21.06 MAJOR ACTIVITY AND NEIGHBOURHOOD CENTRES

16/08/2018
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21.06-1 Overview

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Major activity and neighbourhood centres provide attractive environments and a focus for community activities and social life within Monash. They provide jobs, investments and goods and services for residents and business. Most activity and neighbourhood centres are well connected to the public transport system, comprise a variety of uses and provide for a wide range of retail needs. They also contain important community facilities such as those associated with public administration, education, health and emergency services.

Community life is enhanced by safe and convenient access to a variety of goods and services in major centres such as Glen Waverley, Clayton and Oakleigh, supported by a variety of quality smaller, local activity centres.

Major activity and neighbourhood centres are considered to be important locations for residential development. This will ensure a range of housing types is available to satisfy the housing needs of the Monash population now and into the future. This strategy is addressed in greater detail in Clause 21.04 and the *Monash Housing Strategy* 2004.

Council is committed to maintaining and enhancing the cosmopolitan range of business activity centres across the municipality to continue to meet community needs and preferences for retail, entertainment, office and other commercial services. These activities contribute to the significant level of economic activity and employment in Monash.

Plan Melbourne: Metropolitan Planning Strategy 2017-2050 identifies places of state significance and places of local significance. Within the City of Monash, the main place of state significance is the Monash National Employment and Innovation Cluster (which also extends into the Cities of Kingston and Greater Dandenong). National employment and innovation clusters are designated geographic areas with concentrations of economic activity that currently make major contributions to the national economy and Melbourne's position as a global city and will be supported into the future. The Monash National Employment and Innovation Cluster is Melbourne's largest established cluster, representing the largest concentration of employment outside the central city with a critical mass of leading education, health, research and commercial facilities, and existing industrial businesses. It incorporates the Monash Technology Precinct, which encourages research and development based industries in the Precinct. Preparation of a long term plan for the cluster and governance process is currently under development.

Monash also contains a number of locally significant centres, including major activity centres identified within *Plan Melbourne*, and neighbourhood centres which Councils are responsible for identifying. Glen Waverley is the most significant Major Activity Centre within the City of Monash identified within *Plan Melbourne*. It has a number of distinct comparative economic advantages such as its convenience shopping, major supermarkets and department stores, concentrated retail activities within The Glen and its substantial and well patronised entertainment precinct. Glen Waverley has an extensive range of goods and services, easy access to good quality public transport and transport routes and is recognised as a major social focus for the municipality and the middle south eastern region.

Glen Waverley has experienced major renewal and redevelopment in the past few years that has revitalised the Centre. It is anticipated that the Centre will continue to grow and change into the following years. Council wishes to see Glen Waverley continue to develop as a major entertainment and retail centre for the eastern metropolitan region. This centre is also the appropriate location for the development of high rise residential development.

Monash contains a well-connected network of activity and neighbourhood centres. The major activity centres of Oakleigh, Clayton, Brandon Park, and Mt Waverley are supported by smaller neighbourhood centres of Pinewood, Wheelers Hill, Waverley Gardens, Syndal, Hughesdale, Homesglen, Huntingdale, Oakleigh South and other smaller centres.

These major activity and neighbourhood Centres provide a convenient and accessible service as well as a local community focus. A decline in these centres may cause inconvenience and loss of expenditure and local employment, and thus dissuade residents from shopping locally. These centres need to attract and retain local businesses to remain vibrant.

21.06-2 Key issues

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- Major activity and neighbourhood centres are likely to be the focus of change over the next 30 years. This change must be planned to ensure that the outcomes are consistent with the vision of Council for more sustainable development that is appropriately located, of a high standard of design and built form compatible with local neighbourhood character and accommodates the needs of the community.
- The Glen Waverley and Oakleigh Major Activity Centres are the preferred locations for high rise residential development.
- The hierarchy of activity and neighbourhood centres provides a framework for planning and development within these areas.
- Major activity and neighbourhood centres require a high degree of access by various modes of public transport.
- The economic health of major activity and neighbourhood centres is key to their growth and viability. This is enhanced through establishing a rich mix of uses and services.
- Some smaller centres are declining in retail activity. Their changing role in the economy should be supported through appropriate planning provisions.
- Heritage places and values within the Oakleigh Major Activity Centre should be protected.
- Safety, access and appearance are important elements of major activity and neighbourhood centres that are valued by the community.
- Out of centre development is generally not sustainable as it results in increased car trips and impacts the amenity of surrounding uses.
- There is concern about the negative impact of gaming machines, particularly in lower socio-economic areas given their proliferation in Monash.

