



burwood heights activity centre structure plan

part b: influences

prepared for City of Whitehorse by hansen partnership pty ltd

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table of contents

1	introduction	4
2	planning policy	5
2.1	melbourne 2030	5
2.2	local planning policies	6
2.3	amendment c50	8
3	study area analysis	9
3.1	process	9
3.2	site analysis summary	10
3.2.1	implications:.....	12
4	consultation.....	13
4.1	community views	13
4.2	stakeholder views and ideas	15
5	residential character and amenity	16
5.1	medium density housing	16
5.2	non-residential traffic in residential streets	18
6	key development opportunities	19
6.1	78 middleborough road (former brickworks site)	19
6.2	burwood heights shopping centre	21
6.3	rspca	22
7	relationship to other activity centres.....	23
8	access and mobility	26
8.1	policy	26
8.2	public transport	28
8.2.1	trams	28
8.2.2	bus	29
8.3	roads	30
8.3.1	on-street parking supply	32
8.3.2	off-street parking supply	35
9	socio economic factors	37
9.1	demographic profile: city of whitehorse	37
9.2	population forecasts: city of whitehorse	37
9.3	dwelling supply and demand: city of whitehorse	39
9.4	summary	41
10	economic conditions / analysis	42



10.1	current retail provision	44
10.2	supermarkets	45
10.2.1	supermarket shopping behaviour	45
10.2.2	burwood heights supermarket	46
10.2.3	burwood heights supermarket catchment area	47
10.2.4	burwood heights supportable supermarket floorspace	48
10.2.5	burwood heights supermarket current market share	49
10.2.6	expansion of the burwood heights catchment	50
10.2.7	potential future catchment area for burwood heights	52
10.2.8	current supportable supermarket floorspace at burwood heights	53
10.2.9	development of additional supermarket	54
10.2.10	sensitivity analysis	56
10.2.11	residential construction activity	56
10.2.12	supermarket development options	57
10.2.13	net community benefit	57
10.3	retail: discount department store	58
10.3.1	catchment area: east burwood kmart	59
10.3.2	supportable dds floorspace	60
10.3.3	household dds expenditure	61
10.3.4	existing market share and estimated retail turnover (east burwood kmart)	61
10.3.5	development of additional dds	62
10.3.6	supportable floorspace	64
10.3.7	conclusions: dds	65
10.4	other retail	66
10.5	entertainment: cinemas	66
10.5.1	cinema attendance and choice of cinema	66
10.5.2	market share	68
10.5.3	supportable cinema activity	68
10.5.4	cinema catchment	68
10.5.5	propensity of catchment households to change behaviour	69
10.5.6	supportable number of screens	70
10.6	commercial: office	70
10.7	residential supply and demand	71
10.7.1	residential property values	72
10.7.2	residential: student accommodation	73
10.7.3	residential: retirement village	75



table of figures

figure 1: typical weekday tram usage.....	29
figure 2: bus route service.....	29
figure 3: traffic volumes.....	30
figure 4: peak hour turning movement degrees of saturation at middleborough road and the shopping centre access (5-6pm).....	31
figure 5: peak hour turning movement degrees of saturation at burwood highway and the shopping centre access (5-6pm).....	32
figure 6: on street parking inventory.....	33
figure 7: on-street parking capacity and demand.....	34
figure 8: on-street parking capacity and demand – 1p restriction.....	34
figure 9: off-street parking inventory.....	35
figure 10: burwood heights shopping centre parking capacity and demand.....	36
figure 11: parking durations – all zones.....	36
figure 12- population projections, dse.....	38
figure 13- population growth rates, 2001 – 2003 (total population).....	39
figure 14- city of whitehorse population and dwelling summary, 1986 – 2031.....	40
figure 15- city of whitehorse household composition, 2001 – 2031.....	41
figure 16: reason for choosing burwood heights safeway vs other centres.....	46
figure 17: supermarket catchment areas.....	48
figure 18: burwood heights primary catchment: market share.....	50
figure 19: propensity to change shopping habits by supermarket most used.....	51
figure 20: burwood heights and kmart plaza shoppers – percent of sub group respondents.....	52
figure 21: propensity to change supermarket behaviour by catchment area.....	53
figure 22: burwood heights: additional supportable floorspace.....	56
figure 23: reasons for choosing most recent dds.....	59
figure 24: kmart (east burwood) – primary catchment area.....	60
figure 25: propensity to change dds shopping behaviour.....	63
figure 26: primary catchment dds market shares.....	64
figure 27: sensitivity analysis – supportable dds floorspace.....	65
figure 28: reasons for choosing last cinema visited.....	67
figure 29: burwood heights activity centre – cinema catchment.....	69
figure 30: cinema goers: propensity to change.....	70
figure 31: city of whitehorse land and property values, 1985 - 2004.....	73
figure 32: number of overseas students in australia, 1994-2003.....	74
figure 33: schedule of existing on-campus accommodation, march 2004.....	75

Appendices

- appendix 1 – assessment against DSE Activity Centre criteria
- appendix 2 - summary of consultation
- appendix 3 – framework plan: former brickworks site
- appendix 4 – peak hour turning movements at main intersection
- appendix 5 – parking durations in activity centre



1 introduction

The aim of Part B of the report is to document the key influences that will drive change in the study area in the future.

These influences cover a range of areas including State and Local Government policy and community and stakeholder interests, as well as influences relating to economics, land use, access and mobility, environment and residential amenity.

Each of the key influences documented in Part B have been determined through a background and consultative assessment process associated with the structure planning. These influences provide the strategic justification for the development of the Vision, Principles and Key Elements of the Burwood Heights Activity Centre Structure Plan.



2 planning policy

2.1 melbourne 2030

Burwood Heights is designated as a Major Activity Centre by Melbourne 2030. As identified above, this designation reflects the potential for the centre to function as a major activity centre in the future, rather than its existing function, which is that of a neighbourhood activity centre.

The Burwood Heights major activity centre enjoys the benefit of being located on the PPTN, being well served by tram and buses, as well as being located in close proximity to a range of regionally important education and employment opportunities.

The future potential of the centre to evolve is largely due to the significant development opportunity provided by the former brickworks site, as well as the opportunity that exists to integrate development on that site with the existing components of the centre in their current and also future form.

Following are the key directions from Melbourne 2030 that underlie the more specific vision and principles identified for the Burwood Heights Major Activity Centre:

- Activity Centres:
 - Build up activity centres as a focus for high-quality development, activity and living for the whole community.
 - Broaden the base of activity centres that are currently dominated by shopping to include a wider range of services over longer hours, and restrict out-of centre development.
 - Locate a substantial proportion of new housing in or close to activity centres and other strategic redevelopment sites that offer good access to services and transport.
- A great place to be:
 - Promote good urban design to make the environment more liveable and attractive.
 - Recognise and protect cultural identity, neighbourhood character and sense of place.
 - Improve community safety and encourage neighbourhood design that makes people feel safe.
 - Promote excellent neighbourhood design to create attractive, walkable and diverse communities.



- Improve the quality and distribution of local open space and ensure long-term protection of public open space.
- Better transport links:
 - Upgrade and develop the Principal Public Transport Network and local public transport services to connect activity centres and link Melbourne to the regional cities.
 - Give more priority to cycling and walking in planning urban development and in managing our road system and neighbourhoods.

Activity centre policy as expressed in Melbourne 2030 is a driving force in the planning of Burwood Heights. The objectives that underlie activity centre policies which form a basis to the structure plan are to:

- Reduce the number of private motorised vehicle trips by concentration activities that generate high numbers of (non-freight) trips in highly accessible locations;
- Encourage economic activity and business synergies;
- Broaden the mix of uses appropriate to the type of centre and the needs of the population served;
- Provide focal points for the community at different geographic scales;
- Improve access by walking, cycling and public transport services and facilities for local and regional populations; and
- Support the development of the Principal Public Transport Network.

Melbourne 2030 provides the strategic planning context for the development of the structure plan for the Burwood Heights Activity Centre and influences the ideology behind the plan relating to the proposed consolidation of uses within close proximity to public transport.

The Burwood Heights Major Activity Centre Structure Plan has been assessed against the performance criteria for activity centres and Activity Centres Design Guidelines established under Melbourne 2030 (Refer to Appendix 1).

2.2 local planning policies

The baseline studies prepared by Urbis JHD provided an overview of all of the relevant state and local planning policies that affect the Activity Centre.

These policies include:

- Clause 14: Settlement

Policies in Clause 14 relate to ensuring a sufficient supply of land is available for residential, commercial, industrial, recreational, institutional and other public uses.



The Activity Centre will respond to land supply issues relating to such uses.

- Clause 15: Environment

In relation to the Activity Centre Clause 15 establishes policies that have regard to energy efficiency, open space, conservation of native flora and fauna, and soil contamination.

The Activity Centre, and in particular the Former Brickworks Site will need to have regard to the achievement of these policies in any re-development options that are pursued.

- Clause 17: Economic Development

In relation to the Activity Centre Clause 17 establishes a policy relating to Activity Centres in the form of Clause 17.01.

The objective of Clause 17.01 is:

'To encourage the concentration of major retail, commercial, administrative, entertainment and cultural developments into activity centres (including strip shopping centres) which provide a variety of land uses and are highly accessible to the community.'

This Policy will assist in directing the future use and development of the Activity Centre.

- Clause 18: Infrastructure

Clause 18 establishes policies that have regard to the appropriate supply of car parking, public transport, and bicycle access to developments; the appropriate supply of health and education facilities within new developments; and the provision of appropriate water, sewer and drainage to new development.

The evolution of the Activity Centre will be guided by some of these policies.

- Clause 19: Particular Uses and Development

Clause 19.03 establishes a set of guidelines for design and built form for new developments. The objective of Clause 19.03 is:

'To achieve high quality urban design and architecture that :

- *Reflects the particular characteristics, aspirations and cultural identity of the community.*
- *Enhances the livability, diversity, amenity and safety of the public realm.*
- *Promotes attractiveness of towns and cities within broader strategic contexts.'*

Development applications within the Activity Centre will be required to have regard to the requirements of Clause 19.03.

- Clause 21: Municipal Strategic Statement (MSS)

The MSS establishes a vision for the City of Whitehorse and a preferred direction for development and growth.



The MSS establishes a number of policies that affect the Activity Centre including:

- Clause 21.03: Key Challenges
- Clause 21.05: Enhancing Residential Character
- Clause 21.06: Sustainable Residential and Urban Development
- Clause 21.08: Enhancement of Open Space and Recreation Facilities
- Clause 21.09: Better Streetscape Design
- Clause 21.14: Key Redevelopment Sites
- Clause 21.16: Transport Management for the Benefit of all Users
- Clause 21.17: Funding of Public Infrastructure

Each of these policies is relevant to the Activity Centre and will influence the direction of the centre in the future. Of particular relevance is Clause 21.14.

The objective of Clause 21.14 is

'To facilitate appropriate land use and development of 78 Middleborough Road, East Burwood'.

- Clause 22.02: Activity Centres

Clause 22.02 of the Planning Scheme is being amended to respond to Melbourne 2030. Amendment C50 will bring in these changes to the Planning Scheme.

In addition to the local policies identified above, a Housing Strategy was prepared for the City of Whitehorse in 2003. The Strategy identifies the south-west corner of the Activity Centre as an area for 'substantial residential change'.

2.3 amendment c50

Amendment C50 was exhibited in August and September 2004. The amendment sought to update Clause 22 of the Local Planning Policy Framework with a revised set of Local Policies following the review of the MSS that occurred in 2001/2002. Amendment C50 has been informed by Melbourne 2030 and includes reference to Burwood Heights as a Major Activity Centre.

It was recommended in August 2005 by the Panel that Amendment C50 be adopted as exhibited.



3 study area analysis

3.1 process

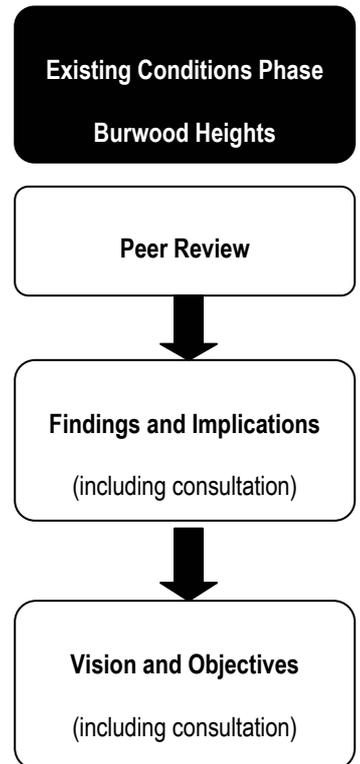
The study area analysis was largely undertaken through the baseline studies prepared by independent specialist for Reading Properties. This was undertaken in co-ordination with the City of Whitehorse. The baseline studies provided an overview of the existing conditions within the study area related to:

- Strategic Policy Review, Urbis JHD.
- Site Context and Analysis, Urban Futures Laboratory.
- Economic and Demographic Analysis, KPMG.
- Integrated Transport, ARUP.
- Physical Infrastructure and Servicing, ARUP.

A peer review of the baseline studies was undertaken by the *Hansen Partnership* team in late 2004. The following points document the timeline of events involved in preparing the peer review:

- Receipt of draft baseline studies from the Reading Properties consultant team, 9th November 2004.
- Hansen Partnership consultant team comments on draft baseline studies are submitted to Council, 19th November, 2004.
- Council circulate complete list of comments to Reading Properties team, 2nd December, 2004.
- Meeting with Reading Properties consultant team to discuss draft reports and identify issues or gaps, December 2004.
- Final baseline studies issued, January 2005.

To supplement the baseline studies, additional work was undertaken by the Hansen consultant team in relation to the economic and traffic profiles of the centre and implications of these for future development within the centre. This analysis formed the basis of principles within which the structure plan evolved (and is referenced in relevant sections to follow).





3.2 site analysis summary

The key findings identified by the site context and analysis section of the baseline studies include:

- The activity centre will provide an opportunity to establish Burwood Heights in the regional context.
- *The activity centre contains a number of land uses but these tend to be segregated by large roads.*
- *The principal pedestrian (catchment for the existing centre) is from the south and south east because of the barrier affects of Burwood Highway and to a lesser extent Middleborough Road.*
- *The Burwood Heights Activity Centre is provided with adequate community facilities for the current population and neighbourhood.*
- *The landscape character of the Activity Centre and its surrounding context is heavily influenced by the low-density subdivision.*
- *Street tree planting is extensive except in the major roads where it is limited by the road or tram infrastructure.*
- *The former brickworks sites has a unique character for this region, formed partly by the exaggerated level changes as a result of the quarry activities, and the use of tall pine trees to for a buffer to the former activities.*
- *The topography of the Burwood Heights Activity Centre provides for some significant views and vistas both in to and out of the site.*
- *The built form is characterised by low density “villa” housing. There is relatively little medium density infill housing.*
- *The built form of commercial buildings in Burwood Heights is quite modest – generally being limited to one or two storeys.*
- *The Burwood Heights Activity Centre and surrounding area is characterised by rolling hills and small valleys some containing watercourses.*

In addition to the above points, the Hansen Partnership team undertook a study area context and analysis and identified the following additional key findings:

Context:

- The activity centre is located in close proximity to a variety of Principal and Major Activity Centres including: Box Hill, Doncaster Hill, Glen Waverley, Chadstone, Knox, & Camberwell Junction (all Principal Activity Centres); and Forest Hill Chase, Mt Waverley, Tally Ho, Mt Waverley / Pinewood , & Nunawding (all Major Activity Centres).
- The Activity Centre is located on the Principal Public Transport Network and two major arterial roads that serve important north-south and east-west traffic functions.



- The existing shopping centre currently serves a local role as the primary food and grocery shopping destination for the local community.
- Key opportunity sites exist in the centre at: the former brickworks site; RSPCA; existing Burwood Heights Shopping Centre; and in residential areas

Built Form:

- The existing shopping centre is generally characterised by 1-2 storey buildings. Buildings along the Burwood Highway frontage generally have a strong sense of address to the street however the 'backs' of many of these buildings do not provide an address to the car park and active spaces to the rear. The building along Middleborough Road is poorly articulated and presents as a blank wall to the street. This building element provides no sense of address to Middleborough Road for the shopping centre. The Safeway building at the eastern edge of the shopping centre is a stand alone building that presents blank wall to its northern, eastern and southern edges. This building presents a poor sense of address along the Burwood Highway frontage and the entry and internal road to the east of the site.
- The RSPCA occupies a large site on a key corner site of the Activity Centre and is currently limited in terms of its integration and relationship with the rest of the shopping centre. The site contains a mix of uses and building heights ranging from 1 to 3 stories. The buildings located along the Burwood Highway frontage have a limited relationship to the street and provide minimal activation of this frontage. Buildings along this frontage are setback from the street behind a spine of landscaping and at grade car parking and as such do not represent a strong profile or sense of address to the street or the rest of the centre.
- Commercial uses exist on the two corner sites to the west side of Middleborough Road at the main intersection. The building on the north-west corner of the intersection is occupied by a gym. The gym represents a larger building format with a transition in height from 1-3 storeys west-east with the fall of the land. The building on the south-west corner of the intersection is occupied by health related uses. These uses are contained within a converted single storey house. Both of these buildings have an address to Burwood Highway.
- Low rise residential development characterises the residential zoned land within the study area. Single dwellings of 1-2 storeys setback from the street in a garden setting with generous side and rear setbacks is characteristic of this area. However, evidence of infill development can be found throughout the study area and generally represents a more dense form of development i.e. Oakwood Rise Estate.

Landscape:

- The topography experienced in the Activity Centre and the land form open up some views while containing others. The land form of the area presents opportunities for accommodating variable building height in a sensitive manner throughout the Activity Centre and particularly the Former Brickworks Site.



- The surrounding residential areas are well vegetated and have a strong suburban quality. However the remaining areas of the Activity Centre are quite desolate and have limited landscaping or vegetation.
- The wedge of vegetation to the south-east of the Activity Centre fronting Burwood Highway represents a parkland quality with a mix of exotic and native established plantings. This area represents a quality of place that is different to the hard urban qualities of the Burwood Highway and Middleborough Road frontages generally.

3.2.1 implications:

The key implications from the site context analysis as identified by Urban Futures and Hansen Partnerships are:

- *The RSPCA is a sensitive use that will impact on other potential uses and design. (However), the RSPCA has a long standing occupation and image associated with the region and is recognised widely as a location.*
- *Additional community facilities will need to be provided in the proposed activity centre for resident and visitor needs in proportion to the estimated population.*
- Opportunities to maximise views should be encouraged at key sites.
- *There is potential to create a stronger built form and landscape image as the centre evolves, particularly around the Burwood Highway / Middleborough Road intersection, extending northwards into the former brickworks site.*
- *One of the critical issues to overcome is the impact of the major roads, particularly Burwood Highway. (At present), heavy traffic divides the centre.*
- *The relatively steep hills could restrict the pedestrian catchment.*
- *The centre will most likely have two separate but related 'precincts', to the south of the Highway focussed on the existing shopping centre and to the north focussed on the former brickworks site.*
- *The unique landscape character of the former brickworks (including possibly the Melbourne Water Retarding Basin) could provide an opportunity to add open space of a new and more active character.*
- *There is a need to provide higher quality urban environments and parks.*
- *There is a need to provide high quality and active built form that provide a strong sense of address to the street and a profile to the Activity Centre generally.*



4 consultation

4.1 community views

The views of the Burwood Heights community have been integral to the development of Stage 1 of the structure planning process. The community has provided important information related to its issues, needs and aspirations for the centre in the future.

The community has been engaged through a range of means in Stage 1 of the structure planning process and will continue to be involved in all stages of the project. Consultation undertaken as part of Stage 1 of the process includes:

- Regular **Community Bulletins** were prepared by the City of Whitehorse that provided information relating to opportunities to provide feedback or attend consultation sessions; key findings and project milestones. The first bulletin was distributed to all residents in the study area and beyond. Subsequent bulletins were distributed to the project mailing list, as well as being available at local venues, the Council website and Council Service Centres.
- An **'In centre Marquee'** (Dec 2004) was held within the existing shopping centre that aimed to introduce the study to the broader community, answer questions and gain an idea of their issues related to the Activity Centre.
- A **'Community Information Display'** was held on February 10th at the RSPCA to display a summary of the baseline studies prepared for the project by Reading Properties and to discuss the key findings with the Hansen and Reading Properties consultant teams as well as members of the Council project team. The baseline studies were also on display at other local and Council venues during February 2005.
- A **'Community (Vision) Workshop'** with around 80 attendees was held on the evening of February 10th to develop a vision for the future of the centre. The community were asked to check the validity and completeness of key opportunities and constraints that came out of the peer review of the baseline studies; and explore general themes for change in the centre over time and explore actions to deliver on these themes.
- A second **'Community Information Display'** was held in May 2005 to present the vision, principles and draft concept to the community. Information relating to the vision, principles and concept for the former brickworks site was also exhibited at this display. A second **'In centre Marquee'** was also held at this time to present this material and respond to and document community feedback. A series of **'drop in sessions'** were held at the RSCPA to enable more intimate discussions between the local community, Council, specialist consultants and representatives of Reading Properties.
- The project **'Partnership Group'** which comprises Council, major landowners and State Government agencies provides review and 'sign off' at key points in the structure plan process.



- The project '**Working Group**' contains community representatives, stakeholders and government agency representatives who provide valuable input into the generation and testing of ideas and decision making relating to the future of the Activity Centre.

The following observations are drawn from the community consultation:

- The majority of participants valued Burwood Heights and the convenience of the existing shopping centre, as well as its neighbourhood focus. The community were generally supportive of change, particularly in regard to the former brickworks site.
- Many residents are concerned with the fact that the future of the brickworks site had remained unresolved for so many years and are keen for a resolution that demonstrated appropriate regard to the character and amenity of the area.
- A mix of uses and densities are generally supported on the Former Brickworks Site, particularly the provision of 'evening' oriented activities that are seen to be currently missing in this area.
- Concern was raised relating to the management of sensitive interfaces with the brickworks site, particularly from residential areas to the east. There are generally high levels of support for pedestrian access only from these residential streets to any redevelopment at the Former Brickworks Site. There is also concern about the level of traffic development would generate and how this would impact on surrounding local streets.
- In regard to the existing shopping centre opportunities to provide a well designed public space was encouraged, as well as 'greening' of the centre. The notion of 'double fronting' the existing retail is viewed positively by the community as a means of opening up the centre and creating a more active and vibrant environment.
- Traffic issues are a major concern for the community, particularly related to the Safeway petrol site fronting Middleborough Road in the existing shopping centre. Right hand turning movements from this site were considered problematic in terms of traffic flow on Middleborough Road and queuing within the existing shopping centre, as was pedestrian safety at this entry.
- Traffic volumes along arterial roads are also noted as a major concern as well as congestion at major intersections.
- 'Rat runs' to avoid the main intersection in the centre are identified as an issue for local residential streets as well as the issue of non-residential vehicles parking in local streets in the future.
- Provision of bicycle parking; disabled parking; rubbish bins; public toilets; seating and lighting are raised as issues with the existing shopping centre.
- There is general consensus in the community that the existing shopping centre currently lacked an adequate amount of public open space, and there is concern that some existing spaces has poor access and is not well used i.e. the 'park' at the south-east edge of the existing shopping centre.



- Improvements to existing public space, as well as the provision of new communal open space within any development on the brickworks site is encouraged.
- The provision of new community facilities and services within the Activity Centre is generally supported.
- The provision of well defined, legible and direct cycling and walking networks in the area were supported. In particular, connections with regional open space networks is encouraged.
- Concern was raised regarding proposed building heights across the Activity Centre.
- Some residents are concerned about opportunities for new higher density residential development within the study area and the impact on existing residential areas. These concerns highlighted that the concept of medium and higher density residential development is generally not well understood. In general, there was support for higher density residential to be accommodated within any development of the brickworks site.

A comprehensive set of consolidated feedback from consultation undertaken through the structure planning process is contained in Appendix 2.

4.2 stakeholder views and ideas

Discussions have been held with all major stakeholders (i.e. land owners, public authorities etc) with an interest in the activity centre.

It will be necessary for the structure plan to have regard to the plans and aspirations of stakeholders where these are consistent with broader metropolitan planning policy as stated in Melbourne 2030.

An interactive process has been undertaken with key stakeholders who are proceeding to prepare master plans for their sites in parallel with the structure planning process.

The following key findings have come out of these discussions:

- Re-development of the former brickworks site is being pursued in line with the structure planning process for the overall centre. Reading Properties and their consultant team have continued to liaise with the Hansen team in preparing a land use and design response for their site.
- The RSPCA has long term intentions for its site and will upgrade facilities as necessary over time. The RSPCA is currently drafting Stage 1 of a Masterplan for its site. Stage 1 largely relates to the maintenance and upgrade of existing animal related activities on their site.
- Multiple ownership and tenancy arrangements at the existing shopping centre make re-development decisions difficult however general support was expressed to opportunities to rethink the centre as part of the structure planning process.



