

21.07 BUSINESS PARKS AND INDUSTRY

19/04/2012
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21.07-1 Overview

24/09/2009
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The City of Monash, as one of the largest employment destinations in Melbourne's south-east sector, contains substantial areas for industry and related activities. The municipality contains extensive land for traditional industry in Oakleigh, Huntingdale and Clayton, as well as other smaller areas in Burwood, Mulgrave and Glen Waverley. Monash is committed to maintaining the amount of land set aside for industry, as these areas are proposed to retain their focus as areas that support large scale industrial activities.

Other areas, most notably the Monash Technology Precinct, are designated for less intensive industrial uses such as information technology, biotechnology and other research and development-type industries. These high-tech industries are often located in Business Parks and are supported by their close proximity to the internationally recognised research facilities of Monash University, Monash Medical Centre and the Australia Synchrotron. Recent greenfield redevelopments have resulted in the establishment of several new business parks, such as Axxess Corporate Park in Mount Waverley and Wellington Business Park in Mulgrave.

Monash is experiencing a loss of traditional industrial uses which are being replaced with commercial office-type premises. This is eroding the industrial employment base within the municipality and is likely to have socio-economic implications within the community such as diminished access to blue-collar employment and inflated overheads for existing businesses in these areas.

Industry and Business character

Monash has a long history of creating industrial development in a garden industrial environment. This character is important to the business community of Monash and to Council. Controls were introduced into the planning scheme in the 1950s with specific requirements for well designed building facades, enhanced street planting and substantial building setbacks to provide large landscaped setbacks with canopy trees.

Industrial buildings were required to be set back 20.1m from major roads, 13.7m from secondary roads and 7.6m from minor roads. The majority of major industrial complexes were developed with these setbacks. These design principles are still apparent with large parts of the industrial areas developed in well landscaped settings with substantial intact setbacks and has resulted in a distinctive Garden City Character.

Monash City Council commissioned the Urban Character Study (1997) to identify and evaluate urban character within the City and to develop strategies for its management. This was originally documented in the *Monash Urban Character Study- Volumes 1 & 2*, (Gerner, 1997), which identified five (5) industrial character types, containing twenty (20) precincts, and three (3) business character types, containing five (5) precincts across Monash.

The Industry and Business Character types are detailed in Clause 22.03.

Changes in technology and work practices have resulted in the growth of industries that have reduced off-site impacts and therefore reduced potential to affect the amenity of nearby residents. These industries tend to be accommodated in business parks and can be co-located with urban uses, providing the design and development is of a high standard and reflects the spacious garden character of the municipality.

Improvement to the quality of industrial areas and business parks by utilising planning provisions that create a distinctive identity for the area, enhance landscaped setbacks and which facilitate the location of appropriate commercial activities, will improve the working environment of the local population.

Monash Technology Precinct

The Monash Technology Precinct, one of the lead technology precincts in Australia, contains some of the nation's most prestigious research organisations and high technology industries, including Australia's only Synchrotron facility. It is one of the remaining areas designated as a Technology Precinct in metropolitan Melbourne and is recognised in the State Government strategy *Melbourne 2030* (2002) as one of the few Specialised Activity Centres.

The Monash Technology Precinct has the established infrastructure and resources to support industry strengths in pharmaceuticals, biotechnology, information technology, communications and research and development. It has close proximity to knowledge based organisation and easy access to state of the art technology. The Precinct houses Monash University's Science, Technology Research & Innovation Precinct, Monash University Technology Park, CSIRO and the Telstra research laboratories.

The main aim of this precinct is to encourage research and development based activity, nurture technology specific industries, foster linkages between firms and research institutions, and so make use of the major elements of research infrastructure in the area surrounding Monash University.

The precinct has a major business and office component which is becoming increasingly dominant. It is sometimes difficult, however, to distinguish between office developments and industrial developments that have an industrial or high technology orientation. It is appropriate therefore, for larger office developments to be subject to planning approval and for Council to apply appropriate conditions.

Map 6 shows the Monash Technology Precinct.

