second CBD rather than that country town outside Melbourne, on the way to Phillip Island. The research completed paints a picture which is as exciting as it is challenging. Understanding the needs of a greenfield growth area is similar, but also different, to an existing urban area. A larger, more diverse local population has diverse needs from jobs and transport to leisure and recreation facilities and social support services.

A range of technical reports have been developed in preparation for this background paper, and a subsequent review of the Cranbourne Town Centre Structure Plan. The technical reports prepared cover an economic assessment of retail and other commercial floorspace, residential demand analysis, access, movement and parking, community facilities demand, places audit, public realm assessment and open space demand analysis. This paper presents findings, opportunities and recommendations of these technical reports and includes recommendations on future strategic work.

## Opportunities & Recommendations

There are key elements in the Cranbourne Town Centre which make realising some of the changes recommended quite challenging. The Centre presents a number of physical barriers to movement; it is dissected by the South Gippsland Highway, the built form of the Cranbourne Park Shopping Centre makes connectivity to the west problematic and vast areas of at-grade parking make for an unpleasant pedestrian experience and one which invites driving as a primary mode of travel.

All the technical papers prepared identified the significance of providing attractive, functional and well-designed and maintained public spaces in the town centre, and that this would be a key catalyst to making it a more popular place to live, work and relax. Population growth in Cranbourne and the surrounding areas will induce some level of demand, however having a centre which presents well will attract investment, in-turn creating jobs and redevelopment of residential and retail/commercial areas. Council is in the position to make a great impact in this space and future works should look at new and improved public spaces and landscape projects which will improve the image of the Cranbourne Town Centre.

A revised activity centre zone may be prepared which would concentrate higher density housing in strategic locations, retail around the High Street, additional commercial floorspace towards the north of the centre and recreation and leisure facilities in the Casey Complex. This together with other changes could be supported by a future planning scheme amendment.

The Casey Complex provides a unique attractor which sets apart the Cranbourne Town Centre from other activity centres in metropolitan Melbourne. Any future changes to planning controls would complement its role as a regional sport, leisure and recreation destination. The construction of the

Cranbourne East Railway Station will greatly improve access to the Casey Complex and wider Cranbourne Town Centre. It also presents an opportunity to explore the viability of transit-oriented development and land uses which complement the primary leisure, recreation and community facilities uses.

Significant public investment is required in order to realise the full potential of the Cranbourne Town Centre. Council can have maximum impact in the centre by improving public spaces and places, providing services and facilities responsive to the community's needs and facilitating and working together with major landowners as well as advocating to other levels of government for services and funding. A coordinated approach to redevelopment is required not only with private investors, developers and land owners but also with state and federal agencies and other government departments.

This section has provided a summary of opportunities and recommendations for the Cranbourne Town Centre based on the emerging themes and characteristics identified in various technical reports. Further strategic work is also recommended in some areas (namely Environment and Heritage). Further strategic work should be undertaken to

investigate the viability of the recommendations around each theme. Particularly, how they may be acted on and how they could be best aligned to achieve multiple benefits.

This paper provides additional context around each of these themes/characteristics.

- [Cranbourne Town Centre: Economic Assessment, SGS Economics and Planning, 2017](#)
- [Cranbourne Town Centre Residential Demand Study, SGS Economics and Planning, 2017](#)
- [Cranbourne Town Centre Movement and Access Strategy, GTA Consultants, 2017](#)
- [Cranbourne Town Centre Community Facilities Analysis \(and background report – evidence base\), K2 Planning, 2017](#)
- [Cranbourne Town Centre Places Audit, SJB Urban, 2017](#)
- [Cranbourne Town Centre Public Realm Analysis, Alexander Urbanism, 2017](#)[Cranbourne Town Centre Public Realm Analysis, Alexander Urbanism, 2017](#)
- [Cranbourne Town Centre Open Space Demand Analysis, Thompson Berrill landscape Design, 2017](#)

## 1. Context

### a. Regional & Local Context

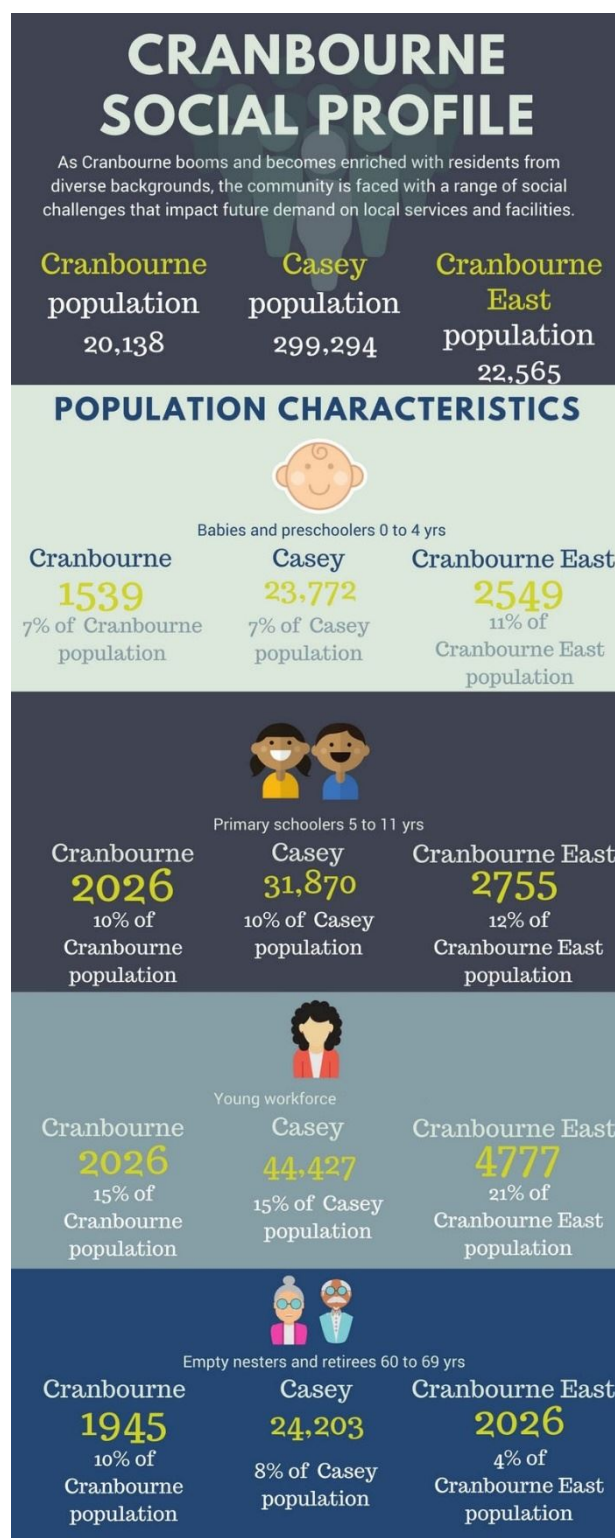
The City of Casey covers an area of approximately 395 square kilometres with a diverse natural and constructed geography spanning from the foothills of the Dandenong Ranges to the built-up established areas of outer Metropolitan Melbourne along with the coastal Western Port region.

The Cranbourne Town Centre is located in the south of the City of Casey, approximately 50km south-east of the Melbourne CBD. Positioned centrally within the City of Casey and the south-east growth corridor, the Cranbourne Town Centre is a key strategic centre within one of the fastest growing areas in Australia. The Cranbourne Town Centre plays a significant role as an established activity centre within a rapidly growing and changing surrounding context.

The Cranbourne Town Centre is well served by an established road network and a number of public transport options. The South-Gippsland Highway runs through the centre and the Cranbourne Railway Line terminates in the town centre which is also served by several bus routes.