- The owners of the gymnasium on the north-west corner of Middleborough Road and Burwood Highway intend to retain a presence in the centre in the future and are pursuing upgrades to their facilities.
- VicRoads reinforced the important road function served by Burwood Highway, as well as Middleborough Road, and the need to manage these roads appropriately in the future.
- The Public Transport Division at the Department of Sustainability and Environment (DSE) recognise the important local and regional public transport role of buses and the tram in this area.

Additional feedback from stakeholders outside of the study area has been received through a variety of means, including a phone survey conducted as part of the economic assessment. In general, the major retailing interests in the region highlighted concern about the redevelopment potential of the activity centre, in particular the former brickworks site, and the impact that this redevelopment may have on the retail hierarchy in the region.

All of the feedback from stakeholders with an interest in the centre has been seriously considered and informs the overall vision, principles and draft structure plan concept. Careful balancing of stakeholder views is required to ensure that a fair and reasonable balance between interests and the delivery of a preferred future in the Activity Centre.

5 residential character and amenity

5.1 medium density housing

Consolidation of residential development around well serviced activity nodes has been central to “good planning policy” over the past decade. The need to increase the density of people in and around public transport based centres has been an integral planning mechanism to enhance the overall sustainability of Melbourne – and reduce the pressure for sprawling, car based, residential development at the fringe of the metropolitan area.

However, consolidation – in particular the “push” for medium density housing, has not always been well received by the community. Common to most areas in metropolitan Melbourne, pressure for new residential development, be that in the form of in-fill or stand alone development, generally creates tension for existing residents.

The impact of new residential development on the neighbourhood character of existing residential streets/areas is often at the heart of this tension. This relates, in part, to levels of uncertainty in regard to what new dwellings will look like; what off site amenity impacts they will generate i.e. traffic, parking, tree loss etc; and concerns about the height of new dwellings comparative to the existing housing stock in the street and area generally.



This apprehension, while it is in some instances warranted, is sometimes placed out of context. That is, some past medium density housing developments have been poorly designed or represented a poor response to the local area. Due to the variation in “type, style and design” of medium density housing this is understandable, however not all medium density housing reads as a poor contribution to neighbourhood character.

The typology of medium density housing is often misleading and ambiguous. Medium density housing can range from multiple unit or townhouse development on a single block to single dwellings of up to three stories to a range of apartment style developments. In the City of Whitehorse, medium density housing development has been expressed across this range and the Council has awarded such developments that represent good design and a positive contribution to the urban area. (Refer to images).

In spite of the underlying tensions related to medium density housing, the need to pursue a policy of consolidation around activity centres is still integral, particularly given the imperatives of Melbourne 2030. There is also a strong need to ‘bring the community on board’ with the changing nature of medium density development and the opportunity to create real ‘communities, social interaction and tolerance.

As a Major Activity Centre, Burwood Heights will transform in the future in terms of its role and function. The centre will be encouraged to accommodate a more intense mix of uses than it currently does, with residential being a critical component of this.

The City of Whitehorse Housing Study (2003) identifies the need for 10,000 new households in the City by 2021. Other sources, such as Victoria in Fact (DSE), support more conservative figures, quoting 10,400 new households by 2031. In order to support in the order of 10,000 new households in Whitehorse, and to support the intention of Melbourne 2030, opportunities for medium to higher density housing on in-fill development sites or strategic development sites will need to be sought. In the context of this the appropriateness of the ‘brown field’ site, presented in the form of the former brickworks site, cannot be overlooked as a clear strategic opportunity to support a large proportion of new housing as required by the Housing Study and other sources.

The opportunity for new residential development, in a range of forms and densities, should be accommodated in any redevelopment of the former brickworks site. This should occur through all stages of development and in all land use precincts identified in development plans for this site. Residential should not be left as the last element/use on the site to be developed, rather should be accommodated in and integrated in all stages of development.

Supporting a mix of densities of housing in the redevelopment of the former brickworks site however does not preclude residential development or “pressure” from occurring in other locations within the activity centre or broader area. Other sites within the existing residential hinterland will also be subject to infill residential development on an incremental change basis in the future. However, ownership patterns and cost of development will in part limit such occurrences and the rate of change particularly given the opportunity presented by the former brickworks site to provide a quantum change within a short timeframe.



It must be acknowledge that the existing planning policy framework supports medium density housing in and around activity centres that is well designed, limits off site amenity impacts and provides a positive contribution to neighbourhood character.

It will be important to have an appropriate change management strategy and integral to this will be the protection of residential amenity in surrounding residential streets.

5.2 non-residential traffic in residential streets

Both Burwood Highway and Middleborough Road perform important road functions and as a result carry high volumes of traffic throughout the day, particularly at peak hours. The opportunity to avoid key bottlenecks on these main roads, such as at the intersection of Burwood Highway and Middleborough Road in the Burwood Heights Activity Centre, is often sought by drivers as a desirable alternative to sitting in peak hour traffic jams.

The prevalence for 'rat running' within the activity centre is currently high given the local traffic management regimes and the open and direct alternatives that exist at present. For instance, Eley Road is a key east-west collector road that connects Blackburn Road with Middleborough Road and provides a relatively manageable 'rat run' to using the main road system to move through this area. The presence of traffic calming techniques may have reduced the manoeuvrability of this alternative somewhat however, according to local residents, this has not reduced its desirability as a rat run.

In addition to Eley Road, Taylor Avenue, McCubbin Street and Hilltop Crescent to the south of the existing centre provide opportunities for motorists to 'rat run'. Both of these roads allow motorists to connect from Middleborough Road to Burwood Highway (in an east bound direction) without having to negotiate the congested intersection that these two roads create in the centre.

While 'rat running' might be preferred by motorists as a way of reducing overall trip time, it is an issue that seriously concerns local residents and one that negatively impacts on the amenity of residential areas. Community consultation undertaken as part of the structure planning process identified on numerous occasions concerns from residents that live in and around existing rat runs about the need to reduce such opportunities. Consultation also revealed concern from residents in areas where rat running is not currently occurring but could do so in the future as a result of re-development opportunities in the centre. This was particularly a concern for residents to the north and west of the former brickworks site as well as those to the west. Residents in each of these areas saw any new development at the former brickworks site as providing incentives for new rat runs to be explored and strongly supported that this be prevented at all costs.

As the centre realises its potential as a major activity centre and redevelops over time accommodating a greater mix of uses than at present, increased pressure will be placed on residential streets from non-residential traffic. This will need to be addressed and carefully managed in the future by the structure plan.



6 key development opportunities

6.1 78 middleborough road (former brickworks site)

The former brickworks site at 78 Middleborough Road is the key development site within the centre. The site is currently zoned as a Special Use Zone (Extractive Industry).

The Whitehorse Planning Scheme refers to this site at Clause 21.14-1. Clause 21.14-1 identifies the following:

Clause 21.14-1: 78 Middleborough Road, East Burwood

'The former quarry and brickworks at 78 Middleborough Road, East Burwood is a 17.7 hectare site with significant development potential. A number of proposals have been mooted for the future development and use of this site. Planning permission to develop a cinema on part of the site was refused in 1996 and it is accepted that the site is not appropriate for a cinema based entertainment facility. Further work is required to identify what the appropriate use for this site is given its location, abutting land use and environmental constraints'

Melbourne 2030 designates the Burwood Heights as a Major Activity Centre, of which the former brickworks site is a part. In contrast to Clause 21.04-1, Clause 17.01-1 the State Planning Policy Framework now considers all activity centres as appropriate locations for entertainment based uses including cinemas. The objective of Clause 17.01-1 is identified as follows:

17.01 Activity centres

17.01-1 Objective

'To encourage the concentration of major retail, commercial, administrative, entertainment and cultural developments into activity centres (including strip shopping centres) which provide a variety of land uses and are highly accessible to the community'

In accord with Amendment C50 the Whitehorse Planning Scheme will be amended to reflect this.



Consultation as part of the Structure Plan process has revealed that the community is generally supportive of the re-development of the Former Brickworks Site, given the blight it has generated for their community for the past decade. A mix of lifestyle and entertainment uses on the site with a “longer stay” character was preferred by the community for this site. The need for integration of the site with the abutting residential area and with existing retail, as well as high quality, environmentally responsive building design and development were highly supported by the community.

The former brickworks site provides a key development opportunity for the activity centre to realise its role as defined by its designation as a Major Activity Centre. The benefit of single ownership and strong development intention ensures the realisation of this opportunity.

Having regard to this site, the structure plan will need to provide clear direction in relation to those issues where there is a clear community benefit in doing so and provided it is consistent with State and Local Policy directions. However, the structure plan must also provide flexibility in which both public and private stakeholders can work to develop interesting and creative outcomes.

In regard to the former brickworks sites, the key influences that will drive redevelopment of this site and that the structure plan will respond to are:

- The development potential and potential mix of uses that can be accommodated on this site in light of the existing pattern of activity centres in the area.
- The need to respond to the RSPCA site in a meaningful way, without compromising its ongoing intentions in the area.
- The need to respond to and integrate with the existing residential surrounds.
- The need to provide accessibility that has appropriate regard to road and public transport conditions.
- The impact of the re-development of the site on the existing traffic and access arrangements in the area.
- The recognition of appropriate building scale, height and setbacks for a Major Activity Centre in an established residential area.
- The appropriate staging of development to ensure that parts of the site aren't left for an unreasonable period as undeveloped.
- Ensuring an appropriate mix and size of residential is developed across the site.

Concurrent to the structure planning process for the Activity Centre has been the preparation of an Interim Structure Plan (ISP) for the former brickworks site. Through the ISP process a “Framework Plan” has been prepared on behalf of Reading Properties for the site (Refer to Framework Plan and Appendix 3) The “Framework Plan” identifies a clear vision and objectives for the redevelopment of the site that responds to community consultation and has regard to the vision and objectives established for the Activity Centre Structure Plan.



The “Framework Plan” establishes the development vision for the site, identifying three key land precincts including:

- A mixed use (residential focus) precinct to the north of the site;
- A mixed use (commercial, entertainment and leisure) precinct
- A mixed use (retail focus) precinct.

For each of these precincts the “Framework Plan” establishes preferred heights for new building form which is generally represented by a transition in height across the site with the highest building form being accommodated in the centre of the site away from sensitive residential areas.

Through the ISP process Reading Properties has sought the rezoning of the site from its current Special Use Zone (SUZ) (extractive industry) to a Priority Development Zone (PDZ) which will facilitate the re-development of the site as a mixed use precinct.

The PDZ was introduced by the DSE in 2004 to provide certainty for developers making a planning application in an area where a structure plan is currently being undertaken and to progress strategically significant development.

A PDZ and related local policy has been prepared for the site by the City of Whitehorse and form the basis of Amendment C63 to the Whitehorse Planning Scheme. Amendment C63 is currently being considered by the Minister for Planning.

Integral to this process has been the involvement of Hansen Partnership to ensure that the PDZ and local policy respond appropriately to the objectives of the structure plan and the key influences that will drive the re-development of the site particularly regarding the type of retail and appropriate level of retail floorspace that can be accommodated on the site as of right without impacting on the existing retail hierarchy in the area.

6.2 burwood heights shopping centre

The Burwood Heights Shopping Centre is located on the south-east corner of the Burwood Highway / Middleborough Road intersection and has a frontage to both of these roads.

The shopping centre contains a mix of uses including:

- a full line supermarket;
- food and grocery related retail including a bakery, deli and takeaway food;
- a restaurant;
- general retail including a hairdresser, chemist and dry cleaner; and,
- a bank and other commercial uses.



The existing shopping centre is generally characterised by 1-2 storey buildings. The centre fronts the main roads, particularly Burwood Highway, with a large at grade car park to the rear. The backs of houses abut the southern boundary of the site, to the rear of the car park.

Buildings along the Burwood Highway frontage generally have a strong sense of address to the street however the 'backs' of many of these buildings do not provide an address to the car park and active spaces to the rear.

The building along Middleborough Road is poorly articulated and presents as a blank wall to the street. At present, this building element provides no sense of address to Middleborough Road for the shopping centre.

The Safeway building at the eastern edge of the shopping centre is a stand alone building that presents blank wall to its northern, eastern and southern edges. This building presents a poor sense of address along the Burwood Highway frontage and the entry and internal road to the east of the site.

The consultation revealed that the existing shopping centre is well utilised by local people and valued for its 'convenience factor'. The community valued the large car park that allowed for easy and convenient access to the shops and strongly supported the retention of this level of access in the future.

The community also valued the general sense of familiarity and "localness" that the centre generated. Opportunities to 'open up' the centre through 'double fronting' the existing shops onto the car park and establishing a more defined and attractive meeting place were encouraged through the consultation. Opportunities to support an increased mixed use presence in the centre through the re-development of the site were also supported in principle. Management arrangements at this centre however will influence the ability of this re-development to be realised.

6.3 rspca

The RSPCA is located on the corner of Burwood Highway / Middleborough Road. The RSPCA contains both administrative and animal welfare related facilities on the site.

The RSPCA has long term intentions to remain at this site and is currently preparing a master plan for the site. The RSPCA recognise the local concerns identified above and intend to address these through this master planning process so that they can continue to be an integral part of the local community and a 'good neighbour' into the future.

A draft of Stage 1 of the Master Plan was issued in June 2005 to the Burwood Heights Activity Centre Working Group. At this stage, the draft Stage 1 largely relates to the maintenance and upgrading of animal related facilities in the eastern portion of the site



The RSPCA is an iconic facility in the outer eastern suburbs of Melbourne. Through the structure planning process the long term suitability of this site as an appropriate facility within a Major Activity Centre has been questioned. The consultation revealed that there was a lot of resident dissatisfaction about noise from the dog kennels on the site and there were concerns that the site would 'disconnect' the balance of the centre due to its lack of integration with surrounding uses.

In response to this, it is considered that the Masterplan for the RSPCA will provide a new image and enhanced role for the site in the future. It will be important to ensure that any re-development of the former brickworks site has appropriate regard to the RSPCA abuttal, particularly the southern edge to the green paddock area which is used for animal recreation and holding as well as for open days and events. It is considered that a "sharing" of this green space in a visual sense should be realised through re-development of the brickworks site.

7 relationship to other activity centres

As identified in the baseline studies (Urbis et al, 2005), the Burwood Heights Activity Centre is located within the southern half of the City of Whitehorse and close to a number of designated activity centres within the City of Monash and City of Knox. The municipality of Whitehorse covers an area of approximately 64.3 square kilometres and is bounded by Warrigal Road to the west, Koonung and Mullum Mullum Creeks in the north, Heatherdale Road and Dandenong Creek in the east, and Highbury Road in the south.

The municipality takes in the suburbs of Surrey Hills, Mont Albert, Box Hill North, Box Hill, Box Hill South, Burwood, East Burwood, Blackburn, Blackburn North, Blackburn South, Nunawading, Forest Hill, Vermont, Vermont South and Mitcham.

The baseline studies (Urbis et al, 2005) identified that there are some 78 retail and business centres in the City of Whitehorse serving a range of catchments from state to local. There are also a growing number of home-based businesses.

It was also identified in the baseline studies (Urbis et al, 2005) that major institutional land uses in the municipality include Deakin University, Box Hill Institute of TAFE, Box Hill Hospital and Mitcham Private Hospital, the Royal Victorian Institute of the Blind and the RSPCA.

In accord with Melbourne 2030, a number of Principal and Major Activity Centres have been designated in the City of Whitehorse and abutting municipalities. The Melbourne 2030 designated Principal Activity Centres in proximity to Burwood Heights as identified in the baseline studies (Urbis et al, 2005) are:

- Box Hill
- Doncaster Hill
- Glen Waverley



- Chadstone
- Knox
- Camberwell Junction.

The baseline studies (Urbis et al, 2005) noted that of these centres, Chadstone and Doncaster Hill are physically separated from Burwood Heights by the Monash and Eastern Freeways respectively. Knox will soon be separated by the proposed “East Link” (Mitcham-Frankston Freeway). This is not to say that this separation limits the attractiveness of these large mixed use centres to residents in and around the Burwood Heights Activity Centre.

The baseline studies (Urbis et al, 2005) also identified that as well as a Principal Activity Centre, Box Hill has been nominated as a Transit City. Box Hill functions as a major civic place and has developed a distinctive character and supports a wide mix of uses, functions and social elements.

A summary of the major features of each of the surrounding Principal Activity Centres as undertaken in the baseline studies (Urbis et al, 2005) is provided below:

<p>Box Hill</p> <ul style="list-style-type: none"> ▪ Civic place and functions ▪ Retail/commercial and office ▪ Transport hub (train, tram, bus) ▪ Education ▪ Health ▪ Community services ▪ Special character: Asian retail and food outlets 	<p>Doncaster Hill</p> <ul style="list-style-type: none"> ▪ Retail ▪ Hotels ▪ Residential ▪ Lifestyle ▪ Restaurants ▪ Cinema / entertainment 	<p>Glen Waverley</p> <ul style="list-style-type: none"> ▪ Cinema / entertainment ▪ Restaurants, lifestyle ▪ Hotel ▪ Retail ▪ Transport hub (train and bus)
<p>Camberwell Junction</p> <ul style="list-style-type: none"> ▪ Retail ▪ Cinemas ▪ Restaurants, lifestyle ▪ Transport hub (train, tram and bus) 	<p>Knox</p> <ul style="list-style-type: none"> ▪ Retail ▪ Transport ▪ Cinema’s, entertainment ▪ Restaurants, lifestyle ▪ Offices 	<p>Chadstone</p> <ul style="list-style-type: none"> ▪ Retail ▪ Cinema’s, entertainment ▪ Restaurants, lifestyle ▪ Commercial, office ▪ Bulky goods (proposed)

Source: Urbis et al (2005)



The baseline studies (Urbis et al, 2005) also identified that there are a number of Major Activity Centres in the vicinity of Burwood Heights. These are described below as:

Forest Hill Chase

- Cinemas and entertainment
- Retail
- Restaurants, lifestyle

Mount Waverley

- Retail, strip shopping
- Transport (train and bus)

Tally Ho

- Commercial, offices
- Restaurants

Mt Waverley, Pinewood

- Retail
- Cinemas
- Commercial, offices

Nunawading / 'MegaMile'

- Strip and bulky goods retail
- Transport (train and bus)

Source: Urbis et al (2005)

In addition to the Principal and Major Activity Centres in the area, the baseline studies (Urbis et al, 2005) also identified a number of other (neighbourhood) centres located in proximity to Burwood Heights. Principally these centres are:

- K-Mart Plaza, East Burwood.
- Station Street (corner of Burwood Highway), Bennettswood.
- Warrigal Road / Toorak Road (corner), Burwood.

It was also noted that along Middleborough Road there are several local retail centres with one being at the corner of Eley Road and another approximately 1km north on the western side (Houston Shopping Centre) located with some office/industrial developments (Urbis et al, 2005).

Each of the centres identified above is located within a sphere of influence of the Burwood Heights Activity Centre and will impact on the future role, function and mix of uses that will make up this Activity Centre in the future.



8 access and mobility

8.1 policy

The following key transport policies will influence the direction of the activity centre in the future:

- **Melbourne 2030, Direction 8: Better Transport Links**

Direction 8 of Melbourne 2030 establishes a response to the State Government's objective to achieve a 20% public transport mode share by 2020.

Specifically, Direction 8 identifies the following key objectives relevant to the Burwood Heights Activity Centre:

- 8.1: Upgrade and develop the Principal Public Transport Network and local public transport services to connect activity centres and link Melbourne to the regional centres.
 - 8.2: Improve the operation of the existing public transport network with faster, more reliable and efficient on-road and rail public transport.
 - 8.3: Plan urban development to make jobs and community services more accessible.
 - 8.4: Coordinate development of all transport modes to provide a comprehensive transport system.
 - 8.5: Manage the road system to achieve integration, choice and balance by developing an efficient and safe network and making the most of existing infrastructure.
 - 8.6: Review transport practices, including design, construction and management, to reduce environmental impacts.
 - 8.7: Give more priority to cycling and walking in planning and urban development and in managing our road system and neighbourhoods.
 - 8.8: Promote the use of sustainable personal transport options.
- **Whitehorse Integrated Transport Strategy**

The baseline studies (Urbis et al, 2005) identify that the overarching transport policy for the City of Whitehorse is the Integrated Transport Strategy (ITS), which was prepared in May 2002. The ITS provides the strategic framework for decision making for the next 20 year period (Urbis et al, 2005).



The vision identified in the ITS is as follows:

To provide a sustainable transport system which will enable people in Whitehorse to have safe and easy access to goods, services and opportunities in the foreseeable future.

The baseline studies (Urbis et al, 2005) identify the following key transport options to be achieved over the 20 year life of the strategy:

- To promote improved road safety.
- To provide pedestrian networks which focus on all major attractors such as shops, transport nodes and schools.
- To reduce vehicle traffic that is passing through the City.
- To limit the growth of private transport.
- To improve the co-ordination between different transport services.
- To increase public transport patronage.
- To provide transport choices between the different modes such as walking/cycling, public and private transport.
- To extend and improve fixed track public transport services.
- To improve bicycle facilities and promote cycling.
- To enhance the quality of residential streetscapes.
- To reduce traffic in the Box Hill commercial precinct by improving pedestrian and bicycle facilities and extending and improving public transport into the heart of Box Hill.
- To develop Whitehorse Road as a civic and retail spine for the City.

The structure plan for the Burwood Heights Activity Centre will be required to have appropriate regard to the above options.

▪ **Bicycle Strategy:**

The baseline studies (Urbis et al, 2005) identified that Council developed a cycling strategy in March 1997 which highlighted extensions to the existing cycling network to supplement the Principal Bicycle Network. This strategy is currently being reviewed with the preparation of a new City of Whitehorse Bicycle Strategy expected to be completed by 2006.

The strategy identifies a proposed on-road bicycle lane for Middleborough Road and Burwood Highway within the Activity Centre and a network of signed local bike routes.



8.2 public transport

8.2.1 trams

The East Burwood to City tram route (#75) runs through the activity centre. As identified in the baseline reports (Urbis et al, 2005) the tram operates in an exclusive central reservation on Burwood Highway from just east of Warrigal Road which minimises delays to services in this section during peak periods as trams do not compete with other vehicles for roadspace. This tram route currently terminates at Vermont South and is expected to extend to Knox in the future.

The baseline studies (Urbis et al, 2005) identify the following key points related to this service:

- The route operates in fare zone 2.
- The service operates at less than 10 minute intervals in peak periods.
- During the off peak periods the journey time between Flinders Street Station to East Burwood is around 40 minutes.
- During the peak periods the journey time increases to 1 hour – private vehicle travel during this time is around 40 minutes.
- On a typical weekday, citybound there are 259 boardings and 58 alightings, outbound there are 36 boardings and 219 lightings at stop 66 in the centre. These figures suggest that the service is commonly used as a travel mode for short trips between Burwood Heights and Blackburn Road.
- On a typical weekday approximately 945 citybound passengers and 525 outbound passengers pass through Burwood Heights on Tram 75.
- Yarra Tram incident records indicate that there have been no incidents recorded for the last 6 years along route 75 at the Middleborough Road / Burwood Highway intersection.

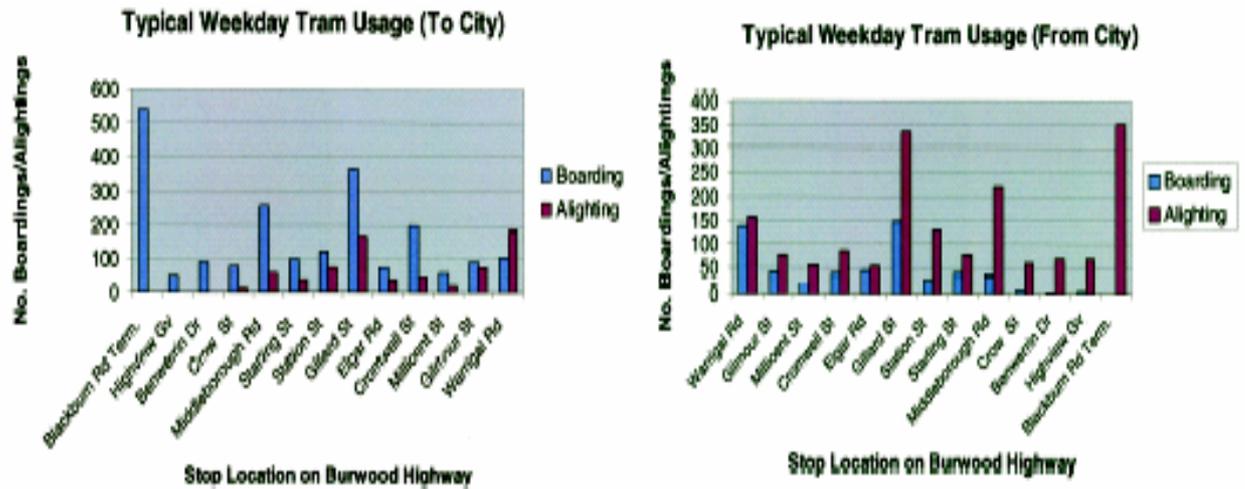


figure 1: typical weekday tram usage

8.2.2 bus

The baseline studies (Urbis et al, 2005) identify that two bus routes operate through the activity centre:

- 732 Box Hill Central to Upper Ferntree Gully (via Knox city and Mountain Gate Shopping Centres), operating east-west through the Burwood Heights Activity Centre.
- 733 Oakleigh Station to Box Hill Central (via Mount Waverley and East Burwood Shopping Centres), operating north-south through the activity centre.

