

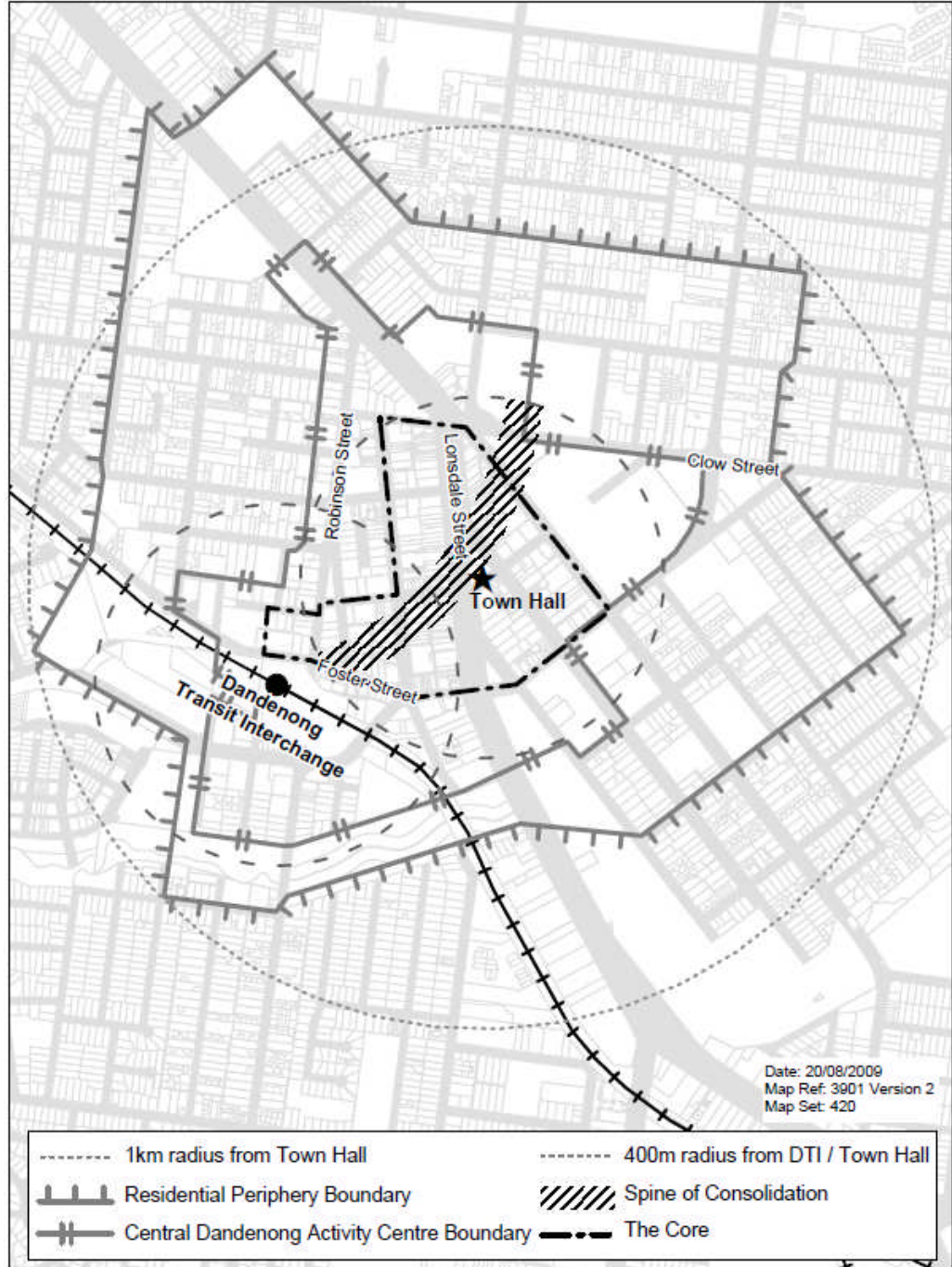
22.07

CENTRAL DANDENONG LOCAL PLANNING POLICY

19/12/2013
C124

This policy applies to all land within the Central Dandenong Activity Centre boundary as described in this policy. This policy articulates Council’s vision, which is the culmination of extensive strategic planning and sets the framework for future land use and development over the next thirty years.

Map 1 - Central Dandenong Activity Centre



22.07-126/11/2009
C104**Policy Basis**

Dandenong CAD is Victoria's second largest retail and commercial centre. It serves a large part of the south-east region of metropolitan Melbourne, a population of approximately 1 million people, and a local population of approximately 130,000, which is expected to grow substantially through both existing opportunities and initiatives, such as the Dandenong Saleyards redevelopment and *Melbourne 2030*. It contains regional offices for local, State and Federal government bodies, and is the hub and major interchange for significant transport services. The construction of *EastLink* has reinforced its very high accessibility.

This policy supports the Municipal Strategic Statement objective of "*promoting and further developing the Dandenong CAD as Melbourne's second largest retail and commercial centre*" in conjunction with State Planning Policy to promote and guide development in central Dandenong.

Melbourne 2030 recognises Central Dandenong as one of the State's initial and major Transit Cities. The important role of Central Dandenong in State Planning Policy is further emphasised in the refined plan *Melbourne @ 5 Million*, which has designated Central Dandenong as one of 6 new CAD's that will fulfil CBD like functions. The focus for development will be on integrated transport interchanges, mixed-use development and higher density residential land uses. The Transit Cities program aims to:

- Develop higher-density housing at strategic redevelopment sites near transit centres.
- Improve public transport usage and the integration of transport services.
- Provide opportunities for increased private investment and business innovation.
- Improve the overall quality of places and encourage sustainable city development.
- Build communities that offer fair access for all to services and employment opportunities.
- Provide a range of housing, in both the types and costs.

