

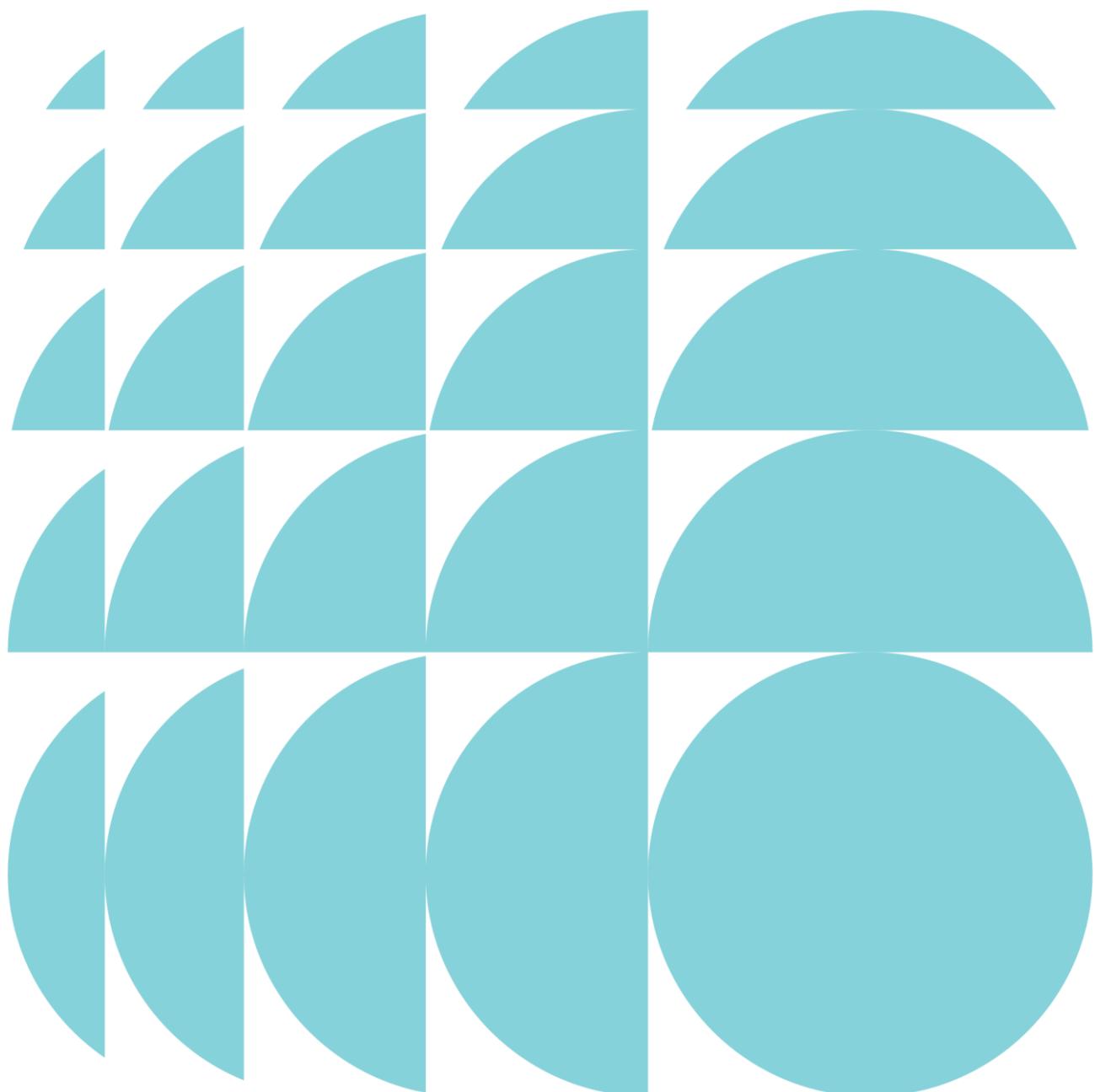
**ETHOS
URBAN**

**Beveridge North West
Precinct Structure Plan**

Economic Assessment

July 2019

Prepared for Victorian Planning Authority



Authorship

Report stage	Author	Date	Review	Date
Draft report	Nick Brisbane	20 September 2017	John Henshall	21 September 2017
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Draft report V3	Nick Brisbane	26 June 2019	VPA	27 June 2019
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Every effort has been made to ensure the accuracy of the material and the integrity of the analysis presented in this report. However, Ethos Urban Pty Ltd accepts no liability for any actions taken on the basis of report contents.

Contact details

For further details please contact Ethos Urban Pty Ltd at one of our offices:

Ethos Urban Pty Ltd	ABN 13 615 087 931	
Level 8, 30 Collins Street Melbourne VIC 3000	173 Sussex Street Sydney NSW 2000	Level 1, 356 St Pauls Terrace Fortitude Valley QLD 4006
(03) 9419 7226	(02) 9956 6962	(07) 3852 1822
economics@ethosurban.com		
www.ethosurban.com		

Our Reference: 3190243

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Introduction

Background

Planning for the future development of Melbourne's Northern Growth Corridor has been underway for several years. This includes the development of the Melbourne Northern Growth Corridor Plan (2012) and a number of completed and approved Precinct Structure Plans (PSPs). In addition, other PSPs are currently in various stages of development, including the Beveridge North West PSP.

Essential Economics (now Ethos Urban) prepared a report titled "*Beveridge North West PSP 1059 – Retail Needs Assessment*" in 2014 in order to inform the preparation of the PSP. Since the report was prepared, planning for the urban growth anticipated to occur in the northern corridor has continued. For instance, Mitchel Shire has prepared the Wallan Structure Plan (2015) and the Victorian Planning Authority (VPA) have completed the the Beveridge Central PSP, each of which adjoins the Beveridge North West PSP.

The VPA are now revisiting the precinct structure planning for Beveridge North West, including the planning for the town centres and employment land in the precinct. Ethos Urban has been engaged to update and re-assess the retail, town centre and employment needs for Beveridge North West. This update is undertaken in light of recent planning in the broader corridor and more detailed planning relevant to the PSP, and to ensure the PSP is informed by the latest information regarding activity centre development.

The preparation of this report has regard for the Precinct Structure Planning Guidelines, as well as a preliminary future urban structure prepared by the VPA which includes locations identified for town centres and employment land.

Information Inputs

The analysis in this report has been undertaken on the basis of a preliminary future urban structure for Beveridge North West PSP as provided by VPA, and which identifies VPA's preferred town centre locations, planned road network and planned residential areas.

The report has also been informed by a variety of other reports and plans available at the time of writing, including the Melbourne North Growth Corridor Plan (MNGCP), the Wallan Structure Plan (2015) and completed PSPs.

This Report

This report provides an assessment of the potential town centre requirements for the Beveridge North West PSP and will provide input into the drafting of the urban structure for the PSP area.

This technical report is organised as follows:

Chapter 1: Regional Context

Provides an overview of the urban development and infrastructure in the region surrounding Beveridge North West.

Chapter 2: Beveridge North West PSP

Describes the characteristics of the Beveridge North West PSP area, as well as presenting the preliminary urban structure for the area. Estimates of the potential population capacity at full-development are also provided.

Chapter 3: Local Town Centre Assessment

Provides guidance to the future town centre requirements for Beveridge North West PSP, taking into account the hierarchy serving the wider region and analysis of supportable retail and non-retail floorspace.

Chapter 4: Other Considerations

Assesses a number of other implications associated with the future development of the Beveridge North West PSP.

Chapter 5: Summary of Main Findings

Summarises the main findings of Beveridge North West arising from the analysis presented in Chapters 1 to 4.

1 Regional Context

This Chapter presents an overview of the regional context within which Beveridge North West is situated. It includes a description of the regional location, a summary of the North Growth Corridor Plan and Plan Melbourne, and an overview of the relevant urban development trends and PSPs in the wider region.

1.1 Regional Location

Beveridge North West is located in the Mitchell Shire, within the north-western periphery of the northern growth corridor of Melbourne. Situated approximately 40km north of the Melbourne CBD, Beveridge North West contains approximately 1,280ha of land which is bounded to the east by the Hume Freeway and to the west by Old Sydney Road.

The Wallan town centre is located approximately 3km north of Beveridge North West; however, the recently completed Wallan Structure Plan (2015) provides guidance on the urban development of land to the immediate north of Beveridge North West. In addition, the developing Mandalay residential estate is located immediately to the south of Beveridge North West.

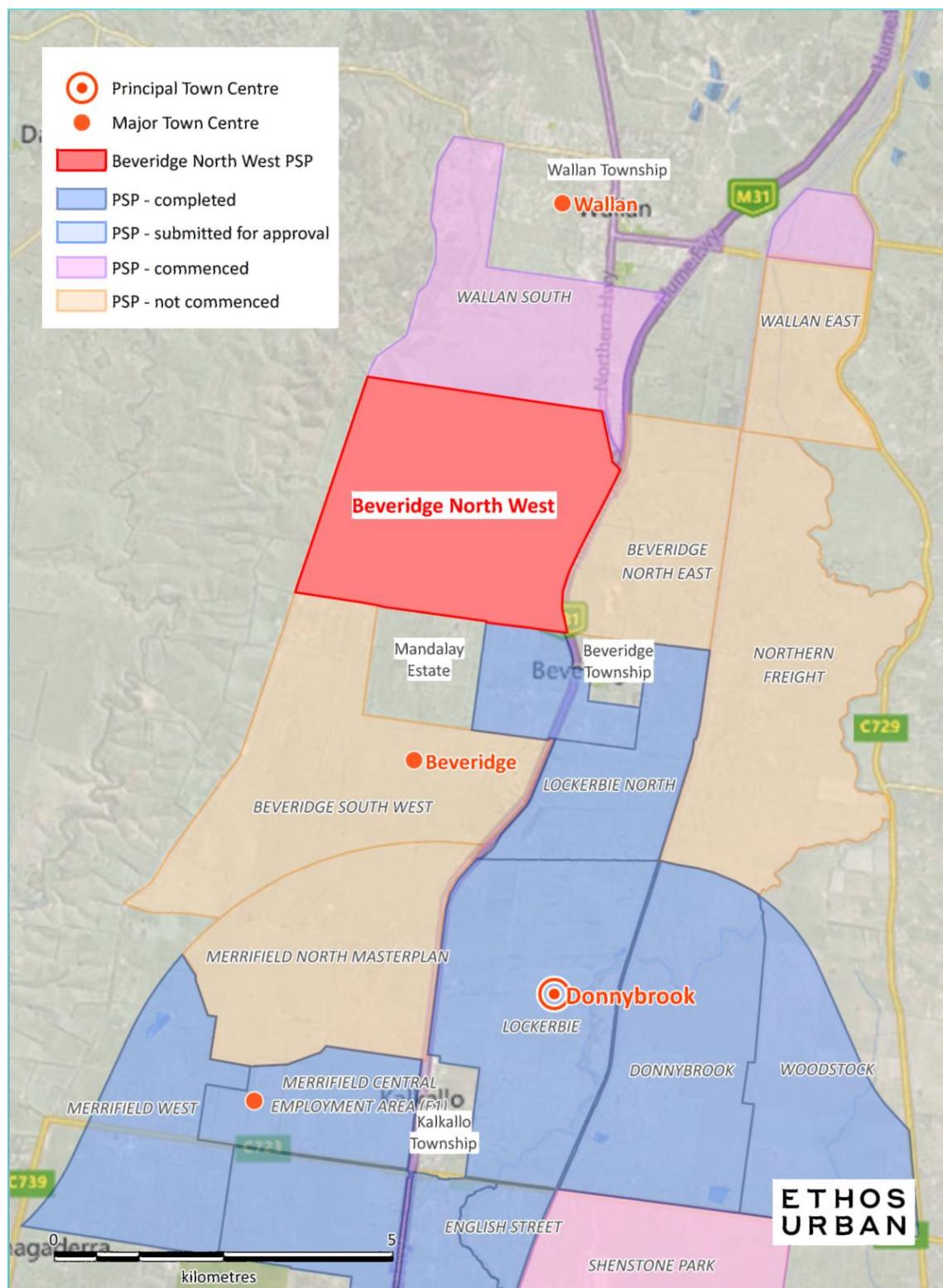
The northern growth corridor of Melbourne is a rapidly developing part of metropolitan Melbourne, where the planning and development for new suburbs containing employment areas, town centres, transport infrastructure, community facilities, etc has been underway for some time. The Melbourne North Growth Corridor Plan provides the broad strategic land use direction for the region and informs the preparation of more detailed PSPs.

