



RISE

➤ 635 Hall Road
Cranbourne West, Victoria

Information Memorandum

➤ [RISECranbourneWest.com](https://www.RISECranbourneWest.com)

RISE up

Staying on top isn't easy. You need the right product, people, and passion to get ahead. Most importantly, you need the right place to make it all happen. RISE unlocks your ability to outpace the competition and seize the opportunities that can elevate your business to another level. It's your time to RISE in Melbourne's booming South East.



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Overview

In Melbourne's South East, RISE is a strategically positioned logistics hub where premium design meets practical functionality. Spanning 64 hectares in Cranbourne West, it offers seamless connectivity and a balance of sustainability and scalability — built for ambitious businesses ready to exceed today's industrial standards and shape tomorrow's success.



 **Capability is on the RISE**

Overview

Melbourne CBD
← 47km

Western Port Highway
(M780)
↗ 150m

EastLink (M3)
↗ 18km

Monash Freeway (M1)
↗ 13km

Cranbourne North
↗ 15.6km

South Gippsland Highway
(M420)
↗ 16.5km

Future signalised intersection

Signalised entry

Future signalised intersection

Overview

Western Port Highway
(M780)
7150m

Melbourne CBD
← 47km

Cranbourne North
715.6km

South Gippsland Highway
(M420)
716.5km

Future signalised intersection

Future signalised intersection

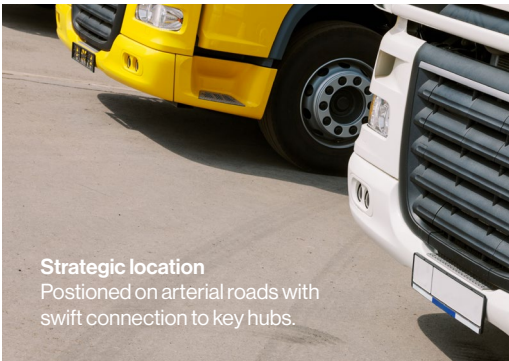
Signalised entry

Overview **SNAPSHOT**

RISE isn't just about numbers — but they reveal its potential. With 64 hectares of premium industrial space, Green Star ambitions, and unrivaled connectivity, these figures offer a glimpse into an estate designed to elevate businesses of every scale.

47km

To Melbourne CBD



Strategic location
Positioned on arterial roads with swift connection to key hubs.

64ha



Scalability
Flexible spaces to suit your requirements

43%

Population growth by 2046



Area
429,383 population in 2025**
614,075 population forecast in 2046**
\$13.88 billion gross regional product*
36,175 local businesses*
98,955 local jobs*

5 Star



Sustainability
Targeting a Green Star rating to meet the highest environmental standards for industrial.

* Source: economy.id ** Source: forecast.id

Location

RISE is ideally located in Cranbourne West, offering exceptional access to major transport routes, vibrant communities, and vital infrastructure. This prime position enhances connectivity, streamlines operations, and fuels growth for businesses of all sizes.