21.06-3 Objectives, strategies and implementation

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Objectives

- To develop vibrant major activity and neighbourhood centres with a broad mix of uses appropriate to the type of centre and needs of the target population, that have improved access for walking, cycling and levels of public transport services, and that provide a focal point for the community, fostering social and cultural development.
- To promote more sustainable transport patterns by ensuring major activity and neighbourhood centres are well serviced by public transport, by encouraging walking and cycling through providing safe and accessible public spaces, and by concentrating activities that generate high numbers of trips in highly accessible locations.
- To promote and facilitate the hierarchy of activity and neighbourhood centres as the most efficient and equitable framework to provide the range of civic, retail, recreational, residential, entertainment, health, educational, restaurant and other service requirements of the community.
- To enhance and promote the Glen Waverley Major Activity Centre as a major multi-functional activity centre servicing the south eastern metropolitan area.
- To enhance and promote the Oakleigh Major Activity Centre as a key focus for convenience, multi-cultural and culinary shopping and community services.

- To promote and enhance the unique characteristics of each shopping centre to ensure a strong sense of identity and character, including appropriate signage.
- To promote high rise residential development within the Glen Waverley and Oakleigh Major Activity Centres, to support ongoing economic prosperity, social advancement and environmental protection.
- To promote the Monash Technology Precinct, forming part of the Monash National Employment and Innovation Cluster, as the primary strategic location for high technology research and development industries in Victoria.
- To ensure the provision of appropriate buffers and interface between commercial, residential and industrial land uses.
- To minimise harm experienced by the community from electronic gaming machines.
- To maintain air and noise buffer zones between incompatible uses (for example, avoiding residential encroachment upon potentially offensive uses or avoiding siting incompatible industrial uses in close proximity to each other).

Strategies

- In considering future development in activity centres, maintain the hierarchy of the existing major activity and neighbourhood centres and promote the development and expansion of retail and related facilities appropriate to the centre's role (See Table 1). Map 5 shows the significant activity centres in Monash.
- Enhance the structure and function of major activity and neighbourhood centres by encouraging a variety of mixed use development, enhancing streetscapes and access including public transport, walking and cycling, improving car parking and creating attractive environments for the benefit of the local community.
- Maintain the vibrancy of the street by encouraging "active frontages" with retail, leisure and cultural facilities.
- Encourage hospitality and entertainment precincts in the major activity centres to meet demand and maximise employment opportunities in these industries.
- Incorporate a retail, entertainment or other approved business use on the ground floor of a multistorey development where the location of the development is in a core retail or business area of the activity centre.
- Promote the Monash Technology Precinct through potential synergies between Monash University, Monash Medical Centre, the Australia Synchrotron and other high technology, research and development institutions and businesses and by facilitating appropriate land use and development.
- Enhance the landscape and signage character of the streetscape and improve the safety and amenity of pedestrian networks including cycle ways, public transport access and parking opportunities where necessary, in all activity centres.
- Require new residential development to provide useable recreational areas, including private, communal and secluded open space areas that are well designed, integrated, functional, safe, solar oriented, well ventilated and meet the needs of future residents.
- Ensure new residential development achieves high quality architectural and urban design outcomes that positively contribute to neighbourhood character.
- Promote and facilitate housing projects that will result in a mix of housing types including mixed use developments in appropriate locations, such as "shop top" dwellings within activity centres, as well as over car-parks and other appropriate areas.
- Encourage development that incorporates improved energy efficiency during both building and operation, and minimises production of waste and pollution of the air.

