



# Plumpton and Kororoit - Retail and Employment Land Assessment

Prepared for Metropolitan Planning  
Authority

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**HillPDA**  
CONSULTING

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# 1 INTRODUCTION

## Project Context

This report provides a Retail and Employment Land Assessment (RELA) for the Plumpton and Kororoit Precinct Structure Plan (PSP). The study area is expected to accommodate approximately 50,000 people over the next 20 to 30 years.

A significant amount of work has been undertaken to define the structure of the area including the economic land use structure, defined by business and industrial land and an activity centre network. The base information that informed the structure includes the West Growth Corridor Plan (2012), Planning for Employment and Industry in Melbourne's Growth Areas (2011) and the Melton Retail and Activity Centres Strategy (2014) as well as a number of background reports on local land issues.

Based on consultation with stakeholders, a draft Future Urban Structure (FUS) has been developed by the MPA in conjunction with Melton City Council for the study area. The FUS (November 2014 draft for consultation) identifies:

- An area of Business and Industrial Land (formerly identified as Industrial within the West Growth Corridor Plan);
- A Major Town Centre (as per the concept in the West Growth Corridor Plan with updated location based on catchment analysis); and
- The size and location of Local Town Centres (as per the Melton Retail and Activity Centres Strategy).

The FUS preparation process has raised questions regarding the demand for, and likely take-up of, the business and industrial land in the north-west of the Plumpton PSP area. Furthermore, additional detail regarding activity centres has been requested. This report was commissioned to respond to these topics.

## Purpose

The purpose of this report, as specified in the project brief, is as follows:

*"The key output for this project is a report which forecasts demand for commercial (retail, office and other uses) and industrial land, and associated employment numbers in the Plumpton and Kororoit PSP areas, within the context of the West Growth Corridor Plan (2012),*

*Melton Employment Land Supply Review (2013) and the Melton Retail and Activity Centres Strategy (2014)."*

A focus of the project is to:

*"... provide further directions and recommendations for non-retail employment that can be accommodated within the two precincts. The future employment uses within the Plumpton business and industrial precinct are to be a focus of the work, accompanied by an estimate of the timeframes for its development."*

## Study Area

The study area is shown in Figure 1 below. It is defined by a natural catchment that includes the Outer Metropolitan Ring Road (OMR) reservation to the west, Melton Highway and the approved Taylors Hill West PSP to the north, Caroline Springs to the east and Western Freeway to the south.

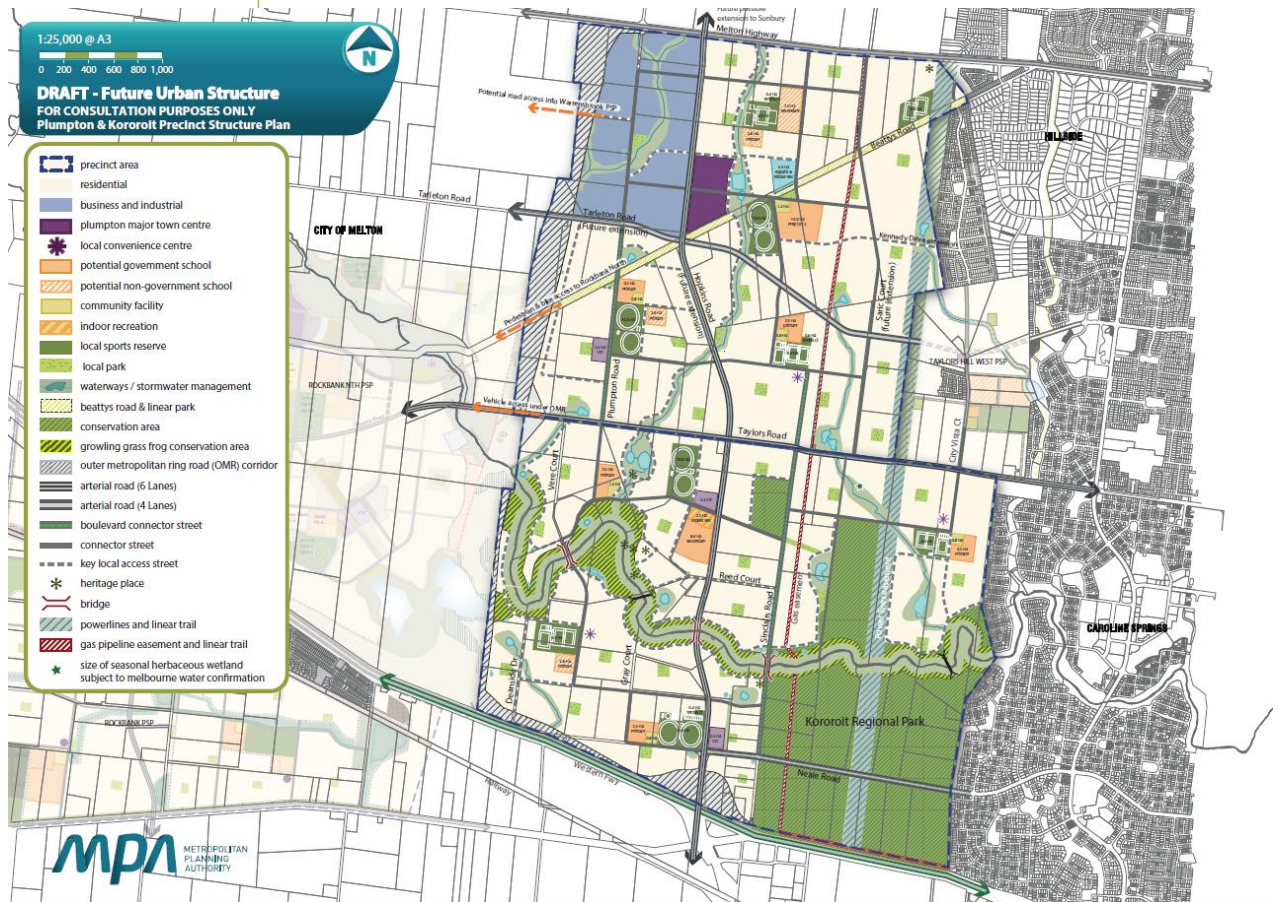
Plumpton (PSP 1078):

- 1,015 hectares (ha) of land.
- 109.2 hectares identified as a business and industrial precinct.
- Projected yield of approximately 10,494 lots and 29,382 people.

Kororoit (PSP 1080):

- 1,181 hectares of land (including proposed Regional Park).
- Projected yield of 8,811 lots and 24,670 people.

**Figure 1 - Study Area: Kororoit and Plumpton Draft Future Urban Structure (November 2014 Draft for Consultation)**



## Report Structure

This report is structured as follows.

- Section 2 - Existing Information Review;
- Section 3 - Economic and Social Context Review;
- Section 4 - Business and Industrial Market Analysis and Projections;
- Section 5 - Retail and Activity Centre Analysis; and
- Section 6 - Findings and Recommendations.

## 2 EXISTING INFORMATION REVIEW

### Introduction

This section of the report provides a summary of the existing information base in relation to currency of information and alignment with property market and economic metrics.

The information that is reviewed is:

- West Growth Corridor Plan (2011);
- Research inputs that informed the Growth Corridor Planning process:
  - Industrial Land in Melbourne: An analysis of the use, zone, distribution and consumption of industrial land (2010);
  - Study into the take-up of industrial land and future land requirements in Melbourne (2010);
  - Activity Centre and Employment Planning (2011);
  - Planning For Employment and Industry in Melbourne's Growth Areas (2011);
- Melton Retail and Activity Centres Strategy (2014);
- Draft Mt Atkinson and Tarneit Plains: Commercial and Industrial Land Review (2014); and
- Melbourne West Growth Corridor Plan – Employment Land and Activity Centre - Assessment of Plumpton (2013 with 2015 update).

### Policy and Research

#### West Growth Corridor Plan (Growth Areas Authority, 2011)

The West Growth Corridor Plan states that the region is planned to grow significantly and diversify economically over time in response to the challenge in generating employment to keep pace with the growing regional population. The plan proposes that the West Growth Corridor will achieve greater local job self-containment over time.

The region will continue to play a vital role in industrial, freight and logistics activity and diversify its economy with new industrial areas, business areas and activity centres contributing to growth and diversification.



Growth will be supported by new and improved infrastructure networks including freeways (proposed Outer Metropolitan Ring Road), rail services (Melton rail corridor and Regional Rail Link) and freight facilities and connections to the Port of Melbourne and other freight hubs.

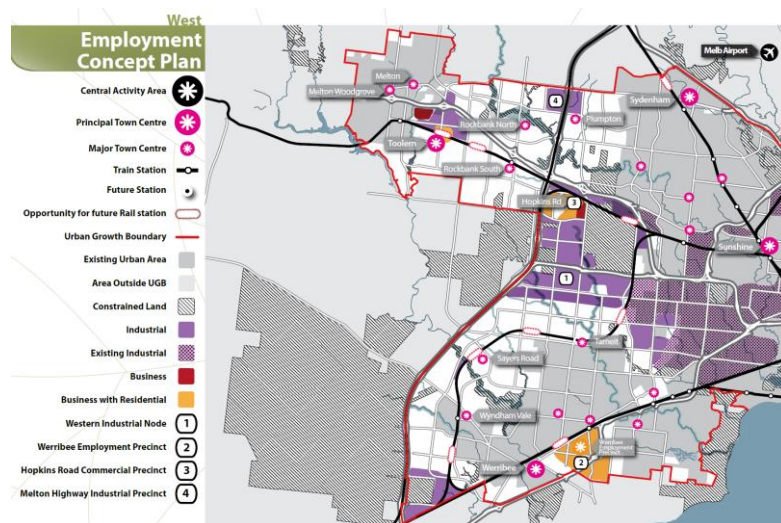
The study area (of Plumpton and Kororoit) is nominated to accommodate a Major Town Centre and a new industrial precinct (part of which is within the study area).

Major land use features in the area around the study area are:

- Principal Town Centres at Sydenham, Sunshine and Toolern;
- Major Town Centres at Caroline Springs and Rockbank North;
- The Western Industrial Node (which is noted for a 1,510 ha extension);
- Hopkins Road Business Precinct (which is located south of Melton highway and was nominally planned to accommodate 400 ha mixed use business such as office parks, research and development, 120 ha of industrial land and 65 ha of commercial uses) - this mix is subject to review and refinement via the more detailed Precinct Structure Planning process; and
- Toolern Employment Precinct (470 ha of industrial land and 120 ha of mixed use employment land).

The employment features of the West Growth Corridor Plan are shown in the figure below.

**Figure 2 - West Growth Corridor Plan Employment Concept**



Source: Growth Areas Authority 2011

The land use provisions nominated in the Growth Corridor Plan were in part based on economic research shown in Planning for Employment and Industry in Melbourne's Growth Areas (Essential Economics, 2011). That work is based on observed and projected ratios of development capacity and employment, and as such provides a guide to future conditions for the purposes of long term strategic planning.

The work does not however provide local area analysis or details on expected development timing and take up rates to inform more detailed development planning.

The quantum of land allocated in the West Growth Corridor Plan for employment land uses is significant and may take many decades to be developed and absorbed.

In the development period of the West Growth Corridor, residential demand is likely to remain strong and as such pressure to use (and reallocate or rezone) some of the land nominated for employment uses for residential purposes is likely to persist for the long term.

Some pressure to reallocate land may be justified and some not. Case by case assessment (using the latest available information) is required to make informed decisions about such proposals in the context of achieving the overarching directions and objectives of the Growth Corridor Plan.

**Industrial Land in Melbourne: An analysis of the use, zone, distribution and consumption of industrial land (Spatial Economics for the Growth Areas Authority, 2010)**

This report examines the quantum, location and composition of historic, current and projected demand and supply of industrial land across metropolitan Melbourne. The report was prepared to inform future industrial land requirements within growth areas and specific investigation areas. Selected findings are noted below.

Consumption of industrial land averaged 230 ha per annum between 2004 and 2009 with key industrial nodes in Melbourne absorbing around 81% of the take up.

The primary consumers of industrial land were Wholesale Trade (19%), Manufacturing (17%), Construction (11%) and Transport, Postal & Warehousing (7%).

The analysis indicates that there are numerous business types located on industrial zoned land that are not 'traditional' industrial

uses (factories and warehouses), such as retail trade, administrative services and arts & recreation uses.

The average site area for recently consumed core industrial land include: Manufacturing – 4,900 sqm; Wholesale Trade – 5,350 sqm; Transport & Warehousing – 7,315 sqm; and Construction – 3,400 sqm.

The report recommends that:

- The lot size distribution within unzoned / future industrial areas is 'driven' by the market at the point of subdivision;
- Land zoned for industry should be relatively flat, in diverse ownership structure and characterised by relatively large 'parent' parcels; and
- There appears scope to potentially encourage non-core industrial users such as financial, education, administrative type users that require relatively large land parcels to locate within business park type estates near activity centres and public transport.

**Study into the take-up of industrial land and future land requirements in Melbourne (Jones Land LaSalle for the Department of Innovation, Industry and Regional Development, 2010)**

This report examines industrial land supply and demand in the six growth area municipalities of Melbourne.

At the time of assessment, the report recommended provision of industrial land stocks to accommodate a 15-year rolling supply of industrial land to satisfy projected demand between FY2010 and FY2030.

The report also recommended that the policy of ensuring a continuous 15-year rolling supply of industrial land be reviewed on the basis that Melbourne cannot expand indefinitely.

Priority industrial land and related directions are identified as:

- Land supply around the Principal Freight Network exclusively for industrial purposes;
- Where possible, land should be preserved exclusively for industrial purposes to counter demand for other uses (such as activity centres, office parks, public open space) or the potential re-zoning of industrial land for higher order uses such as residential development; and



- Not all future land stock will be suitable for industry therefore a set of criteria is required to determine the appropriate location of new industrial areas and quality of industrial land.

This report projects the quantum of demand for industrial land in Melbourne's growth areas during a 20-year (2010–2030) study period based on 2009 Urban Development Program (UDP) conditions and trends.

### **Activity Centre and Employment Planning (Essential Economics for Growth Areas Authority, 2011)**

This report provides advice on activity centre and employment planning in growth areas based on implementation of Melbourne @5 million. The information was intended to inform the preparation of Growth Corridor Plans to identify the broad pattern of urban development and infrastructure delivery in the growth areas.

The report adopts a target based approach in relation to employment self-sufficiency and how a network of activity centres and employment precincts can help achieve the target.

The targets are summarised as:

- An overall target of one new job for each new dwelling to be created in the growth corridors;
- Approximately one-third of jobs to be provided at the local level (i.e. in local community neighbourhoods);
- Approximately 70% of jobs to be located at the sub-regional level (i.e. within approximately 5km);
- A target for 100% employment self-sufficiency at the wider regional level (i.e. within approximately 10km);
- A target for 80-90% of all households to be within 1km of neighbourhood-level shopping facilities that have a supermarket;
- A network of neighbourhood and higher-order centres planned on the basis of a square mile block (1.6km x 1.6km), and supported by a grid system of streets to reflect this pattern of development.

This report does not provide traditional demand and supply analysis for various land markets (i.e. retail, office and industrial). It is noted that the findings of the report may need to be refined or adjusted during more detailed planning to account particular characteristics of some development precincts.

### **Planning for Employment and Industry in Melbourne's Growth Areas (Growth Areas Authority, 2011)**

This report consolidates the findings of previous research to inform economic land use planning in the preparation of strategic plans (Growth Corridor Plans) for growth areas. The report notes that ensuring an adequate supply of well-located industrial land in the growth areas will be a key element of maintaining Melbourne's competitiveness as Australia's premier manufacturing and logistics centre.

