

21.0319/04/2012
C88**A VISION FOR MONASH**

The planning framework for the City of Monash is founded on a 10-year vision for the City derived by Council in close collaboration with the Monash community. This vision is outlined in *Monash 2012 - A Strategy for the Future* (City of Monash, 2003) and is supported by this Municipal Strategic Statement and a series of major Council documents, such as the Council Plan, the Annual Budget and Business Plan, and the Annual Report.

21.03-130/07/2009
C57**City of Monash Council Plan**

The Council Plan and Municipal Strategic Statement share Council's *Vision for A Thriving Community*:

Our City will promote a sustainable, quality environment where the community is actively encouraged to participate in community and civic life to enrich the cultural, social, environmental and economic viability of our City.

and provides a framework for improving the social, physical, environmental The City of Monash Council Plan 2006-2010 establishes the future corporate direction for the municipality and economic well-being of the community over the next 4 years.

Since the Municipal Strategic Statement was first developed, the City of Monash has revitalised its Council Plan based on *Monash 2012: A Strategy for the Future* (City of Monash, 2003). *Monash 2012* was developed via an extensive community consultation program that aimed to identify the areas the community believed were most in need of strategic direction and focus.

The Council Plan 2006 – 2010 incorporates ten major themes of community, cultural diversity, aged services, children, youth and family services, economic development, activity centre development, the environment, urban development, transport and traffic management, and council facilities and their individual goals. These goals are linked to 5 strategic objectives for the City of Monash.

The strategic objectives are:

- Objective 1 – An Inclusive & Connected Community
- Objective 2 – A Supportive Community
- Objective 3 – A Prosperous Community
- Objective 4 – A Liveable City
- Objective 5 – Responsible Corporate Governance

The revised Municipal Strategic Statement has drawn upon the strategic objectives stated within the Council Plan 2006 – 2010 to identify key issues and strategies for action to achieve Council's vision for the City of Monash.

21.03-206/05/2010
C91**Council Values**

Council has identified a set of values which define how the Council Plan will be implemented. These values guide the way in which activities and services will be delivered to the community.

Council is committed to:

- Promoting and fostering a strong sense of community;
- Regular consultation with residents, ratepayers and other Stakeholders;
- Economic, social and environmental sustainability;
- Open and accountable leadership;

- Integrity and transparency;
- Efficient, effective and equitable delivery of services;
- Supporting the cultural and diverse needs of the community;
- Valuing the work of volunteers in the community;
- Supporting council staff and recognising their vital contribution;
- Promoting equal opportunity in employment, utilisation of Council services and allocation of resources; and
- Council is committed to acting compatibly with the human rights of the community.

This Municipal Strategic Statement embraces the Vision and Values articulated in the Council Plan 2006 - 2010. It addresses the key areas of urban development, transport & traffic management, activity centre development, the environment, and economic development, and to a lesser extent the community, children, youth and family services, cultural diversity and aged services, and identifies those actions which will be implemented through the planning scheme to meet Council's goals and strategic objectives.

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Monash 2012 – A Strategy for the Future

In 2003, Monash City Council developed a 10-year plan for the municipality, with considerable input from the community. This Plan, entitled *Monash 2012 – A Strategy for the Future*, sets out the aspirations of the Monash community as it moves into the 21st Century. It identifies ten major themes of importance to Council and the community and proposes a goal for each theme. Strategies have also been developed, which are supported by the key principles of accessibility, consultation, governance, strategic relationships and sustainability.

Monash 2012 acknowledges the State Government's *Melbourne 2030: Planning for Sustainable Growth* strategic plan, which proposes a vision and principles that will lead the growth and development of the metropolitan area for the next 30 years. It also acknowledges the *Regional Economic Strategy for Melbourne's South East 2003 – 2030* which provides a long-term framework for the economic and strategic development of Melbourne's South East region.

The ten major themes and their corresponding goals, linked to the strategic objectives are as follows.

Themes	Goals	Strategic objectives
Community	Improve the social, cultural and physical lifestyles of our residents	An Inclusive and Connected Community
Cultural Diversity	Provide support to enable our culturally and linguistically diverse communities to become active and equal members of the Monash community	
Aged Services	Provide quality aged care services, with the financial assistance of the Federal and State government	A Supportive Community
Children, Youth and Family Services	Provide and facilitate a range of services to ensure the well being of children, families and young people in Monash	
Economic Development	Encourage business to thrive and expand in Monash	A Prosperous Community

Themes	Goals	Strategic objectives
Activity Centre Development	Promote Activity Centres and provide a range of civic, retail, recreational, entertainment, residential and community opportunities	
The Environment	Apply the principles of sustainability in all of Council's operations to continually improve the natural environment within the City	A Liveable City
Urban Development	Plan for attractive and environmentally sound use of land that allows for diversity while remaining sympathetic to existing neighbourhood character	
Transport and Traffic Management	Promote and improve road safety and minimise traffic congestion in the City by advocating for improved public transport services and options for residents without cars	
Council Facilities	Improve the standard of Council infrastructure and facilities	

Although planning traditionally does not deal with all the themes identified above, the Municipal Strategic Statement will aid in the achievement of Council's goals for these key themes through implementing the strategies and undertaking the further strategic work identified in Clauses 21.04 to 21.13.

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Strategic Framework Plan

Council's key strategic directions for future land use planning and development are illustrated by the Strategic Framework Plan (Map 2).

