

17.01

31/07/2018
VC148

EMPLOYMENT

17.01-1S

31/07/2018
VC148

Diversified economy

Objective

To strengthen and diversify the economy.

Strategies

Protect and strengthen existing and planned employment areas and plan for new employment areas.

Facilitate regional, cross-border and inter-regional relationships to harness emerging economic opportunities.

Facilitate growth in a range of employment sectors, including health, education, retail, tourism, knowledge industries and professional and technical services based on the emerging and existing strengths of each region.

Improve access to jobs closer to where people live.

Support rural economies to grow and diversify.

17.01-1R

03/03/2023
VC215

Diversified economy - Metropolitan Melbourne

Strategies

Support the Central City to become Australia's largest commercial and residential centre by 2050, by planning for office, retail, residential, education, health, entertainment and cultural activity spaces.

Plan for the redevelopment of Major Urban-Renewal Precincts in and around the Central City to deliver high-quality, distinct and diverse neighbourhoods offering a mix of uses.

Facilitate the development of National Employment and Innovation Clusters by ensuring they:

- Have a high level of amenity to attract businesses and workers.
- Are supported by good public transport services and integrated walking and cycling paths.
- Maximise investment opportunities for the location of knowledge intensive firms and jobs.

Support the employment and servicing role of Health and Education Precincts by:

- Focussing on improving access, particularly public transport access.
- Encouraging co-location of facilities to better utilise existing infrastructure.
- Supporting and facilitating growth of associated businesses and industries.
- Reinforcing their specialised economic functions while also providing opportunities for ancillary retail, commercial, accommodation and supporting services.

Support diverse employment generating uses, including offices, innovation and creative industries in identified areas within regionally significant industrial precincts, where compatible with adjacent uses and well connected to transport networks.

Consider how land use change proposals can respond to local and regional employment demand or identify how it can be accommodated elsewhere.

Plan for industrial land in suitable locations to support employment and investment opportunities.

Facilitate investment in Melbourne's outer areas to increase local access to employment.

17.01-1L

23/05/2024
C166mona

Diversified economy

Objectives

To facilitate the revitalisation of employment areas and ensure that new development is of a high standard that adds to the attractiveness of business and industrial areas and enhances the garden city character.

To facilitate innovation and growth in the knowledge economy, particularly in science, technology and emerging industries.

Strategies

Give preference to clustering of businesses and industry in accessible, attractive and well serviced locations.

Improve the attractiveness, convenience and accessibility of industry, business and activity centres through the development of structure plans, business plans, and urban design frameworks to attract a diversity of business and workers.

Promote the increased development of home-based business having regard to local amenity considerations and the need for improved telecommunications networks such as broadband.

Locate restricted retail uses on appropriate sites along Dandenong Road, and along Ferntree Gully Road between Gardiners Road and Clayton Road.

17.01-2S

04/10/2018
VC149

Innovation and research

Objective

To create opportunities for innovation and the knowledge economy within existing and emerging industries, research and education.

Strategies

Encourage the expansion and development of logistics and communications infrastructure.

Support the development of business clusters.

Support the development of enterprise precincts that build the critical mass of employment in an area, leverage the area's public and private sector economic competitive strengths and assets, and cater to a diversity of employment types and scales.

Promote an accessible, well-connected, high-amenity and collaborative physical environment that is conducive to innovation and to creative activities.

Encourage the provision of infrastructure that helps people to be innovative and creative, learn new skills and start new businesses in locations identified to accommodate employment and economic growth.

Support well-located, appropriate and low-cost premises for not-for-profit or start-up enterprises.

Improve access to community-based information and training through further developing libraries as community learning centres.

17.01-2L

Monash Technology Precinct

23/05/2024 - / - / - - -
 G466mona Proposed C176mona

Policy application

This policy applies to land shown as Monash Technology Precinct on the map forming part of this clause.

Objectives

To reinforce the role of the Monash Technology Precinct as a key strategic location for high technology, research and development industry.

To promote a high level of built form amenity that reinforces the Precinct's significance on a local, regional, national and international scale and can assist in attracting new business investment to the Precinct.

Strategies

Encourage technology and research and development uses that can extend and reinforce the linkages between the Precinct and Monash University, the Monash Medical Centre, the Synchrotron and other tertiary and research institutes.

Encourage and retain small and medium-sized business, especially those with a primary focus on research and technology.

Encourage service orientated and supporting businesses that contribute to economic development, employment opportunities and support the technology and research and development businesses/institutions of the Precinct even though they may not be technology-oriented.

Discourage uses that undermine the primary economic function of the Precinct or that compete with activity centres.

Encourage development within the Precinct that balances the needs of existing industrial land uses and the demand for office and high technology land uses by limiting new office development to areas where there is substantial existing or approved industrial components or on sites within the Suburban Rail Loop (SRL) East Monash Structure Plan Area.