It was also identified that bus 735 does not pass through the centre but is easily accessible by walking from locations within the centre.

Figure 2 identifies the service span and frequency of the three bus routes.

Direction	Average Service Frequencies (mins)						
	Weekday Earliest Service****	Weekday Latest Service***	AM Peak/MID (7:45-8:45am)	Peak (1:00 - 2:00pm)	PM Peak (5:00-6:00pm)	Saturday Average	Sunday Average
732 to Box Hill	6:16am	6:57pm	20 mins	20 mins	20 mins	30	-
733 to Oakleigh	6:00am	9:28pm	15 mins	30 mins	15 mins	30	60
735 to Sth B'burn	7:26am	7:30pm	30 mins	30 mins	30 mins	-	-

figure 2: bus route service



8.3 roads

The traffic volumes on key roads running through the activity centre were calculated by ARUP as part of the baseline studies (Urbis et al, 2005). As identified in Figure 3 below, both Middleborough Road and Burwood Highway carry high traffic volumes.

Road	Direction Daily Volume	Typical Weekday
Middleborough Road	Northbound	11,000 - 18,000
Middleborough Road	Southbound	11,000 - 16,000
Burwood Highway	Eastbound	23,000
Burwood Highway	Westbound	23,000
Highbury Road	Eastbound	10,000
Highbury Road	Westbound	7,000
Elky Road	Eastbound	3,000
Elky Road	Westbound	3,000
Taylor	2 - way	1,000
McCubbin	2 - way	1,000
Johnson	2 - way	300

figure 3: traffic volumes

The key findings related to traffic movements at intersections within the activity centre were identified in the baseline studies (Urbis et al, 2005) as follows:

- During the AM peak the east to west and north to south movements are the heaviest at the Burwood Highway / Middleborough Road intersection. The westbound through movement on Burwood Highway in the AM peak is the most congested followed by the right hand turn from the Middleborough Road south approach. Queues at the intersection eastern approach extend to almost 500m whilst queues on the northern approach extend to approximately 400m.
- During the PM peak the west to east and north to south movements are heaviest at the Burwood Highway / Middleborough Road intersection. North and southbound traffic volumes on Middleborough Road are roughly equally. All movements at the western approach are saturated with a degree of saturation greater than 1.0. The through left hand turn movements on the southern approach are also saturated. This is the only left turn movement at this intersection which is signalised as on all other approaches there are left turn slip lanes.
- During AM peak, there are two saturated movements: the right turns from the western and southern approaches. However the major movements on Middleborough Road are operating satisfactorily. During the PM peak it is the same two movements that are saturated and again the major movements at the intersection are operating within capacity. The queues for the two right turn saturated movements extend beyond the lane storage capacity.



- The modelling indicates that all movements on Middleborough Road are saturated at Highbury Road during the AM peak period. Queue lengths on Middleborough Road on the north approach exceed 500m and 400m on the north and south approaches respectively. During the PM peak all movements on the northern approach are saturated and movements on the southern approach are operating close to capacity.
- A comparison of traffic volumes between 2001-2004 indicates that there has been little growth over this period.

In addition to the above analysis, Parsons Brinckerhoff conducted peak hour turning movement counts at the intersection of Middleborough Road with the Burwood Heights shopping centre access, along with the signalised intersection of Burwood Highway / shopping centre access, in April 2005. PM peak hour turning movement counts for the Middleborough Road / shopping centre access intersection are presented at Appendix 4.

The Middleborough Road access to the shopping centre is clearly at capacity for right turning vehicles out of the site with a degree of saturation of 1.00 for the movement and a level of service F which is very poor. A degree of saturation above about 0.8 for an unsignalised intersection normally signals saturation. While the right turn out of the site has a level of service F in the PM peak hour, no casualty crashes have been recorded at the intersection since records have been kept in 1987. Consequently, the difficulty of the manoeuvre does not appear to be a safety issue.

All other turning movements at the intersection are well within the capacity of the intersection. Figure 4 below, shows the degrees of saturation and level of service for each movement.

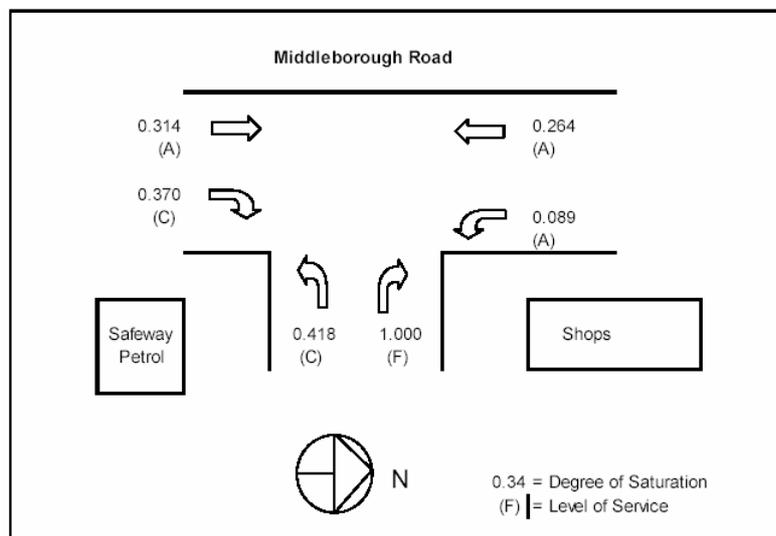


figure 4: peak hour turning movement degrees of saturation at middleborough road and the shopping centre access (5-6pm)



Figure 5 below shows the surveyed turning movements for the PM peak hour at the Burwood Highway / shopping centre access intersection. Through volumes along Burwood Road are based upon traffic counts at the Burwood Highway / Middleborough Road intersection, dated March 2004.

It is clear that the signalised intersection is well utilised for right turning vehicles out of the shopping centre, but also provides opportunity for northbound vehicles to turn left out of the centre and right at the Middleborough Road / Burwood Road intersection rather than turn right out of the Middleborough Road access to the shopping centre, which has been described above as very difficult.

In fact, of the 120 vehicles turning left out of the shopping centre, some 49 vehicles or 41% continued on to turn right at Middleborough Road.

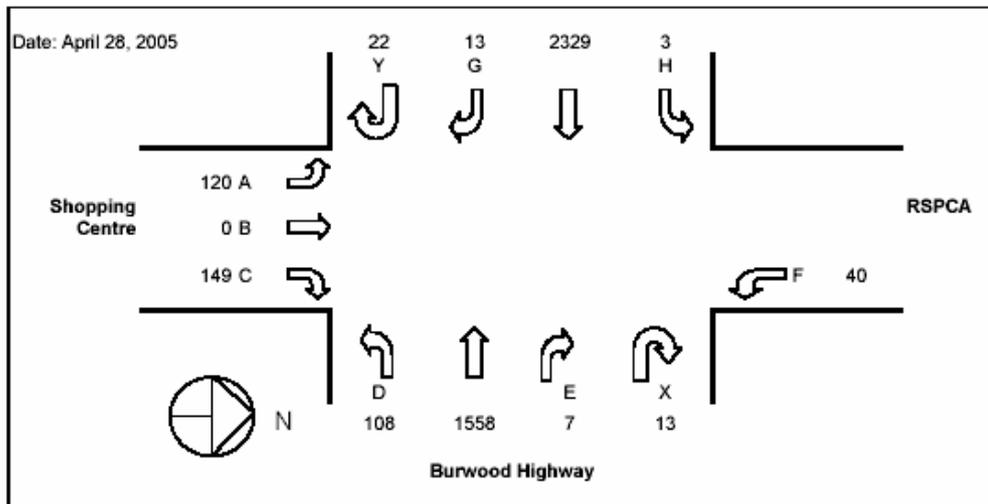


figure 5: peak hour turning movement degrees of saturation at burwood highway and the shopping centre access (5-6pm)

8.3.1 on-street parking supply

An inventory of on-street parking supply and demand in the Burwood Heights Activity Centre study area was undertaken by Parsons Brinckerhoff in May 2005. The following section of this report details the findings of this work.



Supply

An inventory of on-street parking in the study area is summarised in Figure 6 below.

Restriction	Supply
Unrestricted ^[2]	879
1P 8am-6pm M-Sat	18
No Stopping ^[1]	6
No Stopping	7
Total	910

Notes: [1] No Stopping Sundays 9:00am – 1:30pm due to Church

[2] Does not include Middleborough Road parking, which appears to have a self-enforced *No Stopping* regime operating, and a tidal clearway in the peak hours.

figure 6: on street parking inventory

Source: Parsons Brinckerhoff, May 2005

Demand / Utilisation

General weekday demand for on-street parking has been established based on the survey data.

The maximum demand of unrestricted on-street parking within the study area occurred at 9.00am with 180 vehicles (20% of capacity). This indicates that residential demand is the dominant user of on-street parking within the area, and (i) there does not appear to be a high level of non-residential demand, and (ii) there is more than ample supply to cope with an increase in demand.

Figure 7 below identifies the on-street parking demand and capacity for unrestricted parking within the study area.

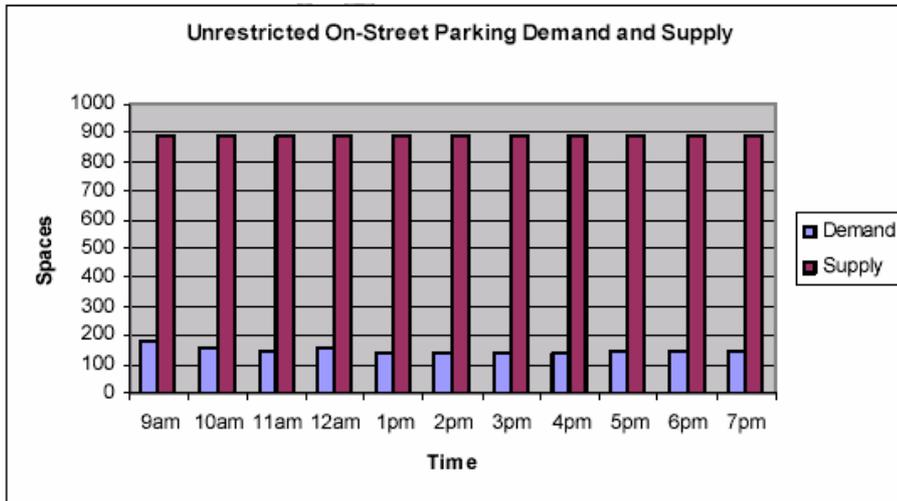


figure 7: on-street parking capacity and demand

Source: Parsons Brinckerhoff, May 2005

Parsons Brinckerhoff (2005) identified that the only restricted parking within the study area is located on the south side of Burwood Highway, adjacent to the Burwood Heights shopping centre. It was identified that there area approximately 18 unmarked parking spaces in this area, along with an additional *Mail Zone* space. These spaces were very well utilised, as demonstrated in Figure 8 below. Parsons Brinckerhoff (2005) note that the 1P parking zone was not closed by a parking restriction sign at the east end of the zone.

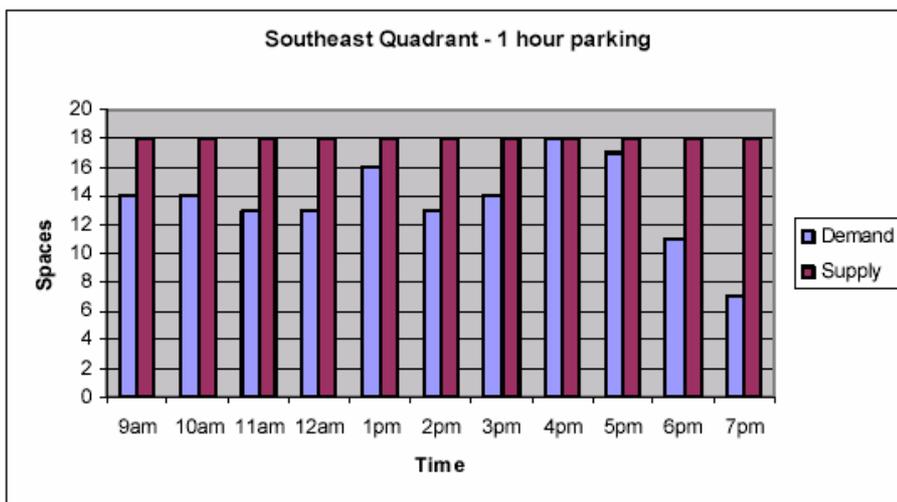


figure 8: on-street parking capacity and demand – 1p restriction

Source: Parsons Brinckerhoff, May 2005



8.3.2 off-street parking supply

The supply of public off-street parking in the study area is located at the Burwood Heights shopping centre. Parking at the shopping centre is divided into two areas; an undercover area and a large, at grade car park. The car parks are accessible from both Middleborough Road and Burwood Highway.

An inventory of off-street parking supply in the shopping centre is summarised below in Figure 9. It should be noted that the signing of parking within the shopping centre does not comply with standard requirements. There are many instances of parking zones not closed at one end, thereby voiding many of the parking restrictions within the facility. The inventory shown below is approximate to the best intention of the parking sign regime.

Car park	Restriction	Capacity (spaces)
At grade	Disabled	8
	30 min	6
	3 Hr	126
	No Restriction	196
	Sub-Total	336
Undercover	Disabled	2
	No Restriction	49
	Sub-Total	51
All Shopping Centre Parking	Disabled	10
	30 min	6
	3 Hr	126
	No Restriction	245
	Total	387

figure 9: off-street parking inventory

Source: Parsons Brinckerhoff, May 2005

Demand / utilisation

General weekday demand for off-street parking has been established based on the survey data. Figure 2.3 summarises the capacity and demand for off-street parking within the Burwood Heights shopping centre.

The maximum demand for off-street parking occurred at both 11:00am and 2:00pm when a demand of 301 parking spaces was observed. This equates to around 78% of the parking capacity (387 spaces).

In terms of the distribution of parking throughout the centre, the parking spaces closest to the shopping area (on the north side of the at-grade parking facility) were at capacity for most of the survey period, however, toward the south of the facility, there were ample spaces available.

The undercover parking area experienced a peak utilisation of 30 spaces (61% of capacity) at 2:00pm and 3:00pm.

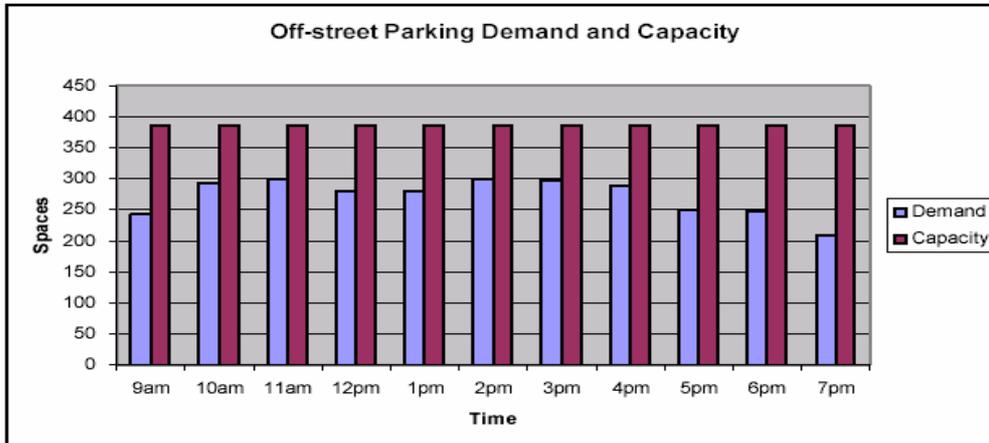


figure 10: burwood heights shopping centre parking capacity and demand

Source: Parsons Brinckerhoff, May 2005

The duration of stay of parked cars was also established throughout the at-grade carpark. Overall, some 1,597 cars were registered in this car park over the period of the survey, with some 1,266 cars (79%) staying for less than one-hour.

Some 92 vehicles were observed to stay for more than 6 hours, which equates to around 24% of all parking spaces occupied by long-term parking. There appears to be a reasonable balance between long-term employee or commuting parking demand, and the short-term retail demand. Figure 2.4 shows the observed parking durations across all parking restrictions. Durations for other restrictions are presented at Appendix 5.

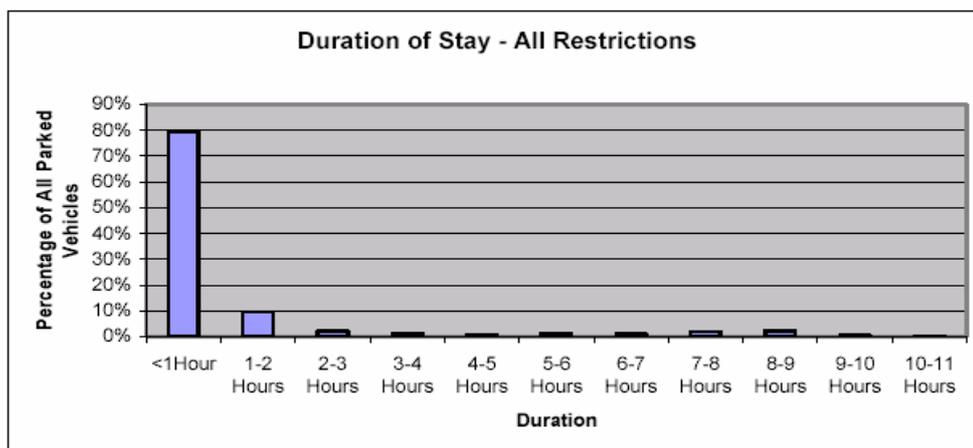


figure 11: parking durations – all zones

Source: Parsons Brinckerhoff, May 2005



9 socio economic factors

9.1 demographic profile: city of whitehorse

A demographic profile for the City of Whitehorse was prepared by KPMG as part of the baseline studies (Urbis et al, 2005), based on the 2001 Census data. Most significantly, the baseline studies identified that Whitehorse has a slightly older resident population with a significantly lower number of persons per occupied dwelling when compared to the metropolitan Melbourne average (Urbis et al, 2005).

The baseline studies identified (Urbis et al, 2005) that this profile shows that compared with the average for Melbourne as a whole, the community contained within the City of Whitehorse displays:

- A slightly older age profile with 21 per cent of the catchment area residents aged 60 plus years (compared to the Melbourne average of 17 per cent);
- Correspondingly, a significantly lower number of persons per occupied dwelling (2.56 persons per occupied dwelling in the catchment area compared with 2.69 persons per occupied dwelling in Melbourne);
- A similar ethnicity profile (to the Melbourne average);
- Higher than average individual income levels (12.7 per cent above the Melbourne average) indicating a higher level of disposable income;
- Given the age profile a slightly higher proportion of non-traditional households (ie Mum and Dad) rather than Mum, Dad and the kids, as well as a slightly higher than average number of lone-person households; and
- A significantly higher representation of persons that own their place of residence (Urbis et al, 2005).

The baseline studies (Urbis et al, 2005) concluded that this socio-economic profile is typical of suburbs in eastern Melbourne that were settled in the 1950's, 1960's and 1970's. It exhibits an older than average age demographic, which has resulted in the splintering of households and ultimately the smaller than average household size. It can be reasonably assumed that this phenomenon has continued in the three years that have followed the 2001 Census.

9.2 population forecasts: city of whitehorse

The DSE has prepared population projections for the City of Whitehorse based on 2001 Census Data. These projections extend to 2031. As is identified in Figure 12, the future demographic profile of Whitehorse will not be dissimilar to the existing profile. That is, it is projected that by 2031 the City of Whitehorse will be characterised by a predominantly mature population, with a relatively modest decline in children and teenagers.



	2001	2006	2011	2021	2031
0-4	8,897	8,412	7,991	7,826	7,910
5-9	8,143	8,541	8,193	7,558	7,636
10-14	7,933	8,052	8,569	7,849	7,691
15-19	9,171	8,614	9,016	9,049	8,372
20-24	9,890	10,053	9,618	10,285	9,290
25-29	10,883	10,139	10,688	10,638	10,446
30-34	11,927	11,293	10,707	10,945	11,613
35-39	11,002	11,953	11,484	11,551	11,601
40-44	10,573	10,747	11,841	10,861	11,132
45-49	9,574	10,200	10,551	11,192	11,216
50-54	9,517	9,172	9,956	11,394	10,384
55-59	8,061	8,716	8,651	9,792	10,340
60-64	7,115	7,279	8,139	8,872	10,119
65-69	6,384	6,192	6,597	7,417	8,343
70-74	6,256	5,620	5,644	6,913	7,581
75-79	5,365	5,302	4,980	5,540	6,352
80-84	3,500	4,166	4,338	4,287	5,376
85+	2,894	3,185	4,135	5,076	5,757
Total Persons	147,085	147,636	151,100	157,046	161,159

figure 12: population projections, dse

Source: DSE, Population Projections

The population projections identify the following trends to 2031:

- Minimal change will occur across all age groups to 2031, indicating a similar demographic profile in the future to the existing profile.
- The combined 0-9 year age group will experience a modest decline from 11.5% of the total population in 2001 to 9.6% in 2031.
- The combined 20-39 year age group will also experience a modest decline from 29.7% of the total population in 2001 to 27.1% in 2031.
- The combined 40-59 year age group will experience a modest increase in population from 25.7% in 2001 to 26.7% in 2031.
- The over 65 age groups will experience the most noticeable growth. This age group represented 21.4% of the total population in 2001 and is forecast to increase to 27% of the total by 2031, an increase of 5.6%.

Population growth in the over 65 age groups will require a particular response by the City of Whitehorse in terms of ensuring an appropriate mix of services and accommodation is provided to meet particular needs in the future. The structure plan will also need to respond to this issue.



The strength of the municipality to retain a strong proportion of the 20-39 year old population reinforces the desirability of Whitehorse as a place of residence in terms of its accessibility, housing diversity and opportunities for a professional employment base (Urbis et al, 2005).

	% total population 2001	% total population 2006	% total population 2011	% total population 2021	% total population 2031	total % change 2001 - 2031
0-4	6.0	5.7	5.3	5.0	4.9	-1.1
5-9	5.5	5.8	5.4	4.8	4.7	-0.8
10-14	5.4	5.5	5.7	5.0	4.8	-0.6
15-19	6.2	5.8	6.0	5.8	5.2	-1.0
20-24	6.7	6.8	6.4	6.5	5.8	-1.0
25-29	7.4	6.9	7.1	6.8	6.5	-0.9
30-34	8.1	7.6	7.1	7.0	7.2	-0.9
35-39	7.5	8.1	7.6	7.4	7.2	-0.3
40-44	7.2	7.3	7.8	6.9	6.9	-0.3
45-49	6.5	6.9	7.0	7.1	7.0	0.5
50-54	6.5	6.2	6.6	7.3	6.4	0.0
55-59	5.5	5.9	5.7	6.2	6.4	0.9
60-64	4.8	4.9	5.4	5.6	6.3	1.4
65-69	4.3	4.2	4.4	4.7	5.2	0.8
70-74	4.3	3.8	3.7	4.4	4.7	0.5
75-79	3.6	3.6	3.3	3.5	3.9	0.3
80-84	2.4	2.8	2.9	2.7	3.3	1.0
85+	2.0	2.2	2.7	3.2	3.6	1.6
Total	100.0	100.0	100.0	100.0	100.0	

Source: DSE, Population Projections

figure 13: population growth rates, 2001 – 2003 (total population)

9.3 dwelling supply and demand: city of whitehorse

The baseline studies (Urbis et al, 2005) identified that the rate of occupied dwelling growth for the City of Whitehorse was strongest between 1996 and 2001, with an average of 605 dwellings being added each year (Refer to Figure 14 below). Over this 5 year period it was noted that a total of 3,026 dwellings were added. The growth in the two preceding 5-year periods was not as strong.

The baseline studies (Urbis et al, 2005) identified that between 1986 and 1991 a total of 1,195 dwellings were added at an average rate of 239 per annum, and that between 1991 and 1996, a total of 2,477 dwellings were added at an average rate of 495 per annum.