After the Fountain Gate-Narre Warren CBD, the Cranbourne Town Centre is the next largest activity centre in the City of Casey. Its position in the southern part of the established areas means that it should serve the daily needs of a local catchment but also provide higher order employment, recreation and entertainment facilities and services for a larger catchment area. While Cranbourne has historically been competing with the Fountain Gate-Narre Warren CBD, extensive growth and development around the Cranbourne area supports the further development of the Cranbourne Town Centre as a regionally significant employment and services hub.

### b. Demographic & Social Profile





Non-English speaking residents

Cranbourne	Casey	Cranbourne East
<b>4972</b>	<b>106,965</b>	<b>8321</b>
25% of Cranbourne population	35% of Casey population	37% of Cranbourne East population



Have no qualifications

Cranbourne	Casey	Cranbourne East
<b>7457</b>	<b>102,398</b>	<b>137</b>
37% of Cranbourne population	34% of Casey population	0.6% of Cranbourne East population



Need assistance with core activities

Cranbourne	Casey	Cranbourne East
<b>1097</b>	<b>14,144</b>	<b>896</b>
5% of Cranbourne population	5% of Casey population	4% of Cranbourne East population



Are Aboriginal or Torres Strait Islander

Cranbourne	Casey	Cranbourne East
<b>703</b>	<b>1616</b>	<b>110</b>
3.5% of Cranbourne population	0.53% of Casey population	0.5% of Cranbourne East population



Unemployment (ages 15+)

Cranbourne	Casey	Cranbourne East
<b>759</b>	<b>10,663</b>	<b>710</b>
4% of Cranbourne labour force	7% of Casey labour force	3% of Cranbourne East labour force

Most people (ages 15+) live on the lowest two income quartiles



Cranbourne	<b>54%</b>
Cranbourne East	<b>44%</b>
Casey	<b>50%</b>



3977 is the third highest postcode in Australia for the number of households defaulting on mortgage repayments

**227**

out of 7137 households

## CRIME

Overall crime recorded 2017 **2359 (12%)**



Assault and related offenses 2017	Cranbourne	Cranbourne East
	<b>265</b>	<b>61</b>

Casey: 15,144 (5%)

## FAMILY VIOLENCE

The highest number of Family Incident Reports were in the Southern Metro Region with **307** recorded in 2014



The Southern Metro Region endured the highest number of family violence of all local councils with **3829** recorded in the year to Sep 2015

## DEVELOPMENTAL VULNERABILITY

Social competence issues

Cranbourne: 17.1%
Cranbourne East: 11.3%
Vic: 8.7%

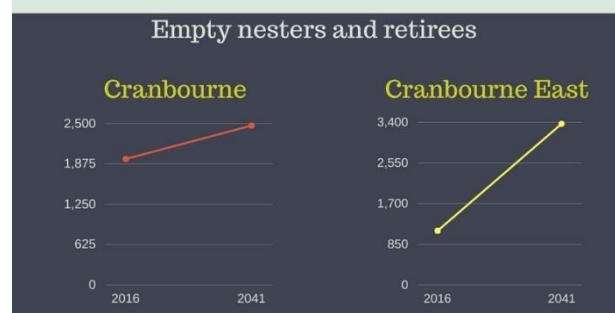
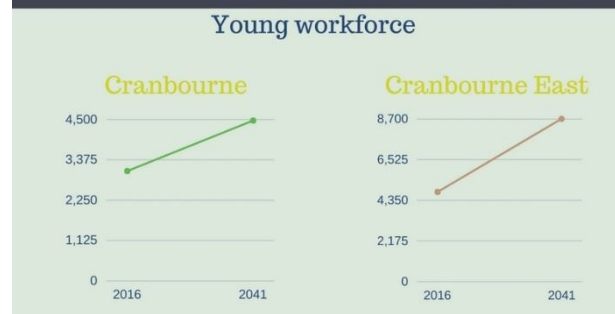
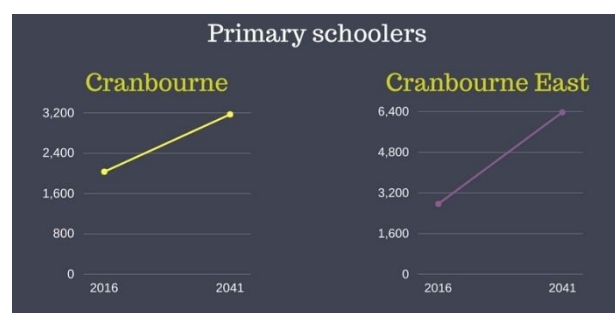
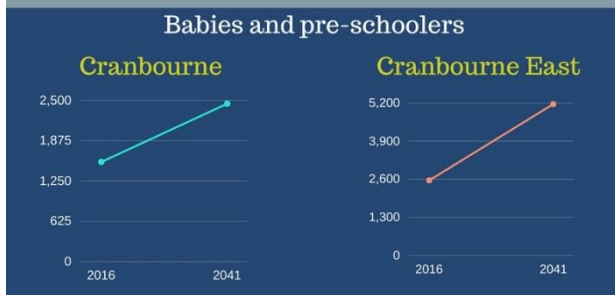
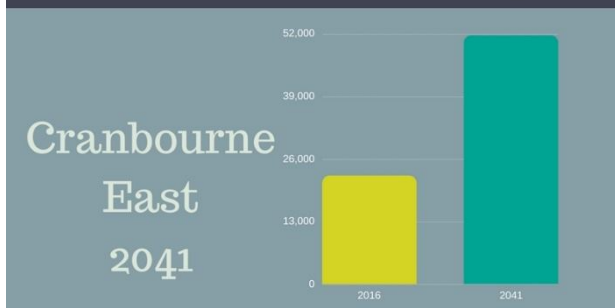
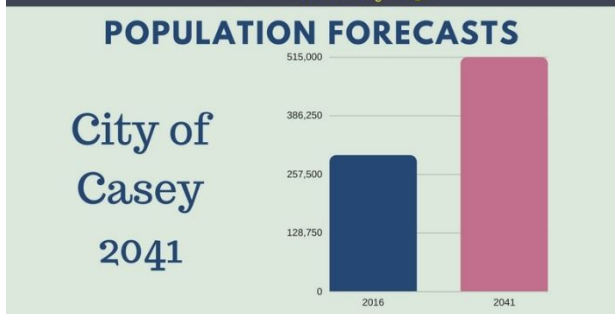
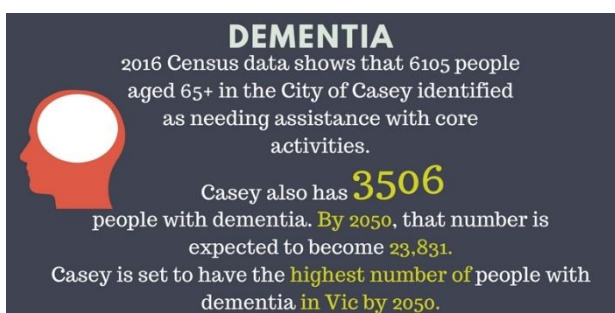
Emotional maturity issues

Cranbourne: 13.7
Cranbourne East: 8.6%
Vic: %8

Communication and general knowledge issues

Cranbourne: 13.3%
Cranbourne East: 10.5%
Vic: 7.6%

4601 children surveyed in 2015



## 2. Planning Context: Policies, Strategies and Plans

### a. State Policy

#### i. Plan Melbourne

The State Government's current metropolitan planning strategy, Plan Melbourne 2017-2050 identifies the Cranbourne Town Centre as a Major Activity Centre. The strategy outlines the role that activity centres play in facilitating 20min neighbourhoods by providing a range of goods and services and recognizes that some centres may have a larger regional catchment and provide greater local opportunities.

