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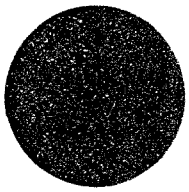
WERRIBEE PLAZA
STRUCTURE PLAN



Prepared for

THE PACIFIC GROUP OF COMPANIES

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EXECUTIVE SUMMARY

1.0 INTRODUCTION

1.1 Structure Plan Purpose

Wilson Sayer Core Pty Ltd, in conjunction with Grogan Richards Pty Ltd and Maxine Cooper and Associates Pty Ltd were commissioned by The Pacific Group of Companies in August 1992 to prepare a Structure Plan for the Werribee Plaza shopping centre.

The structure plan is an urban management plan addressing the issues and opportunities facing an activity centre, and recommending future strategies. The purpose of the plan is threefold:

- to ensure that coordinated development occurs in the future,
- to formulate a realistic plan to guide public and private actions, and
- to maximise the benefits of new investment and activity in the centre.

The need for a structure plan for Werribee Plaza was recognised by the Werribee Growth Area Activity Centres Strategy, November 1991.

1.2 Objectives

The objectives of this Structure Plan are to generate recommendations which relate to:

- *actions to ensure any further expansion is not unduly detrimental to the amenity of adjoining areas;*
- *actions to consolidate the role of the centre in the regional hierarchy;*
- *ways to resolve the traffic management issues in areas adjoining the centre;*
- *appropriate physical and environmental recommendations and improvement actions; and*
- *appropriate ways to implement the findings of the plan.*

1.3 Processes

The processes involved in the preparation of the structure plan hinges around an evaluation of the current situation, an examination of the role Werribee Plaza is expected to fulfil in the future, and an assessment of the likely impact of further development.

1.4 Structure Plan Implementation and Application

The approach has been to combine the preparation of the Structure Plan and the Development Plan with the social, economic and physical impact assessments which are required in developing the plan. The Structure Plan will form the statutory policy basis for future Council decisions relating to development applications and works programs for Werribee Plaza.

The structure plan satisfies all relevant requirements of the retail and office development guidelines, and addresses the specific issues highlighted in the Activities Centres Strategy.

2.0 STRATEGIC POLICY CONTEXT

Relevant policies for the **City of Wyndham** and metropolitan Melbourne have been reviewed to provide a policy context for the structure plan at the local, regional and metropolitan levels. The structure plan is consistent with the provisions of these policies and adopted strategies, as well as the Retail Development Guidelines, 1989 and relevant sections of the Office Development Guidelines, 1989.

The Strategies and policies which have been reviewed include:

- Werribee Growth Area Activity Centres Strategy, 1991.

- The Werribee Growth Area Plan, 1990.
- Metropolitan Policies including, Shaping Melbourne's Future (1987), Metropolitan Activity Centres (1989), Cities in the Suburbs (1992), Retail Development Guidelines (1989), Office Development Guidelines (1989), and Werribee Planning Scheme.
- ***State Planning Policy Framework***
- ***Local Planning Policy Framework***

Current Planning Controls

The site bounded by Derrimut Road, Heaths Road, Barber Drive and the rear of residential properties fronting Johnson Avenue and Barber Drive is generally zoned Business 1, except for three separate lots at the north-western extent of the site currently zoned Residential 1 but proposed to be included in the Business 1 zone by AMC40.

The Schedule to the Business 1 zone allows for a maximum leasable floor area for shop of 70,000 sq.m.

The area to the north east and west of the site is zoned Residential 1.

There is a strip of Business 5 zone on the opposite side of Heaths Road to the south.

3.0 EXISTING CONDITIONS

3.1 Subject Site

Werribee Plaza is about 30 kilometres southwest of Melbourne, fairly central to the expanding residential areas in Werribee, northwest of the railway line and the Princes Highway. Werribee Plaza Shopping Centre is the core of the Structure Plan area.

Development is all at one level, ***except for the cinema***. The site is generally flat with a slight rise to the north through the car parking area.

3.2 Demographic and Socioeconomic Profile

The population of the catchment area of the Plaza is estimated to grown 143,000 by 2001. The age structure shows a young population by metropolitan standards, typical of a new rapidly growing area. There is a bias towards lower white collar and blue collar workers.

Home ownership rates are relatively high.
Car ownership rates are higher than average, although one car households account for 40% of those in the catchment.

3.3 Uses

Retail

Retail activities at Werribee Plaza are generally housed in a free-standing building with a number of entrances from the surrounding carparks. The strong retail focus is augmented by a few commercial and service activities. The main tenants in the centre are ***Coles, Kmart, Target, Big W and Safeway.*** A large market area is the other main attraction.

Shopping is the predominant activity at the centre, whilst there appears to be potential ti expand leisure and recreation oriented uses in a planned fashion, while retaining the retail focus.

Werribee Plaza is the main retail centre in the City of ***Wyndham***. It performs a regional ***retail*** role, with ***49,000*** sq.m. of retail floorspace.

Office

Werribee Plaza has limited office activity, mostly financial, business and professional services. The Werribee Office policy restricts it to accommodating subsidiary office activity, with the Werribee District Centre being the main commercial focus in the municipality.

There is an office zone on the south side of Heaths Road.

Social

Non-retail activities are mainly of a restaurant and eating nature, including a

Tavern, although there is an existing bingo centre. The major leisure element in Werribee Plaza ***is the*** cinema complex. A new library has also been constructed in the southeast corner of the site.

The limited range of recreation and entertainment facilities, the standard of toilets and change rooms and the poor facilities for public transport were issues raised by the community in relation the Plaza.

Environs

The Environs are generally residential to the north, west and east while commercial and community uses are located immediately to the south. Other activities in immediate area include a secondary college, medical centre, churches, retirement village, an aged care hostel, and a planned community centre.

3.4 Traffic, Access and Parking

Cars are the most common mode of transport to the centre, with 75% of centre users driving and 13% arriving as car passengers. Walking is the next most common mode of transport (6%), followed by bus (5%).

Vehicle access to the centre is currently provided at ***six*** points, ***three*** from Derrimut Road and ***three*** from Heaths Road. ***S***ignalised entrance is from Derrimut Road, located immediately opposite Baggot Drive ***and two locations in Heaths Road.***

There are ***1857*** at grade car parking spaces provided within the centre, ***which will increase to over 3,200 with the extension of the site area.***

Reductions in peak accumulation have occurred on both Fridays and Saturdays since 1988. Factors influencing these reductions include extended trading hours.

There are two regular bus services that stop within the centre. A makeshift bus area is provided at the north eastern corner of the corner parking areas. it is some distance from the closest (minor) entrance to the centre, with pedestrians having to cross internal transport routes to access it. It does not have adequate shelter.

Pedestrian access to the centre is available adjacent to vehicle access points, as well as informal paths from residential areas to the west and north. Pedestrian crossing facilities are ***now*** available on Heaths Road west of the Derrimut Road intersection.

Details of traffic engineering issues are contained in Grogan Richards Pty Ltd's report entitled Werribee Plaza Shopping Centre Structure Plan Traffic Engineering Assessment.

3.5 Development Structure and Design

The *key development structure and design constraints and opportunities* are discussed as follows:

- The maximum extent of the activity centre is well defined, and significant flexibility exists within the site for creative expansion without detriment to the adjacent areas.
- The site appears capable of accommodating three times the existing floor area and associated car parking.
- The Heaths/Derrimut Road intersection, the most exposed key image for the site, is currently understated.
- The limited built from presence to the heaths and Derrimut Road frontages could be improved. The removal of mounds and higher shrub planting on these frontages would crate clearer centre vision and establish a high quality landscape frontage framing development beyond.
- The overhead power supply on Derrimut Road is unattractive.
- Landscape upgrading is required to major frontages, both within the site and the street areas.
- New community facilities are being provided near the Heaths and Derrimut Road corner. Numerous existing community facilities are also located to

the north and south of the site along Derrimut Road. Consolidation of the major community facilities with easy access to the north-south axis along Derrimut Road would be appropriate.

- Limited mature landscaping exists on the Plaza site. It is important to retain it where possible, or provide replacement planting before existing vegetation is removed.
- Retention and consolidation of the simple and direct internal mall movement network.
- Formalisation of informal pedestrian links with adjacent residential areas ***is to be provided***
- Built form and landscape character along the edges of the centre must be carefully considered.
- Customer parking exists in desirable large grouped car parking areas.
- Circulation, landscaping and pedestrian safety within the car parking areas requires improvement.
- Limited landscaped open space areas exist within the activity centre.
- The existing market areas is very internalised.
- Barber Drive is currently residential in character.
- Availability of land and the internal structure of the centre indicated that its expansion should focus on the area to the west, with some expansion to the north and south also possible.
- Existing rear service elevations are unattractive and require improvement.
- Conflicts exit between service vehicles and pedestrian entering the centre.

4.0 DEVELOPMENT PROPOSAL

The Structure Plan needs to:

- *take account of the appropriate mix of uses in accordance with the Activity Centres Strategy;*
- *identify the nature of extent of future development in accordance with the approved recommendations of the Activity Centres Strategy;*
- *provide a suitable urban design framework for the future development of the centre;*
- *improve and adapt the existing service infrastructure, with specific attention to public transport, traffic, access and parking;*
- *assess the social effects of development; and*
- *consider the appropriate planning control framework to facilitate the implementation of the Structure Plan.*

Consistent with the Activity Centres Strategy, the Structure plan provides a ***staged*** expansion for the retail capacity of Werribee Plaza, and the addresses the provision of the associated activities within the Centre. *The* ***Stage 2 includes*** *and expansion of the Gross Leasable Floor Area (FLFA) to 49,000m^2* , while the ***subsequent*** stages provide for a total GLFA of 70,000m^2. The floor area of non-retail uses is additional to the GLFA. The physical limits for the future development of the centre are set by the Physical Framework Plan. The range of retail and non-retail uses to be provided for in the Structure Plan are considered in the context of the recommendations of the Activity Centres Strategy.

5.0 ISSUES

5.1 Use

The main core uses identified as applicable to the Structure Plan are retail, community and leisure activities. Interface uses are primarily office and residential.

Retail

The Activity Centre Strategy determined that Werribee Plaza should be expanded in

two stages, (i.e. to 49,000 sq m, then to 70,000 sq m). Elements to be included in this expansion are a traditional department store, a discount department store, a supermarket, a household appliance/hardware store, specialty shops and food court.

Considerations in the design of the retail component include:

- providing a pleasant and efficient shopping environment;
- ensuring appropriate and secure pedestrian areas;
- convenient locations with accessibility of parking areas;
- minimising potential pedestrian/traffic conflicts; and
- providing appropriately located support amenities, such as toilets and child care facilities.

Social

The Activity Centres Strategy demonstrated that Werribee Plaza has a weak social focus, with a limited range of community facilities and non-retail uses.

Offices

Office activity of professional and commercial nature is to be encouraged to develop on the south side of Heaths Road. Office activity within Werribee Plaza should be ancillary to retail, community and leisure activities.

Residential

Residential activity faces the Plaza on three frontages and the future development of the Plaza has to acknowledge this situation in terms of:

- *avoiding an adverse aesthetic impact;*
- *facilitating pedestrian and traffic movement;* and
- *undertaking the appropriate security and site management actions.*

5.2 Social Effects

Social planning refers to the relationship between the land use and the social service system and its effects on the behavioural patterns of the relevant communities - be they residential, working, or recreational. Social planning as well as the principles of social justice - equity and access - should be an integral part of the structure plan and development proposal.

The expansion of Werribee Plaza must operate within an existing network of activity centres; it must maximise choice, satisfy the needs of the Werribee community and facilitate social interaction; it must be convenient and accessible to the population within its catchment; and must be designed in such a way that it provides a safe shopping environment that does not adversely affect the immediate local community or the proposed wider catchment.

Opportunity for Choice

Opportunity for choice in terms of range of activities, commodities and quality of merchandise, store types and competitive prices will influence shopper behaviour, usage of centres and satisfaction. Centres with a range of activities provide a physical and social focus, and contribute to the definition or identity of a locality and to the way residents and others feel about it and their motivation to develop, change or protect it.

Werribee Plaza is ***has been*** perceived as just a shopping centre with little variety in terms of store mix, price and quality of merchandise. ***The*** additional range of community, leisure and entertainment functions provide the opportunity for social intercourse and the development of a strong community focus.

The additional activities to be included as part of the expansion of the Plaza will reinforce its community focus and enhance the shopping experience for the many young family households in the catchment area.

Convenience and Accessibility

People of all age groups and conditions need good access to a wide variety of destinations. Hence transport (i.e. walking, driving, cycling or public transport) and accessibility to centres is necessary to ensure residents' choice of destinations is not limited.

The additional access and egress points proposed will redress residents' current complaints about the congestion and too few entry/exit points. The primary circulating road will ameliorate existing problems and facilitate the flow of traffic around the centre and to car parking areas.

The additional car spaces and improved layout proposed will enhance the centre's convenience and safety for shoppers.

5.3 Development Structure and Design

The *key urban design and physical planning issues which have been addressed in the development of the Structure Plan* include:

- Use character and image.
- Built form character and image.
- Streetscape character.
- Open space character and image.
- Interface areas.
- Pedestrian movement.
- Landscape.
- Vehicular movement and parking areas.

Recommendations are included as the basis for the Physical Framework Plan, the Development Structure and Design Objectives, and the Design Guidelines.

5.4 Traffic Access and Parking

Based upon established criteria it has been accepted in recent assessments of parking provision for regional retail centres, that parking be provided at a rate of 6.5 spaces per 100 sq m of Gross Leasable Floor Area. This rate would also provide for a proportion of the non retail parking requirements.

Access, Parking Provision and Circulation

Additional parking for Stage 1 would be provided by extending the existing surface car parks to the north and south of the building, utilising vacant land to the north and west of the existing shopping centre.

Access will be provided by the construction of a new access road along the western boundary and across the northern portion of the site, connecting with the existing signalised access at Derrimut Road and a new signalised access onto Heaths Road to the east of Barber Drive. The roadway will provide peripheral access to the rear car park areas and, in conjunction with Heaths and Derrimut Roads, will provide direct and convenient access to all car parking areas clear of pedestrian access to points into the centre.

Three access points are proposed to be provided along Heaths Road. Signalisation of some or all of these will facilitate pedestrian accessibility to the centre from the south side of Heaths Road.

Existing vehicular access arrangements from Derrimut Road are proposed to be maintained. Modifications to the configuration of the existing signalised access from Derrimut Road will be required including construction of a second right turn lane into the centre.

There will be no vehicular access from Barber Drive or Johnson Avenue.

Additional car parking for the ultimate development of the centre could be provided by decking surface car parks adjacent to the second level of retail, or providing roof top parking above the retail on ground level enabling direct pedestrian

access from car parking areas to all retail levels.

To improve bus services to and at the centre an all-weather bus shelter which is visible, functional, and has convenient access to the centre is required.

Pedestrian access would be improved by coherent urban design addressing the interface between the centre and surrounding land uses and better defined walkways, while car access could be facilitated and it's impact minimised by appropriate roadworks in conjunction with the upgrading of Heaths and Derrimut Roads.

6.0 STRUCTURE PLAN ELEMENTS

The *major elements* within the overall Structure Plan comprise:

- Objectives for the Structure Plan Area
- Preferred Land Use Activities
- Traffic, Access and Parking Management
- Development Structure
- Development Staging
- Design Guidelines

6.1 Objectives

6.1.1 Strategic Objectives

The overall objectives of the Structure Plan are to:

- Ensure the centre provides *a balance* of retail, community and leisure, entertainment, and office/commercial activities suited to the needs and expectations of residents and consistent with its role as a sub-region activity centre within the City of Wyndham.
- Facilitate the *on-going viability* of Werribee Plaza as a commercial and community centre with efficient application of both public and private sector investment.
- Maintain and improve the *accessibility and convenience* of the centre while preserving the amenity of adjoining areas.
- Promote the *efficient use* of the existing and future service infrastructure.
- Enhance the *identity* of the centre, improve its aesthetic and functional appeal and ensure that the scale and character of further development is compatible with the surrounding area.

6.1.2 Preferred Land Use Activities Objectives

The objectives relating to the *preferred land uses* within the activity centre can be summarised as follows:

- *Improve the function of Werribee Plaza* within the Activity Centre hierarchy and encourage the adjustment in store and facilities content consistent with the changing structure and preferences of the existing and future population.
- *To provide for a comprehensive range of retail, leisure, entertainment and community facility and service requirements.*
- *To recognise and encourage the centre's function as a social focus* by providing suitable indoor and outdoor places for people to meet during and outside retail hours.
- To *complement rather than duplicate the higher order cultural, service, administrative, and business support functions of the* Town *Centre.*
- *Integrate the retail, commercial and community uses within the centre.*
- *Co-ordinate the provision and development of community facilities within Werribee Plaza with those in the surrounding area to avoid duplication.*

- *Encourage the development of medical/para-medical services and other professional office suites, on the south side of Heaths Road, to complement the retail of Werribee Plaza strengthen the commercial focus of the precinct.*

6.1.3 Traffic, Access and Parking Objectives

The proposed objectives for traffic, access and parking are:

- *Maximise the accessibility and convenience of the centre users, recognising the needs of different groups.*
- *Minimise generation of additional through traffic.*
- *Facilitate pedestrian and cycle access to the centre, from all quarters.*
- *Facilitate public transport access to the centre via designated convenient and safe stops which are integrated into the form of the centre.*
- *Ensure adequate provision of car parking, sufficient to cater for retail and non-retail uses of the centre.*
- *Minimise vehicle speeds within car parking areas, consistent with the shared nature of roadways and parking areas.*

6.1.4 Development Structure and Design Objectives

The future development of the centre is considered in the light of the *key design objectives* as outlined below:

Built Form, Streetscape and Landscape Character and Image:

- Create a built form and landscape image for the centre consistent with its landmark location, surrounding area, and function.
- Create a legible centre layout in which entrances are clearly visible to users and which promotes easy internal circulation.
- Create exterior facades which incorporate shop front activities and present attractive public areas and interesting elevations.
- Create a landscaped environment which enhances and complements the overall image of the centre, promotes safety and provides weather protection.

Interfaces:

- Minimise the impact of the centre on the amenity of the adjacent residential areas by limiting centre access traffic through these areas and providing well landscaped setbacks from the residential uses to centre buildings, accessways or car parking areas.

Pedestrian and Cyclist Movement:

- Establish clear, attractive and direct pedestrian movement links through the centre and car parking areas.
- Establish shared pedestrian and cyclist links between the centre and adjacent community activities and residential areas having regard to the amenity of those areas.

Vehicular Movement and Parking Areas:

- Locate well planned safe, attractive, grouped vehicle parking areas within the centre with easy access from the adjacent ***main road*** network, designed for safe pedestrian movement through the parking areas to the major centre entrances.

6.2 Preferred Land Use Activities

The Werribee Growth Area Activity Centres Strategy identifies the basis for the future development of Werribee Plaza, and any further development should be

consistent with this strategy. The retail floor area appropriate at Werribee Plaza to service the requirements of the Werribee Growth Area is an increase of the limit now to 49,000m^2 , with the potential to increase the GLFA to 70,000m^2 in the long term. *It is appropriate that the timing of the increase of the increase of GLFA from 49,000 to 70,000m^2 take into account the provisions of the Activity Centres Strategy, and any review of that strategy, as well as market thresholds.*

An important objective of the Structure Plan is to improve the function of Werribee Plaza within the activity centre hierarchy, and encourage an adjustment in store and facilities content in recognition of the need to cater for the changing structure and preferences of the existing and future population.

In the context of the activity centres strategy and the expectations of shoppers and residents, appropriate additional retail store types include an additional supermarket, department store, discount department store as well as additional and a greater variety of specialty stores. Non-retail uses should be primarily of a community and leisure nature. Office use would not be a primary use within the centre, given the location of the **area** directly to the south. Office uses within the centre should be generally ancillary to other uses.

It is important that the development of community facilities within Werribee Plaza are co-ordinated with the provision and development of other community facilities in the surrounding area, in particular those at the Hoppers Crossing Community Complex.

6.3 Traffic, Access and Parking

Traffic generation from the centre is anticipated to change from 2,700 vehicle movements per hour during the Friday evening commuter peak period, to 3,850 for Stage 2, and 4,350 vehicle movements with the ultimate development.

Proposed access arrangements include three access points on Heaths Road, **and** two on Derrimut Road.
Signalisation and intersection road works will be provided where warranted to accommodated anticipated flows.

*A minimum of **3,235** spaces are proposed to be provided to accommodate the level of development provided with **Stage** 2 of the development provided , while a minimum of 4,535 spaces are proposed to be provided for the ultimate development.*

6.4 Development Structure

The key recommendations in regard to the structural and design issues relevant to centre development and upgrading are indicated on the *Physical Framework Plan* (Plan 6 located in Section 6.4 of the main report).

The *physical framework plan includes the key structural aspects in relation to building bulk and location, vehicle and pedestrian linkages, provision of pedestrian focal areas, and the treatment proposed for all sensitive site edges.* It indicates:

- the maximum building envelope and its location;
- the minimum setbacks from site boundaries and the visual and landscape treatment of these setbacks;
- the key vehicle access locations:
- the major, primary and secondary vehicle access routes within the activity centre;
- key pedestrian movement links;
- key pedestrian focal areas or meeting places; and
- controlled pedestrian crossing locations.

6.5 Development Staging

The *key aspects in terms of development staging are that:*

- key pedestrian links are provided at each stage;
- key pedestrian focal areas are provided as early as possible at each stage;

- the appropriate edge setbacks and treatments are provided;
- the buildings are attractive and well designed;
- the site is attractively landscaped;
- appropriate uses are provided; and
- the staging of development minimises inconvenience to centre users.

6.6 Design Guidelines

Design guidelines have been prepared as part of the Structure Plan primarily as a checklist in developing and assessing development, design, and upgrading actions / proposals for the activity centre.

The *design guidelines cover the areas* of:

- Centre Layout and Image.
  - Use character and image
  - Built form
- Interface Areas.
- Movement Networks
  - Pedestrian movement
  - Bicycle movement
  - Vehicular movement
  - Public transport.
- Landscape and Open Space.
  - Open space provision, character and image
  - Landscape.

7.0 PLANNING CONTROL FRAMEWORK

The Structure Plan sets out the policy and design framework for the long term development of Werribee Plaza, but the existing planning controls do not provide for its implementation.

It is appropriate to review the Planning Control Framework in the context of the changes required to the Planning Scheme, and the preparation of the Structure Plan for the Werribee Plaza site. A wide range of issues were examined in reviewing and formulating the Planning Control Framework, and these included:

- the existing zoning provisions;
- the existing and future development proposed;
- the implications of relevant policies and strategies;
- the framework provided by the Structure Plan and how it relates to adjoining land;
- the proposal for staged development of the centre, and the factors that will determine the timing of development;
- the requirements of the Minister's Direction for the Werribee Growth Area;
- the opportunity for comment and submissions by interested parties;
- the option of incorporating the Structure Plan into the Planning Scheme; and
- the existing site specific controls.

The existing Planning Control Framework needs to be amended to take account of the expansion that has been identified as appropriate for Werribee Plaza, and the Structure Plan, which provides the detailed framework for the future development at Werribee Plaza.

The inclusion of the Structure Plan as an incorporated document in the planning Scheme **provides** *all parties with certainty as the parameters for the long term future development of Werribee Plaza.*

8.0 IMPLEMENTATION STRATEGY

The *implementation strategy* for the Structure Plan includes the following elements:

- The exhibition of the Structure Plan; **or any amendments to it.**
- the preparation and concurrent exhibition of a planning scheme amendment to facilitate the implementation of the Structure Plan;
- the preparation of the legal agreement between the landowner and responsible authority

- The adoption of the Structure Plan as Council policy;

- The adoption of the planning scheme amendment which rezones the western portion of the site, incorporates the Structure Plan into the Planning Scheme, and amends the site specific controls relating to Werribee Plaza; ***(Am L56) plus the rezoning of the north-western portion of the site (Am C40)***

- The lodgement of the Structure Plan and the planning scheme amendment with the Minister for approval, in accordance with the Werribee Growth Area;

- The Gazettal of the Planning Scheme Amendment; and

- The staged development of Werribee Plaza in accordance with the objectives of the Structure Plan.

After the amendment has been implemented, any development at Werribee Plaza will be subject to the approval of a development plan by the responsible Authority (i.e. ***Wyndham City*** Council).

1.0 INTRODUCTION

1.1 STRUCTURE PLAN PURPOSE

Wilson Sayer Core Pty Ltd, in conjunction with Grogan Richards Pty Ltd and Maxine Cooper and Associates Pty Ltd, were commissioned by The Pacific Group of Companies in August 1992 to prepare a structure plan for the Werribee Plaza shopping centre. This document shall be known as the *Werribee Plaza Shopping Centre Structure Plan, 1992. A structure plan is an urban management plan addressing the issues and opportunities facing an activity centre, and recommending future strategies. The purpose of the plan is threefold:*

- *to ensure that uncoordinated development does not occur in the future,*
- *to formulate a realistic plan to guide public and private actions, and*
- *to maximise the benefits of new investment and activity in the centre.*

The need for a structure plan for Werribee Plaza was specifically recognised in the Werribee Growth Area Activities Centre Strategy[1], November 1991. This strategy recommended various actions for the centre, including the preparation and adoption of a long term structure plan as the basis for considering future development applications. The location of Werribee Plaza in the Melbourne metropolitan context is shown in Plan 1.

1.2 OBJECTIVES

The recent Activity Centre Strategy report contains an evaluation of a number of aspects concerning development of activity centres in the City of Werribee. It is not intended to repeat this work, but rather to build upon it with specific reference to Werribee Plaza. The document is reviewed to examine the existing situation and as a guide to estimating the future commercial performance of the centre. The Strategy also provides the basis for review and clarification of the future regional retail centre hierarchy and the role of Werribee Plaza in this hierarchy of centres, and hence the likely extent of any further expansion in the retail and non-retail floor areas at the centre. Relevant metropolitan policies are also used as a guide.

The objectives of this Structure Plan are to generate recommendations which relate to:

- *actions to ensure any further expansion is not unduly detrimental to the amenity of adjoining areas;*
- *actions to consolidate the role of the centre in the regional hierarchy;*

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1 Ratio Consultants and Maxine Cooper & Associates

- *ways to resolve the traffic management issues in areas adjoining the centre;*
- *appropriate physical and environmental improvement actions; and*
- *appropriate ways to implement the findings of the plan.*

1.3 PROCESSES

The processes involved in the preparation of the structure plan hinged around an evaluation of the current situation, an examination of the role Werribee Plaza is expected to fulfil in the future, and an assessment of the likely impact of further development.

Existing documentation and policy was reviewed to establish the planning context and requirements affecting the structure plan. Other background investigations included an analysis of existing floor space. An in-centre survey was conducted to determine shopper characteristics and needs, while a demographic profile of the area was established and projections over the study period made. The physical and urban design constraints and opportunities were assessed.

Transport and traffic procedures included surveys of traffic generation and parking accumulation. Social aspects of the existing centre and proposed development style were investigated through:

- the conduct of an in-centre survey of shoppers;
- establishment of a Community Advisory Group to facilitate input from a range of local residents, service providers and workers on the existing issues and problems surrounding the Plaza and on the design of an expanded centre;
- conduct of group discussions with local residents (older persons, young families and persons residing within close proximity of the centre) to gain an understanding of their perceptions, attitudes and aspirations toward the Plaza; and
- conduct of discussions with teenagers and completion of a self-administered questionnaire by eight teenagers.

1.4 STRUCTURE PLAN IMPLEMENTATION AND APPLICATION

The overall approach was to combine the preparation of the Structure Plan and the development plan with the social, economic and physical impact assessments which are required in developing the plan. The structure plan will form the statutory policy basis for future Council decisions relating to development applications and works programs for Werribee Plaza. Any aspects not currently permitted by the planning scheme will still be subject to future planning scheme amendments.

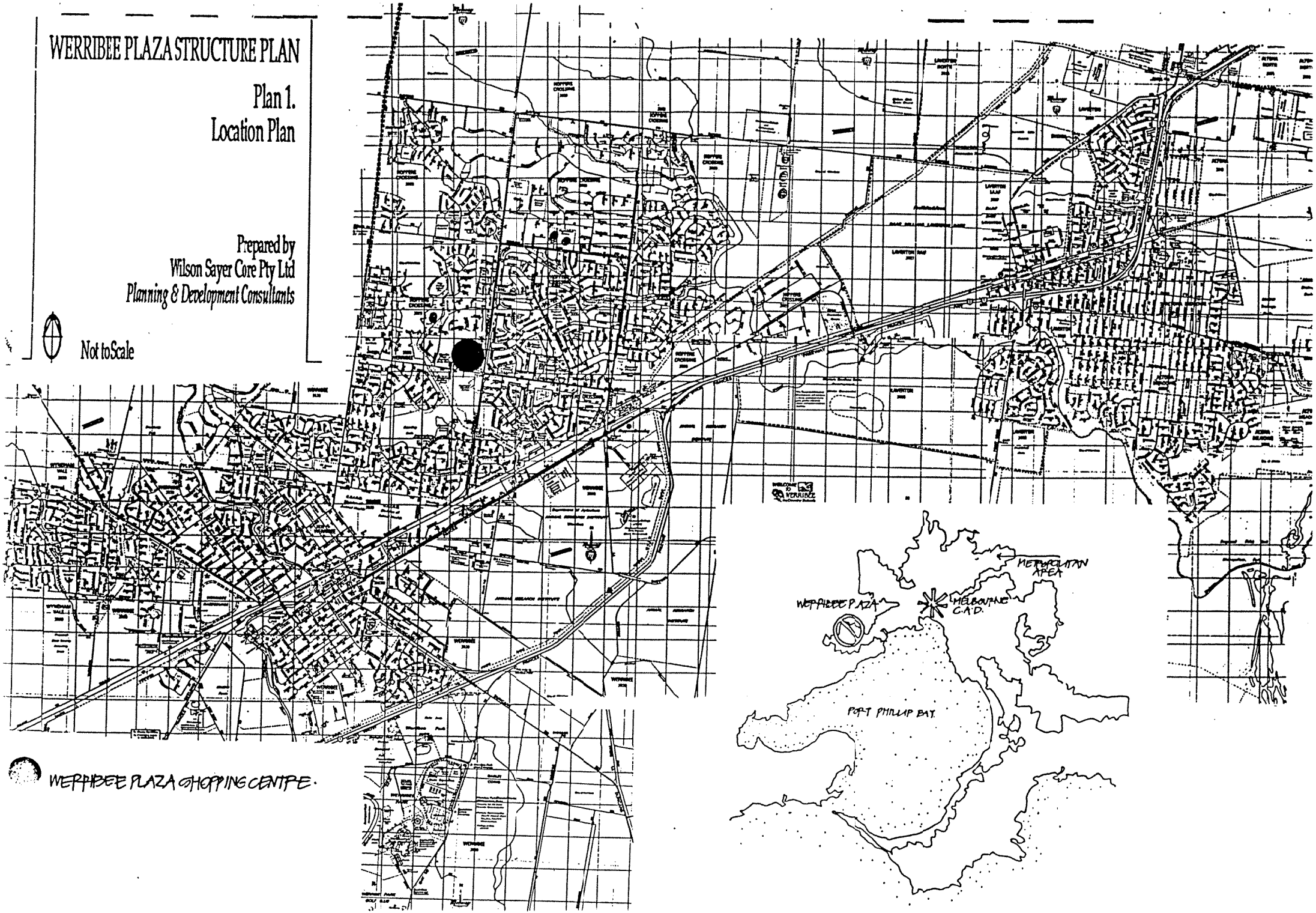
It is also intended to secure approval to develop the next stage of the Plaza, and provide the basis for facilitating development beyond the next stage.

WERRIBEE PLAZA STRUCTURE PLAN

Plan 1.
Location Plan

Prepared by
Wilson Sayer Core Pty Ltd
Planning & Development Consultants

Not to Scale



1.5 CONTENT OF STRUCTURE PLAN

The structure plan satisfies all relevant requirements of the retail and office development guidelines[2], and addresses specific issues highlighted in the Activity Centres Strategy. The report begins with a discussion of the policy context for the Structure Plan in Chapter 2. Existing conditions are documented in Chapter 3. Chapter 4 contains an overview of the development proposal and strategic objectives for Werribee Plaza over the term of the structure plan, drawing on an understanding of the current situation and an appreciation of future needs and requirements. Chapter 5 then investigates the impact of the proposed strategy, including an impact assessment from retail, traffic, social and urban design perspectives. Chapter 6 outlines specific structure plan elements. Chapter 7 formulates a planning control framework, while Chapter 8 provides an implementation strategy.