Year	City of Whitehorse				Melbourne Statistical Division			
	ERP (No.)	Occupied Dwellings (No.)	Growth per annum (No.)	Persons per occupied dwelling	ERP (No.)	Occupied Dwellings (No.)	Growth per annum (No.)	Persons per occupied dwelling
1986	145,723	47,836		3.05	2,966,901	971,544		3.05
1991	145,435	49,031	239	2.97	3,155,576	1,049,047	15,501	3.01
1996	143,013	51,508	495	2.78	3,283,278	1,137,336	17,658	2.89
2001	147,085	54,534	605	2.70	3,471,625	1,243,373	21,207	2.79
2006 (f)	147,636	58,945	882	2.50	3,681,263	1,420,121	35,350	2.59
2011(f)	151,100	61,042	419	2.48	3,874,958	1,533,890	22,754	2.53
2016(f)	154,368	63,304	453	2.44	4,059,682	1,646,759	22,754	2.47
2021(f)	157,046	65,460	431	2.40	4,236,156	1,757,080	22,064	2.41
2026(f)	159,333	67,204	349	2.37	4,397,959	1,853,060	19,196	2.37
2031(f)	161,159	68,622	284	2.35	4,538,462	1,936,062	16,600	2.34

figure 14: city of whitehorse population and dwelling summary, 1986 – 2031

Source: adapted from the Baseline Studies (2005)

According to the baseline studies (Urbis et al, 2005), between 1986 and 2001, occupied dwelling growth averaged 0.9 per cent whereas population growth averaged on 0.1 per cent. The driver behind occupied dwelling growth over this 15 year period was changing household formation, in which the average household size fell from 3.05 persons per occupied dwelling to 2.70 persons per occupied dwelling.

It was also noted that at the time of the 2001 Census, 71 per cent of households in the City of Whitehorse contained families (Urbis et al, 2005) (Refer to Figure 15). Of this, 47 per cent of these households contained couples with children, 37 per cent contained couples without children, 14 per cent contained either one parent families, and the remaining 2 per cent contained other family types.



Future change in household size and type in the City of Whitehorse has not yet been forecast by the DSE. However the baseline studies (Urbis et al, 2005) estimated that by 2011, 69 per cent of households in the City of Whitehorse will contain families. Of this it was estimated that 43 per cent of households will contain couples with children, 39 per cent will contain couples without children, 16 per cent will contain one parent families, and the remaining 2 per cent will contain other family types.

Household type	2001 Census		2006(f)		2011(f)		2016(f)		2021(f)		2026(f)		2031(f)	
	No	%												
Family	37,866	71	41,261	70	42,119	69	43,047	68	43,858	67	44,355	66	44,604	65
Lone person	13,358	25	15,326	26	16,481	27	17,725	28	18,984	29	20,161	30	21,273	31
Group household	1,975	4	2,358	4	2,442	4	2,532	4	2,618	4	2,688	4	2,745	4
Total	53,199	100	58,945	100	61,042	100	63,304	100	65,460	100	67,204	100	68,622	100
Family type	2001 Census		2006(f)		2011(f)		2016(f)		2021(f)		2026(f)		2031(f)	
	No	%												
Couple with children	18,142	47	18,568	45	18,111	43	17,649	41	17,105	39	16,411	37	15,612	35
Couple without children	14,012	37	15,679	38	16,426	39	17,219	40	17,982	41	18,629	42	19,180	43
One parent family	5,303	14	6,189	15	6,739	16	7,318	17	7,895	18	8,427	19	8,921	20
Other family	873	2	825	2	842	2	861	2	877	2	887	2	892	2
Total	37,390	100	41,261	100	42,119	100	43,047	100	43,858	100	44,355	100	44,604	100

figure 15: city of whitehorse household composition, 2001 – 2031

Source: adapted from the Baseline Studies (2005)

9.4 summary

The baseline studies (Urbis et al, 2005) identified that the existing demographic profile for the City of Whitehorse is characterised by older persons in smaller households (compared to the metropolitan average). In the future, it is forecast that Whitehorse will experience modest population growth of around 11% until 2031 and that the demographic profile will not differ greatly from what it is at present. This will influence the evolution of the Burwood Heights Activity Centre, its accessibility, use, and community service provision in the future.



It must be noted that the profiling undertaken for the baseline studies is prepared for the whole municipality and is not Burwood Heights specific. There may be some variation in the change in profile that will be experienced in the Burwood Heights area as a proportion of the overall municipality. As such, a profile has been generated for the Burwood Heights area by Charter Keck Cramer, based on three Statistical Local Areas (SLA's) including: Monash (Waverley East), Whitehorse (Box Hill) and Whitehorse (Nunawading West).

Charter Keck Cramer identified that the demographic profile of the three SLA's which notionally form the Burwood Heights catchment area is characterised as follows:

- The combined population of the 45-64 age group in these three SLA's is projected by the DSE to increase as a proportion of the total population from 23.7% in 2006 to 25% in 2011, and 26.6% by 2016.
- The proportion of the population in the 'under 9 years' age group is forecast to decline from 10.7% to 9.3% over the period of 2006-16.
- The population aged over 80 years will increase from 5.2% in 2006 to 6.2% in 2016.

The forecast for the Burwood Heights area based on the three SLA's reveals similar demographic characteristics for this area with/to the balance of the municipality.

10 economic conditions / analysis

The existing economic conditions related to Burwood Heights and the broader regional network of activity centres will significantly influence future opportunities to evolve the activity centre in the future to fulfil its designation as a Major Activity Centre.

As already identified a Major Activity Centre is generally a public transport based centre that offers a mix of uses and opportunities for people to live, work and play. Currently the Burwood Heights Activity Centre performs a neighbourhood centre function, however has significant potential for growth due to the re-development intentions of the owners of the 20ha former brickworks site located within the centre. It is imperative to underpin strategic recommendations regarding potential land uses on the Former Brickworks Site in rigorous economic analysis of the catchment and what it can reasonably support.

Any re-development of the Former Brickworks Site and existing shopping centre must occur within the context of the regional pattern of activity centres and should endeavour to provide a net community benefit by offering complimentary retail, entertainment and commercial opportunities that do not negatively impact on the economic structure in the immediate and broader region.



The baseline studies prepared for this project included an economic analysis of the study area. This work was prepared by KPMG (2005). The KPMG assessment revealed an optimistic outlook for the Activity Centre in terms of its potential to support retail, commercial and residential development in the future. This work was reviewed by Charter Keck Cramer as part of an overall peer review of the baseline studies in early 2005.

As a result of the peer review Charter Keck Cramer identified gaps in the economic analysis of the retail and commercial potential for the Activity Centre and the amount of change that can be supported in the future. In summary, Charter Keck Cramer identified the following:

- The baseline reports do not provide an adequate justification for its conclusions relating to the demand and growth in the retailing market in the area in particular related to DDS and Bulky Goods. Further analysis of this is required to ascertain the existing demand for such uses; the potential to support these uses within the centre (particularly at the Former Brickworks Site); the required supportable floorspace associated with such a use; and the net community benefit that this use would create.
- The baseline reports do not provide sufficient analysis of office market conditions to allow any strong conclusions to be drawn with respect to future opportunities within the Study Area. More analysis is required in this area.
- The preliminary nature of the analysis of the situation relating to residential development makes it difficult to identify any implications for the Study Area. To ensure that the appropriate mix and form of housing is provided in the centre, it is important that more detailed analysis is undertaken.

Having regard to the above, Charter Keck Cramer has undertaken an extensive economic analysis of the Burwood Heights Activity Centre catchment in order to determine the existing and future demand for retail, commercial and entertainment uses. The scope of this additional work by Charter Keck Cramer is as follows:

- Measuring the catchment area for existing and potential activities and identifying the potential household expenditure, and the share that is likely to be attracted to any new retail development;
- Identifying factors influencing local residents existing / future shopping behaviour and current market shares for existing centres; and
- The level of retail floorspace that may be sustained in the future within that area defined by the structure plan.

The findings included below represent an alternate, more conservative view to that put forward by KPMG. These findings need to be read in light of the scope of the additional work as directed by Council (identified above).



10.1 current retail provision

Households within the Burwood Heights Study Area are generally well serviced by a range of neighbourhood and sub-regional retail centres offering a variety of supermarkets, discount department stores and department stores. These centres are easily accessible by private transport and to a lesser degree public transport from within the Burwood Heights region. Table 1 below lists the key retail facilities within 4 km. of the Burwood Heights Activity Centre.

The relatively abundant provision of retail facilities has resulted in a competitive retail environment and a strong level of satisfaction with shopping facilities amongst residents. Surveys of local residents indicate that shopping facilities cater for 86% of residents' needs either all or most of the time.

The key retail facilities servicing the Study Area are:

- Burwood Heights Activity Centre anchored by a full-line supermarket of 3,900 sq.m. and supported by a range of supporting speciality retailers;
- Kmart Plaza located 1.4 km to the east of Burwood Heights offering an alternative supermarket offer in the form of a full-line Coles supermarket (2,981 sq.m.) as well as higher-order retailing through a Kmart discount department store (8,444 sqm).

There is potential to expand the Kmart Plaza which would act to absorb any excess demand for retail floorspace that may currently exist.

There are a number of regional and sub-regional shopping centres within the wider region that offer households the opportunity to undertake comparison shopping for higher order retail goods. The main centres are:

- Centro the Glen offering David Jones, Target, Safeway and Coles and 176 speciality stores with a total retail floorarea of 50,170 sq.m.
- Forest Hill Chase with a total retail floorarea of 58,720 sq.m. offering three discount department stores (Kmart, Big W and Harris Scarfe), two supermarkets (Coles and Safeway) and 169 speciality stores; and
- Box Hill (Centro Box Hill and Centro Whitehorse). These two centres offer a combined retail floorarea of 33,800 sq.m. Key anchors for the centre are Target, Coles and Safeway. In addition there are a total of 217 speciality stores with a total retail floorarea of 18,900 sq.m.



10.2 supermarkets

10.2.1 supermarket shopping behaviour

The key factors influencing household shopping behaviour were identified from survey respondents being asked to specifically nominate the reason why they chose their most recently visited supermarket over any other supermarket.

Household's choice of supermarket is primarily determined by the distance required to be travelled and general convenience with 61% of respondents nominating this as a reason for their choice of supermarket. This reflects the tendency for supermarket shopping to be a dedicated activity originating from home.

There are however a number of other influencing residents' choice of supermarket. These factors include:

- **Co-location of supermarket facilities with other retail facilities being visited by households.**

This commonly occurs in larger shopping centres where visitors are drawn across a wider catchment area by the availability of department stores and other higher - order retailers. Shoppers may undertake food shopping and non-food shopping (clothing, personal goods and services etc.) as part of the same trip. 'Proximity to other stores' was nominated by 9% of survey respondents as influencing their choice of supermarket.

- **Quality of the supermarket offer.**

Households generally seek to undertake their weekly food shopping in one location that offers a full range of food and grocery categories and a variety of products within each category. This factor was nominated by 9% of survey respondents as being a reason for choosing their most recently visited supermarket. Supermarket chains have sought to establish a competitive edge through the development of full-line supermarkets that cater for the needs of households. Full-line supermarkets generally require a total floorarea of at least 3,000 sq.m. In addition, full-line supermarkets generally have relatively good provision of car parking facilities that also make them more attractive particularly for larger shopping trips. 'Good / easy parking' was nominated by respondents as influencing their choice of supermarket.

- **Prices of supermarket products.**

The opportunity to purchase cheaper food and groceries was nominated by 8% of respondents as having influenced their choice of supermarket. The recent success of the Aldi supermarket chain reflects the price sensitivity of households with respect to food and groceries. Similarly, advertising campaigns of the two major supermarkets also focus upon providing weekly specials etc. to attract shoppers.



- **Proximity to other non-shopping activities.**

Proximity to a person's workplace or somewhere else was nominated by a combined 7% of respondents as being a reason for choosing a supermarket.

10.2.2 burwood heights supermarket

An assessment of existing supermarket facilities at the Burwood Heights Activity Centre based upon those factors identified by survey respondents as influencing their choice of centre suggests that this centre would adequately meet households' needs.

The existing Safeway is a full-line supermarket (3,900 sq.m.) offering convenient parking at grade together with a range of supporting speciality stores. As a result there would be expected to be minimal escape expenditure from this supermarket's catchment area.

Shoppers using the Burwood Heights Safeway for their last supermarket visit did so for generally the same reasons as supermarket shoppers across the wider region. This suggests that this supermarket is competitive with other supermarkets servicing the wider region. A key difference between the Burwood Heights Safeway and other supermarkets was that 'convenience / proximity to home' was a more significant reason for visiting this supermarket.

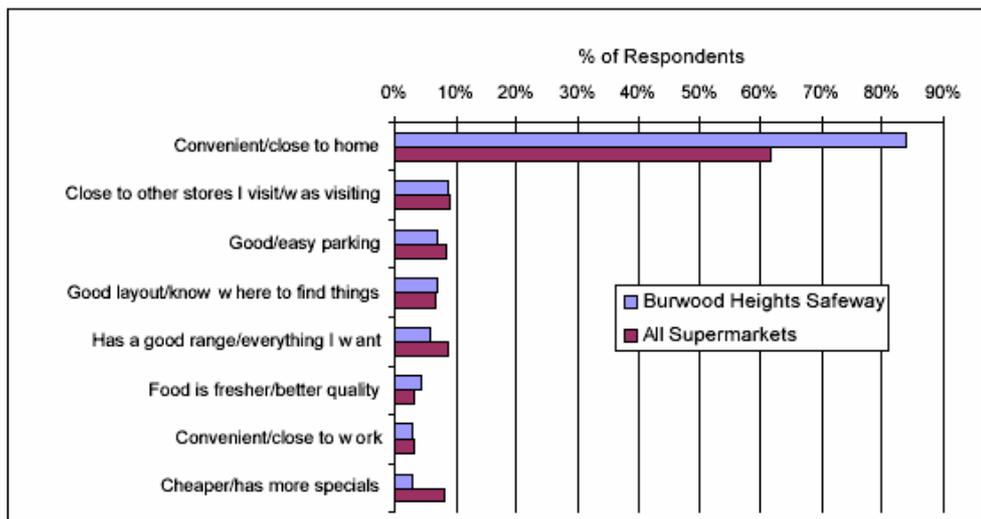


figure 16: reason for choosing burwood heights safeway vs other centres

Source: Charter Keck Cramer, 2005



10.2.3 burwood heights supermarket catchment area

The catchment area for an activity centre should be defined based upon:

- Either an in-centre survey or a telephone survey that extends beyond the local area as has been the case for the telephone survey undertaken for this Study;
- A primary catchment area defined by a relatively high market share as reflected by a strong concentration of visitors to the centre. This catchment will also account for a significant share of a supermarket's turnover; and
- A secondary catchment area that reflects a more contestable markets but still have a reasonable concentration of visitors upon which to accurately estimate the catchment area and market share.

The primary trade area for the Burwood Heights Safeway has been defined based upon two measures being, the last supermarket visited and the most used supermarket. Both measures produced the same primary catchment area.

The centre's primary catchment area extends approximately 1 km. from the centre to the east, 2 km, west, and approximately 1.25 km in a northerly and southerly direction (Figure 17). This catchment is constrained by strong competition from other centres offering supermarket facilities with the primary catchment areas for these centres also shown in Figure 17.

The retail environment is characterised by strong competition between supermarkets as reflected by well defined primary catchment areas that account for a relatively high proportion of visitors to each centre. Within the primary catchment there is a notably high proportion of respondents that visited the Burwood Heights Safeway relative to other supermarkets. Beyond the primary trade area there is a equally noticeable weakening in the ability of the Burwood Heights Safeway to attract shoppers.

Typically, a secondary and in some cases tertiary catchment areas are defined for the purpose of estimating turnover levels. This is generally done where survey data is not available or where surveys have been undertaken there is sufficient data available to accurately identify a secondary catchment and a market share for that catchment. Such an approach is also undertaken where there is a greater diversity of supermarkets from which shoppers may choose from for convenience, weekly food shopping etc.

Resident surveys that the level of visitation to the Burwood Heights Safeway declines sharply beyond the primary catchment area, thereby making it difficult to identify a secondary catchment area. Attempting to identify a secondary catchment area in these circumstances carries the risk of incorrectly specifying that catchment and relevant market shares.



figure 17: supermarket catchment areas

Source: Charter Keck Cramer (2005)

10.2.4 burwood heights supportable supermarket floorspace

The level of supermarket floorspace that may potentially be supported at the Burwood Heights Activity Centre will be determined by:

- Future size of the centre's catchment area and the level of household expenditure generated within this area;
- Share of household expenditure directed towards the Burwood Heights Activity Centre; and
- Expenditure originating from outside the centre's catchment area as a result of opportunistic / convenience shopping visits by shoppers not living locally;

It follows that increasing the level of supportable supermarket floorspace may only be achieved through:

- Expanding the catchment area (Shoppers living outside the catchment and shopping elsewhere)



- Reducing escape expenditure (shoppers living in catchment but shopping elsewhere)
- Capturing market Share from existing supermarkets (shoppers living anywhere but shopping at Burwood Heights / Burwood Plaza)

10.2.5 burwood heights supermarket current market share

Each supermarket's share of total household supermarket expenditure generated within the Burwood Heights primary catchment has been calculated based upon household's most recent supermarket visit. Burwood Heights Safeway is calculated to have a 58% market share followed by Coles Kmart Plaza with (14%), The Glen Coles, Mount Waverley IGA (6%), Forest Hill Chase Coles / Safeway (6%) and Box Hill Safeway (2%). Across the remainder of the survey area beyond the primary catchment, the Burwood Heights Safeway is estimated to capture only a 5% share of household expenditure.

The relatively high market share captured by the Burwood Heights Safeway is a reflection of:

- A competitive supermarket offer based upon a full-line supermarket, relatively accessible car parking and supporting speciality food retailers;
- A strong tendency for households to shop at their nearest supermarket as reflected in respondents reasons for choosing where they undertook their last supermarket visit;
- A general absence of independent supermarket operating in the area to cater for the convenience shopping needs of households. As a result, the Burwood Heights Safeway is likely to also be meeting the convenience shopping needs of local residents; and
- Discounts on petrol offered to Safeway customers that may be used at the Caltex / Safeway petrol outlet located within the centre. The opportunity to undertake a weekly shopping trip and purchase a weekly supply of fuel in the one convenient location would be expected to provide support for this supermarket.

The opportunity for reducing the level of escape expenditure from the Burwood Heights catchment is limited by strong competition from Kmart Plaza. Together, supermarkets at these two centres account for just over 70% of supermarket expenditure in the Burwood heights primary catchment.

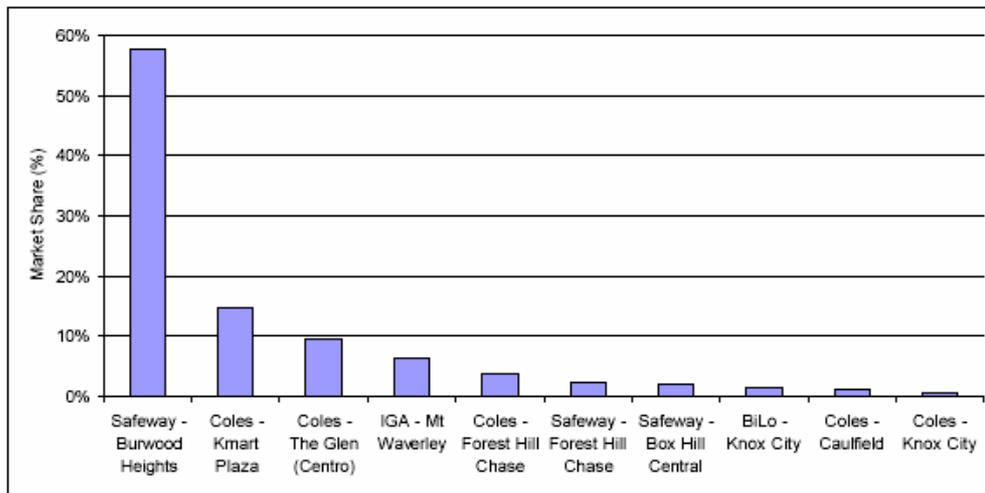


figure 18: burwood heights primary catchment: market share

Source: Charter Keck Cramer (2005)

10.2.6 expansion of the burwood heights catchment

An expansion of a centre's catchment area generally only occurs in response to an improvement in the available retail offer. Typically this would occur where a supermarket is expanded to a full-line.

In order to determine the extent to which a new supermarket would either reduce escape expenditure or expand the centre's existing catchment area, survey interviewees were asked the following question:

"In previous research it was suggested that the area could do with new shops. The likely place for this is the old brickworks site on the corner of Burwood Highway and Middleborough Road. Thinking about where you go now and why you go there, if there was a supermarket how would this affect your supermarket shopping?"

Of the 503 respondents:

- 8% (39 respondents) indicated that they definitely would change their shopping habits, of which 18% (7 respondents) currently use Burwood Heights for most of their supermarket shopping;
- 29% (146 respondents) indicated that they may change, of which 33 (23%) currently use Burwood Heights Activity Centre for most of their supermarket shopping; and
- The majority of respondents (63%) indicated that a new supermarket would definitely not change their supermarket shopping habits.



Amongst those respondents that do not currently use Burwood Heights for most of their supermarket shopping:

- 7% indicated that they definitely would change their shopping habits; and
- 26% indicated that they may change their shopping habits; and
- 67% indicates that they would definitely not change their shopping habits.

	Definitely not change my habits	May change my habits	Definitely will change my habits
Coles - K-Mart East Burwood Plaza (also known as Kmart Plaza)	18	16	9
Safeway - Burwood Heights Shopping Centre (Burwood East)	29	33	7
Safeway - Box Hill Central	20	9	5
Safeway - Forest Hill Chase	18	11	2
Coles - Forest Hill Chase	31	12	2
Coles - The Glen (Centro)	14	7	2
IGA - Mt Waverley	13	3	2
Safeway - North Blackburn Shopping Centre	30	7	1
Safeway - Mount Waverley	15	1	1
Coles - Chadstone Shopping Centre	2	2	1
Coles - Pinewood Shopping Centre	2	0	1
BiLo - Eastland Shopping Centre	0	2	1
BiLo - Knox City	0	0	1
Safeway - Blackburn South	13	3	1
Safeway - Balwyn	9	3	1
Other Centres	104	37	2
Total	318	146	39

figure 19: propensity to change shopping habits by supermarket most used

Source: Charter Keck Cramer (2005)

A new supermarket at Burwood Height Activity Centre will primarily attract shoppers that currently use either Burwood Heights Safeway or Kmart Plaza Coles for most of their shopping with:

- Burwood Heights shoppers accounting for 18% of those respondents that indicated that they would 'definitely change their shopping habits, and 23% of respondents that 'may change their shopping habits'; and
- Kmart Plaza shoppers accounting for 23% and 11% of respondents in each of these two groups.

This could result in a significant reduction in turnover to the existing Burwood Heights Safeway and the East Burwood Coles, and also impact on the smaller associated retailers within these centres which rely on the performance of these anchors.

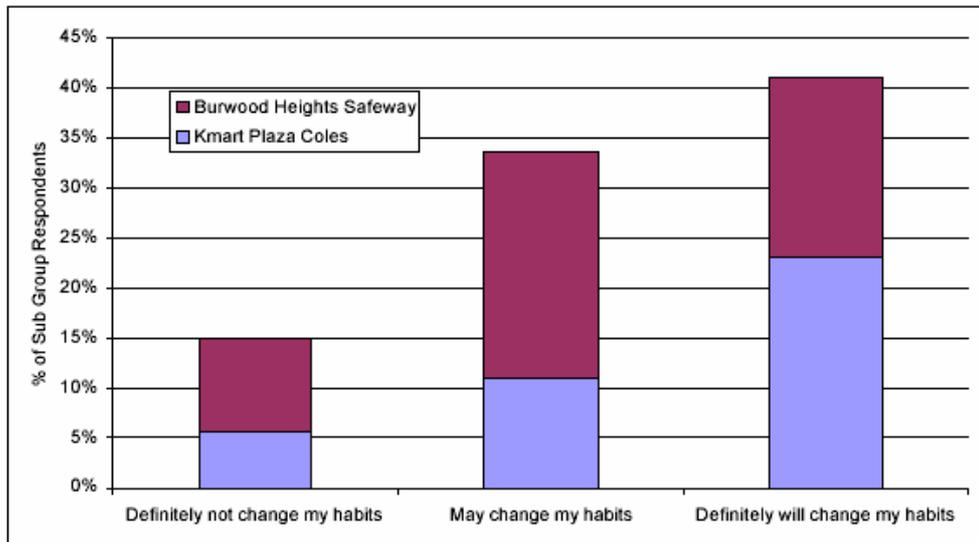


figure 20: burwood heights and kmart plaza shoppers – percent of sub group respondents

Source: Charter Keck Cramer (2005)

10.2.7 potential future catchment area for burwood heights

The potential for an expansion of the Burwood Heights catchment area has been analysed through:

- Assessing the nature of the existing catchment with respect to physical and competitive constraints; and
- Surveying household's likely behavioural response to the development of a new supermarket within the Burwood Heights Activity Centre.

