

Cranbourne Town Centre

Urban Design Framework



2 August 2011



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Responsible Department – Strategic Development

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Preamble

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

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

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

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

Administrative Updates

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

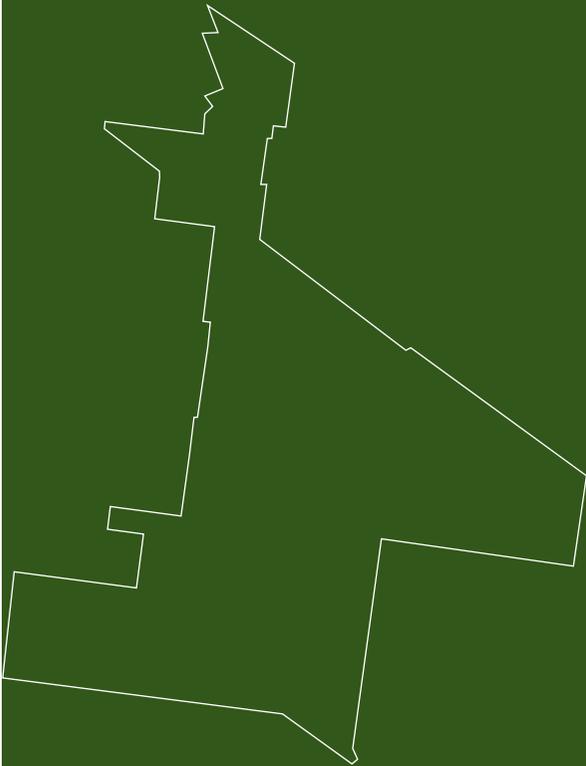


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Disclaimer

This is a strategic document, which aims to identify and scope broad opportunities and directions for the future development of Cranbourne Town Centre. It is not intended to be relied on for any specific physical, business, and management or marketing activities. Any body, business, organisation or individual that intends to rely on it do so at their own risk and should seek further detailed professional advice. Whilst Planning by Design Pty Ltd and associated consultant team base the views and ideas expressed on professional skills, no responsibility what so ever is taken in regard to issues that may arise through the pursuit of the actions it identifies or the reliance on the information it contains.

1.1 PURPOSE AND OBJECTIVES

The purpose of this Urban Design Framework is to provide detailed guidelines on how to achieve the development vision for the High Street spine of the Cranbourne Town Centre, as expressed in the Cranbourne Town Centre Structure Plan which has been adopted for the centre.

The objectives of the Urban Design Framework are to:

1. Emphasise High Street as the main entrance and activity spine of the Cranbourne Town Centre.
2. Provide a framework that will make the High Street spine a pleasant pedestrian environment for shopping and dining
3. Provide built and urban form solutions that will encourage an improved mix of residential, office and retail and other uses.
4. Provide built and urban form solutions that incorporate sustainability principles, including sustainable building design and sustainable transport practices.
5. Emphasise Greg Clydesdale Square as the focal point of the Town Centre.
6. Improve the interaction between the eastern and western retail precincts.
7. Improve the appearance and connectivity of the corridor between Clarendon Street and the Cranbourne Railway Station.
8. Support renewed active and vibrant streetscapes for the corridor.
9. Implement the general recommendations of the Cranbourne Town Centre Structure Plan.

Once complete this framework will be coupled with a Civic Improvement Plan CIP (to be prepared separately by Council) for the corridor. The CIP will provide more detailed design of public realm and specific landscaping and planting initiatives.

1.2 STUDY AREA

The area subject to this project is bound by the built form on High Street Cranbourne, and the northern and southern South Gippsland Highway approaches to the Town Centre. In general the study boundaries are:

- In the north: The intersection of the proposed Cranbourne bypass and the South Gippsland Highway.
- In the south: The southern boundary of the Cranbourne Racecourse, South Gippsland Highway and Cameron Street.
- In the east and west: All properties with a frontage to the South Gippsland Highway or High Street between the northern and southern boundaries.

1.3 REFERENCE DOCUMENTS

The study area and the Cranbourne Town Centre Principal Activity Centre has been the subject of numerous studies over the past 10 years. The reports that provide the basic foundation and establish starting points and principles for this Design Framework are:

- Cranbourne Town Centre Structure Plan (City of Casey August 2006).
- Cranbourne Community Action Plan (City of Casey June 2008).

Unless otherwise stated, this framework reflects and supports the principles, recommendations and initiatives identified in these plans.

Additional material and reports provided to the consultant team were:

- Casey Image Strategy (City of Casey March 2005).
- Our Living Memorials –Avenues of Honour in the City of Casey (City of Casey 2001).
- Avenues of Honour Signage Concept (City of Casey).
- Casey Activity Centre Network (City of Casey 2005).
- Cranbourne Complex Draft Structure Plan (City of Casey December 2008).
- Grant Street Precinct Public Art and Signage Documentation (City of Casey September 2008).
- Cranbourne Town Centre Business Plan (Planning by Design March 2009).
- Cranbourne- a town with a history (Casey- Cardinia Library and City of Casey 2001).

1.4 CONSULTANT TEAM AND PROJECT MANAGEMENT

This project was prepared for the City of Casey and the Department of Planning and Development by Planning by Design Pty Ltd in conjunction with O'Brien Traffic and MGS Architects. The project commenced in March 2009. The project team was lead by Stephen Sully, Director of Planning by Design.

The project was managed for the City of Casey by the Strategic Development Department. A Project Reference group with representation of Council and Department of Planning and Community Development oversaw its development.

1.4.1 Methodology

The preparation of this project has involved, to date, the following stages:

- Review of existing information, strategies and plans.
- Physical assessment of the study area.
- Workshop with Council officers.
- Key Stakeholder discussions.
- Development of an issues and analysis paper and discussion with the project reference group.
- Discussions with the Chamber of Commerce.
- Preparation of detailed development and design guidelines and an implementation strategy.
- Presentation of draft Urban Design Framework (this report) to the Project Reference group.



Image 1: Cranbourne Old Shire Hall



Study Area - Status

2.1 STATUS OF THE CENTRE

The Cranbourne Town Centre is one of only two Principal Activity Centres in the City of Casey, (the other being Narre Warren/Fountain Gate CBD) and one of 20 such Centres nominated across the Melbourne Metropolitan area. As such, Cranbourne Town Centre is a very significant location, both from a local and a metropolitan context. The Centre can be expected to undergo significant further development and continue to grow in terms of intensity, scale and diversity, accommodating a broad range of commercial, community, leisure, business, residential, entertainment, cultural and transport land use activities, services, and facilities.

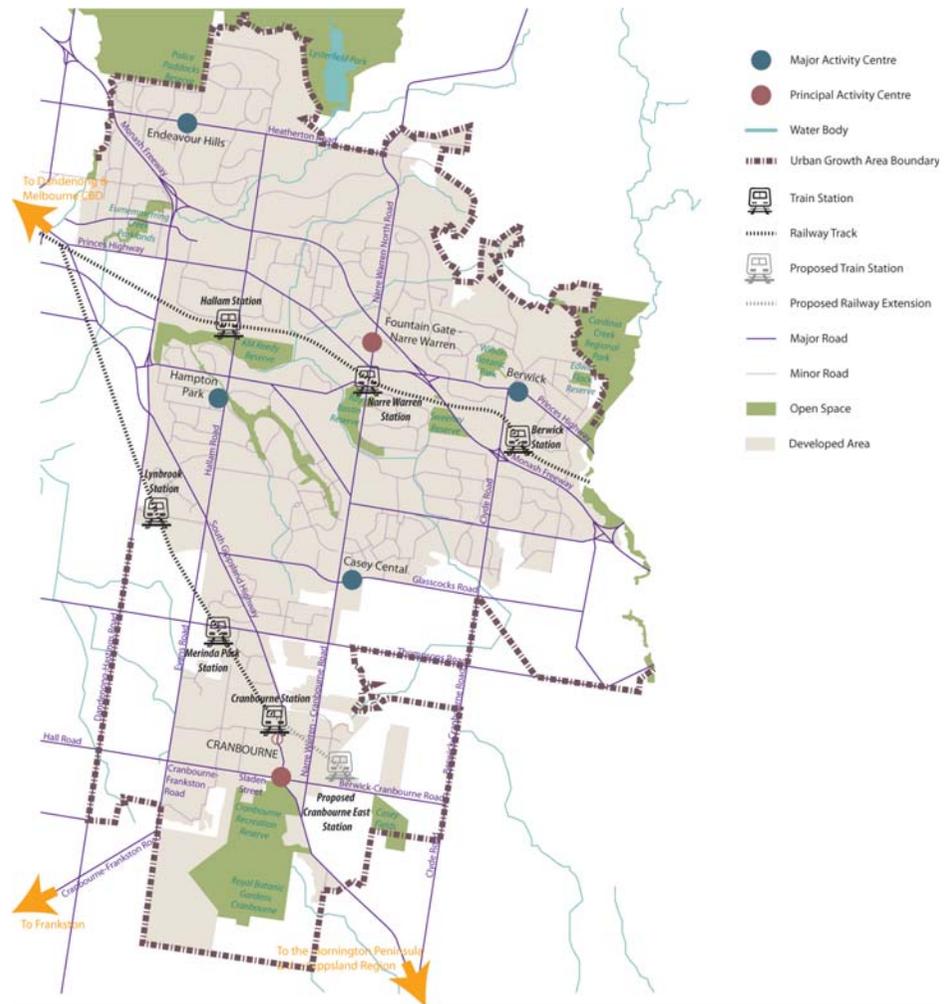
The City of Casey adopted a Structure Plan for the Cranbourne Town Centre in 2006 to guide its future development. The Structure Plan identifies that the centre has an existing commercial floorspace of 128,000 sqm.

The Structure Plan estimates that the centre will require an additional:

- 52,000sqm of retail and shopfront retail
- 48,000sqm of non-retail (entertainment, office/ commercial)
- 30,000sqm of bulky goods / restricted retail

The Structure Plan estimates, based on its design principles, that there is potential for the accommodation of an additional 2500 dwellings within the Centre, predominantly through a mixture of medium and high-density townhouses and apartments as part of multi storey mixed use developments. Detailed analysis and assessment of the centre is provided in the Structure Plan, the Community Plan and other strategic documentation. It is not the intention of this document to replicate such information.

The information provided in this document is simply provided to reinforce the importance of the Town Centre and the scope of additional development that the Town Centre will need to accommodate. Suffice to say that Cranbourne Town Centre is, and will remain, a vital, multifunctional activity centre for both the local community and the regional population that it serves.



Map 1: Regional Context Plan - Cranbourne Town Centre Structure Plan, 2006

2.2 STATUS OF HIGH STREET SPINE

The High Street spine, the subject of this Urban Design Framework is the most important feature of the Cranbourne Town Centre.

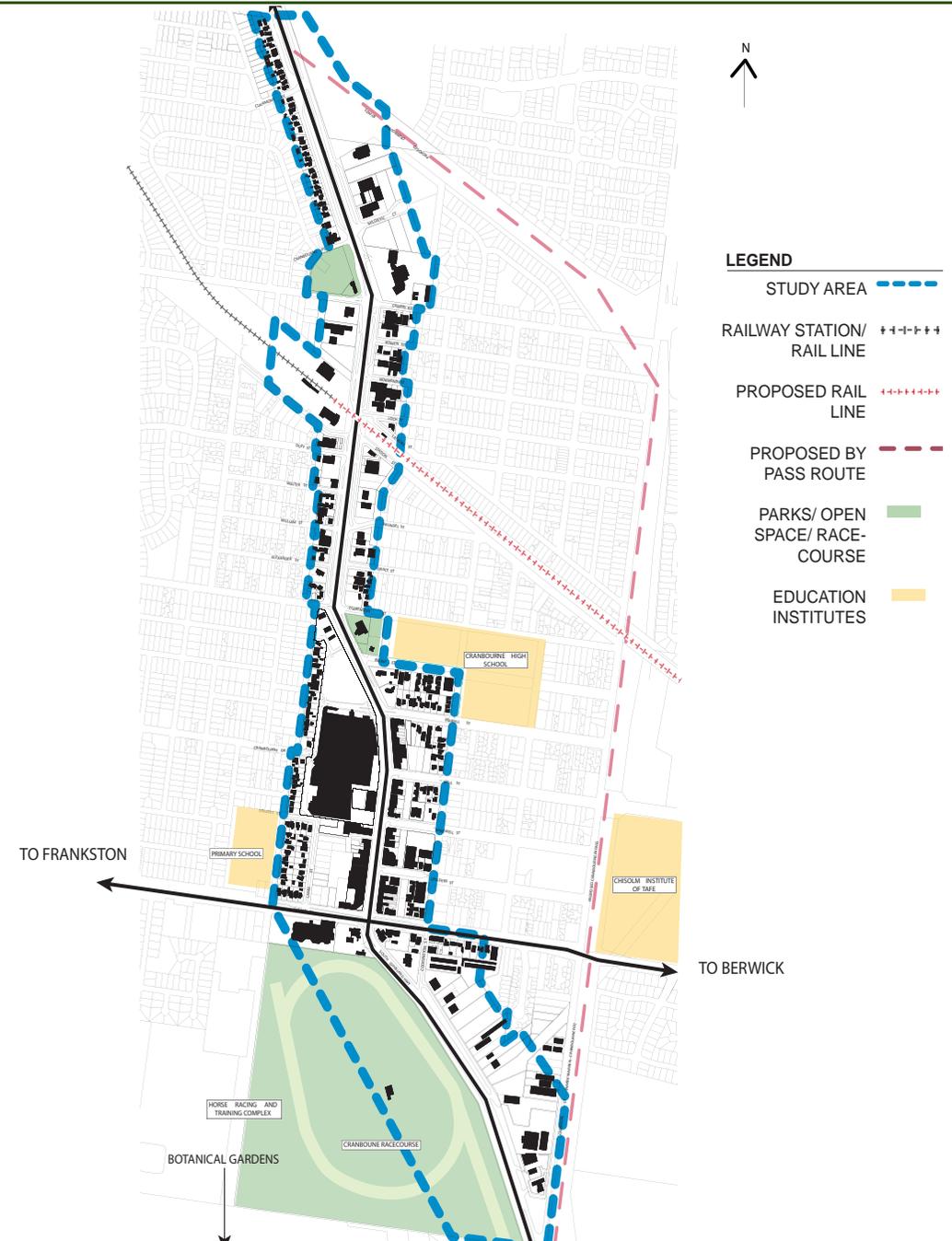
It is the component of that can integrate the centre as a whole. High Street is the “front door” of the centre and indeed to the Cranbourne urban area, and as such it creates first impressions of the Town Centre. It sets the scene and establishes the character and image of Cranbourne.

It is the area where a distinctive built form can be pursued to differentiate the centre from its low-density suburban surroundings. High Street, through Cranbourne, is also the South Gippsland Highway and as such currently serves an important regional traffic and transport role.

This section of the South Gippsland Highway currently carries approximately 25,000 vehicles per day, including a high percentage of heavy vehicles. As a regional transport route, it falls under the jurisdiction of Vic Roads and hence their approval will be required in addition to the Council, for any actions or initiatives (described in this plan and the Structure Plan) which impact on the traffic and transport capacity of the road.



Image 2: High Street looking north from Sladen Street



Map 2: High Street looking north from Sladen Street

The High Street spine stretches some 4km from the northern approaches to the Cranbourne Town Centre, through the core retail areas of the town centre, and onwards to the Cranbourne Racecourse and the southern edge of the centre. The major features of the High Street spine, identified in Figure 2, running from north to south, include:

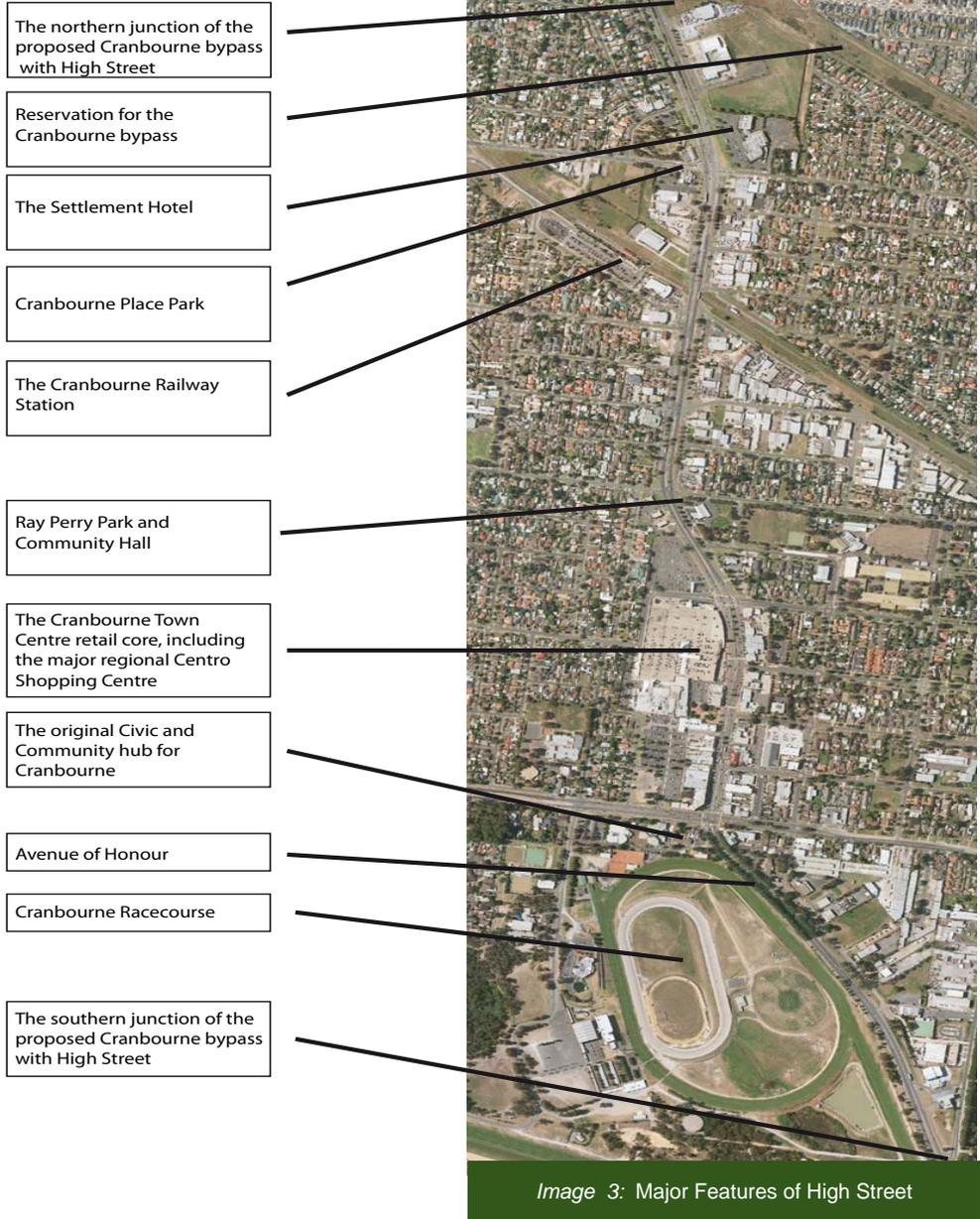


Image 3: Major Features of High Street

2.1.1 Existing Planning Scheme Provisions

The Casey Planning Scheme includes a range of zones for the High Street Spine.

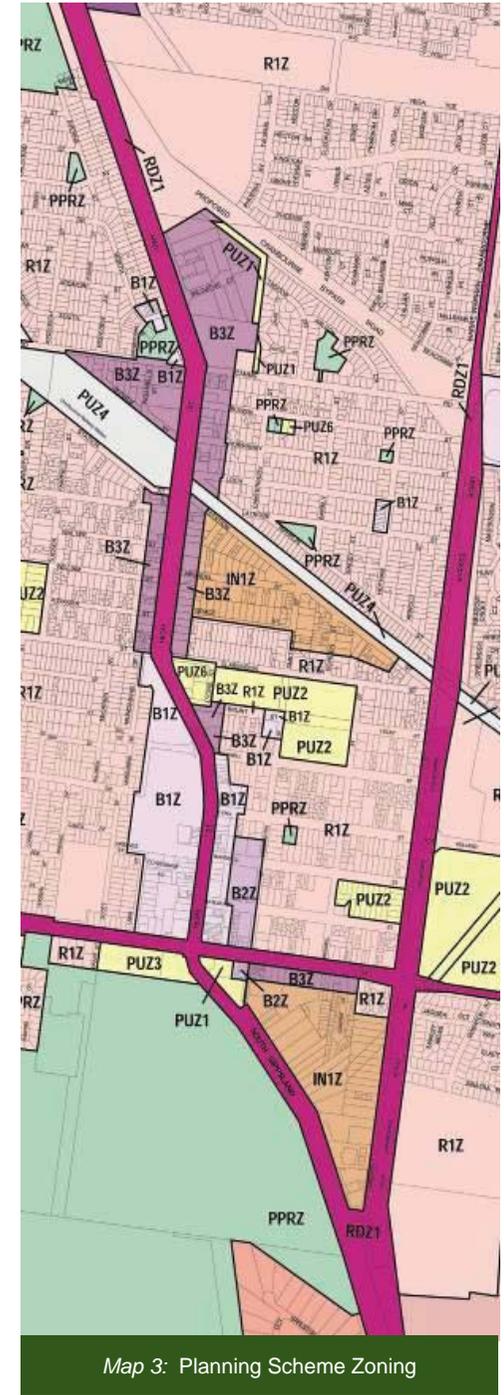
The northern edges of the study area are included in a Residential 1 Zone.

The remainder of the northern approaches are predominantly included in a Business 3 Zone, with the exception of two small pockets of Business 1 Zone to the north and south of the Cranbourne Place Park.

The High Street frontage of the Cranbourne Railway Station area is zoned Public Use Zone 4.

The Retail Core of the spine is zoned Business 1, reflecting its significant retail status.

Private land to the east of the High Street, in the southern approaches is zoned Industrial 1 whilst the public land to the west of High Street is zoned for either Public Use or Public Recreation purposes.



Map 3: Planning Scheme Zoning

3

Analysis & Issues

3.1 MAJOR POPULATION GROWTH

The City of Casey is a major population growth area for Melbourne with an additional 124 families moving into the municipality each week. Population forecasts (until 2031) see the area with a population over 450,000 people. Such a population will require a significant multi functional “City Centre” in Cranbourne with an appropriate complexity and diversity of goods services and facilities. The Cranbourne Town Centre must fulfil this role.

3.2 BUILT FORM AND CHARACTER

The High Street Spine presents a broad variety of architectural styles and a range of building ages and conditions. In general the built form is low rise and low density, consisting predominantly of single and some double storey buildings. There is no overall character and only a few buildings that demonstrate strong architectural merit.

At the northern approaches to the centre and around the railway station there is a mix of older detached brick veneer residential buildings, dating from the 1960’s and traditional “highway commercial” buildings, dating from the 1940’s which reflect Cranbourne’s traditional agricultural service centre role. Some new development is occurring in this area through the addition of car showrooms, and medical premises. Much of the building stock in this area is ripe for redevelopment. Most development is set back from the roadway with ad hoc car parking and scatterings of plantings occurring along the frontage. The four photographs at the side illustrate the style built form in the northern approaches to the centre.



Image 4: Typical service road treatment at the Northern approaches of the Centre



Image 5: Existing Residential area between the retail core and the Railway Station



Image 6: Fast food outlets between retail core and the Railway Station



Image 7: Newly developed Medical Centre between Retail Core and Railway Station

In the Retail Core the built form is commercial in nature with development to the street edge. The blank brick wall of the Centro Shopping Centre and its parking and loading areas, dominates a large proportion of the western side of High Street. The buildings are predominantly double storey with a variety of ages and conditions. Observations of the built form in the core area indicate that many premises are not currently compliant with disability access requirements due to variations in floor levels between the footpath and the adjoining premises. Building regulations will address this issue whenever building redevelopment or refurbishments are proposed. The Urban Design Framework should reinforce the requirement for “universal” access to commercial premises along the High Street spine. The four photographs below illustrate the style of built form and scale in the Retail Core of the Centre.



Image 8: Commercial near Clydesdale Street adjacent to the Plaza



Image 9: Kelly's Motor Club Hotel at High Street



Image 10: Northward View of High Street from South Gippsland Highway



Image 11: Fresh Food Centre along High Street

In the southern approaches to the Town Centre the built form exists only on the east side of the road. It is comprised of a mixture of single and double storey service business style development on long narrow blocks. This area has a semi rural character, with the buildings set amongst trees and accessed via an unsealed meandering service road. Much of the built form in this area is also ripe for redevelopment. Photographs below illustrate the low density style and “semi rural” environment of the southern approaches to the centre.



Image 12: Single Storey Service Business Style Development



Image 13: Low Density style of business along South Gippsland Highway

3.3 AVENUE OF HONOUR

The Oak Avenue of Honour creates a very attractive and memorable southern entrance to Cranbourne. It is a very important and impressive element of the centre that must be maintained and enhanced. An information kiosk has been constructed on the eastern side of the Highway adjacent to the Avenue of Honour which provides additional information. The kiosk is somewhat hidden and not highly visible from the road. Photographs below illustrate the Avenue of Honour and the information kiosk.



Image 14: Avenue of Honour



Image 15: Information Kiosk

3.4 PROPOSED CRANBOURNE BYPASS

The idea of a heavy vehicle bypass of Cranbourne has been on the “drawing boards” since the 1950s. The reservation exists, the planning scheme provisions and overlays are in place, but no funding commitment exists. VicRoads advise that the Cranbourne Bypass is not a priority project and that traffic issues in High Street Cranbourne will be addressed through other regional initiatives such as the Pakenham /Koo-wee-rup Bypasses.

It appears that VicRoads has taken the view that the Cranbourne Bypass is a “local” traffic issue and not a regional issue. They also appear to view traffic flow along the South Gippsland Highway as being acceptable with the third lane through the centre acting as a manoeuvring lane and supporting the smooth flow of traffic. VicRoads see the recently completed Pakenham Bypass and the potential Koo-wee-rup Bypass as providing the regional link/bypass around Cranbourne.

However, as of April 2009 the State and Federal Governments have still not committed funding for the Koo-wee-rup Bypass. It is also the case that the RACV see the Koo-wee-rup Bypass as a high priority as well as the duplication of Cameron St (Narre Warren-Cranbourne Rd). However, they do not see the Cranbourne Bypass (connecting Cameron Street to High Street north of Clairmont Ave) as a high priority. It is noted that Council view the Cranbourne bypass as a key initiative of CTCP 2011.

3.5 TRAFFIC VOLUMES AND TRAFFIC GROWTH

Traffic volume data was collected by VicRoads for High Street between Lyall Street and Bakewell Street. This was collected on a typical weekday, Wednesday 4 March 2009. The peak hour for this section of High Street was 4pm-5pm when a total of 2,019 vehicle movements were recorded. The peak AM volume was recorded between 11am and 12noon when a total of 1,669 vehicle movements were recorded. Interestingly the peak AM volume in the traditional AM commuter peak period, between 8am and 9am, is lower with only 1,551 movements recorded.

The daily traffic volume, two-way, was just under 25,000 vehicle movements. In normal situations this amount of traffic could easily be catered for by a road with two traffic lanes in each direction supported by separate turning lanes. Weekend traffic volumes were collected for a comparison, and daily volumes collected were similar to weekdays on a Saturday, and lower on a Sunday.

Historical traffic volume data supplied by Council indicates that in 1986 and 1987 High Street carried in the order of 26,000 vehicles per day. By 1990 and 1991 this volume had grown to almost 31,000 vehicles per day. By 1998 this volume had dropped to under 29,000 vehicles per day. Since 1998, with the provision of the Pakenham Bypass and other road network improvements, the daily volume has dropped significantly to 25,000 vehicles per day. It is interesting to note that this current traffic volume is less than what the road was carrying 23 years ago.

3.6 SPEED LIMIT AND NUMBER OF TRAFFIC LANES

A 60kph speed limit and three through traffic lanes exist in High Street Cranbourne. The South Gippsland Highway (High Street) actually gets wider as it passes through the centre. The northern and southern approaches to Cranbourne only provide two through traffic lanes. VicRoads have advised that three lanes are required to handle the parking manoeuvres as well as through traffic.

The provision of three lanes through the centre of Cranbourne does provide an effective manoeuvring lane between the “through” traffic lanes and the parking lane. However, there would probably be more than sufficient through traffic capacity if only two through lanes and a parking lane were provided.

The provision of slightly narrower than existing through traffic lanes and a narrow lane adjacent to the parking lane, shared by bicycles and manoeuvring traffic, would still achieve what VicRoads desire and would support a lower speed limit. Narrower through traffic lanes and a lower speed limit would also support other transport modes such as walking, cycling and public transport (buses).

3.7 HEAVY VEHICLE VOLUME IN HIGH STREET

High Street caters for significant numbers of heavy truck traffic. This creates noise, fumes and an uninviting pedestrian environment for High Street.

Specific truck volume data has not been provided, but from observation and experience, between 10 and 12 percent of traffic is commercial vans and trucks (i.e. not cars). This would equate to between 2,500 to 3,000 commercial vehicle movements along High Street per day. This is not an unusually high number of commercial vehicles but a local or a regional bypass would reduce the amount of truck traffic significantly. As for how much reduction, this would be best estimated by undertaking a study of the origin and destination of trucks currently using High Street.