2 Retail Development Guidelines

2.0 STRATEGIC POLICY CONTEXT

Relevant policies for the City of ***Wyndham*** and metropolitan Melbourne have been reviewed to provide a policy context for the structure plan at the local, regional and metropolitan levels. The structure plan is consistent with the provisions of the policies and adopted strategies discussed below, as well as the Retail Development Guidelines, 1989 and relevant sections of the Office Development Guidelines, 1989. The Council has no formal landscape or design guidelines for visual amenity or design detail.

2.1 WERRIBEE GROWTH AREA ACTIVITY CENTRES STRATEGY, 1991

Fundamental to the control and direction of retailing in the City of Werribee is the *Activity Centres Strategy* prepared for the City of Werribee and the Department of Planning and Housing and released in 1991. The report was prepared for Council as a strategy for the development of activity centres and associated community facilities until 2011.

The objective of the strategy was to develop a staged network of centres which:

- best service the needs of the existing and future population in terms of access to, and distribution of, services;
- enhances and recognises the role of the Werribee District Centre and the development of the Werribee Technology Precinct; and
- complies with metropolitan regional policies.

Relevant key findings of the report are as follows:

- Werribee Plaza is currently the largest retail centre in the City and should be sustained as a sub-regional/regional activity centre.
- Werribee Plaza is the most desirable location for the efficient delivery of regional level shopping facilities to the expanding population, which is intended to complement rather than duplicate the higher order cultural, service, administrative, and business support functions of the District Centre.
- There is ample available household retail expenditure in the City to support further development of Werribee Plaza and thereby reduce escape expenditure from the City.
- The location and designation of the proposed activity centres in the Werribee Growth Area Plan are generally endorsed, however, the proposed sub-regional centres are identified as *long term propositions*.
- Any strategy that withholds floorspace at Werribee Plaza or allows the centre only to develop in line with new sub-regional centres will have serious implications in relation to restricting employment opportunities

and denying community access to urgently needed higher order regional services.

- While there is some scope for further expansion of Werribee Plaza within its sub-regional classification, to maintain an emphasis on the District Centre as the only major location for concentrated development is considered unnecessarily restrictive, and due to its location being "off-centre" to the short and long term growth in Werribee, the District Centre is inappropriate for some services, particularly higher order retail. Hence, the option of complementary regional roles for the District Centre and Werribee Plaza is recommended.

- A structure plan should be prepared for the recommended full (long term) development of Werribee Plaza against which development proposals will be considered. The structure plan should form part of the Planning Scheme (i.e. as an incorporated document).

The Werribee Activity Centres Strategy recommended that Council adopt Werribee Plaza as a regional activity centre to service the higher order retail floorspace requirements generated by the Werribee Growth Area until the year 2011, including a maximum Gross Leasable Floor Area (GLFA) limit of 49,000m^2 by the year 2001 and 70,000m^2 by the year 2011.

Council considered the Activity Centres Strategy in June 1992 after reviewing submissions made in relation to it, including the potential influence of "out of sequence" development.[3] As a result the Council has adopted a modified strategy, with the relevant recommendations including:

- Werribee Plaza be retained as a sub-regional activity centre to service the higher order retail floorspace requirements generated by the Werribee Growth Area (pending an investigation of the impact of out-of-sequence development).

- Council adopts the recommended additional community, retail, entertainment and other commercial floorspace recommendations for Werribee Plaza to the year 2001, and the need for an approved long term Structure Plan for the future development of Werribee Plaza prior to any extension of the GLFA.

- Council adopts the consultant's activity centres hierarchy and planning and locational criteria for activity centres.

- Council acknowledge the need for further Activity Centre planning, once firm decisions are made regarding out-of-sequence development.

Against this background, the general retail strategy is to maintain the existing retail hierarchy, with no additional major retail centres required in the Werribee area other than those identified in the Werribee Growth Area Plan.

3 Planning, Building & Special Project's Director's Report of 22 June 1992.

The specific objectives which relate to Werribee Plaza are to improve its function within the activity centre hierarchy, and to encourage the adjustment in store and facilities content in recognition of the need to cater for the changing structure and preferences of the existing and future population. Associated with the implementation of these objectives are the need to improve shopper comfort and appeal, specifically parking, weather protection, seating, pedestrian movement and safety, design themes and amenities. One-stop shopping should be facilitated through the location of necessary services and facilities.

As indicated above Council has adopted the detailed recommendations for the decade 1991-2001, subject to certain modifications. Council has acknowledged the need to integrate retail, commercial and community development, and has required the provision of appropriate community facilities. Over the next ten years additional floorspace as shown in Table 2.1 has been approved by Council at policy level.

Table 2.1 Stage One Additional Floorspace

Floorspace recommendation	Area (m2)
Retail	20,000
Banks and restaurants	1,000
Offices	1,753
Entertainment	1,000
TOTAL	23,753

Source: Council recommendations, City of Werribee, 22 June 1992.

The Activity Centres Strategy also recommends that in the period 1991-2001 the land on the south side of Heaths Road be encouraged to develop for medical/para-medical services or other professional office suites, in line with the existing zoning, which will complement the retail role of Werribee Plaza and strengthen the commercial focus of the precinct.

The adopted recommendations of the Activity Centres Strategy are consistent with metropolitan policy for activity centres.

2.2 THE WERRIBEE GROWTH AREA PLAN, 1990

This report, prepared by the Department of Planning and Urban Growth, discusses the Werribee Growth Area Plan which defines the provisions of the designated growth area and the requirements for planning scheme amendments for land within the Werribee Growth Area. The Minister's Direction requires local structure plans showing layout and location of important land uses and facilities. These plans must be approved by the Council and the Minister, and form the basis for subsequent amendments. The plans must provide for comprehensively planned and staged development.

The Minister's Direction for the Werribee Growth Area states:

"An amendment for land within the Werribee Growth Area submitted for approval must give effect to the Local Structure Plan covering the affected land, and must be accompanied by:

- a report demonstrating how the requirements of the Werribee Growth Area Plan have been addressed; and
- details of arrangements for the provision of works, services and facilities for the affected land."

The Growth Area Plan indicates that Werribee Plaza will become more centrally located within the urban area of Werribee, with extensive new residential development to the north and west. The Plan provides for an increase of 180,000 persons in the Werribee area over the next twenty to twenty five years. Some higher density residential communities are planned for areas close to Werribee Plaza, which is identified as a sub-regional centre, and Werribee central remaining the District/Regional Centre. The Growth Area Plan includes a general location and hierarchy plan for activity centres, and activity centres proposed in planning scheme amendments and local structure plans must be generally in accordance with it, stating that:

"The function of each activity centre must be appropriate to the size of its catchment and to its role in relation to other centres"

Both Heaths Road and Derrimut Road will remain arterial roads through Werribee, providing access from all parts of the City. The ring road, currently under construction, will make Heaths Road an important access route between Hoppers Crossing and Wyndham Vale, bypassing Werribee.

2.3 METROPOLITAN POLICIES

In preparing the structure plan, consideration has been given to the following metropolitan scale policy documents.

- *Shaping Melbourne's Future* (1987)
- *Metropolitan Activity Centres* (1989)
- *Cities in the Suburbs (1992)*
- *Retail Development Guidelines* (1989)
- *Office Development Guidelines* (1989)
- *Werribee Planning Scheme — Regional Section and Restricted Business Zone Provisions*

Under the various policies, Werribee Plaza is identified as a "free–standing centre" under the "Other Major Activity Centres" designation. In terms of the retail hierarchy, the centre is currently typical of a sub-regional centre.

Metropolitan policy gives preference to the provision of new floorspace within established urban areas at existing centres rather than at new locations, and to retail development which consolidates a centre's existing/established

role. Development should also improve the level of service, choice, accessibility and amenity provided for shoppers.

The policy base provided by the State Planning Policy Framework and local Planning Policy Framework under the Wyndham Planning Scheme have also been considered, where relevant.

2.4.1. Background to Existing Development

Amendment L56

In 1993 a major approval process was undertaken via an Amendment L56 to the (then) Werribee Planning Scheme.

This amendment basically:

- extended the allowable shop floor space from 29,000 to 70,000 sq.m.
- extended the Restricted Business zone to accommodate additional development through to Barber Drive.
- incorporated the 1993 Werribee Plaza Structure Plan into the planning scheme, as the basis for considering further proposals to extend building and works.
- provided additional site specific controls in regard to staging of floor space increase.

Am L56 was considered in detail by an independent Panel which reported to the Council in November 1993.
The key findings and recommendations of the Panel were as follows:

- the expansion of the centre was consistent with strategic planning policy related to the Werribee growth area and activity centres
- the expansion of the centre should occur in stages with a Stage 1 increase of 20,000 sq.m. and Stage 2 increase of a further 21,000 sq.m. to ultimately provide for a centre with a retail area up to 70,000 sq.m.
- the Council land fronting Heaths Road should be incorporated in the centre site in conjunction with provision of community facilities in the centre.
- the roads serving the centre are adequate for project traffic demands with accompanying traffic management works including signalised control at the western access in Heaths Road and intersection of Heaths Road and Glendale Court.
- the proposed position of bus bays for the south-west access to the centre was satisfactory.
- the measures to protect existing residents to the north and the west from noise intrusion due to the centre operation were satisfactory (including provision of 2.4m high acoustic fence in the 10m setback area, and restriction on use of the primary car park circulation road between 10PM – 7 AM) It was recommended that a 15 m landscaped setback be provided to Nos 85 & 87 Barber Drive.

Restricting vehicle deliveries in the evening was seen as difficult to enforce, with acoustic treatment to loading bay areas and other management restrictions as above being more practical, however there should be restrictions on the movement of delivery vehicles in the north-west area at any time.
The need for an acoustic fence in the western landscaped setback area to address the new loading bay proposed in the south-west corner was left subject to review.

The need for an acoustic fence in the western landscaped setback area to address the new loading bay proposed in the south-west corner was left subject to review.

- the proposed landscaping is considered adequate.

- a vehicle access from Barber Drive to the centre is acknowledged by the proponents as not being necessary on traffic grounds, and is not supported by the Panel.

A Local Area Traffic Management Study should be undertaken in the Barber Drive/Dowling Ave area to assess effects on non-local traffic infiltrating the area, and as part of the LATM to investigate a possible egress only to Barber Drive.

- a pedestrian connection between Barber Drive and the centre would be satisfactory, however a northern pedestrian connection would depend on cooperation of land owners.

Werribee Plaza Structure Plan

The Structure Plan prepared for the proponent by Wilson Sayer Core Pty Ltd contained the justification and framework for further development of Werribee Plaza.

It formed part of the Am L56 documents, and was approved as an incorporated document.

The Structure Plan in particular provided physical parameters for the actual development that would occur, primarily extending to the west across to the Barber Drive boundary.

Under the previous planning scheme control the approval process was to be via a Development plan endorsed by Council as being generally in accordance with the Structure Plan framework.

New Format Planning Scheme

Under the new format Planning Scheme approved in March 1999 the existing entitlements including the provisions approved as part of AM L56, were retained. The new format equivalent zoning of Business 1 was introduced over the same extent as the previous Restricted Business zone.

The previous zoning provisions were based on an approval process via a Development Plan.
No planning permit was required so long as proposed development was within the maximum retail floor space and minimum car parking requirements, and generally in accordance with the Structure Plan.
Under the new format a planning permit is required for development.

Planning Permit

In order to retain the rights under the previous zone provisions, a transitional planning permit was issued by Council.

Permit No. WPS 5924 dated 10 March 1999 basically laid down under Condition 1 that approval for further development would still be via a Development Plan process to the satisfaction of Council.

"1. A plan of development must be prepared to the satisfaction of the responsible authority. The Plan, including any amendments or parts approved by the responsible authority, is called the Development Plan. The Development Plan must show:

- The layout of all buildings and works, including plans, elevations, sections and floor areas, in particular all floor areas to be used for or in conjunction with a shop.
- The proposed use categories contained in the development, including concourse areas.
- Details of any proposed staging of development.
- The provision of community facilities as agreed with the responsible authority
- Associated landscaping, incorporating a landscaping plan with a planting schedule and maintenance plan.
- The location and layout of all car parking and loading areas, and access thereto.
- Vehicular and pedestrian accessway within and to and from the site.
- A Management Plan for the general operation and maintenance of the centre.

All buildings and works must be generally in accordance with the Development Plan.

The Development Plan may be amended to the satisfaction of the responsible authority. The Development Plan may also be approved in stages.

In considering the Development Plan, the responsible authority must consider the provisions of the Werribee Plaza Structure Plan, and in particular the strategic objectives of the Structure Plan.

In its consideration of any Development Plan, the responsible authority may impose requirements on the landowner as to any restriction, conditions, or undertakings which should be complied with or given concerning the development of the land.

A Development Plan, prepared or amended in accordance with this condition, will constitute compliance with any requirement for a development plan under the Wyndham Planning Scheme or the Werribee Plaza Structure Plan."

In addition Condition 2 requires that a Traffic Management Plan be submitted with the Development Plan.

This Plan would relate to any external roadworks necessary to accommodate traffic generated by increased development.

Condition 3 limited shop development to 70,000 sq.m. leasable floor area.

Condition 4 required parking for shop uses at the rate of 6.5 spaces/100 sq.m. leasable floor area.

Condition 5 limited development of the Stage 2 areas such that additional shop leasable floor area could not result in a total shop area for the centre exceeding

49,000 sq.m. leasable floor area without a further Section 173 Agreement being entered into with Council for provision of additional community benefits.

Condition 6 also placed a time limited of 10 years for commencement and a further 4 years for completion of development exceeding 49,000 sq.m. leasable floor area (i.e. March 2009 and March 2013 respectively).

Condition 7 required a planning permit for additional community, leisure, entertainment and office/commercial uses.

2.4.2. Existing Planning Controls and Policies

Local Planning Policy Framework.

The Municipal Strategic Statement (MSS) Cl. 21.02-8 recognises Werribee Plaza as the central focus for retail shopping in Wyndham.

Cl. 21.05-5 Accessible and Attractive Activity Centres includes Council's Strategy to support a hierarchy of activity centres with Werribee Plaza as the regional centre.
Identified actions include to work with the management of Werribee Plaza to ensure this precinct progresses as an attractive activity centre and central focus for Wyndham by applying a Development Plan Overlay.

Under Local Planning Policies Cl.22.05 Activity Centres Policy, the objectives are to ensure that the development of commercial centres

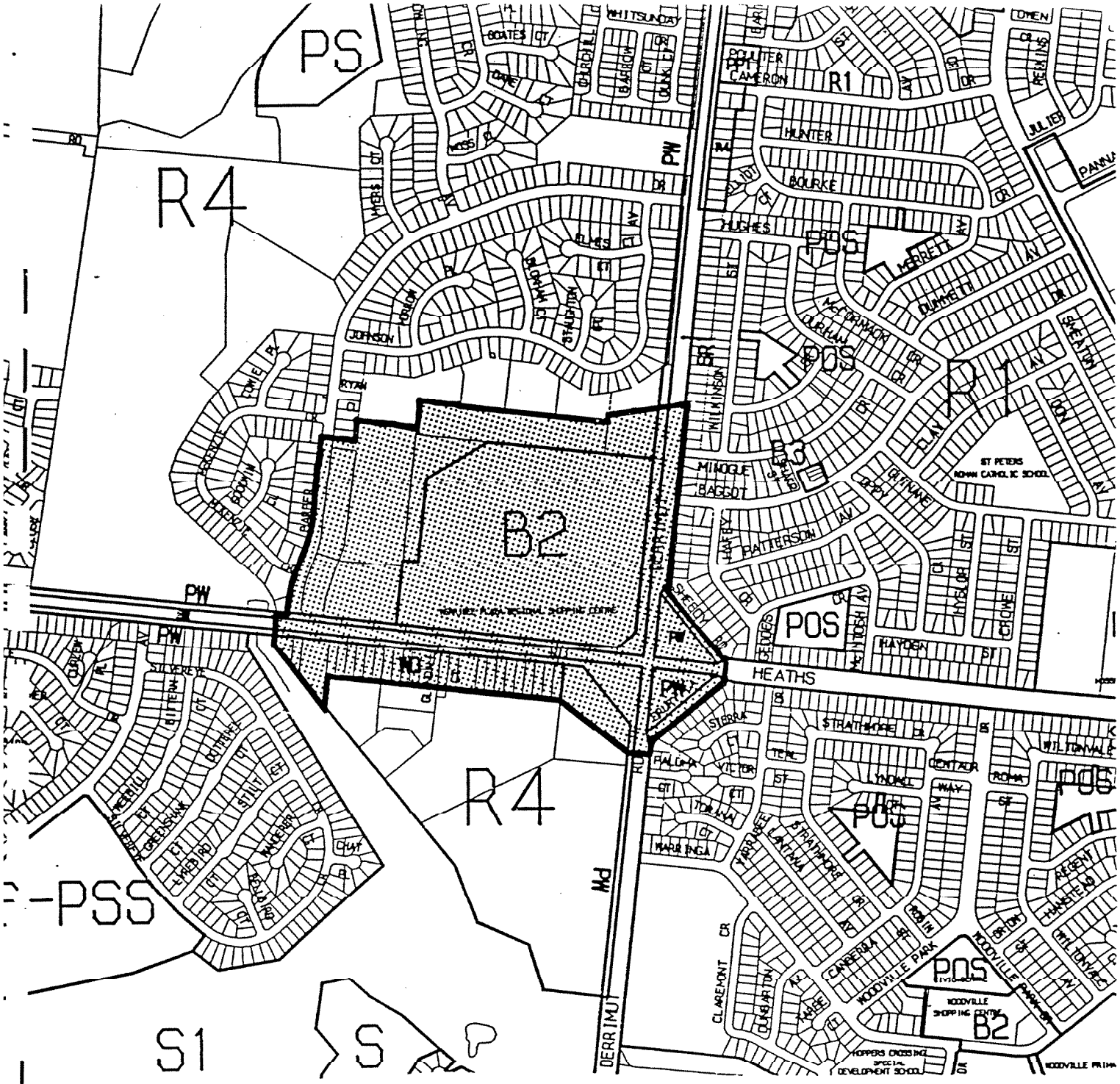
- is planned for well in advance of urban growth
- provides for a range of retail and supporting activities within a defined hierarchy of centres
- recognises existing network of centres
- maximises choice and satisfies customer needs
- provides a focus for community interaction.

Zoning and Overlay Controls

The site is zoned Business 1 under the Wyndham Planning Scheme.

The Schedule to the zone limits the leasable floor area used for Shop to a total 70,0000 sq.m.

There are no Overlay Controls.



LEGEND

	Study Area
R1	Residential C Zone
R4	Reserved Living Zone
B2	Restricted Business Zone
B3	Local Business Zone
WO	Werribee Office Zone
POS	Open Space-Public Existing
PP1	Commonwealth Land
S	Primary School
S1	Stream & Floodway
SR	Road-Existing Secondary
PS	Proposed Primary School
PSS	Proposed Secondary School
PW	Proposed Road Widening

WERRIBEE PLAZA STRUCTURE PLAN

Plan 2.
Study Area & Existing Zoning

Prepared by
Wilson Sayer Core Pty Ltd
Planning & Development Consultants

Scale 1:10,000

3.0 EXISTING CONDITIONS

This chapter deals with the existing situation at Werribee Plaza from a number of viewpoints. The nature of the centre and its environs is discussed, including the physical layout and design in the context of a predominantly residential environment, while the position and role of Werribee Plaza in the retail hierarchy is also considered. The attitudes and opinions of shoppers at the centre have been analysed to identify perceived strengths and weaknesses of the centre. The catchment area for the centre has been defined, modes and quality of access to and within the centre examined, and the demographic characteristics of the catchment population evaluated in terms of their retail, community and commercial needs.

An appreciation of the extent and nature of the Werribee Plaza catchment area provides a context for the type of retail and commercial facilities that are currently located in the centre. Together with population and household projections and expenditure levels, socioeconomic characteristics and behavioural attitudes, it also provides the basis for assessing the future consumer needs of the catchment and the impact of the development in meeting those needs, in terms of level of retail floorspace and the mix of shops.

3.1 SUBJECT SITE

Werribee Plaza is situated about 30 kilometres southwest of Melbourne, fairly central to the expanding residential areas in Werribee northwest of the railway line and the Princes Highway. The core area comprises the Werribee Plaza Shopping Centre (referred to hereinafter as Werribee Plaza), associated freestanding retail and commercial outlets (fast food and service station) and surrounding car parking areas on three sides, bounded by Heaths Road to the south, Derrimut Road to the east ***Barber Drive to the west,and there are three vacant lots in the north-west portion of the site.*** There are two entrances Derrimut Road, ***and three from*** Heaths Road.

Plan 3 shows the general layout and environs of the centre. Development is all on one level ***except for the first floor cinema.*** The site is very flat, with a slight rise to the north through the carparking area.

3.1.1. Werribee Plaza Site

The Werribee Plaza shopping centre was established over 15 years ago on the north-west corner of Heaths Road and Derrimut Road in the rapidly expanding Werribee growth area.

The centre includes a full range of both retail convenience and comparison goods in major traders such as Coles and Kmart and specialty shops.

In addition there is a range of ancillary commercial and community uses such as the cinema complex, banks, petrol station, tavern, convenience restaurants, bistro, and Council Library, and car parking.
The current shop floor space is approx. 27,800 sq.m. leasable floor area.
A total of 1857 car spaces is provided.

The present extent of development established as Stage 1 does not fully occupy the present land zoned Business 1.
There is still a large area of undeveloped land comprising approx. the western third of the site adjacent to Barber Drive, and a strip of land adjacent to the northern boundary with the rear of residential properties fronting Johnson Avenue.

3.1.2. Vacant Lots

There are also three vacant lots to the north-west of the existing Business 1 zone owned by the applicant as follows:

- one lot accessed from Johnson Avenue
- one lot accessed from Ryan Close, and
- one lot fronting Barber Drive (No. 87)

These lots are presently zoned Residential 1 being outside the original business zoned area under AM L56 and the Werribee Plaza Structure Plan (Sec 3.1 and 3.2)

These lots are proposed to be rezoned to Business 1 zone under the current amendment. ***(Am C40)***

3.2 DEMOGRAPHIC AND SOCIOECONOMIC PROFILE

The demographic and socio-economic profile is undertaken for the catchment area defined in Section 3.3.1.

The population of the catchment area is estimated to grow to 143,000 by 2001. The core catchment has the greater part of this population, and is also growing more rapidly as new subdivisions are built.
Household structures are relatively biased toward couples with younger children, especially in the core catchment. The age structure shows a young population by metropolitan standards, typical of a new, rapidly growing area. There is a bias toward lower collar and blue collar workers, emphasising the need for comparison shopping and a department or variety.

store, but because of the absolute size of the catchment, there is also a limited need for a wider range of retailers selling specialty or upmarket products.

Income levels are high relative to the Metropolitan median, and hence there is the potential for increased retail spending, especially as the population structure matures.

Home ownership rates (purchased or being purchased) are relatively high. The great majority of the housing stock is detached dwellings. Car ownership rates are also higher than average, but given that the majority of shoppers are women who tend to have reduced access to cars in one car households (40% of those in the catchment), there would be significant reliance on public transport. This is also the case for teenagers.

More detailed discussion on these demographic data are contained in the Appendices.

The core and periphery catchment areas are characterised by young family households, with the core areas slightly younger than the periphery. The population is rapidly increasing and the demand for retail space will rise correspondingly. Families in the area would generate a high demand for basic food and clothing requirements, as well as a strong requirement for children's services such as child care. The high proportion of teenagers require leisure facilities and affordable fashion clothing.

While Werribee Plaza is a substantial retail centre with an expenditure capture of one-third of all retail expenditure in the City of Werribee, it has a number of deficiencies in terms of availability of goods and choice of items. This is reflected in shopper's comments and their reasons for travelling considerable distances to access other shopping centres with a more diverse range of shops, particularly for comparison shopping. Retail improvements requested by the community focus on a department store and/or a variety store, as well as a wider range of specialty stores. Clothing and variety/department stores are the main perceived gaps. These deficiencies have the opportunity to be redressed in the structure plan. The price of goods is also of some concern, but increased scale of the centre should lead to increased competition and impose a barrier to higher prices or monopoly situations, although the tenancy mix is already geared toward the lower end of the market.

3.3 USES

3.3.1 Retail

Retail activities at Werribee Plaza are generally housed in a free-standing building with a number of entrances from the surrounding carparks. The strong retail focus is augmented by a few commercial and service activities. The main tenants in the centre a ***Coles/Kmart, Big W, Safeway, and Harris Scarfe***. A large market area is the other main attraction.

Table 3.1 shows the mix of retail uses by major tenant at the centre, and ***other retail. Almost 60% of the retail floor space*** is taken up by the four largest retailers. The ***largest*** tenant of Coles-K Mart occupies ***28%*** of the

retail floorspace at the centre.
Shopping is the predominant activity at the centre, and there appears to be potential to expand leisure and recreation oriented uses in a planned fashion while retaining the retail focus. Appendix 2 includes further details of the retail characteristics of Werribee Plaza.

In the carparking areas are a number of other facilities, situated between the main centre and Derrimut Road. These include a Mobil service station, a Food Plus, Hungry Jacks and KFC outlets.

Table 3.3.1. Retail Floorspace

	Area (Sq.m)	*% of Retail*
Major Tenants		
K mart/Coles	12,400	28%
Big W	6,580	15
Safeway	2,370	5
Harris Scarfe	4,200	9
Subtotal	22,550	57%
Other Retail	19,250	43%
Total	44,800	100%

Werribee Plaza is the main retail centre in the City of ***Wyndham***. In both local and metropolitan commercial centre hierarchies, Werribee Plaza performs a sub-regional retail role, although business services are less well provided.
Some ***44,800m²*** of floorspace is devoted to retailing, while there is about ***5,000m²*** of offices and services. Other centres in the district include Werribee itself, the main commercial and services centre with a large retail focus as well. The next largest centre is Hopper Crossing, about one kilometre east of Werribee Plaza next to the railway line. Both are also well patronised by loca residents. The only other centres are neighbourhood based, such as at Woodvile Park and Wyndham Vale. The location of these centres is shown on Plan 3.

- *Catchment characteristics*

Catchment areas have been determined based on the results of the in-centre survey. The *core catchment* area for Werribee Plaza has been defined as Hoppers Crossing, Wyndham Vale and that part of Werribee to the northwest of the railway line. The *peripheral catchment* area comprises two distinct areas; Laverton and Altona Meadows, and Werribee south of the railway line. The great majority of shoppers came from home, and two-thirds were female. Almost 40% of the trips to the centre were less than two kilometres in length; relatively few shoppers came from outside the Werribee area. Catchment areas are indicated on Plan 4.

Over half of the respondents to the survey shopped at Werribee Plaza at least once a week, showing the centre's strong attraction for daily and weekly shopping trips. The most popular store was K Mart (65% of all shoppers) followed by the market (33%) and Franklins (25%). About one-half of respondents spent only up to a quarter of their total shopping expenditure at Werribee Plaza, while about one-quarter spent over 75% of their shopping dollar at the centre. In order to retain existing expenditure and to attract more from shoppers' already using it, the range of retail facilities could be extended as would be offered in an expanded centre.

3.3.2 Office

At present, Werribee Plaza has only limited office activity, mostly in the form of financial, business and professional services. It is not regarded as a major office focus, and in the context of the Werribee Office policy is restricted to accommodating subsidiary office activity. There are some office uses facing Werribee Plaza on Heaths Road.

Werribee ***Town*** Centre is the main commercial focus in the municipality, with 57% of the office floor area, more than double that in around Werribee Plaza. It will retain this role as Werribee grows.

3.3.3 Social

An increasingly important aspect of activity centres is their role as community and entertainment centres. Retail centres are diversifying to meet community expectations and at the same time enhance their retail attraction. Issues that arose in surveys and discussions were how Werribee Plaza does not well operate as a community focus and is used by necessity rather than choice.

Non-retail activities are mainly of a restaurant and eating nature, including a tavern, although there is an existing bingo centre. The extension of existing leisure and entertainment functions would be consistent with community wants and needs, and the desired role and identity of the centre. The major leisure element in Werribee Plaza ***is*** the approved cinema complex of almost 5,000m2 (including car parking and circulation space). Operating hours for the ten-cinema complex will be restricted from 9.00am to 1.30am all week. Seating capacity will be up to 2,500, with an associated café area with up to 128 seats. A library ***is located*** at the south east corner of the site, close to the intersection of Heaths and Derrimut Roads.

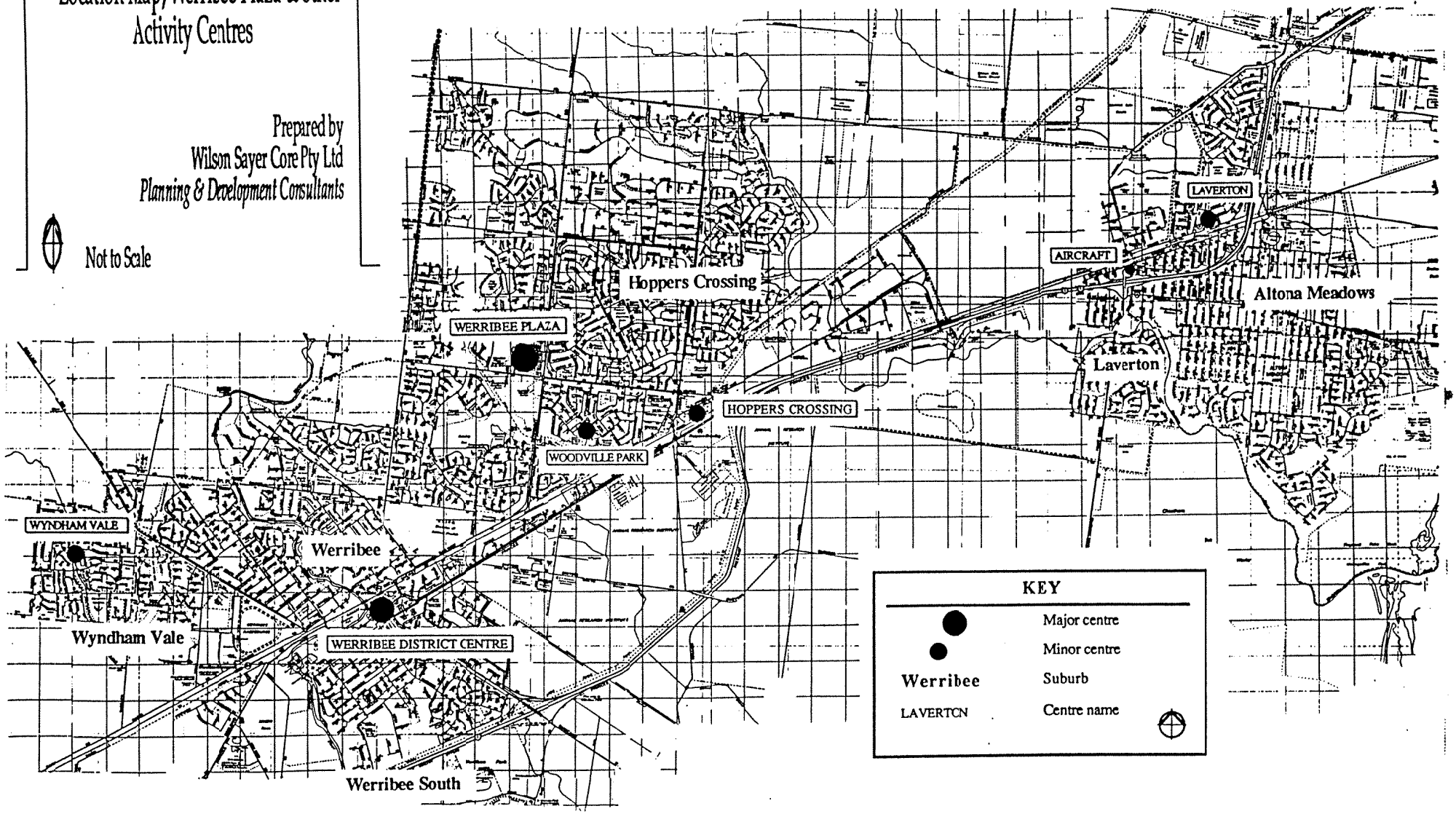
WERRIBEE PLAZA STRUCTURE PLAN

Plan 3.