The preceding analysis of primary catchment areas for the Burwood Heights Activity Centre and competing centres highlighted the high level of competition with minimal escape expenditure. This reflects the ability of households to access a full-line supermarket at their nearest centre. The primary catchment area for Burwood Heights is also physically constrained to the north-west by the Gardiner's Creek Reserve and to a lesser extent Blackburn Road to the east.

The propensity for households within the Burwood Heights primary catchment to change their supermarket shopping behaviour is much greater than that for households outside the catchment area. While 15% of households within the catchment indicated that they would definitely change their shopping habits, only 6% of households outside of the catchment area indicated that they would do the same. Similarly, the proportion of households indicating that they may change their supermarket shopping behaviour is 47% within the primary catchment compared to only 26% beyond it.



	Burwood Heights Primary Catchment	
	No	Yes
Definitely not change my habits	67.9%	39.0%
May change my habits	25.7%	46.3%
Definitely will change my habits	6.4%	14.6%
Total	100.0%	100.0%

figure 21: propensity to change supermarket behaviour by catchment area

Source: Charter Keck Cramer (2005)

The respondents that have indicated that they will definitely change their supermarket shopping habits if a new supermarket was provided at Burwood Heights are generally located beyond the primary catchment area than within it. As a result, there is no identifiable opportunity for an expansion of this centre's supermarket catchment at present.

The key conclusions that may be drawn from the preceding analysis of households' current and likely future shopping behaviour are that:

- Strong competition within the supermarket retailing sector together with a relatively consistent supermarket offer across centres has resulted in well defined catchment areas based upon households' choice of supermarket being primarily determined by proximity to their home;
- Burwood Heights Safeway captures a relatively high share of household expenditure at supermarkets reflecting its ability to effectively compete with other supermarkets;
- Under current conditions, a new supermarket at Burwood Heights will primarily impact upon the Burwood Heights Safeway and Kmart Plaza Coles; and
- There is inconclusive evidence that an additional supermarket would expand the Burwood Heights supermarket catchment.

10.2.8 current supportable supermarket floorspace at burwood heights

The Burwood Heights currently attracts 59% of supermarket expenditure by households within the centre's primary trade area resulting in an estimated \$33 million of expenditure currently being directed towards the centre by these households. This is projected to increase to \$34 million by 2011 and \$35 million by 2016.

The primary trade area accounts for 70% of total supermarket expenditure that is directed towards the Burwood Heights Activity Centre by households within 5 km of the centre based upon survey results. The proportion of total supermarket turnover attributable to households residing further than 5 km. from the Burwood Heights Activity Centre is considered to be negligible based upon observed patterns of visitation across the survey area.



Total supermarket turnover at the Burwood Heights Activity Centre is calculated to currently be approximately \$47 million, equating to \$12,170 / sq.m. based upon an existing supermarket floor area of 3,900 sq.m.

Total supportable supermarket floorspace is calculated to be 5,275 sq.m. based upon a benchmark turnover density of \$9,000 / sq.m. including GST.

The Burwood Heights Activity Centre could therefore currently support an additional 1,395sqm of supermarket floorspace. This is not sufficient to support a full line supermarket.

10.2.9 development of additional supermarket

Surveys identified the proportion of households that may change their supermarket shopping habits in response to a second supermarket being developed within the Burwood Heights Activity Centre.

Respondents were asked the following question:

"In previous research it was suggested that the area could do with new shops. The likely place for this is the old brickworks site on the corner of Burwood Highway and Middleborough Road. Thinking about where you go now and why you go there, if there was a supermarket how would this affect your supermarket shopping?"

Respondents were given the following response options:

- Definitely not change my habits;
- May change my habits; and
- Definitely will change my habits;

Projecting households' actual shopping behaviour and the impact upon supermarket turnover levels is complicated by the extent to which households may change their behaviour. For example, household may completely change their choice of supermarket, or alternatively only use the new supermarket for convenience type shopping. More accurately determining the extent to which household may change their behaviour is only possible through conducting focus groups with potential users of a supermarket.

For the purpose of assessing the potential increase in supermarket turnover that may result from an additional supermarket, a sensitivity analysis has been undertaken based upon those respondents that nominated that they would '*definitely change*' their shopping habits. The behaviour of other respondents has been assumed to also change relative to that of this first group. For those respondents that indicated they '*may change*' their supermarket shopping habits, the proportion of supermarket expenditure directed to a new supermarket will be half that for the '*definitely change*' group.



In the extreme event that all of those respondents that indicated that they would '*definitely change*' their shopping habits divert all of the expenditure from their last supermarket visit to a new supermarket at Burwood Heights Activity Centre, then based upon existing condition in 2005 the result would be:

- an increase in the Activity Centre's market share of the households' supermarket expenditure in its primary catchment area from 59% to 74%;
- An increase in supermarket turnover from \$47 million to \$59 million;
- An increase in supportable supermarket floorspace from 5,275 sq.m. to 6,600 sq.m.
- Potential for an additional 2,700 sq.m. of supermarket floorspace

The development of an additional supermarket will impact upon market share and turnover for existing supermarkets. The impacts upon market share of primary catchment households' supermarket expenditure based upon the above assumptions relating to changes in shopping behaviour are projected to be:

- Burwood Heights Safeway market share reduced from 59% to 34% within its primary catchment; and
- Kmart Plaza Coles market share reduced from 14.2% to 10.4%;

In the event that a full-line supermarket of 3,000 sq.m. is developed and the required maximum shift in shopping habits is achieved (providing support for an additional 2,700 sq.m. of supermarket floorspace), then the impact upon Burwood Heights Safeway is projected to result in overall turnover levels being approximately 42% lower. The extent of this decline reflects the negative impacts of additional competition, with the benefits of increased attraction that are generally associated with a centre anchored by two supermarkets limited by the resulting fragmentation of the Activity Centre by the Burwood Highway.

The average retail turnover density for the combined supermarket floorspace at Burwood Heights Activity Centre (6,900 sq.m.) is projected to be approximately \$8,600 / sq.m. which is marginally below industry benchmarks of approximately \$9,000 / sq.m. The impacts upon the Kmart Plaza Coles will be noticeably less reflecting lower exposure to the Burwood Heights primary catchment area.

While the performance of the existing Safeway supermarket will be reduced from levels that are currently estimated to industry benchmarks, speciality stores within the centre will also be impacted upon to a potentially greater extent. Speciality retailers are dependent upon the Safeway supermarket to attract visitors to the centre with the number and performance of traders reflecting the performance of the supermarket. Unlike supermarket retailing, individual speciality retailers do not generally earn profits significantly above industry benchmarks as the smaller scale of operations allows greater freedom of entry for new competing retailers into a centre.



A reduction in the trading position of the existing Safeway supermarket at Burwood Heights would be expected to result in reductions in the profitability of traders and a rationalisation of retail activities within the centre.

10.2.10 sensitivity analysis

Given that there is some uncertainty relating to the potential for households' shopping behaviour to change in response to the development of an additional supermarket, a sensitivity analysis has been undertaken based upon the extent to which expenditure at their last supermarket visit would have been spent at any new supermarket.

Figure 22 highlights the dependency of additional supportable floorspace upon the extent to which households change their shopping behaviour. This analysis indicates that a more likely scenario whereby those households that have indicated that they will change their shopping habits do so by splitting expenditure between their 'last visited' supermarket and a new supermarket at Burwood Heights Activity Centre.

Share of Last Supermarket Visit Expenditure*	Additional Supportable Floorspace
0%	1,373
10%	1,505
25%	1,704
50%	2,036
75%	2,367
90%	2,566
100%	2,699

figure 22: burwood heights: additional supportable floorspace

Source: Charter Keck Cramer (2005)

10.2.11 residential construction activity

It is estimated that each household in the primary catchment currently spends on average \$8,160 per annum at supermarkets. Future residents within close proximity to the Burwood Heights Activity Centre would be expected to direct a higher proportion of supermarket expenditure towards this centre than would other residents within the centre's primary catchment. It is projected that the centre would capture around 85% of supermarket expenditure by these households. This equates to approximately \$6,950 per household per annum.



Based upon a benchmark turnover density of \$9,000 / sq.m., each additional household would support an estimated 0.77 sq.m. of retail floorspace. This may also be interpreted as 130 households being required to support each additional 100 sq.m. of supermarket floorspace. Based upon the modelling approach used above, and those shoppers that will 'definitely change' their shopping habits do so by evenly splitting expenditure with a new supermarket, it is calculated that in order to increase the level of additional supportable floorspace from 2,036 sq.m. to 3,000 sq.m. for a full-line supermarket, an additional 1,250 households within the immediate area.

10.2.12 supermarket development options

As this analysis has indicated, there is the potential for a smaller supermarket. Such a supermarket may take a variety of forms that would contribute to the supermarket offer within not only the Burwood Heights primary catchment area but also a wider area.

Alternative supermarket options may include:

- **Bi Lo:**

Bi Lo supermarkets have greater flexibility with respect to floorarea and would be able to be developed to supply around 2,500 sq.m. of supermarket floorspace.

- **Aldi:**

Generally around 1,500 sq.m., an Aldi store would be expected to capture around 10% of supermarket expenditure across a wider catchment area.

- **Leo's Supermarkets:**

Leo's generally cater for more specialised food requirements of higher income households. Primary research has identified this group as being a potential source of unmet demand in the wider area. The catchment for a supermarket of this type would also be wider than for a conventional supermarket.

- **IGA Supermarket:**

An independent supermarket of 1,000-1,500 sq.m. would offer convenience-type retailing for both local residents and passing trade. This may be also combined with fuel retailing activities.

10.2.13 net community benefit

The community benefits from an additional supermarket at the Burwood Heights Activity Centre may be primarily assessed upon whether it offers:

- Physically more accessible retail offer; or



- Wider choice of retailers.

Given that any additional supermarket will also be located within the Burwood Heights Activity Centre, accessibility to supermarket facilities will not be improved. Similarly, there may not be an expansion in the range of supermarket facilities available. Given that projected demand will support less than 3,000 sqm of additional supermarket floorspace, the development of a full-line supermarket may result in overall supermarket floorspace performing below industry benchmarks which may impact upon ongoing investment in the refurbishment of supermarkets. In addition, given the role of the existing Safeway supermarket in anchoring the Burwood Heights Activity Centre, any impact upon the number of visits to this store will also impact upon the trading performance of other retailers in the centre, and ongoing investment in facilities and demand for floorspace.

10.3 retail: discount department store

Discount department stores (DDS), like Kmart, Target or Big W, typically have larger catchment areas than supermarkets reflecting a tendency for shoppers to use a variety of stores. It follows that the catchment area for a new DDS at the Burwood Heights Activity Centre would be comparable to the catchment for the existing East Burwood Kmart located approximately 1.2 km to the east.

The primary factor influencing households' choice of DDS is proximity to home and convenience which was nominated by 53% of survey respondents that used the East Burwood Kmart for their last DDS visit. This compared to 35% of respondents using other centres. There are however a number of other reasons that also influence which DDS to visit including the range / variety of products available and proximity to other shops visited (refer Figure 23).

Based upon those factors identified by as influencing residents choice of DDS, the East Burwood Kmart performs well compared with other DDS's available in terms of the factors that attract visitors.

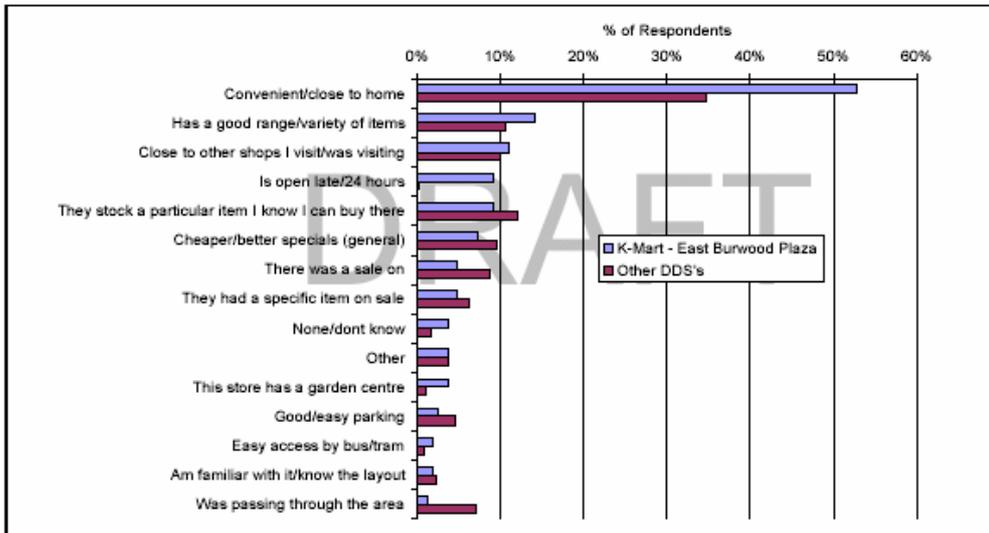


figure 23: reasons for choosing most recent dds

Source: Charter Keck Cramer (2005)

10.3.1 catchment area: east burwood kmart

The primary catchment area for the East Burwood Kmart has been defined as shown in Figure 24 based upon survey respondents' last DDS visit. This catchment area has been determined on the basis of the pattern of concentration of respondents visiting this centre. Within this catchment area the East Burwood Kmart has a dominant market share. Beyond the catchment area, the level of visitation to the East Burwood Kmart declines sharply and is more dispersed.

It is calculated that the East Burwood Kmart has a 58% market share of DDS expenditure compared to only 22% across the remainder of the survey area. The strongest competitor to this centre is the Forest Hill Shopping Centre which is calculated to hold a 29% market share within East Burwood Kmart's primary catchment. This reflects the proximity of this centre (approximately 2.5 km to the north), as well as the comparison shopping opportunities offered at the centre (Big W, Kmart and Harris Scarfe).

The East Burwood Kmart's primary catchment area is calculated to account for 76% of total turnover generated within the survey area. Expenditure from outside the survey area may be a potential source of additional turnover given its high exposure and convenient car parking. This may however be offset by strong competition for other centres nearby that also offer discount department stores.

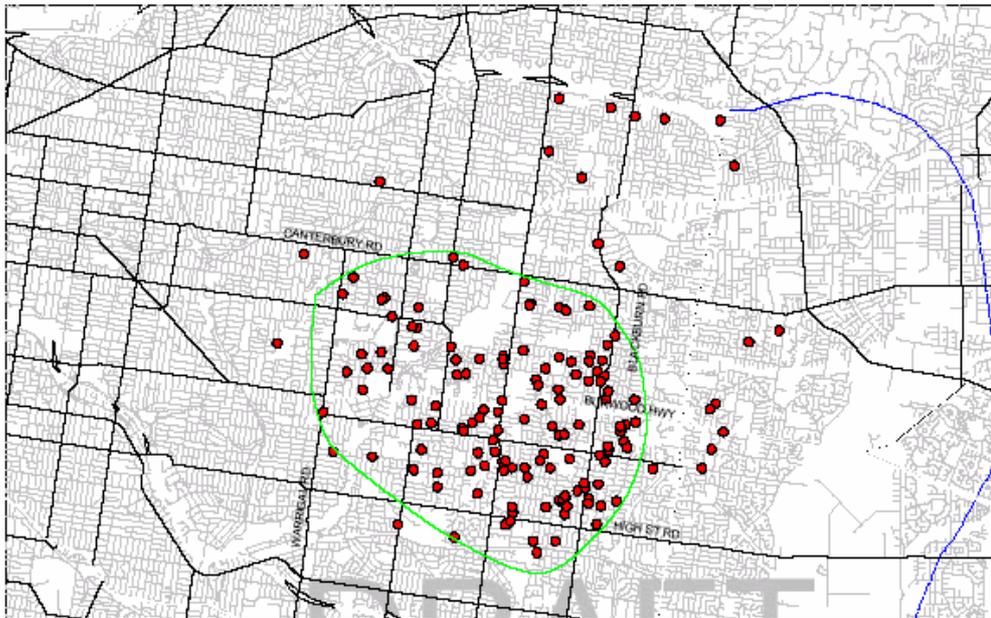


figure 24: kmart (east burwood) – primary catchment area

Source: Charter Keck Cramer (2005)

10.3.2 supportable dds floorspace

Total household DDS expenditure within the primary catchment area for the East Burwood Kmart has been estimated based upon:

- Average annual DDS expenditure per survey respondent; and
- Population of the '15 years and over' age group;

Total turnover for the East Burwood Kmart has been estimated based upon:

- Available DDS expenditure in the primary catchment;
- Market share held by East Burwood Kmart (58%); and
- Proportion of total expenditure attributable to households located outside the primary catchment.



10.3.3 household dds expenditure

The methodology adopted for estimating household DDS expenditure differs from that used for supermarket expenditure. Unlike supermarkets, it is difficult to estimate the distribution of household expenditure on DDS-type merchandise across a variety of retail formats that includes department stores, discount department stores, speciality stores (clothing, homewares, music, sporting etc.), bulky goods retailers etc.

Household expenditure at DDS's was estimated directly from survey responses that identified:

- Average amount spent per DDS visit; and
- Average number of visits per annum.

In order to increase the accuracy of estimated household expenditure at DDS's, all surveyed households were used as opposed to only households with the East Burwood Kmart catchment. By doing so, the sample of DDS shoppers was increased from 221 to 432 respondents.

The average value of purchasers by surveyed households at their most recent visit to a DDS was \$63.06. On average, survey respondents visit a DDS 20 times per annum. This indicates an average annual expenditure of \$1,263 per person per annum.

The total population of DDS shoppers within the East Burwood Kmart catchment is calculated to be 47,300 based upon:

- The population aged over 15 years at the 2001 Census;
- Estimated population growth based upon estimates prepared by the DSE for surrounding SLA's over the period 2001-2005; and
- The proportion of survey respondents that never visit a DDS.

Total annual expenditure at DDS's by households within the East Burwood Kmart primary catchment is estimated to be \$59.7 million.

10.3.4 existing market share and estimated retail turnover (east burwood kmart)

Analysis of survey results indicates that the East Burwood Kmart attracts a 58% share of households' DDS expenditure within its primary catchment area, falling to only 22% over the remainder of the survey area. The key competitor for this store is Forest Hill Chase Shopping Centre with an estimated market share of 24% within the primary catchment area.



The primary catchment area accounts for an estimated 76% of total expenditure originating from within the wider survey area. The proportion of total turnover at the East Burwood Kmart originating from outside the survey area is likely to be minimal given a number of physical constraints such as the Monash Freeway to the south, Dandenong Valley Parklands to the east and the Eastern Freeway to the north. The ability to attract shoppers from more than 5 km. to the west is also limited by competition from a Target store at Camberwell, Kmart at Victoria Gardens, and good accessibility to Chadstone Shopping Centre via Warrigal Road.

Based upon estimated DDS expenditure by households within the primary catchment area, market share and the proportion of total retail turnover from outside the primary catchment area the turnover of the East Burwood Kmart is estimated to be in the order of \$45.7 million (including GST). This equates to a retail turnover density of \$5,412 based upon a floorarea of 8,444 sq.m. This level is noticeably higher than the industry benchmark of \$3,500 / sq.m. The strong performance of the East Burwood Kmart reflects its high exposure, accessibility via Burwood Highway and Blackburn Road and convenient 'at grade' car parking at the front of the centre. This existing level of retail turnover would be sufficient to support an additional 4,600 sq.m. of DDS floorspace based upon a benchmark turnover density of \$3,500 / sq.m.

10.3.5 development of additional dds

Burwood Heights Activity Centre is located approximately 1.2 km. west of the East Burwood Kmart. The catchment area that is serviced by a new DDS at Burwood Heights is expected to be generally consistent with that of the existing East Burwood Kmart.

The propensity for households to change their DDS shopping behaviour in response to a new DDS being offered at Burwood Heights Activity Centre has been derived from asking survey respondents the following question.

"In previous research it was suggested that the area could do with new shops. The likely place for this is the old brickworks site on the corner of Burwood Highway and Middleborough Road. Thinking about where you go now and why you go there, if there was a discount department store, how would this affect your supermarket shopping?"

Survey responses to this question indicate that the propensity of households in the East Burwood Kmart's primary catchment to change their DDS shopping habits is noticeably higher than that of households elsewhere in the survey area (Refer Figure 25).

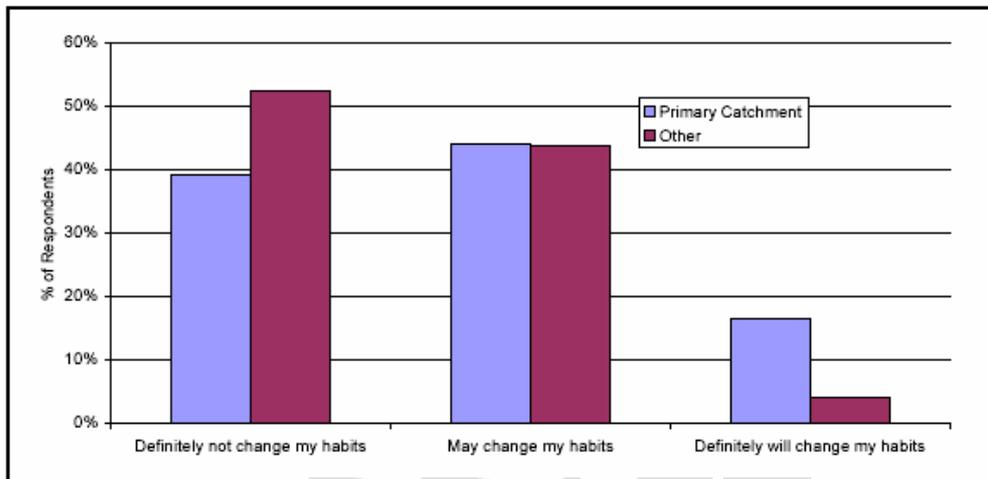


figure 25: propensity to change dds shopping behaviour

Source: Charter Keck Cramer (2005)

Projecting household's actual response is complicated by the extent to which households may change their behaviour. For example, household may completely change their choice of DDS, or alternatively spread their shopping over existing DDS's used as well as an additional one at Burwood Heights.

For the purpose of assessing the resulting level and distribution of DDS expenditure resulting from an additional DDS, a sensitivity analysis has been undertaken. This is based upon the resulting distribution of DDS expenditure by those respondents that nominated that they would *'definitely change'* their shopping habits. The behaviour of other respondents has been assumed to also change relative to that of this first group as follows:

- For those respondents that indicated they *'may change'* their DDS shopping habits, the proportion of DDS expenditure directed to a new DDS will be half of the equivalent proportion for the *'definitely change'* group; and
- For those respondents that indicated they would *'definitely not change'* their DDS shopping habits, the proportion of DDS expenditure directed to a new DDS will be one-tenth of the equivalent proportion for the *'definitely change'* group

The development of a new DDS at Burwood Heights may be assumed to capture a market share comparable to that of the existing East Burwood Kmart after a redistribution of household spending has occurred. Based upon the approach described above for modelling changes in households' shopping behaviour, this equality in market shares occurs when those respondents in the primary catchment that indicated that they would *'definitely change'* their shopping habits, actually divert 75% of expenditure at their last DDS visit to the new DDS.



Figure 26 shows existing and projected market shares of primary catchment households' DDS expenditure under this scenario.

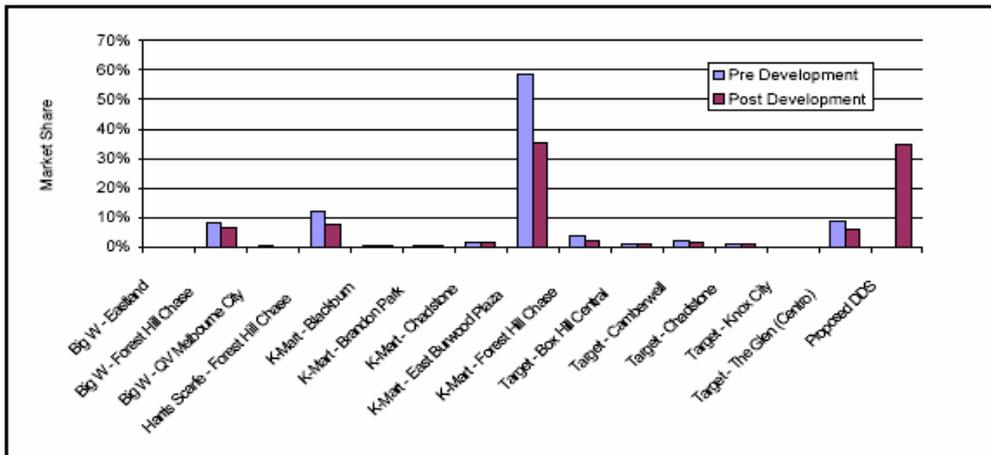


figure 26: primary catchment dds market shares

Source: Charter Keck Cramer (2005)

10.3.6 supportable floorspace

Based upon the estimated turnover of the East Burwood Kmart (\$46 million), it is calculated that an additional 4,600 sq.m. of DDS floorspace would be supportable based upon a benchmark retail turnover density of \$3,500/sq.m.. The development of an additional DDS at the Burwood Heights Activity Centre would increase the combined market share of DDS's at East Burwood and Burwood Heights resulting in an increase in supportable floorspace. This reflects the redirection of DDS expenditure from other centres such as Forest Hill Chase and The Glen.