The report assesses that the Growth Corridor Plans should include a total provision for an additional 5,000 hectares of industrial land, including around 800 hectares of commercial and mixed use precincts that are suitable for industrial purposes. This is assessed as sufficient to provide for an adequate metropolitan supply of industrial land to at least 2040.

Approximately 90% of the proposed increase in industrial land supply is nominated for the western, northern and Sunbury growth corridors. This distribution is based on forecast demand for industrial land in each region, with major influences being the superior access of the western and northern growth corridors to the Port of Melbourne, Melbourne Airport and to interstate freeway and rail links. It also reflects the relatively greater number of years supply that exists in the south-eastern growth corridor.

### **Melton Retail and Activity Centres Strategy (Tim Nott with Harvest Digital Planning and Hansen Partnership, 2014)**

This report provides a retail and activity centres strategy for the City of Melton. The report nominates a retail and activity centre hierarchy in the context of policy directions and anticipated urban development and population growth.

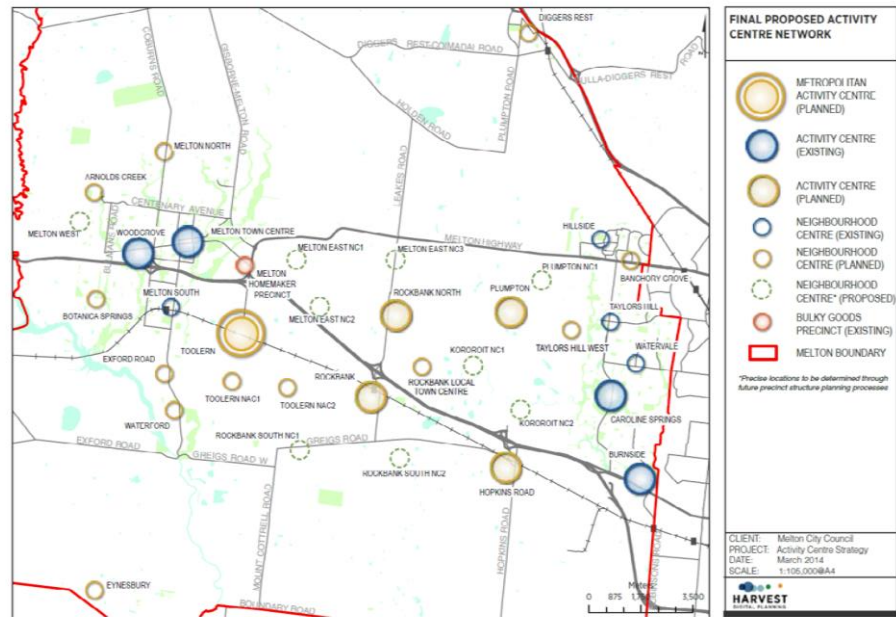
A hierarchy of activities is nominated, summarised as follows:

- The primary centre in the municipality is nominated as Toolern as a Metropolitan Activity Centre with a regional retail role;
- 8 second tier centres are nominated as activity centres with most having sub-regional retail roles. The proposed Plumpton centre is nominated in this category;
- 25 neighbourhood activity centres are nominated including two in Kororoit and one in Plumpton;

- The Melton Bulky Goods Precinct is nominated as the primary bulky goods node with a sub-regional catchment; and
- Local activity centres are also identified (11 existing centres).

The proposed network is shown the figure below.

**Figure 3 - Melton Retail and Activity Centres Strategy**



Source: Tim Nott et al 2014

The strategy proposes that floorspace caps be applied to neighbourhood centres in growth areas with relevant centres being:

- Plumpton 1 - 7,500 sqm retail cap on the basis of a 11,000 person catchment;
- Kororoit 1 - 5,500 sqm retail cap on the basis of a 8,000 person catchment; and
- Kororoit 2 - 8,000 sqm retail cap on the basis of a 12,000 person catchment.

The activity centre nominated for Plumpton (sub-regional retail role) has no proposed floorspace cap nominated on the basis of competitive neutrality. Other existing such centres in the municipality are not subject to floorspace caps under existing Planning Scheme provisions.

The specific details and future composition of many centres, particularly proposed centres in growth areas, is not provided in the report. More detailed investigation beyond the strategy report is required for such detail to be provided.

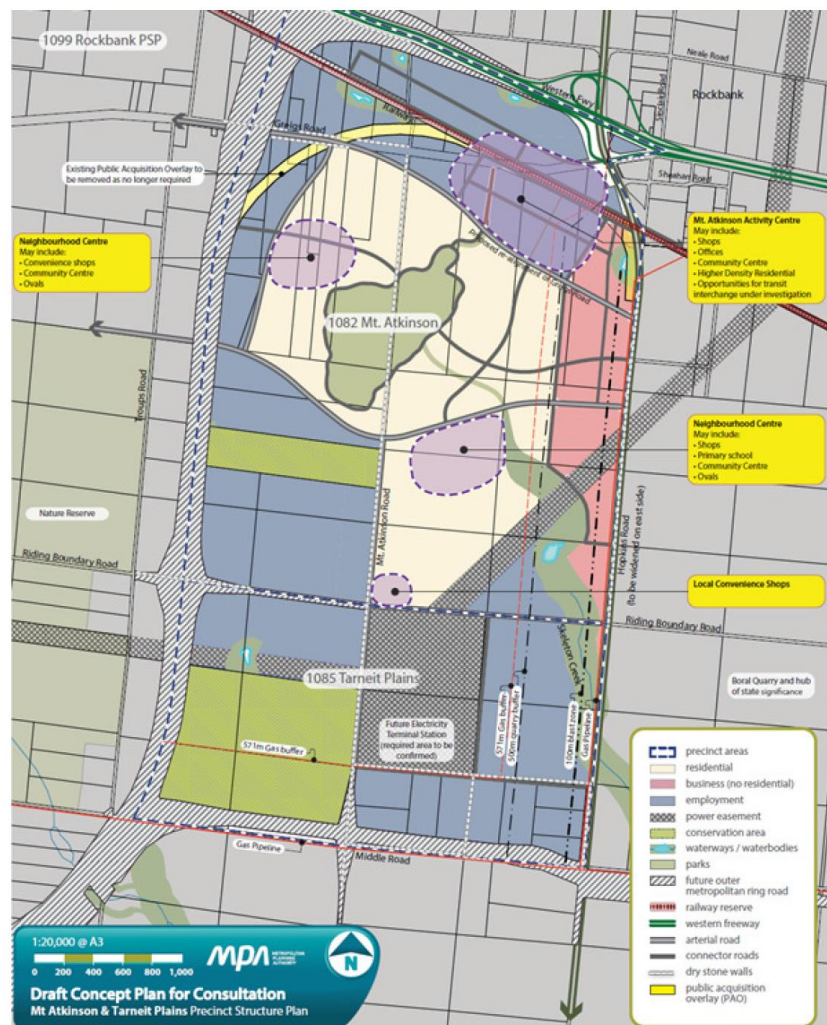


### Draft Mt Atkinson and Tarneit Plains: Commercial and Industrial Land Review (JLL for Metropolitan Planning Authority, 2014)

This draft report provides analysis and directions for economic land uses in the precinct south of Western Freeway known as Mt Atkinson and Tarneit Plains PSP areas (see figure below). The report considers the potential demand for commercial offices, retail, bulky goods, industrial uses and other commercial uses in the area.

The area is nominated as a significant future employment precinct in recognition of its strategic location at the intersection of the Western Freeway and Hopkins Road and potential to establish a train station on the Melton rail line corridor.

**Figure 4 - Mt Atkinson and Tarneit Plains Draft Concept Plan**



Source: Metropolitan Planning Authority 2014

A summary of demand findings from the report follows.

- Commercial Offices - Potential to attract suburban office market activities of 35,000 to 40,000 sqm over 25 years at Mt Atkinson. This may generate 2,250 jobs. This is defined as a very good outcome.
- Retail - The provision of a sub-regional sized retail centre of 23,500 sqm.
- Bulky Goods Retailing – Given the location of the area on the Western Freeway there is scope to establish a regional bulky goods cluster in the area, nominally with 100,000 sqm of bulky goods space to 2031. A precinct of 25 hectares may generate around 1,000 to 1,250 jobs.
- Industrial - Given considerable supply of industrial land in western Melbourne the assessment suggests demand in the area to be limited in the short and medium term (next 5 to 10 years). The 572 hectares of planned industrial land in the area is expected to provide up to 20 years future supply from 2020 to 2040, based on achieving 20% to 30% regional market share from 2020. Development of the area is expected to generate about 7,000 to 9,000 jobs.
- Other Commercial – This includes car showrooms, trade supplies and related uses that can be accommodated within industrial areas and community infrastructure that can be accommodated in predominantly residential and activity centre locations.

The assessment provides broad quantitative guidance for the economic land uses of interest. The competitive implications of this planned area for the Plumpton and Kororoit area are significant and assessed as follows:

- Commercial Offices - Very High Competition. The regional market for office development is limited at the current time and multiple competing areas, existing and new, will continue to compete for the demand.
- Retail - Moderate Competition. There may be some but limited overlap of catchments between Kororoit and Mt Atkinson.
- Bulky Goods Retailing – Very High Competition. The Mt Atkinson area has better accessibility and exposure attributes for establishing and developing a large scale regional cluster for bulky goods compared to the Plumpton area.

- Industrial - Very High Competition. Like bulky goods retailing, the Mt Atkinson and Tarneit area has better accessibility and exposure attributes for establishing and developing large scale regional industry activities compared to the Plumpton area.
- Showrooms and Trade Supplies – High Competition. Showrooms and related uses have the same attributes as bulky goods.
- Community Infrastructure – Low Competition. Local community infrastructure relates directly to local residential catchments.

In summary, the Plumpton and Kororoit area will operate in a regional framework in which the areas to the south of the Western Freeway are likely to take a higher order role in industry and bulky goods retailing activities. The planned Toolern centre is also planned to perform regional scale roles for a range of retail and commercial activities.

**Melbourne West Growth Corridor Plan – Employment Land and Activity Centre - Assessment of Plumpton (MacroPlan Dimasi for Australand and Mondous Property Group, Addendum Report, 2 April 2013 with 2015 update<sup>1</sup>)**

MacroPlan Dimasi prepared a consultant report for land holders that have an interest in the Plumpton PSP area.

A focus of the report is assessment of industrial land needs in the western region of Melbourne. The assessment is used to support an opinion on the best use of land in the proposed Plumpton employment area. The opinion is that the proposed Plumpton employment area land is not suited for industrial development in part based on its location and in part based on significant land supply being available elsewhere in the region.

With respect to land supply, the method adopted for the assessment is high-level comparison of:

- Land supply - existing and planned future supply via the growth corridor plans; and
- Historic take up rates of land - using variable scenarios for industrial land as a whole at a regional level.

This high level comparison provides a broad guide to number of years of developable land supply in the region as a whole.

<sup>1</sup> Melbourne West Growth Corridor Plan – Industrial Land Analysis (Letter from MacroPlan Dimasi to Echelon Planning, 11 March 2015)



The report summarises changes to land supply as provided by the evolution of strategic planning documents. Take-up rate scenarios are based on selected trends shown in Urban Development Program data.

The report states that:

- Based on information available in 2011 there would be between 38 and 50 years supply of industrial land in the western region of Melbourne; and
- Based on information available in 2013 there would be between 48 and 65 years supply of industrial land in the western region of Melbourne.

On this basis the report states that removing the Plumpton employment area from future industrial supply will not significantly impact the distribution of industrial land throughout the west.

The above estimates were updated in 2015 via an addendum letter. The update states:

- Based on information available in 2015 there would be approximately 36 years supply of industrial land in the western region of Melbourne - however the consultant provides an opinion that a more realistic figure may be 47 years supply.

In terms of location, the report states that the Plumpton location is not suited for industrial use and the area is likely to be uncompetitive as an industrial development area. The main reasons cited are that the area would be dependent on the OMR being established (which is uncertain) and the area will have residential interfaces.

A mixed use option is proposed for the area including residential and higher density employment uses such as highway commercial, office, health and education services and local level service industry.

It is the opinion of this report (HillPDA) that the land take-up argument used in the MacroPlan Dimasi report has limited value in assessing the potential role of the Plumpton employment area as an industrial location. The MacroPlan Dimasi analysis states that the area could be fully developed as an industrial area in a period between 36 years and 47 years depending on which high level regional take-up trend is selected. Another take-up scenario would produce another timeframe estimate.

The disaggregation of industrial activity into different types such as light industry through to large lot logistics for example is not

provided in the report. As such the potential market positioning of precincts and take up rates for market segments within the industrial economy is not provided.

Nevertheless, the opinion of the MacroPlan Dimasi report that the Plumpton location may be suited for higher job density and mixed commercial and industrial uses appears reasonable. The justification for this opinion is based on a broad assessment of the attributes of the land and location. The justification for allowing residential uses in the area is limited.

## Summary

A draft framework has been established for the study area which is assessed as being robust in overall structure. The framework is based on the West Growth Corridor, Melton Retail and Activity Centres Strategy and other strategic work.

Matters that require further analysis and detailing are:

- Advancing the retail and activity centre concepts with further details, based on the latest available information; and
- Developing a robust and realistic assessment of office and industrial demand for the Employment Area.

### 3 ECONOMIC AND SOCIAL CONTEXT REVIEW

#### Introduction

This section of the report presents a brief demographic and economic overview of the City of Melton to set the scene for the projections shown in latter report sections.

#### Demographic Overview

Overall, the City of Melton is expected to grow from about 112,700 residents in 2011 to around 316,000 in 2036.

Household size is expected to remain fairly stable during the period, in the range of 2.8 to 3.0 persons per household, reflecting the family with children emphasis of households in the area.

**Table 1 - City of Melton Population and Household Forecasts**

	2011	2016	2021	2026	2031	2036
Population	112,646	133,174	165,196	207,255	258,249	315,910
Change in population (5yrs)		20,528	32,022	42,059	50,994	57,661
Average annual change		3.4	4.4	4.64	4.5	4.11
Households	37,290	44,434	55,510	70,747	89,597	110,164
Average household size	2.98	2.95	2.92	2.88	2.84	2.83
Dwellings	39,104	46,568	58,247	74,202	93,630	114,439
Dwelling occupancy rate	95.36	95.42	95.3	95.34	95.69	96.26

Source: id consulting 2014

A snapshot of the qualifications profile of residents and as at 2011 is shown in the figure below. This shows the profile of the municipality versus Greater Melbourne and the suburb of Caroline Springs.

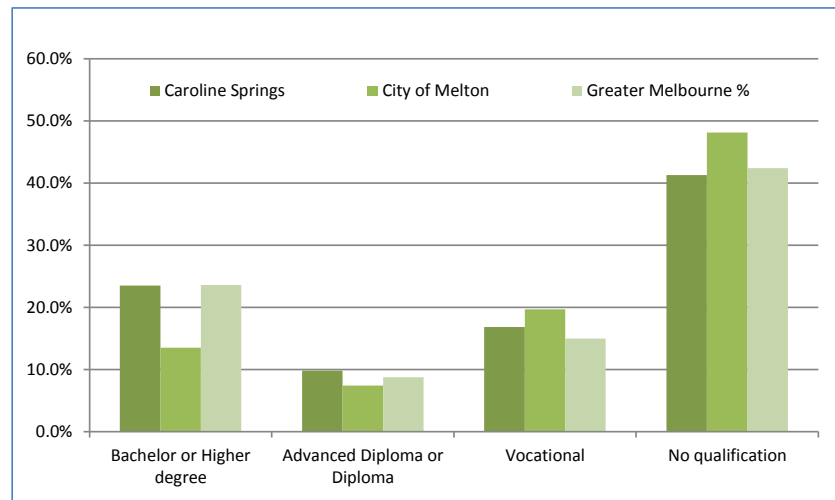
Caroline Springs is used as an example to demonstrate that newer housing estates are having an impact in attracting a higher skilled and higher income demographic to the municipality. As such, assessment of retail and service demand in the area should consider the new resident profile as opposed to the municipal average.

