

## 22.03 INDUSTRY AND BUSINESS DEVELOPMENT AND CHARACTER POLICY

25/01/2018  
C120

This policy applies to land in an Industrial 1 Zone or a Commercial 1 or 2 Zone.

### 22.03-1 Policy basis

30/07/2009  
C57

Most of the industrial and business development in Monash has occurred since 1954 when controls were put in place to provide a framework for well designed building facades, enhanced street tree planting and substantial building setbacks from major traffic routes to provide landscaped boulevards. Development in the industrial and business areas 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 Municipal Strategic Statement recognises the significance of these areas and the importance of maintaining and enhancing the Garden City Character, continuing its significance in defining the character of Monash.

Poorly sited and designed business or industrial developments have the ability to progressively erode the basic fabric of the Garden City Character.

### 22.03-2 Objectives

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- To ensure that new development is successfully integrated into existing business or industrial areas to enhance the streetscape character and amenity.
- To assist the sustainable and complementary development and operation of industrial, office and high technology land uses that provide a variety of employment centres of high amenity, quality and enduring local image.
- To ensure that the scale and character of future development creates or enhances a high-amenity built form environment and attractive landscape setting.
- To ensure that development contributes to the maintenance and development of a high quality urban environment within the industrial and business areas and their environs, including the enhancement of the image of industrial and business areas when viewed from any road.
- To provide greater certainty in terms of development outcomes and enhance existing private sector investment by encouraging well designed development.
- To ensure that all development is designed to protect 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 accordance with the principles of ecologically sustainable development.
- To promote high rise residential development within the Glen Waverley and Oakleigh Major Activity Centres, to support ongoing economic prosperity, social advancement and environmental protection, consistent with approved Structure Plans.

**22.03-3 Policy**25/01/2018  
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It is policy that:

**General**

- Development complements the current character statement and contributory elements and satisfies the intent of the desired future character statement for the applicable industry or business Character Type identified in Clause 22.03-4.
- A viable industrial and business base be maintained.
- The quality of built form in older industrial areas be enhanced and improved.
- The Garden City Character of industrial and business areas be developed and enhanced.
- The objectives of the *Oakleigh Major Activity Centre Structure Plan 2012* and *Glen Waverley Activity Centre Structure Plan 2014* (updated 2016) are implemented.

**Building setbacks**

- Buildings be setback from street frontages in context with the surrounding environment and to create open and spacious streetscapes.
- Development be setback from street frontages to visually unify diverse types of buildings and to enhance the quality of industrial and business areas.
- The Garden City Character be maintained and enhanced by providing space in setback areas for appropriate landscaping including the planting of semi mature canopy trees with spreading crowns.

**Building heights**

- Development complements and does not visually overwhelm surrounding buildings, roads or spaces in terms of building scale, height and bulk.
- Development conforms with the scale and high quality design suitable for the locality.
- Encourage development within the Glen Waverley Major Activity Centre in accordance with the approved *Glen Waverley Activity Centre Structure Plan*, as identified in Clause 42.03 Schedule 12 (Glen Waverley Major Activity Centre).
- Encourage medium to high rise development within the Oakleigh Major Activity Centre (4 – 8 storeys). High rise development should be located adjacent to the Oakleigh railway station, except where an adopted Structure Plan, or some other mechanism, has identified an appropriate height limit.
- Medium rise development should be encouraged in the Brandon Park, Clayton and Mount Waverley Major Activity Centres, except where an adopted Structure Plan, or some other mechanism, has identified an appropriate height limit.

**Car parking and vehicle access**

- Sufficient on-site car parking, designed for safe and efficient vehicle movement, which does not visually impinge on front landscape setbacks or detract from the Garden City Character be provided.
- Car parking be designed to minimise parking, traffic and pedestrian impacts on front landscape setback areas.
- The visual impact of linear (gun-barrel) driveways and accessways be minimised.
- Substantive landscape areas be incorporated throughout the site to frame, screen or buffer buildings and car park areas.

- The extent of continuous pavement and car park areas be minimised.
- Car parking be located behind the front landscape setback, and screened from the street with planting and low mounding, or located at the side or rear of properties.

#### **Fences to street frontages**

- The requirement for front fences be minimised.
- Front fences that are in keeping with and enhance the character of the area and adjacent space be provided.
- Front fences located on property boundaries be discouraged.