Assuming that a post-development equilibrium results in equal market shares for East Burwood Kmart and a new DDS at Burwood Heights, the total supportable DDS floorspace would be 15,650 sq.m. compared to an existing provision of 8,444 sq.m. at East Burwood Kmart.

The development of a new DDS at Burwood Heights Activity Centre would also result in:

- Total combined DDS turnover at East Burwood Kmart and Burwood Heights Activity Centre increasing by 20% from \$46 million to \$55 million; and
- East Burwood Kmart's market share of expenditure within the primary catchment area being reduced from 58% to 35% and turnover reduced from an estimated \$46 million to \$27 million. This equates to a retail turnover density of \$3,270 / sq.m., compared to an industry benchmark of 3,500 / sq.m.



A sensitivity analysis of the relationship between the proportion of expenditure directed to a new DDS and supportable floorspace has been undertaken (Refer Figure 27). In the event that households' do not change their shopping habits, an additional 4,600 sq.m. of DDS floorspace is supportable. At the other extreme, if those households that indicated that they will definitely change their habits, shopped at a new DDS at Burwood Heights instead of the one where they last shopped, then an additional 8,060 sq.m. of DDS floorspace would be supportable.

Using the modelling approach described above, a new DDS with a typical floorarea of 7,000 sq.m. at the Burwood Heights Activity Centre would require that those respondents that indicated that they would 'definitely change' their shopping habits do so to the extent that 75% of their DDS shopping is undertaken at this store. It is debatable whether such a shift in shopping behaviour is achievable given that on average survey respondents already visited an average of two different DDS's over the past six months. While a reduced floorarea would require a lesser shift in shopping behaviour this would also reduce the competitiveness of any new store, particularly given that the East Burwood Kmart currently has a floorarea of 8,444 sq.m.

Conversion Rate: Potential to Realised Change in Shopping Habits	Total DDS Floorspace	Additional DDS Floorspace
0%	13,056	4,612
10%	13,401	4,957
25%	13,918	5,474
50%	14,780	6,336
75%	15,642	7,198
90%	16,160	7,716
100%	16,505	8,061

figure 27: sensitivity analysis – supportable dds floorspace

Source: Charter Keck Cramer (2005)

10.3.7 conclusions: dds

The key conclusions that are drawn from the analysis of DDS retailing and the potential level of supportable floorspace at the Burwood Heights Activity Centre are that:

- Proximity to home is a key factor influencing household choice of DDS. This is largely a reflection of the role of DDS's as a utilitarian form of retailing that serves the needs of households for basic non-food items in a similar manner to which full-line supermarkets meet household's requirements for food and groceries;
- DDS shoppers are generally price conscious which is consistent with the market segment that DDS's cater for;



- Visitors to the existing East Burwood Kmart are drawn from a relatively well defined primary catchment. Beyond the primary catchment area, strong competition significantly reduces visitation levels thereby making a secondary catchment and market shares difficult to define;
- The Burwood East Kmart is estimated to be currently performing well above industry benchmarks with the potential for an additional 4,600 sq.m. of DDS floorspace to be supported;
- While there is potential of a new DDS to be supported at the Burwood Heights Activity Centre, this would require a significant shift in households' shopping behaviour. The potential for such a shift in behaviour may be limited by relatively strong satisfaction with the existing provision of retail facilities within the area.

10.4 other retail

In the absence of a full-line supermarket being developed immediately on the Former Brickworks Site the analysis found that there is scope for alternative forms of retail related activities to be pursued.

Given the role of the existing shopping centre as the primary centre for weekly food and grocery shopping in the surrounding area (reflecting the presence of a Safeway supermarket), any additional food retailing floorspace catering to these needs on the Former Brickworks Site will primarily have a convenience role.

It is considered that this type of convenience retailing will provide a complimentary role to the existing retail offer within the Activity Centre.

10.5 entertainment: cinemas

Cinemas currently used by residents within the survey area are located up to 10km from the Burwood Heights Activity Centre. The strongest competition for any new cinema at the Burwood Heights Activity Centre will come from Cinemas at Forest Hill Chase (10 screens), Century City Glen Waverley (8 screens) and the Rivoli (8 screens).

10.5.1 cinema attendance and choice of cinema

Survey respondents indicated that on average they visited a cinema 7.1 times per year with the rate of attendance consistent across the survey area. Only 10% of respondents indicated that their cinema-going behaviour changed as a result of public and school holidays that fell during the survey period. The most common change being an increase in attendance.



The primary factor influencing choice of cinema is proximity to home which was nominated by more than half of survey respondents (Refer Figure 28). The next most influencing factor was that the cinema had respondents' choice of movie which was nominated by 29% of respondents. These results indicate that the majority of cinema goers are likely to visit their nearest cinema provided it is showing the movie that they wish to see. Other factors influencing choice of cinema related to operational factors such as ticket prices and levels of comfort within the cinema.

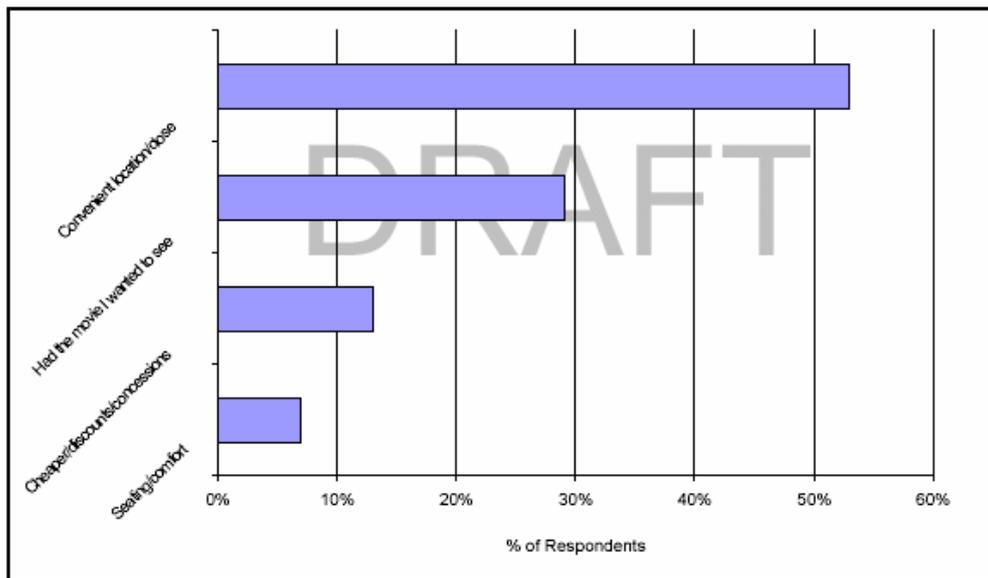


figure 28: reasons for choosing last cinema visited

Source: Charter Keck Cramer (2005)

Considering the two main determinants of cinema choice, location and choice of movie, the following results are obtained for respondents that visit a cinema at least once per year:

- 47% of respondents choose a cinema on location over the choice of films available;
- 21% of respondents based their choice of cinema on the availability of films over location;
- 7% of respondents based their decision on both location and choice of films; and
- 21% of respondents choose a cinema on some other criteria.



10.5.2 market share

The market share for a cinema developed as part of the Burwood Heights Activity Centre will be dependent upon its ability to meet the needs of potential visitors. While proximity to home is a key factor attracting visitors, there are a number of other factors that may result in cinema-goers not using their nearest cinema. This may result in a cinema at Burwood Heights either losing local residents to other cinemas, or alternatively attracting visitors away from other cinemas that may be more convenient for them.

10.5.3 supportable cinema activity

The number of screens that may be potentially supported will vary depending upon the market share captured. This will be partly determined by the number of screens available as this will determine the number of films shown which has been identified as a factor influencing respondents choice of cinema.

For the purpose of this Study, the number of supportable cinema screens has been estimated based upon:

- A defined cinema catchment area;
- Population of the catchment aged '15 years and over';
- Propensity of cinema-goers within this catchment to change their behaviour in response to a new cinema being offered;
- Average number of cinema visits per annum by survey respondents; and
- Industry benchmarks for cinema admissions per screen.

10.5.4 cinema catchment

A catchment area for a cinema at the Burwood Heights Activity Centre has been defined based upon the distance required to be travelled by potential visitors (Refer Figure 29). This reflects the relatively high importance of a convenient location in determining cinema-goers choice of where to see a film. As already indicated, there are also a range of other factors that may result in residents within this catchment visiting another cinema or vice versa.

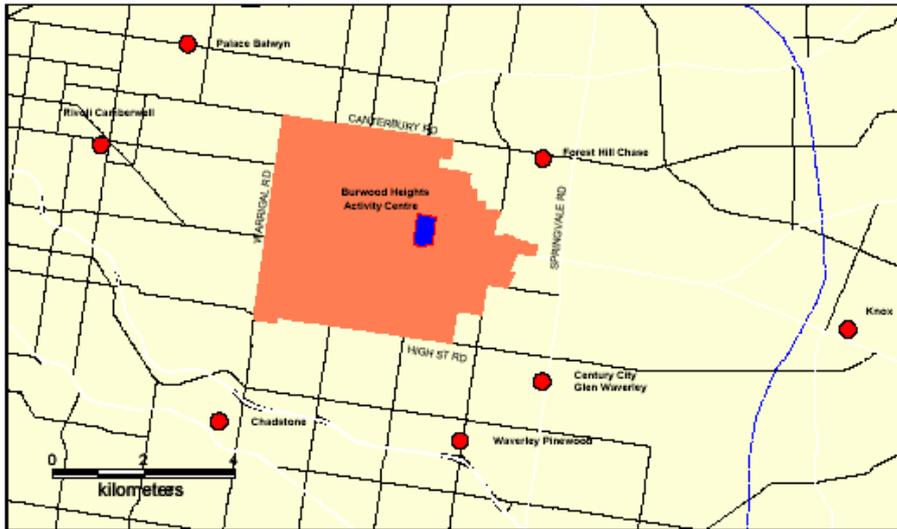


figure 29: burwood heights activity centre – cinema catchment

Source: Charter Keck Cramer (2005)

The population of the catchment aged '15 years or over was 39,500' at the 2001 Census. Population growth for this age group within those SLA's surrounding the Burwood Heights Activity Centre is estimated by the DSE to have been 1.2% over the period 2001-06. Assuming this rate of growth has also occurred within this catchment area the population of the catchment is estimated to currently be 40,000 persons.

10.5.5 propensity of catchment households to change behaviour

Cinema-goers within the defined catchment area indicated a relatively strong propensity to change their behaviour in response to a new cinema being developed at the Burwood Heights Activity Centre (Refer Figure 30). Only 29% indicated that they would definitely not change their behaviour.

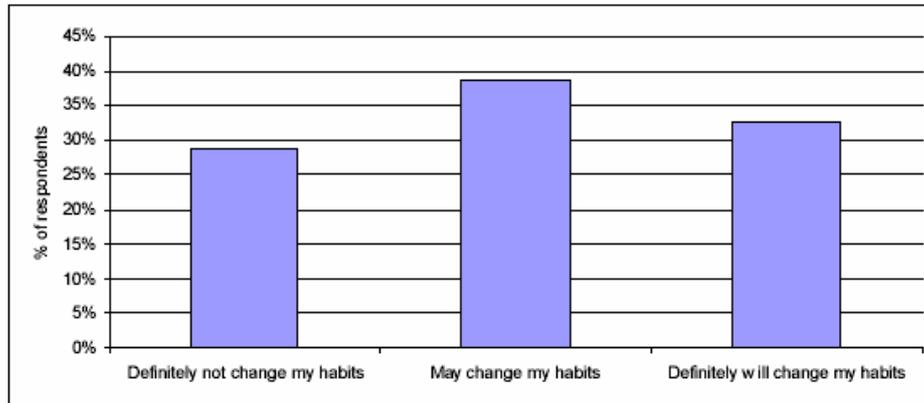


figure 30: cinema goers: propensity to change

Source: Charter Keck Cramer (2005)

10.5.6 supportable number of screens

From the preceding analysis it is projected that households within the defined catchment area will undertake a total of 283,600 visits per annum². The number of screens that may be supported by this level of patronage is calculated based upon an industry benchmark for 47,930 admissions per screen³. The resulting number of supportable screens is 5.9 screens.

The provision of cafes and restaurants as part of an entertainment precinct would be expected to increase the opportunity to attract visitors from outside the catchment area. Similarly, there will be an element of supply driven demand with patronage expected to increase as the range of films offered increases.

There is likely to be the opportunity for additional screens if a cinema is part of a broader entertainment precinct that offers a range of eating facilities catering for the needs of cinema goers. This would in turn make any cinema more competitive with other cinemas that generally have at least 8 screens.

10.6 commercial: office

Analysis undertaken by Charter Keck Cramer identified that the Burwood Heights Activity Centre is well positioned to support additional commercial office activities covering corporate offices and smaller strata office suites. Demand for office space is expected to continue to be supported by an underlying shift to suburban locations by occupants seeking the opportunities offered with respect to occupancy costs, building form, accessibility and amenity.

A growing supply of office space in nearby office precincts may limit the level of demand for space at Burwood Heights but medium to longer-term demand is expected to support a mix of office development opportunities.



The Burwood Heights Activity Centre has the potential include a major office park to the standard and scale of nearby Tally Ho (48,000 sq.m.) or Greenwood (20,000 sq.m.). However, it must be noted that both corporate centres have been developed over long time periods and it would be ambitious to construct accommodation of this capacity on the proposed site in the short term.

A comparable project that has commenced construction recently in the Outer East is the Nexus Corporate Park, a development site of 7 hectares on Springvale Road, Mulgrave. Up to 40,000 sq.m. is proposed for the site with the construction of 19 individual warehouse/offices. The project has met with considerable interest from prospective tenants of which 4,200 sq.m. has been committed to and will account for the first stage of construction. Subsequent stages will be put to the market over the next several years and progressively be built out.

Charter Keck Cramer identified that if a marketing campaign were commenced for a strata development of around 5,000 sq.m., at the Burwood Heights Activity Centre it would attract several investors seeking suites ranging from 50 sq.m. to 100 sq.m. Enquiries for part-floors from larger owner occupiers as well as from private investors (office suites around 200 sq.m. to 300 sq.m.) are in strong demand.

Alternatively, if a corporate office design were considered over a strata development, obtaining a significant pre-lease would be more difficult. Speculative construction is strongly discouraged in the current leasing environment as ample prime grade area exists.

A pre-commitment in the ranges of 30% to 40% of strata suites sold in our view should not be difficult in the current market, potentially from existing owner occupiers whose space requirements are growing through business expansion. Smaller private investors are recognising the benefits of strata office investment over residential and serviced apartments, changing their investment focus.

10.7 residential supply and demand

Residential supply for the City of Whitehorse over time is identified by a number of sources being in the order of 10,000 additional dwellings over the next 20-30 years.

- The City of Whitehorse Housing Study (2003) identifies the need for 10,000 new households in the City by 2021.
- Victoria in Fact (DSE) supports more conservative figures, quoting 10,400 new households by 2031.

In order to support in the order of 10,000 new households in Whitehorse, and to support the intention of Melbourne 2030, opportunities for medium to higher density housing on in-fill development sites or strategic development sites will need to be sought. In the context of this the appropriateness of the 'brown field' site presented in the form of the former brickworks site cannot be overlooked as a clear strategic opportunity to support a large proportion of new housing as required by the Housing Study and other sources.



10.7.1 residential property values

Figure 31 from the baseline studies (Urbis et al, 2005) shows that the median of a house in the City of Whitehorse has increased from \$80,000 in 1985 to \$360,000 in 2003. This represented an average increase of 8.7 per cent per annum, or a price multiple of 4.5 for 18 years. The data in the baseline studies (Urbis et al, 2005) shows that the median house price fell in 1990, 1991 and 1992, at the height of the economic recession. The median house price in the City of Whitehorse recovered slightly over the ensuing 4 years to 1996 before Melbourne was gripped by the property boom. Between 1996 and 2003, the median house price in the City of Whitehorse has almost tripled as investors and owner-occupiers rushed to purchase residential housing in an ever-tightening market.

The baseline studies (Urbis et al, 2005) identified that the median unit prices in the City of Whitehorse followed similar trends. The median unit price jumped from \$76,000 in 1985 to \$278,000 in 2003. This represented an average increase of 7.7 per cent per annum or a price multiple of just under 4 over 18 years. Median unit prices hit \$132,000 in 1989, fell to \$120,000 by 1992 and then struggled back to \$125,000 in 1996. Since then prices have skyrocketed, coming off the back of urban consolidation and new developments in and around Box Hill. By 2003, the median unit price in the City of Whitehorse was \$287,000.

The baseline studies (Urbis et al, 2005) identified that vacant land prices in the City of Whitehorse have followed similar trends to those of house and unit prices. The median vacant land price jumped from \$45,000 in 1985 to \$240,000 in 2003. This represented an average increase of 9.7 per cent per annum or a price multiple of around 5.33 over 18 years. Vacant land prices hit \$105,000 in 1989, fell to \$72,000 by 1991 before recovering to \$90,000 by 1996.



	Median price		
	House	Unit/Apartment	Vacant Land
1985	80,000	76,000	45,000
1986	87,000	81,400	55,000
1987	95,000	85,000	66,000
1988	125,000	108,000	90,000
1989	145,000	132,000	105,000
1990	142,150	126,000	90,000
1991	136,500	125,000	72,000
1992	136,000	120,000	76,500
1993	135,000	123,750	85,000
1994	140,000	125,000	84,000
1995	138,000	125,000	90,000
1996	139,000	125,000	90,000
1997	158,000	135,000	96,000
1998	175,000	147,000	115,000
1999	205,000	169,500	135,500
2000	225,000	184,000	110,000
2001	277,750	225,000	127,500
2002	315,000	252,500	125,750
2003	360,000	287,000	240,000
2004(p)	355,000	282,500	200,000

Note:

(p) preliminary

boxed figures considered significant

figure 31: city of whitehorse land and property values, 1985 - 2004

Source: Baseline Studies (2005)

10.7.2 residential: student accommodation

The baseline studies (Urbis et al, 2005) undertook an analysis of the international student market at Deakin University Melbourne and Monash University, Monash and Clayton, as a means of determining future demand for student accommodation in the in the study area and surrounds.

In regards to the growth in international students in Australia, and in particular at these three Universities, the baseline studies (Urbis et al, 2005) identified the following:

- The number of international students in Australia has increased from 43,721 in 1994 to 136,252 in 2004, representing a total increase of 92,531 students or an average of 10,281 students per annum over 10 years (Refer to Figure 32).



- The number of international students studying at Deakin University, Melbourne, Monash University, Clayton and Monash University, Caulfield, has increased from 6,390 students in 2000 to 11,464 in 2004. This represents an increase of 5,074 students or an average increase of 1,268 students per annum.
- The trend in increasing numbers of international students at these three universities could lead to an increased demand for student accommodation in the Burwood Heights region.

Year	International students in higher education		
	(No.)	Change (No.)	(%)
1994 ⁽¹⁾	43,721	-	-
1995	50,711	6,990	16%
1996	59,336	8,625	17%
1997	69,206	9,870	17%
1998	79,348	10,142	15%
1999	90,395	11,047	14%
2000	107,622	17,227	19%
2001	129,071	21,449	20%
2002	116,934	(12,137)	-9%
2003	136,252	19,318	17%

Note:

⁽¹⁾ New Zealand citizens counted as overseas students

boxed figures considered significant

figure 32: number of overseas students in australia, 1994-2003

Source: Baseline Studies (2005)

In regards to existing student accommodation situation at the three Universities, the baseline studies (Urbis et al, 2005) identified the following:

- Combined there are currently 1,541 on-campus student residences at both Deakin University, Melbourne and Monash University, Clayton.
- Deakin University, Melbourne, has only one student residence, “the student village” which is an on-campus facility which provides for 200 students.
- Alternatively, Monash University Clayton has eight on-campus student residences, which provide facilities for 1,341 students.
- Currently, it is estimated that there are 13 off-campus facilities that provide student accommodation to service these three universities.



Facility	No. of student residents	Current cost per week (\$)	Current cost per year (\$)	Distance (km)	Map Reference
<i>Existing</i>					
Deakin Melbourne					
Student Village ⁽¹⁾	200	173.28	6,758.08	2.40	1
Total Deakin Melbourne	200	-	-	-	
Monash Clayton					
Deakin Hall ⁽²⁾	157	122.50	4,287.50	9.20	2
Farrer Hall ⁽²⁾	192	122.50	4,287.50	9.20	2
Howitt Hall ⁽²⁾	198	122.50	4,287.50	9.20	2
Richardson Hall ⁽²⁾	177	122.50	4,287.50	9.20	2
Roberts Hall ⁽²⁾	174	122.50	4,287.50	9.20	2
Normandy House ⁽³⁾	90	148.75	5,206.25	9.20	2
South East Flats ⁽³⁾	113	138.95	4,863.25	9.20	2
Mannix College ⁽⁴⁾	240	263.00	9,205.00	9.20	2
Total Monash Clayton	1,341	-	-	-	
Total existing	1,541	-	-	-	

Note:

⁽¹⁾ Based on fees for an international student for a standard room (39 weeks)

⁽²⁾ Based on the student concession rate

⁽³⁾ Based on cost of a room in a 3-bedroom flat

⁽⁴⁾ Meals included in cost (based on a 35 week period)

boxed figures considered significant

figure 33: schedule of existing on-campus accommodation, march 2004

Source: Baseline Studies (2005)

10.7.3 residential: retirement village

In addition to other forms of residential, the baseline studies (Urbis et al, 2005) undertook an analysis of the existing supply and demand for retirement village development in the study area and surrounds.

The baseline studies (Urbis et al, 2005) identified the following key findings in relation to retirement villages:

- There are currently 12 retirement villages located within a 10 kilometre radius of the Activity Centre.
- The type of product offered in the retirement villages ranges from assisted living apartments to services apartments and two and three bedroom apartments.
- Apartments and townhouses are currently being sold in a number of retirement villages in the area at prices ranging from \$220,000 - \$495,000.



- It is anticipated that there will be strong growth in demand for retirement villages in Australia in the future. The situation in Whitehorse should be no different given that 21% of the usually resident population was aged 60+ years at the time of the 2001 Census.

These findings will have implications for the type, style and location of housing that is provided in the City of Whitehorse, and the Burwood Heights Activity Centre, in the future and will be a clear driver of change.