22.07-219/12/2013
C124**Future Direction and Vision***A changing city*

Central Dandenong has historically been a space that has provided a variety of retailing outlets servicing a local as well as regional residential population located outside of that space. Similarly, it has provided a degree of professional services, commercial activities and agricultural market places for that population. It has, fundamentally, been a non-residential economic environment characterised by built forms and transportation hierarchies designed to benefit that environment. Economies change, as do the communities and populations which both constitute and operate within them. In order to continue to grow and prosper, it is necessary that cities are sensitive to change and that they respond accordingly in how they evolve. Failure to do so sees the decline and eventual demise of the city, as it no longer performs a necessary function; it no longer has a *reason for being*.

Central Dandenong will be a residential city of national significance, supported by a strong economic foundation. It will integrate an extensive range of recreation and leisure activities and display a high quality urban landscape. It will be a pedestrian dominated environment, designed for high levels of access and mobility for all forms of transport.

Central Dandenong is transforming from purely a space of commercial functions to one with a strong, wide ranging residential base. It has a multiplicity of spaces accommodating all facets of human endeavour in which its new fundamental residential function is served by its integration into a mutually contributive multi-functional environment. This policy combines and harnesses the competing goals of public space and private capital, and vice versa. It is by melding the historically perceived antagonisms between the two that *Central*

Dandenong will create its strength. This new environment combines commercial and capital value with social value in producing truly value-added spaces for *Central Dandenong* as a people place with a strong and prosperous commercial base.

Central Dandenong is positioned to magnify its role in state, national and international arenas, developing a powerful economic base and exemplary outcomes in terms of its built form, architecture and sustainability in the human environment. In a period in which premium is placed on design and construction technologies which are energy efficient and environmentally sustainable, *Central Dandenong* will be a showcase for these technologies at all levels of urban development.

People

The people of *Central Dandenong* will be a wonderful cross section of Australian multiculturalism and age. People from all walks of life, economic strata, occupational backgrounds, levels of mobility and age groups will live, work, learn and play in and around *Central Dandenong*. They will populate its public and private spaces in an exchange of activities that span the day. Workers, travellers and tourists will add to the vibrancy of the resident population and the range of activities as they move in and about this dynamic area.

Urban functions

The urban functions of housing, employment, learning and education, culture and recreation within *Central Dandenong* will be actively addressed in a dynamic environment for both residents and visitors. Medium density housing is actively encouraged in the periphery to the Activity Centre, taking maximum advantage of the existing Residential 2 Zone in that area. Higher density housing within *Central Dandenong* will complement the strategy to provide increases in population densities and a range of housing types in a contemporary urban environment.

An expanded and more diverse residential base and increased densities in the office and service sector will add significantly to a resurgent retail base within the city. The increases in these populations will change the economy of *Central Dandenong* and vice versa in a mutually supportive process. These changes will require consideration of the cultural and recreational needs of these populations. *Central Dandenong* will offer a mix of cultural and recreational activities with performing arts and entertainment being focused on the area around the Town Hall. Both active as well as passive recreation will be accommodated in a mix of indoor and outdoor areas, which will be integrated into the public realm which invites and promotes high levels of pedestrian activity. The facilities of Dandenong Park and John Hemmings Memorial Park are examples of existing 'green' public open spaces which will be functionally and physically integrated with the activity centre.

Built form and urban design

The built form of the Central Dandenong Activity Centre will concentrate on achieving with higher densities of land uses ranging from a broad spectrum of residential typologies to various forms of retail, commercial and service related industries, and educational facilities. This built form will result in a dynamic and stimulating space. It is an environment designed for people, to maximise pedestrian and other human experience, with high levels of safety, surveillance, amenity and convenience.

Streets, laneways, footpaths and on-street parking will be an integrated part of the public realm designed to function as urban open spaces and places where pedestrian movement is paramount and social interaction is facilitated.

The built form of *Central Dandenong* will demonstrate:

- Buildings that achieve heights of 5 storeys or more.
- A ground level public realm that offers very attractive, people-oriented urban open spaces that are dominated by pedestrian movement. This will be supported by specifically designed and built street furniture, landscaping, surfacing and other physical infrastructure. Ground level frontages of buildings will contribute to the safety, visual interest and vitality of the street.

- Ground floor private spaces that positively interface with the public realm and enhance the pedestrian experience. Development will be dominated by street front retailing, with façades designed to engage the public realm and offer protection to pedestrians.
- Blank ground floor façades (such as those presented by enclosed retail) will not be permitted and existing developments will be activated to maintain the integrity of the ground floor pedestrian experience.
- Upper storey levels will be developed with a range of uses, including, residential, retail, commercial, learning and educational and service industries. Buildings can be expected to be higher-rise structures (5 storeys or more), taking advantage of views and topography, without adversely impacting on the visual landscapes and city skyline, and their relationship to the human scale.
- Urban design that:
 - Promotes urban open spaces as ‘people spaces’ making them attractive, safe and comfortable environments for pedestrians, including the elderly and people with physical disabilities.
 - Is pedestrian focused, providing quality linkages and enhancing user experience through well-planned streets and lanes.
 - Integrates the public realm and publicly accessible private domain, and animates the public domain with ground level private uses and robust urban art.
 - Is architecturally innovative, without compromising the integrity of existing good quality buildings.
 - Offers maximum protection to pedestrians from inclement weather, while optimising solar benefits to open areas.
 - Encourages and facilitates a dynamic retail and economically active street level land use linked to the public realm.
 - Responds to locations in terms of vistas, skylines, identified gateways and landmarks, and to cultural and historical elements.
 - Adds to the ‘greening’ of the urban landscape with semi-mature and mature planting, with a landscape management plan where necessary.
 - Includes street front façades which offer variety, interest and a high level of detail in materials.
 - Considers façade and skyline signage an important component of the visual experience and amenity.
 - Demonstrates environmental sensitivity, energy efficiency and economically sustainable designs in its buildings.
 - Provides appropriate street level external lighting to be integrated into new development.
 - Delivers visual permeability between the street and activities within retail and commercial developments.
 - Achieves horizontal and vertical integration of different land uses.
 - Addresses environmental and social outcomes, recognising user amenity as paramount.
 - Adds value to investment.

