

21.03 A VISION FOR GREATER DANDENONG

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21.03-1 Vision

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Council's vision for Greater Dandenong is:

A nationally and internationally competitive city; a pre-eminent industrial centre for Melbourne's south-east with a significant high-tech/knowledge industrial component; a centre for government, multi-national investment and employment; vibrant commercial and retail sector and a state of the art inter-modal transport interchange for south eastern Victoria.

A municipality where, central Dandenong, Springvale, Noble Park and Parkmore major activity centres and other neighbourhood centres function as centres where high quality, appropriate, high to medium housing exists in harmony with a thriving and well-managed retail and commercial sector.

'A municipality where central Dandenong functions as the sustainable economic heart of the City for retail, commercial and residential development complemented by a number of activity centres ranging from major to local activity centres, where a range of high quality, appropriate, well-designed affordable high to medium density housing exists in harmony with a thriving retail and commercial sector and where sustainable modes of transport are highly accessible resulting in significantly less journeys by car.

A municipality where, housing diversity and choice is promoted in its various attractive neighbourhoods.

A city renowned for its inclusiveness and admired for its cosmopolitan and multicultural lifestyle; a city where a range of arts activities are promoted and different cultures are celebrated as much as tradition and history are celebrated.

A city whose green wedge provides a green, spacious relief from the surrounding urban development and supports a range of activities including agriculture, water treatment, recreation, education, and rural living that are carefully located and designed to respect the important environmental, cultural heritage, water management, landscape, and amenity values and functions of the region.

A healthy community that embraces a sense of pride and belonging and works together to achieve an economically, socially and environmentally sustainable future.

A well balanced satisfied community, which has easy and equitable access to services important to people's everyday life.

21.03-2 Achieving the vision

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To achieve Greater Dandenong's vision, realise opportunities and meet challenges the following key focus areas and strategic directions have been identified.

Economic Well-being – Strategies that facilitate employment and investment in the key economic areas of the municipality and stimulate its economic growth and well being.

Central Dandenong – Strategies to gather and disseminate information for central Dandenong over the next few decades; showcase central Dandenong as a preferred destination for high quality government services, housing, commercial, retail and entertainment activities; to work in partnership with State government to improve its potential in terms of its established infrastructure, support and commitment to world's best practice systems to facilitate development in central Dandenong.

Springvale Activity Centre - Strategies to promote Springvale as the principal metropolitan focus for Asian commercial and retail facilities; Strategies to consolidate and broaden its cultural base and expand it's already vibrant economy and residential market.

Council has prepared the Springvale Activity Centre Structure Plan (*April 2010*). Extensive community consultation and in-house research were undertaken as part of Council's preparation of the Springvale Activity Centre Structure Plan (*April 2010*).

Parkmore and Noble Park Activity Centres – Strategies to promote and expand these significant suburban mixed use nodes due their size, range of land uses and their position on Melbourne’s Principal Public Transport Network (PPTN)

Neighbourhood Centres – Strategies to promote neighbourhood centres as mixed use urban villages where old and new harmonise forming a strong backdrop for active community life; strategies to strengthen these neighbourhood centres with appropriate infrastructure to sustain basic convenience shopping within walking distance of most residential areas.

Diverse Community – Strategies that recognise and celebrate diversity as a significant strength of Greater Dandenong, strategies that promote opportunities for inclusion, participation and involvement of all citizens in the social, civic, economic life of our communities.

Sustainable Community – Strategies that improve the prosperity and contribute to employment growth, attractive and cared for natural and heritage areas; strategies to promote access to high quality sports and recreation venues, cultural expression and community services; strategies that facilitate employment and investment in Greater Dandenong’s key economic areas and stimulate growth of industrial and business opportunities unique to the area and strategies that reinforce the green wedge as a ‘break’ in built form development.

Sustainable Environment – Strategies that reduce air, water and noise pollution, strategies that promote ecologically sustainable development, strategies that allow for increased residential densities in appropriate locations and provide for diverse housing needs without compromising the valued characteristics of the area; strategies to protect and reinforce the rural landscape in Greater Dandenong’s Green Wedge and strategies that reinforce the Green Wedge Zone as a ‘Green Space’ between urban growth corridors.

Attractive and Safe Environment – Strategies that improve the visual amenity and image of Greater Dandenong particularly the public realm; policies and principles that encourage good urban design to improve safety and amenity.

Attractive Neighbourhoods – Strategies that promote a sense of place and community meaning.

Integrated Transport – Strategies that promote travel in Greater Dandenong away from the car to trains, buses, bicycles and footpath and to achieve a modal split in favour of sustainable modes of transport; strategies that integrate land use and transport in the way development is clustered near transport corridors with easier pedestrian and cycling access in existing and new street layouts.

Healthy Communities – Strategies that create health promoting environments that are welcoming, inclusive and make a positive contribution to the health and wellbeing of Greater Dandenong’s diverse communities.

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Strategic Framework Map

Council’s broad strategic directions for land use planning in Greater Dandenong are illustrated in the Strategic Framework Map. This map also identifies future strategic road corridors, potential new stations, extensions to railway lines and opportunities for improvements to the open space network.

Separate strategic framework maps have also been prepared for the major land use/infrastructure themes. These maps identify overall direction as to where different land use outcomes will be supported and promoted. These maps also identify potential/possible ‘development opportunity areas’ where land use changes and infrastructure expansions/additions may be expected.

Strategic Framework Map