Weekly household income data shows a similar pattern, with Caroline Springs having a higher income profile compared to the municipality as a whole.

Greater Melbourne has a more even household income profile to that of Melton, with higher shares of lower and higher income households. Melton household tend to be concentrated in middle income bands which is part reflect the mortgage belt profile of the area.

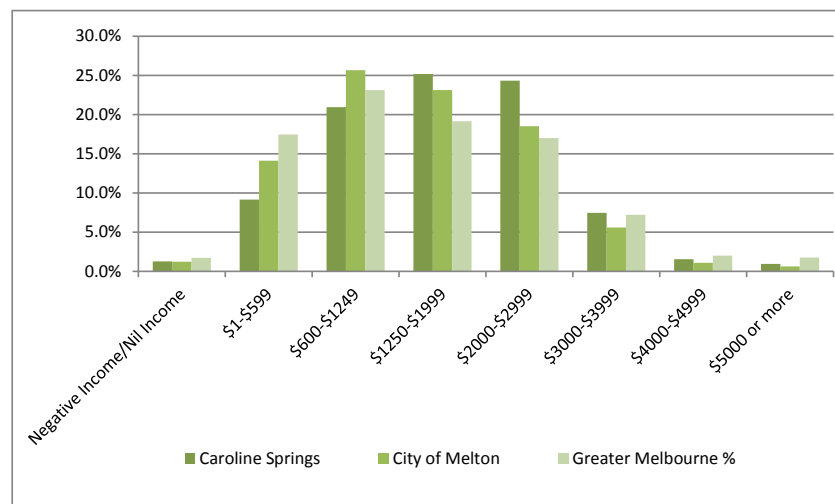


**Figure 5 - Qualifications, 2011**



Source: id consulting 2014 derived from ABS Census of Population and Housing 2011

**Figure 6 - Weekly Household Income, 2011**



Source: id consulting 2014 derived from ABS Census of Population and Housing 2011

## Economic Overview

Jobs located within the City of Melton increased from around 14,600 in 2006 to 21,500 in 2011. The stock of jobs in the municipality is estimated to be around 23,500 as at 2013.

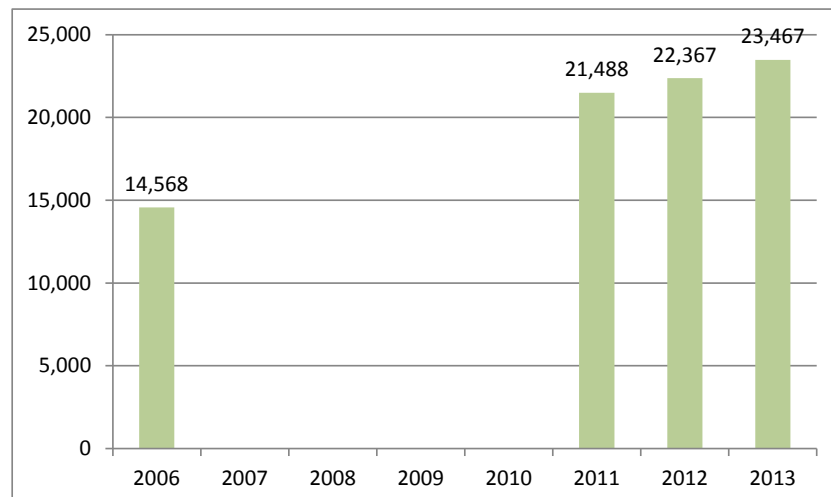
The leading sectors in terms of local job provision (as at 2011) are:

- Retail trade (2,511 jobs);
- Education and training (2,348);
- Construction (1,803);
- Health care and social assistance (1,583);
- Public administration and safety (1,337);

- Accommodation and food services (1,328); and
- Manufacturing (1,168).

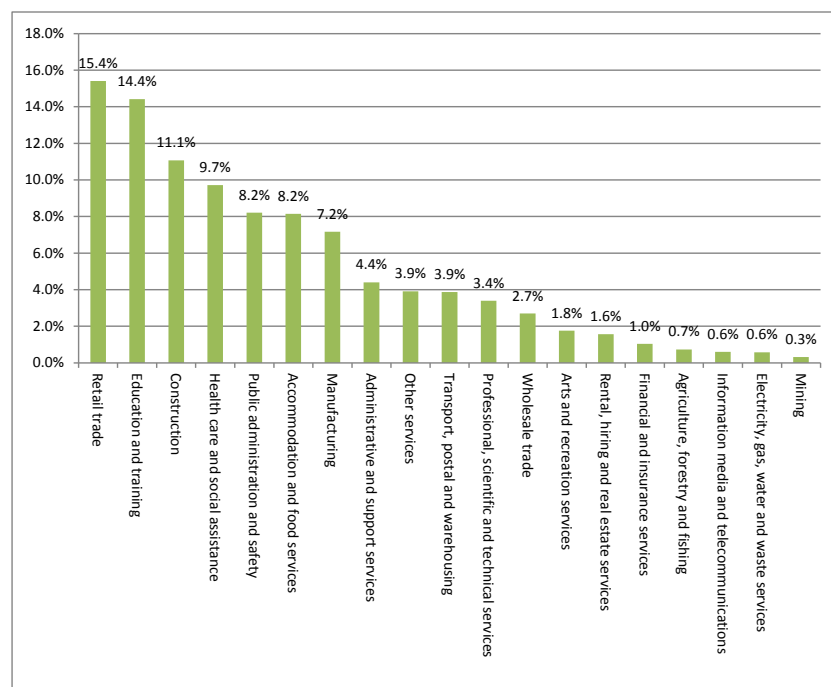
All of the above listed sectors (apart from manufacturing) can be defined as being population-driven.

**Figure 7 - Jobs Within City of Melton, 2006-2013**



Source: id consulting based on National Institute of Economic and Industry Research data (2014) using 2006 and 2011 Census data points and updates for 2012 and 2013

**Figure 8 - Profile of Jobs in Melton, 2011**

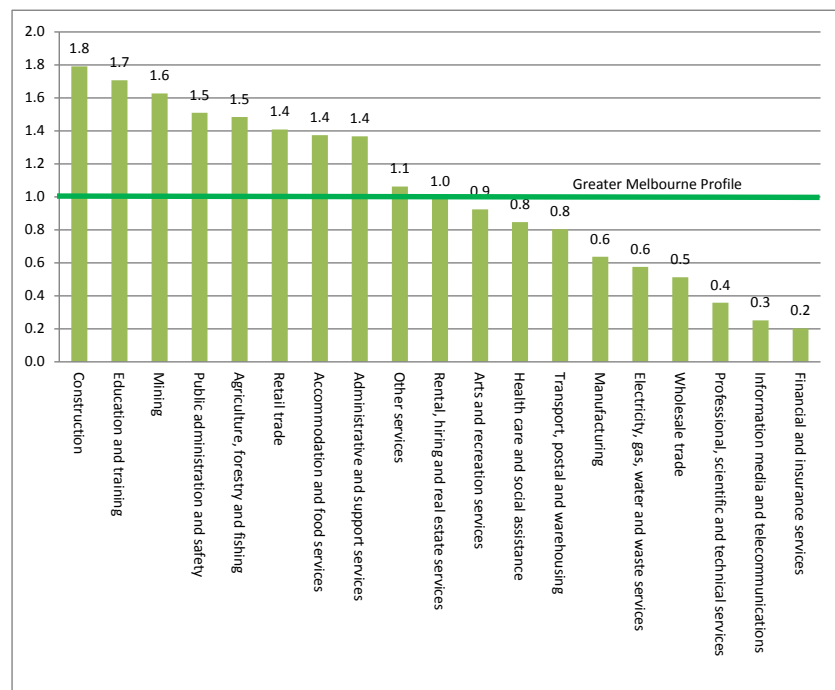


Source: Derived from ABS Census of Population and Housing 2011

Benchmarked to Greater Melbourne, the industry sectors in which Melton has a greater concentrations or emphasis in is shown in the figure below, with a score of 1.0 being the Greater Melbourne average. For example, Melton has 11.1% of its jobs in construction whereas Greater Melbourne has 6.2% of its jobs in that sector, and therefore the ratio is 1.8 ( $11.1 / 6.2 = 1.8$ ).

Again, this shows that urban development and population-driven sectors are important in the area and that higher order business services are currently lacking in emphasis in the area.

**Figure 9 - Industry Concentration Index - City of Melton versus Greater Melbourne, 2011**



Source: Derived from ABS Census of Population and Housing 2011

## Summary

The City of Melton is growing rapidly and is maintaining an emphasis on relatively bigger household sizes reflecting the family with children orientation of the area.

The skills and income profile of new residents entering new housing estates is higher than the historic municipal average and compares favourably to the metropolitan average.

The number of jobs in the area is growing strongly and is mainly driven by urban development and population-driven industry sectors. This includes retail, education and construction. Higher order business services are currently lacking in emphasis in the area.

## 4 BUSINESS AND INDUSTRIAL MARKET ANALYSIS AND PROJECTIONS

### Introduction

This section of the report provides an assessment of business activity which may be attracted to the business and industrial land located to the west of the Plumpton MTC.

The section reviews land supply and conditions, industrial investment trends and property sales and leasing activity. Projections of potential future demand and jobs are provided based on population threshold and investment trend methods.

The analysis identifies the type of properties that are most likely to be demanded in the area and take up over time, focusing on business type, lot and floorspace profile and job generation.

### Land Supply and Conditions

The City of Melton (called Melton hereafter) currently has 400 ha of occupied industrial land. A further 899 ha is zoned and vacant.

**Table 2 - Industrial Land Supply, Selected Areas, 2014**

	Occupied ha	Vacant ha	Total ha
City of Melton	400	899	1,299
West State Significant Industrial Precinct	3,520	1,952	5,472
Total Western Subregion	4,860	2,826	7,686
Total Metropolitan Melbourne	18,482	7,246	25,729

Source: Department of Transport, Planning and Local Infrastructure (2014) Urban Development Program

An additional 1,950 ha is planned to be brought into supply in Melton via PSPs as identified in the West Growth Corridor Plan.

**Table 3 - Planned Additional Industrial Land Supply, Selected Areas, 2014**

	Planned Supply (Zoned UGZ)
City of Melton	1,950
Total Western Subregion	2,610
Total Metropolitan Melbourne	6,520

Source: Department of Transport, Planning and Local Infrastructure (2014) Urban Development Program

Melton generally performs two roles in the industrial economy:

- Firstly, accommodating relatively small industrial precincts, designed to serve local areas; and
- Secondly, accommodating a share of the Western State Significant Industrial Precinct.

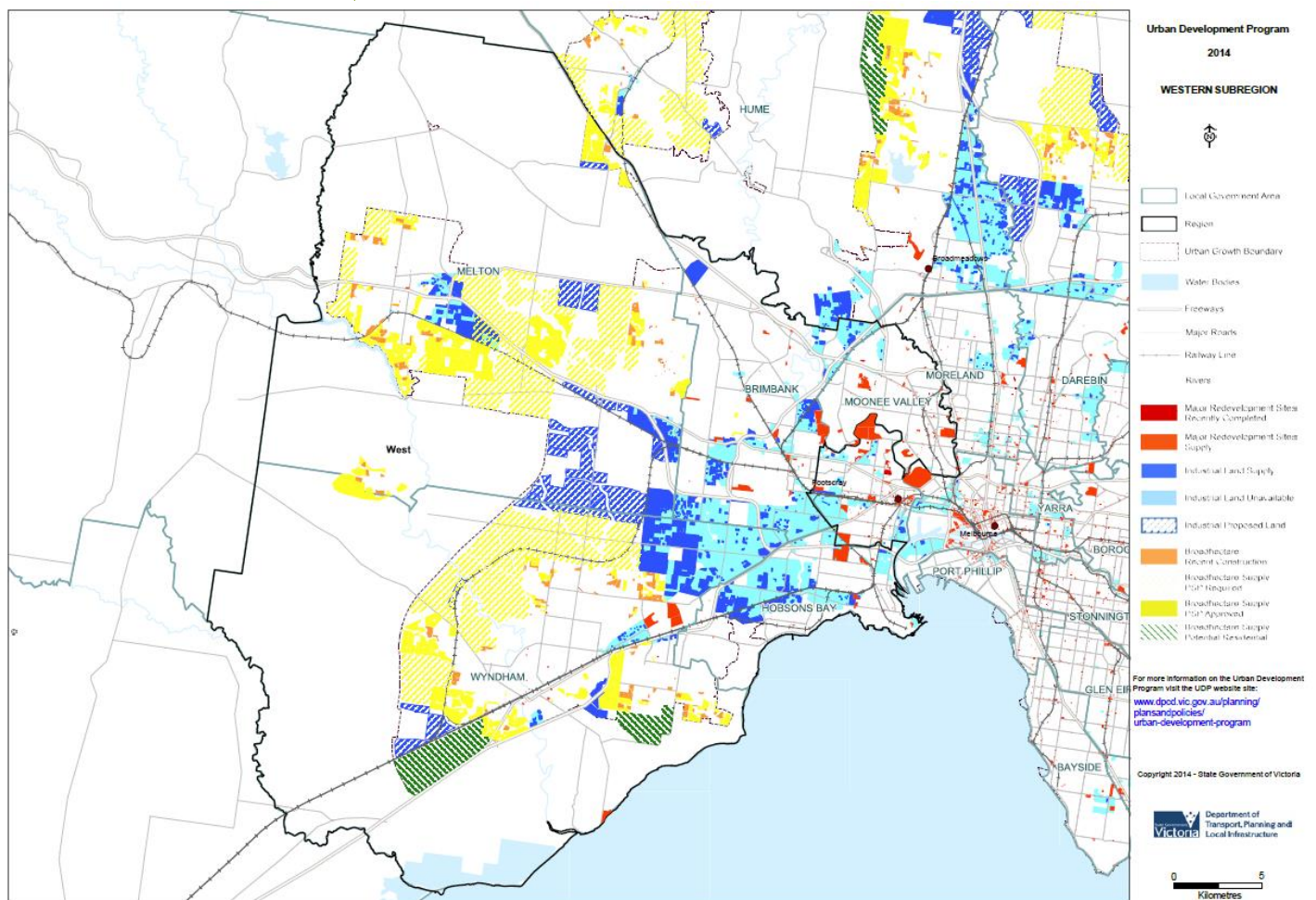


The figure below provides an illustration of industrial land supply in the Western Subregion. The most relevant shadings are:

- Light blue - unavailable industrial land (mostly occupied);
- Dark blue - available industrial land (vacant zoned land); and
- Blue diagonal stripes - proposed industrial land supply.

Industrial land is defined as primarily Industrial 1, 2 and 3 and Commercial 2 Zones. It also includes a range of area specific zones such as some Special Use and Comprehensive Development Zones and Precinct Structure Plan identified industrial land.

