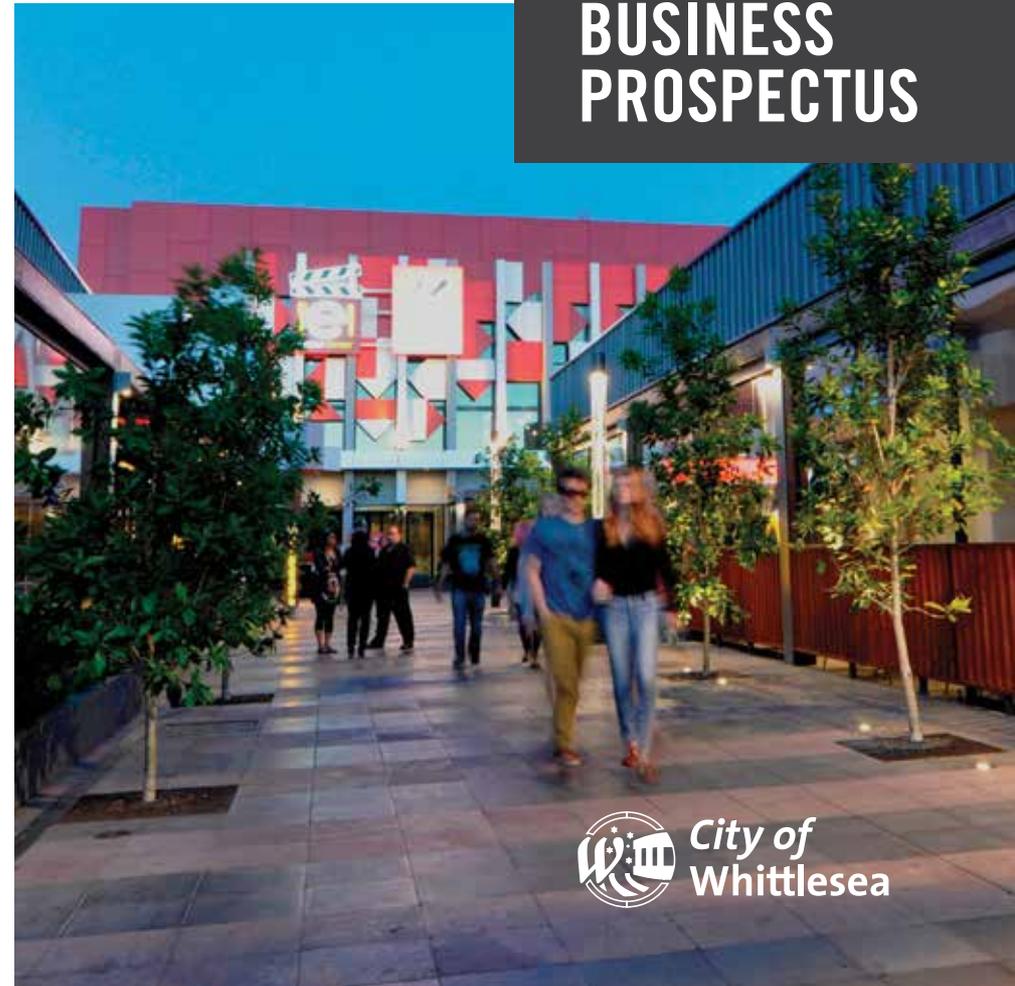




# EPP ING CENTRAL

## BUSINESS PROSPECTUS





Artist impression: High Street Village in Epping

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**Photos on front page, left to right**  
 City skyline at night, Student at Melbourne Polytechnic (formerly NMIT) studying farriery, Epping Central bike hoops, Urban Diner (Pacific Epping)

# FROM THE CEO



## It's all happening in Epping Central

Epping Central is changing. A transformation is occurring which will lead to the development of a dynamic new centre for jobs, housing, services and recreational activities in Melbourne's north.

With affordable land available and a commitment to assist in regeneration from state and local governments, there has never been a better time to look at investing in the area.

The recognition of Epping Central in *Plan Melbourne*\* as a place for revitalisation and growth as a Metropolitan Activity Centre is an important milestone for the City of Whittlesea.

Currently home to major facilities such as the Northern Hospital, Pacific Epping and Melbourne Polytechnic (formerly NMIT), Epping Central is an ideal location for further growth. Located close by are also the new Melbourne Wholesale Fruit, Vegetable and Flower Market and the Cooper Street Employment area.

Underpinned by the Epping Central Structure Plan to guide growth until 2031, the vision for the area

will see Epping grow into a thriving regional centre with a mixed range of businesses and jobs, well-designed buildings and attractive public spaces where people can meet and enjoy outdoor events and activities.

The City of Whittlesea has employed a Place Manager to coordinate whole-of-Council responses to major development applications in Epping Central, and serve as a key contact for the business and development community.

Our Council takes a partnership approach to development, ensuring we provide the certainty and confidence needed, so together we can build a brighter future for Epping Central.

A handwritten signature in black ink, appearing to read 'David Turnbull', written in a cursive style.

**David Turnbull**  
Chief Executive Officer

\**Plan Melbourne* is the Victorian Government's metropolitan planning strategy. It sets out the government's vision that will guide Melbourne's growth to 2050.

