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Appendix 1. The Evolution of Policy  
Development

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## THE EVOLUTION OF POLICY DEVELOPMENT

To give context to the current policy framework as outlined in the MSS, a review of older strategies for commercial centre development examines particular changes over time, with reference to the political and strategic impact upon activity/commercial centre development. Commercial centre policy in the late 1970s was formulated in the climate of significant growth in the permanent and semi-permanent resident population on the Peninsula, whilst suburban expansion in Melbourne, coupled with the dispersal of employment opportunities is cited as the impetus for the growth. Similarly, urban infrastructure improvement and increased mobility contributed to a progressive settlement pattern and rapid family formation within the region (1977:7).

Local government structure of the time also had an elemental influence upon development of both residential and commercial activity areas. Prior to 1994, three Shires covered the Peninsula south of Frankston<sup>1</sup> and in the context of the late 1970s they were: -

- The Shire of Mornington, located on the north coast of the Peninsula had the largest proportion of permanent residents in 1977 due to its close proximity and road access to Melbourne. This former Shire includes the townships of Mornington and Mt Eliza and is traversed by two major north-south roads, Moorooduc Rd (now the Moorooduc Hwy) and the Nepean Hwy.
- The Shire of Flinders, located on the southern ‘tip’ of the Peninsula, was the largest in size; its Port Phillip Bay coastline includes the townships of Dromana, Rosebud, Rye, Blairgowrie, Sorrento and Portsea, all serviced by the Nepean Hwy. The Bass Strait coast includes the townships of Cape Schank and Flinders, serviced by Boneo Rd. This former Shire had the largest proportion of holiday homes, which essentially means that it was under-populated for much of year (including the census date).
- The Shire of Hastings, located on Western Port Bay, includes the inland townships of Tyabb, Hastings and Bittern, as well as coastal townships of Crib Point, Stony Point, Somers, Merricks, Point Leo, and Shoreham. Hastings had a more industrial character than its neighbours, with BHP steelworks located on the Western Port Bay and the Naval Establishment at Stony Point.

The three Shires also had their own designated central township, which were the centres for commercial activity and services. Significantly, these townships remain as the key centres on the Peninsula and existing policy in the MSS recognises the need to reinforce their commercial potential and maintain their regional status. The three townships are Mornington, Rosebud and Hastings and their influence as the major centres of the Peninsula is a recurring element of policy and strategy referring to commercial development.

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<sup>1</sup> The former Shires of Flinders, Hastings and Mornington, part of the former City of Frankston and part of the City of Cranbourne merged in 1994 to become the Mornington Peninsula Shire.

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## Appendix 2. Table Sets A to K

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# MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY

## Table Set A

Mornington Peninsula Shire:  
Analysis of Per Capita Retail Expenditures  
(2001 – 2031)

**Table A.1**  
**Mornington Peninsula Shire**  
**Projected per Capita Retail Expenditures**

Prepared by Ratio Consultants. Based on ABS Catalogue Numbers: 6401.0, 8501.0; and Marketinfo 2002.

Major Commodity Group	Per Capita Retail Expenditures June 2004 Constant Prices				
	At June 2004 (refer to Table A.2)	June 2011	June 2016	June 2021	June 2031
Food, groceries and liquor	4,789.19	4,956.81	5,080.73	5,207.75	5,468.14
Bulky goods	2,099.16	2,393.04	2,632.34	2,895.58	3,474.69
Other household goods	3,107.79	3,325.33	3,491.60	3,666.18	4,032.79
<b>Total Retail Goods</b>	<b>9,996.13</b>	<b>10,675.18</b>	<b>11,204.67</b>	<b>11,769.50</b>	<b>12,975.62</b>
Column (1)	(2)	(3)	(4)	(5)	(6)

Applied the following compound rates:-

Food, groceries and liquor - approximately 0.5% per annum

Bulky goods - approximately 2.0% per annum

Other household goods - approximately 1.0% per annum

**Table A.2**  
**Mornington Peninsula Shire LGA**  
**Retail Expenditure per Capita Estimates (2001/02 and June 2004 prices)**

Sources: Marketinfo 2002; ABS Retail Trade, Catalogue No. 8501.0; ABS Population by Age by Sex, Catalogue No. 3201.0; and Analysis by Ratio Consultants.

Major Commodity Group	Per Capita Retail Expenditures (\$)		
	2001/02 Prices	Victoria: Retail Sales per Capita Change Ratios (Dec 2001 - June 2004) (Refer to Table A.3)	At June 2004 Prices
Food, groceries and liquor *	4,270.72	1.1214	4,789.19
Bulky goods	1,790.78	1.1722	2,099.16
Other household goods **	2,860.36	1.0865	3,107.79
<b>Total Retail Goods</b>	<b>8,921.87</b>	<b>1.1204</b>	<b>9,996.13</b>
Column (1)	(2)	(3)	(4)

Column (4) = Column (2) x Column (3)

\* Includes: Cafés, restaurants and take-away.

\*\* Includes: Clothing, footwear and manchester; and Other retail goods.

**Table A.3****Victoria : Retail Sales per Capita Change Ratios  
(December 2001 - June 2004)**

Source: ABS, Retail Trade, Catalogue No. 8501.0; and ABS, Population by Age by Sex, Catalogue No. 3201.0.

Major Commodity Group	Victoria: Annual Retail Sales (current prices) \$ million		Victoria: Retail Sales/ Capita (current prices) \$ million		Victoria: Retail Sales/ Capita Change Ratios
	Year ended December 2001	Year ended June 2004	Year ended December 2001*	Year ended June 2004**	Dec 2001 - June 2004
Food, groceries and liquor stores	16,017.5	18,414.10	3,302.07	3,702.98	1.1214
Bulky goods	6,716.4	8,071.20	1,384.61	1,623.08	1.1722
Other household goods	10,727.9	11,949.00	2,211.60	2,402.88	1.0865
<b>Total Retail Goods</b>	<b>33,461.8</b>	<b>38,434.3</b>	<b>6,898.27</b>	<b>7,728.94</b>	<b>1.1204</b>

\* ERP for Victoria at December 2001 is 4,850,750 persons (Based on trends in ABS Catalogue No. 3201.0)\*\* ERP for Victoria at June 2004 is 4,972,780 persons (preliminary, refer ABS Catalogue No. 3201.0)

# MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY

## Table Set B

Mornington Peninsula Shire:  
Existing Retail and Commercial Floorspace  
(2004)



**Table B.1**  
**Mornington Peninsula Shire**  
**Summary of Retail and Commercial Floorspace (2004)**

Source: Mornington Peninsula Shire Council, 2004.

Centre and Centre Type	Retail Food m <sup>2</sup>	Retail Non-Food m <sup>2</sup>	Restricted Retail m <sup>2</sup>	Total Retail Goods m <sup>2</sup>	Retail Services m <sup>2</sup>	Commercial, Professional and Community Services m <sup>2</sup>	Trade Services m <sup>2</sup>	Vacant m <sup>2</sup>	TOTAL m <sup>2</sup>
<b>Major Centres</b>									
Mornington	16,112	21,671	11,947	49,731	6,259	9,191	392	2,187	67,760
Rosebud	16,375	17,459	6,605	40,439	3,530	6,455	1,496	1,975	53,895
Hastings	9,496	4,891	6,537	20,924	2,659	3,036	200	338	27,156
<b>Sub-total: Major Centres</b>	<b>41,983</b>	<b>44,021</b>	<b>25,089</b>	<b>111,093</b>	<b>12,448</b>	<b>18,682</b>	<b>2,088</b>	<b>4,500</b>	<b>148,811</b>
<b>Township Centres</b>									
Mt Eliza	6,115	3,564	-	9,679	3,466	4,874	-	114	18,133
Dromana	6,011	2,777	1,686	10,475	1,549	3,190	164	217	15,594
Somerville	6,058	2,029	542	8,628	1,964	2,011	275	1,519	14,398
Rye	5,766	2,253	318	8,337	1,590	2,566	222	411	13,125
Sorrento	3,917	4,455	713	9,085	905	2,099	-	63	12,151
* Balnarring	1,564	589	362	2,515	936	2,190	-	-	5,641
Bentons Square	3,956	561	-	4,517	459	410	100	-	5,486
Mt Martha	1,686	462	-	2,148	437	863	-	253	3,701
<b>Sub-total: Township Centres</b>	<b>35,073</b>	<b>16,690</b>	<b>3,621</b>	<b>55,383</b>	<b>11,305</b>	<b>18,203</b>	<b>761</b>	<b>2,577</b>	<b>88,229</b>
<b>Other Centres</b>									
Convenience Centres	9,687	1,939	347	11,973	664	2,019	767	855	16,278
Local Centres	8,510	4,205	515	13,230	1,636	1,394	1,369	799	18,428
<b>Sub-total: Other Centres</b>	<b>18,197</b>	<b>6,144</b>	<b>862</b>	<b>25,203</b>	<b>2,300</b>	<b>3,413</b>	<b>2,136</b>	<b>1,654</b>	<b>34,706</b>
<b>Total: All Facilities</b>	<b>95,252</b>	<b>66,855</b>	<b>29,572</b>	<b>191,679</b>	<b>26,052</b>	<b>40,298</b>	<b>4,985</b>	<b>8,732</b>	<b>271,746</b>

\* Note that this excludes additional floorspace that commenced operation following the floorspace survey by Council. This has been taken into account in the approved floorspace table (refe

**Table B.2**  
**Mornington Peninsula Shire**  
**Summary of Existing Retail and Commercial Floorspace m<sup>2</sup> (2004)**

Source: Mornington Peninsula Shire Council, 2004

SLA	Existing Retail Goods Floorspace m <sup>2</sup>			Sub-total: Retail Goods Occupied Floorspace  m <sup>2</sup>	Existing Retail Services Floorspace  m <sup>2</sup>	Occupied Shopfront Floorspace  m <sup>2</sup>	Commercial, Professional & Community Services Floorspace (Office type floorspace)  m <sup>2</sup>	Trade Services  m <sup>2</sup>	Vacant Floorspace  m <sup>2</sup>	Total Retail and Commercial Floorspace  m <sup>2</sup>
	Food, groceries and liquor	Bulky goods	Other household goods							
Mornington P'sula (S) - East	20,346	7,629	8,992	36,967	6,206	43,173	7,237	836	1,955	53,201
Mornington P'sula (S) - South	43,035	9,940	31,317	84,292	8,720	93,012	17,348	3,656	4,071	118,088
Mornington P'sula (S) - West	31,871	12,003	26,546	70,420	11,126	81,546	15,714	492	2,705	100,457
<b>Total Mornington P'sula Shire</b>	<b>95,252</b>	<b>29,572</b>	<b>66,855</b>	<b>191,679</b>	<b>26,052</b>	<b>217,731</b>	<b>40,298</b>	<b>4,985</b>	<b>8,732</b>	<b>271,746</b>
Column (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)

Column (5) = Columns (2) + (3) + (4)

Column (7) = Columns (5) + (6)

**Table B.3**  
**Mornington Peninsula Shire**  
**Distribution of Retail and Commercial Floorspace (2004)**

Source: Mornington Peninsula Shire Council, 2004.