#### **Landscaping and existing trees**

- Trees within the front landscape setback that have a trunk circumference in excess of 500mm (160mm diameter), at 1200mm above the ground and are higher than 10m (with the exception of willow trees, radiata or monterey pines, evergreen alders, sweet pittosporums and desert ashes) be retained.
- The visual and landscaping image of industrial and business areas, gateways and transport routes be enhanced.
- The standard of landscaping along road frontages, with particular emphasis abutting the major road network and at gateways throughout Monash, be improved.
- Adequate areas of landscaping, including the planting of canopy trees, and other treatments that reduce the visual impact of large paved areas be provided.
- Existing mature trees be retained in landscape setback areas.
- Landscape treatments be provided within the front and side setbacks that positively contribute to the visual qualities of the neighbourhood.

#### **Engineering design**

- Proposed streetscape and engineering details integrate with the existing streetscape and engineering details.

#### **Services**

- Visual clutter caused by overhead services be minimised.

#### **Advertising signs**

- The standard of landscaping and advertising signs along the major road network and at gateways throughout Monash be improved.
- Visual clutter caused by advertising signs be minimised.
- Advertising signs not detract from the urban character of the neighbourhood.
- Advertising signs identify the business on site, not any products.
- The number of advertising signs be minimised to reduce visual clutter.
- The height, colour and location of advertising signs enhance the streetscape character of the neighbourhood.

### **22.03-4 Decision guidelines**

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It is policy that before deciding on an application, the responsible authority will consider, as appropriate:

- Whether the proposed development conforms with the scale and high quality design suitable for the locality.

- Whether the proposed front setback areas allow for appropriate landscaping including retention of existing mature trees and planting of semi mature canopy trees with spreading crowns.
- Whether adequate areas of landscaping, including the planting of canopy trees, and other treatments have been provided to reduce the visual impact of large paved areas.
- Whether the proposed development minimises the visual impact of linear (gun-barrel) driveways and accessways.
- Whether the proposed development incorporates substantive landscape areas throughout the site to screen or buffer buildings and car park areas.
- Whether the proposed development minimises the extent of continuous pavement and car park areas.
- Whether adequate on-site car parking and vehicular access have been provided.
- Whether front fences are in keeping with the character of the area.
- Whether visual clutter caused by advertising signs and overhead services has been minimised.
- Whether the subdivision pattern of the proposed development sympathetically integrates with the neighbourhood character.
- Whether streetscape and engineering details integrate with the existing streetscape and engineering details.
- The following statements of current character, contributory elements and desired future character for each industry and business Character Type as identified on the attached map.
- The human rights of any persons affected by the application or the proposed development.

*Note: The Industrial 1 Zone and Commercial 1 and 2 Zones should not be confused with the Industry Character Types 1, 2, 3, 4 and 5 and Business Character Types 1, 2 and 3.*

### **Industry Character Type 1 (IND 1)**

#### **Current character statement**

The character of this area is derived from post-WWII industrial/commercial and retail development with frontages along major road corridors on flat topography.

The character of this area is strongly set by the businesses and industries which front the Princes Highway. These include car yards, service stations and other businesses. The buildings are simple in form and are set within hard paved areas. Some have an associated array of colourful signs, flags and banners. Behind the businesses fronting the Princes Highway are a number of other larger industries and businesses. These have varied architecture, setbacks and parking arrangements and are visually unrelated to each other.

One area of businesses, with particularly prominent signs, east of the junction of the Princes Highway and Blackburn Road, has smaller strip businesses. These have a minimal setback from a service road and are not buffered from the street. A row of businesses on the north side of the Princes Highway immediately east of Warrigal Road also have small setbacks and are directly related to the road.

Footpaths in the area are asphalt or concrete. Services are numerous and above ground. Traffic on the Princes Highway is visually and acoustically prominent.

This Character Type clearly expresses the commercial nature of the land use. Flags, signs, cars and services visually dominate. Within these areas aesthetic judgements have been largely confined to advertising signs and all other elements are strictly functional in design and arrangement.

The character of the area in effect depends upon the visual clutter from signs and services, the simple functional buildings, traffic noise and large expanses of hard surfacing, openness and lack of enclosure.

### **Contributory elements**

Elements that contribute to the current character include:

- Functional buildings and warehouses.
- Varied setback.
- Large areas of paving.
- Prominent signs, flags and banners.
- Parked cars.
- Asphalt footpaths.
- Overhead services.
- Traffic on the Princes Highway.