#### ii. Victoria Planning Provisions

The State Planning Policy Framework (SPPF) is located from clauses 11 to 19 with clause 10 outlining how the framework operates. The purpose of the SPPF is to inform planning authorities on the aspects of State planning policy which they need to take into consideration when planning and administering their respective areas.

The following clauses of the VPP are relevant to the Cranbourne Town Centre.

- Clause 11 Settlement: 11.02 Urban Growth contains objectives and strategies for structure planning to facilitate orderly development. 11.03 Activity Centres outlines objectives and strategies relating to the development of an activity centre network and how activity centres should be planned. 11.06 Metropolitan Melbourne emphasises the delivery of employment opportunities and investment, housing choice and affordability, integrated transport, creating a sense of place and identity, liveable communities and neighbourhoods, sustainability and resilience, natural asset management

- and protection (including green wedges) and open space through a range of objectives and strategies.
- Clause 15 Built Environment and Heritage: 15.01 Urban Environment outlines objectives and strategies relating to urban design, urban design principles, neighbourhood and subdivision design, design for safety and cultural identity and neighbourhood character. 15.02 Sustainable Development outlines objectives and strategies which facilitate energy and resource efficiency. 15.05 Heritage provides objectives and strategies relating to heritage conservation and Aboriginal cultural heritage.
- Clause 16 Housing: 16.01 Residential Development outlines objectives and strategies which seek to facilitate integrated housing, well-located residential development, redevelopment of strategic sites, housing affordability. 16.02 Housing Form provides objectives and strategies relating to the design and location of various housing forms, including aged care and community care and crisis accommodation.
- Clause 17 Economic Development: 17.01 Commercial contains objectives and strategies which relate to the location of commercial services (within activity centres) as well as how to manage out-of-centre development.
- Clause 18 Transport: 18.01 Integrated Transport provides objectives and strategies which relate to the provision of developing a robust transport system and guide land use and transport planning with an emphasis on the significant role of activity centres as trip generators and key destinations. 18.02 Movement Networks provides objectives and strategies to facilitate and inform active transport networks, the principle public transport network and management of roads and parking.

## b. Local Policy

### i. Council Plan 2017-2021

While arguably there are many objectives and strategies from the Council Plan 2017-2021 that are relevant to the Cranbourne Town Centre, objective 5 and strategy 5.2 are most relevant in the context of this background paper and future strategic work.

Objectives	Strategies
5. A city that sustainably plans and manages growth while protecting its diverse landscape.	5.2 Plan and facilitate for the growth of the Casey CBD in Narre Warren and the development of the Cranbourne Town Centre, and support thriving local activity centres.

### ii. Municipal Strategic Statement

The Municipal Statement (MSS) is located at Clause 21 of the planning scheme and operates as part of the Local Planning Policy Framework (LPPF). The MSS is a summary of the main strategic planning, land use and development objectives and effectively applies a local lens to the SPP as relevant to each municipality.

The City of Casey's MSS is structured to apply a "thematic approach" (based on five key themes) as well as a "local-areas" approach which reflects the visions and objectives of the C21 Strategy. The Cranbourne Town Centre – together with the Fountain Gate-Narre Warren CBD remain the primary centres for employment, activity and entertainment within the municipality.

The following clauses of the MSS are relevant

- Clause 21.01 Municipal Profile – which outlines the community, environmental, economic and regional context of Casey.

- Clause 21.02 Key Issues and Strategic Vision – groups the key issues facing Casey into five key themes (further explored in clauses 21-03 to 21-07).
- Clause 21.03 Settlement and Housing – covers strategies and objectives that support orderly growth and development including the provision of a range of housing types and social infrastructure that are responsive to community needs and implementation measures for achieving this. This clause supports the development of activity centre's as retail, commercial and entertainment destinations with appropriate housing and services located within and in close proximity to them.
- Clause 21.04 Environment – includes objectives and strategies which promote biodiversity and habitat protection and the application of ESD principles to improve the health of the built and natural environment.
- Clause 21.05 Economic Development – includes objectives and strategies which facilitate creating knowledge-based jobs and diverse local employment opportunities. Implementation looks to primarily achieve this in the fountain Gate-Narre Warren CBD and the Cranbourne Town Centre which sit at the top of Casey's activity centre hierarchy.
- Clause 21.06 Transport – includes objectives and strategies that promote the development of a city structure which supports easy access to jobs, services and facilities for residents and businesses. Implementation looks to establish a network of mile and half-mile grids and provide housing at higher densities in well-located areas in terms of jobs and services (such as activity centres).

- Clause 21.07 Built Environment – seeks to create a city-wide Casey image as well as local images which reflect the diversity of communities and places in the municipality and manage physical community development with an aim to improve safety.
- Clause 21.15 Cranbourne – recognises that Cranbourne has evolved from a small country town outside metropolitan Melbourne to an established urban area. The Cranbourne Town Centre is one of Casey's – and the regions – most significant activity centres, serving a growing population and providing employment, entertainment and higher-order services to a wide catchment. The Royal Botanic Gardens Cranbourne and the Cranbourne Racecourse are also significant local and regional attractions
- Clause 21.16 Cranbourne East – includes objectives and strategies for managing the growth and development of the suburb and seeks to promote housing diversity, strong links with the Cranbourne Town Centre and a treed/vegetated suburban environment. The Casey Complex (which is part of the Cranbourne Town Centre activity centre) is in Cranbourne East and is a key recreation and leisure destination for local residents while also attracting people from around the region.
- Clause 22.01 Retail Policy – applies to all land in Casey and sets out a hierarchy of activity centres. The Cranbourne Town Centre, together with the Fountain Gate-Narre Warren CBD are identified as principal activity centres, which are to provide municipal-wide and regional level retail, commercial, entertainment and community functions.

### iii. Activity Centres Strategy

The Retail Policy is located at Clause 22.01 of the Casey Planning Scheme. The policy has a range of objectives which seek to consolidate retail and other commercial activity and manage floorspace of planned activity centres throughout Casey. It also sets up a hierarchy of centres which guides the intensity and types of use and development which are to occur. This existing hierarchy is generally based off the *Melbourne 2030* classification of activity centres – which was the previous metropolitan strategy.

The policy is currently under review, the City of Casey appointed SGS Economics and Planning to undertake an assessment of all designated activity centres, they have produced the *Casey Activity Centres, Retail and Other Employment Floorspace Assessment 2017*. This report will inform an updated Activity Centres Strategy and subsequent amendment to the Retail Policy. The research undertaken by SGS suggests that the Cranbourne Town Centre plays a significant role in servicing the residents of Casey's south. Effectively the centre is beginning to perform the role of a metropolitan activity centre and it is recommended Council advocates for its status in the future to be elevated and begin to plan and develop the centre as such.

The revised Activity Centres Strategy will identify gaps in retail and commercial floorspace provision and provide recommendations on how and where these gaps should be addressed in the context of a revised activity centre hierarchy.

Community engagement was undertaken to inform the preparation of the updated strategy. The findings indicated that across Casey's network of activity centres the top three areas where residents felt there could be improvement were:

- Parking – more well-designed and accessible parking and parking which is convenient to activity centres

- Public and active transport – activity centres can be conveniently accessed by public transport and active transport options
- Disability access and infrastructure – activity centres are designed taking into account universal design principles.

