



Report

Churchill Town Centre Plan

July 2007

Prepared for Latrobe City Council



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Appendix A – Churchill Retail Overview

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1 Introduction

1.1 Background

The Churchill Town Centre Plan was undertaken as a result of a larger project - *The Latrobe Structure Plans Review (Draft 2007)*.

The Latrobe Structure Plans Review addresses strategic planning issues for the four major towns of the Latrobe municipality - Moe, Morwell, Traralgon and Churchill.

The main finding of the work relating to the Churchill Structure Plan related to a lack of vibrancy and connectivity within the town centre. The Structure Plan identifies:

“the Churchill town centre is dispersed and lacks focal points where the community can gather and interact”

The Churchill Structure Plan (Draft 2007) recommends:

“the creation of an east-west spine with active frontages between the town centre and Monash University...to increase activity in Churchill’s town centre and increase its attractiveness to potential new business and residents”

At its meeting of 5 March 2007, Council resolved:

1. That Latrobe City Council engage a suitably experienced consultant to prepare a report within one month as to the best configuration of the Churchill retail business precinct to encourage:
 - a. The widest range of retail opportunities for Churchill residents;
 - b. Sustainable, profitable, retail businesses, both small and large;
 - c. The most effective, safe, easy customer access to businesses, both by foot and car.
2. That the practicality and desirability of incorporating a Hotel in the business precinct of Churchill be a consideration in the consultant's report on the configuration of the Churchill retail business precinct.

This report largely responds to the first resolution and provides a context for the consideration of the second resolution.

This report documents the process and the findings of the Churchill Town Centre Plan project. It details the objectives and methodology of the work, outlines the consultation undertaken and the result of that consultation and recommends a concept vision to guide the transformation of Churchill’s town centre over time.

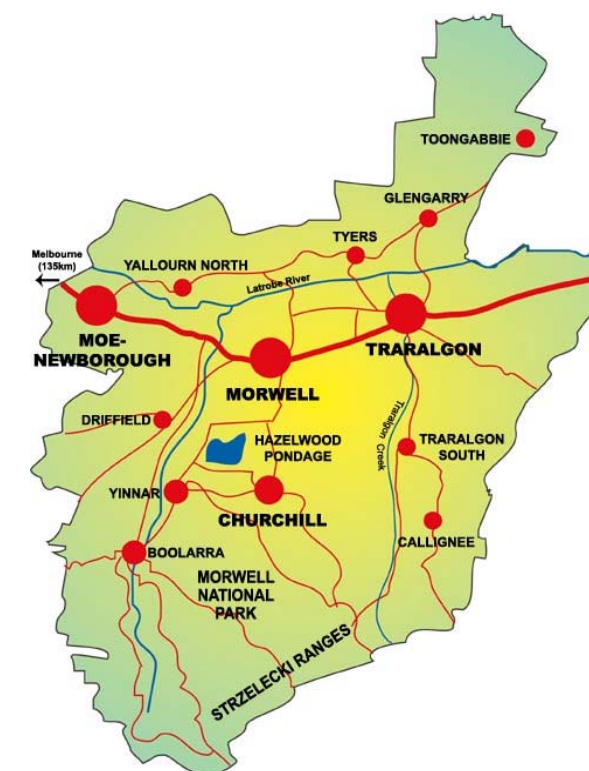
1.2 Context

Churchill is one of four main towns in Latrobe City. It lies to the south of the municipality’s other main towns - Moe, Morwell and Traralgon, as shown by Figure 1.

Churchill was established in the 1960’s to house the workforce of the Latrobe Valley power generation industry. The town was planned with a well-defined commercial centre and open space aimed to accommodate a population of 40,000 people. With the existing population considerably smaller than planned for, the town has large amounts of undeveloped land and open space.

Today, Churchill is as a university town with a population of approximately 5000, a figure forecasted to remain reasonably constant over the next 25 years. Churchill continues to operate as a local service centre, although its industry, retail and commercial activity is minor in comparison to the other major towns in the municipality, with many people travelling to the other centres for goods and services.

Figure 1 - Municipality of Latrobe



2 Study Objectives and Methodology

2.1 Churchill Town Centre Plan Objectives

The purpose of this Town Centre Plan is to further the findings of the Structure Plan and create, in consultation with stakeholders, a 10-year vision for the future of Churchill Town Centre. Particular attention will be given to creating an east-west link between the existing Churchill commercial area and the Monash University Campus.

2.2 Methodology

The Town Centre Plan and associated concepts were developed through a process of desktop review, site visits and consultation.

This work was broken into five stages.

- | | |
|-------------|--|
| Stage One | A review of existing literature and planning documents were undertaken in order to create a snapshot of the existing policy context and assess existing expectations and strategic focus for the town. |
| Stage Two | Site visits and a consultation workshop were used to assess the existing physical context and gauge community perspectives and aspirations. |
| Stage Three | From this work the study area was divided into three sections and different concepts were developed for each section. |
| Stage Four | These concepts were presented to stakeholders at a second consultation workshop, at which each of the options were discussed. |
| Stage Five | The feedback from the workshop was then considered along with expert urban design and planning advice and the final Town Centre Plan developed. |

This report documents the process undertaken to develop the Churchill Town Centre Plan.





3 Planning Policy & Document Review

The following section provides an outline of the planning policies and other documents of particular relevance to the Churchill Town Centre and this study. Each of these documents and the guidance they contain will be considered and provided for, where appropriate, during the development and in the implementation of the Churchill Town Centre Plan.

3.1 Local Planning Policy Framework

The Local Planning Policy Framework identifies long-term directions for land use and development in the Latrobe municipality.

The Municipal Strategic Statement identifies a 'Networked City' concept for the municipality. The Network City concept defines Churchill's functions as a centre for tertiary education and research and a provider of local services. The Municipal Strategic Statement identifies strategies and actions for implementation of the Networked City concept. These include:

- Promote the unique characteristics of each of the towns;
- Prepare town centre master plans for Morwell, Moe, Churchill and Traralgon to guide and facilitate new investment, infrastructure and streetscape/ landscape improvements;
- Prepare a town centre master plan for Churchill to address consolidation and improved linkages between the different elements of the centre to create a more cohesive and attractive environment; and
- The main functions of Churchill are 'Local service' and 'Regional tertiary education and research'.

3.2 The Churchill Structure Plan

Along with the main objective of creating an east-west link, *The Churchill Structure Plan (Draft 2007)* also recommends:

- The consolidation of retail, commercial and entertainment uses in the existing Commercial Precinct
- The maintenance and protection of the public places along Eel Hole Creek
- Offices and medium density housing in the area between Eel Hole Creek and Philip Parade
- The identification of the Monash University area (including student accommodation areas) as an 'Education Precinct'

3.3 Monash University Gippsland Campus – Academic Plan

The Draft Monash University Gippsland Campus Academic Plan, 2007-2009 was developed in November 2006. The Plan sets the strategic aspirations of the Gippsland Campus for the 2007-2009 period.

The campus is home to over 2,000 on-campus students and also provides off-campus learning and flexible learning activities to 4700 Australian and international students.

The plan states that the aim of the Gippsland Campus is:

"to be recognised as the best regional university campus in Australia"

The Plan also states:

"In its engagement the campus will seek to bring the community to the campus and the campus to the community in a variety of innovative ways"

The Plan recognises that the physical make up of the campus has a significant role to play in achieving this aim. With regard to physical structure, the Plan provides direction to replace and refurbish certain facilities, develop walking paths, refurbish and replace student residences and the initiation of several sustainability initiatives.

Of these initiatives, the most significant to the Town Centre East-West Link Project is the development of Walking Paths.

The Walking Paths Project has already been initiated with the first stage of the Project constructed. Further stages of the Walking Paths Project plan to integrate the university Walking Paths with the community Walking Paths.

The university has also undertaken work, as part of its sustainability initiatives and plans to register as a Land for Wildlife Site, refurbishing Eel Hole Creek.

3.4 Latrobe Bicycle Review

The 2007 Draft Latrobe City Bicycle Plan is an update of a previous bicycle strategy, prepared in 1998. The updated strategy assesses the implementation of recommendations from the previous strategy and identifies priorities for new cycling facilities across the City of Latrobe.

The updated Bicycle Plan identifies several existing bike paths within the study area as well as recommended locations for additional bicycle paths.

Figure 2 indicates the proposed bicycle network for the town centre area of Churchill.

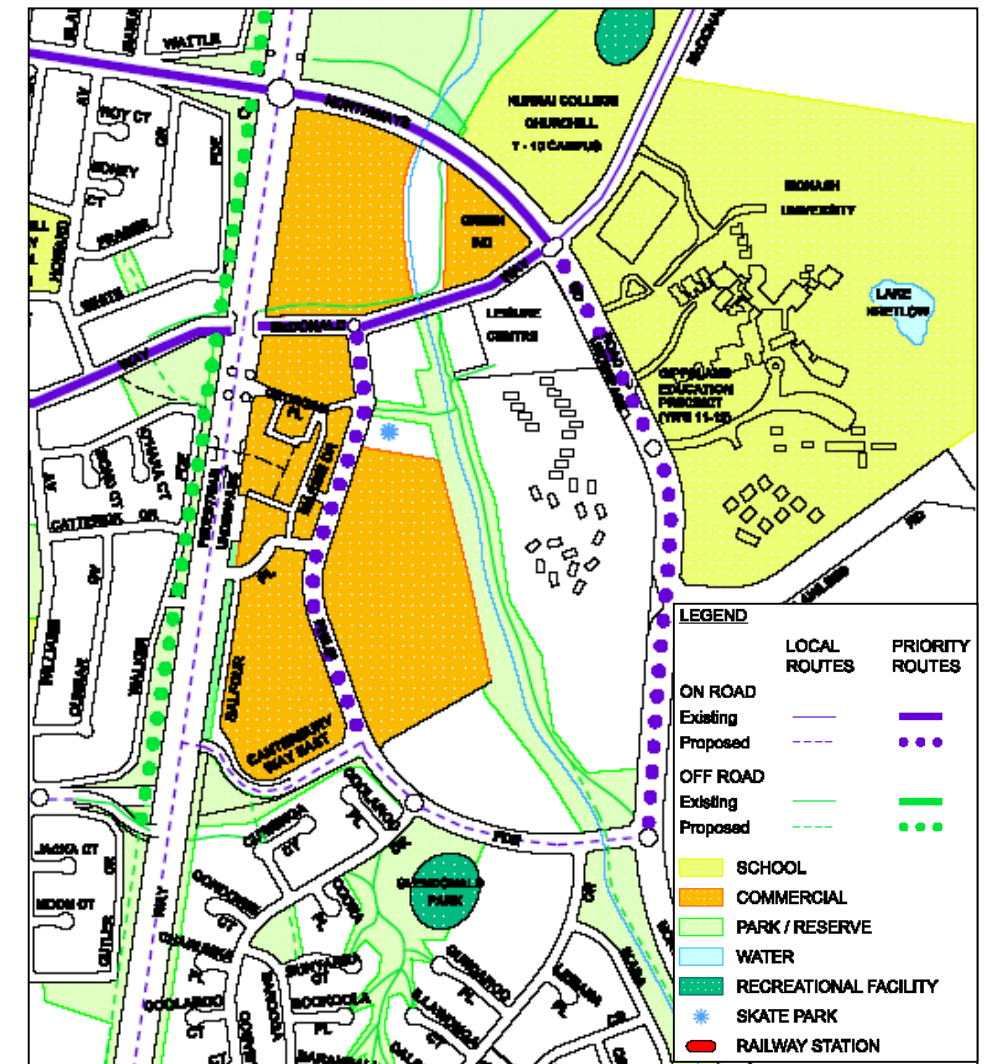
3.5 Summary - Policy and Document Review

In summary, the following principles from the existing policies and documents are particularly relevant to the development of the Churchill Town Centre Plan:

- Create a stronger connection between the Town Centre and University Campus;
- Consolidation the retail, commercial and entertainment uses in the existing Commercial Precinct;
- Promote the unique characteristics of Churchill;
- Improve the linkages between the different elements of the centre;
- To 'Bring the community to the campus and the campus to the community in a variety of innovative ways'
- Facilitate the 'Networked City' model;
- Strengthen the network of Bicycle Paths;
- Maintain and protect the public places along Eel Hole Creek; and
- Facilitate the integration of the university campus with the wider Churchill community.

These principles were tested during consultation and were applied, through the concepts developed for the town centre.

Figure 2 - Excerpt from the Draft Bicycle Plan





4 Consultation

Consultation was integral in the development of the Churchill Town Centre Plan. Consultation was introduced into the early stages of the process to ensure stakeholder involvement from the issues and opportunities gathering stage through to the analysis of the different concept options.

Consultation was held in the form of two Stakeholder Workshops: The first Workshop was held on the 26th March 2007, and the second on the 30th May 2007.

A range of stakeholders were invited to the workshops. Workshop attendees included representatives from:

- Latrobe City Council
- Department of Sustainability and Environment
- Gippsland Area Consultative Committee
- Churchill & District Community Association
- Monash University
- Monash University Gippsland Student Union
- Sight and Sound Engineering
- Minster Constructions
- Horizon Petroleum (owners of Shell Service Station)
- 7th Dectex Pty Ltd (FoodWorks Supermarket)
- Green Inc.
- Landowners
- Department of Infrastructure
- Country Fire Authority

4.1 Workshop One – Issues and Options

The first Workshop introduced attendees to the purpose and scope of the project, and focused on gathering stakeholder perceptions, existing constraints and opportunities. The agenda included an introductory session, site walkover and discussion session.

There were 23 attendees at the first Workshop.

The issues, opportunities and constraints identified in the Workshop have been included in the following section of this report and have directly influenced the development of options for the Town Centre Plan.

4.2 Workshop Two – Option Feedback

Following the first round of consultation, several different concepts for the future of the Churchill town centre were developed. The town centre was divided into three sections with a range of concepts developed for each section. These concepts were presented at the second round of consultation with the purpose of obtaining feedback.

Approximately 20 representatives attended the workshop.