A number of PSPs in the surrounding area are at various stages of completion, including the following:

- Merrifield West (PSP 1064): Completed
- Merrifield Central Employment Area (E1): Completed
- Folkstone Employment Area (E1): Completed
- Lockerbie PSP (PSP 1066): Completed
- Lockerbie North PSP (PSP 1098): Completed
- Beveridge Central: Completed
- Wallan South: Commenced.

Figure 1.1 illustrates the regional location of Beveridge North West.

Figure 1.1: Regional Location



Prepared by Ethos Urban using MapInfo, StreetPro and BingMaps

1.2 Melbourne Northern Growth Corridor

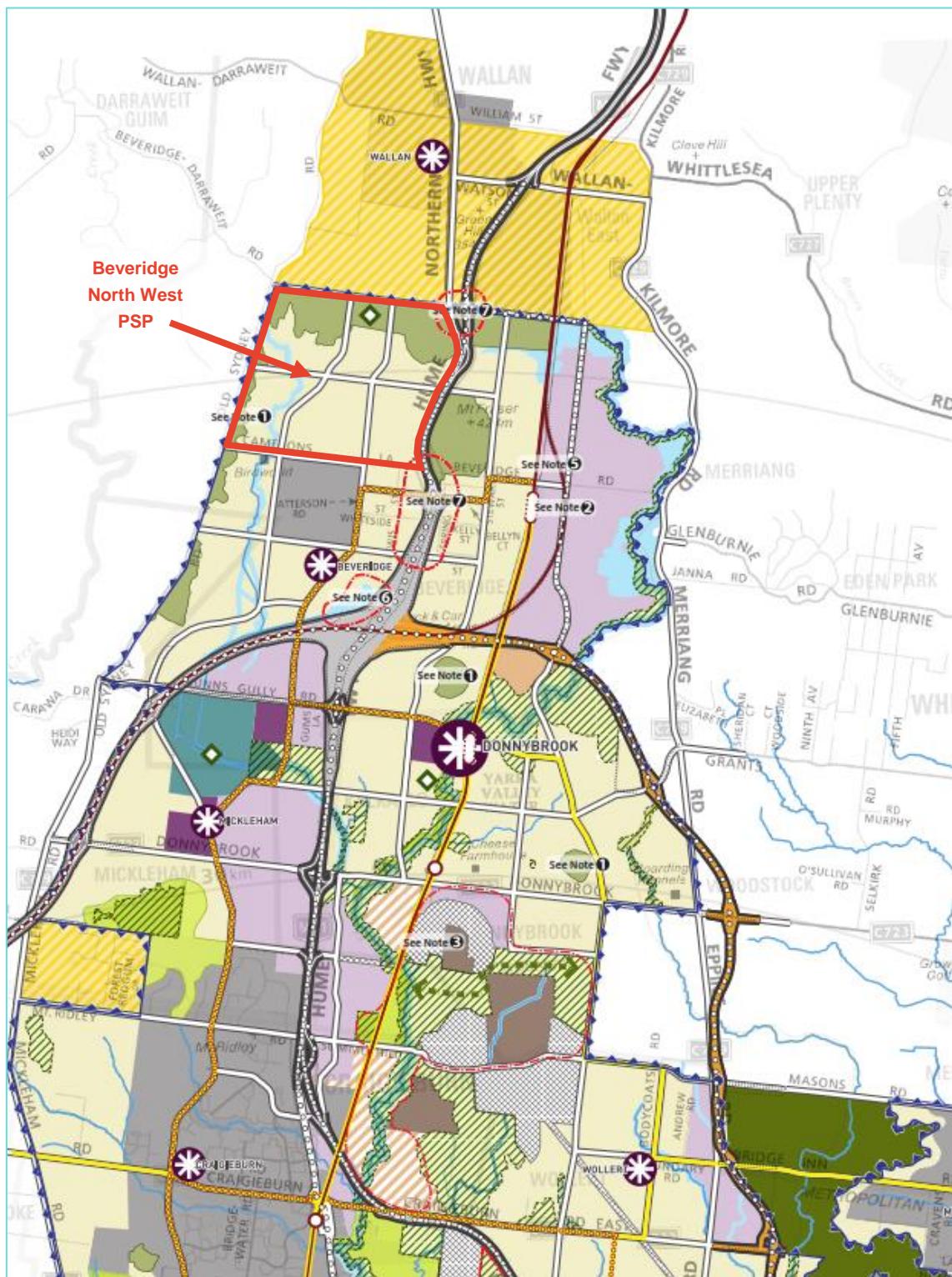
The Melbourne North Growth Corridor Plan (MNGCP) broadly identifies the future urban form for the northern growth corridor, as well as providing strategic direction in relation to land designated for urban development, the delivery of transport infrastructure, higher-order town centre requirements, and areas for dedicated employment uses.

Features of the MNGCP of relevance to the Beveridge North West PSP include the following:

- A large portion of the area covered by the Beveridge North West PSP is identified as future residential. In addition, the area also contains land proposed as regional open space.
- Significant areas of land to the south of Beveridge North West PSP are identified as future residential. This includes the Mandalay estate, which is currently being developed. Additionally, the township of Wallan and surrounding areas to the north are earmarked for future urban development.
- Beveridge North West residents will be served by several higher-order town centres which have been identified for nearby areas including Donnybrook, Beveridge South West, Mickleham and Wallan.
- A major long-term employment precinct is located approximately 4km to the east of Beveridge North West. A potential future Interstate Freight Terminal has been identified to form part of this precinct.

The MNGCP as it relates to the Beveridge North West PSP is provided in Figure 1.2.

Figure 1.2: Melbourne North Growth Corridor Plan



Source: Growth Area Authority (now Victorian Planning Authority)

1.3 Plan Melbourne

Plan Melbourne (2017) was prepared by the Victorian Government and is intended to guide Melbourne's housing, commercial and industrial development through to 2050. The Plan seeks to integrate long-term land use, infrastructure and transport planning to meet the population, housing and employment needs of the future and identifies nine key principles which will guide the future of Melbourne.

One of these principles, "*living locally – 20-minute neighbourhoods*", is particularly relevant to the future planning for town centres in growth areas, including Beveridge North West. The implication of this principle is that future residents will be able to access all their town centre needs within 20 minutes.

In this context, Plan Melbourne identifies Major Activity Centres at Wallan to the north of Beveridge North West, and in Beveridge situated to the south in the Beveridge South West PSP area (for which planning is yet to commence). No major activity centre is planned for Beveridge North West.

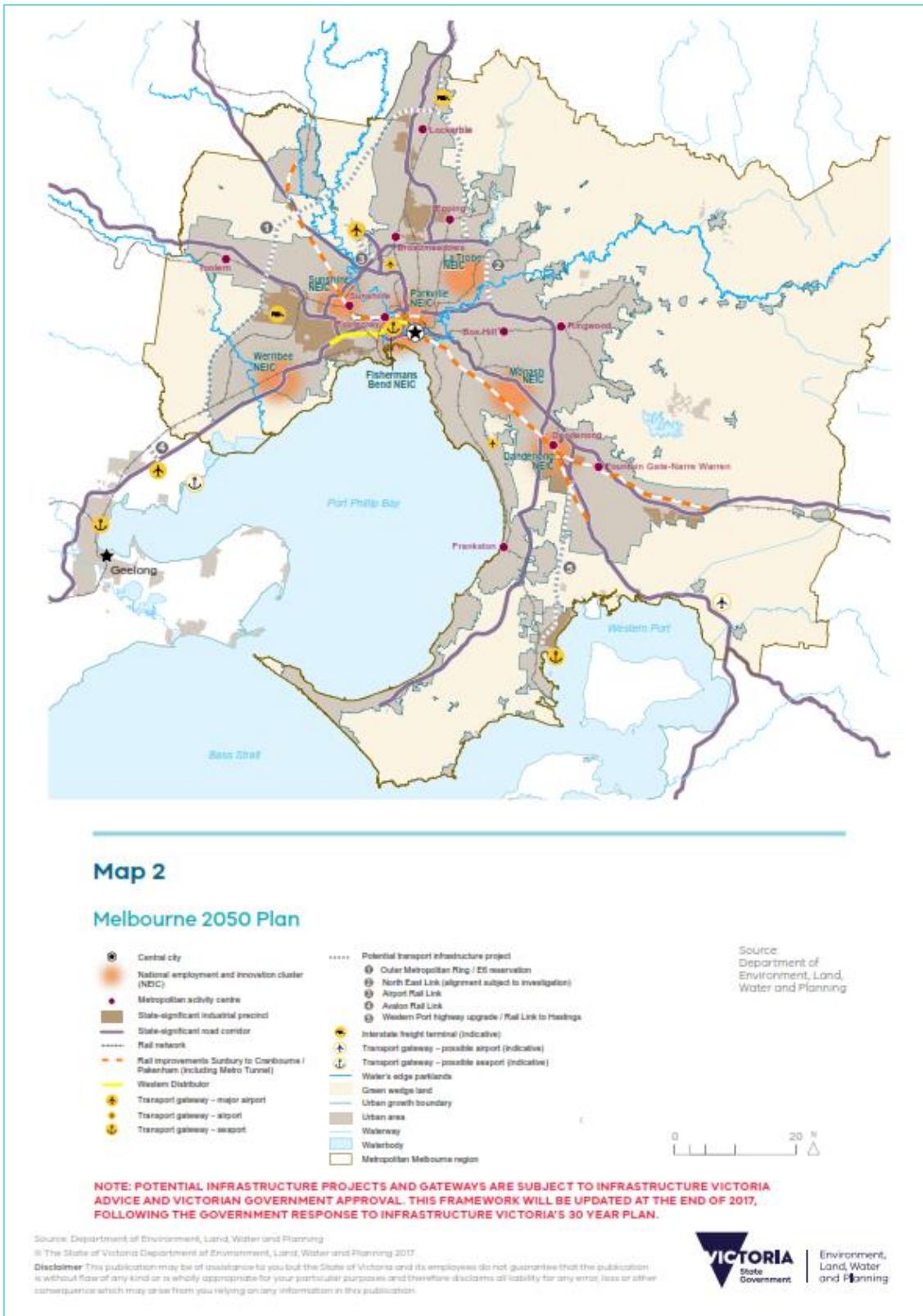
Plan Melbourne defines major activity centres as follows:

"Suburban centres that provide access to a wide range of goods and services. They have different attributes and provide different functions, with some serving larger subregional catchments. Plan Melbourne identifies 121 major activity centres." (p.139)

Another key feature of Plan Melbourne relevant to Beveridge North West is the location of the planned Interstate Freight Terminal approximately 2-3km to the east of Beveridge North West PSP area.

Plan Melbourne is shown in Figure 1.3.

Figure 1.3: Plan Melbourne - Melbourne 2050 Plan



1.4 Overview of Relevant Precinct Structure Plans

An overview of key features of PSPs relevant to Beveridge North West PSP are provided below.

Beveridge Central

Beveridge Central adjoins the south-east of the Beveridge North West PSP and was subject to Planning Scheme Amendment GC55 to the Mitchell and Whittlesea Planning Schemes. The PSP was gazetted in January 2019 to the Mitchell and Whittlesea Planning Schemes. Beveridge Central is planned to be a largely residential area and includes two Local Convenience Centres (LCCs).

The most relevant LCC in terms of planning in Beveridge North West is the LCC located in the north-west portion of Beveridge Central with frontage to Camerons Lane. Camerons Lane represents the southern boundary to Beveridge North West PSP area. The Camerons Lane LCC is planned to accommodate up to 3,000m² of retail floorspace and may include a limited range supermarket. The Camerons Land LCC Concept (p. 28) identifies a supermarket of approximately 1,500m².