The Cranbourne Town Centre received a high response rate of being residents primary centre of use, second only to the Fountain Gate-Narre Warren CBD. The vast majority of respondents were City of Casey residents, while The Cranbourne Town Centre-specific results can be summarized as:

- Most respondents use the centre because it is close to home, has a great range/variety of shops and services and is easy to get to and park.
- The vast majority of respondents drive to the centre but many would prefer to travel there differently, either by walking, train or bus.
- Almost all respondents visit the centre at least once a week and half visit 2-3 times a week.
- The most common activities carried out include food and clothing shopping, post office, banking and insurance, homewares and gift shopping and visiting cafes/bars/restaurants.
- Respondents were interested in more entertainment options, such as more restaurants and cafes and many said they would like a cinema.
- Improved public amenities, landscaping and trees and footpaths and pedestrian crossings was something residents identified that could be improved. Improved parking (mostly referring to quality as well as volume) and public transport infrastructure was also identified.

#### iv. StreetsAhead – Transport Strategy

*StreetsAhead* aims to make Casey a connected City for all, working towards becoming the most liveable City in Australia. The four strategic objectives of the strategy include establishing 20-minute

neighbourhoods, where residents have access to basic services within 20-minutes by walking, cycling or public transport. Secondly, to support and enhance sustainable modes of transport, by prioritising investment to make alternative modes of transport legitimate transport options. The third objective; establishing efficient and reliable transport network, enables freight, vehicles and residents to undertake day-to-day activities in a safe and timely manner. Lastly, a ‘smart city’ approach to transport planning is fundamental in improving transport conditions and reducing the stress of commuting on residents. Applying a ‘smart’ approach helps understand transport issues and develop effective solutions to address such issues. Achieving the strategic objectives of *StreetsAhead* will see positive transport and community outcomes, ultimately increasing quality of life for Casey residents.

#### v. Property Strategy

The Property Strategy provides a policy framework to guide decision making in relation to Council’s property needs and Council owned land. As the needs of the community change over time – and as such Council’s priorities and services also change – it is important that Council’s property portfolio can adapt to these changing needs. The purpose of the Property Strategy is to enhance the performance of key property assets and in turn assist in delivering the Council Plan Objectives.

The Property Strategy is particularly relevant in the context of community facilities demand in the Cranbourne Town Centre. Further work will need to be done in accordance with the Guiding Principles and Property Functions outlines in the Property Strategy.

#### vi. Cranbourne Racing Complex & Surrounds Investment & Development Plan

The plan seeks to promote the City of Casey as a premier sports and leisure destination by building on existing cluster of activities around the Cranbourne Town Centre and specifically around the Racing Complex. Racing has

occurred at the Cranbourne Race Course since 1867 and has expanded to include greyhound and harness racing since. The City of Casey prepared the investment and development plan to assist in securing the future viability of the Cranbourne Racing Complex.

The plan has four key objectives, which are:

- Secure the long term economic viability of the racing industry in Cranbourne and job creation potential for the site by setting clear direction in relation to land use planning.
- Enhance opportunities for recreation uses and sustainable development.

- Reinforce linkages between the site, the Cranbourne Town Centre and the Royal Botanic Gardens Cranbourne (RBGC).
- Ensure indigenous vegetation, biodiversity and ecological outcomes are considered as part of any development and are protected, retained and maintained where appropriate.

Since being developed, the plan has been implemented through Amendment C166 to the Casey Planning Scheme which introduced schedule 6 to the Special Use Zone.

### 3. Cranbourne Town Centre Characteristics

#### a. Environment & Heritage

##### i. Environment

There are large environmentally significant parcels of Crown Land around the Cranbourne Town Centre – owned by the Department of Environment, Land, Water and Planning and managed by committees of management. These include the Cranbourne Gardens and land surrounding the Cranbourne Racecourse.

The RBGC feature highly significant remnant indigenous vegetation and are home to a number of native animal species – including the endangered Southern Brown Bandicoot.

Vegetated areas around the Cranbourne Racecourse provide important living links to the area's natural history. This area, together with parts of the Cranbourne Town Centre have a number of scattered river redgum trees. Some of those which are in the Cranbourne Town Centre are covered by schedule 7 to the Environmental Significance Overlay (ESO7).

Schedule 8 to the Environmental Significance Overlay (ESO8) includes exotic trees which are considered significant. One of the trees in the Oak Avenue of Honour is also identified as an ESO tree. The Avenue of Honour is a significant landscape feature which provides an attractive and memorable gateway entrance to Cranbourne.

##### ii. Heritage

The Cranbourne area was originally known as 'Mar-nebek' or 'excellent country' to the Bunurong people who occupied the land for more than 40,000 years. The first white settlers arrived in 1836 and gradually developed

Cranbourne into a township with a post office, school and church by 1860.

The land was mainly divided into vast grazing lots for cattle, until Italian migrants began developing market gardens after World War One. Industrialisation began soon after as another wave of migrants arrived after World War Two. Cranbourne was the primary administrative centre of the region until 1994 when the Shire of Berwick and City of Cranbourne merged to form the City of Casey.

There are a number of historical sites in the Cranbourne Town Centre including the Old Shire Offices, Kelly's Motor Club Hotel (previously the Mornington Hotel est.1900), the Taco Bill's building (previously an Anglican Church), Greg Clydesdale Square and an old oak tree located to the North of the Cranbourne Park Shopping Centre.

##### iii. Recommendations

Further strategic work is required in the environment and heritage space, this may include:

- An arborists assessment of trees which are within the Cranbourne Town Centre with a view to review and update schedules 7 and 8 of the ESO;
- Ensuring existing remnant indigenous vegetation is retained and protected;
- Retaining and protecting the Oak Avenue of Honour;
- Engage qualified heritage consultants to review listings to improve the quality of citations and mapping to ensure they remain current and accurate.
- Revise mapping to ensure the elements of significance are appropriately protected and controls are not applied to items of no significance.
- Prepare regular Planning Scheme amendments to revise the Heritage Overlay as new information becomes available.
- Identify all natural, cultural and built heritage assets under Council ownership and/or management and

maintain a register of their location, manager and management plans.

- Ensure all Council owned assets have current and accurate heritage citations.
- Advise owners of Cranbourne heritage places financial incentives towards maintenance and restoration works through the Heritage Grants Fund.

## b. Land Use & Ownership

Retail and commercial functions dominate the High Street retail core, with some activities spilling into the intersecting streets.

Supermarkets and discount departments stores (DDS) – such as Woolworths, Coles, Kmart, Target – are largely contained within Cranbourne Park Shopping Centre. An Aldi supermarket is located off Childers Street, with the remainder of retail and commercial offerings outside the Cranbourne Park Shopping Centre being primarily smaller specialty retail stores, food and drink premises and convenience shops.

East and west of the High Street are primarily residential areas comprised of older style single detached dwellings and multi-unit developments as well as more recent in-fill development. Further east, along Berwick-Cranbourne Road is the Casey Complex which houses a number of sports and recreation facilities and other educational/institutional uses – Chisholm Institute comprises the bulk of the education floorspace.

The retail premises located north of the High Street core are primarily larger sites, and include several motor vehicle sales yards and trade supplies type uses. Restricted retail and trade supply type uses continue further along

the South Gippsland Highway, north of the Cranbourne Railway line.

Similar uses occupy land along South Gippsland Highway, south of the High Street retail core together with some smaller warehouses and the Cranbourne Race Course – which is west of the Highway in the centre's south.

SGS Economics and Planning have undertaken an Economic Assessment and Residential Demand Study of the Cranbourne Town Centre.

## i. Retail & Commercial Floorspace

The Economic Assessment involved projecting demand for retail and other commercial floorspace and found that around 100,000m<sup>2</sup> of additional floorspace was required over the next 20 years. Of this, over 50% is in non-retail sectors – primarily commercial floorspace. There is also strong demand for small scale retail within the Cranbourne Town Centre, mostly specialty stores and hospitality. The table below presents this projected floorspace growth by use to 2046.