Centre and Centre Type	Retail Food %	Retail Non-Food %	Restricted Retail %	Total Retail Goods %	Retail Services %	Commercial, Professional and Community Services %	Trade Services %	Vacant %	TOTAL %
<b>Major Centres</b>									
Mornington	23.8	32.0	17.6	73.4	9.2	13.6	0.6	3.2	100.0
Rosebud	30.4	32.4	12.3	75.0	6.5	12.0	2.8	3.7	100.0
Hastings	35.0	18.0	24.1	77.0	9.8	11.2	0.7	1.2	100.0
<b>Sub-total: Major Centres</b>	<b>28.2</b>	<b>29.6</b>	<b>16.9</b>	<b>74.7</b>	<b>8.4</b>	<b>12.6</b>	<b>1.4</b>	<b>3.0</b>	<b>100.0</b>
<b>Township Centres</b>									
Mt Eliza	33.7	19.7	-	53.4	19.1	26.9	-	0.6	100.0
Dromana	38.5	17.8	10.8	67.2	9.9	20.5	1.1	1.4	100.0
Somerville	42.1	14.1	3.8	59.9	13.6	14.0	1.9	10.6	100.0
Rye	43.9	17.2	2.4	63.5	12.1	19.5	1.7	3.1	100.0
Sorrento	32.2	36.7	5.9	74.8	7.4	17.3	-	0.5	100.0
Balnarring	27.7	10.4	6.4	44.6	16.6	38.8	-	-	100.0
Bentons Square	72.1	10.2	-	82.3	8.4	7.5	1.8	-	100.0
Mt Martha	45.5	12.5	-	58.0	11.8	23.3	-	6.8	100.0
<b>Sub-total: Township Centres</b>	<b>39.8</b>	<b>18.9</b>	<b>4.1</b>	<b>62.8</b>	<b>12.8</b>	<b>20.6</b>	<b>0.9</b>	<b>2.9</b>	<b>100.0</b>
<b>Other Centres</b>									
Convenience Centres	59.5	11.9	2.1	73.6	4.1	12.4	4.7	5.3	100.0
Local Centres	46.2	22.8	2.8	71.8	8.9	7.6	7.4	4.3	100.0
<b>Sub-total: Other Centres</b>	<b>52.4</b>	<b>17.7</b>	<b>2.5</b>	<b>72.6</b>	<b>6.6</b>	<b>9.8</b>	<b>6.2</b>	<b>4.8</b>	<b>100.0</b>
<b>Total: All Facilities</b>	<b>35.1</b>	<b>24.6</b>	<b>10.9</b>	<b>70.5</b>	<b>9.6</b>	<b>14.8</b>	<b>1.8</b>	<b>3.2</b>	<b>100.0</b>

# MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY

## Table C

### Mornington Peninsula Shire: Current Retail Performance Characteristics (2004)

**Table C**  
**Mornington Peninsula Shire**  
**Retail Demand-Supply Balance (June 2004)**

Prepared by Ratio Consultants Pty Ltd, March 2005.

<b>Major Commodity Group</b>	<b>Per Capita Retail Expenditures</b> (refer to Table A.1)  <b>June 2004 prices</b> (at June 2004) <b>\$</b>	<b>Total Resident Expenditures</b> <b>June 2004</b> (refer to Table H.1)  <b>\$ million</b> at June 2004 prices*	<b>Escape Expenditures</b> <b>June 2004</b>  <b>\$ million</b> at June 2004 prices**	<b>Net Inbound Sales</b> <b>June 2004</b>  <b>\$ million</b> at June 2004 prices	<b>Estimated Total Retail Sales</b> <b>June 2004</b>  <b>\$ million</b> at June 2004 prices^	<b>Occupied Retail Goods Floorspace</b> (refer to Table B.1)  <b>m<sup>2</sup> GLA</b> (June 2004)	<b>Retail Turnover Density</b>  <b>\$ turnover/m<sup>2</sup> GLA/annum</b> June 2004 prices
Food, groceries and liquor	4,789.19	670.79	33.54	108.95	746.20	95,252	7,834
Bulky goods	2,099.16	294.02	199.93	4.95	99.04	29,572	3,349
Other household goods	3,107.79	435.29	195.88	30.20	269.60	66,855	4,033
<b>Total Retail Goods</b>	<b>9,996.13</b>	<b>1,400.10</b>	<b>429.35</b>	<b>144.09</b>	<b>1,114.84</b>	<b>191,679</b>	<b>5,816</b>

Column (1)

(2)

(3)

(4)

(5)

(6)

(7)

(8)

\* Estimated resident population June 2004 = 140,064 persons.

\*\* Proportions applied: Food, groceries & liquor (5%); Bulky goods (68%); and Other household goods (45%).

^ Proportions applied: Food, groceries & liquor (14.6%); Bulky goods (5.0%); and Other household goods (11.2%).

# MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY

## Table Set D

Mornington Peninsula Shire:  
Projected Retail Demand  
(2011 – 2016 – 2021 – 2031)

**Table D.1**  
**Mornington Peninsula Shire**  
**Retail Goods Floorspace Requirements (June 2011)**

Prepared by Ratio Consultants Pty Ltd, March 2005.

<b>Major Commodity Group</b>	<b>Total Resident Expenditures 2011*</b>	<b>Escape Expenditures 2011</b>	<b>Net Inbound Sales 2011</b>	<b>Estimated Total Retail Sales 2011^</b>	<b>Required Retail Turnover Density^^</b>	<b>Total Occupied Retail Goods Floorspace Required at 2011^^</b>
	<b>at June 2004 prices \$ million</b>	<b>at June 2004 prices \$ million</b>	<b>at June 2004 prices \$ million</b>	<b>at June 2004 prices \$ million</b>	<b>\$ turnover/m<sup>2</sup> GLA/annum June 2004 prices</b>	<b>m<sup>2</sup> GLA</b>
Food, groceries and liquor	770.98	38.55	125.22	857.65	8,110	105,750
Bulky goods	372.21	130.27	30.51	272.45	3,470	78,520
Other household goods	517.22	181.03	42.40	378.60	4,170	90,790
<b>Total Retail Goods</b>	<b>1,660.41</b>	<b>349.85</b>	<b>198.13</b>	<b>1,508.69</b>	<b>5,485</b>	<b>275,060</b>
Column (1)	(3)	(4)	(5)	(6)	(8)	(7)

\* Refer to Tables H.1 and A.1. Estimated resident population (2011) = 155,539 persons.

\*\* Proportions applied: Food, groceries & liquor (5%); Bulky goods (35%); and Other household goods (35%).

^ Proportions applied: Food, groceries & liquor (14.6%); Bulky goods (11.2%); and Other household goods (11.2%).

^^ Rounded to the nearest 10 units.

**Table D.2**  
**Mornington Peninsula Shire**  
**Retail Goods Floorspace Requirements (June 2016)**

Prepared by Ratio Consultants Pty Ltd, March 2005.

<b>Major Commodity Group</b>	<b>Total Resident Expenditures 2016*</b>	<b>Escape Expenditures 2016</b>	<b>Net Inbound Sales 2016</b>	<b>Estimated Total Retail Sales 2016^</b>	<b>Required Retail Turnover Density^^</b>	<b>Total Occupied Retail Goods Floorspace Required at 2016^^</b>
	<b>at June 2004 prices \$ million</b>	<b>at June 2004 prices \$ million</b>	<b>at June 2004 prices \$ million</b>	<b>at June 2004 prices \$ million</b>	<b>\$ turnover/m<sup>2</sup> GLA/annum June 2004 prices</b>	<b>m<sup>2</sup> GLA</b>
Food, groceries and liquor	830.61	41.53	134.90	923.98	8,310	111,190
Bulky goods	430.34	129.10	37.99	339.23	3,560	95,290
Other household goods	570.82	171.24	50.40	449.97	4,270	105,380
<b>Total Retail Goods</b>	<b>1,831.77</b>	<b>341.88</b>	<b>223.29</b>	<b>1,713.19</b>	<b>5,493</b>	<b>311,860</b>

Column (1)

(3)

(4)

(5)

(6)

(8)

(7)

\* Refer to Tables H.1 and A.1. Estimated resident population (2016) = 163,483 persons.

\*\* Proportions applied: Food, groceries & liquor (5%); Bulky goods (30%); and Other household goods (30%).

^ Proportions applied: Food, groceries & liquor (14.6%); Bulky goods (11.2%); and Other household goods (11.2%).

^^ Rounded to the nearest 10 units.



**Table D.3**  
**Mornington Peninsula Shire**  
**Retail Goods Floorspace Requirements (June 2021)**

Prepared by Ratio Consultants Pty Ltd, March 2005.

<b>Major Commodity Group</b>	<b>Total Resident Expenditures 2021*</b> <b>at June 2004 prices</b> <b>\$ million</b>	<b>Escape Expenditures 2021</b> <b>at June 2004 prices</b> <b>\$ million</b>	<b>Net Inbound Sales 2021</b> <b>at June 2004 prices</b> <b>\$ million</b>	<b>Estimated Total Retail Sales 2021^</b> <b>at June 2004 prices</b> <b>\$ million</b>	<b>Required Retail Turnover Density^^</b> <b>\$ turnover/m<sup>2</sup> GLA/annum</b> <b>June 2004 prices</b>	<b>Total Occupied Retail Goods Floorspace Required at 2021^^</b> <b>m<sup>2</sup> GLA</b>
Food, groceries and liquor	864.36	43.22	140.38	961.53	8,310	115,710
Bulky goods	480.60	120.15	45.46	405.91	3,560	114,020
Other household goods	608.50	152.12	57.56	513.93	4,270	120,360
<b>Total Retail Goods</b>	<b>1,953.46</b>	<b>315.49</b>	<b>243.41</b>	<b>1,881.37</b>	<b>5,374</b>	<b>350,090</b>

Column (1)

(3)

(4)

(5)

(6)

(8)

(7)

\* Refer to Tables H.1 and A.1. Estimated resident population (2021) = 165,976 persons.