The planned Mandalay Local Town Centre is proposed to be a supermarket-based centre of up to 5,000m² of retail floorspace, and is located to the immediate west of Patterson Street and the Camerons Lane LCC. An overview of the Mandalay Local Town Centre is provided later in this section, but the proximity of both centres raises the possibility that these centres may in reality operate as the one centre.

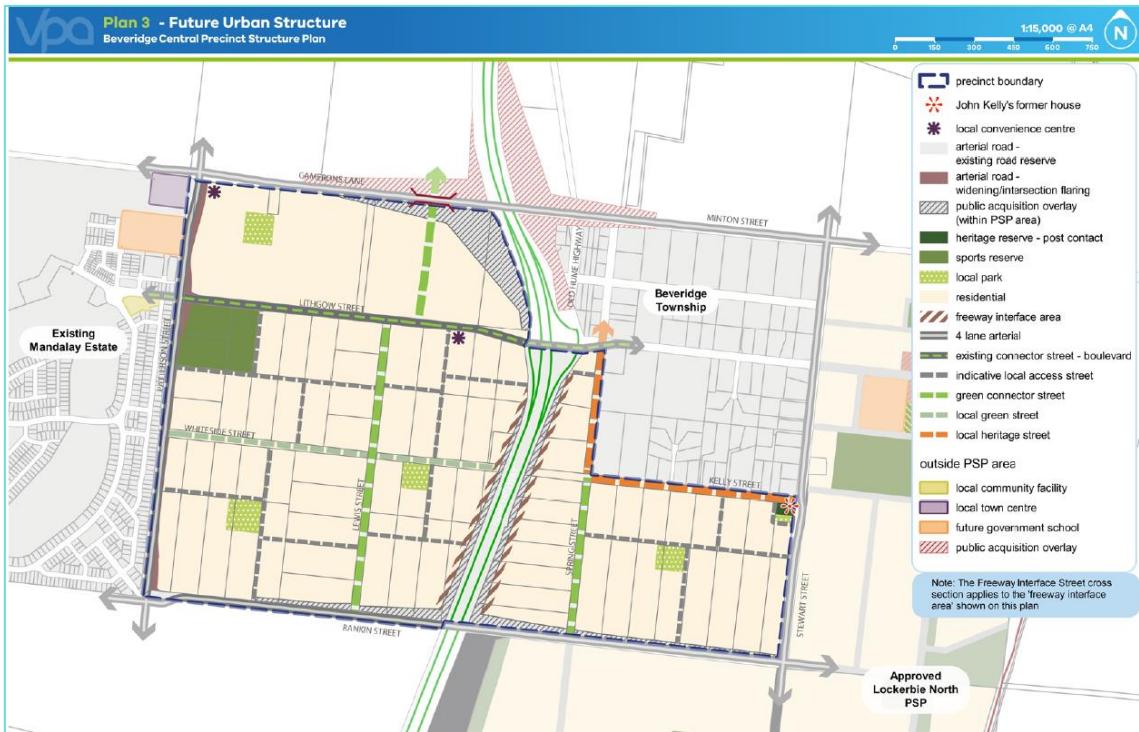
In total, Beveridge Central is planned to accommodate approximately 3,390 dwellings and a population of approximately 9,490 persons (p.13). It is envisaged that the retail and town centre needs of these future residents will be met by a town centre located beyond Beveridge Central, as indicated in the below extract from the Beveridge Central Vision:

"Shopping and commercial services will be readily accessible immediately adjacent to the precinct in new town centres in Mandalay and Lockerbie North, with small scale retail needs provided by two local convenience centres within the precinct. In the longer term, the precinct will be accessible to higher-order services, shopping and jobs at the Beveridge Major Town Centre to the southeast of the precinct". (p.9)

Although future town centres in Beveridge North West are not identified above, potential exists for future residents to also be served by town centres within the Beveridge North West PSP.

Figure 1.4 shows the Beveridge Central PSP.

Figure 1.4: Beveridge Central PSP



Source: VPA, Beveridge Central PSP, May 2018

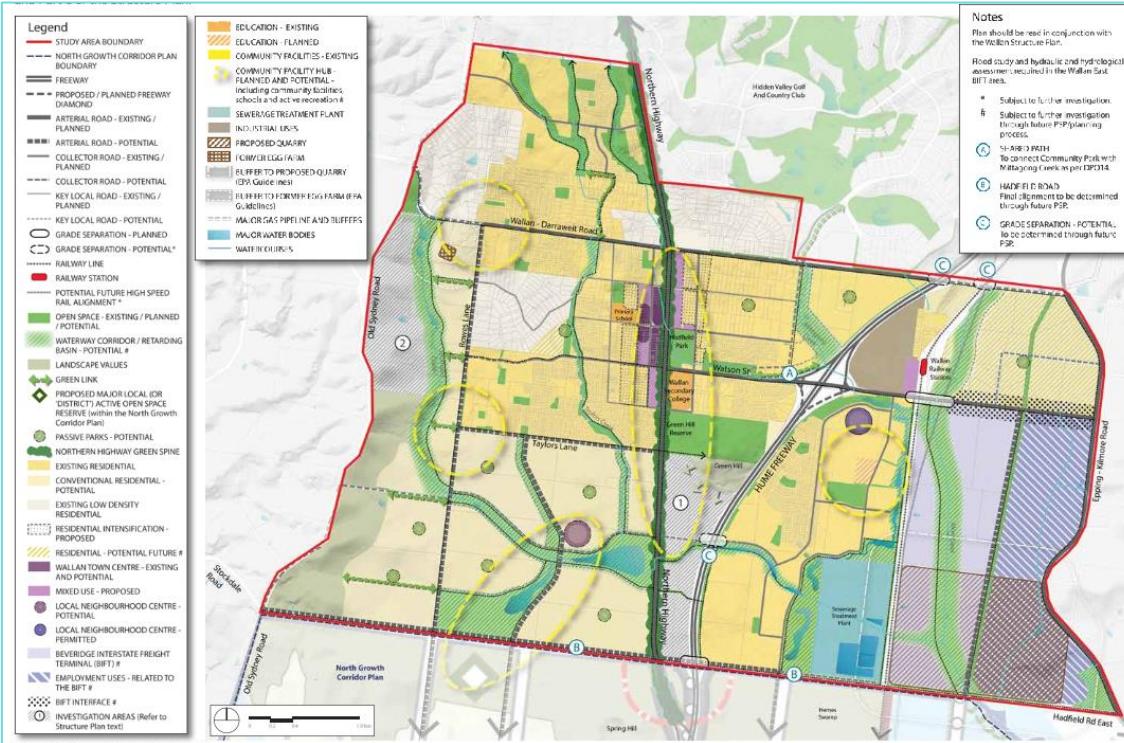
Wallan South PSP

Planning for the Wallan South PSP will be guided by the outcomes of the Wallan Structure Plan (2015). In particular, urban development is planned in the Wallan South PSP to the immediate north of Beveridge North West. A potential 'Local Neighbourhood Centre' has been planned approximately 1km to the north of the northern boundary of Beveridge North West.

VPA are currently preparing background studies as input to the PSP.

Figure 1.5 shows the Wallan Urban Structure Plan.

Figure 1.5: Wallan Urban Structure Plan



Source: Mitchell Shire Council, Wallan Structure Plan (March 2015 – modified December 2015)

Lockerbie North

Lockerbie North was approved in 2012 and is planned to accommodate approximately 4,400 dwellings and a population of 12,500 persons. The following two Local Town Centres (LTCs) are planned:

- Local Town Centre North: Comprising 9,000m² of ‘shop’ floorspace without a permit
- Local Town Centre South: Comprising 4,000m² of ‘shop’ floorspace without a permit.

The two LTCs in Lockerbie North will influence the catchment served by future centres at Beveridge North West.

Lockerbie

Lockerbie PSP is located to the south of the future Outer Metropolitan Road (OMR) and was approved in 2012. The PSP is planned to accommodate approximately 10,220 dwellings and a population of 29,000 persons. The future Lockerbie Principal Town Centre (or Metropolitan Centre as referred to in Plan Melbourne) is planned to accommodate 80,000m² of ‘shop’ floorspace without a permit.

In retail terms, the Lockerbie Principal Town Centre (PTC) will be the regional centre serving the northern growth corridor with a wide range of retailing including both convenience retail (e.g. supermarkets, food and groceries, café, restaurants, retail services, etc) and comparison retail (e.g. apparel, homewares, electrical etc).

Beveridge South West and Beveridge North East

Preparation of both the Beveridge South West and Beveridge North East PSPs are yet to commence. The Beveridge South West PSP is planned to accommodate the Beveridge Major Activity Centre identified in both Plan Melbourne and the MNGCP.

Mandalay Estate

In addition to the above PSPs, the Mandalay Estate is currently being developed and is planned to accommodate a ‘small retail centre’ of up to 5,000m² (Mitchell Planning Scheme, Schedule 2 to the Comprehensive Development Zone). The centre, referred to as the ‘Mandalay Local Town Centre’, has frontage to Camerons Lane. As noted earlier, the Mandalay Local Town Centre (LTC) is located to the immediate west of Patterson Street and the Camerons Lane LCC situated in the Beveridge Central PSP. It is understood that uncertainty currently exists regarding the commercial viability and level of interest in developing the Mandalay LTC.

Mandalay is planned to accommodate approximately 2,050 dwellings and a population of approximately 6,000 persons. An 18-hole golf course, club facilities and a Community and Maternal Health Centre is also planned for the estate.

The development plan guiding the future development of Mandalay was subject to Planning Scheme Amendment C119 to the Mitchell Planning Scheme. The amendment included an update of the Mandalay Development Plan (2016) which is shown in Figure 1.6.

Figure 1.6: Mandalay Development Plan (2016)



Source: Planning Scheme Amendments, Mitchell Panning Scheme C119

1.5 Implications

A number of changes have occurred in recent years in the planning for the broader region surrounding Beveridge North West. Consequently, it is opportune to review and update previous assessments relating to the size and location of town centres and employment land in the Beveridge North West PSP, taking into consideration planning and development in the broader region.

The location, size and level of interest in developing the Mandalay LTC and the Camerons Lane LCC have the potential to influence the viability of LTCs in the Beveridge North West PSP; these planned centres and those further afield are taken into consideration in the assessment of LTC needs presented in Chapter 3.

2 Beveridge North West PSP

An overview of the key features of the Beveridge North West PSP and preliminary centre locations as identified by VPA are described in this Chapter.

2.1 Characteristics of Beveridge North West PSP

The Beveridge North West PSP covers an area of approximately 1,280ha and is bounded by the Hume Freeway to the east, Camerons Lane to the south, and Old Sydney Road (which defines the Urban Growth Boundary) to the west.

A planned arterial road defines the northern boundary of Beveridge North West, with the future Wallan South PSP located further north.

