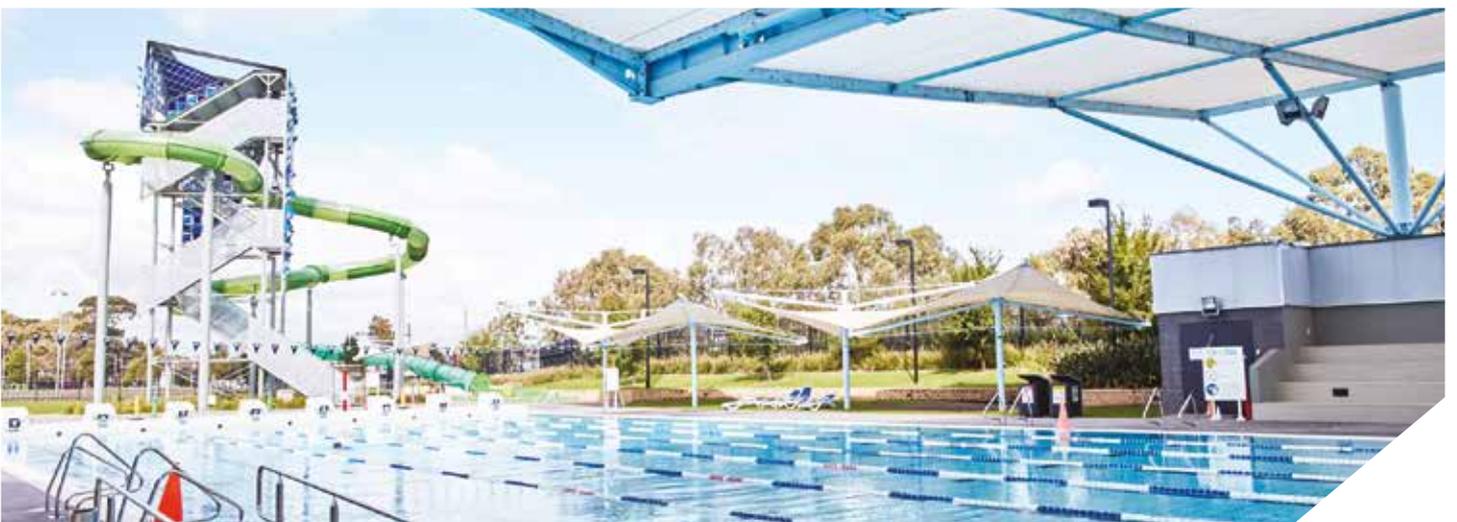




Noble Park Activity Centre Profile





Overview

“A unique suburban activity centre with a village style image and retail function. It is well served by public transport and significant community facilities.”

- > The area in which Greater Dandenong is now located was for tens of thousands of years the territory of the Wurundjeri and Boonerwung (or Bunurong) tribes of the Kulin Nation; nestled in the foothills of the Dandenong Ranges.

As the regional capital of the south-east, the City of Greater Dandenong today is a progressive, culturally diverse place to live, work and visit. It has a vibrant economy in both retail and manufacturing sectors and provides lifestyle choices for people interested in: historic markets; cultural precincts; horse and car racing; water sports; performing arts; street and community festivals and distinct produce and products not readily found elsewhere in Melbourne. It is celebrated as having some of the Victoria’s most culturally exciting and characteristically distinctive places that the people are proud to live in.

Located approx 35km from Melbourne CBD and encompassing an area of 129 square kilometres, Greater Dandenong has a population of approximately 156,000, with residents from over 150 different birthplaces; making it the most multicultural municipality in Victoria.

Noble Park

Noble Park was formerly a rural township with market gardens and a River Red Gum landscape. Today it has a great sense of community spirit and a much loved village character.

The centre has long been infused with important multigenerational community facilities – an aquatic centre that features the largest water slide in Melbourne, historic community hall, schools and language services, sporting fields and more recently a new state of the art skate park designed by pro-skater Jon McGrath.

Noble Park is a traditional pedestrian friendly main street with a predominant retail focus, including a number of niche bakeries, cafés, restaurants and convenience stores to support daily life.

Although the smallest in size of the three activity centres, it packs a lot of lifestyle punch and is poised for improved connectivity, integrated green space and new railway station resulting from the Victorian Government’s Level Crossing Removal initiative.

An increasingly popular place to live, the centre’s residential catchment of approximately 29,000 begins within a 5 minute walk of the Activity Centre.

Noble Park is just 30km from Melbourne’s CBD, with easy access to three major transport arterials including Heatherton Road, Princes Highway and Pakenham Cranbourne Rail Line.

Noble Park Activity Centre History

c. 1800

200 year old River Red Gum: An important symbol of the early character of Noble Park; known as “the tree under which Noble Park grew”

1909

Town established

1912

Train station completed

1925

Noble Park Public Hall erected

1930-39

Depression years impact the community significantly

1962

Springvale-Noble Park and District Memorial Swimming Pool opened

1983

Retail precinct consists of 85 shops

2006

Paddy O’Donoghue Community Centre opens

2009

Noble Park centenary celebrations

2012

Noble Park Aquatic Centre opens

2015

Retail precinct swells to more than 150 shops
Skate Park opens



Friendly and neighbourly

Walkable and sociable

Traditional Main Street shopping

Largest water slide in Melbourne

World class Skate Park

Equitable daily lifestyle exchanges

Valued community facilities

Integrated green space

The People of Noble Park

In 2012 there were an estimated 29,000 residents in the Noble Park suburb catchment from 121 birthplaces, including India (9%), Vietnam (8%) and Sri Lanka (5.3%).

