

6.2 PROPOSED POLICY AND GUIDELINES FOR SERVICED APARTMENTS AND SHORT TERM ACCOMMODATION

Submitting Councillor: Cr Little

NOTICE OF 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. Refers an allocation of \$100,000 for the development of a policy and design standards for Serviced Apartments and Short Term Accommodation to the 2021/22 budget.*

INTRODUCTION

Council will recall that at the May meeting a Notice of Decision was granted for the development of Multi Storey building to be used as Serviced Apartments.

The consideration of this proposal highlighted the absence of any overarching policy or minimum design standards for the provision of serviced apartments.

ISSUES AND DISCUSSION

As Monash is home to national and international businesses, world class medical, research and educational facilities there is a growing need for the provision of appropriate short term accommodation throughout the municipality.

Not only is this type of accommodation a fundamental component the economic ecosystem of Monash, it plays a large role in the quality, amenity and overall visitor experience of those coming to the municipality for business or recreation. In a highly competitive economic environment, quality of experience are critical to success and growth. It is the quality of the experience of visiting or working in Monash that is remembered and creates the impression and brand quality, not the price.

Serviced apartments present a great opportunity for additional economic growth in Monash. They help bring out of hours activity to activity centres and dining areas. They provide national and global exposure for Monash and contribute to that overall visitor experience. As such an important part of the economic framework of Monash, it is appropriate that there should be some basic standards that set bench marks on the quality of this type of accommodation.

At present there are no design requirements or policy guidelines for Serviced Apartments and other forms of short term accommodation. In this policy vacuum

Council is left to consider each application in an ad hoc manner, based on an individual developer's idea of what an appropriate standard of temporary accommodation is.

Whilst in many cases, this results in appropriate and fit for purpose quality design outcomes, given the importance of the quality visitor experience in helping to establish a brand for Monash and help drive economic growth, it is appropriate that some basic standards should be developed to set a bench mark for short term accommodation.

The standards and policy should provide for diversity and variation in product whilst avoiding a "race to the bottom" and allowing the development of poor amenity and low quality products.

The development of a set of policy standards and guidelines should address issues such as:

- Minimum room size
- Room facilities
- Daylight and windows
- On site facilities and services
- Overall building design
- Transport and access, including parking provision

The policy should also address the longer term issues such as the nature of the use of the building for serviced apartments and ensure that the building construction contains a degree of flexibility to facilitate a potential change of use into the future.

CONCLUSION

As Monash continues to grow the demand for short term accommodation such as serviced apartment will grow with it. This is certainly to be welcomed and encouraged as it strengthens the Monash economy as a place for business.

However, development of serviced apartments should be guided by some basic standards on amenity and quality to ensure that the community and the economy obtained the broadest and long lasting benefit from these developments.