\*\* Proportions applied: Food, groceries & liquor (5%); Bulky goods (25%); and Other household goods (25%).

^ Proportions applied: Food, groceries & liquor (14.6%); Bulky goods (11.2%); and Other household goods (11.2%).

^^ Rounded to the nearest 10 units.

**Table D.4**  
**Mornington Peninsula Shire**  
**Retail Goods Floorspace Requirements (June 2031)**

Prepared by Ratio Consultants Pty Ltd, March 2005.

<b>Major Commodity Group</b>	<b>Total Resident Expenditures 2031*</b> <b>at June 2004 prices</b> <b>\$ million</b>	<b>Escape Expenditures 2031</b> <b>at June 2004 prices</b> <b>\$ million</b>	<b>Net Inbound Sales 2031</b> <b>at June 2004 prices</b> <b>\$ million</b>	<b>Estimated Total Retail Sales 2031^</b> <b>at June 2004 prices</b> <b>\$ million</b>	<b>Required Retail Turnover Density^^</b> <b>\$ turnover/m<sup>2</sup> GLA/annum</b> <b>June 2004 prices</b>	<b>Total Occupied Retail Goods Floorspace Required at 2031^^</b> <b>m<sup>2</sup> GLA</b>
Food, groceries and liquor	935.51	46.78	151.94	1,040.67	8,730	119,210
Bulky goods	594.46	118.89	59.98	535.55	3,740	143,200
Other household goods	689.94	124.19	71.36	637.11	4,480	142,210
<b>Total Retail Goods</b>	<b>2,219.91</b>	<b>289.86</b>	<b>283.28</b>	<b>2,213.33</b>	<b>5,470</b>	<b>404,620</b>
Column (1)	(3)	(4)	(5)	(6)	(8)	(7)

\* Refer to Tables H.1 and A.1. Estimated resident population (2031) = 171,083 persons.

\*\* Proportions applied: Food, groceries & liquor (5%); Bulky goods (20%); and Other household goods (18%).

^ Proportions applied: Food, groceries & liquor (14.6%); Bulky goods (11.2%); and Other household goods (11.2%).

^^ Rounded to the nearest 10 units.

# MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY

## Table Set E

Mornington Peninsula Shire:  
Retail Floorspace Approved or in Process  
(As at 22/06/05)

**Table E.1**  
**Mornington Peninsula Shire**  
**Commercial Developments Approved or in Process as at June 22, 2005 \***

Source: Mornington Peninsula Shire Council, June 2005.

<b>SLA</b>	<b>Additional Retail m<sup>2</sup> GLA</b>	<b>Additional Restricted Retail m<sup>2</sup> GLA</b>	<b>Additional Office m<sup>2</sup> GLA</b>	<b>Total Additional m<sup>2</sup> GLA</b>
Mornington P'sula (S) - East	9,450	12,896	225	22,571
Mornington P'sula (S) - South	13,620	0	0	13,620
Mornington P'sula (S) - West	616	32,460	1,541	34,617
<b>Total Mornington P'sula Shire</b>	<b>23,686</b>	<b>45,356</b>	<b>1,766</b>	<b>70,808</b>

\* Refer to Table E.2 for details.

**Table E.2**  
**Mornington Peninsula Shire**  
**Retail and Commercial Developments in the Planning Permit Process as at June 22, 2005 \***  
Source: Mornington Peninsula Shire Council, June 2005.

Retail and Commercial Developments in the Planning Permit Process (as at June 22, 2005)						
SLA / Activity Centre	Address	Permit No.	Additional Retail m <sup>2</sup>	Additional Restricted Retail m <sup>2</sup>	Additional Office m <sup>2</sup>	TOTAL m <sup>2</sup>
<b>Mornington West SLA</b>						
Mornington	45-47 Main Street	P03/0917	120		250	370
	176-182 Main Street	P02/0459			580	580
	188-194 Main Street	P03/1555	146		426	572
	3 Railway Parade	P02/0577			70	70
	1128-1132 Nepean Highway	P02/2008		32,460		32,460
	150 Main Street	P04/1035	230		215	445
	<b>Total</b>		<b>496</b>	<b>32,460</b>	<b>1,541</b>	<b>34,497</b>
Mt Martha	9 Bay Road (3 Howey Road)	P03/2966	120			120
<b>Total Mornington West SLA</b>			<b>616</b>	<b>32,460</b>	<b>1,541</b>	<b>34,617</b>
<b>Mornington East SLA</b>						
Hastings	88 High Street	P02/0320	780			780
	1889 Frankston-Flinders Road	P04/0344/5		12,896		12,896
	8-12 High Street (incl restaurant 167 sq.m.) (Redevelopment of existing buildings)	P03/2327	970			970
	1012 High Street (incl restaurant)		450			450
	<b>Total</b>		<b>2,200</b>	<b>12,896</b>		<b>15,096</b>
Balnarring	Russell Street	P03/0772	2,000			2,000
Tyabb	1529 Frankston-Flinders Road	P02/3004			225	225
<b>Total Mornington East SLA</b>			<b>4,200</b>	<b>12,896</b>	<b>225</b>	<b>17,321</b>
<b>Mornington South SLA</b>						
Rosebud	1313 Point Nepean Road (Aldi)	P03/0494	1,332			1,332
Safety Beach	Martha Cove	P99/0570	**			**
Dromana	251-269 Point Nepean Road (Dromana Hub)	P03/0804	645			645
McCrae	729-737 Point Nepean Road	P03/2268	2,943			2,943
Rye	2251-2259 Point Nepean Road	P00/0077	700			700
<b>Total Mornington South SLA</b>			<b>9,620</b>			<b>9,620</b>
<b>SUB-TOTAL APPROVALS</b>			<b>14,436</b>	<b>45,356</b>	<b>1,766</b>	<b>61,558</b>
<b>Commercial Developments in Process</b>						
SLA / Activity Centre	Address	Permit No.	Additional Retail m <sup>2</sup>	Additional Restricted Retail m <sup>2</sup>	Additional Office m <sup>2</sup>	TOTAL m <sup>2</sup>
<b>Mornington East SLA</b>						
Hastings	12 Victoria Street	P04/2698	5,250			5,250
<b>Total Mornington East SLA</b>			<b>5,250</b>	<b>-</b>	<b>-</b>	<b>5,250</b>
<b>Mornington South SLA</b>						
Rosebud	37 McCombe Street (Port Phillip Plaza)	CP03/005	4,000			4,000
<b>Total Mornington South SLA</b>			<b>4,000</b>	<b>-</b>	<b>-</b>	<b>4,000</b>
<b>SUB-TOTAL APPLICATIONS</b>			<b>9,250</b>	<b>-</b>	<b>-</b>	<b>9,250</b>
<b>Commercial Developments Approved and in Process (Grand Total)</b>						
<b>GRAND TOTAL</b>			<b>23,686</b>	<b>45,356</b>	<b>1,766</b>	<b>70,808</b>

\* Refer to Table E.1 for summary.

\*\* Advice from Council indicates that this permit approves a neighbourhood centre of 1,000 square metres. It also includes a 'harbour commercial area' of 1,800 square metres. 'Harbour commercial' is not defined. The permit enables further approval to be sought to increase the floor area of each of these commercial areas to 2,000 square metres. The analysis has taken into account the potential retail and commercial floorspace that may be permissible under current permits.

N.B. An additional bulky goods development of about 8,400 square metres has been approved in the Rosebud area in the period following the compilation of this table.

# MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY

## Table Set F

Mornington Peninsula Shire:  
Gross Retail Goods Floorspace Requirements  
(2004 – 2011 – 2016 – 2021 – 2031):  
Analysis by SLA

**Table F.1**  
**Mornington Peninsula Shire**  
**Summary Table of Projected Retail Goods Floorspace Requirements and Population Change : Analysis for the Shire**  
 Prepared by Ratio Consultants Pty Ltd, March 2005.

Major Commodity Group	Total Floorspace Provision m <sup>2</sup> GLA (refer to Tables B.1, B.2 & B.3)					Additional Floorspace Provision Indicated by Demand Analysis * m <sup>2</sup> GLA				Additional Floorspace Requirements / Capita Net Population Change * m <sup>2</sup> GLA (refer to Table H.3)			
	2004	2011	2016	2021	2031	2004-11	2011-16	2016-21	2021-31	2004-11	2011-16	2016-21	2021-31
Food, groceries and liquor	95,252	105,750	111,190	115,710	119,210	10,498	5,440	4,520	3,500	0.6783	0.6848	1.8129	0.6853
Bulky goods	29,572	78,520	95,290	114,020	143,200	48,948	16,770	18,730	29,180	3.1630	2.1111	7.5122	5.7136
Other household goods	66,855	90,790	105,380	120,360	142,210	23,935	14,590	14,980	21,850	1.5467	1.8367	6.0082	4.2783
<b>Total Retail Goods</b>	<b>191,679</b>	<b>275,060</b>	<b>311,860</b>	<b>350,090</b>	<b>404,620</b>	<b>83,381</b>	<b>36,800</b>	<b>38,230</b>	<b>54,530</b>	<b>5.3880</b>	<b>4.6326</b>	<b>15.3333</b>	<b>10.6772</b>
Column (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)

\* The assessment of additional demand indicates the gross additional floorspace requirements and does not take account of current approvals by Council (i.e. in addition to occupied floorspace surveyed in 2004).

**Table F.2**  
**Mornington Peninsula Shire**  
**Total Retail Goods Floorspace Provision Requirements (2004 - 2021)**  
 Prepared by Ratio Consultants Pty Ltd, March 2005.