Public open space

Public open space will be enhanced and added to by extending green spaces such as Dandenong Creek, Dandenong Park and John Hemmings Memorial Park into the city and by developing socially engaging urban open spaces within the public realm. Enhancement

and development of urban squares, piazzas, pedestrian malls and green spaces, as environments dedicated to social recreation and exchange will form a strong foundation for creating a high quality living and working city. The earlier-mentioned role of urban design is a key strategy in achieving this goal.

Transport

The Central Area Transport System (CAT) is a new intra-district transit system to be initiated over the next three years. Preferred vehicle movement within *Central Dandenong* is by this Central Area Transport System. Developed initially as a bus based system it may be evolved in due course into a light rail system. It will traverse *Central Dandenong* circulating the Core and connect with the wider transport network, designed for high levels of frequency and access. It will intersect with other public transport facilities and with strategically located multi-level car parks within a clearly defined vehicle/bicycle/pedestrian hierarchy. As such, the CAT system will provide an attractive, efficient and frequent service around and through the Core, linking the Rail Station, car parks and activities. Dandenong Hospital and Chisholm TAFE (to the north of *Central Dandenong*) will also be integrated into the CAT system.

Transportation management and integration will play a central role in improving mobility, access and amenity. Public transport to and within this Transit City, with strong links between land use, pedestrian experience, and vehicular accessibility will be one of its hallmarks.

Rail access and efficiency is the central element to a Transit City and an aspect that is to be capitalised upon. Increased land use densities in the vicinity of Dandenong Transit Interchange have already commenced, with the Metro Village 3175 development, and are set to continue in this policy. The station and surrounding developments are to be integrated into the CAT (Central Areas Transport) system, and the station forms an anchor for the pedestrian spine that is to link through to the Dandenong Market via the Town Hall and Dandenong Plaza.

It is envisioned that *Central Dandenong* will be an environment in which public transport and pedestrian activity will dominate. Emphasis is placed on a pedestrian and cycle friendly environment supported by a highly efficient transport management system and the CAT system.

Convenient access to and movement within Central Dandenong is an important aspect of design and development. Design of all structures and facilities needs to take account of the city topography and design with the surrounding grades in mind in order to accommodate a pedestrian-friendly environment. Streets and laneways become an extension of activities, especially ground floor activities, and vice versa. They must be used as a design and development tool to integrate built form and activities and this is especially important to compact and consolidate Central Dandenong. To achieve this cohesion and the highest quality outcomes, it will be necessary to re-align, redesign and develop streets/accessways to achieve a highly integrated street network. This includes potential new accessways in large-lot or multi-lot development. Council will focus on developing and strengthening 'City Street' that will provide a pedestrian link between the station and the Town Hall. This is the central element, the 'spine', of pedestrian activity.

Walkability and pleasant and safe urban open spaces are very important elements of an attractive mixed use Activity Centre, for residents, employees as well as visitors. Pedestrian routes must be convenient, attractive in all weather conditions and safe at all times. Design of building façades and public infrastructure must facilitate and enhance walkability and pedestrian movement and maximise the attractiveness of the pedestrian experience. Links with public transport and the CAT system are will be designed for maximum pedestrian amenity.

Safety and convenience for cyclists is also an important aspect of an attractive Activity Centre and future development needs to facilitate this mode of transport with minimum conflict between motorised vehicles, pedestrians and cyclists. Cycle paths will be integrated with cycle trails in the adjacent areas and with public transport interchanges, especially rail. Initially the majority of cycling may initially be of a recreational nature. As

residential and employment densities increase there will be an increase in commuter cycling. Design of residential and non-residential buildings must accommodate safe bicycle storage and in the case of non-residential buildings adequate ablution facilities need to be available to in-commuters as part of commitment to facilitating increased use of non-motorised transport.

Car parks

Car parks, like streets must not be allowed to act as pedestrian barriers or disintegrate *Central Dandenong*. They must be discouraged from operating at ground floor level as they sterilise ground floor activity and the surrounding area. Strategic car parks that form part of the traffic management system and CAT are to be developed at key locations along the CAT route. A traffic and transportation management strategy is to be developed to a finer level of detail to give added guidance on these matters.

To ensure that user and public amenity are paramount at all times in *Central Dandenong* it is important that all developments that include car parks submit in this regard a detailed management plan. The management plan must address the following issues:

- Safety and security, both within the car park and at its interface with the public realm.
- Hours of access.
- Staffing.
- Access ‘categories’ for example whether it has exclusive access or allows for general public access.