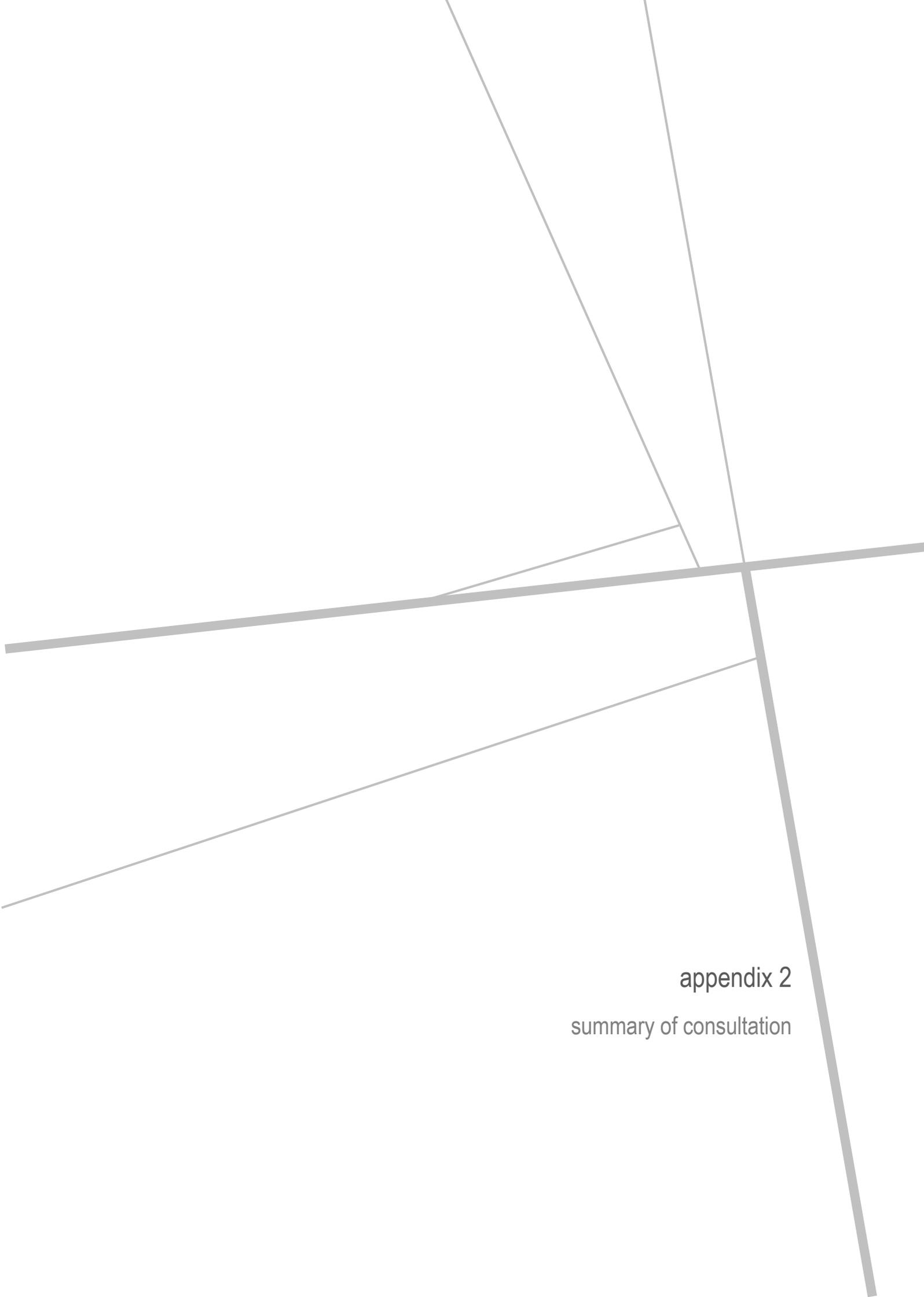
appendix 1
dse assessment criteria



	DSE Performance Criteria	Structure Plan Response	
Social	<ul style="list-style-type: none"> Improve the liveability (safety, convenience, comfort, aesthetics) of the area Increase opportunities for social interaction and provide a focus for the community Contribute to the area's natural, cultural and historical heritage Make a wide range of services and facilities more accessible to all 	<ul style="list-style-type: none"> Creation of meeting spaces; management of sensitive interfaces; integration; landscaping and urban design treatments Meeting spaces and public open space; reinforcing neighbourhood focus. Reinforcing role of RSPCA; re-development of the Former Brickworks Site to contain historical links Increase mix of leisure, entertainment and community based uses – particularly on the Former Brickworks Site 	
	<ul style="list-style-type: none"> Relate well to surrounding development, land uses and landscapes 	<ul style="list-style-type: none"> Scale and form of development responsive to existing suburban character; management of sensitive interfaces. 	
	<ul style="list-style-type: none"> Meet the needs of all segments of the population 	<ul style="list-style-type: none"> Provision of new uses and spaces and upgrades to public transport which provide opportunities for the whole community 	
	<ul style="list-style-type: none"> Maintain or improve transport choice for all 	<ul style="list-style-type: none"> Propose significant improvements to the public transport system and increased accessibility by walking and cycling 	
	<ul style="list-style-type: none"> Maintain or improve public health 	<ul style="list-style-type: none"> Alternative modes of transport prioritised; meeting places for interaction etc 	
	<ul style="list-style-type: none"> Contribute to economic competitiveness of the network of centres that provides wide community benefit 	<ul style="list-style-type: none"> Economic analysis and controls to manage impact on existing centres and achieve a net community benefit 	
	<ul style="list-style-type: none"> Promote urban forms that minimise overall land and transport requirements 	<ul style="list-style-type: none"> Encourage consolidation of mix of uses within Activity Centre including an intensification of housing 	
	Economic	<ul style="list-style-type: none"> Ensure more efficient use of land and provision of infrastructure 	<ul style="list-style-type: none"> Encourage vertical mix of uses; minimising at grade car parking; integration of public transport infrastructure; ESD principles
		<ul style="list-style-type: none"> Improve freight movement and business logistics 	<ul style="list-style-type: none"> Minimise impact of new development on role of Burwood Highway and Middleborough Road
		<ul style="list-style-type: none"> Improve business and employment opportunities 	<ul style="list-style-type: none"> Encourage an increase in mix of retail and commercial uses within the Activity Centre to provide both part and full time employment
Environmental	<ul style="list-style-type: none"> Encourage the development of urban transport systems that will limit pollution from fossil fuels and reduce greenhouse gas emissions 	<ul style="list-style-type: none"> Prioritise alternate modes of transport to minimise car trips where possible 	



- Improve energy-efficient building design and layout
- Limit the amount of waste generated for disposal off-site
- Increase water conservation, including water-sensitive urban design
- Control noise emissions to achieve reasonable levels near sensitive uses
- Support ESD principles
- To be encouraged at the Former Brickworks Site
- Support ESD principles
- Management of interfaces and existing planning controls should achieve this

The page features an abstract geometric design. A light blue triangle is formed by the intersection of several lines. A thick grey line runs horizontally across the middle, while other lines intersect it at various angles, creating a complex pattern of overlapping shapes. The text is positioned in the lower right area of the page.

appendix 2
summary of consultation



Burwood Heights Activity Centre Structure Plan

SUMMARY OF COMMUNITY FEEDBACK

On the display of Preliminary Draft Plans - May – June 2005

About this summary

This summary consolidates feedback received from the community on two preliminary draft plans that were on display during May 2005:

- A plan covering the whole Burwood Heights Activity Centre study area produced by Hansen Partnership for Council, and
- A 'framework plan' for the former brickworks site produced by Urbis-JHD for Reading Properties.

Feedback was received through the following activities and events:

- Display of the plans at Council's service centres, libraries and other community facilities
- An information display marquee run by Council in conjunction with Hansen Partnership (Council's lead consultants for the Structure Plan preparation) and Reading Properties (the owner of the former brickworks site) in the Burwood Heights shopping centre on 14 May 2004
- A series of four, afternoon-evening 'drop-in' sessions held at the RSPCA in Burwood Heights between 10 and 20 May 2005
- Discussions of the community feedback at meetings of the project's Working Group during June 2005.

Feedback on the preliminary draft plan for the whole activity centre

Some 50 people provided written feedback, many on the feedback sheets which were available where the preliminary draft plans were on display in May. The feedback sheets contained a form for rating satisfaction with key concepts in the preliminary draft plan for the Activity Centre. The results are collated in the table below:

WHAT DO YOU THINK OF THE PRELIMINARY DRAFT PLAN FOR THE BURWOOD HEIGHTS ACTIVITY CENTRE?	Strongly Agree					Strongly disagree
	+2	+1	0	-1	-2	Total
1. The overall vision and principles for the Activity Centre.	14	10	3	2	8	37
2. The range of uses and activities proposed.	13	13	4	1	6	37
3. Ideas to promote a stronger 'sense of place' such as attractive and distinctive buildings, 'gateway' features along the major roads and informal public 'meeting places'.	16	12	3	3	4	38
4. The areas identified for concentrating higher density residential development.	10	7	10	3	6	36
5. The proposed ways to make uses easily accessible and well-connected, especially by non-car based transport.	14	8	7	2	3	34
6. Ideas to address the interfaces between new development and existing residential areas.	10	10	10	3	2	35
7. The landscaping proposals for local streets, more planting along Burwood Highway and linking of 'green' spaces.	18	14	1	0	2	35

The table below collates the written feedback on the preliminary draft plan for the whole activity centre study area into key themes. Many comments have been combined, but care has been taken to preserve original phrases and sentiments within the summary:

Theme	Comments
Overall vision and role of the Activity Centre	<p>The Activity Centre is an important Whitehorse asset.</p> <p>General support for overall concept and vision.</p> <p>A concern that there will be a gap between vision and reality.</p> <p>There is a lack of metropolitan retail policy and hierarchy.</p> <p>The Activity Centre should complement the role and function of other activity centres and not extend it from a local to a regional role, particularly in terms of its retail components and cinemas. Box Hill, Knox and The Glen fulfil the regional role.</p> <p>Council's and Reading's draft plans are inconsistent.</p> <p>Plan needs to encourage activity for the whole activity centre not just the brickworks site – need support for existing business.</p> <p>Support for community and commercial facility proposals. Will provide residents with a range of activities without travelling to other precincts.</p> <p>It is difficult to comment on such broad proposals. It is not clear what the activities will be. "Too many issues to comprehend at this early stage."</p>
Study area	<p>There is no explanation of the study area boundary. Concern that it reflects future rezoning boundaries.</p> <p>Requests that the study area for the structure plan be extended to include:</p> <p>two properties on the north side of Burwood Hwy, east of Andrews St</p> <p>all of Worrall Street because of the potential traffic effects of proposals and for consultation</p> <p>land in the Middleborough Rd / Eley Rd / Station St / Burwood H'way area.</p>
Built form, design and amenity	<p>Opposes 3 storey buildings along Burwood Highway – leave as is.</p> <p>Opposed to higher density residential in general. Burwood H'wy specifically mentioned. Keep existing residential densities as is.</p> <p>Need more detail on impact on residential amenity south of Burwood Highway.</p> <p>Suspicious of the term "incremental residential change". It is unclear. Concerned about existing residential areas being targeted for higher densities and exacerbating existing traffic and parking problems in local streets.</p> <p>Not sure what is meant by "medium-density" housing.</p> <p>Concerned about / opposed to medium density housing proposal within the Shopping Centre in terms of: built form, extent, impact on existing Taylor Ave residences, zoning arrangements, impact on centre car parking & whether Safeway will relocate.</p> <p>Concerned that medium density housing will be occupied by Uni students in an area of predominantly retirees. Will create more traffic and parking problems.</p> <p>Impact on residential amenity, Council rates and crime.</p> <p>New residential areas must be low level / sympathetic with existing residences.</p> <p>Support for "appropriate" medium density housing. Need a proactive approach to increasing residential densities (e.g. use of the Residential 2 Zone).</p>
Existing shopping centre	<p>Retain supermarket at existing site. Keep the existing shopping centre as is. It meets resident's needs.</p> <p>Concerned about the impact of the brickworks development on the existing shopping centre.</p> <p>Concern that the existing shops will move over to the brickworks site, leaving a "wasteland" behind.</p> <p>Concerned about loss of "community feel".</p> <p>Need better integration of existing shopping centre into the concept plan, e.g. use the internal access road to relieve traffic congestion at Burwood H'wy / Middleborough Rd; an overpass to connect the shops to the brickworks site.</p> <p>Convenient parking is the main attraction to the existing shops. Concerned about loss of car parking with the medium density housing proposal (on the southern area of the car park).</p>

	<p>The extent of proposed medium density residential in the shopping centre car park is excessive and should be reduced. The proposal would remove half of the car parking and increase traffic and pedestrian hazard. Loss of convenient parking may have more impact on the viability of the shopping centre than any competition on the Reading site..</p> <p>Support for improvement of the existing shopping centre. Existing centre seen as ugly.</p>
Access for pedestrians and cyclists	<p>Concerned about Safeway petrol station and crossing Middleborough Road between Rees and McCubbin Streets. Pedestrian lights needed at Safeway petrol station.</p> <p>Incorporate connections near the Box Hill Golf Course with the Activity Centre.</p> <p>Pedestrian links from shops into Taylor Avenue are unnecessary - will result in shoppers parking in Taylor Ave. It is unclear whether this mean buying up residential properties to provide links.</p>
Traffic in local streets	<p>Oppose access to the brickworks immediately opposite Worrall Street. Offset the access between local streets west of Middleborough Rd.</p> <p>Oppose speed humps or other traffic management devices.</p> <p>Install speed humps or similar to slow traffic.</p> <p>Concerned about traffic and parking:</p> <p>in streets east of the brickworks.</p> <p>in Taylor Ave and Crow St from the shopping centre .</p> <p>west of the brickworks, all the way through to Station Street . The area is already impacted by Deakin University students.</p> <p>Traffic calming measures will not protect the surrounding residential areas from the traffic that will be generated.</p> <p>Suggest closing La Frank Street.</p>
Public transport improvements	<p>Support the public transport improvements at the intersection / modal interchange.</p> <p>Public transport and easy pedestrian access is critical. Need to include innovative ways to encourage use of public transport, e.g. free bus to local areas, links to railway stations, refund on travel tickets for shoppers and workers at the site.</p> <p>Need to forecast future bus patronage and determine bus service needs. Buses 732 and 733 feeding Box Hill train station are very crowded. Attention must be given to improving service frequency and speed to encourage use of public transport.</p> <p>The "Main Street" bus needs to connect into the existing shopping centre.</p> <p>Burwood Heights lacks the potential for public transport integration and substantial retail development compared to other activity centres.</p> <p>Increasing residential developments near public transport to encourage mode shift is simplistic – people will still drive & have high car ownership.</p> <p>Opposed to the bus linkage on Middleborough Rd between Burwood H'way and Taylor Ave. It will add to an already dangerous traffic situation.</p>
Arterial road traffic	<p>Support any initiatives that would enhance road safety.</p> <p>The traffic saturation of Middleborough Rd has been ignored. The roads cannot cope with the future traffic increases.</p> <p>Need to assess the feasibility and impact of road widening.</p>
Open space	<p>Retain and beautify the Reedwood Ave open space. It is used by the community and was provided as part of the shopping centre development.</p> <p>Increase areas of open space for public recreation</p> <p>Retain and improve the green wedge on Burwood Highway. No buildings.</p>
Community facilities	<p>The draft vision should refer to educational facilities.</p>
New roads	<p>Supports the link road connecting at the existing signals on Burwood Highway.</p> <p>Access ways should be wide & tree-lined.</p>

Landscaping & lighting	Supports street tree planting & linking of all road frontages. Improve lighting in LaFrank Street
Consultation process	Improve communication about the project to affected areas. Send it to all residents in or near the study area not just to mailing list. Failure to notify about the draft plans.

Feedback on the draft 'framework plan' for the former brickworks site

The table below collates written comments relating to the former brickworks site:

Theme	Comments
Overall concept	<p>Considerable general support for high quality, mixed use development of the site and impressed by the concept:</p> <p><i>"Overall, a balanced plan for modern living"</i> <i>"Has the potential to make the area far more desirable and attractive"</i> <i>"Just get it done ASAP! The current site has been an eyesore for far too long!"</i></p> <p>Look forward to using the facilities. Will provide residents with a range of activities without needing to travel to other precincts.</p> <p>Keen to know timeframe for development.</p> <p>Need leadership and broad vision. Too much local interest.</p> <p>Lack of detail, therefore difficult to give constructive input.</p> <p>Need to take into account the function and expansion potential of other nearby activity centres.</p> <p>The proposed entertainment and retail functions on the brickworks site are contrary to Council's position.</p> <p>There has been no economic assessment for the retail and entertainment component, particularly the cinema.</p> <p>Policy for commercial landuse of the brickworks site and study of retail uses need to be addressed before the structure planning process can proceed further.</p> <p>It would be premature to consider interim controls over the former brickworks site prior to the panel report for Amendment C50 (to Whitehorse Planning Scheme). The draft plans pre-empt the panel report. C50 is a "backdoor opportunity" to allow the cinema proposal to be revisited. (NB Independent Panel Hearing in February 2005; panel report recently released)</p>
Community facilities	<p>Seek a library, child care facilities, skate boarding, facilities for students / 15 – 20 year old age group, schools, early childhood services, a Council information centre, police services, swimming centre and sporting facilities.</p> <p>Need information on planned community assets.</p> <p>Look at integration of Yooralla facility into the brickworks site.</p>
Interface with surrounding residential areas	<p>Need more detailed consideration of the interface with the residential area to the east, especially on access and security issues and the potential for undesirable social activities along the boundary.</p> <p>Increase the buffer to surrounding areas.</p> <p>Retain existing bunding.</p> <p>Supports pedestrian access only from streets to the east.</p> <p>Some oppose pedestrian links to the eastern streets.</p>
Residential component	<p>The site should all be residential.</p> <p>Only have high quality medium / high density housing. No public housing.</p> <p>Supports increasing population density rather than urban sprawl.</p> <p>There is no indication of timing for the residential component needed to substantiate the retail entertainment activities.</p>
Retail component	<p>Strongly oppose proposals and the impact on existing small shopping centres. They represent a "...monopoly in modern consumism [sic]." Concerned about the impact on the existing shopping centre.</p> <p>Develop the brickworks for housing, sporting and a combination of high density living, not retail.</p>

	<p>Concern that activity generated at the proposed “civic centre” will leave the existing shopping centre “lifeless”. Should complement the existing shopping centre, “not replace it or duplicate it”.</p>
Entertainment & lifestyle components	<p>Support facilities to enhance the local area such as bookshop, up market lifestyle uses, active areas, after hours meeting & eating areas - outdoor cafes, restaurants, bars (Knox O-Zone).</p> <p>Keen to see Time Zones, confectionary shops and cafes.</p> <p>Support for cinemas.</p> <p>Concern about the impact of cinemas on existing cinema catchment areas. (See further comments under ‘overall concept’).</p>
Open space, urban spaces & trails	<p>The whole site should have become public space/ parkland. More open space needed for increased population.</p> <p>Support for the proposed lake and connection to retarding basin. Safety issues associated with the lake.</p> <p>Insufficient open space, too much asphalt and bias toward exotic plants.</p> <p>Proposed development is excessively dense – need more “green corridors”.</p> <p>Need a larger open space around the lake. Provide green buffer strip along Middleborough Road frontage.</p> <p>The green wedge on Burwood Highway should be a public open space for passive recreation – no buildings.</p> <p>Open space provision appears satisfactory at this stage</p> <p>Provide walking paths throughout the site.</p> <p>Support for a linear trail along the eastern edge of the site. A green buffer without another purpose may create security issues and attract undesirable activities.</p> <p>Supports “Main Street” and “Civic Square” ideas. Supports street front activation.</p> <p>Concern that the civic space may be “an arid windy place that you walk across, rather than go to”. Would prefer a range of smaller interlinking spaces.</p>
Building height	<p>Opposes 10 storeys. Is incompatible with existing infrastructure, the surrounding residential area and other centres (e.g. tall building at Deakin University is an eyesore). Will block views of the Great Dividing Range.</p> <p>Limit all buildings to 3 – 4 storeys. Support for low-level buildings.</p> <p>Supports the gradation of building height from the perimeter.</p> <p>Some support for one prominent building in the core.</p>
Traffic & car parking	<p>Traffic management around the site is a key issue. Concerned about traffic and parking in streets.</p> <p>Will increase the existing traffic problems on Burwood Highway and Middleborough Road. Disputes the claim that “Main Street” will alleviate traffic congestion at Middleborough Rd / Burwood Highway intersection. Concerned about people taking a short-cut along the link road.</p> <p>Middleborough Road is too narrow for traffic accessing the site.</p> <p>Oppose entrance to site immediately opposite Worrall Street.</p> <p>Need sufficient car parking – people will drive to the site. Supports underground parking.</p> <p>“The Lygon Street analogy is shortsighted!” There are parking problems, undesirable behaviour and noise aspects of Lygon Street. The desirable aspects have evolved over time rather than being “prescribed or concocted”. Significant through traffic in “Main Street” will detract from its image.</p> <p>Supports the link road connecting at the existing signals on Burwood Highway.</p>
Sustainability	<p>Create “a world-class example of a sustainable community”</p> <p>Supports low energy, low waste buildings.</p>
Design ideas	<p>Suggests cobbled pavements, ornamental exotic trees and interesting street lamps.</p>
Consultation process	<p>Treat feedback genuinely.</p> <p>Important that plans take into account the needs of the local community.</p> <p>The KPMG document does not appear to have been part of a public document.</p>



Burwood Heights Activity Centre Structure Plan

SUMMARY OF COMMUNITY FEEDBACK

December 2004 to February 2005

About this summary

This summary consolidates all community feedback received through the following activities and events:

- An information display marquee run by Hansen Partnership in the Burwood Heights shopping centre on 11 December 2004
- Circulation of Community Bulletin 4 in January 2005 (from which 9 feedback sheets were returned)
- A workshop with the project's Working Group on 3 February 2005
- A Community Information Display and Workshop held on 10 February 2005 (separate notes of this meeting are available on Council's website: www.whitehorse.vic.gov.au).

The feedback has been organised into key themes. While many comments have been combined, care has been taken to preserve the key phrases and sentiments from the original.

Car-based transport

Currently		Key goals for the future	How these goals might be achieved
Key constraints / challenges	Key opportunities		
Traffic congestion Access from/to side street Middleborough Rd & Burwood Hwy intersection Through access & rat-running to avoid intersection Roads are already congested, need to reduce road traffic Traffic congestion, noise, fumes Car parking, side street clogging Service station / Petrol Plus traffic problems	Increase public transport usage Intersection or traffic lights on M'borough to slow traffic Widen M'borough Rd Improve traffic flow Correct the different speed zones Brickworks topography - existing excavation an opportunity for underground parking	LESS CONGESTION Safe, convenient, accessible centre/village Easy to drive around More parking opportunities (including disabled) Better access to private properties Relieved congestion on Middleborough Rd 20% public transport usage in 10 years	(see opportunities) Manage B'wd Hwy/M'borough intersection to reduce congestion Ban right turn from Shopping Centre on M'borough Rd - improve access!! "Keep Clear" on M'borough Rd at Newbigin & McCubbin St Through/ring road at existing shopping centre No road connections from brickworks into adjacent residential areas

Non-car transport and access

Currently		Key goals for the future	How these goals might be achieved
Key constraints / challenges	Key opportunities		
<p>Steepness (gradient) of Middleborough Rd</p> <p>Pedestrian safety- crossing B'wood Hwy/M'borough Rd</p> <p>No cycling tracks</p> <p>Current public transport</p> <p>Barriers to complementary land uses across B'wood Hwy</p>	<p>Increase pedestrian / cycle access through the centre</p> <p>Safe, pedestrian access across B'wood Hwy & others</p> <p>Public transport accessibility</p> <p>Interchange and access improvements</p>	<p>EASY NON-CAR ACCESS</p> <p>Aim for 20% public transport usage in next 10 years</p> <p>Safe, easy, direct access through and in centre</p> <p>Wheelchair access</p> <p>Range of centralised facilities (easy for walking)</p> <p>Pedestrian movement 24 hours</p> <p>Many people cycling and walking</p>	<p>(see opportunities)</p> <p>Burwood Highway overpass or underpass and/or extend crossing time at main intersection</p> <p>Pedestrian access between Shopping Centre & RSPCA</p> <p>Walkway across Burwood Hwy with lounge area above bus / tram stops and taxi drop-off</p> <p>Easy, safe public transport (24 hours)</p> <p>Bus terminus in shopping centre car park (and remove stops on M'borough Rd)</p> <p>Combine east and west tram stops in front of the shopping centre</p> <p>Real time public transport screens</p> <p>Pedestrian recreation network around quarry site</p> <p>Pedestrian paths through Reading site</p> <p>Pedestrian crossing in conjunction with quarry site access to/ from M'borough Rd</p> <p>More bike paths and bike parking facilities in shopping centre</p>

Land use mix / role of the activity centre

Currently		Key goals for the future	How these goals might be achieved
Key constraints / challenges	Key opportunities		
<p>Complementary mix/ range of land uses</p> <p>Need extra student housing</p> <p>Ongoing viability of existing shops if there is commercial development on brickworks site – ensuring any new development enhances existing centre and takes account of regional and sub-regional shopping facilities</p> <p>Ownership of Burwood Hts shopping centre</p> <p>Do we need additional theatres?</p> <p>Maintaining existing residential amenity – too many high density buildings would create a slum</p> <p>Planning for long-term community uses/needs</p>	<p>High quality, mixed use development of brickworks with strong linkages to surrounding facilities/ dwellings</p> <p>Keep what is good about our shopping centre</p> <p>Student housing and low cost accommodation on brickworks site</p> <p>Concentrate residential development (high density) and some office development on the brickworks site. Retain present density in south-west corner (of activity centre)</p> <p>Ability for people to age in place</p> <p>Vibrancy at night (informal surveillance)</p>	<p>A PLACE FOR PEOPLE TO LIVE, WORK AND RECREATE</p> <p>Balanced development (high-density focused on brickworks site)</p> <p>Residential development in the Burwood Hts shopping centre</p> <p>Keep existing shopping centre relevant and viable</p> <p>Busy, active, vibrant and interesting place</p> <p>Peaceful but active</p> <p>Increased demand (and prices) for housing</p> <p>Vertical integration of uses</p> <p>Some low key production (factories)</p> <p>No 'low' industry/office use (will devalue property)</p>	<p>(see opportunities)</p> <p>Residential above commercial</p> <p>Encourage development of existing shopping centre to become more like Mt Waverley Village (better layout with shops fronting car park, easier for pedestrians, more vibrant)</p> <p>More encouragement to sit and stay at existing centre</p> <p>Increase activity to rear of Safeway</p> <p>Employment opportunities on brickworks site</p>

<p>Commercial viability vs community values</p> <p>Proclamation as an 'activity centre' by State Government prevents Council control</p> <p>Fear of change by older community</p>			
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Built form / design / amenity

