

Cranbourne Town Centre Plan

A Structure Plan for the Cranbourne Town Principal Activity Centre



2 August 2011



Document Control

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Responsible Department – Strategic Development

Adopted by Council on 2nd of August 2011 as an approved Development Plan for the affected land under clause 43.04 (schedule 8) of the Casey Planning Scheme

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Preamble

In accordance with a resolution of Council on 21 June 2005 to include definitions of Council, Councillors and Council officers in all Council policy documents, the following definitions are provided:

Council – means Casey City Council, being a body corporate constituted as a municipal Council under the Local Government Act 1989

Councillors – means the individuals holding the office of a member of Casey City Council

Council officers – means the Chief Executive Officer and staff of Council appointed by the Chief Executive Officer.

Administrative Updates

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively. Examples include a change to the name of a Council department, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact. However, any change or update which materially alters this document must be by resolution of Council.

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Introduction

The Cranbourne Town Centre has grown from a small, quiet shopping street serving a country town to a regional business and shopping centre within one of the fastest growing areas in Australia. Prior to the late 1970's, Cranbourne's development focus was concentrated around High Street, with a predominately farming area surrounding the Town Centre. As a result of State and Local Government planning policy in the 1980's, the population of the town grew from under 2,000 people to over 14,000 people at the end of the decade. The identification of Cranbourne as a major activity focus for the South- Eastern Growth Area in the 1990's, and subsequent planning policy to the present day, has meant continued growth in the area, including the development of the Cranbourne East, West and North growth corridors to 2030 and beyond.

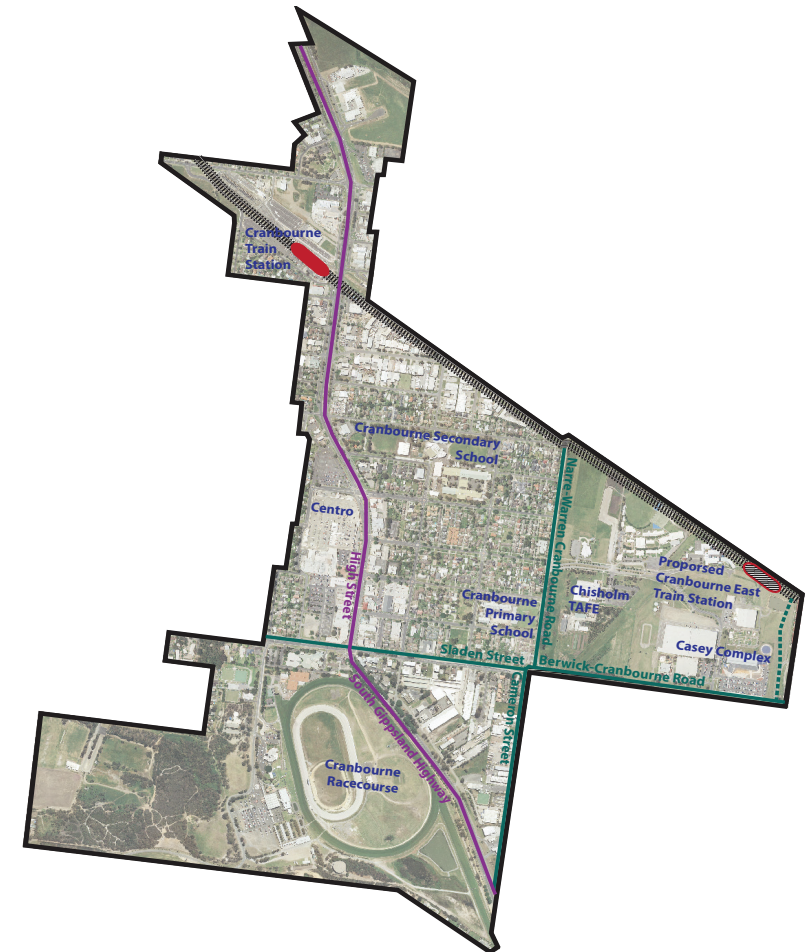
This rapid growth warrants careful planning and development. Specifically, the Cranbourne Town Centre requires transport and infrastructure improvements, built form guidelines, landscape enhancements and land use intensification to allow it to reach its potential as a welcoming, and lively Principal Activity Centre.

A Principal Activity Centre has a mix of activities that generate a high number of trips, is well served by public transport, has a large catchment comprising several suburbs and has the potential to grow and support intensive housing development through State Government Policy.

Together with Narre Warren/Fountain Gate CBD, the Cranbourne Town Centre is one of two Principal Activity Centres within the City of Casey, as defined by State Government Policy. Providing for numerous activities in an attractive and safe environment is a challenge for any activity centre.

Cranbourne currently benefits from many State and Regional facilities located within and in the vicinity of the Town Centre. These uses, along with the growing regional residential population, provide the momentum for the continued growth and development of the Town Centre over time.

The Cranbourne Town Centre Structure Plan will guide this growth and development to ensure it meets the needs and wishes of the community thereby assisting in the evolution of the Town Centre into one of the most active, attractive and accessible Principal Activity Centres in Melbourne.



Map 1: Plan Area

The Structure Plan

The 2011 Cranbourne Town Centre Plan reflects the values and aspirations of the Cranbourne community. This plan replaces the 2006 Cranbourne Town Centre Structure Plan which itself replaced the 1997 plan.

The 2011 Plan continues to provide a vision and directions to manage the anticipated growth of the Town Centre as a result of the expected tripling of the population in its surrounding residential catchment. The main objective of this Structure Plan is to accommodate future growth within the Cranbourne Town Centre.

Specific directions within this Plan denote building heights and setbacks, building and urban design parameters, important gateway and landmark locations, appropriate land uses, directions for public space, transport improvements and other ideas to enhance the Centre's character. Many diverse groups can look to this plan for guidance, including residents and community groups, the three tiers of Government, the business community and the development industry.

This plan supports the directions given to activity centres through State Government planning policy, the Casey Municipal Strategic Statement and the Casey Activity Centres Strategy.

These documents together with input from the community, business groups and various Government Departments have informed the directions contained in this Plan.

A twenty year life span has been envisioned for this plan; however, regular reviews are important to ensure its continued accuracy and relevance, particularly in response to the growth of the surrounding hinterland and changes in Government policy.

Included in this plan is an Implementation Plan, in which specific actions are named and a process is outlined to keep the Cranbourne Town Centre Plan as a living document that will guide development in the town centre over the next 20 years.



Image 1: Greg Clydesdale Square

A number of Council Documents and other social-demographic information has informed the objectives and directions contained in this plan, including (but not limited to):

- *C21: A Vision for the Future (2005)*
- *Cranbourne Community Action Plan (2008)*
- *Cranbourne Business Plan (2008)*
- *Cranbourne Retail Master Plan (2009)*
- *I.D. Census data analysis and projections for future population growth (2006).*
- *Cranbourne Town Centre Structure Plan (2006)*
- *SGS Residential Modelling Study (2008)*
- *Cranbourne Town Centre Car Park Preliminary Feasibility Study (2008)*
- *High Street Urban Design Framework (draft, 2010)*
- *Casey Complex Structure Plan (draft, 2010)*
- *Cranbourne Bypass Social Impact Assessment (2010)*
- *Report on – Cranbourne: A Town With History (2001)*
- *Melbourne 2030: Planning for Sustainable Growth (2002)*
- *Growing Victoria Together (2005)*
- *City of Casey Activity Centre Strategy (2006)*
- *Cranbourne Area Recreational Facility Study (2003)*
- *Casey Open Space Strategy (2001)*
- *Casey Youth Strategy (2001-2011)*
- *Casey Heritage Strategy (2001)*

This plan is one part of a suite of documents that will collectively form the Cranbourne Town Centre Strategy. This suite consists of:

- *Background Report/Key Issues Paper* – A report that provides justification and background information for the policies contained in the Structure Plan (to be finalised).
- *Cranbourne Town Centre Structure Plan* – A visionary land use planning based document to direct the future development of the Town Centre.
- *High Street Urban Design Framework* – A detailed document to provide guidance relating to built form and the public realm.
- *Cranbourne Town Centre Implementation Plan* – This document provides a detailed work program and outlines future implementation and responsibilities.

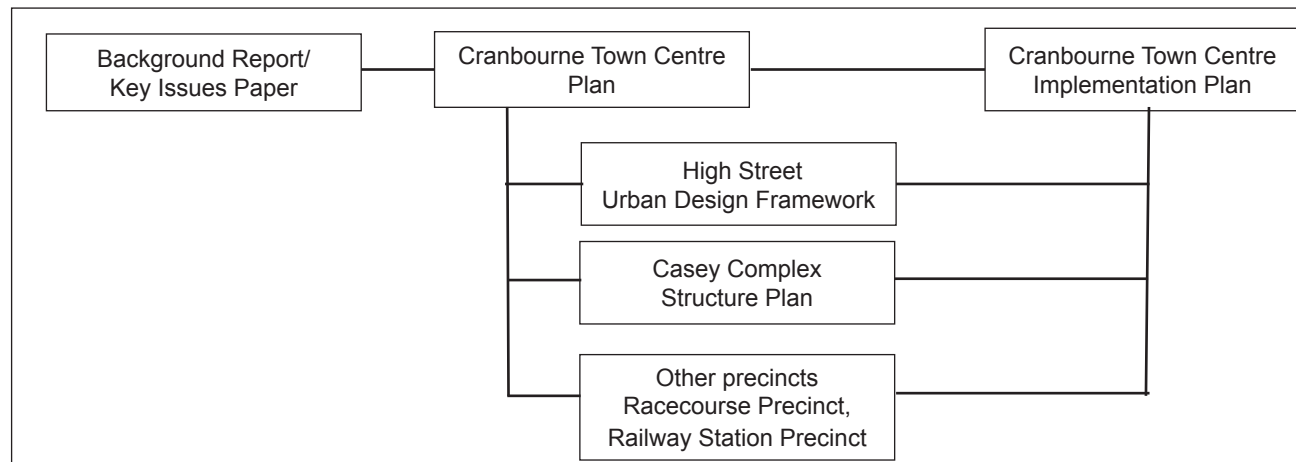


Diagram 1: Cranbourne Centre Document Structure

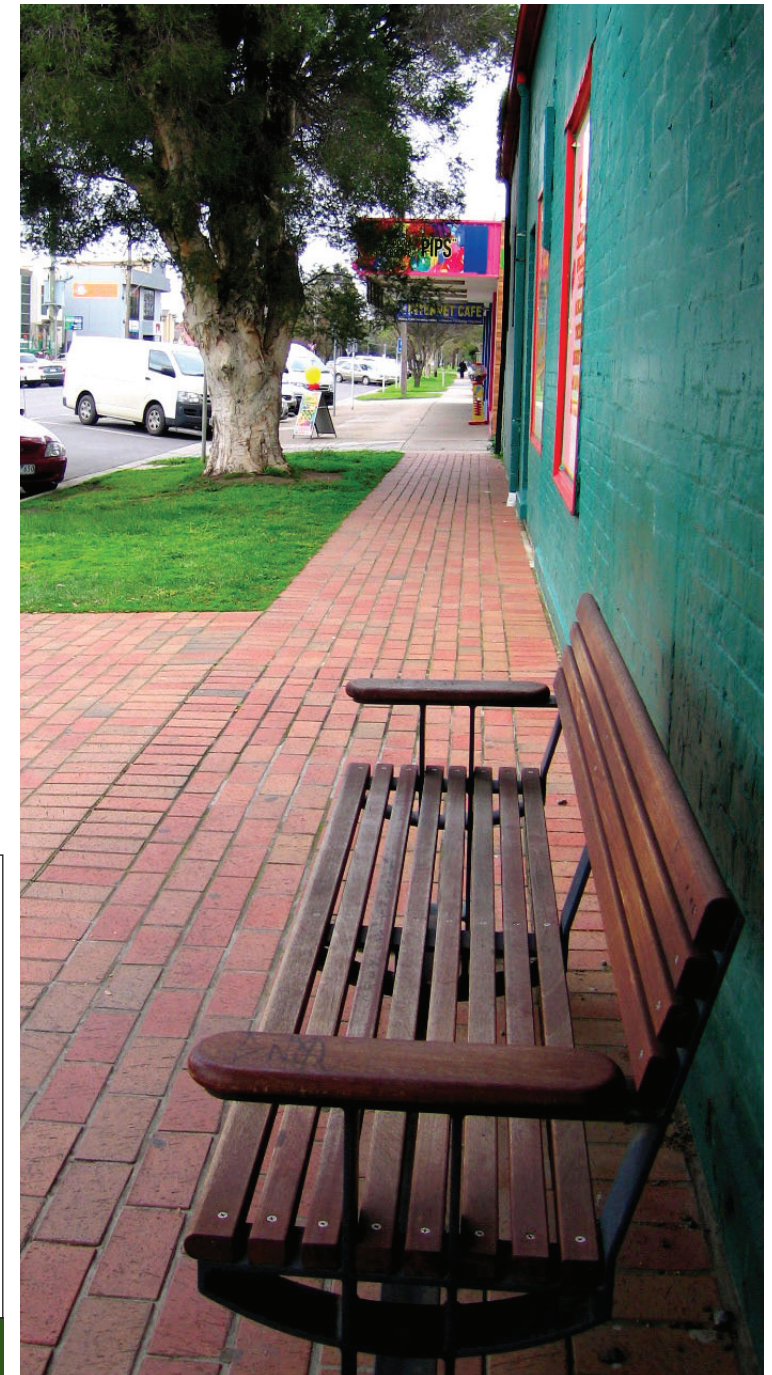


Image 2



Community & Stakeholder Engagement

3.1 Consultation

Partnerships with Stakeholders and consultation with the Community was instrumental in the creation of the 2006 Cranbourne Town Centre Structure Plan and continuous consultation has occurred since the plan was adopted in July 2006. The feedback from this consultation has informed the content of this 2011 Plan.

The 2011 version of the Cranbourne Town Centre Plan was adopted by the Council for public exhibition on 15 March 2011.

A formal public exhibition process was held from 28 March 2011 to 27 May 2011.

The community was able to provide a response to the objectives of the plan and speak with Council officers during this time.

Eight (8) formal written submissions to the plan were received.

All submissions supported the vision and objectives of the plan, however each submission requested changes to their relevant sub precinct.

Three public information sessions were held in relation to the Cranbourne Town Centre Plan (CTCP) on Thursday 14 April and Saturday 16 April 2011 at the Centro Cranbourne Shopping Centre.