Location Map, Werribee Plaza & other Activity Centres

Prepared by
Wilson Sayer Core Pty Ltd
Planning & Development Consultants

Not to Scale



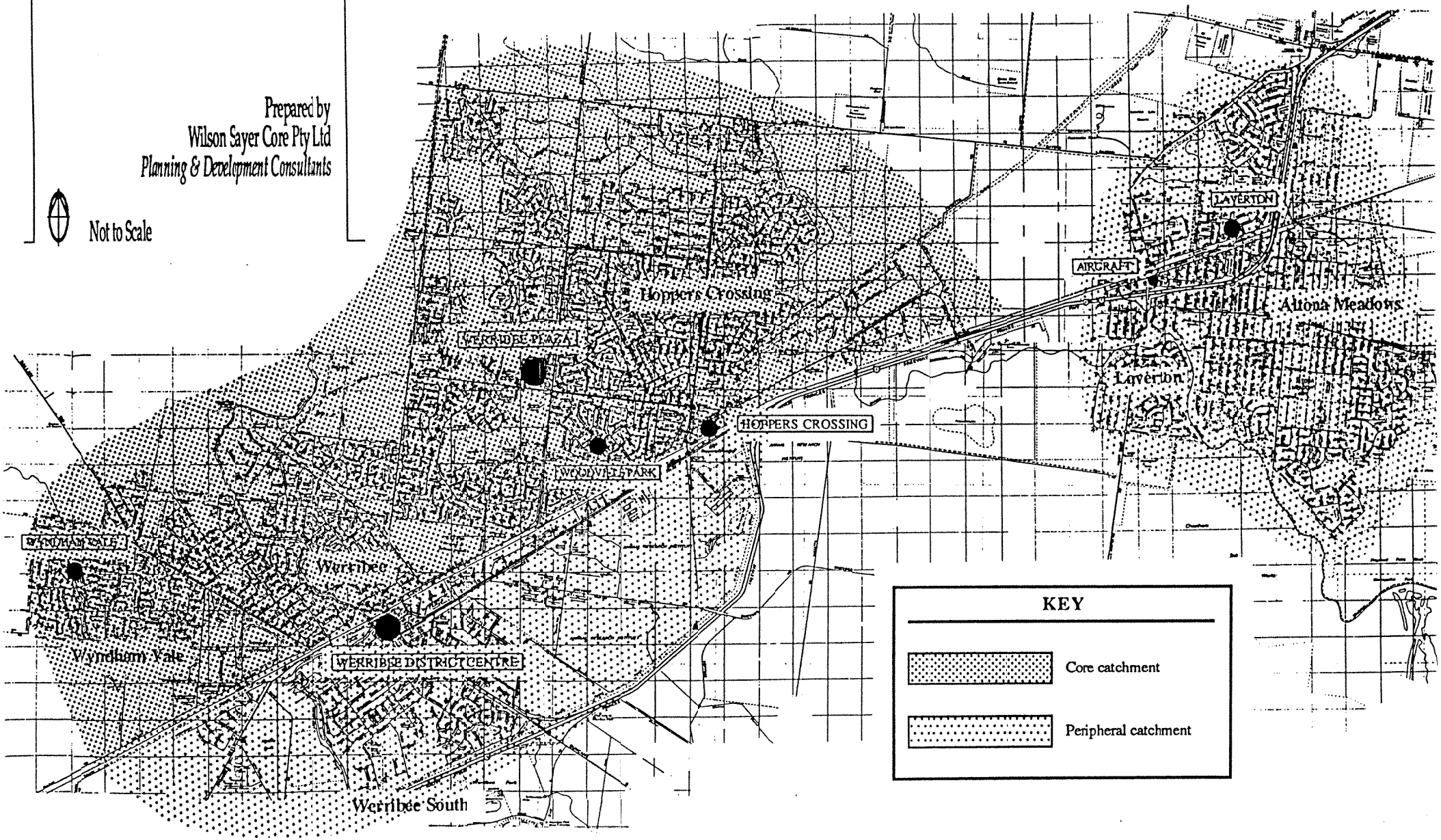
WERRIBEE PLAZA STRUCTURE PLAN

Plan 4.

Werribee Plaza Catchment Areas

Prepared by
Wilson Sayer Core Pty Ltd
Planning & Development Consultants

Not to Scale



There is the potential to provide an opportunity for social intercourse and to expand leisure and recreation oriented uses while retaining the retail focus. In other words, there is the opportunity to provide a greater choice in terms of range of activities, both social and shopping, and to strengthen the centre's community focus.

The limited range of recreation and entertainment facilities (especially the attractiveness of the centre as a place to socialise or eat); the standard of toilets and change rooms; and the poor facilities for public transport were the issues most frequently raised in relation to the Plaza. Appendix 3 contains details of community attitudes to the centre and further suggestions for improvement.

3.3.4 Environs

The environs are generally residential areas to the north, west and east, while commercial and community uses are located immediately to the south. The southern side of the site faces a strip of commercially zoned premises. The Heathglen Retirement Village and Heathdale Christian College are located behind this commercial area. The northern and western edges of the centre front residential areas (existing and future), although there is a church adjoining the property to the north on Derrimut Road. Other activities in the immediate area include a secondary college, medical centre, churches, retirement village and an aged care hostel. Most of these activities are around the southwest corner of Heaths and Derrimut Roads. A retarding basin, providing an expanse of open space, runs from northwest to southeast only a few hundred metres from the southwest corner of the centre.

3.4 TRAFFIC, ACCESS AND PARKING

Transport is a key facet of social justice in terms of equity and access. One of the primary features of an activity centre is that it is accessible to a wide range of users, people of all ages and conditions, whether frail, disabled or able bodied. Unless transport is available (walking, driving, cycling or riding on public transport) residents do not achieve a high level of independence and opportunities to access necessary destinations such as shopping centres are limited. Furthermore, the economic success of the centre is conditioned by its public and private transport accessibility.

This examination of transport and access issues includes an analysis of the way people arrive at the centre and the level of access for both private and public transport users. One aim of the assessment is to determine the traffic and parking generation characteristics of the existing centre. It also considers the provision of car parking areas in terms of amount of space and layout relative to the centre and the needs of pedestrians walking to and from the centre and around the car park area. It also takes into account shoppers' perceptions of the issues surrounding traffic, access and parking at Werribee Plaza.

Details of traffic engineering are contained in Grogan Richards Pty Ltd report entitled Traffic Engineering Assessment of the Expansion of Werribee Plaza Shopping Centre.

3.4.1 Mode of transport

A interview survey undertaken at Werribee Plaza indicates the transport access to the centre as shown in Table 3.4.1.

Table 3.4.1 Mode of Transport

Mode of transport	% of shoppers
Car driver	75
Car passenger	13
Walk	6
Bus	5
Other	1

Source: Werribee Plaza In-centre Survey, September 1992

Cars are the most common way of arriving at Werribee Plaza, with 75% of shoppers driving to the centre and 13% arriving as car passengers (Table 3.2). Walking was the next most common mode with 6% of respondents, followed by bus with 5%. Only 15% of respondents who arrived by car had any difficulty with parking. Half of these were unable to park close to the centre or near their preferred entrance.

3.4.2 Vehicular Access and Car Parking

Vehicular access is currently provided to the centre via three access points, two from Derrimut Road and one from Heaths Road.

The major entry to the centre is located onto Derrimut Road approximately 60 metres south of the site's northern boundary, immediately opposite Baggot Drive. This access is controlled by traffic signals and provides full turning movements into and out of the site from Derrimut Road. No direct access is available from Baggot Drive.

A second access, 120 metres to the south provides for left turn movements in and out only.

A single entry exit point is provided onto Heaths Road adjacent to the existing western boundary of the shopping centre. This access allows a full range of turning movements although it is currently not signalled. The right turn out at this location can be congested during peak traffic periods and delays are not uncommon.

A total of ***1857*** at grade parking spaces are provided within the centre, distributed around the northern eastern and southern perimeter of the existing site, ***increasing to over 3,200 with Stage 2 and 3 development.***

These spaces serve the existing retail centre as well as a number of non-retail uses and activities on the site including Werribee Plaza Tavern, Pizza Hut, KFC, Food Plus and the future library currently under construction.

3.4.3 Utilisation and Parking Demand

A series of parking surveys taken in September 1988 and September 1992 on Fridays and Saturdays have been used to establish parking characteristics of the existing centre.

Details of the surveys showing times of peak demand and maximum vehicle accumulation is shown in Table 3.4.2.

Table 3.4.2 Vehicle Accumulation

Day	Date	Survey Period	Peak Time	Peak Accumulation
Friday	2/9/88	8.00am 9.00pm	6.00pm	1,812*
Friday	4/9/92	3.30am - 8.30pm	7.15pm	1,143
Friday	18/9/92	3.30am - 8.30pm	7.30pm	1,082
Saturday	3/9/88	8.00am - 4.00pm	12 noon	1,741*
Saturday	5/9/92	10.00am - 3.00pm	12.45pm	1,716
Saturday	19/9/92	10.00am - 3.00pm	12 noon	1,244

* Peak Friday and Saturday

Source: Traffic and parking surveys - Grogan Richards Pty Ltd.

Reductions in peak accumulation have occurred on both Fridays and Saturdays since 1988. Factors influencing these reductions are due partly to the economic recession although it is likely that extended trading hours, which have been implemented since this time, have resulted in a reduction in the intensification of the peaks.

It is of note that, with the exception of 19 September, 1992 when external events which influenced trading at the centre are likely to have occurred, peak parking accumulation on Saturdays has remained essentially constant since 1988, and Friday evening peaks have reduced from 1,812 to approximately 1,200 spaces. This trend is likely to reflect the reduction in emphasis in Friday evening trading as a result of extended retail hours, although the "popularity" of the Saturday lunchtime period has remained.

Part of this trend relates to the fact that many people are gearing their shopping trips away from the Friday peak period to avoid high levels of traffic on surrounding roads, taking the opportunity now available to shop at other times when access routes are less congested.

It should be noted that the vehicle accumulation figures contained in Table 3.4.2 relate to the total number of vehicles on the site at the peak time. Experience indicates that, of the total vehicle accumulation in a shopping centre, the actual number of vehicles accompanying parking spaces represents a maximum of 95% of the vehicle accumulation with the remaining 5% in the aisles moving to and from access points and parking areas. Accordingly, the design peak parking demand is adopted as follows:

	September 1988	**September 1992**
Friday afternoon	1,720 spaces	1,085 spaces
Saturday lunchtime	1,650 spaces	1,630 spaces

Relating the total parking demand for the centre, including non-retail parking demand, to existing floor area, 27,809 square metres GLFA indicates the following parking generation rates for the centre.

	September 1988	**September 1992**
Friday 6.00pm	6.2 spaces/100m^2 gla	3.0 spaces/100m^2 gla
Saturday 12.00 noon	5.9 spaces/100m^2 gla	5.9 spaces/100m^2 gla

3.4.4 Traffic Generation and Distribution

Surveys of traffic movements into and out the centre in September 1988 and 1992 have been used to estimate traffic generation characteristics of the existing centre.

Details of the surveys showing maximum hourly traffic movements into and out of the site are shown in Table 3.4.3.

Peak traffic generation on a Friday and Saturday occurred in 1992, with 2,701 volumes and 3,175 vehicle movements per hour recorded respectively. These have been adopted as design base flows for peak traffic generation for the existing centre.

It is of note that, despite higher parking demands recorded in 1988, traffic generation was marginally less. This indicates less vehicle turnover at peak times, emphasising the diminishing role of late evening Friday trading.

As with the car parking, a component of traffic activity at these times will be related to non retail uses, however for design purposes, the total traffic generated by the centre has been conservatively related to retail area.

Table 3.4.3 Traffic Movements

Day	Date	Survey	Peak Hour	Vehicle Movements
Friday	2/9/88	8.00am - 9.00pm	4.30 - 5.30pm	2,349
Friday	4/9/92	3.30pm - 8.30pm	4.00 - 5.00pm	2,701*
Friday	18/9/92	3.30pm - 8.30pm	4.30 - 5.30pm	2,444
Saturday	3/9/88	8.00am - 9.00pm	11.00 - 12.00 noon	2,749
Saturday	5/9/92	10.00am - 9.00pm	11.00 - 12.00 noon	3,175*
Saturday	19/9/92	10.00am - 9.00pm	11.15 - 12.15pm	2,961

Source: Parking and traffic surveys - Grogan Richards Pty Ltd.

* Peak Friday and Saturday

Relating traffic movements to retail indicates traffic generation rates at the following levels.

	September 1988	September 1992
Friday afternoon	8.4 movements/100m^2 gla	9.7 movements/100m^2 gla
Saturday lunchtime	9.9 movements/199m^2 gla	11.4 movements/100m^2 gla

Traffic movements to and from the existing centre are influenced by the locations and configuration of existing access points and the location of residential catchments.

Based on survey data collected, broad distributions of traffic movements, to the centre are as follows:

To and from North (Derrimut Road)	25 percent
To and from West (Heaths Road)	18 percent
To and from South (Derrimut Road)	32 percent
To and from East (Heaths Road)	25 percent

3.4.5 Public Transport

There are two regular bus services that stop within the centre. Route 436 runs between Hoppers Crossing railway station and Werribee Railway Station via Werribee Plaza and a very circuitous route through residential

areas. The frequency during normal shopping hours is ever 20 to 80 minutes, and the travel time to Werribee Railway Station is 13 to 19 minutes. Route 437 services Hoppers Crossing with a direct route down Derrimut Road, then crossing through residential areas to Tarneit Road and going past Werribee Railway Station and retail area. The frequency for this route during normal shopping hours is every 30 to 100 minutes, and the travel time to Werribee Railway Station is 19 minutes.

A makeshift bus area is provided at the north eastern corner of the car parking areas. The bus area has been converted from an area used previously for the car parking and does not have an adequate shelter. It is some distance from the closet (minor) entrance to the centre, and pedestrians need to cross one or two of the main internal transport routes to reach it.

A taxi rank is located on the south side of the centre.

3.4.6 Pedestrian Access

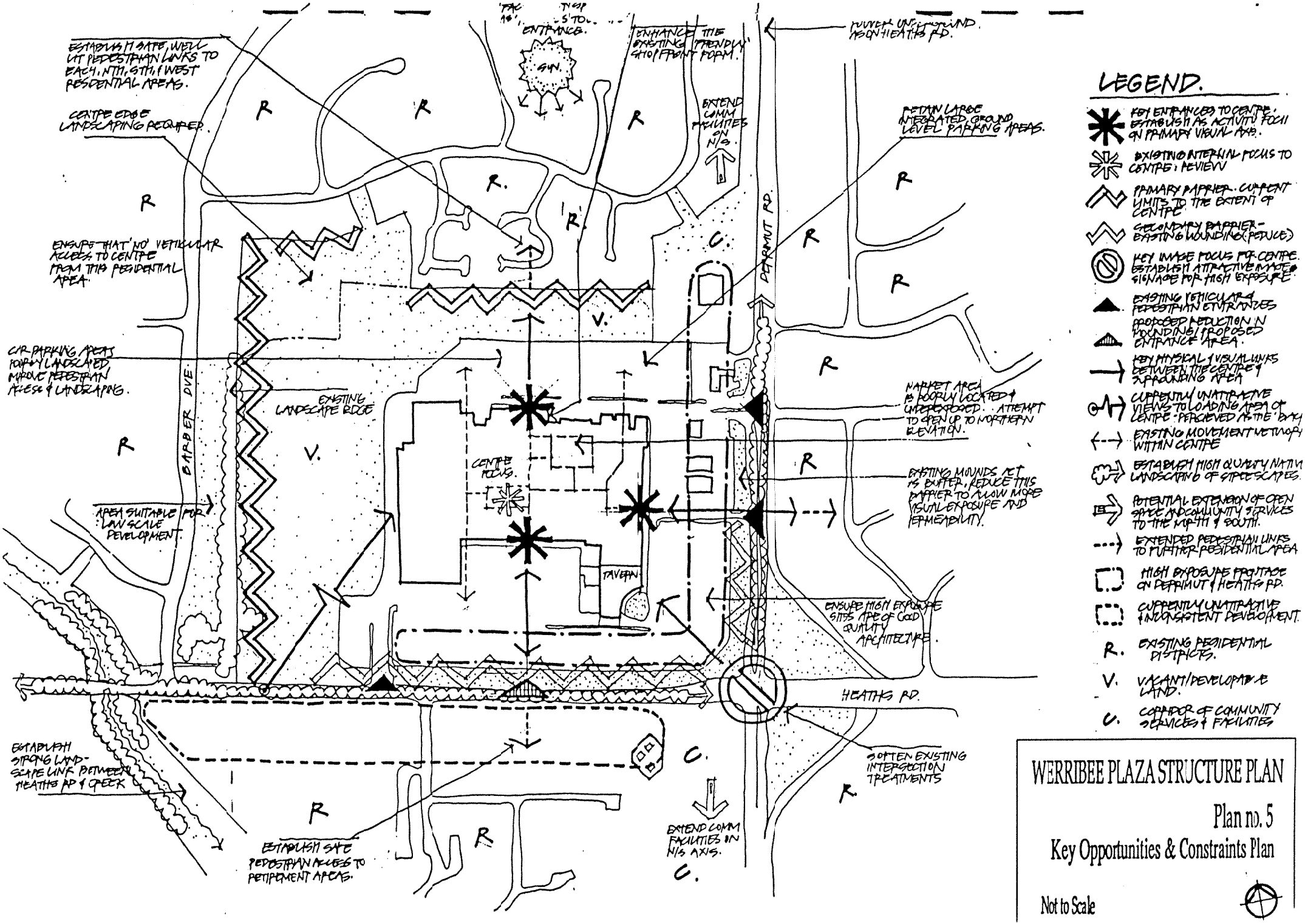
Pedestrian access is available to the centre adjacent to vehicular access points along Heaths Road and Derrimut Road as well as ***linking*** paths from residential areas to the west and north.

Access across Derrimut Road is provided via pedestrian facilities at the traffic signals at Heaths Road and at the shopping centre entrance. Pedestrian crossing facilities are available across heaths road, west of the Derrimut Road intersection, ***at both signalised access points***.

3.5 DEVELOPMENT STRUCTURE AND DESIGN

The key development structure and design constraints and opportunities, as below, are indicated on Plan 5.

- The maximum extent of the activity centre is well defined within the well established residential edges to the north, west, south and east. Significant flexibility also exists within the site for creative expansion of the existing centre without detriment to the adjacent residential areas.
- The site would appear capable of approximately three times the existing floor area and associated car parking with adequate flexibility within a visually acceptable predominantly one or two level centre.
- The Heaths Road/Derrimut Road intersection is the most exposed key image area for the site. It is currently understated. A more attractive built form and landscape image focus could be created.
- There is currently limited built form presence to the Heaths Road and Derrimut Road high exposure frontages. The opportunity exists for inclusion of new development of high architectural quality closer to these frontages. Removal of the mounds and higher shrub planting along these frontages would also create clearer centre vision and establish a high quality landscape frontage framing development beyond.



LEGEND.

- KEY ENTRANCES TO CENTRE. ESTABLISH AS ACTIVITY FOCII ON PRIMARY VISUAL AXIS.
- EXISTING INTERNAL FOCUS TO CENTRE: REVIEW
- PRIMARY BARRIER. CURRENT LIMITS TO THE EXTENT OF CENTRE
- SECONDARY BARRIER - EXISTING MOUNDING (REDUCE)
- KEY IMAGE FOCUS FOR CENTRE. ESTABLISH ATTRACTIVE IMAGE & SIGNAGE FOR HIGH EXPOSURE
- EXISTING VEHICULAR & PEDESTRIAN ENTRANCES
- PROPOSED REDUCTION IN MOUNDING / PROPOSED ENTRANCE AREA.
- KEY PHYSICAL / VISUAL LINKS BETWEEN THE CENTRE & SURROUNDING AREA
- CURRENTLY UNATTRACTIVE VIEWS TO LOADING AREA OF CENTRE - PERCEIVED AS THE 'BACK'
- EXISTING MOVEMENT NETWORK WITHIN CENTRE
- ESTABLISH HIGH QUALITY NATIVE LANDSCAPING OF STREETSCAPES.
- POTENTIAL EXTENSION OF OPEN SPACE AND COMMUNITY SERVICES TO THE NORTH & SOUTH.
- EXTENDED PEDESTRIAN LINKS TO FURTHER RESIDENTIAL AREA
- HIGH EXPOSURE FRONTAGE ON PETRIMUT & HEATHS RD.
- CURRENTLY UNATTRACTIVE & INCONSISTENT DEVELOPMENT
- R. EXISTING RESIDENTIAL DISTRICTS.
- V. VACANT / DEVELOPABLE LAND.
- C. CORRIDOR OF COMMUNITY SERVICES & FACILITIES

WERRIBEE PLAZA STRUCTURE PLAN

Plan no. 5

Key Opportunities & Constraints Plan

Not to Scale

- The overhead power supply on Derrimut Road is unattractive. Undergrounding of the supply (as on Heaths Road) would result in a more attractive streetscape.

- Landscape upgrading is required to the major frontages, both within the site and street areas. Continuation of the strong native landscape theme within the street reserve and within the site would in particular be appropriate for the key centre frontages of Heaths Road and Derrimut Road.

- New community facilities are being provided near the Heaths Road and Derrimut Road corner. Numerous existing community facilities are also located to the north and south of the site along Derrimut Road. To strengthen their presence, degree of informal usage, and complementary nature to adjoining activities, consolidation of the major community facilities with easy access to the north-south axis along Derrimut Road would be appropriate.

- Limited mature landscaping exists on the Plaza site. Hence it is important to retain mature tall landscaping on site where possible, or provide replacement planting before existing vegetation is removed.

- The internal pedestrian mall movement network is generally quite simple and direct. Retention and consolidation of this simple network would be appropriate.

- Several informal pedestrian links exist with the adjacent residential areas, particularly to the north. Formalisation of these links ***is to be provided.***

- The existing northern and southern edges of the activity centre are well defined with existing residential use. Derrimut Road with residential use to the east provides the future eastern edge for the centre. Barber Drive provides the western edge. Built form and landscape character must be carefully considered along these edges.

- Potential exists for centre associated expansion on the currently underutilised southern side of Heaths Road. Ensure no detriment to the residential uses to the south.

- Customer parking currently exists in desirable large grouped car parking areas.

- Circulation, landscaping and pedestrian safety within the car parking areas is currently unacceptable. Improvement is required.

- Limited landscaped open space areas exist within the activity centre. Creation of a linked open space/landscape network through the site and with the adjacent open space areas is desirable. Provision of attractive north facing landscaped focal areas at appropriate locations within the

pedestrian movement network, well integrated with the cycle and bus network should also be explored.

- The existing market area is currently very internalised. Opening of this facility more informally to the northern spaces and car parking areas could assist in creating a stronger activity focus.
- Barber Drive is currently residential in character. Attractive low scale development in a landscaped setting would be appropriate to this frontage to enhance this residential character.
- The availability of developable land area and the current internal structure of the centre would indicate that centre expansion should focus primarily to the west, as a direct extension of the existing internal mall, with some expansion possible to the north, south and east.
- Existing unattractive rear service elevations should be relocated or screened to improve appearance within the centre and to the centre edges.
- Conflict exists between service vehicles and pedestrians entering the internal areas. Relocation or redefinition of the service areas is required.

4.0 DEVELOPMENT PROPOSAL

The Werribee Growth Area Activity Centres Strategy has assessed the requirements of the current and future population in the Werribee area in terms of both floorspace and range of needs. It also identifies the hierarchical role of centres and the broad staging intent. In terms of the intended future role of Werribee Plaza the recommendation of this report, as adopted by Council in its modified form, is that the centre be planned and managed as a large sub-regional centre, functioning as the major retail facility for the City of Werribee with a range of community, leisure and entertainment activities and a limited range of community facilities and services.

As indicated above the Activity Centres Strategy recommended that a Structure Plan be prepared for the long term development of Werribee Plaza, identifying the parameters / framework for the future development of the centre in accordance with this strategy.

The Structure Plan needs to:

- take account of the appropriate mix of uses in accordance with the Activity Centres Strategy;
- identify the nature and extent of future development in accordance with the approved recommendations of the Activity Centres Strategy;
- provide a suitable urban design framework for the future development of the centre;
- improve and adapt the existing service infrastructure, with specific attention to public transport, traffic, access and parking;
- assess the social effects of development; and
- consider the appropriate planning control framework to facilitate the implementation of the Structure Plan, including the accommodation of appropriate activities to satisfy community needs and expectations.

Consistent with the adopted recommendations of the Activity Centres Strategy, the Structure Plan provides for a ***staged*** expansion of the retail capacity of Werribee Plaza Activity Centre, and addresses the provision of associated activities within the Centre. The ***Stage 2 includes*** an expansion of Gross ***Leasable*** Floor Area (GLFA) to 49,000m2, while the ***subsequent stages provide*** for a total GLFA of 70,000m2. The floor area of non-retail uses is recognised as additional to the gross lettable floor area, with the physical limits for the future development of the centre to be set by the physical framework plan. The range of retail and non-retail uses to be provided for in the Structure Plan are to be considered in the context of the recommendations of the Activity Centres Strategy.

The Pacific Group of Companies (Pacific) had a Plan of Consolidation approved by the City of Werribee (PC 353117 W) which brings the land between Barber Drive, heaths Road, Derrimut road and the

existing residential land to the north of the centre under one title, in its ownership. Plan 5 shows the area being consolidated. This area includes a reserve for municipal purposes in the south-west portion of the land, which will be incorporated by Pacific in return for space elsewhere. Effectively, the land consolidation extends the space available for the expansion of the centre to the west, with a minor extension to the north. It also provides the centre with a third road frontage.

Pacific proposes to develop the first stage of retail development in the near future. A development concept will be supplied with the application for planning approval.

5.0 ISSUES

5.1 USE

The main core uses identified as applicable to the Structure Plan are retail, community and leisure activities. Interface uses are primarily office and residential.

5.1.1 Retail

The Activity Centre Strategy has determined that Werribee Plaza's regional retail role should be elevated in two stages, firstly to 49,000m^2 by 2001 and then to 70,000 m^2 by 2011. Elements to be included in this expansion are a traditional department store, a discount department store, a supermarket, a household appliance/hardware store, specialty shops and food court. Justification for this amount and form of retail activity has been provided in the Werribee Growth Area Activity Centres Strategy and is supported by the research presented in the report.

It is proposed that the Stage 1 development proceed as authorised by the City of Werribee. With regard to the timing of Stage 2, rather than be governed by nomination of a specific year, it should take into account the reaching of an appropriate market threshold. This threshold could take the form of population size and/or available household retail expenditure in the trade catchment.

As indicated in the Activity Centre Strategy, Werribee Plaza will retain the major retail role in the City and complement and supplement other centres.

Considerations in the design of the retail component include:

- providing a pleasant and efficient shopping environment;
- ensuring appropriate and secure pedestrian areas;
- convenient locations with accessibility of parking areas;
- minimising potential pedestrian/traffic conflicts; and
- providing appropriately located support amenities, such as toilets and child care facilities.

5.1.2 Social

The Activity Centre Strategy demonstrated that Werribee Plaza has a weak social focus, with a limited range of community facilities and non-retail uses. Accordingly, it has allowed for an additional 3,000m^2 of banks, restaurants and other services and 6,000m^2 of entertainment activities. Construction of a library is already well advanced, while approval is in place for a cinema. Ten pin bowling is also contemplated.

Also proposed in the Activity Centres Strategy was 2,500m^2 of children's activities, aged person's facilities, meeting rooms and other community purposes. However, much of this type of activity is allowed for in the proposed Hoppers Crossing Community Complex. An important design consideration is the concentration and integration of these features, including the existing tavern. Parking and pedestrian access should be taken into account in this context.

5.1.3 Offices

Office activity of professional and commercial nature is to be encouraged to develop on the south side of Heaths Road. Within the Werribee Plaza precinct, any office activity should be ancillary to retail, community and leisure activities.

5.1.4 Residential

No residential activity is contemplated within the future development of Werribee Plaza. However, residential activity faces the Plaza on three frontages and the future development of the Plaza has to acknowledge this situation in terms of:

- avoiding an adverse aesthetic impact;
- facilitating pedestrian and traffic movement; and
- undertaking the appropriate security and site management actions.

5.2 SOCIAL EFFECTS

Social planning refers to the relationship between the land use and the social service system and its effects on the behavioural patterns of the communities within - residential, working, recreational. Social planning as well as the principles of social justice - equity and access - should therefore be an integral part of this structure plan and development proposal.

In this context the expansion of Werribee Plaza must operate within an existing network of activity centres; it must maximise choice, satisfy the needs of the Werribee community and facilitate social interaction; it must be convenient and accessible to the population within its catchment; and must be designed in such a way that it provides a safe shopping environment that does not adversely affect the immediate local community or the proposed wider catchment.

Apart from the overall calculation of sustainable floorspace, development must be assessed in terms of the current and future needs of consumers for a particular mix of goods and services, and the extent to which Werribee Plaza and other (existing or proposed) centres are likely to meet these needs. Any further development of Werribee Plaza should be consistent with the reinforcement of its sub–regional role, as well as its inherent weekly

shopping role for its more local community. Levels of consumer service and access to facilities are implicit in this analysis.

In the context of retail trends and the expectations of shoppers and residents, as expressed in interview surveys, additional store types which are appropriate to the centre would be a second discount department store such as Target or Big W, to provide a competitive choice; and a greater depth of specialty and clothing stores. There is expressed demand for the type of stores which could be included in a larger centre, enabling it to better perform its sub-regional role for Werribee residents without adversely affecting the functions of Werribee District Centre or the local role of Hoppers Crossing.

Further development should result in an improved level of service to existing and potential consumer needs.

The population residing within the core and periphery catchment areas of Werribee Plaza is rapidly increasing and is characterised by young family households, with the core areas slightly younger than the periphery. However, it is important to keep in mind that there are also older people who use the centre, especially given the proximity of the Heathglen Retirement Village. This has implications for shopping patterns and requirements for community facilities.

Households in the area are typically families in lower white collar and blue collar employment. They will continue to spend a large proportion of available household expenditure on food, small household items and clothing (particularly children's clothing). And residents will continue to be price perceptive.

Levels of mobility are currently high, however, a substantial proportion of the population are teenagers who are less mobile and are more likely to rely on public transport access to activity centres, such as Werribee Plaza. This centre will play an important role for this age group, they will rely on this centre for entertainment.

5.2.1 Opportunity for Choice

Opportunity for choice in terms of range of activities - retail, commercial, community service and recreation opportunities - as well as commodities and quality of merchandise, store types and competitive prices is a factor which determines shopper behaviour, usage of centres and satisfaction. Above all, centres with a range of activities provide a physical and social focus, and contribute to the definition or identity of a locality and to the way residents and others feel about it and their motivation to develop, change or protect it.

Werribee Plaza ***has been*** seen as just a shopping centre with little variety in terms of store mix, price and quality of merchandise. ***The*** additional range of community, leisure and entertainment functions ***will*** provide an opportunity for social intercourse and the development of a strong community focus (See Appendix 3).

The proposed expansion will incorporate a broader range of stores, for example, an additional supermarket, department store, discount department store as well as a food court and restaurants, and cinema complex. The provision of these activities along with the existing Tavern, library which is under construction and possibly other facilities such as meeting rooms, child care centre, upgraded public amenities - toilets and changing rooms - rest and chat areas, information centre and other entertainment activities will satisfy resident demand and meet their expressed need for discount and department stores and more variety as well as provide greater opportunities for residents to browse, meet friends and socialise. These activities will reinforce the Plaza's community focus and enhance the shopping experience for the many young family households in the catchment area.

5.2.3 Convenience and Accessibility

People need good access to a wide variety of destinations. This is necessary for people of all ages and conditions, whether frail, disabled or able-bodied. Unless transport is available (walking, driving, cycling or riding on public transport) residents have limited choice of destinations and generally a lower level of satisfaction with their provision and distribution.

Unless buildings/facilities and their surrounds are physically accessible not only the disabled, but also the frail elderly and persons accompanied by children are further disadvantaged.

- *Vehicle and Pedestrian Access and Car Parking*

With regard to vehicular access it is proposed to retain the existing vehicular access arrangements on Derrimut Road which includes one signalised and one unsignalised access point. Vehicular access via Heaths Road is proposed via two signalised and one unsignalised access point. An additional access point option has also been considered via Barber Drive, opposite McKenzie Crescent, feeding into the southern car park area. Both signalised intersections on Heaths Road, one of which will be in close proximity to Glendale Court, will incorporate pedestrian crossing facilities. This will improve pedestrian access to the site, particularly from south of Heaths Road.