3.8 PEDESTRIAN FENCE AND PEDESTRIAN SAFETY

The fence along the median strip was installed to improve pedestrian safety, however it creates a very negative impression of the pedestrian environment and reinforces the idea that the High Street Corridor is primarily for motor vehicles and that pedestrians are a lower priority. This is not an ideal situation for the major spine of a Principal Activity Centre.

Pedestrian barriers including fencing are effective in reducing unwanted crossings and improving pedestrian safety. A review of VicRoads “Crashstats” database for pedestrian related crashes over the last ten year period (1 Jan 1998 to 31 Dec 2007) indicates a total of 31 crashes in the section of High Street between Clairmont Ave and Codrington Street.

Interestingly, there has been no reduction in pedestrian related crashes over this period with a total of 16 crashes in the first 5 years and 15 in the last 5 years. In the last full year of data (2007) there were 3 pedestrian related crashes, which match the long-term average of three per year. In the last 5 years, the only locations with multiple crashes were at the intersection of Camms Road and High Street with four pedestrian related crashes and the intersection of Stawell Street and High Street with two crashes. While the need for the pedestrian fence remains, initiatives to reduce its dominance in the streetscape could be pursued through additional landscaping treatments. It is noted that the existence of the pedestrian fence has actually assisted the establishment of landscaping along the median strip.

The existing pedestrian fence along the median strip in the Retail Core is illustrated in the photographs below.



Image 16: Pedestrian barriers along High street



Image 17: View of High Street Corridor

3.9 BICYCLE ACCESS

Shared bicycle/pedestrian tracks are provided to the north and south of the centre along the South Gippsland Highway. However, these bicycle tracks stop on the edge of the centre with no indication provided as to how bicycles should access the centre.

While the traffic lane adjacent to the parking lane carries relatively little through traffic and can be safely used by cyclists, there is the opportunity to improve the situation for cyclists. This traffic lane could be converted to a shared bicycle and parking lane by providing a solid line between the lane and the adjacent traffic lane and painting on bicycle symbols. Some reallocation of the road space may be required to narrow the shared bicycle-parking lane to 4.5 metres and correspondingly widen the centre median.

3.10 VIEWS AND VISTAS

The topography of Cranbourne, generally sloping down from the south to the north, provides vistas through the centre from Sladen Street. The open environment of the Cranbourne Racecourse also provides views to the west.

3.11 GREG CLYDESDALE SQUARE

Greg Clydesdale Square is the major public/community meeting space in the centre. The square also contains the War Memorial, which was relocated here from a location outside the Old Shire Hall. Greg Clydesdale Square is in the private ownership of Centro. The square does not have any active edges and is a space to walk through rather than spend time in. Greg Clydesdale Square represents the most significant opportunity in the study area to create a fully activated, safe, secure and attractive central meeting point in the centre.



Image 18: Greg Clydesdale Square



Image 19: View of Greg Clydesdale Square across High street

3.1.12 Community Facilities

Community facilities in the core of the centre are limited to the Old Shire Offices and Preschool located to the south of Sladen Street, the Cranbourne Hall, an aging 1950's facility adjacent to Perry Park and a Council customer information outlet in the Centro Shopping Centre. Council owned land, currently used for car parking, adjacent to Greg Clydesdale Square has been identified as a potential location for new Community Facilities in other recent studies. Photographs on this page show the Cranbourne Community Hall (above left) and the Old Shire Hall (above right).



Image 20: Cranbourne Community Hall



Image 21: Old Shire Hall

3.13 DRAINAGE RETARDING BASIN

The northern Centro car park also serves as a flood retarding basin for the area. Whilst this dual role remains, development potential for the site will be restricted, with any future development required to be built on a platform or stilts which will preserve the flood retarding capacity of the site.

3.14 NORTHERN AND SOUTHERN APPROACHES

Land along High Street on the northern and southern approaches is designated in the Structure Plan for "Bulky Goods retailing." A review of the subdivision pattern and the style and configuration of the properties raises some doubt about the capacity of the areas to facilitate and accommodate such activity. The existing subdivision pattern creates a multitude of long narrow allotments and the topography of the sites, especially those to the south (adjacent to the racecourse) which restricts access and visibility.

3.15 ENTRANCE FROM THE NORTH

The entrance from the north along High Street is ad hoc with a variety of streetscape treatments, a confused traffic service lane configuration and a basic low density built form with no common setbacks, themes, character or quality architecture. The streetscape of the northern entrance is illustrated in the photographs below.

3.16 CRANBOURNE RAILWAY STATION

The Cranbourne railway station is located 900 metres to the north of the Centro Cranbourne Shopping Centre. It is isolated from the centre. The pedestrian route between the centre and the station is uninviting and unattractive, there are few public transport options and bicycle facilities are not provided. The Cranbourne railway station environs represent a major opportunity for the area as a focus in its own right for higher density residential and commercial development.

3.17 CRANBOURNE RACECOURSE

Discussions with Cranbourne Tricodes have indicated their objectives to expand and intensify development and activity in Cranbourne. Future development of the area may involve the provision of a hotel, motel and conference facilities. The Turf club proposes to run weekly Saturday evening race meetings in addition to enhanced horse training and stabling facilities through the reconfiguration of the existing racetrack and training facilities.

This will provide the centre and the High Street spine with a major destination in the future. The reconfiguration of the racetrack facilities will also free up the areas adjacent to the South Gippsland Highway. This could lead to the development of an equestrian facility and the reconfiguration of the existing oval and its environs.

3.18 CRANBOURNE ROYAL BOTANIC GARDENS

The Botanic Gardens are located 1.5 kms to the south of the Cranbourne Town Centre. These Gardens are developing as a major regional tourism, educational and leisure attraction and provide great potential for the centre. The Gardens display a distinctive Australian landscape with vibrant colours and native plantings, which could well be linked into the town centre via landscaping and streetscape elements. Pedestrian, bike and vehicular linkages from the centre to the Botanic Gardens will require upgrading.

3.19 LACK OF DESTINATION ACTIVITIES ON HIGH STREET

There are only a few retail or business “destinations” exist on High Street in the core of the centre. This reduces pedestrian flows and activity on High Street.

3.20 BLANK INACCESSIBLE WALLS ON WEST SIDE OF HIGH STREET

The Centro Cranbourne Shopping Centre is largely an internalised retail centre that has turned its back on High Street. Its direct frontage to High Street consists largely of blank walls, loading docks and parking areas. These elements are unattractive and create an uninviting environment for pedestrians. They do not offer any encouragement for pedestrian activity along High Street.



Image 22: Car dealership type of business before railway station



Image 23: Single Storey service facilities at the intersection of High Street and Camms Road



Image 24: Blank inaccessible walls of Centro Cranbourne



Image 25: View of Centro Cranbourne from intersection of High Street and Stawell Street



Image 26: Direct frontage to High Street showing blank walls, loading docks and parking areas



Image 27: Frontage of Centro is uninviting and discourages pedestrian activities

3.21 IMAGE AND CHARACTER

The High Street spine through Cranbourne does not have one common theme or character. The southern entrances still have the feel of a country town created by the Avenue of Honour and the open space of the racecourse. The northern approaches of the Town Centre are a jumble of ad hoc themes, landscapes, plantings images, architectural forms and activities. Examples of current signs and brands used in the centre are illustrated below.



Image 28: Directional signage for Racecourse



Image 29: Ad hoc themes along High Street



Image 30: A different style of entrance marker visible at High Street



Image 31: Welcome Signage

3.22 STREETScape TREATMENTS ALONG THE SPINE

Streetscape treatments through the spine are ad hoc. It appears that a number of different treatment projects have been applied over time and the current situation reflects, to varying degrees, each project. It is understood that previous streetscape works in the Retail Core have been funded through a voluntary special rate scheme. This has resulted in the pavement outside some specific properties that chose not to participate being left with bitumen whilst adjoining properties were brick paved.



Image 32: Streetscape Banner Poles



Image 33: Uneven treatment of pavement



Image 34: Bitumen and Brick pavement



Image 35: Pavement along High Street

3.23 History and Heritage Aspects

High Street Cranbourne has a rich and varied history dating back to the 1800s when Cranbourne was settled as a market and farming community with access to the Melbourne – South Gippsland Railway. High Street has continually evolved since this time, with many buildings that have come and gone. The historical society have a wealth of information on the history of the area. It will be important for the Urban Design Framework to respect, celebrate and reflect the history of the area. Key heritage elements are:

- Kelly's Hotel
- Old Shire Offices
- Avenue of Honour
- McMorran's Oak Tree
- War Memorial (in Greg Clydesdale Square)
- St Agatha's Church, currently "Heavenly Pancake" restaurant

The Cranbourne War Memorial, which today is located in Greg Clydesdale Square, was originally erected on top of the hill in High Street, at the start of the Avenue of Honour. It was damaged by a milk truck in 1949 and needed to be restored, and was subsequently moved outside the Old Shire Offices. An official ceremony was held to celebrate its restoration and new location in 1952. The grand stone tablet monument was again relocated in the 1990s to Greg Clydesdale Square.

The "Cranbourne, A Town with a History" report (City of Casey 2001) provides an extensive supply of information and photographs on the history of Cranbourne from the pre European settlement times through to the 1960's. Opportunity exists to tell the story of Cranbourne in the centre as part of the streetscape design. Examples of the type of heritage information that could be used in this regard are illustrated below and to the right.

The following pictures and (unrelated) quotations are taken from "Cranbourne a Town with a History" (City of Casey 2001).



Image 36: Cranbourne Motor Garage



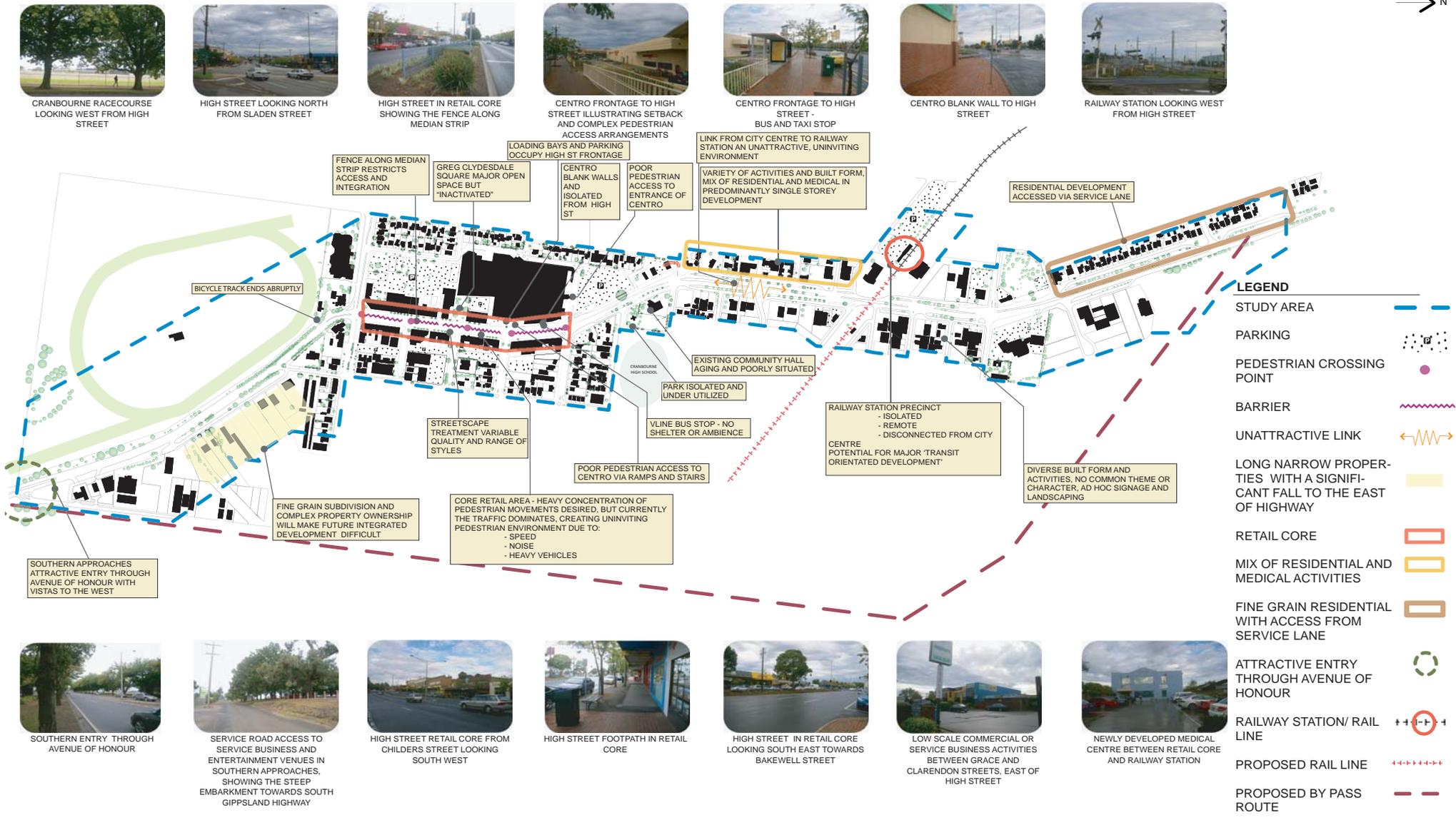
Pam Ridgway remembers:

"The butcher's cart came around once or twice a week. Meat was weighed at the gate on small scales the butcher had with him. I remember the butcher always had a switch of gum leaves to deter any flies. The baker had a similar cart to deliver bread and brought a few loaves to the door in a large basket."



Anice Stammers (nee Facey) can remember as a girl the sorts of shops that were in Cranbourne during the late 1930s:

"I used to love starting near Poole's Garage on my scooter and freewheeling down the footpath to our house. First I'd pass Joe Taylor's horse paddock and his bakery shop and bake house where I would be sent to get a loaf of bread still hot from the oven. I'd pass Mosey Miles the saddler, then the National Bank, the estate agents and next to our place, Mr and Mrs Cowe's shop which sold fruit and vegetables, ice cream, ice blocks, cigarettes, and best of all lollies."



Map 4: Issues along High street Spine



The review of existing plans, strategies and policies, the physical assessment of the Centre and discussions with major property owners, business operators and Council officers provides a clear indication of the immense opportunities that exist for the Cranbourne Town Centre and therefore, the High Street spine.

Population growth, location, physical environment, status in the activity centres hierarchy, development and redevelopment opportunities and community and business support all combine to indicate a great future for the Centre.

Specific opportunities identified for potential pursuit through this urban design framework are illustrated on Figure 6. The key opportunities are summarised through the following points:

4.1 INTENSITY AND SCALE OF DEVELOPMENT

- Increase the intensity, scale and density of built form along the spine to create a visually appealing, striking and dominant built form within an attractive streetscape, which reflects the status of the Cranbourne Town Centre as a significant location, both for Casey and the broader Melbourne metropolitan area.

4.2 APPEARANCE

- Improve the pedestrian environment along the whole of the spine, making it attractive to walk along the spine between the activity nodes.
- Improve the physical environment of the public realm and adjoining private properties and premises of High Street.

4.3 COMMUNITY SERVICES, FACILITIES AND SPACES

- Improve the range of community services and facilities along the spine.
- Create Greg Clydesdale Square as the public and community space in the centre.

4.4 ACCESS, INTEGRATION AND LINKAGES

- Improve access to and facilities for public transport and bicycles along the spine.
- Improve linkages between all the activities, features and destinations located along the High Street spine.

4.5 PEDESTRIAN SAFETY

- Introduce traffic management measures to calm traffic and improve pedestrian and bicycle access, safety and convenience.
- Facilitate the development of a Cranbourne Bypass route for heavy vehicles and through traffic to reduce volume, noise and fumes along the spine.

4.6 COUNCIL LEADERSHIP

- Provide detailed urban design guidelines to assist Council, property owners and developers to appreciate how properties should be developed to assist in the achievement of the overall vision for the area.

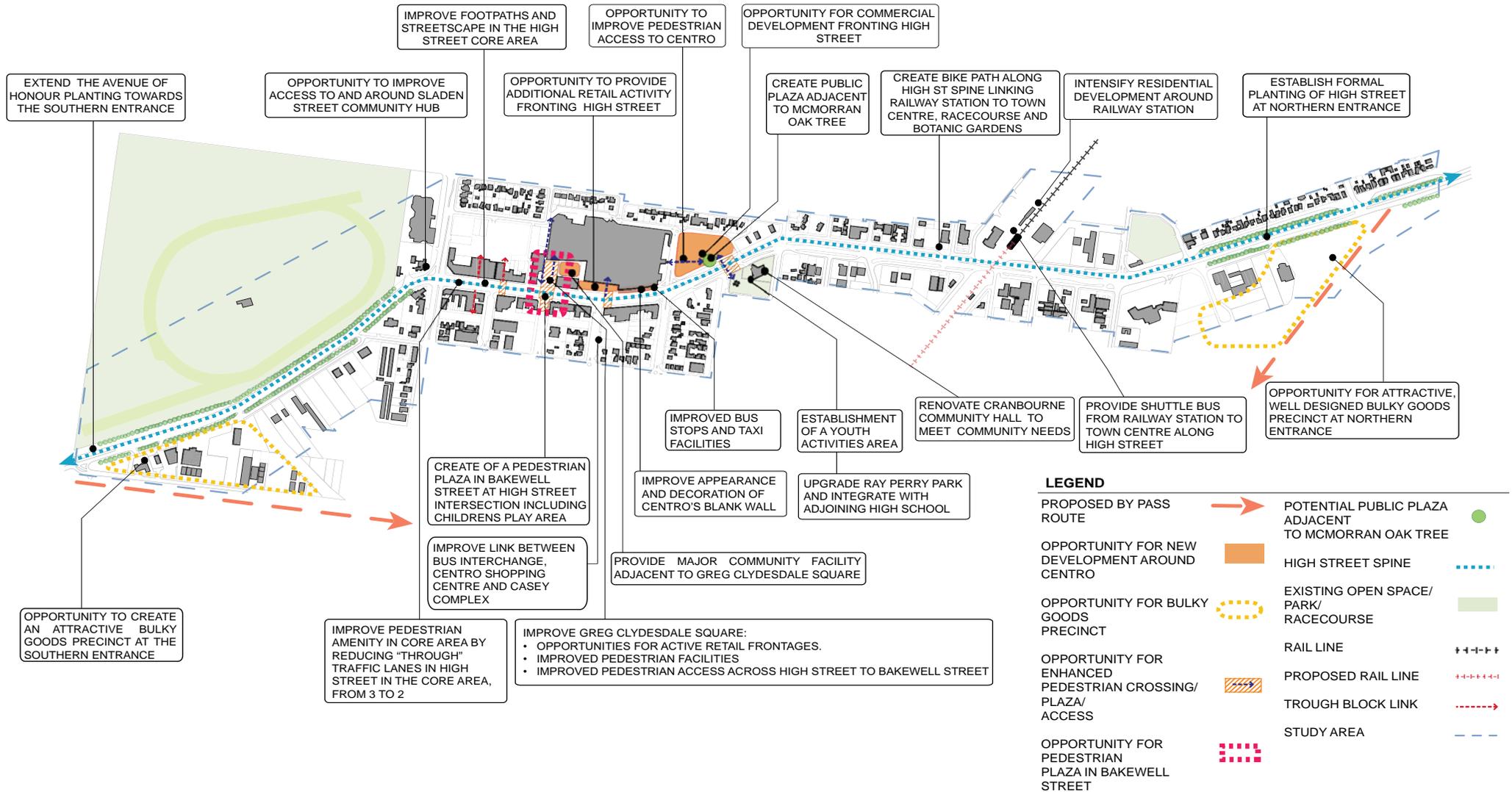


Figure 1: Opportunities

5

Vision

As the broader Cranbourne community grows to have a population in excess of 100,000 people over the next twenty years, it is essential that the Cranbourne Town Centre develops and evolves to match this growth and provide the goods, services and facilities demanded by the community.

To achieve this the Centre will need to continue to evolve, as indeed, it has been since its initial establishment over 100 years ago. The greatest area of change, in terms of the physical form will be along the High Street spine, where the predominant single storey built form will need to evolve, over the next 20 years and beyond, into predominantly, 14m to 21m high built form development with potential for a mixture of uses to occur within each building.

The vision driving this framework for the High Street spine is that:

“The enhanced High Street Cranbourne spine will create a vibrant and attractive link between the Cranbourne Railway Station, the major commercial, retail and employment activities in the core area and the Cranbourne Racing Complex, via a network of high quality walking, cycling and vehicular networks.

The future development of the spine will retain the valued heritage places and public spaces as well as accommodating significant additional commercial, community and residential activities, establishing an attractive, vibrant and safe place to be each day and evening.”



Image 37: Motor Club Motel along High Street

6 Principles

The following principles will be adhered to in order to achieve the vision for the Cranbourne Town Centre. These principles apply to the entire High Street Spine. More detailed principles and guidelines are identified later in the Framework, relating to specific locations or activities.

6.1 SCALE AND INTENSITY

The High Street spine will develop an intensive, multi level built form up to six storeys (and potentially higher) in selected locations, creating a strong and dominant built form, differentiating it from its suburban surroundings. The built form will signalise the Spine's role as a major urban focus capable of accommodating the additional residential, community and commercial development that the Cranbourne community and the region require.

6.2 SUSTAINABILITY

The High Street spine will be designed to be environmentally sustainable, to minimise its requirement for, and use of, natural resources, and to facilitate sustainable transport.

6.3 VITALITY

All commercial development along the High Street Spine must include activated, accessible and predominantly glazed frontages to the High Street / South Gippsland Highway.

6.4 ACCESSIBILITY

The High Street spine will provide universal access for all people. It will be designed to provide easy access and circulation by foot, bicycle, bus or motor vehicle. Pedestrian access and safety will be a priority throughout the spine and especially in the Retail Core precinct.

6.5 CONSOLIDATION

Major retail and commercial activities will be consolidated between Sladen and Stawell Street to reinforce the Retail Core area of the centre.

6.6 VERSATILITY

The built form will be designed to accommodate a range of activities over the life of the building. It must be recognised that the scale and intensity of development envisaged in this framework may not be achieved in the short term or in the next development cycle. Quality development of a lower scale or density that has the capacity to be expanded, adapted or redeveloped at a later stage may need to be accepted in the short term.

6.7 COMMUNITY PLACES AND SPACES

The High Street spine will accommodate a network of attractive, accessible and safe community places, spaces and facilities designed and located to meet the needs of the community and visitors.

A new bike-way linking Station, Retail Centre and Botanical Gardens



Figure 2: New bike-way

A vibrant commercial core with integrated community facilities

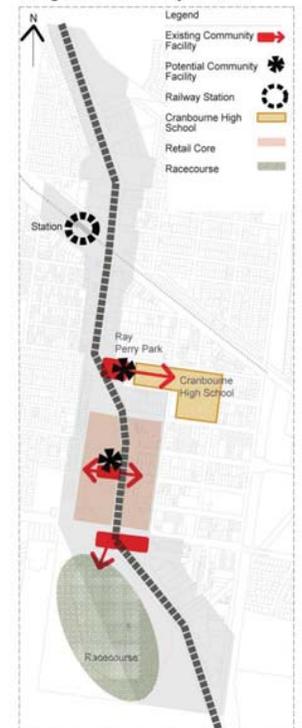
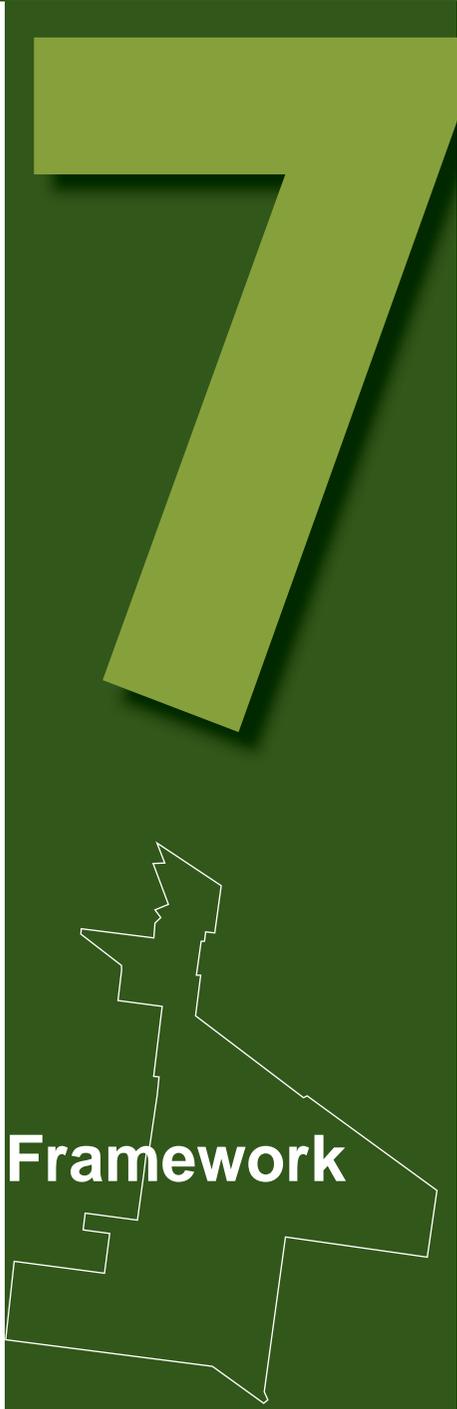


Figure 3: Vibrant commercial Core



The overall Urban Design Framework for the High Street spine is outlined in this section and through the two following plans; Figure 7, which illustrates Movement and Access initiatives and Figure 8, which illustrates Predominant Physical Features, Land Use and Preferred Height.

The Framework and the Design and Development guidelines establish an urban design future for the Cranbourne Town Centre very different from the one that exists today. The transformation of the centre will take time to achieve and will require the ongoing leadership and direction from the Council and the development of strong partnerships between the Council and the private sector property owners, business operators and the Cranbourne community. For the ideas and initiatives identified in this framework to be achieved change will be required, some activities and buildings that currently exist will be removed, new development will occur, properties will be consolidated or reconfigured and roads, footpaths and other public realm spaces will undergo change.

The Framework recognises the need to maintain and further intensify development in the Core Retail area of the Town Centre by identifying locations for lower intensity activities to other locations on the fringe of the Centre.

The Framework provides for an active, attractive and vibrant pedestrian friendly environment in the Core Retail area of the centre through traffic management measures which will increase pedestrian safety and priority. It also identifies opportunities to activate the High Street frontages of the Centro building and the edges of Greg Clydesdale Square.

The Framework establishes two major “bulky goods” restricted retailing nodes at the Northern and Southern entrances to the Centre, recognising the major land requirements for these activities. These locations provide ideal vehicular access to the proposed Cranbourne Bypass.

The Framework identifies a major corporate office focus on the northern edge of the Retail Core (around Centro’s northern car parking area) to be developed, establishing Cranbourne as a high quality regional corporate office location.

The Framework establishes a series of community facilities and open space hubs along the spine, each connected to the next through safe and attractive pedestrian and bicycle networks.

The Framework integrates the Cranbourne Railway Station with the Core Retail area through improved pedestrian, bicycle and bus facilities.

The Framework identifies opportunities to retain and celebrate Cranbourne’s history and heritage, both through the retention and enhancement of existing heritage buildings and features, and through the use of heritage aspects in the design of streetscapes and the public realm. The Framework supports and recommends continued advocacy for the Cranbourne Bypass, which once constructed would greatly improve the pedestrian environment and overall appeal of High Street.

7.1 MOVEMENT AND ACCESS

The Framework establishes easy, safe and attractive access to and linkages between all the features and facilities along the spine through the following provisions:

7.1.1 Pedestrian access

The Framework establishes a safe and attractive footpath system along the entire length of the spine. All existing pedestrian crossings are maintained and additional joint pedestrian and bicycle crossing points are recommended adjacent to Ray Perry Park and the Railway Station. Weather protection will be required on all footpaths adjacent to commercial activities.