- Consider the interface between major activity and neighbourhood centres and residential areas to minimise and/or manage any impact on the residential character and loss of amenity through innovative and high quality architectural design, appropriate setbacks and landscaping.
- Discourage out of centre development and overspill from larger activity centres of centre-based uses such as large convenience restaurants.
- Facilitate land assembly and site consolidation programs where existing patterns of ownership prevent the implementation of key strategic objectives.
- Address the current decline of some smaller major activity or neighbourhood centres by encouraging redevelopment to residential/office or other mixed uses and by streetscape improvements.

Glen Waverley Major Activity Centre

- Enhance the mix of retail, entertainment, office, residential and medical services to meet the needs of residents, workers and visitors through the implementation of the *Glen Waverley Activity Centre Structure Plan* 2014 (Updated 2016).
- Encourage medium to high rise development in appropriate locations, and with excellence in architectural quality and design.
- Encourage the use of sustainable transport modes to/from and within the Major Activity Centre and decrease traffic congestion within the Centre, through the introduction of the *Glen Waverley Activity Centre Sustainable Transport Plan* 2014.
- Establish Kingsway as a vibrant and engaging civic spine by strengthening its hospitality, entertainment and retail focus and creating an attractive public space integrated with the library, community hub and future public square.
- Ensure buildings integrate with and contribute positively to street life and the public realm by ensuring new development provides opportunities for active and engaging uses at street level and are designed to minimise overshadowing and wind effects.
- Provide community, civic and cultural facilities, events and services that cater to the needs of existing and future populations.

Oakleigh Major Activity Centre

- Encourage medium to high rise development (4-8 storeys) within the Oakleigh Major Activity Centre that results in integrated housing, workplaces, shopping, recreation and community services and provides a mix and level of activity that attracts people, creates a safe environment, stimulates interaction and provides a lively community focus.
- High rise development should be located adjacent to the Oakleigh railway station.
- Enhance the Oakleigh Major Activity Centre by encouraging retail uses with an emphasis on a food theme and multi-cultural focus for the community and the development of shop-top housing and offices located above ground level in appropriate locations.