The workshop began with a presentation to explain each of the concepts. During the presentation group discussion revealed a high level of consensus with regard to the preferred route option for two of the three sections, however, there was more debate with regard to Section 2 - The existing commercial precinct. Following the presentation and discussions, approximately 40 minutes of feedback was dedicated to the options for the existing commercial precinct. Concept drawings representing four different options for the area were put on display with sheets of Butchers Paper alongside for feedback. The feedback sheets were divided into two columns, prompting workshop attendees to make note of their 'Likes' and 'Dislikes' with regard to each option. This consultation technique proved very successful, encouraging active participation and lots of constructive feedback. This feedback is summarised along with the description of the different options in Section 6 of this report.

5 The Existing Situation, Opportunities and Constraints

The Study Area was divided into three sections in order to ensure an appropriate level of detail was applied to all areas.

The sections were identified using physical delineations and according to the level of activity/complexity of the areas.

The three sections are:

- Section 1 - Western Residential Area
- Section 2 - Existing Commercial Precinct
- Section 3 - Eel Hole Creek and University Campus

Figure 3 indicates the location of the sections used during the development of the Town Centre Plan.

The following sections provide a snapshot of each section. The existing land use, constraints and opportunities as identified during site visits and consultation are outlined to provide context and background for the development options.

Existing features are marked in blue text and symbols while proposed features are indicated by red text and symbols.

Figure 3 - Churchill Town Centre Plan – Sections



5.1 Section 1 – Western Residential Area

5.1.1 The Current Situation

Section 1 includes the residential land to the west of the Churchill commercial precinct. The land use in this area is predominantly residential, with an area of parkland directly opposite the main entrance to the commercial precinct off Monash Way.

Pedestrian and Cycling Connections

There are currently two pedestrian connections crossing Monash Way. One at the traffic lights at the intersection of the entrance to the Shopping Centre car park, the other an underpass, further south near the Town Monument.

These crossings are not well connected and are not particularly safe:

- The crossing at the lights leads pedestrians initially to a traffic island where they have to cross a slip lane before reaching a footpath.
- The connection to the south crosses Monash Way using an underpass, which is safer than an at-level crossing, although the location of this path does not have high levels of active surveillance. This connection does not link to any major destination and the route does not have a strong continuation to the east of Monash Way.

Vehicular Connections

Sections One and Two are not well connected. The existing road layout results in poor accessibility to the shopping centre.

The road layout is unclear and indirect. One of the connections between Sections One and Two require drivers to use the road underpass along McDonald Way beneath Monash Way, then travel down Philip Parade and enter the Commercial Precinct via the eastern entrance. A lack of clear signage accentuates this situation, especially for non-locals, making it difficult to interpret how to access the Commercial Precinct.

The Consultation Workshop revealed a poor perception of safety with regard to the southern connection at Canterbury Way to Monash Way, especially during times of restricted visibility in weather events such as fog. The high speed of traffic along Monash Way, coupled with the lack of intersection controls such as traffic lights or a wide median strip for turning makes it difficult for drivers to turn onto Monash Way without concern of encountering traffic already on the high-speed route. Consultation attendees reported using the controlled intersection at the exit to the Commercial Precinct to turn onto Monash Way for added safety.

5.1.2 Opportunities

- To strengthen the connection of the Western residential area with the existing commercial area
- To improve the road layout and the make the entrance to the commercial centre clearer
- To improve the safety of the pedestrian links between Sections 1 and 2 southern connection to Monash Way

5.1.3 Constraints

- VicRoads consent may be required to alter the connections with Monash Way
- Existing road layout

Figure 4 – Section One –
The Current Situation



5.2 Section 2 – Existing Commercial Centre

5.2.1 The Current Situation

Section 2 contains Churchill's main commercial precinct. This commercial precinct is laid out in an almost circular fashion with a parking area in the middle. A shopping centre is located to the north of the area, a petrol station is located on the western side, fronting Monash Way, the Public Hall and a Health Centre are located on a lower land level between Philip Parade and Marina Drive, another group of retail shops are located in a building to the south of the area. This West Place Centre, to the south of the precinct, is tired and requires some attention. South of Balfour Place is the former Hotel site (now closed). This site is not well integrated with the centre. Section 2 also contains Churchill's Town Monument, to the South of the Service Station on the eastern side of Monash Way.

Pedestrian and Cyclist Connections

Pedestrian and cycling connections within Churchill's Commercial Precinct are weak. The layout of the precinct and the road and parking lot configuration is car oriented and not pedestrian or cyclist friendly.

There are few well-formed paths within the precinct and those that do exist are not well connected and do not link to key destinations. There are clear indications of pedestrians using non-formal walking routes due to the poor level of pedestrian connections. The lack of well-placed pedestrian infrastructure makes Churchill's Commercial Precinct an unsafe and unpleasant environment for pedestrians.

Vehicle Connections & Road Layout

Vehicle access to the commercial precinct is located on the eastern and western edges, one to Monash Way the other to Philip Parade.

The road configuration within the Commercial Precinct was identified during consultation as 'unsafe and dysfunctional'.

Previously, Georgina Place ran straight through the Commercial Precinct, providing a direct connection between Philip Parade and Monash Way. This configuration was altered to include the 's-bend' shape it has today in order to negate speeding vehicles. While this 's-bend' configuration has reduced the speed of vehicles, safety issues prevail.

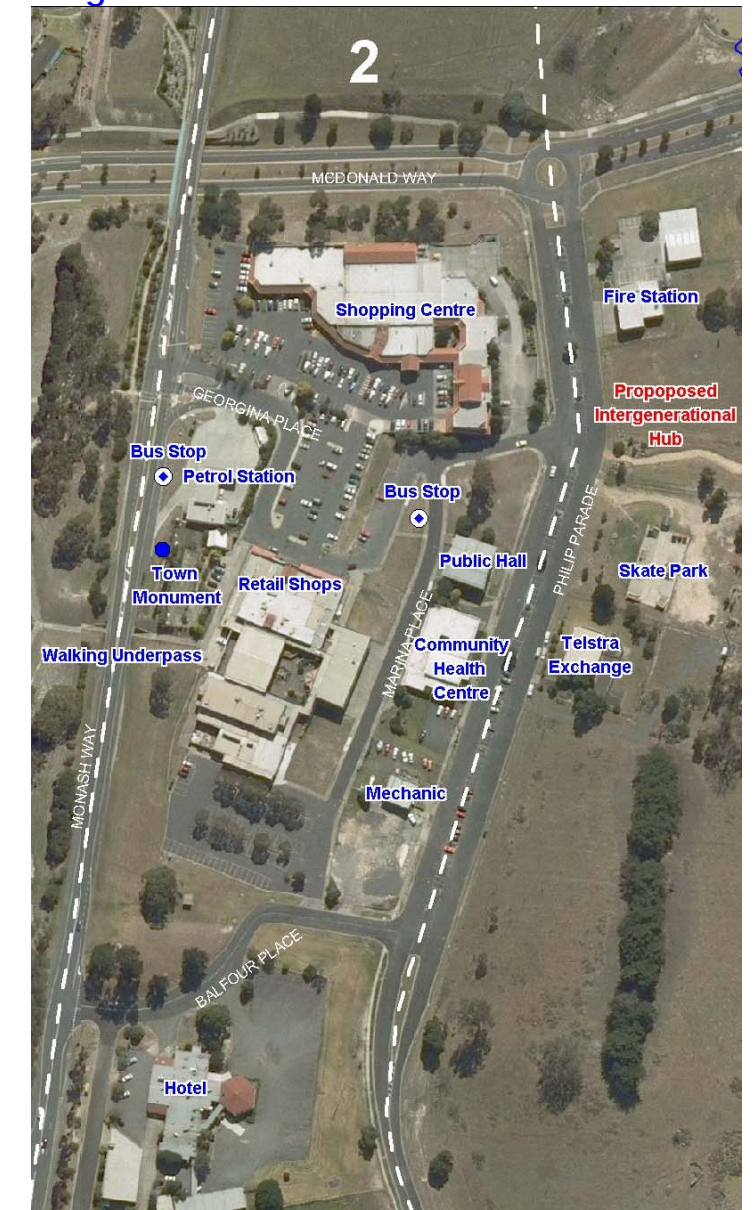
The road layout is difficult to negotiate both from a vehicular and pedestrian perspective, and it does not encourage good connectivity within the Commercial Centre.

There are also logistical and safety issues with the service vehicle access to the Shopping Centre in the north of the Commercial Precinct. Currently larger trucks are required to reverse up to the service areas for these retail outlets. This is impractical and has obvious safety concerns.

Safety and Surveillance

Discussion at Stakeholder Consultation confirmed a general perception of dysfunction and poor safety with regard to the Commercial Precinct, especial outside business hours. Safety issues during the day were in relation to traffic movements. Safety issues during the evening were associated with a lack of surveillance and activity during that time of day. It was specifically noted that people felt unsafe walking along Marina Drive after dark.

Figure 5 - Section Two - The Current Situation





Vibrancy and 'Sense of Place'

Creating a vibrant town centre with a 'sense of place' was reported as important by the consultation attendees. Churchill currently suffers from high levels of disconnection and a scattered layout, which dilutes any vibrancy that might otherwise exist.

Parking

There are approximately 120 car parks in the central parking area and approximately 80 parks to the south of the southern retail area. There is also additional parking on Philip Parade. During site visits, this amount of parking appeared to be more than sufficient with the central parking area not being more than 50% full and the parking to the south and Philip Parade barely used. The stakeholders did not identify parking availability as problematic.

Public Transport

There are two bus stops located within Section Two:

1. To the south of the service station on Monash Way; and
2. On the eastern side at the northern end of Marina Drive.

Attendees at the Consultation Workshops identified the Bus Stop on Marina Drive as impractical and 'not-well-located'. Marina Drive is narrow and when accommodating a bus there is little room for other traffic. The bus stop is also in a state of disrepair and not easy to identify.

Proposed Developments

Two independent developments have been proposed within Section 2:

1. The first is the extension of the existing supermarket located in the Shopping Centre where the existing building will be extended on its northern side.
2. The second is a major redevelopment of the West Place Centre, including reconfiguration of both building layout, road and parking configuration in the southern half of the Precinct. This reconfiguration includes the construction of a retail space (intended for a supermarket) in the place of the existing retail area located at the southern end of the Commercial Precinct. The development also includes additional shops along the strip between Marina Drive and the lower portion of Georgina Place and the strip of land between the lower portions of Georgina Place.

The commercial activity of Churchill's town centre is further discussed in section 5.5 of this report

5.2.2 Opportunities

- To strengthen the link between the Commercial Precinct and University Campus
- To encourage consolidated development
- To create a more vibrant active Commercial Precinct with improved amenity
- To create a more harmonious interaction between vehicles and pedestrians within Churchill's Commercial Precinct through improved layout and infrastructure
- To create a safer more user-friendly environment for drivers, pedestrians and cyclists alike
- To improve the heavy vehicle entrance for the supermarket in the existing shopping centre
- To improve the provision of Public Transport Services to Churchill's Commercial Centre users
- To provide civic space to the residents of Churchill
- To ensure an appropriate amount of parking is provided for users of the Commercial Precinct while maintaining good standard of urban design

5.2.3 Constraints

- Steep grades
- The existing buildings and infrastructure
- Retail capacity – the ability of the catchment to absorb new retail

5.3 Section 3 – Eel Hole Creek and University Campus

5.3.1 The Current Situation

The main features of Section 3 are open space, Monash University Campus and the Leisure Centre. The Skate Park, Fire Station and Green Inc. are also located within Section 3. The educational facilities of the University are located on the eastern side of Northways Road, while student accommodation is on the sloping land on the opposite side of Northways Road. The Leisure Centre is located on Northways Road and McDonald Way with entry off McDonald Way. The Skate Park is located on the western side of Eel Hole Creek to the south of the existing creek crossing. The Fire Station is located on the eastern side, at the northern end of Philip Parade. Green Inc. is primarily a venue provider with complimentary business services. Green Inc. is located adjacent to Monash University on the northern side of McDonald Way.

Existing Paths and Connections

There are several well-established walking and bicycle paths within Section 3. A shared walking-cycle path runs along the eastern bank of Eel Hole Creek, extending from the footpath on McDonald Way travelling a way south along Eel Hole Creek to well outside the study area.

Two paths run east-west from Philip Parade up to the University. Both cross Eel Hole Creek using a footbridge. From there, one path veers to the north then up the slope to the Leisure Centre. The footpath along the front of the Leisure Centre then splits into two paths that both cross Northways Road at road level, one leading to the University's bus stop at the Binishell and the other to the Educational Precinct. The other leads up through the student accommodation and crosses Northways Road using an underpass. While these connections are in relatively good condition, they are indirect, and lack clear lines of site and are poorly lit at night. The one that leads through the student accommodation, while public, feels private and is not welcoming to non-students.

Figure 6 - Section Three – Current Situation





Road Infrastructure

The three main roads within Section 3 are Phillip Parade, Northways Road and Macdonald Way. All of the roads are of notable width, especially considering the levels of traffic they service. Both Philip Parade and Northways Road run north-south off Macdonald Way. Philip Parade is a wide road with parallel parking on either side as well as in bays in the road median. Northways Road services the University Campus and the parking for the student accommodation. The Leisure Centre is accessed via McDonald Way. The University and student accommodation are self sufficient in terms of parking with each providing ample on-site parks. The Leisure Centre has a large parking area (approximately 130 parks) adjacent to the entrance of the building. Generally, Section 3 seems to have an overabundance of parking areas.

Educational Functions

The University has shaped Churchill's identity as 'A University Town'. The University is identified as an asset by the Planning Documents and this feeling was re-iterated by stakeholders during the Consultation Workshops. Consultation attendees identified that they wanted the University to be viewed as a business and an important part of Churchill's economic fabric, rather than just as an education provider. Monash University have planned for significant growth of the campus and to accommodate such, have planned several developments.

Proposed Developments

There are three major developments currently planned within section 3:

1. Intergenerational Hub - The Intergeneration Hub is a development planned by Council. This hub will provide community meeting space, a Child Care Centre, library services, education opportunities, community kitchen facilities and other community functions.
2. University redevelopment and extensions - Including redevelopment to create a 'sense of arrival' in Northways Road at the current Binishell site and new buildings within the university campus to provide facilities for new programmes.
3. Student Accommodation Redevelopment - The current student accommodation is currently in the form of unit-style buildings and is dispersed over a relatively large area. The redevelopment of the accommodation will include replacement of older units with consolidated, higher density style rooms. The University has identified that the most likely location for the consolidation of student accommodation is in the northern portion of the existing accommodation area.