2004 - 2011										
SLA	Actual Retail Floorspace Provision <sup>^</sup> 2004 m <sup>2</sup> GLA (refer to Table B.2)			Projected Population Growth 2004-2011 (refer to Table H.3) No. Persons	Gross Additional Floorspace Requirements 2004-2011 [Table F.2, Column (5) x Table F.1, Column (11)] m <sup>2</sup> GLA			Total Retail Goods Floorspace Requirements at 2011 m <sup>2</sup> GLA		
	Food, groceries and liquor	Bulky goods	Other household goods		Food, groceries and liquor	Bulky goods	Other household goods	Food, groceries and liquor	Bulky goods	Other household goods
Mornington P'sula (S) - East	20,346	7,629	8,992	2,820	1,913	8,919	4,361	22,259	16,548	13,353
Mornington P'sula (S) - South	43,035	9,940	31,317	8,462	5,740	26,766	13,088	48,776	36,706	44,405
Mornington P'sula (S) - West	31,871	12,003	26,546	4,193	2,844	13,263	6,485	34,715	25,266	33,031
<b>Total Mornington P'sula Shire</b>	<b>95,252</b>	<b>29,572</b>	<b>66,855</b>	<b>15,475</b>	<b>10,498</b>	<b>48,948</b>	<b>23,935</b>	<b>105,750</b>	<b>78,520</b>	<b>90,790</b>
Column (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)

<sup>^</sup> Totals may vary marginally to Table B.1 due to rounding.

2011 - 2016							
SLA	Projected Population Growth 2011-2016 (refer to Table H.3) No. Persons	Gross Additional Floorspace Requirements 2011-2016 [Table F.2, Column (2) x Table F.1, Column (12)] m <sup>2</sup> GLA			Total Retail Goods Floorspace Requirements at 2016 m <sup>2</sup> GLA		
		Food, groceries and liquor	Bulky goods	Other household goods	Food, groceries and liquor	Bulky goods	Other household goods
Mornington P'sula (S) - East	1,573	1,078	3,322	2,890	23,336	19,870	16,243
Mornington P'sula (S) - South	4,794	3,283	10,120	8,805	52,059	46,826	53,210
Mornington P'sula (S) - West	1,576	1,080	3,328	2,895	35,795	28,594	35,927
<b>Total Mornington P'sula Shire</b>	<b>7,944</b>	<b>5,440</b>	<b>16,770</b>	<b>14,590</b>	<b>111,190</b>	<b>95,290</b>	<b>105,380</b>
Column (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

2016 - 2021							
SLA	Projected Population Growth 2016-2021 (refer to Table H.3) No. Persons	Gross Additional Floorspace Requirements 2016-2021 [Table F.2, Column (2) x Table F.1, Column (13)] m <sup>2</sup> GLA			Total Retail Goods Floorspace Requirements at 2021 m <sup>2</sup> GLA		
		Food, groceries and liquor	Bulky goods	Other household goods	Food, groceries and liquor	Bulky goods	Other household goods
Mornington P'sula (S) - East	393	713	2,955	2,363	24,050	22,825	18,607
Mornington P'sula (S) - South	1,138	2,062	8,546	6,835	54,121	55,372	60,045
Mornington P'sula (S) - West	962	1,745	7,229	5,782	37,540	35,823	41,709
<b>Total Mornington P'sula Shire</b>	<b>2,493</b>	<b>4,520</b>	<b>18,730</b>	<b>14,980</b>	<b>115,710</b>	<b>114,020</b>	<b>120,360</b>
Column (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

2021 - 2031							
SLA	Projected Population Growth 2021-2031 (refer to Table H.3) No. Persons	Gross Additional Floorspace Requirements 2021-2031 [Table F.2, Column (2) x Table F.1, Column (14)] m <sup>2</sup> GLA			Retail Goods Floorspace Requirements at 2031 m <sup>2</sup> GLA		
		Food, groceries and liquor	Bulky goods	Other household goods	Food, groceries and liquor	Bulky goods	Other household goods
Mornington P'sula (S) - East	798	547	4,558	3,413	24,596	27,384	22,020
Mornington P'sula (S) - South	2,336	13,348	13,348	9,995	67,469	68,720	70,040
Mornington P'sula (S) - West	1,973	8,442	11,274	8,442	45,981	47,097	50,150
<b>Total Mornington P'sula Shire</b>	<b>5,107</b>	<b>22,336</b>	<b>29,180</b>	<b>21,850</b>	<b>138,046</b>	<b>143,200</b>	<b>142,210</b>
Column (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)



# MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY

## Table Set G

Mornington Peninsula Shire:  
Net Additional Retail Floorspace Requirements  
(2004 – 2011 – 2016 – 2021 – 2031)

**Table G.1**  
**Mornington Peninsula Shire**  
**Summary of Gross Additional Retail and Commercial Floorspace Requirements (2004 - 2011 - 2016 - 2021 - 2031)**  
Prepared by Ratio Consultants Pty Ltd, March 2005.

2004-11 and 2011-16												
SLA	2004 - 2011						2011 - 2016					
	Food, groceries and liquor	Bulky goods	Other household goods	Retail Services (refer to Table J.1)	Commercial, Professional and Community Services (refer to Table J.3)	Gross Additional Retail and Commercial Floorspace Requirements	Food, groceries and liquor	Bulky goods	Other household goods	Retail Services (refer to Table J.1)	Commercial, Professional and Community Services (refer to Table J.3)	Gross Additional Retail and Commercial Floorspace Requirements
	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA
Mornington P'sula (S) - East	1,913	8,919	4,361	743	1,434	17,370	1,078	3,322	2,890	388	942	8,619
Mornington P'sula (S) - South	5,740	26,766	13,088	2,195	6,646	54,435	3,283	10,120	8,805	1,005	4,175	27,388
Mornington P'sula (S) - West	2,844	13,263	6,485	1,314	4,316	28,222	1,080	3,328	2,895	495	2,880	10,678
<b>Total Mornington P'sula Shire</b>	<b>10,498</b>	<b>48,948</b>	<b>23,935</b>	<b>4,252</b>	<b>12,395</b>	<b>100,027</b>	<b>5,440</b>	<b>16,770</b>	<b>14,590</b>	<b>1,888</b>	<b>7,997</b>	<b>46,685</b>
Column (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)

2016-21 and 2021-31												
SLA	2016 - 2021						2021 - 2031					
	Food, groceries and liquor	Bulky goods	Other household goods	Retail Services (refer to Table J.1)	Commercial, Professional and Community Services (refer to Table J.3)	Gross Additional Retail and Commercial Floorspace Requirements	Food, groceries and liquor	Bulky goods	Other household goods	Retail Services (refer to Table J.1)	Commercial, Professional and Community Services (refer to Table J.3)	Gross Additional Retail and Commercial Floorspace Requirements
	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA	m <sup>2</sup> GLA
Mornington P'sula (S) - East	713	2,955	2,363	278	864	7,173	547	4,558	3,413	589	1,374	10,482
Mornington P'sula (S) - South	2,062	8,546	6,835	547	3,502	21,492	13,348	13,348	9,995	1,171	5,572	43,433
Mornington P'sula (S) - West	1,745	7,229	5,782	510	3,284	18,549	8,442	11,274	8,442	1,081	4,935	34,172
<b>Total Mornington P'sula Shire</b>	<b>4,520</b>	<b>18,730</b>	<b>14,980</b>	<b>1,335</b>	<b>7,650</b>	<b>47,215</b>	<b>22,336</b>	<b>29,180</b>	<b>21,850</b>	<b>2,840</b>	<b>11,881</b>	<b>88,087</b>
Column (1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)

Refer to Table F for values on Food, groceries and liquor; Bulky goods; and Other household goods.  
Retail Floorspace = Food, groceries and liquor floorspace + Other household goods floorspace + Retail services floorspace.  
Restricted goods floorspace = Bulky goods floorspace.  
Commercial (or Office) Floorspace = Commercial and services floorspace.

**Table G.2**  
**Mornington Peninsula Shire**  
**Summary of Net Additional Retail and Commercial Floorspace Requirements (2004 - 2031) \***  
 Prepared by Ratio Consultants Pty Ltd, March 2005 (Refer Table G.1)

2004 - 2011 (Period 1)											
SLA	Retail Floorspace Requirements			Restricted Retail Requirements				Office Requirements			Total Net Additional Retail-Commercial Floorspace Requirements*
	Gross Retail Requirements m <sup>2</sup> GLA	Floorspace Approved or in Process as at 22/06/05 (refer to Table E.2) m <sup>2</sup> GLA	Net Additional Retail Floorspace Requirements m <sup>2</sup> GLA	Gross Retail Requirements m <sup>2</sup> GLA	Floorspace Approved or in Process as at 2/06/05 (refer to Table E.2) m <sup>2</sup> GLA	Net Additional Restricted Retail Floorspace Requirements		Gross Office Requirements m <sup>2</sup> GLA	Floorspace Approved or in Process as at 22/06/05 m <sup>2</sup> GLA	Net Additional Office Floorspace Requirements m <sup>2</sup> GLA	
						Initial regional balance m <sup>2</sup> GLA	SLA Balance (Refer to Table H.3) m <sup>2</sup> GLA				
Mornington P'sula (S) - East	7,017	9,450	(-2,433)	No separate SLA estimate made*	12,896	No separate SLA estimate made*	655	1,434	225	1,209	1,864
Mornington P'sula (S) - South	21,023	13,620	7,403		0		1,964	6,646	0	6,646	16,013
Mornington P'sula (S) - West	10,644	616	10,028		32,460		973	4,316	1,541	2,775	13,776
<b>Total Mornington P'sula Shire</b>	<b>38,684</b>	<b>23,686</b>	<b>17,431***</b>	<b>48,948</b>	<b>45,356</b>	<b>3,592**</b>	<b>3,592</b>	<b>12,395</b>	<b>1,766</b>	<b>10,629</b>	<b>31,653</b>

\* Note that the restricted retail requirements in the period 2004-11 have been assessed on a regional basis. That is, it is most likely that the bulky goods clusters under development would have regional effects and a new demand-supply balance would be achieved following their development. From this period on all future demands and supply requirements have been assessed on an SLA basis.

\*\* The additional restricted retail requirements for 2004-2011 (i.e. over and above the initial regional balance) were distributed on the basis of projected additional population growth between 2004 and 2011 (refer Table H.3, column 2).

\*\*\* Additional requirements net of projected marginal oversupply in Mornington Peninsula East SLA.