~~Map 5: Activity Centres in Monash~~

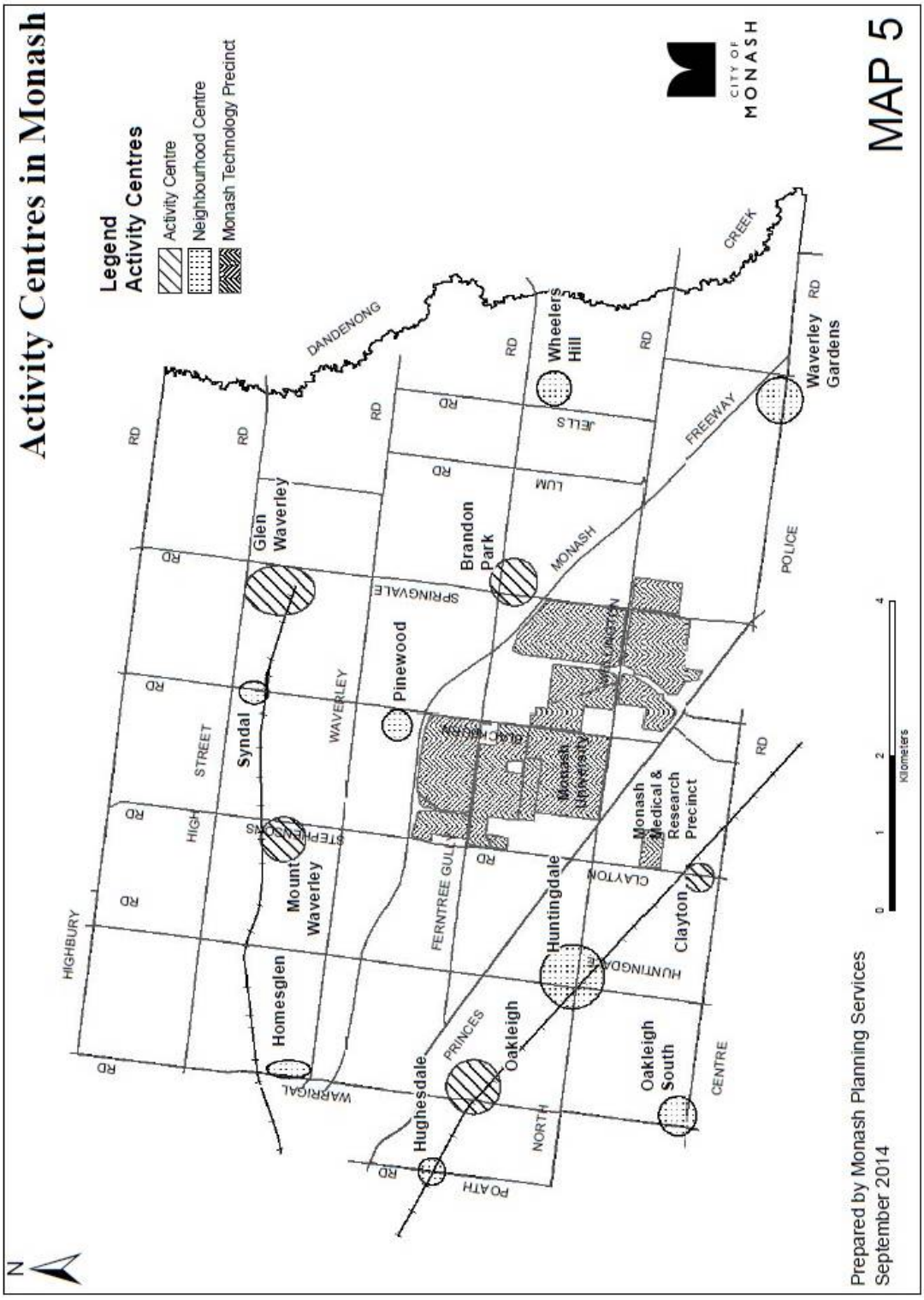


Table 1: Hierarchy of Activity Centres in Monash

Hierarchy	Primary Focus	Strategic Directions
Major Activity Centres		
Glen Waverley	Dominant regional focus for: - higher order goods - specialty retailing - department stores - entertainment - mixed commercial uses - offices - apartments - residential hotels - community facilities - public transport	- Encourage further development of retail, office, entertainment and community facilities. - Encourage medium to high rise development within the Centre. - Encourage a wide range of arts, cultural and entertainment facilities in conjunction with the development of new civic spaces and community facilities. - Encourage active and engaging frontages at street level with housing, office or community uses located above. - Improve the key streets within the Glen Waverley Activity Centre commercial area to strengthen key streets and cyclist priority. - Enhance pedestrian and cycle linkages throughout the commercial area and surrounding residential areas. - Ensure parking is provided to meet the needs of the Centre. - Encourage greater public transport linkages and services. - Ensure appropriate interfacing with nearby residential areas.
Oakleigh	Major focus for: - higher order goods - specialty retailing - entertainment - mixed commercial uses - offices - apartments - hotels - community facilities - public transport	- Encourage redevelopment and concentration of activity as well as maintain the existing historical/cultural resources of the Centre. - Encourage medium to high rise development within the Centre. (4-8 Storeys). - Encourage a wide range of arts, cultural and entertainment facilities. - Encourage restaurant uses. - Encourage office uses where contiguous retail frontage is not compromised. - Ensure pedestrian and cycling linkages are enhanced. - Encourage greater public transport linkages and service. - Ensure parking is provided to meet the needs of the Centre.