### **Desired future character statement**

The character of this area should continue to express its commercial and industrial function. Advertising signs should continue to address the Princes Highway.

Buildings should address the Princes Highway. Variations in building height will be allowed, but large height differences should be graded.

Redevelopment should allow the progressive improvement of the aesthetic quality of the main road corridors, eventually allowing the Princes Highway to present a positive image of the municipality to road users. Standardisation of setbacks as development occurs should enable the development of a substantial landscape strip along the Princess Highway. Businesses should still have a high exposure to the road, but tree planting within the setback with high canopies and clear trunks should soften the hard qualities of the Character Type and help enclose the Princes Highway and unify the diverse range of land uses.

Visual clutter should be progressively minimised by controlling the size and positioning of advertising signs and overhead services. A visual relationship between the colour schemes used within each property will be encouraged whilst recognising the importance of corporate colours.

The provision of tree planting within properties, including the rear of properties, should soften the hard urban qualities of the area and provide shade and a backdrop to the utilitarian buildings. The canopies of the trees will help unify the diverse collection of elements and improve pedestrian amenity.

### **Industry Character Type 2 (IND 2)**

#### **Current character statement**

The character of this area is derived from pre-WWII and post-WWII industrial and commercial development on a grid subdivision on flat topography.

The character of this area is dominated by its industrial land use. Buildings are predominantly recent post-War buildings, with some of the large factories dating from the immediate post-War period. They vary from the large industrial sheds with the distinctive 'saw tooth' roof-line adjacent to Railway Avenue, to the smaller brick warehouses and sheds closer to the centre of Oakleigh. Around Huntingdale there is similarly a mix of large and small businesses. Older interwar buildings are typically characterised by little or no front setback from the street. Many of the businesses in Huntingdale, particularly south of North Road, have approximately five metre setbacks utilised for parking. Fencing is also visually prominent in this area.

Interspersed amongst the buildings are yards and forecourts, such as O'Shea and Bennetts timber yard. Boral Australian Gypsum's boiler house stack is a landmark in the area and may have been linked functionally with the railway at one time.

A number of businesses relate directly to the Atherton Road frontage near Oakleigh and the North Road frontage near Huntingdale. In these areas, advertising signs are prominent and there are a number of 'drive in' businesses such as service stations. On these frontages,

setbacks vary from no setback to over 10 metres. Some of the businesses on this frontage have parking in the setback, particularly on North Road.

There are generally no nature strips in the Oakleigh industrial area. However many of the streets north of North Road in Huntingdale have nature strips. These are often parked on and street trees are rare. Footpaths are asphalt or concrete and vary in width throughout the area. Streets are between 7.5 and 10 metres in width, and during working hours are lined with parked cars.

Services are overhead. Some of the services are visually prominent due to the thickness and number of electricity cables.

### **Contributory elements**

#### **Elements that contribute to the current character include:**

- A variety of large and small industrial and business buildings.
- Grid subdivision pattern.
- 0-5 metre (approximately) setback away from main road frontages.
- A large proportion of large setbacks on the North Road frontage.
- On-street parking.
- Overhead services.
- Asphalt and concrete footpaths.
- Nature strips in some Huntingdale streets.
- Signs.

#### **Desired future character statement**

The character of this industrial area should evolve to retain evidence of its origins in the middle of the 19th Century and its historic subdivision pattern.

New subdivisions should retain the grid pattern and road width.

Architecture should address the street and be appropriate to its industrial and commercial functions. Buildings that are energy efficient and sustainable should be encouraged. Variations in building height will be allowed, but large height differences should be gradated.

Redevelopment, including landscaped setbacks, should allow the progressive improvement of the aesthetic quality of the industrial area. The relationship between the buildings should ensure that the visual diversity produced by the variations in size, scale and form is maintained.

This diversity should be unified by eliminating those elements within the area that contribute to visual clutter as redevelopment occurs and ensuring that signs are kept modest in scale and conform to common design guidelines for the entire Character Type. A visual relationship should be encouraged between the colour schemes of various buildings that will progressively result in a cohesiveness between the varied architectural forms and scales.

Parking should continue to be provided on the street, but as businesses and industries are redeveloped an increasing number of car parking spaces should be provided to the rear of properties. Common areas for parking may also be developed within neighbourhoods.