2011 - 2016 (Period 2)						
SLA	Retail Floorspace Requirements			Restricted Retail Requirements	Office Requirements	Total Net Additional Retail-Commercial Floorspace Requirements*
	Gross Retail Requirements m <sup>2</sup> GLA	Deficiency from Floorspace Approvals Balance in Period 1 m <sup>2</sup> GLA	Net Additional Retail Floorspace Requirements m <sup>2</sup> GLA	Net Additional Requirements m <sup>2</sup> GLA	Net Additional Office Floorspace Requirements m <sup>2</sup> GLA	
Mornington P'sula (S) - East	4,355	2,433	1,922	3,322	942	6,186
Mornington P'sula (S) - South	13,093	0	13,093	10,120	4,175	27,388
Mornington P'sula (S) - West	4,470	0	4,470	3,328	2,880	10,678
<b>Total Mornington P'sula Shire</b>	<b>21,918</b>	<b>2,433</b>	<b>19,485</b>	<b>16,770</b>	<b>7,997</b>	<b>44,252</b>

2016 - 2021 (Period 3)				
SLA	Retail Floorspace Requirements	Restricted Retail Requirements	Office Requirements	Total Net Additional Retail-Commercial Floorspace Requirements*
	Net Additional Retail Floorspace Requirements m <sup>2</sup> GLA	Net Additional Requirements m <sup>2</sup> GLA	Net Additional Office Floorspace Requirements m <sup>2</sup> GLA	
Mornington P'sula (S) - East	3,355	2,955	864	7,174
Mornington P'sula (S) - South	9,444	8,546	3,502	21,492
Mornington P'sula (S) - West	8,036	7,229	3,284	18,549
<b>Total Mornington P'sula Shire</b>	<b>20,835</b>	<b>18,730</b>	<b>7,650</b>	<b>47,215</b>

2021 - 2031 (Period 4)				
SLA	Retail Floorspace Requirements	Restricted Retail Requirements	Office Requirements	Total Net Additional Retail-Commercial Floorspace Requirements*
	Net Additional Retail Floorspace Requirements m <sup>2</sup> GLA	Net Additional Requirements m <sup>2</sup> GLA	Net Additional Office Floorspace Requirements m <sup>2</sup> GLA	
Mornington P'sula (S) - East	4,549	4,558	1,374	10,481
Mornington P'sula (S) - South	24,513	13,348	5,572	43,433
Mornington P'sula (S) - West	17,964	11,274	4,935	34,173
<b>Total Mornington P'sula Shire</b>	<b>47,026</b>	<b>29,180</b>	<b>11,881</b>	<b>88,087</b>

**Table G.2 (cont'd)****Mornington Peninsula Shire****Summary of Net Additional Retail and Commercial Floorspace Requirements (2004 - 2021)**

Prepared by Ratio Consultants Pty Ltd, March 2005 (Refer Table G.1)

<b>2004 - 2021 (Periods 1-4)</b>				
<b>SLA</b>	<b>Net Additional Floorspace Requirements (m<sup>2</sup> GLA)</b>			<b>Total Net Additional Retail Commercial Floorspace Requirements</b>
	<b>Retail Requirements</b>	<b>Restricted Retail Requirements</b>	<b>Office Requirements</b>	
Mornington P'sula (S) - East	5,277	6,931	3,014	15,222
Mornington P'sula (S) - South	29,940	20,630	14,323	64,893
Mornington P'sula (S) - West	22,534	11,530	8,938	43,002
<b>Total Mornington P'sula Shire</b>	<b>57,751</b>	<b>39,091</b>	<b>26,275</b>	<b>123,117</b>

# MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY

## Table Set H

Mornington Peninsula Shire:  
Population and Household Statistics  
(2001 – 2031)

**Table H.1**  
**Mornington Peninsula Shire**  
**Historic and Forecast Population Projections by SLA ^**

Source: Based on I.d. Consulting data; and ABS Catalogue No. 3218.0.

SLA	No. Persons										
	2001*	2002	2003	2004	2005	2006	2011	2016	2021	2026	2031
Mornington P'sula (S) - East	36,208	36,625	37,042	37,459	37,877	38,294	40,279	41,853	42,246	42,643	43,044
Mornington P'sula (S) - South	47,360	48,497	49,635	50,772	51,909	53,047	59,234	64,028	65,166	66,323	67,502
Mornington P'sula (S) - West	48,819	49,824	50,828	51,833	52,837	53,842	56,026	57,602	58,565	59,543	60,538
<b>Total Mornington P'sula Shire</b>	<b>132,387</b>	<b>134,946</b>	<b>137,505</b>	<b>140,064</b>	<b>142,623</b>	<b>145,182</b>	<b>155,539</b>	<b>163,483</b>	<b>165,976</b>	<b>168,509</b>	<b>171,083</b>

^ Projections based on I.d. consulting projections calibrated to ABS 2001 ERP. Forecasts for 2021 based on % increases in the residential population projections (2016-21) prepared by Dol (refer Victoria in Future, 2001, Dol). Projections for 2026 and 2031 based on growth rates for the 2016-2021 period.

\* ABS, Catalogue No. 3218.0 (p.56)

**Table H.2**  
**Mornington Peninsula Shire**  
**Historic and Forecast Households (Occupied Private Dwellings) by SLA ^**

Source: Based on I.d. Consulting data; and ABS Census of Population and Housing, 2001.

SLA	No. Households										
	2001*	2002	2003	2004	2005	2006	2011	2016	2021	2026	2031
Mornington P'sula (S) - East	12,104	12,330	12,556	12,783	13,009	13,235	14,313	15,112	15,685	16,280	16,898
Mornington P'sula (S) - South	19,711	19,937	20,163	20,390	20,616	22,524	25,521	27,872	29,151	30,488	31,888
Mornington P'sula (S) - West	17,598	17,824	18,050	18,277	18,503	19,392	20,435	21,248	22,086	22,956	23,861
<b>Total Mornington P'sula Shire</b>	<b>49,413</b>	<b>50,092</b>	<b>50,770</b>	<b>51,449</b>	<b>52,127</b>	<b>55,151</b>	<b>60,269</b>	<b>64,232</b>	<b>66,922</b>	<b>69,725</b>	<b>72,646</b>

Column (1)

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(12)

^ Projections based on I.d. consulting projections calibrated to ABS 2001 households. Forecasts for 2021 based on % increases in the household projections (2016-21) prepared by Dol (refer Victoria in Future, 2000, Dol). Projections for 2026 and 2031 based on growth rates for the 2016-2021 period.

\* ABS, Census of Population and Housing, 2001.

**Table H.3**  
**Mornington Peninsula Shire**  
**Estimated Resident Population and Household Change (2004 - 2011 - 2016 - 2021 - 2031) \***

Source: Based on I.d. Consulting data; ABS Catalogue No. 3218.0.; and ABS Census of Population & Housing, 2001.

SLA	Estimated Resident Population Change (No. Persons)				Change in Households (No.)			
	2004-11	2011-16	2016-21	2021-31	2004-11	2011-16	2016-21	2021-31
Mornington P'sula (S) - East	2,820	1,573	393	798	1,530	799	573	1,213
Mornington P'sula (S) - South	8,462	4,794	1,138	2,336	5,132	2,351	1,279	2,737
Mornington P'sula (S) - West	4,193	1,576	962	1,973	2,159	813	837	1,775
<b>Total Mornington P'sula Shire</b>	<b>15,475</b>	<b>7,944</b>	<b>2,493</b>	<b>5,107</b>	<b>8,820</b>	<b>3,963</b>	<b>2,690</b>	<b>5,725</b>

\* Refer to Tables H.1 & H.2.



**Table H.4**  
**Mornington Peninsula Shire**  
**Historic and Forecast Residential Population**

SLA	1981		Change 1981-2001		2001		Forecast Change 2001-2031		2031	
	Resident Population No. Persons	% Distribution	Net Population Growth No. Persons	% Growth for the Period	Resident Population No. Persons	% Distribution	Net Population Growth No. Persons	Forecast Growth for the Period %	Forecast Resident Population No. Persons	Forecast % Distribution
Mornington P'sula (S) - East	18,820	24.5	17,388	92.4%	36,208	27.4	6,836	18.9%	43,044	25.2
Mornington P'sula (S) - South	26,981	35.2	20,379	75.5%	47,360	35.8	20,142	42.5%	67,502	39.5
Mornington P'sula (S) - West	30,908	40.3	17,911	57.9%	48,819	36.9	11,720	24.0%	60,539	35.4
<b>Total Mornington P'sula Shire</b>	<b>76,709</b>	<b>100.0</b>	<b>55,678</b>	<b>72.6%</b>	<b>132,387</b>	<b>100.0</b>	<b>38,698</b>	<b>29.2%</b>	<b>171,085</b>	<b>100.0</b>

# MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY

## Table Set J

Mornington Peninsula Shire:  
Assessments of Retail and Commercial Services  
Floorspace Requirements  
(2004 – 2011 – 2016 – 2021 – 2031)

**Table J.1**  
**Mornington Peninsula Shire**  
**Projected Total Retail Services Floorspace Requirements : Analysis by SLA**

Prepared by Ratio Consultants Pty Ltd, March 2005.

SLA	Retail Services Floorspace Requirements *				
	m <sup>2</sup>				
	2004 (Existing)	2011	2016	2021	2031
Mornington P'sula (S) - East	6,206	6,949	7,337	7,615	8,204
Mornington P'sula (S) - South	8,720	10,915	11,920	12,467	13,637
Mornington P'sula (S) - West	11,126	12,440	12,935	13,445	14,526
<b>Total Mornington P'sula Shire</b>	<b>26,052</b>	<b>30,518</b>	<b>32,525</b>	<b>33,887</b>	<b>36,786</b>
Column (1)	(2)	(3)	(4)	(5)	(6)

Column (3) = Table J.2, Column (4) x Table H.2, Column (8)

Column (4) = Table J.2, Column (4) x Table H.2, Column (9)

Column (5) = Table J.2, Column (4) x Table H.2, Column (10)

Column (6) = Table J.2, Column (4) x Table H.2, Column (12)

\* Refer to Table J.2.

**Table J.2**  
**Mornington Peninsula Shire**  
**Estimated Current Provision of Retail Services by SLA (June 2004)**

Prepared by Ratio Consultants Pty Ltd, March 2005.