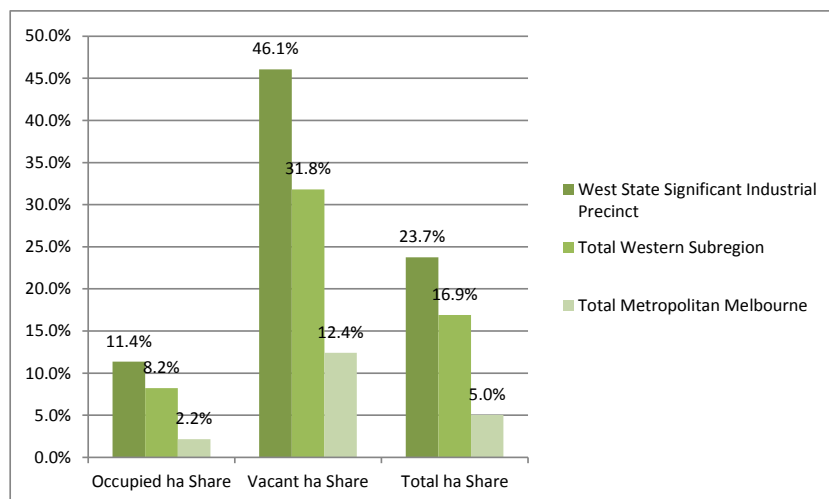
**Figure 10 - Industrial Land Supply - Western Subregion, 2014**



Source: Department of Transport, Planning and Local Infrastructure (2014) Urban Development Program

Melton has about 8.2% of the Western Subregion's occupied industrial land stock. It has however a large share of the Western Subregion's zoned vacant land supply (31.8%).

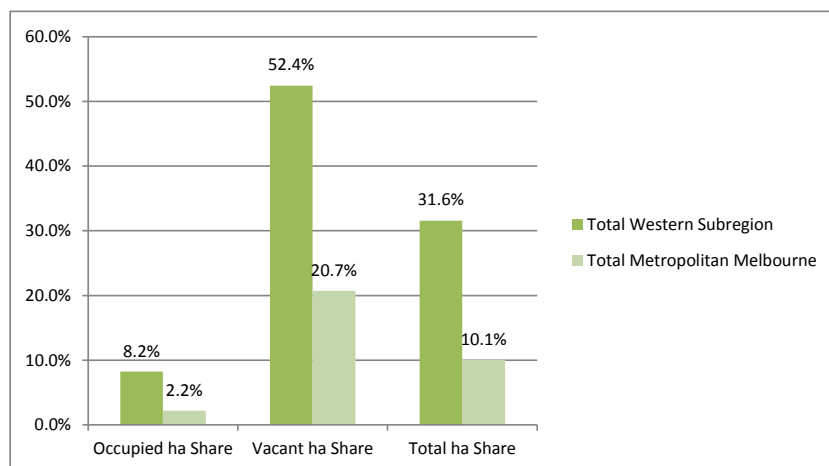
**Figure 11 - City of Melton's Share of Industrial Land Area (ha), 2014**



Source: Department of Transport, Planning and Local Infrastructure (2014) Urban Development Program

The growth area planning process intends to increase Melton's share of Western Subregion's vacant land supply to 52.4%.

**Figure 12 - City of Melton's Share of Industrial Land Area Including Planned Supply (ha), 2014**



Source: Department of Transport, Planning and Local Infrastructure (2014) Urban Development Program

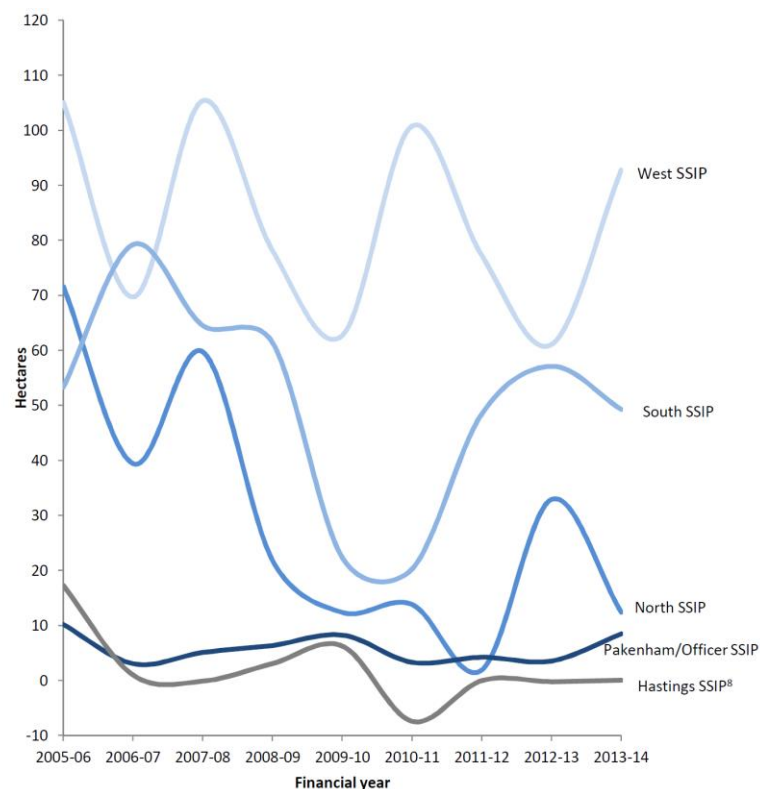
The study area's business and industrial land comprises 109.2 ha of the planned future supply. The study area therefore represents 5.6% of Melton's planned future supply.

Trends in industrial land take-up are broadly defined by rapid development in growth areas - and in particular the State Significant Industrial Precincts - and rezoning of some land in inner and middle suburbs to non-industrial uses.

The Urban Development Program notes that industrial land consumption across metropolitan Melbourne averaged 190 ha per annum since 2008-09. The consumption rate was around 280 ha per annum prior to Global Financial Crisis.

Land consumption in the Western State Significant Industrial Precinct has fluctuated in the range of 60 ha to 105 ha per annum since 2005-06.

**Figure 13 - Consumption of Industrial Land in State Significant Industrial Precincts, 2005-06 to 2013-14**

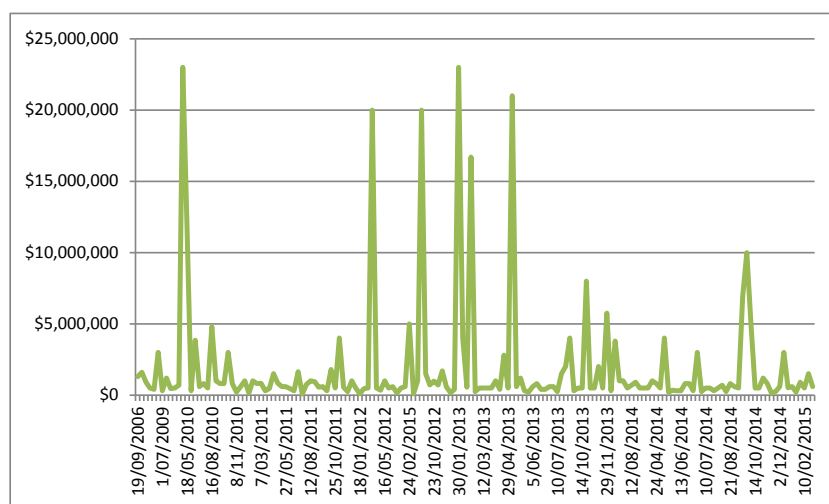


Source: Department of Transport, Planning and Local Infrastructure (2014) Urban Development Program

## Industrial Investment Trends

Industrial development applications and construction data for the City of Melton in the period September 2006 to February 2015 is shown the figure below. The figure shows that most projects are under \$2m in value with the occasional high value project.

**Figure 14 - Industrial Investment Applications - City of Melton, September 2006 to February 2015**



Source: Cordell Connect and HillPDA 2015

It is estimated that 61 projects have been completed with a total value of \$95.2m at an average of \$11.2m per year during this data period. The average project value is \$1.6m.

A slightly higher value of industrial investment is in the pipeline, with \$100.4m noted as likely construction (generally when tenders have been let). Most projects are likely to be completed within two or three years and as such this pipeline suggests a higher industrial construction rate than the completion rate noted here. A further \$45.3m worth of projects are noted as possible.

**Table 4 - Industrial Construction Activity and Pipeline - City of Melton, September 2006 to February 2015**

Stage	Number of Projects	Value	Average Project Value	Average Value Per Annum
Construction	61	\$95,160,000	\$1,560,000	\$11,195,294
Likely Construction	41	\$100,408,000	\$2,448,976	\$11,812,706
Possible Construction	37	\$45,320,000	\$1,224,865	\$5,331,765
Deferred	8	\$43,288,000	\$5,411,000	\$5,092,706
No Further Information	17	\$23,948,000	\$1,408,706	\$2,817,412
<b>Total Applications</b>	<b>164</b>	<b>\$308,124,000</b>	<b>\$1,878,805</b>	<b>\$36,249,882</b>

Source: Cordell Connect and HillPDA 2015



Using the constructed project value as a guide, it is possible to estimate annual floorspace and land take up rates, as shown in the table below. Two scenarios are provided, one using a construction value of \$750 per sqm, which reflects warehouse style projects, and the second scenario uses \$1,250 per sqm, which reflects office warehouse projects. In both scenarios a 40% site coverage ratio is used.

The data suggests land take up trends have been up to 3.7 ha per annum in Melton.

The pipeline data shown above suggests this rate could possibly double in the near future, say up to 8 ha per annum. This rate could accelerate further into the longer term as land supplies are exhausted in other areas of Melbourne.

**Table 5 - Estimated Annual Industrial Floorspace and Land Development - City of Melton, September 2006 to February 2015**

Stage	Scenario 1 - Assuming \$750 / sqm Construction Cost and 40% Site Coverage		Scenario 2 - Assuming \$1,250 / sqm Construction Cost and 40% Site Coverage	
	Floorspace	Site Area	Floorspace	Site Area
Construction (sqm)	14,927	37,318	8,956	22,391
Construction (ha)	1.5	3.7	0.9	2.2

Source: Cordell Connect and HillPDA 2015

## Property Sales and Leasing Activity

Industrial property sales (land with buildings) in the City of Melton since 2010 provides 107 reported records. The median land area (which also reflects floorspace for most samples shown) is 350 sqm with a median selling price of \$341,000. Most samples are small 'factoryette' units or office warehouse units.

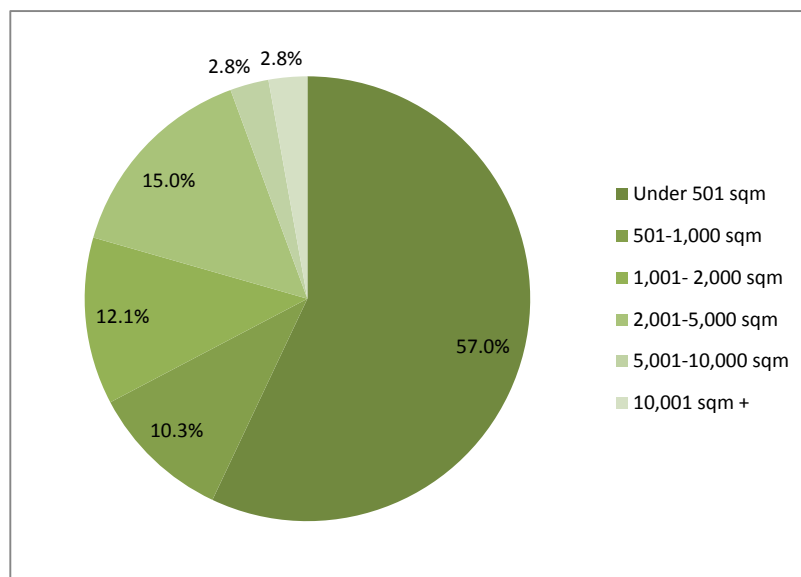
**Table 6 - Reported Industrial and Commercial Sales - City of Melton, January 2010 to February 2015**

	Properties Sold	Land Area (sqm)	Median Land Area (sqm)	Total Value	Median Value
Industrial	107	175,712	350	\$80,597,187	\$341,000
Industrial Development Site	8	12,454	1,259	\$2,359,526	\$305,800
Office	6	9,459	567	\$7,962,000	\$400,000

Source: RP Data Professional and HillPDA 2015

The breakdown of size is shown in the following figure. Most properties (57%) sold were 500 sqm or less and 79% were 2,000 sqm or less.

**Figure 15 - Size of Industrial Properties Sold - City of Melton, January 2010 to February 2015**

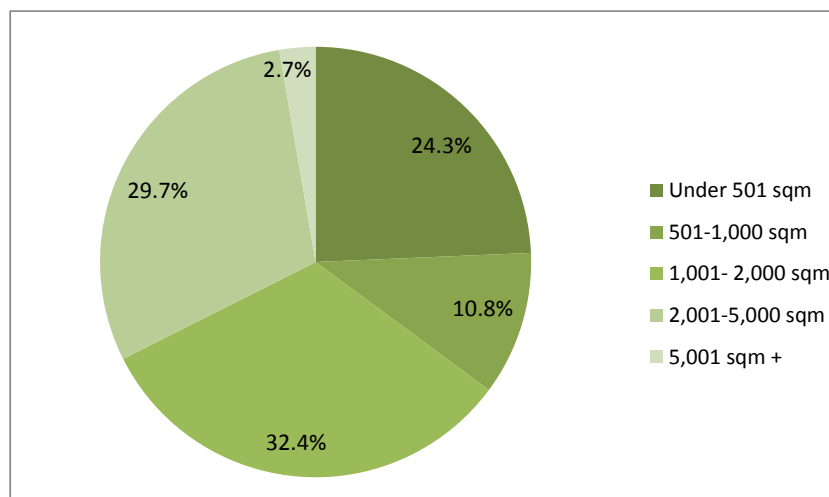


Source: RP Data Professional and HillPDA 2015

The size profile of industrial properties sold is different if industrial units are taken out of the data, as shown is the figure below (based on 38 non-unit records).

The median size of these industrial properties is 1,200 sqm and the lot size is fairly evenly spread in the size brackets up to 5,000 sqm. About 68% are 2,000 sqm or less.

**Figure 16 - Size of Industrial Properties Sold Excluding Units - City of Melton, January 2010 to February 2015**

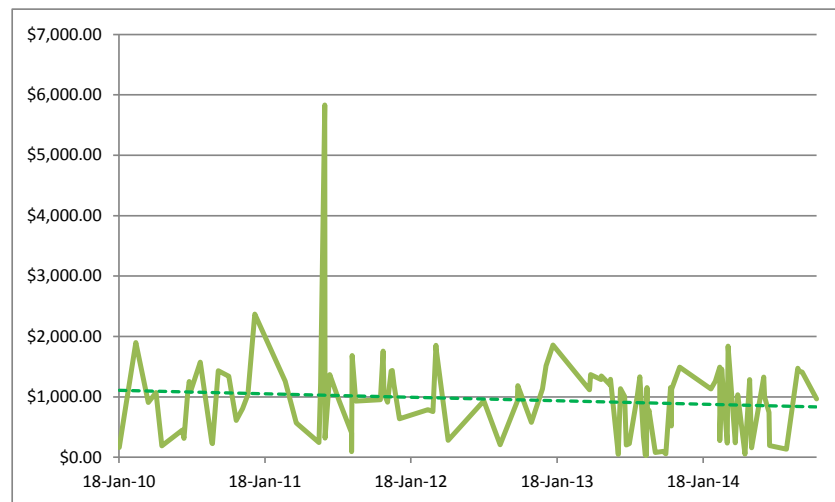


Source: RP Data Professional and HillPDA 2015

This profile reflects the small business role that Melton has performed in the regional industrial economy to date.