The assessment also found at present there is sufficient capacity in the Cranbourne Town Centre and that demand could be met within the existing activity centre area. The critical issues for the Cranbourne Town Centre are to ensure future retail floorspace is appropriately located to encourage non-retail uses to locate in the centre.

	Total at 2016 (sqm)	Total at 2026 (sqm)	Total at 2036 (sqm)	Growth 2016-2036 (sqm)	% Growth 2016- 2036
Full-line Supermarket	7,650	7,650	10,650	3,000	39%
Other Supermarket	2,978	4,478	5,978	3,000	101%
Specialty Store	20,338	26,338	32,338	12,000	59%
Department Store	17,295	20,355	23,415	6,120	35%
Large Format Retail	17,931	23,931	29,931	12,000	67%
Hospitality	16,500	21,542	26,584	10,084	61%
Commercial	36,615	57,766	78,916	42,301	116%
Institutional	106,972	114,773	122,574	15,602	15%
Industrial	61,258	61,258	61,258	0	0%
<b>Total</b>	<b>287,537</b>	<b>338,091</b>	<b>391,644</b>	<b>104,107</b>	<b>36%</b>

ii. Residential Demand

The analysis undertaken by SGS Economics and Planning suggests that residential capacity in the Cranbourne Town Centre will far-exceed demand in the short to medium-term. With a full build-out of the growth areas not expected within the next 20 years there is also no shortage of housing capacity in Casey’s south in general.

Increasing residential densities in and around activity centres has additional benefits to increasing housing supply. Greater densities are necessary in order to assist in creating a viable retail environment, reduce private vehicle usage (try to eliminate it for short trips) and create an overall more vibrant centre which will attract a greater diversity of users, uses and activities.

The table below shows the total number of dwellings by dwelling type which could be developed in the Cranbourne Town Centre.

CRANBOURNE TOWN CENTRE HOUSING CAPACITY					
Development intensity scenarios	Detached	Medium density attached	High density attached	Total dwellings	Net additional capacity
Detached house build out	1,210	-	-	1,210	-70
Townhouses build out	-	3,230	-	3,230	1,950
Theoretical build out	-	650	10,320	10,970	9,690

Source: SGS Economics and Planning

iii. Recommendations

The following is recommended to achieve more diverse retail and commercial floorspace and dwelling diversity and density:

- Maintain the extent of the existing ACZ1 and use the schedule to consolidate retail uses and strategically locate higher density housing.
- Investigate the use of vertical zoning.
- Advocate for the extension of the Cranbourne Railway Line to Clyde and the construction of the Cranbourne Bypass.
- Improve pedestrian access routes.
- Investigate implementation of coordinated public transport services.
- Improve amenity by reviewing and optimising Council’s maintenance works

- including upgrading Greg Clydesdale Square.
- Facilitate the establishment of a business incubator.
- Subdivision controls which limit fragmentation and support consolidation - i.e. limiting the creation of common property
- Development of policy which nominates preferred future built-form.
- Increase in density is encouraged but occurs on a spectrum. Incremental growth and diverse housing typologies will support increases in density and provide housing choice and diversity as the population grows.
- Redevelopment should be directed to those areas with good access to amenity and services including: South of Cranbourne station, Mundarring/Scott Street area, Brunt/Codrington Street area, part of the Casey Complex and Cranbourne Station North.

c. Built Environment & Public Spaces

The urban structure and built environment of the Cranbourne Town Centre is consistent with that of a “small country town” centred around and dissected by a main road and High Street retail, commercial and community core. With successive expansions of Melbourne’s urban area, over time, Cranbourne has been absorbed into greater Melbourne, and the larger farming lots around it’s outskirts have been subdivided as it has transitioned from a regional town to an outer suburb of Melbourne. The wide tree-lined streets of the original subdivision are still evident east of the High Street and are a key feature which should be preserved and enhanced.

The built heritage and history of Cranbourne is evident in the urban environment. The Cranbourne Town Centre is relatively flat and has a gridded urban structure which not only assists in way-finding and movement through the centre but lends itself to preserving view lines and highlighting some obvious locations

for landmarks. Some of the existing landmarks, which could be further enhanced include St Agatha's Church, Kelly's Motor Club Hotel, the Old Cranbourne Shire Offices, banner poles along High Street, Greg Clydesdale Square and the Cranbourne Park Shopping Centre sign as viewed from Stawell Street.

A Places Audit by SJB Urban and Public Realm Analysis by Alexander Urbanism have assisted in identifying some of the key characteristics of the Cranbourne Town Centre, the existing conditions and quality of key public areas and their future potential. The quality of the urban environment and areas which are frequented by pedestrians have also been identified.

## i. Public Spaces, Places and Streetscapes

High Street presents a varied streetscape with highly active areas and others with extensive blank walls and tinted glazing. Some of the surrounding streets include at-grade parking areas or extensive parking in front setbacks which doesn't contribute to a pleasant visual environment or pedestrian experience.

Understanding that at-grade parking is probably required in the short to medium-term other improvements such as landscaping and consolidating parking into certain locations should be explored.

Cranbourne Park Shopping Centre is a key destination and trip generator in the area. It is understood that specialty retail and hospitality uses found on High Street and other businesses in the surrounding area compliment the centre and provide a diverse type of uses which attract a range of people to the Cranbourne Town Centre.

High Street is considered "moderately permeable" in terms of providing opportunities to cross the street, with a pedestrian crossing located approximately every 130 metres. North of Stawell Street, the next pedestrian crossing is located near Cranbourne Railway Station, approximately 800 metres away. An additional

crossing between these points should be explored.

The implementation of the *Cranbourne Signage Strategy* provided clearer directions to key destinations in the Cranbourne Town Centre. A review of the signage would assist in identifying areas where older signs could be removed and where additional signage may be required.

"Back-of-house" (loading/service areas) areas throughout the Cranbourne Town Centre are reasonably maintained but there is a prevalence of litter in some locations. While there are a number of food and beverage retailers throughout the Cranbourne Town Centre few of them utilise curb-side dining.

Residential streets throughout the Cranbourne Town Centre generally have a generous street cross-section with large nature strips and mature trees, or the ability to accommodate larger street trees. This is a key feature which should be enhanced and positively contributes to the image of the area.

The *Cranbourne Town Centre Urban Design Framework 2011* identified streetscape initiatives for Bakewell Street include removing through traffic, creating a pedestrian plaza (including children's play area) at the intersection with High Street and better connections to Greg Clydesdale Square through a widened pedestrian crossing.

## ii. Built Form Principles

The following built form principles, consider the *Urban Design Charter for Victoria* and should inform future planning and redevelopment of the Cranbourne Town Centre:

### Safe:

- **Passive Surveillance:** Higher-density built form should be concentrated around the High Street spine, public transport hubs, open space and key east west streets. Built form guidelines should promote articulated

and activated frontages that optimise passive surveillance to create pedestrian friendly streetscapes.

- **Pedestrian Experience:** Pedestrian experience could be improved throughout the Town Centre with wider footpaths, streetscape improvements, increased and appropriately located signalised crossings of High Street and widening existing crossings. The connection between Cranbourne Railway Station and the core Town Centre area should be reinforced through improvements to the northern end of High Street.
- **Lighting:** Consider the development of a lighting strategy so that public areas are consistently and well-lit improving the sense of safety, are more inviting and create attractive streetscapes at night.