Recreation Opportunities

Section 3 offers many recreation opportunities:

- There are large amounts of open space and infrastructure for both indoor and outdoor recreation. The Leisure Centre includes a gymnasium, pool, neighbourhood house, and computer facilities.
- Eel Hole Creek recently undergone remedial treatments and has good aesthetic qualities.
- While reasonably well used, the Skate Park is not in good condition, requiring many repairs and is also not located in a position with high levels of surveillance.

5.3.2 Opportunities

- To strengthen the link between the Commercial Precinct and University Campus
- Provide frontage to Eel Hole Creek and improve aesthetics
- Investigate options for remedial treatment of the creek to compliment the work undertaken on the areas north of McDonald Way
- Leverage activities that will result from the Intergenerational Hub to activate the east-west link
- Reconfigure parking on Philip Parade
- Utilise parking along Philip Parade rather than create more off-road parking
- Increase visual surveillance and the perception of safety
- Provide civic space
- Consolidate recreation opportunities and upgrade open space

5.3.3 Constraints

- Crossing Eel Hole Creek
- Gradients - The land slopes down from east to west from the University down to Eel Hole Creek
- Location of student accommodation area

5.4 Opportunities and Constraints for the Entire Town Centre

It is important to consider Churchill as a whole in order to ensure the different sections interact well and compliment each other.

On a whole, the following matters were identified as important during consultation:

- A strengthened 'Civic Identity' and 'Heart' of Churchill
- A 'Civil Focal Point'
- To maintain the link with other centres in the Latrobe Municipality while maintaining Churchill's own identity
- Interaction between the different sections of the Town Centre strengthened and encouraged
- More community meeting spaces
- Better recognition and improved Public Transport
- Increased activity and legibility
- Concentration of development
- Responsive development
- More community activities to build a stronger social fabric
- To avoid severe level differences and undesirable gradients
- Improved traffic movement
- Improved pedestrian safety
- Improved walkability
- An east-west link
- Public toilets
- Links to open space
- Formed non-gravel pedestrian and bike paths

5.5 Retail and Commercial Considerations

Essential Economics were commissioned as part of this study to undertake a Retail-Economic Analysis for Churchill. The analysis involved a market assessment and assessment of development potential. The report evaluates that overall the role of Churchill Town Centre is that of a small neighbourhood shopping centre which mainly serves convenience and top-up grocery shopping, with the majority of expenditure directed to the larger retail centres at Morwell and Traralgon.

The report assessed the likely impact of new retail, and identified:

- There is potential for an expansion of retail provision in Churchill Town Centre, associated with an improvement in the range and quality of retail services for local residents.
- The retail development potential is estimated at approximately an additional 3,230m² supportable over the 2006 to 2016 period, although noting that this retail potential could occur earlier as it is mainly derived from an increased market share performance as a result of improved retail provision.
- The analysis identifies an estimated 2,620m² food floorspace potential, and this would support the introduction of an improved range of supermarket shopping.
- A lack of competition in the food retail market is expressed in the higher prices paid by supermarket shoppers in Churchill. The introduction of a major supermarket brand would be beneficial in introducing price competition.
- There is potential for an additional 610m² of non-food specialty shopping.
- Some of the additional development potential is likely to be reflected in improved performance and viability of the existing centres.
- Overall, the implication is that the Churchill Town Centre has potential to grow from its current floorspace of 4,200m², to 7,430m². This level of floorspace growth could be accommodated as part of a consolidation of retail activity in the existing Hazelwood Village and West Place centres, rather than through a major expansion of the town centre.

A copy of the Retail Overview is contained in Appendix A

6 The Options

Each of the options considered are described and evaluated in this section. The main features of each option are described and visually represented; the general stakeholder opinion, as exhibited at the consultation workshop is summarised; and each option is assessed according to the criteria developed.

6.1 Assessing the Options

Assessment criteria were developed to test each of the options using a combination of the project brief, policy imperatives, community aspirations and principles of good planning, urban design and engineering.

The assessment criteria includes:

- Connectivity – East-west link; Pedestrian and cycling; Visual links
- Increased town centre vibrancy
- Improved legibility
- Good urban form
- Concentrated town centre development
- Retail viability
- Improved traffic movement
- Safety – Traffic
- Safety – Surveillance
- Links to open space
- Appropriate parking availability
- Engineering feasibility

Each of the options have been assessed according the relevant criteria. The options were assessed both in terms of stakeholder feedback, professional planning and urban design opinion and engineering feasibility. It should be noted that these options are at concept level only and careful consideration will need to be given at design and detailed design stages with regard to precise layouts, materials, landscape treatments etc.



6.2 Section 1 – Western Residential Area

Description

- New link road
- Reconfiguration of the intersection of Monash Way and Georgina Place
- Clearer road signage
- New housing on the southern side of the new link road

Community Opinion

This option was well accepted. The attendees at the consultation workshop were particularly positive about the link road and the level of connectivity it will provide between the western residential area and the Commercial Precinct.



Criteria	Assessment
Connectivity	<ul style="list-style-type: none"> ✓ This option provides a direct vehicle route from the western residential area to the Commercial Precinct ✓ The pedestrian path on the northern side of the new link road will allow pedestrians from the western residential area to the Commercial Precinct crossing the intersection of Georgina Place and Monash Way only once.
Improved legibility	<ul style="list-style-type: none"> ✓ The link road provides better cohesion to the layout of the road network
Good urban form	<ul style="list-style-type: none"> ✓ This option provides for good urban form integrating residential development with open space and strong pedestrian and cycling links.
Improved traffic movement	<ul style="list-style-type: none"> ✓ Traffic movements between the western residential area and the Commercial Precinct will be a lot more direct
Safety – Traffic	<ul style="list-style-type: none"> ✓ The proposed layout is clear and the added cohesion will reduce confusion and therefore improve safety
Safety – Surveillance	<ul style="list-style-type: none"> ✓ The new link road and housing will provide improved surveillance for the park areas adjacent Monash Way
Links to open space	<ul style="list-style-type: none"> ✓ The links to open space in this area were already strong, although the active surveillance created by the new road will encourage use of the parklands and will also allow for parking near the parklands, which may encourage those passing through to use the open space.
Engineering feasibility	<ul style="list-style-type: none"> ✓ While consideration to the precise road layout will need to be provided during the detailed design stage, at concept level this option is feasible from an engineering perspective.

6.3 Section 2 – The Commercial Precinct

6.3.1 Section 2 – Existing Commercial Precinct – Option 1

Description

- Removes most of the existing buildings at the southern end of the retail area.
- Significantly increases the existing amount of parking in the central area.

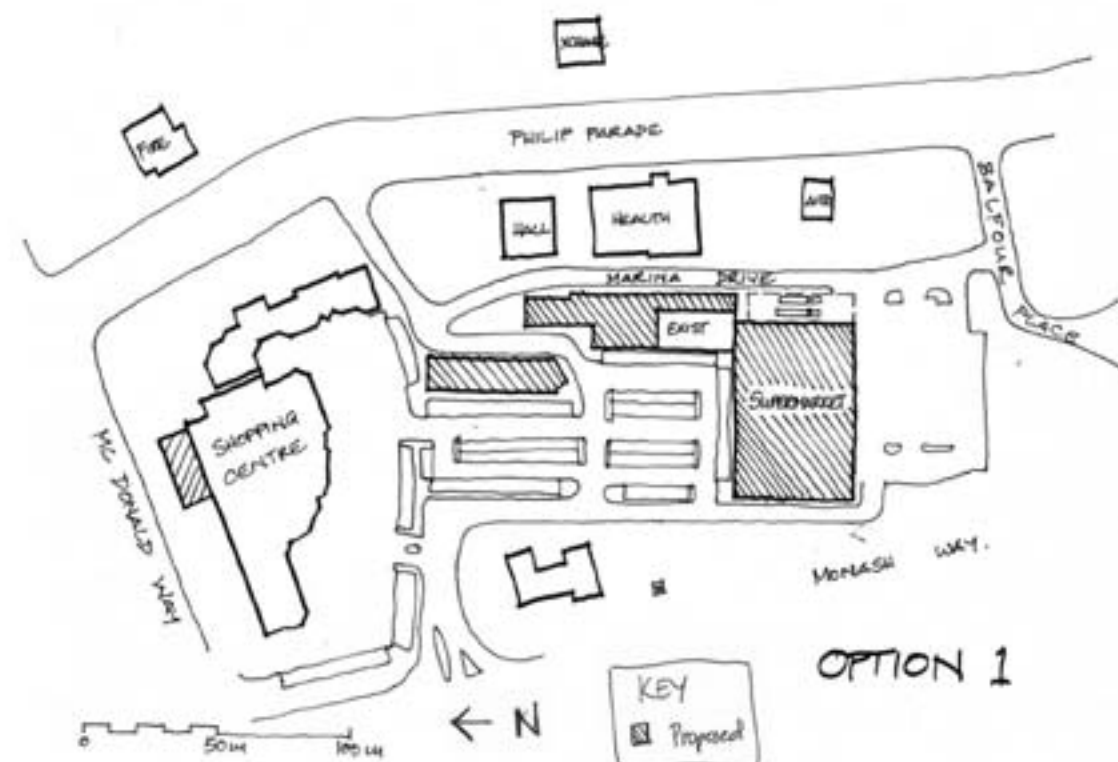
Community Opinion

There was a fairly even distribution between aspects liked and disliked with regard to this option. In particular, stakeholders liked:

- Good retail frontage to central car park.
- Supermarket and car park in the south are limited.
- The replacement of buildings in the southern retail area.

Dislikes included:

- The “confusing” layout.
- Georgina Place still winding through the centre.
- Too much car parking.
- No integration of services, shops, people and traffic.
- Marina Drive safety – through traffic in centre car park.



Criteria	Assessment
Connectivity	<ul style="list-style-type: none"> ✗ Overall east-west link not improved ✗ Does not provide good connection between northern and southern retail ✗ Visual connectivity will not be improved. It is likely to be worsened due to the introduction of additional parking
Increased town centre vibrancy	Because of the lack of connectivity it is likely that the level of vibrancy will not be improved much.
Improved legibility	✗ The alignment of Georgina Place is still confusing and the Commercial Area would not be easily navigable
Good urban form	✗ Does not demonstrate good urban form
Concentrated town centre development	More retail will concentrate development, though due to lack of connectivity the benefits will not be fully experienced
Retail viability	<ul style="list-style-type: none"> ✓ Good retail frontage to central car park ✗ The location of the loading bay for the new retail area raises logistical servicing issues
Improved traffic movement	✗ Traffic movement is likely to be worsened in this scenario
Safety – Traffic	<ul style="list-style-type: none"> ✗ Safety from a traffic perspective has not been improved ✗ The location of the loading bay for the new retail area raises safety issues
Safety – Surveillance	Surveillance will be marginally improved due to the increased retail though the lack of connectivity may counteract this
Links to open space	✗ Links to open space not strong
Appropriate parking areas	✗ While parking will be available directly in front of retail areas this level of parking may not be required
Engineering feasibility	✗ This option is feasible from an engineering perspective



6.3.2 Section 2 – Existing Commercial Precinct – Option 2

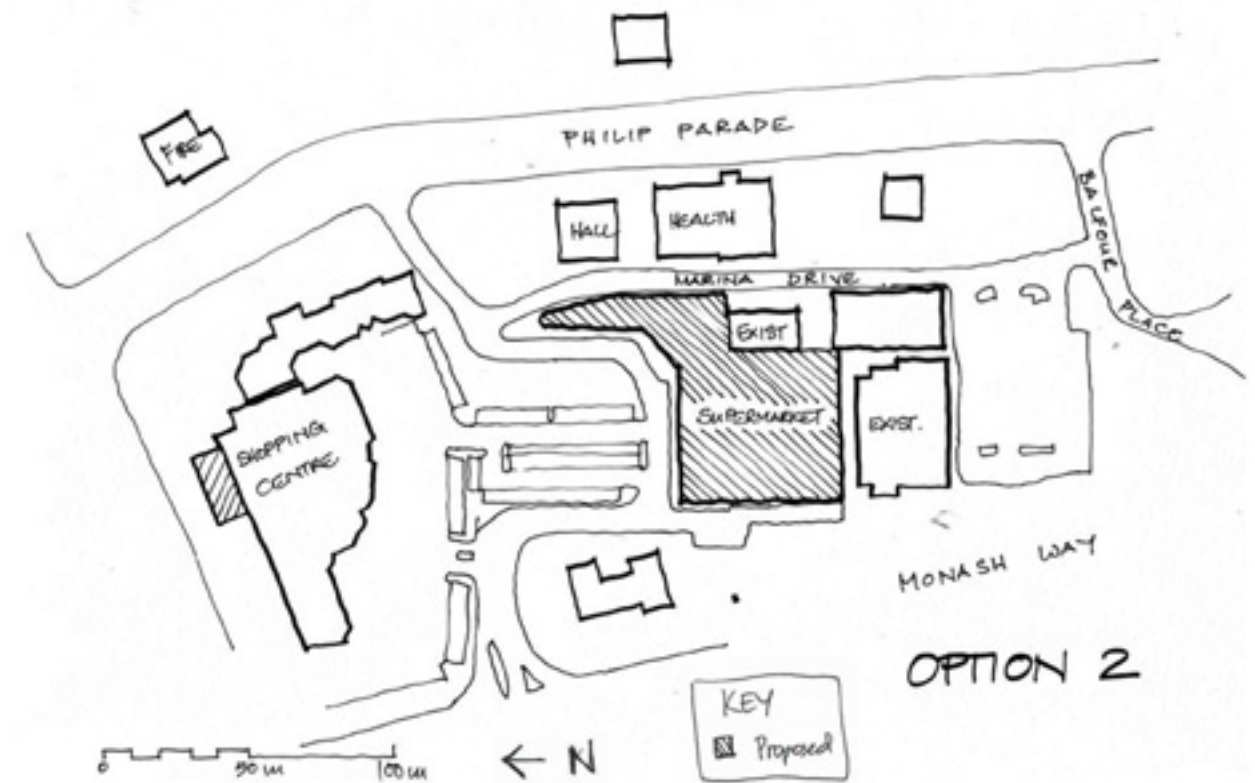
Description

- Introduction of new retail in the southern area and between Georgina Place and Marina Drive
- Retains most of the existing buildings
- Same parking areas as present

Community Opinion

This option was not popular with stakeholders. There were no positive comments, though many negative comments received. The negative comments included:

- Does not address issues of safe pedestrian access or vehicles
- Does not add value
- Supermarket separated from car park by through road
- South car park is remote from shopping centre
- Does not address the surveillance issue
- No real improvement to current from several viewpoints
- Marina drive safety to Georgina Place
- Old buildings remain



Criteria	Assessment
Connectivity	<ul style="list-style-type: none"> * This option does not improve connectivity * This option does not provide for a strong east-west connection * This option does not provide connection between the northern and southern retail areas
Increased town centre vibrancy	✓ This option may provide minor improvements in terms of vibrancy due to the added retail
Improved legibility	* This option does not alter the existing road layout, providing no improvement to the existing legibility of the vehicle connections
Good urban form	* Does not demonstrate good urban form
Concentrated town centre development	✓ With the introduction of the new retail to the south the, development in the commercial precinct will be concentrated
Retail viability	<ul style="list-style-type: none"> ✓ Good retail frontage to central car park * The location of the loading bay for the new retail area is located off Marina Drive. There are existing issues with the width of this lane and whether it can accommodate large vehicles
Improved traffic movement	* The road layout in this option is the same as present. Therefore, there will be no improvement in terms of traffic movements
Safety – Traffic	* The road layout in this option is the same as present. Therefore, there will be no improvement in terms of traffic safety
Safety – Surveillance	✓ There may be a minor improvement in terms of surveillance with the additional retail
Links to open space	* There will be no improvement in terms of link to open space
Appropriate parking areas	✓ Levels of parking should be sufficient
Engineering feasibility	✓ As there are no changes in terms of road or infrastructure layout there is little to consider from an engineering perspective and this option should be feasible.