SLA	Actual Provision of Retail Services m <sup>2</sup> GLA	Resident Households June 2004 (refer to Table H.2, Column 5)	Current Rate of Retail Services Floorspace Provision m <sup>2</sup> GLA / Household
Mornington P'sula (S) - East	6,206	12,783	0.49
Mornington P'sula (S) - South	8,720	20,390	0.43
Mornington P'sula (S) - West	11,126	18,277	0.61
<b>Total Mornington P'sula Shire *</b>	<b>26,052</b>	<b>51,449</b>	<b>0.51</b>
Column (1)	(2)	(3)	(4)

\* Totals may vary slightly due to rounding.  
 Column (4) = Column (2) / Column (3)

**Table J.3**

**Mornington Peninsula Shire**

**Commercial, Professional and Community Provision Rates and Projected Required Rates (2004 - 2031)**

Source: Mornington Peninsula Shire Council, 2004.

Prepared by Ratio Consultants Pty Ltd, March 2005.

SLA	Provision Rates m <sup>2</sup> GLA / Household				
	2004 (Existing)	2011	2016	2021	2031
Mornington P'sula (S) - East	0.57	0.61	0.64	0.67	0.70
Mornington P'sula (S) - South	0.85	0.94	1.01	1.09	1.17
Mornington P'sula (S) - West	0.86	0.98	1.08	1.19	1.30
<b>Total Mornington P'sula Shire</b>	No estimate made	No estimate made	No estimate made	No estimate made	No estimate made

Rates Applied: -

Mornington P'sula (S) - East: approximately 1% per annum

Mornington P'sula (S) - South: approximately 1.5% per annum

Mornington P'sula (S) - West: approximately 2.0% per annum

**Commercial, Professional and Community Floorspace Requirements (2004 - 2031)**

SLA	Household Projections (refer to Table H.2)				Total Occupied Commercial Floorspace Requirements* m <sup>2</sup> GLA				
					Existing	Estimated			
	2011 No. Households	2016 No. Households	2021 No. Households	2031 No. Households	2004*	2011	2016	2021	2031
Mornington P'sula (S) - East	14,313	15,112	15,685	16,898	7,237	8,671	9,612	10,476	11,850
Mornington P'sula (S) - South	25,521	27,872	29,151	31,888	17,348	23,994	28,169	31,671	37,243
Mornington P'sula (S) - West	20,435	21,248	22,086	23,861	15,714	20,029	22,909	26,193	31,128
<b>Total Mornington P'sula Shire</b>	<b>60,269</b>	<b>64,232</b>	<b>66,922</b>	<b>72,646</b>	<b>40,298</b>	<b>52,693</b>	<b>60,690</b>	<b>68,340</b>	<b>80,221</b>

\* Totals may vary slightly due to rounding of provision rates.

**Table J.4**  
**Mornington Peninsula Shire**  
**Current Rate of Provision of Commercial Services Floorspace (June 2004)**

Prepared by Ratio Consultants Pty Ltd, March 2005.

SLA	Occupied Commercial Floorspace (2004) (refer to Table B.2)  m <sup>2</sup> GLA	Resident Households (June 2004) (refer to Table H.2)  No.	Current Rate of Provision of Commercial Services Floorspace  m <sup>2</sup> GLA / Household
Mornington P'sula (S) - East	7,237	12,783	0.57
Mornington P'sula (S) - South	17,348	20,390	0.85
Mornington P'sula (S) - West	15,714	18,277	0.86
<b>Total Mornington P'sula Shire</b>	<b>40,298</b>	<b>51,449</b>	<b>0.78</b>

Column (1)

(2)

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Column (4) = Column (2) / Column (3)

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# MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY

## Table Set K

Mornington Peninsula Shire:  
Estimates of Historic and Projected Stock of Holiday  
Homes  
(1991 – 2031)

**Table K.1**  
**Mornington Peninsula Shire Activity Centre Strategy**  
**Historic and Projected Total Dwelling Stock (1991-2031)**

SLA	Historic Dwelling Stock No. *			Projected					
	1991	1996	2001	2006**	2011**	2016**	2021**	2026***	2031***
Mornington P'sula (S) - East	11,287	12,667	13,868	14,241	14,881	15,491	16,030	15,610	17,190
Mornington P'sula (S) - South	32,223	34,477	37,563	38,220	39,899	41,389	42,600	43,950	45,300
Mornington P'sula (S) - West	15,688	17,541	20,099	21,648	23,416	24,754	24,579	25,678	27,940
<b>Total Mornington P'sula Shire</b>	<b>59,198</b>	<b>64,685</b>	<b>71,530</b>	<b>74,109</b>	<b>78,196</b>	<b>81,634</b>	<b>83,209</b>	<b>85,238</b>	<b>90,430</b>

\*Source: ABS Census of Population and Housing

\*\*Source: Victoria In Future (DoI, 2000)

\*\*\*Source: Projections by Ratio Consultants (2026, 2031)

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**Table K.2**  
**Mornington Peninsula Shire Activity Centre Strategy**  
**Historic and Projected Trend in the Proportion of Occupied Dwelling Stock (1991-2031)**

SLA	Occupied Dwellings % of Total Dwelling Stock								
	Historic Dwelling Stock No.			Projected**					
	1991*	1996*	2001*	2006	2011	2016	2021	2026	2031
Mornington P'sula (S) - East	83.0	84.2	87.3	89.3 (92.0)	91.3 (92.4)	92.1 (92.6)	92.8 (92.8)	93.4	94.8
Mornington P'sula (S) - South	46.1	48.1	52.5	56.2 (68.3)	59.8 (69.6)	64.0 (70.2)	68.1 (71.4)	72.9	77.6
Mornington P'sula (S) - West	83.3	84.8	87.6	59.9 (93.8)	92.1 (94.0)	93.1 (94.2)	94.0 (94.4)	94.0	94.0
<b>Total Mornington P'sula Shire</b>	<b>63.0</b>	<b>65.1</b>	<b>69.1</b>	No Estimates Made					

\*Source: ABS Census of Population and Housing

\*\*Source: Projections by Ratio Consultants - Figures in brackets for 2006-2021 are from "Victoria In Future" (DoI, 2004)

**Table K.3**

**Mornington Peninsula Shire Activity Centre Strategy**

**Historic and Projected Trend in the Estimated Proportion of Holiday Homes in the Total Dwelling Stock (1991-2031)**

SLA	Occupied Dwellings % of Total Dwelling Stock								
	Historic			Projected**					
	1991	1996	2001	2006	2011	2016	2021	2026	2031
Mornington P'sula (S) - East	13.0	11.8	8.7	6.6	4.7	3.9	3.2	2.6	2.0
Mornington P'sula (S) - South	49.9	47.9	43.5	39.8	36.2	32.0	27.9	23.1	18.4
Mornington P'sula (S) - West	12.7	11.2	8.4	6.1	3.9	2.9	2.0	2.0	2.0
<b>Total Mornington P'sula Shire</b>	<b>No Estimates Made</b>								

**Table K.4**  
**Mornington Peninsula Shire Activity Centre Strategy**  
**Estimated and Projected Stock of Holiday Homes (1991-2031)**

SLA	Estimated Stock of Holiday Homes (No dwelling units)*								
	Historic			Projected					
	1991	1996	2001	2006	2011	2016	2021	2026	2031
Mornington P'sula (S) - East	1,470	1,500	1,210	940	700	600	510	400	340
Mornington P'sula (S) - South	16,080	16,510	16,340	15,210	14,440	13,240	11,890	10,150	8,340
Mornington P'sula (S) - West	1,990	1,970	1,690	1,320	910	720	490	510	560
<b>Total Mornington P'sula Shire</b>	<b>19,540</b>	<b>19,980</b>	<b>19,240</b>	<b>17,470</b>	<b>16,050</b>	<b>14,560</b>	<b>12,890</b>	<b>11,060</b>	<b>9,240</b>

\* All estimated have been rounded to the nearest 10 persons

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**Appendix 3. Retail Classification**

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Table L  
**Mornington Peninsula Activity Centres Strategy**  
**Retail Classification**

Category	Ratio Description
Retail Food	<b>FOOD, GROCERIES AND LIQUOR STORES</b>
	SUPERMARKETS
	BREAD AND CAKE RETAILING
	CAFES, BARS AND RESTAURANTS
	LIQUOR RETAILING
	FRESH MEAT, FISH AND POULTRY RETAILING
	TAKEAWAY FOOD RETAILING
	SPECIALISED FOOD RETAILING N.E.C.
	FRUIT AND VEGETABLE RETAILING
Retail Non-Food	<b>DEPARTMENT AND GENERAL STORES</b>
	DEPARTMENT STORE
	DISCOUNT DEPARTMENT STORE
	MINI MAJOR
	<b>CLOTHING AND FOOTWEAR STORES</b>
	CLOTHING
	FOOTWEAR
	ACCESSORIES
	<b>OTHER HOUSEHOLD A STORES</b>
	ANTIQUE AND USED GOOD RETAILING
	COMPUTER RETAILING
	FLORIST
	PHARMACEUTICAL, COSMETIC AND TOILETRY RETAILING
RECORDED MUSIC RETAILING	
DOMESTIC HARDWARE, HOUSEWARE AND GIFTS	
SMALL STATIONERY STORES	
NEWSPAPER, BOOK AND STATIONERY RETAILING	
TOY AND GAME RETAILING	
WATCH AND JEWELLERY RETAILING	
OTHER HOUSEHOLD RETAILING	
Retail Services	<b>RETAIL COMMERCIAL SERVICES</b>
	GENERAL COMMERCIAL SERVICES
	HEALTH INSURANCE AGENCY
	POST OFFICE AGENCY
	TRAVEL AGENCY
	SERVICES TO INSURANCE
	LIFE INSURANCE
	GENERAL INSURANCE
	DRY CLEANERS/LAUNDRY
	HAIRDRESSING AND BEAUTY SALONS
	PHOTOCOPYING AND INSTANT PRINTING
	PHOTOGRAPHIC FILM PROCESSING
	OTHER PERSONAL SERVICES
	PHOTOGRAPHIC STUDIOS
	BANK
	BUILDING SOCIETY
	CREDIT UNION
	OTHER RETAIL BANKING SERVICES
	TAB
	VIDEO HIRE OUTLETS
<b>REPAIR SERVICES</b>	
HOUSEHOLD EQUIPMENT REPAIR SERVICES (ELECTRICAL)	
HOUSEHOLD EQUIPMENT REPAIR SERVICES	
COMPUTER MAINTENANCE SERVICES	
Commercial, Professional and Community Services	<b>ENTERTAINMENT, RECREATION, SPORTS AND ACCOMODATION</b>
	ACCOMMODATION
	CINEMA
	CLUBS AND NIGHTCLUBS
	FITNESS / SPORTS / RECREATION CENTRES
	LIBRARY
	OTHER ENTERTAINMENT AND COMMERCIAL RECREATION SERVICES
	PUBS, TAVERNS AND BARS
	MUSEUMS
	<b>PROPERTY AND BUSINESS SERVICES</b>
	ACCOUNTING SERVICES
	ARCHITECTURAL AND BUILDING SERVICES
	BUSINESS SERVICES N.E.C.
	COMPUTER CONSULTANCY SERVICES
DRAFTING SERVICES	