Price per square metre patterns suggest properties achieve around \$1,000 / sqm and the trend has been flat for the past five years. These price rates are relatively high for industrial land in the Western Subregion and reflect the small property nature of the data sample.

**Figure 17 - Price Per Square Metre (\$/sqm) Trend for Industrial Properties Sold - City of Melton, January 2010 to February 2015**



Source: RP Data Professional and HillPDA 2015

This price trend may also reflect downward pressure on prices due to land supply growth and mixed business conditions for the industrial sector.

The above profile reflects the small business role of Melton in industry, and provides a guide to the type of properties that are likely to be attracted to the Plumpton business and industrial area over time.

The industrial profile of the municipality is likely to diversify as the Western State Significant Industrial Precinct expands into the south-eastern sector of the municipality, with a focus on large lot industry. However, this role is not expected to be focused on the Plumpton business and industrial area because it is:

- Remote from the Western State Significant Industrial Precinct;
- Accessed predominantly by residential catchment roads, the main one being Melton Highway;
- Is located on somewhat sloping terrain, particularly along the two creek corridors in the area; and

- Is located adjacent to predominantly (future) residential and Town Centre activities.

The capacity of the area to accommodate larger lot industry would be enhanced with construction of the OMR and assuming direct diamond intersection access to Melton Highway. However, the area may begin development before the OMR is constructed (which has no set timeframe).

Shown below is a map of topography in the area of proposed business and industrial land.

**Figure 18 - Topography in Vicinity of Business and Industrial Land (0.5m Contours)**



Note: Beattys Road access to OMR no longer proposed

Source: Metropolitan Planning Authority 2014



## Projections of Future Demand

The adopted method to project future demand for the Plumpton business and industrial land requires partitioning local level industrial (or light industry) demand from state economy based large scale industry demand (which is mainly export-oriented manufacturing and logistics activity).

To that end, the approach adopted is to compare occupied industrial land in the City of Melton and in Melton Township to the number of households in those areas. This approach provides a guide to local level light industry demand in those areas, given activity in the municipality and Township currently has that emphasis.

The table below provides the data. This shows that for every 1,000 households in the municipality, 9.6 ha of industrial land is occupied. The same ratio for the Township is 13.2 ha (of occupied industrial land per 1,000 households).

**Table 7 - Occupied Industrial Land to Household Ratios, 2014**

	Occupied Industrial Hectares (ha) 2014	Households (2014 estimate)	Hectares Per 1,000 Households (2014)
City of Melton	400	41,576	9.6
Melton Township	250	18,971	13.2

Source: Urban Development Program 2014 and HillPDA 2015

Using the estimated household yields for the Plumpton and Kororoit PSP areas, and assuming full development at 2036, it is possible to extrapolate equivalent light industry demand at different household thresholds using the two ratios shown above. These are shown in the table below.

The next step is to allocate a share of the local demand to the Plumpton business and industrial area. For the purpose of this assessment, it is considered that half of the assessed local demand is a reasonable allocation for the study area and the other half is assumed to be accommodated in other industrial precincts in the region. The 50% market share assumption is applied to the mid-point of the municipal and Township ratios.

This approach suggests that total demand in the area could be around 110 ha at full development and, on average, take up may be around 5.2 ha per annum over the forecast period.

The outcome of this approach aligns with the investment trends analysis which suggests that land take up has been up to 3.7 ha per annum in Melton with capacity for this rate to accelerate over time.

In terms of actual take-up of land in the study area, a linear compound growth pattern as shown in the data is unlikely to occur in practice. Like other economic activities, development is likely to occur once certain thresholds of demand are achieved in the area, such as after 3,000 households are established and assuming infrastructure and subdivision has occurred to enable development.

**Table 8 - Estimate of Light Industry Demand Captured in Plumpton and Kororoit**

Year	Households	Scenario 1 (Municipal Ratio) ha	Scenario 2 (Township Ratio) ha	50% Study Area Local Capture of Mid Point Demand Estimate
2015	948	9.1	12.5	5.4
2016	1,095	10.5	14.4	6.2
2017	1,264	12.2	16.7	7.2
2018	1,459	14.0	19.2	8.3
2019	1,684	16.2	22.2	9.6
2020	1,943	18.7	25.6	11.1
2021	2,243	21.6	29.6	12.8
2022	2,589	24.9	34.1	14.8
2023	2,989	28.8	39.4	17.0
2024	3,450	33.2	45.5	19.7
2025	3,982	38.3	52.5	22.7
2026	4,597	44.2	60.6	26.2
2027	5,306	51.1	69.9	30.2
2028	6,125	58.9	80.7	34.9
2029	7,070	68.0	93.2	40.3
2030	8,161	78.5	107.6	46.5
2031	9,420	90.6	124.1	53.7
2032	10,874	104.6	143.3	62.0
2033	12,552	120.8	165.4	71.5
2034	14,489	139.4	190.9	82.6
2035	16,724	160.9	220.4	95.3
2036	19,305	185.7	254.4	110.0
<b>Hectares Per Annum</b>		<b>8.8</b>	<b>12.1</b>	<b>5.2</b>

Source: HillPDA 2015

## Employment Estimate

The capacity of the business and industrial area to accommodate development is determined by land that can accommodate business lots, taking out land for roads, creeks, easements and parks. For the purpose of this assessment it is assumed 70% of the land is able to be developed into business lots, meaning approximately 76.4 ha (of 109.2 ha) would be taken up by businesses.

Floorspace site coverage and job ratios vary considerably within industrial business types. For light industry, it is assessed that a 50% floorspace ratio and 60 sqm job density outcome is possible.

The floorspace to site area ratio of 50% is adopted for analysis purposes based on HillPDA urban development metrics and checked via a sample survey of sites which shows around 30% site coverage for large lot industry and over 80% site coverage for small 'factoryette' and office warehouse premises.

The job density assumption (i.e. floorspace used per job) is based on HillPDA urban development metrics and reviewed against City of Melbourne Census and Land Use Employment data. Office uses have a ratio of around 19 sqm per job, research space at 58 sqm per job, industry at 102 sqm per job through to warehouses at around 241 sqm per job. The adopted figure of 60 sqm assumes the overall mix of businesses will be offices, research facilities, office warehouses and office industry activities.

**Table 9 - Job Density Ratios for Office and Industry Land Uses**

Space Use	2002	2004	2006	2008	2010	2012
Office	21.3	22	21.3	19.9	18.8	18.9
Storage/Wholesale	261.3	230.4	234.1	272	217.2	240.6
Manufacturing	91.8	100.2	109.6	90.1	100.6	101.6
Educational/Research	65.2	66.6	56.9	53.1	54.7	58.3

Source: Derived from City of Melbourne Census of Land Use and Employment (2002 to 2012)

On that basis the business and employment area has potential to accommodate about 6,370 jobs.

Development may occur around 2033 to 2034 on the basis of the timeline shown in this report, or about 19 years after commencement of development of the area.

**Table 10 - Business and Industrial Area Land and Floorspace Capacity and Job Estimates in Relation to Assessed Demand**

Year	Estimated Demand	Floorspace (sqm)	Jobs
2015	5.4	27,026	450
2016	6.2	31,197	520
2017	7.2	36,010	600
2018	8.3	41,567	693
2019	9.6	47,981	800
2020	11.1	55,384	923
2021	12.8	63,930	1,066
2022	14.8	73,795	1,230
2023	17.0	85,181	1,420
2024	19.7	98,325	1,639
2025	22.7	113,497	1,892
2026	26.2	131,010	2,183
2027	30.2	151,225	2,520
2028	34.9	174,559	2,909
2029	40.3	201,494	3,358
2030	46.5	232,585	3,876
2031	53.7	268,473	4,475
2032	62.0	309,899	5,165
2033	71.5	357,717	5,962
2034	82.6	412,914	6,882
2035	95.3	476,627	7,944
2036	110.0	550,171	9,170
<b>Capacity (70% Of 107 ha)</b>	<b>76.4</b>	<b>382,200</b>	<b>6,370</b>

Source: HillPDA 2015

## Design Considerations

The size of lots would be determined by market demand. Nevertheless, the profile of (non-unit) industrial properties sold over the past five years provides a guide to potential outcomes. That data suggests a median lot size of 1,200 sqm with about two-thirds of lots being 2,000 sqm or less. Larger lots are also likely to be demanded, generally up to 5,000 sqm.

Small lots and office warehouse uses may be suitable for integration within the interface area whereas larger lots may be suitable closer to the OMR corridor.

Shown in the figure below is a sample of properties being constructed and leased in the City of Melton at the current time. The examples range in size from 166 sqm (floorspace) to 4,373 sqm (floorspace).

**Figure 19 - Examples of Modern Industrial Properties for Lease, February 2015**



18 Barretta Road Ravenhall, VIC, 3023  
Proposed Office / Warehouse  
Floorspace: 166-274 sqm



1/6 Brooke Court Melton, VIC, 3337  
Commercial / Warehouse  
Floorspace: 443 sqm



1/82 Eucumbene Drive Ravenhall, VIC, 3023  
Office / Warehouse  
Floorspace: 563 sqm



6 Freight Road Ravenhall, VIC, 3023  
Office / Warehouse  
Floorspace: 750 sqm



11 Katherine Drive Ravenhall, VIC, 3023  
Office / Warehouse  
Floorspace: 1,135 sqm



25 Business Park Drive Ravenhall, VIC, 3023  
Floorspace: 4,373 sqm  
Warehouse

Source: RP Data Professional and HillPDA 2015

## Summary

The City of Melton's industrial land profile is currently dominated by light industry and small and medium sized lots. This profile is likely to diversify as the Western State Significant Industrial Precinct expands into the south-eastern sector of the municipality, with a focus on large lot industry. However, this role is not expected to be focused on the Plumpton business and industrial area, which is likely to attract local level industrial (or light industry) demand.

It is estimated that there will be sufficient demand from the local area to develop the business and employment land with industrial land uses by the time the study area is fully developed with households. Take up may be around 5.2 ha per annum on average over the forecast period, with actual take-up likely to occur after a catchment is established in the area.



The capacity of the business and industrial area to accommodate lots and jobs may be around 79.4 ha and 6,370 jobs.

The size of lots would be determined by market demand but the median lot size may be around 1,200 sqm with some higher density and office warehouses uses potentially being suitable for integration within the interface area adjacent to the planned Major Town Centre.

## 5 RETAIL AND ACTIVITY CENTRE ANALYSIS

### Introduction

This section of the report examines the retail and activity centre potential of the study area. The section focuses on the role and potential structure of:

- Plumpton Major Town Centre (MTC);
- Activity centre uses that could locate on adjacent business and industrial land to the west of the MTC; and
- The three Local Town Centre (LTC) areas.

### Plumpton Major Town Centre (MTC)

#### Trade Area

The figure below shows the assessed trade area for the Plumpton MTC at full development of the area. This is based on the location of existing and planned future centres (at sub-regional or regional levels in the retail hierarchy) and adjusted to reflect road networks and barriers to movement.

The Primary Trade Area is assessed to be north of Kororoit Creek and take in the balance of the study area and part of the Rockbank North area (assuming Taylors Road is established across a future OMR to the west) and part of existing areas to the east (Taylors Hill and Hillside). A Secondary Trade Area (with a number of sectors) is also shown in the figure below.

The estimated population in the trade area sectors at the current time and to full development - which is assumed to be 2036 - is shown in the table below.

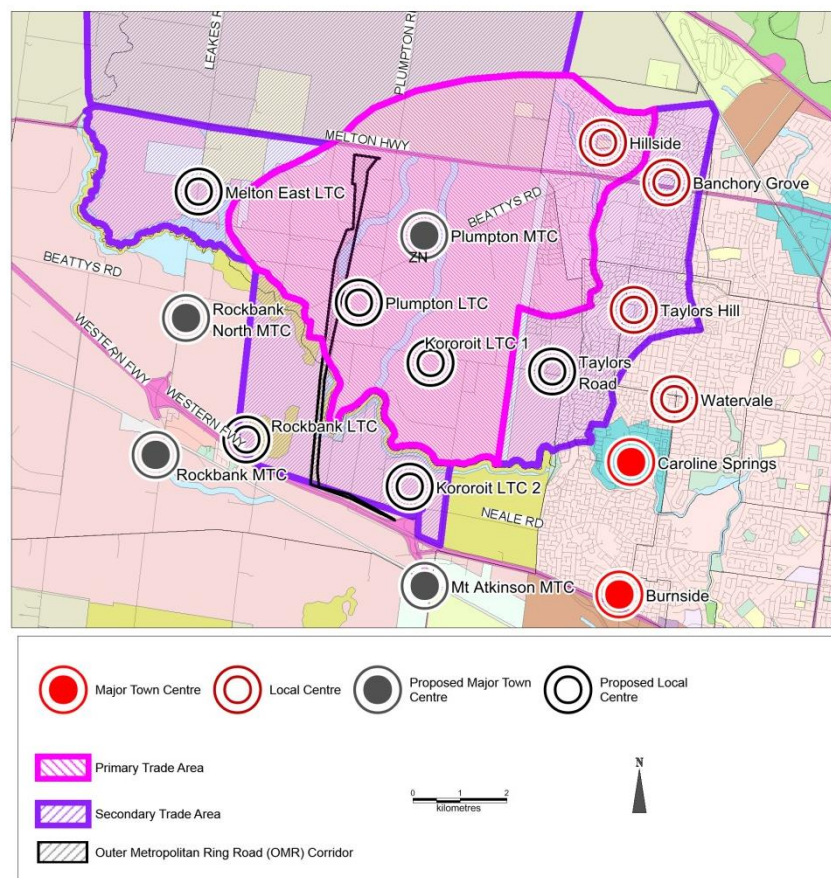
Overall, the Primary Trade Area is expected to accommodate about 49,700 people at full development. Around 93,600 people are expected to live in the Primary and Secondary Trade Areas combined.

This data was derived from population forecasts by suburb as shown in the City of Melton's Forecast id data online and MPA data for Plumpton and Koroit. Suburb data was apportioned to trade areas based on land area.

**Table 11 - Estimated Population in Trade Area Sectors - Plumpton Major Town Centre, 2015-2036**

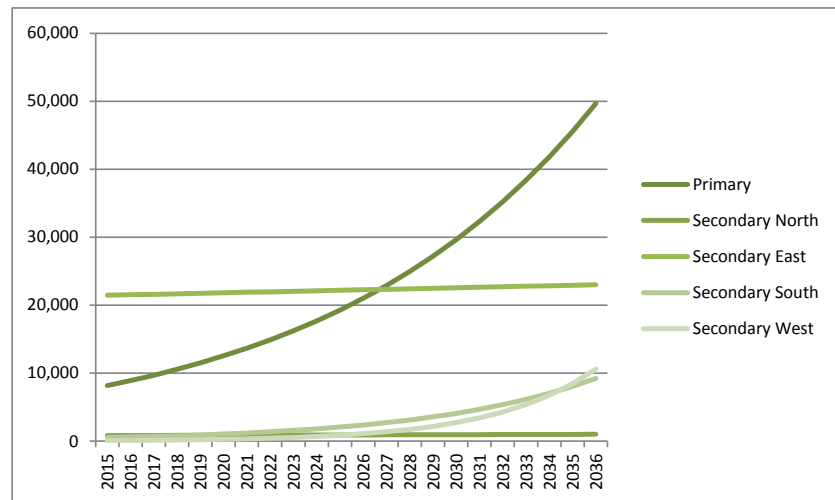
	2015	2036
Primary	8,165	49,667
Secondary North	827	1,016
Secondary East	21,464	23,019
Secondary South	533	9,251
Secondary West	92	10,620
<b>Total Main Trade Area</b>	<b>31,081</b>	<b>93,574</b>

Source: HillPDA 2015 derived from City of Melton Forecast id online and MPA data

**Figure 20 - Trade Area Sectors - Plumpton Major Town Centre**

Source: HillPDA 2015

Timing of development and population growth in the area is not known with certainty. In order to provide a guide to possible timing of retail need it is assumed that a compound growth pattern occurs between 2015 and 2036 for each trade area sector. This is shown in the figure below.