A wide cross section of the Cranbourne community viewed the plan itself as well as the display board posters, with 100-150 people taking the advantage to discuss the plans with Council officers.

There was a general consensus that Cranbourne needs to be enlivened, with the vast majority of the comments that were received being positive in nature. Participants were encouraged and in some cases excited by the new visions for High Street and "The Avenue".

A few participants expressed their displeasure with the proposed plan and the loss of the "country atmosphere" of Cranbourne.

The proposed Cranbourne Bypass alignment received both negative and positive feedback, with participants expressing their concerns about increased traffic along Narre Warren – Cranbourne Road and access from their estates. Others raised

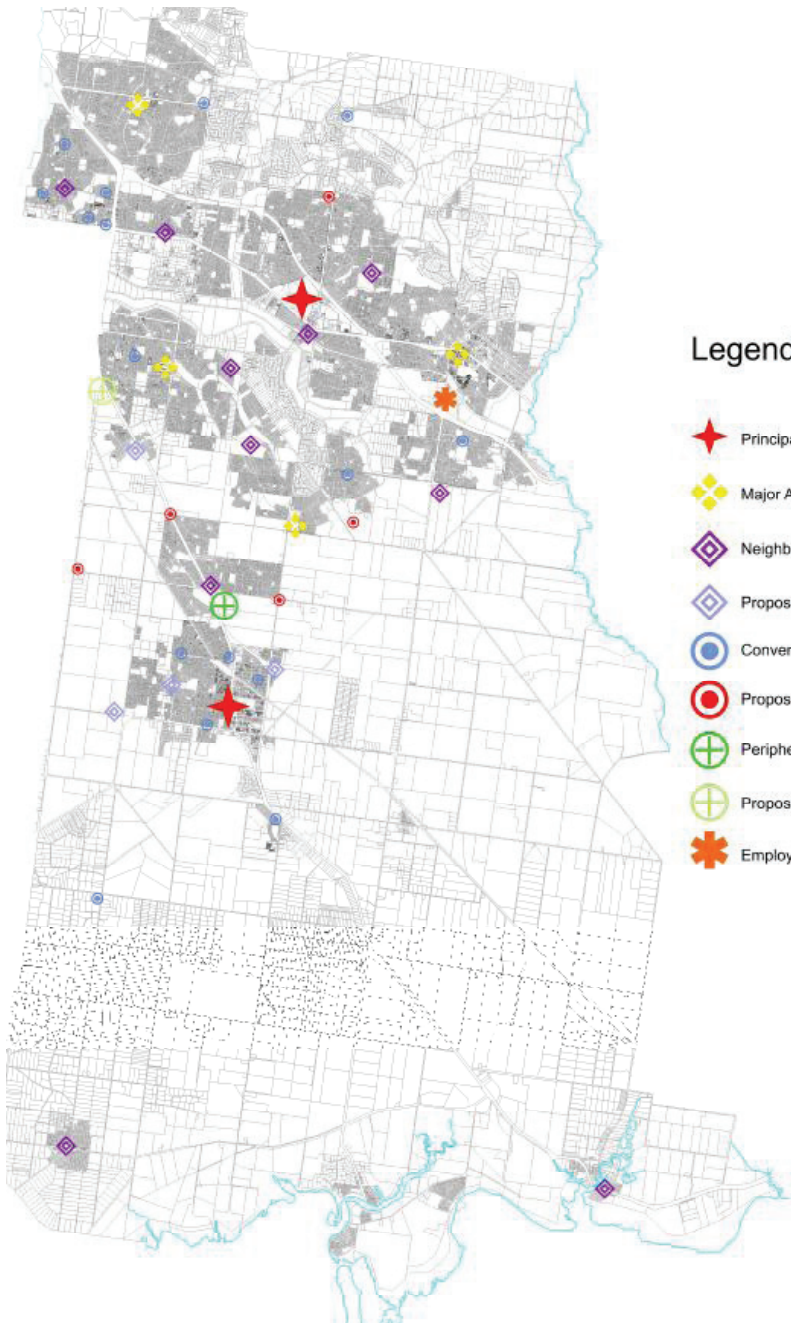
the possibility that some of the planned improvements for High Street will not be achieved unless the Bypass is constructed.

The need for increased retail within the Town Centre was also recognised, with a number of positive responses to the possibility of a new Discount Department Store in the Centre being received.










These comments and submissions have been included in the revised 2011 Cranbourne Town Centre Plan and the Cranbourne Town Centre Implementation Plan including increased advocacy for the Cranbourne Bypass and a Cinema Complex in Cranbourne.

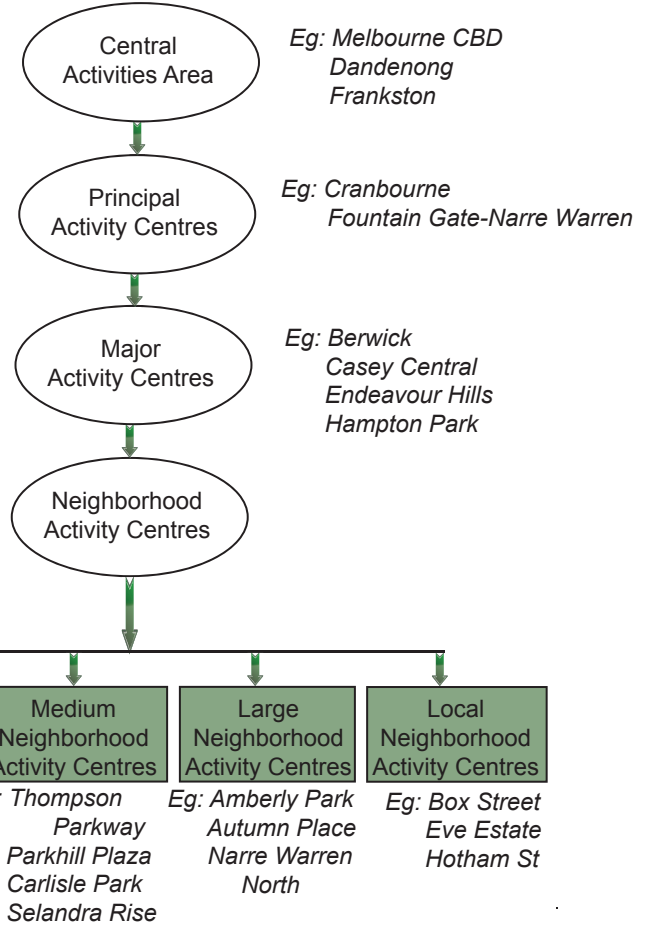
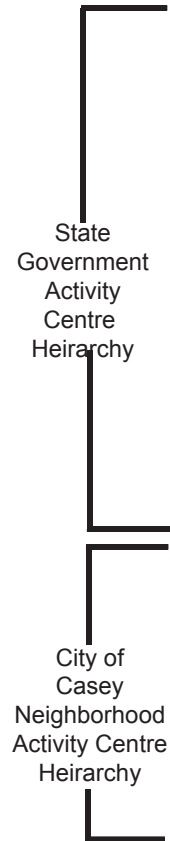
Following the plan's adoption, an Amendment to the Casey Planning Scheme will be prepared to rezone the Town Centre area to the Activity Centre Zone.

Following this, further implementation of the Plan will begin.



Legend

-  Principal Activity Centre
-  Major Activity Centre
-  Neighbourhood Centre
-  Proposed Neighbourhood Centre
-  Convenience Centre
-  Proposed Convenience Centre
-  Peripheral Sales Precinct
-  Proposed Peripheral Sales Precinct
-  Employment Centres



Map 3: Casey Activity Centres

Diagram 2: City of Casey Activity Centres Hierarchy

4.1 Regional Role & Context

The Cranbourne Town Centre lies in the outer ring suburb of Cranbourne within metropolitan Melbourne's South Eastern region and is 43 km south-east of the Melbourne Central Activity Area.

Activity Centres in Casey face increasing pressure from Principal Activity Centres to its west including Knox, Chadstone, Southland, Frankston, Dandenong and Glen Waverley.

Despite this regional pressure, Cranbourne's greatest competition is Casey's other Principal Activity Centre - Narre Warren/Fountain Gate CBD. In addition to the two Principal Activity Centres, Casey houses four major activity centres at Berwick, Casey Central, Endeavour Hills and Hampton Park and numerous smaller neighbourhood centres. One proposed neighbourhood centre lies north of the Cranbourne Town Centre (the Hunt Club Neighbourhood Activity Centre) and three more are proposed nearby as part of the Cranbourne East, North and West Precinct Structure Plans.

Major arterial roadways, specifically the South Gippsland Highway, Narre Warren-Cranbourne Road, Cranbourne-Frankston Road and Berwick-Cranbourne Road, link the Cranbourne Town Centre to nearby suburbs and other Principal Activity Centres. These roadways are important regional transportation routes connecting Cranbourne to the rest of the South Eastern region, Gippsland and other neighbouring municipalities in metropolitan Melbourne.

Travel times between Cranbourne and its competing activity centres average 15 to 20 minutes by car, with a non peak trip to the Melbourne CBD taking approximately 40 minutes.

Cranbourne is also part of a larger public transport network, with a number of pedestrian and cycling opportunities present. The Cranbourne rail line currently terminates at the Cranbourne Train Station. There are plans to extend this line to Cranbourne East, which is located within the Casey Complex (Precinct 7). This rail service is supplemented by several bus routes which link the Town Centre to Narre Warren/Fountain Gate, Frankston, Clyde and Dandenong. A peak hour train trip to the Melbourne CBD (Flinders Street) averages 55 minutes to 1 hour, while a trip to Dandenong takes 12 minutes. Public transport travel times between Cranbourne and Narre Warren/Fountain Gate, Frankston, and Berwick average 29 minutes to 1 hour.

Over the next 20 years, Cranbourne Town Centre's catchment population is estimated to double. In the immediate surrounding area the population is expected to increase by from less than 50,000 to over 100,000 by 2030 as new housing estates are developed. These estates include the Hunt Club, and Selandra Rise at Cranbourne East, Botanic Ridge, Settlers Run and Parks Edge at Cranbourne South, Casiana Grove at Cranbourne West and Eve and Sierra Estate at Cranbourne North. Additional land estates will be developed as part of the Clyde North, Botanic Ridge, and Cranbourne East, North and West Precinct Structure Plans and expansion of the Urban Growth Boundary.

This growing population will require more diverse and higher density housing, more services and facilities stimulating an expansion in retail and office space, entertainment/recreation facilities, public spaces, employment opportunities and infrastructure to support alternative transport.

The residential population surrounding the Cranbourne Town Centre features:

- Residents who largely work within Melbourne's southeastern region.
- A growing proportion of residents within the low to middle income brackets, living largely within detached or row/townhouse dwellings.
- A higher percentage of residents purchasing or owning their dwellings outright, in comparison to the metropolitan market.
- A relatively strong regional demand for affordable high/medium density rental accommodation.
- A limited variety of housing stock that fails to adequately meet the needs of more aspiration residents, resulting in an outward movement of higher income households
- An abundance of greenfield land and new housing development providing homeowners with an alternative to investing in the renewal of the Town Centre.

Significant regional attractions surround the Cranbourne Town Centre leaving residents in a fortunate position amenity-wise. These attractions include Casey Fields, a multi-sport centre to the east on Berwick-Cranbourne Road, the Cranbourne Racecourse with tricodes (Greyhound, Harness and Turf) racing and the Royal Botanic Cranbourne Gardens, a large native Australian garden located south of the Cranbourne Racecourse.



Image 3: Artwork at Casey Fields

Existing Conditions



Map 4: Cranbourne Town Centre - Local Context

5.1 Overview and Key Issues Analysis

Map 4: Cranbourne Town Centre – Local Context shows the location of the centre and major surrounding features.

5.2 Community Profile

In 2006, the suburb of Cranbourne had a population of 15,294 and together with the immediate surrounding areas of Botanic Ridge, Cranbourne East, West and North, a total population of 38,093.

A 19% population increase to 23,274 in the suburb of Cranbourne over the next 15 years has been forecasted by the City of Casey. In the immediate surrounding area the population is expected to increase by 55% from 48,468 to 108,621 by 2031 as new housing estates are developed.

Within the Cranbourne Statistical Local Area (SLA) (Cranbourne plus Lynbrook, Lyndhurst and Hampton Park) in 2008, 68% of the population was of working age (15-65) with 8% over 65 years, 24% below 15 and 15% from 15 to 24. Compared with the larger area, the Town Centre has fewer young residents and a greater proportion of those approaching retirement age and retirees.

Australia is the birthplace for 68% of the residents in the Cranbourne SLA and 73% of the residents in the Town Centre. Other than English, the most common languages spoken at home are Italian, Arabic and Greek. Between 2001 and 2006 there was a 26% increase in non-English speakers within the suburb of Cranbourne. This reflects the growing diversity of the region, especially among the youth population.

In 2006, families comprised 81% of households in the Cranbourne SLA, with a significant proportion of families having young and school-aged children. There is a high level of home ownership with 79% of dwellings either fully owned or being purchased, this is despite a generally high level of unemployment (7.5% in 2008) and a median income 13.6% below the Melbourne metropolitan median.

5.3 Land Tenure

There are a limited number of opportunities for large site consolidation within the Town Centre, due to the existing pattern of fragmented land ownership and varying lot sizes. However, potential redevelopment sites do exist throughout the centre, with the most notable site being the Council-owned car park south of the Centro Cranbourne Shopping Centre (Centro). This site is notable due to its size and potential to house expanded retail and higher density residential development.

The abundance of subdivided residential properties also pose a barrier to site consolidation, which is needed in order to accommodate higher density housing.

5.4 Heritage

Cranbourne has a strong indigenous cultural heritage that includes nearby significant sites. The historic landing of meteorites has played an important role in the cultural heritage of Cranbourne. Other historically significant sites in the Town Centre include: the Old Shire Offices, The Avenue of Honour, the Cranbourne War Memorial, the old Motor Club Hotel and McMorran's Oak Tree. There are also several historic homes and churches within the Town Centre. These historic features warrant preservation as they contribute to the local character and can be used to inform the future design of nearby buildings and public spaces.

5.5 Topography, Natural and Landscape Features

Cranbourne is characterised by a relatively flat topography which was primarily swampland before it was drained to facilitate agriculture. Some native vegetation remains, primarily within the Racecourse precinct which provides a living link to the area's natural history. The Town Centre is also adjacent to the Cranbourne Royal Botanic Gardens, which features highly significant indigenous vegetation.