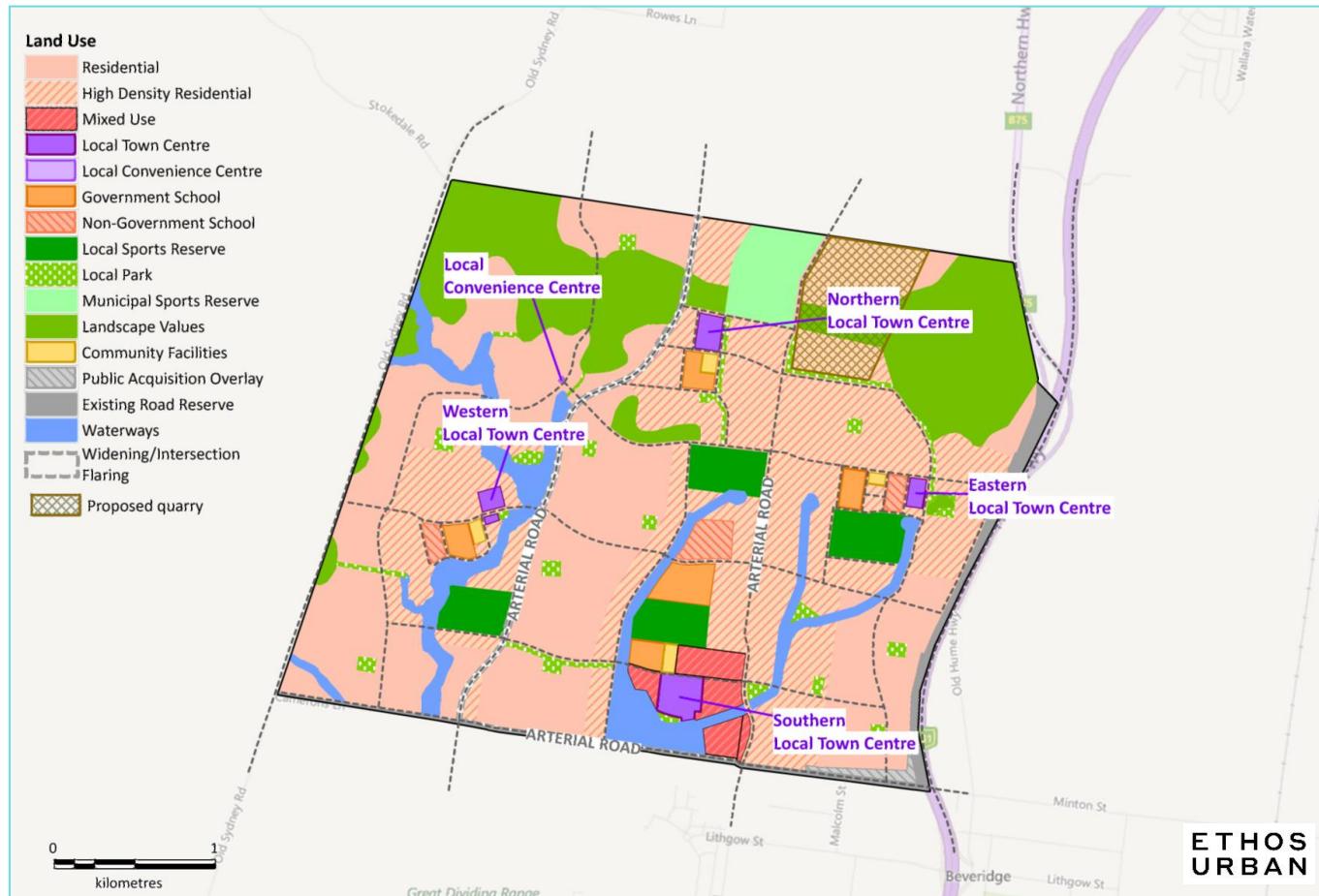
A preliminary Future Urban Structure (FUS) for the Beveridge North West PSP has been prepared by VPA which forms the basis of this assessment. It is acknowledged that the FUS is continually being refined by the VPA; however, the FUS shown in Figure 2.1 and discussed below remains relevant for the assessment of Local Town Centre requirements. The main features of the preliminary FUS include the following:

- **Primarily future residential area:** The majority of land in Beveridge North West will be future residential and includes areas of conventional and higher density residential areas.
- **Local town Centres (LTCs):** Four LTCs have been identified. Section 2.2 describes these planned centres in further detail.
- **Local Convenience Centre (LCC):** One LCC has been identified.
- **Mixed-use areas:** One mixed-use area has been identified adjoining the southern-most LTC.
- **Significant Open Space:** Significant areas of open space with landscape values have been identified in the north-east (Spring Hill Park) and north-west corners (Hilltops Park) of the PSP area. In addition, a municipal sports reserve has been identified in the northern part of the PSP.
- **Adjoins developing and future residential areas:** As described in Section 1.4, the developing Mandalay Estate, the Beveridge Central PSP and the future Beveridge South West PSP are all located immediately south of Beveridge North West PSP. These areas are identified for significant residential development. Additionally, land to the north of the PSP is identified for future residential development in the Wallan South PSP.
- **Access to major arterials including Hume Freeway:** The proximity of the subject land to the Hume Freeway, as well as several major arterial roads, will provide access for residents to other parts of metropolitan Melbourne. Primary access to the Hume Freeway will be via Camerons Lane (future major arterial), with a planned diamond interchange to the Freeway to the south. A potential future arterial road located to the north, identified in the Wallan Structure Plan (2015), will also provide access to the Hume Freeway.

Additionally, the preliminary FUS identifies two north-south arterial roads running through Beveridge North West which will connect future residents with areas to major centres in Wallan and Beveridge South.

- **Proposed Quarry:** A proposal exists for a basalt quarry to be located in the north-east of the PSP area. Uncertainty exists as to the eventual outcome of the proposal. The analysis presented in Chapter 2 and 3 assumes the quarry does not progress.
- **Education and community facilities:** A total of eight schools are provided for in the PSP, along with a range of community facilities are co-located with the schools and LTCs.

Figure 2.1: Beveridge North West PSP - Preliminary Future Urban Structure



Source: VPA; Ethos Urban; MapInfo; BingMaps

2.2 Planned Centre Locations

Preliminary analysis undertaken by the VPA identified a preferred centre network of four LTCs, each serving a neighbourhood retail role. The viability and extent of retail and non-retail floorspace supportable at these centres is assessed in Chapter 3.

One of these centres, referred to as the ‘Southern LTC’, has been identified as having potential to be a larger centre – potentially accommodating more than one supermarket and limited non-food retailing – should market demand occur in the future for the centre to expand. It will be important that the Southern LTC complements the role of Major Activity Centres intended for Wallan and Beveridge South.

The four LTCs are shown in Figure 2.1 and comprise the following:

- **Southern LTC:** adjoins a planned mixed-use area and is identified to potentially be larger than the other three LTCs. The Southern LTC is located on an east-west ‘Connector Street - Boulevard’. The mixed-use area, which adjoins the Southern LTC, is located on a north-south arterial road.
- **Northern LTC:** located in the north of the PSP area and to the south of the planned municipal sports reserve. The Northern LTC is located on an east-west ‘Connector Street - Boulevard’.
- **Eastern LTC:** located in the east of the PSP area at the junction of two ‘Connector Street - Boulevards’.
- **Western LTC:** located in the west of the PSP on an east-west ‘Connector Street - Boulevard’.

All LTCs are co-located with education and community facilities.

In addition, one LCC has been identified which is intended to provide day-to-day convenience retailing to the immediate surrounding community.

2.3 Estimate of Residential Dwelling Yield

Based on the preliminary future urban structure provided by VPA (refer Figure 2.1), a total of 781ha of land, referred to as Net Developable Residential Area (NDRA), has been identified as residential or mixed-use, comprising the following:

- 376ha of land identified for ‘conventional’ residential uses
- 383ha of land identified for medium-high density uses
- 22ha of land identified for mixed-use that adjoins the Southern LTC, a proportion of which expected to be developed for medium-high density residential uses.

Land identified for commercial businesses, arterial roads, recreation and open space, education, community facilities and LTCs has been excluded from the land areas described above.

In order to estimate the potential dwelling yields in Beveridge North West, assumptions regarding the average dwelling density have been made. These assumptions take into consideration the trend for declining residential lot sizes in Melbourne’s growth areas, as identified in the UDIA State of the Land 2019 report. The UDIA report shows the average lot size in greenfield development areas in Melbourne has declined from 474m² in 2010 to 400m² in 2018.

The following assumptions on dwelling density have been applied:

- Conventional residential: 16.5 dwellings per hectare of NDRA
Assuming local roads and 'pocket parks' account for 30% of NRDA, this equates to an average lot size of approximately 420m².
- Medium-high density residential: 20 dwellings per hectare of NDRA
Assuming local roads and 'pocket parks' account for 30% of NRDA, this equates to an average lot size of approximately 350m².
- Mixed-use: 25 dwellings per hectare of NDRA
Assuming local roads and 'pocket parks' account for 30% of NRDA, this equates to an average lot size of approximately 280m².

Applying the above assumptions to the NDRA described above results in an estimated residential capacity of approximately 14,400 dwellings at full-development, at an average of 18.4 dwellings per NRDA. While this represents a reasonable expectation of dwelling potential in Beveridge North West, potential exists for increased dwelling density in the future should the trend for declining residential lots continue.

Table 2.1 summarises the above analysis.

Table 2.1: Estimated Residential Development Capacity

Category	Net Developable Residential Areas (NDRA)	Assumed Dwelling Density	Estimated Dwellings
Conventional Residential	375.7 ha	16.5 dwellings per NDRA	6,200 dwellings
Medium-high Density	383.3 ha	20.0 dwellings per NDRA	7,700 dwellings
Mixed Use	21.7 ha	25.0 dwellings per NDRA	500 dwellings
Total	780.6 ha	18.4 dwellings per NDRA	14,400 dwellings

Source: Ethos Urban; VPA

2.4 Estimated Population Capacity

Analysis of residential population outcomes for the purpose of this analysis is based on an average household size of 2.8 persons per household at full development. This is intended as a broad estimate at full development and assumes one household per dwelling.

The average size of households will change over time as the region is developed for housing. For example, it is likely that in the early stages of development the region will attract a greater number of family households, with the average household size likely to be above 3.0 persons per dwelling or more in some localities. In the longer-term (i.e. after full-development), the trend is likely to show a decline in the average household size as young adult family members leave the principal residence.

Having regard for forecasts prepared by the Department of Environment, Land, Water and Planning (Victoria in Future, 2016) and id Consulting on behalf of Mitchell Shire (July, 2018) shown below, an average household size of 2.8 persons is considered to be conservatively low:

- **Victoria in Future, 2016:** Forecast an average household size of 2.9 persons in 2031 for the northern growth corridor (comprising the Victoria in Future Small Areas of Bulla-Craigieburn, Sunbury, Kilmore-Wallan and Epping-Whittlesea)
- **Id Consulting (2018):** Forecast an average household size of 3.27 persons in 2041 for Beveridge, which includes the Beveridge North West PSP area.

Assuming an average household size of 2.8 persons, the Beveridge North West PSP is estimated to have a population of approximately 40,300 persons at full development. The population at capacity would increase to 43,200 persons assuming an average household size of 3.0 persons.

The balance of this assessment is based on an average household size of 2.8 persons. The implication of a higher average household eventuating would be improved performance for each LTC.

2.5 Summary

The VPA has identified four LTCs in the Beveridge North West PSP. Based on the preliminary FUS, the PSP is estimated to accommodate approximately 14,400 households and a population of 40,320 persons at full development.

3 Local Town Centre Assessment

This Chapter presents analysis of the potential LTC outcomes in the Beveridge North West PSP, and provides the following information:

- The hierarchy of existing and planned centres that will serve future residents in Beveridge North West
- An assessment of the extent of retail and non-retail commercial floorspace supportable at the proposed centre locations.

3.1 Planned Town Centre Hierarchy Serving the Region

The VPA have developed a town centre hierarchy for Melbourne's growth areas which broadly reflects that identified in Plan Melbourne, although the VPA adopts a different terminology, referring to centres as 'town centres' as opposed to 'activity centres'.

State Planning Policy, namely Plan Melbourne, no longer distinguishes between Principal Activity Centres (PACs) and Major Activity Centres (MACs), thereby allowing greater flexibility in determining activity centre hierarchies and implementing specialised policies around each centre.