# EPPING CENTRAL BOUNDARY

## LAND USE

- Mixed use A
- Mixed use B
- High density residential
- Medium density residential
- Community facility
- Office / Employment
- Light industry / Warehousing
- Industry
- Office / Medical
- Rail stabling and maintenance yards
- Open spaces

## LAND USE

- Public transport
- - - Proposed public transport
- Proposed connector roads
- Proposed local roads
- Potential future links

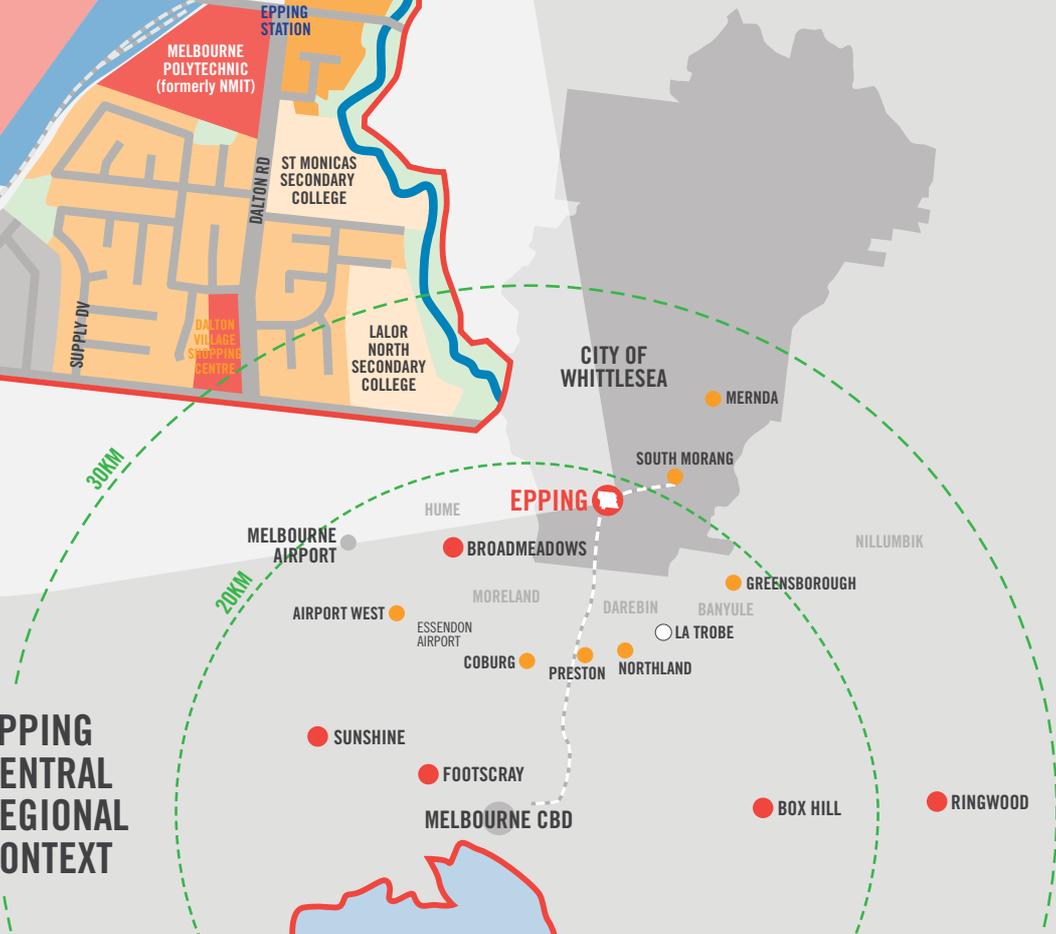
# EPPING CENTRAL BOUNDARY



# EPPING CENTRAL REGIONAL CONTEXT

- Metropolitan Activity Centre
- Activity Centre
- National Employment Cluster

# EPPING CENTRAL REGIONAL CONTEXT

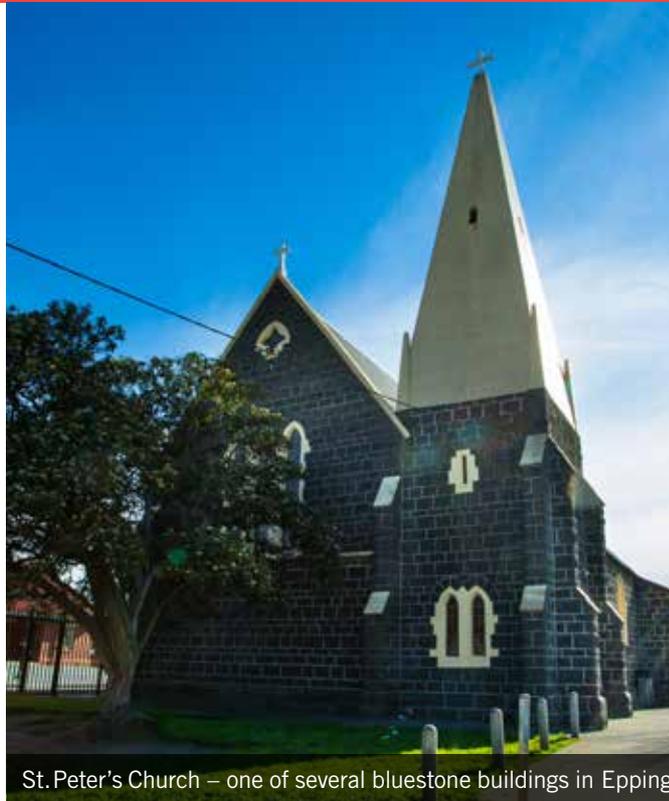


# EPPING CENTRAL PAST, PRESENT AND FUTURE

Epping was established in the mid-1800s and has always been a place of change. It began as a small rural township on the banks of Darebin Creek, reliant on quarrying and agriculture.