7.1.2 Bicycle access

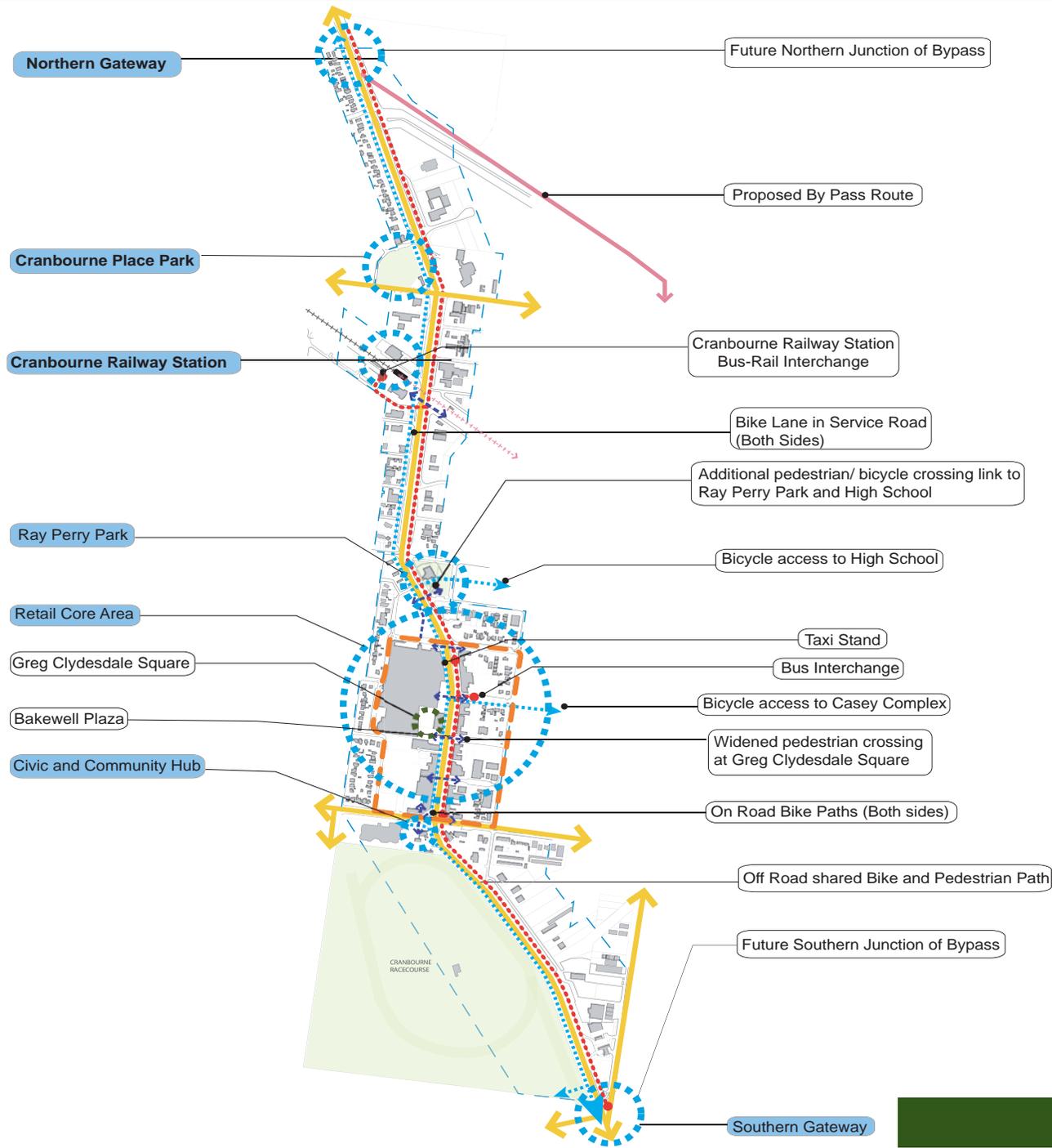
The Framework provides a continuous safe and attractive bicycle path from the northern approaches (linking to the Lyndhurst bike track) to the Railway Station, the Retail Core and the Racecourse (linking to the Cranbourne Royal Botanic Gardens). The composition and style of the bicycle path will vary from precinct to precinct responding to the different environment and road layout. The proposed bicycle route will provide direct links to the High School and Casey Complex.

7.1.3 Public transport

The Framework identifies the need for and the opportunity to introduce a frequent, fast, reliable and effective shuttle bus route along the High Street spine with stops at all key locations. The shuttle bus facility could be provided either through modification to existing public transport bus routes or through a dedicated additional bus route funded by the Council and business community.

7.1.4 Motor vehicle access

The Framework provides effective access for motor vehicle traffic via two continuous through traffic lanes in each direction along the entire spine and an additional parking-maneuvring lane in the Retail Core area between Sladen and Stawell Streets. This treatment is considered adequate for current and future traffic volumes.



LEGEND

- Activity Node
- Major Pedestrian Crossing Point
- Major Bike Route
- Bus Shuttle Route
- Major Vehicular Access
- Cranbourne Loop Road
- Greg Clydesdale Square
- Railway Line
- Proposed Railway Line
- Proposed By-Pass

Figure 4 : Movement and Access

7.2 LAND USE AND BUILT FORM

The overall land use activities, features, preferred building heights and specific precincts along the High Street spine are illustrated in Figure 8.

7.2.1 Community facilities and open space areas

The major existing open spaces and community facilities areas in the Spine are:

- Cranbourne Place Park
- Ray Perry Park
- Greg Clydesdale Square
- Recreation areas associated with the Cranbourne Racecourse

The framework supports the retention of these facilities and provides specific recommendations for their enhancement and opportunities to establish additional facilities adjacent to Greg Clydesdale Square, Ray Perry Park and in the vicinity of McMorran's Oak Tree on the west side of High Street.

7.2.2 Heritage buildings and features

The Heritage buildings and sites, as identified in the Casey Planning Scheme:

- Kelly's Hotel
- Old Shire Offices
- Avenue of Honour
- Mc Morran's Oak Tree
- War Memorial (Greg Clydesdale Square)
- St Agatha's (Former Catholic Church) currently "Taco Bill" restaurant

The framework supports the retention, recognition and enhancement of these buildings and features and the need for adjacent development to respect their heritage character.

7.2.3 Interfaces with adjoining residential areas

Where the High Street spine adjoins residential zoned land the Framework provides for design and development provisions to prevent overlooking or overshadowing of adjoining residences.

7.2.4 Interfaces with industrial estate

The High Street spine adjoins an industrial estate in the northern approaches. To recognise the industrial status of this area and to prevent residential activity from impacting on the potential of this estate to continue, the framework recommends that residential development not be provided on adjoining sites with direct abuttal to industrial zones.

7.2.5 Landmark sites

The framework identifies three landmark sites along the spine; being the Northern gateway, Centro's northern car parking area and the Southern gateway. Opportunity exists on these sites for a distinctive built form to anchor major views and vistas through the Centre. Specific guidance

for these landmark sites is provided in the Design and Development Guidelines and Detailed Concept Plans.

7.2.6 Preferred building heights

The Framework identifies preferred building heights for each area along the spine expressed as a number of storeys. In most instances this building height is drawn from the adopted Cranbourne Town Centre Structure Plan. These building heights are not designed to be mandatory; rather they indicate the preferred building height. Opportunity should exist for the consideration of a higher built form where a proposal can demonstrate design excellence, adherence to the principles and design guidelines and where additional height will benefit the centre as a whole.

7.2.7 Precincts along the spine

To respond to the 4km length of the study area and the diversity of development and activity it contains, the study area has been broken into 3 precincts that best reflect the distinctive features of the spine.

The precincts are:

- Precinct 1: Northern Approaches, the areas leading towards the core area that include the Cranbourne Railway Station, Settlement Hotel, fast food outlets, showrooms and service business premises.
- Precinct 2: Retail Core, the heart of the Cranbourne Town Centre and the focus for retail, business and entertainment, including the Centro Shopping Centre.
- Precinct 3: Southern Approaches, the areas leading to the core from the south including the Cranbourne Racecourse, Avenue of Honour, Old Shire Hall and associated community facilities and a mixture of service businesses and showrooms.

For the purpose of preparing specific Design and Development Guidelines these precincts have been further divided into 13 sub precincts. These precincts are discussed individually in Section 8.

A short description of each of the sub precincts is provided in Figure 8. In most instances the type and style of built form and activity are consistent with those identified in the Cranbourne Town Centre Structure Plan. Any recommended variations to the Structure Plan principles and guidelines will be highlighted in the discussions of the individual sub precincts.



Sub Precinct 1.2 Retain existing residential style and scale, facilitate intensification through unit, town house developments as appropriate under Rescode.

3 storey (8 m)

Precinct 1
'Northern Approaches'

Cranbourne Place Park

Sub Precinct 1.3 This area surrounding the Cranbourne Railway station is highly suited to provide multi level higher density residential development. Opportunity exists along the High Street frontages for showroom, commercial activity with residential at upper levels.

6 storey (20 m)

Sub Precinct 1.7 Opportunity to further develop the emerging Medical facilities or accommodate offices at ground floor with residential or commercial at upper levels. Opportunity for small convenience retail store.

4 storey (14 m)

Sub Precinct 2.1 Opportunity for major corporate office development along High Street frontage with parking to rear. (Development will need maintain role of the area as a flood retarding basin.) See also detailed design concept for Ray Perry Park and environs.

6 storey (20 m)

Precinct 2
'Retail Core'

Centro Shopping Centre

Sub Precinct 3.1 Opportunity to improve access and circulation around the community facilities through reconfiguration of boundaries with adjacent racecourse reservation (following reconfiguration of racecourse. Any future development must reflect and protect heritage buildings

3 storey (12 m)

Greg Clydesdale Square

Sub Precinct 3.2 These sites are somewhat hidden from South Gippsland Highway which limits exposure and prominence. Opportunity for showrooms, commercial, service business activity accessed from service road.

3 storey (12 m)

Sub Precinct 3.3 Prominent southern "gateway" precinct that requires quality built form signalling arrival at a major urban centre. Opportunity for attractive, bulky goods / restricted retail development fronting on to, and with major access from, Cameron Street. Development will need to create attractive urban scale built form at the frontages and have regard for adjoining residential development. See also detailed concepts for the Southern Entrance.

3 storey (10 m)

CRANBOURNE RACECOURSE

Sub Precinct 1.1 Prominent "gateway" site that requires quality built form signalling arrival at a major urban centre. Opportunity for attractive, bulky goods / restricted retail development built to frontages of South Gippsland Highway and the bypass. See also detailed design for Northern Entrance.

2 storey (14 m)

Sub Precinct 1.4 Opportunity for showroom, commercial activity with residential at upper levels. Development will need to have regard of residential interface to the east. Specific opportunity exists for further development of the Settlement Hotel towards its frontages.

4 storey (14 m)

Sub Precinct 1.5 Showroom, service business activity. Development will need to have regard of abutting industrial zone to the east.

3 storey (9 m)

Adjoining Industrial Zone

Sub Precinct 1.6 Showroom, commercial activity with residential at upper levels. Southern end provides views and vistas to south and adjoins Ray Perry Park.

4 storey (14 m)

Community Hall
Ray Perry Park

Sub Precinct 2.2 Opportunity for multi level commercial office or residential development, to the north of the heritage church. Built form should retain the view of and sight lines to the church from High Street through generous setback from High Street. Development will also need to have regard for adjoining residential development.

4 storey (14 m)

Sub Precinct 2.3 This is the core retail area of Cranbourne Town Centre. Future development must create active, attractive accessible, glazed frontages to High Street for retail at ground floor and commercial, residential at upper levels. Frequent east / west pedestrian through site should be provided through arcades or walk through premises. See also detailed concept for Greg Clydesdale Square and environs.

6 storey (20 m)

Cameron St (Future Bypass Route)

Precinct 3
'Southern Approaches'



LEGEND

- Showroom / Service Businesses ■
- Community ■
- Retail - Bulky Goods ■
- Retail Core ■
- Corporate Offices ■
- Open Space / Recreation ■
- Existing Residential ■
- Multi-Level Mixed Use, Commercial Ground Floor, Residential Above ■
- Industrial ■
- Industrial Interface - - -
- Residential Interface - - -
- Landmark Site ✳
- Heritage or Character Element ●
- Railway Line + + + +
- Proposed Railway Line + + + +
- Proposed Bypass - - - -

Figure 5 : Land Use and Scale of Built Form

8

Precincts - along the High Street spine

8.1 PRECINCT 1: NORTHERN APPROACHES

8.1.1 Features, environment and character

The High Street (South Gippsland Highway) northern approaches to the Cranbourne Town Centre are low density, ad hoc and lack any consistent style or theme. The challenge for the Urban Design Framework is to redress this and establish the foundations that will clearly mark “arrival” at Cranbourne, to create a good first impression for people travelling from Melbourne, and to create a sense of place for the local residential and business communities.

It will also be critical to improve the integration of pedestrian, bicycle and public transport linkages in the precinct, especially between the Cranbourne Railway Station and the Town Centre.

The major features of this precinct are the Cranbourne Railway Station, Settlement Hotel, the northern end of the proposed Cranbourne Bypass, established residential areas, and traditional “highway oriented” commercial activities.

8.1.2 Potential for change

The potential for new and more intensive development in this northern precinct arises from:

- The existing low density and small-scale development, much of which is ripe for expansion, intensification or redevelopment.
- The large, generally undeveloped land parcels east of the highway at the proposed Bypass junction.
- The proximity to rail and established urban infrastructure services.
- The generous scale and capacity of the highway.
- The emergence of a medical cluster that could be further developed and enhanced.

8.1.3 Land use

Preferred land uses in this precinct are:

- Showrooms / Service businesses
- Restricted retail
- Residential
- Medical
- Offices

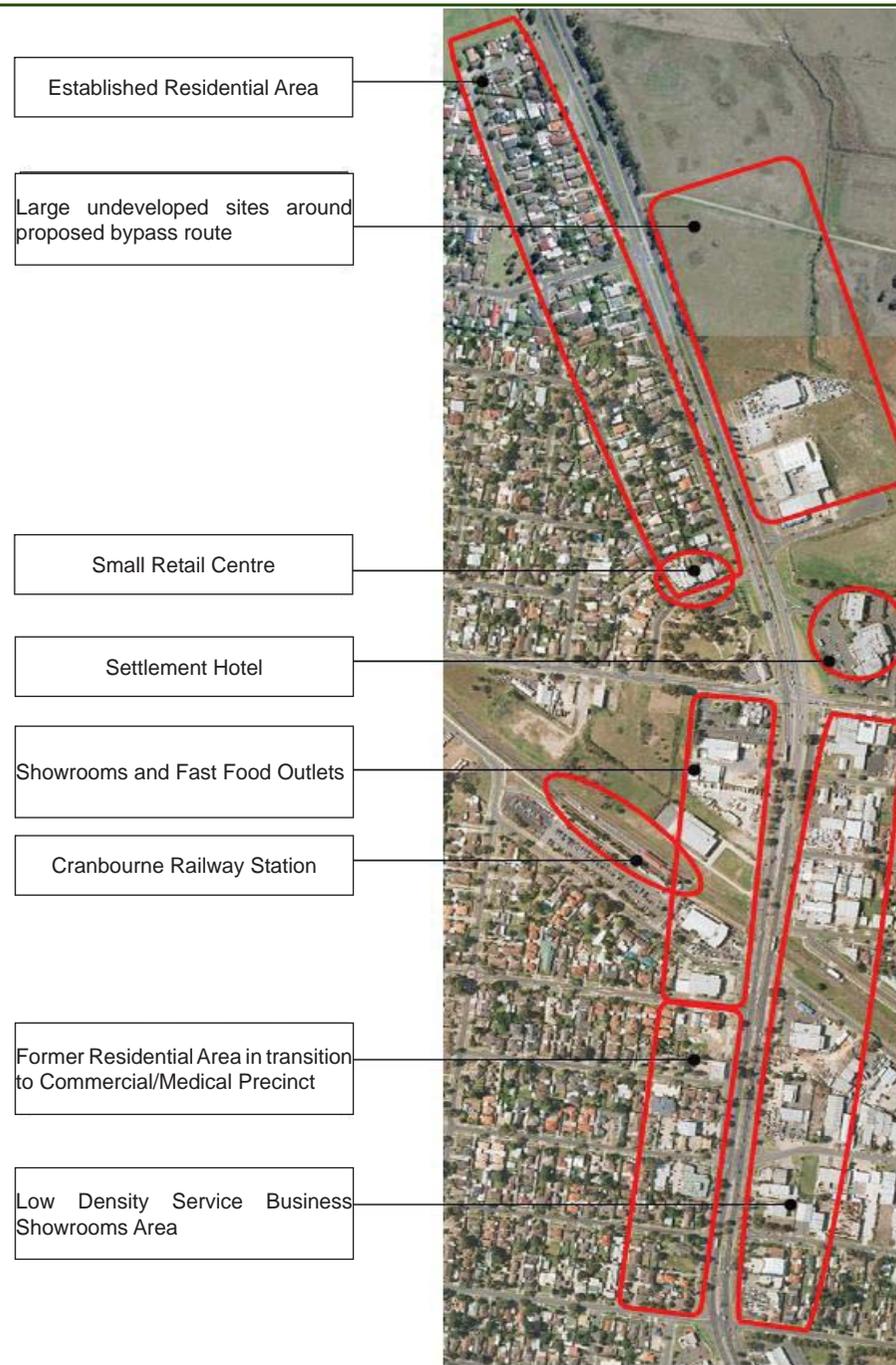


Image 38 : Precinct 1 Features

8.1.4 Access and circulation

Major access and circulation initiatives for this precinct are:

1. Plan for and accommodate the junction of the proposed Bypass with High Street. The current reservation for the proposed bypass does not clearly define the future location of the Bypass or the configuration of its junction with the South Gippsland Highway. This certainly will limit the potential to pursue and facilitate development of the major sites adjacent to the Bypass. The detailed design and configuration of the Bypass junction should be pursued immediately.
2. Improve pedestrian and bike crossing in the vicinity of the railway station through the installation of a pedestrian / bicycle crossing in the vicinity of the (currently disused) railway level crossing to provide safe bicycle and pedestrian access across High Street between the railway station and the commercial and community facilities and bus stops on the east side of the Highway.
3. Provide a high quality bike transit lane in the service road system on either side of High Street / South Gippsland Highway, linking the northern approaches to the Retail Core. In the short term, a clearly line marked bike lane should be provided along both the east and west service roads, adjacent to parallel parking spaces. As redevelopment occurs on properties adjacent to the service road, any opportunity to provide a dedicated bike lane adjacent to the kerb, (i.e. between the kerb and adjacent parked cars) should be pursued.

The top cross section (in figure 9B) illustrates the preferred road configuration where serviceroads exist. Only the western half of the roadway is shown. The eastern side would be a mirror image of this set up.

The second plan (in figure 9B) shows angle parking on the kerb side of the one way service road adjacent to the footpath. The bicycle path in this configuration would be along the service road, sharing the roadway with vehicular traffic. This is considered a short-term solution to provide additional on street car parking and bicycle access prior to major redevelopment occurring.

The lower plan shows a dedicated bicycle path located between the angled parking and the kerb. This is considered to be a preferable situation to pursue in the longer term as redevelopment occurs.

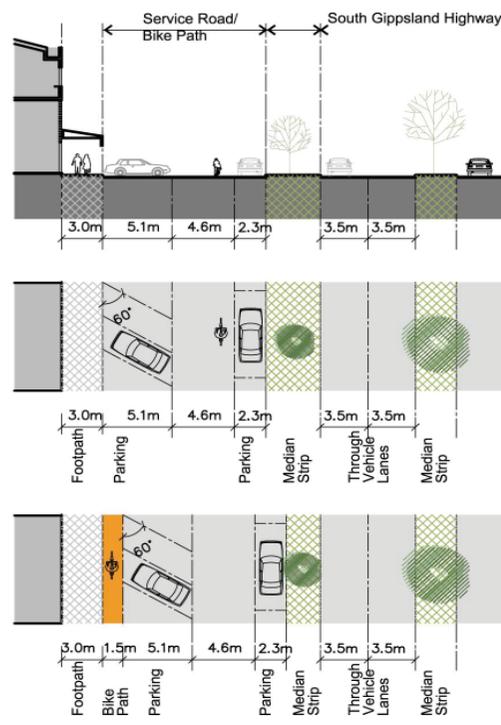


Figure 6: Typical cross section of High Street in the northern approaches precinct

Further initiatives for the precinct are:

1. Provide for convenient parking along the service road by introducing 60 degree angle parking adjacent to the kerb, with on site car parking only encouraged to the rear of the building or alongside access lanes, as part of any commercial or showrooms / service businesses redevelopment (refer sub precincts 1.3, 1.4, 1.5, 1.6 & 1.7). On site parking in the frontage areas of properties should not be permitted except where parking is associated with major restricted retail developments (refer sub precincts 1.1 and Detailed Concept A – page 32).
2. For restricted retail development are to be accessed from service lanes along High Street or the proposed Bypass Road to provide limited convenient customer / visitor parking (a single aisle with 90 degree angle parking on both sides) along the frontage within the maximum front setback of 21m with additional onsite parking provided alongside access lanes or at the rear. Detailed guidelines regarding parking are provided in the sub precinct Design and Development Guidelines.
3. Restrict loading zones to the rear of any development and minimise any visual impact through screening and embedding the development where possible.

8.1.5 Streetscape

Streetscapes in the northern approaches should be improved through:

- Introducing formal tree planting along High Street from the proposed Bypass Road to the Railway Station, to establish a strong landscape image comparable to the southern approaches through the Avenue of Honour.
- Establish a streetscape node at the railway station environs to raise the visual prominence of the station.
- Improve amenity and usability of the existing Cranbourne Place Park by reconfiguring access and the relationship to the Highway and adjoining commercial activities.

Built form and activity

- The specific built form objectives for the northern approaches are to intensify the scale and form of development, promoting multi-storey development wherever appropriate or practical to signal the arrival at the Cranbourne Town Centre. It must be recognised that development in this precinct may not achieve the scale and densities identified in this Framework or the Structure Plan as part of the next development cycle. Quality development of a lower scale or density that has the capacity to be expanded, adapted or redeveloped at a later stage may need to be provided for, in the short term.

Overall Design Principles

The preferred built form for the non residential zoned land in this precinct is for multi level development built along the property frontage to High Street in order to establish a strong and dominant built form. Development above 8 metres should be set back 6 metres to create a podium.

- Continuous, weather protected footpaths should be provided along building frontages.
- Consolidation of sites should be encouraged to create efficient development parcels and reduce the number and frequency of access lanes.
- All frontages of commercial development to High Street should be predominantly glazed and accessible.

- Where properties adjoin residential zones any multi level development will need to be designed to prevent overlooking or overshadowing as detailed in the Design and Development Guidelines.

8.1.6 Sub-Precincts

To enable detailed design and development guidelines for the precinct, the Precinct has been broken into seven sub precincts. This guidelines appear in more detail on the following pages.

- Northern Gateway (sub precinct 1.1):** Encourage a well-designed restricted retail / bulky goods node to establish on large properties. These large sites are ideally suited to accommodate the additional bulky goods / restricted retail floorspace that is required to meet future demand. These sites form the northern gateway to the Cranbourne Town Centre and it is essential that the design and configuration or any development reflects the desired quality image and development intensity.

Refer to Detailed Concept Plan A for further details:

- Northern Residential (sub precinct 1.2):** Encourage retention of existing residential development and facilitate medium density redevelopment on consolidated properties. Retain the small convenience retail facility in the precinct and improve links from the retail facilities to the adjacent Cranbourne Place Park from High Street.
- Cranbourne Railway Station and environs (sub precinct 1.3):** Encourage the intensification of development around the railway station and take every opportunity to accommodate additional medium / high-density residential development either as free standing or at upper levels of commercial development.
- Settlement Hotel and environs (sub precinct 1.4):** Facilitate expansion of the Settlement Hotel and encourage future development towards the High Street frontage and the Camms Road intersection.
- Northern Showroom area (sub precinct 1.5):** Facilitate the development of showroom, commercial and service business activities and encourage consolidation and redevelopment of properties. The adjacent industrial zone limits the potential for this area to accommodate residential development.
- Northern Mixed Use East (sub precinct 1.6):** Encourage consolidation and redevelopment of properties to provide for showroom, commercial and service business activities with potential for residential development at upper levels.
- Northern Mixed Use West (sub precinct 1.7):** Encourage consolidation and redevelopment of properties to provide for commercial activity or medical premises, with the potential for residential development at upper levels. Maintain a small convenience retail facility (limited to 250-400sqm) including a cafe in this area to serve local residents commuters and employees.

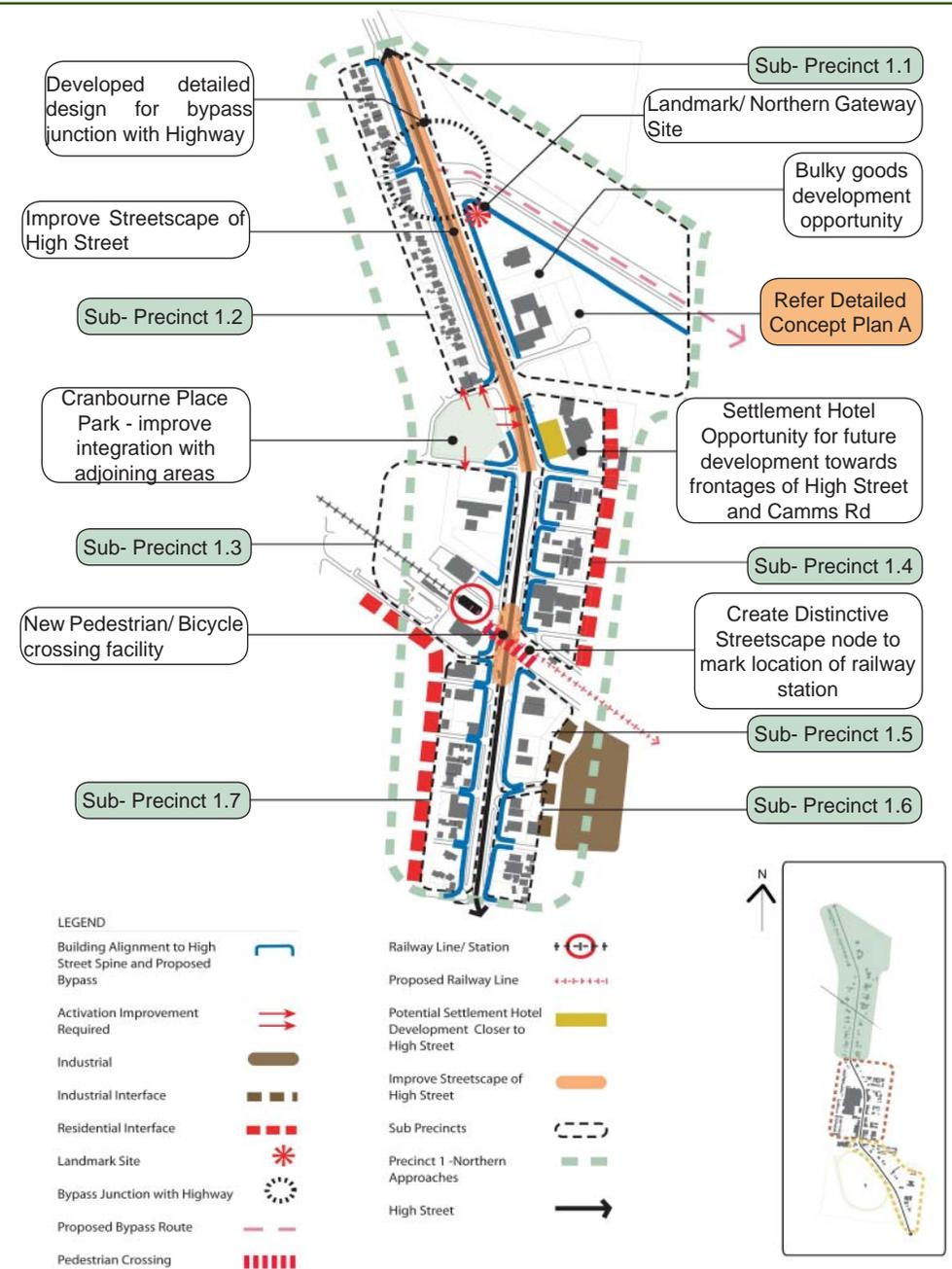


Figure 7: Precinct 1 Overall Initiatives

Sub Precinct - 1.1	Northern Gateway
Overview of node	This area is located on the east side of the South Gippsland Highway at the junction of the highway with the proposed Cranbourne Bypass. It is comprised of a number of large, prominent "gateway" sites that require quality built form, to signal a sense of arrival at this Principal Activity Centre. Opportunity exists for the development of attractive, bulky goods with restricted retail development. See also Detailed Concept A for Northern Gateway
Planning scheme	<ul style="list-style-type: none"> Current zoning: Residential 1 Zone (R1Z) and Business 3 Zone (B3Z). Preferred zoning: Mixed Use Zone (MUZ). The Urban Design Framework proposes an alternate activity mix for this area than those foreshadowed by the current Residential 1 Zone that covers the majority of the node. These sites will ultimately create the northern "gateway". Residential 1 Zone (R1Z) development would not be conducive to creating the desired future amenity, image and character.
Key design and development issues and features	<ul style="list-style-type: none"> Create a high profile image and character, with quality architectural response that reinforces the desired intensive urban environment. Ensure any new development accommodates the proposed Bypass and minimises any negative impacts on the valued adjoining residential areas.
Built form design and style	<ul style="list-style-type: none"> Ensure the built form as far as practical resembles a quality traditional High Street environment and makes a positive contribution to the pedestrian environment and streetscape. Ensure that the built form (not car parking) is the dominant feature Ensure street elevations incorporate a high degree of fenestration and the building is designed having regard for its visibility for multiple aspects. Development of greater than one level is preferred. Signage should be unified across development with centralised blade precinct signage for multiple tenancies and integration of signage into built form solutions elsewhere. Ensure visual interest and articulation. Varied design, heights, materials and colours of facades should be introduced to break up horizontal mass enabling the building to read as series of buildings rather than one long continuous expanse of building. Ensure facades are of adequate height to hide expansive views of flat roofing. Ensure air conditioning and other roof mounted services are housed in well designed enclosures that blend with the roof form. Create a symbolic entry at the corner of South Gippsland Highway and the Bypass. This corner should be marked by a structure with a distinctive built form higher than surrounding development e.g. glazed active edges and hospitality uses.
Preferred levels	<ul style="list-style-type: none"> Limit to a maximum height of 15 m with emphasised corners i.e. higher landmark elements at key corner locations.
Setbacks	<ul style="list-style-type: none"> Ensure a maximum setback of 21m from frontages to South Gippsland Highway and the Bypass so that the built form is the dominant future, rather than car parking areas. Ensure a setback minimum of 9m from surrounding residential land uses.
Access	<ul style="list-style-type: none"> Provide access to bulky goods sites via proposed service road on High Street or from the Bypass.
Parking	<ul style="list-style-type: none"> Provide limited parking along the frontage (provide a single aisle with 90 degree angle customer/ visitor parking on both sides) within the maximum front setback of 21m and additional onsite parking alongside access lanes or at the rear. Restrict loading zones to the rear of the development and minimise visual impact through screening and embedding in development where possible.
Activation	<ul style="list-style-type: none"> Provide visual interest and human scale with highly articulated and activated frontages to High Street and the Bypass Road. Encourage use of materials with high levels of transparency to improve surveillance and security. Ensure built form entries are directly accessible from a 3m wide pedestrian footpath alongside the building and linking into the pedestrian network. Provide a canopy (or verandah) along the building facades linking entries, providing shelter and improving visual amenity and streetscape character.
Interfaces	<ul style="list-style-type: none"> Ensure interfaces with abutting residential have appropriate setbacks, acoustic fencing where necessary, graduated step-down in height, screening of balconies/windows and appropriate location of windows to minimise overshadowing, overlooking and visual impact. Ensure interfaces to adjoining residential areas include a high quality landscaped buffer (9m setback) area to reduce the visual impact and maximise visual privacy.

