



**ESR** |



**FRASERS**  
PROPERTY

# RISE

**Lot Sales 101 - 114**  
**Information Memorandum**

**➤ 635 Hall Road**  
**Cranbourne West, Victoria**

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## Overview

### 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.



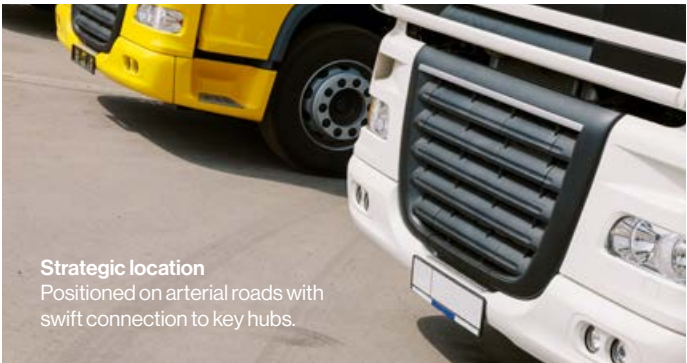
**➤ Capability is on the RISE**

Overview **SNAPSHOT**

RISE isn't just about numbers — but they reveal its potential. With 64 hectares of premium industrial space, 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



**Flexibility**  
Choose from different lot sizes 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\*

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