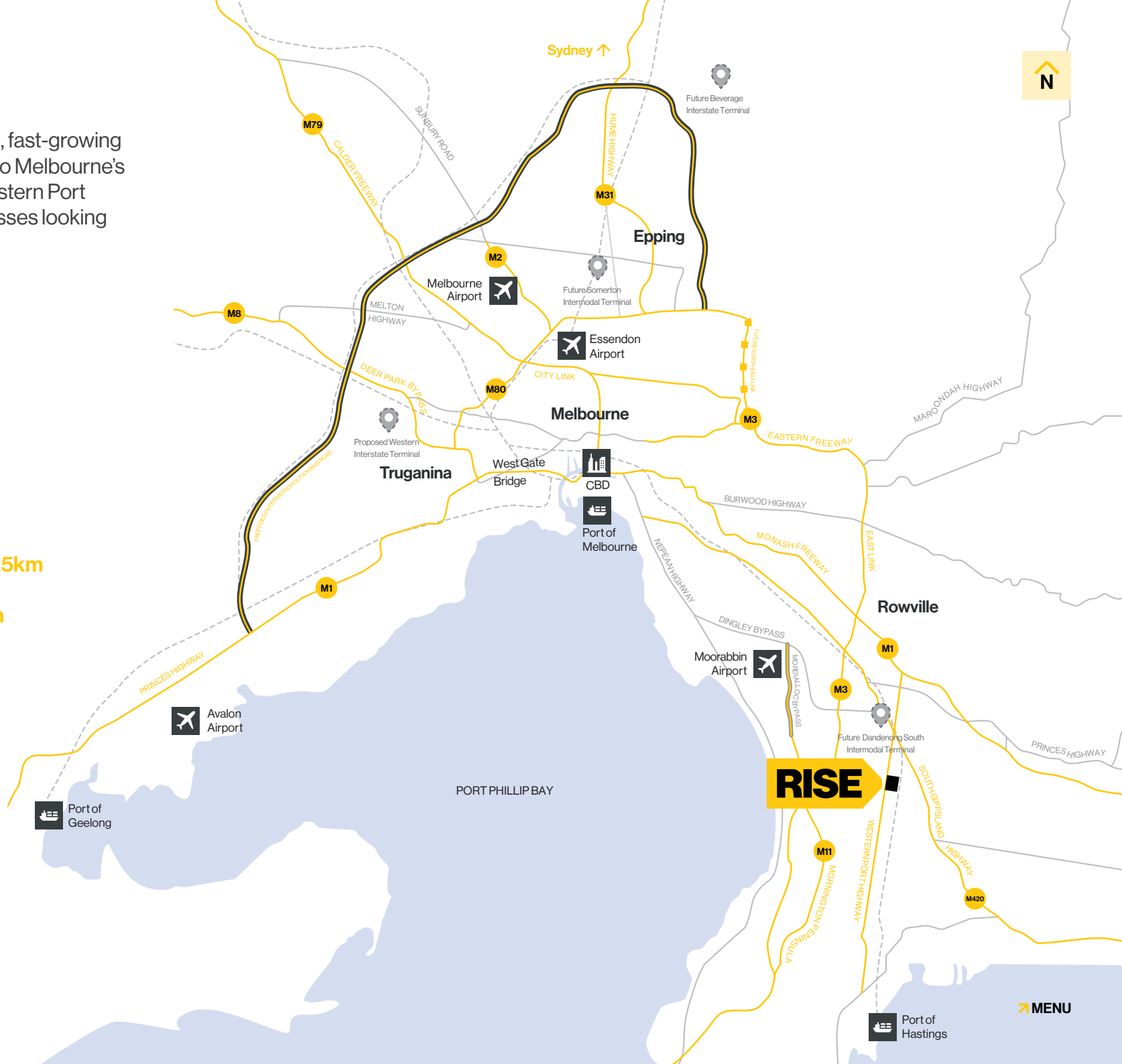
 **Connectivity is on the RISE**

Location **THE REGION**

Cranbourne West is part of a dynamic, fast-growing industrial corridor. From its proximity to Melbourne's CBD to key transport links like the Western Port Highway, this region is built for businesses looking to reach new heights.

[View on Google Maps ↗](#)