Hierarchy	Primary Focus	Strategic Directions
Clayton Brandon Park Mt Waverley	▪ Major focus for: ▪ higher order goods ▪ specialty retailing ▪ entertainment ▪ mixed commercial uses ▪ offices ▪ apartments ▪ hotels ▪ community facilities ▪ public transport	▪ Encourage redevelopment and concentration of activity as well as maintain the existing historical/cultural resources of the Centre. ▪ Encourage a wide range of arts, cultural and entertainment facilities. ▪ Encourage restaurant uses. ▪ Encourage office uses where contiguous retail frontage is not compromised. ▪ Encourage medium rise residential development within the Centre. ▪ Ensure pedestrian and cycling linkages are enhanced. ▪ Encourage greater public transport linkages and service. ▪ Ensure parking is provided to meet the needs of the Centre.
Neighbourhood Centres		
Pinewood Wheelers Hill Waverley Gardens Syndal Hughesdale Homesglen Huntingdale Oakleigh South	▪ Primary focus for weekly convenience shopping, generally with a supermarket as the main drawcard of the Centre. ▪ Accessible by local public transport services with links to one or more Major Activity entres. ▪ Important community focal point, ideally close to schools, libraries, child care, health services, police stations and other facilities that benefit from various modes of public transport.	▪ Encourage a variety of service based facilities to meet local needs. ▪ Promote the attractiveness of the Centre for local needs. ▪ Encourage the broadening of the community activities base within the Centre. ▪ Encourage development within the Centre that is of a moderately higher scale than surrounding residential areas. ▪ Promote upgrading of uses and facilities within the Centre. ▪ Encourage walking, cycling and local public transport use. ▪ Ensure parking is provided to meet the needs of the Centre. ▪ Ensure ongoing development does not impact on the adjacent residential areas.
National Employment and Innovation Cluster		
Monash Technology Precinct (key component of the Monash National	▪ Important economic precinct that plays a vital role in the economy of Monash and of the south-eastern group of municipalities.	▪ Encourage additional uses that support and are consistent with the continued growth and primary function of the Precinct. ▪ Foster linkages between firms and research institutions, demonstrating significant benefits resulting from co-location.

Hierarchy	Primary Focus	Strategic Directions
Employment and Innovation Cluster)	▪ Contains high quality, well designed offices and industrial premises. ▪ Main focus is on information technology, biotechnology and other research and development-type industries.	▪ Build the profile of the Precinct as a key strategic location for high technology, research and development industries, through acknowledgement of the potential synergies between the university, medical centre and synchrotron facility. ▪ Improve public transport services and linkages and ensure connectivity between the Precinct and surrounding activity centres. ▪ Ensure uses incorporated into the Precinct do not detract from its specialised function nor compete with nearby Major activity and neighbourhood Activity Centres. ▪ Discourage restricted retail from locating in the precinct.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Using local policy to encourage development that meets the above objectives. *(Residential development and character policy, Clause 22.01, Industry and Business Development and Character Policy, Clause 22.03 and Stormwater Management Policy, Clause 22.04, Outdoor Advertising Policy, Clause 22.08, Non-residential Use and Development in Residential Areas, Clause 22.09).*
- Encouraging development which enhances the primary focus and strategic directions of each Activity Centre *(Residential Development and Character Policy, Clause 22.01, Monash Technology Precinct Policy, Clause 22.02, Industry and Business Development and Character Policy, Clause 22.03 Wheelers Hill Neighbourhood Activity Centre Policy, 22.06 and Glen Waverley Activity Centre Structure Plan Policy, Clause 22.14).*
- Ensuring that new development minimises any loss of amenity to adjoining residential properties *(Residential Development and CharacterpPolicy, Clause 22.01).*
- Discouraging the expansion of retailing outside established centres *(Non-residential Use and Development in Residential Areas, Clause 22.09).*
- Encouraging development of offices and residential uses, above ground level, to strengthen centres where appropriate.
- Encouraging key mixed use and residential developments to locate in activity centres with access to good quality public transport services.
- Encouraging development in the Monash Technology Precinct to achieve preferred built form outcomes as depicted by the *Urban Design Guidelines – Monash Technology Precinct (Monash Specialised Activity Centre)*, January 2008.
- Addressing streetscape and neighbourhood character issues in any new development or redevelopment.
- Encouraging creative design solutions for new development that enhances the quality of streetscapes particularly in relation to bulk of buildings, outdoor advertising, provision of open space and setbacks to ensure quality landscaping of frontages.
- Ensuring that adequate car parking is provided.

- Taking into account the number, location and distribution of gaming machines and their social and economic impact on the community when considering applications for additional machines through the Victorian Commission for Gambling Regulation.