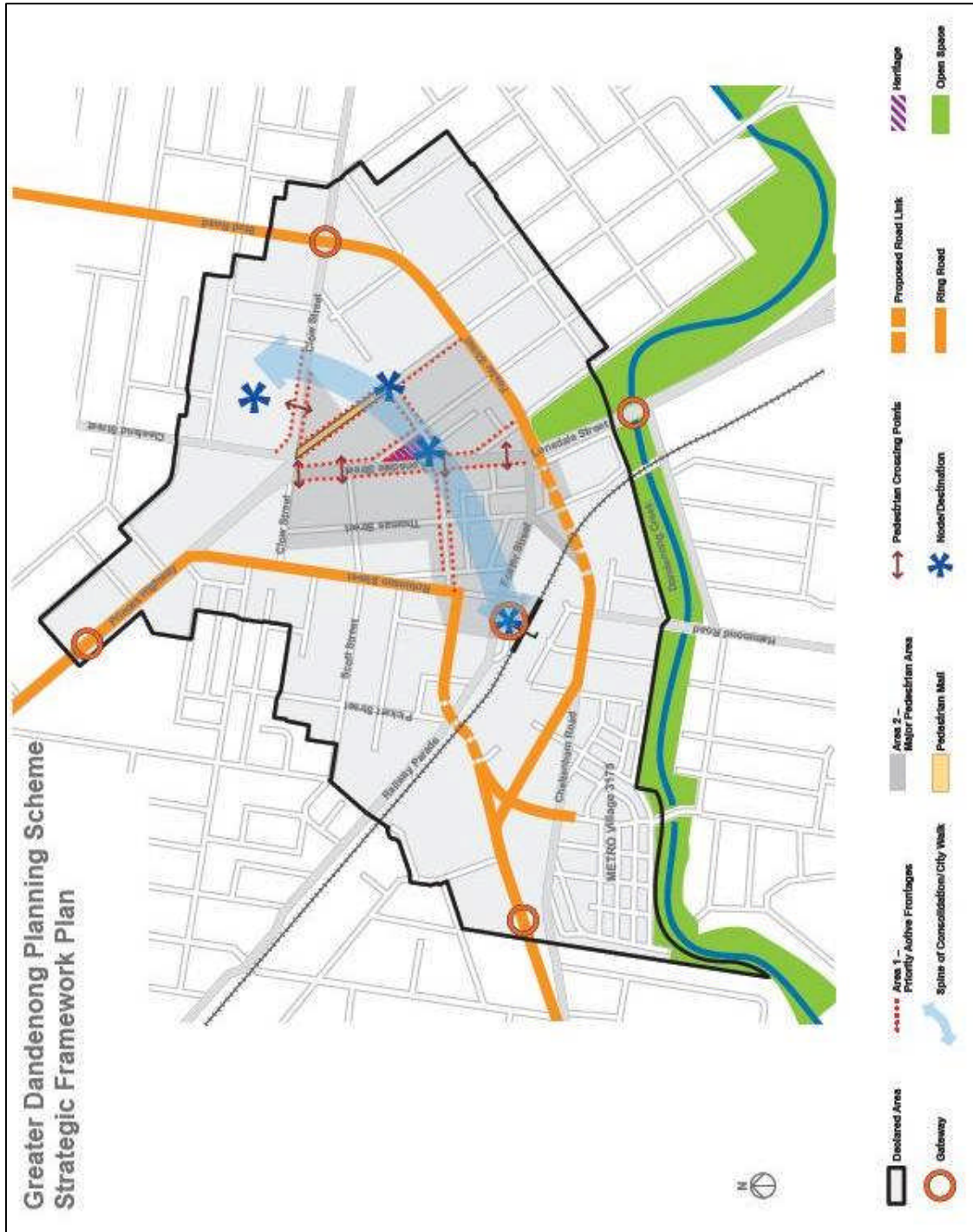
Car parks will be strategically located and designed to meet the objectives of a coordinated transport strategy. A Central Area Transport System (CAT) is to be developed to create high levels of internal mobility and accessibility and the location and integration of car parks is an essential component of the future *Central Dandenong*. The location and design of these buildings needs to add value to the built form of the area as much as any other building is expected to do. Together with consideration of the relevant urban design aspects mentioned above, the following urban design considerations are to be taken into account in the development of car parks. They must:

- Neither locate on nor take access from ground floor on streets or urban open spaces which are dedicated to street front retailing.
- Be safe and secure both internally and externally.
- Seek to be architecturally innovative, make a relevant architectural statement and be sensitive to surrounding development.
- Have façades that contribute to the attractiveness of the built form. Typical gaping concrete boxes will be strongly discouraged.
- Be well landscaped with minimal negative visual effect from the street/public realm.
- Be high quality and positively contribute to the Central Dandenong character.
- Be well lit.

Strategic Framework Plan

The Strategic Framework Plan further outlines the vision for Central Dandenong.

Map 2 – Strategic Framework Plan



22.07-3 Key issues26/11/2009
C104

Central Dandenong will strengthen and grow the local economy, achieve population growth, improve transportation options and manage consolidation. Key issues in reinvigorating Dandenong are as follows:

- *Central Dandenong* will have to become more complex and diverse, with integrated land uses, including higher-density residential development as a central component.
- The need for more compact development and consolidation of activities with a focus on the 400 metre (5 minute walk) radii centred on Dandenong Transit Interchange and the Dandenong Town Hall. This includes creating strong links between and through them to form a 'Spine of Consolidation' (see Map 1).
- The existing street pattern and built form will need to accord with the Strategic Framework Plan as well as being responsive to development initiatives and opportunities.
- A highly efficient, convenient and reliable Central Areas Transit (CAT) system must be implemented as a priority. It needs to develop over the next 30 years from bus-based to light rail. It will require integration with the wider public transport system and should complement strategies for pedestrian and private vehicle management in *Central Dandenong*.
- Existing barriers presented by traffic related infrastructure need to be redesigned as necessary to enhance the pedestrian environment and public realm.
- Pedestrian access and mobility within Central Dandenong offering high levels of amenity must be a priority.
- Implementation of a retail revitalisation strategy linked to this policy, to which Council, the State government and the private sector are committed.
- Addressing the social environment in *Central Dandenong* requires a multi-faceted approach which includes strategies on land use, provision of services, recreational opportunities, a healthy built environment and economic access.
- High profile public and private sector 'key projects' must be identified and implemented within the short term to give impetus to the consolidation of *Central Dandenong*. To achieve these projects, strong partnerships between Council and state agencies will need to be maintained.
- Developments which do not positively contribute towards the long term vision and outcomes envisaged by the policy will be actively discouraged, even though they provide an immediate capital investment in the area.

22.07-4 Strategic locations24/02/2011
C96*The Core*

The Core of *Central Dandenong* is generally described as being bounded by Thomas, Clow, McCrae, Foster, Cadle and Walker Streets (see Map 1). Within this area the greatest consolidation and higher density of mixed land uses will occur, and built forms should include buildings of 5 storeys or more. Urban open spaces will be an important functional component of this area. More intensive street front retail with higher-density residential and/or office and service industry developments above street level will be the characteristic land uses. *Central Dandenong* is envisaged to accommodate a residential population of 7,000 people by the year 2015 and as such medium and lower density residential development in it might not be supported. The public realm within the Core will be pedestrian focused, socially interactive and will be supported by a variety of performing

arts and entertainment venues, restaurants and the hospitality industry. A high level of public transport will give access to and within the Core.

The delineation of the Core will remain fixed until such time as it is shown to have reached an intensity of mixed land uses and built form that warrant its expansion into the periphery. Developments in and around the core that undermine the achievement of mixed land use, consolidation and higher densities being located in the Core will be discouraged.