The pedestrian and worker environment should be improved by the provision of seating areas and courtyards containing trees and shrubs which will soften the hard urban quality of the area and provide opportunities for outdoor eating during lunch times and breaks.

Other areas should be identified for tree planting that provide shade in the summer and a visual relief from the hard glare of the concrete. This planting should be within properties and 'dead space' rather than within the streets to provide a random scattering of canopy trees throughout the Character Type that complement the urban form.

## Industry Character Type 3 (IND 3)

### Current character statement

The character of this area is derived from post-WWII and contemporary industrial, commercial and retail development in self contained subdivisions with a grid pattern on undulating topography.

This area of flat to gently undulating topography is dominated by its large rectilinear 2-4 storey buildings that have a simple architectural form generally in keeping with their large scale industrial and commercial uses. The Character Type represents two eras of development and two different planning philosophies. The most recent of these is represented by the large well landscaped setbacks with parking and servicing at the rear of properties.

Some of the premises on, for example, Springvale Road are well designed and promote a positive image of the industrial area. BMW with its dominant simple white facade, Phillips and the AV Jennings factories are examples of well designed industrial buildings that set the standard for the Character Type. The Jennings Estate to the south of Wellington Road is notable as an example of an early 1960's industrial park with a diverse range of uses but a cohesive functional architectural style consistently applied throughout the area.

Other buildings, especially older post-WWII factories, are more utilitarian with little aesthetic merit. Often constructed of concrete these are sometimes dominated by loading and servicing yards in the front facade.

Setbacks vary but are generally between 7 and 20 metres. The AV Jennings headquarters on the corner of Springvale and Wellington Roads is set back at least 20-25 metres with a dense stand of native trees forming a buffer to the road, whilst buildings within the industrial park to the south of this are set back only 7 metres (approximately). Main road frontages are important for this Character Type. Some, such as the previously mentioned Springvale Road frontage, are attractive and well maintained with a generous landscape acting as a setting for the buildings. Others, such as the Ferntree Gully Road frontage, are disjointed by security fencing, parking, insufficient planting and varied setbacks.

Many buildings have associated landscaping in the generous front setback which is dense and well maintained and provides an attractive setting for the building. Native trees are extensively planted. However older industries, although often set back to the same degree, have utilised most of their setbacks for parking, leaving only a thin strip on the property boundary. Galvanised chain-link fences on the property boundary often prevent any visibility of the planting strip from the road. Furthermore these fences, when viewed from an angle, are solid and impenetrable visual barriers.

Two metre wide nature strips line most roads. Street dimensions are approximately 20 metres. Footpaths, kerbs and channels are insitu concrete. Services are overhead. Parking treatments vary. The newer premises have on-site parking which allows an uncluttered road frontage. However some of the older industries clearly have insufficient on-site parking and consequently there are numerous cars lining the roads adjacent to these properties.

### Contributory elements

Elements that contribute to the current character include:

- Flat to gently undulating topography.
- Large scale 2-4 storey buildings.
- Variable setbacks, generally 7-20+ metres representing two eras of development.
- Visually dominant chainmesh fencing around some industries.
- Two metre wide nature strips.
- Native planting of variable density.
- Large scale car parking.
- Concrete footpaths.
- Overhead services.

### **Desired future character statement**

This Character Type should continue to develop as a modern industrial and technology park within an attractive landscape setting containing a large number of large, mature, native trees. The main road frontages should be well landscaped and contain high profile businesses that should present a positive public image of the municipality to road users.

The subdivision pattern should be integrated with the surrounding subdivision pattern, and special care should be taken to ensure that entrances are integrated with surrounding roads and land uses.

Architecture should be appropriate in form and scale to the functional requirements of the business or industry. Buildings that are energy efficient and conform to sustainable principles should be encouraged. Setbacks should be generous and ensure that there is sufficient room for an extensive landscaped strip between the building and the road.

Parking and service areas should be at the side or rear of buildings with minimum visibility from the street.

Well designed and attractive signs should be coordinated throughout the area and contribute to a common design theme and identity for each neighbourhood.

A canopy of large native trees dispersed throughout all neighbourhoods, especially in front setbacks, will soften the extensive areas of paving and unify the diverse range of building types.