#### Movement:

- **Permeability:** Improve east west connection throughout the town centre, including through Cranbourne Park Shopping Centre and particularly to the residential area to the west. Investigate an additional signalised crossing of High Street between Cranbourne Station and Stawell Street.
- **Cycling Infrastructure:** Prepare a Cycling Strategy for the Town Centre detailing plans for bicycle facilities and strategies for increasing bicycle use.
- **Public Transport Experience:** Upgrade and improve the two key Public Transport hubs within the Town Centre, the Lyall Street Bus Interchange and Cranbourne Station. Consideration should be given to; facilities, legibility, shade and shelter, safety, lighting, visual links, passive surveillance, universal accessibility, connections and ease of transfer.
- **Public Transport Legibility:** Raise the visual prominence of the Station and Lyall Street Bus Interchange from High Street. Consider visual markers that assist with orientation and recognition.
- **Car Parking:** Consolidate existing parking infrastructure in the Town Centre and discourage the development of further at-grade car parking. Large expanses of screened ground level and half basement

parking with prominent street frontages is discouraged.

#### Diversity

- **Image and Character:** Create a unique identity for the Cranbourne Town Centre by leveraging off and enhancing off existing elements. Natural environments and native vegetation are key elements to be used to reference the Cranbourne Gardens and formal plantings along streetscapes may be used to reference the existing Avenue of Honour
- **Streetscape Materiality:** Develop a materials pallet for the Town Centre to be used in future streetscape and landscape upgrades. This may include identifying types of preferred paved surfaces, furniture and fixtures, seating and landscaping. Consider breaking the Town Centre into sub precincts, each with a preferred character.
- **Extend Street Activity Hours:** Encouraging retail and entertainment premises which operate outside traditional “9am-5pm” business hours to locate in the core retail area. This will support extended periods of activity and provide passive surveillance for a larger portion of the day.

### iii. Recommendations

The principles of the *Urban Design Charter for Victoria* should be implemented through the growth and development of the Cranbourne Town Centre. These include:

**Safety:** design spaces that minimise risks of personal harm and support safe behaviour

**Accessibility:** provide ease, safety and choice of access for all people

**Sensory pleasure:** create spaces that engage the senses and delight the mind

**Inclusiveness and interaction:** create places where all people are free to encounter each other as equals.

**Continuity and change:** maintain a sense of place and time by embracing change yet respecting heritage values

**Animation:** stimulate activity and a sense of vitality in public places

**Fit and function:** support the intended uses of spaces while also allowing for their adaptability

The built form principles outlined in this section should be incorporated into objectives and guidelines for redevelopment of the Cranbourne Town Centre.

#### d. Access & Movement

Cranbourne has experienced an increased number of trips to its commercial and retail core. The number of trips is forecast to increase as the population continues to grow.

The growth of, in and around the Cranbourne Town Centre comes with a challenge of providing legitimate transport options for residents, visitors and workers. To create a more vibrant town centre, the movement of people as opposed to vehicles needs to be a clear focus.

The Cranbourne Town Centre is serviced by an established road network with the South Gippsland Highway (M420) running through the town centre additional arterial roads include Berwick-Cranbourne Road (C407) to the south and Narre Warren-Cranbourne Road (C404) to the east.

The Cranbourne town centre is sprawling in nature, and is characteristic of unguided low amenity pedestrian linkages.

The Access and Movement Study undertaken by GTA looked to:

- Understand current traffic patterns, parking supply and demand and opportunities for enhancing the pedestrian environment.

- Design mobility and accessibility in the town centre with a sustainable transport hierarchy
- Create a well-connected pedestrian oriented activity centre
- Review and improve the quality of public transport access
- Assess existing road network and intersections in the study area
- Manage congestion and parking demand through appropriate parking controls for future increased density of housing and retail/commercial developments within the study area
- Promote local area traffic management plans and traffic calming strategies to enhance safety and support active transport, and
- Establish strategies to support the objectives.

#### i. Key Issues

Analysis of the access and movement in and around the Cranbourne Town Centre has identified the following key issues:

- Car dominance
- Oversupply of parking but a perception of undersupply
- Inadequate provision of public transport services (frequency and coverage)
- Poor pedestrian connectivity
- Roads are currently not safe enough to encourage cycling

Further specific issues found in the study area include:

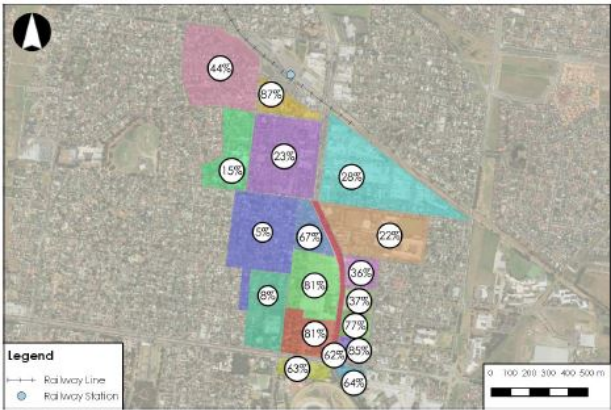
- Little evening activity
- Little street life
- Dominance of through traffic
- Most people access the Centre by car
- Low transit usage
- Little pedestrian activity
- Plenty of spare car parking

Poor pedestrian connectivity has an impact on the vibrancy and overall functionality of Cranbourne Town Centre. The consequences of poor connectivity and amenity impacts the ability of the town centre to function as vibrant meeting space and attractive public area. The lack of active transport provision and amenity reduces the sense of community identity and inclusiveness.

## ii. Private Cars & Parking

Results from the Access and Movement Strategy illustrates most households own 1.1 to 1.2 cars in the Activity Centre and generally 1.5 to 2.0 per household on the outer fringe of Cranbourne.

The parking study identified a total supply of 5,474 car parking spaces in the town centre. Peak demand reached 2850 (52%) and 2092 (28%) spaces on Friday and Saturday (shown below) respectively. This demonstrates that there is an oversupply of car parking across the Cranbourne Town Centre.

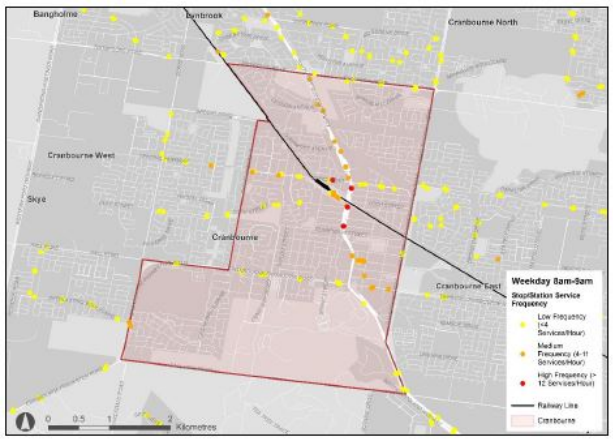


The current availability of car parking spaces facilitates a reliance on private cars as the preferred method of getting to and around the Cranbourne Town Centre. Additionally, for a car parking area to be considered well-utilised, an average occupancy of 85% is considered in transport planning as optimal. If demand is less than 85% then this resource is not being utilised efficiently. Therefore, the current parking areas in Cranbourne is inefficient.

Results from the Victorian Integrated Transport Model (VITM) found accessibility and travel

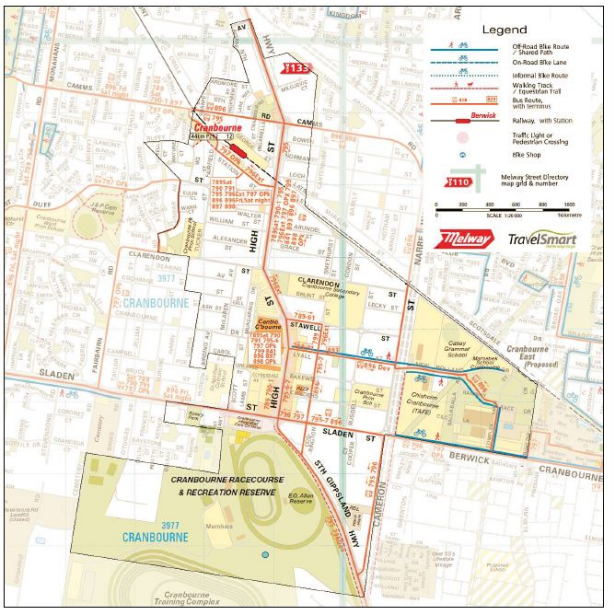
times are far superior by car compared with public transport currently in Cranbourne.