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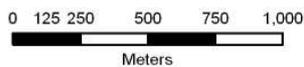
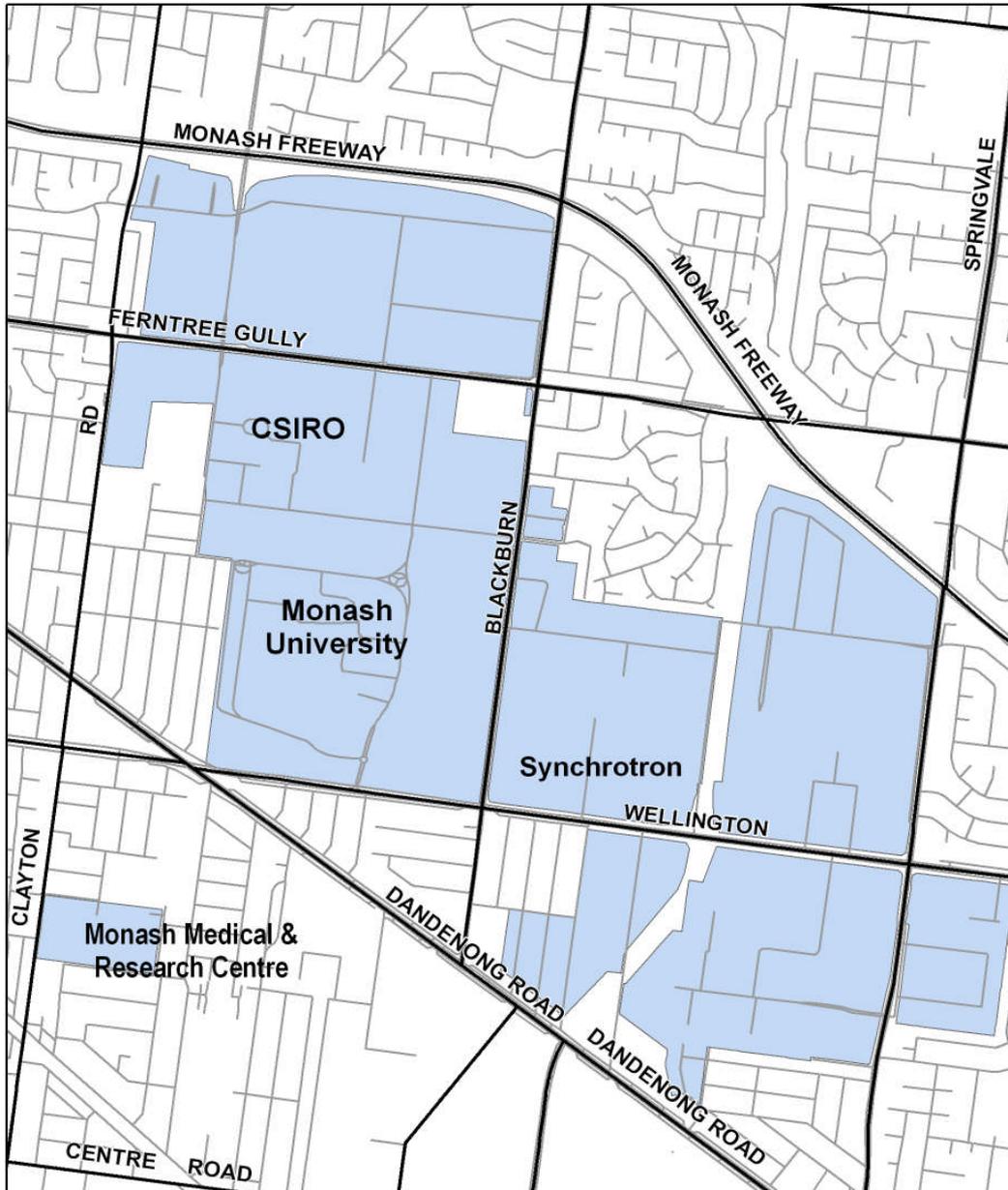
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Key issues

- Monash is well placed, given its accessibility and access to labour markets and its central geographical location, to attract business including the headquarters for national and international corporations.
- Monash is currently faced with the complex issue of balancing the needs of existing industry versus the growth in demand for office and high technology land uses. This is affecting the structure of the industrial areas with a move towards a greater office and high technology component particularly in the Technology Precinct, which has resulted in a decrease in the amount of industrial employment opportunities and jobs.
- There is increasing demand for the establishment of restricted retail uses in Monash. This demand has targeted isolated sites including properties within the Monash Technology Precinct. This is an inappropriate use within that Precinct. Restricted retail uses should be located on appropriate sites abutting Dandenong Road or Ferntree Gully Road between Gardiners Road and Clayton Road.
- Substantial building setbacks planted with trees and other vegetation are regarded as very important in maintaining and enhancing the established Garden City Character and economic image of Monash.