The additional access and egress points will redress residents' current complaints about the congestion and the too few entry and exit points. The primary circulating road (aisle) will also ameliorate the existing problems and facilitate the flow of traffic about the centre to the various car park areas.

The additional car spaces proposed, the improvement to the layout and circulation around the carpark so as visibility is unblocked, along with the clear identification of vehicle and pedestrian areas leading to the centre entrances, can only enhance the centre's convenience and safety for shoppers, on foot, cycling or driving.

It is proposed to provide a new bus stop area located close to one of the main shopping centre entrances. The layout and location will be designed in consultation with the Public Transport Commission to ensure easy

accessibility for buses entering and exiting the site. Whilst maximising safety and amenity for passengers utilising the service.

5.2.4 Employment generation

In 1986, employment in the retailing industry in the City of Werribee totalled 2,305[5] , which is equivalent to 7% of the resident workforce. It is likely that most retail jobs in the municipality would be filled by residents within the City, as the majority of jobs would require relatively few skills and because of Werribee's isolation from other significant residential areas. The employment structure in the municipality is biased toward lower white collar jobs which covers most jobs in the retail industry.

Total retail floorspace was 68,300m^2, giving an employment rate of 33.7 persons per 1,000m^2 floorspace. At the same time, the employment generation by the retail sector for Melbourne as a whole was 39.0. Other municipalities in developing areas had rates of 32.8 (Melton), 50.7 (Cranbourne), 40.0 (Knox) and 32.6 (Berwick). The average for the five municipalities, each of which has one large free-standing centre and one or two other significant retail areas, was 38.0.

In other centres similar to Werribee Plaza, the average employment generation was 33.5 jobs per thousand square metres in 1986. Werribee Plaza was close to the average; Parkmore generated a significantly higher level of jobs, while Deer Park and Fountain Gate were below average.

Table 5.1.5 Retail Employment Generation

Centre	Establishments	Floorspace	Employment	Employment /Floorspace
Airport West	58	15,000	487	32.5
Altona Gate	42	19,400	687	35.4
Chirnside Park	73	26,100	897	34.4
Deer Park	41	16,300	449	27.5
Fountain Gate	73	29,700	754	25.4
Parkmore	108	29,000	1,216	41.9
Waverley Gardens	83	21,200	779	36.7
Werribee Plaza	42	18,600	596	32.0
Average	65	21,913	733	33.5
Total	520	175,300	5,865	

Source: ABS Retail Census, 1985/86

Clearly, the range of employment generation is fairly wide, even for areas with similar demographics and retail mixes. Werribee seems to generate slightly below average employment per unit of floorspace.

Year	Employment at Werribee Plaza	Floorspace at Werribee Plaza
1986	596	18,600
1991	870	29,000
2001	1,470	49,000
2011	2,100	70,000

Source: ABS Retail Census, 1985/86 and Wilson Sayer Core calculations.

Assuming a minimum rate of 30 jobs per thousand metres of floorspace and a similar labour force structure in the retail industry as at present, permanent employment generation by the development would be around 600 for the first stage, and a further 630 for the second, increasing total retail employment at Werribee Plaza by 1,230 by 2011. This includes full and part time work. Office, service, entertainment and community activities would further boost employment generation.

The bulk of the retail employment would be in the form of relatively unskilled and poorly paid sales jobs, with a high rate of casual, youth and female labour. The improvement in image of the centre to suit the changing demographics and retail needs of the trade area would mean that there may be some improvement in the quality of jobs available.

5.3 DEVELOPMENT STRUCTURE AND DESIGN

Having regard to the existing constraints and opportunities, and a review of the development potential of the centre, the following tables list the key urban design and physical planning issues which have been addressed in the development of the Structure Plan.

5.3.1 Use Character and Image

ISSUE	RECOMMENDATIONS
Is the retail nature of the centre to focus on the "Bargain Basement Centre" or a "Higher Quality" image? Currently the centre focuses on budget shopping through its physical character in particular. However the Werribee area does not have a higher quality centre, which is a direction that could be pursued as the expenditure capacity of the population would appear to be able to support such service, amenity and physical improvements, and as the community appear to favour upgrading of the centre image.	Seek a generally higher quality physical environment with improvements to: • shop layout and shopfront design, • provision of and design quality of the major public spaces, internally and externally, • quality and extent of landscaping, • high quality external appearance of the centre, • clear retail and community goals through retail type and other facility inclusion. • the perceived community art component within the centre, assisting with centre identification and the sense of community "ownership".
There is no major entrance to the centre currently. Heaths Road has a stronger general retail exposure, with Derrimut Road having a range of fast food outlets. However, both frontages are mounded with shrub planting which significantly screens vision into the centre areas, decreasing the power of the retail image.	Remove the screen mounding, exposing the centre uses. Frame vistas into the centre with landscaping. Create a major entrance to the centre from Heaths Road and Derrimut Road. Create the Heaths Road entrance as the major retail focus. Create the Derrimut Road frontage as the major community activity focus, with fast food outlets, the new community facilities, and the potential for a major north-south open space spine adjacent to Derrimut Road.
The Heaths Road / Derrimut Road corner is of major visual importance for the Centre. This is currently being developed for retail and community facilities. The frontage setback strip is predominantly proposed as car parking and vehicle access.	This corner must be very attractive, and indicate the mixed use role of the centre. The buildings must also be of high architectural quality. The frontage setback and vehicle parking and movement area must be attractively landscaped as a frame for building development and as a focal visual element for the Centre, with the landscape theme continuing along both Heaths Road and Derrimut Road.

ISSUE	RECOMMENDATIONS
Signage is very scattered.	Group the major signage components to a single attractive information grouping on each of the Heaths Road and Derrimut Road frontages. Provide key associated signage elements at each main entrance to the centre for easy orientation and access. Provide clear directories at each major pedestrian entrance.
A petrol filling station exists in the northern corner of the site on Derrimut Road.	Consolidate a vehicle service function role in this location with easy access from the car parking areas and adjacent Street. Ensure the facilities are well landscaped.
Heaths Road, south side, is currently very unattractively and inconsistently developed.	Develop a stronger use theme for the south side of Heaths Road. An Office use focus would be appropriate as there are no other appropriate locations within the Activity Centre for a concentration of Office uses with flexibility in lot size and exposure.
Several large uses commendably have entrances from the internal mall area and also the external elevations, which adds interest to the external areas. Limited smaller shop frontages also exist on the external elevations.	Further develop elevations of pedestrian scale and interest to all centre edges with adjacent pedestrian activity and car parking areas.
The Uniting Church and Baptist Church are currently quite isolated facilities in close proximity to the centre.	Integrate the Uniting Church and the Baptist Church into a north-south community facilities spine adjacent to Derrimut Road. Shared use of parking facilities should be explored.
The Tavern is currently well located, but its elevations are unattractive and uninviting, and the beer garden area is adjacent to a car park and loading area. It does not link well in terms of pedestrian movement with other centre activities.	Upgrade the Tavern elevations and entrance character, and link this use directly into the major north-south landscaped community use and open space spine, and an improved potential food oriented internal focus for the centre. Provide an attractive pedestrian movement path to the western edge of the beer garden area with access to the tavern site.

ISSUE	RECOMMENDATIONS
The new Library under construction is a valuable community facilities addition to the centre. However, it is not well integrated with the core activities and pedestrian network of the centre.	Create a new community oriented focal space to the north of the Library, also providing access to the Library, with direct links into the main centre activities. This could serve as a focal external "meeting place" for the activity centre. Such a new space would desirably minimise through vehicle access at this location, providing safer pedestrian movement at this currently dangerous and confused location. Access between car parking areas could be provided to the site edge between the Library building and Heaths Road, also improving the integration of these corner activities.
Limited community facilities are currently provided in the centre.	Strengthen the provision of community facilities in the activity centre, including child care, information, cafes/restaurants, educational, leisure, recreation and entertainment activities and well located public toilet facilities. Preferably focus appropriate activities in one section of the centre to create a community focus and strengthen the use base and hence potential success of each component. The south east corner of the site, adjacent to the new Library would be an appropriate location. From this location these activities can directly be linked with the adjacent community oriented activities to the north and south along Derrimut Road, and with centre activities to the west. It is noted also that certain community oriented facilities are more appropriately located throughout the centre. Appropriate activities, such as eating areas, meeting rooms etc., could be located at first floor level with informal surveillance opportunities and where views over the adjacent areas and to the You Yangs could be appreciated.
A considerable amount of multi-unit accommodation exists adjacent to the Centre, particularly with aged residents.	Retain and expand the extent of multi-unit accommodation for various population groups in close proximity to the centre. Ensure pedestrian movement ease and safety, particularly for elderly residents with well light paths and convenient safe controlled crossings of major vehicle corridors. Ensure attractive amenity for these sites in close proximity or adjacent to the main retail site to encourage their success.

5.3.2 Built Form Character and Image

ISSUE	RECOMMENDATIONS
The centre is currently single storey. This ensures limited visual impact on the surrounding residential areas, however it does not create a strong built form presence for the centre.	Two storey development would be appropriate, however it should be carefully located to provide visual emphasis where required for use character consolidation, and to ensure no detrimental streetscape impact or detrimental visual or shading impact on adjacent residential areas. The overall emphasis should be on attractive low key development in a well landscaped environment, enhancing the surrounding area character. Generally only single storey development should extend near adjacent residential properties. Two storey development would be appropriate to the Heaths Road and Derrimut Road elevations, with the Derrimut Road section directly opposite residential properties being, at maximum, a lower two storey scale. A taller building element (to three retail storeys) would be appropriate associated with the Heaths Road frontage to provide a more distantly visible landmark element for the activity centre. Such an element must be very well designed, massed and framed, and be setback from the Heaths Road frontage in relation to lower building lines to avoid an overpowering impression to Heaths Road. It is important that the Heaths Road and Derrimut Road frontages provide both attractive building elements and well landscaped pedestrian oriented and car parking areas to the street frontage for a well balanced perception of centre activity and attractiveness.
Some vistas exist from the internal mall areas to the external spaces, particularly from the western north-south mall and the south entrance link, but these are not highlighted and clearly identified.	Create strong visual links between the internal mall areas and the external entrance spaces for ease of orientation and visual interest.

ISSUE	RECOMMENDATIONS
Shopfronts generally are quite open, with merchandise readily accessible and often spilling into the central mall area. This creates quite a friendly and inviting image.	Enhance the existing "friendly" shopfront form, with an attractive display of goods.
The market area is "hidden" in a quite remote internal location.	"Market" atmosphere and ambience can most successfully be developed in an informal casual environment, with an abundance of natural light and a direct relationship to attractive outdoor spaces for "overspill". A casual and generous entrance is also desirable. It would be preferable for the loading area of the existing market to be redesigned to provide improved exposure for the market to the climatically desirable adjacent northern elevation of the centre.
Security appears a potential problem in the unused areas of the site.	Locate buildings and paths around and between buildings for maximum security for centre users.
Currently there is no visual or activity focus to the Centre.	Create visual and built form focii at the key internal and external pedestrian entrance and movement intersection locations. Define one internal and one external space as the key spaces for major focal activities.
The existence of potentially easily identifiable northern, southern, eastern and western entrances is a positive aspect.	Enhance the simple "compass oriented" grid movement system with architecturally identified key entrances and direct lines of sight along mall areas.
The site rises to the north.	Utilise the rise in the topography of the site to the north to visually screen increased development height from adjacent residential areas.

Comments made during the discussions and interview survey with residents within the catchment relevant to this assessment are included in Appendices 3 and 4.

5.3.3 Streetscape Character

ISSUE	RECOMMENDATIONS
The Derrimut Road streetscape is unattractive.	Underground power, as on Heaths Road. Provide consistent street tree planting.
The Barber Drive streetscape is only partly formed, with predominantly single storey residential use to the western edge.	Ensure an attractive landscape and built form character for Barber Drive by incorporating a well landscaped setback to any development, with interesting elevations to this streetscape. Only low scale development should be incorporated between Barber Drive and the existing attractive mature row of eucalypts to retain the visual integration of those which can be retained in vehicle parking areas with the streetscape.
The proposed duplication of Heaths Road will severely reduce the extent of landscaped verge to the Heaths Road frontage.	A minimum 10m landscaped verge with tall tree planting should be provided between the widened Heaths Road carriageway and any car parking areas or buildings. In general, a 3m landscaped strip should be provided within the site, with landscaped car parking spaces adjacent to this strip increasing the perception of landscaping along site frontages. Any building elevations in visual proximity to this frontage must be well designed and interesting, or must be totally screened with landscaping.

5.3.4 Open Space Character and Image

ISSUE	RECOMMENDATIONS
No attractive landscaped public open spaces exist within the centre, either passive or active. There are also no key views from the centre to surrounding areas.	Establish several preferably north facing passive landscaped open spaces well linked into the pedestrian network within and adjacent to the centre, to provide activity and visual focii for the Centre.
Some large active open spaces exist to the south of the activity centre.	Link the centre spaces with the major adjacent spaces with a strong landscaped axis within the Derrimut Road verge area highlighting the low-scale well landscaped character of the suburb.
The adjacent creek area is not visually or actively integrated with the centre.	Provide a distinctive landscaped pedestrian link between the Heaths Road landscaping and the adjacent creek area.

5.3.5 Interface Areas

ISSUE	RECOMMENDATIONS
The single storey centre buildings are not visually intrusive to the adjacent predominantly single storey residential areas.	Ensure adequate visual separation to the adjacent residential sites. Ensure a minimum well landscaped setback of 10m to all interfaces with residential areas. This would allow for attractive varied tree and shrub planting and mounding. New building development should generally be contained below a sight line from the rear of the dwelling above the existing rear fence and a continuous band of new shrub planting to a height of approximately 3m adjacent to the fence to avoid any detrimental visual impact. Further, the adjacent landscaped strip should have extensive tree planting extending above the fence line to provide an attractive outlook from the adjacent residential properties. Noise attentuation devices could be incorporated within this landscaped strip if required.
No vehicular access to the centre is provided from adjacent residential areas.	Ensure there is no vehicular access to the centre from adjacent low vehicle volume residential streets to avoid vehicular intrusion.

5.3.6 Pedestrian Movement

ISSUE	RECOMMENDATIONS
The existing centre has quite direct major movement corridors, with a reasonable quality of natural light: in particular the north-south Coles/KMart link and the east west central link.	Ensure a simple internal pedestrian movement network is maintained with further development, with a high quality of natural light. With additional development, extend in a simple form the existing key form and network.
The floor tiles within the internal areas are potentially quite slippery.	Provide a safe surface for pedestrian movement throughout the activity centre.
Movement through the car parking areas is not well integrated with the internal circulation network.	Establish well defined effective links between the internal circulation areas and the links with and through the adjacent car parking areas. Provide weather protection where possible.
Several poorly defined pedestrian links exist, generally from the north-west of the Centre, with the adjacent residential areas.	Establish clearly defined, well located and well landscaped pedestrian links with the adjacent residential areas. In general, two links should be established to both the northern (through existing and potential vacant land areas), western and eastern residential areas (via the street frontages), and a clear link with the extensive retirement accommodation existing to the south of Heaths Road via Glendale Court. These links must be well lit and visually direct to assist safety, preferable adjacent to low volume street areas or through open direct landscaped areas for effective informal surveillance.
Pedestrian movement is very hazardous through the car parking areas.	Establish clear, well landscaped, pedestrian movement paths edging or through the car parking areas leading to well defined key entrances to the Centre. Limit these paths to effective areas of higher pedestrian volumes. Ensure circulating vehicles are encouraged to the outside edge of the car parking areas, allowing safer pedestrian movement along aisles leading directly to the centre entrance areas.
No pedestrian crossings exist from surrounding areas across major roads into the centre core area.	Include pedestrian crossings at appropriate locations for safe pedestrian movement throughout the centre and with adjacent areas.
The school to the south of the centre is currently not integrated with the centre.	Extend the proposed north-south community use oriented pedestrian movement and open space spine along Derrimut Road southward to the School.

ISSUE	RECOMMENDATIONS
Limited designated facilities for cyclists exist.	Provide safe movement for cyclists within the activity centre, and efficient cycle storage areas.
Car park areas and pedestrian movement areas are not well lit.	Provide efficient lighting of all areas utilised by pedestrians.
Inefficient bus stops areas.	Locate bus stops adjacent to key locations on the pedestrian movement network, with appropriate amenities.

Comments made during the discussions and interview survey with residents within the catchment relevant to this assessment are included in Appendix 4.

5.3.7 Landscape

ISSUE	RECOMMENDATIONS
No landscape theme exists.	Develop a strong landscape theme highlighting native species with tall elegant eucalypts and expansive lower level grassed areas reminiscent of "open plains". This should extend through the street and private land areas. Trees in the car parking areas are also important to provide shade and to filter wind.
The low shrubs within the car parking areas are dangerous for pedestrian and vehicular movement.	Remove the low shrubs at pedestrian/vehicular and vehicular/vehicular crossing locations.
Limited existing mature trees exist.	Retain all mature existing trees where possible, particularly in the western portions of the site, and provide equivalent replacement planting where necessary.
Median planting has been commenced in Heaths Road to the west of the centre.	Continue the central median eucalypt planting along Heaths Road adjacent to the centre, and extend to the side verge areas also.
The Derrimut Road centre road landscape works south of Heaths Road are harsh and dangerous.	Remove these "hard" items and re-landscape the street in accordance with an overall theme and scheme with a much softer, treed and grassed approach.
A wide variety of landscape surfaces and street furniture items exists.	Develop a consistent theme for landscape surfaces and street furniture items. Ensure that street furniture items are attractive, comfortable and well located and maintained.

Comments made during the discussions and interview survey with residents within the catchment relevant to this assessment are included in Appendix 3.

5.3.8 Vehicular Movement and Parking Areas

ISSUE	RECOMMENDATIONS
Large expansive ground level parking areas exist, which is a distinct advantage.	Retain the large integrated parking areas. These are preferable at ground level, where they can be naturally lit and attractively landscaped, however decked parking areas will be required in the longer term to provide adequate and well located efficient parking. Carefully locate decked parking areas, particularly where visible from the key streetscapes, and ensure attractive elevations with integrated landscaping and noise control.
Service areas are unfortunately generally located in visually obvious locations.	Plan for service access in a minimal number of grouped screened locations, where there is minimal visual impact on pedestrian oriented areas, streetscape elevations, or adjacent residential areas. Locate ramps where there would be no adverse noise or visual intrusion to adjacent areas.
The parking areas are currently angled with one way aisles.	Review the existing parking layout to provide a more spacious character with greater flexibility and safety of movement.
Wide expanses of carriageway areas are unsafe for pedestrians and drivers.	Provide central median areas where possible in all main vehicle movement areas to provide more defined vehicle movement, safer pedestrian refuges, easier opportunities for turn lanes, and opportunities for landscaping to visually break the expanse of paved surfaces and provide a more attractive environment generally.

Comments made during the discussions and interview survey with residents within the catchment relevant to this assessment are included in Appendix 4.

5.4 TRAFFIC, ACCESS AND PARKING

5.4.1 Car Parking Requirements

Surveys undertaken at regional shopping centres in the Melbourne metropolitan area since the introduction of Saturday afternoon trading in 1987 indicate peak Fridays and Saturday demands generally varying between 4.0 and 7.5 spaces per 100 square metres of retail g.l.f.a. Variations in measured rates depend upon the location and popularity of the centre and the time of year surveyed. These rates are conservatively high as they are calculated based upon total parking demand (retail and non-retail) divided by retail floor area only. Werribee Plaza generated a demand of 5.9 spaces per 100 square metres of retail GLFA. when the total parking demand was divided by the retail floor area or 5.0 spaces per 100 square metres when only the retail parking demand was considered.

Friday peak demands were recorded in 1988 at 6.2 spaces per 100 square metres of retail GLFA when related to total parking demand and 5.3 spaces per 100 square metres when related only to retail demand. Surveys undertaken since that time indicate that these peaks have reduced with extended trading hours which have diminished the intensity of Friday night trading.

Typically absolute peaks occur prior to Christmas, Mother's Day, Father's Day and other special promotion days. It is recognised that these events are infrequent and therefore parking facilities are not designed to cater for these extreme situations. The October/November period, in which retail sales are relatively high is generally used as a design standard. The surveys at the existing centre include surveys undertaken prior to Father's Day and therefore present higher parking demands than would ordinarily be adopted as design standards.

Based upon this criteria it has been accepted in recent assessments of parking provision for regional retail centres, that parking be provided at a rate of 6.5 spaces per 100 square metres retail GLFA. This rate would also provide for a proportion of the non retail parking requirements.

- ***Stage 1 Development***

For Stage 1 of the development of Werribee Plaza, car parking for retail components will be provided at an overall rate of 6.5 spaces per 100 square metres GLFA, equivalent to 3,185 spaces.

The requirements for car parking for non-retail have been assessed with regard to existing parking demands, time of day peaking characteristics and the likely mix of non-retail uses. Having regard to these factors an additional 200 spaces are to be provided, corresponding to the anticipated separate trip demands for non-retail parking at times when retail parking demands are at a peak.

At other times, when non-retail uses generate peak demands, retail demands will be low ensuring sufficient parking is available.

The total overall provision of 3,385 spaces represents a total rate of 6.9 spaces per 100 square metres when related to retail floor area.

The level of parking provision, which exceeds the existing demands of the centre, is consistent with provisions proposed at comparable centres and will cater for peak demands on most occasions.

- ***Ultimate Development***

Car parking for the expansion of the retail components of the centre beyond 49,000 square metres will be provided at a minimum rate of 5.0 spaces per 100 square metres g.l.f.a. allowing for anticipated reductions in peaking characteristics which are anticipated to occur as retail hours are deregulated and extended. The parking provision for the ultimate development could therefore be as follows:

retail 0 - 49,000 sqm g.l.f.a @ 6.5 spaces per 100 sqm	3,185
retail 49,000 to 70,000 sqm g.l.f.a @ 5.0 spaces per 100 sqm	1,050
non retail (notional)	300
Total spaces	4,535

The total retail provision of 4,235 spaces is equivalent to 6.1 spaces per 100 square metres of retail g.l.f.a while the overall provision of 4,535 spaces equates to a rate of 6.5 spaces per 100 square metres of retail GLFA.

5.4.2 Access, Parking Provision and Circulation

Sufficient parking is required to meet anticipated centre demands and support access to the centre. It should be provided in a form and location that is effectively and efficiently used, and appropriate linkages are required between car parking areas and the centre activities.

- ***Stage 1 Development***

One scenario of Stage 1 of the development of Werribee Plaza could see the expansion of retail floor area by extending the existing building as a single storey structure to the west towards Barber Drive.

Additional car parking would be provided by extending existing surface car parks to the north and south of the building, utilising vacant land to the north and west of the existing shopping centre site.

Access to car parking areas to the north of the building will be provided by the construction of a new access road which will run principally along the western boundary of the site, and across the northern portion of the site, setback from the boundary. It will connect with the existing signalised access at Derrimut Road and a new, signalled access point onto Heaths Road to the east of Barber Drive. The roadway will provide peripheral access to the rear car park areas and, in conjunction with Heaths Road and Derrimut Road, will

provide direct and convenient access to all car parking areas clear of pedestrian access to points into the centre.

A total of three access points are proposed to be provided along Heaths Road. Signalisation of some or all of these access points will facilitate pedestrian accessibility to the centre from the south side of Heaths Road.

In addition, pedestrian accesses to the centre will be linked to signalised crossing points on Heaths Road to ensure facilities are located along pedestrian desire lines.

Existing vehicular access arrangements from Derrimut Road are proposed to be maintained, with a new circulating road being formed between the southern access in Derrimut Road and the eastern access in Heaths Road. Modifications to the configuration of the existing signalised access from Derrimut Road will be required including construction of a second right turn lane into the centre.

Vehicular access from Barber Drive to the site, opposite McKenzie Crescent is also an option. Any such access would be designed to serve the local residential catchment to the north of the site, providing direct access to front and rear car parking areas.

Shoppers accompanied by young children and those who are frail and/or whose mobility is impaired believe there are a number of spots in the car park which are hazardous. Bushy shrubs are blocking the visibility of the driver and the pedestrian, and in turn, reducing the safety of the pedestrian in the car park further. The existing confusion and lack of security for pedestrians will be eased by better advisory/directional signage to the main entrances of the centre, areas identifying pedestrian/vehicular zones and the landscaped treatment. Clean stemmed trees will be used because they will not block visibility for the driver or pedestrian. Moreover, they will not be seen as hiding places.

In addition, the car parking areas, including that under-cover and any isolated pockets, will be well lit and a better security network developed. Lighting which does not throw shadows or glare, and at the same time will not be intrusive and reduce the amenity of the adjacent areas, will be installed to deter vandals.

- ***Ultimate Development***

Development of the centre beyond Stage 1 is likely to occur principally by constructing a second level of retail at the western end of the site and a new retail wing to the south towards Heaths Road.

Additional car parking could be provided by decking surface car parks adjacent to the second level of retail, or providing roof top car parking above the retail on ground level enabling direct pedestrian access from car parking areas to all retail levels.

Access to upper level car parking areas could be provided via a ramp directly from the western most access point in Heaths Road which will, in turn link to

the shopper access road along the northern boundary of the site, ensuring access to the northern car parking areas from Heaths Road is maintained.

5.4.3 Traffic Generation

Any expansion of the centre needs to address the traffic issues relating to the performance of major access intersections and traffic flows on access roads.

- *Stage 1*

The proposal to provide 49,000m2 of retail GLFA in Stage 2 of the development represents an increase of 21,191m2. Based on research undertaken by Grogan Richards, Stage 2 is anticipated to generate about 3,850 vehicle movements per hour during the Friday evening commuter peak period. This represents an increase of approximately 1,150 vehicle movements per hour from the existing base of 2,700 movements. The additional traffic will be from newly developed residential areas and from any increase in the centre's market share.

The proposed access modifications associated with Stage 2 would also result in a redistribution of existing traffic utilising the centre. The improved access arrangements in Heaths Road are likely to attract a greater proportion of traffic generated by the centre. The provision of vehicular access from Barber Drive directly into the northern car park creates a convenient access to the centre from the residential catchment northwest of the site. A proportion of this traffic would presently be utilising Barber Drive to access the centre via Heaths Road and Derrimut Road. With Stage 2 access arrangements this traffic would obtain direct access to the centre from Barber Drive and thus create the potential to reduce traffic volumes on Heaths Road and Derrimut Road generated by the centre.

- *Ultimate Development*

The proposed centre of 70,000 square metres of retail floor area in anticipated to generate a total of 4,350 vehicle movements during the Friday evening commuter peak period. This represents an increase of 1,650 vehicle movements based upon the existing peak generation rate of 2,700 vehicle movements per hour. The additional traffic volumes when related to the additional retail floor area is equivalent to 4 vehicle movements per 100 square metres of retail GLFA. By comparison this is equivalent to 41 percent of the existing rate and conforms to research undertaken by this firm that indicates that additional retail floor associated with retail expansion generates traffic at a rate between 40 and 60 percent of the existing rate. The total volume when related to the retail floor area is equivalent to 6.2 vehicle movements per 100 square metres of retail GLFA.

5.4.4 Public Transport and Pedestrian Access

To improve bus services to and at the centre an all-weather bus shelter which is visible, functional, and has convenient access into the shopping centre is required. Bus access into the centre must not be affected by congestion on the

access roads, and better public transport to the centre is needed from other areas of Werribee.

The signalised access points, particularly those to the south of the centre on Heaths Road, will assist pedestrian accessibility. Currently this link is perceived as "risky." Additional pedestrian links with the residential areas to the north and west will also assist accessibility and safety, particularly if they are well lit and visually direct. The existing pedestrian walkways are not well defined.

There would be little change to the overall accessibility of consumers to retail facilities in the catchment as a result of expansion. Werribee Plaza is already centrally placed with respect to Hoppers Crossing and parts of Werribee, and it will be even more centrally placed relative to new residential developments.

Despite the high levels of car access and the provision of parking space, public transport should be encouraged to maintain accessibility for those without access to a personal vehicle. Public transport should allow good access from new residential areas, as well as to Hoppers Crossing and Werribee railway stations and retail areas.

Pedestrian access would be improved by coherent urban design addressing the interface between the centre and surrounding land uses, while car access could be facilitated and it's impact minimised by appropriate roadworks in conjunction with the upgrading of Heaths and Derrimut Roads.

6.0 STRUCTURE PLAN ELEMENTS

The major elements within the overall Structure Plan comprise:

- Objectives for the Structure Plan Area
- Preferred Land Use Activities
- Traffic, Access and Parking Management
- Development Structure
- Development Staging
- Design Guidelines

6.1 OBJECTIVES

6.1.1 Strategic Objectives

The overall objectives of the Structure Plan are to:

- Ensure that the centre provides a balance of retail, community and leisure, entertainment, and office/commercial activities suited to the needs and expectations of residents and consistent with its role as a sub-regional activity centre within the City of *Wyndham*
- Facilitate the on-going viability of Werribee Plaza as a commercial and community centre with efficient application of both public and private sector investment.
- Maintain and improve the accessibility and convenience of the centre while preserving the amenity of adjoining areas.
- Promote the efficient use of the existing and future service infrastructure.
- Enhance the identity of the centre, improve its aesthetic and functional appeal and ensure that the scale and character of further development is compatible with the surrounding area.

6.1.2 Preferred Land Use Activities Objectives

The objectives relating to the preferred land uses within the activity centre can be summarised as follows:

- Improve the function of Werribee Plaza within the Activity Centre hierarchy and encourage the adjustment in store and facilities content consistent with the changing structure and preferences of the existing and future population.
- To provide for a comprehensive range of retail, leisure, entertainment and community facility and service requirements.
- To recognise and encourage the centre's function as a social focus by providing suitable indoor and outdoor places for people to meet during and outside retail hours.

- To complement rather than duplicate the higher order cultural, service, administrative, and business support functions of the District Centre.
- Integrate the retail, commercial and community uses within the centre.
- Co-ordinate the provision and development of community facilities within Werribee Plaza with those in the surrounding area to avoid duplication.
- Encourage the development of medical/para-medical services and professional office suites on the south side of Heaths Road, to complement the retail role of werribee Plaza and strengthen the commercial focus of the precinct.

6.1.3 Traffic, Access and Parking Objectives

- Maximise the accessibility and convenience of the centre users, recognising the needs of different groups.
- Minimise generation of additional through traffic.
- Facilitate pedestrian and cycle access to the centre, from all quarters.
- Facilitate public transport access to the centre via designated convenient and safe stops which are integrated into the form of the centre.
- Ensure adequate provision of car parking, sufficient to cater for retail and non-retail uses of the centre.
- Minimise vehicle speeds within car parking areas, consistent with the shared nature of roadways and parking areas.

6.1.4 Development Structure and Design Objectives

The future development of the centre is considered in the light of the key objectives as outlined below:

Built Form, Streetscape and Landscape Character and Image:

- Create a built form and landscape image for the centre consistent with its landmark location, surrounding area, and function.
- Create a legible centre layout in which entrances are clearly visible to users and which promotes easy internal circulation.
- Create exterior facades which incorporate shop front activities and present attractive public areas and interesting elevations.
- Create a landscaped environment which enhances and complements the overall image of the centre, promotes safety and provides weather protection.

Interfaces:

- Minimise the impact of the centre on the amenity of the adjacent residential areas by limiting centre access traffic through these areas and providing well landscaped setbacks from the residential uses to centre buildings, accessways or car parking areas.

Pedestrian and Cyclist Movement:

- Establish clear, attractive and direct pedestrian movement links through the centre and car parking areas.
- Establish shared pedestrian and cyclist links between the centre and adjacent community activities and residential areas having regard to the amenity of those areas.

Vehicular Movement and Parking Areas:

- Locate well planned, safe, attractive, grouped vehicle parking areas within the centre with easy access from the adjacent ***main road*** network, designed for safe pedestrian movement through the parking areas to the major centre entrances.

6.2 PREFERRED LAND USE ACTIVITIES

Opportunity for choice in terms of range of activities - retail, commercial, community service and recreation opportunities - as well as commodities and quality of merchandise, store types and competitive prices are all factors which determine shopper / patron behaviour, usage of centres and satisfaction. Above all, centres with a range of activities provide a physical and social focus, and contribute to the definition or identity of a locality and to the way residents and others feel about it.