Zones and overlays

- Applying the Commercial 1 and 2 Zones, and Mixed Use Zone.
- Applying the Residential Growth Zone to nominated areas of higher residential development within activity centres.
- Applying the Heritage Overlay to designated precincts, buildings and places.
- Applying the Neighbourhood Character Overlay to identify specific neighbourhood character objectives for special areas.
- Applying the Land Subject to Inundation Overlay and Special Building Overlay to ensure that development does not impact the flow characteristics of a flood event and ensure that the risk to human life and property is within acceptable standards, while protecting environmental values of floodways.
- Applying a Design and Development Overlay or Development Plan Overlay to ensure that the design and development of an area of particular interest achieves the desired goals of Council.
- Using Clauses 52.28-5 and 52.28-6 to prohibit new gaming facilities in identified shopping complexes and strip shopping centres.

Further strategic work

- Reviewing and/or preparing structure plans for activity centres, and where required, neighbourhood centres.
- Developing performance criteria and design principles for planning and development in the vicinity of activity and neighbourhood centres.
- Exploring opportunities for the development of Council owned and controlled land for strategic commercial and residential development for community benefit with particular emphasis on the Clayton, Oakleigh and Glen Waverley Major Activity Centres.
- Implementing recommendations of the *Monash Housing Strategy* 2004.
- Assess whether additional car parking is necessary and improving traffic management of existing car parking in activity centres through development of parking precinct plans.

Other actions

- Advocating the improvement of public transport links to activity centres, particularly the Monash National Employment and Innovation Cluster and neighbourhood centres.
- Ensuring the appropriate and timely provision of strategic infrastructure requirements, including road works and reticulation services.
- Reviewing or developing strategies for the self improvement of the level of services, amenity and viability of business in Monash's activity centres.
- Ensuring residents within major activity centres are aware of differences in amenity expectations between commercial and residential areas.

21.06-4 Reference documents

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Map 5 - Activity Centres in Monash