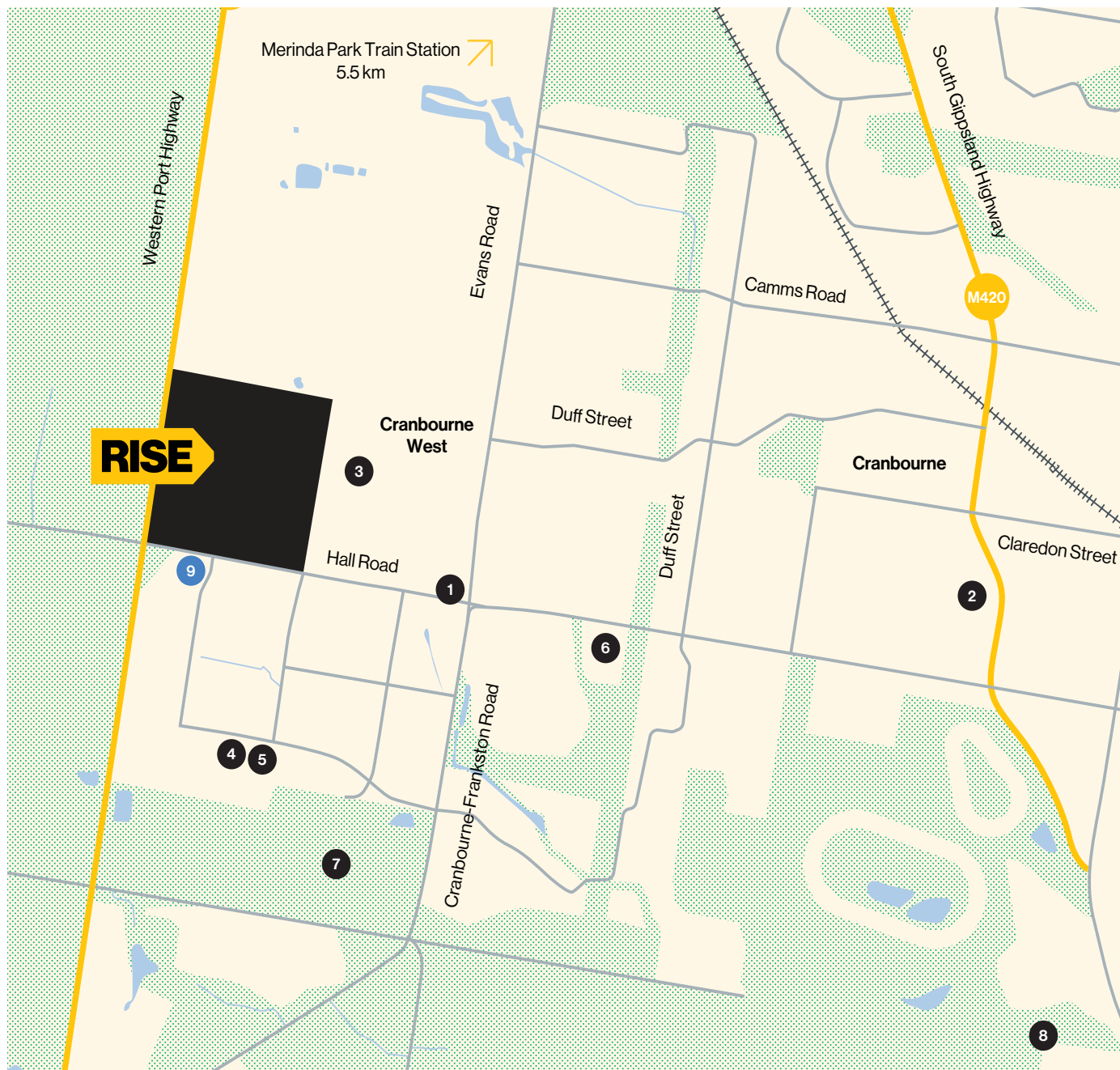
- Melbourne CBD 47km**
- Port of Melbourne 45km**
- Melbourne Airport 72km**
- Western Port Highway (M780) 50m**
- South Gippsland Freeway (M420) 6.5km**
- EastLink (M3) 8km**
- Dandenong South Inland Port 6.6km**



Location **AMENITY**

Beyond the estate, the local area is topped up with convenient retail, dining, transport and wellness offerings. Whether it's satisfying your appetite or servicing your vehicle, your team will find everything they need just around the corner.

- 1. Cranbourne West Shopping Centre**
Cnr Evans Road & Hall Road Cranbourne West **1.0km**
Woolworths Supermarket
BWS
Cranbourne West Medical Centre
Cranny Boys Pizza
Han's Sushi
Coffee Bean Café
- 2. Cranbourne Park Shopping Centre**
125 High Street Cranbourne **3.5km**
Coles
Target
Kmart
Harris Scarfe
JB Hi-Fi
TK Maxx
- 3. Lochaven Recreation Reserve**
Tony Way Cranbourne West **1.8km**
- 4. Cafe Cibo Bar**
85 Everlasting Boulevard Cranbourne West **900m**
- 5. Snap Fitness**
85 Everlasting Boulevard Cranbourne West **900m**
- 6. 7 Eleven**
1016S Cranbourne-Frankston Road Cranbourne **1.7km**
- 7. Ranfurlie Golf Club & Driving Range**
825 Cranbourne-Frankston Road, Cranbourne **3.1km**
- 8. Royal Botanic Gardens Cranbourne**
Ballarto Road & Botanic Drive Cranbourne **9.0km**
- 9. Bus Route 760 & 792**
Cnr Hall Road & Whitfield Boulevard **0m**



Location **AMENITY**

We've curated a selection of local favorites that deliver convenience, value, and enjoyment—essential ingredients for fostering work-life balance and creating a supportive environment for your businesses and workforce.



