

OFFICERS REPORT**PROPOSED POLICY AND GUIDELINES FOR SERVICED APARTMENTS AND SHORT TERM ACCOMMODATION**

Submitting Councillor: Cr Little

MOTION

That Council:

- 1. Notes the absence of any standards, guidelines or design criteria on the provision of short term accommodation in Victoria.*
- 2. Notes that the absence of standards results in some sectors of the market providing sub-standard accommodation that lacks amenity, adequate car parking and appropriate facilities.*
- 3. Allocate \$100,000 for the development of a policy and design standards for Serviced Apartments and Short Term Accommodation in the 2020/21 budget.*

BUDGET IMPLICATIONS

There is no provision in the current budget for the proposed project. The recommendation set out in Motion requests the provision of \$100,000 in the 2020/2021 budget.

IMPACT ON INTERNAL RESOURCES

The development of the proposed policy would have an impact on internal resources through the development and management of the project brief, project management, community engagement and ultimately a planning scheme amendment process. This impact would also require a revision to current work plan arrangements and timing of existing projects in order to undertake the work across the 2020/21 financial year.

COUNCIL PLAN AND COUNCIL POLICIES

The Motion is supported by the Council Plan – A Liveable and Sustainable City.

In particular – Strengthening our strategic policy and local planning framework, Advocacy for enhancement of the National Employment Cluster and Expanding out advocacy on residential development outcomes and integrated transport.

The development of the policy is also broadly consistent with the Monash Planning Scheme and the strategic policy directions for the Monash National Employment and Innovation Cluster, which include promoting the development of quality short term accommodation options such as hotels and serviced apartments to enable business travellers to stay in Monash.

RELEVANCE TO WORK ALREADY UNDERTAKEN BY OFFICERS OR COMMITTEES

As noted earlier, the work undertaken to date for the Monash National Employment and Innovation Cluster highlighted the lack of suitable short term business accommodation and

supporting services as a key area for improvement in the Cluster as an attractive location for business. Many business travellers choosing to stay in the Melbourne, CBD. This is in part driven by a lack of suitable, quality accommodation in Monash. The development of policy for serviced apartments may assist in this issue through sending a clear signal to the market about need for such accommodation and appropriate development standards.

Council has also recently been successful securing funding from the VPA for the development of a student accommodation policy. Whilst these are distinctly different types of accommodation the issues both relate to the quality of the development and the knock on effect on the visitor experience and image of quality for the Cluster and Monash more broadly.

FURTHER CONSIDERATIONS

The provision of serviced apartments is a strongly competitive environment, with floorplates and room size/design driven striking a balance between efficiency, quality and cost. These will vary from proposal to proposal and can provide variety in the market, providing a range of price points. Any policy would need to identify a range of size/design and infrastructure provision for such facilities in order to meet the need and produce an appropriate quality of the product in Monash. It is reasonable to assume that developers of this type of accommodation have similar objectives and are well placed to understand what is required to increase visitor stays in Monash and will therefore provide an appropriate range of accommodation to meet the market. The key with the policy development would be the need to strike a balance between establishing standards that facilitate this type of development without causing detriment to the surrounding neighbourhood through inadequate parking or other amenity issues.

Whilst the development of a policy would provide detailed guidance for the development of serviced apartments, in a practical sense the number of applications for serviced apartments received is small. Additionally, many of the specific issues that are likely to arise during the consideration of an application for a serviced apartment are broadly covered through existing planning policy, such as height, built form, engagement with the street and through standard planning assessment processes such as car parking, ongoing use restrictions and hours of operation.