Now Epping is an established Melbourne suburb, but still retains many of its beautiful bluestone buildings.

The Epping Central of the future will host a highly skilled workforce and have a new vibrancy, making it an exciting new centre for business, jobs, entertainment and living. This transformation is already underway.



St. Peter's Church – one of several bluestone buildings in Epping



Looking west down Cooper Street

## WHY INVEST IN EPPING CENTRAL?

Epping Central is already inspiring growth and change to support Melbourne's north. Over 350 hectares in size, Epping Central has been recognised for its investment potential and regional significance by the State Government and is now a designated Metropolitan Activity Centre under *Plan Melbourne*.

Epping Central:

- Supports a range of current and future land uses and activities with land ready for redevelopment.
- Services an established community and a large catchment area in Melbourne's outer north including the Epping North/Wollert and Mernda/Doreen growth areas, in addition to the growing Donnybrook and industrial hub of Campbellfield.
- Has an established road network, a redeveloped Epping train station and there are plans for future road and rail expansion.
- Is less than 20 kilometres from the Melbourne CBD and is strategically located close to major arterials that link to Melbourne Airport, the Port of Melbourne, the agricultural producing regions of Victoria and the northern states.

# A SUPPORTIVE BUSINESS ENVIRONMENT



Epping Station near Dalton Road  
Photographer: Anne-Sophie Poirier

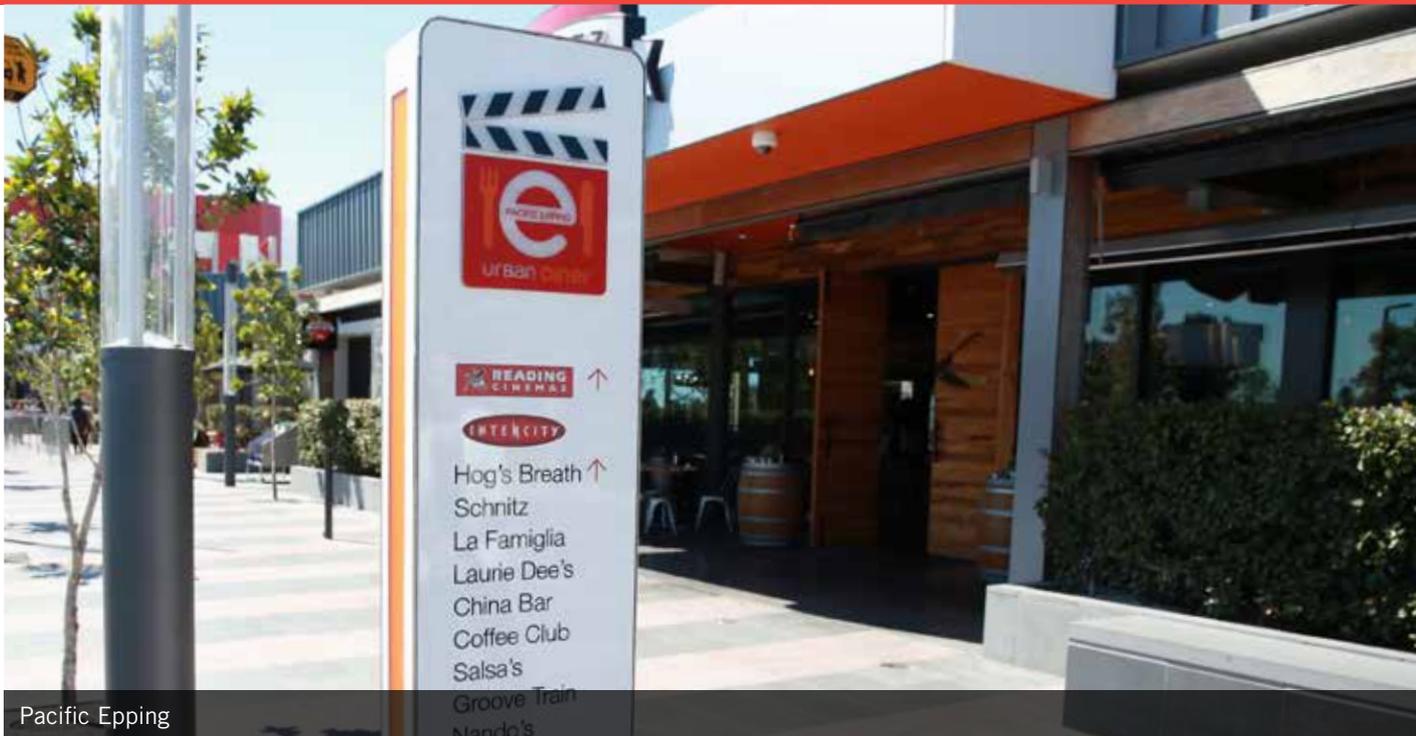
The City of Whittlesea has a reputation for being one of Melbourne's most progressive and pro-active councils in encouraging sustainable growth.

We understand that investment decisions are complex and that it is important to let investors know what to expect when considering investing in Epping Central. You can expect:

- Assistance from our Place Manager to coordinate whole-of-Council responses to major development applications in Epping Central, and serve as a key contact for the business and development community.
- A personalised planning process for Epping Central projects, helping issues to be resolved at the pre-application stage.
- Assistance in matching potential investors with opportunity sites.
- Business services support for businesses looking to expand and new businesses seeking to re-locate to Epping Central.
- Sophisticated advocacy to state and federal governments for improvements to the transport system to enhance the productivity and economic wellbeing of the area.
- The delivery of local infrastructure and high amenity projects to improve Epping Central such as a new park and improved streetscapes.