Table 1: Design and Development Guidelines
Precinct 1 - Northern Approaches (Sub-Precinct 1.1)

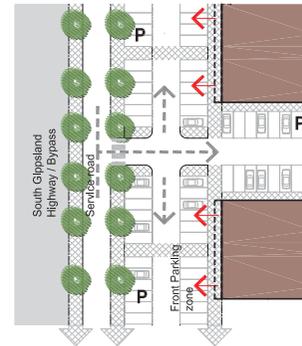


Figure 8: Plan - Typical layout at South Gippsland Highway / Bypass Road for Sub-Precinct 1.1 (Scale 1:1000 @ A3)

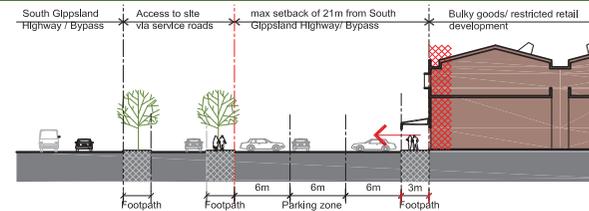


Figure 9: Section - Typical frontage to South Gippsland Highway / Bypass Road for Sub-Precinct 1.1 (Scale 1:1000 @ A3)

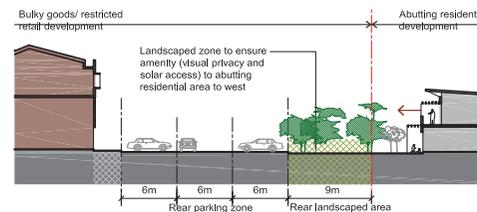


Figure 10: Interface to abutting residential area at Sub-Precinct 1.1 (Scale 1:500 @ A3)



Image 39 : Frontages that provide interest and activity

Sub Precinct 1.1 - Northern Gateway



LEGEND

- Public Realm**
- Potential Pedestrian Zone/ Footpath
- Potential Trees
- Landscaped Zone
- Built Form**
- Restricted Retail / Bulky Goods
- Active Interfaces
- Potential Articulation Zone
- Potential Weather Protected Zone
- Access and Parking**
- At-grade Parking
- Vehicle Access

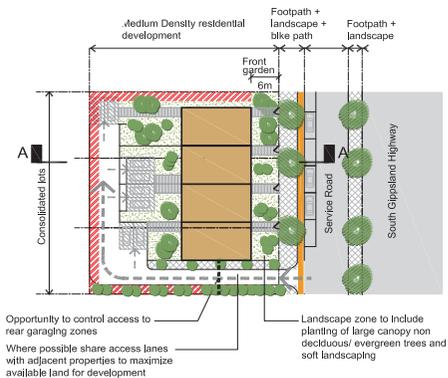
Figure 11 : Key Plan Precinct 1 - Northern Approaches

Sub Precinct - 1.2	Northern Residential Area
Overview of node	This area consists predominantly of detached residential houses, constructed over the past 30 years, accessed from the service road to the South Gippsland Highway. It includes a small convenience shopping area adjacent to Cranbourne Place Park. This area has the potential for incremental change for medium density residential.
Planning scheme	<ul style="list-style-type: none"> Current zoning to remain: Predominately Residential 1 Zone (R1Z) with some Business 1 Zone (B1Z)
Key design and development issues and features	<ul style="list-style-type: none"> Encourage incremental medium density residential redevelopment over time whilst preserving the valued character of the area. Encourage any infill residential development to be developed in accordance with ResCode provisions. Maintain the convenience retail area (B1Z) adjacent to the Cranbourne Place Park. Encourage developers to consolidate properties to establish greater development opportunities. Encourage more intense development through incentives schemes e.g. incremental development rights with site consolidation and proven design excellence.
Built form design and style	<ul style="list-style-type: none"> Encourage multi level residential development to replace low density single level development. Provide active and engaging interfaces to South Gippsland Highway by orientating living spaces of dwellings at upper levels to face the street and promote high quality architectural design. Promote an attractive street environment along Gippsland Highway by providing generous landscaped setbacks at the front of dwellings. Locate secluded private open space typically to a courtyard or balconies at upper level. Courtyards to be to the rear or side of the dwelling accessed from living areas. Encourage low, transparent or partially open fencing / walling to create an impression of openness.
Preferred levels	<ul style="list-style-type: none"> Ensure residential infill development is developed up to 9m
Setbacks	<ul style="list-style-type: none"> Ensure new residential development is set back 6m from the frontages to maintain the valued open 'front garden feel' that is characteristic of the area.
Access	<ul style="list-style-type: none"> Maintain the individual vehicular access to residential developments from the service road along South Gippsland Highway via driveways.
Parking	<ul style="list-style-type: none"> Provide parking for residential development on-site, in garages, carports or on driveways at the rear of the properties. Encourage the use of shared / side-by-side driveways to minimise crossovers to reduce pedestrian vehicular conflict and enhance safety. Ensure provision is made for bicycles and storage

Table 2: Design and Development Guidelines
Precinct 1 - Northern Approaches (Sub-Precinct 1.2)



Image 40 : The careful design of the street edge zone to create walkable areas within a safe and interesting setting



NOTE: Refer to Cranbourne Principal Activity Centre Residential Demand Modelling Study - August 2009, prepared by SGS Economic and Planning Pty Ltd, for potential dwelling typologies (refer to Fig.64 & Fig.66).

Figure 12: Plan -Typical layout at Sub-Precinct 1.2
(Scale 1:1000 @ A3)

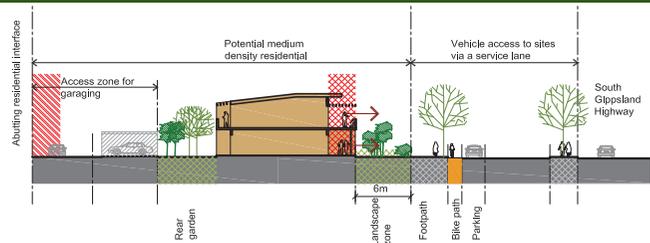


Figure 13: Section A:A East-West Section at Sub-Precinct 1.2
(Scale 1:500 @ A3)



Image 41: Provide windows and living areas towards adjoining streets to maximize informal surveillance of streets

Sub Precinct 1.2 - Northern Residential Area



LEGEND

- Public Realm**
- Potential Pedestrian Zone/ Footpath
- Potential Trees
- Landscaped Zone / Garden
- Bike Path
- Built Form**
- Potential Medium Density Residential
- Existing Residential
- Outlook to Street
- Potential Articulation Zone
- Maintain Amenity to Existing Abutting Dwellings (Ensure Visual Privacy and Solar Access as per ResCode Recommendations)
- Access and Parking**
- Parking / Garaging Zone
- Vehicle Access
- Controlled Access to Rear Garaging Zone

Figure 14 : Key Plan
Precinct 1 - Northern Approaches

Sub Precinct - 1.3	Cranbourne Railway Station and Environs
Overview of node	This area is comprised of large allotments adjacent to the Cranbourne Railway Station with the potential for significant change to accommodate medium and high density mixed land use with residential development on upper levels.
Planning scheme	<ul style="list-style-type: none"> Current zoning: Business 1 Zone (B1Z) and Public Use Zone 4 (PUZ4). Preferred zoning: Mixed Use Zone (MUZ) and Public Use Zone 4 (PUZ4).
Key design and development issues and features	<ul style="list-style-type: none"> Ensure that the design and activities in this area raise the profile of the Cranbourne Railway Station as a commuter oriented transport hub. Incorporate residential development in upper levels of higher density to maximise the residential population within easy walking distance of the railway station and transport interchange. Provide for affordable and community housing opportunities catering for singles, and smaller families as well as larger (extended) families. Increase the suitability and the diversity of housing for the needs of less car dependant e.g. the ageing community.
Preferred levels	<ul style="list-style-type: none"> Encourage 9m up to 14m with emphasis on key corner locations with higher elements.
Built form design and style	<ul style="list-style-type: none"> Encourage well-designed contemporary mixed use development with commercial at ground level and residential or office development on upper levels. Encourage prominent articulated corner developments on sites abutting the Station and Camms Road. Ensure visual interest and articulation. Varied design, heights, materials and colours of facades should be introduced to break up horizontal mass enabling the building to read as series of buildings rather than one long continuous expanse of building. Consider multiple lifts and stair cores in preference to a single central core in developments with large footprints and resident populations. Provide space between taller buildings to provide outlook, daylight access and privacy for residents.
Setbacks	<ul style="list-style-type: none"> Encourage buildings to be built on street frontages to establish a coherent and unified built form edge along the service road along South Gippsland Highway. Ensure built forms higher than 8m are setback from 3m-6m from the street boundary on primary pedestrian thoroughfares. Ensure upper level offices and residential units living spaces are orientated onto (surveillance) the public realm – civic spaces and open spaces
Access	<ul style="list-style-type: none"> Encourage access to sites via lanes at the side of development leading to rear loading and car parking areas.
Parking	<ul style="list-style-type: none"> Encourage parking to be located along the service road and to the sides / rear of buildings. Parking located at the frontages should not be permitted.
Activation	<ul style="list-style-type: none"> Provide visual interest and human scale with highly articulated and activated frontages to High Street and Camms Road. Encourage use of materials with high levels of transparency to improve surveillance and security. Provide a canopy (or verandah) along the building facades abutting street frontages to provide both shelter and improving visual amenity and streetscape character.

Table 3: Design and Development Guidelines
Precinct 1 - Northern Approaches (Sub-Precinct 1.3)

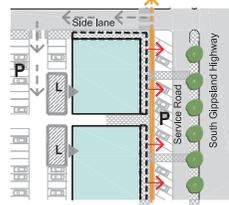


Figure 15: Plan Typical Layout at Sub-Precinct 1.3 (Scale 1:1500 @ A3)

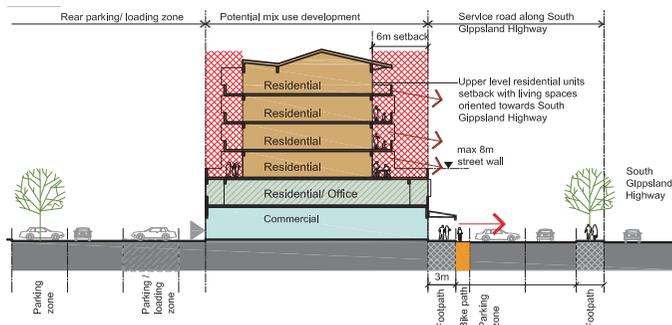


Figure 16: Section - Interface to South Gippsland Highway at Sub-Precinct 1.3 (Scale 1:500 @ A3)



Figure 17: Corner of South Gippsland Highway and Camms Road at Sub-Precinct 1.3 (Scale 1:500 @ A3)



Image 41: Images that are visually interesting and activated frontages to street

Sub Precinct 1.3 - Cranbourne Railway Station and Environs

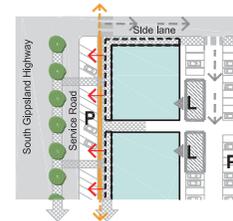


- LEGEND**
- Public Realm**
 - Potential Pedestrian Zone / Footpath
 - Potential Trees
 - Bike Path
 - Built Form**
 - Residential
 - Commercial
 - Residential or Office
 - Outlook to Street
 - Potential Articulation Zone
 - Potential Significant Corner Building
 - Potential Weather Protected Zone
 - Active Interfaces**
 - Active Interfaces
 - Access and Parking**
 - At-grade Parking
 - Vehicle Access
 - Loading Zone

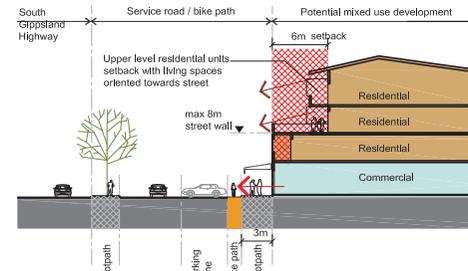
Figure 18 : Key Plan
Precinct 1 - Northern Approaches

Sub Precinct - 1.4	Settlement Hotel and Environs
Overview of node	This is a high profile area on the east side of the highway between the northern gateway and the railway line. It has excellent exposure to the South Gippsland Highway and proximity to the Cranbourne Railway Station. It contains a mixture of low scale and density commercial developments, including the Settlement Hotel and Motel complex. Opportunity exists for significant intensification of mixed use activity and residential development. See also Detailed Concept A for Northern Gateway
Planning scheme	<ul style="list-style-type: none"> Current zoning: Business 3 Zone (B3Z). Preferred zoning: Mixed Use Zone (MUZ).
Key design and development issues	<ul style="list-style-type: none"> Maximise potential offered by high profile sites and locations. Intensify development and bring the built form closer to High Street, making the built form the dominant feature (rather than the car parking areas). Encourage consolidation of sites by providing development incentives. (Refer Section 9.1 Implementation Strategies.)
Landmark sites, buildings or features.	<ul style="list-style-type: none"> Encourage the development of an articulated prominent corner site at the intersection of South Gippsland Highway with Camms Road Encourage the Settlement Hotel complex to expand and configure new development closer to the High Street, Camms Road intersection to establish a coherent, high profile and unified built form edge. Car parking should be relocated to the rear or accommodated within the built form. Provide for serviced apartment and hotel accommodation, affordable and community housing opportunities catering for singles and smaller families as well as larger (extended) families. Increase the suitability and the diversity of housing for the needs of less car dependant e.g. the ageing community and smaller households without or with reduced car numbers.
Preferred levels	<ul style="list-style-type: none"> Limit built form height to 14m
Setbacks	<ul style="list-style-type: none"> Encourage new development to be located near the street frontages to establish a coherent and unified built form edge with canopy protection for pedestrians along the service road. Ensure any built form over 8m high is setback 6m from the front street front facade. Ensure upper level offices and residential unit living spaces are configured to provide informal surveillance of the public realm (civic spaces and open spaces).
Built form design and style	<ul style="list-style-type: none"> Encourage well designed multi-level mixed use development with commercial activity at ground floors and residential on upper levels. Encourage generously scaled commercial ground floor with preferred minimum floor to floor height of 3.8m.
Access	<ul style="list-style-type: none"> Encourage access to these sites via lanes at the side of the development leading to rear loading or car parking areas. Ensure all lanes are well lit and activated.
Parking	<ul style="list-style-type: none"> Provide parking for new development located along the service road and to the sides / rear of the building.
Activation	<ul style="list-style-type: none"> Provide visual interest and human scale with highly articulated and activated frontages to South Gippsland Highway and Camms Road being accessible from a 3m pedestrian footpath. Encourage use of materials with high levels of transparency to improve surveillance and security. Provide a canopy (or verandah) along the building facades, providing shelter and improving visual amenity and streetscape character.
Interfaces	<ul style="list-style-type: none"> Ensure interfaces with abutting residential to the east have appropriate setbacks, graduated step down in height, screening of balconies/windows and appropriate location of windows to minimise overshadowing, overlooking and visual impact. Ensure interfaces to adjoining residential areas include a landscaped buffer (6m setback) area to reduce the visual impact and maximise visual privacy.

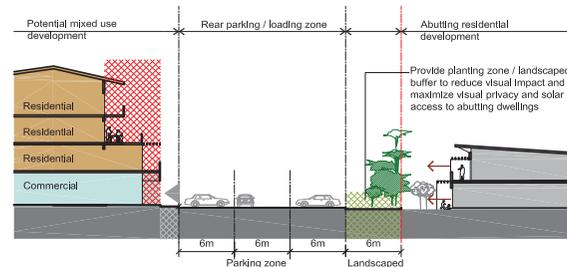
**Table 4: Design and Development Guidelines
Precinct 1 - Northern Approaches (Sub-Precinct 1.4)**



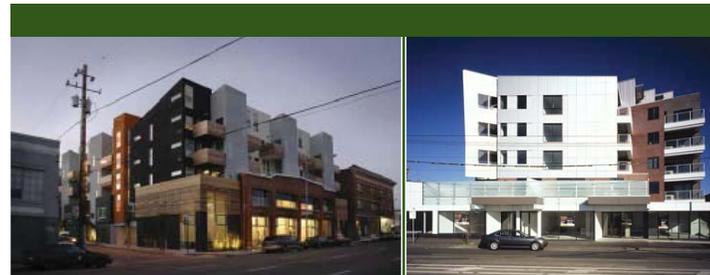
**Figure 19: Plan Typical Layout
at Sub-Precinct 1.4 (Scale 1:1500 @ A3)**



**Figure 20: Section Interface to South Gippsland Highway
at Sub-Precinct 1.4 (Scale 1:500 @ A3)**



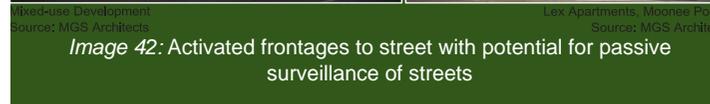
**Figure 21: Section: Interface to South Gippsland Highway
at Sub-Precinct 1.4 (Scale 1:1500 @ A3)**



**Sub Precinct 1.4 -
Settlement Hotel and Environs**

- LEGEND**
- Public Realm
 - Potential Pedestrian Zone / Footpath
 - Potential Trees
 - Bike Path
 - Built Form
 - Residential
 - Commercial
 - Outlook to Street
 - Potential Articulation Zone
 - Potential Weather Protected Zone
 - Active Interfaces
 - Existing Residential
 - Access and Parking
 - At-grade Parking
 - Vehicle Access
 - Loading Zone

**Figure 22 : Key Plan
Precinct 1 - Northern Approaches**



**Image 42: Activated frontages to street with potential for passive
surveillance of streets**

Sub Precinct - 1.5	Northern Showroom Area
Overview of node	This area, between Station Street and Grace Street is comprised of a number of low scale commercial and service business premises. Opportunity exists for significant intensification of current land use, with no residential component, as this area adjoins a large and active industrial estate.
Planning scheme	– Current zoning to remain: Business 3 Zone (B3Z).
Key design and development issues or features.	– Recognise that this area has potential for intensification although the proximity of industrial activities limits its potential for mixed use and multi-level development. – Encourage consolidation and redevelopment.
Preferred levels	– Maximum of 14m
Setbacks	– Encourage buildings to be built on street frontages to establish a coherent and unified built form edge along the service road on South Gippsland Highway.
Built form design and style	– Facilitate the development of well designed showrooms, commercial and service business activity. – Recognise and protect the industrial status and potential of the adjoining area; discourage residential development due to direct abuttal to industrial zones.
Access	– Ensure access to these sites is via lanes at the side of development leading to rear loading or car parking areas.
Parking	– Ensure parking for new development is provided partially along the service road and to the sides and rear of built form.
Activation	– Provide visual interest and human scale with highly articulated and activated frontages which are accessible from a 3m pedestrian footpath. Encourage use of materials with high levels of transparency to improve surveillance and security. – Provide a canopy (or verandah) along the building facades, providing shelter and improving visual amenity and streetscape character.
Interfaces	– Ensure intensification / redevelopment does not have a detrimental impact on the adjoining industrial zone. – Enable the industrial area to continue to operate in accordance with the zonings provisions of Industrial 1 Zone.

Table 5: Design and Development Guidelines
Precinct 1- Northern Approaches (Sub-Precinct 1.5)

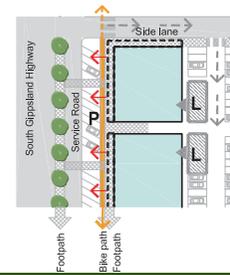


Figure 23: Plan Typical Layout at Sub-Precinct 1.5 (Scale 1:1500 @ A3)

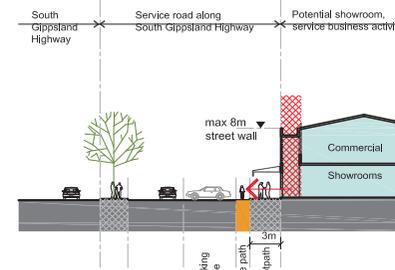


Figure 24: Section - Typical frontage to South Gippsland Highway at Sub-Precinct 1.5 (Scale 1:1500 @ A3)



Image 43 : Active frontage to street with weather protected area for pedestrians



Image 44 : Use of materials with high level of transparency at pedestrian level to improve surveillance and security

Sub Precinct 1.5 - Northern Showroom Area



LEGEND

- Public Realm**
- Potential Pedestrian Zone / Footpath
- Potential Trees
- Bike Path
- Built Form**
- Commercial / Showrooms
- Potential Articulation Zone
- Potential Weather Protected Zone
- Active Interfaces
- Access and Parking**
- At-grade Parking
- Vehicle Access
- Loading Zone

Figure 25 : Key Plan Precinct 1 - Northern Approaches

Sub Precinct - 1.6	Northern Mixed Use East
Overview of node	These sites between Grace Street and Clarendon Street are currently developed for low scale and intensity commercial or service business activities. Opportunity exists for intensification of mixed use activity and residential development on upper levels.
Planning scheme	<ul style="list-style-type: none"> Current zoning: Business 3 Zone (B3Z). Preferred zoning: Mixed Use Zone (MUZ).
Key design and development issues or features	<ul style="list-style-type: none"> Encourage multi level mixed use development in close proximity to public transport, Ray Perry Park, community facilities and schools. Encourage consolidation of sites to create efficient development parcels. Provide for affordable and community housing opportunities catering for singles and smaller families as well as larger (extended) families. Increase the suitability and the diversity of housing for the needs of less car dependant residents e.g. the aging community and students.
Preferred levels	Encourage development of up to 14m
Built form design and style	<ul style="list-style-type: none"> Encourage showrooms, commercial, service business activity with residential at upper levels. Avoid creating blank walls at street level frontage. Accentuate and identify building entries. Ensure visual interest and articulation. Varied design, heights, materials and colours of facades should be introduced to break up horizontal mass enabling the building to read as series of buildings rather than one long continuous expanse of building.
Setbacks	<ul style="list-style-type: none"> Encourage buildings to be built on the service road street frontages to establish a coherent and unified built form edge along the service road on South Gippsland Highway. Ensure any built form over 8m high is setback 6m via a podium.
Access	Ensure access to these sites is via lanes at the side of development leading to rear loading or car parking areas.
Parking	Provide parking on the side in garages, basements or to the rear of properties.
Activation	<ul style="list-style-type: none"> Provide visual interest and human scale with highly articulated and activated frontages to High Street which are accessible from a 3m pedestrian footpath. Encourage use of materials with high levels of transparency to improve surveillance and security. Provide a canopy (or verandah) along the building facades, providing shelter and improving visual amenity and streetscape character. Ensure upper residential units living spaces are orientated onto (surveillance) the public realm – civic spaces and open spaces
Interfaces	Ensure interfaces with abutting residential to the east have appropriate setbacks (6m landscaped area), graduated step down in height, screening of balconies / windows and appropriate location of windows to minimise overshadowing, overlooking and visual impact.

Table 6: Design and Development Guidelines Precinct 1 - Northern Approaches (Sub-Precinct 1.6)

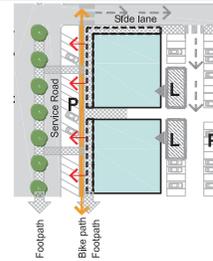


Figure 26: Plan Typical Layout at Sub-Precinct 1.6 (Scale 1:1500 @ A3)

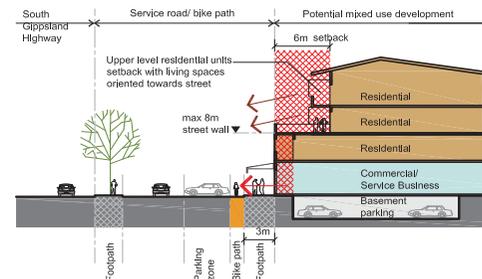


Figure 27: Section - Frontage to South Gippsland Highway at Sub-Precinct 1.6 (Scale 1:1500 @ A3)

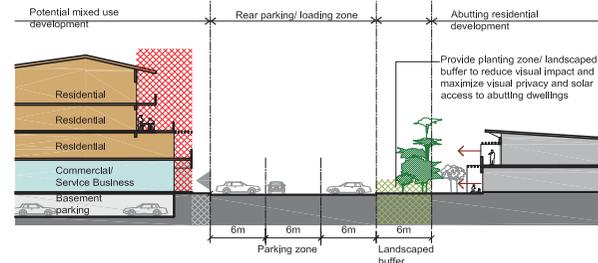


Figure 28: Section - Interface to abutting residential area to east at Sub-Precinct 1.6 (Scale 1:500 @ A3)



Ulli Unit Housing Development, Brisbane
Source: MGS Architects



Lex Apartments, Mooloolah Ponds
Source: MGS Architects

Image 45: Highly articulated and activated building frontages to street providing visual interest and passive surveillance

Sub Precinct 1.6 - Northern Mixed Use East



- LEGEND**
- Public Realm**
 - Potential Pedestrian Zone / Footpath
 - Potential Trees
 - Bike Path
 - Built Form**
 - Residential
 - Commercial / Service Business
 - Outlook to Street
 - Potential Articulation Zone
 - Potential Weather Protected Zone
 - Active Interfaces
 - Access and Parking**
 - At-grade Parking
 - Vehicle Access
 - Loading Zone

Figure 29: Key Plan Precinct 1 - Northern Approaches

Sub Precinct - 1.7	Northern Mixed Use West
Overview of node	This former residential area, between Station Street and Clarendon Street, is evolving through redevelopment or re use of original residential dwellings into a significant commercial, medical cluster. It forms a critical link between the Cranbourne Railway Station and the Core Retail areas. The area also supports a small convenience retail activity which should be maintained and nurtured to serve local residents and businesses. Opportunity exists for further redevelopment and intensification.
Planning scheme	<ul style="list-style-type: none"> Current zoning: Business 3 Zone (B3Z). Preferred zoning: Mixed Use Zone (MUZ).
Key design and development issues or features	<ul style="list-style-type: none"> Residential interface to west. Provide an attractive and inviting pedestrian environment to encourage pedestrian movement along High Street between the railway station and the retail core area.
Preferred levels	<ul style="list-style-type: none"> Encourage development of up to 14m.
Built form design and style	<ul style="list-style-type: none"> Strengthen the commercial and medical cluster. Encourage consolidation. Encourage intensification with upper level residential. Maintain a convenience retail facility (250-400sqm) close to the railway station including a cafe to serve local residents commuters and employees.
Setbacks	<ul style="list-style-type: none"> Encourage buildings to be built on the service road street frontages to establish a coherent and unified built form edge along the service road on South Gippsland Highway. Ensure any built form over 8m high is setback 6m via a podium.
Access	<ul style="list-style-type: none"> Ensure access to these sites is via lanes at the side of development leading to rear loading or car parking areas.
Parking	<ul style="list-style-type: none"> Provide parking on site in garages, basements or to the rear of properties.
Activation	<ul style="list-style-type: none"> Provide visual interest and human scale with highly articulated and activated frontages to High Street which are accessible from a 3m pedestrian footpath. Encourage use of materials with high levels of transparency to improve surveillance and security. Provide a canopy (or verandah) along the building facades, providing shelter and improving visual amenity and streetscape character.
Interfaces	<ul style="list-style-type: none"> Ensure interfaces with abutting residential development to the east have appropriate setbacks (6m landscaped area), graduated step down in height, screening of balconies / windows and appropriate location of windows to minimise overshadowing, overlooking and visual impact.