5.6 Activities and Land Use

Cranbourne is a regional destination for commercial, retail, education, leisure and recreation facilities. The Town Centre boasts a number of schools from primary to post-secondary institutions and numerous recreation facilities and attractions.

The Town Centre's residential catchment has experienced significant growth in recent years. This expanding population will necessitate the development of the Town Centre to include a greater diversity of services and facilities as well as the expansion of existing facilities to meet the growing community's needs.

5.7 Enterprise, Retail and Business Activity

The projected demand in retail floor space for Cranbourne in 2021 is 64,847 sqm.

High Street is the retail focus in Cranbourne with a retail floor space (including both retail goods and services) of 57,072 sqm (2009) of which the Centro mall accounts for 34,426 sqm.

Major retailers along High Street include Ritches (IGA) and ALDI supermarkets, with Harris Scarfe Kmart, Coles and Woolworths located in the Centro Complex. The area between High Street and Codrington Street contains many disparate uses including car dealerships, offices, cafes, restaurants, and beauty salons.

Planning to date has anticipated a significant increase in the level of office development in the centre to add to the approximately 16,387 sqm of existing office space (2008). The projected need for office floor space in 2021 is 76,680 sqm.

Some stand-alone office buildings have been developed; however, shop front, shop top and auto industry offices represent the majority of the offices within the Town Centre.

Currently, the Town Centre contains two industrial precincts; the first being located between the railway line, Grace Street and Clarendon Street, with the second located south of the business uses along Sladen Street, west of the South Gippsland Highway. Vehicle-related businesses and service industries are located in the first precinct, whereas a number of commercial and business activities have developed in the second precinct.



Image 4: Patio along Childers Street

5.8 Civic, Cultural and Education Facilities

The Cranbourne Town Centre accommodates a range of civic, cultural, entertainment, leisure and sporting facilities. These include some council operations at the Old Shire Offices and the local Police Station at the intersection of Sladen Street and the South Gippsland Highway. The Casey Complex has a mix of civic, cultural and educational facilities.

Cranbourne contains a number of public and private educational facilities along with the Chisholm TAFE Tertiary institution. The Cranbourne Town Centre houses the Cranbourne Secondary College, Cranbourne Primary School, Casey Grammar School and the Marnebek School for special needs children along with a number of private and Catholic primary and secondary schools. The Cranbourne Theatre is a shared facility with the Secondary College.

Other community facilities within in the town centre include the Casey-Cardinia Library, the Balla Balla Community Centre and the Cranbourne Community House. The Factory is a rehearsal space that contributes to the local cultural scene. The Cranbourne RACE is a state of the art aquatic and leisure centre. The indoor athletics centre and indoor skateboard park (The Shed) are located to the east of Cranbourne. These facilities and the nearby Casey Fields help define Cranbourne as a top-quality recreation destination.

Cranbourne is also an equestrian/racing hub with the Cranbourne Racecourse and Training Complex , a tri-code facility (thoroughbred, harness and greyhound) situated in the south of the Town Centre. This facility provides a financial and cultural benefit to the local economy as the racing industry is the largest employer in the area, a major attraction and a key factor in local identity.

The nearby Royal Botanical Gardens, Cranbourne, is 1.5 km south of the Town Centre. This is a popular destination in the area as demonstrated by the 2008-2009 visitor numbers (29,892 general visitors and 59,808 Australian Garden visitors). These gardens are a major attraction within Cranbourne; however, they feel disconnected and would benefit from improved links and recognition within the Town Centre.

5.9 Health and Well-being Facilities

The Cranbourne Town Centre contains numerous facilities that contribute to community health and well being. Many health care agencies operate out of the Health Centre adjacent to the Old Shire Offices, including the Casey-Cardinia Community Health Service, the Cranbourne Integrated Care Service, Maternal and

Child Healthcare, South East Palliative Care and numerous other health related agencies.

Child-care centres are interspersed throughout the centre, as are many organizations dedicated to assisting the local population.

These organizations assist with unemployment, legal and support services. Some of these agencies include the Salvation Army, Peninsula Access Support and Training, Connections, Relationships Australia, WRESACARE and many more. These services provide an invaluable contribution to the local community.

5.10 Housing

The main residential area lies between Codrington Street and Narre Warren-Cranbourne Road, an area encircled by retail and other activities. In the past, new residential development has consisted of units and townhouses created out of the subdivision of larger residential lots. There is a growing demand for medium density housing and to a lesser extent, high density housing. Much of the existing housing stock is privately owned with most properties owner-occupied.

The Town Centre contained 978 private dwellings comprised of 496 single-detached dwellings, 195 medium density housing units and 287 apartments in 2006. Single-detached housing on 300-1000 square metre lots dominate along with single unit infill development on subdivided lots. In the suburb of Cranbourne in 2006, rented properties accounted for 27.5% of the total stock with 26.3% owner occupied and 42.7% being purchased.

By 2031, 1,900 to 2,500 additional dwellings will be needed within the Town Centre. The fragmented ownership of the residential areas in Cranbourne and the limited demand for high density housing at present necessitates incremental development that will increase as the Town Centre grows.

5.11 Open Space

An open space analysis was included in the 2006 Structure Plan. This analysis demonstrated that most locations within the Town Centre have at least one park or reserve within a 200 metres radius; however, some of these spaces are insufficient in terms of size.

Future development of open space is hampered by the limited amount of publicly-owned land within the centre. Shared space agreements with community facilities, such as schools, can

partially address this issue.

First rate regional recreational facilities abound in the Cranbourne area, including the Casey RACE indoor swimming pool, an indoor skateboard park, an indoor leisure complex and the nearby Casey fields.



Image 5: Royal Botanic Gardens Cranbourne

5.12 Movement and Transport

5.12.1 Cars and Parking

Despite some public transport patronage, 83% of people arrive at the Town Centre by private car (2009). The Narre Warren-Cranbourne Road and the South Gippsland Highway (High Street) provide the key north-south routes and Berwick-Cranbourne Road (Sladen Street) provides the main east-west route. Traffic volumes including heavy truck movements along these roads, especially High Street, pose a significant issue for the Town Centre. Traffic impacts negatively on pedestrian and bicyclist comfort and safety as well as inhibiting the growth and enjoyment of a café culture.

The construction of a bypass road for ongoing traffic will improve the conditions on High Street and allow for an improved amenity on the High Street and remove town severance issues.

The Town Centre has a number of off street car parks and on-street parking close to the key business areas; the majority of these do not achieve the ideal 85% occupancy.

5.12.2 Public Transport

The public transport system includes local, metropolitan and regional connections via trains and buses. The Cranbourne Railway line to central Melbourne currently terminates in the Town Centre. An extension of this line to Cranbourne East is proposed which will also serve the regional hinterland to the east.

The Cranbourne line operates with a 20 minute frequency during peak hours; but the service is limited during non-peak hours, evenings and on weekends. Buses connect the station and Cranbourne with Fountain Gate-Narre Warren, Frankston and Dandenong. Public transport in Cranbourne has a limited level of service and poor usage.

A taxi service operates with in the Town Centre, which caters for local movement needs on evenings and weekends along with a normal weekday service.

5.12.3 Walking and Cycling

Walking accounts for 7% of trips to the retail core. The grid layout of the core facilitates walking; however, few crossings and high traffic volumes impede movement, especially across High Street. Wide footpaths with inconsistent paving treatments line High Street while other streets within the Town Centre are treed and pedestrian friendly. Pedestrian connections in the gateway and industrial areas and within the Casey Complex

are limited due to the large block sizes and limited crossings. The Town Centre is reasonably well serviced with footpaths; although the number of regional shared paths could be increased. Provision of pedestrian and cyclist way finding signage will be needed in the Town Centre in the future.

Given the amount of traffic along the main north-south and east-west roads, bicycling is difficult. The bike path along Lyall Street assists east-west bicycle movement, however other bicycle infrastructure throughout the centre is inadequate. Bicycle usage in the area is low, accounting for only 1% of trips; however, it is difficult to determine whether this is due to a lack of desire, deficient infrastructure or a combination of the two.

In March 2009, a study was conducted to identify existing pedestrian and bicycle usage and conditions in the Town Centre. It found that most residents consider the existing trails to be of average to good condition; however, they did identify that unsealed paths and uneven surfaces are barriers to use. Only 5-10% of students bicycle or walk to school with safety cited as the main reason for this. Another issue raised the difficulty pedestrians and bicyclists face when crossing both the Narre- Warren Cranbourne Road and the South Gippsland Highway.

In 2009 as part of the Local Area Access Program, a continuous pedestrian and bicyclist link was facilitated through improved crossings, an enhanced regional bus interchange and a dedicated bike path along Lyall Road to the Casey Complex.



Image 6: Cranbourne Railway Station

5.13 Urban and Built Form

The Urban Design Framework (2010) goes into greater detail on the Urban and Built Form within the Town Centre. In short Cranbourne's urban form follows a traditional grid layout.

This form prevails throughout the Town Centre, except for the northern and southern gateway areas, which feature larger block sizes. This grid layout also eases movement and reflects the Town Centre's development history. The spine of this grid is High Street.

Over the last 150 years, development has occurred in a piecemeal fashion within Cranbourne and the architectural character reflects this. Numerous buildings reflect historic revival styles (Gothic revival, Italianate) through to mid-century modernism and contemporary post modern approaches.

Building scale is more consistent and predominantly 1 to 2 storey, with some exceptions. Buildings along High Street (except Centro) present a fine grain while the gateway areas have a larger built form.

A small-scale character defines the residential areas with largely single-storey separate dwellings with some subdivision in the form of single-unit dwellings arranged around a cul-de-sac. This architectural mix hampers the development of a consistent visual identity for the Town Centre; however, the eclectic nature of the built form lends itself to innovative and novel designs.



Image 7: Urban Design

The Cranbourne Town Centre is transitioning from a small country town into a regional urban centre with outstanding recreational facilities, abundant and varied employment opportunities, diverse and interesting shops, restaurants and services, exciting cultural experiences, and homes for every lifestyle.

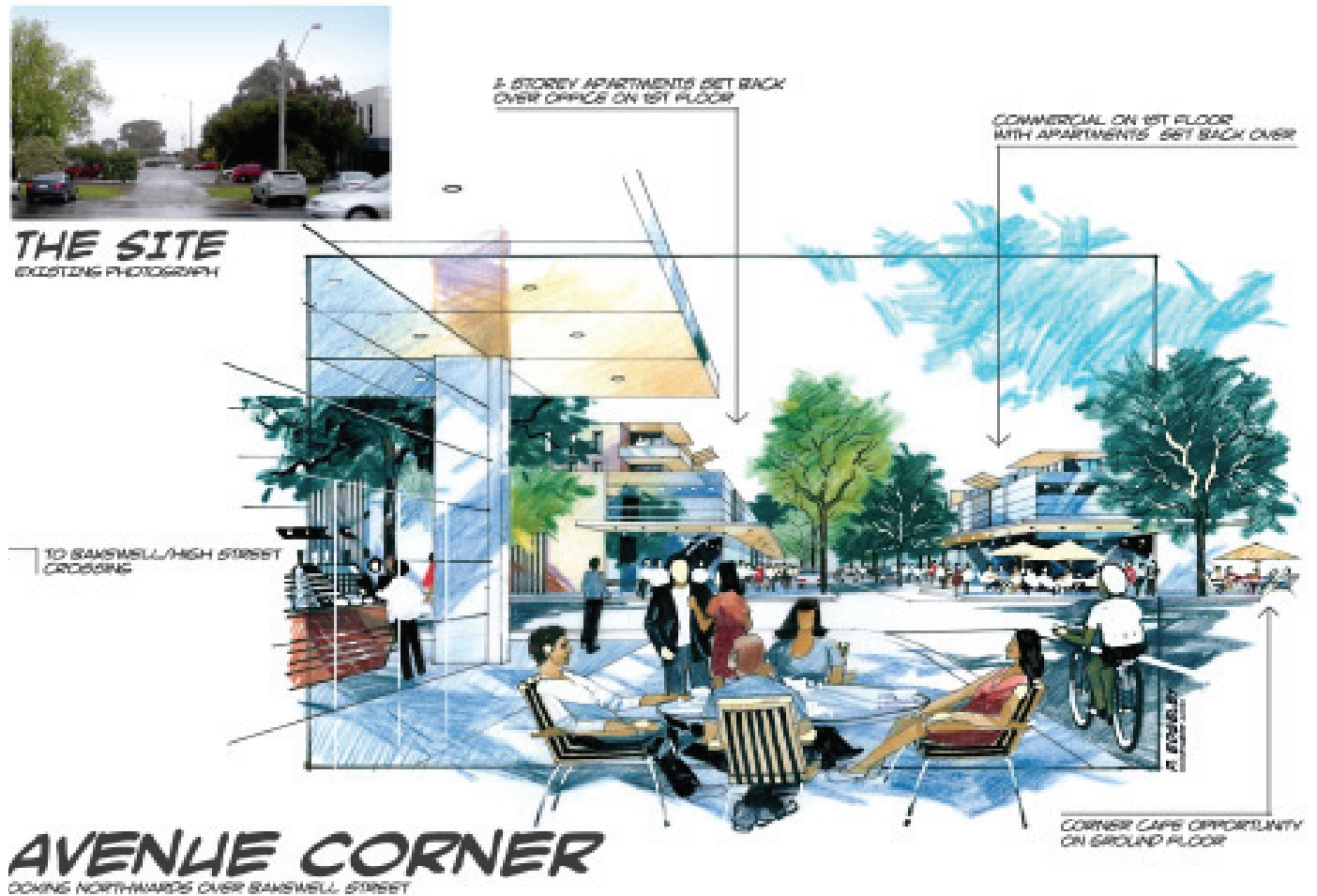


Illustration 1: Artistic Impression of the Avenue Corner looking Northwards over Bakewell Street

Vision

In 20 years time, Cranbourne Town Centre will be a place that:

- Is alive with activity throughout the day, evenings, week and year.
- Offers an array of housing choices.
- Is people friendly with an enticing pedestrian realm with appropriate landscaping, complementary architecture and a human-scaled built form.
- Nurtures economic development, small businesses and employment opportunities and promotes innovation
- Embraces environmental sustainability.
- Leads in the provision and development of recreational, cultural and leisure facilities.
- Celebrates Cranbourne's history, culture and local talent.
- Develops as a multi-modal transport centre with networks for the car, bike, train and bus, with a particular focus on prioritising the pedestrian.
- Has a unified identity while still respecting the uniqueness of the precincts that comprise it.