The Spine of Consolidation

The Spine of Consolidation is the focus of compaction and consolidation of *Central Dandenong*. In particular, the focus will be on two radii of approximately 400 metres centred on the Dandenong Town Hall and Dandenong Transit Interchange, with the ‘spine of consolidation’ running between the station, the Town Hall and the market. At either end of these centre points, within the 400 metre radius, are strong anchors in the new market development, Dandenong Plaza and the Metro Village 3175 residential development. The spine of consolidation describes a notional area and the maps in the Policy must not be interpreted as indicating absolute boundaries. The Spine of Consolidation will incorporate a designated ‘City Street’ which will provide a more direct link to the city centre and retail precinct with active street life and open spaces.

22.07-5

24/02/2011
C96

Policy objectives and policy

Policy objectives (or vision) and policy are outlined below in relation to *Central Dandenong* overall and specific land use ‘layers’. The land use ‘layers’ as represented in the maps indicates the desired area for the location of activities as described in the policy.

Central Dandenong

Objectives

- To support the relevant clauses of the Municipal Strategic Statement.
- To support and deliver Council and VicUrban’s shared vision for Central Dandenong.
- To provide for the consolidation of a mix of residential, office, education and community service development.
- To promote activity and vitality in the public realm.
- To improve the form and function of Central Dandenong through high quality and innovative built form and urban design responses.
- To support the development of further strategic studies and work.
- To discourage developments that do not positively contribute towards the long term vision and outcomes envisaged by the policy.

Policy

It is policy to consider, as appropriate, the visions and policy of the following land use and development categories when considering an application to use or develop land for:

- Residential.
- Office and Service Industry.
- Retail.
- Education.
- Community Services, and

- Recreation/Leisure.

Residential

Vision

Higher density residential development in *Central Dandenong* is a crucial component in both long term economic development and accommodation of population growth as set out in *Melbourne 2030* and *Melbourne @ 5 Million*. A residential population of 15,000 people within *Central Dandenong* and the periphery by the year 2015 is envisioned. Higher density and medium to high rise developments in the Core, close to transport hubs and people-based mixed-use developments will be encouraged to achieve this target. Future residents of *Central Dandenong* will range from young to old persons of all abilities. People of all ages- young families, students, the aged, persons with special needs, and the economically active- will make up the demographic profile of residents. The residents will have provided for them the appropriate types and levels of infrastructure and services needed to offer them the desired quality of amenity. Medium density housing (of the type subject to assessment under clause 55 of the Scheme) is strongly discouraged in *Central Dandenong*.

With a focus on high levels of safety, amenity, integrating the private and public realms, as well as service delivery and residentially relevant mixed use activities in the area, Central Dandenong will be well positioned to attract and accommodate young people and those with special needs. An increased residential population will provide a dynamic to extend and expand on Greater Dandenong's rich multi-cultural diversity.

Quality built form and good innovative design will be encouraged for both new development and the redevelopment of existing residential stock and the conversion of non-residential stock to apartments. Design and construction must take into account an urban environment that provides an active 'after-hours' life, and design compatibility between residential and non-residential land uses in such areas.

Policy

It is policy to:

- Increase the residential population in Central Dandenong to 7000 by 2015.
- Encourage development of higher density housing.
- Encourage greater diversity in housing types.
- Provide the most direct and safe access to public transport facilities from dwellings.
- Strongly encourage buildings of 5 storeys or more in height. .

Refer to Map 1: *Central Dandenong Activity Centre*.

Offices and service industry

Vision

Central Dandenong has a strong existing land use activity base and infrastructure to accommodate and expand upon. There is a great deal of opportunity and this policy aims to build upon this base and infrastructure and promote the location and development of offices and other similar non-retail commercial activities within the area. Offices ranging from small, individual business offices and professional suites to corporate office complexes are to be encouraged. High-tech services that are operated primarily from office environments, such as the IT industry and internet businesses are to be accommodated

within this environment. This component already plays an important part in the local economy and is an area in which growth is to be stimulated.

New uses and major projects are to be encouraged, and the aim of consolidating the area into an integrated centre pursued. The revitalisation and transformation of existing building stock that is currently underutilised or underperforming in this regard is to be encouraged. Compatible service industry and manufacturing is also encompassed within this land use category.

Development of the potential to create a link between *Central Dandenong*, and the extensive concentrations of heavy and medium industry in the region are important. These links can be created by establishing new satellite operations such as exhibition centres, showrooms, and visitor centres would act to stimulate industrial demand in the region by the *Central Dandenong* being a concentrated venue for showcasing these industries. All sectors of the area would benefit directly from these links and will be encouraged.

Accommodation of State Government departments as part of this sector must be encouraged and pursued.