A brief summary of the town centre hierarchy adopted by the VPA in the preparation of the Growth Corridor Plans and PSPs is provided below:

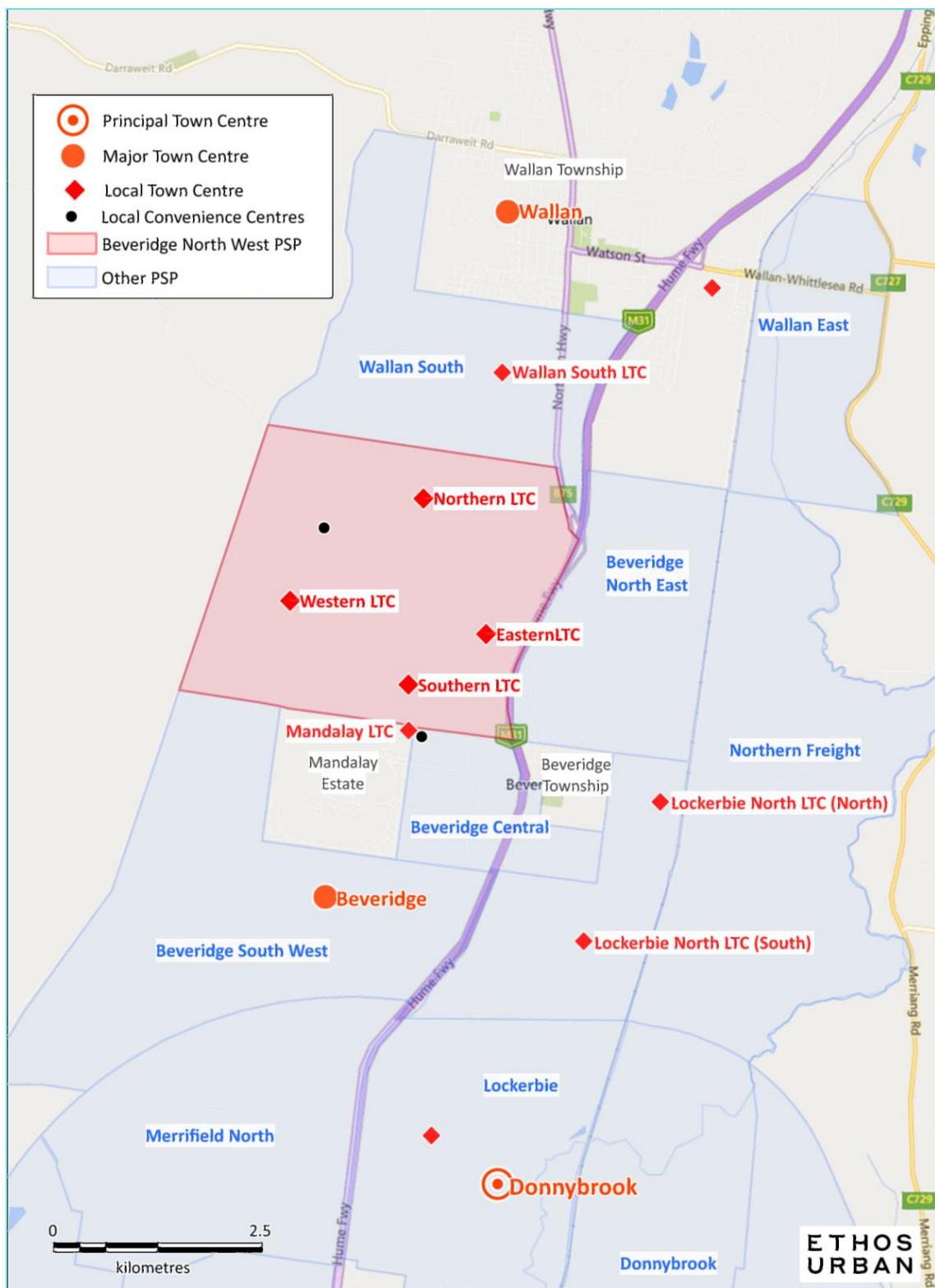
- **Principal Town Centres (PTC)** are expected to play an important role as a focus for retail and commercial activity, administrative functions, entertainment, and residential development. The Donnybrook PTC will service future Beveridge North West residents and is located approximately 6km to the south-east of the Beveridge North West PSP.
- **Major Town Centres (MTC)** are similar to PTCs in terms of the diversity of land uses that are expected to develop; however, they serve smaller catchments and can therefore be differentiated mostly in terms of scale. The Wallan and Beveridge MTCs are located less than 3km from the northern and southern extremes of the Beveridge North West PSP.
- **Local Town Centres (LTC)** are important in providing easily accessible local services including grocery and convenience shopping, and local services. LTCs serve a neighbourhood shopping and service role, and are anchored by supermarkets of varying sizes, with full-line stores being the main distinguishing feature of the larger and more successful LTC centres. LTCs are broadly equivalent to Neighbourhood Centres as is often described in retail economic assessments.

VPA have identified potential for four LTCs in the Beveridge North West PSP. In addition, a LTC of 5,000m² of retail floorspace is planned for a location on Camerons Lane within the Mandalay Estate, located to the immediate south of Beveridge North West. Camerons Lane LCC adjoins the Mandalay Centre and in effect, expands the potential for retail floorspace in this location to 8,000m². This centre will service the day-to-day shopping needs of a proportion of future Beveridge North West PSP residents. The Wallan Structure Plan (2015) identifies a potential LTC (or neighbourhood centre) in Wallan South, approximately 2km to the north of the Northern LTC in Beveridge North West.

- **Local Convenience Centres (LCC)** provide more limited day-to-day retail and community services. VPA have identified one LCC for the Beveridge North West PSP.

Figure 3.1 shows the surrounding town centre hierarchy serving Beveridge North West.

Figure 3.1: Beveridge North West Town Centre Hierarchy



Prepared by Ethos Urban using MapInfo, StreetPro and BingMap

3.2 Key Considerations for Beveridge North West Town Centre Hierarchy

The following key considerations have informed the assessment of supportable retail floorspace in future town centres in Beveridge North West:

- Accessibility to LTCs and supermarkets: Principles guiding the location of town centres in PSP areas are provided in Volume 2 of the PSP Guidelines and include the following standard relating to accessibility:

“80-90% of households should be within 1km of a town centre of sufficient size to allow for provision of a supermarket”.

- Importance of centre viability: Planning for LTCs in locations that maximise centre viability is considered essential to providing future communities with high levels of accessibility to retail and other town centre uses.

Previous work undertaken by Essential Economics (*Growth Corridor Plans – Activity Centre and Employment Planning*, November, 2011) identifies the need for catchments of at least 8,000 residents, and preferably up to 10,000 residents, in order to support the planning for supermarket-based LTCs. One of the conclusions in that report is that “supermarket catchments of approximately 8,000 residents may struggle to sustain a full-line supermarket, while a catchment of 10,000 persons would be able to support a store achieving typical trading benchmarks.” (p.33)

- Complement the existing and planned town centre hierarchy: Section 3.1 summarises the existing and planned town centre hierarchy serving Beveridge North West. The analysis presented in this report acknowledges that centres in Beveridge North West will need to complement existing and planned centres.
- Potential for centre expansion at the Southern LTC: The potential for the Southern LTC to expand beyond a single-supermarket-based LTC is assessed on the basis that it does not undermine any of the above key considerations relating to accessibility to town centre services and the viability of the existing and planned centre hierarchy. The potential for the Southern LTC to expand is considered in Section 4.2.

3.3 Local Town Centre Catchments

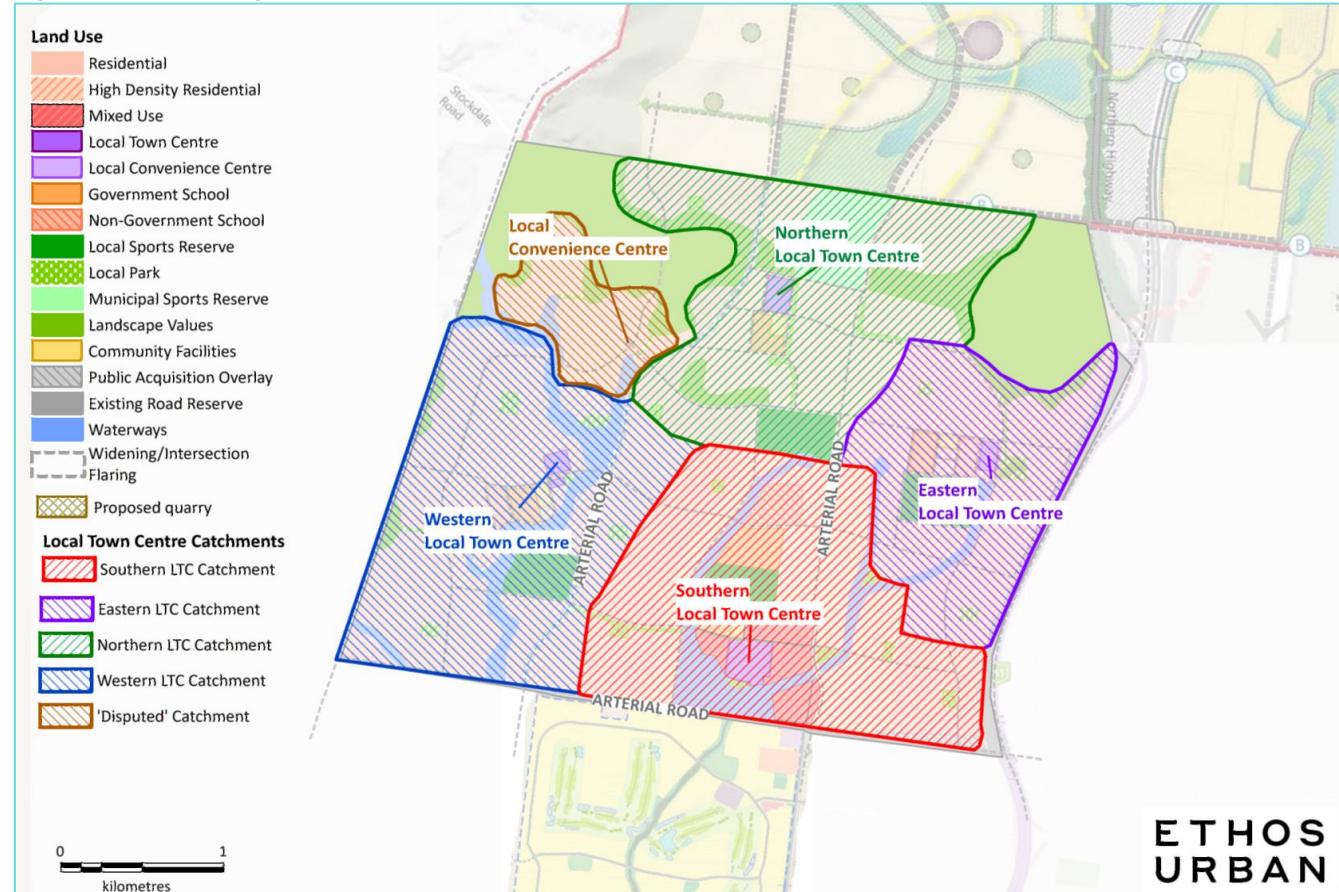
Figure 3.2 shows the preliminary LTC locations and the potential catchments for each centre. The identified catchments reflect the indicative geographic areas where the majority of a centre's trade would be derived. The following factors have been considered when identifying centre catchments:

- Location of competing centres, both within and beyond the PSP
- Surrounding road networks
- Location of planned residential areas
- Potential constraints to customer movement, including significant areas of open space, rivers, major transport routes, etc.

Typically, centre retail catchments will overlap; however, for the purpose of undertaking this analysis, ‘core’ catchments have been identified which do not overlap. The analysis in the subsequent sections takes into consideration the likelihood that each centre will capture trade from beyond their identified ‘core’ catchment, including trade from other LTC catchments shown in Figure 3.2.

As shown in Figure 3.2, each LTC has an identified ‘core’ catchment. In addition, a ‘disputed’ catchment is identified in the north-western part of the PSP. The ‘disputed’ catchment reflects an area where it is difficult to allocate to either of the Northern LTC and Western LTC catchments. The accessibility to both centres is relatively similar, and therefore both centres will compete for customers from this area. For the purpose of assessing catchment populations (refer Section 3.4), the estimated population in the ‘disputed’ catchment is distributed evenly between the Northern and Western LTCs.

Figure 3.2: Beveridge North West LTC Catchment



Prepared by Ethos Urban using MapInfo, StreetPro and BingMap

3.4 Local Town Centre Catchment Populations

Population estimates for each LTC catchment have been prepared with regard for the residential development outcomes described earlier in Chapter 2, and these estimates are shown in Table 3.1.