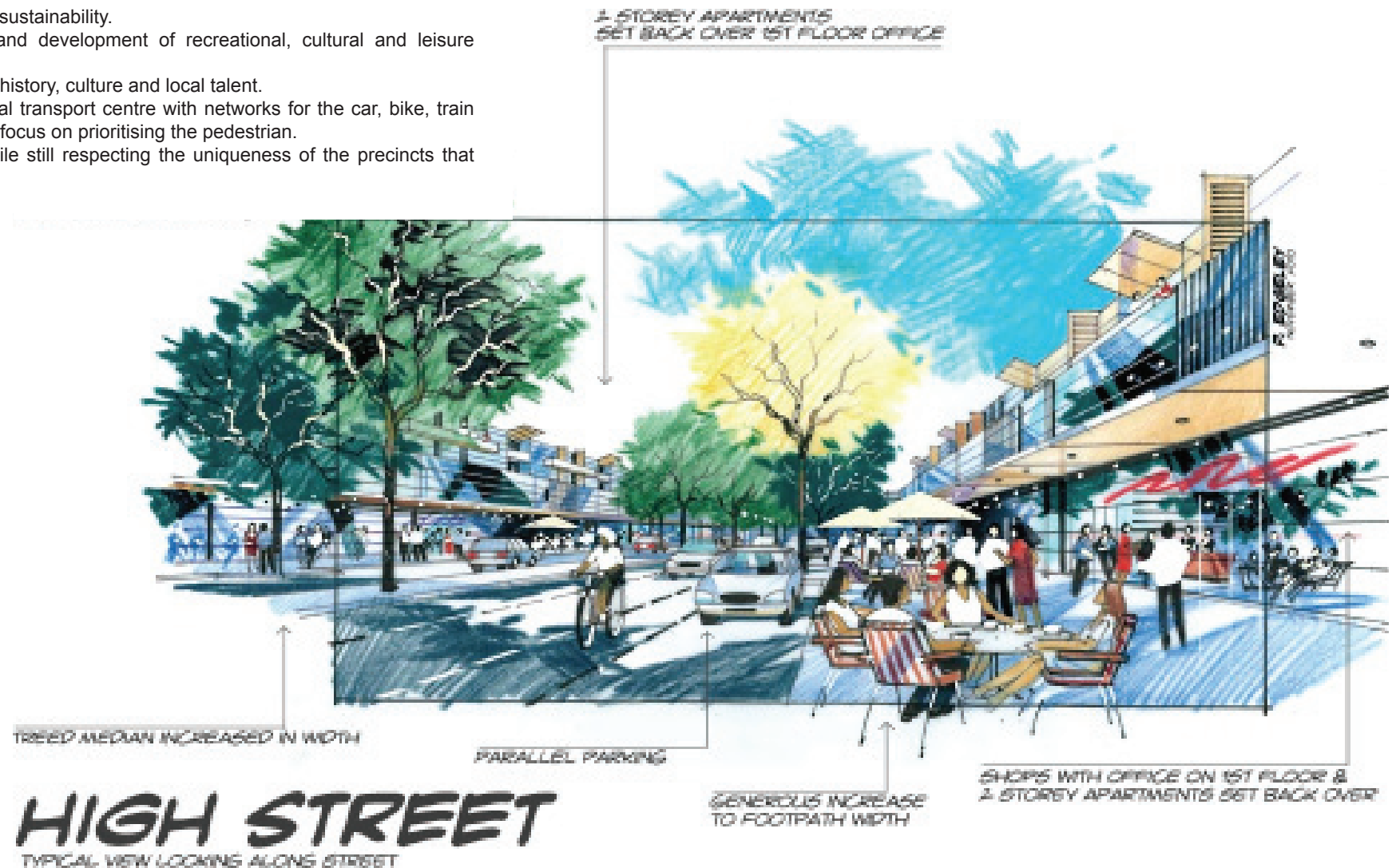


Illustration 2: Artistic Impression of High Street looking along High Street

7.1 Strategic Response

Cranbourne will need to grow and develop in a logical and coordinated fashion over the coming years in order to fulfil its role as a Principal Activity Centre. In order to accommodate and meet the expectations of current and future residents, Cranbourne will have to encourage diverse commercial uses, increased retail variety, further development of community, arts and recreation facilities and a greater housing choice.

This growth needs to occur in an aesthetically pleasing manner within an enhanced urban environment. This plan priorities ease of movement and community focus to achieve a locally relevant document respectful of the existing character as well as the views and aspirations of the Cranbourne community.

The following strategic directions for the centre as a whole address these issues under the following headings:

- Activities and Land Use.
- Built Form.
- Public Environment.
- Movement and Transportation.
- Cultural and Environmental Values.
- Making it Happen.

Precinct plans contained in Chapter 9 provide more detailed guidance for each of the nine precincts that comprise the Cranbourne Town Centre.

7.2 Activities and Land Use

7.2.1 Diversity and Inclusion

Objective

To promote diverse uses that enhance the character of Cranbourne, reflect its regional importance and create an inclusive community with a range of businesses and employment opportunities, housing choices, community facilities and entertainment options.

Actions:

1. Implement public realm improvements and signage to link key uses and nodes; the Cranbourne Branding and Signage Strategy will help to achieve this action.
2. Work with the Chamber of Commerce to create an environment that supports local businesses to facilitate a mix of services, retail outlets and office uses that contribute to the local economy and extend opening hours to promote activity.
3. Prioritise housing choices to cater for a range of needs and price points and promote increased density around transit nodes including the Cranbourne and future Cranbourne East Railway Stations.
4. Direct land uses to their most appropriate location within the centre to take advantage of good transport infrastructure and visibility.
5. Look at opportunities to attract regionally significant businesses and facilities, including a hospital.
6. Work with land owners during the creation of master plans for particular precincts.



**Themes,
Objectives &
Actions**

7.2.2 Residential

Objective

To increase the provision, density, affordability, quality and diversity of housing within the Cranbourne Town Centre to facilitate the addition of 1,900 to 2,500 dwellings by 2031.

Actions

1. Promote diverse and innovative housing forms such as shop-top housing, serviced apartments, tourist accommodation and other medium/high density forms.
2. Limit subdivision and encourage lot consolidation to facilitate the development of higher density forms.
3. Promote higher density forms of housing such as multilevel apartments around the Cranbourne and Cranbourne East Railway Stations and the retail core along High Street.
4. Emphasise variety in the housing market by encouraging a diversity of dwelling options available to the community including one, two and three bedroom dwelling options.
5. Encourage a mix of housing forms that generally correspond to the ideal mix of 10% detached, 30% medium density and 60% higher density with a 20% social/affordable component.

7.2.3 Civic, Cultural, Community Facilities and Services

Objective

To develop and reinforce Cranbourne's role as a civic, cultural and recreational centre through the provision of diverse, fit-for-purpose, regionally significant attractions, services and facilities that meet the needs of the local community and the region.

Actions

1. Facilitate the continued development of the Casey Complex area while attracting more sports, recreation and cultural facilities to the Town Centre as a whole.
2. Support existing community services and encourage the introduction of new community services to serve the Cranbourne community.
3. Promote land consolidation to assist in the development of community facilities.
4. Promote the development of inter-generational multipurpose space for residents to be engaged in the community.
5. Reinforce and promote community service agencies presence within the region.
6. Advocate for a new hospital to service the Cranbourne Community.

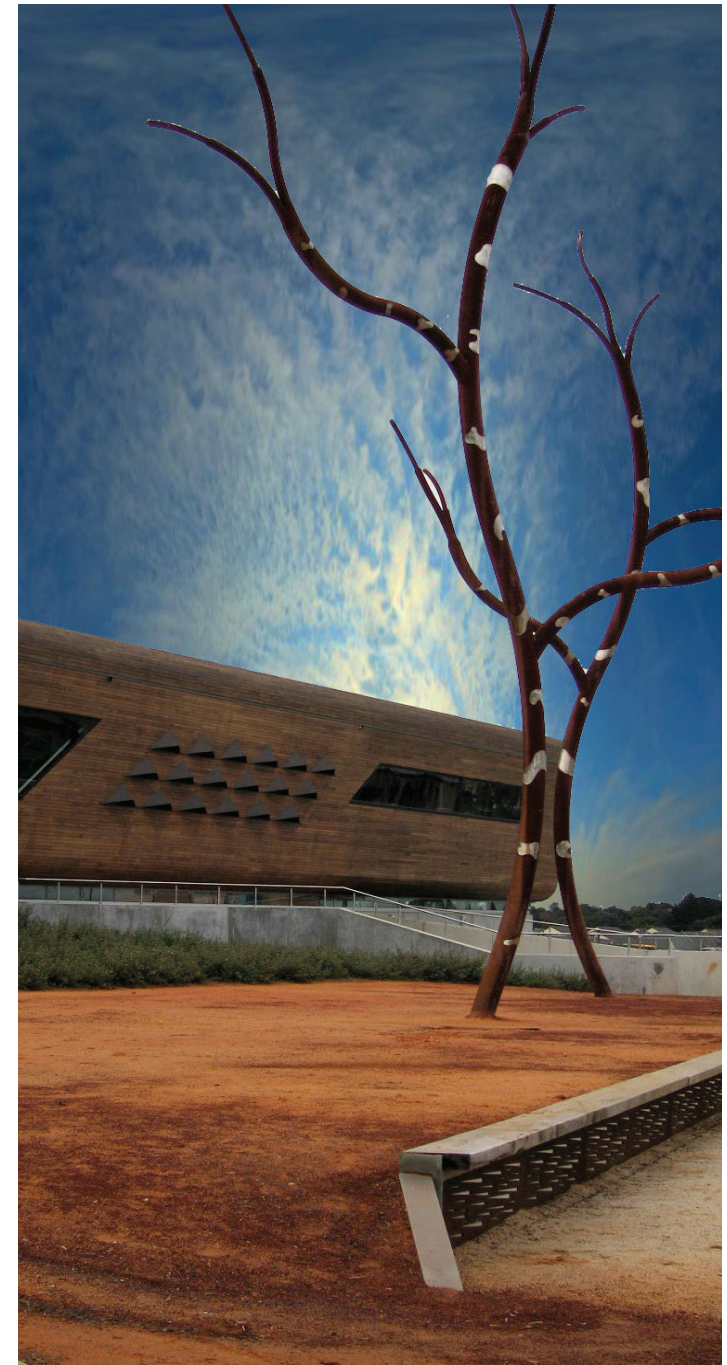


Image 8: Casey RACE



7.2.4 Enterprise, Retail and Business

Objective

Continue to develop the Cranbourne Town Centre as a regional shopping and service destination, economic incubator and employment hub that fosters a good cross section of businesses to meet local and regional needs and aspirations.

Actions:

1. Look for opportunities to attract anchor businesses, such as a Department Store, a second Discount Department Store, a cinema and large-scale office developments.
2. Examine the options for raising revenue to facilitate public improvements within the centre.
3. Promote increased office space in well-located areas.
4. Facilitate a vibrant retail core with active frontages, a diverse array of businesses, numerous entertainment options and extended hours of operation.
5. Proactively encourage a diverse range of businesses to locate in the Town Centre.
6. Support small business development within the Town Centre.
7. Discourage industrial uses with potential detrimental impacts on nearby land uses.
8. Improve the streetscape, interface and amenity of industrial and commercial areas to attract a wider range of services and uses through facilitation, partnerships, design guidelines and capital works initiatives.
9. Where possible, facilitate the development of Council's car park south of Centro Cranbourne, to attract supportive business opportunities.
10. Redevelop Centro Cranbourne as a street based centre, including active frontages to High Street.

7.3 Built Form

Objective

To facilitate locally sensitive, appropriately scaled and original architecture and design that enhances Cranbourne's image, respects the local context and creates a comfortable environment for its citizens and visitors.

Actions:

1. Intensify the vertical built form, especially around transit nodes and within the retail core.
2. Promote active uses fronting streets and human-scale public realm, particularly along High Street.
3. Adopt an urban design framework for High Street.
4. Promote design measures such as encouraging building recesses and projections to reduce monotonous façades along main streets.
5. Encourage strong gateway features, landmark urban design and signature buildings at the entry points, key intersections (Sladen Street & High Street, the Railway tracks and the South Gippsland Highway) and other prominent locations.
6. Reinforce the role of the Avenue of Honour as a gateway feature to the Town Centre.
7. Protect, enhance and integrate heritage elements within the urban form.
8. Encourage place making through integrated public art, particularly through building design.

Image 9. Centro Shopping Centre

7.4 Movement and Transport

Objective

To facilitate efficient movement opportunities within the Town Centre for buses, cars, bicycles and pedestrians with a focus on sustainable transport solutions.

Actions:

1. Undertake a traffic modelling study within the Centre.
2. Extend the street grid within the Casey Complex and preserve the traditional grid within the Town Centre.
3. Reinforce Lyall Street as a principal east-west link with a landscaped boulevard, on-street parking and footpaths.
4. Signalise intersections with pedestrian lights along main road network to encourage smooth traffic movement and improved pedestrian connections.
5. Advocate for public transport upgrades, including the Cranbourne East Railway Station.
6. Provide weather protection, lighting, public toilets and route information signs at public transport stops and hubs while ensuring compliance with the Disability Discrimination Act and creating clearly defined pedestrian links to destinations within the Centre.
7. Assist in the consolidation of parking spaces and investigate shared parking opportunities.
8. Seek to develop multi-level / underground car parking at the western side of High Street.
9. Encourage land consolidation for the replacement of car parking between 'the Avenue' and Codrington Street.
10. Allow for developer contributions to be directed towards shared parking facilities.
11. Design local streets to cater for on-street parking.
12. Periodically review on-street car parking restrictions as the Town Centre develops to its full capacity.
13. Prepare a Parking Strategy and a Parking Precinct Plan.
14. Require landscaping and lighting for at-grade car parks.
15. Ensure the pedestrian network within the Town Centre links to major interchanges, key activity nodes and regional networks and can be easily identified.
16. Facilitate bicycle opportunities within the town centre by increasing bicycle parking opportunities and change facilities in the Town Centre, contributing to the Principle Bicycle Network and through the creation of a local network that connects to regional trails.
17. Create a Principal Pedestrian Network in the Town Centre to identify key pedestrian improvements.
18. Advocate for the completion of the Cranbourne and Koo Wee Rup Bypasses as well as upgrades of Berwick – Cranbourne Road.
19. Partner with VicRoads to investigate options for changes to the arterial road network in Cranbourne.