The Werribee Growth Area Activity Centres Strategy identifies the basis for the future development of Werribee Plaza, and any further development should be consistent with this strategy. The retail floor area appropriate at Werribee Plaza to service the requirements of the Werribee Growth Area is an increase of the limit now to 49,000m^2 GLFA, with the potential to increase the GLFA to 70,000m^2 in the long term. It is appropriate that the timing of the increase of GLFA from 49,000 to 70,000m^2 take into account the provisions of the Werribee Growth Area Activity Centres Strategy, and any review of that strategy, as well as market thresholds.

The Council has determined from this strategy that the future development of uses at Werribee Plaza should initially be consistent with the reinforcement of its role as a large sub-regional centre, performing a function as the major retail facility for the City of ***Wyndham*** with a range of community, leisure and entertainment activities and a limited range of community facilities and services. The Activity Centres Strategy identified the potential for Werribee Plaza to operate as a regional centre, performing its function as the major retail facility for the City of Werribee and complementing rather than duplicating the higher order cultural, service, administrative, and business

support functions of the district *town* centre. It is appropriate to review this potential in the future based on market thresholds.

An important objective of the Structure Plan is to improve the function of Werribee Plaza within the activity centre hierarchy, and encourage an adjustment in store and facilities content in recognition of the need to cater for the changing structure and preferences of the existing and future population.

In the context of the activity centres strategy and the expectations of shoppers and residents, as expressed in workshops and interviews, additional retail store types which are appropriate to the centre include an additional supermarket, department store, discount department store as well as additional and a greater variety of specialty stores. Non-retail uses should be primarily of a community and leisure nature. This may include the provision for a food court and restaurants, and the approved cinema complex, along with the existing tavern, bingo centre, the new library, and relevant other community and care facilities, such as meeting rooms, child care centre, upgraded public amenities - toilets and changing rooms - rest and chat areas, information centre and other entertainment activities. Office use would not be a primary use within the centre, given the location of the *area* directly to the south. Office uses within the centre should be generally ancillary to other uses.

It is important that the development of community facilities within Werribee Plaza are co-ordinated with the provision and development of other community facilities in the surrounding area, in particular those at the Hoppers Crossing Community Complex.

6.3 TRAFFIC, ACCESS AND PARKING

The centre generates 2,700 vehicle movements per hour during the Friday evening commuter peak period. Stage 2 of the development is anticipated to generate approximately 3,850 vehicle movements per hour while the ultimate development should generate about 4,350 vehicle movements.

Proposed access arrangements include three access points on Heaths Road, *and* two on Derrimut Road. Signalisation and intersection road works be provided where warranted to accommodate anticipated flows.

A minimum of *3,235* spaces are proposed to be provided to accommodate the level of development proposed to be provided with Stage 2 of the development
for the ultimate development. This provision will provide for both retail and non retail parking demands and will cater for car parking demands generated on most occasions.

Circulation roads within the site and their connectivity to access points on the road network will ensure that good accessibility to all parking areas is achieved.

6.4 DEVELOPMENT STRUCTURE

Having regard to the structural and design issues relevant to centre development and upgrading, the key recommendations are as indicated on the **Physical Framework Plan** (Plan 6).

In addition to the overall framework of this Plan, the guidelines which follow (Section 6.6) provide further reference and explanation in relation to the more critical detailed design aspects.

Essentially the physical framework plan includes the key structural aspects in relation to building bulk and location, vehicle and pedestrian linkages, provision of pedestrian focal areas, and the treatment proposed for all sensitive site edges.

The Plan indicates:

- the maximum building envelope and its location,
- the minimum setbacks from site boundaries and the visual and landscape treatment of these setbacks,
- the key vehicle access locations,
- the major, primary and secondary vehicle access routes within the activity centre,
- key pedestrian movement links,
- key pedestrian focal areas or meeting places, and
- controlled pedestrian crossing locations.

The key development structure elements as included in the physical framework plan are explained in more detail as below.

- A maximum building envelope is provided for the site that will accommodate the extent and type of development and associated car parking as outlined in the structure plan and that will result in attractive streetscapes with no detrimental impact on adjacent residential properties.

  The envelope is generally 12 metres in height to accommodate two retail levels, with this 2 storey limit reduced to 9 metres maximum on portion of Derrimut Road opposite residential properties. Towards the northern, residential edge the envelope is reduced to 6 metres to accommodate one retail level (or two parking levels), possibly with roof deck parking. One portion of the envelope near the main Heaths Road frontage is increased to 18 metres to accommodate three retail levels, providing a more distant visual landmark element for the activity centre, and to ensure the option for the inclusion of a well located major department store in the centre. This third level is setback from the two levels below to provide upper visual level interest, higher

level outdoor areas, and reduce its visual impact on the immediately adjacent streetscape.

All heights to be measured above the central Heaths Road frontage level.

These envelopes indicate the maximum predominant building height. Architectural features may need to project through these envelopes for emphasis to various elements.

This maximum envelope could potentially contain significantly more floor space, including decked parking areas, than the maximum envisaged by this Structure Plan. Hence, development would not fill the maximum envelope resulting in setbacks generally much greater than the minimum included. Further, the envelope has potential for considerable development flexibility to ensure that varying detailed development concepts can be accommodated.

- Key vehicle access locations are indicated to all adjacent streets. In the longer term, three access locations will be required to Heaths Road, and two to Derrimut Road. Several of these will require signalisation. The preferred access locations for signalisation include the retention of the existing signalised access point to Derrimut Road, the western most access point to Heaths Road, and the Heaths Road/Glendale Court access point.

- The location for a controlled pedestrian crossing to each of the Heaths Road and Derrimut Road frontages is indicated. The location as shown co-ordinates with pedestrian movement desire lines associated with adjacent access streets.

- Heaths Road and Derrimut Road are the major vehicle access routes serving the activity centre.

  A primary vehicle circulation route is to be provided linking Heaths Road and Derrimut Road with the potentially expansive car parking provision on the northern side of the site. This route should be located ***towards*** the outside edge of the parking areas to permit safer pedestrian access from the parking areas to the pedestrian entrances to the centre.

  Secondary vehicle circulation should be provided to the southern and eastern edges of the site, principally through a two way parking areas aisle, linking the parking areas on the southern and eastern portions of the site.

- Several external key pedestrian focal areas should be provided generally in the locations as shown on the plan, in addition to internal focal areas provided with retail development principally at the intersections of the main pedestrian mall areas.

  The key pedestrian focal area in the south-east corner of the site will provide a community plaza/meeting place edged with a range of community oriented facilities, linking well with the community oriented facilities to the north and south along Derrimut Road.

  The north-east corner key pedestrian focal area provides an entrance plaza area with potential to highlight market style activities associated with the adjacent food oriented retail area.

  The north-west corner key pedestrian focal area provides a major plaza entrance option for the future two level expansion to the western portion of the site. It also provides an attractive entrance feature for the two major pedestrian links with the adjacent residential area.

  The southern key pedestrian focal area, located on the northern edge of the ground level landscaped car parking area adjacent to Heaths Road, will provide a landscaped plaza link for the major south side entrances. It also provides a convenient and attractive entrance area for pedestrians entering the centre from the south.

- Key pedestrian movement links are also indicated, generally in appropriate locations for existing and potential future centre form. Flexibility must be applied to accommodate varying development scenarios, however the essential goals in providing the links in terms of internal connectivity, connections between the internal areas and the parking areas, and the connections between and with the adjacent areas must be achieved. These links must be direct, spacious and attractive.

- Treatment of each of the site edges in important in ensuring an attractive streetscape appearance and ensuring there is no detrimental impact on adjacent residential areas. Four edge conditions have been identified. The locations for the indicative sections are included on Plan 7. The relevant cross sections are numbered Plans 8 to 13.

  Edge Type A (refer to Plans 8 and 9) provides a landscaped setback to the Heaths Road and Derrimut Road frontages, with a minimum 3 metre landscaped strip within the site and a 3.5 metre pedestrian footpath, landscaping, entrance and weather protection and drop off area adjacent to the building.

  Edge Type B (refer to Plan 10) provides a landscaped setback to the Barber Drive frontage, with a minimum 10 metre landscaped strip within the site to provide for attractive visual screening and framing as appropriate and a 3 metre pedestrian footpath, landscaping, entrance and weather protection and drop off area adjacent to the building.

The portion of the north lot approx. 40 metres back from its frontage to Johnson Avenue will not be developed, and will have only a pedestrian link and landscaped buffer role.

Ryan Close will not be relied upon for any access, vehicle or pedestrian. Council will initiate steps to close Ryan Close and dispose of the land to adjoining owners or otherwise, for residential use.

Pedestrian access to Barber Drive will be provided through land at No 87 Barber Drive contiguous with the main shopping centre and car park.

- Treatment of each of the site edges in important in ensuring an attractive streetscape appearance and ensuring there is no detrimental impact on adjacent residential areas. Four edge conditions have been identified. The locations for the indicative sections are included on Plan 7. The relevant cross sections are numbered Plans 8 to 13.

  Edge Type A (refer to Plans 8 and 9) provides a landscaped setback to the Heaths Road and Derrimut Road frontages, with a minimum 3 metre landscaped strip within the site and a 3.5 metre pedestrian footpath, landscaping, entrance and weather protection and drop off area adjacent to the building.

  Edge Type B (refer to Plan 10) provides a landscaped setback to the Barber Drive frontage, with a minimum 10 metre landscaped strip including 2.4m high acoustic fence within the site to provide for attractive visual screening and framing as appropriate and screened unloading bays on west side of building.

Edge Type C (refer to Plans 11 and 12) provides a landscaped setback to the residential area to the north of the activity centre with a minimum width of 10 metres to allow for attractive, varying screen shrub planting, mounting and tree planting to screen potential centre expansion and to provide a buffer to vehicle circulation areas. ***The*** circulation route will generally adjoin the landscaped setback (refer to ***P***hysical ***F***ramework ***P***lan). The width of this landscape setback area will increase to a minimum of 15 metres in the area ***at the rear of residences facing Barber Drive, with a minimum of 11.3m where the road is opposite the south-east corner of*** adjoining No. 85 Barber Drive.

A 2.4 metre high acoustic fence is to be located on the northern edge of this landscaped area adjoining the northern boundary of the site.

Edge Type D (refer to Plan 13) provides a landscaped setback to the residential area to the south of the activity centre with a minimum width of 5 metres within a minimum 10 metre building setback to allow for attractive, varying screen shrub and tree planting to screen potential centre expansion and to provide a buffer to vehicle circulation areas.

- Key landscaped open space areas immediately adjacent to the activity centre are indicated to ensure retention and enhancement.
- Adjacent residential areas are indicated to ensure retention and enhancement.

6.5 DEVELOPMENT STAGING

The key aspects in terms of development staging are:

- that key pedestrian links are provided at each stage,
- that key pedestrian focal areas are provided as early as possible at each stage,
- that the appropriate edge setbacks and treatments are provided,
- that the buildings are attractive and well designed,
- that the site is attractively landscaped,
- that appropriate uses are provided, and
- that the staging of development minimises inconvenience to centre users.

Overall Staging to Centre Completion

The proposed further development of Werribee Plaza will proceed in stages consistent with increasing trading demands in the expanding urban area.

The existing framework for such floor area expansion was established by the Werribee Growth Area Activity Centres Strategy in 1992, adopted by Council and the (then) Dept. of Planning & Urban Growth.

The Strategy was to expand the centre to a large sub-regional centre and major retail facility for the (then) City of Werribee.

The gross leasable floor area was to expand from the existing 29,000 sq.m. to 49,000 sq.m. by 2001 and 70,000 sq.m. by 2011.

The strategy was endorsed by the Panel report for Am. L56 and formed the basis for the approval instruments now represented by:

- maximum 70,000 sq.m. leasable floor area contained in the Schedule to the Business 1 zone, and Condition 3 of Permit WPS 5924.

- the allowance for up to 49,000 sq.m. to be developed as a result of the Stage 2 expansion under Condition 5 of Permit WPS 5924.

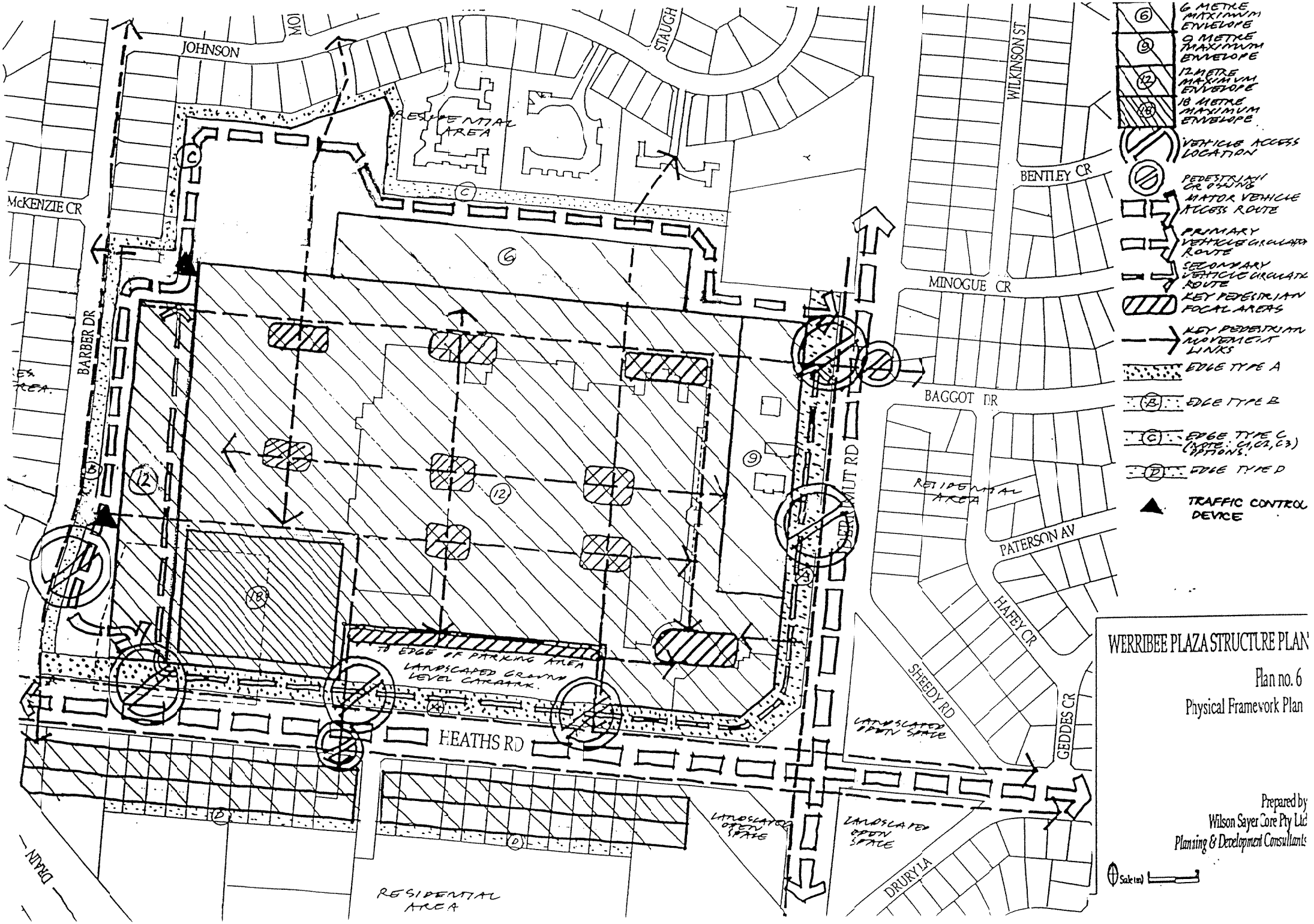
Further development of Werribee Plaza beyond Stage 2 will rely upon some existing tenants being relocated.

Stage 3 will involve the construction of carparking, internal circulation roads and landscape buffer on the 3 allotments rezoned to extend the site area in the north-west corner.

Stage 4 will include particularly a reorganisation and upgrade of the existing market area to provide new accommodation for a relocated discount department store. Leasable floor area would increase to 52.000 sq.m.

Stage 5 will involve the creation of a link between the eastern (existing) mall and western (stage 2) mall areas by separating the Coles and Kmart areas.
Overall leasable floor area would increase to some 55,000 sq.m.

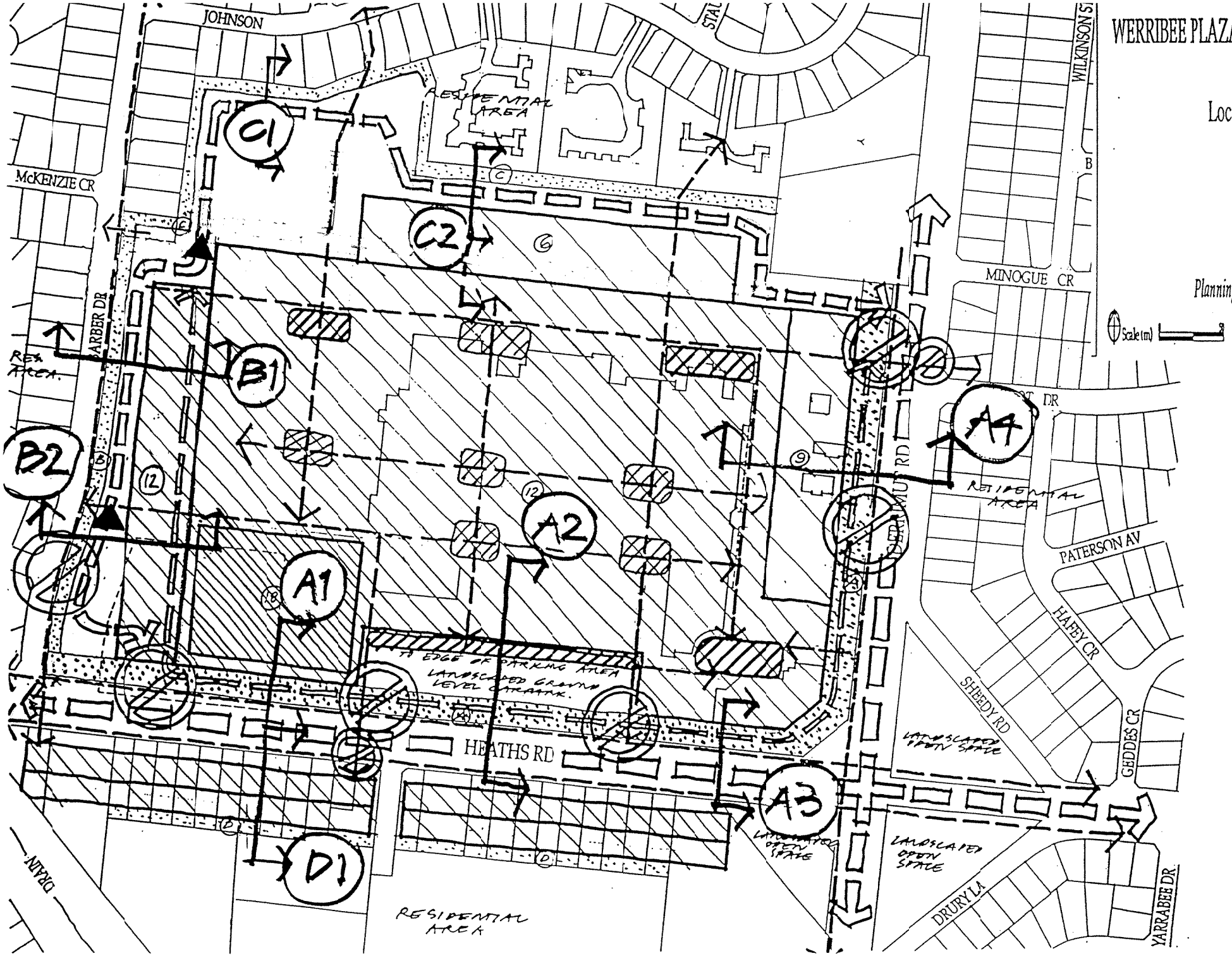
Stage 6 (the ultimate plan) would include some second retail level development and provision for a Department Store.
Overall leasable floor area would increase to 70,000 sq.m. as the limit of present allowance under the planning scheme.


JOHNSON
STAUGH
WILKINSON ST
BENTLEY CR
McKENZIE CR
BARBER DR
MINOGUE CR
BAGGOT DR
PATERSON AV
HAFEY CR
SHEEDY RD
GEDDES CR
DRURY LA
HEATHS RD
RESIDENTIAL AREA
LANDSCAPED OPEN SPACE
TO EDGE OF PARKING AREA
LANDSCAPED GROUND LEVEL CARPARK
6 METRE MAXIMUM ENVELOPE
9 METRE MAXIMUM ENVELOPE
12 METRE MAXIMUM ENVELOPE
18 METRE MAXIMUM ENVELOPE
VEHICLE ACCESS LOCATION
PEDESTRIAN CROSSING
MAJOR VEHICLE ACCESS ROUTE
PRIMARY VEHICLE CIRCULATION ROUTE
SECONDARY VEHICLE CIRCULATION ROUTE
KEY PEDESTRIAN FOCAL AREAS
KEY PEDESTRIAN MOVEMENT LINKS
EDGE TYPE A
EDGE TYPE B
EDGE TYPE C (NOTE: C1, C2, C3 OPTIONS.
EDGE TYPE D
TRAFFIC CONTROL DEVICE
WERRIBEE PLAZA STRUCTURE PLAN
Plan no. 6
Physical Framework Plan
Prepared by
Wilson Sayer Core Pty Ltd
Planning & Development Consultants
Scale (m)

WERRIBEE PLAZA STRUCTURE PLAN

Plan no. 7

Location of Cross Sections



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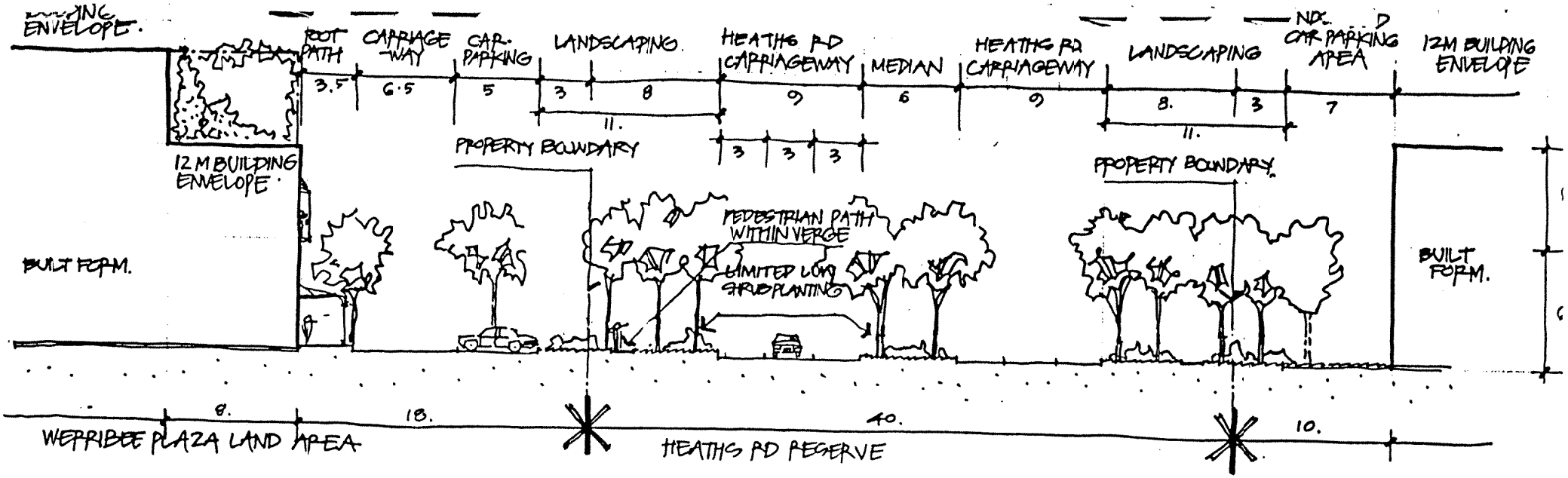
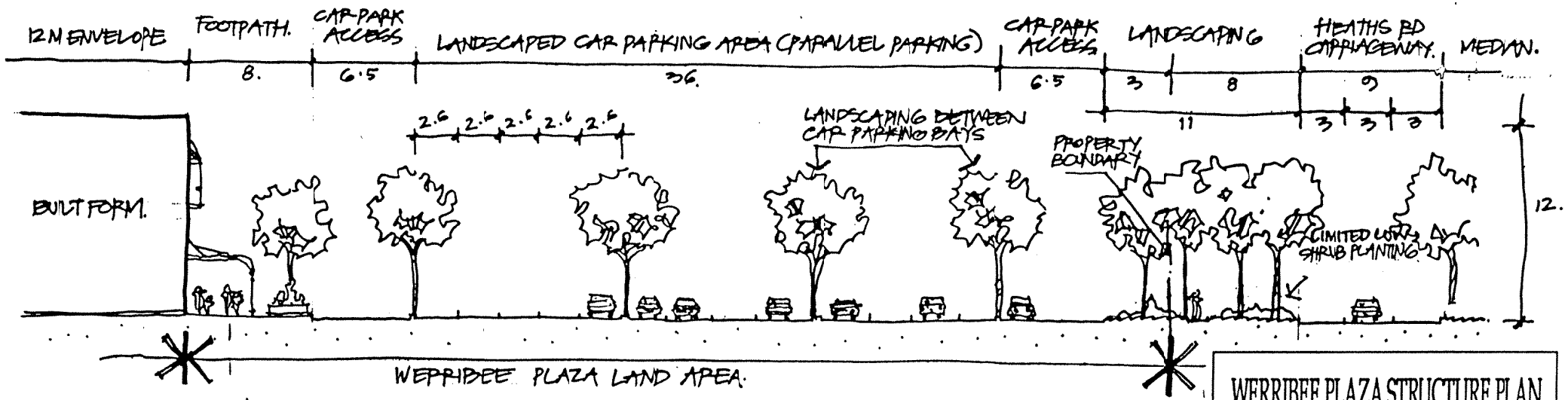
Wilson Sayer Core Pty Ltd

Planning & Development Consultants



CROSS SECTION.
HEATHS RD EDGE.
A1.

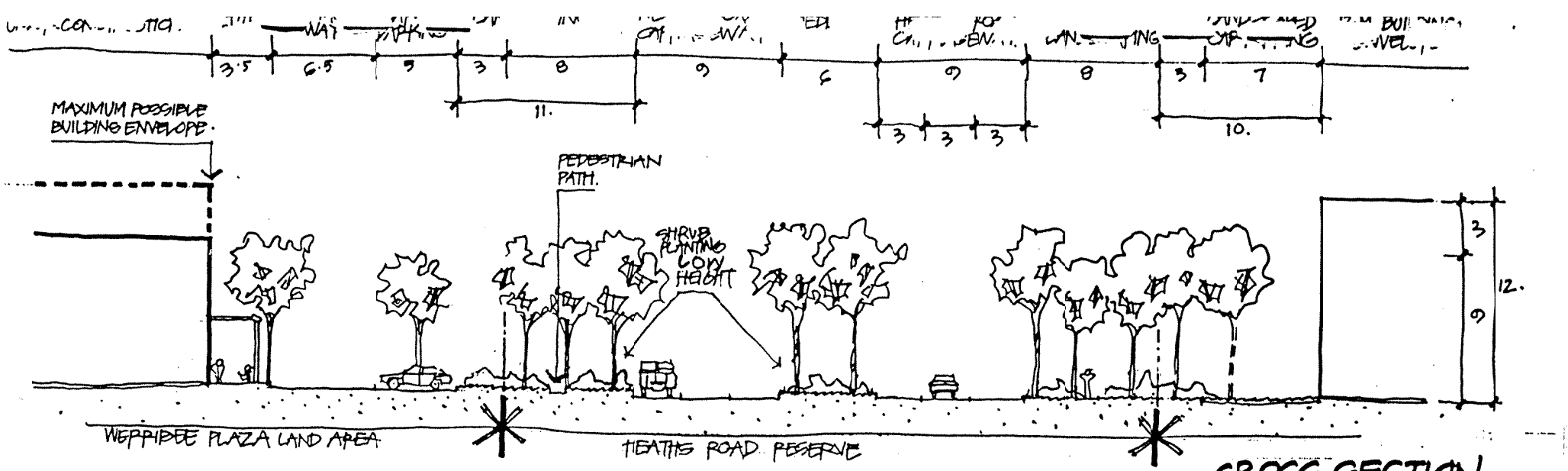


CROSS SECTION.
HEATHS RD EDGE
A2.

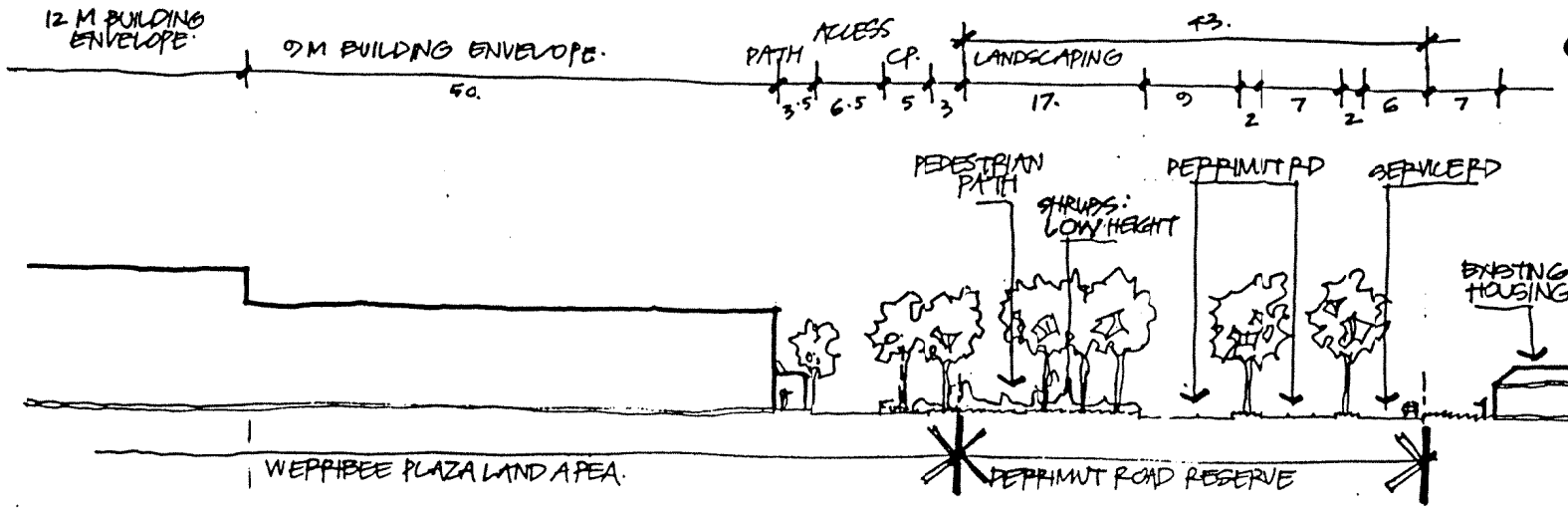
WERRIBEE PLAZA STRUCTURE PLAN

Plan no. 8

Cross Sections



CROSS SECTION HEATHS RD EDGE A3.

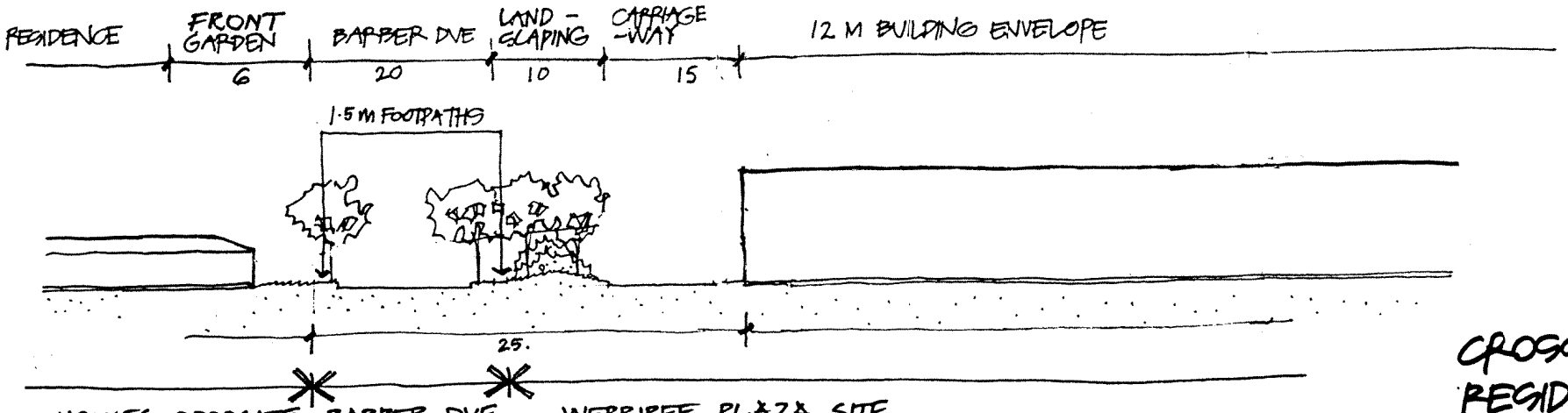


CROSS SECTION DERRIMUT RD EDGE A4.

