

21.02 KEY INFLUENCES

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The development of this planning scheme has been strongly guided by Council's understanding of the key influences affecting planning and development and the corresponding critical land-use issues ~~which that~~ the City of Monash ~~will face over the next three years~~.

These ~~factors~~ influences include the global drive for more sustainable living conditions; regional changes in demographics and lifestyle choices; activity and neighbourhood centre growth; the location of employment and level of economic development activity; the changing nature of industry and retail; and local ~~conditions~~ influences, such as the importance of neighbourhood character ~~, in particular and the~~ maintenance and enhancement of the ~~G~~garden ~~C~~city ~~C~~character, cultural ~~elements~~ factors and heritage.

Issues for land use planning and development ~~as a result of~~ resulting from these key influences include consideration of the current suburban form of predominantly single dwellings on large blocks; determining appropriate locations for and design of multi-dwelling ~~housing~~ and new development; the continued success of and activities associated with the Monash National Employment Cluster, Monash University and Monash Medical Centre precinct; the need for more sustainable transport patterns; maintaining and enhancing the ~~c~~City's natural areas and managing the changes that will occur within Monash's activity and neighbourhood centres.

A brief summary of the key issues affecting land-use decisions is provided below. Council's response to these issues is defined in the objectives, strategies and implementation actions detailed in this Municipal Strategic Statement.

21.02-1 Moving towards sustainability

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Sustainable development is about achieving environmental, social and economic sustainability now and into the future. ~~The~~ aims of sustainability are to enable a community to achieve economic growth together with social advancement balanced with conservation and enhancement of the natural environment that results in better quality of life for the present and future population.

There are a wide range of environmental issues, including water quality and management, air quality and noise, soils, flora and fauna, open space, waste management, energy use and transport, that impact on the future development of the City.

Monash has a range of environmental landscapes, from the wetland systems along Dandenong Creek and other waterways, to areas of significant flora and fauna habitats within parkland areas. ~~The~~ continued maintenance, enhancement and renewal of these environments is important.

There is a global push towards sustainability which addresses not only environmental elements, but also economic and social aspects of the environment and how we use it.

The move towards sustainability requires a reduction in the use of fossil fuels and resultant generation of greenhouse gases. ~~Fossil~~ fuels are used primarily in the production of electricity for households and industry, and for transport via motor vehicles, freight vehicles, trains and aircraft.

Water conservation and re-use, together with minimising the production of wastes and maximising recycling are also vital actions if we, the community, are to be successful in moving towards a more sustainable lifestyle.

21.02-2 Maintaining the Garden City Character

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Garden city character is a key influence in planning decisions and Council is committed to its preservation. Monash 2021 outlines a vision of a 'green and naturally rich city that keeps its green leafy character and values open spaces'.

The Monash Housing Strategy 2014 formulates a range of objectives, strategies and actions aimed at addressing issues faced in the municipality. In particular it states the need to 'protect valued urban character, heritage and amenity, and the natural environment'. It is a stated objective 'to recognise the need to conserve treed environments and revegetate other areas, including new residential developments, to maintain and enhance the garden city character of the municipality'.

Monash is known for its garden city character and this it is culturally significant for residents. It reflects~~The Garden City Character is a legacy of the early planners of Monash and a very important defining feature of the municipality. It is characterised by a general feeling of "greenness" created by significant tree canopy cover contained within large, vegetated set backs and areas of open space.~~

Monash's community values and represents the historical suburban garden city style development of the municipality.

As the suburban housing stock ages and the size and profile of the community changes, different forms of housing will be needed to address contemporary requirements, expectations and environmental standards. ~~heritage, urban character and vegetation all contribute to the Garden City Character. In areas predating the 1960's the vegetation is mainly introduced species, while in more recently developed areas, native species dominate.~~

Monash's policy of large front setbacks ~~has facilitated~~facilitates the retention and enhancement of canopy tree cover, which acts to soften the built form and provide shelter and shade. The presence of "greenery" and vegetation within developed areas is ~~also~~ visually appealing and results in benefits to the environment in terms of air quality and water balance.

The garden city character has been identified as an important factor in attracting residential, commercial and industrial investment in the city. Many large firms have designated this element as a key determinant in influencing their choice of location.

Erosion of the ~~G~~garden C~~city C~~character, through loss of significant vegetation and tree canopy and inappropriate redevelopment of residential, commercial and industrial areas is a key concern of Council and the community. Council has addressed this through the planting of street trees along arterial roads and consistently applying a decision making process to planning decisions where garden city character is a key consideration. This significant investment will, ~~as its value is recognised by both Council and the community.~~

~~Council has invested significant resources to ensure the G~~garden C~~city C~~character continues to dominates the landscap~~most areas within the municipality through the planting of street trees along arterial roads and consistently applying a decision making process within which the Garden City Character is a core factor.~~

As Monash grows the ~~The Garden City Character has been identified as an important factor in attracting residential, commercial and industrial investment in the City. Many large firms have designated this element as a key determinant in influencing their choice of location.~~