Image 10 : Bike Lane along Lyall Street

7.5 Public Environment

Objective

To create welcoming, inviting and interesting public spaces that are accessible, flexible and safe while embodying good design, respecting the local context and incorporating locally appropriate landscape elements to engender community pride.

Actions:

1. Create landscape/streetscape master plans for Greg Clydesdale Square, High Street, Ray Perry Park, and the East / West connection south of Centro Cranbourne and “the Avenue”.
 2. Investigate festival and event opportunities in Greg Clydesdale Square and Ray Perry Park or in the proposed public spaces.
 3. Create pedestrian friendly streetscapes and install wayfinding devices by implementing the Cranbourne Branding Strategy.
 4. Work with the community to explore opportunities to expand the use of existing public spaces.
 5. Promote the shared use of open spaces with existing community buildings.
 6. Improve pedestrian activity and comfort throughout the centre by encouraging street-oriented entryways, streetscape improvements and active uses.
7. Require development to respect the public realm in terms of scale, design and location within the site.
 8. Provide unified and coordinated streetscapes throughout the Town Centre.
 9. Advocate for underground power line relocation or aerial bundling on the High Street and other key pedestrian links including Grant Street.
 10. Consider the climate and microclimate in public space design and policy.
 11. Facilitate the development of Bakewell Plaza and emphasise its link across High Street to Greg Clydesdale Square.
 12. Facilitate the creation of “The Avenue”, an additional pedestrian-scaled and intimate street parallel to High Street, located in the current alleyway to the east of High Street
 13. Examine the possibility of creating a public space around McMorran’s Oak Tree



Image 11: Balla- Balla Centre



7.6 Cultural and Environmental Values

Objective

Promote and enforce environmental and social sustainability by:

- Facilitating a green image for the Town Centre,
- Promoting community cultural offerings and events,
- Reinforcing local character,
- Preserving links to Cranbourne's heritage.

Actions:

1. Create an environment in the Town Centre that promotes walking, bicycling and public transport patronage.
2. Aim for benchmark environmentally sustainable design opportunities when undertaking Council/Civic projects.
3. Promote energy efficiency and alternative energy generation in all new developments.
4. Minimise water usage in public spaces and encourage water efficiency in new development and redevelopment through Water Sensitive Urban Design.
5. Promote the preservation and enhancement of natural site features.
6. Encourage the preservation and improvement of winter solar access in buildings and public spaces.
7. Look for opportunities to further develop and reinforce Cranbourne's image and character as well as the individual character of each precinct.
8. Implement the Cranbourne Branding and Signage strategy.
9. Promote and support the local arts scene.
10. Preserve and promote Cranbourne's historic assets.
11. Reinforce local attractions such as the recreation facilities, the Royal Botanic Gardens, the Cranbourne Racecourse and Casey Fields through landscaping themes, and the Branding and Signage strategy.
12. Seek to incorporate public art within major development proposals.

7.7 Making it Happen

Objective

To implement the actions contained in this document in a coordinated and diligent manner

Actions:

1. Adopt the Cranbourne Town Centre Implementation Plan.
2. Establish an Implementation Committee to work with stakeholders and delivery partners to put the Cranbourne Town Centre Structure Plan into action.
3. Establish internal Council working groups to implement key projects, considering a broad range of stakeholders, including staff from across Council, State Government, the community and the private sector.
4. Amend the Casey Planning Scheme to introduce the Activity Centre Zone for the Cranbourne Town Centre area with specific provisions for each precinct.
5. Implement a place management system to champion the vision for centre; develop, lead and implement a multi-year work program; build partnerships; set benchmarks; and measure performance.
6. Incorporate the community and public realm initiatives in the five year Council Capital Works Program.
7. Advocate for the delivery of the Cranbourne By-pass

Image 12: Skateboard facility, Ray Perry Park

8

Development Framework

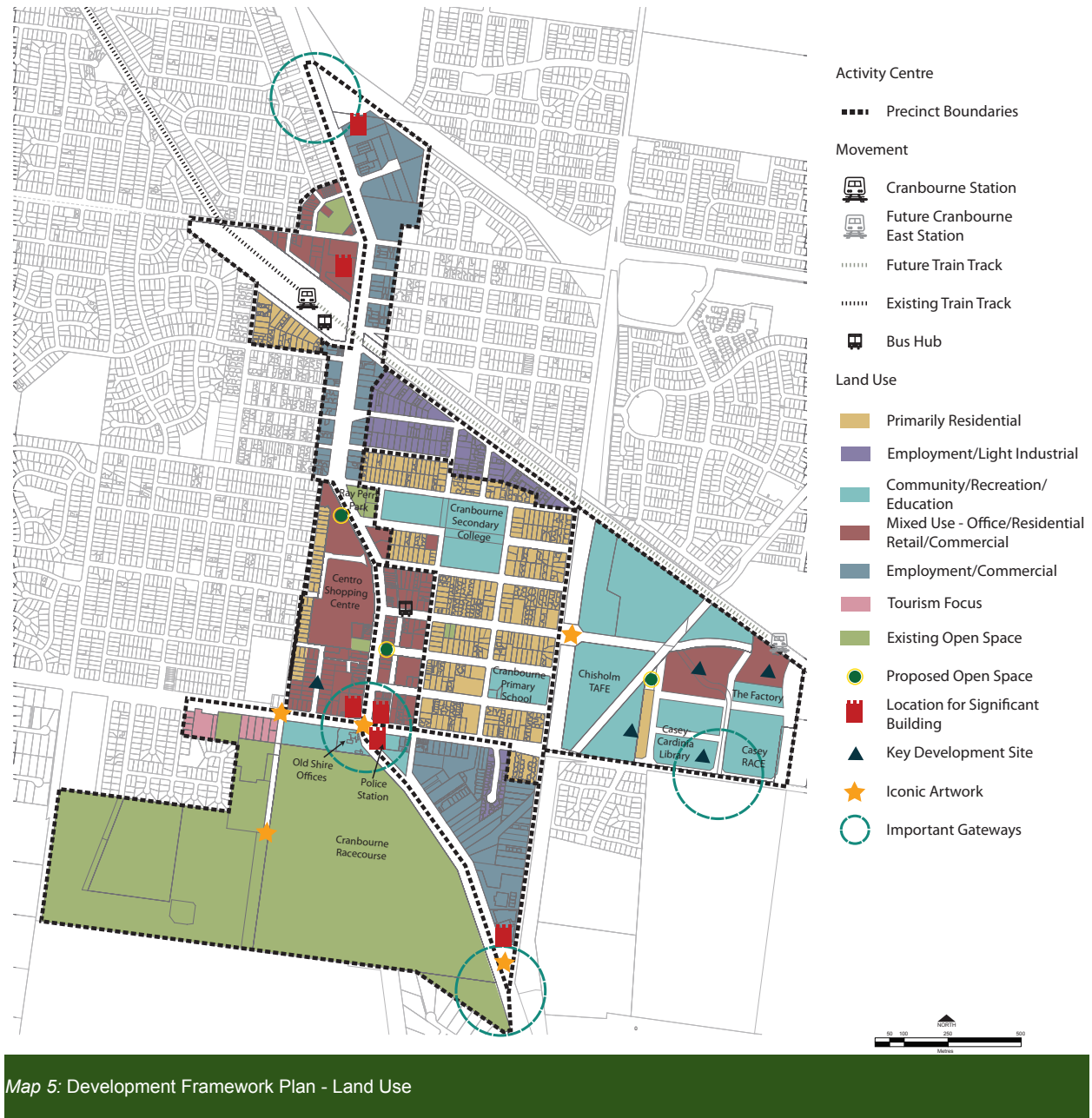




Image 13: High Street



Map 6: Public Environment & Movement Plan

Precinct Plans



- Cranbourne Town Centre Precincts**
1. Gateway Commercial North
 2. Cranbourne Railway Station
 3. Employment and Services
 4. Retail Core West
 5. Retail and Commercial Core East
 6. Residential Intensification
 7. Casey Complex
 8. Gateway Commercial South
 9. Racecourse, Tourism and Entertainment

Map 7: Precinct Locations



Image 14: Historic Church

9.1 Precinct 1 - Gateway Commercial North

This precinct sets the first impression of the Town Centre from the north and for this reason warrants high-quality landscaping and building design. Currently, the Gateway Commercial North precinct contains large format retail and light industrial uses and functions as an employment and service area. Large format retail is encouraged, especially in Precinct 1A where high quality bulky goods retail development is promoted. Office and business development is also encouraged to increase employment opportunities in the area.

Objectives

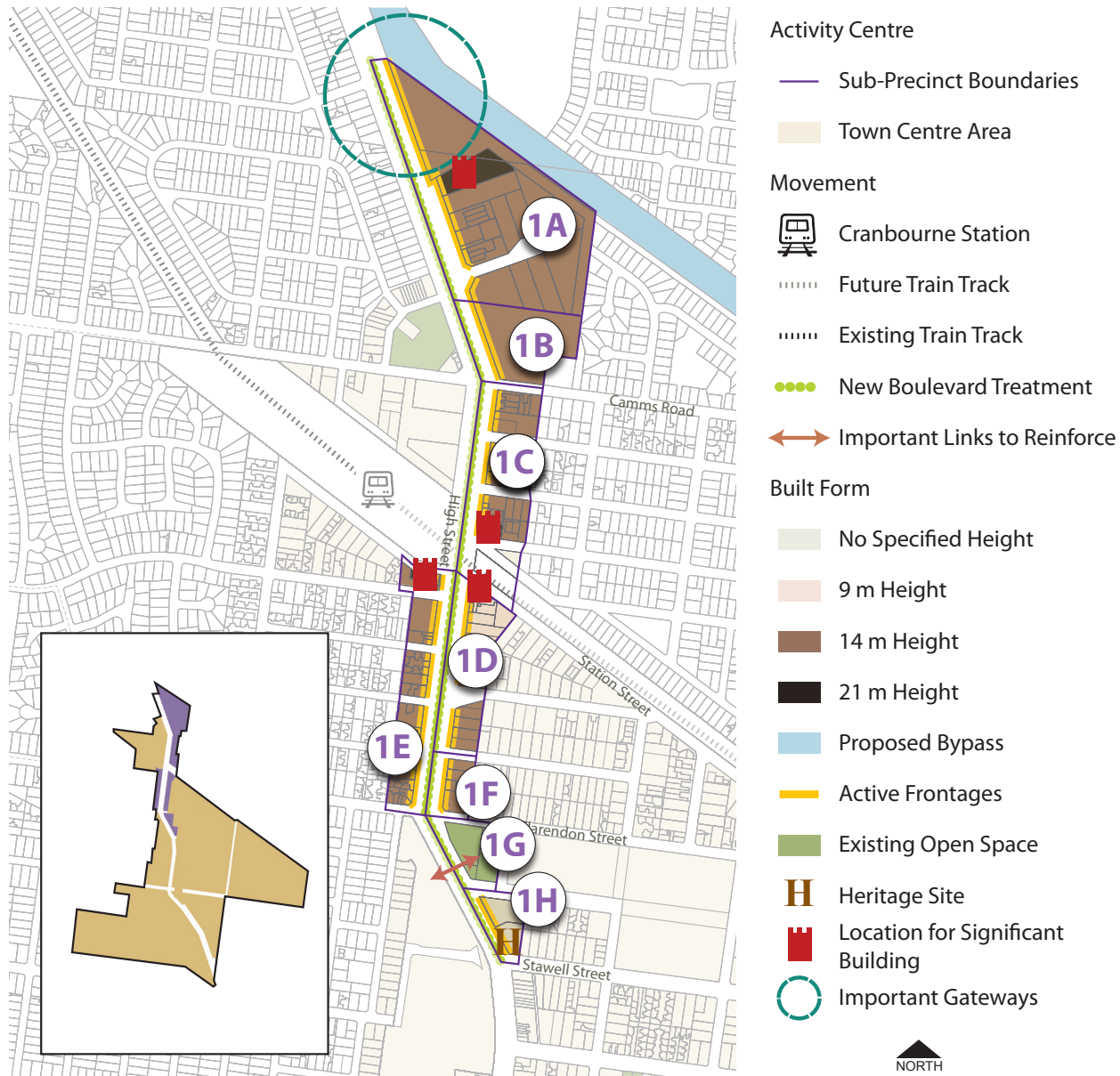
1. To create an attractive northern gateway to the Town Centre.
2. To promote employment and business opportunities that can capitalise on highway exposure.
3. To intensify street-oriented development with mostly rear car parking.
4. To encourage an appropriate gateway building at the entrance along with landmark/signature buildings adjacent to the railway crossing.

Guidelines

1. Development fronting the South Gippsland Highway/High Street should incorporate active frontages and pedestrian canopies.
2. Development should maintain views of the historic church.
3. Development should preserve the visual permeability and preservation of Ray Perry Park.
4. Development should include a landscape buffer for boundaries abutting residential areas; this buffer in the bulky goods sub-precinct may contain parking.
5. Solid fencing is not permitted and security fencing should be incorporated with landscaping.
6. Development should provide appropriate setbacks as well as a transition in scale and height to compliment the adjoining residential areas to the east and west.
7. On-site car parking should be located to the rear or side of buildings.

Sub-Precinct	Preferred Height (Excluding Basement)	Preferred Setbacks
1A	14 m (Significant building up to 21)	9 m to east boundary No more than 21 m to South Gippsland Highway
1B	14 m	0 m to South Gippsland Highway & south boundary (Camms Road) 6 m to east boundary
1C	14 m	0 m to west boundary 6 m to east boundary
1D	9 m (Significant building up to 14)	0 m to west boundary
1E	14 m	0 m to east boundary 6 m to west boundary
1F	14 m	0 m to west boundary 6 m to east boundary
1G	None specified	None specified
1H	None specified (Historic Site)	None specified (Historic Site)

Table 1: Design Requirements Precinct 1



Map 8: Precinct 1 - Gateway Commercial North



9.2 Precinct 2 - Cranbourne Railway Station

The Cranbourne Railway Station precinct provides an ideal location to increase density within the Town Centre due to its proximity to the railway station. Residential density can be increased substantially in the area south of the railway station. This increase in density is also appropriate for the area to the north in the form of mixed-use buildings with the possibility of ground floor, smaller format retail. Home/Office units are also promoted in sub precincts 2A and 2B.