6.3.3 Section 2 – Existing Commercial Precinct – Option 3

Description

- Direct road link between Monash Way and Phillip Parade
- New road around the new supermarket to meet Balfour Place
- East-west link created for both vehicles as well and pedestrians and cyclists
- Demolishes all existing buildings in the southern retail area
- Small plaza area introduced
- Walkway included down the length of the new retail
- Small increase in central parking area

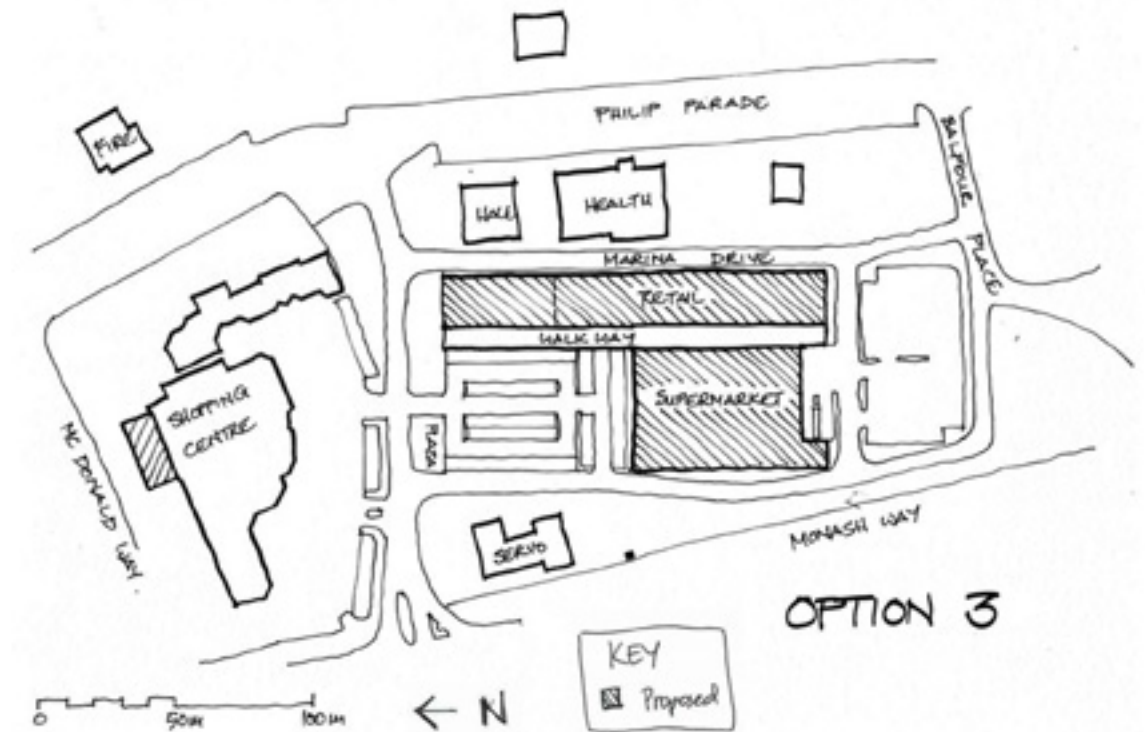
Community Opinion

Option 3 was fairly popular with many 'likes' identified. Likes included:

- Walkway along new retail
- Backs and fronts are defined
- Two access points to Monash Way and Phillip Parade
- Active surveillance
- More car parking
- Better use of space – clearer design and access to areas
- Removal of old buildings

There were also a number of 'dislikes', many of them specific to concepts central to this option:

- Direct 'through' road between Monash and Phillip creates separation
- Concern that direct road will be used as through route rather than access to shopping centres
- Direct road will encourage fast traffic - dangerous
- Safety of Marina Drive



Criteria	Assessment
Connectivity	✓ Provides a direct east-west link ✗ Does not provide good connection between northern and southern retail
Increased town centre vibrancy	✓ The addition of retail and it's layout as well as the plaza is likely to increase the vibrancy of the town centre
Improved legibility	✓ The road layout will be much clearer and easier to negotiate
Good urban form	✗ Does not demonstrate good urban form
Concentrated town centre development	✓ The location of the new retail will concentrate development in Churchill's Commercial Precinct
Retail viability	✓ Good retail frontage to central car park
Improved traffic movement	✓ This option will improve traffic movement as it is more legible and provides more options for drivers
Safety – Traffic	✗ The straight link through the Commercial Precinct will encourage faster traffic through the Commercial Precinct and may also encourage traffic not using the Commercial Precinct to use the road as a 'short-cut'
Safety – Surveillance	✓ The increased activity will improve active surveillance
Links to open space	✓ This option will improve the link to Eel Hole Creek
Appropriate parking areas	✓ Sufficient parking levels
Engineering feasibility	✗ Direct through road costly from an engineering perspective due to steep gradients



6.3.4 Section 2 – Existing Commercial Precinct – Option 4

Description

- Georgina Place redirected around to connect with Balfour Place
- Most existing buildings in the southern retail area retained
- Maintains existing levels of parking, encouraging more on-street parking where required
- Introduces a long pedestrian/cycling plaza
- Marina Drive changed to “Marina Lane” with its function changing to act solely as a service lane.

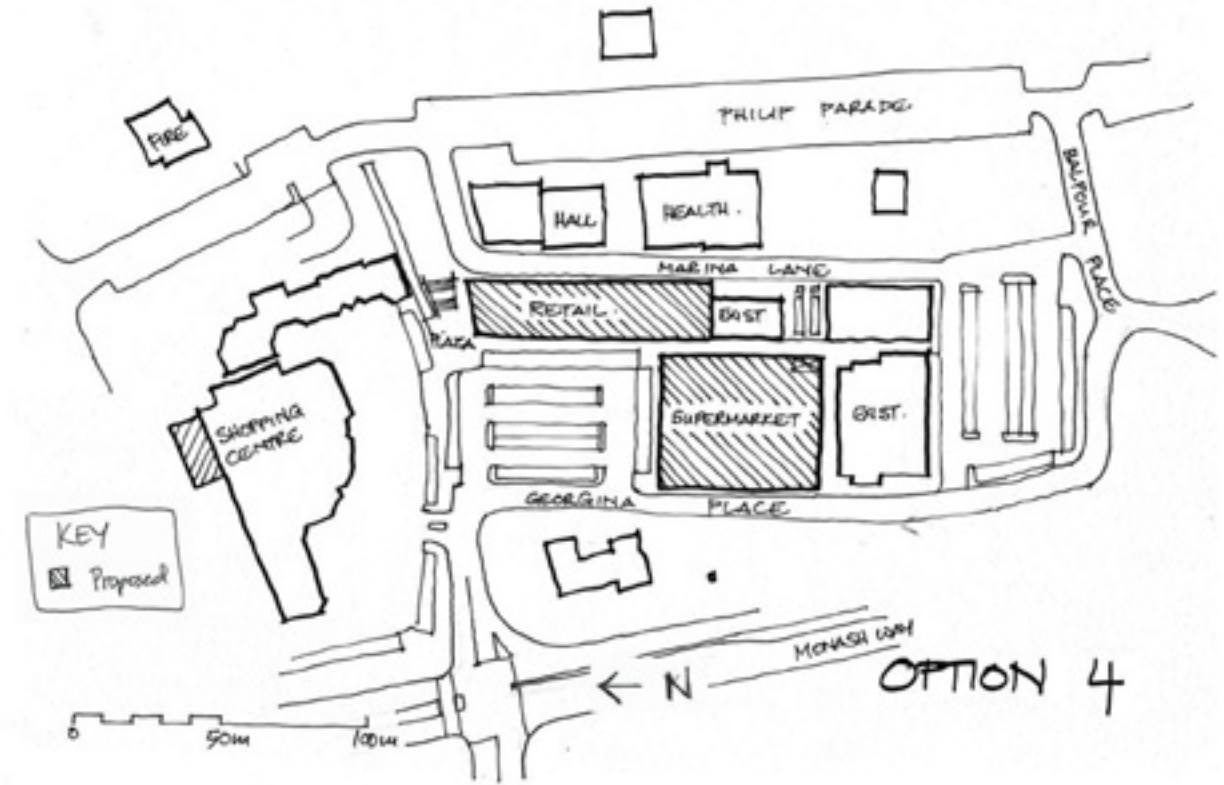
Community Opinion

This option was also relatively popular with stakeholders. ‘Likes’ included:

- Good retail frontage
- Good surveillance
- New alignment of Georgina Place
- Plaza type focus
- Improved access
- New function of Marina Lane

‘Dislikes’ included:

- Tight corner in Georgina Place
- Slope south of car park
- Difficult delivery entrance for northern shopping centre
- Lack of connectivity between northern and central car park
- Retention of the old West Place shopping centre buildings



Criteria	Assessment
Connectivity	✓ Strong east-west link created ✗ Does not provide good connection between northern and southern retail
Increased town centre vibrancy	✓ The addition of retail and its layout as well as the plaza is likely to increase the vibrancy of the town centre
Improved legibility	✓ Legibility will be improved especially from a pedestrian/cyclist perspective with more clearly defined paths
Good urban form	✓ Improves urban form in terms
Concentrated town centre development	✓ The introduction of new retail, especially using this layout concentrates development in the Commercial Precinct
Retail viability	✓ Loading bay faces service lane – practical in terms of servicing
Improved traffic movement	✓ Traffic movement within the parking area will be especially improved with the reconfiguration of the parking lot
Safety – Traffic	✓ Loading bay faces service lane – avoids conflict with other traffic
Safety – Surveillance	✓ Surveillance will be improved with the increase of activity in the area
Links to open space	✓ The link between the Commercial Precinct and Eel Hole Creek is strengthened
Appropriate parking areas	✓ Levels of parking should be appropriate
Engineering feasibility	✓ This option is feasible from an engineering perspective although the road configuration will need to be tested for vehicle tracking

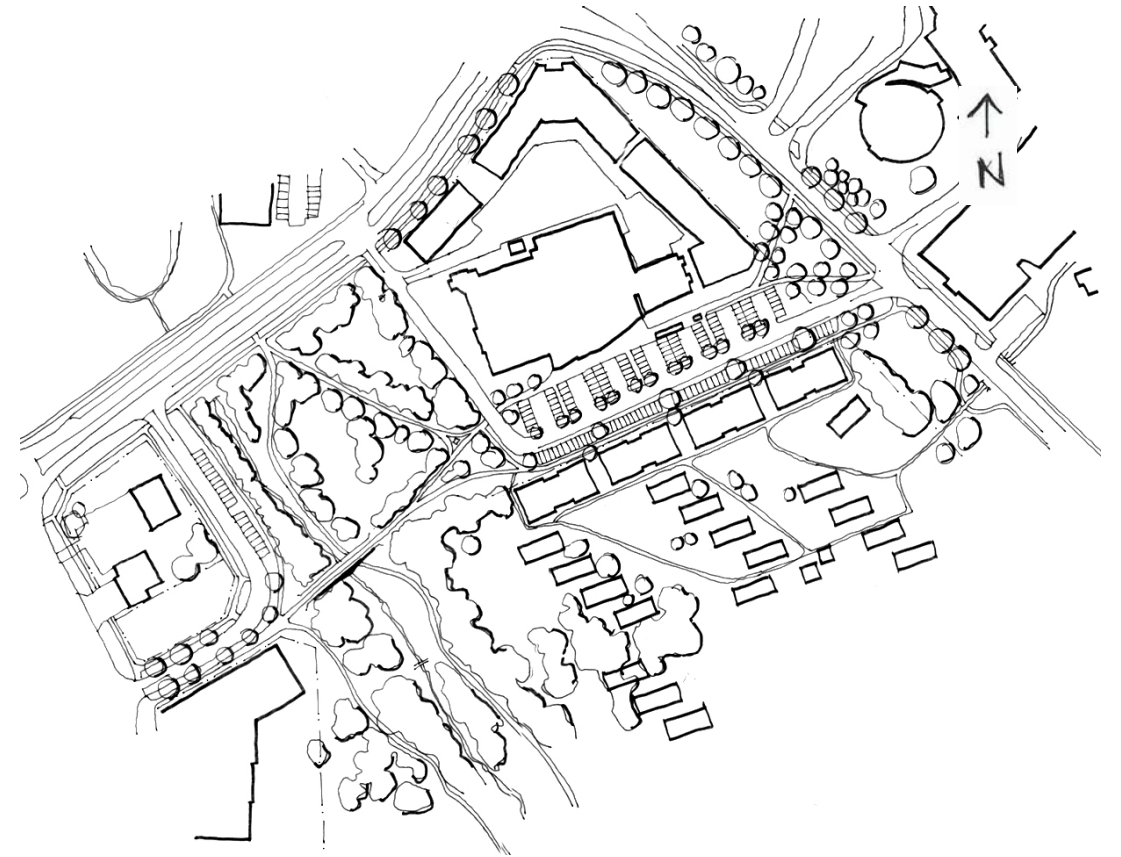
6.4 Section 3 – Eel Hole Creek and University Campus

Description

- Reconfiguration of Leisure Centre car park.
- Intergenerational Hub
- Additional access to the Leisure Centre car park off Northways Road
- Consolidation of the student accommodation
- Concentration of activity and 'recreation' uses around the Leisure Centre with the introduction of the bike path and the relocation of the skate park.
- Realignment of the pedestrian/cycle path to create a more direct route between the Commercial Precinct and University Campus
- Link from MacDonald Way between Fire Station and Eel Hole Creek, past Intergenerational Hub.