Where there are large sites with extensive areas of unpaved land, on-site methods of dealing with stormwater should be developed, adding an additional layer of landscape interest in the form of wetlands or ponds.

Street tree planting should be large scale, add to visual diversity and unify the various components of the Character Type into a cohesive whole.

### **Industry Character Type 4 (IND 4)**

#### **Current character statement**

The character of this area is derived from post-WWII industrial development with a grid subdivision pattern on flat topography.

This area of industry has been developed on flat topography near the main transport corridors. The Character Type falls within the former City of Oakleigh and reflects a different approach to planning for industry than is found within the former City of Waverley.

Buildings are generally large in plan, functional in design and predominantly low rise. They often have large loading or service bays within the front facades. Manufacturing and service industries such as the Dulux factory are prominent. In the court north of the intersection of North Road and the Gippsland Railway the buildings are smaller and more densely arranged.

The majority of the industries are well set back from the roads. However, unlike in the former City of Waverley, only a small landscape strip separates the building from the road. The majority of the setback is taken up with parking, forecourts or service areas. The planting within the front setback generally consists of trees and shrubs. In most cases the planting is insufficient in scale to balance the scale of the industry and consequently the hard elements visually dominate the Character Type.

Security fences can be found around the majority of industries. These are normally galvanised chain-link a minimum of 2 metres in height and are usually placed on the property boundaries. When viewed from an oblique angle they are visually impenetrable and reduce the impact of any planting on the building side of the fence.

Two metre wide nature strips line most roads. Street dimensions are approximately 20 metres. Footpaths, kerbs and channels are insitu concrete. Services are generally overhead.

Parking is in large and often prominent on-site car parks as in the case of the Dulux factory. Some of the older industries clearly have insufficient on-site parking and consequently there are numerous cars lining the roads adjacent to these properties.

### **Contributory elements**

Elements that contribute to the current character include:

- Flat to gently undulating topography.
- Large scale low-rise buildings.
- Variable setback, generally 7-20+ metres.
- Parking, courtyards and services in front setbacks.
- Visually dominant chainmesh fencing.
- Two metre wide nature strips.
- Minimal landscaping between building and street.
- Large scale car parking.
- 20 metre road width.
- Concrete footpaths.
- Overhead services.

### **Desired future character statement**

As it develops this area should retain the industrial character that is derived from the concentration of manufacturing and service industries.

The subdivision pattern should be integrated with the surrounding subdivision pattern, and special care should be taken to ensure that edges and entrances are sympathetically designed to integrate with surrounding roads and land uses.

Architecture will be appropriate in form and scale to the functional requirements of the industry. Buildings that are energy efficient and conform to sustainable principles should be encouraged.

As industrial sites are redeveloped site layouts should allow for an extensive landscaped setback on each lot frontage. This should be planted with large native trees that should eventually provide a dense tree canopy that should extend throughout the entire area and unify the diverse range of building styles.

Car parking should be progressively provided at the rear and sides of the buildings.

Well designed and attractive signs that conform to common design principles should be used throughout the area to develop a common image for each neighbourhood.

Where there are large sites with extensive areas of unpaved land, on-site methods of dealing with stormwater should be developed, adding an additional layer of landscape interest in the form of wetlands or ponds.

### **Industry Character Type 5 (IND 5)**

#### **Current character statement**

The character of this area is derived from contemporary business park development in self contained subdivisions on gently undulating topography.

Set on a virtually flat plateau with a simple grid road layout, this area has 2-4 storey buildings with consistent window detailing and colour schemes. Compared to some of the other industrial Character Types the buildings are architecturally complex. They have large windows and, within neighbourhoods, details and finishes are consistently applied. Setbacks are approximately 5-10 metres. The buildings are connected by a road network which has concrete kerbs and a road reservation of approximately 20 metres. These have brick speed humps.

The landscape around the buildings consists of prominent and well maintained garden beds with shrubs and medium sized trees and lawn. A lot of the planting is directly adjacent to the buildings. Much of the tree planting is exotic and creates a formal landscape setting for

the buildings. In most cases, such as in the business park to the south of Ferntree Gully Road, the planting has not yet matured and consequently the buildings dominate the Character Type.

Services are underground.

Parking occurs in designated areas at the front and sides of each building.

### **Contributory elements**

Elements that contribute to the current character include:

- Consistent building scale and design.
- Wide roads on simple grid pattern.
- Entrance avenue.
- Well maintained exotic tree and shrub planting.
- Underground services.
- Designated parking areas.