Signalised and Unsignalized Intersection Design and Research Aid modelling (SIDRA modelling) was conducted for key intersections in the study area. The outcomes suggested that intersection capacity is an issue.



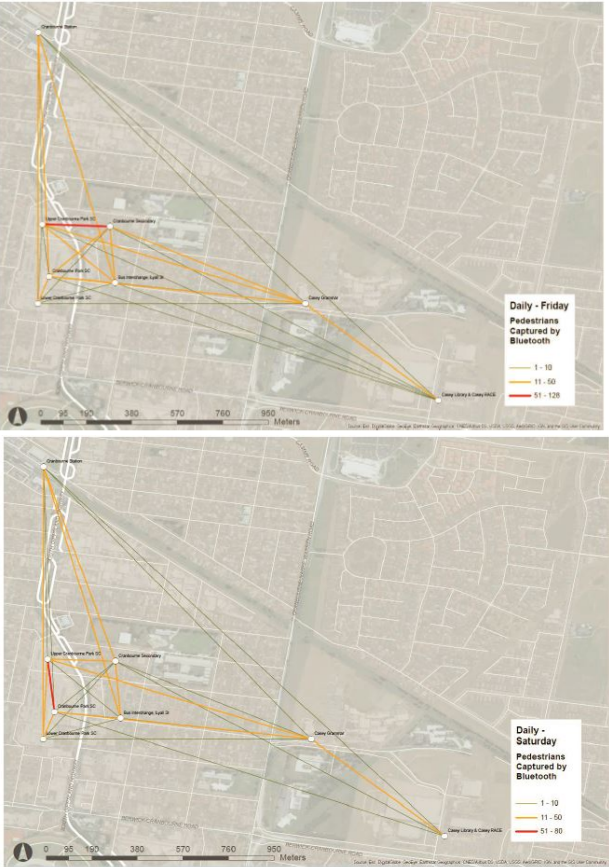
## iii. Cycling

Four roads in the study areas make up part of the Principal Bicycle Network (Figure). However, one of these roads Sladen Street has dedicated cycling infrastructure of on-road bicycling lanes providing east-west connectivity. As illustrated in Figure 2.1.3, there is a poor provision of cyclist infrastructure in Cranbourne.

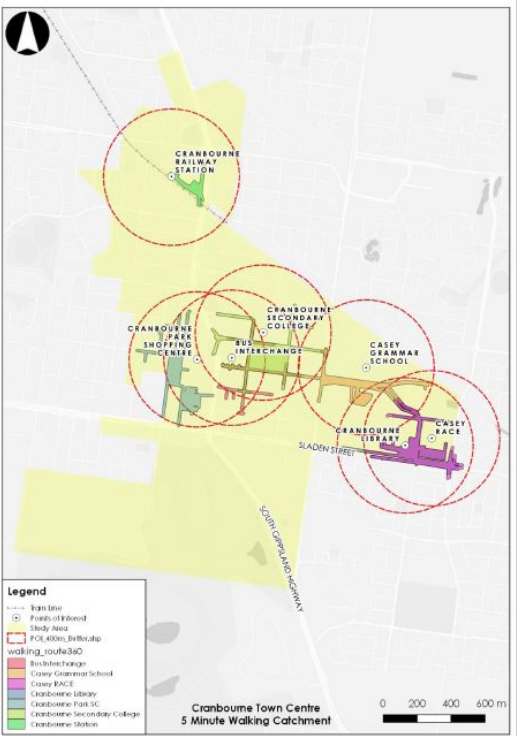


iv. Walking

Bluetooth survey analysis of the where and how many pedestrians are walking was undertaken and showed that the largest movements captured were around Cranbourne Park Shopping Centre, and north-south to the Cranbourne Railway Station and east-west to the Bus Interchange and Casey Grammar – results from a typical Friday and Saturday can be seen below. Analysis by GTA found that it is not conducive to walk between either Casey RACE/ Casey Grammar and Cranbourne Park or the Cranbourne railway station. This is due to the time and distance required from the town centre.



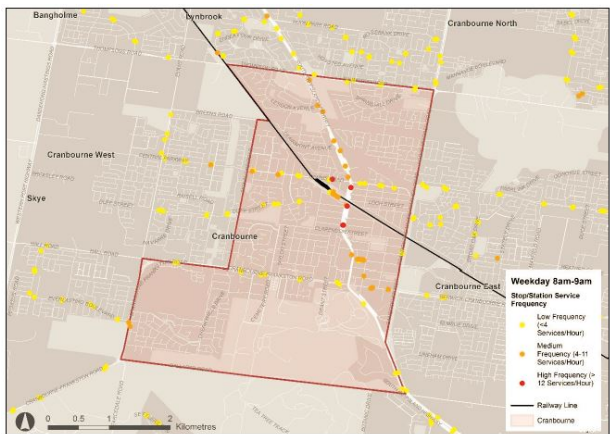
The image across the page shows the 5 minute walking catchment of some key destinations in the Cranbourne Town Centre and highlights the difficulty to currently achieve outcomes of a 20-minute neighbourhood.



v. Public Transport

Cranbourne is serviced in public transport through bus and rail services. The Cranbourne Railway Line terminates in the northern part of the Town Centre, connecting to multiple bus routes. A bus interchange is located at Lyall Street. There are bus services at 20-minute frequencies that service the Cranbourne area and nearby activity centres.

The image below details the relative access to medium to high frequency public transport for Cranbourne. The analysis found that there is average to poor public transport accessibility for properties outside of the Activity Centre, particularly to the south of the study area. Public transport stops away from the core of the Activity Centre and Railway Station are “low” frequency. It is understood that some locations in the inner area of the Activity Centre are classed as “medium” or “high” frequency, the study found this is a result of multiple routes services the bus stops.



The study found that although Cranbourne Town Centre is close to the railway station it is significantly more convenient to access by car than public transport for most visitors of metropolitan Melbourne.

## vi. Recommendations

The vision for Cranbourne is to create a place that is a vibrant community for where people can work and live given the future population forecasts. Cranbourne currently lacks many elements that make 'a place to be'.

Transport Planning for Cranbourne needs to consider adopting emerging technology and trends to aid improved place making. Specifically:

- Shared transport networks
- Changing demographics
- Movement vs. connectivity
- E-commerce
- Changing work places
- Connected autonomous vehicles

The preparation of a Demand Management Strategy should be investigated for Cranbourne Town Centre. This strategy would consider the different emerging technology and trends and factors on travel behaviour that can contribute to achieving transport outcomes.

Key transport projects outside of Council's control that will fundamentally impact the network include:

- Construction of a bypass of the Town Centre

- Extension of the Cranbourne railway line to East Cranbourne and Clyde

Beyond these projects, there are several transport related actions that would work towards achieving the desired vision for Cranbourne Town Centre. The actions include:

- Enhancing South Gippsland Highway (street for people) through the Cranbourne Town Centre
- Facilitate an east-west connection between the Cranbourne Town Centre and Casey RACE, enabling a single consolidated activity axis.
- Reduction in car parking provision to encourage alternative modes of transport
- Improving pedestrian and cycling connectivity into and through the town centre.
- Improving public transport connections to neighbouring activity centres (Frankston and Narre Warren).