Community Opinion

Attendees at the consultation workshop were generally positive about this option. They especially liked the way that the design creates a stronger link between the University Campus and the Commercial Precinct, utilising the existing public space in front of the Leisure Centre and creating further activity by fronting houses to it.



Criteria	Assessment
Connectivity	✓ Strong east-west connections incorporating clear links to all of the major destinations within section 3.
Improved legibility	✓ Legibility will be improved greatly with clearer lines of site for pedestrians and cyclists and improved parking layout and vehicle links around the Leisure Centre
Good urban form	✓ Demonstrates improved urban form, demonstrates good levels of connectivity and will create added vibrancy in the public land along Eel Hole Creek
Improved traffic movement	✓ The new vehicle link to the Leisure Centre car park will improve movements in and out of the Leisure Centre
Safety – Traffic	As this area was not suffering from particularly unsafe vehicle movements, an improvement of road layout was not required from this perspective. All new road links will maintain this level of safety.
Safety – Surveillance	<ul style="list-style-type: none"> ✓ The consolidation of the student accommodation will provide good surveillance and activity, provided the student accommodation is north as well as south facing ✓ The grouping of the recreation activities will improve active surveillance in the
Links to open space	<ul style="list-style-type: none"> ✓ The new link road and parking alongside Eel Hole Creek will encourage use of this open space ✓ The consolidation of the recreation facilities will add vibrancy to this area of open space also encourage more use ✓ The improvement of the pedestrian and cycle links will again add vibrancy and connection and encourage use
Appropriate parking areas	✓ The reconfiguration of the parking for the Leisure Centre will rationalise the amount of parking
Engineering feasibility	✓ While consideration will need to be given to the exact alignment of the path up past the Leisure Centre in relation to the gradient, this option is feasible from an engineering perspective.

7 The Vision

This section outlines the future vision recommend for the Churchill Town Centre. Analysis and consultation have indicated clear preferences and practical solutions for Sections One and Three. Design options for Section Two were more complex and were subject to healthy discussion and debate. Nevertheless, preferences were clear.

The vision we are recommending will fulfil the project objective, strengthening the link between the Commercial Precinct and University Campus, encouraging principles of good urban design and encouraging a more active and more vibrant commercial precinct.

7.1 Section 1 – Western Residential Area

The main features of the plan for Section 1 are the realignment of the existing pedestrian and cycle path, a new road connection, intersection layout and housing lots.

New road connection

A new road will link the western residential area with the Commercial Precinct. This road will provide a direct connection between the two areas and provide for a more cohesive and generally safer road layout. Careful consideration will need to be given to the location of pedestrian crossings across this new road, to ensure good connection with the park area. It is recommended that provision for parking is allowed alongside this new link road to encourage use of the park area.

Realignment of the walking and pedestrian path

The existing path will be realigned along each side of the new link road. This will provide good pedestrian connection to the Commercial Centre and will give pedestrians added choice in terms of the way in which they want to approach the crossing of Monash Way.

New intersection layout

The intersection of Monash Way and Georgina Place will need to be reconfigured to cater for the introduction of the new link road. The intersection will be controlled with traffic signals and there will be pedestrian crossings at the intersection from the northern footpath to the Commercial Centre as well as across the new link road adjacent to Monash Way. This will provide for safe, well-connected pedestrian links.

New housing (optional)

A subdivision to create new lots adjacent to the new link road could be used to offset some of the cost of the new link road. These houses would also add active surveillance to the pedestrian link and park area.



7.2 Section 2 – Existing Commercial Precinct

The vision for Section Two combines features from Options 3 and 4, outlined previously. The main features of this concept are described below.

Pedestrian and Cycle Links

A new east-west pedestrian and cycle link will run from the intersection of Monash Way through the Commercial Precinct, down the slope to Philip Parade. This path will incorporate a 'Plaza area' and will use a combination of stairs and a ramp down the slope to Philip Parade. This path will provide a strong east-west connection and improve links to open space. The Plaza feature of the path will add vibrancy as well as re-emphasise its non-vehicular function.

Reconfiguration of road and parking layout

There will be three main changes to the road layout:

1. Georgina Place will be reconfigured around to join Balfour Place.
2. Marina Place will function as a service lane only. The road will be renamed from Marina Place to Marina Lane to reflect this change.
3. The safety of the southern connection to Monash Way will be improved with the introduction of a turning lane.

The recommended road layout has been tested using a vehicle-tracking program. The road layout was tested for vehicles as large as buses and trucks with semitrailers. At concept level, the testing proved the road layout to be suitable for these vehicles. Special consideration will need to be given when designing some corners, as they were the most marginal in terms of vehicle tracking. The three areas of most difficulty are:

4. The corner around the service station from Monash Way
5. The loading bays to the new retail and the access from Marina Lane
6. The service vehicle access off Philip Parade to the loading bays of the northern retail area

Public Transport

A Bus Interchange will be incorporated on Georgina Place to the south of the Petrol Station and alongside the new retail area. This will provide good public transport connections and will be able to be used for Churchill services as well as regional services passing through.

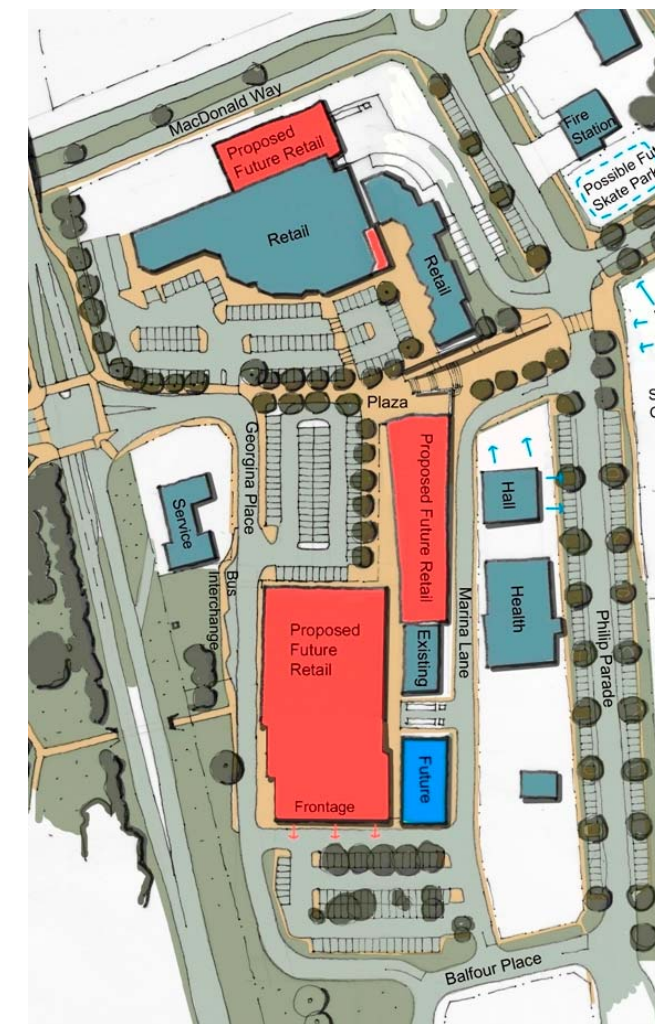
Additional retail

New retail areas will be established in the southern area of the Commercial Precinct. This retail will mainly be in the location of the existing retail, though will also extend to the north between Marina Lane and the car park. Some of the existing buildings in the south will be replaced to allow for this new development. The new retail will provide added activity to the Commercial Precinct, adding vibrancy, and active surveillance.

Council has recently issued a planning permit to extend the existing Foodworks Supermarket by approximately 825m². This proposal is to extend the existing supermarket to the north, adjacent to McDonald Way.

Town Hall

The frontage of the building will be changed so that the main entrance fronts Philip Parade.



7.3 Section 3 – Eel Hole Creek and University Campus

New pedestrian and cycle link

An east-west connection will connect to the path from the Commercial Precinct to run past the Intergenerational Hub, over Eel Hole Creek, past the Leisure Centre up to the University. This realignment of the pedestrian/cycle path will create a more direct route between the Commercial Precinct and University Campus.

Intergenerational Hub

The Intergenerational Hub is a Council initiative. This building will provide childcare facilities, community meeting space, library services, and a community kitchen among other things. It is recommended the building is oriented as shown to provide good frontage and so that it interacts well with the new east-west link.

New footbridge crossing Eel Hole Creek

The new east-west link path will cross Eel Hole Creek via a footbridge. This bridge will be wide enough to allow for pedestrian and cycling traffic and will be designed to add character and become a real 'feature' of the area.

Students of Monash University could be involved in the design of the footbridge. Engineering and design students could have a project to design bridges to cross Eel Hole Creek. This would help to fulfil the policy objective of encouraging university involvement in the community.

Aesthetic Improvements to Eel Hole Creek

Works will be undertaken to commensurate with the stormwater retention works to the north of Eel Hole Creek.

Reconfiguration of road and parking layout

There will be two changes to the existing road configuration:

1. New link road and associated parking from Philip Parade to MacDonald Way. This link will provide an additional drop off opportunity for users of the Intergenerational Hub. The road and parking will add user-opportunity and active surveillance to the Eel Hole Creek area, adding safety and encouraging use of this area.
2. Additional access to the Leisure Centre car park off Northways Road. Vehicle tracks indicate that drivers have short cut over this piece of land regardless of the lack of a formalised vehicle connection. The formalisation of this link will provide better road connection.

Consolidation of recreation activities

The consolidation of recreation activities in this area would add extra activity and vibrancy and attract additional users to the area. This consolidation would include the relocation of the skate park to this area and could also include the addition of pergolas and picnic tables to offer more passive recreation opportunities. These changes along with added users of the pedestrian and bike path will provide added activity and vibrancy creating an area that is more inviting.

Consolidation of the student accommodation

The student accommodation will be consolidated near the car park for the Leisure Centre. Provided that the accommodation is both north and south facing this again will add surveillance to the east-west link path. Paths from the student accommodation could link with the new east-west link also.

Buildings around Leisure Centre (optional)

In the future buildings could also be located on the land around the Leisure Centre to the north and east. These buildings should be used for activities that compliment both the university and the recreation themes of the area.





7.4 Licensed Venues

Council has requested an examination of the practicality and desirability of incorporating a Hotel in the Commercial Precinct. For the purpose of identifying appropriate activities, we have expanded the review of a Hotel to include other forms of licensed premises.

The West Place Centre currently contains a licensed venue. The now defunct Churchill Hotel is located to the south of the West Place centre.

The amount of land set aside for the Activity Centre in the original township planning has resulted in the dispersal of activity generators within the retail core. The former Hotel site, which is separated from the existing retail precinct by a car park, is one example of the many activity generators that is not well connected to the retail core and has acted to disperse activity across a large area. Such dispersal of activity has led to low levels of vitality. To encourage the success of this Town Centre Plan, as much activity as possible needs to be harnessed to create vitality along the course of the East-West link. However, there is a caveat on this - the activity needs to contribute positively to the surrounding public space, which is particularly important for Churchill, given current perceptions of safety within the centre.

The desirability and practicality of incorporating a Hotel/Licensed Venue in a reconfigured retail area is dependant on a number of factors, including the type of establishment, the management of the establishment and having complementary adjacent land uses.

Type

Licensed venues take many forms, from restaurants and bars through to traditional hotels (with or without accommodation and drive-through outlets), clubs (many of which incorporate Electronic Gaming Machines) and nightclubs. There is a trend for venues to combine these functions and adapt over the course of a day/night to suite the entertainment market. For instance, many restaurants now adapt to a bar after evening meal times. From a built form perspective, restaurants and bars/nightclubs could complement the retail core well, however more traditional hotels with accommodation and drive through arrangements would conflict with the objective of consolidation and keeping vehicle movements to a minimum.

Management

Licensing and planning controls regulate management of venues, however successful management varies with the ownership and management personnel at each venue. Management of public spaces outside venues is often beyond the control of the venue operator, particularly in main street environments. Good management can provide for good crowd control, however poor management can lead to disruption to local amenity and a decline in perceptions of safety.

Complementary Adjacent Uses

Successful Activity Centres contain land uses that complement each other in terms of amenity and business synergies. Licensed venues can complement Activity Centres where they operate at similar times to that of adjacent land uses. Performance of the Centre in the evening is an issue for consideration in Churchill. Currently, there is little activity after 5pm. Opportunities for activating the evening economy within the centre are important, although should activity only relate to the operation of a licensed venue, surveillance would not be provided by other land uses, possibly compromising perceptions of safety. Should other uses such as a supermarket, café or entertainment use operate simultaneously, they may assist to regulate these safety concerns, however, due to the small scale of the centre, there is unlikely to be a critical mass to achieve good surveillance into the late evening.

Successfully including a Licensed Venue

Should a licensed venue be a consideration in the reconfigured business precinct, it is important to ensure that:

- The built form responds to the street in terms of building orientation and transparency;
- The use incorporates other activity, such as servicing meals or entertainment;
- The hours of operation correspond to adjacent land uses which have the capacity for surveillance of adjacent public spaces;
- Management of the venue and the adjacent public space be tightly controlled.