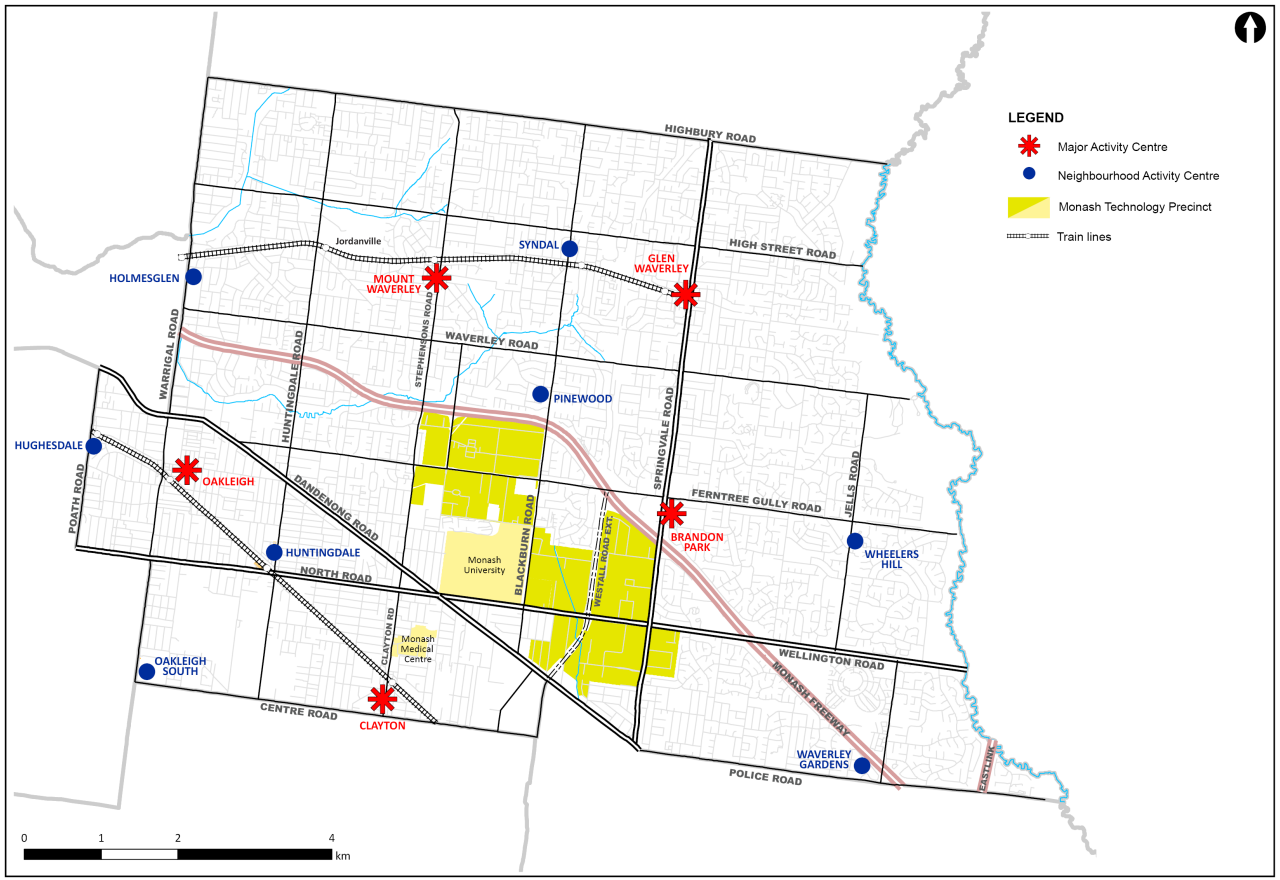


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Huntingdale	- Important economic precinct for knowledge intensive based businesses seeking a location within the Monash NEIC, which do not require immediate proximity. - Main focus is creating synergies with education, health,	- Encourage a variety of service based facilities to meet local resident and worker needs. - Promote upgrading of uses and facilities within the precinct. - Encourage investment and employment in knowledge intensive industry.

Hierarchy	Primary Focus	Strategic Directions
	technology and manufacturing in the broader Monash NEIC. ▪ Core commercial / retail area near the railway station and along Huntingdale Road is also a Neighbourhood Activity Centre, with the following attributes: – Primary focus for weekly convenience shopping, generally with a supermarket as the main drawcard of the Centre. – Accessible by local public transport services with links to one or more Major Activity Centres. – Important community focal point, ideally close to schools, libraries, child care, health services, police stations and other facilities that benefit from various modes of public transport.	▪ Encourage student accommodation within proximity to transport nodes. ▪ Balance residential growth in commercial / mixed use area with employment uses to complement the transformation of industry.
National Employment and Innovation Cluster		
Monash Technology Precinct (key component of the Monash National Employment and Innovation Cluster)	▪ Important economic precinct that plays a vital role in the economy of Monash and of the south-eastern group of municipalities. ▪ Contains high quality, well designed offices and industrial premises. ▪ Main focus is on information technology, biotechnology and other research and development-type industries.	▪ Encourage additional uses that support and are consistent with the continued growth and primary function of the Precinct. ▪ Foster linkages between firms and research institutions, demonstrating significant benefits resulting from co-location. ▪ Build the profile of the Precinct as a key strategic location for high technology, research and development industries, through acknowledgement of the potential synergies between the university, medical centre and synchrotron facility. ▪ Improve public transport services and linkages and ensure connectivity between the Precinct and surrounding activity centres. ▪ Ensure uses incorporated into the Precinct do not detract from its specialised function nor compete with nearby Major activity and neighbourhood Activity Centres. ▪ Discourage restricted retail from locating in the precinct.

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Further strategic work

- Reviewing and/or preparing structure plans for activity centres, and where required, neighbourhood centres.
- Developing performance criteria and design principles for planning and development in the vicinity of activity and neighbourhood centres.
- Exploring opportunities for the development of Council owned and controlled land for strategic commercial and residential development for community benefit with particular emphasis on the Clayton, Oakleigh and Glen Waverley Major Activity Centres.
- Implementing recommendations of the *Monash Housing Strategy* 2004.
- Assess whether additional car parking is necessary and improving traffic management of existing car parking in activity centres through development of parking precinct plans.

Other actions

- Advocating the improvement of public transport links to activity centres, particularly the Monash National Employment and Innovation Cluster and neighbourhood centres.
- Ensuring the appropriate and timely provision of strategic infrastructure requirements, including road works and reticulation services.
- Reviewing or developing strategies for the self improvement of the level of services, amenity and viability of business in Monash's activity centres.
- Ensuring residents within major activity centres are aware of differences in amenity expectations between commercial and residential areas.

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