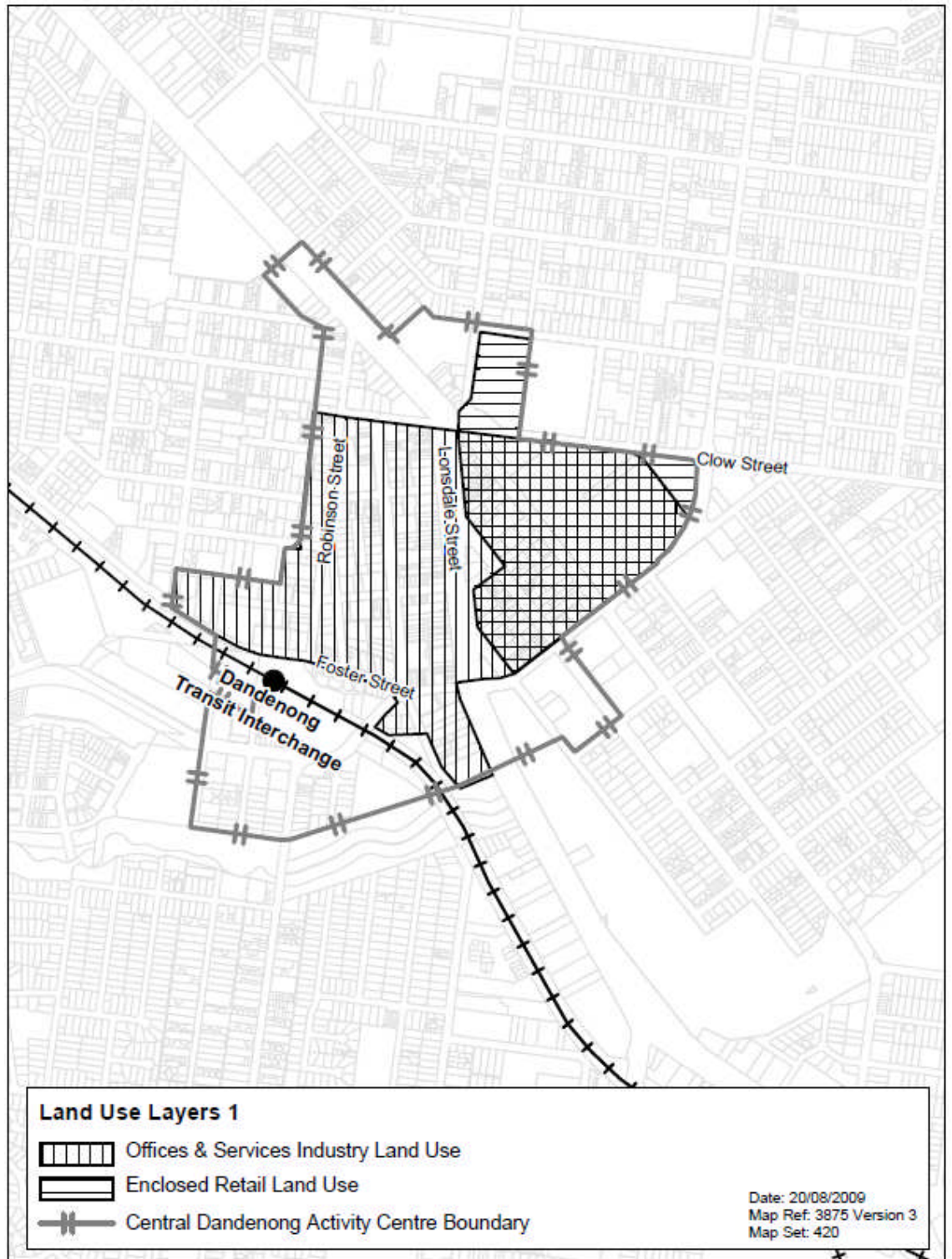
Policy

It is policy to:

- Increase office and service industry employment in Central Dandenong by encouraging development of new and diverse range of office and service industry types.
- Develop active links between Central Dandenong and existing industry in the region,
- Encourage the establishment by State Government of an increased number of its offices in Central Dandenong.

Refer to Map 3: *Enclosed Retail and Offices & Service Industry Land Use Layers* for the desired location of offices and service industry types.

Map 3 - Enclosed Retail and Offices & Service Industry Land Use Layers



Enclosed retail

Vision

The Dandenong Market and Dandenong Plaza complexes are well-established retail uses in the *Central Dandenong* Activity Centre. There are also a number of older style arcades in the area.

Enclosed retail, such as shopping centre arcades, need to recognise and respond at the ground floor level to the public realm to ensure that the streetscape is not sterilised of activity and integration. While these retail environments may necessarily have restricted access after hours, their integration into the internal and external environments requires the same quality design and signage responses as is expected from street level retail.

Policy

It is policy to:

- Better integrate existing enclosed shopping centres into the Core, encouraging external boundary activities which enliven the public realm 24 hours a day.
- Integrate with adjacent street level retailing, malls and arcades where appropriate.
- Have new enclosed retail positively integrate with the public realm at ground level in a way that contributes to the vision and policy described in the sub-category “Street front retail”.
- Not expand the retailing core by the development of the block bounded by Cleeland, King, Stuart and Clow Streets, by not supporting development of the block for retail purposes beyond that reasonably required for the redevelopment of the Fresh Produce Market.

Refer to Map 3: *Enclosed Retail and Offices & Service Industry Land Use Layers* for the desired location of enclosed retail activity.

Street front retail

Vision

Central Dandenong is second only to Central Melbourne in terms of its size and its strategic regional role. Retail and office floor space is, however, at a fairly low density and much of it is of a design and format developed in recent decades and has not changed to meet modern retailing needs.

There is no doubt that the retail element of *Central Dandenong* is a “commercial barometer” and requires focus and commitment from both the public and private sector to ensure that it remains a substantial element of *Central Dandenong*’s economic base and a significant base for employment in the area.

Compaction and consolidation of *Central Dandenong* is the most significant point of departure and the focus in this regard will be centred on two radii of approximately 400 metres centred on the Dandenong Town Hall and Dandenong Transit Interchange, with the ‘spine’ of consolidation running between the station, the Town Hall and the market. At either end of these centre points, within the 400 metre radius, are strong anchors in the market, Dandenong Plaza and the Metro Village 3175 development.

Street level retail must ensure both visual and active integration between the retail space and the external environment. Dynamic activities and built forms will create a synergy

between these environments, adding to the optimal use of both, and enhancing the pedestrian experience. Blanked out windows, solid roller shutters and signage that has the effect of disintegrating or isolating the activity will not be supported. Street level retail developments must be integrated into the public realm and play a contributing role to its design, appearance and where possible its functionality. It is also important to continue to encourage a mix of retailing experiences within *Central Dandenong*. Niche markets, boutique retailing, and up-market retail outlets need to be encouraged to locate in *Central Dandenong* in order that a wide range and diversity of retail is on offer.