South Gippsland Highway future (ultimate cross section) recommendation can be seen below. This will assist other modes accessing the Town Centre and catalyse transforming the area to become an attractive public space. Adopting cross-section with a narrower road carriageway will reduce the current east-west barrier in Cranbourne.



Further recommendations for the road network include:

- Reducing the speed limit from 60km/hr to 40km/hr from Clarendon Street to Sladen Street.
- Providing of street trees along South Gippsland Highway.

## e. Open Space

An Open Space Assessment was conducted by Thompson Berrill Landscape Design (TBLD) of the existing open space network within the Cranbourne Town Centre in the context of forecasted future changes, to identify opportunities to improve and support the character and liveability of the centre into the future. This involved community consultation to gain an understanding of and provide data regarding the existing patterns of use of open space in the Cranbourne Town Centre.

The largest areas of open space are located south west of the town centre including Cranbourne Recreation Reserve (within the study area), the Royal Botanic Gardens Cranbourne and Casey Fields to the south east. The Royal Botanic Gardens Cranbourne is the most popular public open space in the resident survey, followed by Casey Fields, both of which are outside the study area. Within the study area, the most popular open space is Greg Clydesdale Square, followed by Ray Perry Park and Cranbourne Recreation Reserve. Greg Clydesdale Square and Ray Perry Park are located on High Street in the core of the town centre. They have quite different characters and roles, with Greg Clydesdale Square being an urban civic square framed by the cenotaph, with seating, established mature trees, formal garden beds and a rotunda, while Ray Perry Park is a green open space with family style facilities and is enjoyed for its peaceful and natural qualities. Cranbourne Place Park adjoins the South Gippsland Highway in the northern extent of the town centre and is adjacent to food premises with a predominantly informal native parkland character.

The Avenue of Honour contributes a unique character and sense of place to Cranbourne reflecting the rural history and qualities. Improving the connection between this avenue and the established trees in Clydesdale Square as part of future town centre upgrades has the potential to improve the visual quality

and prominence of Greg Clydesdale Square and the sense of entry to the town centre.

The Cranbourne Recreation Reserve includes a large informal open grassed area that is framed by natural indigenous bushland, and appears to be well used for informal activities including dog walking and informal ball sports. The indigenous bushland extends south to form part of the Cranbourne Botanic Gardens and provides habitat for a range of threatened fauna including the Southern Brown Bandicoot. The natural biodiversity values of this area contrast to the exotic character of the Avenue of Honour and the established open character of the Racecourse. The Cranbourne Soccer Club is located adjacent to the Cranbourne Recreation Reserve and caters to organised sport and is fenced so there is no informal access and use of the sports fields outside of the club-based use.

Away from the core central spine of the South Gippsland Highway and High Street there is a diverse range of open spaces. Some have recently been upgraded while others remain largely undeveloped. From the site assessments and the resident survey outcomes it is evident that parks with facilities in them are more frequently used. This includes Lyall Street Reserve, Mahogany Park (between Ketnor Street and Rimfire Crescent), J&P Cam Reserve, Arleon Crescent Reserve and Jennings Park. The site assessment and the resident survey outcomes confirmed that many of the parks have either tired and outdated facilities or no facilities and this, along with a concern for personal safety, are key reasons the community give as to why they don't visit open space in Cranbourne. There were specific comments in relation to concerns about unsavoury activities occurring in Greg Clydesdale Square, and the presence of security and surveillance inside the Cranbourne Park Shopping Plaza being a reason they spend time in the centre rather than in public open space.

There is great potential to improve the connectivity into and between the existing open space network. Many of the parks have no or limited paths through them and there is

no sense of connectivity between them. There is also great potential to improve quality, diversity and character of the public open space within and adjoining Cranbourne Town Centre so that it positively contributes to community health and wellbeing, the sense of place and economic viability of Cranbourne. The unique combination of the exotic and indigenous character of the Avenue of Honour and the Royal Botanic Gardens Cranbourne have the potential to be used as key generators for the character, design and quality of future upgrades to the open space, streetscapes and public realm in Cranbourne Town Centre.

need for some additional open space and expansion to existing open space reserves.

Below are recommendations from TBLD as to how these needs could be met.

### Quantity of open space in Cranbourne Town Centre

Quantity	Description
45.42	hectares of open space
5.8%	of the total precinct area is open space
28%	of the open space is encumbered*
72%	of the open space is unencumbered

\* Note, encumbered open space includes wetlands and service easements.

### Number, size and type of open space in Cranbourne Town Centre

No.	Hierarchy	Area (ha)
2	Regional	17.91
6	District	17.75
20	Local	09.02
11	Local Link	00.74
<b>39</b>	<b>Total</b>	<b>45.42</b>

#### i. Recommendations

The Cranbourne Town Centre is forecast to grow and change in the future. This includes increasing the capacity for both residential use and commercial/business use. A range of improvements will be required to the open space system to achieve this along with the



## **h. Community Facilities**

A Community Facilities Analysis was conducted by K2 Planning for the suburbs of Cranbourne and Cranbourne East (the study area). The drivers of the project were:

- To conduct an audit of existing community facilities in the study area
- A desire to meet the projected community demand given an increase in population is expected in the structure plan area as well as the wider study area.
- To seek advice on the potential consolidation/colocation/appropriate location of facilities in-line with Council policies and guidelines
- To seek advice on whether more/which facilities should be located in the main Town Centre area (around High Street, Cranbourne), the Casey Complex, Cranbourne Railway Station or another area.

A range of Council and non-Council facilities are currently located in the Cranbourne Town Centre. These are primarily centred around the High Street area or at the Casey Complex.

The suburb of Cranbourne is considered one of the most socially disadvantaged in the City of Casey with a high proportion of people who are recent arrivals, non-English speaking and/or have no qualifications and high levels of need for assistance with core activities; higher unemployment rate than the City of Casey and Greater Melbourne average, high proportion of people living on low incomes and people defaulting on mortgage repayments. A high proportion of children are developmentally vulnerable, significant levels of disability in both seniors and children aged 0-14 years, significantly high incidents of domestic violence and reported crimes and a high proportion of residents who are Aboriginal or Torres Strait Islander.

Anticipated demand for community facilities is expected to increase significantly. By 2031

there will approximately be 30,220 additional people in the study area (74.8% increase from 2016); by 2041 there will be an additional 36,859 people within the study area (91.1% increase from 2016).

Gaps in community facility provision in the Cranbourne Town Centre include a lack of integrated facilities to promote increased community access to services and support, facilities which accommodate family and safety support (e.g. family/financial/employment counselling), youth-specific facilities, dedicated spaces for dementia care, social support and respite services and need for arts and cultural spaces across the centre, particularly spaces for cultural expression for the Aboriginal and Torres Strait Islander community.

## **i. Recommendations**

It was recommended that five new community facilities be developed in the study area, two Integrated Community Centres and three new or expanded Family and Community Centres. The two Integrated Community Centres are located in the Cranbourne Town Centre Structure Plan area. A number of existing Council owned facilities could be decommissioned or disposed and expanded or refurbished to fund the new facilities.

Further investigation is needed into existing conditions/enhancement capacity, feasibility of recommendations, needs/interests of non-Council service providers in co-locating, implications of facility design and location (particularly for domestic violence, disability and dementia), condition and use of heritage buildings such as the Old Shite Offices and the on-going needs of the Cranbourne Community House.

Council should advocate to the Department of Health and Human Services (State Government) about the need for a “support and safety hub” in Casey/Cranbourne.