01

Coffee Bean Cafe

Local favourite for speedy service
Strathlea Drive
Cranbourne West

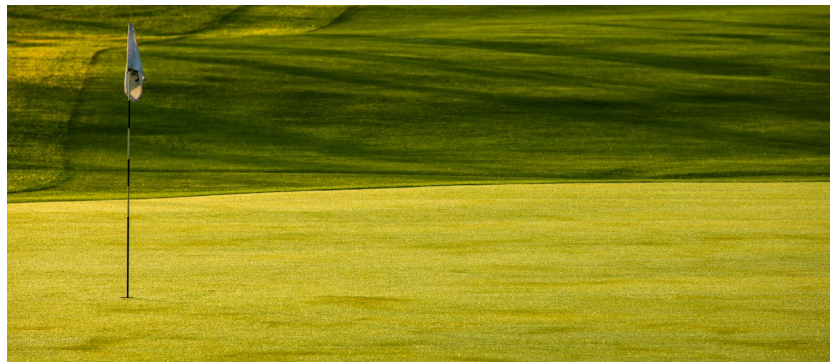
● [Get Directions](#)

02

Ranfurlie Golf Club & Driving Range

Great for before or after work unwinding
825 Cranbourne-Frankston Road
Cranbourne

● [Get Directions](#)



Work Life Balance



03

Cranbourne West Shopping Centre

Everything you need in one place
Cnr Evans Road & Hall Road
Cranbourne West

● [Get Directions](#)



04

Royal Botanic Gardens Cranbourne

Green surrounds for a quick escape
Ballarto Road & Botanic Drive
Cranbourne

● [Get Directions](#)

05

Merinda Park Train Station

Easy access to rail network

● [Get Directions](#)



RISE empowers your business with smart design features, logistics-enabled infrastructure and premium office amenities. The customisable site areas paired with tree lined streets and sustainability initiatives provide the perfect foundation for you to grow onward and upward.

 Design excellence is on the RISE

The Estate **DESIGN VISION**

Every element of RISE has been designed with your business in mind. From adaptable site areas to cutting-edge infrastructure, the estate combines functionality and innovation to support seamless operations and long-term growth.

- ✓ Flexible site areas tailored to modern industrial needs
- ✓ Multiple signalised entries
- ✓ High-clearance warehouses with exceptional truck access
- ✓ Integrated sustainability measures
- ✓ Tree lined streets



Artist's impression only

The Estate DESIGN VISION

Premium office

Architectural design and abundant landscaping



Artist's impression only

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Premium office

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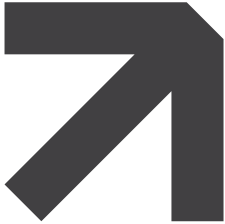
Estate SUSTAINABILITY

RISE doesn't just promise sustainability—it delivers. Solar panels, energy-efficient lighting, and rainwater harvesting are just the start. At RISE, sustainability isn't a trend; it's a commitment.



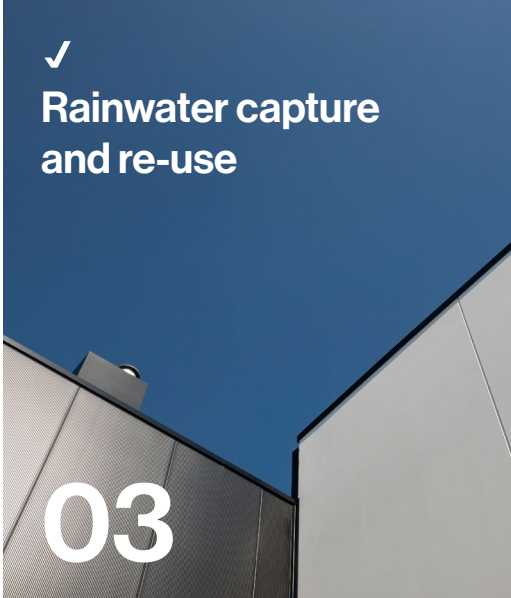
✓ All facilities targeting 5 Star Green Star Buildings