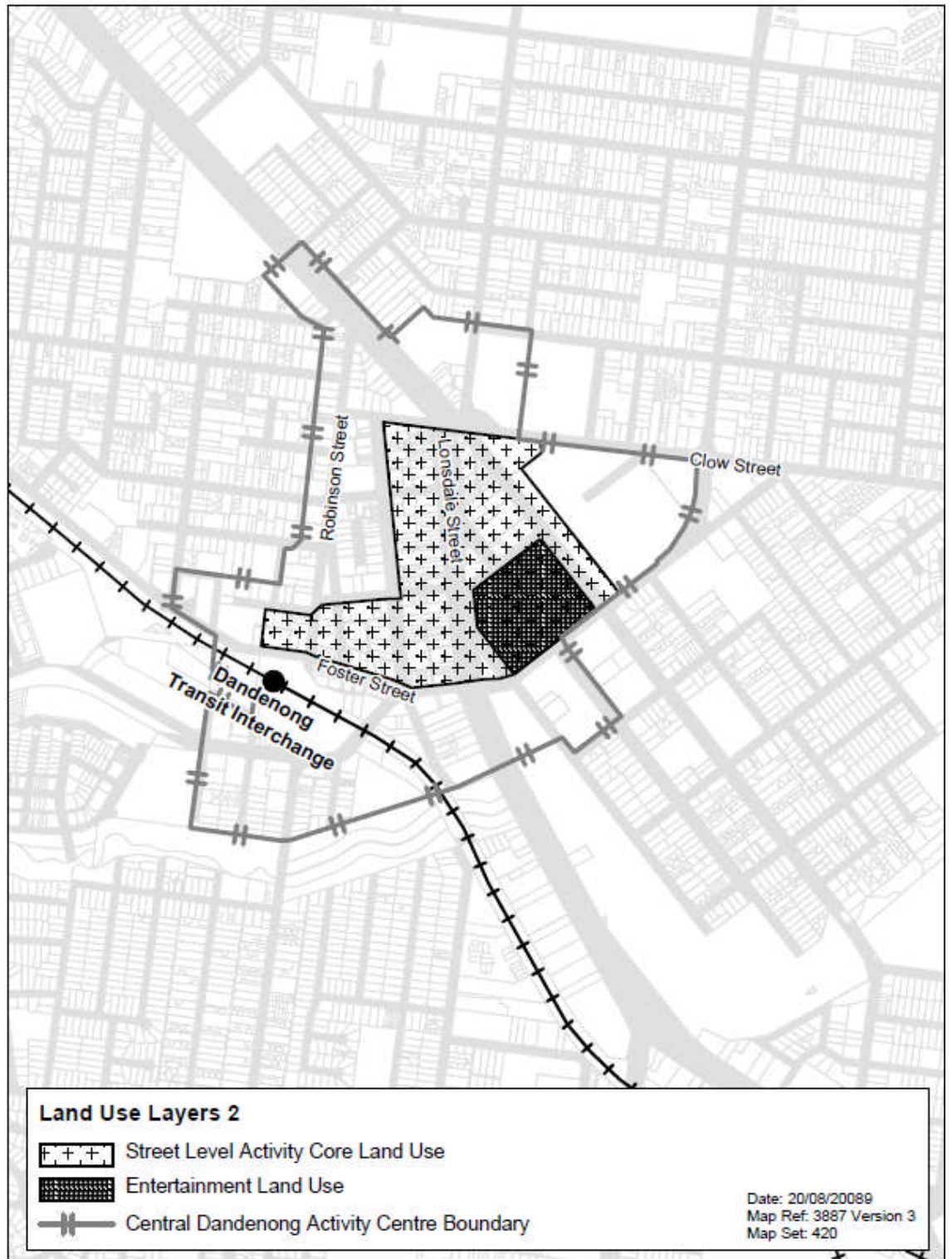
Policy

It is policy to:

- Consolidate and enhance active street frontage retailing in the Core.
- Integrate with adjacent malls and arcades where appropriate.
- Provide innovative design and active frontages which contribute to the amenity of the area and create activity in the public realm.

Refer to Map 4: *Entertainment and Street Level Activity Core Land Use Layers* for the desired location of street level retailing and other street level activities.

Map 4 - Entertainment and Street Level Activity Core Land Use Layers



Learning and education

Vision

Schools with catchments covering the Central Dandenong area include: Dandenong Primary, St Mary's Catholic Primary, Dandenong South Primary, Dandenong High School, Cleeland Secondary College and St John's Regional College. The Dandenong Campus of the Chisholm Institute of TAFE is located 1 kilometre to the north.

There are currently minimal learning, and tertiary education facilities in the central area. The introduction of new education activities into Central Dandenong or close to the transport hub should be encouraged. It is envisaged that these education facilities will provide access to state of the art information and community infrastructure. This offers a range of benefits to the institution, its students and the City. It would positively affect the residential sector within and beyond *Central Dandenong*, the retail and entertainment sectors and contribute significantly to the cultural strengths and development of the city. This location would offer significant benefits to the students and employees of the institution with access to a dynamic, vibrant and well serviced area and the cost benefits gained from proximity to and integration with *Central Dandenong*.

The mixed-use, well serviced *Central Dandenong* is also a highly suitable environment for other forms of smaller secondary, college and tertiary training institutions to locate.

Easily accessible learning and education facilities are a very important element of creating an attractive centre for the benefit of both residents and employees. They will add to the social vibrancy of Central Dandenong and its local economy in terms of both personal expenditure as well as a source of skilled personnel for expanding business in the region.

Policy

It is policy to:

- Support the retention and enhancement of education facilities within and adjacent to *Central Dandenong*.
- Encourage the location of tertiary, learning and educational facilities within or at the edge of *Central Dandenong*. When located within *Central Dandenong*, these facilities will need to contribute to active street frontages.
- Promote a multiple function and community use of educational facilities which expands these into a socially rich asset base for the city and its residents.

Community services

Vision

Easily accessible community services are a very important element of a viable mixed use Activity Centre. They offer vital services to employees, residents, students and visitors to Central Dandenong.

Central Dandenong's workforce profile comprises approximately 28% government administration and health and community services employees. In the late 1980's there was an exodus of many government offices from Dandenong as they became consolidated in Central Melbourne and this had a significant affect on local economic activity. The 28% is a figure almost identical to the employment profile for the retail sector and thus can be seen as a significant component of both the employment market and the sector from which local economic expenditure is generated. A 1997 survey found that 24% of visits to Central Dandenong were primarily related to a visit to this sector.