Objectives

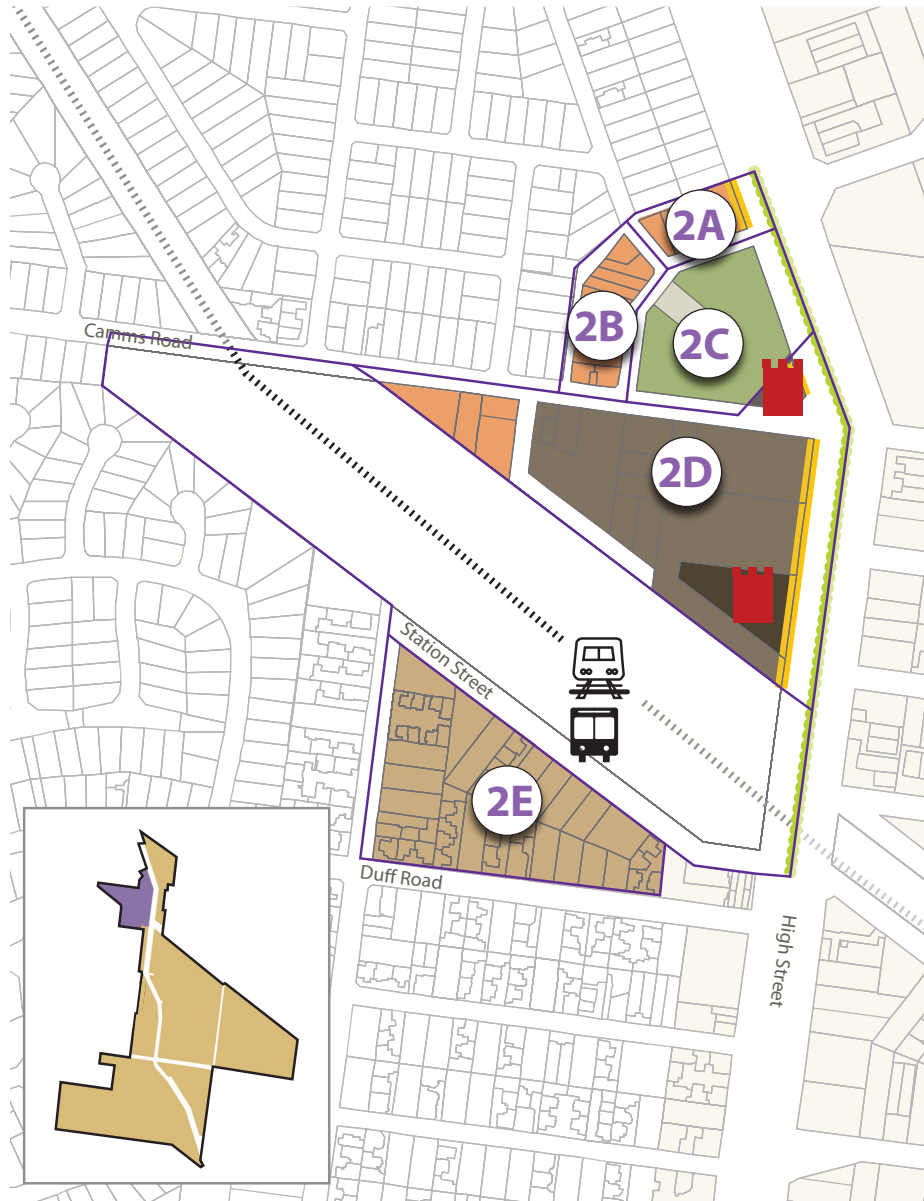
1. To ensure development contributes positively to the public and private realm while creating an appealing entry to the Town Centre.
2. To encourage an appropriate mix of residential and commercial uses.
3. To increase residential density and encourage multi-level development that optimises the use of the Cranbourne Railway Station and public transport facilities.
4. To provide housing choice that responds to community needs.
5. To discourage traditional development in favour of new housing forms.
6. To promote site consolidation.
7. To encourage diverse employment and business opportunities to capitalise on the High Street exposure.
8. To encourage a range of smaller format commercial uses at ground floor level with accommodation above.

Guidelines

1. Higher-scale buildings should be located at the eastern end of the precinct towards High Street and adjacent to the Cranbourne Railway Station.
2. Building height should step down towards the adjacent lower-scale residential areas.
3. Residential development should incorporate acoustic treatments that respond to the railway environment to minimise adverse amenity impacts.
4. Development may include a partial fourth level south of the railway station if it is recessed from the building footprint of the level below.
5. Development around the railway station located adjacent to existing residential development should be setback from side boundaries to provide adequate separation to ensure the privacy of habitable rooms and private open space, solar access and landscaping.

Sub-Precinct	Preferred Height (Excluding Basement)	Preferred Setbacks
2A	11 m	6 m to north boundary
2B	11 m	6 m to west (Lane Way)
2C	None specified	None specified
2D	11 m west of Ingamells Street 15 m east of Ingamells Street 21 m significant building	0 m to east boundary (High Street)
2E	12 m with the possibility of a recessed fourth level	6 m to Station Street, Fairfield Street and Duff Street for multi-level buildings

Table 2: Design Requirements Precinct 2



Activity Centre

— Sub-Precinct Boundaries

■ Town Centre Area

Movement

Cranbourne Station

Bus Hub

..... Future Train Track

..... Existing Train Track

..... New Boulevard Treatment

Built Form

■ No Specified Height

■ 11 m Preferred Height

■ 12 m Preferred Height

■ 15 m Preferred Height

■ 21 m Preferred Height

■ Active Frontages

■ Existing Open Space

■ Location for Significant Building



Map 9: Precinct 2 Map - Cranbourne Railway Station



Image 16: Grace Street

9.3 Precinct 3 - Employment and Services Precinct

Currently, this precinct is one of two industrial areas within the Cranbourne Town Centre. Further development of this area as an employment node is encouraged. Light industrial, office and other employment uses are also encouraged as long as they do not negatively impact upon neighbouring residential uses. Sub-precinct 3B includes the same uses as sub-precinct 3A but at a smaller scale.

Objectives

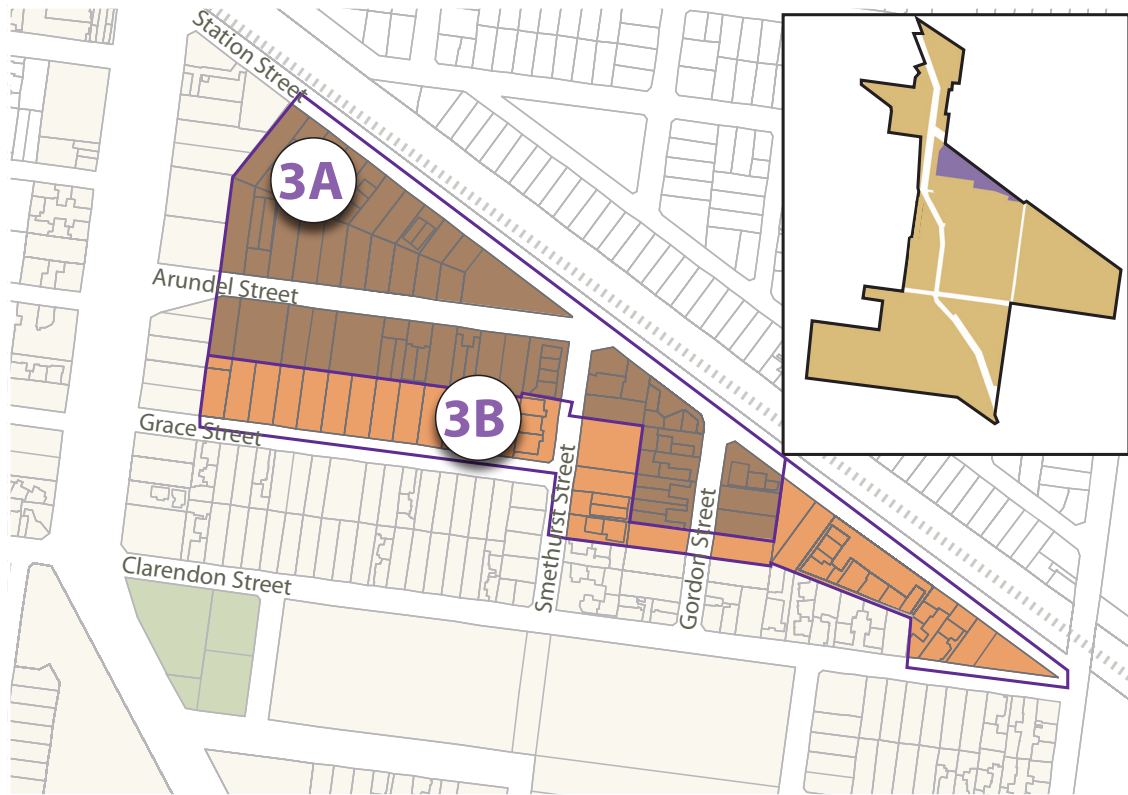
1. To encourage business and employment opportunities ranging from small to medium-sized industry and local service businesses.
2. To create and promote attractive streetscapes with substantial landscaping at the front property line.
3. To improve the interface with neighbouring residential uses through landscaping and respectful building design.

Guidelines

1. Set back buildings from the street boundary with a 3 m wide landscape strip along the street frontage to allow for tree planting.
2. Discourage solid front fencing and attenuate the visual effect of security fencing with landscaping.
3. Redevelopment of industrial uses that interface with existing residential development should incorporate additional screening along the street frontage and common boundaries, consisting mainly of landscaping and acoustic treatments.
4. Service structures, such as metre boxes, plant and equipment, should be set back from the street boundary and screened with landscaping.

Sub-Precinct	Preferred Height (Excluding Basement)	Preferred Setbacks
3A	14 m	3 m to street boundary
3B	11 m	3 m to street boundary 6 m to adjoining residential boundary

Table 3: Design Requirements Precinct 3



Activity Centre

— Sub-Precinct Boundaries

■ Town Centre Area

Movement

⋯ Future Train Track

Built Form

■ 11 m Preferred Height

■ 14 m Preferred Height

■ Existing Open Space



Map 10: Precinct 3 - Employment and Services Precinct

9.4 Precinct 4 - Retail Core West

Centro Cranbourne Shopping Centre largely defines the western portion of the retail core along with some finer grain shops fronting High Street and large areas of car parking.

Recommendations for this precinct include better links within and beyond the precinct, façade activation and redevelopment of the Council-owned parking lot at the southern end of the precinct. Creation of an east-west connection between High Street and Lamb Street is encouraged. Large format retail and entertainment uses such as a department store, second discount department store or a cinema complex are supported.

Speciality retail is also encouraged at street level. Mixed use development, with housing and office uses in the upper levels are also encouraged.



Objectives

1. To expand the retail core by providing wide-ranging retail and commercial options that extends the hours of activity and provides additional services to the community.
2. To improve the active uses interface and other interfaces along High Street.
3. To encourage rear façade improvements and pedestrian connections to the west.
4. To resolve access and parking requirements.
5. To support the establishment of retail anchors and speciality shops on the Council owned car park.
6. To promote commercial uses at lower levels with accommodation above.
7. To encourage active uses along the edges of Greg Clydesdale Square.
8. To provide pedestrian and visual links between Greg Clydesdale Square and the proposed Village Square at the end of Bakewell Street.
9. To reinforce a north/south pedestrian connection from Centro Cranbourne's interior mall through to the Council car park.
10. To provide an east-west vehicular and pedestrian connection between High and Lamb Streets.

Guidelines

1. Redevelopment of the Centro Cranbourne Shopping Centre or the Council-owned car parks should incorporate streetscape improvements, pedestrian links within the precinct and façade activation.
2. Development must include glazed surfaces on street fronting façades.
3. Iconic buildings are to be included in any redevelopment proposal fronting Sladen Street, High Street and the northern frontages of the retail core.
4. Building design should take advantage of views wherever possible.
5. Architecture should include variation in façade treatments, materials, colours and textures to reduce building massing and blank walls.
6. Development along High Street adjoining the car parks should provide walk-through pedestrian facilities to achieve a pedestrian link to Lamb Street.
7. Development of Centro Cranbourne's north parking lot should be appropriately elevated to retain the integrity of the retarding basin.
8. Opportunities for the provision of a possible long term access road from the Centro Cranbourne Shopping Centre to Sladen Street may be explored.

Sub-precinct	Preferred Podium Height (Excluding Basement)	Preferred Overall Height	Preferred Setback for Ground Floor	Preferred Setbacks above Podium
4A	12 m	17.5 m	0 m to east boundary (High Street) 6 m to west boundary	6 m above 2 storey podium to High Street
4B	12 m	17.5 m on High Street	0 m to east boundary (High Street) 6 m to west boundary	6 m above 2 storey podium to High Street
4C	12 m	17.5 m	None specified	6 m above 2 storey podium to High Street
4D	12 m	17.5 m on High Street	0 m to Sladen Street	6 m above 2 storey podium to High Street
4E	Not applicable	8 m	Not applicable	3.25 m to the rear property line 2 m to the front property line

Table 4: Design Requirements Precinct 4



Map 11: Precinct 4 - Retail Core West



9.5 Precinct 5 - Retail and Commercial Core East

This precinct retains a traditional Town Centre feel. Careful redevelopment and expansion, most notably through the creation of 'the Avenue' - a pedestrian-oriented mixed-use destination, will build upon this traditional town centre role. Mixed-use buildings, interesting and appropriate design and active frontages will continually enhance the retail core. A range of uses are promoted such as shops, offices, dining establishments and medium density housing.

Objectives

1. To create a new destination, 'The Avenue', a lively and intimate mixed-use street.
2. To establish a central public space on Bakewell Street opposite to and connected with Greg Clydesdale Square.
3. To create a pedestrian-friendly High Street.
4. To encourage residential and office uses above retail and commercial premises.
5. To encourage shops and food and drink establishments at street level.