01



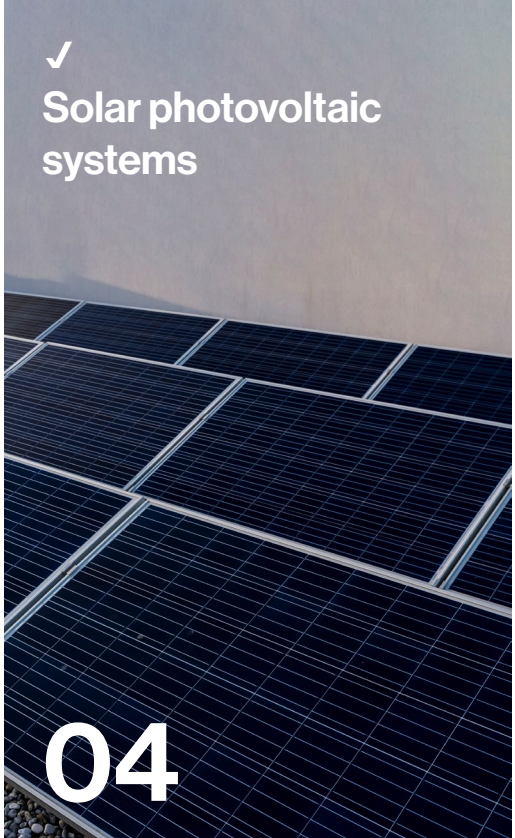
✓ Energy efficient LED lighting

02



✓ Rainwater capture and re-use

03



✓ Solar photovoltaic systems

04

Opportunity

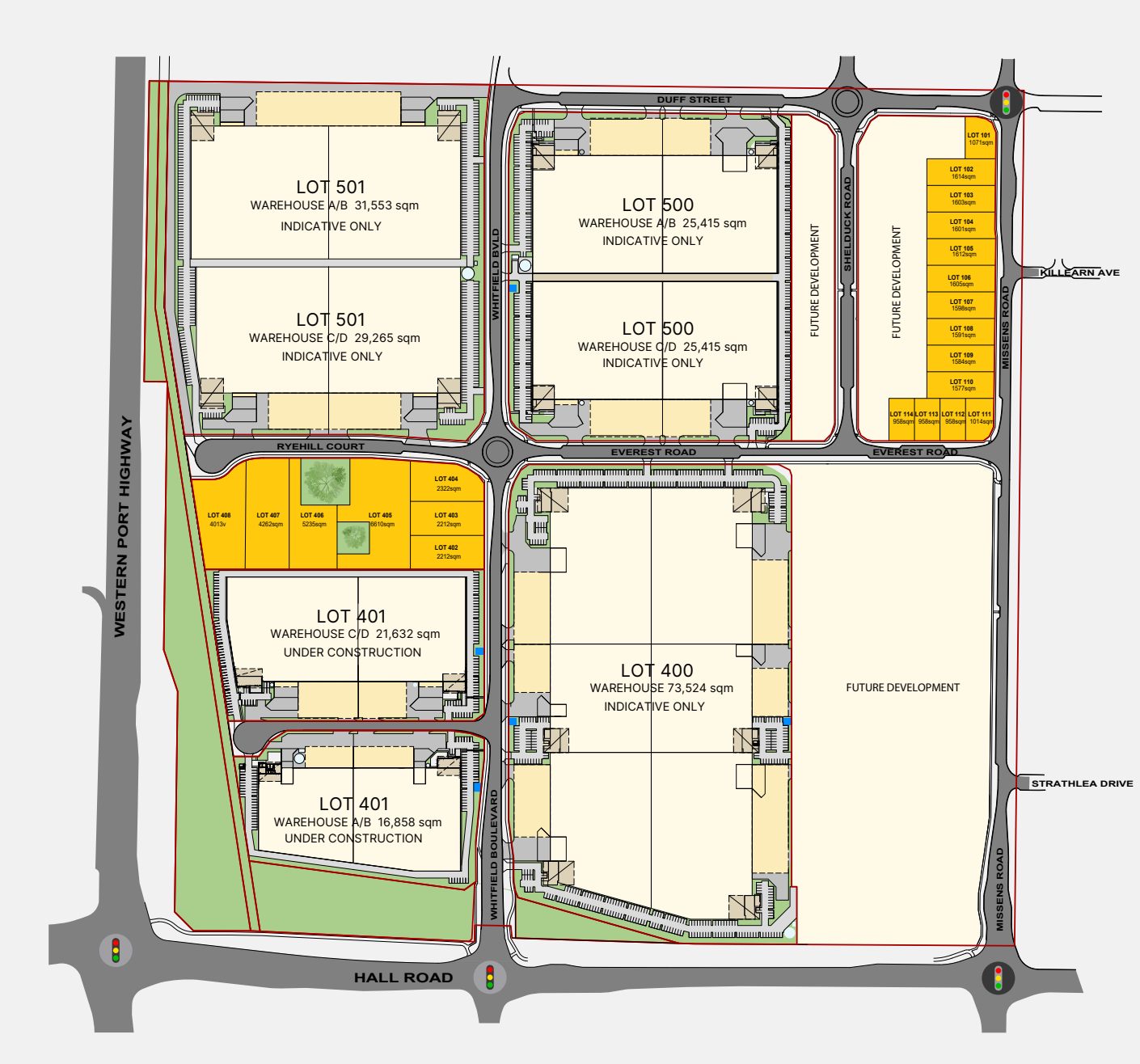
The opportunity is clear: a space that adapts to your business and elevates its potential. With tailor-made leasing options and premium facilities, RISE offers a future where ambition finds its home.