M~~m~~aintenance and enhancement of tree canopy and the "green, open space" feel, ~~particularly in residential, industrial and business areas~~ is a key goal of the community and Council. ~~Planning provisions and P~~policies have been developed to ensure that new development, provides ~~adequate-suitable~~ setbacks, appropriate site coverage and site permeability and sufficient open space areas ~~that to allows~~ for tree retention and new planting to support garden city character ~~that will augment the leafy, treed ambience of the City. Although already incorporated into Monash's local planning policy framework, maintaining the Garden City Character remains a key influence on planning decision making.~~

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Changing lifestyle choices and the demands of an ageing population

Monash has traditionally catered for families in single storey detached housing dwellings with substantial gardens. ~~Recent trends have seen an increase in redevelopment of this~~

housing stock to multi dwelling developments, ~~as more people are seeking homes that require less maintenance.~~ There is also a noticeable increase in preferences for housing of a more intense nature, close to shops, restaurants and other commercial and community services and facilities.

~~Household size has been steadily decreasing from 3.61 in 1981 to 3.23 in 1991 to 2.86 in 1996 (compared to the metropolitan average of 2.9 in 1996). Household size in Monash is expected to fall further to 2.55 by 2021. The average household size in Monash has declined since the 1970s however between 2001 and 2011 the size has remained stable with 2.58 and 2.7 people per dwelling respectively.~~

Due to the established nature of the suburban area, Monash ~~generally~~ has an older population that is ageing ~~in place~~ with ~~almost~~ one fifth aged over 60 (~~as at 2011, 9.9% percent of the City population is~~ aged 60-69, ~~8.8~~10.3%percent aged ~~between~~ 70-84 and ~~1.5%~~2.3 percent aged 85 ~~or older~~). The population's average age is increasing, with older empty nesters preferring to remain in the family home, or requiring aged accommodation within proximity to their social networks.

Since the mid 1970s the decline in the number of persons per dwelling has had a latent effect on Monash's housing stock. In particular, the growth of multi-unit development, dual occupancies, retirement villages, special accommodation homes and other housing forms ~~of housing, have~~ assumed a growing proportion of new housing construction.

The changing age and household structure of Monash ~~with declining household sizes and changes in household structures~~ together with the desire for broader housing choices are regarded as key drivers of Monash's future development. Council intends to ensure that construction of a diverse range of housing including aged accommodation is sufficient to cater for the desires of the population in the future.

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Activity and neighbourhood ~~c~~Centre growth

~~Melbourne 2030 Plan Melbourne: Metropolitan Planning Strategy (Department of Transport, Planning and Local Infrastructure, 2014); the State Government's policy vision and strategy for guiding Melbourne's housing, commercial and industrial development through to 2050 identifies activity and neighbourhood centres for developing a more sustainable city, predicts that activity centres will be the focus of major change over the next 30 years (State of Victoria, 2002). The Principal and Major Activity Centres are~~ important locations that provide jobs, investment opportunity and goods and services for residents and business.

In response to predicted population growth and to satisfy the housing needs of Monash residents it is necessary for Council to plan for different types of housing development in focussed locations around activity and neighbourhood centres ~~for the development of different types of housing. This will ensure that a range of housing types is available to satisfy the housing needs of the Monash population.~~ Activity centres provide access to a wide range of goods and services and provide jobs and vibrant local economies.

To accommodate growth it is important to direct more intensive, higher scale development to neighbourhood and activity centres that are well serviced by public transport, commercial, recreational, community and educational facilities closer to where people live.

~~High rise residential development will be encouraged in the Glen Waverley Principal and Oakleigh Major Activity Centres, which are the primary locations of change in Monash. The other Major Activity Centres will also accommodate change.~~ This position is consistent with the objectives and recommendations of *Melbourne 2030 Plan Melbourne*. In developing this position, consideration has also been given to community opinion, which is generally opposed to more intensive new development which does not respect existing neighbourhood residential character.

Locating residential development in activity centres facilitates the creation of safer, more attractive and lively community hubs. -The scale of development must be appropriate to the character of the ~~A~~activity ~~C~~centre. -Residential development increases the population base utilising the services of the centre, which in turn creates the opportunity for increased employment and installation of a wider range of services and facilities.

~~Melbourne 2030 also identifies land within t~~The Monash Technology Precinct ~~as one of the nine Specialised Activity Centres (SAC's) in Metropolitan Melbourne which~~ performs a specialised function outside of retailing, commercial and residential uses. -It is ~~one of the remaining areas designated as a Technology Precinct in Metropolitan Melbourne and is considered to be~~ an important location for further development of high technology, research and development institutions and businesses. The Monash Technology Precinct is located within the nationally significant Monash National Employment Cluster.

Council is committed to maintaining and enhancing the ~~cosmopolitan-broad-based~~ range of activity and neighbourhood 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 levels of economic activity and employment in Monash.

21.02-5

Employment and economic development

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People are attracted to live and work in Monash primarily due to the availability of local employment, proximity to good public transport, and the lifestyle attributes of the suburban areas within the City.