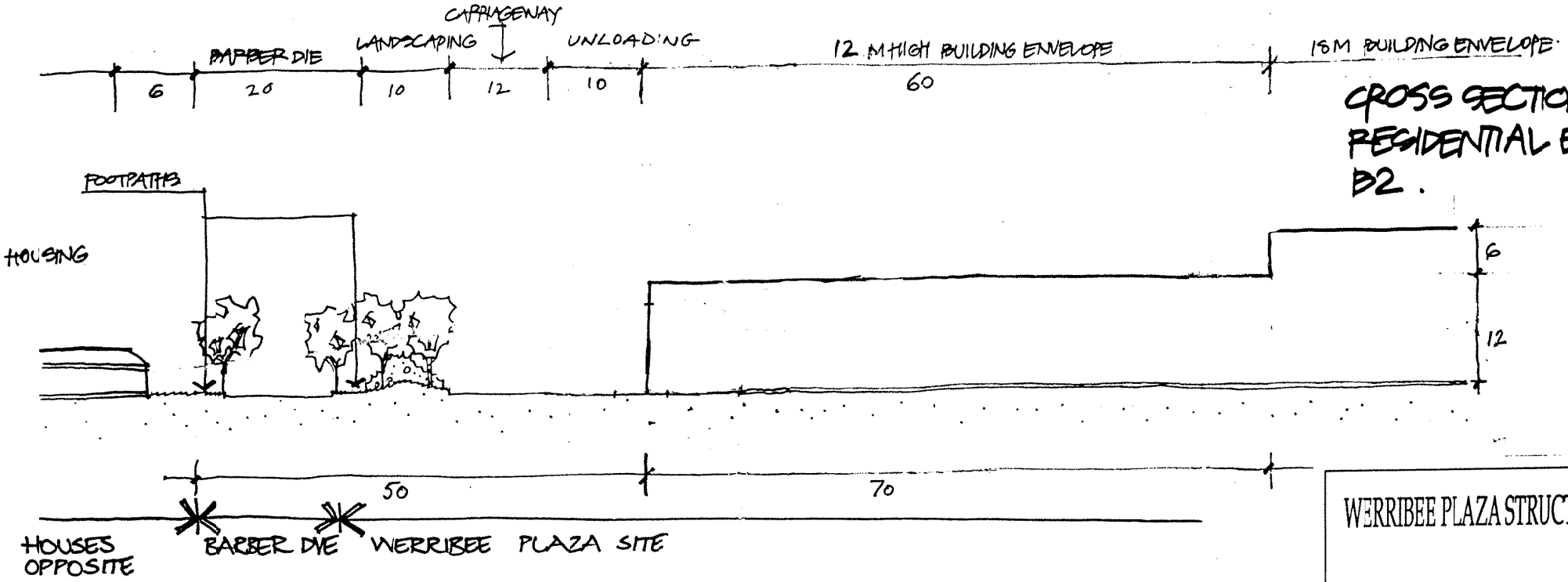
WERRIBEE PLAZA STRUCTURE PLAN

Plan no. 9

Cross Sections

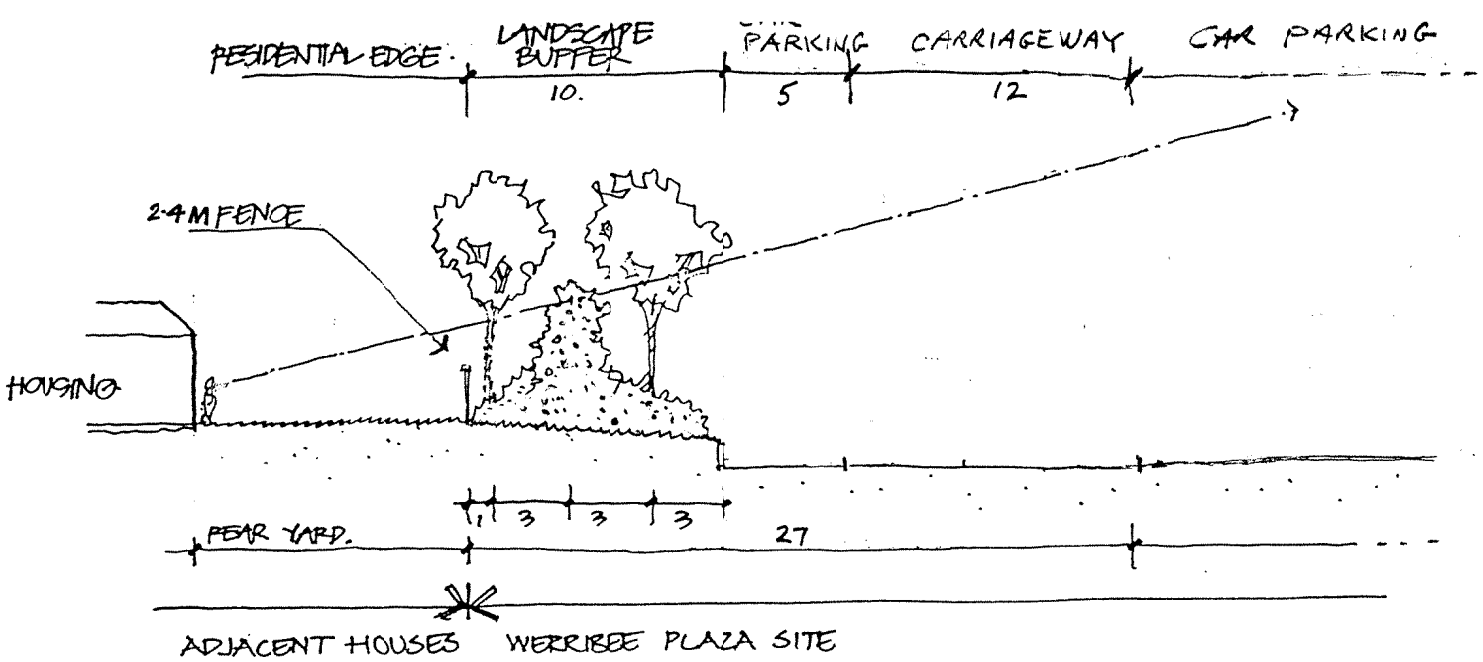


CROSS SECTION
RESIDENTIAL EDGE.
BARBER DVE
B1.



CROSS SECTION
RESIDENTIAL EDGE.
B2.

WERRIBEE PLAZA STRUCTURE PLAN
Plan no. 10
Cross Sections

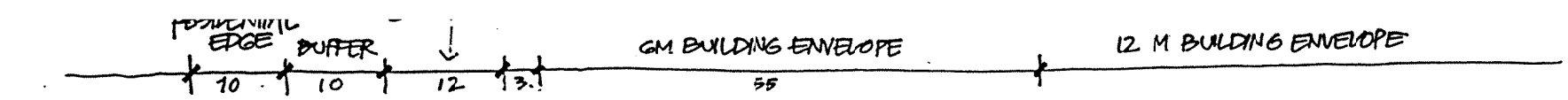


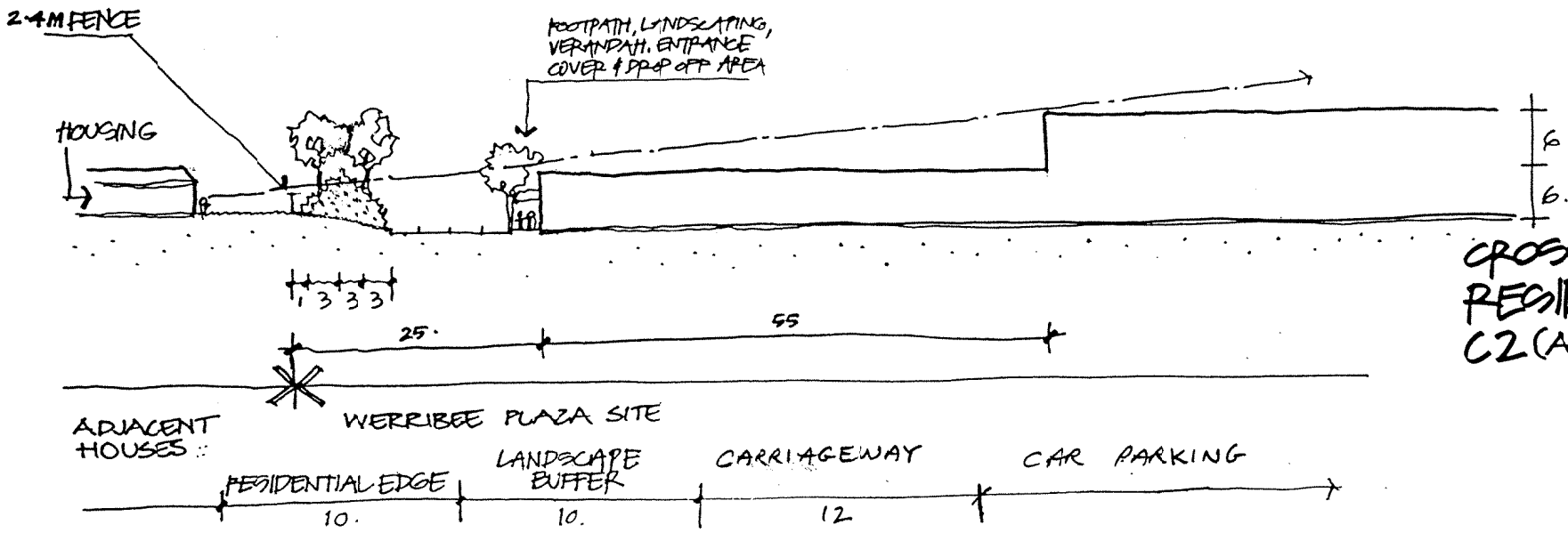
CROSS SECTION
RESIDENTIAL EDGE
C1.

WERRIBEE PLAZA STRUCTURE PLAN

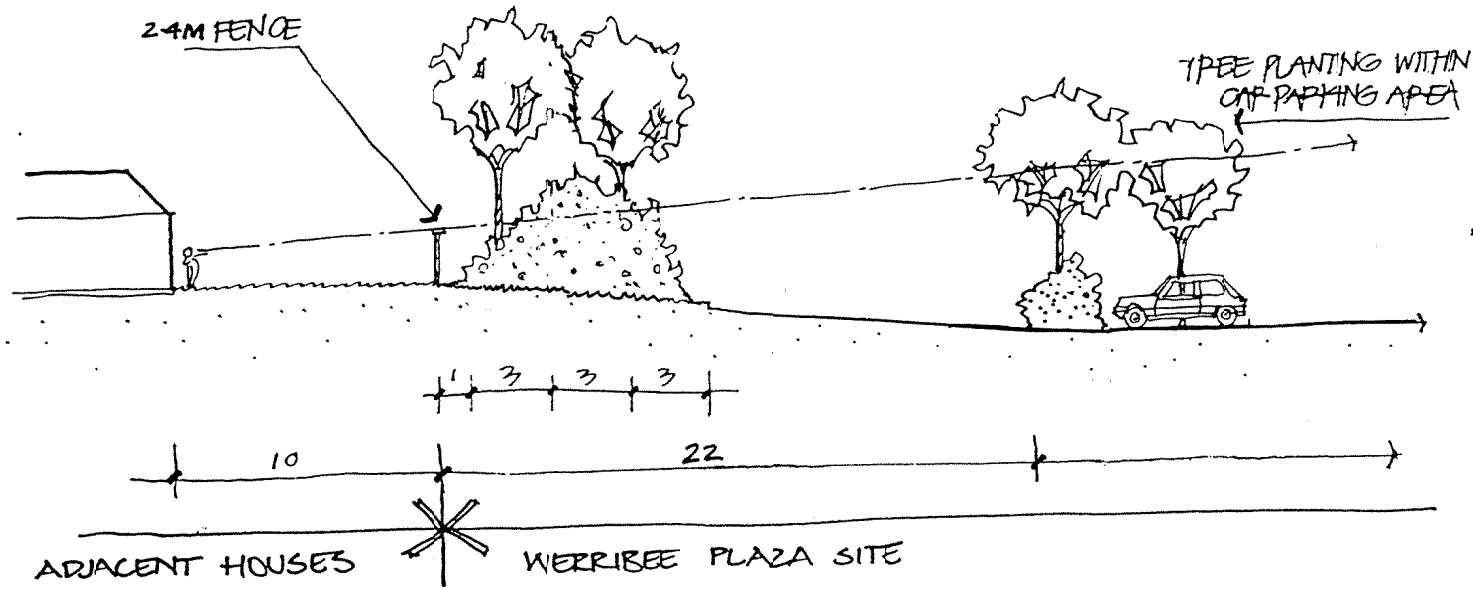
Plan no. 11

Cross Sections





CROSS SECTION RESIDENTIAL EDGE C2(A)

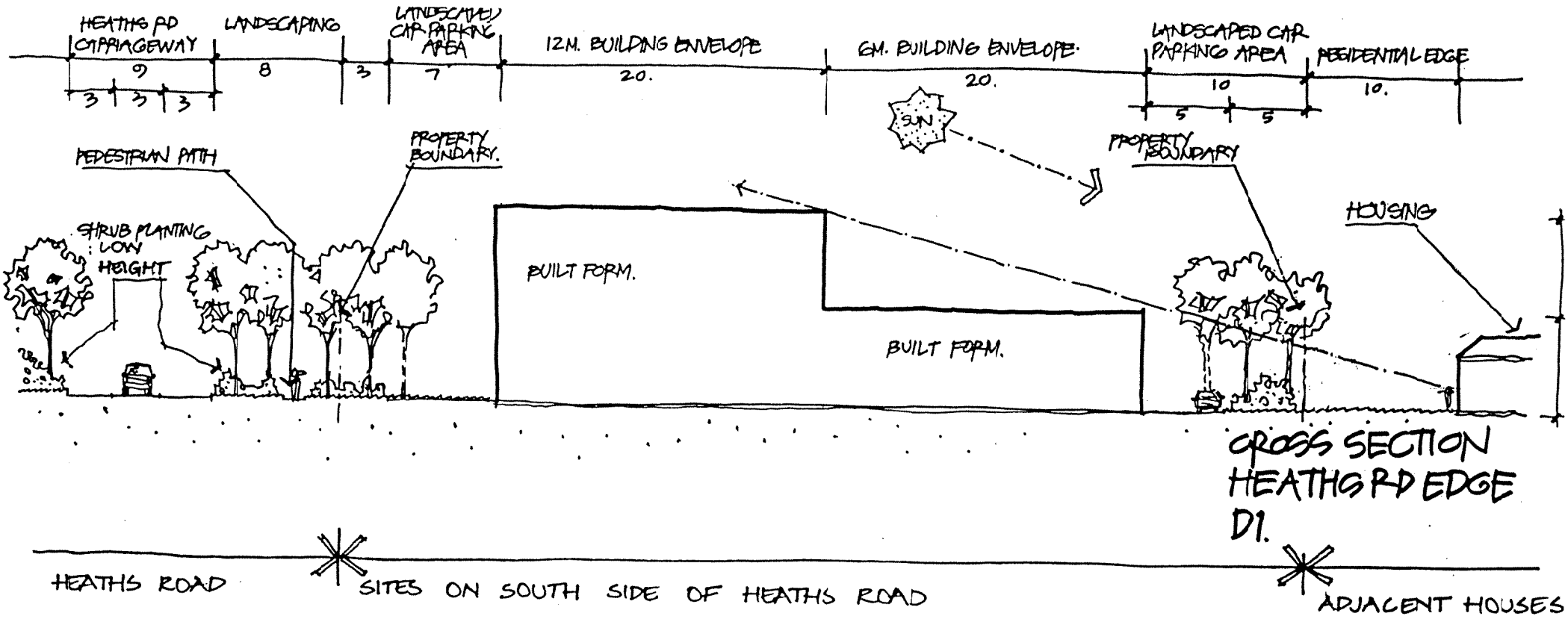


CROSS SECTION RESIDENTIAL EDGE C2(B)

WERRIBEE PLAZA STRUCTURE PLAN

Plan no. 12

Cross Sections



WERRIBEE PLAZA STRUCTURE PLAN

Plan no. 13

Cross Sections

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Planning & Development Consultants

Not to Scale

6.6 DESIGN GUIDELINES

These guidelines are presented primarily as a checklist in developing and assessing development and design proposals and formulating upgrading actions for the activity centre.

6.6.1 Centre Layout and Image

Use Character and Image:

- Create interesting precincts throughout the activity centre with a strongly perceived retail or community oriented role for each precinct for ease of perception and comparative shopping.

  Community oriented activities, including entertainment, social and recreational uses, should generally be focussed to the eastern end of the centre. Food oriented shopping should be focussed to the north-eastern portion of the centre.

- Develop a strong retail presence to the north side of Heaths Road.

- Develop a strong community facilities presence to Derrimut Road, with a major focus to these activities in the area near the new library, linking with food associated uses along Derrimut Road and internally within the retail centre. Integrate the proposed cinemas with these activities to strengthen the community leisure/recreation role of this area.

- Develop a strong office/community facilities presence to the south side of Heaths Road.

- Ensure that use of the centre has the potential as a social/leisure experience as well as a shopping experience.

- Develop a strong "market" area image with clear access from the external parking and open space areas and the internal mall areas.

- Ensure clear vision from the adjacent major road areas, through a landscaped foreground, to the major retail and community elements within the centre, and to the major entrances into the internal mall network.

- Provide interesting commercial, entertainment, leisure, community, service or art/craft activities to the exposed facades/elevations of the major centre buildings to present an interesting image to the adjacent street network.

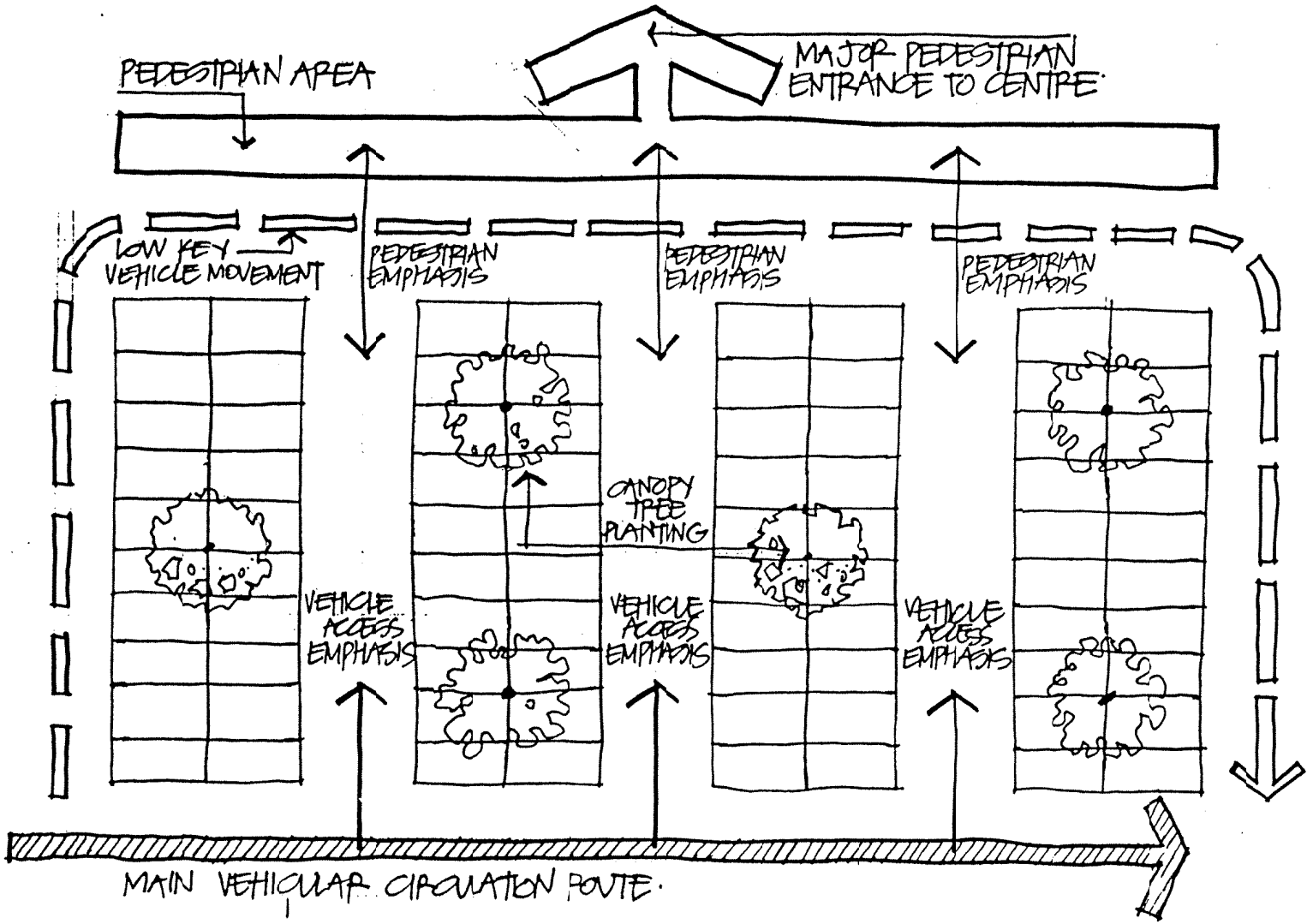
- Gateways to the activity centre are principally the Heaths Road/Derrimut Road corner, the Heaths Road/Barber Drive area, and the Derrimut Road/Baggot Drive area. Each of these should be attractively landscaped with centre information and directional signage elements. In particular, ensure that the Heaths Road/Derrimut Road north-west corner is well landscaped and edged by attractive buildings of high architectural

quality, and the other three corners are well landscaped open space areas, as this is the key image gateway for the activity centre.

- Ensure the perception of a substantial residential area edging the centre by providing visual buffer areas and clear pedestrian links.
- Provide areas with theme activities for various age groups with a sense of territoriality. In particular provide a legitimate space for youth "to hang about" within the centre.

Built Form:

- Ensure building facades are well designed with well articulated structural, aesthetic and climate control design elements and varied setbacks. They should be constructed in interesting materials that are generally non-reflective and pleasantly textured and coloured.
- Create a strong, exciting internal retail environment, with an attractive sequence of link and nodal spaces with distinctive character attributes to assist in orientation.
- Create an attractive and friendly frontage to all internal retail oriented pedestrian movement areas throughout the centre, with an interesting display of goods.
- Emphasise a low building scale with horizontally emphasised building elements and facade details, punctuated with vertically emphasised elements at the major entrances and retail activities. Include varied setbacks and details to long facades to avoid long blank wall areas. Provide a gentle placing and stacking of built form elements around the site, each having regard to adjoining elements and enhancing the form and character of the nearby elements.
- Ensure each site entrance area is clearly marked with landscaping and signage.
- Locate buildings within the envelopes in accordance with the physical framework plan. Reduce height adjacent to the residential edges, and create a landmark building element of two or three storeys towards the Heaths Road frontage as a key image and orientation element for the centre.
- Create clear lines of sight between the internal and external pedestrian movement areas in an open design with few exits to assist in orientation and safety.
- Include interesting upper level activity and viewing areas to enjoy the views across the surrounding areas for interest in an area with little upper level development.
- Locate child care and other community facilities in areas which are well exposed, well lit and easily accessible from car parking and bus stop areas.



WERRIBEE PLAZA STRUCTURE PLAN

Plan no. 14

Indicative Car Parking Layout

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Not to Scale

WERRIBEE PLAZA STRUCTURE PLAN

Plan no. 15

Site Concept Plan:Optional
Corner Edge Treatment

Prepared by
Wilson Sayer Core Pty Ltd
Planning & Development Consultants

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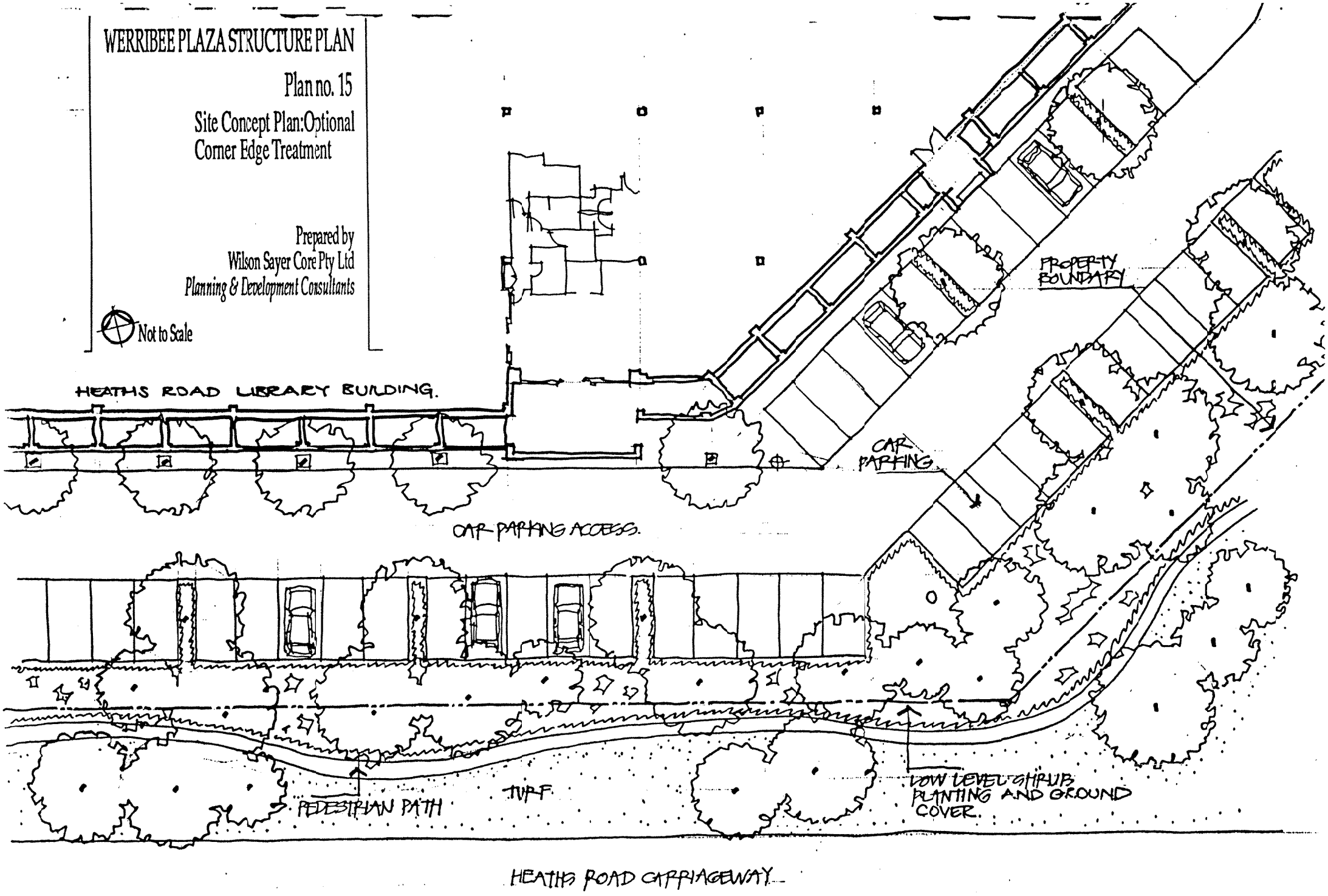

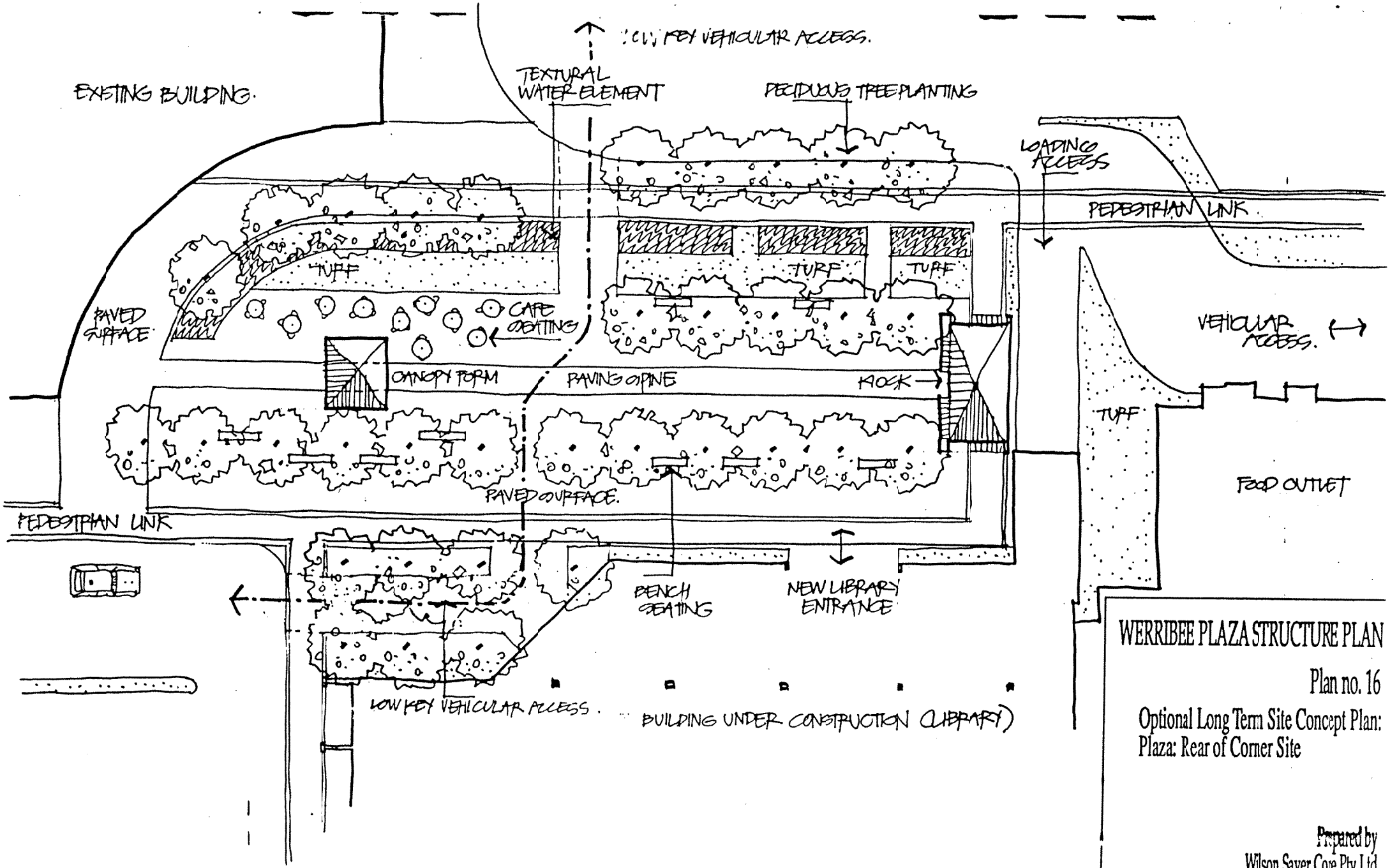

WERRIBEE PLAZA STRUCTURE PLAN

Plan no. 16

Optional Long Term Site Concept Plan:
Plaza: Rear of Corner Site

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Not to Scale

- Utilise the topographical fall to the south across the site to reduce apparent building height along the northern portions of the site, and in particular the residential areas to the north.
- Organise parking area layout generally in accordance with Plans 14 and 15 to maximise pedestrian movement safety between parking areas and the pedestrianised areas of the activity centre.
- Edges to ground level parking and vehicle circulation areas should be of pedestrian scale, with activities or elements of interest to pedestrians such as:
    - footpath areas, preferably with weather protection,
    - major mall entrances,
    - entrances to individual premises,
    - activities fronting the edge directly,
    - landscaping,
    - street furniture (seating, bins etc),
    - drop-off areas, and
    - bus stops.
- To avoid uninteresting elevations and poorly lit parking structures the following actions should be taken:
    - provide landscape elements at all deck edges, either within or adjacent to the structure,
    - provide a pedestrian concourse open to the sky or with a glazed canopy through parking structures between ground level centre edge parking areas or entrances linking with the main internal centre entrances,
    - ensure no parking deck area is greater than approximately 100m x 100m without a traversing light shaft or pedestrian concourse of a substantial width (i.e. 6 - 10 metres) to ensure visual links to the centre entrances.
- To avoid detrimental visual and noise impact, vehicle movement ramps and decks should be carefully located and oriented and be edged with solid, landscaped noise barriers.