Table 7: Design and Development Guidelines
Precinct 1 - Northern Approaches (Sub-Precinct 1.7)

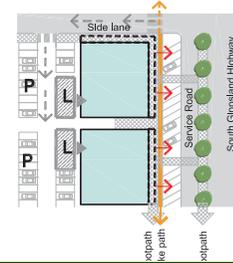


Figure 29: Plan Typical Layout
at Sub-Precinct 1.7 (Scale 1:1500 @ A3)

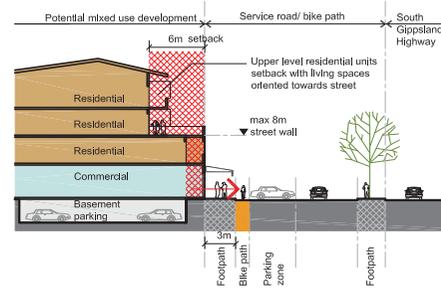


Figure 30: Typical Frontage to South Gippsland Highway
at Sub-Precinct 1.7 (Scale 1:500 @ A3)

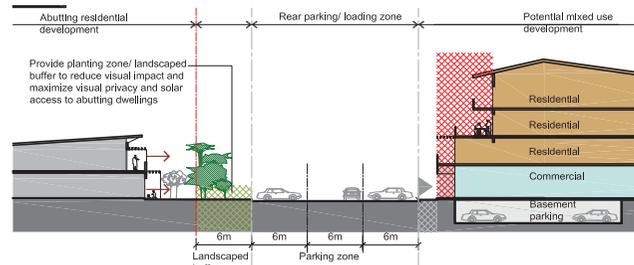
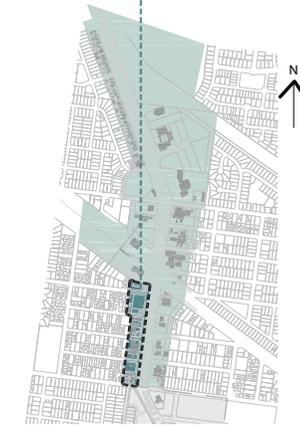


Figure 31: Section - Interface to abutting residential area
to west (Scale 1:500 @ A3)



Image 46 : Provide visually interesting and activated building frontages
to street

Sub Precinct 1.7 -
Northern Mixed Use West



LEGEND

Public Realm

Potential Pedestrian Zone / Footpath

Potential Trees

Bike Path

Built Form

Residential

Commercial

Outlook to Street

Potential Articulation Zone

Potential Weather Protected Zone

Active Interfaces

Access and Parking

At-grade Parking

Vehicle Access

Loading Zone

Figure 32 : Key Plan
Precinct 1 - Northern Approaches



Figure 33: Plan - Ground Precinct 1 - Northern Approach Detailed Concept A - Northern Gateway (Scale 1:4000 @ A3)

- a** Existing developed land parcels fronting onto High Street.
- b** Potential development of restricted retail/ bulky goods.
 - Provide strong built form dominated edge to proposed Bypass Road and High Street.
 - Ensure high quality of facade treatments / articulation to streets and visual permeability to built frontages at ground level to minimize visual bulk .
 - Restrict loading zones to the rear/ side of the buildings, away from street frontages and suitably screened with landscaping.
- c** Provide onsite parking predominantly to the rear areas and alongside the access lanes with limited convenient visitor / customer parking (a single aisle with 90° angle parking on both sides) within the maximum front setback of 21m.
 - Incorporate appropriate tree planting and landscaping.
- d** Provide access to sites via service roads along South Gippsland Highway or from the Bypass Road.
- e** Opportunity for a significant northern 'gateway' building.
 - Potential to mark the corner of South Gippsland Highway and the Bypass with a distinctive taller built form.

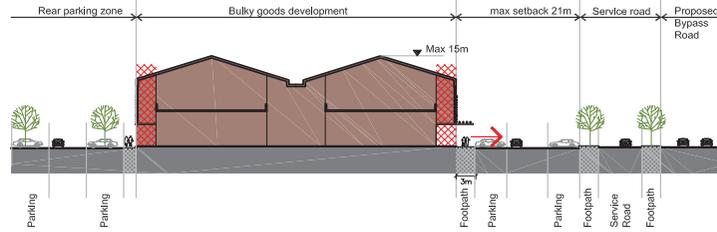


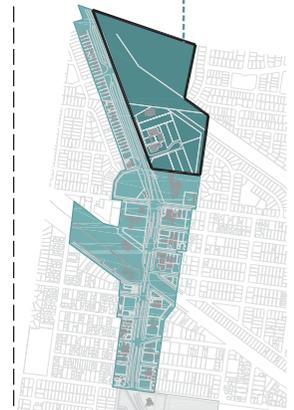
Figure 34 : Detailed Concept A Section A - A (1:750 @ A3)



Image 47: Artist Impression - Corner View of South Gippsland Highway and Bypass road (Northern Gateway) Looking South

- Ensure activation of both South Gippsland Highway and the Bypass.
- Opportunity for a cafe / fast food outlet at ground level.
- f** Ensure interface with abutting residential area to the east have a setback minimum of 9m, acoustic fencing where necessary, graduated step-down in height, screening of balconies / windows and appropriate location of windows to minimize overshadowing, overlooking and visual impact.
- g** Opportunity for bulky goods activity to be replicated with similar design configuration to south side of Bypass Road.
- h** Indicative configuration of junction between South Gippsland Highway and proposed Bypass Road.
- i** Encourage the Settlement Hotel complex to expand and configure new development closer to the High Street, Camms Road intersection to establish a coherent, high profile and unified built form edge.
- j** Car parking for the Settlement Hotel complex to be relocated to the rear with access from Camms Road.

Detailed Concept A - Northern Gateway



LEGEND	
Land Use	Potential Bulky Goods Area North of the Bypass
Existing Residential	Existing Residential
Public Realm	Potential Pedestrian Zone / Footpath
	Potential Trees
	Existing Trees
Built Form	Potential Restricted Retail / Bulky Goods
	Potential Cafe Activities / Fast Food Outlet
	Active Interfaces
	Gateway Opportunity
	Potential Articulation Zone
	Landscaped Setback Zone to Ensure Amenity to Abutting Residential Zone (Ensure Visual Privacy and Solar Access as per ResCode Recommendations)
	Potential Extension of the Settlement Hotel Complex
Access and Parking	Reconfigured Junction between South Gippsland Highway and Proposed Bypass Road
	At-grade Parking
	Loading Zone
	Vehicle Access

Figure 35 : Key Plan Precinct 1 - Northern Approach

8.2 PRECINCT 2: RETAIL CORE

8.2.1 Features, environment and character

The High Street spine located in the Retail Core is a busy, active, established business area characterised by narrow frontaged business premises in a mixture of single and double storey development. The precinct lacks any consistent architectural style or theme, and is for a significant extent, dominated by the large, blank external wall of the Centro Cranbourne Shopping Centre (Centro) on the western side.

The large traffic volumes, speed and the high proportion of heavy vehicle traffic combine to create an uninviting space for pedestrians. This restricts opportunities for pedestrians and inhibits active retailing and use of the footpaths, which in turn reduces the viability for retailing on High Street. The challenge for this Urban Design Framework is to create the physical environment that will enhance the vibrancy and activation of this core area for local residents, the working population and visitors, returning the area's to its former status as the "High Street" of Cranbourne.

The major features of High Street in this precinct are the Centro Shopping Centre, Greg Clydesdale Square, Kelly's Hotel, Speciality retail businesses, IGA supermarket, Cranbourne Market, professional services, personal services and a fledgling café and entertainment hub.

8.2.2 Potential for change

The potential for more intensive development in the Retail Core arises from:

1. The fact that the Retail Core is the "epicentre" of the Cranbourne Town Centre, and is located in one of the fastest growing urban areas of Australia.
2. The large at-grade car park to the north of Centro Shopping Centre and the Council carpark adjacent to Greg Clydesdale Square.
3. The under-utilised or unactivated High Street frontages of Centro Shopping Centre onto, or in, the vicinity of High Street with the potential for improved street activation and multi-level development.
4. The under-utilised nature of Greg Clydesdale Square which provides the major opportunity for an active, attractive, and safe public space or "town square".
5. The recent introduction of the Cranbourne Market, a fresh food business which provides the High Street spine with an additional quality retail destination which could act as a catalyst for further development and retail activity.
6. The under utilised arcades and pedestrian lanes that link High Street to the major car parking areas and retail activities to the west.
7. The width of the existing footpaths in High Street, which, when traffic volumes and speed issues are addressed, have the potential to accommodate outdoor dining and activities
8. The scale of the High Street reservation which has the capacity to accommodate on street parking, bicycle lanes, a landscaped median strip as well as the needs of through vehicular traffic.
9. Ray Perry Park and the Cranbourne Community Hall which provide the basis to increase the range and quality of community and open space facilities in the centre.

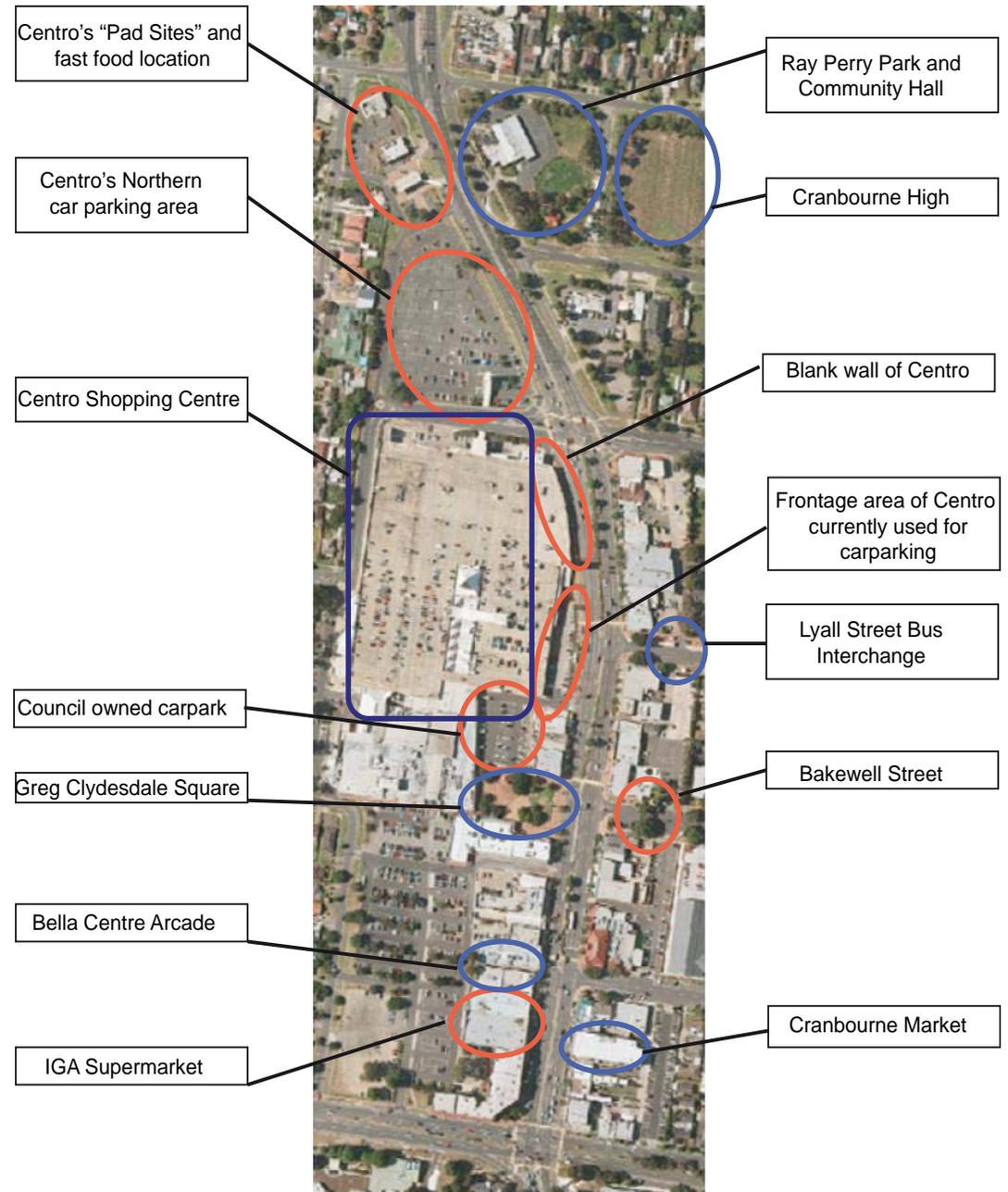


Image 48 : Precinct 2 Features

8.2.3 Land use

The preferred land uses envisaged for this precinct are:

- Speciality Retail
- Professional Services
- Personal Services
- Cafés, Restaurants and Entertainment
- Community Services and Facilities
- Corporate Offices
- Residential at upper levels

8.2.4 Access and circulation

Major access and circulation initiatives for this precinct are to:

1. Provide a clearly marked bike lane on the eastern service road which is adjacent to St Agatha's Church (Taco Bill).
2. Create a shared bicycle /pedestrian path in place of the existing footpath adjacent to the Centro northern car parking area.
3. Introduce variable electronic speed limits in this precinct to facilitate lower traffic speed during peak pedestrian/ business periods.
4. Improve pedestrian amenity by upgrading footpaths and requiring continuous weather protecting verandas along both sides of High Street between Sladen Street and Stawell Street.
5. Provide continuous pedestrian shelter along Centro's frontage to High Street, including adjacent to the "blank wall" and the bus and taxi facilities.
6. Integrate Greg Clydesdale Square with the eastern side of High Street and the proposed "Bakewell Street Plaza" through a widened (8 metre), raised pavement pedestrian crossing, with common paving and landscape treatments to enable the design treatment of Greg Clydesdale Square to flow across the roadway into Bakewell Street.
7. Extend the existing footpath on the west side of High Street around the northern corner of Centro (Stawell Street) to provide direct pedestrian access to Centro's northern entrance from High Street. This could occur following the reduction of through traffic lanes. It can be achieved by reconfiguration of the left hand turn lane into Stawell Street and reconfiguration of landscape strip.
8. Consolidate through traffic into two through traffic lanes in High Street between Sladen Street and Stawell Street, introduce a dedicated bicycle lane clearly marked in coloured bitumen, and maintain parallel parking, a parking manoeuvring (safety lane) and a widened central median (through line marking in the short term, and relocation of kerbs in the longer term).

This cross section and plan (below) illustrate the preferred road and bicycle provisions in the section of High Street adjacent to the Centro northern carpark. It shows a shared pedestrian / bicycle path on the western side and bicycle provisions in the service road on the eastern side.



Figure 36 : Typical Plan of High Street adjacent to Centro northern carpark

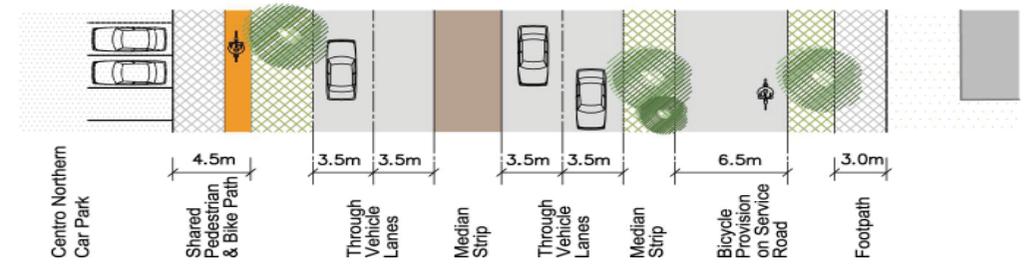


Figure 37: Typical Cross section of High Street adjacent to Centro northern carpark

An alternative and preferable long term cross section is illustrated below. This configuration locates the bicycle path between the parallel parking and the kerb. This arrangement would provide superior access for bicycles. As it would require additional kerb treatments and would represent a major change it is not likely to be achieved in the short term.

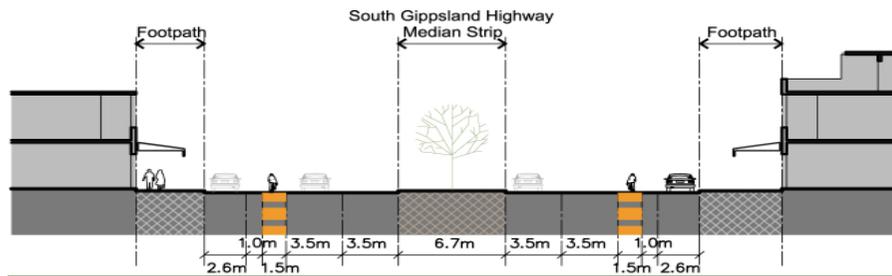


Figure 38: Typical cross section of High Street in the Retail Core between Stawell and Sladen Streets (Short term)

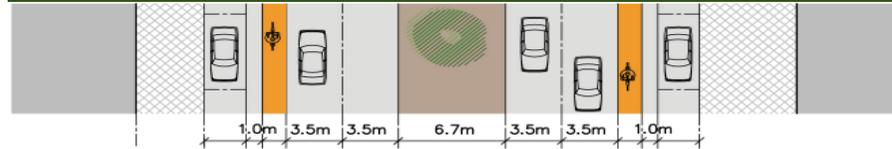


Figure 39: Typical plan of High Street in the Retail Core between Stawell and Sladen Streets (Short term)

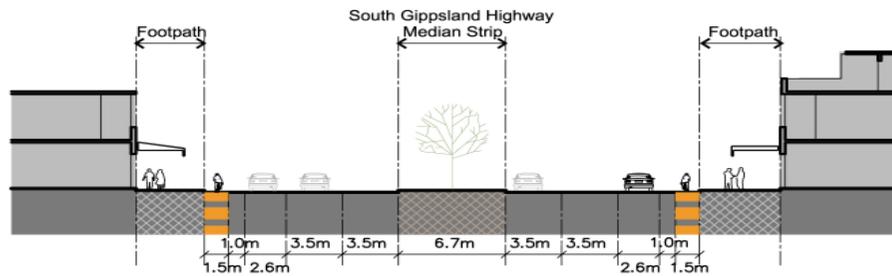


Figure 40: Typical cross section of High Street in the Retail Core between Stawell and Sladen Streets: (Long term)

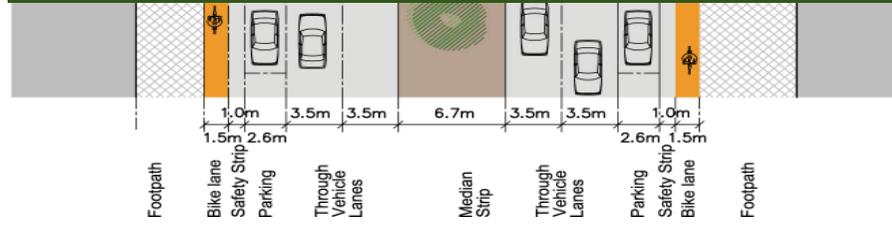


Figure 41: Typical plan of High Street in the Retail Core between Stawell and Sladen Streets: (Long term)

The diagrams below illustrate how the preferred changes will impact on turning lanes and side road intersections for both short and long term:

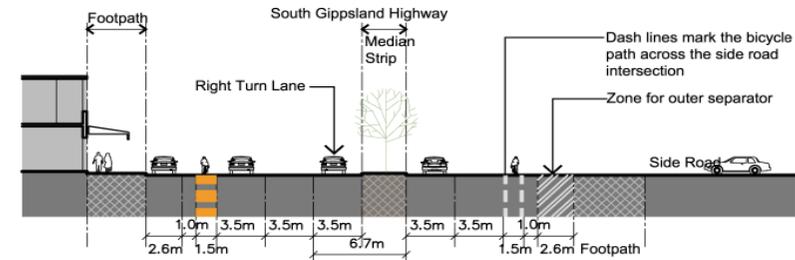


Figure 42: Typical cross section at side roads (Short term)

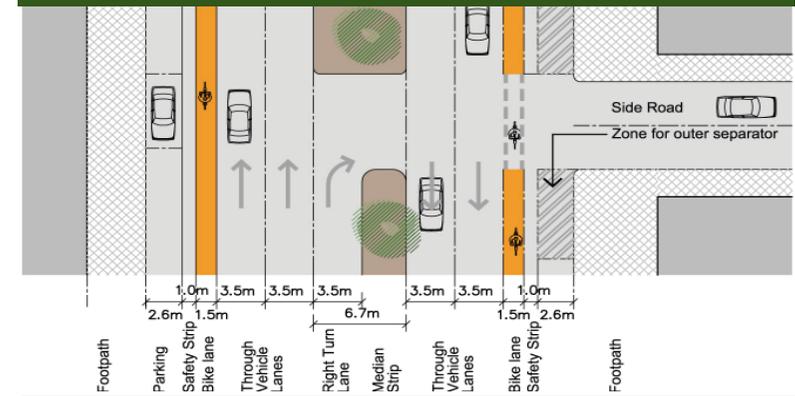


Figure 43: Typical plan at side roads (Short term)

Short Term:

1. Existing right turn lanes can be maintained by providing indented right turn lanes within the proposed 6.7 metre centre median area. The existing locations for the right turn lanes are at the intersections of Lyall Street, Clydesdale Avenue and Childers Street.
2. There are no existing left turn lanes within the study area. The proposed layout does not provide for left lanes.
3. In the short term where the bicycle lane is located to the left of parked vehicles it is recommended that dashed lines are provided for the bicycle path. This is consistent with VicRoads Standards and indicates to cyclists that they are approaching an intersection.
4. It is not anticipated that kerb outstands would be provided at any of the side road intersections.

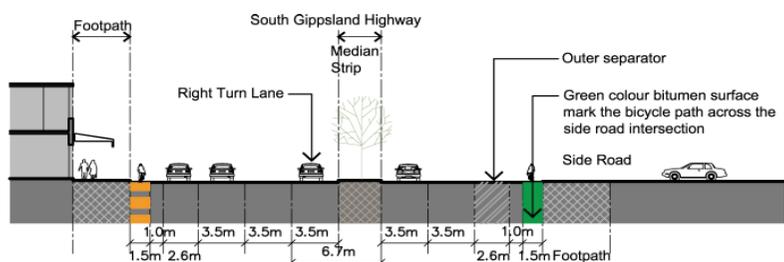


Figure 44 : Typical plan at side roads (Long term)

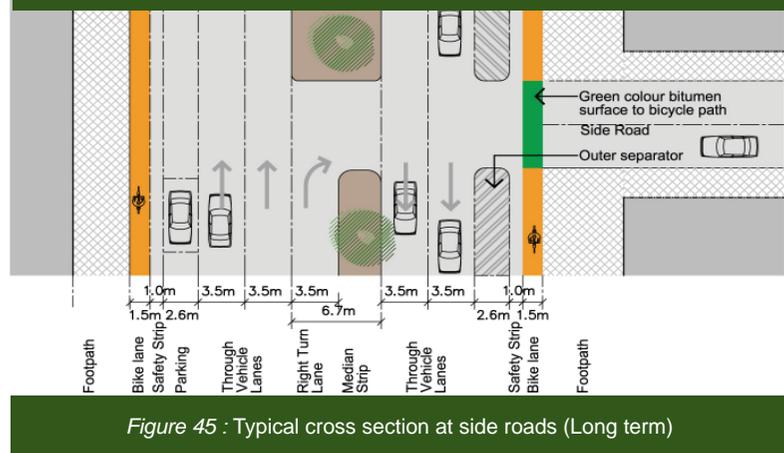


Figure 45 : Typical cross section at side roads (Long term)

Long Term:

1. In the long term where the bicycle lane is located to the right of parked vehicles (in a Copenhagen style bike path) it is recommended that a green coloured surface is applied to the intersection in accordance with VicRoads Cycle Notes No. 14. Eg. Swanston Street and Pelham Street, Parkville (refer images below).
2. It is recommended that no central splitter island be provided on the side road to allow cyclists to manoeuvre around a vehicle waiting on the side road if that vehicle encroaches on the bicycle lane.

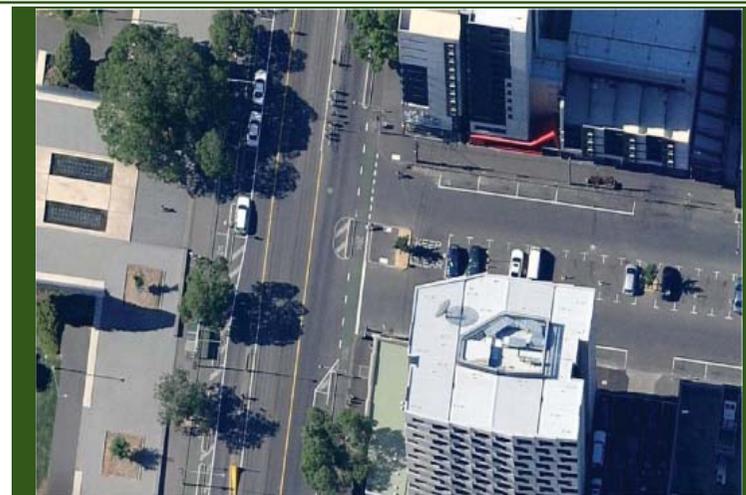


Image 49 : Typical cross section at side roads (Long term)

8.2.5 Public spaces and community facilities

1. Improve the attractiveness, safety and “activation” of Greg Clydesdale Square, establishing it as the pre-eminent public gathering space in the Cranbourne Town Centre by creating activity along the edges and reconfiguration of its design to improve access and surveillance. It is noted that Greg Clydesdale Square currently in private ownership which is considered to be inappropriate for such a major open space with such potential. It is recommended that Council pursue discussions with the current owner to see whether opportunity exists for Council to purchase the Square or undertake a land swap with other Council owned land.
2. Develop a multi level community facility, accommodating for example, a learning hub, library or neighbourhood house, on the Council Carpark adjoining Greg Clydesdale Square. Noting that existing car parking will need to be relocated elsewhere in the centre and access to surrounding premises maintained.
3. Establish a public plaza (McMorran’s Plaza) on the west side of High Street opposite Ray Perry Park, in the vicinity of the heritage McMorran’s Oak tree and provide a pedestrian / bicycle crossing to improve access and integration from Ray Perry Park, Community Hall and the High School to High Street and the Retail Core. (Refer Detailed Concept B – page 44)
4. Develop a community youth hub, with youth orientated activities and facilities in Ray Perry Park, recognising the proximity to the High School. (Refer Detailed Concept B – page 44)
5. Improve the integration of the Cranbourne High School with Ray Perry Park and the High Street spine, by providing dedicated pedestrian and bicycle pathways and encouraging the shared use of facilities located within the school grounds.
6. Encourage the co-location of Childcare and Maternal and Child Health facilities to complement the emerging medical cluster on the west side of High Street.

8.2.6 Streetscape

The streetscape design of High Street in the Retail Core provides a major opportunity to establish a safe, attractive, and distinctive appearance for the core of the Town Centre. The streetscape theme should aim to create a consistent style and character for the centre that reflects Cranbourne's location, features, and history. In this regard the centre is very fortunate to have the Royal Botanic Gardens Cranbourne and Cranbourne Racing Club on its doorstep. Both of these entities have strong visual characteristics and iconic imagery that can be used in the centre's streetscape designs. The vibrant colours, plantings and landscape forms present in the Australian Garden, at the Royal Botanic Gardens Cranbourne, provides a great opportunity to introduce similar themes into the streetscapes of the Town Centre to improve the physical and emotional integration of the two areas.



Image 50 : Royal Botanic Gardens Cranbourne

The iconic imagery of 'Horse and Greyhound Racing' and the architecture and structures associated with them can also be introduced into the centre to strengthen the links between the racing activities and the town centre.

Specific streetscape initiatives for this precinct are to:

1. Prepare a Landscape Masterplan to identify specific planting and landscape treatments with materials reflecting the Australian garden theme, and the Racing activities and facilities.
2. Improve the design and appearance of Greg Clydesdale Square to make it a more attractive and inviting place to spend time in.
3. Create a pedestrian plaza in Bakewell Street at the intersection with High Street, remove through traffic and landscape to establish a safe and attractive environment that will facilitate outdoor dining activities associated with adjoining properties
4. Consider opportunities to incorporate small elements of children's play equipment into the space.
5. Provide a consistent footpath paving style along High Street and upgrade the existing footpath as a high priority.
6. Introduce an intensified planting and landscape treatment along the High Street median to improve environmental appearance and soften the impact of the pedestrian fence.
7. Audit and review existing information and directional signage.
8. Pursue opportunities to remove overhead power lines in front of the High Street spine through undergrounding or cable bundling.
9. Introduce a uniform brand and suite of colours for the centre to be used on all information and directional signage and marketing banners.

10. Investigate opportunities to activate the Centro blank wall through measures including:

- Forming of new windows in wall providing visual connection between store and street
- Forming of new display cases in wall
- Integrate a cafe into the building or facade or alternatively introduce a mobile cafe



Image 51 : Facade Treatment



Image 52: Integrated Art Screening

11. Screen Centro's loading facilities on the corner of High Street and Stawell Street through the installation of integrated art screening walls undertaken with curatorship by council's cultural art officer (as shown in the images above)
12. Facilities for children's play and youth activities should be provided in the Retail Core area. Examples below illustrate recent developments in Geelong (Central Youth Activities Area) and Wodonga. Landscape Masterplans for Greg Clydesdale Square, Bakewell Plaza or Ray Perry Park should consider opportunities to accommodate similar facilities.



Image 53 : Facilities for children to play



Image 54: Plaza

8.2.7 Built form and activity

The specific built form objectives for the Retail Core are to :

1. Create an active, vibrant and attractive business location that will attract pedestrians;
2. Create active public spaces and places, and intensify the scale and form of development by encouraging and facilitating development up to 6 storeys and potentially higher.

8.2.8 Overall Design Principles

The preferred built form in this precinct is for active, accessible and glazed fronted multi level development built along the property frontage to reinforce a strong and dominant built form. Development above 8m should be set back 6m to create a podium.