It is considered that a restaurant/bar that corresponds to the hours of operation of adjacent land uses would be the most practical and desirable licensed venue to complement Churchill's business precinct. It is recommended that a more traditional Hotel would be better suited on a purpose built site, which provides for vehicle movements and monitoring/control of indoor and outdoor space to help ensure that perceptions of safety and amenity of the retail centre are not compromised.

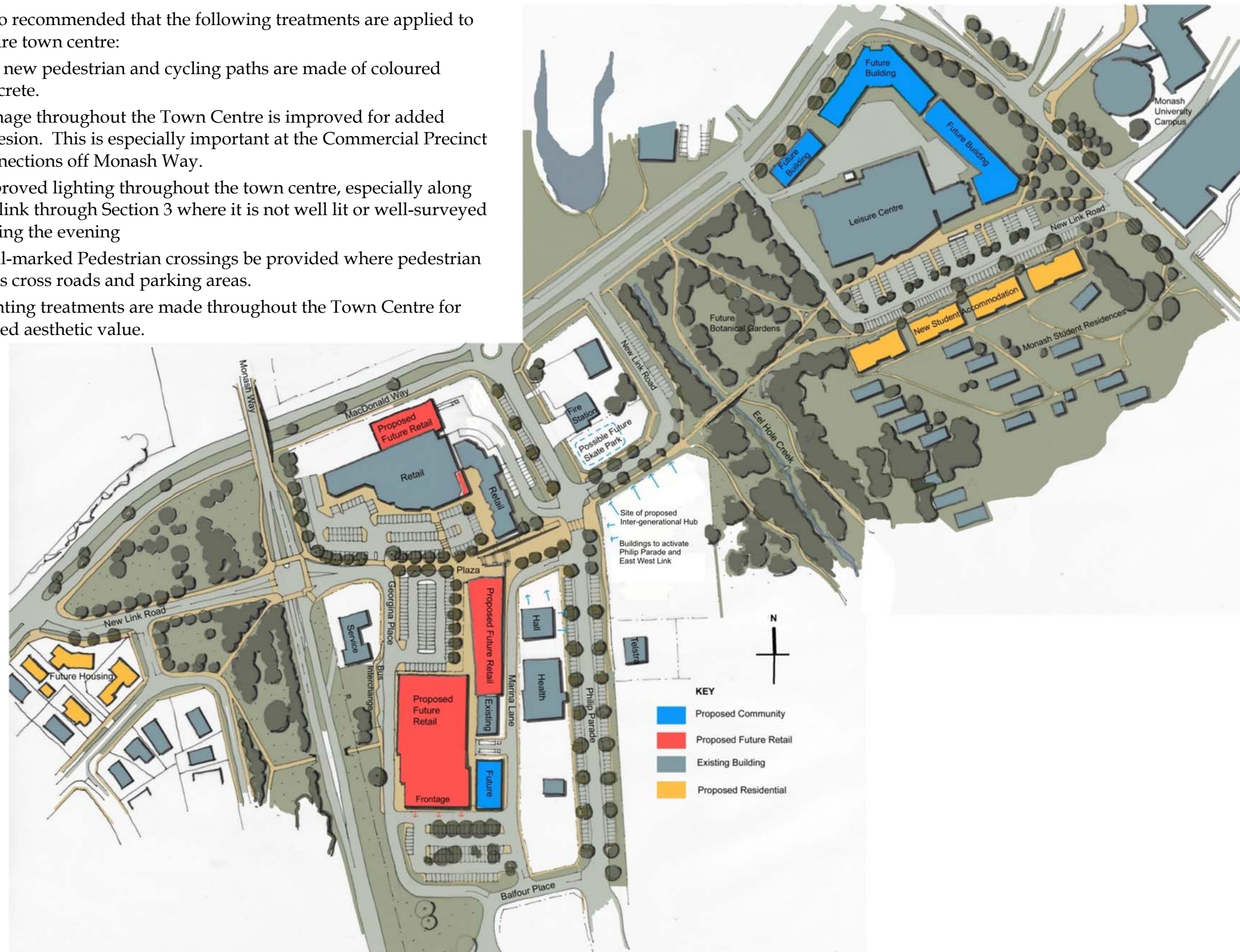
7.5 Final Concept and Overall Recommendations

Figure 7 - Churchill Town Centre Concept

This figure shows the overall concept for the Churchill Town Centre Plan.

It is also recommended that the following treatments are applied to the entire town centre:

- The new pedestrian and cycling paths are made of coloured concrete.
- Signage throughout the Town Centre is improved for added cohesion. This is especially important at the Commercial Precinct connections off Monash Way.
- Improved lighting throughout the town centre, especially along the link through Section 3 where it is not well lit or well-surveyed during the evening
- Well-marked Pedestrian crossings be provided where pedestrian links cross roads and parking areas.
- Planting treatments are made throughout the Town Centre for added aesthetic value.



8 Implementation Plan

A number of actions will need to be undertaken in order to implement the Churchill Town Centre Plan. This section provides an indicative implementation programme to effectively realise the vision of the Town Centre Plan.

The different treatments should be given priority and applied as indicated by the time frames suggested. It should be an aim that items identified as:

- 'Short term' should be achieved within the next 3 years;
- 'Medium term' items should be achieved in the next 3-5 years; and
- 'Long term' items should be in place within 5-10 years.

Action	Timing	Lead Organisation	Supporting Organisations
Incorporate outcomes into the Draft Structure Plan for Churchill and subsequent Planning Scheme Amendment	Short	Latrobe City Council	DSE
Use the Town Centre Plan and associated developments as a basis for capital works budget over the coming years.	Short -Ongoing	Latrobe City Council	
Work with shopping centre owners to incorporate design features/ community space/facilities into development contributions by agreement	Short	Latrobe City Council	Shopping Centre Body Corporate
Work with Intergenerational Hub Architects to ensure Intergenerational Hub and Public Hall redevelopment compliment the Town Centre Plan and vice versa.	Short	Latrobe City Council	Hub Architects
Develop detailed treatments for Eel Hole Creek including a pedestrian bridge	Short	Latrobe City Council	Monash University
Agree new connections and signage to Monash Way with VicRoads	Short	Latrobe City Council	VicRoads
Design & Construct – Relocation of Skate Park (to allow for Intergenerational Hub development	Short	Latrobe City Council	Leisure Centre Management
Assist Monash University to leverage funding and contributions to help realise the parts of the vision they can influence	Short-Medium	Latrobe City Council	Monash University
Develop a lighting scheme/strategy to reinforce the new east-west link	Short -Ongoing	Latrobe City Council	
Design& Construct – New Road and Parking Layout; Public Transport Connections – Commercial Precinct	Short - Medium	Latrobe City Council	VicRoads DoI
Develop a Memorandum of Understanding with DHS with regard to new road links, intersection and subdivision in the western residential area	Medium	Latrobe City Council	VicRoads/DHS
Design and Construct – East-West Pedestrian and Cycle Link including new footbridge	Medium		
Design & Construct – Student Residences	Medium	Monash University	Latrobe City Council
Design & Construct – New Road Links – Eel Hole Creek & University Section	Long	Latrobe City Council	Leisure Centre Management Country Fire Authority Intergenerational Hub Management



8.1 Cost Estimate

A price estimate of the costs for the major works associated with the Town Centre Plan are outlined below. This cost estimate does not include the items listed as optional in the concept and is accurate to +/-35%.

Item	Estimated Cost
New east-west link (including plaza)	\$519,000
New footbridge over Eel Hole Creek	\$320,000
Western Link Road	\$251,000
Upgrade of the intersection at Monash Way	\$265,000
Southern intersection with Monash Way – Turning Lane	\$148,000
Reconfiguration of Georgina Place	\$215,000
New link road – Philip Parade to MacDonald Way	\$259,000
Reconfiguration of Philip Parade	\$301,000
New link road to Leisure Centre Car Park	\$116,000
SUBTOTAL	\$2,406,000
Design and Management Fees	\$241,000
Contingency Allowance	\$530,000
TOTAL	\$3,177,000

A copy of the full price estimate is included in Appendix B.

- Appendix A
**Churchill Retail
Overview**



ESSENTIAL ECONOMICS

Churchill Town Centre East-West Connection Feasibility

Retail-Economic Analysis

Prepared for

BECA

by

Essential Economics Pty Ltd

July 2007

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1 INTRODUCTION

1.1 Background

This project has been commissioned by Latrobe City Council as part the *Churchill Town Centre East-West Connection Feasibility* study currently being undertaken by Beca. It provides an assessment of supportable retail floorspace in Churchill as an input to planning for the east-west connection.

The economic assessment has been undertaken as a broad desktop analysis with reference to material prepared as part of the recent VCAT hearing (P2067/2006) in relation to a proposed new supermarket and specialty stores at Balfour Place.

1.2 Objectives

The broad objectives of this report are as follows:

- 1 Review the economic analysis prepared in the context of the VCAT hearing for the proposed development at Balfour Place
- 2 Undertake additional analysis, where required, in order to understand the existing market performance of the Churchill Town Centre
- 3 Prepare estimates of supportable floorspace, having regard for population and housing trends and spending capacity

1.3 Report Structure

This report is presented in the following Chapters:

- 1 Market Assessment
- 2 Development Potential
- 3 Conclusion

2 MARKET ASSESSMENT

2.1 Introduction

This chapter presents an analysis of the market performance of the existing Churchill Town Centre, and includes the following components:

- Identification of a relevant trade area from which most trade is captured
- Estimates of existing and forecast population
- Estimates of existing and forecast retail expenditure
- Details of existing retail floorspace at Churchill Town Centre
- Analysis of market share performance currently being achieved.

The analysis is based on material prepared by UrbisJHD in support of the proposed supermarket development at Balfour Place, Churchill.

2.2 Trade Area

A trade area describes the geographic region from which the majority of retail sales in a shop or shopping centre are derived. The trade area can be defined with reference to a number of factors that typically influence the likely trading extent of any retail location, such as:

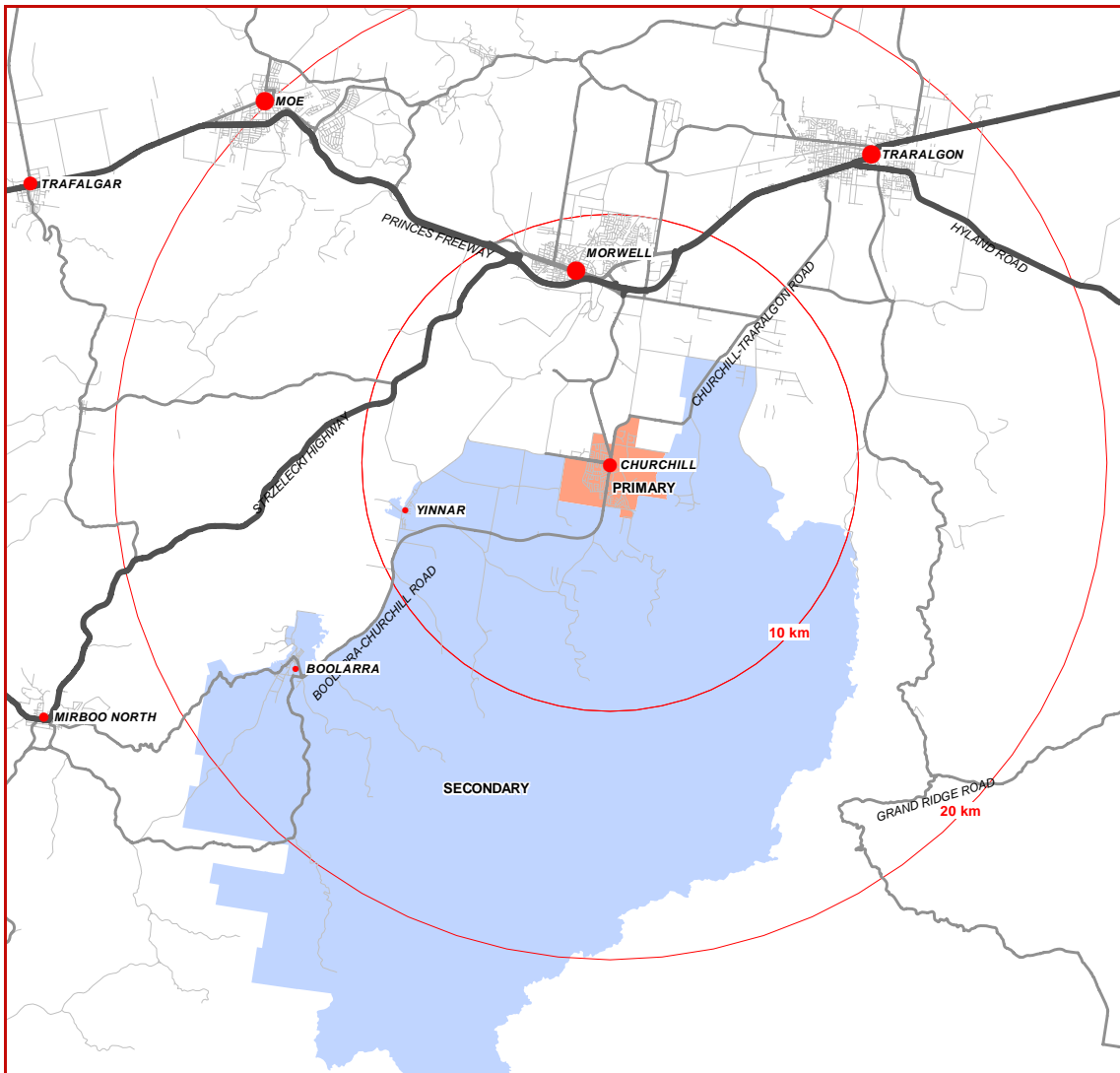
- the size, type and composition of the planned retail shop or shopping centre;
- the location and relative attractiveness of competing shopping locations;
- the extent of road and public transport access to the shop/centre; and
- the presence of barriers to movement, such as rail lines, freeways, creeks, etc.

The trade areas adopted for this assessment are shown in Map 1, and are the same as those used in the UrbisJHD economic analysis for the Balfour Place development. The trade areas comprise:

- A Primary Trade Area (PTA) which includes the immediate area surrounding the town of Churchill;
- A Secondary Trade Area (STA), which extends approximately 25km south of the town of Churchill and includes other towns such as Boolarra and Jumbuck.

The PTA and STA combine to form the Main Trade Area (MTA) which is used as the basis for the economic analysis presented in this report.