Category	Ratio Description
	EMPLOYMENT AGENCY SERVICES ENGINEERING SERVICES FINANCIAL SERVICES LEGAL SERVICES MACHINERY AND EQUIPMENT HIRING AND LEASING MARKETING AND BUSINESS MANAGEMENT SERVICES OTHER PROFESSIONAL SERVICES REAL ESTATE AGENTS SECURITY SERVICES OFFICES OFFICES - GOVERNMENT SURVEYING SERVICES GRAPHIC DESIGN SERVICES TELECOMMUNICATION SERVICES
Commercial, Professional and Community Services (cont'd)	<b>HEALTH AND COMMUNITY SERVICES</b> CHILD CARE SERVICES DENTAL SERVICES GENERAL PRACTICE MEDICAL SERVICES OPTOMETRY AND OPTICAL DISPENSING OTHER HEALTH AND COMMUNITY SERVICES SPORTS MEDICINE VETERINARY SERVICES CHURCHES SPECIALIST MEDICAL SERVICES CHIROPRACTIC SERVICES FUNERAL SERVICES
	<b>BUILDING AND CONSTRUCTION TRADE SERVICES</b> PLUMBING ELECTRICAL SERVICES OTHER BUILDING TRADE SERVICES
	<b>TRANSPORT SERVICES</b> TAXI SERVICES COURIER SERVICES
Trade Services	<b>MOTOR VEHICLE AND UTILITIES RETAILING AND SERVICES</b> AUTOMOTIVE FUEL RETAILING CAR RETAILING MOTOR CYCLE DEALING SMASH REPAIRING AUTO SERVICES TRAILER AND CARAVAN DEALING MOTOR VEHICLE NEW PART DEALING
	<b>OTHER HOUSEHOLD B STORES</b> FURNITURE AND FURNISHINGS LARGE ELECTRICAL GOODS STORES LARGE HARDWARE STORES LARGE HOMEWARE STORES LARGE LIGHTING STORES LARGE NURSERIES PAINT STORES STATIONERY SUPERSTORES TOY SUPERSTORES FABRIC STORES CAR ACCESSORIES FLOOR COVERING RETAILING SPORT AND CAMPING EQUIPMENT RETAILING MARINE EQUIPMENT RETAILING TYRE RETAILING
Large Format Retail	
	<b>GOVERNMENT N.E.C.</b> LOCAL GOVERNMENT ADMINISTRATION OTHER SERVICES N.E.C. CAR PARKING DWELLING UNKNOWN VACANT LAND
EXCLUDED	
VACANT	<b>VACANT</b>
VACANT SHOP	<b>VACANT SHOP</b>

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Appendix 4. Supporting Analysis

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Table M  
Mornington Peninsula Activity Centres Strategy  
Summary of Submissions and Consultants Response

No.	Submitter	Background	Key Issues Raised	Strategy Response
1	Dimasi Strategic Research	<ul style="list-style-type: none"> <li>▪ Dimasi Strategic Research (DSR) prepared an Economic Impact Assessment (EIA) on behalf of Bentons Square SC Pty Ltd re proposed expansion of Bentons Square SC in Mornington East</li> <li>▪ Council raised several issues that needed clarification re EIA</li> <li>▪ DSR addressed these issues in memo which R.D. Dawson (of Bentons Square SC Pty Ltd) provided to Council</li> </ul>	<p>Major issues raised by Council and addressed by DSR:</p> <ul style="list-style-type: none"> <li>▪ On the basis that the primary trade area and secondary area west represent approximately 88 per cent of total trade, Council requested that the trade area be redefined to represent these two areas only (beyond this area was considered 'beyond trade area'). Accordingly, assessments such as sales, expenditure, market growth etc were revised to reflect the adjusted main trade area.</li> <li>▪ A Wolinski Planners Report undertaken in 1987 envisaged a limit of 5,100 sq.m retail floorspace for the then proposed Bentons Square Shopping Centre. This amount was based on the projected residential densities at the time. This was prior to the State Government's plan to allow the subdivision of land on the fringes of Melbourne at a higher density. Most of the development that took place in the Mornington Growth Area took place after this implementation. The current residential lot yield is therefore higher than predicted back in 1987.</li> <li>▪ The adjusted trade area has few tourist destinations and would therefore expect a relatively small amount of visitor expenditure. A significant amount of the "captured" spending by retail facilities in Bentons Square derived from customers who reside beyond the adjusted trade area but within the Mornington Peninsula.</li> <li>▪ The proposed developments in Frankston – a cinema complex and expansion of the bulky goods centre would not alter the economic impact assessment prepared by Dimasi Strategic Research. By nature, Bentons Square is perceived as principally a food and convenience neighbourhood centre serving a local catchment. Whilst the two proposals in Frankston essentially provide the role of shopping and entertainment. Furthermore, both would serve a broader region that covers Frankston and the Mornington Peninsula.</li> <li>▪ The expansion of Bentons Square would bring about several community benefits. In spite of the proposed expansion at Bentons Square, any future developments to take place in the Mornington activity centre could still be backed on the following grounds: the broader region is experiencing growth in population and spending; access to tourist expenditure; and its broader role.</li> <li>▪ The report maintains that the adjusted trade area (following expansions) is anticipated to experience growth in retail spending between 2004-07 and should Bentons Square be expanded, it would most likely capture the bulk of this growth after its first year of operation in 2006/07. The Mornington activity centre would not be hindered economically because of its broader role, as specified in the previous dot point.</li> <li>▪ The estimated escape expenditure outlined by Ratio is broadly similar to that of Dimasi Strategic Research.</li> </ul>	<p>The Strategy is supportive of further extensions to Bentons Square, subject to a development plan being prepared by the applicant with oversight and coordination by Council. The development plan should address strategic and design objectives addressed for the activity centre in Section 6.8.2.</p> <p>Additional retail development sought for Bentons Square must not change the neighbourhood role of Bentons Square. In this context, the strategy does not support discount department store facilities at Bentons Square.</p> <p>The strategy is supportive of additional retail floorspace for Bentons Square within the context of the assessed floorspace requirements for Mornington Peninsula West SLA (refer Table 6.3, 'Other Centre Requirements').</p>



No.	Submitter	Background	Key Issues Raised	Strategy Response
2	Bentons Square Shopping Centre Pty Ltd	<ul style="list-style-type: none"> <li>▪ R.D. Dawson, of Bentons Square Shopping Centre Pty Ltd, attended a Focus Group meeting regarding Ratio's Mornington Peninsula Activity Centres Strategy – Final Draft Report.</li> <li>▪ The submission by Bentons Square Shopping Centre Pty Ltd comprised: <ul style="list-style-type: none"> <li>- comments prepared by R D Dawson on the Mornington Peninsula Activity Centres Strategy Final Draft Report;</li> <li>- a memorandum prepared by Tanya Todd of Dimasi Strategic Research.</li> </ul> </li> </ul>	<p>The submission by Bentons Square Shopping Centre Pty Ltd has addressed a number of issues, including:</p> <ul style="list-style-type: none"> <li>▪ an appraisal by R D Dawson on a number of subjective judgements made in relation to the Bentons Square Shopping Centre;</li> <li>▪ the general direction of the comments is that the Bentons Square Shopping Centre has sought to integrate with the community and develop to meet community needs;</li> <li>▪ the submission by Tanya Todd of Dimasi Strategic Research indicated that the floorspace allocation originally identified for Bentons Square in the draft report is excessively constrictive and does not provide realistic opportunities to extend the centre.</li> </ul>	<p>The analysis undertaken for the final report includes a market-based assessment of retail floorspace requirements for the Shire. Assessments of future floorspace requirements were made based on projections of household retail expenditures and future projections of escape and inbound expenditures and real levels of retail turnover densities. The assessments were undertaken on a Shire-wide basis and allocated to statistical local areas on the basis of projected population growth in each of the SLAs.</p> <p>No judgement has been made in the final report as to the allocation for Bentons Square, save that the assessed retail and commercial floorspace requirements for the Mornington Peninsula West SLA in areas outside the Mornington activity centre (including the bulky goods precinct at Bungower Road, located proximate to the Mornington activity centre) provide for 5,640m<sup>2</sup> GLA of net additional retail floorspace and a further 2,230m<sup>2</sup> GLA of additional commercial floorspace over the period 2004-2021.</p> <p>Any proposed extensions to Bentons Square must be placed within the perspective of this broader assessment (that is, some judgement will be required as to the likely floorspace requirements at other locations in the Mornington West SLA outside the Mornington activity centre, the Bungower Road precinct and the Bentons Square activity centre).</p> <p>Any proposed extensions to Bentons Square should meet the requirements set out above (refer to the comments for submission 1).</p>
3	ERM (on behalf of Bentons Square Shopping Centre Pty Ltd)	<ul style="list-style-type: none"> <li>▪ ERM was engaged by Bentons Square SC Pty Ltd to put together a submission relating to Bentons Square SC as part of the preparation process of the strategy</li> <li>▪ ERM's submission requests for the expansion of the centre for an additional 4,500 sq.m</li> <li>▪ ERM's submission includes key issues mentioned in DSR's report</li> </ul>	<ul style="list-style-type: none"> <li>▪ With the increased population growth, there is a strong need for the expansion of Bentons Square</li> <li>▪ Level of escape expenditure would decline within the main trade area should the centre be expanded</li> <li>▪ The extension would result in several net community benefits (in terms of choice and employment)</li> <li>▪ The expansion would be consistent with the relevant planning policies</li> </ul>	<p>The strategic response to the submissions made on behalf of Bentons Square Shopping Centre Pty Ltd are set out in relation to responses 1 and 2.</p>
4	Ron & Christine Daly	<ul style="list-style-type: none"> <li>▪ Owners of property at 25 King St, Hastings</li> <li>▪ Property is currently zoned Residential 1 Zone</li> </ul>	<ul style="list-style-type: none"> <li>▪ They want the property to be considered as part of the major activity centre at Hastings</li> <li>▪ Inclusion would provide an opportunity for the property to be rezoned to Business 1 Zone</li> </ul>	<p>The Mornington Peninsula Activity Centre Strategy is a regional strategy. Specific additional commercial rezonings have not been proposed in the Strategy. The appropriate opportunity for consideration of the possible rezoning of land would be as part of the structure plan process.</p>
5	Taylor's Development Strategists (on behalf of the Gillon Group)	<ul style="list-style-type: none"> <li>▪ The Gillon Group own the following properties in Mornington: <ul style="list-style-type: none"> <li>- 952-58 Nepean Highway, Mornington</li> <li>- 5, 9 &amp; 11 Wood Street, Mornington</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ The Gillon Group own several parcels of land for which they seek rezoning of some lots</li> <li>▪ Rezoning of certain parcels would allow the Gillon Group to embark on a few commercial ventures such as: Dan Murphy's, a family restaurant, motel, and high density residential development</li> </ul>	<p>Response provided to submission number 4 applies here also.</p>
6	R.A. & A. Curry	<ul style="list-style-type: none"> <li>▪ Proprietors of No. 49 Eramosa Rd, West Somerville consisting of 5ha zoned Business 1 Zone (B1Z).</li> <li>▪ Council has established that they are not prepared to rezone this land unless the owners approve.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The owners object to any rezoning of their land from its current Business 1 Zone status.</li> <li>▪ The owners believe that Somerville Plaza Shopping Centre is not a threat to Hastings, which is 10km south of Somerville</li> <li>▪ The owners believe that there is adequate land residential allotments available in Somerville</li> <li>▪ The owners are only prepared to discuss the zoning of their land after the completion of residential development for 132 lots in One Chain Rd, Somerville (which are to be developed in three stages)</li> </ul>	<p>The site at West Somerville is significant in the context of the Somerville Township Centre and has the potential to add major impacts on the existing township centre (and on other centres).</p> <p>Any plan to develop 49 Eramosa Road, West Somerville for retail purposes must show how the development will be integrated with the existing activity centre, consistent with Melbourne 2030 policies and the policy recommendations of this Strategy.</p>