Currently		Key goals for the future	How these goals might be achieved
Key constraints / challenges	Key opportunities		
<p>Concrete jungle</p> <p>Lack of vision leading to more of the same in office and housing estates</p> <p>Importance of height limitations in residential areas</p> <p>Protecting existing low scale residential character</p>	<p>Planned, rather than ad hoc, development</p> <p>Show piece construction & urban design – a benchmark of sustainable, community focused, human scale, liveable environment</p> <p>Make sure it's done boldly and properly</p> <p>Village atmosphere</p> <p>Create new town centre</p> <p>Clear identity for the area</p> <p>Defining gateway opportunities</p> <p>Benchmark sustainable energy developments</p> <p>Brickworks topography - existing excavation an opportunity for underground parking</p> <p>Large site in one ownership</p> <p>Encourage entertainment uses</p> <p>Height limitation in residential area – 2-storey at most</p> <p>Low density housing, no commercial</p>	<p>ATTRACTIVE, DISTINCTIVE URBAN FORM</p> <p>Sense of place</p> <p>A destination – open to all</p> <p>Outdoor village setting</p> <p>A place for people to be in and spend time</p> <p>Iconic urban & built form design</p> <p>Sensitive development</p> <p>Prestige residential area – great views and location</p> <p>Low density, low rise housing</p> <p>Amenity for future growth</p> <p>Air space and land developed above Burwood Hwy/ M'borough Rd intersection</p>	<p>(see opportunities)</p> <p>Town centre – focal point/pedestrian point</p> <p>Public sculptures (designed to resist graffiti)</p> <p>Art gallery (with art from Box Hill) - could be "an icon"; under ground car park</p> <p>High-rise expensive to build due to clay soil</p> <p>Flat level housing for easy access for people with mobility difficulties</p> <p>Wider streets</p> <p>Good signage, lighting</p> <p>High connectivity in street design (avoid cul-de-sac subdivision)</p> <p>New residential development to connect to older residential areas spatially and in design/character</p> <p>Avoid "little boxes" in housing design</p> <p>Address blank walls to main roads</p> <p>Tower in Burwood Hts shopping centre</p> <p>Don't want a 'Waverley Park' response on the brickworks</p>

Community facilities, services and well-being

Currently		Key goals for the future	How these goals might be achieved
Key constraints / challenges	Key opportunities		
<p>Infrastructure, sewage, drainage</p> <p>No community 'centre' (focal point)</p> <p>No children's playground</p>	<p>Plan now to develop community infrastructure, library, state primary and high school, community centre</p> <p>Meeting place</p> <p>Ability to cater to all age groups</p> <p>Outdoor recreation eg: Swimming pool</p> <p>Extra community facilities for increased population</p> <p>Health and education facilities</p> <p>Parkland and sporting facility</p> <p>Inclusion of mobile library stop</p>	<p>INCLUSIVE, WELL-SERVICED COMMUNITY</p> <p>Social inclusion and cohesion</p> <p>Active community hub</p> <p>Emphasis on family accommodation</p> <p>Child care close to work</p> <p>More services for children, eg early child care</p> <p>Kid- and youth- friendly environment</p> <p>Aged care</p> <p>Safe, clean, attractive facilities</p> <p>Range of entertainment, recreation and leisure facilities (eg shops, restaurants, parks, entertainment)</p>	<p>(see opportunities)</p> <p>A hub (centre) for the community with underground parking and people-friendly facilities (indoor & outdoor)</p> <p>Bigger Neighbourhood House</p> <p>Seniors club</p> <p>Library</p> <p>U3A</p> <p>Reuse and repair centre</p> <p>Kids facilities, 'drop-in' centre, clubs, oval, skate park, playground</p> <p>Walking tracks, bike paths - link with Gardiners Creek/ Uni/ Schools, other bike paths</p> <p>"anything but poker machines"</p> <p>Make sure good water and power supplies</p> <p>Coffee shops</p> <p>"el fresco" dining, decent dining</p> <p>Nice gift shops</p> <p>Computer/ laundrette</p> <p>More public toilets</p> <p>Childcare/ Maternal and Child Health</p> <p>No real need for hotel/picture theatres</p> <p>Accessible especially on foot</p> <p>Wheelchair/motorised cart access</p>

Environment / open space

Currently		Key goals for the future	How these goals might be achieved
Key constraints / challenges	Key opportunities		
<p>Area lacks public space</p>	<p>Landscaping of open land</p> <p>New public open space/parkland (incorporating lake)</p> <p>Provision for open space and open space connections</p>	<p>OPEN / GREEN SPACES</p> <p>Attractive open spaces – well landscaped, people-friendly</p> <p>Retain best aspects of streets and gardens</p> <p>Nice sounds – birds, kids etc</p> <p>Wetlands and native vegetation – urban forest</p> <p>Green spaces and trees</p> <p>Community gardens</p>	<p>(see opportunities)</p> <p>Private gardens – low density housing</p> <p>Street planting</p> <p>Link local parks – green link</p> <p>Centre median in M'borough Rd</p> <p>Green between new high density buildings – path network (campus) – limit cars</p> <p>Open access to (Melb Water) retarding basin</p> <p>Retain wedge on B'wd Hwy</p> <p>Limit shade from buildings – overshadowing</p>

			Building set back Keep the lake & landscape (at brickworks) Car parks well lit & landscaped – sustainable surface
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Feedback on Community Information Display and/or Workshop (held 10 February 2005)

- OK
- Clear & informative
- Interesting preliminary forum but local residents need to be kept informed & have input into future developments
- Felt mislead. Leader article of 19 Jan 2005 gave the impression that the discussion would focus on proposals for the Brickworks site. The display and small group discussions were not effective – the format should have been a meeting with short presentations by State Govt, Council and Readings followed by general discussion/comments from attendees.
- Good opportunity to present ideas/views. Would've liked to hear more from the consultants and Reading on their views/aspirations.



Burwood Heights Activity Centre Structure Plan

SUMMARY OF COMMUNITY FEEDBACK

July 2004

About this summary

This summary consolidates all community feedback received through the first community forum on 1 June and in response to the first community bulletin and an article in *Whitehorse News* (both of which included a brief survey). The forum was attended by approximately 90 people with around half staying for a more detailed workshop discussion that followed the presentations and questions session. Forty surveys were returned in response to the bulletin.

Community values

The feedback indicates that the following aspects of the Burwood Heights area are highly valued by the community:

<p>Convenience / accessibility of facilities</p> <p>Friendly neighbourhood shops</p> <p>Convenient shopping and medical facilities</p> <p>Shops and facilities accessible on foot</p> <p>Good walking paths; no stairs; plateau location</p> <p>Comprehensive shopping centre</p> <p>Small shops are a mark of civilization</p> <p>Shops/amenities (specifically mentioned: chemist, doctors, choice of medical centres, gym, bank, baker, fruit shop, supermarket, service station, video library, newsagent)</p> <p>Most essential services needed by local area already provided</p> <p>Convenient location and access to other suburbs, shopping centres and recreational areas</p>	<p>Traffic and parking</p> <p>Side streets have low traffic; quiet</p> <p>Adequate off-street parking; "being able to park outside my door"</p> <p>Now unrestricted parking</p> <p>Speed limits</p> <p>Underground parking</p> <p>Low volume of cars; can park close to shops</p>
<p>Community</p> <p>Neighbourhood feel of the shopping centre</p> <p>Family area</p> <p>Good community spirit</p> <p>Very friendly neighbourhood/atmosphere</p> <p>Clean area; little graffiti, vandalism</p> <p>Safety and security</p> <p>Quietness of the area</p>	<p>Existing development</p> <p>Area is not overcrowded</p> <p>Low rise area and we like it</p> <p>Low-medium density housing</p> <p>Quality housing</p> <p>Affordable</p>
<p>Public Transport</p> <p>Very good public transport – trams, buses</p> <p>Accessibility – good, convenient transport</p> <p>Tram lines area tidied up</p>	<p>Open space / landscape</p> <p>Open space; nice gardens</p> <p>Balance between open space and accessible shops and amenities</p> <p>Parks</p> <p>Spaciousness of area around the RSPCA</p> <p>Broad vistas give sense of space and large trees give less of an urban feel</p> <p>Spectacular views</p> <p>Topography/relief</p> <p>Large heritage-listed tree at RSPCA</p> <p>Undeveloped nature of RSPCA and brickworks sites</p>

Challenges and Opportunities

Issues and challenges	Potential opportunities
<p>Community services/ facilities</p> <p>Lack of night life</p> <p>(There should be) no late night entertainment venues, gambling / gaming – already nearby</p> <p>Entertainment to take account of age groups, eg: cinema</p> <p>Need an entertainment venue for children aged 2-12 years</p> <p>Entertainment needs to be compatible with current uses of area – low impact</p> <p>Keep it quiet at night – no 24-hr warehouses, reception centres</p> <p>No access to a library</p> <p>Toilets (not enough)</p> <p>Rubbish disposal – overfull bins already a problem; bins at trams/bus stops</p> <p>The area has lost five schools</p> <p>Need a larger Post Office</p> <p>Lack of retail mix and entertainment</p> <p>Nursing home and special accommodation for elderly (lack of)</p> <p>No milk bar in the evening</p> <p>Hardware store, \$2 shop urgently required by senior residents</p> <p>Enhance the existing shopping centre, rather than compete</p>	<p>Community services / facilities</p> <p>Balanced mix of uses – offices, houses, entertainment, open space</p> <p>More after hours entertainment</p> <p>Theatres and restaurants</p> <p>Integrated parkway/shop/cinema complex with underground parking</p> <p>Quality restaurants, cafés; licensed eating</p> <p>Cinemas – limited to 6</p> <p>Community centre</p> <p>Library – computer centre</p> <p>Could the Safeway site be better used – as a community facility?</p> <p>Badminton, tennis, basketball facilities</p> <p>Sports ground</p> <p>Swimming pool</p> <p>Attach entertainment/sport development for all age groups to housing development</p> <p>Aged care facility</p> <p>Place of Worship</p> <p>Clothing/footwear retail</p> <p>New secondary school – playground, meeting rooms etc</p> <p>High quality Christian school to act as a buffer between residential and commercial areas – utilising space and car parking areas</p> <p>New crèche</p> <p>Climbing/roller blade activity centre</p>
<p>Land use and development</p> <p>Maintain standard of housing and living</p> <p>Maintain current residential character</p> <p>Need to know the plans for the brickworks</p> <p>Do not want another Chadstone</p> <p>Add value to the area</p> <p>Appropriate housing density</p> <p>Appearance of high-density housing</p> <p>Avoid clutter in our housing</p> <p>Low-density housing</p> <p>Overdeveloping the residential area; avoid temptation to create another huge housing estate</p> <p>Conflict of current use with introduced activities</p> <p>No concrete jungle</p> <p>Student housing is ugly</p> <p>Balanced development to represent a balanced demographic</p> <p>Small shops need to be protected</p> <p>Proper Council controls (unlike for Safeway Petrol Plus)</p> <p>Noise of barking dogs from RSPCA</p>	<p>Land use and development</p> <p>Development can lift the area and increase value of the area</p> <p>Enhance the existing values and build on existing uses</p> <p>Great potential in developing area behind RSPCA - sports, recreation, shops etc</p> <p>Get rid of the 'dirty hole' of the old brickworks</p> <p>Sensitive to heritage and historical significance of the area</p> <p>Retain viability of existing retail precinct</p> <p>Demonstrate environmentally, economically and socially sustainable development</p> <p>Staged development – to minimise impact on neighbours</p> <p>Increase density in residential areas</p> <p>Thoughtful architecture, not just big slabs of concrete and no high rise</p> <p>No higher than 3 storeys; no eyesores</p> <p>An extra level, above 2-storey (at shopping centre?)</p> <p>Include student housing for rural students attending Deakin and Monash Unis</p>

<p>New development should not be 'gated' – important that it fits in and is integrated with the existing residential area</p>	
<p>Parks / open space</p> <p>Continue a satisfactory mix of parks with facilities</p> <p>Maintain open space, yet have a balance with amenities and residences</p> <p>No more gums trees (too much pruning/ugly)</p> <p>Outdoor recreational areas for families</p> <p>Need shade in parks/gardens in summer</p> <p>Ownership of animals in residential areas</p>	<p>Parks / open space</p> <p>Preserve views and open space</p> <p>Additional public open space, gardens</p> <p>Open areas for people to relax/socialise</p> <p>Parkland with pedestrian and bicycle network</p> <p>Eley Park should be part of Burwood Heights</p> <p>Preserve trees (incl. on northern boundary of brickworks) for screening and birds</p> <p>Green corridors</p> <p>Retain "green belt" along Burwood Highway adjacent to RSPCA</p> <p>Crepe Murtle preferable to gums</p> <p>Outdoor recreational areas for families</p> <p>Linear Park linking Burwood Hwy and Eley Road - preserve trees and develop a shared use pathway</p>
<p>Transport, traffic and parking</p> <p>Middleborough Road:</p> <p>congestion, safety</p> <p>left and right turns</p> <p>widen to deal with traffic from brickworks development</p> <p>RSPCA access from this road is poor</p> <p>access from Taylor Road impossible during day</p> <p>Well-planned access to Reading site</p> <p>Sufficient parking for retail area</p> <p>Traffic impact on surrounding streets; should be no increase on Eley Road</p> <p>Manage speed in local streets</p> <p>Right mix – traffic and safety</p> <p>Heavy traffic on McCubbin Street – high density will make worse</p> <p>Petrol station needs better access /exit</p> <p>Separate shopping and entertainment parking</p> <p>Need larger bus/tram shelters</p>	<p>Transport, traffic and parking</p> <p>Integrate transport and landuse properly</p> <p>Better links to other activity centres along Burwood Highway and regionally</p> <p>Decrease car use</p> <p>Increase bicycle use and walking</p> <p>Increase public transport use</p> <p>Greater choice</p> <p>Provide off street parking or double garages</p> <p>All day parking at shopping centre</p> <p>Move petrol station to opposite end of car park</p> <p>Restrict through traffic on Oakham Ave and Rochdale Drive</p> <p>Parking area at Eley Road</p> <p>No thru access to Eley Road</p> <p>'Keep clear' areas in Middleborough Rd at the end of Taylor Ave</p> <p>Traffic survey, re: volume, speed, road width ratio to vehicle sizes etc</p>
<p>Mobility</p> <p>Wheelchair access and pedestrian safety</p> <p>Pedestrian lights too quick for people in wheelchairs</p> <p>Lack of public transport for people with mobility problems</p> <p>Safety</p> <p>Personal safety</p> <p>Night safety</p> <p>Street lighting</p> <p>Pedestrian safety near Safeway Plus needs to be improved</p>	<p>Mobility</p> <p>Access in all areas for people with mobility impairments</p> <p>Improve cycle route/paths</p> <p>Safety</p> <p>Enhance safety</p>

<p>Community</p> <p>Lack of identity/character</p> <p>Self-interested groups</p> <p>Facilitating change</p> <p>Need a social mix, not a ghetto</p> <p>Need good consultation and efficient process</p>	<p>Community</p> <p>Create a sense of place/identity/unity</p> <p>Employment</p> <p>Look at the number of children living in the area (survey) and their interests</p>
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Questions and other matters

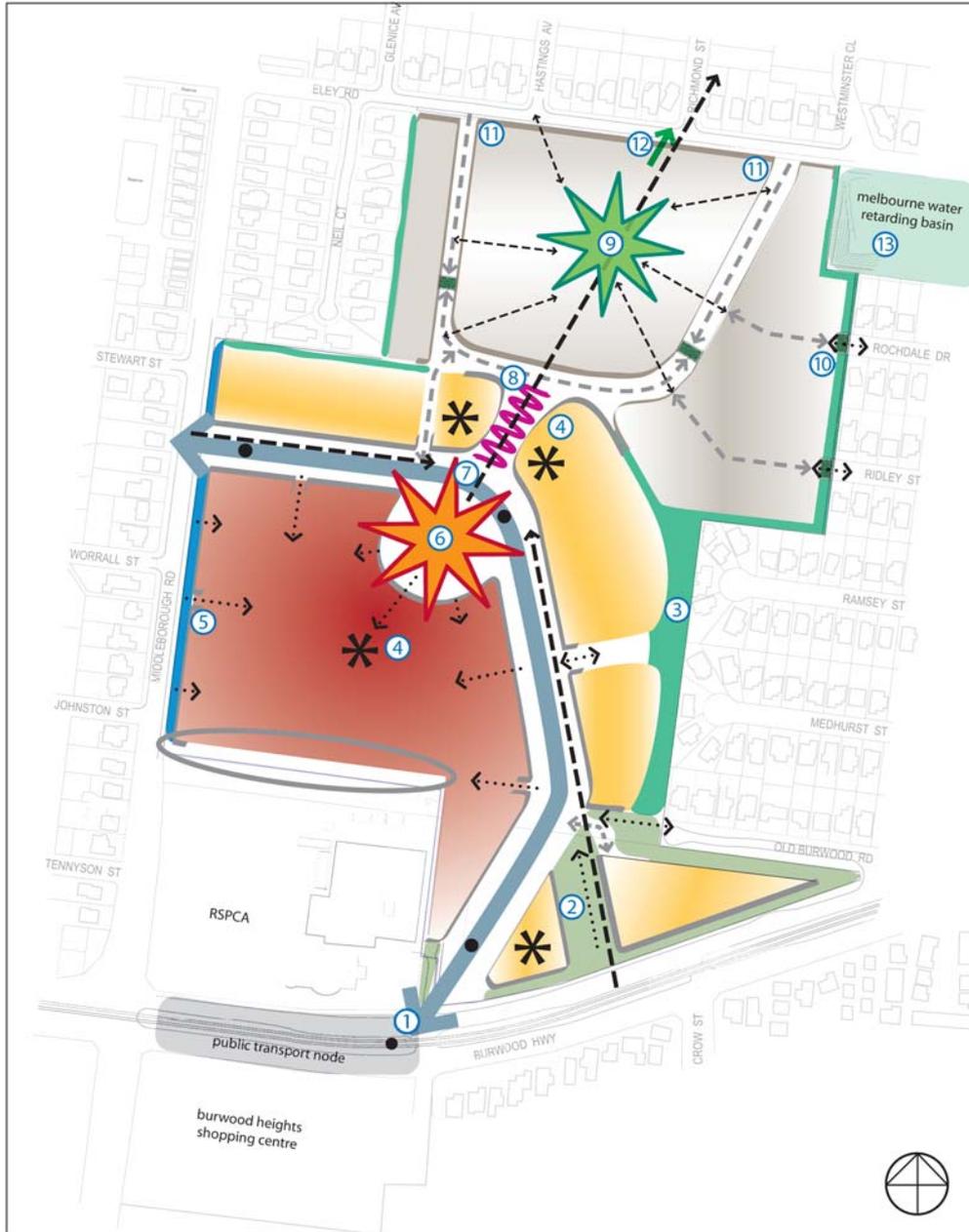
Some additional matters were raised in the feedback:

- Why (is this area) being targeted for high density housing? To counter urban sprawl?
- What do you mean by "help address housing shortages" in around Burwood Heights?
- Study Highbury Road development near Benwerrin Drive; spoilt our area
- The study area boundary should be amended to include the whole of the Oakwood Rise estate (*this has been done*)
- Site management during construction is important, particularly protection from vermin and managing contamination (if any) at the Reading site.

The image features several overlapping lines in various shades of gray. A prominent, thick, dark gray line runs diagonally from the upper right towards the lower left. Another thick, dark gray line runs horizontally across the middle of the page. Several thinner, lighter gray lines intersect these, creating a complex geometric pattern. One thin line runs vertically, another runs diagonally from the top left towards the center, and a third runs diagonally from the bottom left towards the center.

appendix 3

framework plan: former brickworks site



Revised plan - 13 July 2005

Note: coloured areas represent land use only (not building footprints)

Legend

- "main street"
 - local street network
 - no through vehicular access to prevent connections into existing local street (except for Eley Rd)
 - desire to achieve activated built edge (allowing for permeability at appropriate points)
 - prominent buildings to mark key axial lines
 - key visual axis
 - important visual and physical links
 - connection - pedestrian
 - possible transit stops
 - civic square
 - transitional public space link
 - green space
 - sensitive interface to RSPCA to be resolved through detailed design. Opportunities for activation, access and integration to be examined through future planning process.
 - landscape frontage
 - managed interface to existing residential
 - high quality built / landscape frontage providing sense of address to Middleborough Road
 - open space link
 - precinct 1 - mixed use (retail focus)
 - precinct 2 - mixed use (commercial, entertainment and leisure)
 - precinct 3 - residential focus
- ① Opportunity for Modal interchange – integration of Main Street bus service with tram, designed to achieve a safe and convenient pedestrian crossing point.
 - ② Landmark buildings in 'campus style' landscape setting to provide gateway experience from Burwood Highway. Potential secondary link to Burwood Highway to be explored.
 - ③ Landscape buffer to protect amenity of adjoining residential area
 - ④ Opportunity for prominent buildings to mark core activity area.
 - ⑤ Building presentation to Middleborough Road.
 - ⑥ Civic Square – important urban space to accommodate community events and public art. Framed by active building frontages.
 - ⑦ Main Street – boulevard treatments, active frontages and calmed traffic to form important "public realm" element.
 - ⑧ Transition Space – high amenity public space to provide physical and visual link between civic square and residential park.
 - ⑨ Green Space - centred on quarry hole and water feature, and overlooked by housing. Pedestrian permeability throughout residential precinct.
 - ⑩ Sensitive interface to adjoining residential area. Pedestrian/cycle access only.
 - ⑪ Restricted access/egress from Eley Road for local residential traffic only.
 - ⑫ Open space link to Eley Road
 - ⑬ Potential open space link to Melbourne Water site



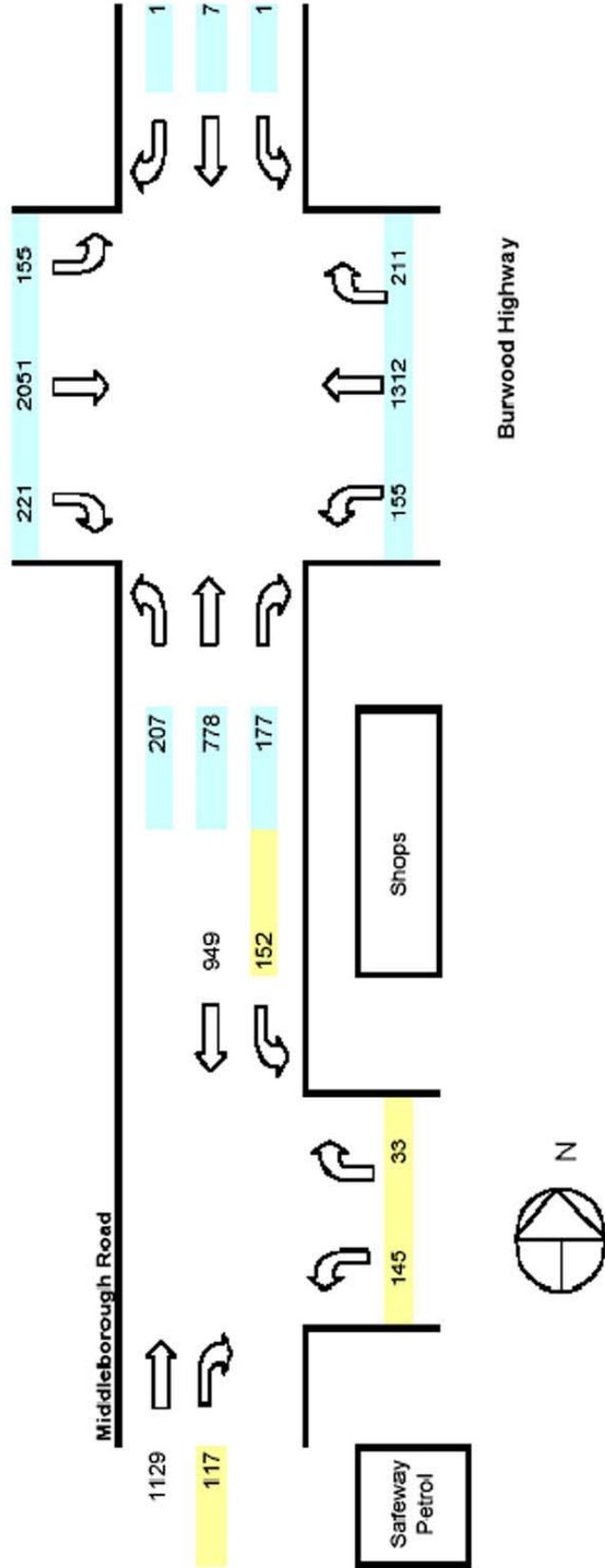
appendix 4

peak hour turning movements at main intersection

PM Peak Hour Turning Movement Counts at Burwood Highway / Middleborough Road, and the Safeway Car park
Peak Hour 5-6pm

Peak hour counts conducted by PB, 180305

Traffic Counts provided by Arup - based on SCRAM counts, March 2





appendix 5

parking durations in activity centre