Note, that the catchment population within the ‘disputed’ catchment has been evenly distributed between the catchments of the Northern and Western LTC.

Table 3.1: Beveridge North West PSP, Population by Centre Catchments

Catchment	Population
Southern LTC	11,180 persons
Eastern LTC	7,220 persons
Western LTC	11,620 persons
Northern LTC	10,300 persons
Total Beveridge North West PSP	40,320 persons
<i>‘Disputed’ Catchment (included in above figures)</i>	<i>2,300 persons</i>

Source: Ethos Urban

As described earlier, in general terms, catchments of 10,000 residents should be sufficient to support a LTC anchored by a full-line supermarket of 3,000m² or more. Where catchment populations are less than 8,000 residents, the viability of full-line supermarkets may be in question. In these instances, potential may still exist for LTCs to be anchored by smaller, mid-sized supermarkets.

Having regard for the above commentary and the catchment populations shown in Table 3.1, potential exists for full-line supermarkets to be accommodated at the Southern, Western and Northern LTCs, with the catchments for these centres ranging from approximately 10,300 persons for the Northern LTC to 11,620 persons for the Western LTC. The catchment for the Southern LTC is estimated at 11,180 residents.

A more detailed assessment of the supermarket development potential for each LTC is provided in Section 3.6.

3.5 Estimate of Future Retail Spending

Estimates of retail spending for the identified catchments have been derived from MarketInfo, which is a micro-simulation model that combines data from the ABS Household Expenditure Survey, ABS Population and Housing Census, National Accounts and other sources, to generate estimates of retail spending for small areas. MarketInfo is widely used in the retail economic, property and planning sectors.

The following provides retail spending estimates for the identified catchments and the PSP area for the following retail categories:

- Food, liquor, groceries (FLG), which is the most relevant in terms of assessing future supermarket opportunities
- Food catering (cafés and restaurant and take away food)
- Non-food merchandise and services.

For the purpose of this analysis, it is assumed that the Beveridge North West PSP will be fully developed by 2040.

Estimates of the retail spending by residents in the identified catchments have been prepared by examining the average retail spending levels of new residents in the developing residential areas in the northern growth corridor, including residents in Craigieburn, Epping, Wallan and South Morang. It is assumed that the retail spending patterns of existing residents in these areas will reflect the future spending patterns of Beveridge North West PSP residents. Average per capita retail spending (in constant 2018/19 dollars) of existing residents in developing areas in the northern growth corridor is shown in Table 3.2; retail spending of these residents is estimated to be approximately -17% below the average for metropolitan Melbourne.

Table 3.2: Indicative Average Per Capita Retail Spending, Beveridge North West PSP, 2019 (in 2018/19 dollars)

Retail Category	Beveridge North West PSP	Metropolitan Melbourne	Variation from Metropolitan Melbourne
Food, Liquor & Groceries	\$5,190	\$5,890	-12%
Food catering	\$1,490	\$1,970	-24%
Non-food	\$5,450	\$6,680	-18%
Total Retail	\$12,130	\$14,540	-17%

Source: MarketInfo; Ethos Urban

Total retail spending by Beveridge North West residents has been calculated for the purpose of testing the initial observations relating to supermarket provision within LTCs, as indicated in Section 3.4.

These estimates have been calculated with reference to population outcomes shown in Table 3.1 and the forecast average retail spending levels shown in Table 3.2. The estimates take into consideration forecast real growth in average total per capita spending of approximately 1% pa over the next 20 years, which broadly reflects historical trends and assumes relatively stable growth in the Australian economy over the forecast period.

Residents in the Beveridge North West PSP in 2040 are forecast to spend approximately \$594m on retail merchandise and services (in constant 2018/19 dollars, i.e. excluding the effects of inflation).

Total retail spending by centre catchments are summarised below:

- Southern LTC: Total catchment spending of \$165m, including \$62m on FLG.
- Eastern LTC: Total catchment spending of \$106m, including \$40m on FLG.
- Western LTC: Total catchment spending of \$171m, including \$64m on FLG.
- Northern LTC: Total catchment spending of \$152m, including \$57m on FLG.

Table 3.3: Forecast Retail Spending by Catchment and PSP Residents, 2040 (2018/19 dollars)

Retail Category	Southern LTC	Eastern LTC	Western LTC	Northern LTC	Total Beveridge NW PSP
Food, Liquor & Groceries	\$61.6m	\$39.7m	\$64.0m	\$56.7m	\$222.0m
Food Catering	\$18.6m	\$12.0m	\$19.3m	\$17.1m	\$66.9m
Non-Food	\$84.6m	\$54.57	\$87.83	\$77.85	\$304.84
Total Retail	\$164.7m	\$106.3m	\$171.1m	\$151.6m	\$593.7m

Source: MarketInfo; Ethos Urban

3.6 Supportable Supermarket Floorspace

In planning for future LTCs, an understanding of the opportunity for supermarket development in each of the identified centres is important. Supermarkets act as anchor tenants that support adjoining businesses, both retail and non-retail, via the significant levels of custom the supermarkets attract to a centre.

It is estimated the Beveridge North West PSP could support approximately 13,400m² of supermarket floorspace. This level of supermarket provision equates to approximately 330m² of supermarket floorspace per 1,000 residents, which is broadly in-line with existing benchmarks for supermarket provision throughout metropolitan Melbourne. In terms of the analysis for the total PSP area, it is estimated supermarkets within the PSP could capture 69% of spending by PSP residents directed to supermarkets, with the balance of 31% directed to centres located further afield.

An analysis of the extent of supermarket floorspace that could be supported in LTCs within the Beveridge North West PSP as a whole is shown in Table 3.4. The analysis is based on the following assumptions and information:

- Supermarkets capture 75% of total FLG spending by catchment residents. Supermarkets are the dominant form of retailing in the FLG spending market, nationally, and capture an estimated 65% to 75% of national FLG spending, based on analysis of ABS data. In growth areas, where limited choice and opportunities for specialty food retailing exist, supermarkets typically capture a higher proportion of FLG spending.
- LTC with full-line supermarkets (i.e. the Southern, Western and Northern LTCs) are estimated to capture 65% of catchment FLG spending directed to supermarkets. This level of market share is consistent with market shares experienced at other supermarkets and reflects the potential level of competition within the PSP. The balance of spending will be directed to other centres, including those within and beyond the PSP.

Accounting for the flows of spending between catchments and at different centres, it is estimated supermarkets in the Beveridge North West PSP will capture approximately 69% of FLG spending directed to supermarkets. The balance of approximately 31% of spending will be directed to supermarkets located in other centres beyond the Beveridge North West PSP, including the nearby Mandalay LTC and Wallan South LTC, as well as larger centres at Beveridge, Donnybrook and Wallan.

- Supermarkets will also capture sales from beyond their catchments, and this is estimated to be in the order of 10% to 20% of turnover for each centre. These shares reflect the potential for centres to capture sales from beyond their catchment and is influenced by access to the

arterial road network and the presence of community infrastructure (e.g. schools, sporting reserves, community centres, etc) that may attract residents from further afield. These figures include spending captured from the catchments of other LTCs within the Beveridge North West PSP.

Taking into account the flow of spending between catchments, it is estimated that 5% of supermarket FLG turnover is derived from shoppers living beyond the PSP.

- An estimated 8% of supermarket turnover would be in non-FLG merchandise.

Based on the analysis described above and summarised in Table 3.4, the potential supermarket outcomes for each LTC are as follows (all figures are expressed in constant 2018/19 dollars):

- **Southern LTC:** The Southern LTC could support a relatively strong-performing full-line supermarket. Based on the analysis, a store of 3,800m² is forecast to achieve turnover in the order of \$40m a year at an average trading level of \$10,600/m². It is estimated a full-line supermarket at the Southern LTC could capture 65% of its catchment's retail spending directed to supermarkets.
- **Northern LTC:** The Northern LTC could support a full-line supermarket. Based on the analysis, a store of 3,800m² is forecast to achieve turnover of approximately \$36m a year at an average trading level of \$9,500/m². It is estimated a full-line supermarket at the Northern LTC could capture 65% of its catchment's retail spending directed to supermarkets.
- **Western LTC:** The Western LTC could support a full-line supermarket. Based on the analysis, a store of 3,800m² is forecast to achieve turnover of more than \$38m a year at an average trading level of \$10,000/m². It is estimated a full-line supermarket at the Western LTC could capture 65% of its catchment's retail spending directed to supermarkets.
- **Eastern LTC:** As indicated earlier, the Eastern LTC is unlikely to have a sufficient catchment population to support a full-line supermarket. Assuming a mid-sized supermarket of 2,000m² is provided at the Eastern LTC, it is forecast to achieve turnover in the order of \$18m a year at an average of \$9,200/m². This assumes the Eastern supermarket could capture 50% of its catchment's retail spending directed to supermarkets. This market share is lower than the other LTCs due to the anticipated smaller format store.

Table 3.4 summarises the above analysis. Note that figures for the total Beveridge North West PSP may not add as they are a summary of derived figures that take into account the assumed spending flows between catchments.

Table 3.4: Supermarket Assessment, 2040 (in constant 2018/19 dollars)

Category	Southern LTC	Eastern LTC	Western LTC	Northern LTC	Total Beveridge North West PSP (derived)
Available FLG spending directed to supermarkets (@75% of FLG)	\$46.2m	\$29.8m	\$48.0m	\$42.5m	\$166.5m
Estimated market share of supermarket from catchment	65%	50%	65%	65%	69%*
FLG supermarket sales retained from catchment	\$30.0m	\$14.9m	\$31.2m	\$27.6m	\$115.6m*
Estimated share of sales from beyond the catchment	19%	12%	11%	17%	5%*
Estimated FLG sales from beyond the catchment	\$7.1m	\$2.0m	\$3.8m	\$5.5m	\$6.5m*
Total FLG sales	\$37.2m	\$16.9m	\$35.0m	\$33.1m	\$122.2m
Total estimated supermarket sales (assuming 8% of sales in non-FLG merchandise)	\$40.4m	\$18.4m	\$38.0m	\$36.0m	\$132.8m
Assumed supermarket floorspace	3,800m ²	2,000m ²	3,800m ²	3,800m ²	13,400m ²
Average trading level	\$10,600/m²	\$9,200/m²	\$10,000/m²	\$9,500/m²	\$9,900/m²

Source: Ethos Urban

Note: * denotes derived figures

3.7 Supportable Retail and Non-Retail Floorspace at Local Town Centres

An assessment of the supportable retail floorspace (including speciality retailing) and total commercial floorspace (including non-retail businesses that typically locate in LTCs) is provided below.

Supportable Retail Floorspace

Supermarkets in Australia generally create customer traffic and exposure sufficient to support convenience-based specialty shop floorspace equivalent to approximately one-half to two-thirds of the supermarket's total floorspace.

Applying the higher benchmark (i.e. two-thirds of supermarket floorspace), potential exists for up to a total of 22,200m² of retail floorspace in LTCs in the Beveridge North West PSP, comprising 13,400m² of supermarket floorspace and 8,800m² of speciality retailing.

The distribution of supportable retail floorspace by centre is shown in Table 3.5.

Table 3.5: Total Supportable Retail Floorspace

Land Use	Southern LTC	Eastern LTC	Western LTC	Northern LTC	Total Beveridge North West PSP
Supermarket	3,800m ²	2,000m ²	3,800m ²	3,800m ²	13,400m ²
Specialty retail	1,900m ² to 2,500m ²	1,000m ² to 1,300m ²	1,900m ² to 2,500m ²	1,900m ² to 2,500m ²	6,700m ² to 8,800m ²
Total retail	5,700m² to 6,300m²	3,000m² to 3,300m²	5,700m² to 6,300m²	5,700m² to 6,300m²	20,100m² to 22,200m²

Source: Ethos Urban

Note that discussion on the potential for the Southern LTC to expand is provided in Section 4.2.

Non-retail Commercial Development Potential

In addition to retail activities, LTCs (or neighbourhood activity centres) also accommodate a range of non-retail shopfront businesses. Examples include real estate agents, travel agents, post offices, solicitors, accountants, tax agents, financial advisers, and so on. In some circumstances, home-based businesses may seek small office space in neighbourhood centres as they expand.