Map 6: Monash Technology Precinct

Monash Technology Precinct



LEGEND

 Monash Technology Precinct

Prepared by Monash Planning Services
March 2009

v1.7



MAP 6

21.07-324/09/2009
C65**Objectives, strategies and implementation****Objectives**

- To continue image enhancement and landscaping of industrial areas and transport routes consistent with the Garden City Character of Monash.
- To positively influence factors affecting the industrial environment within Monash such as building and car park setbacks from frontage boundaries, design of industrial buildings and surrounds and fencing treatments.
- To build the profile of the Monash Technology 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.
- To balance the need to maintain the operating conditions of traditional industrial land uses to ensure their continued viability within the growing demand for office and technology land uses.
- To improve car parking provision and traffic flow in industrial areas and discourage on-street parking.
- To positively encourage the renewal and quality of built form in industrial areas.
- To separate incompatible industry and to prevent encroachment of one industry on another.
- To ensure that restricted retail uses are established in suitable locations in Monash.
- To ensure 'out of centre' development does not occur within the Monash Technology Precinct.
- To ensure the protection of the air environment, land, waterways and groundwater resources from polluting discharges and activities in accordance with all relevant State environment protection policies, EPA technical and best practice environmental management guidelines and in agreement with the principles of ecologically sustainable development.

Strategies

- Attract national and international headquarters of organisations through networking and promotional activities.
- Promote the Monash Technology Precinct as Australia's leading Technology Hub.
- Encourage redevelopment and revitalisation of older industrial areas that results in improved streetscapes and a reduction in parking problems.
- Encourage Restricted Retail uses to locate on suitable premises fronting Dandenong Road and Ferntree Gully Road between Gardiners Road and Clayton Road.
- Discourage development which constitutes 'out of centre' development in the Monash Technology Precinct.
- Ensure properties abutting main roads are maintained and enhanced visually.
- Create the right climate for strong employment opportunities having regard to the changing nature of industry and the local economy.
- Provide an attractive environment commensurate with the types of activities in the industrial areas of Monash.
- Ensure that any negative impacts from industrial uses on surrounding sensitive land uses are minimised or reduced where possible.

- Ensure the appropriate and timely provision of infrastructure requirements for industrial areas and consider what future needs may be required in regard to the evolution of manufacturing in the area.
- Enhance the physical environment, walking and cycling infrastructure, public transport access and traffic and car parking networks of industrial areas.

Implementation

These strategies will be implemented through the following actions.

Policy and exercise of discretion

- Using local policy to promote appropriate land use and development within the Monash Technology Precinct to reinforce the research and development enterprises in the precinct. (*Monash Technology Precinct Policy, Clause 22.02*)
- Using local policy to ensure that new development is successfully integrated into existing industrial areas to enhance streetscape character and amenity. (*Industry and Business Development and Character Policy, Clause 22.03, Outdoor Advertising Policy, Clause 22.08, Non-residential Use and Development in Residential Areas, Clause 22.09*)
- Apply the Urban Design Guidelines – Monash Technology Precinct (Monash Specialised Activity Centre) to development proposals.
- Ensuring development controls and other provisions enhance the siting and design requirements established by Council for development located within industrial areas.
- Encouraging creative design solutions that enhance the quality of all areas, particularly in relation to bulk of buildings, site access and parking, provision of open space and setbacks.
- Requiring the clean up of industrial sites prior to redevelopment.

Zones and overlays

- Applying the Industrial 1 Zone and appropriate business zones.
- Applying the Design and Development Overlay to parts of the City's industrial and business areas to ensure that design and development is complementary to the Garden City Character of the municipality, enhancing local streetscape and managing potential car parking problems.

Further strategic work

- Monitoring and reviewing the Monash Technology Precinct policy and Industry and Business Development and Character policy and making appropriate modifications as necessary.
- Undertaking an assessment of the changing nature of industry in Monash to formulate a policy position and vision for Monash's industrial areas. The study should include an economic comparison of industry and commercial business and an assessment of the inter-relationships within the municipality.

Other actions

- Maintaining Council's proactive role in facilitating the location of corporate businesses onto appropriate land within the municipality.

- Promoting industrial land in Monash as high quality, in well serviced locations and suitable for the establishment of business enterprises in conjunction with existing industry and other organisations.
- Continuing to emphasise the importance of image enhancement of industrial premises.

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