### **Desired future character statement**

The cohesive, visually integrated character of this Character Type will continue to develop as the landscape matures to provide a strong visually coherent planted infrastructure.

New buildings will be appropriate, both in use and architectural style and scale, to the existing buildings within the business parks. Architecture will continue to be an important visual element and will address the street. Buildings will be appropriate to the functional requirements of the business, be energy efficient and be of contemporary design excellence. Building heights will, in most instances, be low rise.

All buildings should be well set back from the frontage and from the sideage to streets and a landscaped garden strip should be provided across the full width of the setback. The setback should be planted with lawn, shrubs and trees to provide a soft frontage to the street and add to the amenity of the area as much as possible.

Trees should be large native and exotic species and complement the scale of the architecture.

Car parking and service access will be at the rear of properties and will not impinge on the landscaped setback area.

Services will be underground.

## **Business Character Type 1 (BUS 1)**

### **Activity Centre**

Oakleigh

#### **Current character statement**

The character of this area is derived from pre-WWII civic and retail development on flat topography.

This Character Type represents a development of the original Oakleigh township and includes civic, retail, market and transport related functions which tend to centre on several precincts.

The civic role of the area is represented by the Atherton Road and Drummond Street rectangle with larger road widths, building setbacks of several metres, broad lot widths and a range of major public buildings developed in the Inter-war Classical Revival styles. The Pioneer Memorial Park and Warrawee Park form an integral part of this precinct.

The retail function forms the core of the area and is best represented by Atherton Road between Eaton and Hanover Streets and by the Eaton Mall area.

The character of this area is generated by the narrow road widths, small lot frontages, two storey Federation and Inter-war buildings featuring concrete, red brick, terracotta tile, steeply pitched roof lines and architecturally detailed upper storeys.

Planting and streetscape works include tree planting and paving and have been consistently applied throughout the Character Type.

The market and transport functions have developed within a complex of roads and larger lot areas to the south of the retail centre and are heavily influenced by roadways and parking which fragment the area and reduce the visual definition of the ‘town centre’ in this location. In the south of the Character Type is the railway station and environs, which consists of car parking and a bus-drop off point.

**Contributory elements**

Elements that contribute to the current character include:

Civic area	Retail area	Rail/Market area
<ul style="list-style-type: none"> <li>▪ Large lot widths.</li> <li>▪ Generous building setbacks.</li> <li>▪ Red brick Inter-war Classical Revival building styles.</li> <li>▪ Formal open space.</li> <li>▪ Key public buildings.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Compact, dense building arrangement with strong corner definition (major buildings).</li> <li>▪ Red brick, two storey buildings with detailed roof lines and upper storeys.</li> <li>▪ Consistent landscape and streetscape treatment.</li> <li>▪ Poles and overhead services.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Large lot sizes.</li> <li>▪ Road, parking and commercial uses.</li> <li>▪ Vehicle related infrastructure.</li> <li>▪ Visually intrusive advertising signs.</li> </ul>

**Desired future character statement**

New development within this Character Type will respect the scale and form of development of the relevant Activity Centre, while providing for appropriate change.

High rise development within the Oakleigh Major Activity Centre (8 storeys) should be located adjacent to the Oakleigh railway station, except where an adopted Structure Plan, or some other mechanism, has identified an appropriate height limit.

In determining appropriate design parameters, reference should be made to all relevant studies, reports and any structure plan adopted for the Activity Centres.

Relevant studies, reports and structure plans are listed as reference documents to this clause.

**Business Character Type 2 (BUS 2)**

**Major Activity Centre**

- Clayton                      Precinct 2b
- Mount Waverley        2c

**Neighbourhood Centre**

- Huntingdale              Precinct 2a
- Pinewood                      2d
- Syndal                              2e
- Gateway                          2f
- Hughesdale                  2g

**Current character statement**

The character of this area is derived from post-1950’s strip and neighbourhood shopping.

This Character Type consists of mainly single and double storey retail (including restricted retail premises) businesses mostly focussed on main roads and close to railway stations. Most developments are oriented to drivers rather than pedestrians. However Pinewood, developed by AV Jennings in the 1960s, is set away from the main road and is laid out as a large court with shops and businesses both around the edges and in the centre. The Mount Waverley centre also has a large central space with public toilets and car parking. This

particular centre spans Stephenson's Road. The eastern side of the road comprises strip shops and a service station.