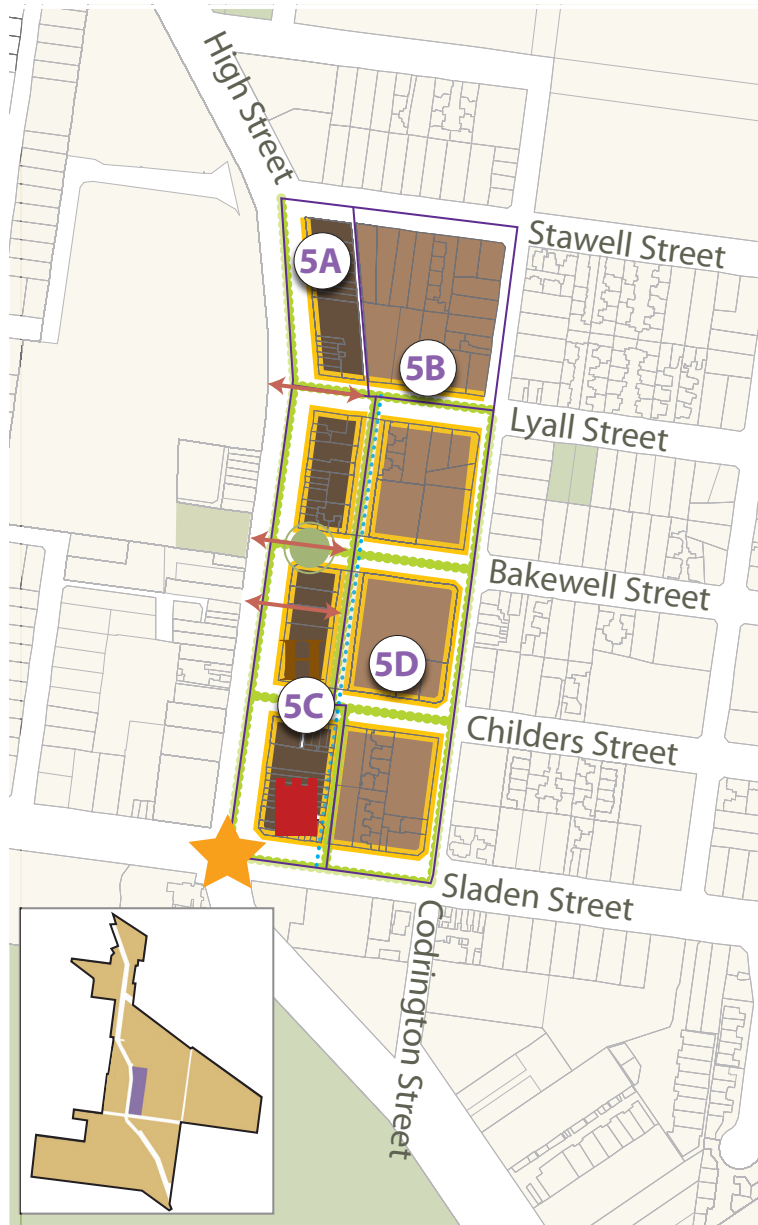
Guidelines

1. Development along "the Avenue" should respect the intimate nature of the street, incorporate active frontages and enforce a pedestrian-friendly streetscape.
2. Facilitate and promote detailed urban design, pedestrian shelters, fine grain shop fronts, on-street parking, active frontages, a high level of glazing and human-scale development along High Street, 'the Avenue' and Bakewell Street (between High Street and 'the Avenue').
3. Translucent elements (including balconies) may encroach up to 3 m from the edge of any podium buildings.
4. Development should recognise heritage elements.
5. Encourage developments with pedestrian connections between High Street and 'The Avenue'.
6. Include unique building designs, bottom level building podiums of at least 12.5 m in heights and a 5.1 m width promenade for new development along 'The Avenue'.
7. Provide awnings and porticos, which may extend into the setback along Codrington Street.



Sub-precinct	Preferred Podium Height (Excluding Basement)	Preferred Overall Height	Preferred Setback for Ground Floor	Preferred Setbacks above Podium
5A	12.5 m	17.5 m	0 m to High Street, Lyall Street & Stawell Street	6 m above a two storey podium facing High Street
5B	12.5 m	14 m	3 m to Stawell Street & Lyall Street 6m to Codrington Street	None specified
5C	12.5 m	17.5 m	0 m to High Street, 'The Avenue' & Bakewell Street 0 m to Sladen Street	6 m above a two storey podium facing High Street and 'The Avenue'
5D	12.5 m	14 m	0 m to 'The Avenue', Lyall Street & Sladen Street 6 m to Codrington Street	None specified

Table 5: Design Requirements Precinct 5




Image 18: Sidewalk on High Street











Activity Centre

-  Sub-Precinct Boundaries
-  Town Centre Area

Movement

-  Important Links to Reinforce
-  New Boulevard Treatment
-  New Road - "The Avenue"

Built Form

-  14 m Preferred Height
-  17.5 m Preferred Height
-  Active Frontages
-  Existing Open Space
-  Proposed Open Space
-  Heritage Site
-  Location for Significant Building
-  Sites for Iconic Artwork



Map 12: Precinct 5 - Retail and Commercial Core East



Illustration 3: Artistic Impression of High Street Corner



Illustration 4: Artistic Impression of a Typical Avenue



9.6 Precinct 6 - Residential Intensification

Residential intensification is recommended for Precinct 6. It will likely occur over time due to a latent demand for higher density living within the Cranbourne area, which will likely increase in response to further development in the town centre and increased employment opportunities. As a result, lot consolidation is encouraged along with innovative and diverse housing forms. Encouraged uses include medium density housing and support services such as child care centres, schools, medical centres, and convenience shops.

Objectives

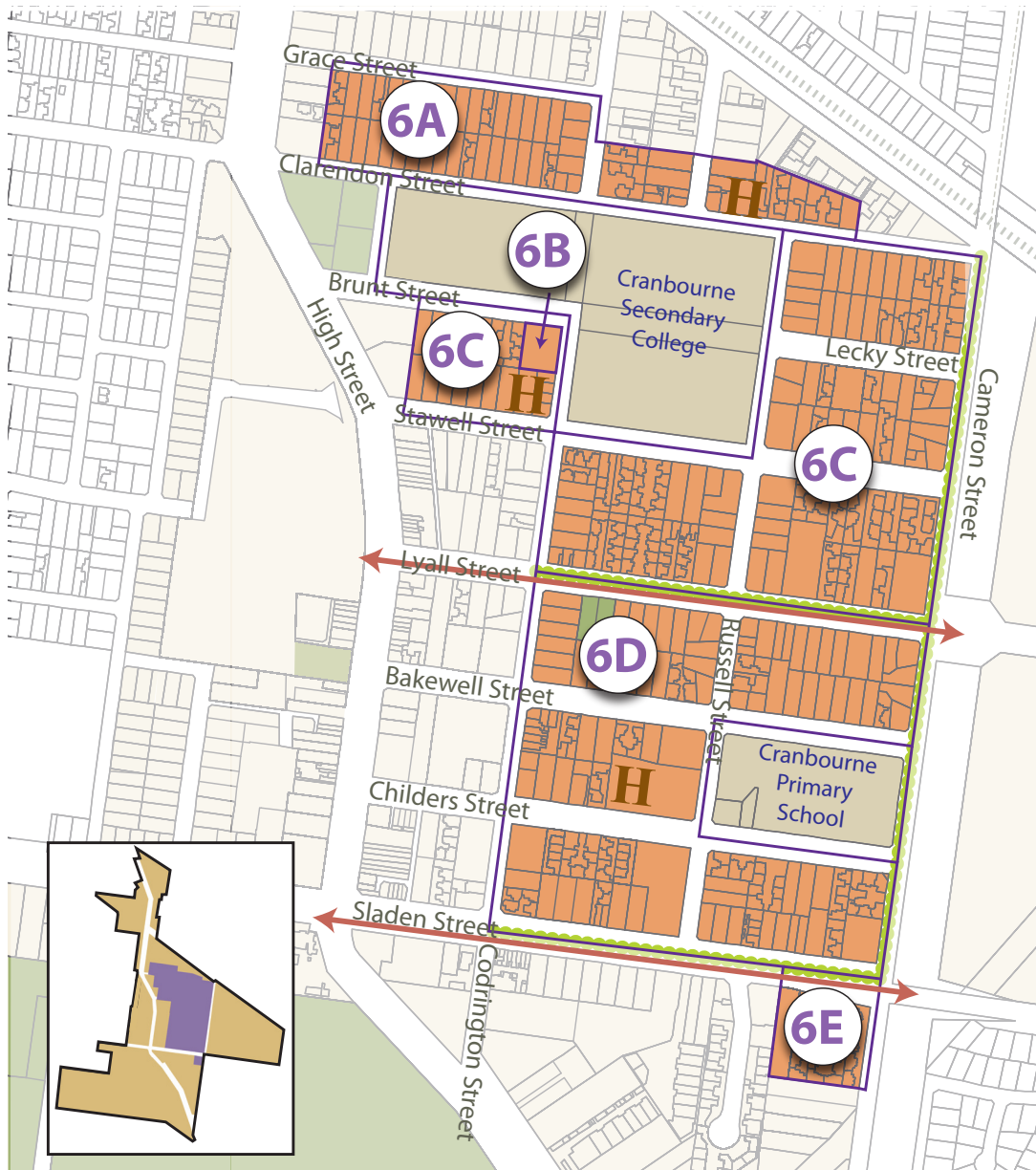
1. To provide increased housing choice and density.
2. To promote a high standard of residential amenity for new development, including solar access and privacy.
3. To discourage traditional suburban housing designs in favour of new forms of higher density housing.
4. To encourage site consolidation to facilitate a range of medium and high density housing forms.
5. To develop Lyall Street as a boulevard and the primary east-west link between High Street and the Casey Complex.
6. To encourage site consolidation to enable larger forms of residential development to occur, such as apartments.

Guidelines

1. Translucent elements, such as balconies, can extend within the front setback to encourage building articulation.
2. Greater consideration will be given to a higher built form and increased density for consolidated sites.
3. For multi-storey development sites, a minimum 6 m setback should be provided for side and rear boundaries to allow for privacy, solar access and landscaping.
4. On-site parking must not be located at the front of buildings.
5. Tree planting should form part of the front setback treatment for medium density development and treed buffers are required at rear boundaries for multi-level apartment developments.
6. Solid front fences are discouraged.
7. New residential development should include acoustic protection from nearby industrial and commercial uses.
8. New housing along Lyall Street must compliment the pedestrian nature of that roadway through landscaping and the avoidance of high front fences.

Sub-Precinct	Preferred Height (Excluding Basement)	Preferred Setbacks
6A	11.5 m	2 m front setback 3.25 m rear setback
6B	11 m	2 m front setback 3.25 m rear setback
6C	11.5 m	2 m front setback 3.25 m rear setback
6D	11.5 m	2 m front setback 3.25 m rear setback
6E	11.5 m	2 m front setback 3.25 m rear setback

Table 6: Design Requirements Precinct 6



Activity Centre

— Sub-Precinct Boundaries

■ Town Centre Area

Movement

↔ Important Links to Reinfc

●●● New Boulevard Treatment

Built Form

■ No Preferred Height

■ 11.5 m Preferred Height

■ Existing Open Space

H Heritage Site



Map 13: Precinct 6 - Residential Intensification



Image 20: The Casey Complex

9.7 Precinct 7 - Casey Complex

This precinct is rapidly developing into a secondary focal point for the Town Centre as a Community Hub, due to the important attractions located here. Complementary commercial and residential uses will enhance this area, along with the proposed Cranbourne East Railway Station to create a model Transit Oriented Development. The activities that will contribute to the Transit Oriented Development include further recreational, cultural and entertainment uses with medium/higher density residential, retail and other commercial uses.

Objectives

1. To promote the Casey Complex as a community hub that provides a mix of uses in addition to the existing recreation and community facilities and services.
2. To facilitate the delivery of the Cranbourne East Railway Station with an integrated transport interchange in its vicinity.
3. To encourage Transit Oriented Development with a mix of uses to maximise the interface and relationship with the future Cranbourne East Railway Station.
4. To upgrade the existing sports/recreation facilities and to provide new, world-class sports facilities to cater for regional needs.
5. To encourage an appropriate range of retail, entertainment and commercial uses that serve the needs of residents and visitors to the Casey Complex.
6. To provide civic facilities and spaces for community activities/festivals.
7. To create a grid transport network to facilitate ease of pedestrian, bicycle and vehicular movement.

Guidelines

1. Development should be integrated with the future Cranbourne East Railway Station and Lyall Street.
2. Pedestrian links should be provided between the precinct and land to the north of the future Cranbourne East Railway Station.
3. Development in precinct 7B must be in accordance with an approved Local Structure Plan for *Casey Grammar School*.
4. Development in sub precinct 7C must be in accordance with an approved Casey Complex Local Structure Plan.
5. Development facing the future Cranbourne East Railway Station should incorporate acoustic treatments and buffered setbacks responding to the railway environment.
6. Provision should be made for medium/high density housing including affordable housing.
7. Development along key pedestrian routes should provide active frontages and weather protection above the footpath.
8. Encourage iconic/signature buildings at strategic locations to provide a strong visual presence/statement for the Complex.
9. The future road and pedestrian network shall be generally in accordance with the north/south and east/west connections specified in the precinct map.

Sub-Precinct	Preferred Height (Excluding Basement)	Preferred Setbacks
7A	None Specified	None Specified
7B	None Specified	None Specified
7C	None Specified for recreation and leisure areas 10 m for the Transit Oriented Development and mixed use area 11 m the civic and community area 13 m for the residential area	Zero setback to east, south and west boundaries.

Table 7: Design Requirements Precinct 7



Map 14: Precinct 7 - Community Hub



9.8 Precinct 8 - Gateway Commercial South

Like the northern gateway, the gateway commercial south precinct is an important entry point that needs to create a good first impression.

The Avenue of Honour and the Cranbourne Racecourse already contribute to a positive impression of Cranbourne. Greater development freedom is given to properties on the west side of the precinct because the existing landscaped boulevard and sloping topography partially screens these properties.

Over time, high amenity employment, small-scale industrial uses, showrooms, car yards, office and other non commercial retail uses will be encouraged in this precinct.

Objectives

1. To provide an attractive southern gateway to the Cranbourne Town Centre.
2. To build upon established community services and facilities in Precinct 8A.
3. To encourage continued business and employment opportunities ranging from small to medium-sized industry and local service businesses.
4. To provide attractive streetscapes and improved amenity within the precinct incorporating elements of the Avenue of Honour and Cranbourne Botanic Gardens.