No.	Submitter	Background	Key Issues Raised	Strategy Response
7	Watsons Pty Ltd	<ul style="list-style-type: none"> <li>A submission was made by Watsons Pty Ltd to Ratio Consultants in relation to the proposed Martha Cove Activity Centre.</li> <li>The submission was made for and on behalf of City Pacific Pty Ltd and Martha Cove Management.</li> </ul>	<ul style="list-style-type: none"> <li>Watsons put forward their view that the current permits allow for a proposed harbour commercial facility and a neighbourhood facility to be provided at Martha Cove.</li> <li>These facilities have been approved as part of the Martha Cove planning permit which provides for development of up to 1,150 dwellings.</li> <li>The type and make-up of the proposed facilities is yet to be finally determined, but the Mornington Peninsula Activity Centre Strategy should foreshadow and allow for these facilities as part of the future activity centre hierarchy of the Shire.</li> </ul>	The Strategy recognises that Martha Cove is an approved residential and marina development and that this encompasses an approved harbour commercial facility and neighbourhood shopping facility.
8	David and Lia Crowder	<ul style="list-style-type: none"> <li>A submission was made by David and Lia Crowder for and on behalf of IJ &amp; MH Nominees Pty Ltd, the owners of 21 Baxter-Tooradin Road, Baxter</li> </ul>	<ul style="list-style-type: none"> <li>Baxter is an important local centre and serves an area extending into Frankston South.</li> <li>The subject land is zoned Business 5 and could serve as an important focal location as a future activity centre.</li> <li>There is a need to review the future potentials for the Baxter activity centre, taking account of its relationship with Frankston South.</li> </ul>	<p>The Strategy acknowledges that Baxter is recognised as a designated service centre in Council's MSS (refer Strategic Framework Plan, cited as Figure 1 in this report).</p> <p>In this Strategy Baxter is acknowledged as a local centre. However, no detailed research has been undertaken, particularly in relation to its current and potential role to service the Frankston South area. In this context, there may be potential to warrant a neighbourhood activity centre role for Baxter, subject to needs and impact assessments and structure planning.</p>
9	Nepean Conservation Group Inc.	<ul style="list-style-type: none"> <li>Formerly called the Sorrento-Portsea-Blairgowrie Conservation Group Inc.</li> <li>Are concerned with amenity and ambience of specific locations: <ul style="list-style-type: none"> <li>Sorrento Township Centre</li> <li>Blairgowrie Convenience Centre</li> <li>Portsea Convenience Centre</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Question why Portsea is not included in the report.</li> <li>Do not agree to Mornington Peninsula Shire being part of metro Melbourne when it is actually classified as outer urban.</li> <li>Group believes it ought to be considered as semi-rural as many of the urban parts of the Peninsula are quite small compared to the entire Peninsula.</li> <li>The group questioned why there was a need for reference to housing in the consideration of policy for Neighbourhood Centres.</li> <li>The Ratio report does not mention the Sorrento Townscape Study and Sorrento Historic Precinct boundaries.</li> <li>No opportunities or priority actions have been identified for Blairgowrie or Portsea.</li> <li>Would like clarifications and details on zoning matters in relation to developments in Sorrento.</li> <li>No specifications have been made in relation to possible large scale public spaces.</li> </ul>	<p>Portsea is classified as a convenience centre in the Strategy. There is no recommendation in the Strategy to alter its role or functional designation.</p> <p>Mornington Peninsula Shire is a component municipality of the Melbourne Statistical Division and is formally defined as part of metropolitan Melbourne for the purposes of the <i>Melbourne 2030</i> Strategy.</p> <p>The Strategy provides for an improved diversity of activities within and around township centres (that is the neighbourhood centres) as well as the three major centres of the Shire. As indicated in the Strategy, the township centres currently play a significant social and economic role in the life of the Shire and the recommendations of the Strategy further consolidate this role.</p> <p>The Strategy does not provide details of previous studies for Sorrento or any of the township centres, nor are details provided in relation to urban design for the township centres.</p>
10	Peninsula Planning Consultants Pty Ltd	<ul style="list-style-type: none"> <li>Submission is on behalf of Mr Don Simpson and Mr Rad Williams</li> <li>Submission proposes redevelopment of the Baxter Activity Centre</li> </ul>	<ul style="list-style-type: none"> <li>The proponents met with Ratio in late 2004 to discuss their proposal for a new supermarket and associated specialty shops.</li> <li>The case was put for Baxter, which is currently recognised as a local centre, to be advanced in the activity centre hierarchy, to become a township centre.</li> <li>It was maintained by the proponents that Baxter serves a catchment of similar size to Balnarring (which is classified a township centre) and is better served by public transport.</li> </ul>	<p>The concept of activity centre development to reinforce existing railway stations is fully consistent with <i>Melbourne 2030</i> policies and is supported by the Strategy.</p> <p>This general principle needs to be balanced with urban design and economic considerations. There would need to be a clear demonstration that the proposed development would meet commercial accessibility requirements and would provide a high quality town square or community square and an outwardly focused development. In addition, similar to the response to submission 8, a needs and impact assessment would be required, together with a structure plan.</p>

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Appendix 5. Addendum

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## ADDENDUM

The Mornington Peninsula Activity Centres Strategy was considered by the Forward Planning Committee of the Mornington Peninsula Shire on 5 September 2005.

The Committee recommended the following:

### *PART A.*

1. THAT THE REPORT TITLED “MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY, SEPTEMBER 2005”, PREPARED BY RATIO CONSULTANTS, AS AMENDED BE RECEIVED AND NOTED.
2. THAT COUNCIL SEEK AUTHORISATION FROM THE MINISTER FOR PLANNING TO COMMENCE AN AMENDMENT TO FORMALLY LINK THE MORNINGTON PENINSULA ACTIVITY CENTRES STRATEGY TO THE MORNINGTON PENINSULA PLANNING SCHEME.

### *PART B.*

THAT THE POLICY DEVELOPMENT CLEARLY ADDRESSES THE NEED TO MAINTAIN AND REINFORCE THE STATED HIERARCHY OF CENTRES ACROSS THE PENINSULA.

The further specifications referred to in the Committee’s recommendations are listed below:

#### Bentons Square

- Bentons Square is situated approximately mid way between the Mornington and Mt Martha Activity Centres, in an area that has been one of the fastest growing residential areas on the Peninsula over recent years.
- Bentons Square is highly accessible, being surrounded on all four sides by residential areas and supported by a network of roads and pathways.
- Bentons Square has appropriately zoned land available to enable the centre to be extended. The first stage of the centre has been designed to allow an expansion that would provide active frontages to car parks and one street frontage.
- Commercial expansion be considered for Bentons Square to fulfil its role in response to the population growth in its catchment, consistent with (and largely comprising) the retail and commercial floor space requirements assessed for the Mornington Peninsula West SLA (refer ‘Other Centre Requirements’ in Table 5.2), taking into account any impact on the centres of the Mornington and Mt Martha Activity Centres.

### Sorrento

- Future development should respect the heritage values of the Sorrento Historic Precinct, and in particular for the Ocean Beach Road area the existing predominantly two-storey height/scale, as well as the character and the setting of the centre.

### Rosebud

- Since the completion of the inventory of planning approvals specified in Table E2 of the Strategy, a planning permit has been issued for a bulky goods development with a leasable floor area of 8,400 square metres.

The recommendation of the Committee was ratified by Council on 26 September 2005.

Any consideration of the Mornington Peninsula Activity Centres Strategy – September 2005 must be undertaken in the context of the above recommendations of the Forward Planning Committee of the Mornington Peninsula Shire.

### Local and Convenience Centres

It will be noted that local and convenience centres were observed to cater for a wide range of day-to-day shopping requirements together with some weekly requirements. Size and functional distinctions between local and convenience centres have not been strictly defined. For the purposes of the Study and policy implications, local and convenience centres should be treated as a single group.