## KEY JOB GENERATORS AND GROWTH SECTORS

Epping Central will continue to create jobs and business opportunities in areas of current strength such as retail, logistics and light industries. However we project a shift towards more jobs and businesses related to professional services, health care and other industries leveraging off the Melbourne Wholesale, Fruit, Vegetable and Flower Market.



Pacific Epping

## RETAIL AND HOSPITALITY

Epping Central is home to many retail stores and in recent exciting news will boast Victoria's third Costco store, employing over 300 workers. Costco will complement the range of current retail offerings including Pacific Epping which is a major regional shopping centre for the north of Melbourne.

Pacific Epping offers a complete leisure experience boasting 230 different stores, theatres run by Reading Cinemas and the Urban Diner restaurant and entertainment precinct. Pacific Epping also employs around 2,600 people making it a substantial local employer and expansion plans have been approved.

Residents also have easy access to many bulky good stores in local Homemaker Centres plus two popular neighbourhood shopping centres in High Street and Dalton Road. Both provide café and retail options for the local community as well as access to much needed professional services.

The expansion of Epping Central will see the redevelopment of High Street as a main street local shopping area and Epping Central will continue to be a retail destination for the City of Whittlesea.

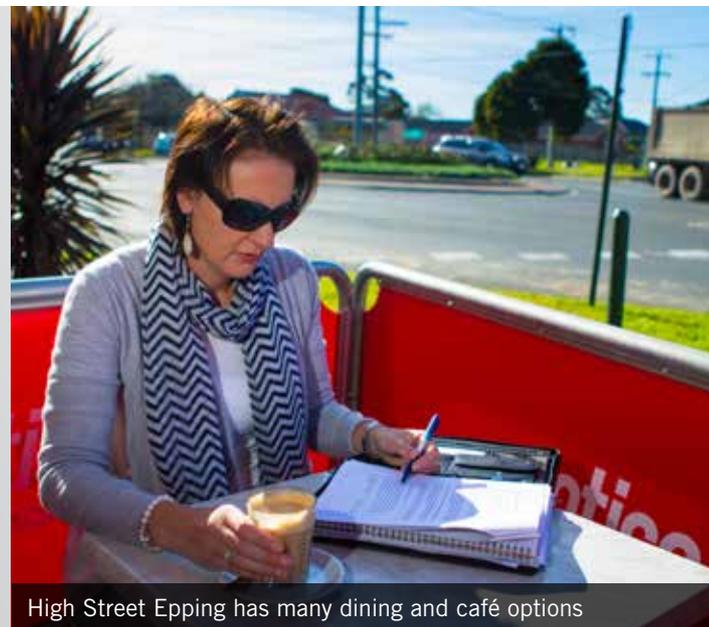


Dalton Road Village shopping centre

### CASE STUDY: CAFÉ DI CUSO, HIGH ST EPPING

Long term Epping residents, Lisa and Jill took the plunge and opened their first café in High Street Epping in November 2013. Attracted to the mix of services in the area the owners are pleased with the progress of the business and look forward to seeing more people living in and around High Street.

“We think this area has a lot to offer and with more residents expected to move into the area we look forward to offering them a good coffee and a bite to eat.”



High Street Epping has many dining and café options

## INDUSTRIAL

Perfectly positioned to access local and interstate markets, Epping Central has attracted a range of industrial developments including those in Yale Drive, Miller Street and Childs Road.

West of Epping Central is the Cooper Street Employment Area (244ha) that is expected to bring over 20,000 new jobs to the area when completed.

Currently there are 3,400 people employed at the Northpoint Enterprise Park that boasts a range of industrial and retail companies including Edlyn Foods, Stratco, Stanley Black and Decker and Mission Foods.

Also located near the Hume Freeway is the \$80 million MAB Alliance Business Park which will add to the employment focus of the area with the completed development expected to generate 4,000 local jobs. The Alliance Business Park also features 19 architecturally designed warehouses and trade stores that will provide high quality accommodation for small businesses.



Northpoint Enterprise Park in Cooper Street provides significant employment within Epping

## CASE STUDY: ERIEZ MAGNETICS: LOCATED AT NORTHPOINT ENTERPRISE PARK

Eriez Magnetics, a world authority in advanced technology for magnetic, vibratory and inspection applications has moved to a custom-built facility within Northpoint Enterprise Park.