Guidelines

1. Promote variation of building façades for large buildings; this includes recessed or projecting architectural and design elements and/or variation in structural modules, materials, details, surface colour and texture.
2. Development abutting residential areas should include a suitable landscape buffer along the boundary.
3. Retain existing street trees as the dominant element of the South Gippsland Highway streetscape.
4. Locate car parks, generally, to the rear and side of buildings with flexible layouts that can link across site boundaries.
5. Development along Cameron Street and Sladen Street should provide active façades.
6. New development should include acoustic protection for nearby residential uses.
7. Encourage high amenity office/commercial development in sub-precinct 8B.
8. Encourage continued business and employment opportunities from small to medium-sized industry and local service businesses in sub-precinct 8D.
9. Encourage a significant public artwork on the Gateway site on the North- West corner of Sladen Street and the South Gippsland Highway.
10. No retail uses will be permitted in the area.

Sub-Precinct	Preferred Height (Excluding Basement)	Preferred Setbacks
8A	12 m (Significant building can be higher, location indicated on the map)	None Specified
8B	12 m	0 m to north boundary (Sladen Street)
8C	11 m	3 m to east boundary adjoining residential area
8D	12 m (Significant building can be higher, location indicated on the map)	No more than 21 m to South Gippsland Highway and Cameron Street 6 m to adjoining residential boundary

Table 8: Design Requirements Precinct 8

Image 21: The Avenue of Honour



Map 15: Precinct 8 - Gateway Commercial South

9.9 Precinct 9 - Racecourse, Tourism & Entertainment Precinct

The Racecourse is a key component of Cranbourne's identity. It not only contributes to the culture of the area, but it also contributes to the local economy through its business attraction value and the employment it generates. Coupled with the Royal Botanic Gardens, Cranbourne, the precinct creates a number of tourism and entertainment opportunities. Key supporting land uses include dining, retail and short term accommodation and other uses associated with the racecourse such as veterinary clinics should be encouraged in this precinct.

Objectives

1. To build upon the established civic uses and community services based around the old Cranbourne Shire offices.
2. To investigate and facilitate opportunities for tourist accommodation and related activities to serve nearby Cranbourne businesses, the Racecourse Complex and the Royal Botanic Gardens, Cranbourne.
3. To ensure that interim redevelopment does not compromise the future potential of the precinct as the principal tourism component of Cranbourne.
4. To improve the connection between the racing precinct and the Cranbourne Town Centre.
5. To provide an attractive entrance to the racing precinct
6. To reinforce the Racecourse Complex as part of Cranbourne's identity.
7. Seek to redevelop the old Council Depot to meet ongoing community needs.
8. To integrate the Royal Botanic Gardens into the Racecourse precinct and the Cranbourne Town Centre.

Guidelines

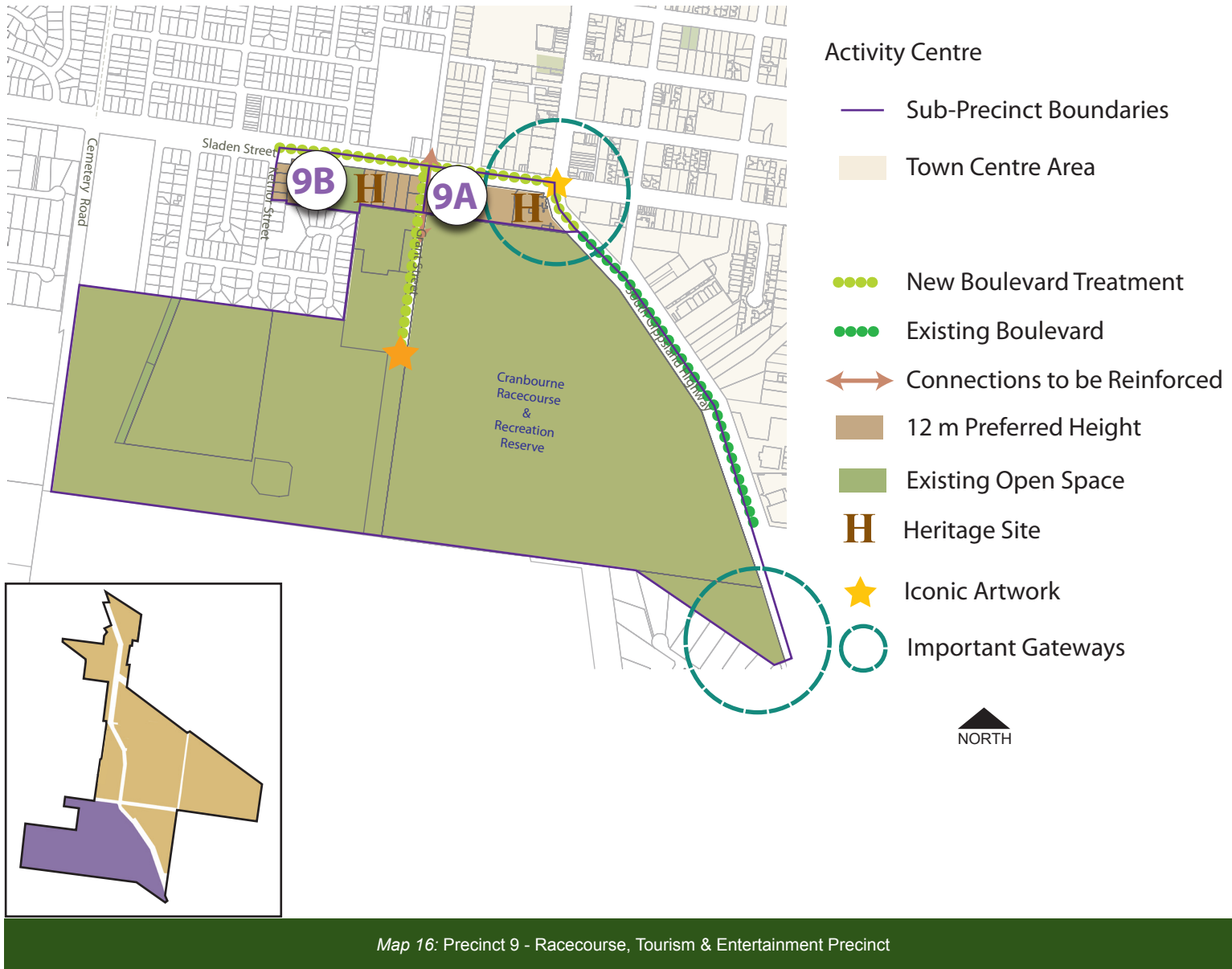
1. Development should recognise heritage elements within the precinct.
2. New development should maintain views of the original Council buildings from High and Sladen Streets to protect the heritage significance of that building.
3. A higher built form will be considered to accommodate a landmark/signature building at the corner of Sladen and Grant Streets.
4. New development should take advantage of views towards the Cranbourne Racecourse.



Sub-Precinct	Preferred Height (Excluding Basement)	Preferred Setbacks
9A	12 m	None Specified
9B	12 m	3 m to adjoining residential boundary

Table 9: Design Requirements Precinct 9

Image 22: The Cranbourne Racecourse





The Implementation of a Structure Plan (such as the Cranbourne Town Centre Plan) is a long and ongoing process. This chapter provides a summary of the *Implementation Plan*. This summary focuses on the structure of the Implementation Framework, the immediate priorities that the Council has planned to undertake as a first step and the key projects that will help to achieve future development of the Cranbourne Town Centre.

10.1 Structure of the Implementation Plan

The final *Implementation Plan* has been created in consultation with other Council departments and external stakeholders to highlight specific items that will translate the strategies contained in the Cranbourne Town Centre Plan into action items. Partnerships, both within and beyond Council, are critical to the successful implementation of the ideas contained within this Plan.

Because implementation is a long and ongoing process and partnerships are critical, it is advised that the Implementation Plan is continually updated, preferably on an annual basis. The structure of the Implementation Plan has been developed so that it can assist to undertake this regular review. The Implementation Plan will therefore be an annual plan and will consist of the following elements:

- Evaluation
- Immediate Priorities
- Key projects

10.2 Evaluation

Through the annual monitoring and review process (detailed in Chapter 11), the previous year's Implementation Plan will be discussed and the actions described within the plan will be thoroughly evaluated and reviewed.

10.3 Immediate Priorities

An immediate priority is an action that will be completed in the immediate term (1-2 years). The aim is to achieve these actions within a year following the Council's adoption of the Implementation Plan.

Early completion of these actions will allow the Council to monitor and communicate the successful progress of the plan.

10.4 Key Projects

The key projects are major projects that cover multiple actions. They are long and ongoing projects with a number of milestones. The projects are priority projects that implement the objectives and guidelines of the Cranbourne Town Centre Plan.

Action	Objective	Milestone	Responsibility	Funding / Budget
1. Exhibit the Activity Centre Zone.	To make it easier for developments to take place in the Town Centre in accordance with the objectives of the Cranbourne Town Centre Plan.	- Ministerial authorisation to exhibit the Activity Centre Zone - Activity Centre Zone ready for public consultation	Council - Statutory Planning	Within ongoing Budget process.
2. Conduct traffic modelling for the Town Centre	Provide information that will help make improvements along the High Street and other surrounding roads.	- Creation of a brief for traffic modelling - Adoption of a traffic modelling report - Implementation of the findings of the report.	Council - Transport	Within ongoing Budget process.
3. Adopt a Street trading policy.	This policy will give guidelines for the public realm in the Cranbourne Town Centre	- Council adoption of the policy	Council - Economic Development	Within ongoing Budget process
4. Adopt the Branding and Signage Strategy	To provide guidelines for future branding and signage projects to create a uniform image.	- Council adoption of the policy	Council - Strategic Development	Within ongoing Budget process. Five year Capital Works Program
5. Grant Street Improvements	Make the entrance of the Racecourse Precinct more attractive and improve pedestrian access.	- Council adoption of the proposed improvements -Apply for funding to under ground power lines - Completion of streetscape works - Funding arrangements by the Tricodes finalised.	Council - Engineering Council - Landscape Design	Within five year Capital Works Program.

Table 10: Implementation Plan 2011- The Immediate Priorities

Project Name	Objective	Actions	Council Department Responsible	Time Frame
1. Communication and Marketing	<ul style="list-style-type: none"> - Regularly inform the community about development in Cranbourne. - Attract investors through a Cranbourne Marketing and Investment Campaign 	<ul style="list-style-type: none"> - Organise a council-wide Cranbourne day. - Engage with community, stakeholders and developers - Adopt a Marketing Strategy. 	Economic Development / Communications	One - five years. High priority. Vital to attract interest and investment in new development opportunities.
2. Cranbourne bypass / High Street development	<ul style="list-style-type: none"> - Find a solution for the heavy traffic volumes on High Street. - Improve the amenity of High Street. - Encourage development along High Street. 	<ul style="list-style-type: none"> - Ongoing advocating for the Cranbourne and Koo Ree Rup Bypasses and other major road improvements - Undertake traffic modelling - Undertake High Street landscape plan. - Undertake Various public realm works. 	Strategic Development / Transport / Landscape	Five to ten years. Medium priority. Opportunities will come once more certainty about the Bypass is delivered.
3. Casey Complex	<ul style="list-style-type: none"> - Develop a new precinct with public facilities. - Realise the development of the Cranbourne East Railway Station 	<ul style="list-style-type: none"> - Advocate for the new Railway Station. - Development of various new facilities - Implement the Complex Structure Plan. - Implement the Council's Capital Works Program 	Strategic Development	One to Five years. Detailed staging is outlined in the Complex Structure Plan.
4. Council Carpark south of Centro Cranbourne	<ul style="list-style-type: none"> - Expand the commercial floor space of the Centre. 	<ul style="list-style-type: none"> - Seek interest and investment opportunities to develop a landmark demonstration project for the town centre. 	Strategic Development	One to five years. This project can be used as a catalyst for further redevelopments in the Town Centre.
5. Cranbourne Racecourse	<ul style="list-style-type: none"> - To reinforce the Racecourse and Training Complex as part of Cranbourne's identity. 	<ul style="list-style-type: none"> - Investigate appropriate zoning for the Cranbourne Racecourse and Training Complex - Finalise Racecourse Precinct Masterplan 	Strategic Development	One to five years. This project can be used to facilitate future development of the site.

Table 11: Implementation Plan 2011 - The Key Projects

The ambitious, long-term objectives of this plan will require an ongoing commitment from Council and both the Federal and State Governments, as well as significant private investment. The built form, image and landscape improvements which have been outlined in this plan will require significant capital investment over many years.

The Implementation Plan is a yearly action based plan which will help in the ongoing implementation of the Cranbourne Town Centre Plan.

By preparing an annual progress report which will update the Council on the status of the implementation plan as well as inform councillors of significant developments and issues that have arisen in the previous year, the Council can measure the Structure Plan's progress while ensuring an appropriate allocation of resources and the delivery of key priority projects.

The annual report will also provide an opportunity to adjust the implementation program (including delivery dates) and maintain the momentum in working towards achieving the vision of the Cranbourne Town Centre Plan.



Monitoring & Review

References

- C21: A Vision for the Future (2005)
- City of Casey Activity Centre Strategy (2006)
- Melbourne 2030 Planning for Sustainable Growth (2002)
- Melbourne @ 5 million: Growing Victoria Together (2008)
- Cranbourne Town Centre Structure Plan (2006)
- High Street Urban Design Framework (2011)
- Casey Complex Structure Plan (2011)
- Bypass Social Impact Assessment (2010)
- SGS Residential Modelling Study (2008)
- Cranbourne Community Action Plan (2007)
- Cranbourne Business Plan (2008)
- Cranbourne Retail Master Plan (2009)
- Cranbourne Town Centre Car Park Preliminary Feasibility Study (2008)
- Cranbourne Area Recreational Facility Study (2003)
- Casey Open Space Strategy (2001)
- Casey Youth Strategy (2001-2011)
- Casey Heritage Strategy (2001)
- Report on – Cranbourne: A Town With History (2001)
- Census data analysis and projections for future population growth



Image 23: Bakewell Street



City of
Casey

Customer Service Centres

Cranbourne

Centro Cranbourne

Narre Warren

Magid Drive

Narre Warren South

Amberly Park

Shopping Centre

Telephone: 9705 5200

Facsimile: 9704 9544

TTY: 9705 5568

TIS: 131 450

(Translating and Interpreting
Service)

Magid Drive

PO Box 1000

Narre Warren VIC 3805

Email: caseycc@casey.vic.gov.au

Website: www.casey.vic.gov.au