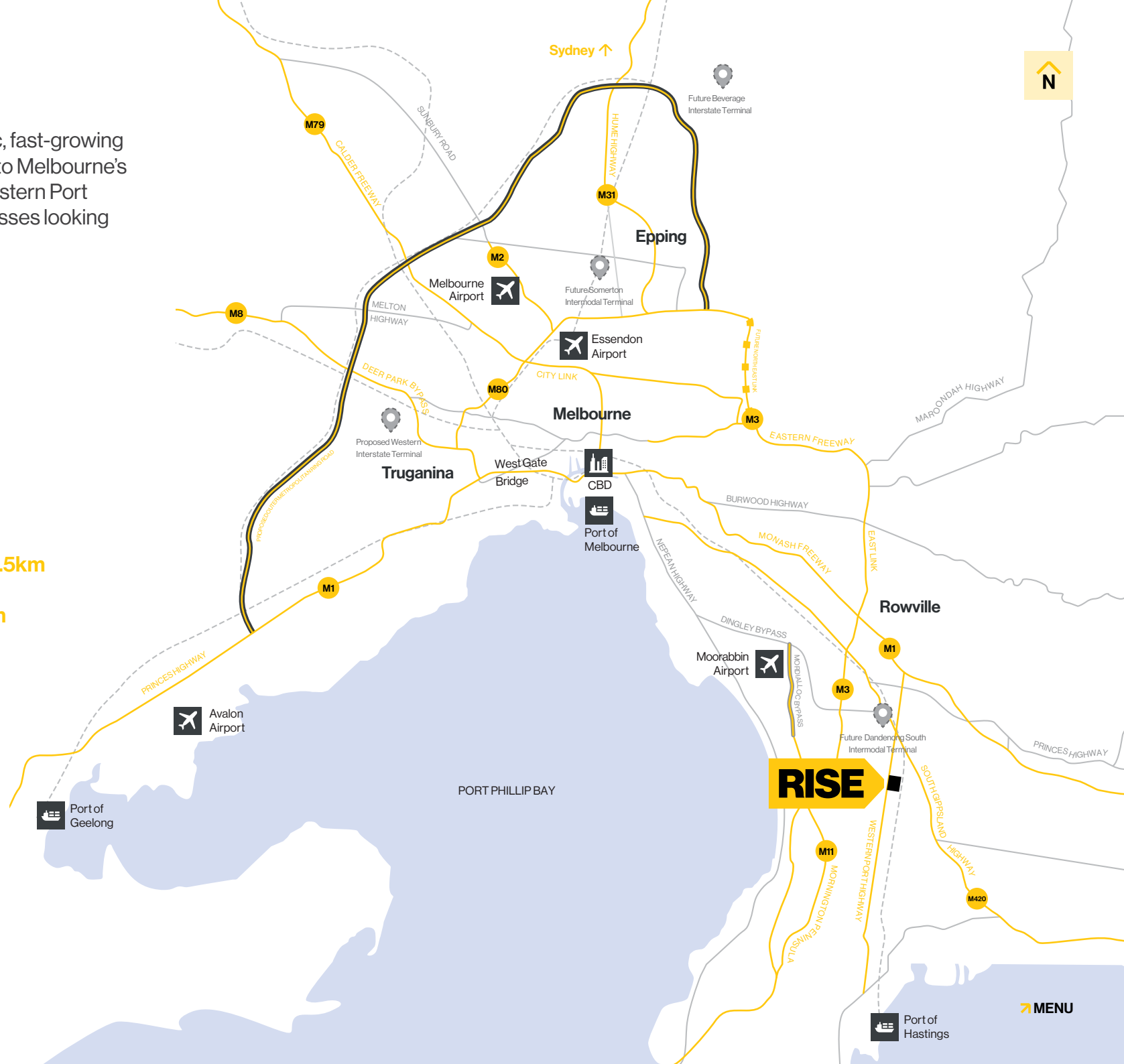


## Overview THE REGION

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**



## Overview **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**

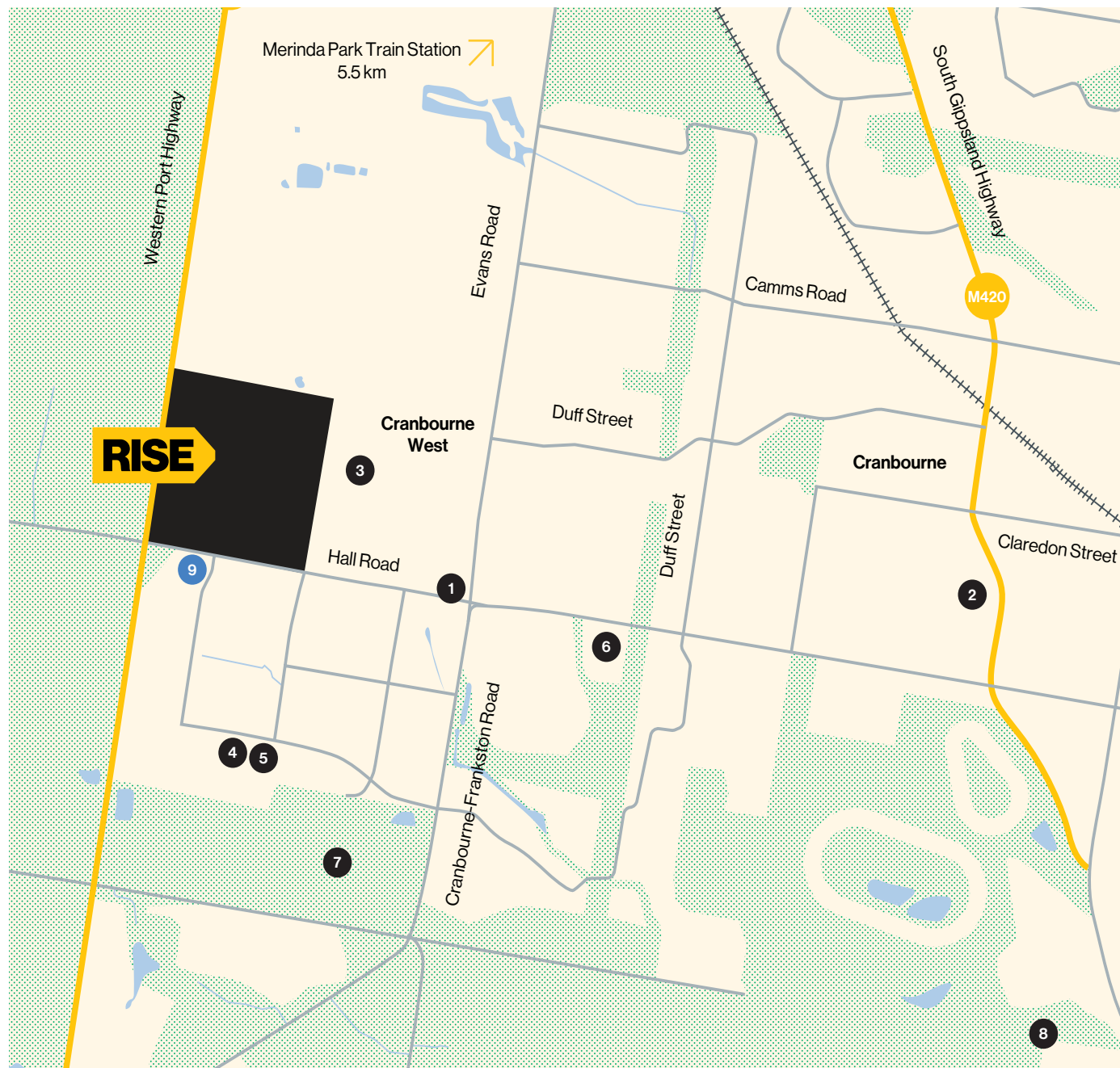
825 Cranbourne-Frankston Road, Cranbourne **3.1km**

### 8. **Royal Botanic Gardens Cranbourne**

Ballarto Road & Botanic Drive Cranbourne **9.0km**

### 9. **Bus Route 760 & 792**

Cnr Hall Road & Whitfield Boulevard **0m**



## Opportunity

The opportunity is clear: a space that adapts to your business and elevates its potential. With lots ranging from 958 sqm to 1,614 sqm, RISE offers a future where ambition finds its home.