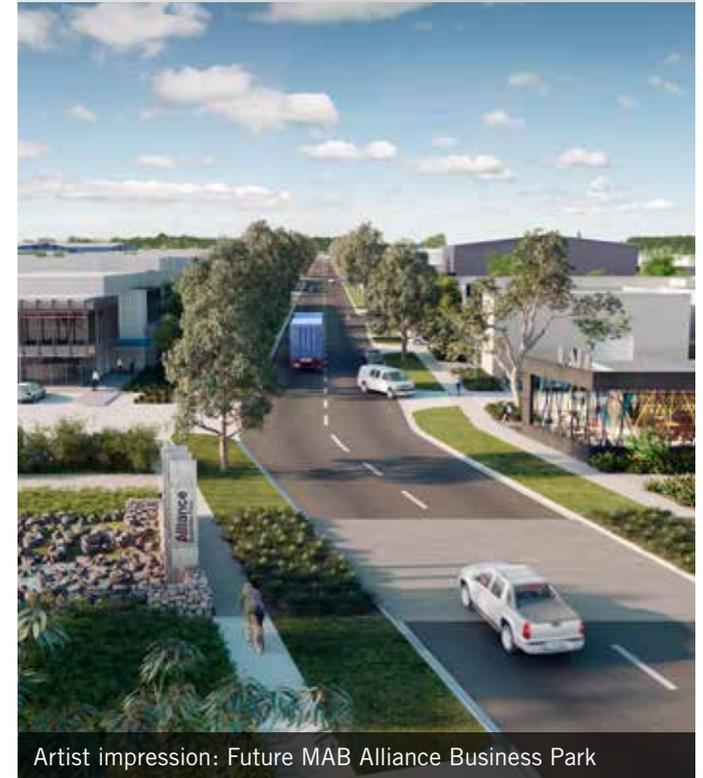
In recent years, Eriez has expanded and increased its production capacity by more than 50 per cent globally. After 20 years in Campbellfield the company has moved to Epping in order to make room for further business growth.

The company has been in Australia since the 1960s and currently employs 35 people. The new facility was purpose built to accommodate Eriez Magnetics' growing needs, doubling the factory floor space, a larger lab, and a 40 tonne crane capacity to keep the business in good stead for the next 20 years. This new facility is conveniently located for existing employees, and provides easy access to public transport, shopping, medical services, education and general services. It also offers the company a large pool of local labour as the company grows.

Northpoint Enterprise Park continues to generate economic development that includes the creation of over 3,000 new jobs.

## CASE STUDY: MAINFREIGHT: SOON TO BE LOCATED AT MAB ALLIANCE PARK

MAB Development Manager Michael Martin said Mainfreight's decision to 'shift north' is a growing trend amongst logistics companies seeking to strategically capitalise on the location's access to the eastern seaboard and connections to freeways. Recently large logistic providers have put Melbourne's north ahead of the west and south east industrial markets when positioning themselves for the future.



Artist impression: Future MAB Alliance Business Park



High Street village looking south



Artist impression: The \$34 million Northern Centre for Health, Education and Research at the Northern Hospital

## COMMERCIAL

There are existing office and commercial developments within Epping Central and this sector is set to grow as redevelopment opportunities arise over time. In fact the Epping Central Structure Plan anticipates a significant increase in the supply of office floorspace to 80,000 square metres by 2030 in accordance with the demand identified in the Epping Central Market Analysis Report (SGS, 2008).

The move toward mixed use developments will see a growth in office and commercial development opportunities and encourage different styles of office accommodation.



Green Skills training at Melbourne Polytechnic (formerly NMIT) Epping campus

## EDUCATION

Epping Central provides opportunities for lifelong learning with good local primary and secondary schools, through to the tertiary and training sector all located close to transport and major roads. The Melbourne Polytechnic (formerly NMIT) campus at Dalton Road in Epping offers courses in areas as diverse as building and construction, agriculture, English for migrants and computer systems.

With over 1,300 enrolled students and the innovative Green Skills Centre, Melbourne Polytechnic (formerly NMIT) is well positioned to train and develop the workforce for Epping and Melbourne's north.

Further boosting the education services in the area will be the \$34 million Northern Centre for Health, Education and Research at The Northern Hospital, enabling the training of an additional 400 health professionals. Epping Central aims to attract young people, providing opportunities for study, future employment and a great lifestyle in Melbourne's north.



Baby being treated in the neonatal intensive care facility at the Northern Hospital

## HEALTH CARE SERVICES

Epping Central is an emerging centre for medical and health care services, centred around the Northern Hospital in Cooper Street. The Northern Hospital is a 355-bed facility with one of the busiest emergency departments in the state, treating 70,000 patients annually and employing almost 3,000 people – making it the biggest local employer in Epping Central.

In order to meet the needs of the growing community, the Northern Hospital will continue to undergo a number of expansions. If full redevelopment is achieved it is expected the Northern Hospital will grow to be a 600 plus bed facility. Epping Central is also home to the Epping Medical and Specialist Centre and a range of other allied health services.



The Northern Hospital is the biggest employer in Epping Central

## MELBOURNE WHOLESALE FRUIT, VEGETABLE AND FLOWER MARKET

In a major coup for Epping, Melbourne's Wholesale Fruit, Vegetable and Flower Market is being relocated to a new site in Cooper Street, Epping.

The Market is an important part of Victoria's economic infrastructure. The estimated annual value of produce passing through the Melbourne Market is \$2 billion (source IBIS World, Sep 2013).

In Epping the Market has the capacity to provide more than 100,000 square metres of warehousing and users will be able to enjoy the opportunities and benefits from being part of a fresh food-related business precinct.

As it is fully developed over the next 10 to 20 years, the new Market precinct will incorporate a core trading facility, warehousing, distribution centres with value-added business expected to drive enormous investment on and around the site.



Melbourne Wholesale Fruit, Vegetable and Flower Market

# SNAPSHOT OF A GROWING REGION

Epping Central is located within the rapidly growing City of Whittlesea. The current population of the municipality is 179,261 and by 2031 is expected to rise to over 300,000.