The proportion of non-retail floorspace in LTCs varies considerably. For example, single ownership neighbourhood shopping centres in growth areas typically have a relatively low proportion of non-retail floorspace; in these centres, non-retail uses can comprise just 10% of centre floorspace.

In some inner-city suburbs of Melbourne, a much greater share of floorspace involves non-retail uses, and this proportion can often be 50% or more of total floorspace provision. Typically, this pattern prevails in strip centres characterised by a multitude of small business owners.

For centre planning purposes, allowing for approximately 30% of total centre floorspace to be used as non-retail commercial uses is reasonable. Having regard for this benchmark, Table 3.6 summarises the potential retail and non-retail floorspace that could be supported in each LTC in the Beveridge North West PSP.

Table 3.6: Total Supportable Retail and Non-Retail Commercial Floorspace at LTCs, Beveridge North West PSP

Land Use	Southern LTC	Eastern LTC	Western LTC	Northern LTC	Total Beveridge North West PSP
Total retail floorspace (planned)	6,300m ²	3,300m ²	6,300m ²	6,300m ²	22,200m ²
Commercial / office floorspace	2,700m ²	1,400m ²	2,700m ²	2,700m ²	9,500m ²
Total retail and commercial floorspace	9,000m²	4,700m²	9,000m²	9,000m²	31,700m²

Source: Ethos Urban

3.8 Land Area Requirements

Assuming an average site coverage of 30%-40% is applied to the supportable retail and commercial floorspace for LTCs in Beveridge North West, a total land budget of approximately 7.9ha to 10.6ha of land would be required within the Beveridge North West PSP, and includes the following:

- Southern LTC: Approximately 2.3ha to 3.0ha
- Eastern LTC: Approximately 1.2ha to 1.6ha
- Northern LTC: Approximately 2.3ha to 3.0ha
- Western LTC: Approximately 2.3ha to 3.0ha.

3.9 Summary of Town Centre Outcomes

Based on the assessment presented in this Chapter, the location of LTCs identified by VPA for the Beveridge North West PSP are appropriate. A summary of the extent of supportable floorspace, together with recommendations on the extent of land required for planning purposes, is provided in Table 3.7.

Table 3.7: Summary of Development Outcomes and Planning Recommendations for LTCs in Beveridge North West PSP

Land Use	Southern LTC	Eastern LTC	Western LTC	Northern LTC	Total PSP
<u>Supportable Floorspace</u>					
Supermarket	3,800m ²	2,000m ²	3,800m ²	3,800m ²	13,400m ²
Speciality Retail	2,500m ²	1,300m ²	2,500m ²	2,500m ²	8,800m ²
Total Retail	6,300m²	3,300m²	6,300m²	6,300m²	22,200m²
Commercial/office	2,700m ²	1,400m ²	2,700m ²	2,700m ²	9,500m ²
Total Retail and Commercial Floorspace	9,000m²	4,700m²	9,000m²	9,000m²	31,700m²
Land requirements	2.3ha – 3.0ha	1.2ha – 1.6ha	2.3ha – 3.0ha	2.3ha-3.0ha	7.9ha – 10.6ha

Source: Ethos Urban

4 Other Considerations

In preparing the urban structure for the Beveridge North West PSP, the following factors also need consideration:

- Viability of planned Local Convenience Centre (LCC)
- Potential for the Southern LTC to expand its retail role in the future
- Implication of the LTC locations on the planned nearby Mandalay LTC
- Potential land uses that may be suited to the planned Mixed-Use Areas
- Level of accessibility PSP residents will have to supermarket facilities
- Potential employment outcomes at town centres.

The above factors are discussed in this Chapter.

4.1 Assessment of Local Convenience Centre

VPA have identified the potential for a Local Convenience Centre (LCC) in the north-western portion of the PSP area, as shown earlier in Figure 2.1.

The need to plan for a town centre network that provides residents with easy access to day-to-day convenience shopping requirements within walkable catchments has to be balanced with the need for commercial viability of LCCs. Nationally, the viability of traditional, small convenience-based local strips in established suburban areas, in many instances, has been undermined by a combination of changing retail formats, consumer spending patterns and lifestyle trends.

Consumer preference for convenient multi-purpose trips and greater reliance on the motor vehicle has increased the popularity of modern convenience stores attached to petrol stations, where product range continues to expand. Furthermore, the level of convenience experienced at supermarkets has also increased, with the advent of express lanes, self-service check-out, convenient parking and extended shopping hours.

These trends have been to the detriment of many local convenience centres, with centres struggling to remain viable and to attract the required amount of investment to support the presentation and amenity shoppers now seek. Yet, examples exist where local convenience centres have successfully retained their convenience retail function and are vibrant focal points for local community activity. These successful centres assist in achieving planning objectives relating to the provision of local services provided within walkable catchments.

Some of the key features associated with successful local centres include the following:

- Local catchment within 400m of at least 1,000 residents.
- Good level of vehicle, bicycle and pedestrian access.
- High levels of a centre's exposure and accessibility.
- Co-location with other activity generators (such as schools), provided that a viable residential catchment is maintained in the surrounding areas.
- High standard of presentation and amenity.

- A selection of well-run businesses, with a focus on quality customer service.

Having regard for the above features, the proposed location of the LCC is appropriate. The LCC is planned for a junction of two connector roads, is central to a catchment that in a large part is not within close proximity to a planned LTC, and is likely to have a catchment population in the order of 2,300 residents as indicated by the ‘Disputed’ catchment (refer Table 3.1).

It would be reasonable to plan for approximately 500m² to 1,000m² of retail and commercial floorspace at the LCC.

4.2 Potential for Southern LTC to Expand

The Southern LTC has a significant catchment population of more than 11,000 persons. Having regard for its relatively central location with the broader region, the VPA have identified that, should demand warrant, this centre may be appropriate to serve an expanded retail and commercial role. This role may involve incorporating multiple supermarkets or an expanded non-food offering.

Comment on Opportunity for Multiple Supermarkets at the Southern LTC

In some circumstances, it is appropriate to plan for one LTC to have an elevated role in the town centre hierarchy by allowing the LTC to accommodate multiple supermarkets. This is typically influenced by a variety of factors that make it difficult to form sufficient-sized catchments to support viable LTCs throughout the planning region (or the PSP in this case). These factors may include the geography, environmental constraints, constraints to customer movement such as major freeways and railways, etc.

Where catchments for individual centres may not be sufficient to support supermarkets in accessible locations – but there is still a significant population that would indicate demand for additional supermarket floorspace – it is appropriate to plan for larger centres with multiple supermarkets. Providing for only one supermarket in centres in these situations is likely to lead to supermarkets that are over-trading and over-crowded.

However, the future urban structure prepared by the VPA including the locations for LTCs, provides for sufficient-sized catchments to accommodate three LTCs anchored by full-line supermarkets and one LTC anchored by a mid-sized supermarket. Furthermore, it is envisaged a supermarket of some form would be located at the planned Mandalay LTC located only 500m to the south of the Southern LTC, while the Beveridge Centre PSP allows for a mid-sized supermarket at the planned Camerons Lane LCC which adjoins the Mandalay LTC. The addition of another full-line supermarket at the Southern LTC would place increased competitive pressures on both the Eastern LTC and Mandalay LTC.

Adding, say a 3,200m² supermarket to the Southern LTC would increase the total supermarket provision in the Beveridge North West PSP to 16,600m². This would result in an average provision of approximately 410m² of supermarket floorspace per 1,000 residents in the Beveridge North West PSP, which is significantly above the benchmark of approximately 350m² per 1,000 residents throughout Melbourne.

Adding, say, a mid-sized supermarket of around 1,800m², similar to the supermarket model currently operated by ALDI, would increase the total supermarket provision in the Beveridge North West PSP to 15,200m². This would result in an average provision of approximately 380m² of supermarket floorspace per 1,000 residents in the Beveridge North West PSP; this level of supermarket floorspace is not uncommon in Melbourne’s growth areas. Once again, this may have implications on the viability of the Eastern and Mandalay LTCs, albeit to a lesser extent than that of an additional full-line supermarket.

As noted earlier, it is understood uncertainty exists regarding the commercial viability and level of interest in developing the Mandalay LTC. Should the Mandalay LTC not be developed in the future, this will significantly increase the catchment of the Southern LTC which would include the addition of approximately 6,000 persons in the Mandalay Estate plus 9,490 persons in the Beveridge Central PSP; the Southern LTC is the next closest alternative LTC for these residents. Consequently, an increase in demand for supermarkets in the Southern LTC would be expected to eventuate under this scenario.

Comment on the Opportunity for Expanded Non-food Retail Offering

Analysis of the distribution of regional and sub-regional centres incorporating a wider range of non-food retailing including Discount Department Stores (DDSs) throughout the outer areas of metropolitan Melbourne indicates a distance of around 4km is a sensible benchmark for the minimum distance required between higher-order centres. Of course, there are exceptions to this benchmark and these depend on the local context within which each centre is situated. DDSs are typically the major non-food retailers within sub-regional and regional shopping locations.

The planned Beveridge MTC is located less than 3km to the south (direct distance) of the Southern LTC. In addition, the Wallan MTC is located approximately 6km to the north. This would indicate that the opportunity for a centre serving a sub-regional role may be limited.

However, the region that is to be served by the Beveridge MTC is anticipated to accommodate a significant population, in the order of 90,000 residents, comprising:

- Beveridge North West: 40,300 residents (source: Table 3.1)
- Beveridge Central: 9,500 residents (source: Beveridge Central PSP)
- Mandalay: 6,000 residents (source: Mandalay)
- Beveridge South: 37,000 (source: Ethos Urban)

Total land area of 1,266. Assumes net developable area of 60%, an average of dwelling density 17.5 lots per net developable area and an average household size of 2.8 persons.

In terms of DDS store retailing, a population of 90,000 persons is sufficient to support two DDSs, having regard for the metropolitan Melbourne benchmark of approximately 45,000 persons per DDS. Planning for the Beveridge South West PSP, which includes the Beveridge MTC, is yet to commence and it may be appropriate to cluster large non-food retail anchors within the one centre.

An opportunity may exist for an expanded level of non-food retailing at the Southern LTC; however, this is likely to depend on the extent of retail floorspace planned at the Beveridge MTC.

Recommendations for the Southern LTC

The retail and non-retail commercial floorspace figures stated in Table 3.6 provide a sensible base-line recommendation of retail floorspace in the Southern LTC of 6,300m². Increasing this to say, 7,000m² of retail floorspace to allow for additional speciality or mini-major retailing would not undermine the hierarchy of centres in the surrounding region and would provide additional flexibility for the Southern LTC.

The location of the Southern LTC within the surrounding road network is another factor that needs consideration if the Southern LTC were to elevate its role and serve a larger catchment. At present, the Southern LTC does not have direct access to an arterial road, although the adjoining mixed-use

area does. Consequently, the Southern LTC's accessibility to the broader region is not maximised and this may limit the opportunity for expansion of the centre to some extent.

While the addition of another supermarket or a major non-food anchor retailer such as a DDS is not recommended at this stage, it may be appropriate to nominate the Southern LTC as a centre that has the potential for an expanded retail role subject to future planning of the Beveridge MTC.

Furthermore, PSPs typically provide for a 'soft' cap of retail floorspace (or 'shop' in planning parlance) which allows future developers to go above the retail floorspace figures presented in the PSP providing they obtain a permit. It may be appropriate to include within the PSP a mechanism that requires developers to illustrate both the need and the impact of going above the retail floorspace stated within the PSP.

4.3 Implications for the Mandalay LTC

The Mandalay LTC is located only 500m to the south of the Southern LTC in Beveridge North West. As indicated in Section 3.3, the catchment for the Southern LTC takes into consideration the location and intended role of the Mandalay LTC. Consequently, the catchment identified in Section 3.3 for the Southern LTC does not extend to the south of Camerons Lane. In reality, future customers at the Mandalay and Southern LTCs will come from both the north and south of Camerons Lane, depending on the individual preferences of consumers.