1. Continuous, weather protected footpaths must be provided along the frontages.
2. Encourage the consolidation of sites to create efficient development parcels.
3. Encourage residential development in the upper levels of all development along High Street through conversion of existing premises (shop top housing) or through the provision of a residential component in any new developments.
4. No blank walls will be permitted facing High Street.
5. Encourage premises to open out onto the footpath to create indoor/outdoor dining opportunities through the provision of wide folding or sliding doors.
6. Encourage all corner properties to take advantage of northerly aspects and provide glazing and access in north facing walls.
7. Provide quality retail floorspace configured to suit modern retailing with longer front ages and less depth, rather than the traditional narrow fronted premises.
8. Provision of walk through premises to link High Street with car parking areas to the east and west.

8.2.9 Sub Precincts

To enable Design and Development Guidelines for the precinct, the precinct has been broken into three sub precincts. The guidelines appear on the following pages.

1. **Centro Cranbourne Commercial Office Area (sub precinct 2.1):** This area has excellent exposure and access with the large sites are in single ownership. Multi storey buildings on these sites would command excellent views. This area has the potential to become the regional corporate office location for Cranbourne. Buildings could also accommodate residential activity at upper levels. The development on this land will need to maintain the integrity of the flood-retarding basin. This can be achieved through construction on a platform over the car parking area. Design concepts for this area are provided in Detailed Concept B (refer page 44).
2. **Commercial Office East (sub precinct 2.2):** Facilitate the development of a distinctive 'landmark' multi level commercial office or mixed use residential development on the corner of Brunt Street. New development should be set back to retain open vistas to the former St Agatha's Church (refer to Detailed Concept B – page 44).

3. **High Street Heart (sub precinct 2.3):** Opportunity exists for the redevelopment, consolidation or renovation of many High Street properties in this area to provide attractive retail floorspace on the ground floor and residential accommodation at upper levels. A number of specific properties are identified here as examples, but the opportunity applies equally to many other properties in the precinct.

Specific examples include:

Cranbourne Market expansion

Encourage the northward expansion of the Cranbourne Market premises to the corner of Childers Street and ensure that redevelopment takes advantage of the northerly aspect and complements the adjacent Kelly's Hotel and its existing outdoor dining area in Childers Street.

Greg Clydesdale Square Activation (refer Detailed Concept C – page 45)

Greg Clydesdale Square provides the major opportunity for a public, community space and "place" in the core of the centre. Adjoining properties do not currently take advantage of the Square by opening out on to or providing active frontages adjacent to it.

Major opportunities exist to improve the attractiveness, safety and usability of Greg Clydesdale Square through:

1. Activation of the Centro Frontage by relocating the Centro Food Court to the western edge of the square and enabling food court activity to spill out on to the Square.
2. Activation of the northern edge of the square through the development of a multi level community facility on the Council carpark,
3. Activation of the blank southern walls of High Street premises adjoining the northern edge of the Square through either opening out the existing premises onto the Square or by constructing a slim new structure along the northern edge to provide accommodation for a small café or similar facility.
4. Activation of the southern edge of the Square through the reconfiguration of the existing retail premises that currently front on to an internal arcade rather than the Square. These premises could take full advantage of the northerly aspect through such a change.

*Centro Cranbourne's (Centro) High Street Frontage Activation
(Refer Detailed Concept C – page 45)*

Currently significant amounts of the Centro Shopping Centre's frontage to High Street consist of blank walls, car parking areas or loading facilities. This is a major disadvantage to the overall vibrancy, activity, attractiveness and vitality of this section of High Street.

Opportunity exists to improve activity and vibrancy of High Street, in this location, through:

The construction of additional retail premises in place of the current car parking area (opposite Bakewell and Lyall Streets). Residential development could be provided at upper level(s)).

- The reconfiguration of the northern High Street pedestrian access point, removing the complex ramping and stair arrangements and replacing it with an inclined retail arcade providing direct ramped access into Centro. The redesign of access and entrances to Centro, as outlined above should seek to improve the physical and visual linkage between the western side of High Street and to the Lyall Street bus interchange.
- Any future redevelopment of existing Centro development where blank walls adjoining High Street must require these frontages to be glazed, accessible and activated. In the shorter term, prior to any redevelopment, a proposal to improve the cosmetic appearance of the blank wall is provided in the Streetscape initiatives for this precinct.

Bella Centre Arcade

The Bella Centre provides pedestrian access via an arcade, between High Street and the major car parking areas and the Centro Shopping Centre to the west. Unfortunately the current design and low level of activity does not create an attractive or inviting pedestrian environment. Opportunity exists for the redevelopment or major renovation of this building to create a light, airy and active arcade link with commercial or residential development on upper levels. Initiatives that should be addressed include:

- the creation of clear sight lines through from High Street to the rear car parking areas.
- simplifying the access ramp arrangement at the western end
- improved lighting
- improved signage raising awareness of the walk through opportunity
- creating an active experience at the eastern and western entrances, for example a café with outdoor tables and umbrellas at either end of the arcade would raise awareness and attract people to the entrances.

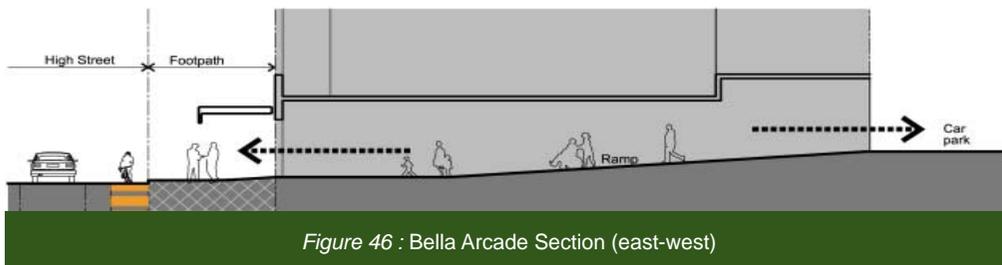


Figure 46 : Bella Arcade Section (east-west)

High Street Shop fronts in the Retail Core

New shop fronts should be designed to maintain the traditional narrow fronted rhythm of High Street rather than creating long monotonous frontages with limited access points.

Facades should be broken up through use of different colour treatments, materials and textures, spaced around every 12 metres.

Weather protection verandahs should be designed to suit the landscape masterplan and make allowance for tree planing along the kerb line in appropriate locations.

A minimum verandah width of 2 metres is required along primary High Street frontages in the Retail Core precinct. This arrangement will provide weather protection whilst also allowing opportunity for tree planting along the kerb at appropriate locations and will also provide some protection for alfresco dining.

Under verandah signage should be conservative so as not to dominate the sight lines along the street and not to block visibility of signs on adjacent premises.

Shop fronts should reflect the traditional character and feel of the traditional narrow fronted premises associated with a "high street" environment with frequent access points with architecturally defined doorways.

Shop fronts should be fully compliant with the disability access legislation.

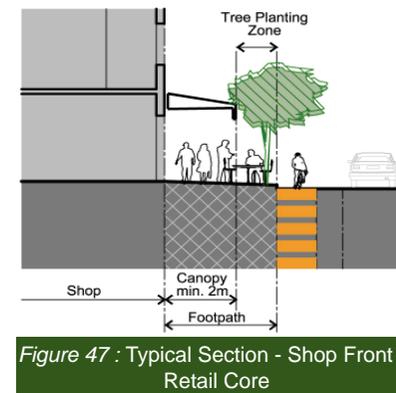


Figure 47 : Typical Section - Shop Front in Retail Core

Walk through facilities

Development on High Street properties that also adjoin major parking areas should be encouraged to provide walk through facilities to improve the pedestrian access from High Street through to the car parking areas to the east and west. Incentives could be considered to encourage the provision of walk through facilities, for example: opportunity for additional building height or reduction of car parking provisions.

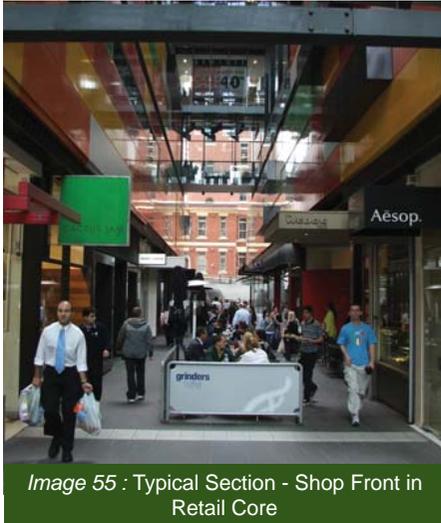


Image 55 : Typical Section - Shop Front in Retail Core

Temporary activities on the footpath

Where current High Street frontages are not glazed or activated, for example: part of the Centro Shopping Centre, opportunities to establish temporary retail activities should be considered to provide interest and activity on an otherwise unactivated footpath. Activities could include temporary market stalls or cafes and seating.



Image 56 : Temporary cafes or seating



Image 57: Temporary market stalls

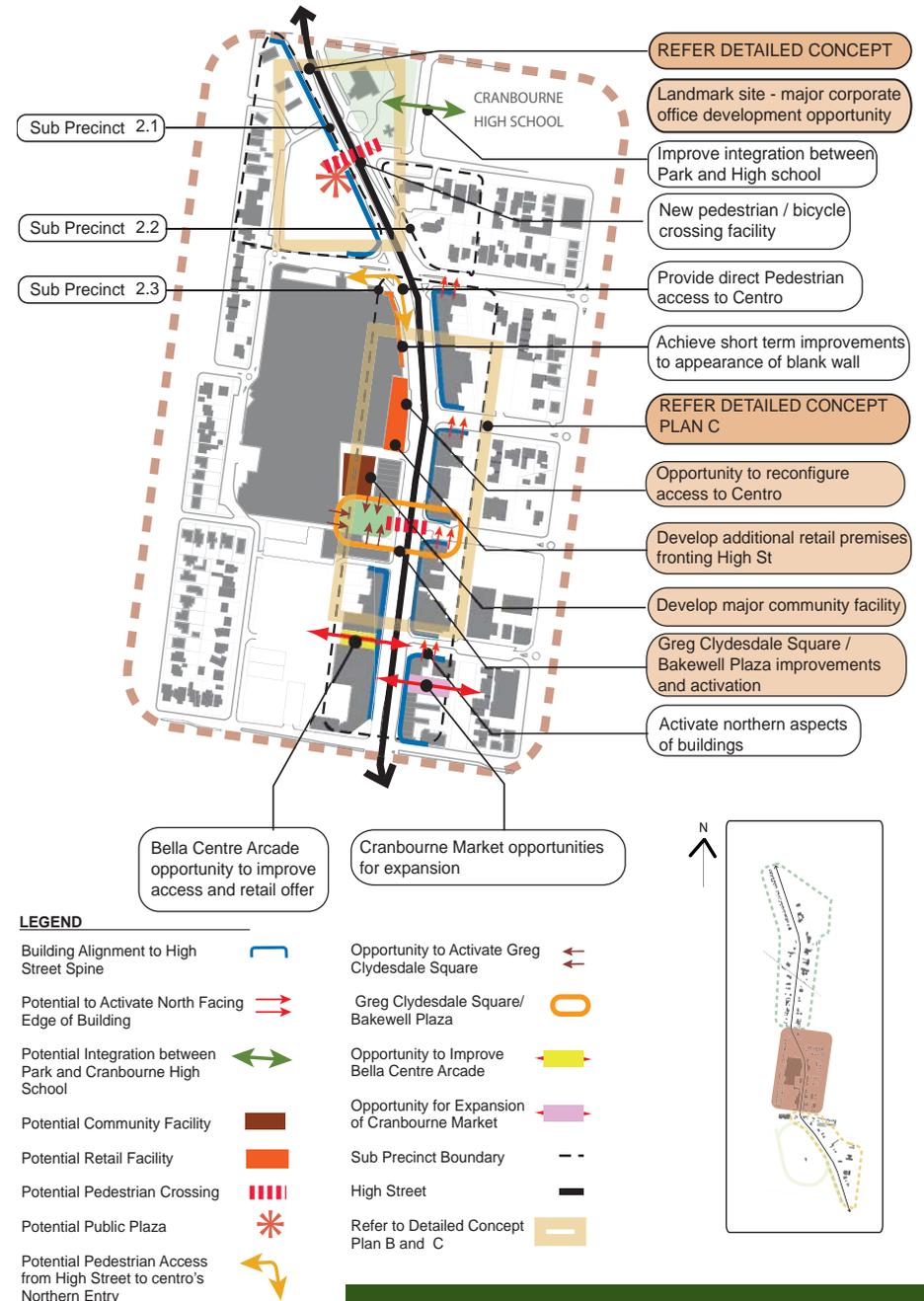


Figure 48: Precinct 2 - Overall Initiatives

Sub Precinct - 2.1	Centro Commercial Office Area
Overview of node	<p>This area is on the west side of High Street immediately north of the existing Centro Shopping Centre. It is a very high profile location along the High Street Spine with excellent exposure. The large sites in single ownership improve the opportunities to transform the area from a carpark and fast food pad site environment to an intensive multi level commercial office and mixed use environment over time.</p> <p>See also Detailed Concept B : Ray Perry Park and Environs</p>
Planning scheme	<ul style="list-style-type: none"> Current zoning: Business 1 Zone (B1Z).
Key design and development issues and features	<ul style="list-style-type: none"> Promote buildings of high profile image and character. These sites require quality architectural responses that reinforce the intensification of urban development desired for High Street, Cranbourne and the anchoring of the retail core with higher built form and visual diversity on this site. Retain the flood retarding basin role of the area. However, any new development should mitigate increased demand for stormwater retention in this lower zone through measures which will include harvesting, retention and reuse in upper zones and within buildings. Measures are to enhance permeability in surrounding areas and redirecting stormwater runoff into regional retention systems aimed at facilitating sustainable urban landscapes. Ensure new floor heights / podium lids and any reconfiguration considers this underlying infrastructure role for this area of the retail precinct to the satisfaction of responsible authorities. Retain the heritage McMorran's Oak tree.
Preferred levels	<ul style="list-style-type: none"> Encourage development of up to 12 m podium and 17.5m overall height
Setbacks	<ul style="list-style-type: none"> Development should be built to the High Street frontage, except for the area around the proposed public plaza (refer Detailed Concept B). Ensure any built form over 8m high is setback 6m via a podium.
Built form design and style	<ul style="list-style-type: none"> Encourage well designed exemplary architecture, quality multi level buildings that take advantage of location, views and vistas and will act as landmarks for Cranbourne. Refer also to Detailed Concept C for further information. Encourage new development to contribute to public realm or communal spaces including incorporating a public plaza around the heritage McMorran's Oak tree. Provide spacing between taller buildings to provide outlook, daylight access and privacy for residents. Ensure visual interest and articulation. Varied design, heights, materials and colours of facades should be introduced to break up horizontal mass enabling the building to read as series of buildings rather than one long continuous expanse of building. Consider multiple lifts and stair cores in preference to a single central core in buildings with a large footprint. Provide good visual and physical connections between the streets and lobby spaces.
Access	<ul style="list-style-type: none"> Ensure vehicular access to this area is via basement car parking and loading facilities accessed from service road, to the west.
Parking	<ul style="list-style-type: none"> Provide parking for this development in a shared basement or multi level parking facility as part of the overall "Centro" re-development.
Activation	<ul style="list-style-type: none"> Provide visual interest and human scale with highly articulated and activated frontages to High Street which are accessible from a 3m pedestrian footpath. Encourage use of materials with high levels of transparency to improve surveillance and security. Provide a canopy (or verandah) along the building facades, providing shelter and improving pedestrian amenity and streetscape character.
Interfaces	<ul style="list-style-type: none"> Ensure interfaces with abutting residential development to the west have appropriate setbacks minimum 6m landscaped area, graduated step down in height, screening of balconies / windows and appropriate location of windows to minimise overshadowing, overlooking and visual impact. Ensure upper level offices and residential units to orientate onto (surveillance) the public realm – civic spaces and open spaces.

Table 8 : Design and Development Guidelines Precinct 2 - Retail Core (Sub-Precinct 2.1)

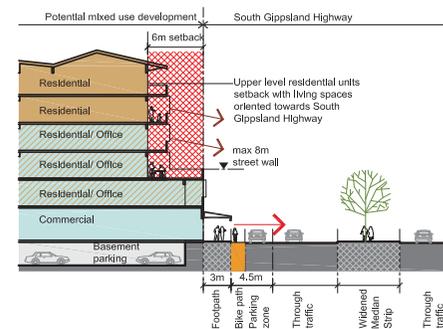


Figure 49: Section - Typical Frontage to South Gippsland Highway at Sub-Precinct 2.1 (scale: 1:500 @ A3)

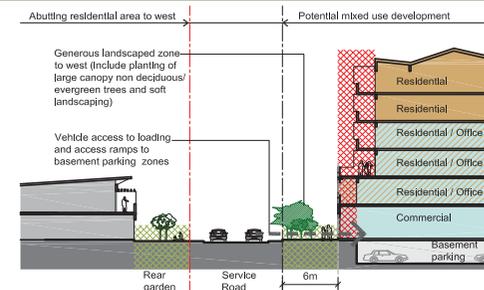
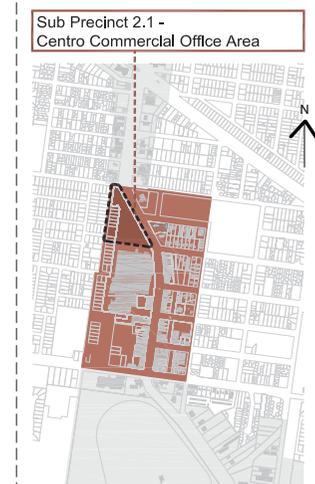


Figure 50: Section - Interface of abutting residential area to west at Sub-Precinct 2.1 (scale: 1:500 @ A3)



Image 58 : Activated Frontages with potential passive surveillance of streets and other public spaces (Mixed-use Development, Melbourne - Source: MGS Architects)



LEGEND

- Public Realm**
- Potential Pedestrian Zone / Footpath
- Potential Trees
- Landscaped Zone / Garden
- Bike Path
- Built Form**
- Residential
- Commercial
- Office / Residential
- Outlook to Street
- Potential Articulation Zone
- Potential Weather Protected Zone
- Active Interface
- Existing Residential
- Access and Parking**
- Vehicle Access

Figure 51 : Key Plan Precinct 2 - Retail Core

Sub Precinct - 2.2	Commercial Office East
Overview of node	This area between Brunt Street and Stawell Street contains two properties fronting onto High Street, one a heritage listed Church and the other a former Church currently used as a fast food outlet. This area links the core retail area to Ray Perry Park and community facilities and a school. Opportunity exists to retain the park-like for the development of a significant built form landmark. See also Detailed Concept B : Ray Perry Park and Environs
Planning scheme	<ul style="list-style-type: none"> Current zoning: Business 3 Zone (B3Z). Preferred zoning: Mixed Use Zone (MUZ).
Key design and development issues and features	<ul style="list-style-type: none"> Promote the continued development of streetscapes of high quality by ensuring the character of development sites is characterised by quality architectural responses that reinforce the urban design objectives, enhanced liveability and environmental sustainability desired for High Street Cranbourne area. Acknowledge the Heritage listed former church (currently used as "Heavenly Pancakes" restaurant) and valued character of adjacent residential areas to east. Protect the 'visual permeability, where current built form allows views through to the landscapes beyond.
Built form design and style	<ul style="list-style-type: none"> Consider an infill free standing landmark built form e.g. office building with upper levels residential which can take advantage of the location whilst protecting the environs and views of the Heritage Church. Incorporate higher density residential on upper levels taking advantage of the close proximity to the retail centre, Ray Perry Park and the school. Ensure that siting, bulk and form of new built form is sympathetic and does not adversely affect the significance of the Heritage Church.
Preferred levels	<ul style="list-style-type: none"> Encourage development of up to 14m
Setbacks	<ul style="list-style-type: none"> Ensure development on the northern site is set back from High Street to retain the valued views and vistas of the Heritage Church building and to maintain permeability through Ray Perry Park. Ensure development is set back (a minimum of 3m) from Brunt Street and Stawell Street to contribute to the valued garden character of the area.
Access	<ul style="list-style-type: none"> Provide access to these sites via service roads along High Street or from Brunt Street.
Parking	<ul style="list-style-type: none"> Provide parking for the development in basement, undercroft or at the rear of the site.
Activation	<ul style="list-style-type: none"> Provide visual interest and human scale with highly articulated and activated frontages to High Street and Brunt Street being accessible from a 3m pedestrian footpath. Encourage use of materials with high levels of transparency to improve surveillance and security. Provide a canopy (or verandah) along the building facades, providing shelter and improving visual amenity and streetscape character. Ensure the frontage to Brunt Street takes advantage of the northern aspect and views to Ray Perry Park.
Interfaces	<ul style="list-style-type: none"> Ensure interfaces with abutting residential to the west have appropriate setbacks (6m landscaped area), graduated step down in height, screening of balconies / windows and appropriate location of windows to minimise overshadowing, overlooking and visual impact. Ensure upper level offices and residential units orientate onto (surveillance) the public realm – civic spaces and open spaces.

Table 9: Design and Development Guidelines Precinct 2 - Retail Core (Sub-Precinct 2.2)



Figure 52: Plan at Sub-Precinct 2.2 (scale: 1:2000 @ A3)

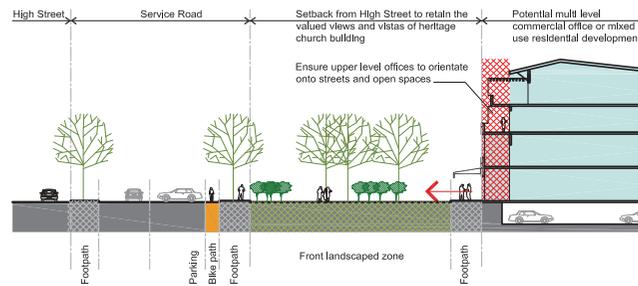


Figure 53: Section - Frontage to South Gippsland Highway at Sub-Precinct 2.2 (scale: 1:500 @ A3)

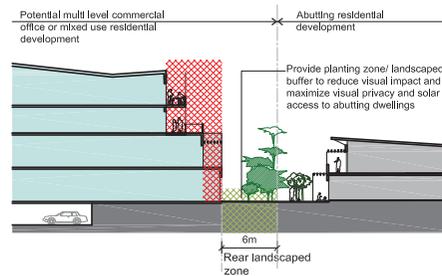


Figure 54: Section - Interface to abutting residential area to east at Sub-Precinct 2.2 (scale: 1:500 @ A3)

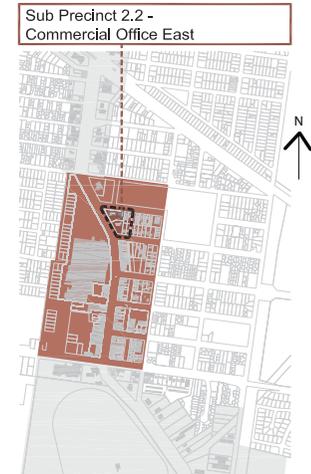


Figure 55 : Key Plan Precinct - Retail Core

Sub Precinct - 2.3	High Street Heart
Overview of node	This area forms the specialist retail, entertainment, community and hospitality heart of Cranbourne. This section of High street will be the epicentre for pedestrian activity and all redevelopment is to encourage and facilitate such activity. See also Detailed Concept C : Greg Clydesdale Square and Environs
Planning scheme	– Current zoning to remain: Business 1 Zone (B1Z).
Key design and development issues and features	<ul style="list-style-type: none"> – Develop a landmark multi level community facility on the Council car park (at-grade) adjoining Greg Clydesdale Square activating the square day and night. – Retain existing war memorial in Greg Clydesdale Square as a significant heritage element within a plaza setting. – Encourage retail, commercial and community facilities on the ground floor with mixed use above. – Encourage walk through double fronted development to improve pedestrian amenity and permeability.
Preferred levels	– Encourage development of up to 14m with an overall height of 17.4m for key corner buildings
Built form design and style	<ul style="list-style-type: none"> – Encourage the activation of the edges of Greg Clydesdale Square by: <ul style="list-style-type: none"> • Introducing and integrating new infill retail and hospitality activities along the northern edge of the proposed square (refer Detail Concept Plan c). • Accommodating activities that actively engage with the Square in the existing building abutting to the south. • Introducing a new significant infill community facility fronting and providing outlook onto the square from upper levels to improve surveillance. – Encourage the activation of the High Street frontages of the Centro development by: <ul style="list-style-type: none"> • Introducing new infill retail development with residential, hospitality or office above on the at-grade car park opposite Bakewell and Lyall Streets. • Ensure any infill redevelopment adjoining High Street is glazed, accessible and activated. • Improve the cosmetic appearance of the 'blank wall' in the short term. Refer to the streetscape initiatives for this precinct. • Enhance the western entry with an inclined retail arcade providing direct disability accessible ramped access into the Centro Shopping Centre. – Encourage the northward expansion of the "Cranbourne Market" in a manner that complements the adjacent Hotel and provides activated frontages onto both High Street and Childers Street. Encourage residential, recreational, hospitality and office uses on upper levels. – Improve Balla Centre Arcade through redevelopment or major renovation to create an activated arcade link with commercial or residential development on upper levels. – Encourage corner buildings to take full advantage of northerly aspects and broaden pavements outstands to the south side of streets to facilitate sunlit outdoor seating areas. – Ensure that all premises have full ground level disability access. – Encourage some limited use of airspace areas above at grade public parking areas for community housing and other community uses less dependent on parking
Setbacks	<ul style="list-style-type: none"> – Encourage buildings to be built on street frontages to establish a coherent and unified built form edge. – Ensure any built form over 8m high is setback 6m from the street interface.
Parking and access	<ul style="list-style-type: none"> – Ensure shared carparking is provided in basements accessed from the rear or in parking facilities located in the core area. – Discourage the provision of isolated "at grade" carparking areas seeking to meet the individual needs of a single business. – Restrict loading to the rear of business premises.
Activation	<ul style="list-style-type: none"> – Provide visual interest and human scale with highly articulated and activated frontages to High Street. – Encourage use of materials with high levels of transparency to improve surveillance and security. – Ensure built form entries are directly accessible from a 3m wide pedestrian footpath alongside the building and linking into the pedestrian network. – Weather protection must be provided for pedestrians along full length of High Street. – Provide a canopy (or verandah) along the building facades linking entries, providing shelter and improving visual amenity and streetscape character. – Ensure weather protection is provided for pedestrians along the full length of High Street.
Interfaces	<ul style="list-style-type: none"> – Ensure interfaces with abutting residential development to the east have appropriate setbacks (minimum of 6 metres), graduated step down in height, screening of balconies / windows and appropriate location of windows to minimise overshadowing, overlooking and visual impact. – Ensure upper level offices and residential units to orientate onto (surveillance) the public realm – civic spaces and open spaces.

Table 10: Design and Development Guidelines
Precinct 2 - Retail Core (Sub-Precinct 2.3)

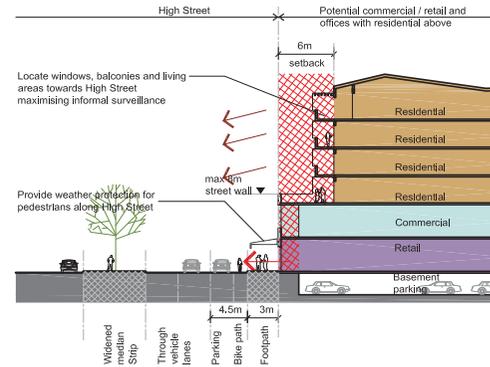


Figure 56: Section - Typical Frontage to High Street at Sub-Precinct 2.3 (scale: 1:500 @ A3)

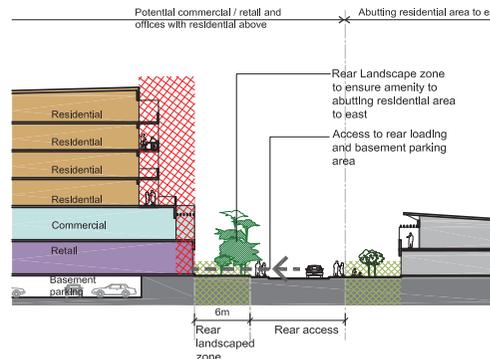


Figure 57: Interface of abutting residential area to east at Sub-Precinct 2.3 (scale: 1:500 @ A3)



Image 59 : Active ground floor increase safety; interest and activity area in the street (South Granville mixed-use hub, Vancouver - Source: MGS Architects)



- LEGEND**
- Public Realm
Potential Pedestrian Zone / Footpath
 - Bike Path
 - Built Form
Retail
 - Commercial
 - Residential Area
 - Potential Articulation Zone
 - Potential Weather Protected Zone
 - Active Frontages
 - Outlook to Street
 - Access and Parking
Vehicle Access to Parking and Rear Loading Zone

Figure 58: Key Plan
Precinct 2 - Retail Core

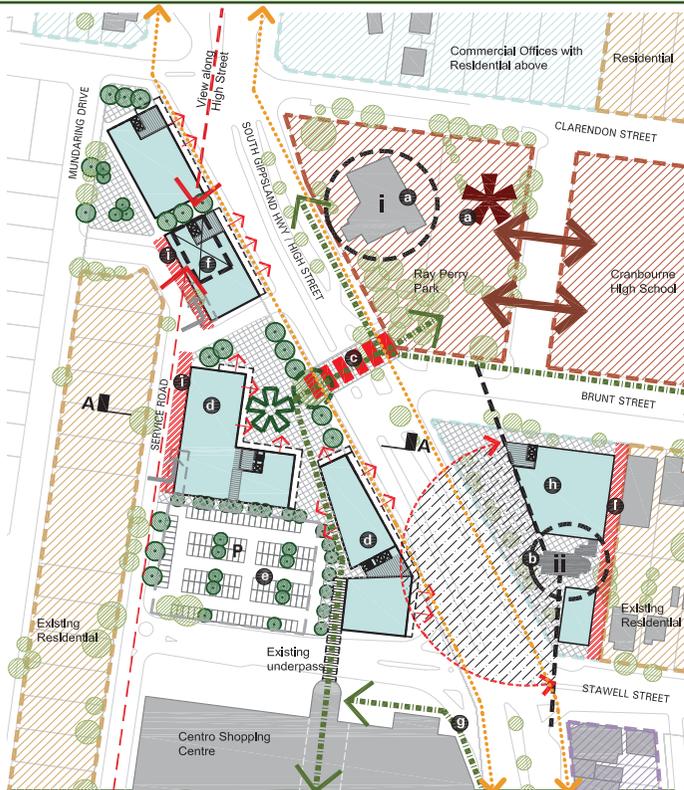


Figure 59 : Precinct 2 - Retail Core
Detailed concept B : Ray Park and Environs
(Plan Ground 1:2000 @ A3)

- a** Encourage development of a community youth hub, with youth oriented activities and facilities in the Ray Perry Park .
 - Ensure integration with the existing community hall and adjacent Cranborne High School.
 - Encourage the use of shared facilities located within the school e.g. indoor sports.
 - Encourage co-location of Childcare and Maternal and Child Health to complement the emerging medical cluster to the north west side of High Street.
- b** Retain the former church (Heavenly Pancakes) as a valued cultural icon of the streetscape and ensure views /vistas from High Street.
- c** Provide pedestrian/ bike crossing, linking Ray Perry Park community hub and school to the shopping centre.
- d**

Opportunity for multi level development on existing at-grade carpark north of Centro.