Figure 2.1: Churchill Town Centre Trade Area



Source: Produced by Essential Economics Pty Ltd with MapInfo

2.3 Population Trends and Forecast

Estimates of current and future population trends in the identified trade area have been prepared with reference to the following sources of information:

- Estimates of resident population in the trade area prepared by ABS on a small area basis (unpublished data);
- Published estimates of resident population for the Statistical Local Areas (SLAs) in which the trade area sectors lie (ABS, Regional Population Growth, Cat No 3218.0);
- Analysis of recent housing developments in Churchill, and the potential for these to add to population growth in the PTA;

- Population projections prepared by the Department of Sustainability and Environment for SLAs (DSE, Victoria in Future, 2004); and
- Population projections prepared by Essential Economics Pty Ltd for the City of Latrobe's component SLAs in the context of the Traralgon Bypass Supplementary Inquiry hearing.

The main trade area has an estimated resident population of 8,400 persons in 2006, comprising an estimated 4,730 persons in the PTA and 3,670 persons in the STA. A substantial decline in population has occurred since 2001, at an average rate of -1.3% pa (or an average decline of 110 persons pa).

The population is projected to be stable over the next ten years, mainly due to the effect of current residential developments off-setting the declining population that would otherwise occur. However, it is important to note that a number of factors may affect the underlying trends that are presented in this analysis:

- Constraints to growth in other locations such as Traralgon may lead to a higher level of population growth in Churchill;
- High quality residential estates may be developed that would attract new residents to the area;
- Growth or decline in student numbers at Monash University would affect the residential population; and
- Improved range and quality of social infrastructure, including retail facilities, would add to the attraction of Churchill as a small township within close proximity to major employment areas such as Morwell and Traralgon.

While the current (2006) estimate of population is similar to that prepared by UrbisJHD as part of the Balfour Place development application, the projections shown in Table 2.1 are for a lower rate of population growth over the period 2006 to 2016. For example, UrbisJHD project that the MTA will have a population of 8,670 persons by 2016, whereas the analysis undertaken in this report indicates a projected population of 8,400 persons at that time.

It appears from our review of the UrbisJHD economic report that a more significant level of off-setting residential development has been assumed as part of the preparation of their population projections.

Table 2.1: Population Trends and Forecast

	2001	2006	2009	2016
<u>Estimated Resident Population</u>				
Primary Trade Area	5,050	4,730	4,700	4,600
Secondary Trade Area	3,910	3,670	3,710	3,800
Main Trade Area	8,960	8,400	8,410	8,400
<u>Average Annual Growth (persons)</u>				
Primary Trade Area		-60	-10	-10
Secondary Trade Area		-50	10	10
Main Trade Area		-110	0	0
<u>Average Annual Growth (%)</u>				
Primary Trade Area		-1.3%	-0.2%	-0.3%
Secondary Trade Area		-1.3%	+0.4%	+0.3%
Main Trade Area		-1.3%	0.0%	0.0%

Source: DSE, Victoria In Future 2004; ABS, Regional Population Growth; Essential Economics Pty Ltd

2.4 Trade Area Spending

Estimates of the available retail spending capacity of the trade area population have been prepared with reference to data from the MarketInfo household expenditure model. MarketInfo provides small area estimates of spending by product group based on the collation and analysis of data from the Census of Population and Housing, the Household Expenditure Survey, National Accounts, Australian Tax Office and other sources.

The figures are presented in March 2007 dollars.

Estimates of average per capita retail expenditure in the trade areas are shown in Table 2.2, and show that average retail spending levels in the MTA are approximately 2.1% below the average for regional Victoria.

The estimates adopted in this analysis are approximately 7% higher than those used in the UrbisJHD report for Balfour Place – this reflects the exclusion of GST in the UrbisJHD approach.

Table 2.2: Average Annual Retail Expenditure Per Capita, 2006

Product type	PTA	STA	MTA	Regional	Variation from Regional VIC Average
Food, liquor, groceries	\$3,860	\$4,020	\$3,930	\$4,050	-3.0%
Café/restaurant	\$490	\$530	\$510	\$520	-1.9%
Takeaway food	\$780	\$660	\$720	\$720	+0.0%
<i>Food</i>	<i>\$5,130</i>	<i>\$5,210</i>	<i>\$5,160</i>	<i>\$5,290</i>	<i>-2.5%</i>
Apparel	\$1,130	\$1,110	\$1,120	\$1,110	+0.9%
Homewares	\$1,020	\$950	\$990	\$995	-0.5%
Bulky merchandise	\$1,110	\$1,180	\$1,140	\$1,190	-4.2%
General	\$1,100	\$1,050	\$1,080	\$1,110	-2.7%
<i>Non-food</i>	<i>\$4,360</i>	<i>\$4,290</i>	<i>\$4,330</i>	<i>\$4,405</i>	<i>-1.7%</i>
Services	\$240	\$300	\$270	\$270	+0.0%
Total Retail	\$9,730	\$9,800	\$9,760	\$9,965	-2.1%

Source: MarketInfo; Essential Economics

Estimates of total available retail expenditure by residents in the trade area are presented in Table 2.3 below, based on the population estimates and projections shown in Table 2.1, and with application of average expenditure as shown in Table 2.2. Real growth in average per capita spending has been applied at long-term averages from Retail Trade and National Accounts data.

Table 2.3: Total Available Retail Expenditure

Retail Category	2006	2009	2011	2016	Growth p.a (%) 2006-2021
<u>PTA</u>					
Food	\$24.3 m	\$24.9 m	\$25.2 m	\$26.2 m	0.8%
Non-Food	\$21.8 m	\$22.8 m	\$23.5 m	\$25.4 m	1.6%
Total PTA	\$46.0 m	\$47.7 m	\$48.8 m	\$51.6 m	1.2%
<u>STA</u>					
Food	\$19.1 m	\$19.9 m	\$20.5 m	\$22.0 m	1.3%
Non-Food	\$16.8 m	\$18.0 m	\$18.8 m	\$20.9 m	2.1%
Total STA	\$36.0 m	\$37.9 m	\$39.3 m	\$42.9 m	1.7%
<u>MTA</u>					
Food	\$43.4 m	\$44.8 m	\$45.7 m	\$48.2 m	1.0%
Non-Food	\$38.6 m	\$40.8 m	\$42.3 m	\$46.4 m	1.8%
Total MTA	\$82.0 m	\$85.6 m	\$88.1 m	\$94.5 m	1.4%

Source: Table 2.1; Table 2.2; Essential Economics Pty Ltd

The analysis shows that retail expenditure by trade area residents is forecast to increase from the current estimate of \$82.0m in 2006, to approximately \$94.5m in 2016. These estimates are broadly similar to those used by UrbisJHD, noting that their approach is to exclude the GST component from spending estimates.

2.5 Retail Facilities and Floorspace Provision

Churchill Town Centre contains an estimated 4,200m² of occupied retail floorspace. This information has been derived from the information presented in the UrbisJHD report, and comprises:

- **Hazelwood Village Centre:** a small convenience centre with 3,450m² of retail floorspace which includes a Foodworks supermarket (2,000m²) and several speciality shops; and
- **West Plaza:** contains an estimated 900m² of occupied retail floorspace and a number of non-retail tenancies.

A summary of retail floorspace provision is shown in Table 2.4. Note that these are broad estimates based on the data shown in the UrbisJHD report – a floorspace survey has not been undertaken as part of this analysis.

Table 2.4: Estimated Occupied Retail Floorspace, Churchill Town Centre

Category	Floorspace (m ²)
Supermarket	2,000m ²
Other food	1,050m ²
Total food	3,050m ²
Non-food	1,150m ²
Total occupied floorspace	4,200m²

Source: UrbisJHD

In addition to the floorspace provision shown in Table 2.4, a small IGA supermarket/general store of 250m² is located at the intersection of Monash Way and Acacia Way.

2.6 Market Share Analysis

A market share analysis has been undertaken to assess the extent to which the retail facilities in Churchill Town Centre capture spending by residents in the MTA. The analysis uses the same approach adopted by UrbisJHD, which comprises:

- 1 An estimate of the turnover achieved by the retail facilities at Churchill;
- 2 An estimate of the share of turnover derived from expenditure by residents in the trade area (noting, for example, that visitors to the University and students living off-campus bring spending into the town); and
- 3 Comparison of spending derived from MTA residents (from 2 above) against the total available spending in the MTA in order to calculate the market share achieved by retailers at the Churchill Town centre

The analysis is presented in Table 2.5, and shows that total centre turnover is estimated at approximately \$23.8m (estimate for 2006), which reflects an average trading level of \$5,670/m². An estimated \$19.5m in turnover is derived from the MTA, representing approximately 82% of turnover, with the remaining 18% of turnover drawn from students and other visitors to the town.

On this basis, the retail facilities in Churchill Town Centre achieve a 24% share of MTA retail spending. The food retail sector achieves a 35% market share, while the non-food sector captures 11% market share.

These estimates of trading performance and market share are only very slightly below those prepared by UrbisJHD for the Balfour Place development proposal, in which the market shares are estimated at 37% in Food, 13% in Non-food and 27% overall.

Table 2.5: Market Share Analysis 2006

	Estimated Turnover	Turnover from MTA	MTA Spending	Market Share
Food	\$19.2m	\$15.4m	\$43.4m	35%
Non Food	\$4.6m	\$4.1m	\$38.6m	11%
Total	\$23.8m	\$19.5m	\$82.0m	24%

Source: Essential Economics Pty Ltd

2.7 Conclusion

Retail facilities in the Churchill Town Centre serve the immediate township and an area that extends approximately 20km south of the town. The population in the trade area is estimated at approximately 8,400 residents, and this is projected to remain at the same level over the next 10 years.

Retail expenditure generated by residents in the trade area is estimated at approximately \$82m, and is projected to increase to \$94.5m in 2016, mainly as a result of real growth in per capita spending levels.

Churchill Town Centre has existing retail provision estimated at 4,200m², with the Foodworks supermarket (2,000m²) the main anchor tenant. Total turnover is estimated at \$23.8m, with an estimated \$19.5m derived from spending by MTA residents, which indicates a market share of 24% of available spending.

Overall, the role of Churchill Town Centre is that of a small neighbourhood shopping centre which mainly serves convenience and top-up grocery shopping. The majority of expenditure is directed to the larger retail centres at Morwell and Traralgon.

The analysis presented in this Chapter serves as confirmation of work undertaken in the UrbisJHD report prepared in support of the Balfour development proposal.

3 DEVELOPMENT POTENTIAL

3.1 Introduction

This chapter provides an analysis of the potential for additional retail floorspace to be provided to serve the future needs of residents in the Churchill Town Centre trade area. The analysis is based on consideration of the following factors:

- Growth in expenditure by trade area residents, derived from population growth and real growth in average per capita retail spending;
- The potential share of MTA spending that could be captured by retail facilities in Churchill Town Centre; and
- Additional retail turnover derived from spending by people living beyond the trade area (eg students at Monash University).

The analysis has been undertaken for the period 2006 to 2016.

3.2 Expenditure Growth

The analysis presented in Chapter 2 shows that residents in the main trade area served by Churchill Town Centre have total retail expenditure of approximately \$82m in 2006, and this is forecast to increase to \$94.5m in 2016.

Retail expenditure on Food is estimated at \$43.4m in 2006, increasing to \$48.2m in 2016, while expenditure on Non-food retailing is estimated at \$38.6m in 2006, increasing to \$46.4m in 2016.

Total expenditure growth is therefore estimated at an additional \$12.5m pa in 2016 compared with current (2006) levels, and this additional spending capacity has potential to support growth in the provision of retail floorspace.

3.3 Floorspace Development Potential

An analysis of the potential for additional floorspace development to serve the Churchill Town Centre has been undertaken by applying the following assumptions:

- Available retail expenditure is estimated at \$94.5m in 2016, comprising \$48.2m in Food spending and \$46.4m in Non-food spending.
- The share of available spending on **Food** merchandise captured by retailers in Churchill Town Centre (ie the market share) is assumed to increase from the current 35% (refer Table 2.5) to 65% in 2016. This assumption relies on the provision of an improved range of food shopping services during the next ten years, in particular with an improved supermarket offer. The increased market share would be achieved at the time that the expansion in the retail offer occurs.

It is important to appreciate that a significant share of food spending will continue to be directed to larger shopping centres in the region at Morwell and Traralgon, and to other locations.

- The market share achieved in **Non-food** is assumed to increase from the current 11% to 15% by 2016. This would be achieved with an improvement in the range and provision of non-food shopping facilities. A higher market share in excess of 15% is unlikely to be achieved, having regard for the size and role of the Churchill Town Centre in the context of the surrounding retail network.
- The share of turnover drawn from beyond the trade area is forecast to remain at the current 20% for Food (ie, 80% of food turnover is from MTA residents) and 10% for Non-food (ie 90% of turnover from MTA residents).
- Floorspace potential has been calculated by applying average turnover performance which is based on current rates and an allowance for approximately 1% pa growth in average sales.

Table 3.1: Floorspace Development Potential 2006-2016

Item	Food	Non-food	Total retail
Available spending by MTA residents, 2016	\$48.2m	\$46.4m	\$94.5m
Market share captured by Churchill TC retailers, 2016	65.0%	15.0%	40%
Churchill turnover generated by MTA residents, 2016	\$31.3m	\$7.0m	\$38.3m
Share of TO from beyond MTA	80%	90%	82%
Total turnover by Churchill TC retailers, 2016	\$39.1m	\$7.7m	\$46.9m
Average turnover performance	\$6,900/m ²	\$4,400/m ²	\$6,308/m ²
Floorspace potential, 2016	5,670m ²	1,760 m ²	7,430m ²
Existing floorspace, 2006	3,050m ²	1,150 m ²	4,200m ²
Additional floorspace development 2006-2016	2,620m²	610 m²	3,230m²

Source: Essential Economics Pty Ltd

The analysis shows that in 2016 there is potential for total retail provision of approximately 7,430m² in Churchill Town Centre, comprising an estimated 5,670m² food floorspace and 1,760m² non-food floorspace.