At both Mount Waverley and Pinewood new office buildings of a larger scale than the surrounding strip shops have been added to the urban form. Particularly prominent within the Pinewood area are the United Energy and Bedelis Liquor Emporium buildings.

Otherwise, structures in other centres are predominantly simple cream or brown brick, flat roofed buildings with mixed verandah and facade styles that have been heavily modified over time.

Advertising is a dominant visual element on all parts of buildings.

Poles and overhead services have a major visual impact on the street. Next to the main roads, lighting within each neighbourhood relates to traffic.

Streetscape works in some shopping strips such as Huntingdale and Clayton, and also in some of the smaller strips that have not been identified as individual neighbourhoods, help to unify the diverse range of window displays. In Huntingdale red and grey concrete paving and consistent streetscape treatments, matching furniture and deciduous flowering trees contribute positively to pedestrian amenity and act as a unifying element within the streets. Clayton's streetscape is unified by brick paving and planting of Gleditsias as street trees.

### **Contributory elements**

Elements that contribute to the current character include:

- Functional one and two storey post-WWII brick buildings in terraces.
- Linear development related to major roads.
- Verandah structures.
- Consistent pedestrian area landscape treatment in some neighbourhoods.
- Poles and overhead services.
- Advertising signs.

### **Desired future character statement**

New development within this Character Type should respect the scale and form of development of the relevant Major Activity or Neighbourhood Centre, while providing for appropriate change.

Development in the Clayton and Mount Waverley Major Activity Centres and the Pinewood, Syndal and Hughesdale Neighbourhood Centres should generally be compatible with the strategic directions detailed in table 1 of Clause 21.06-3, except where an adopted Structure Plan, or some other mechanism, has identified an alternate direction.

In determining appropriate design parameters, reference should be made to all relevant studies, reports and any structure plan adopted for the Activity Centres.

Relevant studies, reports and structure plans are listed as reference documents to this clause.

### **Business Character Type 3 (BUS 3)**

#### **Major Activity Centre**

Glen Waverley      Precinct 3a

Brandon Park      Precinct 3b

#### **Neighbourhood Centre**

Waverley Gardens      Precinct 3c

Wheeler's Hill      3d

#### **Current character statement**

The character of this area is derived from Major Activity and Neighbourhood Centre development on an undulating lowland plateau.

There are four neighbourhoods of this Character Type each with distinctive characteristics. However, in terms of scale and relationship with surrounding land uses, they are broadly similar in character.

The largest Activity Centre is Glen Waverley, with Brandon Park also identified in Plan Melbourne as an Major Activity Centre. Waverley Gardens and Wheelers Hill function as Neighbourhood Centres. Each centre has a range of functions including retail, civic, entertainment, transport and office based employment.

The Glen Waverley Major Activity Centre has a civic precinct based around the municipal offices and its parkland setting. This area includes the library, civic offices and a variety of other minor uses which may be relocated as a part of future development. The civic precinct has a high level of exposure to Springvale Road.

To the north and the west of the civic precinct is a fragmented mix of traditional, post-1950, single storey strip shops with box verandahs and the associated advertising and overhead service features centred on Kingsway, Railway Parade and Coleman Parade. This traditional strip area provides a physical link to the other precincts of the railway station and The Glen Centre.

Significant developments at Glen Waverley comprise an internally focussed shopping centre and parking in the northern half of the centre, and hotel and theatre complex adjacent to the municipal offices.

'The Glen' is a large scale rendered concrete structure with mock historical forms on the Springvale Road frontage. The rear, western facade of the building is virtually blank, although some planting provides a buffer to the street. Streetscape and landscape works provide a level of visual consistency for the centre, but the effects are reduced by the large parking areas, roads and the lack of direct sight lines between use areas or features.

The 'Novotel' complex contains a 200 bed hotel within a 7 storey building facing Springvale Road with 10 theatres located at the rear with access to Kingsway and the car park areas to the south. Development of this complex has generated significant levels of entertainment based activity including the establishment of a number of restaurants in Kingsway.