- Edge the key landscape and open space areas with attractive building forms and elements, massed to enhance the environmental appeal of the spaces, particularly in terms of wind protection and sunlight penetration.(See Plans 15 and 16). These key spaces include:
  - the Heaths Road, Derrimut Road and Barber Drive road corridor areas,
  - the Heaths Road frontage ground level car park area which provides the key landscape element within the site to this major frontage, enticing users to the centre with its "approachable and attractive image",
  - the key pedestrian focal areas as indicated on the physical framework plan.
- Avoid dark and secluded areas, internally and externally. Any necessary isolated pockets should be well lit. Further, avoid long dark corridors to public amenities. Corridors should be short, open and uninhibiting.
- Ensure that car park areas are not too expansive to minimise walking distances and security surveillance.
- Locate service areas, delivery areas, loading docks and rubbish collection areas where they introduce minimal detriment to the streetscape and key pedestrian movement and entrance areas. Screen them to adjacent streetscapes and parking areas where applicable with landscaped screen fences/walls or by internalising the area totally. Ensure that these activities are grouped where possible to a minimal number of locations.

  Ensure that appropriate acoustic treatment is applied to all loading and related areas so that the standards set by State Environmental Protection Policy (Control of Noise from Commerce, Industry and Trade) No. N-1 are achieved at all times.
- Ensure all areas are well lit, preferably by natural light whenever possible for minimal energy usage.
- Establish a "Town Centre" focus in one of the external key pedestrian focal spaces.
- Signage:
  - Provide a large grouped signage facility at the major entrance on Heaths Road and Derrimut Road.
  - Provide smaller signage directories at the remaining entrances on Heaths Road and Derrimut Road.
  - Provide clear directories at major entrances

- Provide changing rooms for babies for use by males and females, and including a childrens toilet for convenience.

6.6.2 Interface Areas

- To ensure there is no visual or amenity detriment from centre expansion at its interface with non-centre activities, particularly adjacent residential areas, a landscape screen should be provided as included in the physical framework plan. This edge treatment should generally accord with the sections included following the physical framework plan.

  This nature and extent of landscaping within the setback within activity centre sites will ensure there is no detrimental visual, overshadowing or privacy impacts on the adjacent residential areas.

- Include noise attenuation elements, such as walls, within the landscaped edge setbacks if required, including an acoustic fence along the northern boundary of the site. Ensure that such elements, if required, are potentially fully screened with landscaping (eg. clean stemmed trees and creepers).

6.6.3 Movement Networks

Pedestrian Movement:

- Ensure safe, efficient and pleasant pedestrian movement areas throughout the internal areas of the centre, principally oriented on a simple grid reference system with clear key entrance locations for ease of movement and orientation.

- Ensure safe, direct and pleasant pedestrian movement between the parking areas and the internal areas of the centre by organising the parking area layout as outlined.

  Locate the key pedestrian links to parking area edges and align edges to key street crossing locations where possible to avoid an extensive defined pedestrian network through the parking areas to maximise parking provision and to provide safe, attractive, spacious key pedestrian movement areas.

- Ensure safe and effective pedestrian linkages between the centre and the surrounding residential areas and the nearby community activities. Include key pedestrian linkages as indicated on the physical framework plan. These are generally within the street reserve area and should be co-ordinated by the City of ***Wyndham*** The location and nature of the footpath links are indicated on Plans 8 to 13) accompanying the physical framework plan.

  The pedestrian links to the adjacent residential areas should be clear, safe and direct, with a high level of natural surveillance, generally in accordance with Plan 17)

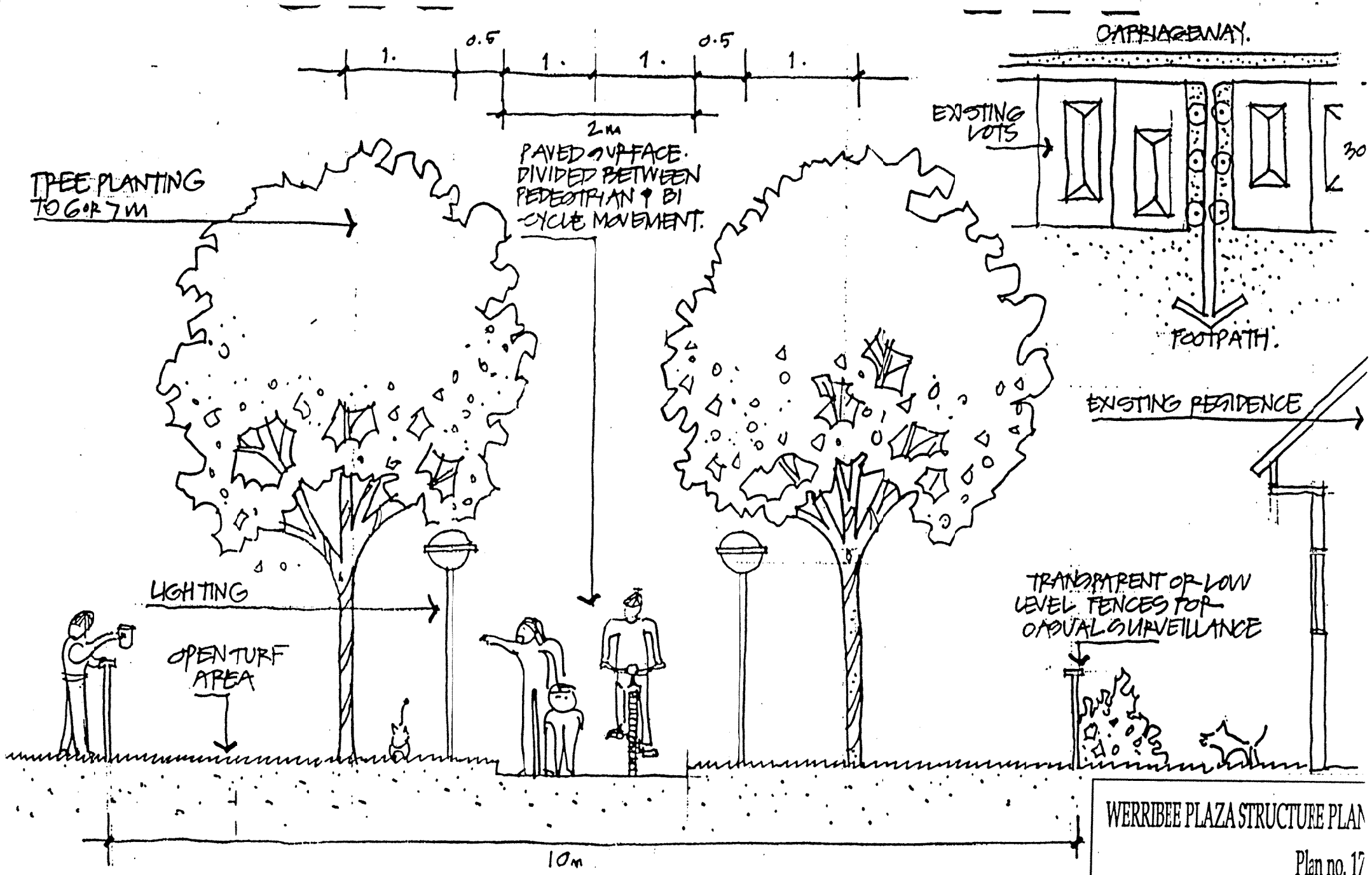
- Focus pedestrian activity on the key paths indicated on the framework plan. Within the main central activity centre area these should be well landscaped interesting "urban spaces", with the links to the adjacent community, open space and residential activities being "softer" in the form of a path through a grassed and landscaped area.
- Provide a simple, direct "grid" internal movement system with:
  - a minimum of 6 metres clear movement area,
  - well located kiosks to create interest along the mall areas,
  - a high level of natural light, and
  - interesting vistas to retail elements and to external spaces to assist in pedestrian orientation.
- Provide controlled pedestrian crossings where the key pedestrian paths as indicated on the framework plan cross Heaths Road and Derrimut Road.
- Provide safe and attractive surfaces to all pedestrian movement areas. Internal and external finishes should be co-ordinated in accordance with a selected design palette.
- Clearly differentiate, with landscape or paving treatments, the key vehicle movement areas, the parking areas and the key pedestrian movement areas.
- Provide bus shelters in well exposed convenient locations easily accessible to shoppers, workers and residents of the local area.

Bicycle Movement:

- Ensure safe and effective cyclist linkages between the centre and the nearby community activities and residential areas, by providing cycling opportunities associated with the key pedestrian linkages shown on the physical framework plan. Provide separation of pedestrians and cyclists on high usage routes.
- Provide suitable cycle storage areas in unobstructive locations near building entrances and adjacent to key external pedestrian spaces.

Vehicular Movement:

- Maximise space within the parking bay areas for easier use and a more attractive environment, whilst efficiently providing spaces.
- Minimise carriageway widths where possible to assist in reducing vehicle speed and maximising site efficiency.
- Ensure all key vehicular circulation areas are well framed by landscaping to establish a "street" character to these routes.



WERRIBEE PLAZA STRUCTURE PLAN

Plan no. 17

Pedestrian Link to North:
Werribee Plaza Shopping Centre

- ***Prohibit delivery truck*** access along the primary circulation route in the north-west corner of the site between the hours of 10.00pm and 7.00am, through the location of ***appropriate*** traffic control ***such as vehicle height limitation devices.***

- Provide central median areas where possible in all main vehicle movement areas to provide more defined slower speed vehicle movement, safer pedestrian refuges, easier opportunities for turn lanes and opportunities for landscaping to visually break the expanse of paved surfaces and produce a more attractive landscaped environment.

- Organise movement routes for service and delivery vehicles to minimise the required wider carriageway widths and turning area requirements throughout the site and in particular through the car parking areas.

Public Transport

- Ensure an efficient pubic transport system serves the centre, with well located stop/interchange areas at major pedestrian focal areas or entrances. Route the buses to minimise the required wider carriageway widths through the car parking areas.

- Assess the requirements for a transport interchange. If required, ensure that it is situated in an appropriate location for its role and does not detrimentally affect the movement of pedestrians or vehicles.

6.6.4 Landscape and Open Space

Open Space Provision, Character and Image:

- Provide a series of landscaped open spaces throughout the site, well linked into the key pedestrian movement system, to provide relaxation, meeting and activity focal areas. Orient these to the north where possible and provide a recognisable visual theme for each space within a co-ordinated overall design approach.

- Give central spaces associated with the areas of more intense pedestrian activity a more "urban" character, with spaces associated with the links to the nearby open space areas and other low intensity community facilities a "softer" landscape orientation.

Landscape:

- Develop a landscape theme for the activity centre, including the street reserve areas, focussing on taller native and indigenous tree species with expansive low level shrub and grassed areas reminiscent of an "open plains" landscape.

- Retain existing attractive mature tree planting where possible.

- Undertake planting in accordance with a landscape master plan for the site in the short term to ensure attractive landscape edging to development at later stages.
- Introduce mature or near mature planting in the landscape areas where it is appropriate and practical.
- Underground power to the Derrimut Road frontage.
- Landscape Heaths Road, Derrimut Road and Barber Drive in accordance with an integrated landscape master plan, with tree planting located as indicated in the sections accompanying the physical framework plan.
- Include generally clean stemmed higher canopy tree planting to car parking areas for shade and to ensure clear vision below for pedestrian safety.
- Select a theme and elements for an integrated street furniture theme for the total activity centre, and commence implementation in a staged manner in the shorter term.
- Ensure all landscaped areas are adequately lit. In particular, install low glare heavy bollard lighting in addition to low glare baffled overhead lighting in open car parks to provide safe movement and to deter vandals.
- Ensure that a proper maintenance program, with associate works (eg. watering system in some areas) is established to provide for the growth and upkeep of the landscape areas.

6.7 DEMONSTRATION OF CONFORMITY WITH STRUCTURE PLAN

Any major development proposal for the Werribee Plaza centre should be accompanied by a report detailing how the proposal conforms with the various Structure Plan elements.

7.0 PLANNING CONTROL FRAMEWORK

The Structure Plan sets out the policy and design framework for the long term development of Werribee Plaza, but the existing planning controls do not provide for its implementation. The expansion of the gross lettable floor area at the site, which is currently controlled by a site specific control, and the development of the western portion of the land (currently zoned Reserved Living) for shops,both require a Planning Scheme Amendment.

It is appropriate to review the Planning Control Framework in the context of the changes required to the Planning Scheme, and the preparation of the Structure Plan for the Werribee Plaza site.

7.1 FORMULATION OF PLANNING CONTROL FRAMEWORK

In reviewing and formulating the Planning Control Framework appropriate for the implementation of the Werribee Plaza Structure Plan the issues examined included:

- the nature of the existing zoning provisions that currently cover the centre under the Werribee Planning Scheme;
- the existing approved development at the site, and the future development proposed;
- the implications of the various state, metropolitan and local planning policies and strategies that relate to activity centres, in particular the Werribee Growth Area Activity Centres Strategy;
- the elements of the planning controls, and their statutory or policy nature;
- the framework provided by the Structure Plan for the future development of Werribee Plaza (i.e. short and long term), and how it relates to adjoining land;
- the staged development proposed for Werribee Plaza, and the recognition that appropriate market thresholds will guide the timing of the staged development;
- the requirement of the Minister's Direction for the Werribee Growth Area that a planning scheme amendment must give effect to the Local Structure Plan covering the affected land;
- the opportunity available to all interested parties, through consultation and submissions in relation to the Werribee Plaza Structure Plan, to comment on the proposals for the short and long term development of Werribee Plaza as part of the Structure Plan process;
- the option available to include the Structure Plan as part of the Planning Scheme itself (i.e. an incorporated document); and

- site specific controls that will apply to the site.

7.2 RECOMMENDED PLANNING CONTROL FRAMEWORK

The existing Planning Control Framework needs to be amended to take account of the expansion that has been identified as appropriate for Werribee Plaza, and the Structure Plan, which provides the detailed framework for the future development at Werribee Plaza. It is considered appropriate to also amend other aspects of this framework.

The parameters for the recommended planning control framework are outlined below.

- A statutory planning control framework is required which gives effect to the Werribee Plaza Structure Plan. It should set the limits for the long term development of the centre (i.e. Gross Leasable Floor Area) in accordance with the recommendations included in the Structure Plan, which have in turn been based on the Werribee Growth Area Activity Centres Strategy. The controls should set out the parameters and objectives by which development proposals would be assessed by the Responsible Authority.

- Development proposals which are generally consistent with the provisions and objectives of the approved Structure Plan should not require a separate planning permit, but rather be subject to the satisfaction of the Responsible Authority (i.e. Council), using a Development Plan approach.

- The commercially zoned area has to be extended to coincide with the area identified by the Structure Plan for Werribee Plaza in the long term.

- Site specific controls should be retained to clearly identify and control the long term limit for the Gross Leasable Floor Area at the site and car parking requirements, in accordance with the Structure Plan. These controls also need to take account of the staging of development at the site, which is provided for in the Structure Plan. Also, the site specific controls should make provision for an agreement between the proponent and the responsible authority that appropriate market thresholds will provide the basis for the timing of each stage of the development.

- It is appropriate to provide the Responsible Authority with the flexibility or discretion to consider proposals which do not strictly comply with the Structure Plan, provided they are minor proposals which do not conflict with the objectives of the plan. These proposals should be subject to a planning permit, as they are not part of the approved long term development plan for the site, and would need to be considered in relation to how they impact on the Structure Plan for the centre, as well as on their individual merits.

- The inclusion of the Structure Plan as an incorporated document in the Planning Scheme, providing all parties with certainty as to the parameters for the long term future development of Werribee Plaza.

As the Structure Plan provides the policy (i.e. objectives), and physical framework for the long term development at Werribee Plaza, and it is proposed to be an incorporated document, it will be a document which Council is required to consider as a guide when assessing all development and use proposals for the site. All proposals must be considered in relation to land use, urban design and traffic and parking implications.

The Structure Plan identifies the amount of gross ***leasable*** floor area at each stage of development, based on the Werribee Growth Area Activity Centres Strategy, and the parameters or limits for the built form of the centre via the Physical Framework Plan. The Physical Framework Plan sets out the physical limits for the future development of the centre, including:

- height and extent of built form;
- transport, parking and accessibility framework; and
- edge treatments, landscaping and visual screening.

As non-retail uses other than a bank, TAB Agency or Electoral Office require separate planning approval it is not necessary to include an upper limit on the floor area of non-retail uses. The ultimate size of the Werribee Plaza centre as a whole will be controlled by the Physical Framework Plan, the limit placed on the gross ***leasable***floor area, the provision of car parking to service various uses, and the objectives set out in the Structure Plan. The planning control provisions proposed will require that these objectives are taken into account when future development proposals are considered. These also take account of the relationship between Werribee Plaza and the adjoining land uses, and the transport network.

Retaining the option to provide Council with the flexibility or discretion to consider development proposals which are not totally consistent with the Structure Plan is considered important to take account of changing circumstances. While such proposals should only be contemplated if they involve minor amendments, and do not conflict with the overall objectives of the Structure Plan, it is considered important to retain some level of flexibility.

The Planning Controls related to Werribee Plaza are now in the new format Wyndham Planning Scheme.

The Local Planning Policy Framework recognises the regional centre role of the shopping centre in the regional activity centre hierarchy.

The Business 1 zone recognises the intensive development of this commercial site.
The ultimate level of development is controlled by the Schedule to the zone (70,000 sq.m.)

The Structure Plan defines the required site planning and building envelope standards, as an incorporated document under the planning scheme.

A permit has been issued for Stage 2 development up to 49,000 sq.m. and ultimate development to 70,000 sq.m.
Council approval of actual buildings and works is via endorsement of a Development Plan, which can be approved in stages, and amended.

8.0 IMPLEMENTATION STRATEGY

The implementation strategy for the Structure Plan includes the following elements:

- The exhibition of the Structure Plan ***or any amendments to it to*** ensure comprehensive community evaluation and comment;
- the preparation and concurrent exhibition of a planning scheme amendment to facilitate the implementation of the Structure Plan;
- the preparation and exhibition of the legal agreement between the landowner and responsible authority regarding the requirements (i.e. appropriate market thresholds) for each stage of the development;
- the adoption of the Structure Plan as Council Policy;
- the adoption of the planning scheme amendment which rezones the western portion of the site, incorporates the Structure Plan into the Planning Scheme, and amends the site specific controls relating to Werribee Plaza; ***(Am L56) plus the rezoning of the north-western portion of the site (AM C40)***
- the lodgement of the Structure Plan and the planning scheme amendment with the Minister for approval, in accordance with the Minister's Direction for the Werribee Growth Area;
- the Gazettal of the Planning Scheme Amendment; and
- the staged development of Werribee Plaza in accordance with the objectives of the Structure Plan.

As indicated above, to facilitate the implementation of the Structure Plan for the future development of Werribee Plaza a planning scheme amendment is required. The two issues requiring the planning scheme amendment for the implementation of the Structure Plan to proceed are:

- the rezoning of the western portion of the Werribee Plaza site from Reserved Living to Restricted Business ***(now Business 1)***; and
- amending the site specific control for shop conditions as they relate to the Werribee Plaza site (i.e. the limit on gross***leasable*** floor area, and the requirements for the provision of car parking).

The Minister's Direction for the Werribee Growth Area requires that an amendment for land within the Werribee Growth Area must give effect to the Structure Plan for the subject land.

While the inclusion of the Structure Plan in the Planning Scheme as an incorporated document is not essential for the implementation of the Structure Plan, it is considered appropriate for Werribee Plaza to provide certainty over the long term for all parties.

As all of the above elements are interrelated with the future development of Werribee Plaza in accordance with the objectives and parameters set out in the Structure Plan, it is appropriate that they are all dealt with as part of the one exhibition and amendment process to eliminate duplication and delays.

The original Structure Plan dated April 1993 and amended in December 1993 to reflect recommendations of the independent panel (Am L56) adopted by Council, is now an incorporated document under Wyndham Planning Scheme (Cl. 81)

As such it can only be amended ***as part of a formal planning scheme amendment*** process.
The updated planning control framework and the incorporation of the two northern lots and No 87 Barber Drive into the shopping centres site requires consequential revisions to the Structure Plan (see ***particularly*** Section 2.4, 3.1, 6.4, 6.5, 7.2 & 8.0) to reflect a new control regime and new site layout and building envelopes proposed under Stage 2 and subsequent stages of development.

After the amendment has been implemented, any development at Werribee Plaza will be subject to the approval of a development plan by the responsible authority (i.e. Wyndham City Council).

APPENDICES

APPENDIX 1: RETAIL CONTEXT

A1.1 Werribee Plaza in the retail hierarchy

In both local and metropolitan commercial centre hierarchies, Werribee Plaza performs a sub–regional role, and is the largest retail centre in the City of Werribee. Business services are less well provided. Some 27,800m^2 of floorspace is devoted to retailing, while there is about 3,400m^2 of offices and services. Pedestrian volumes within the centre increased from 120,000 per week soon after opening, to about 175,000 per week in 1991.[4]

Other centres in the district include Werribee itself, the main commercial and services centre with a large retail focus as well. The next largest centre is Hoppers Crossing, about one kilometre east of Werribee Plaza next to the railway line. This centre includes a stand-alone complex with a Safeway and variety store, and a strip shopping area. It is oriented toward daily and weekly household shopping needs. The only other centres are neighbourhood based, such as at Woodville Park and Wyndham Vale. These cater only for daily shopping needs, with a combined total floorspace of only 15,000m^2.

Table A1.1 Other Centres in the City of Werribee

Centre	Floorspace (m^2)				
	Retail	Other	Total	% retail	% of total
Werribee Plaza	29,000	8,533	37,533	77	35
Werribee	23,240	19,170	42,410	55	39
Hoppers Crossing	13,021	0	13,021	100	12
Other centres	9,100	5,900	15,000	61	14
Total	74,361	33,603	108,064	69	100

Source: Activity Centres Strategy, Table 3.2 p.23

Table A1.1 shows the retail floorspace by location in the city of Werribee. Werribee and Werribee Plaza are clearly the main retail centres. A full description of the location, size, content and role of existing and formally proposed retail centres in Werribee is contained in the Activity Centres Strategy. According to this report, Werribee Plaza will retain and expand it's role as the main retail centre in the municipality. New activity centres will be restricted in their role to providing for immediate shopping needs and will be neighbourhood based.

In the context of the surrounding regional and sub-regional centres, notably Werribee, Altona Gate and Highpoint West, there is no requirement for another regional or sub–regional centre to be established in the City of Werribee.

A1.2 Use of other centres

The role of Werribee Plaza in the retail hierarchy is demonstrated by the extent to which shoppers at the centre also use other retail areas, the proportion of their shopping they do at Werribee Plaza and the types of goods they purchase there.

[4] Activity Centres Strategy 1991, p

The most commonly used other centres are Werribee (44% of shoppers at Werribee Plaza regularly shopped there), Highpoint West (46%) and Hoppers Crossing (42%). Melbourne City, with 29%, Altona Gate (20%) and Footscray (15%) are also fairly popular shopping destinations. Table A1.2 shows the proportion of survey respondents who used each of these other centres on a regular basis. Half of all respondents use smaller centres regularly, including 7% who use Geelong.

Shoppers who also go to Werribee or Hoppers Crossing are likely to be fairly regular customers at these centres. For example, 44% of those who go to Werribee use the centre at least once a week. For the centres outside Werribee which are visited regularly by a significant number of respondents, the frequency of visits is far less. Two thirds of shoppers who also use Footscray or Highpoint West go to these centres less than once a month.

Table A1.2 Frequency of Visits to Other Centres

Centre	Other centres used regularly	Percentage of respondents using centre:				
		> once a week	Once a week	Once a fortnight	About once a month	Less frequently
Werribee Plaza	100	53	29	9	4	5
Werribee District Centre	44	44	33	15	8	1
Hoppers Crossing	42	35	40	12	8	3
Highpoint West	46	6	7	21	33	33
Footscray	15	9	4	15	35	35
Melbourne	29	14	5	15	28	40
Altona Gate	20	8	19	19	29	25
All centres	50	26	18	14	18	20

Source: Werribee Plaza In-centre Survey, September 1992

A1.3 Frequency of shopping, trip purpose and expenditure patterns

Over half of the respondents shopped at Werribee Plaza at least once a week; only 18% shopped there less than once a week. This indicates that the centre is a strong attraction for both daily and weekly shopping trips. Shopping was the main purpose of the trip for 74% of respondents, followed by personal business (10%) and browsing and leisure (9%) (Table A1.3). This reflects the range of shopping and leisure opportunities currently available at the centre, and indicates some potential to expand recreation and service facilities.

Table A1.3 Trip Purpose to Werribee Plaza

Purpose	% of shoppers
Shopping	74
Personal business	10
Browsing/leisure/entertainment	9
Other	7

Source: Werribee Plaza In-centre Survey, September 1992

Table A1.4 shows the main stores visited by shoppers. The most popular store visited by survey respondents was K Mart (65% of all shoppers), followed by the market (33%) and Franklins (25%). The Coles supermarket attracted 16% of respondents. On average, shoppers had at least two main destinations at the centre.

Table A1.4 Main Stores Visited at Werribee Plaza

Purpose	% of shoppers
Coles	16
K Mart	65
Billy Guyatt's	7
Franklins	25
McEwans	12
Market	33
Other	56

Source: Werribee Plaza In-Centre Survey, September 1992

About one-half of respondents spent only up to a quarter of their total shopping expenditure at Werribee Plaza, while about one-quarter spent over 75% of their shopping dollar at the centre. 18% of respondents intended to spend only $5 to $10 on the day they were interviewed; 26% $11 to $40, and 28% between $41 and $100. The average amount spent was about $70. Adult singles spent the most on average ($92), followed by those from middle family household structures ($90). Young singles spent the least, with $23 on average. Table A1.5 shows the proportion of shopping expenditure by the types of goods being purchased for Werribee Plaza.

Table A1.5 Proportion of Shopping Expenditure at Werribee Plaza

Purpose	Daily	Weekly	Clothes & shoes	Small h'hold	Large h'hold	Personal services	TOTAL
None	44	26	14	22	47	45	29
Up to a quarter	16	8	25	23	15	15	20
Quarter to a half	7	6	18	12	9	10	14
Half to three-quarters	5	6	12	11	7	3	11
More than three-quarters	27	54	32	32	23	27	27

Source: Werribee Plaza In-centre Survey, September 1992

A1.4 Catchment Area and Market Share

Identification of the catchment area for Werribee Plaza is vital to enable an examination of the demographic and economic characteristics of shoppers at the centre and assess their retail needs. The catchment area for Werribee Plaza has been determined by examining the results of the in-centre survey, and considering the geography of the Werribee area. Survey questions relating to catchment area definition included the distance travelled to the centre and suburb of origin. The Activity Centres Strategy contains a detailed evaluation of the catchment area for Werribee Plaza [5], and in-centre survey results were used to confirm these data.

The great majority of shoppers (84%) came from home. Over three-quarters (78%) of shoppers came from the Hoppers Crossing or Werribee area; another 9% came from Laverton and Altona Meadows (Table A1.6). Both these areas are self contained suburbs. Laverton and Altona Meadows are a similar distance from Altona Gate shopping centre as from Werribee Plaza, but have good access to Werribee via the freeway.

5 p.66

Table A1.6 Suburb of Origin

Suburb	% of shoppers
Laverton & Altona Meadows	9
Hoppers Crossing	34
Werribee & Wyndham Vale	44
Altona	1
Other suburbs	12

Source: Werribee Plaza In-centre Survey, September 1992

Table A1.7 shows the trip distance to the centre. Correlating with the suburb of origin data, 38% of respondents came from less than two kilometres away and only 17% travelled more than ten kilometres to reach Werribee Plaza. The average distance travelled was 6.3 km. Two thirds of respondents came from within five kilometres of the centre. In the Werribee context, this shows that relatively few shoppers come from outside the Werribee area.

Table A1.7 Trip Distance to Centre

Trip distance	% of shoppers
Less than one kilometre	12
One to two kilometres	26
Three to five kilometres	28
Six to ten kilometres	17
More than ten kilometres	17

Source: Werribee Plaza In-centre Survey, September 1992

The majority of those in family household structures averaged under six kilometres trip distance, while adult singles and retirees often came from much further away. Young singles were the most local shoppers, with an average trip length of less than four kilometres.

The *core catchment* area for Werribee Plaza has been defined as Hoppers Crossing, Wyndham Vale and that part of Werribee to the northwest of the railway line. Nearly three-quarters of all shoppers interviewed lived in this area, including 87% of shoppers who attended Werribee Plaza more than once per week.

The *peripheral catchment* area comprises two distinct areas; Laverton and Altona Meadows, and Werribee south of the railway line. Residents in the first area do not have local access to a large shopping centre, while those in Werribee virtually have to travel through Werribee itself to get to Werribee Plaza, and so generally shop at Werribee. About 10% of respondents lived in the peripheral trade area, while a further 14% of respondents lived beyond it. Only half of this last group - 23 people - went to Werribee Plaza once a week or more. The core and peripheral trade areas are indicated on Plan 4 in the main text. Overall, the trade area encompasses virtually all of the municipality and little outside it. Other areas from which Werribee Plaza draws custom are Altona, Bacchus Marsh and Melton, but these form a very minor part of the total catchment.

The Activity Centre Strategy supports these results, as shown in Table A1.8. Data from this report indicated that Werribee Plaza has a 43.9% market share in Hoppers Crossing and 30.8% in other parts of Werribee north of the railway - the two areas included as the core catchment. In the peripheral catchment areas of Laverton and Werribee South, the centre

commands between 20% and 25% market share. According the the Activity Centres Strategy, Werribee Plaza captures 34.3% of total retail expenditure in the municipality.

Table A1.8 Market Share by Locality

Locality	Market share
Laverton	23.7%
Hoppers Crossing	43.9%
Werribee north	30.8%
Werribee south	20.3%

Source: Werribee Growth Area Activity Centres Strategy, Ratio 1991.

Table A1.9 shows the expenditure capture by commodity group. Werribee Plaza's share is particularly high for household goods, and lowest for food and groceries, where it has the strongest competition from Werribee and Hoppers Crossing. Nevertheless, as discussed later in the market analysis, it is in the areas of household goods and higher order comparison shopping that Werribee as a whole experiences the highest rate of escape expenditure. This suggests a lack of provision of such retail outlets, a gap which future development at Werribee Plaza should aim to fill.

Table A1.9 Expenditure Capture

Commodity Group	Expenditure Capture
Food & groceries	29.1%
Clothing & footwear	31.7%
Household goods	42.0%
TOTAL:	34.3%

Source: Werribee Growth Area Activity Centres Strategy, Ratio 1991.

A1.5 Impact Assessment

Catchment Area

The catchment area for the centre is expected to remain similar in a locational sense, although it will expand in size and population as Werribee grows. Residential developments in Werribee South are unlikely to become part of the core trade area unless another railway crossing is built. Similarly, new development in the Wyndham Vale area may not become part of the core, even when Heaths Road is fully upgraded with a new bridge over the Werribee River.

Laverton will remain part of the peripheral trade area, but other parts of Altona are unlikely to become part of the peripheral trade area because of the strength of Highpoint West and Altona Gate as regional and sub-regional activity centres extending their sphere of influence to this area in the future as they do currently.

Market Analysis

The market analysis draws on data contained in the Activity Centre Strategy. The core catchment area had a population of 49,531 in 1991, and the peripheral area 38,265. Table A.1.10 shows population and expenditure details. Expenditure on commodities was $228m within the urban area of the City of Werribee - roughly equivalent to the core and peripheral trade areas for Werribee Plaza. This was $14,135 per household per annum. Escape

expenditure from the City comprised a further $58m, or 20% of the total. This was directed mainly at Highpoint (24%) and Melbourne city (19%).