Having regard for existing retail provision, the analysis indicates that approximately an additional 3,230m² in retail floorspace could be supported by 2016, including:

- An additional 2,620m² in food floorspace provision
- An additional 610m² in non-food floorspace provision

The main contribution to growth in retail potential is the expected ability to achieve higher market shares, particularly in food shopping, as a result of an improvement in the range and quality of retail facilities (eg with the introduction of improved/expanded supermarket facilities). The potential increase of 3,230m² could therefore occur prior to 2016, as long as it reflects an improvement in shopping provision in Churchill.

3.4 Implications for Town Centre Development

The main implications for the future development of Churchill Town Centre arising from this analysis are as follows:

- There is potential for an expansion of retail provision in Churchill Town Centre, associated with an improvement in the range and quality of retail services for local residents.
- The retail development potential is estimated at approximately an additional 3,230m² supportable over the 2006 to 2016 period, although noting that this retail potential could occur earlier as it is mainly derived from an increased market share performance as a result of improved retail provision.
- The analysis identifies an estimated 2,620m² food floorspace potential, and this would support the introduction of an improved range of supermarket shopping.
- The UrbisJHD analysis identifies a lack of competition in the food retail market, which is expressed in higher prices paid by supermarket shoppers in Churchill. The introduction of a major supermarket brand such as Safeway or Coles would be beneficial in introducing price competition.
- The analysis indicates that there is potential for an additional 610m² of non-food specialty shopping. This is likely to be reflected in an improved mix of convenience stores and limited comparison shopping, and may include, for example, a basic clothing store, florist, additional hair and beauty salon, etc.
- Having regard for the number of existing vacant premises (estimated at five tenancies, based on the UrbisJHD report), some of the additional development potential is likely to be reflected in improved performance and viability of the existing centres.
- Overall, the implication is that the Churchill Town Centre has potential to grow from its current floorspace of 4,200m², to 7,430m². This level of floorspace growth could be accommodated as part of a consolidation of retail activity in the existing Hazelwood Village and West Plaza centres, rather than through a major expansion of the town centre.

3.5 Conclusion

The analysis of future market potential shows that the Churchill Town Centre has potential to expand by approximately an additional 3,230m² over the period 2006 to 2016, including an additional 2,620m² in food floorspace and an additional 610m² in non-food floorspace.

The implication for the future development of the Town Centre is that the existing centres have capacity to be redeveloped in order to meet the expected future retail needs of the Churchill trade area, and a major expansion to the town centre is not warranted. A new supermarket would need to be included as part of the redevelopment of the town centre if the identified floorspace potential is to be realised.

4 CONCLUSION

In summary, the analysis presented in this report leads to the following conclusions:

- 1 Churchill Town Centre serves a role as a neighbourhood shopping centre providing local convenience and top-up shopping for a trade area catchment that includes the urban township and the surrounding region to the south.
- 2 The trade area population has declined in recent years; however, there are opportunities for new residential estates to at least partly off-set the decline. The population is projected to remain stable at approximately 8,400 residents over the period 2006 to 2016.
- 3 Opportunities for new retail floorspace provision are derived from the ongoing real growth in average per capita retail spending, and from improving the market share performance of the centre as a whole through the introduction of new retail services.
- 4 There is potential for approximately 3,230m² of additional retail floorspace to be developed in Churchill Town Centre over the period 2006 to 2016 in order to serve expected demand.
- 5 The supportable retail floorspace includes an estimated 2,620m² of additional food floorspace, and an additional 610m² non-food floorspace.
- 6 The implication for the future development of the Town Centre is that the existing centres have capacity to be redeveloped in order to meet the expected future retail needs of the Churchill trade area, and a major expansion to the town centre is not warranted. A new supermarket would need to be included as part of the redevelopment of the town centre if the identified floorspace potential is to be realised.

- Appendix B

Churchill Town Centre Estimates

GENERAL SUMMARY

COMPANY : BECA PTY LTD

PROJECT : CHURCHILL TOWN CENTRE PLAN

DATE : Thu 14 Jun 2007 08:53am

SubTitle : June 2007

Bid Currency : AU\$

CO	SECTION NAME	UNIT	QTY	RATE	COST
	<u>CHURCHILL TOWN CENTRE PLAN</u>				
	CONCEPT ESTIMATES OF PROBABLE COST				
	Note: The accuracy of these concept estimates are in the order of +/- 35%.				
1	New / Upgraded Footpaths and Plaza				531,000
2	New Footbridge over Eel Hole Creek				320,000
3	Western Link Road				251,000
4	Intersection - Link Road/Monash Way				265,000
5	Turning Lane at Monash Way / Balfour Place				148,000
6	Georgina Place - Reconfiguration				215,000
7	Link Road - Philip Parade to MacDonald Way				259,000
8	Philip Parade - Reconfiguration				301,000
9	New Link Road to Leisure Centre Car Park				116,000
	SUBTOTAL				2,406,000
10	Design and Management Fees for above Works				241,000
11	Contingency Allowance (20%)				530,000
	TOTAL				3,177,000
	NOTES				
	Estimates based on unscaled sketch of proposed new layout, arial photograph of the existing layout and email indicating the items to be included in estimate.				
	EXCLUSIONS				
	Demolition				
	Temporary works				
	Soil investigation				
	Relocation of existing services				
	Soft and hard landscaping other than that specifically mentioned				
	Traffic management				
	Ground/property purchase costs				
	GST				
	Escalation				
	Client costs				
	Capitalised interest				
	Costs to date				
	Legal and finance fees				

GENERAL SUMMARY

COMPANY : BECA PTY LTD

PROJECT : CHURCHILL TOWN CENTRE PLAN

DATE : Thu 14 Jun 2007 08:53am

SubTitle : June 2007

Bid Currency : AU\$

CO	SECTION NAME	UNIT	QTY	RATE	COST
	Site IR rates Construction Industry levies Risk items				
	TOTALS OF SELECTED SECTIONS				3,177,000

Section '1'-'New / Upgraded Footpaths and Plaza'

COMPANY : BECA PTY LTD

PROJECT : CHURCHILL TOWN CENTRE PLAN

DATE : Thu 14 Jun 2007 08:53am

SubTitle : June 2007

Bid Currency : AU\$

BQREF	DESCRIPTION	UNIT	QTY	RATE	COST
1	<u>NEW / UPGRADED FOOTPATH and PLAZA</u>				
	Works				
	3m wide footpath - assume both sides of new western link road, single footpath from Monash Way to Leisure Centre and both sides of Leisure Centre car park	m2	3,615	69.00	249,435
	Allowance for plaza area including ramp and stairs	m2	1,200	225.00	270,000
	Allowance for trees to plaza area including hole filled with suitable soil and tree grille and frame	no	6	1,875.00	11,250
	Rounding	sum	1	315.00	315
	Sub Total	**			531,000
	Totals for Section '1'-'New / Upgraded Footpaths and Plaza'				531,000

BQREF	DESCRIPTION	UNIT	QTY	RATE	COST
2	<u>NEW FOOTBRIDGE OVER EEL HOLE CREEK</u>				
	Works				
	Allowance for footbridge - assume 40m long x 3m wide reinforced concrete single span	m2	120	1,000.00	120,000
	Allowance for lighting and architectural features	sum	1	200,000.00	200,000
	Sub Total	**			320,000
	Totals for Section '2'-'New Footbridge over Eel Hole Creek'				320,000

Section '3'-'Western Link Road'

PROJECT : CHURCHILL TOWN CENTRE PLAN

SubTitle : June 2007

COMPANY : BECA PTY LTD

DATE : Thu 14 Jun 2007 08:53am

Bid Currency : AU\$

BQREF	DESCRIPTION	UNIT	QTY	RATE	COST
3	<u>NEW WESTERN LINK ROAD</u>				
	Works				
	7m wide 2 lane link road with kerbs	m	186	670.00	124,620
	Form tie-in between new and existing roads	sum	1	30,000.00	30,000
	Allowance for stormwater drainage	sum	1	55,000.00	55,000
	Allowance for 8m high street light - assume at 40m centres	no	5	4,500.00	22,500
	Allowance for trees including hole filled with suitable soil and tree grille and frame	no	10	1,875.00	18,750
	Rounding	sum	1	130.00	130
	Sub Total	**			251,000
	Totals for Section '3'-'Western Link Road'				251,000

BQREF	DESCRIPTION	UNIT	QTY	RATE	COST
4	<u>INTERSECTION - LINK ROAD WITH MONASH WAY</u>				
	Works				
	Allowance for alterations/widening of Monash Way for intersection with new link road and revised Georgina Place	sum	1	65,000.00	65,000
	Traffic signals for intersection Orbital Road	sum	1	200,000.00	200,000
	Sub Total	**			265,000
	Totals for Section '4'-'Intersection - Link Road/Monash Way'				265,000

Section '5'-Turning Lane at Monash Way / Balfour'

COMPANY : BECA PTY LTD

PROJECT : CHURCHILL TOWN CENTRE PLAN

DATE : Thu 14 Jun 2007 08:53am

SubTitle : June 2007

Bid Currency : AU\$

BQREF	DESCRIPTION	UNIT	QTY	RATE	COST
5	<u>TURNING LANE ON MONASH WAY (FROM BALFOUR PARK)</u>				
	Works				
	3.5m wide lane	m	150	377.96	56,694
	Form tie-in between new and existing roads	sum	1	30,000.00	30,000
	Allowance for stormwater drainage	sum	1	43,000.00	43,000
	Allowance for 8m high street light - assume at 40m centres	no	4	4,500.00	18,000
	Rounding	sum	1	306.00	306
	Sub Total	**			148,000
	Totals for Section '5'-Turning Lane at Monash Way / Balfour'				148,000

Section '6'-'Georgina Place - Reconfiguration'

COMPANY : BECA PTY LTD

PROJECT : CHURCHILL TOWN CENTRE PLAN

DATE : Thu 14 Jun 2007 08:53am

SubTitle : June 2007

Bid Currency : AU\$

BQREF	DESCRIPTION	UNIT	QTY	RATE	COST
6	<u>RECONFIGURATION OF GEORGINA PLACE</u>				
	Works				
	7m wide 2 lane link road with kerbs	m	200	613.00	122,600
	Form tie-in between new and existing roads	sum	1	10,000.00	10,000
	Allowance for stormwater drainage	sum	1	60,000.00	60,000
	Allowance for 8m high street light - assume at 40m centres	no	5	4,500.00	22,500
	Rounding	sum	1	-100.00	-100
	Sub Total	**			215,000
	Totals for Section '6'-'Georgina Place - Reconfiguration'				215,000

Section '7'-Link Road - Philip Parade to MacDonald '

COMPANY : BECA PTY LTD

PROJECT : CHURCHILL TOWN CENTRE PLAN

DATE : Thu 14 Jun 2007 08:53am

SubTitle : June 2007

Bid Currency : AU\$

BQREF	DESCRIPTION	UNIT	QTY	RATE	COST
7	<u>NEW LINK ROAD FROM PHILIP PARADE TO MACDONALD WAY</u>				
	Works				
	7m wide 2 lane link road with kerbs	m	170	613.00	104,210
	Form tie-in between new and existing roads	sum	1	30,000.00	30,000
	Allowance for stormwater drainage	sum	1	50,000.00	50,000
	Allowance for 8m high street light - assume at 40m centres	no	7	4,500.00	31,500
	Car parks along road	m2	275	88.00	24,200
	Allowance for trees including hole filled with suitable soil and tree grille and frame	no	10	1,875.00	18,750
	Rounding	sum	1	340.00	340
	Sub Total	**			259,000
	Totals for Section '7'-Link Road - Philip Parade to MacDonald '				259,000

Section '8'-Philip Parade - Reconfiguration'

COMPANY : BECA PTY LTD

PROJECT : CHURCHILL TOWN CENTRE PLAN

DATE : Thu 14 Jun 2007 08:53am

SubTitle : June 2007

Bid Currency : AU\$

BQREF	DESCRIPTION	UNIT	QTY	RATE	COST
8	<u>RECONFIGURATION OF PHILIP PARADE</u>				
	Works				
	Assume extra 1m road width each side of road with new kerbs	m	380	200.00	76,000
	Removal of centre car parks and making good of road surface	m	190	345.00	65,550
	Set out and paint car park spaces including new signage	sum	1	20,000.00	20,000
	Allowance for stormwater drainage	sum	1	55,000.00	55,000
	Allowance for 8m high street light - assume at 40m centres both sides of road	no	10	4,500.00	45,000
	Allowance for trees including hole filled with suitable soil and tree grille and frame	no	21	1,875.00	39,375
	Rounding	sum	1	75.00	75
	Sub Total	**			301,000
	Totals for Section '8'-Philip Parade - Reconfiguration'				301,000

BQREF	DESCRIPTION	UNIT	QTY	RATE	COST
9	<u>LINK ROAD TO LEISURE CENTRE CAR PARK</u>				
	Works				
	7m wide 2 lane link road with kerbs	m	50	613.00	30,650
	Form tie-in between new and existing roads	sum	1	15,000.00	15,000
	Allowance for stormwater drainage	sum	1	14,000.00	14,000
	Allowance for general reconfiguration work in connection with the new footpaths (elsewhere)	sum	1	30,000.00	30,000
	Allowance for trees including hole filled with suitable soil and tree grille and frame	no	14	1,875.00	26,250
	Rounding	sum	1	100.00	100
	Sub Total	**			116,000
	Totals for Section '9'-'New Link Road to Leisure Centre Car'				116,000

Section '10'-'Design and Management Fees for above '

COMPANY : BECA PTY LTD

PROJECT : CHURCHILL TOWN CENTRE PLAN

DATE : Thu 14 Jun 2007 08:53am

SubTitle : June 2007

Bid Currency : AU\$

BQREF	DESCRIPTION	UNIT	QTY	RATE	COST
10	<u>DESIGN AND MANAGEMENT FEES</u>				
	Allowance for Design and Management fees for the above works (10%)	sum	2,406,000	0.10	240,600
	Rounding	sum	1	400.00	400
	Sub Total	**			241,000
	Totals for Section '10'-'Design and Management Fees for above '				241,000

BQREF	DESCRIPTION	UNIT	QTY	RATE	COST
11	<u>CONTINGENCY ALLOWANCE</u>				
	Allowance for Contingency (20%)	sum	2,647,000	0.20	529,400
	Rounding	sum	1	600.00	600
	Sub Total	**			530,000
	Totals for Section '11'-'Contingency Allowance (20%)'				530,000