A total of  **60%** speak a language other than English



Between 2006 and 2011

- The population increased by 2,095 people
- The Indian born population increased from 3.5% to 8.6%
- The Vietnamese born population increased from 7.5% to 8.1%.

Noble Park Population Forecast:

- By 2024 the population is forecast to increase by 20% or 6,257
- The number of 5-9yrs is forecast to increase by 66%
- From 2014-24 the number of 40-44yrs is forecast to increase by 77%

Population current and forecast in Greater Dandenong and suburbs
www.socialstatistics.com.au

Movement and Access

Noble Park is a very walkable activity centre, with an approximate walk time of less than 5 minutes from its centre to the train station and less than a 10 minute walk from end to end.



The activity centre has a Walk Score of 76 out of 100 at the Post Office*

*Walk Scores in the 70-89 range are considered; very walkable where most errands can be accomplished on foot.

The Noble Park Station is a premium-staffed station with an annual patronage of approximately 1.5 million people.

Three bus services operate daily throughout the centre.

A high proportion (61%) of people in Noble Park walk to the centre or to public transport nodes from the surrounding residential areas

- PTV Commuter Stats 2013-14

61%

Movement and Access Fast Facts



2,209

Total car spaces in the Noble Park Activity Centre



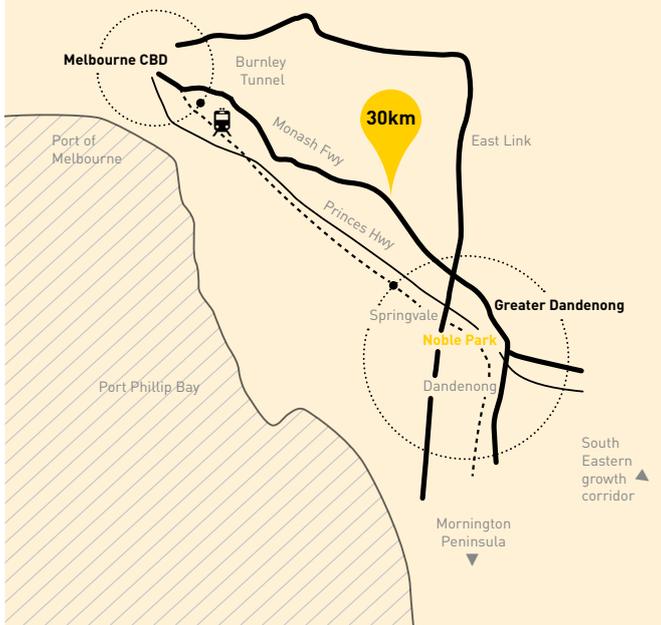
1,271

Total number of on-street parking spaces



938

Total number of off-street parking spaces



Shopping and Trade

Noble Park has two anchor retail and service destinations in Douglas Street; Coles supermarket and Commonwealth Bank, making this the retail 'core' of the centre.

With a network of established and emerging family businesses, Noble Park Activity Centre comprises more than 160 individual retail businesses, of which approximately 60% are located on Douglas Street.

The emphasis is on convenience shopping, a range of traditional food specialist stores and a relatively large number of specialised grocers catering for specific cultural groups including Indian, Asian, Eastern European, Persian, Italian, Sri Lankan, Thai, African and Mauritian.

Non-food retail tenancies comprising convenience shops; chemist, newsagency, hairdressers and beauty salons, and a range of discount stores selling apparel, home wares and giftware. Some clothing stores serve particular cultural groups and an increasing number of family day care centres exist in the activity centre.



Shopping and Trade Fast Facts

23,390m² Total floor space

11,660m² Retail floor space

11,020m² Commercial floor space

163

Total number of businesses

7%

Vacancy rate

24%

Businesses open after 6pm

*2016 Business Audit and Analysis Essential Economics

Dwellings and Residential Investment Fast Facts

Nearly one third of the 10,200 homes in Noble Park are flats, twice the proportion of metropolitan Melbourne.

Nearly 60% of homes in the suburb are owned or being purchased by their occupants – less than the corresponding metropolitan level of 71%.

* www.realestate.com.au/neighbourhoods/noble%20park-3174-vic

\$520k* Median house prices

\$335k* Median unit prices

\$340* Median house rental prices

State and Regional Strategic Projects

As part of the State Government's program to improve safety, reduce congestion and enable more frequent train services, Heatherton Road level crossing in Noble Park is proposed for removal before 2018. This removal will profoundly transform and benefit the activity centre's connectivity and green open space character.

Community, Amenity and Investment

\$21m

Noble Park Aquatic Centre

\$2.7m

Skate Park and Youth Precinct

\$470k

Athletics Track upgrade

\$369k

Douglas Street Streetscape

Part of \$1.6B Caulfield to Dandenong Level Crossing Removal Project



Community, Culture and Leisure

Historically community activity has driven the development of recreational assets in Noble Park Activity Centre; including the public hall, local swimming pool, athletics track, tennis courts and community centre. The Noble Park Aquatic Centre and newly established skate park contribute to the centre's appeal as a multigenerational destination for leisure pursuits.

Schools are a key aspect of community life in Noble Park, which has a well-established education offer of primary and secondary schools. There is an emphasis on language services through the centrally located AMES and Noble Park English Language School for its diverse community.

The Paddy O'Donoghue Community Centre and Noble Park Public Hall is an important multigenerational community facility that accommodates maternal and infant health services, childcare and kindergarten, older people's interest groups, recreation and community gathering spaces.

With a streetscape upgrade of the main street and a new elevated train station announced, the activity centre offers excellent quality pedestrian environments boasting free public Wi-Fi, a new public square, public art and immaculate garden displays at the gateway to the activity centre.

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