 Growth is on the RISE

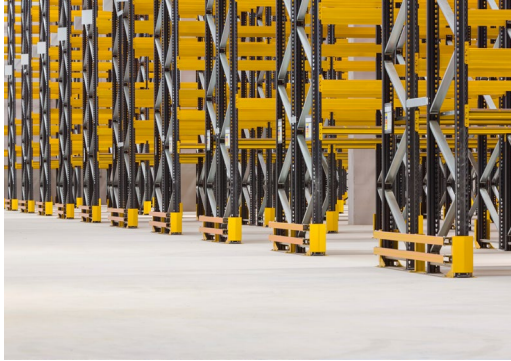
Opportunity ESTATE PLAN

Key

- Lot sales
- Warehouse space
- Awnings
- Office space
- Carpark
- Landscaping



Opportunity **TECHNICAL SPECIFICATIONS**



Warehouse

- ✓ ESFR fire sprinkler system
- ✓ Floor loading to accommodate heavy vehicles
- ✓ Industrial zoning for 24/7 operations
- ✓ 14.6 metre ridge height



Main Office

- ✓ Architecturally designed office mezzanine
- ✓ Energy efficient sensor lighting
- ✓ Water saving tapware (min 5 WELS rating)
- ✓ Automatic sliding doors to entry



External Works

- ✓ Heavy duty concrete pavement to truck manoeuvring and loading areas
- ✓ Light duty pavement to car parking areas, size suited to council requirements
- ✓ Automated sliding gates to truck entry and exit points



ESD Initiatives

- ✓ 5 Star Green Star Buildings
- ✓ Energy metering and monitoring
- ✓ LED smart lighting
- ✓ Rainwater capture and re-harvest
- ✓ Rooftop solar system



RISE is brought to life through the joint venture of ESR Australia & NZ and Frasers Property Industrial — two global leaders in industrial development. Together, their expertise and proven track records ensure a world-class estate designed to meet the needs of modern businesses while setting a new benchmark for innovation and quality.



 Confidence is on the RISE

Team **JOINT VENTURE**

RISE is the result of a collaboration between ESR Australia & NZ and Frasers Property Industrial, two leaders in creating world-class industrial estates.



Phil Pearce, CEO of ESR Australia & NZ and Ian Barter, Managing Director Australia of Frasers Property Industrial



ESR Australia & NZ

ESR Australia & NZ is part of the ESR Group, APAC's largest real estate asset manager powered by the New Economy. Combining global experience with local expertise, ESR delivers space and investment solutions for a sustainable future.

au.esr.com



Frasers Property Industrial

Frasers Property Industrial is a leader in industrial and logistics real estate, delivering industry-leading solutions across millions of square metres. As part of the global Frasers Property brand, it has experience in projects across Australia, Germany, the Netherlands, and Austria, with a focus on creating smart, sustainable spaces that help customers grow and innovate.

fraserspropertyindustrial.com

United excellence

Team LEADERSHIP

At the heart of RISE is a team that understands the nuances of industrial and logistics development. With decades of experience, they bring clarity, vision, and capability to every project.



Nick Napoli
Senior Development Manager
ESR Australia & NZ

Nick is a highly experienced real estate investment professional, with expertise in property valuation, funds management, and the acquisition and development of commercial property, particularly logistics and industrial assets. Currently a Senior Development Manager at ESR Australia & NZ, Nick brings over 20 years of experience in the sector and has a strong track record in delivering high-value outcomes.