**Figure 21 - Estimated Population Growth in Trade Area Sectors - Plumpton Major Town Centre, 2015-2036**

Source: HillPDA 2015

### Retail Expenditure

Per capital retail expenditure estimates in the area were derived from MarketInfo 2012 data and the HillPDA retail model. The Caroline Springs population spending profile is assumed to apply to the study area. The data is shown in the table below.

**Table 12 - Expenditure Per Capita by Retail Store Type (\$2012)**

YEAR	2012	2016	2021	2026	2036
Supermarkets & Grocery Stores	\$3,874	\$4,048	\$4,275	\$4,516	\$5,038
Specialty Food Stores	\$773	\$808	\$853	\$901	\$1,005
Fast-Food Stores	\$774	\$808	\$854	\$902	\$1,006
Restaurants, Hotels and Clubs	\$936	\$978	\$1,033	\$1,091	\$1,217
Department Stores	\$854	\$892	\$942	\$995	\$1,110
Apparel Stores	\$1,073	\$1,121	\$1,184	\$1,251	\$1,395
Bulky Goods Stores	\$2,401	\$2,508	\$2,649	\$2,798	\$3,121
Other Personal & Household Goods Retailing	\$1,528	\$1,597	\$1,686	\$1,781	\$1,987
Selected Personal Services	\$312	\$326	\$344	\$364	\$406
<b>Total Retailing</b>	<b>\$12,524</b>	<b>\$13,084</b>	<b>\$13,820</b>	<b>\$14,597</b>	<b>\$16,285</b>

Note: Applies Caroline Springs spending profile; Figures include 1.1% pa growth from 2012

Source: MarketInfo 2012 and HillPDA 2015

The total expenditure that is expected to be generated from the Primary Trade Area and Secondary Trade Area (combining all secondary sectors) is shown in the table below for the five year intervals between 2021 and 2036.

This shows that at 2036 the Primary Trade Area is expected to generate around \$809m in retail sales and the Secondary Trade Area is expected to generate a further \$715m in retail sales.

**Table 13 - Total Expenditure Generated from Selected Areas by Retail Store Type (\$m2012)**

YEAR	2021	2026	2031	2036
<b>Primary Trade Area</b>				
Supermarkets & Grocery Stores	\$58	\$95	\$154	\$250
Specialty Food Stores	\$12	\$19	\$31	\$50
Fast-Food Stores	\$12	\$19	\$31	\$50
Restaurants, Hotels and Clubs	\$14	\$23	\$37	\$60
Department Stores	\$13	\$21	\$34	\$55
Apparel Stores	\$16	\$26	\$43	\$69
Bulky Goods Stores	\$36	\$59	\$96	\$155
Other Personal & Household Goods Retailing	\$23	\$37	\$61	\$99
Selected Personal Services	\$5	\$8	\$12	\$20
<b>Total Retailing</b>	<b>\$189</b>	<b>\$307</b>	<b>\$499</b>	<b>\$809</b>
<b>Secondary Trade Area</b>				
Supermarkets & Grocery Stores	\$104	\$120	\$152	\$221
Specialty Food Stores	\$21	\$24	\$30	\$44
Fast-Food Stores	\$21	\$24	\$30	\$44
Restaurants, Hotels and Clubs	\$25	\$29	\$37	\$53
Department Stores	\$23	\$27	\$33	\$49
Apparel Stores	\$29	\$33	\$42	\$61
Bulky Goods Stores	\$64	\$75	\$94	\$137
Other Personal & Household Goods Retailing	\$41	\$48	\$60	\$87
Selected Personal Services	\$8	\$10	\$12	\$18
<b>Total Retailing</b>	<b>\$336</b>	<b>\$389</b>	<b>\$490</b>	<b>\$715</b>

Source: HillPDA 2015

### Supportable Floorspace and Jobs

The total expenditure figures are converted to supportable floorspace using industry average retail turnover density figures, as shown in the table below.

**Table 14 - Target Retail Turnover Density (\$/sqm)**

Retail Turnover Density	Target Rate
YEAR	2015
Supermarkets & Grocery Stores	11,000
Specialty Food Stores	9,500
Fast-Food Stores	8,500
Restaurants, Hotels and Clubs	5,000
Department Stores	3,500
Clothing Stores	5,700
Bulky Goods Stores	3,700
Other Personal & Household Goods Retailing	4,700
Selected Personal Services	3,500

Note: Figures include 0.55% pa growth from 2015

Source: HillPDA 2015

Total retail floorspace that will be supported from the trade area is shown in the table below, separately for the Primary Trade Area and Secondary Trade Area.

The Primary Trade Area alone is expected to support in the order of 127,000 sqm of retail space across the retail economy. This includes about 20,300 sqm of supermarket space (equal to about 5 or 6 full line supermarkets), about 14,000 sqm of department store space (equal to about 2 discount department stores) and around 37,300 sqm of bulky goods retailing.

**Table 15 - Floorspace Supported Across the Retail Economy**

YEAR	2021	2026	2031	2036
<b>Primary Trade Area</b>				
Supermarkets & Grocery Stores	5,143	8,125	12,853	20,272
Specialty Food Stores	1,188	1,877	2,969	4,683
Fast-Food Stores	1,330	2,100	3,322	5,239
Restaurants, Hotels and Clubs	2,734	4,318	6,831	10,774
Department Stores	3,562	5,626	8,900	14,038
Apparel Stores	2,749	4,344	6,870	10,833
Bulky Goods Stores	9,475	14,966	23,674	37,337
Other Personal & Household Goods Retailing	4,747	7,500	11,864	18,713
Selected Personal Services	1,301	2,058	3,256	5,135
<b>Total Retailing</b>	<b>32,228</b>	<b>50,915</b>	<b>80,539</b>	<b>127,022</b>
<b>Secondary Trade Area</b>				
Supermarkets & Grocery Stores	9,152	10,309	12,620	17,922
Specialty Food Stores	2,114	2,381	2,915	4,140
Fast-Food Stores	2,366	2,665	3,262	4,631
Restaurants, Hotels and Clubs	4,865	5,479	6,707	9,524
Department Stores	6,338	7,138	8,739	12,410
Apparel Stores	4,892	5,511	6,745	9,577
Bulky Goods Stores	16,860	18,988	23,244	33,007
Other Personal & Household Goods Retailing	8,448	9,515	11,649	16,543
Selected Personal Services	2,315	2,611	3,197	4,539
<b>Total Retailing</b>	<b>57,350</b>	<b>64,597</b>	<b>79,077</b>	<b>112,291</b>

Source: HillPDA 2015

The Plumpton MTC will be in the market to capture a share of this spending and space, and a further share from beyond the main trade area.

The actual market share by shop type is difficult to estimate with precision given the network is not yet established. Nevertheless, HillPDA retail model data suggests that a reasonable market share for sub-regional level centres is 40% of the Primary Trade Area and 20% of the Secondary Trade Area. A further loading equal to 20% of the Secondary Trade Area capture is added to account for spending beyond the nominated residential trade area and to include an allowance for employee spending from the region.



This model suggests that the ultimate centre size at Plumpton MTC could be in the order of 77,800 sqm retail. This would include (at full development):

- 1 x discount department store (nominally 8,600 sqm);
- 3 to 3.5 x supermarkets (nominally two or three full-line supermarkets at 3,500 sqm plus smaller supermarkets at around 1,500 sqm);
- About 22,900 sqm bulky goods space (assuming 60% of such demand is accommodated elsewhere); and
- The balance (33,900 sqm) in a range of specialty store types.

In addition to the retail space, local office and community service space would also be provided over time. Based on past research, the scale of such development could be 50% of retail space for office based uses and 25% of retail space for community service based uses such as public and private facilities including libraries, government services, community meetings spaces and medical facilities.

The ratios are suburban centre benchmark guides. Actual outcomes may vary over time, with typical patterns being low non-retail ratios during early stages of development and higher ratios after an area is fully established.

These ratios suggest allowance be made for:

- 39,000 sqm of office space, half of which may be in a few large holdings for public sector utility and service providers and the balance in small tenancies such as in sub 1,500 sqm suites; and
- 19,500 sqm of community service space, providing a range of local, state and federal provided or supported services.

The number of jobs that the above space would support is estimated using job density ratios of 30 sqm per job for retail uses, 20 sqm per job for office uses and 50 sqm per job for community service uses. These ratios are rounded estimates provided by land use census data as shown in the table below.

**Table 16 - Job Density Ratios for Activity Centre Land Uses**

Space Use	2002	2004	2006	2008	2010	2012
Office	21.3	22	21.3	19.9	18.8	18.9
Retail	34.1	32.7	31.4	30	31.9	31.2
Educational/Research	65.2	66.6	56.9	53.1	54.7	58.3
Hospital/Clinic	24.6	23.7	22	19.8	19.6	20.9
Indoor Entertainment	27.7	27.3	24.7	24.4	25.2	24.5
Performances, Conferences, Ceremonies	88	96.8	76.6	70.6	86.1	68.8
Community Use	72.9	72.7	65.6	60.4	52.7	52.2
Commercial Accommodation	85.7	91.6	138.4	138	144.8	124.5

Source: Derived from City of Melbourne Census of Land Use and Employment (2002 to 2012)

The analysis suggests that the Plumpton MTC would support around 4,900 jobs at full development. About 2,600 jobs would be in retail, around 1,900 jobs in office based activities and a further 400 jobs in community services.

The following table shows floorspace and jobs data relating to the Plumpton MTC for the years 2021 to 2036 (assumed full development).

Overall, the MTC has potential to accommodate nearly 136,000 sqm of floorspace across retail, office and community service sectors.

**Table 17 - Potential for Plumpton MTC, 2021 to 2036**

Supportable Retail Floorspace (sqm) - Primary Trade Area				
YEAR	2021	2026	2031	2036
Supermarkets & Grocery Stores	2,057	3,250	5,141	8,109
Specialty Food Stores	475	751	1,188	1,873
Fast-Food Stores	532	840	1,329	2,095
Restaurants, Hotels and Clubs	1,094	1,727	2,732	4,309
Department Stores	1,425	2,251	3,560	5,615
Clothing Stores	1,100	1,737	2,748	4,333
Bulky Goods Stores	3,790	5,987	9,470	14,935
Other Personal & Household Goods Retailing	1,899	3,000	4,746	7,485
Selected Personal Services	520	823	1,302	2,054
<b>Total Retailing</b>	<b>12,891</b>	<b>20,366</b>	<b>32,216</b>	<b>50,809</b>
Supportable Retail Floorspace (sqm) - Secondary Trade Area and Beyond				
YEAR	2021	2026	2031	2036
Supermarkets & Grocery Stores	2,197	2,474	3,029	4,301
Specialty Food Stores	507	572	700	993
Fast-Food Stores	568	639	783	1,111
Restaurants, Hotels and Clubs	1,168	1,315	1,610	2,286
Department Stores	1,521	1,713	2,097	2,978
Clothing Stores	1,174	1,323	1,619	2,298
Bulky Goods Stores	4,046	4,557	5,579	7,922
Other Personal & Household Goods Retailing	2,027	2,284	2,796	3,970
Selected Personal Services	555	627	767	1,089
<b>Total Retailing</b>	<b>13,764</b>	<b>15,503</b>	<b>18,979</b>	<b>26,950</b>
Total Supportable Retail Floorspace (sqm)				
YEAR	2021	2026	2031	2036
Supermarkets & Grocery Stores	4,254	5,724	8,170	12,410
Specialty Food Stores	983	1,322	1,887	2,867
Fast-Food Stores	1,100	1,480	2,112	3,207
Restaurants, Hotels and Clubs	2,261	3,042	4,342	6,595
Department Stores	2,946	3,964	5,657	8,593
Clothing Stores	2,274	3,060	4,367	6,631
Bulky Goods Stores	7,836	10,544	15,048	22,856
Other Personal & Household Goods Retailing	3,926	5,283	7,541	11,455
Selected Personal Services	1,076	1,450	2,069	3,143
<b>Total Retail Floorspace (sqm)</b>	<b>26,655</b>	<b>35,869</b>	<b>51,194</b>	<b>77,759</b>
Supportable Non-Retail Floorspace (sqm)				
YEAR	2021	2026	2031	2036
Office Floorspace (sam)	13,328	17,935	25,597	38,879
Community Service Floorspace (sqm)	6,664	8,967	12,799	19,440
<b>Total Non-Retail Floorspace (sqm)</b>	<b>19,992</b>	<b>26,902</b>	<b>38,396</b>	<b>58,319</b>
<b>Total Floorspace (sqm)</b>	<b>46,647</b>	<b>62,771</b>	<b>89,590</b>	<b>136,078</b>
Supportable Jobs				
YEAR	2021	2026	2031	2036
Retail Jobs	889	1,196	1,706	2,592
Office Jobs	666	897	1,280	1,944
Community Service Jobs	133	179	256	389
<b>Total Jobs</b>	<b>1,688</b>	<b>2,272</b>	<b>3,242</b>	<b>4,925</b>

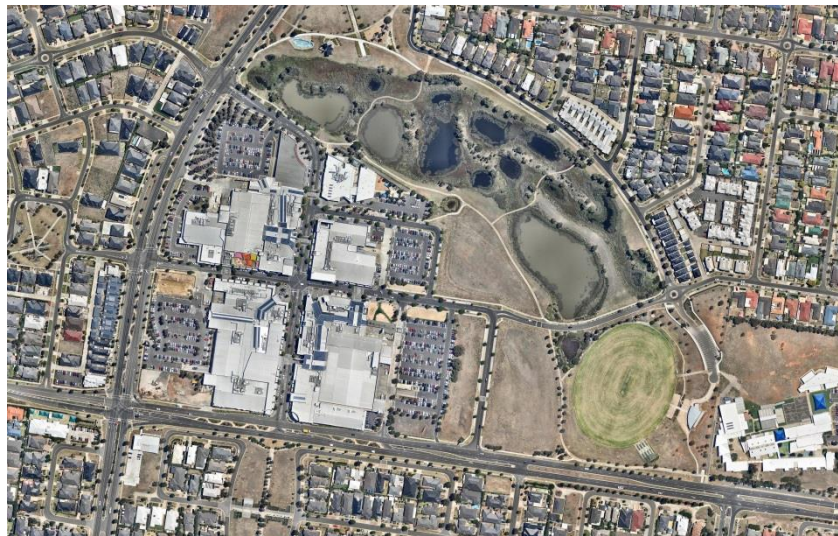
Source: HillPDA 2015

## Examples

Shown below are images of two example sub-regional retail centres that have diverse land use structures based on a retail role. These centres provide insights into the possible future role of the Plumpton MTC.