## CITY OF WHITTLESEA



BIRTHS	Year	City of Whittlesea	Epping Central
	2014	<b>3,104</b>	<b>51</b>
	2031	<b>4,987</b>	<b>100</b>

id Forecast, July 2014



EXTRA FAMILIES PER YEAR BETWEEN 2013 AND 2014

id Forecast



FAMILIES	Year	City of Whittlesea	Epping Central
	2014	<b>51,609</b>	<b>968</b>
	2031	<b>86,096</b>	<b>1,835</b>

id Forecast, July 2014



RESIDENTS	Year	City of Whittlesea	Epping Central
	2014	<b>179,261</b>	<b>3,585</b>
	2031	<b>305,716</b>	<b>6,838</b>

id Forecast, July 2014

# WHO WE ARE

BY 2031 THE POPULATION OF EPPING CENTRAL IS FORECAST TO INCREASE TO

**6,838 PEOPLE**  
(AN INCREASE OF 3,253).

- The greatest change by overall number of persons in an age group between 2014 and 2031 will be 35 to 49 year olds with an increase of 680 persons.
- By 2031, the estimated number of children being born per year in Epping Central is expected to more than double from 51 births per year in 2014 to 100 births per year or 2 births per week.

Source: id Forecast, July 2014

Table 1. Epping Central Population Forecast

DEMOGRAPHIC SUMMARY	2014 (1)	2031 (2)	Change (number)	Change (%)
Total population	3,585	6,838	↑ 3,253	+ 91%
Total households	1,274	2,416	↑ 1,142	+ 90%
Total dwellings	1,332	2,515	↑ 1,183	+ 89%
Median age	36 years	37 years	1 year	+ 2.7%
Aged below 15	631 persons 17.6%	1,166 persons 17.2%	↑ 535 persons	+ 85%
Aged 50 and above	1,186 persons 33.1%	2,310 persons 34.0%	↑ 1124 persons	+ 95%
Couples with children	421 households 33.0%	783 households 32.4%	↑ 362 households	+ 86%

Sources: (1) Place Profiles, City of Whittlesea, June 2014; (2) id Forecast, July 2014

## EPPING CENTRAL: POPULATION, HOUSEHOLD STRUCTURE AND DWELLINGS FORECAST

THERE ARE APPROXIMATELY  
**1,330 DWELLINGS IN  
EPPING CENTRAL. THIS IS  
EXPECTED TO INCREASE TO  
**2,515 DWELLINGS  
BY 2031.****

- Between 2014 and 2031, the average household size is expected to decrease slightly from 2.74 to 2.71 people.
- The number of households consisting of couples with children will however, increase in number (by 362 households).
- The greatest change in household structure between 2014 and 2031 will be the number (and proportion) of couple households without dependents (an increase of 276 households).

Source: id Forecast, July 2014



Forklift training at Melbourne Polytechnic (formerly NMIT) Epping campus

## A MORE DIVERSE POPULATION

Epping is an area growing in cultural diversity. Around two out of every five people speak a language other than English at home, a larger proportion compared with Greater Melbourne.

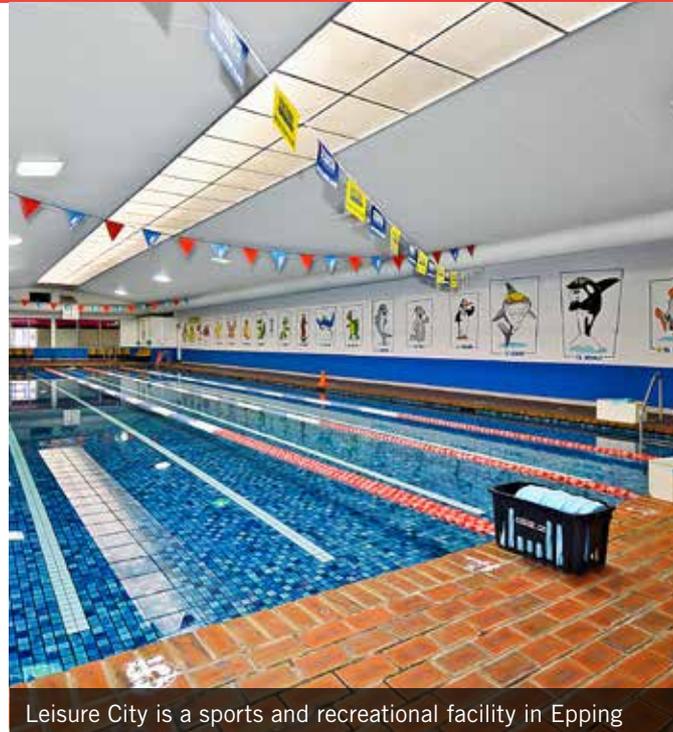
The most common languages spoken by residents other than English are Macedonian, Italian and Arabic.

A more ethnically diverse population will add to the greater vibrancy and range of workforce skills in the Epping Central area.

## A CHANGING WORKFORCE

There has been a marked shift in employment in Epping away from heavy manufacturing to growth industries such as, Transport, Warehousing, Health Care and Social assistance over the census period 2006 – 2011. Consistent with the vision for Epping Central it is expected these trends will continue as more jobs are created in retail, health care and the professional services sector. Manufacturing will continue to be a major employer for the foreseeable future.

Source: Census 2011 Place of Work



Leisure City is a sports and recreational facility in Epping

## A MORE EDUCATED POPULATION

There has been a significant change in the education levels of the population in Epping with a considerable increase in people holding formal qualifications including Bachelor or Higher degrees and Advanced Diploma or Diplomas. This encouraging sign shows Epping Central is well on the way to building the skilled workforce to match the job market of the future.