Monash caters for approximately 90,000 full time jobs, substantially in white collar occupations in approximately 11,500 businesses operating within the City. Growth in employment for professionals is anticipated, particularly in the high technology and service industries as a result of development in the Monash Technology Precinct and the Monash University Science, Technology, Research and Innovation Precinct (STRIP). It is also recognised that manufacturing is a key sector within the Monash economy.

The completion of the Australia Synchrotron Project will result in further investment from high technology, research and development institutions and businesses and the creation of further employment opportunities within the Precinct. -The potential level of this investment and its consequent benefits will be substantial and will have multiplier effects on the local economy.

Council will remain abreast of timing and employment requirements of major projects so that detailed and timely responses can be developed, including identification of any special development requirements, such as new industrial premises and transitional accommodation.

21.02-6

The importance of neighbourhood character and heritage

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The retention of neighbourhood character is important to the Monash community and an essential component of Monash's residential areas. Neighbourhood character relates to the features that distinguish one place in the municipality from another and includes the pattern of development and building form, architectural style, landscape features, vegetation, topography and other notable features or characteristics of the neighbourhood.

Council has undertaken significant work to identify and quantify Monash's neighbourhood character in order to ensure proposed residential development meets neighbourhood character requirements. Five character types were identified in the Monash Urban Character Study 1997. Two additional character types were identified subsequent to this study. This study was reviewed in the Neighbourhood Character Review 2014 and eight character types have now been identified which are detailed within Clause 21.04 and Clause 22.01.

The Monash Housing Strategy 2014 outlines a range of objectives, strategies and actions for future housing in the municipality and states that 'protecting valued urban character,

heritage and amenity and the natural environment is one of the key issues confronting Monash for the foreseeable future.

Monash 2021 outlines a vision of a 'planned and connected city that retains its garden character while developing vibrant activity centres that are residential, employment, transport, services, entertainment and cultural hubs.

Competing interests, including the need for housing diversity while respecting neighbourhood character, require careful planning to ensure that development outcomes are of a high quality design standard and sympathetic to the existing or preferred neighbourhood character.

As an established area, Monash is essentially fully developed and is now experiencing a resurgence of housing development through dual occupancy, ~~and~~ multi-unit developments and more recently apartments. ~~–~~Redevelopment of ~~Waverley Park,~~ former school sites, other government land and poorly positioned industrial sites into other urban uses is occurring. ~~–~~ Monash offers significant residential, commercial and industrial redevelopment opportunities.

Facilitation of ~~the development of~~ these opportunities ~~while managing both the existing and developing areas~~ in a manner that seeks to protect, enhance and develop the physical, economic and social environments of Monash as a place that people want to conduct business as well as live is an ongoing challenge.

~~Neighbourhood character is an important element of the residential areas within the City of Monash. Competing interests of the need for housing diversity and maintenance of existing neighbourhood character require careful planning to ensure that development outcomes are of a high quality design standard and are sympathetic to the preferred neighbourhood character and streetscape. An important element contributing to neighbourhood character in most areas is the Garden City Character, which describes the tree lined and vegetated aspect of the municipality.~~

~~Also,~~ The Vegetation Protection Overlay identifies existing treed environments where the special leafy character valued by the community is protected. It also aims to stop development sites from being “moonscaped” of significant canopy vegetation prior to development occurring.

The majority of the identified heritage precincts and buildings are located in Oakleigh, relating to the original Oakleigh township and the later New Oakleigh Estate. ~~–~~The Victorian, Edwardian, Federation and Inter-War buildings (particularly some fine public buildings and places) contribute considerably to the historic character of Oakleigh and provide a link with the origins of the municipality.

Conservation or sensitive redevelopment of these places is a key issue for the future image of the municipality. Monash is committed to the ongoing review of heritage sites within the municipality to ensure the protection of important elements of architectural, cultural or historical significance to the community.

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The changing nature of industry and retail

The strong industrial base of Monash is gradually moving from blue collar to white collar industry, with a consequent change in the nature of industrial employment. Monash is therefore facing the issue of balancing the needs of existing industry and the growth of demand for more office, warehouse and high technology uses in traditional industrial areas.

Small businesses in Monash’s activity centres will continue to generate a significant proportion of employment. However, the changing structure and location of households as well as the changing workforce are key factors in influencing retailing and business services. These will affect expenditure patterns and floor area needs. Some of the general emerging trends include:

- The segmentation in consumer behaviour.

- Growth in discount and home brand/seconds goods.
- Demand for convenience and bulk stores.
- Partly prepared and highly accessible goods.
- An increase in telemarketing, e-commerce and internet purchasing.
- An increased recreational role of higher order centres.

In Monash, existing activity centres are being refurbished to maintain competitiveness. In terms of new retail development, there is a “blurring” between peripheral sales type facilities and traditional retail which has implications for both the activity centres and industrial areas.

The quantum of retail locations satisfactorily serves the municipality and, as a mature municipality, no new centres are anticipated.