The first example is the growth area based Point Cook Town Centre. That centre is anchored by a Target store and Coles and Aldi supermarkets. It also has a range of speciality stores and services adjacent to open space and schools.

**Figure 22 - Example of a Growth Area Sub-Regional Centre - Point Cook**

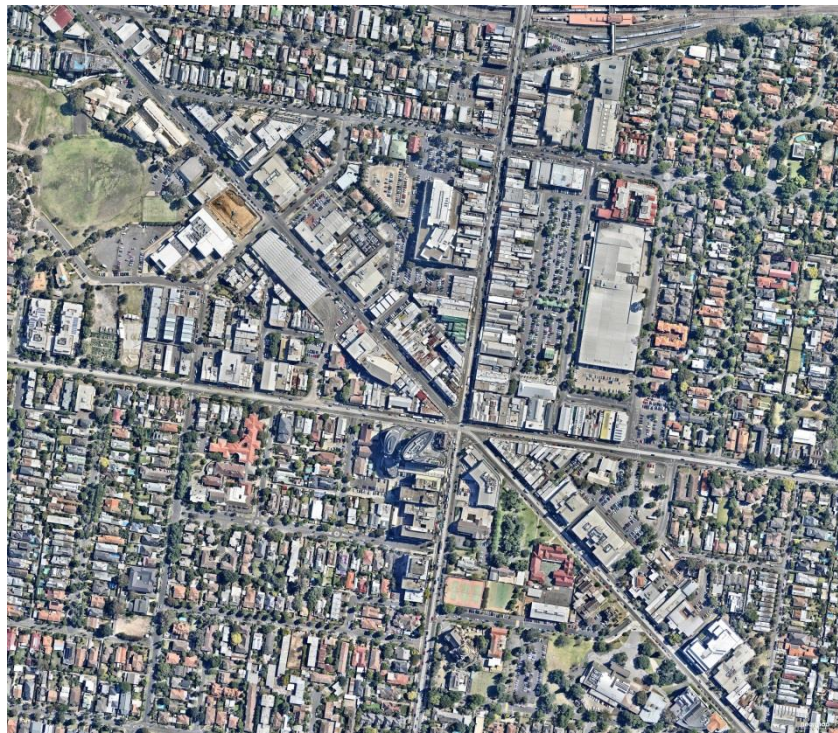


Source: Nearmap and HillPDA 2015

The second example is the established area based Camberwell Junction. That centre is anchored by a Target store and Woolworths and Coles supermarkets. Camberwell Junction has a large number of speciality stores and community services structured around the Burke Road prime retail strip.

Camberwell Junction also has some former industrial areas along its western edge, which accommodates light industry, office and housing uses in a mixed use environment. Larger format retail stores are located on one of the main roads (Burwood Road).

**Figure 23 - Example of a Redeveloping Established Area Sub-Regional Centre - Camberwell Junction**



Source: Nearmap and HillPDA 2015

## **Activity Centre Uses on Business and Industrial Land**

### **Floorspace, Site Area and Jobs**

Based on the above proposals, the candidate uses for the business and industrial interface land on the west side of the Town Centre are (primarily):

- Bulky good retail uses (Town Centre share estimated to be about 22,900 sqm);
- A share of the 38,900 sqm of office space nominated for the Town Centre area; and
- Light industrial uses that can be integrated with large format retail and office uses.

A possible allocation of space to the interface area could be:

- All of the above noted bulky goods;
- Nominally half of the office space;
- Potentially other service based uses that appear on industrial land such as local shops, childcare facilities, play centres and religious facilities where appropriate. The adopted assumption



to make an allowance for these activities is 25% of office space; and

- Integrated into the interface area could be a share of assessed light industry activity. The adopted assumption is a rate of 50% of allocated office space. The balance of light industry activity is assumed to be allocated on industrial only land.

On this basis the interface area would cover about 12 ha of land and accommodate about 2,000 jobs.

**Table 18 - Potential Profile of Interface Area**

Floorspace Allocation (sqm)				
YEAR	2021	2026	2031	2036
Bulky Goods Floorspace (sqm)	7,836	10,544	15,048	22,856
Office Floorspace (sqm)	6,664	8,967	12,799	19,440
Other Services	1,666	2,242	3,200	4,860
Light Industrial Floorspace (sqm)	3,332	4,484	6,399	9,720
<b>Total Floorspace (sqm)</b>	<b>19,498</b>	<b>26,236</b>	<b>37,446</b>	<b>56,876</b>

Site Area Allocation (sqm)				
YEAR	2021	2026	2031	2036
Bulky Goods Site Area (sqm)	26,121	35,146	50,161	76,187
Office Site Area (sqm)	6,664	8,967	12,799	19,440
Other Services	1,666	2,242	3,200	4,860
Light Industrial Site Area (sqm)	6,664	8,967	12,799	19,440
<b>Total Site Area (sqm)</b>	<b>41,115</b>	<b>55,322</b>	<b>78,957</b>	<b>119,927</b>

Jobs Allocation				
YEAR	2021	2026	2031	2036
Bulky Goods Jobs (sqm)	261	351	502	762
Office Jobs (sqm)	333	448	640	972
Other Services	33	45	64	97
Light Industrial Jobs (sqm)	56	75	107	162
<b>Total Jobs</b>	<b>683</b>	<b>919</b>	<b>1,312</b>	<b>1,993</b>

Source: HillPDA 2015

The ratios used to derive site area and job estimates are as follows:

- Bulky goods - 30% floorspace ratio and 30 sqm per job;
- Office - 100% floorspace ratio (assuming 2 levels over 50% of site) and 20 sqm per job;
- Services Uses - 100% floorspace ratio (assuming 2 levels over 50% of site) and 50 sqm per job; and
- Light industrial - 50% floorspace ratio and 60 sqm per job.

### Examples

An example of a sub-regional shopping centre located adjacent to a major road and large format retail and industrial area is provided by Broadmeadows in Melbourne's north - see figure below.



Over time, such development formats can be further developed and intensified potentially leading to an outcome as shown in the Camberwell Junction example.

**Figure 24 - Example of a Centre Adjacent to Large Format Retail and Industrial Uses - Broadmeadows**



Source: Nearmap and HillPDA 2015

**Figure 25 - Mixed Use Setting - Camberwell Junction**



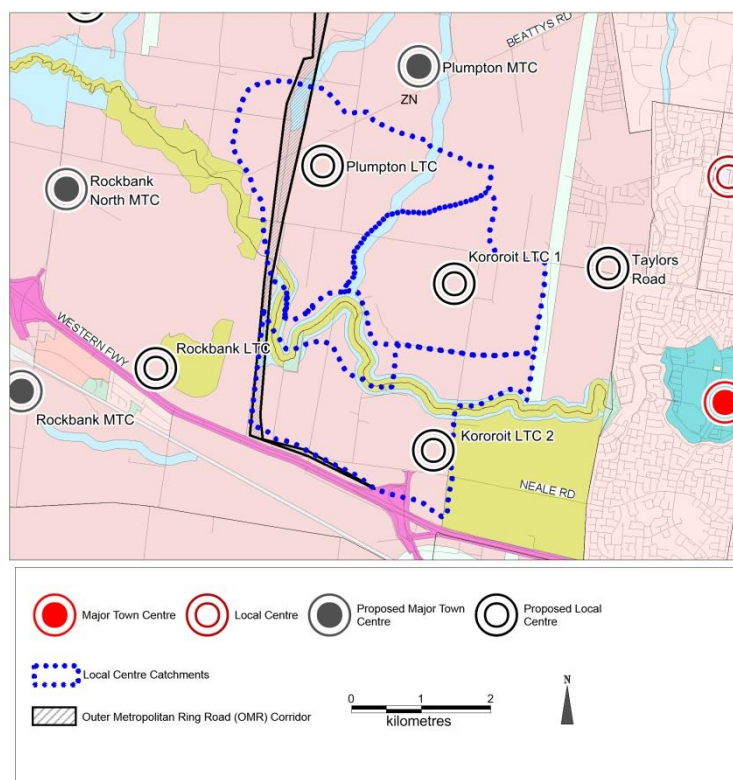
Source: Nearmap and HillPDA 2015

## Local Town Centre (LTC) Areas

### Trade Area

The possible trade area of each of the three Local Town Centres (LTCs) is shown below. The trade areas shown are indicative and assume connections across the future OMR for the Plumpton centre.

**Figure 26 - Indicative Primary Trade Areas - Local Town Centres**



Source: HillPDA 2015

The dwelling and population yields within the trade areas are not known with certainty. A broad estimate has been made based on land area of the trade areas as shown in the figure above and having regard to major non-residential land use take-outs.

This approach suggests the ultimate primary trade area of each centre could be approximately:

- 12,500 for Plumpton LTC;
- 11,900 for Kororoit LTC 1; and
- 13,100 for Kororoit LTC 2.

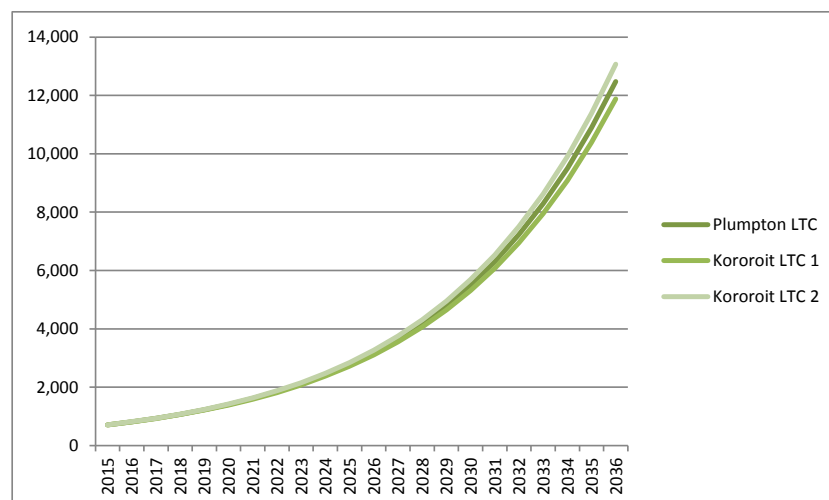
**Table 19 - Estimated Population in Trade Areas - Local Town Centres, 2015-2036**

	2015	2036
Plumpton LTC	711	12,474
Kororoit LTC 1	711	11,880
Kororoit LTC 2	711	13,068

Source: HillPDA 2015

Timing of development and population growth in the areas is assumed to follow a compound growth pattern between 2015 and 2036. This is shown in the figure below.

**Figure 27 - Estimated Population Growth in Trade Areas - Local Town Centres, 2015-2036**



Source: HillPDA 2015

### Total Retail Expenditure and Supportable Space

The per capita retail spending rates as shown in the Plumpton MTC analysis (see above) also apply to the LTCs.

The three LTC trade areas combined are expected to generate around \$609m in retail spending at 2036 (which is assumed full development).

This level of spending is expected to support around 62,300 sqm of retail space across the retail economy at full development.

**Table 20 - Total Expenditure Generated from Three LTC Trade Areas by Retail Store Type (\$m2012)**

YEAR	2021	2026	2031	2036
Supermarkets & Grocery Stores	\$20.67	\$43.19	\$90.37	\$188.53
Specialty Food Stores	\$4.13	\$8.62	\$18.03	\$37.61
Fast-Food Stores	\$4.13	\$8.63	\$18.05	\$37.65
Restaurants, Hotels and Clubs	\$5.00	\$10.44	\$21.83	\$45.54
Department Stores	\$4.56	\$9.52	\$19.91	\$41.54
Clothing Stores	\$5.73	\$11.97	\$25.03	\$52.20
Bulky Goods Stores	\$12.81	\$26.76	\$55.99	\$116.79
Other Personal & Household Goods Retailing	\$8.15	\$17.03	\$35.64	\$74.36
Selected Personal Services	\$1.66	\$3.48	\$7.28	\$15.19
<b>Total Retailing</b>	<b>\$66.84</b>	<b>\$139.63</b>	<b>\$292.13</b>	<b>\$609.42</b>

Source: HillPDA 2015

**Table 21 - Floorspace Supported Across the Retail Economy from Three LTC Trade Areas**

YEAR	2021	2026	2031	2036
Supermarkets & Grocery Stores	1,204	2,434	4,926	9,941
Specialty Food Stores	278	562	1,138	2,296
Fast-Food Stores	311	629	1,273	2,569
Restaurants, Hotels and Clubs	640	1,294	2,618	5,283
Department Stores	834	1,685	3,411	6,883
Clothing Stores	644	1,301	2,633	5,312
Bulky Goods Stores	2,218	4,483	9,073	18,308
Other Personal & Household Goods Retailing	1,112	2,247	4,547	9,176
Selected Personal Services	305	617	1,248	2,518
<b>Total Retailing</b>	<b>7,546</b>	<b>15,252</b>	<b>30,867</b>	<b>62,285</b>

Source: HillPDA 2015

## Market Shares

The potential market shares of LTCs vary by commodity group, estimated to range from 40% for supermarkets through to 30%, 10% and zero for commodity types that locate in higher order centres - see table below for adopted assumptions.

In addition to market shares from the nominated trade areas, spending will also be captured from outside the trade areas. For supermarkets it is assumed that a further 50% to 75% of local trade area spend will be obtained from external areas and passing trade. The loading for other sectors is 33% of the trade area estimate.

The net market shares expressed as a percentage of trade area potential is shown below.



**Table 22 - Assumed Net Capture of Trade (% of Trade Area Spending) from Trade Area and Beyond**

	Plumpton LTC	Kororoit LTC 1	Kororoit LTC 2
Supermarkets & Grocery Stores	60%	60%	70%
Specialty Food Stores	40%	40%	40%
Fast-Food Stores	40%	40%	40%
Restaurants, Hotels and Clubs	13%	13%	13%
Department Stores	0%	0%	0%
Clothing Stores	13%	13%	13%
Bulky Goods Stores	0%	0%	0%
Other Personal & Household Goods Retailing	40%	40%	40%
Selected Personal Services	40%	40%	40%

Source: HillPDA 2015

### Office and Community Service Uses

In addition to the retail space, local office and community service space would also be provided over time. It is assumed that office activity will equate up to 50% of retail space and community service based uses will be 25% of retail space at full development.

Actual outcomes may vary over time, with typical patterns being low non-retail ratios during early stages of development and higher ratios after an area is fully established. The ratios noted here should be interpreted as an upper end full development guide for planning purposes.

### Job Density

The adopted job density figures are 30 sqm per job for retail uses, 20 sqm per job for office uses and 50 sqm per job for community service uses. The basis for these ratios is shown in the Major Town Centre analysis section of this report.

### Results and Qualifications

The total floorspace and job potential capacity the three LTCs is shown in the following pages.

It should be noted that all three centres are generally similar in size and role. The analysis outcomes vary by centre based on the estimates used in this report in particular regarding:

- Population yield in the trade areas, which will be further detailed as plans are developed for the area; and
- Market shares from within and beyond the trade areas, which is influenced by traffic flows and overall urban structure.

On that basis the results may vary over time as planning is progressed and additional information becomes available. It is recommended that the results be reviewed and updated on a regular basis. The results below should be interpreted as a guide only.

### Plumpton LTC

Based on the estimates and assumptions shown in this report, the Plumpton LTC could accommodate approximately:

- 7,200 sqm of retail space;
  - anchored by a full line supermarket (nominally 3,100 sqm);
  - plus 4,100 sqm of speciality retail;
- 3,600 sqm of office space; and
- 1,800 sqm of community service space.