[Linked In ↗](#)
Nick.Napoli@esr.com



Luke Griffiths
Development Manager
ESR Australia & NZ

Luke has nearly two decades of experience in development and project delivery across Australia's commercial and industrial sectors. Luke leads the planning and execution of major industrial projects across Victoria, drawing on a strong foundation in project and contract management.

[Linked In ↗](#)
Luke.Griffiths@esr.com



Matt Gillett
General Manager - Business Development
Frasers Property Industrial

Matt has over 15 years of experience in the commercial and industrial property sectors. He has been a key part of the Frasers Property Industrial team since 2014 in developing the company's strong market share in Melbourne including sourcing new business, acquisition opportunities, marketing and customer relationship management.

[Linked In ↗](#)
Matt.Gillett@frasersproperty.com.au



Emily Song
Development Manager
Frasers Property Industrial

Since joining Frasers Property Industrial in 2019, Emily has played a key role in the success of the company's industrial projects. She is actively involved in key areas such as acquisitions, estate planning, infrastructure development, design processes, new business initiatives, and cultivating strong customer relationships. Her expertise fosters seamless collaboration with external stakeholders, ensuring that projects align with both business objectives and our customer's expectations.

[Linked In ↗](#)
Emily.Song@frasersproperty.com.au

Proven experience

Team **TRACK RECORD**



From landmark industrial precincts to cutting-edge logistics hubs, the developers behind RISE have a history of delivering results that exceed expectations.

Lasting results



Horsley Logistics Park

8-12 Johnston Crescent, NSW 2175

- Awarded 6 Star Green Star Design & As Built V1.3 building (5 Johnston Crescent)
- Current customers include Amazon, UPS, Jalco, Tennant, Holman, Fienza and Speedpanel

[Learn more ↗](#)



Greenlink

590-620 Western Port Highway, Cranbourne West, VIC 3977

- 79ha estate in Melbourne's thriving west
- 850m frontage to Western Port Highway
- Two 6 Star Green Star Design & As Built V1.3 rated facilities

[Learn more ↗](#)



Gilmore Industrial Estate

40-100 McPhee Drive, Berrinba, QLD 4117

- Current customers include CEVA Logistics and Eurocold

[Learn more ↗](#)



Clayton Business Hub

45 McNaughton Rd, Clayton VIC 3168

- 64,554sqm
- Excellent access to transport links
- Close proximity to shopping centres and Monash university



Cherry Lane

27-145 Cherry Lane, Laverton North

- 300m frontage to Princes Freeway
- Rainwater storage to support estate irrigation
- Targeting 5 Star Green Star Design & As Built V1.3 rating

[Learn more ↗](#)



Coolaroo Industry Park

2-50 Glenelg Street, Coolaroo, VIC 3048

- 36m deep hardstand with super awning
- 700kW embedded solar network
- Targeting 4 Star Green Star Buildings

[Learn more ↗](#)

Team TRACK RECORD



From landmark industrial precincts to cutting-edge logistics hubs, the developers behind RISE have a history of delivering results that exceed expectations.

Lasting results



IVE Group

Braeside Industrial Estate, VIC

- 31,112 sqm
- 5 Star Green Star Design & As-Built Rating v1.3 (targeting)
- Solar PV system

[Learn more](#)



Mazda Australia

4Ten Epping, VIC

- 37,628 sqm
- 5 Star Green Star Design & As-built Rating v1.1 (certified)
- Powered by 100% carbon neutral energy

[Learn more](#)



National Tiles

Canvas West, VIC

- 20,801 sqm
- 5 Star Green Star Design & As-built Rating v1.3 (targeting)
- Roof top solar arrays and rainwater harvesting

[Learn more](#)



CTI Logistics / GMK Logistics

4Ten Epping, VIC

- 27,628 sqm
- 5 Star Green Star Design & As-built Rating v1.3 (targeting)
- Dedicated green walls and landscaped outdoor areas

[Learn more](#)



Freedom

Rubix Connect, VIC

- 14,913 sqm
- 5 Star Green Star Design & As-built Rating v1.3 (targeting)
- Rainwater capture and re-use

[Learn more](#)



Penguin Random House

Rubix Connect, VIC

- 38,405 sqm
- 5 Star Green Star Design & As-built Rating v1.3 (targeting)
- 'Goods to person' automation

[Learn more](#)

Contact

Get in touch to learn more about how RISE can unlock your business's reach in Melbourne's South East. Our team is ready to provide the insights and support you need to take the next step up.

It's your time to RISE.



ESR Australia & NZ
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