The future Mandalay LTC will serve residents of the Mandalay Estate and future residents in the Beveridge Central PSP area, particularly those located to the west of the Hume Freeway. Combined, these areas are expected to accommodate approximately 13,500 residents, including 6,000 residents in the Mandalay Estate and an estimated 6,750 residents in the western part of the Beveridge Central PSP area. This population is considered sufficient to support the Mandalay LTC.

4.4 Opportunities for Planned Mixed Use Areas

The preliminary future urban structure provides for a mixed-use area of approximately 22ha which adjoins the Southern LTC to the east and west and which will be accessible via Camerons Lane (an arterial road) and a Connector Street – Boulevard.

It is anticipated this area will accommodate medium-high density residential uses and these uses have therefore been included in the estimates of residential and population capacity. In addition, the planned mixed-use areas also provide an opportunity for additional commercial uses that would serve both the local residents and business communities, and well as provide opportunities for local employment.

Similar to the Southern LTC, exposure and direct access to major roads is considered a key factor to many successful commercial businesses. In this context, the mixed-use area is located with frontage to Camerons Land (arterial road) and a north-south arterial road.

Table 4.1 provides an indication of potential commercial uses that may suit the mixed-use area based on its location.

Table 4.1: Potential Commercial Uses in Mixed Use Area

Potential Commercial Use	Potential for Inclusion in Mixed-Use Area
Petrol station	Yes
Large format retail (e.g. liquor, recreation, showroom, bulky goods)	Yes (particularly with arterial road frontage)
Commercial office	Yes (most likely local service)
Childcare	Yes
Medical centre/health facility	Yes
Gym/fitness studio	Yes
Community uses (e.g. dance studio, martial arts, etc)	Yes
Fast food/restaurants	Yes

Source: Ethos Urban

As indicated above, a variety of potential commercial uses may be suited for inclusion in the planned mixed-use area. By incorporating the mixed-use area within the PSP, the attraction of a wide range of employment generating uses is encouraged, while also providing flexibility to develop residential uses should demand for commercial uses not eventuate in the future.

4.5 Accessibility to Supermarkets

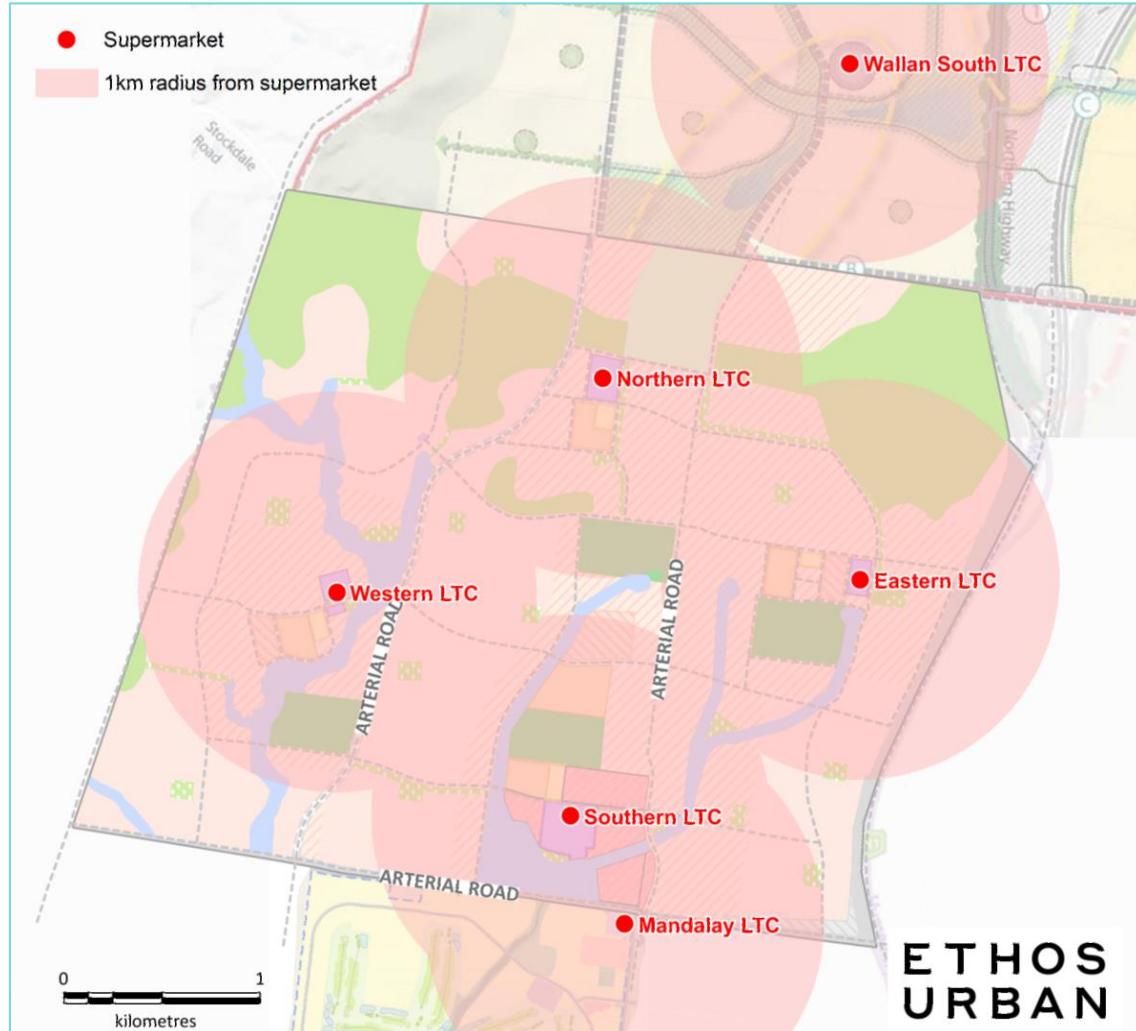
An analysis of the number of households located within 1km of supermarket facilities has been undertaken, and this has been compared to the total number of households planned in the Beveridge North West PSP Region.

The analysis is summarised in Table 4.2 and shows that an estimated 84% of households in the PSP will be located within 1km of a supermarket, which is within the 80-90% range identified by VPA in the PSP Guidelines (Volume 2). Figure 4.1 illustrates the accessibility to supermarkets in the region.

Table 4.2: Assessment of Supermarket Accessibility

Category	Value
Total households in PSP	14,400
Households within 1km of a supermarket	12,100
Households within 1km of a supermarket	84%

Source: Ethos Urban

Figure 4.1: Accessibility to Supermarkets

Produced by Ethos Urban using MapInfo, StreetPro, BingMaps and information provided by VPA

4.6 Potential Employment Outcomes

When fully developed, the four LTCs, one LCC and one mixed-use area in the Beveridge North West PSP would directly employ an estimated 1,630 persons on an ongoing basis, including full-time, part-time and casual positions. Additional employment within the PSP will be generated via other planned uses, including schools and community centres.

Table 4.3 summarises the potential direct employment outcomes associated with each LTC and MUA, and are based on the planned extent of floorspace within each centre and the following industry benchmarks:

- Retail: one job per 30m² of retail floorspace
- Non-retail: one job per 20m² of non-retail commercial floorspace
- Mixed-use: assumes employment uses account for 30% of total MUA land and a job density of 50 jobs per hectare of employment land.

Table 4.3: Potential Employment Outcomes in LTCs and MUAs

Locations	No. Jobs
Southern LTC*	380
Eastern LTC	180
Western LTC	350
Northern LTC	350
LCC (assuming 1,000m ² of retail/commercial uses)	40
Mixed Use Areas	330
Total PSP	1,630

Source: Ethos Urban

Note: * assumes the Southern LTC will accommodate 7,000m² of retail floorspace and 3,000m² of non-retail commercial floorspace as indicated in Section 4.2

4.7 Implications

The key implications arising from the analysis presented in this Chapter include the following:

- Local Convenience Centre: It is prudent to plan for a LCC in the north-west part of the PSP area, as identified in Figure 2.1.
- Potential for the Southern LTC to expand: Increasing the retail floorspace at the Southern LTC to 7,000m² to allow for additional speciality or mini-major retailing would not undermine the hierarchy of centres in the surrounding region and would provide additional flexibility for the Southern LTC. It may be appropriate to nominate the Southern LTC as a centre that has the potential for an expanded retail role subject to future planning of the Beveridge MTC and the Mandalay LTC.
- Implications on the Mandalay LTC: The Mandalay LTC has an estimated catchment population of approximately 13,500 residents which is considered sufficient to support the Mandalay LTC.
- Mixed Use Areas: Potential exists for the planned mixed-use area to accommodate a range of commercial uses including a petrol station, limited large format retail/showroom, small scale commercial office, childcare, medical centre/health facility, gym/fitness studio, community uses, fast food/restaurants, etc.

- Accessibility to supermarkets: An estimated 84% of households in the PSP will be located within 1km of a supermarket, which is within the 80-90% range identified by VPA in the PSP Guidelines (Volume 2).
- Employment outcomes: When fully developed, the four LTCs, one LCC and a mixed-use area in the Beveridge North West PSP would directly employ an estimated 1,600 persons on an ongoing basis, including full-time, part-time and casual positions.

5 Summary of Main Findings

A summary of the main findings of the analysis presented in this report is provided below.

1 Potential Dwelling and Population Outcomes

Beveridge North West PSP has the potential to accommodate approximately 14,400 residential dwellings and a population in the order of 40,300 residents at full-development.

2 Planned Centre Network in Beveridge North West PSP is Appropriate

The network of four Local Town Centres (LTCs) and one Local Convenience Centre (LCC) identified by the VPA is considered appropriate for the following reasons:

- The identified location of LTCs enables the centres to have residential catchments of sufficient sizes to support supermarkets as anchor tenants. Three LTCs can support full-line supermarkets, while one will be able to support a mid-sized supermarket.
- An estimated 84% of households within the Beveridge North West PSP will be located within 1km of a supermarket, which is within the 80-90% benchmark identified by VPA.
- The planned LCC is also considered to be an appropriate location as it is situated in an area that has limited accessibility to LTCs but will still have an adequate population in the immediate surrounding area to support limited retail/commercial uses.
- The proposed location of centres is not considered to undermine the hierarchy of centres in the surrounding region.

3 Summary of Floorspace Potential

Table 5.1 below provides a summary of the potential floorspace and land areas requirements for each centre in the PSP.

Table 5.1: Summary of Centre Floorspaces and Land Requirements

Land Use	Southern LTC	Eastern LTC	Western LTC	Northern LTC	Total PSP
Supportable Floorspace					
Supermarket	3,800m ²	2,000m ²	3,800m ²	3,800m ²	13,400m ²
Speciality Retail	2,500m ²	1,300m ²	2,500m ²	2,500m ²	8,800m ²
Total Retail	6,300m²	3,300m²	6,300m²	6,300m²	22,200m²
Commercial/office	2,700m ²	1,400m ²	2,700m ²	2,700m ²	9,500m ²
Total Retail and Commercial Floorspace	9,000m²	4,700m²	9,000m²	9,000m²	31,700m²
Land requirements	2.3ha – 3.0ha	1.2ha – 1.6ha	2.3ha – 3.0ha	2.3ha-3.0ha	7.9ha – 10.6ha

Source: Ethos Urban

4 Other Considerations

Other key considerations when preparing the Beveridge North West PSP include the following:

- Potential for the Southern LTC to expand: It may be appropriate to nominate the Southern LTC as a centre that has the potential for an expanded retail role subject to future planning of the Beveridge MTC.

- Mixed Use Areas: Potential exists for the planned mixed-use area to accommodate a range of commercial uses including a petrol station, limited large format retail/showroom, small scale commercial office, childcare, medical centre/health facility, gym/fitness studio, community uses, fast food/restaurants, etc.
- Employment outcomes: When fully developed, the four LTCs, one LCC and one MUA in the Beveridge North West PSP would directly employ an estimated 1,630 persons on an ongoing basis, including full-time, part-time and casual positions.