The overall potential centre size is estimated to be 12,600 sqm supporting approximately 460 jobs.

**Table 23 - Potential for Plumpton LTC, 2021 to 2036**

Supportable Retail Floorspace (sqm) - Plumpton LTC				
YEAR	2021	2026	2031	2036
Supermarkets & Grocery Stores	364	740	1,505	3,055
Specialty Food Stores	56	114	232	470
Fast-Food Stores	63	127	259	526
Restaurants, Hotels and Clubs	43	87	178	361
Department Stores	0	0	0	0
Clothing Stores	43	88	179	363
Bulky Goods Stores	0	0	0	0
Other Personal & Household Goods Retailing	224	455	926	1,879
Selected Personal Services	61	125	254	516
<b>Total Retailing</b>	<b>854</b>	<b>1,736</b>	<b>3,533</b>	<b>7,170</b>

Supportable Non-Retail Floorspace (sqm) - Plumpton LTC				
YEAR	2021	2026	2031	2036
Office Floorspace (sqm)	427	868	1,766	3,585
Community Service Floorspace (sqm)	213	434	883	1,792
<b>Total Non-Retail Floorspace (sqm)</b>	<b>640</b>	<b>1,302</b>	<b>2,650</b>	<b>5,377</b>

<b>Total Floorspace (sqm)</b>	<b>1,494</b>	<b>3,037</b>	<b>6,183</b>	<b>12,547</b>
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Supportable Jobs - Plumpton LTC				
YEAR	2021	2026	2031	2036
Retail Jobs	28	58	118	239
Office Jobs	21	43	88	179
Community Service Jobs	4	9	18	36
<b>Total Jobs</b>	<b>54</b>	<b>110</b>	<b>224</b>	<b>454</b>

Source: HillPDA 2015



## Kororoit LTC 1

Based on the estimates and assumptions shown in this report, the Kororoit LTC 1 (northern centre) could accommodate approximately:

- 6,800 sqm of retail space;
  - anchored by a full line supermarket (nominally 2,900 sqm);
  - plus 3,900 sqm of speciality retail;
- 3,400 sqm of office space; and
- 1,700 sqm of community service space.

The overall potential centre size is estimated to be 12,000 sqm supporting approximately 430 jobs.

**Table 24 - Potential for Kororoit LTC 1, 2021 to 2036**

Supportable Retail Floorspace (sqm) - Kororoit LTC 1				
YEAR	2021	2026	2031	2036
Supermarkets & Grocery Stores	359	721	1,450	2,909
Specialty Food Stores	55	111	223	448
Fast-Food Stores	62	124	250	501
Restaurants, Hotels and Clubs	42	85	171	344
Department Stores	0	0	0	0
Clothing Stores	43	86	172	345
Bulky Goods Stores	0	0	0	0
Other Personal & Household Goods Retailing	221	443	892	1,790
Selected Personal Services	60	122	245	491
<b>Total Retailing</b>	<b>842</b>	<b>1,692</b>	<b>3,404</b>	<b>6,828</b>

Supportable Non-Retail Floorspace (sqm) - Kororoit LTC 1				
YEAR	2021	2026	2031	2036
Office Floorspace (sqm)	421	846	1,702	3,414
Community Service Floorspace (sqm)	210	423	851	1,707
<b>Total Non-Retail Floorspace (sqm)</b>	<b>631</b>	<b>1,269</b>	<b>2,553</b>	<b>5,121</b>

<b>Total Floorspace (sqm)</b>	<b>1,473</b>	<b>2,961</b>	<b>5,957</b>	<b>11,950</b>

Supportable Jobs - Kororoit LTC 1				
YEAR	2021	2026	2031	2036
Retail Jobs	28	56	113	228
Office Jobs	21	42	85	171
Community Service Jobs	4	8	17	34
<b>Total Jobs</b>	<b>53</b>	<b>107</b>	<b>216</b>	<b>432</b>

Source: HillPDA 2015

## Kororoit LTC 2

Based on the estimates and assumptions shown in this report, the Kororoit LTC 2 (southern centre) could accommodate approximately:

- 8,100 sqm of retail space;
  - anchored by a full line supermarket (nominally 3,700 sqm);
  - plus 4,300 sqm of speciality retail;
- 4,000 sqm of office space; and
- 2,000 sqm of community service space.

The overall potential centre size is estimated to be 14,100 sqm supporting approximately 510 jobs.

**Table 25 - Potential for Kororoit LTC 2, 2021 to 2036**

Supportable Retail Floorspace (sqm) - Kororoit LTC 2				
YEAR	2021	2022	2023	2024
Supermarkets & Grocery Stores	430	884	1,820	3,734
Specialty Food Stores	57	117	240	493
Fast-Food Stores	64	131	269	551
Restaurants, Hotels and Clubs	44	89	184	378
Department Stores	0	0	0	0
Clothing Stores	44	90	185	380
Bulky Goods Stores	0	0	0	0
Other Personal & Household Goods Retailing	227	466	959	1,969
Selected Personal Services	62	128	263	540
<b>Total Retail Floorspace (sqm)</b>	<b>927</b>	<b>1,905</b>	<b>3,920</b>	<b>8,045</b>

Supportable Non-Retail Floorspace (sqm) - Kororoit LTC 2				
YEAR	2021	2026	2031	2036
Office Floorspace (sqm)	463	952	1,960	4,022
Community Service Floorspace (sqm)	232	476	980	2,011
<b>Total Non-Retail Floorspace (sqm)</b>	<b>695</b>	<b>1,429</b>	<b>2,940</b>	<b>6,034</b>

<b>Total Floorspace (sqm)</b>	<b>1,622</b>	<b>3,333</b>	<b>6,861</b>	<b>14,078</b>
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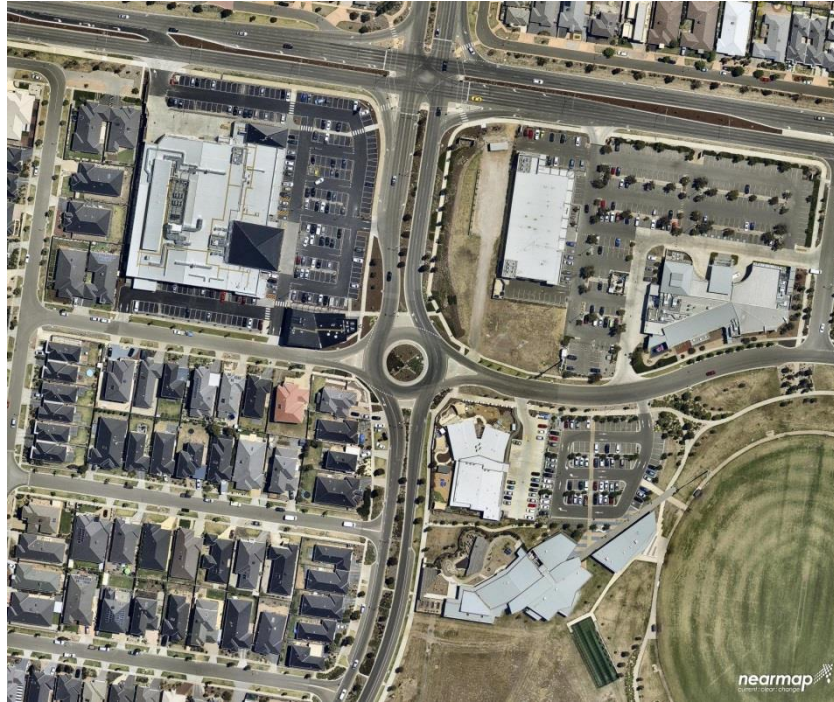
Supportable Jobs - Kororoit LTC 2				
YEAR	2021	2026	2031	2036
Retail Jobs	31	63	131	268
Office Jobs	23	48	98	201
Community Service Jobs	5	10	20	40
<b>Total Jobs</b>	<b>59</b>	<b>121</b>	<b>248</b>	<b>509</b>

Source: HillPDA 2015

## Examples

Shown below are two examples of local centres. The first is a growth area local centre in Point Cook. This centre accommodates a supermarket (Woolworths) with specialty stores. It is located on a main road adjacent to community facilities and open space.

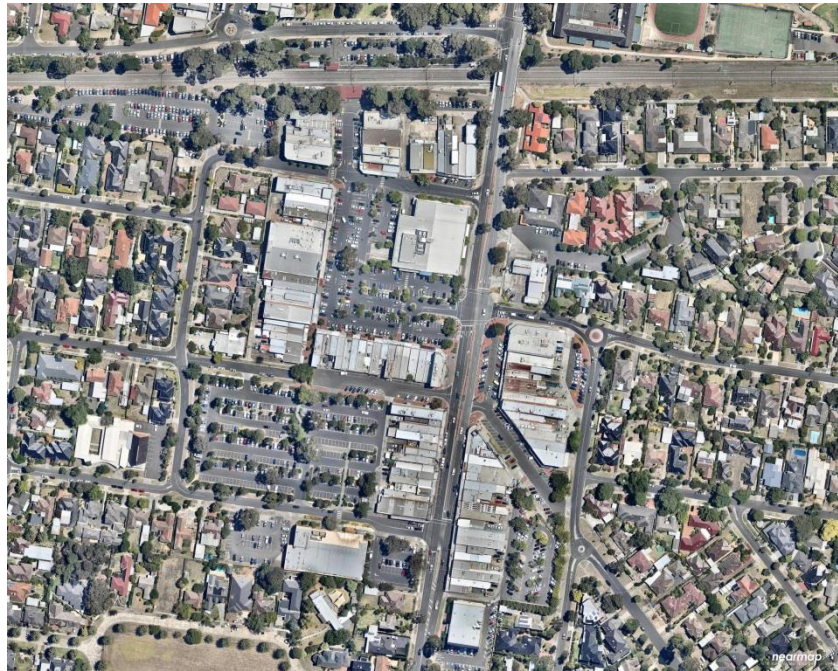
**Figure 28 - Example of an Growth Area Local Centre - Featherbrook, Point Cook**



Source: Nearmap and HillPDA 2015

The second example is an established area local centre in Mount Waverley. This centre accommodates a supermarket (Coles) and includes a large number of specialty stores, offices and community facilities.

**Figure 29 - Example of an Established Area Local Centre - Mount Waverley**



Source: Nearmap and HillPDA 2015

## Summary

At full development, the Plumpton MTC could accommodate approximately 136,000 sqm of total floorspace and support around 4,900 jobs. This includes:

- 77,800 sqm retail (including 22,900 sqm bulky goods space);
- 38,900 sqm of office space; and
- 19,500 sqm of community service space.

Some of the MTC space is considered suitable for the business and industrial interface land on the west side of the Town Centre.

Suitable uses are:

- Bulky good retail (22,900 sqm);
- A share of the office space nominated for the Town Centre area (say 19,500 sqm);
- Service uses that typically located on industrial land (4,800 sqm); and
- Light industrial uses that can be integrated with large format retail and office uses (9,800 sqm).

The interface area could cover about 12 ha of land and accommodate about 2,000 jobs (which includes 1,831 jobs counted in the MTC

estimate above and 162 jobs counted in the employment and industrial area analysis section of this report).

The estimates for the three LTCs should be interpreted as a preliminary guide only. Local centre results are sensitive to the ultimate population yield at a small area level, urban structure and traffic flow patterns.

Nevertheless, the results show all three centres are generally similar in size and role. The largest of the three is Kororoit LTC2 (southern centre). It is assessed to have potential to support approximately 7,200 sqm of retail space within an overall potential centre size of 14,100 sqm supporting approximately 500 jobs.

The total number of jobs estimated to be supported by the three LTCs is 1,400.

## 6 FINDINGS AND RECOMMENDATIONS

### Overall Framework

A draft framework has been established for the study area. This report confirms that the overall structure is sound.

The analysis undertaken for this report suggests that the ultimate floorspace and job density outcomes in the study area could be higher than preliminary estimates have shown for planning purposes, in particular for business and employment land. Previous work has suggested a large format and low density employment outcome for that area but this research concludes there is potential to strive for and achieve a higher density employment outcome in the area.

The possible employment outcomes for the area, based on research undertaken for this report, is shown in the following table. Note that this table includes estimates of home based business and community infrastructure jobs based on MPA estimates.

**Table 26 - Assessed Employment Potential**

	Plumpton		Kororoit		Total	
Home Based Business	525	4.1%	441	23.2%	965	6.6%
Local Town Centre (LTC)*	454	3.6%	942	49.6%	1,396	9.5%
Community Infrastructure**	508	4.0%	517	27.2%	1,025	7.0%
Major Town Centre (MTC)***	4,925	38.5%	0	0.0%	4,925	33.5%
Employment Area	6,370	49.8%	0	0.0%	6,370	43.4%
<b>Total</b>	<b>12,782</b>	<b>100.0%</b>	<b>1,900</b>	<b>100.0%</b>	<b>14,681</b>	<b>100.0%</b>

\*1 in Plumpton and 2 in Kororoit

\*\*Assumed Community Infrastructure is in addition to Town Centre / Local Town Centre community facility allowance

\*\*\*A share to be allocated to Interface Area

Source: HillPDA 2015

The study area could ultimately achieve 0.76 jobs per household on the basis of the above estimates.

**Table 27 - Jobs per Household Potential**

	Jobs	Households	Population	Jobs per Household
Plumpton	12,782	10,494	29,383	1.20
Kororoit	1,900	8,811	24,671	0.23
<b>Total</b>	<b>14,681</b>	<b>19,305</b>	<b>54,054</b>	<b>0.76</b>

Source: HillPDA 2015



## Business and Industrial Land

The Plumpton business and industrial area is likely to attract local level industrial (or light industry) demand and bulky goods and office based uses. Estimated employment capacity of the area is approximately 6,370 jobs.

It is estimated that there will be sufficient demand from the local area to develop the business and employment land with business and industrial land uses by the time the study area is fully developed with households. Actual development outcome will depend on the success of the area in attracting demand.

The size of lots in the business and industrial area would be determined by market demand but the median size may be around 1,200 sqm with some higher density and office warehouses uses potentially being suitable for integration within the Town Centre interface area – associated with bulky goods retailing and selected office and service uses.

## Plumpton Major Town Centre and Interface Area

At full development, the Plumpton MTC and interface area could accommodate approximately 136,000 sqm of total activity centre floorspace including 77,800 sqm retail (including 22,900 sqm bulky goods space), 38,900 sqm of office space and 19,500 sqm of community service space.

It is recommended that some of the MTC space is allocated to the business and industrial interface land on the west side of the Town Centre. Land uses considered suitable for the interface land are bulky good retail, office space, selected service uses and light industrial activity. The possible land allocation could be as follows.

**Table 28 - Possible Land Allocation in Interface Area**

Site Area Allocation (ha)	
Bulky Goods Site Area (sqm)	7.6
Office Site Area (sqm)	1.9
Other Services	0.5
Light Industrial Site Area (sqm)	1.9
<b>Total Site Area (sqm)</b>	<b>12.0</b>

Source: HillPDA 2015

## Local Town Centres

The three Local Town Centres are generally well located. All three centres are generally similar in size and role.

The largest of the three is assessed to have potential to support approximately 14,100 sqm total space including 8,100 sqm of retail space (anchored by a full line supermarket).

The estimates for the three LTCs should be interpreted as a guide, subject to confirmation of ultimate population yield at a small area level and traffic flow patterns.

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