Brandon Park, also situated on Springvale Road at the intersection of Ferntree Gully Road, is split into two precincts by Springvale Road. On the western side of the road are a number of retail and commercial outlets such as Freedom Furniture and Carpet Call and car dealers. These are well set back from the road but due to the requirement for prominent exposure to the road, there is little planting. This lack of planting tends to emphasise the scale of the intersection.

On the east side of Springvale Road is the Brandon Park Shopping Centre. This is set in a car-dominated parking area with a number of large and mature trees. The building is architecturally non-descript of 2-3 storeys in height. It does not visually relate to its surroundings in any way and is surrounded by a sea of car parking which dominates the pedestrian experience of approaching the building. The building is orientated towards the internal spaces.

Waverley Gardens, which is accessed off Police Road near the intersection with the Monash Freeway, is similarly surrounded by car parking. Set on a hill top west of the Dandenong Creek valley, the building is visually homogenous, despite containing a number of large retail and commercial outlets such as Safeway and Target. The internal diversity is in no way reflected in the external appearance of the building. A landscape with paving and planting runs the length of the building and acts as a buffer between the centre and car park. The centre does not integrate with surrounding land uses.

The most notable feature of Waverley Gardens is the excellent view to the south.

Wheelers Hill is located to the east side of Jells Road, south of Ferntree Gully road. The building is architecturally non-descript of 1-2 storeys in height, setback towards the east boundary of the site. The site slopes downhill from north to south and has been excavated in part to accommodate the shops building. Car parking dominates the pedestrian experience of approaching the building from Jells Road.

A fast food outlet is located in the car park towards the front southwest corner of the site.

### **Desired future character statement**

New development within this Character Type will respect the scale and form of development of the relevant Activity Centre, while providing for appropriate change.

High rise development within the Glen Waverley Major Activity Centre should be located towards the middle of the centre, consistent with the adopted Structure Plan.

Development in the Brandon Park Major Activity Centre and the Waverley Gardens and Wheelers Hill Neighbourhood Centres should generally be compatible with the strategic directions detailed in table 1 of Clause 21.06-3, except where an adopted Structure Plan, or some other mechanism, has identified an alternate direction.

In determining appropriate design parameters, reference should be made to all relevant studies, reports and any structure plan adopted for the Activity Centres.

Relevant studies, reports and structure plans are listed as reference documents to this clause.

### **Business Character Type 5 (BUS 5)**

#### **Current Character Statement**

The character of the area is derived from post-WWII industrial/commercial and retail development on a grid subdivision pattern fronting Dandenong Road, on flat topography.

The character of the area is strongly set by the businesses and industries which front Dandenong Road. These include car yards, service stations and other businesses. The buildings are simple in form and are set within hard paved areas. Setbacks are minimal and are directly related to the road. Some businesses have an associated array of colourful signage.

Behind the businesses fronting the north side of Dandenong Road are a number of other businesses. These have varied architecture, setbacks and parking arrangements and are visually unrelated to each other. Consequently the industries do not appear to part of a separate industrial zone but a part of the overall urban fabric.

The area has little aesthetic merit and the functional requirements of the industrial and commercial land uses takes precedence. The character of the area in effect depends upon its negative attributes, the visual clutter from signage and services, the simple functional buildings, traffic noise, the large expanses of hard surfacing and lack of enclosure.

#### **Contributory elements**

Elements that contribute to the current character include:

- Functional buildings and warehouses
- Varied setback throughout the Character Type
- Large areas of paving
- Prominent signage
- Visible car parking
- Asphalt footpaths
- Overhead Services
- Traffic on Dandenong Road

#### **Desired Future Character Statement**

This character type should develop with office, retail and residential buildings, within an attractive and consistent landscape setting.

Architecture will be appropriate in form and scale to the functional requirements of the use. Buildings that are energy efficient and conform to sustainable principles should be encouraged.

Three metre setbacks to all road boundaries will ensure there is sufficient room for an extensive landscape strip between the building and the road. A canopy of large native trees

will soften the extensive areas of paving and unify building types and enhance the boulevard character particularly along Dandenong and Warrigal Roads.

Parking and service areas should be at the side or rear of buildings with minimum visibility from the street.

Visual clutter should be progressively minimised by controlling the size and positioning of advertising signs and overhead services.

The interface with the residential area is important and the buildings should be transitioned appropriately to reflect surrounding development. Building architecture should display vertical and horizontal articulation, including varying built form, materials, colours and treatments.

## 22.03-5 Policy references

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