- Configure new built form to activate High Street and to create a new public plaza (McMorran's Plaza) overlooking Ray Perry Park incorporating the significant Mc Morran's Oak tree.
- Provide new commercial facilities/offices at ground level with offices or residential at upper levels.
- New development to be appropriately elevated to retain the integrity of retarding basin.
- e** Long term potential for a multi level shared carpark with possible above ground link to Centro's roof top carpark.
- f** Potential for new mixed use development (commercial offices on ground and offices and residential above) on the precinct opposite to Ray Perry Park where existing fast food outlets are located.
 - Allow for marker / higher built form for site located in the view corridor along High Street down the service access to west of Centro towards the racecourse.
- g** Potential for new pedestrian access from High Street around Stawell Street to Centro's northern entry.
- h** Potential commercial development to maintain appropriate setbacks to retain views / vistas of former church from High Street.
- i** Setback zone to ensure amenity to abutting residential zone (Ensure Visual Privacy and Solar Access as per ResCode Recommendations).



Image 60 : View of Ray Perry Park and Centro Commercial Office Area - Looking South

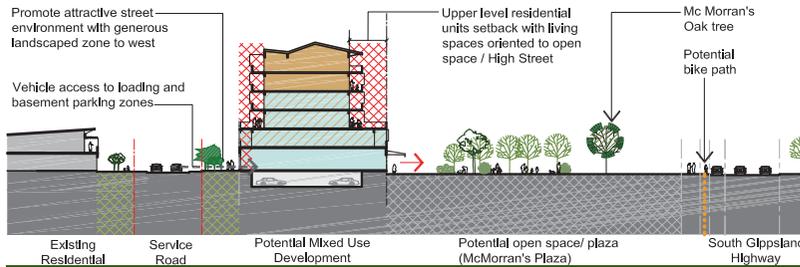


Figure 60 : Section A:A Ray Perry Park and Environs (1:750 @ A3)

Detailed Concept B - Ray Perry Park and Environs



Legend

Preferred Land Use	
Speciality Retail / Business & Cafe Activities with Commercial and Residential Above	
Commercial Offices with Residential Above	
Residential	
Community Use	
Public Realm	
Potential Pedestrian Zone	
Potential Public Plaza (Mc Morran's Plaza)	
Potential Trees	
Existing Trees	
Mc Morran's Oak Tree	
Built Form	
Potential Signature Built Form	
Potential Commercial Offices	
Potential Residential	
Potential Offices / Residential	
Existing Heritage / Cultural Significant Buildings / Landmarks	
-Existing Community Hall	
-Former Church / Heavenly Pancakes	
Active Interface	
Potential Articulation Zone (Balconies / Outdoor Living Spaces)	
Potential Community Facilities	
Potential Canopy	
Access & Parking	
Pedestrian Thoroughfare	
Potential Bike Path	
Pedestrian / Bike Crossing Point	
Vehicle Access Ramps	

Figure 61 : Key Plan Precinct 2 - Retail Core

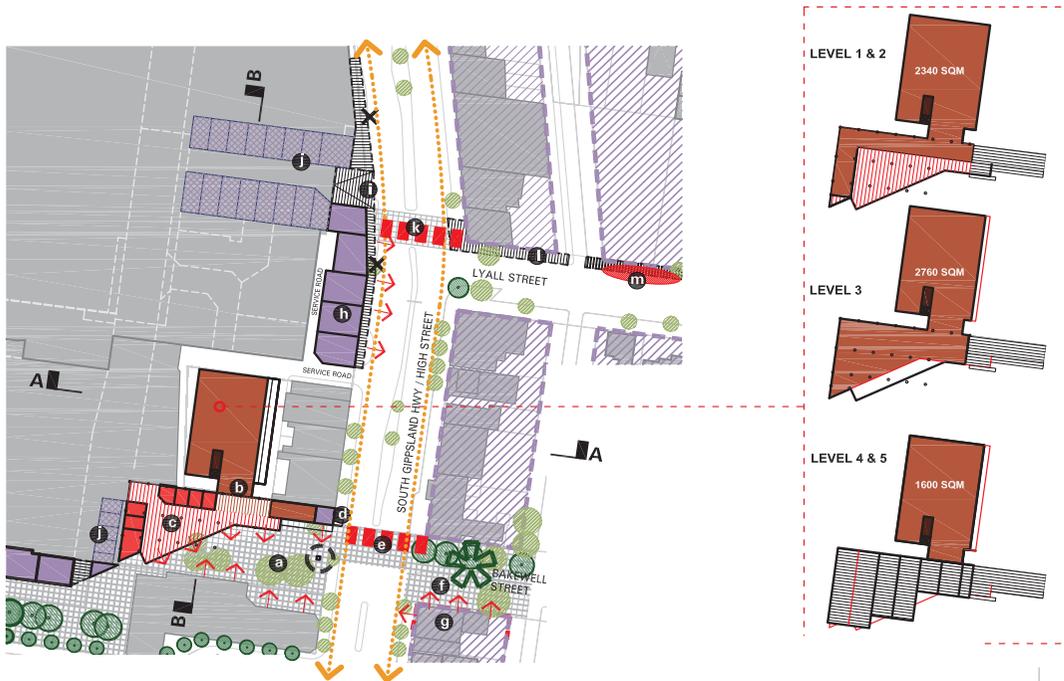


Figure 62: Detailed Concept C - Greg Clydesdale Square and Environs Precinct 2 - Retail Core (Plan - Ground 1:2000 @ A3)

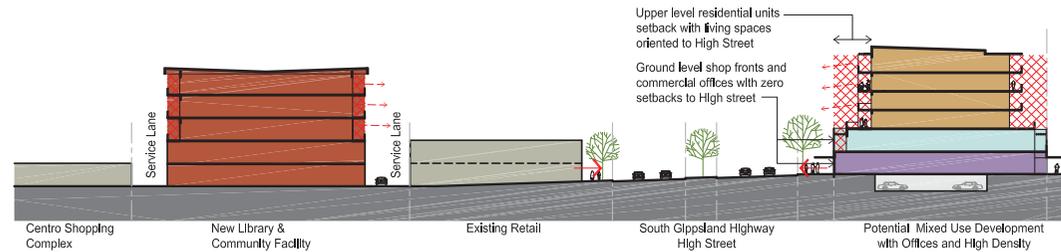


Figure 63: Section A:A Greg Clydesdale Square and Environs (1:750 @ A3)

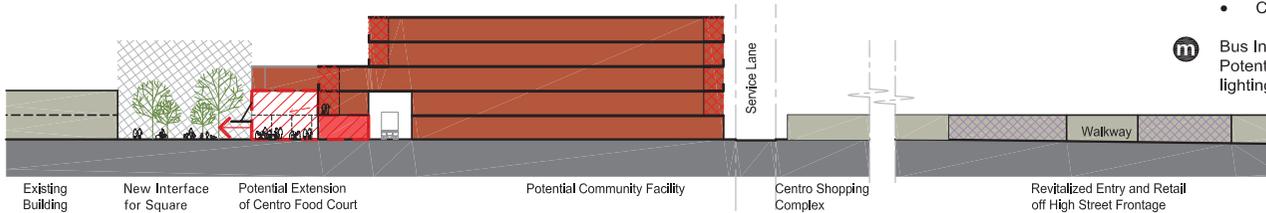
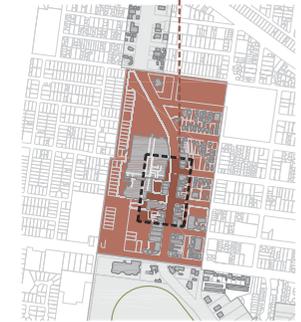


Figure 64: Section B:B Greg Clydesdale Square and Environs (1:750 @ A3)

- a** Greg Clydesdale Square
 - Provision to expand Centro's food court, promote infill and co-location of uses to activate the existing square.
 - Retain and maintain views to existing war memorial.
 - Potential to reconfigure existing retail premises along the southern edge to activate the square.
- b** Opportunity for a new community facility
 - Potential facilities include:
 - Children's library and integrated playground.
 - Community Information.
 - Adult Further Education Facility.
 - Community Group rooms for hire.
- c** Potential extension of food court in Centro shopping complex
 - Potential to engage with square and tie in with new community facility.
- d** Potential cafe (Small) at the corner with outdoor dining area spilling out to the Square.
- e** Provision for raised pedestrian crossing
 - Extension of Greg Clydesdale Square creating a strong East / West connection.
 - Calming Traffic.
- f** Potential to close off Bakewell Street for through vehicle traffic and create a new Bakewell Plaza
 - Facilitate wider outdoor dining on north facing edge of proposed pedestrian square.
 - Opportunity for landscaping/ tree planting.
- g** Opportunity to activate north facing edge through redevelopment and allow activity to flow onto plaza.
- h** Opportunity for new infill retail facility to activate High Street frontage
 - Provide canopy / shelter to extend up High Street linking the raised pedestrian crossing, the entry to Centro and the bus stops.
 - Provide loading from new service lane behind.
 - Provision for residential development above 9m
- i** Opportunity for reconfigured entry to Centro
 - New canopy gives presence to street frontage.
 - Generous ramp simplifies access.
 - Reconfiguration of surrounding tenancies activates walkway.
- j** Opportunity to reconfigure existing shops to activate established retail walkways.
- k** Provision for a raised pedestrian crossing
 - Provide linkages to upgraded Bus Interchange to west.
- l** Provision for a canopy
 - Extends to include Bus Interchange on Lyall Street to provide shelter to pedestrians.
 - Creates visual interest to strengthen East / West connection.
- m** Bus Interchange
 - Potential to increase capacity as centre grows and upgrade lighting and pedestrian protection.

Detailed Concept C - Greg Clydesdale Square and Environs



Legend	
Preferred Land Use	Speciality Retail / Business & Cafe
Activities with Upper Level Commercial and Residential	
Public Realm	Potential Plaza
Potential Trees	
Existing Trees	
Built Form	Potential Community Facility
Potential Retail/ Business & Cafe Activities	
Potential to Reconfigure Existing Shops in Centro to Activate Walkways	
Potential Extension of Centro's Food Court and Proposed Food Outlets	
Potential Residential Above	
Existing Heritage / Cultural Significant Landmark - War Memorial in Greg Clydesdale Square	
Active Interfaces	
Potential Articulation Zone (Balcones / Outdoor Living Spaces)	
Potential Canopy	
Access / Public Transport	
Pedestrian / Bike Crossing Point	
Existing Bus Stops	
Bus Interchange	
Potential Bike Path	

Figure 65: Key Plan Precinct 2 - Retail Core

8.3 PRECINCT 3: SOUTHERN APPROACHES

8.3.1 Features, environment and character

The Southern Approach Precinct is dominated by the expansive and appealing setting of the Racecourse and the imposing Avenue of Honour. The challenge for the Urban Design Framework is to ensure that this entrance is maintained and enhanced whilst facilitating additional development and activity.

The major features of this precinct are the Cranbourne Racecourse Complex, the Avenue of Honour, community and civic uses and the southern end of the proposed bypass. A mixture of low-scale, commercial and industrial land uses, exist along the east side of the South Gippsland Highway. These properties exist in a semi rural environment and are accessed by an unmade service road separated from the highway by a large grassed and treed verge.

Opportunity for private development exists only on the eastern side of the South Gippsland Highway in this precinct. These properties are set well back from the Highway and their frontages are some 7 metres lower than the Highway. This restricts access and visibility and hence limits development potential.

8.3.2 Potential for change

The potential for more intensive and new development and activity in this southern area arises from:

1. The foreshadowed reconfiguration of the racecourse activities which will potentially enable a broader range of recreation and community activities to be considered for the area. It will also facilitate (through the realignment of existing fences) improved access and permeability, and access to the community facilities located adjacent to the Old Shire Offices.
2. The generous scale of High Street allowing for an expanded and enhanced boulevard landscaping.
3. The quality of the landscape environment and the open views and vistas that exist in the area.
4. The underdeveloped and low scale nature of the industrial and commercial activities along the east side of the highway.

8.3.3 Land use

Preferred land use activities in the precinct are:

- Showrooms
- Restricted retail
- Rural supplies or equine services and facilities
- Entertainment and accommodation
- Recreation
- Civic and community services.
- Residential
- Offices

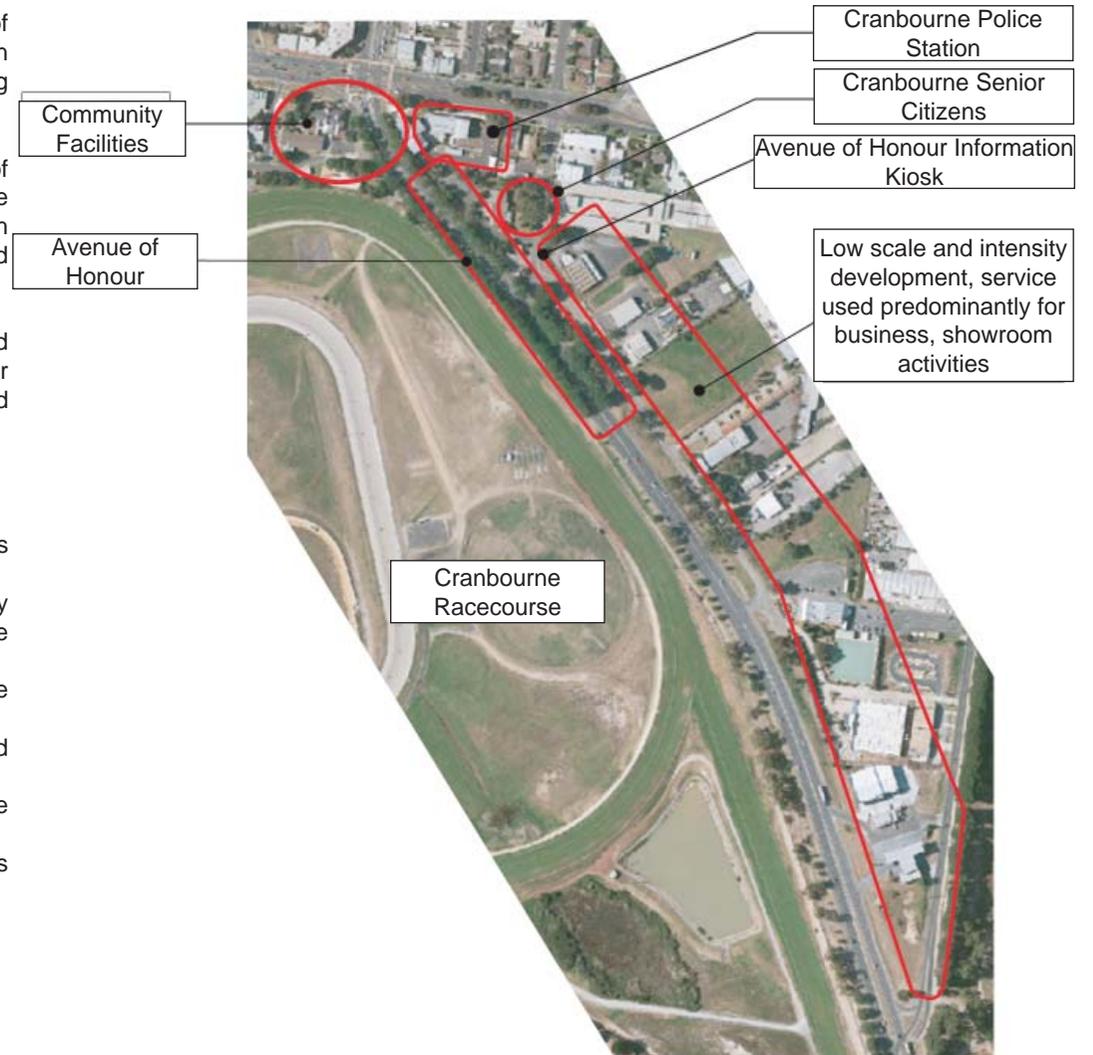


Figure 66 : Precinct 3 Features

8.3.4 Access and circulation

1. Upgrade the existing bicycle and walking track along the Racecourse to create a quality two-way bicycle and pedestrian path from the Town Centre, past the Racecourse and on to the Cranbourne Royal Botanic Gardens.
2. Construct and rationalise the space required for the service lane on the east side of the South Gippsland Highway.
3. Provide for convenient parking along the service road by introducing 90 degree parking adjacent to the kerb, with on site car parking only encouraged to the rear of the building or alongside access lanes, as part of any showrooms / service businesses redevelopment (refer sub precinct 3.2). On site parking in the frontage areas of properties should not be permitted except where parking is associated with major restricted retail developments (refer Detailed Concept D – page 52).
4. For restricted retail development (refer sub precinct 3.3) which are to be accessed from the proposed service lane along eastern side of South Gippsland Highway or Cameron Street to provide limited convenient customer / visitor parking (a single aisle with 90 degree angle parking on both sides) along the frontage within the maximum front setback of 21 metres and additional on site parking alongside access lanes or at the rear.
5. Detailed guidelines regarding parking are provided in the sub precinct Design and Development Guidelines.
6. Restrict loading zones to the rear of any development and minimise visual impact through screening and embedding of any loading zones in the development where possible.
7. Plan for and accommodate the junction of the proposed Cranbourne Bypass (Cameron Street) with High Street. The current reservation for the proposed bypass does not clearly define the future location of the bypass or the configuration of its junction with the South Gippsland Highway. This uncertainty will limit the potential to pursue and facilitate development of the major sites adjacent to the bypass. The detailed design and configuration of the bypass junction should be pursued immediately with VicRoads.

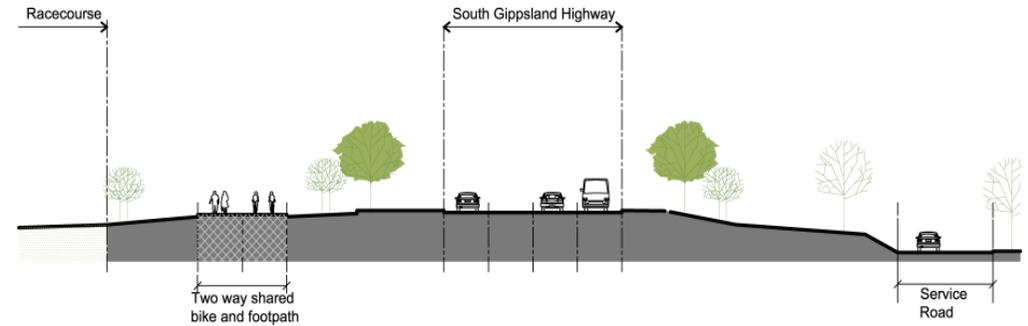


Figure 67: Typical cross section of High Street (South Gippsland Highway) in the Southern Approaches Precinct

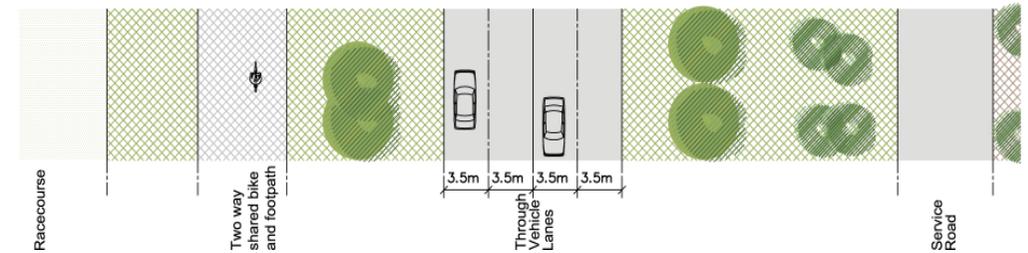


Figure 68: Typical partial plan of High Street (South Gippsland Highway) in the Southern Approaches Precinct

8.3.5 Streetscape

1. Realise opportunities to improve streetscapes with the following key initiatives including:
2. Maintain and extend the Avenue of Honour further to the south.
3. Introduce elements of the Australia Garden at the (Royal Botanic Gardens) into the streetscape through signage, colours, display and information boards to reinforce the link from the Retail Core to the Royal Cranbourne Botanic Gardens.
4. Improve awareness of and access to the information kiosk for the Avenue of Honour.

8.3.6 Built form and activity

The specific built form objectives for the Southern Approaches Precinct are to:

1. Intensify development along the eastern side of the South Gippsland Highway,
2. Create an attractive entrance to the centre from the south,
3. Ensure that development respects and enhances the Avenue of Honour.

8.3.7 Overall design Principles

- Consolidation of sites should be encouraged to create efficient development parcels and reduce the number and frequency of access lanes.

8.3.8 Sub Precincts

To enable detailed design and development guidelines for the precinct, the precinct has been broken into three sub precincts. The guidelines appear on the following pages.

Civic and community (sub precinct 3.1)

- Review configuration of the "civic area" west of High Street. Following the implementation of the proposed alterations to the Racecourse it should be possible to address some of the access and circulation issues of this area and to improve integration with the existing recreation facilities. Opportunity to realign boundaries and improve vehicular and pedestrian linkages should be pursued through a Masterplan for the Racecourse (currently being prepared by the Cranbourne Race Club).

Southern commercial (sub precinct 3.2)

- Potential exists for the redevelopment or expansion of the existing buildings on these properties for showroom or service business activities. The topography and the existing long, narrow subdivision pattern will make any major redevelopment to accommodate large floorspace activities such as bulky goods or restricted retail (as foreshadowed in the Structure Plan) problematic. It is considered more opportune to seek to develop the land around the intersection of the South Gippsland Highway and Cameron Street for bulky goods, (refer to the southern gateway discussion, below).
- Consolidation of sites should be encouraged in this area.
- New development should have direct frontage to the service road and car parking and loading facilities should be provided to the side or rear of any new buildings.

Southern Gateway (sub precinct 3.3) (Refer also to Detailed Concept D – page 52)

- These sites form the southern gateway to the Cranbourne Town Centre and it is essential that the design and configuration of any development reflects the desired quality image and development intensity for the Town Centre.
- Opportunity may exist, due to the topography, for the provision of office or residential development over the top of bulky goods facilities. Development at the upper level would have exposure to the South Gippsland Highway and would also enjoy views over the Racecourse to the west. Such development may not be viable in the short term but potential to facilitate it through the provision of adequate foundations and roof treatments should be pursued with prospective developers.

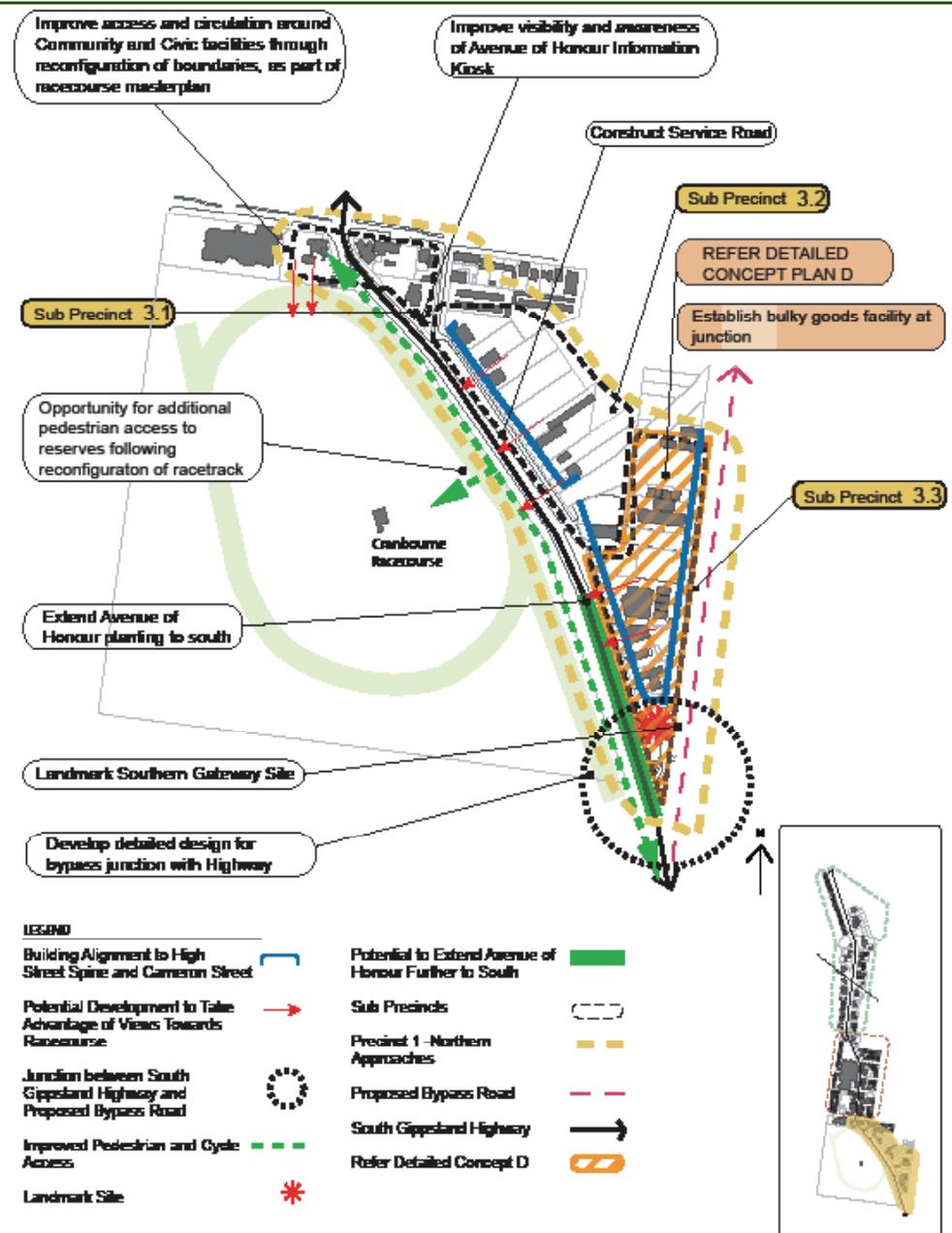


Figure 69: Precinct 3 Overall Design Principles

Sub Precinct - 3.1	Civic and Community Area
Overview of area	This area, located to the south of the High Street and Sladen Road intersection has a range of community and civic facilities and services, some are accommodated in the Heritage Old Shire Offices. The area is isolated from the remainder of the centre and difficult to access and negotiate for vehicle and pedestrians as development are "wedged" between Sladen Street and the Cranbourne Racecourse area. Opportunities exist to strengthen this "civic area".
Planning scheme	- Current zoning: Public Use Zone 1 (PUZ1) and Public Use Zone 3 (PUZ3).
Key design and development issues and features	- Maintain the community facility focus - Improve access, circulation, car parking and integration with the recreation facilities following the implementation of proposed alterations to the racecourse.
Built form design and style	- Ensure any future development reflects and enhances the existing valued character, style and scale of the area. - Ensure that siting, bulk and form of new built form does not adversely affect the heritage listed Old Shire Hall. - Ensure any redevelopment provides new landscaping details that complement the Old Shire Hall. - Encourage new development to take advantage of the views towards racecourse.
Preferred levels	- Encourage new development of up to 9m. Greater height may be supported for development providing critical regional community and economic significance and environmental and design excellence.
Setbacks	- Ensure any future development in this area is located to maintain the existing setbacks of the Old Shire Hall and maintain views and vistas of the Hall from the High Street and Sladen Street corridors.
Access	- Ensure access to this area is via an access road to the rear (south). - Provide pedestrian access from High Street and Sladen Street.
Parking	- Ensure parking for this area is consolidated to the rear (south) in conjunction with adjoining racecourse activities.