Source: ABS, Census of Population and Housing 2006 and 2011. Compiled and presented in profile.id by .id, the population experts.

**GROWTH REGIONAL  
PRODUCT CoW** **\$5.11b**

NEIR 2013

**NUMBER OF  
BUSINESSES** **11,069** CoW

Australian Business Register 2013

**LABOUR  
FORCE** **75,759** CoW  
**1,564** EPPING  
CENTRAL

2011 ABS

## INDUSTRIAL / RETAIL AREA

**986ha** 700ha OCCUPIED

UDP 2013 DTPLI

## NUMBER OF DWELLINGS

**65,305** CoW  
**1,332** EPPING  
CENTRAL

CoW: City of Whittlesea

UDP: Urban Development Program

DTPLI: Department of Transport, Planning and Local Infrastructure

ABS: Australian Bureau of Statistics

# GROW YOUR BUSINESS, GROW YOUR LIFE

Epping Central is a place where new housing areas, major services and a bustling retail and business core are all within minutes of each other. Together with cafes, retail strips, cinemas and outdoor recreation activities Epping Central is a great place to live, work, run a business and raise a family.



## HOUSING

An increase in the density of new residential development within walking distance of public transport, retail, employment opportunities and community facilities is encouraged in Epping Central.

It is expected there will be the construction of between 2,163 and 4,537 new homes in Epping Central by 2030 in accordance with the demand identified in the Epping Central Market Analysis Report (SGS, 2008). SGS-SGS Economics and Planning.

Epping Central will also see a change in the types of housing offered including innovative and attractive high-density housing such as apartments,

terraces and townhouses which will create greater housing choice.

House prices and rents are considerably lower in Epping than the Melbourne average, making this a great time to get into the market as either an owner occupier, investor or someone looking to rent.

For example the Epping median sale price for May 2014 was \$377,000 – up from \$244,000 in May 2004 (CoW data). This compares to the 2014 median sale price for Melbourne of \$630,000 indicating that both affordability and scope for growth can be found in Epping.

## EDUCATION AND HEALTH CARE

Epping Central is close to several state and private primary and secondary schools. Tertiary education is also available at the Epping campus of Melbourne Polytechnic (formerly NMIT), and RMIT and La Trobe Universities have campuses close by in Bundoora.

Epping Central is also home to the Northern Hospital and several large medical clinics and health service providers. Education and health services are expected to grow in Epping Central providing residents with better services and new job opportunities.

# UPCOMING DEVELOPMENTS IN AND AROUND EPPING CENTRAL

There has been significant growth in medium to high density residential development applications in Epping Central in recent years, with over \$250 million in development approved.

**719 High Street** will be a mixed use development with 10 storeys on the west side on Wedge Street and 12 storeys along the High Street frontage. The development includes a supermarket, retail and office space, gym, wellness spa, child care centre, ample car parking and 94 one and two bedroom apartments.

**67 Rufus Street** will be the site for an eight storey building with a basement car park, a gym, medical centre, food and drink premises, ample parking and 92 apartments.



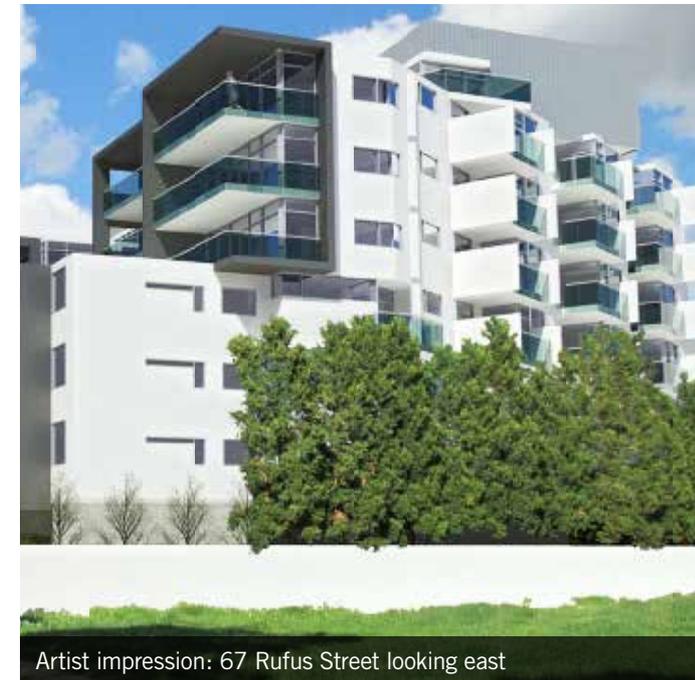
Artist impression: 719 High Street development



Artist impression: 719 High Street development



Artist impression: 67 Rufus Street looking north east



Artist impression: 67 Rufus Street looking east

# INVESTMENT OPPORTUNITIES IN AND AROUND EPPING CENTRAL

Epping Central is less than 20km from the Melbourne CBD and has a significant amount of land available for residential and commercial development.

The relocation of the Melbourne Wholesale Fruit, Vegetable and Flower Market to Epping will also generate further business growth and development in the surrounding area.



Former Epping Waste Disposal site to the left in Cooper Street, Epping (now vacant)



John O'Connor – local resident who also works in the area

## TESTIMONIAL: JOHN O'CONNOR

John works, lives and shops in Epping Central. He has also invested in local housing.