 Growth is on the RISE

# Opportunity MASTERPLAN

The 64-hectare RISE masterplan, zoned UGZ2 (Urban Growth Zone) ensures seamless access and integrated services across every facility.

Key

- Lot Sales Release
- Future Development Land
- Roads





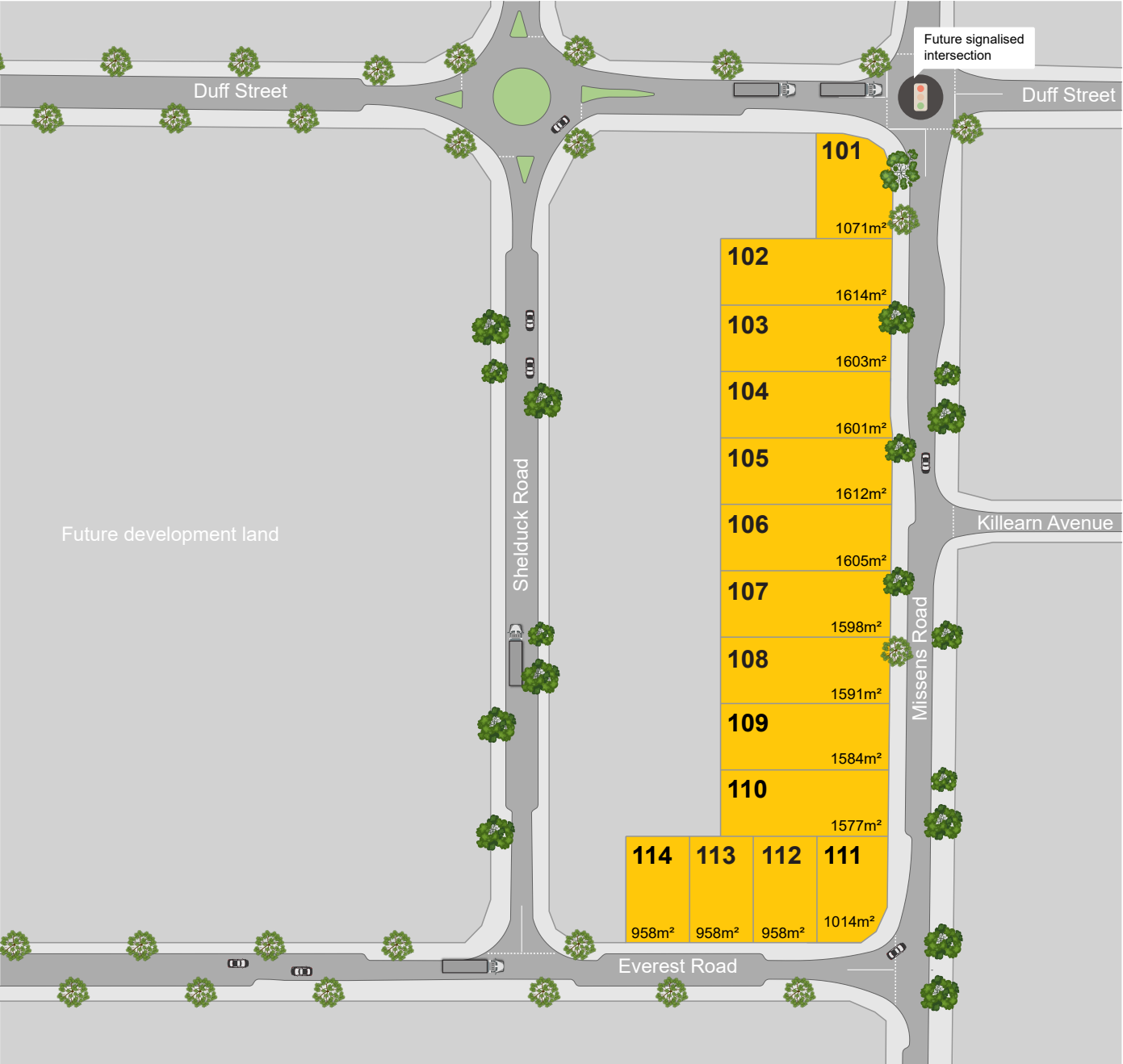
Opportunity **LOTS**

Lot No.	Area
Lot 101	1,071 sqm
Lot 102	1,614 sqm
Lot 103	1,603 sqm
Lot 104	1,601 sqm
Lot 105	1,612 sqm
Lot 106	1,605 sqm
Lot 107	1,598 sqm
Lot 108	1,591 sqm
Lot 109	1,584 sqm
Lot 110	1,577 sqm
Lot 111	1,014 sqm
Lot 112	958 sqm
Lot 113	958 sqm
Lot 114	958 sqm