**Table 11: Design and Development Guidelines
Precinct C - Southern Approaches (Sub-Precinct 3.1)**



**Figure 70: Plan - Layout at Sub-Precinct 3.1
(Scale 1:2000 @ A3)**

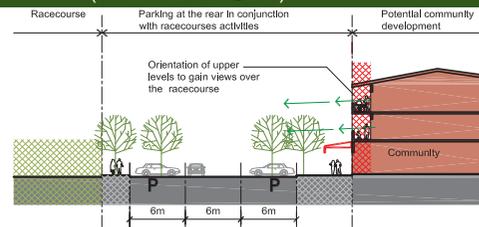


Figure 71: Section - Interface to Racecourse (Scale 1:2000 @ A3)



Image 61: High quality buildings that take advantage of location, views and vistas (Source: MGS Architects)

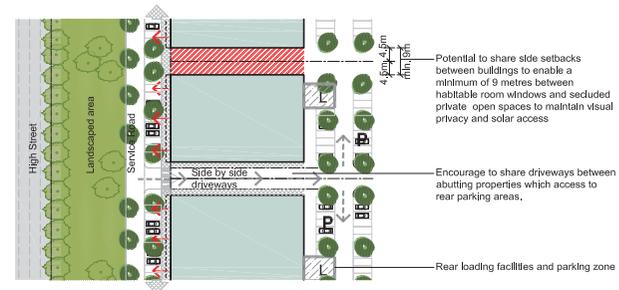


- LEGEND**
- Public Realm**
 - Potential Pedestrian Zone / Footpath
 - Racecourse
 - Views to Racecourse
 - Existing Trees
 - Built Form**
 - Potential Community Facility
 - Potential Articulation Zone
 - Existing Old Shire Hall
 - Existing Buildings
 - Potential Setback Zone
 - Area of Future Development
 - Potential for Community Facilities
 - Access and Parking**
 - At-grade Parking Zone
 - Vehicle Access

**Figure 72 : Key Plan
Precinct C - Southern Approaches**

Sub Precinct - 3.2	Southern Commercial Area
Overview of node	This area is occupied by a mixture of service businesses and entertainment venues and is hidden from the South Gippsland Highway by the extensive valued treed environment (Avenue of Honour) and through a steep (7m fall) embankment. Potential exists for the redevelopment or expansion of the existing buildings to facilitate showroom, commercial and service business development in this area. However the topography and the long narrow subdivision pattern will make any major redevelopment problematic unless substantial consolidation of the block occurs which may enable carparking and infrastructure to create the necessary podium to facilitate aspects to the road and racecourse for upper level commercial or residential uses.
Planning scheme	<ul style="list-style-type: none"> Current zoning: Industrial 1 (I1Z). Preferred zoning: Mixed Use Zone (MUZ) or Business 3 Zone (B3Z).
Key design and development issues and features	<ul style="list-style-type: none"> Acknowledge limited development potential of the area due to the hidden nature of the properties, a significant fall to the east of the South Gippsland Highway limits access and visibility of properties. Encourage the consolidation of lots. Maximise and enhance views towards racecourse with the potential for residential/commercial at upper level to take advantage of these views.
Built form design and style	Facilitate the development of well designed showrooms, commercial and service business activity.
Preferred levels	Encourage development up to 12m
Setbacks	<ul style="list-style-type: none"> Ensure any development in this area to allow setback for footpath (max. 3m) and establish a coherent and unified built form edge along the service road along South Gippsland Highway. Encourage side setbacks designed to be shared between two adjoining properties.
Access	<ul style="list-style-type: none"> Ensure access to these sites will be via service roads along High Street. Facilitate access to rear loading facilities and parking areas.
Parking	<ul style="list-style-type: none"> Provide for convenient parking along existing service lane by introducing 90° angle parking adjacent to the kerb. Provide onsite parking to the rear of the development or in the undercroft of the building. Onsite parking is not encouraged in the frontage of the building. Restrict loading zones to the rear of the development and minimise visual impact through screening and embedding in development where possible.
Activation	<ul style="list-style-type: none"> Provide visual interest and human scale with highly articulated and activated frontages to High Street and the Bypass which are accessible from a 3m pedestrian footpath. Encourage use of materials with high levels of transparency to improve surveillance and security. Provide a canopy (or verandah) along the building facades, providing shelter and improving visual amenity and streetscape character.

**Table 12: Design and Development Guidelines
Precinct C - Southern Approaches (Sub-Precinct 3.2)**



**Figure 73 : Plan - Typical Layout at Sub-Precinct 3.2
(Scale 1:1500 @ A3)**

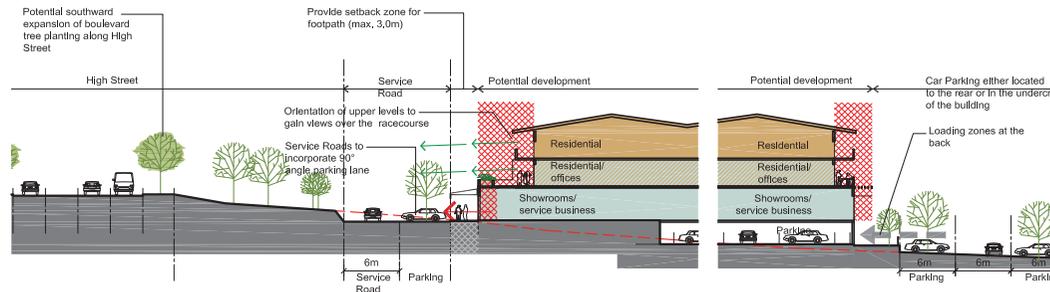


Figure 74: Section - High Street Frontage at Sub-Precinct 3.2 (Scale 1:500 @ A3)



LEGEND

- Public Realm**
 - Potential Pedestrian Zone/ Footpath
 - Potential Trees
 - Potential Boulevard Tree Planting along High Street
 - Landscaped Zone
 - Views to Racecourse
- Built Form**
 - Restricted Retail/ Bulky Goods
 - Offices/ Residential
 - Residential
 - Active Interfaces
 - Potential Articulation Zone
 - Potential Weather Protected Zone
 - Shared setbacks between buildings to ensure visual privacy and solar access
- Access and Parking**
 - At-grade Parking
 - Vehicle Access
 - Loading Zone
 - Natural Ground Level

**Figure 75 : Key Plan
Precinct 3 - Southern Approaches**

Sub Precinct - 3.3	Southern Gateway
Overview of node	This area is comprised of a number of large, prominent potential "gateway" sites that require quality built form, signalling arrival at a major urban centre. Opportunity exists for the development of attractive, bulky goods / restricted retail development. Due to the topography of the sites and the subdivision pattern it is considered that the primary frontage of these sites should be to Cameron Street rather than the South Gippsland Highway. Design and siting of the gateway will be of paramount importance due to the role of this area as the gateway to Cranbourne. Typical bulky goods architecture of a "building in a sea of car park" will not do justice to the location or the future image of Cranbourne See also Detailed Concept D for Southern Gateway.
Planning scheme	<ul style="list-style-type: none"> Current zoning: Industrial 1 (I1Z). Preferred zoning: Mixed Use Zone (MUZ).
Key design and development issues and features	<ul style="list-style-type: none"> Create a high profile image and character, with quality architectural response that reinforces the desired intensive urban environment Create a prominent landmark site requiring exemplary architectural response at the intersection of Highway Street with the Cameron Street Maximise and enhance views towards racecourse with the potential for residential / commercial at upper level to take advantage of these views.
Built form design and style	<ul style="list-style-type: none"> Ensure the built form as far as practical resembles a quality traditional high street environment and makes a positive contribution to the pedestrian environment and streetscape. Ensure that the built form (not car parking) is the dominant feature Ensure street elevations include high quality design solutions which may include tripartite design with a clearly established foundation, body and top providing varied skyline forms Ensure visual interest and articulation. Varied design, heights, materials and colours of facades should be introduced to break up horizontal mass enabling the building to read as series of buildings rather than one long continuous expanse of building. Create a symbolic entry at the corner of Cameron Street and High Street. This corner should be marked by a structure with a distinctive built form higher than surrounding development e.g. glazed active edges and hospitality uses.
Preferred levels	Encourage development with a preferred maximum height of 15m.
Setbacks	Maximum setback of 21m from frontages to High Street and Cameron Street are required to ensure that the built form is the dominant feature rather than car parking areas.
Access	Access to these sites will be via proposed service road along High Street or Cameron Street.
Parking	<ul style="list-style-type: none"> Provide limited parking along the frontage (provide a single aisle with 90 degree angle customer / visitor parking on both sides) within the maximum front setback of 21m and additional onsite parking alongside access lanes or at the rear. Restrict loading zones to the rear of the development and minimise visual impact through screening and embedding in development where possible.
Activation	<ul style="list-style-type: none"> Provide visual interest and human scale with highly articulated and activated frontages to Cameron Street. Encourage use of materials with high levels of transparency to improve surveillance and security. Ensure built form entries are directly accessible from a 3m wide pedestrian footpath alongside the building and linking into the pedestrian network. Provide a canopy (or verandah) along the building facades linking entries, providing shelter and improving visual amenity and streetscape character. Ensure adequately screened rear areas of this development adjoining High Street to prevent the built form detracting from the attractive treed entrance and the open, rural environment provided by the racecourse.

Table 13: Design and Development Guidelines
Precinct 3 - Southern Approaches (Sub-Precinct 3.3)

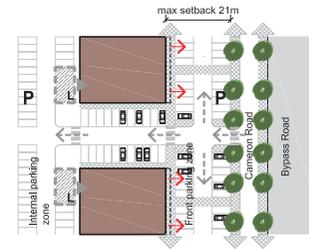


Figure 76: Plan - Typical Layout at Sub-Precinct 3.3
(Scale 1:1500 @ A3)

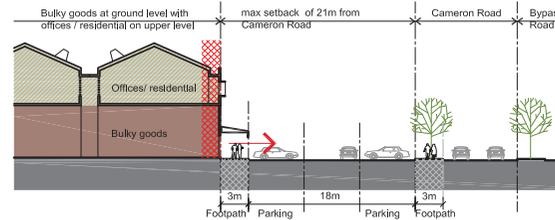


Figure 77: Cameron Road Frontage at Sub-Precinct 3.3
(Scale 1:500 @ A3)



Figure 78: Section High Street Frontage at Sub-Precinct 3.3
(Scale 1:500 @ A3)



Image 62: Highly articulated and activated frontages

Image 63: Significant corner built forms with active uses at ground level

Sub Precinct 3.3 - Southern Gateway



LEGEND

- Public Realm**
- Potential Pedestrian Zone / Footpath
- Potential Trees
- Landscaped Zone
- Views to Racecourse
- Built Form**
- Restricted Retail / Bulky Goods
- Offices / Residential
- Active Interfaces
- Potential Articulation Zone
- Potential Weather Protected Zone
- Access and Parking**
- At-grade Parking
- Vehicle Access
- Loading Zone

Figure 79 : Key Plan
Precinct 3 - Southern Approaches



Figure 80: Precinct 3 - Southern Approach Detailed Concept D - Southern Gateway (Plan-Ground 1:4000 @ A3)

- a** Potential for southward expansion of boulevard tree planting along High Street.
- b** Encourage the consolidation of lots to facilitate the development of showrooms, commercial and service business activity.
- c** Encourage consolidation and conversion to bulky goods / big box type development
 - Provide strong built form dominated edge to Cameron Street.
 - Ensure high quality of facade treatments/ articulation to Cameron Street/ Bypass Road frontage.
 - Encourage visual permeability to built frontages at ground level to minimize visual bulk.
- d** Opportunity for a significant southern 'gateway' building (landmark)
 - Potential to mark the corner of High Street and the Bypass with a distinctive taller built form.
 - Opportunity for a cafe / food outlet at ground level.
- e** Provide limited customer / visitor parking along the frontages (a single aisle with 90° angle parking on both sides) within the maximum front setback of 21m and integrate with landscaping.
- f** Provide access to sites via proposed service lane on South Gippsland Highway or Cameron Street.

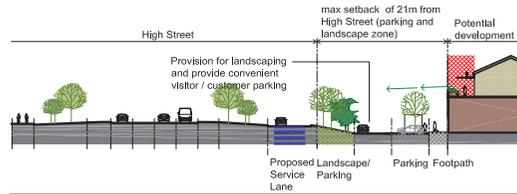


Figure 81 : Section A - A Detailed Concept D (Scale 1:750 @ A3)

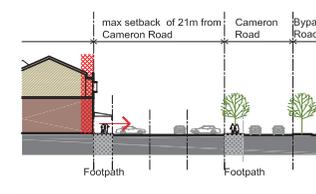


Figure 82 : Section B - B Detailed Concept D (Scale 1:750 @ A3)



Image 64 : Artist Impression - Corner View of High Street and Cameron Street (Southern Gateway) Looking North

- g** Ensure adequately screened rear service areas along High Street to prevent the built form detracting from the attractive tree lined entrance and the open, rural environment provided by the racecourse.
- h** Locate the additional onsite car parking zones to the rear or alongside the access lanes away from street frontages and integrate with landscaping.
- i** Opportunity for bulky goods activity to be replicated with similar design configuration to west side of Bypass Road.
- j** Ensure interface with abutting residential area to north have a setback minimum of 9m, acoustic fencing where necessary, graduated step-down in height, screening of balconies / windows and appropriate location of windows to minimize overshadowing, overlooking and visual impact.
- k** Indicative configuration of junction between South Gippsland Highway and proposed Bypass Road.

Detailed Concept D - Southern Gateway



LEGEND	
Preferred Land Use	
Potential Bulky Goods Area East of the Bypass	
Potential Showrooms, Commercial and Service Business Activity	
Existing Residential	
Public Realm	
Potential Pedestrian Zone / Footpath	
Potential Trees	
Existing Trees	
Potential Trees along High Street	
Built Form	
Potential Restricted Retail / Bulky Goods	
Potential Residential / Commercial	
Potential Cafe Activities / Fast Food Outlet	
Active Interfaces	
Gateway Opportunity	
Potential Articulation Zone (Balconies / Outdoor Living Spaces)	
Ensure Amenity to Abutting Residential Zone (Ensure Visual Privacy and Solar Access as per ResCode Recommendations)	
Access and Parking	
Reconfigured Junction between South Gippsland Highway and Proposed Bypass Road	
At-grade Parking	
Loading Zone	
Proposed Service Lane on the Eastern Side of South Gippsland Highway	

Figure 83 : Key Plan Precinct 3 - Southern Approaches



9.1 IMPLEMENTATION STRATEGIES

The implementation of this Urban Design Framework will require the ongoing support and commitment of the Casey City Council. A table of implementation actions is provided below which identifies specific initiatives that can be implemented. The implementation of the framework will however only be effective if a supportive and “design friendly” environment is established and where the Council plays a leadership role through the pursuit of the following initiatives:

9.1.1 Raise awareness of the vision and principles

Ensure that the development, investment and business communities are aware of the Urban Design Framework and Council’s commitment to quality design in the Cranbourne Town Centre. Raise awareness of the economic and social value of “good design” in terms of impact on property values, community pride, security of investment and community safety and security.

9.1.2 Lead by example

Ensure that Council projects and facilities are well designed and demonstrate the type and style of development that is sought for the centre as a whole.

The Council should also consider the purchase of strategic land parcels where they become available to enable the Council to drive appropriate development outcomes and to facilitate desirable access and consolidation opportunities.

9.1.3 Require quality

Ensure that development adheres to the design principles and do not accept development for development’s sake. The principles and provisions outlined in this framework must be applied in a consistent fashion if they are to be successful and defensible at VCAT, Planning Panels Victoria or to other Government Authorities. The Council must be prepared to defend their adherence to the framework at VCAT and to other authorities by engaging architects and other professionals to provide expert evidence in support of Council’s position.

9.1.4 Reward support and achievement of principles

Provide incentives for development that complies with or exceeds design and activity objectives. Examples of incentives include: the opportunity for additional height, or reduction in car parking requirements, for developments that demonstrate adherence to the design and development principles, (for example, achievement of activation objectives, pedestrian access or design excellence).

Consideration should be given to establishing design awards to acknowledge successful projects and reward the owners, developers and designers of the project.

9.1.5 Provide assistance

Establish a design support service where prospective developers can access professional architectural design advice funded wholly or subsidised by the Council.

Include design expertise during the development approvals process.

Establish a design review panel to which Council can refer development proposals for consideration by professional architects and urban designers.

9.2 IMPLEMENTATION TASKS

The table below outlines a range of implementation tasks that will need to be pursued. The table also nominates a lead agency for each task, allocates a timeframe for the completion of the task and provides a broad financial cost scope for the task identified, not necessarily the overall cost of the entire project.

Lead = Lead agency / department of Council

P - Planning
E - Economic Development
L - Landscape
S - Strategic Development
C - Community Development
U - Urban Design
I - Infrastructure / Engineering
T - Traffic Management

Timeframe/ Priority

S= Short term opportunity that should be commenced within 12 months

M= Medium term opportunity that should be pursued within 5 years
L= Long term opportunity beyond 5 years

Cost Scope

L= Low cost initiative \$0- 250,000
M= Medium cost initiative \$250,000 - 1,000,000
H= High cost initiative \$1,000,000 plus

Ref	Initiative	Detail	Lead	Timeframe	Cost scope
A1	Shuttle bus initiative	Pursue with Department of Transport and local bus operators the opportunities to provide a frequent, regular, reliable shuttle bus service from the Cranbourne Railway Station to the Retail Core. Options to be explored include: <ul style="list-style-type: none"> Modifications to existing bus routes Creation of an additional bus route Creation of a "Centre Shuttle service" funded by Council and the Business community 	T/E	M	L
A2	Bike track	Pursue the installation of a safe, attractive and continuous designated bicycle route from the Cranbourne Railway Station linking up to the existing bicycle path adjacent to the racecourse. Highest priority should be to provide a dedicated and clearly marked bicycle lane along both sides of High Street in the Retail Core of the Centre between Sladen Street and Stawell Street, as part of the rationalisation of through traffic lanes proposed in the UDF.	T/I	M	M
A3	Service road at southern approaches	Prepare a design for the construction of the service road along the eastern side of the South Gippsland Highway	I/T	M	H

Ref	Initiative	Detail	Lead	Timeframe	Cost scope
A4	Cranbourne Bypass	Confirm Council's commitment to the construction of the Cranbourne Bypass route and promote the UDF as further evidence of the need for and the economic, environmental and social opportunities that the Bypass can provide for the Cranbourne community and the region.	T/E/S	M	H
A5	Traffic management in Retail Core area	Discuss the traffic management initiatives identified in the UDF with VicRoads and seek their support for the creation of the bicycle lane and parking manoeuvring lane in High Street between Sladen Street and Stawell Street.	T/I	S	M
		Seek state government funding support for the initiative as part of Activity Centre and pedestrian safety initiatives and Federal Government bicycle path program.	T/I	S	M
		Undertake the works to reduce through traffic lanes from 3 to 2 and create the bicycle lane as a high priority.	T/I	S	M
A6	Pedestrian Crossing facilities	Pursue with VicRoads the provision of additional or upgraded pedestrian crossing facilities along the High Street spine, as outlined in the UDF with specific priority for: <ul style="list-style-type: none"> The creation of a widened pedestrian crossing to link Greg Clydesdale Square to Bakewell Street. Provide a pedestrian and bicycle crossing facility adjacent to the proposed "McMorran" Plaza to link is with the Ray Perry Park, Community Hall and the High School. 	I/T	S	H
C1	Cranbourne Community Hall renovation	Prepare a renovation plan in conjunction with the Hall management committee and the local community to improve the appearance and useability of the existing facility, equipping it to meet the demands of the local community over the next 20 years.	I	M	H
C2	Civic and Community Precinct	Prepare, in collaboration with the Cranbourne Racecourse's master planning work, an access, parking and circulation plan for the Sladen Street civic /community area to improve access and circulation arrangements for the civic and community area and enhance its integration with the recreation areas within the racecourse reservation.	P/U	M	M
C3	Community facility development	Prepare detailed design and costings for the community facility as scoped in the UDF.	C	S	H
		Identify Council services and community facilities that could be accommodated in the building along with commercial activity on the ground floor.	C	S	H

Ref	Initiative	Detail	Lead	Timeframe	Cost scope
		Discuss the opportunity with State and Federal Government agencies and advocate for funding under Community Development funding programs. Discuss with Centro and other adjoining property owners access issues relating to the development of the current car park and identify a location elsewhere in the centre to replace the existing car parking spaces.	C	S	H
		Discuss with Centro and other adjoining property owners access issues relating to the development of the current car park and identify a location elsewhere in the centre to replace the existing car parking spaces.	S	S	H
M1	Introduce UDF into the Planning Scheme	Commence, in conjunction with DPCD, the process to prepare a planning scheme amendment to introduce the Urban Design Framework's Design and Development Guidelines in to the Casey Planning Scheme.	P/S	S	L
M2	Promotion of the UDF	Prepare a brochure that summarises the major project and principles of the UDF, to raise awareness of the Cranbourne Town Centre opportunities with property owners, business operators, the investment and development community and Government agencies.	U/S	S	L
P1	Northern entrance bulky goods area	Discuss with property owners in the Northern Gateway area, the concept of pursuing a Business Zone and subsequent bulky goods retail development options, (rather than current residential zone and associated development options).	P	M	H
		Discuss with Vic Roads the options for the design of the Cranbourne Bypass/South Gippsland Highway junction, and opportunities for access to properties from the Cranbourne Bypass road.	I/T	M	H
		Consider the potential to commence "stage one" of the bypass at the junction of the South Gippsland Highway, hence enabling the proposed bulky goods precinct to gain access from, and frontage to, the bypass route prior to the completion of the full bypass link to Cameron Street.	I/T	M	H
		Prepare a concept plan for the design of the bypass road in the vicinity of the South Gippsland Highway junction to establish route, land requirements and cost estimates for this initial stage of the bypass.	I/T	M	H
		Undertake cost/benefit analysis for the development of the bulky goods precinct to determine its viability and the potential for it to contribute to the funding of the bypass. This should be investigated on the basis that a Business Zone and the construction of the bypass junction would provide the adjoining properties with greatly enhanced access and visibility.	S/E/T	M	H

Ref	Initiative	Detail	Lead	Timeframe	Cost scope
P2	Centro offices opportunity	Pursue with Centro the opportunities to develop multi level commercial office or mixed-use development over their existing car parking area. Provide design advice and assist in the preparation of plans and cost estimates for the development.	S/E/U	M	H
P3	Centro High Street retail frontages opportunity	Discuss with Centro the opportunity to create additional retail floorspace fronting onto High Street currently occupied by parking areas. Offer support to Centro to prepare concept plans and costings for the initiative.	S	M	H
P4	Centro Activation of Greg Clydesdale Square	Discuss with Centro the opportunity to expand and relocate their food court area to a location immediately adjacent to Greg Clydesdale Square as outlined in the UDF. Offer support to Centro to prepare concept plans and costings for the initiative.	S/E	M	H
		Consider opportunities for a land swap between Council and Centro that could potentially transfer ownership of Greg Clydesdale Square to Council in exchange for Centro having opportunity to develop on Council land to facilitate the expansion of the food court area.	S/E	M	H
P5	Pursue the Planning Scheme implications of the UDF	Review the Casey Planning Scheme in light of specific recommendations in the UDF regarding: <ul style="list-style-type: none"> • Appropriateness of zoning for the Northern Entrance. (Residential 1- Business 4 Zone) • Appropriateness of zoning for the southern entrance. (Industrial 1 – Business 4 Zone) • Appropriateness of the Business 3 Zones along the spine in light of the opportunities for mixed-use development. • Appropriateness of Residential 1 zone at the southern approaches (Residential 1- Business 4 Zone) Discuss with DPCD the appropriate process and suite of zones that should be considered, noting the proposed introduction of the new Activity Centre Zone.	P/S	S	L
P6	Use of the UDF in assessment of development applications.	Ensure that the adopted UDF is understood and utilised by Council's Planning Department during its pre application meetings with prospective developers and the subsequent assessment of development applications.	S	S	L
P7	Key site development facilitation	Offer to provide and contribute to the preparation of detailed urban design and planning advice to the owners of key "opportunity sites" to assist owners prepare development plans that best achieve the objectives of the UDF.	S/U/E	S	L

Ref	Initiative	Detail	Lead	Timeframe	Cost scope
		Specific sites including: <ul style="list-style-type: none"> Northern Gateway area Settlement Hotel Centro northern car parking area Centro High Street frontages Cranbourne Market The Bella Centre (Arcade) Southern Gateway area 			
P8	Activity on High Street in the Retail Core area	Ensure that all relevant Council policies and programs (eg footpath trading, local laws, outdoor dining etc) support, encourage and facilitate appropriate use and activity of High Street footpaths and public spaces in the Retail Core area, to create a vibrant and active image for the area.	P	S	L
P9	Bulky goods at southern entrance	Discuss the concept of pursuing a business zone and subsequent bulky goods retail development options, (rather than current industrial zone and related development options) with property owners in the Southern Gateway area.	S/ E	S	H
		Discuss with Vic Roads the options for the design of the Cameron Street /South Gippsland Highway junction, and opportunities for access to properties from the upgraded Cameron Street.	T	S	H
		Prepare a concept plan for the configuration of the ultimate Cameron Street / South Gippsland Highway to determine land requirements and hence identify available development parcels and frontage and access opportunities.	T	S	H
		Undertake, with the property owners a cost/benefit analysis for the development of the bulky goods precinct at this location.	S/ E	S	H
S1	Ray Perry Park upgrade	Prepare a landscape masterplan for the Ray Perry Park which will improve its integration with the adjoining community centre and school and also link the park to the proposed "McMorran's Plaza" on the west side of High Street.	L	M	M
S2	McMorran's Plaza	Pursue with Centro as the adjoining property owners, the concept of establishing a public plaza in the area adjacent to McMorran's Oak Tree.	S/ U	M	L
S3	Greg Clydesdale Square enhancement	Prepare a landscape masterplan for Greg Clydesdale Square that facilitates the initiatives identified in the UDF and which enhances the effective use of the area.	L	M	H
		Discuss with adjoining owners opportunities to improve the activation of the edges of the square as recommended in the UDF.	S	M	H

Ref	Initiative	Detail	Lead	Timeframe	Cost scope
S4	Bakewell Street Plaza development	Prepare a landscape master plan for Bakewell Plaza as recommended in the UDF, incorporating an element of children's play equipment.	L	M	H
S5	Streetscape improvements	Prepare a landscape masterplan for the High Street spine that identifies and details a preferred streetscape treatment for the strip, placing specific priority on the implementation of streetscape improvements for: <ul style="list-style-type: none"> Greg Clydesdale Square Bakewell Plaza High Street between Sladen Street and Stawell Street. High Street western side between Stawell Street and the Railway Station. 	L	M	H
S6	Centro blank wall improvements	Pursue with Centro to activate the blank wall of Centro Shopping Centre fronting High Street through measures including: <ul style="list-style-type: none"> Forming of new windows in wall providing visual connection between store and street Forming of new display cases in wall Integrate cafe into building / facade / alternatively introduce mobile cafe 	U	S	L
		Seek Centro financial contribution to the project in conjunction with Council and State Government.	S	S	L
		Prepare detailed designs for the treatment of the wall and provision of weather protection for pedestrians / public transport users along this length of High Street.	U/ L	S	L
		Work with local heritage group and council's cultural art officer to prepare designs for the installation of integrated art screening walls to Centro's loading facilities on the corner of High Street and Stawell Street.	S U/ L	S	L
		Seek funding support from DPCD as part of community arts, heritage or cultural development programs.	S/ L	S	L
S7	Footpaths in the High Street Retail Core area	Identify an appropriate style for the footpaths in the core area of High Street as part of the Landscape Masterplan.	L	S	M
		Pursue as a high priority the improvement of the footpaths and where possible use the reconstruction of the footpaths to address the floor level differences between the current footpath and adjacent premises to improve disability access and compliance with Disability Discrimination Act.	L	S	M

9.3 PRIORITY ACTIONS 2011-2012

The following initiatives as identified in the Urban Design Framework Implementation Strategy, are recommended for immediate pursuit by the Council in order to commence the implementation of the Framework and to achieve immediate impact to improve the design, configuration, accessibility and integration of the Cranbourne Town Centre.

1. Promote and raise awareness of the Framework and its opportunities for private development amongst the property owners and developers community through the preparation and distribution of a brochure on the centre.
2. Initiate immediate discussions with Centro to discuss the various opportunities identified in the Framework.
3. Initiate immediate discussions with VicRoads to pursue the traffic management opportunities of the framework and the preparation of detailed designs for the bypass junctions with the Highway.
4. Pursue Plans for Community facility adjacent to Greg Clydesdale Square.
5. Prepare a Landscape Masterplan for the High Street Spine.
6. Initiate discussions with the Cranbourne Race Club to ensure that the initiatives for the racecourse identified in the Framework are reflected in the Racecourse Masterplan.
7. Pursue discussions with land owners and business operators in the High Street Spine to highlight opportunities that the Framework provides and signal Council's interest in assisting in the pursuit of development.
8. Introduce the Urban Design Guidelines into the Planning Scheme.
9. Implement Traffic management/ Bike lane provisions improvements in the Retail Core area.
10. Implement Streetscape improvements to High Street Retail Core.



Customer Service Centres

Cranbourne

Centro Cranbourne

Narre Warren

Magid Drive

Narre Warren South

Amberly Park
Shopping Centre

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