Support residential development around the SRL station within the Monash Structure Plan Area where there is opportunity to increase street activation, while retaining the employment focus of the wider Monash Technology Precinct.

Support residential hotels that:

- ~~Locate centrally in relation to the two major catchments of the Precinct either side of Blackburn Road~~ Are located on land surrounding the future SRL station at Monash.
- Have a strong street presence.
- Are accessible to those travelling by foot or other sustainable transport options from locations within the Precinct.
- Can incorporate or co-locate with other retail and business service uses to form coherent and contained local destinations that are a focal point in the Precinct.
- Include provision for serving food or drink in a pleasant open space.
- Are designed and built to minimise noise intrusion from surrounding employment or industrial uses.

Discourage restricted Retail (bulky goods, peripheral sales) from locating in the Precinct except on sites that front Ferntree Gully Road between Gardiners Road and Clayton Road.

Design built form including front setbacks and landscaping that will enhance the image of the Precinct.

Develop and use sites within the Precinct that interface with residential and other sensitively used areas in a manner that respects the amenity of these areas.

MONASH PLANNING SCHEME

Give preference to development that physically contributes to a local pedestrian/cycling network by incorporating these facilities into the design of sites.

Policy guidelines

Consider as relevant:

- Office development with a net floor area greater than 1,800 square metres has at least 15 per cent of the net floor area used for a research and development centre where the office is one of the following:
 - Part of the same corporate entity that occupies industrial or warehouse floor area in the Precinct.
 - Used principally for the purpose of offering services or support to the technology related or intensive uses in the Precinct.
 - Part of a production-oriented enterprise.

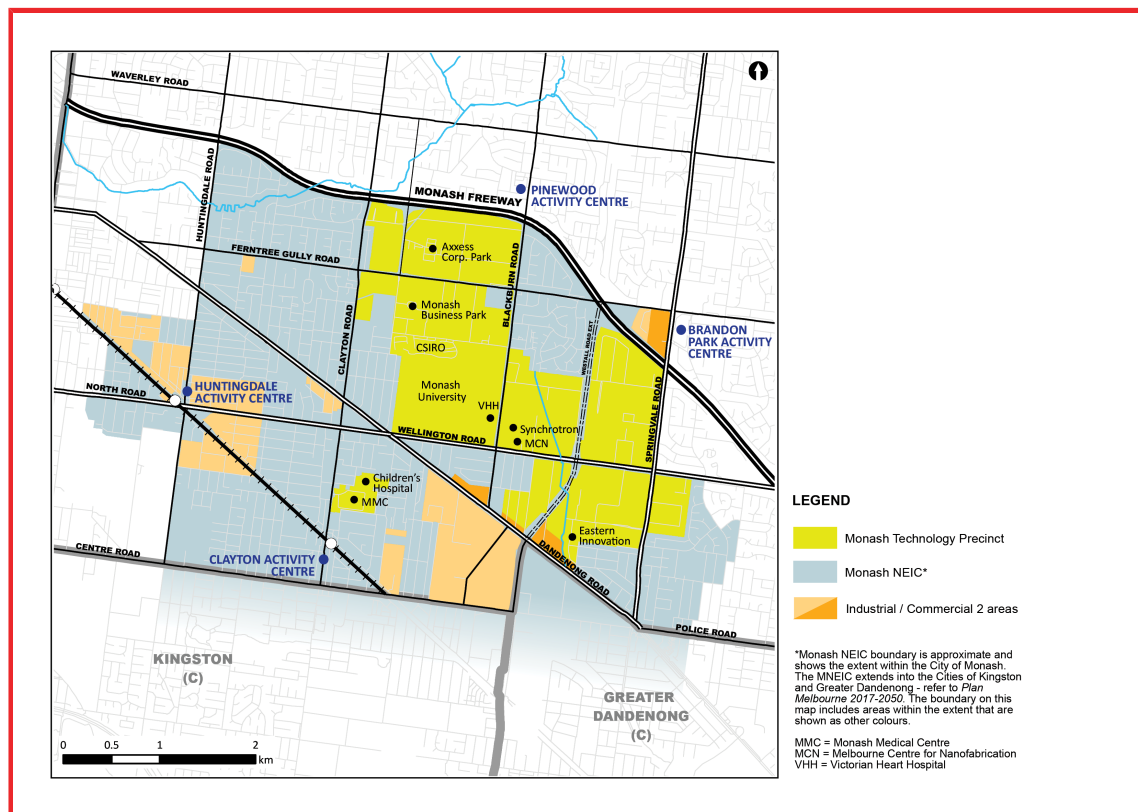
This does not apply where state, national or international organisational headquarters are located.

Policy documents

Consider as relevant:

- Monash Specialised Activity Centre Revised Final Strategy* (Beca Pty Ltd & Essential Economics, 2008)
- Urban Design Guidelines – Monash Technology Precinct* (Monash Specialised Activity Centre) (City of Monash, 2008)

Monash technology precinct



MONASH PLANNING SCHEME