**“During my time living and working in Epping I have seen enormous change and growth in the area. Whilst there are families here, there are also young people, students and single people moving in so they are closer to jobs and services. Greater investment in the area is great news for local businesses and local residents.”**

# EPPING CENTRAL IS HAPPENING

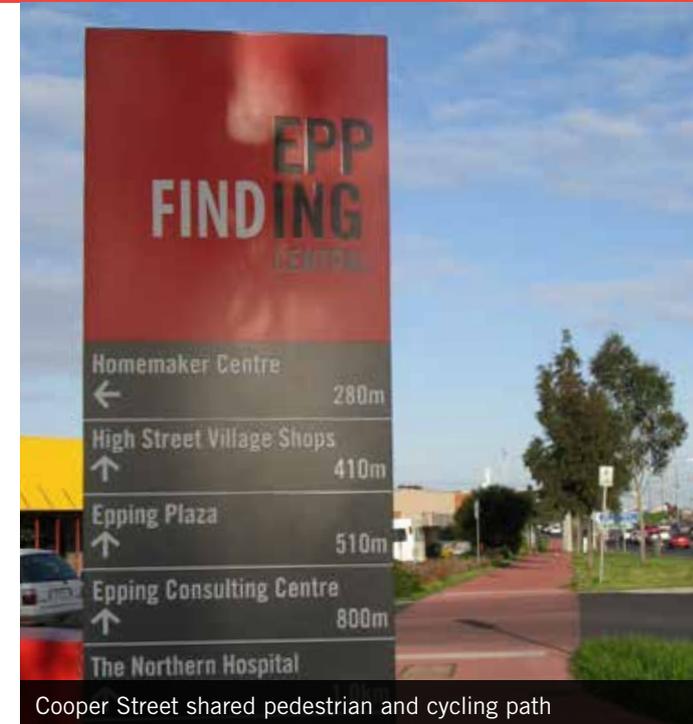
As an emerging centre for residential and commercial investment, there is a need to improve local amenity and upgrade local and transport infrastructure.

Improvements are well under way with the Epping train station redevelopment, a new bus interchange at Pacific Epping and \$100 million amenity and infrastructure upgrades over the next 20 years. Other improvements completed include:

- Cooper Street shared path for pedestrians and cyclists from Epping Station, along High Street to Edgars Road.
- High Street streetscape revitalisation with new seating, public artwork, bin enclosures, bike racks and Epping Central signage.
- Street tree renewal projects in Wedge Street.
- Upgrade of Cooper Street and the freeway interchange in preparation for the Melbourne Wholesale Fruit, Vegetable and Flower Market.



Street tree renewal program underway in Epping Central



Cooper Street shared pedestrian and cycling path



Streetscape improvements are part of the Epping Central revitalisation

# MAKING EPPING CENTRAL EVEN BETTER

The City of Whittlesea will be managing a range of projects to improve the area including:

- Creating usable open space and a new urban park in Coulstock Street.
- More High Street streetscape improvements.
- New community facilities, including new community hubs.
- Improvements to existing parks and open spaces such as Darebin Creek.
- Better walking and cycling paths.
- The construction of Deveny Road from High Street to Edgars Road.
- Gateway treatments on the roads into Epping Central.



Artist impression: Coulstock Street future urban park

# BETTER TRANSPORT FOR EPPING CENTRAL

The City of Whittlesea will continue to actively advocate for state and federal funding to improve the roads and public transport within Epping Central.

This will include advocacy for the Epping North Public Transport Corridor, to extend public transport (preferably rail) to a stop outside the Northern Hospital then on to Epping North/Wollert. This extension will increase public transport options in Epping Central and maximise connections.



More cycling paths are planned



Artist impression: Future Epping Community Hub

## A PERSONALISED SERVICE

Our Epping Central Place Manager is the direct contact for businesses and investors interested in Epping Central.

The Place Manager will coordinate whole-of-council responses to major development applications in Epping Central.

If you are interesting in finding out more please contact the Epping Central Place Manager on 9217 2074 or 0427 160 173.

## PARTNERS

The Victorian Government has provided financial help and assistance to support the development and implementation of the Epping Central Structure Plan through the Department of Planning, Transport and Local Infrastructure and the Metropolitan Planning Authority.

The Epping Central Partnership Group comprising key stakeholders and local residents is now established, and provides Council with high level advice on implementing the future vision for Epping Central. Together the Partnership Group acts as a champion for the growth and development of Epping Central. Our supporters also include:



## CONTACTS AND FURTHER INFORMATION

### Epping Central Place Manager Rachel Dapiran

[www.whittlesea.vic.gov.au/eppingcentral](http://www.whittlesea.vic.gov.au/eppingcentral)  
Email: [epping.central@whittlesea.vic.gov.au](mailto:epping.central@whittlesea.vic.gov.au)  
Phone: 9217 2074

### Metropolitan Planning Authority

Email: [info@mpa.vic.gov.au](mailto:info@mpa.vic.gov.au)  
Phone: 9651 9600

### City of Whittlesea

#### Economic Development Team

[www.whittlesea.vic.gov.au/business-and-industry](http://www.whittlesea.vic.gov.au/business-and-industry)  
Email: [business@whittlesea.vic.gov.au](mailto:business@whittlesea.vic.gov.au)  
Phone: 9217 2278

TTY: 133 677

Locked Bag 1, Bundoora MDC, 3083



Free Telephone Interpreter Service

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Македонски	9679 9875	Việt-ngữ	9679 9878
普通话	9679 9876	Other	9679 9879