Key

Lot Sales Release

Roads



<b>Lot 101</b>	<b>Lot 106</b>	<b>Lot 111</b>
<b>1,071 sqm</b>	<b>1,605 sqm</b>	<b>1,014 sqm</b>
<b>Lot 102</b>	<b>Lot 107</b>	<b>Lot 112</b>
<b>1,614 sqm</b>	<b>1,598 sqm</b>	<b>958 sqm</b>
<b>Lot 103</b>	<b>Lot 108</b>	<b>Lot 113</b>
<b>1,603 sqm</b>	<b>1,591 sqm</b>	<b>958 sqm</b>
<b>Lot 104</b>	<b>Lot 109</b>	<b>Lot 114</b>
<b>1,601 sqm</b>	<b>1,584 sqm</b>	<b>958 sqm</b>
<b>Lot 105</b>	<b>Lot 110</b>	
<b>1,612 sqm</b>	<b>1,577 sqm</b>	

**➤Method of Sale**

The lots will be offered via Private Treaty in the form of a signed Contract of Sale by the Purchaser with a full 10% deposit.

Contract of Sale and Section 32 Statement are available upon request.

**➤Titles**

Titles expected Q3 2026.

# Lots 101 - 114

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

Appendice PLAN OF SUBDIVISION

PLAN OF SUBDIVISION

LOCATION OF LAND

PARISH:  
TOWNSHIP:  
SECTION:  
CROWN ALLOTMENT:  
CROWN PORTION:  
TITLE REFERENCES:  
LAST PLAN REFERENCES:  
POSTAL ADDRESS:  
MGA Co-ordinates:

LYNDHURST  
-  
-  
-  
15 (PART)  
VOL. FOL.  
LOT A ON PS923847R  
675 HALL ROAD  
CRANBOURNE WEST, 3177  
E 346020 ZONE: 55  
N 5781420 GDA2020

VESTING OF ROADS AND/OR RESERVES

IDENTIFIER

ROAD R-1

COUNCIL/BODY/PERSON

CASEY CITY COUNCIL

NOTATIONS

STAGING This is not a staged subdivision.  
Part of Easement E-1 on PS923871U no longer affects Road R-1 on this plan vide Schedule 5 Clause 14 of the Road Management Act 2004.  
Lots A, C, D and 1 to 100 (both inclusive) have been omitted from this plan.

NOTATIONS

DEPTH LIMITATION DOES NOT APPLY.

Survey. This plan is based on survey.  
This survey has been connected to permanent marks no.(s)  
1537, 1606, 1677, 1688, 1690, 1719, 1736, 1760, 1761, 1762 & 1827  
in Proclaimed Survey Area no. 52

Estate Name:

Rise

No. of Serviced Lots:

14

Development No.:

1

Development Area:

3.513ha

Planning Permit No:

PA24-0168

LEGEND

A - Appurtenant Easement  
E - Encumbering Easement  
R - Encumbering Easement (Road)

Easement Reference

Purpose

Width (Metres)

Origin

Land Benefitted/In Favour Of

E-1

SEWERAGE

SEE DIAG.

AL26027J

SOUTH EAST WATER CORPORATION

E-2

POWER LINE

SEE DIAG.

THIS PLAN

AUSNET ELECTRICITY SERVICES PTY LTD

KLM SPATIAL

Melbourne - LV1.4  
31 Dalmeida Drive  
Somersley VIC 3179  
Warragul - LV1.4  
10 Dalmeida Drive  
Warragul VIC 3620  
+61 3 5794 1600  
manager@klmspatial.com.au

KLMS REF: 12302.01

Digitally signed by: Matthew Francis Baker, Licensed Surveyor  
Surveyor's Plan Version (V8),  
20/06/2025, SPEAR Ref: S234585H

ORIGINAL SHEET SIZE A3

SHEET 1 OF 3 SHEETS

LV USE ONLY

EDITION

PS923847R

Council Name: Casey City Council  
SPEAR Reference Number: S234585H

PS923847R

KLMS REF: 12302.01

SCALE 1:2500

ORIGINAL SHEET SIZE A3

SHEET 2

KLM SPATIAL

Melbourne - LV1.4  
31 Dalmeida Drive  
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PS923847R

KLMS REF: 12302.01

SCALE 1:1250

ORIGINAL SHEET SIZE A3

SHEET 3

KLM SPATIAL

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MENU



## Contact

Get in touch to learn more about how RISE can unlock your business's reach in Melbourne's South East.

**It's your time to RISE.**

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