Melbourne 2030 and the updated *Melbourne @5million* note that Central Activity Districts are “vibrant centres of community activity with a range of public facilities”. This is supported by the stated initiative of the State Government to “lead by example in decisions by State government departments and agencies on the location of new health, education, justice, community and administrative facilities, ensuring consistency with *Melbourne 2030*” (p 56 *M2030*). The Activity Centre Implementation Plan recognises the vitality, market benefits and the definitive role that this can play in activity centres and it is policy to encourage the growth of this sector. Guidelines, provisos and localities will be informed on the basis of whether the government sector land use is administrative or a primary service provider, such as a health clinic.

Policy

It is policy to:

- Support the retention and enhancement of both public and private community service facilities such as administrative, vocational, health, welfare and places of worship in *Central Dandenong* and adjacent areas.
- Encourage community facilities to locate so that they support, and do not compete with, the principles of urban consolidation in *Central Dandenong*. In this regard the location of community facilities at ground level within the Core of *Central Dandenong* should only be allowed where it can be demonstrated to add to the vision for the Core.

Recreation and leisure

Vision

This policy will support the vision for leisure and recreation as outlined in the Municipal Strategic Statement. There is a diverse range of recreation, leisure and urban open spaces and activities in Central Dandenong. Easily accessible and safe facilities are very important elements of an attractive mixed use Activity Centre.

Dandenong Creek and its surrounding parklands are primary open space features adjacent to Central Dandenong. In the past the Creek has been heavily engineered to control flooding in the catchment, however there is a potential to make the overall design and landscaping more attractive to benefit future residents, employees and visitors to Central Dandenong. John Hemmings Memorial Park, on Central Dandenong’s northern boundary, is well positioned public open space with an array of buildings and infrastructure currently the focus of development and added recreational opportunities, and which can be further developed and integrated into the recreation and leisure options being made available.

Future development in Central Dandenong must clearly have in mind the promotion and integration of recreation and leisure in the land use mix and urban design. Greater Dandenong is culturally rich in its heritage and diversity, and this provides a solid foundation on which to build. Tourism has vast economic potential for the city. Existing heritage assets and vacant or underutilised Council buildings can be incorporated into this strategy and cultural, civic and entertainment events can be staged at these venues.

Redevelopment of Dandenong Town Hall as a performing arts centre has been undertaken by the Council, and the upgrading of Walker Street between it and Robinson Street, and the public art project on the corner of Lonsdale and Walker Street is a sign of Council acknowledging this important element in land use and design responses. The Dandenong Market redevelopment being undertaken by Council is another opportunity that apart from the obvious commercial benefits, will capitalise upon its relationship to recreation and leisure.

Apart from self-contained venues such as theatres and sports halls, appropriate recreation and leisure activity at street level is a desirable outcome. Built form and urban design can play an important role in promoting this type of activity through its treatment of the public

realm and the interface between it and private space and activity. To this extent it is important to develop infrastructure that accommodates and encourages this and to support and encourage land uses that respond at ground floor through, for example sidewalk cafés. The public realm should provide ‘people-friendly’ spaces of high amenity in which design and integration with activity areas ensures maximum safety. Extending and developing the Dandenong Creek/ Dandenong Park environ northwards towards the Town Hall is a desired integration of the public realm into the urban form and mixed land use complex. It will contribute substantially to the City’s image and attractiveness, helping in establishing the city character and perceptions thereof.

Contemporary city growth and development must include as a significant component a strong arts, entertainment and cultural sector. City economies can derive enormous benefit from well planned recreation and leisure activities, both in terms of direct expenditure in the economy as well as the value that it adds to the infrastructure base of the city. It has a positive impact on residential, retail and commercial sectors of the city’s viability and as such is important to the sustainability of the modern city.

Policy

It is policy to:

- Facilitate the retention and enhancement of indoor and outdoor recreation and leisure facilities.
- Enhance the street environment and associated open space as an integrated part of *Central Dandenong* and adjacent areas.
- Encourage new uses and developments which contribute positively to the overall image of *Central Dandenong*.
- Concentrate the location of recreation and entertainment uses with a high potential for detrimental amenity impacts in the area bounded by McCrae, Foster, Pultney and Walker Streets.
- Facilitate the retention and enhancement of recreation and leisure facilities in the Dandenong Creek area as well as John Hemmings Memorial Park, as an integrated part of *Central Dandenong* and adjacent areas.
- Extend Dandenong Park across Foster Street to integrate with the Town Hall area and its associated public spaces.
- Facilitate the retention and enhancement of playing fields in the area.

Refer to Map 4: *Entertainment and Street Level Activity Core Land Use Layers* for the desired location of entertainment and recreation uses.

22.07-6

24/02/2011
C96

Glossary of terms

Activity Centre (also referred to as Dandenong CAD): the fixed boundary area as designated on Map 1, ‘Central Dandenong Activity Centre’.

CAT: Central Area Transport System.

Central Dandenong: The name given to the Dandenong Activity Centre/CAD.

Core: Inner area of *Central Dandenong*, generally bound by Thomas, Clow, McCrae, Foster, Cadle and Walker Streets, as depicted on Map 1, within which area an active street front must be a component of any new development.

Land Use Layer: An area within which it is desired to concentrate a particular land use. It does not, however, exclude the location of a particular land use outside of the indicated area

M2030: Abbreviation of *Melbourne 2030*, the name of the State Strategic Planning document which sets out the State's planning policy and development criteria up to the year 2030.

Melbourne @ 5 Million: provides policy initiatives that are complementary to the directions of *Melbourne 2030*. The two documents should be considered together.

MSS: The Municipal Strategic Statement, a concise statement of the key strategic planning, land use and development objectives for the municipality, as contained in the Greater Dandenong Planning Scheme.

Periphery: An area of generally 400m beyond and surrounding *Central Dandenong*, as indicated on the map

Spine of Consolidation: An area between Dandenong Transit Interchange, the former Town Hall and the market which is the focus of land use consolidation and compaction.

Transit City (renamed Dandenong Central Activity District): The name given by the Department of Planning and Community Development to the philosophy and program of Transit Oriented Development in key Activity Centres, and is a central part of strategic planning in M2030 and Melbourne @ 5 Million.