Escape expenditure is far higher for clothing and footwear (37%) than for food (11%) or other household goods (25%), suggesting that Werribee is adequately supplied with food and grocery retail opportunities but lacking in outlets of higher order or comparison goods. Escape expenditure would be expected to remain similar as a percentage of total expenditure while a high proportion of workers from the City travel outside the municipality to their jobs, and while Werribee lacks a department store and a wider range of specialty shops. The proposed development at Werribee Plaza would redress the paucity of such retail opportunities in the City, in line with the Council's desire for the centre to develop as the primary retail location within the municipality.

Table A.1.10 Population, Households and Expenditure

Year	Core *(market share 38%)*		Periphery *(market share 22%)*	
	Population	Households	Population	Households
1986	34,192	9,872	31,269	8,685
1991	49,531	14,459	38,265	11,254
1996 (est)	65,891	19,965	49,362	14,958
2001 (est)	82,251	24,659	60,459	18,893
	Core expenditure ($ million)		Periphery expenditure ($ million)	
1991	204	77.5	159	35.0
2001	282	107.2	211	46.4
2011	349	132.6	267	58.7

Source: ABS Census, 1986 and 1991; Activity Centre Strategy 1991.

Applying a general average turnover figure of $4,100psm, which was the turnover figure determined by Ratio for Werribee Plaza, it is estimated that there is sufficient expenditure to support 27,400m^2 of retail floorspace at Werribee Plaza. However, as discussed earlier, there are reasons why significant levels of escape expenditure will continue for some time.

Table A.1.11shows the estimated levels of sustainable floorspace in Werribee over the next 20 years, and at Werribee Plaza, assuming a gradual increase in it's overall market share of retail expenditure within the City. It assumes that retail spending will remain the same in real terms over the next twenty years, which is a conservative estimate for Werribee as the levels of disposable income will probably increase over this period. It also assumes that the retail mix at the Plaza remains similar; clearly, the addition of retail components including a department store would increase the overall market capture by Werribee Plaza within its trade area.

Table A1.11 Sustainable Additional Retail Floorspace

	City of Werribee - New floorspace ('000 m^2)			Werribee Plaza	Werribee Plaza - New floorspace ('000 m^2)		
	20% escape	10% escape	No escape	Market share	20% escape	10% escape	No escape
1991	0	7	14	34%	0	2	5
2001	45	58	71	38%	17	22	27
2011	89	107	125	42%	37	45	53

Source: Activity Centre Strategy

The market share is assumed to increase in 2001 to 38%, and 42% in 2011. These figures reflect the shifting distribution of population within the municipality, with substantial new developments to the north of the centre augmenting it's core trade area.

Ratio recommended that Werribee Plaza be allocated 20,000 of the 58,000 recommended increase in gross lettable floorspace over 1991 - 2001. Table A.1.12 reproduces in summary form their Table 7.4 (p.107). Enabling the centre to expand its retail component by up to 20,000m^2 is warranted on the basis of additional expenditure capacity from the trade area over that period, much of which would otherwise escape to centres beyond the City of Werribee.

The long term potential additional floor area is dependent on future population growth. Ratio suggested an additional 41,000m^2 would be warranted by 2011, while our floorspace analysis suggests 37,000m^2 would be appropriate. The exact figure is unimportant at this stage, as their order of magnitude is the same, and an expansion of that scale would be commensurate with the proposed role of the centre in a municipality of over 160,000 people.

Table A.1.12 Sustainable Floorspace at Werribee Plaza

Year	Retail	Services	Offices	Entertainment	Total
1991	29,000	4,000	247	1,000	34,247
2001	49,000	5,000	2,000	5,000	61,000
2011	70,000	7,000	3,000	7,000	87,000

Source: Activity Centre Strategy

The impact on retail sales at other centres would be minimal, as under the recommendations adopted by the Council form the Activity Centres Strategy, and based on the analysis of market demand provided in that report and confirmed above, there is sufficient demand to justify expansion of the centre by the order given in Table 5.13 without detriment to other centres, whether existing or formally proposed. Subject to individual structure plans, existing centres will not be expanding significantly in their extent or role, so that additional expenditure would be directed towards Werribee Plaza, while other centres would maintain their turnover in real terms. New centres designed for daily shopping needs would be local and convenience centres only.

The context of other centres would not be expected to change; they are more likely to be reinforced as daily and convenience shopping locations while Werribee Plaza is perceived as a larger centre for comparison shopping, which other centres do not offer and which Werribee Plaza needs to offer but is insufficient at present.

The impact on the retail hierarchy would therefore be as desired by Council and approved in relevant policies and strategies as discussed in Chapter 2. Werribee Plaza would be

reinforced as the dominant retail centre, performing a sub-regional to regional role, by providing an improved retail environment offering more comparison shopping and choice of goods in the catchment area than is available at present.

APPENDIX 2: DEMOGRAPHIC CHARACTERISTICS

A2.1 Population Trends and Projections

As shown in Table A2.1, the total population of the core and peripheral catchments is currently 87,796 (ABS, 1991). The core area experienced an increase in total population of approximately 45% in the intercensal period from 1986 to 1991. Population growth over the same period for the peripheral catchment was less dramatic, at 22% significantly slower than that of both the core area and the City of Werribee since 1986, but still faster than the metropolitan average.

Table A2.1 Population and Household Numbers

Year	Core		Periphery		Total catchment	
	Population	Households	Population	Households	Population	Households
1986	34,192	9,872	31,269	8,685	65,461	18,557
1991	49,531	14,459	38,265	11,254	87,796	25,713
1996 (est)	65,891	19,965	49,362	14,958	115,253	34,923
2001 (est)	82,251	24,659	60,459	18,893	142,710	43,552

Source: ABS Census, 1986 and 1991.

Figure A2.1 illustrates past trends and projected growth in total population both within the core and peripheral catchment areas. The chart illustrates the steady, rapid rate at which the core catchment population has grown, and is projected to continue growing. The core catchment has a greater population than the periphery, and is also growing more rapidly as new subdivisions open up to the north and west of Werribee Plaza.

The Activity Centre Strategy contained detailed population projections, which have been used as the basis for estimating future population levels in the core and peripheral catchment areas. Their findings, based on a detailed analysis of land release estimates, are supported by Department of Treasury[6] projections. Population increases are projected to continue through to 2001, and the City of Werribee will continue to grow past the year 2010, reaching a population of 111,000 by 2001. The core trade area is projected to double in population, with an additional 30,000 persons (10,000 households) in the decade to 2001. The peripheral trade area is projected to grow at a rate of 74% over the same period. The estimated additional population within the total catchment area from 1991 to 2001 is approximately 55,000 persons, or 17,000 households.

A2.2 Household and Population Characteristics

Table A2.2 compares the household structure in the core trade area, the peripheral trade area, and Melbourne as a whole. Households in Werribee are relatively biased toward couples with younger children, especially in the core catchment area where almost half of all households are of this type. There are relatively few single person or related adult households. The periphery, which comprises more established areas around Werribee District Centre and Laverton, has a higher than average proportion of couples with older children, while the core catchment has a lower than average representation.

6 *(DIP #5, October 1991)*

Table A2.2 Household Type

	Core area	Periphery	MSD
Couple only	21%	23%	23%
Single	7%	11%	20%
Couple with younger child/ren	49%	36%	29%
Couple with older child/ren	16%	20%	18%
Related adults	2%	4%	5%
Parent and child/ren	5%	5%	6%

Source: ABS Census, 1986 and 1991. % given as proportion of total "households" & "single" represents the total difference between total "families" and "households"

The age structure of the catchment indicates a young population by metropolitan standards, and an age distribution typical of a relatively newly developed, rapidly growing area (Table A2.3). There is a relatively low proportion of residents in the age cohort of 45 years and over, while the majority of the population (55%) is aged between 15 and 44 years.

There is a higher than metropolitan average proportion of persons aged under 15. In 1986 one third of the population in the core trade area was under the age of 15, compared to 5% over the age of 60. Although the period from 1986 to 1991 has shown a slight decrease in the young child population, and an even slighter increase in the over 60 age, the predominant groupings remain young adults and persons approaching middle age.

Table A2.3 Age Structure

Year	Age (%)					
		0-14	15-29	30-44	45-59	60+
1986	MSD	22%	26%	23%	15%	14%
	Core	33%	25%	28%	9%	5%
	Periphery	26%	29%	23%	13%	9%
1991	MSD	21%	26%	24%	15%	15%
	Core	29%	27%	28%	10%	6%
	Periphery	25%	27%	25%	13%	10%

Source: ABS Census, 1986 and 1991.

Table A2.4 Stage in Family Life Cycle

Stage	Percentage of Households			
	1986	1991	1986	1991
Young Family	30%	29%	31%	28%
Middle Family	36%	32%	26%	27%
Mature Family	17%	21%	17%	19%
Late Family	17%	18%	26%	26%

Source: ABS Census, 1986 and 1991 and Wilson Sayer Core Demograph Model

The distribution of households within the catchment by stages in family life cycle reflects this relatively young population and bias toward family structure of couple with young child(ren). The catchment has a higher proportion of households in the young to middle stages of the family life cycle than is the case for Melbourne as a whole.

It is instructive to compare catchment demographics with those of the actual respondents to the in-centre survey, to see whether the typical resident in the area has similar characteristics to the typical shopper at the centre. Table A2.5 shows the household structure for

respondents and reflects the young, family oriented nature of Werribee residents. Almost 40% of shoppers were in a young family household structure, while equal number were in middle or mature family households.

Table A2.5 Household Structure

	% of shoppers
Young family	39
Middle family	20
Mature family	19
Late family	8
Single	11
Group	2

Source: Werribee Plaza In-centre Survey, September 1992 (n = 301)

Table A2.6 shows the age structure; 43% of respondents were aged under 31, while only 17% were older then 45. The 21 to 30 year age group tend to use Werribee and Highpoint West more regularly than other age groups, while the 31 to 45 year olds are relatively regular shoppers at Hoppers Crossing and to a lesser extent Werribee. Again, the mix reflects the general age structure of the catchment, allowing for the fact that shoppers for a household are likely to be young to middle aged adults, if there is a choice of shoppers within the household.

Table A2.6 Age Structure

	% of shoppers
15 to 20	11
21 to 30	32
31 to 45	41
46 to 60	9
Over 60	8

Source: Werribee Plaza In-centre Survey, September 1992

Families living in this area will therefore generate a high demand for food and clothing requirements in particular. There will also tend to be a strong requirement for children's services, including child care and educational services. Teenagers also comprise a significant proportion of the population and they are likely to require leisure facilities and affordable fashion clothing.

A2.3 Socioeconomic Characteristics

Preceding discussion has identified the extent and general population structure of the catchment areas. Retail, community and commercial needs of the resident population will also depend on the socioeconomic characteristics of residents in the area.

Table A2.7 shows the resident occupations within the catchment areas and the metropolitan area as a whole. Upper white collar workers include managers, administrators and professionals, while lower white collar workers are taken to include those with jobs in para-professional, clerical or sales and personal services areas. Blue collar occupations include tradespeople, plant and machine operators and labourers. The total catchment area has a much higher proportion of it's resident workforce in lower white collar jobs than the average for Melbourne. In addition, there is a marginally higher proportion of the resident workforce

employed in blue collar occupations, and a correspondingly lower proportion in upper white collar jobs.

Table A2.7 Occupation of Residents, 1986

Occupation group	Core	Periphery	MSD
Upper white collar	16%	14%	29%
Lower white collar	42%	37%	31%
Blue collar	42%	48%	40%

Source: ABS (% of total stated professions)

The bias towards lower white collar and blue collar employment emphasises the need for more comparison shopping and a department and/or variety store, but a limited need for a wide range of retailers selling specialty or upmarket products. Residents in these occupational categories will be price perceptive. They will continue to spend a large proportion of available household expenditure on food, small household items and clothing (particularly children's clothing).

Table A2.8 shows that the percentage of core area population in the labour force is lower than the average for the whole catchment, although the number of females as a percentage of the whole labour force is roughly constant throughout. This supports the observation that the majority of shoppers are women, who have particular needs for changing and childcare facilities, and ease of pedestrian access to and around the centre.

Table A2.8 Labour Force Participation, 1986

	Labour force	Population	% of the population in labour force	Females as a percent of the labour force
Core	16,106	49,531	33	39
Periphery - Laverton	11,044	26,699	41	37
Periphery - Werribee	4,320	11,566	37	39
Total	31,470	87,796	36	38

Source: ABS.

Table A2.9 shows car ownership rates. Households within the catchment have a higher average rate of car ownership than Melbourne generally, emphasised by the fact that there is both a lower proportion of households with no car; and a significantly higher proportion of households with two cars. These rates reflect the location of Werribee on the fringes of the metropolitan area, the relatively high distances required to travel from home to most activities, and the provision of public transport in the area. It also demonstrates that almost all households have at least one car, suggesting that access to a centre such as Werribee Plaza would be convenient.

However, two-thirds of survey respondents were female, suggesting that females are primarily responsible for household shopping in the Werribee area. Given that in one car households a male worker commonly controls access to the car, shopper access to vehicles may be poor at certain times of the day.

Table A2.9 Vehicles per Household, 1986

Households with:	Core	Periphery	MSD
No car	4%	6%	13%
1 car	38%	41%	40%
2 cars	47%	41%	35%
3+cars	10%	12%	11%
Total Cars	16,100	15,500	1,426m
Total Households	9,797	9,510	0.96m
Average Cars Per Household	1.64	1.63	1.48

Source: ABS. Figures given as % of total households.

Levels of mobility are currently high, however, a substantial proportion of the population are teenagers who are less mobile and are more likely to rely on public transport access to activity centres, such as Werribee Plaza. This centre will play an important role for this age group, who rely on it for entertainment.

The nature of dwelling type and occupancy also indicates general economic situation of residents and influences the mix of retail and service components required in an area. Whereas levels of actual home ownership are lower in both the core and peripheral study areas than for metropolitan Melbourne, nearly two-thirds (61%) of all dwellings in the core trade area, and 40% in the periphery, are being purchased, compared to 34% for the metropolitan area (Table A2.10). There is probably a high percentage of first home buyers in the study area. The high proportion of households in the "purchaser" category, combined with the total number of home "owners" indicate a potentially higher than average degree of outright home ownership; a total of 84% of the core and 76% of the periphery, compared 72% for Melbourne as a whole.

Table A2.10 Nature of Dwellings and Occupancy, 1986

	Core (%)	Periphery (%)	MSD (%)
Nature of Occupancy			
Owned	23%	36%	38%
Being Purchased	61%	40%	34%
Rented - Government	4%	7%	4%
Rented - Private	9%	13%	18%
Other and Not Stated	3%	5%	6%
Nature of Dwelling			
Separate house or semi-detached	95%	90%	77%
Medium density	4%	7%	23%

Source: ABS

The great majority of the housing stock is detached dwellings. This implies a relatively low population density and an ongoing reliance on the car as a mode of transport.

As shown in Table A2.11, household income levels in the core area especially, but also in the periphery and City of Werribee, are noticeably higher than for metropolitan Melbourne. As a consequence retail expenditure capacity is likely to be relatively high, although this has to be tempered by the constraints on actual discretionary income affecting those still in the early stages of repaying housing mortgages. However, as the population structure matures, the amount of discretionary income will increase.

Table A2.11 Household Income, 1986

Household Income	$0-12,000	$12,001-22,000	$22,001-32,000	$32,001-50,000	$50,001+	Median
Core	8.9%	21.4%	26.6%	33.3%	9.8%	$29,600
Periphery	14.8%	24.1%	24.3%	26.6%	10.2%	$26,550
Werribee	10.9%	22.7%	26.1%	30.2%	10.0%	$27,658
M.S.D.	20.9%	23.1%	20.4%	23.3%	12.3%	$25,609

Source: ABS

APPENDIX 3: ATTITUDES AND OPINIONS ABOUT WERRIBEE PLAZA

An increasingly important aspect of activity centres is their role as community and entertainment centres. Formerly retail dominated centres are diversifying to include an appropriate mix of leisure and entertainment activities as well as council run facilities. Centre design is now an integral feature of activity centre developments, to maximise the amenity of centres for their users and ensure that building structures and associated infrastructure are in harmony with surrounding activities.

The attitudes and opinions of survey respondents and participants in discussion groups about Werribee Plaza are therefore important in an assessment of the level of amenity to which the centre is currently performing and the appropriateness of the retail mix, and suggesting areas for improvement.

A3.1 Survey Respondents

When a list of features was put to the survey respondents (including teenagers), other than the poor public transport and pedestrian access to the centre, three features were rated either poorly or very poorly by a significant percentage of the survey population. These were range of recreation and entertainment activities (37%); a place to meet and socialise (33%); and eating opportunities (25%). To a lesser degree the location and standard of toilet facilities and the suitability of the change rooms were also rated poorly by 19% and 12% of the survey respondents respectively.

Werribee Plaza is not regarded as a place to browse, meet friends or socialise. Unlike other centres such as Highpoint West or Altona Gate, the centre currently does not have a strong community focus, nor does it offer a range of different activities, such as cafes, restaurants, meeting places for all the family, child care, cinemas and other leisure and entertainment activities. Hence, social opportunities are not maximised. The following words of the group discussion participants illustrate this:

> "There are only two cafes where you can sit down and have a meal."
>
> "At Altona Gate down below they have a complete food area- prepared meals or take-away meals. It's a food hall."
>
> "There is not anywhere at the Plaza where you can sit down with a couple of sandwiches."
>
> "At lunch time, you can't get a table at these cafes - you can't get in with your couple of kids and your shopping trolley because they are so small."
>
> "If you are talking about the Plaza being more of a social place, I would increase the food places - something like Highpoint."
>
> "There are always going to be families in the area so to make it more interesting they have to cater for families."
>
> "As the Plaza improves, people will come just for an outing so you need to have plenty of places for them to eat - nice meals."
>
> "The Plaza could have more Chinese restaurants - there's only one."
>
> "Sizzlers would be great at Werribee Plaza."

"Ensure plenty of rest areas with seats (both interior and exterior)."

"The sooner we get a cinema the better."

"Need meeting rooms. This place (Heathdale Community Centre) is always booked out."

"We need a drop in centre."

"A couple of pool tables would be good."

"There needs to be more for the teenagers to do. They concentrate on the children but not the teenagers."

"Apart from Blazers which only serves the 18-25 year olds, the Plaza does not serve the community well as a place to socialise."

"On Friday nights at the Plaza it might be better if they had some entertainment for the kids. You could go there as a family to do the shopping and dad could do the shopping while the little one looked at a clown, a juggler or something."

"Melbourne Central has child care while you do the shopping. Then you can be a bit more relaxed."

"I'd like to see an ice skating rink."

"We need a community meeting place or social club."

"I'd like to see an activity or pre-kinder group for three year olds at the centre."

"A disco for the 14 and 15 year olds is needed because Blazers is too old for youth."

Comments made during the discussion with regard to the toilets and change rooms included:

"It is very difficult to manoeuvre and turn left into the change rooms. That door is two feet from the other door."

"The doors are very hard to open. You have to get through three or four doors to get there."

"It is just too hard to push and if you've got a pram they are nearly impossible."

"The alley ways into the toilet block and into the market also look very crummy."

"My wife does not like going up the alley way to the toilet. If there are other people it is all right. She'd think twice if on her own."

"You wouldn't go to the toilets alone - no one would hear you if anything happened."

"It is very isolated in the corridors to the toilets."

Many shoppers found the baby change rooms as well as the toilets inaccessible. The long corridors to the public amenities were perceived as "unsafe" and "uninviting." This detracted from the pleasantness and general amenity of the shopping environment.

While shoppers, including teenagers, commented on their feelings of insecurity while accessing the toilets, when asked about the overall security and their personal safety in and around the centre, only 8% and 10% respectively of survey respondents rated these features of the Plaza poorly. However, during the group discussions some issues were highlighted in relation to the darkness of the car park at night, the large groups of teenagers who congregate in the centre who can intimidate shoppers, and the vandalism around the periphery of the centre and in the nearby residential areas. Residents would like to see "more

visible" security, particularly around the outside of the centre. If the entertainment activities - cinema, Tavern as well as library - are to be clustered together, management and security would have to work together to minimise any problems and make it a "safer" area for visitors. The following words of the discussants highlight their concerns:

> "The car park is very dark if you are shopping at night time."
>
> "On a Friday night when all the young kids get up there it is terrifying..."
>
> "Food Pus is a problem - young guys hang out there. My husband does not let me go on my own to Food Plus. You don't feel safe even if you park outside the store's door."
>
> "They need security guards to work outside the Plaza."
>
> "There are no patrols outside and I think that is necessary particularly for the ladies using the Plaza.
>
> "The location of the cinema near the library will be congested."
>
> "You get a lot of 16 and 17 year olds getting into Blazers - and if you were to look at the massive trail of destruction down Heaths Road of letter boxes, gardens, trees and shrubs -a cinema in that location may make it worse."

The highest rating features of the centre were the ease of moving around, the general condition of the centre and the ease of walking between the carpark and the centre. Each of these rated over four, on average, on a scale of one to five.

A3.2 Improvements to the Centre

Over two thirds (69%) of respondents thought that specific improvements for the centre would be desirable. Table A3.1 summarises the suggested improvements to the retail mix at the centre. The main improvements sought were a department store (24% of respondents with suggestions), a wider variety and range of specialist stores, including clothing (36%), a cinema (43%), another variety store (18%) and a Medicare office (16%). The most common general complaint was that the tiles in the centre were too slippery.

Table A3.1 Suggested Retail Improvements

Suggestion	% of shoppers
Department store	24
Variety store	18
More/better specialty shops	26
Wider range/variety clothing	19
More child/babywear stores	6
More food stores	7
Better eating areas	12
Entertainment opportunities	9
Cinema	43
Medicare office	16
Other	24

Source: Werribee Plaza In Centre Survey, September 1992

Werribee Plaza is perceived as just a shopping centre with little variety, "there's only one of every store." Consistent with the survey findings, a number of deficiencies in store mix, besides cafes, restaurants and food hall, were identified during the course of the discussions. These were:

- clothing: a broader mix in terms of price and quality for all age groups - teenagers named Sportsgirl, Country Road, JAG, Saba, Portmans;
- shoes;
- wool, material and craft shops;
- hot bread shop with external entrance;
- external entrance to newsagency;
- fish and chips;
- books e.g. Collins;
- chemist;
- sports store e.g. Surf'n'Ski;
- music store;
- house stores;
- Big W;
- Venture;
- Myer.

The following quotations substantiate this:

"There's no **choice for children**. There's no choice at all."

"For **children's clothes** you've only got K-Mart and there range is not good at all."

"You can't get **dresses for the middle aged, or middle price**. You have to go to Highpoint West or Altona Gate"

"They see we are just the western suburbs so we don't get quality."

"There are no **good quality dress shops**. For a person who is 18-24 in size you can't go there. They are all 12 or 14."

"There is no **range of clothing** in terms of **range** and **price**."

"They do not cater for **elderly people's clothes**."

"You have to go to the city for a ball dress."

"There are no good **quality shoes** like Footrest, only the very cheap... so you have to go further afield."

"The two shoe shops are together and they are identical to each other."

"There is no **material** shop in Werribee Plaza."

"We need a **book** shop - a Collins."

"We need a **school uniform** shop."

"There's not enough clothing. We need a **Big W**. We need a **Myer**."

"**A Venture** would be nice - that's good for kids - good middle of the range clothing for children."

"If you want to go to Myer you have to go to Geelong, Highpoint or the city."

"A Myer would be marvellous - it caters for all prices and tastes. Myer Geelong is a small store but it still has a reasonable variety."

"There's only one **chemist**. There is no competition."

"If we are going to get a Myer that would be fine. That is important."

"We could do with a better **sports** store, particularly in view of the number of kids you can anticipate coming from the other side of the Plaza from Cambridge Estate, etc. There's no really good sports store."

"Teenage **surf** shops..."

"There's no **variety**. They seem to have a lot of shops with the same thing."

"There's only one **bakery** at the Plaza."

"More **house shops** that cater for home products."

Other services perceived as lacking included an upgraded post office and a medicare office:

"Everybody goes to Werribee for **Medicare**."

"The **P.O.** needs relocating. It's not big enough for the demand... You line up there and you wait for ages."

"We need a decent P.O. it's pathetic. It's a sub-agency."

Additional community facilities were suggested by 34% of respondents (Table A3.2). Child minding facilities were the most common request (35%), while 5% wanted baby change rooms. The post office agency is considered inadequate, while toilets at the centre are seen as substandard by 14% of respondents. A centre directory and community noticeboard or information point was requested by 12% of respondents.

The Activity Centres Strategy identified similar deficiencies with the centre. Clothing stores, Myers and variety stores with an emphasis on clothing and fabrics and materials were the main preferences for additional shopping facilities[7]. The main reasons for shopping elsewhere were for more variety and choice, or because items were unavailable in Werribee[8]

[7] p.151, Figure 8.4

[8] ibid, p.154

Table A3.2 Suggested community facilities

Suggestion	% of shoppers
Child minding	35
Post office upgrade	25
More seating	8
Better/cleaner/more toilets	14
Directory and community info	12
Baby change room	5
Library	7
Other	16

Source: Werribee Plaza In-centre Survey, September 1992

To maximise the potential range of opportunities in Werribee Plaza and to reinforce its community focus, careful consideration has to be given to the location and design of the shopping and community facilities in the centre.

Shoppers currently do not like the design and layout of the Plaza. Whilst many survey respondents generally found the centre clean and easy to move around, the discussion participants saw the Centre as being something that is typical of the western suburbs, "depressing, "drab" and "austere." Moreover, they find the centre too spread out. They complain about the centre being cluttered and the lack of clustering of some shops and the banks together, wayfinding, slippery floors, and the poor access to public amenities. Comments such as the following were made:

Standard of Centre:

"The centre could be more beautiful. When you go to some Plazas on the other side of the city, this looks a bit tired."

"The Malvern Central is beautiful. In the western suburbs we want something of higher quality. People say that's the western suburbs so anything goes. Well it does not go...the appearance outside and all...we want something of better quality and more beautiful."

"Because the west has that reputation you feel as though the supermarket has been made to fit the west. This applies to Werribee with everything. There are low income people but we have other people as well. There is a lot of money in Werribee."

"Werribee needs to be upgraded and promoted."

"They've skimped with the facade, there's no character."

"It's a disappointment - there's Eastland and Northland and you look at what they've got and you come back here... it's anything for Werribee."

"The appearance outside is drab, there are no trees, no landscaping."

"In the last couple of months I have visited most of the other shopping centres in Melbourne for various reasons - Forest Hill and Knox City are huge - you don't realise how deprived we are until you see these other centres."

Spread Out Nature of the Centre:

"It branches off like spokes and comes to dead ends."

"It is confusing. You have to back track. It is like a zig zag and people can't find their way around."

"It is spread out in such narrow corridors to get from one end to another, you are wondering all over the place..."

Clutter:

"The walking areas are not large enough for two mothers with trolleys and two children each - trying to pass there are little shops in the centre of the walkways and there are stands outside the shops - if someone stops to talk to someone you can't get through at all."

"The space between the kiosks and shops is not wide enough...it is very difficult with trolleys."

"The number of times that the alley ways are cluttered up with cars for raffles and pot plants..."

"The centre is not pleasant it is cramped."

Clustering of Activities:

"I have a suggestion and that is to do with banking. I can't understand why they have the banks at opposite arms. Why don't they have all the banking facilities together...

"It would be better to have all the banks together."

Wayfinding:

"You have to know your way around - there's nothing to direct you. There's a directory but the lettering is very small."

"There is no directory to tell you what is down the corridors."

Slippery Floors:

"The tiles in the centre are dangerous - very slippery and very smooth."

APPENDIX 4: ATTITUDES TO TRAFFIC, PARKING AND ACCESS IMPROVEMENTS

Forty-two percent of respondents had suggested improvements for access to the centre and the parking areas (Table A4.1). Access from Heaths Road is perceived as poor; 45 responses (24%) mentioned problems related to Heaths Road. Parking was seen as inadequate or congested by 16%, while 17% suggested undercover parking. Ten percent thought that it was difficult for pedestrians to cross roads.

Table A4.1 Suggested Parking Improvements

Suggestion	% of shoppers
Access needs improvement	42
Parking problems	24
Undercover parking	17
Safety of traffic flows in centre	25
Personal safety & security	8
Organisation of traffic flows	21
Other	11

Source: Werribee Plaza In-centre Survey, September 1992

Whilst discussion participants generally believed the parking spaces to be quite adequate, they complained about the confusion in the car park and the lack of direction. The traffic does not flow freely and visibility is impeded by bushy trees. To illustrate:

> "We find the Plaza does not have enough exits. We spent twenty minutes the other day trying to get out."
>
> "All the exits and entries to the car park have these bushy trees and you can't see the cars coming the other way."
>
> "The most numerous shrubs are in the worst places where as a driver you can come out of an alley way into a drive way and you've got these dam shrubs six feet high and you can't see..."
>
> "There needs to be some give way signs in the car park."
>
> "The markers indicating whether it is in or an out entrance are so badly marked - you can't see them."
>
> "There needs to be a painting of the arrows to show where you are going... it is very confusing."
>
> "I find it really frustrating at the market entrance where you have all the trucks stopped and they shouldn't be there, there are cars depositing people, people weaving in and out as the traffic tries to get through."
>
> "The problem is they should not be allowed to park outside the entrance to K-Mart - it makes the road very narrow when the cars are passing both ways...there's Australia Post, Armaguard and other trucks pulling up there all the time."
>
> "There are loading zones everywhere but the trucks don't use them."

When survey respondents were asked to rate on a scale of one to five - one "very poor" and five "excellent" - pedestrian access to the periphery of the centre, some 21% of respondents

rated it "very poor" or "poor." The following quotations highlight the reasons for these poor ratings:

> "There are not many footpaths from the residential areas."
>
> "The footpaths at Derrimut Road are pretty ordinary and are fairly dangerous at present. The brick pavers are starting to give way."
>
> "It is difficult walking to the centre with a pram."
>
> "You can't get across the road (Heaths Road) in one hit with the volume of traffic - you have to stop in the middle."
>
> "A lot of people can't make the distance in one hit. They have to stop and have a rest..."

The older persons residing to the south of the centre were particularly concerned when crossing Heaths Road. Currently the older people *"take their life in their hands"* and wait on the median before crossing over. Heaths Road is seen as too wide and too busy to cross at the one time. The older persons would like to see a crossing controlled by pedestrian operated signals near the corner of Glendale Court and Heaths Road. They also mentioned the need for guard rails and seats on the median strip at this crossing.

With regard to ease of walking from the car park to the centre, only 4% of survey respondents said it was poor. However, during the discussions with Werribee residents this feature was dwelled upon. There is no clear separation between the cars, trucks and pedestrians in the car park and visibility is blocked by the bushy trees. This was of particular concern if accompanied by children or if physical mobility was handicapped in some way. Key bad spots named were near the K-Mart entrance and the drive-in bottle shop. The following words of the participants further illustrate this:

> "It's not very safe if you've got kids."
>
> "There are a lot of people, particularly with disabilities, that I do feel sorry for as they try to go through the car park."
>
> "There are no walkways to separate the cars from the pedestrians."
>
> "Whichever way you come to the centre you still have to walk through the car park itself - there is no clear access for pedestrians."
>
> "Visibility is good until you get to where the trucks park... you have difficulty there."
>
> "The bushes are a trap near K-Mart. You also can't see through the road that goes from the drive-in bottle shop back towards the outlet. It has a dog leg in it which is very dangerous. You look down the road and you don't see a car. They speed around the dog leg and they don't see us."
>
> "You can't wheel a trolley around the car park it is too up and down."
>
> "Near K-Mart it is too narrow for two cars-they don't stop. For people walking outside, the centre is very risky."
>
> "There are no pedestrian crossings from the car park to K-Mart. I don't know how many times I have nearly got knocked flying."

Eleven percent of survey respondents stated the access by public transport was poor. Discussion participants were more inclined to mention the poor location of the bus stop and shelter and accessibility to and from the centre entrance. To exemplify:

"There is no actual path that takes you through to the main entrance. They haven't even thought of pedestrians even if you come on the bus..."

"You have to walk across a car park to get to the buses...there's only one shelter."

"The Plaza needs to be looking at providing the bus stops closer to the entrances of the cinemas so that children can safely catch a bus to the cinema."