The Strategic Framework Plan should be considered within the context of Council's Vision and Values, supported by the Strategic Objectives, Themes, Goals and Principles of *Monash 2012* for the benefit of the whole Monash community. These elements, when focussed on the activities and responsibilities of planning and development may be translated into more specific requirements such as the need to provide for and manage the changing residential requirements of Monash's population, enhance the quality and amenity of both the physical and natural environment, enhance accessibility to services and facilities, maintain the road and public transport system, and create and diversify employment opportunities.

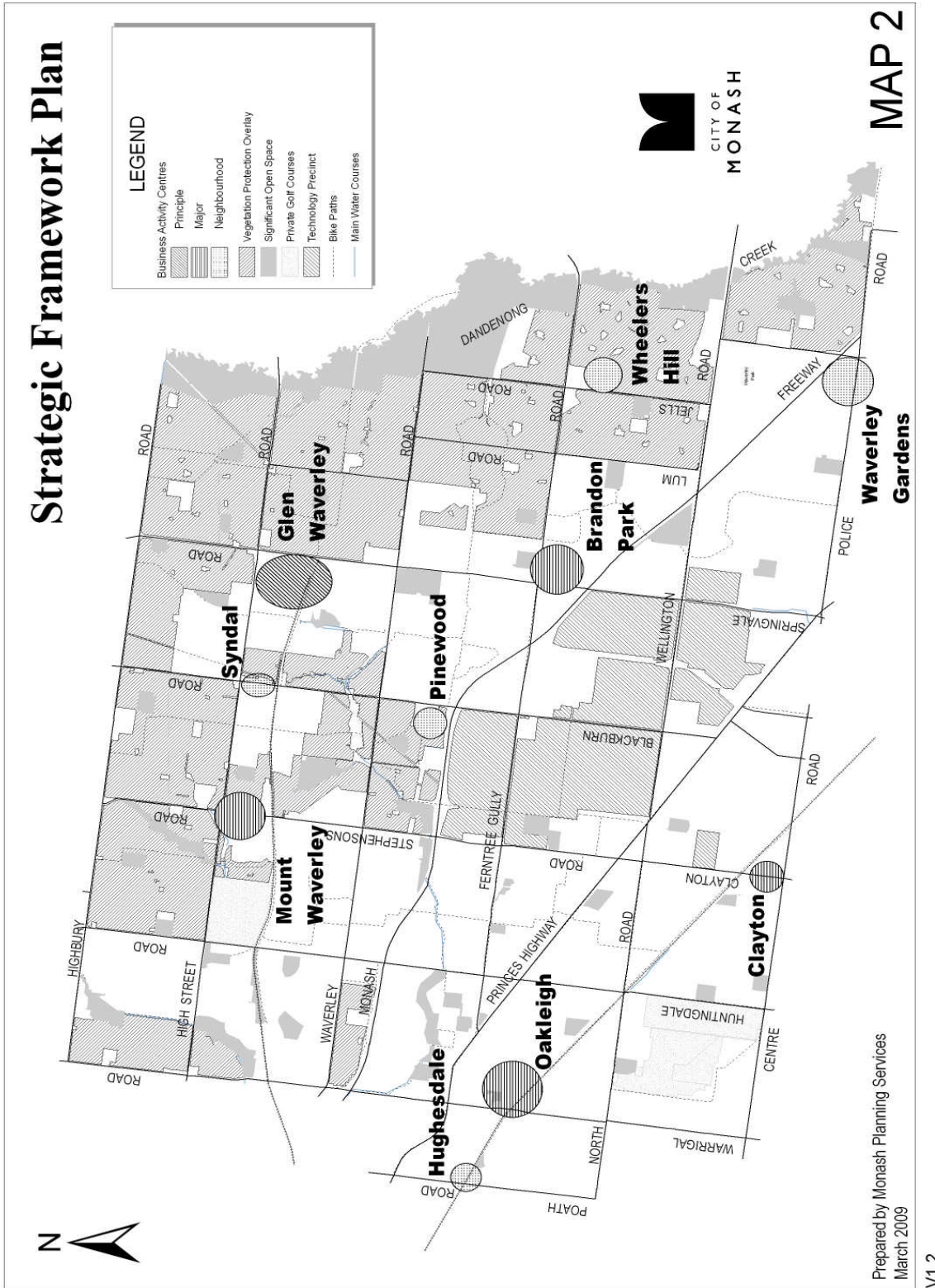
The Strategic Framework Plan identifies locations where specific land use outcomes are encouraged including redevelopment, higher densities and mixed use developments. Areas of significance for natural and cultural elements that may limit development opportunities are also highlighted on the plan.

The major strategic directions identified on the plan include:

- Identifying Principal, Major, Neighbourhood and Specialised Activity Centres and promoting development and expansion of retail, entertainment, community and related facilities appropriate to the centre's role.
- Encouraging high rise residential development to locate within the Glen Waverley Principal and Oakleigh Major Activity Centres.
- Encouraging medium rise development to locate in the Brandon Park, Clayton and Mount Waverley Major Activity Centres.

- Conserving locally significant residential, commercial and industrial heritage buildings, places, streetscapes and natural environments.
- Developing sustainable employment opportunities to maintain Monash as a predominant business location in Melbourne's eastern region.
- Identifying the Monash Technology Precinct and promoting appropriate "high tech" development around Monash University and Monash Medical Centre.

Map 2: Strategic Framework Plan



- Identifying areas for revitalisation of older industrial premises.
- Retaining key regional assets that contribute to the economic, business, educational, medical, sporting, recreational, cultural and social life of the community and maximising their benefit to the community.
- Integrating land use and transport planning of arterial roads, public transport routes, and pedestrian and bicycle paths around major trip generators in commercial, residential and industrial areas.
- Retaining and enhancing the range of diverse and integrated open space reserves in Monash that provide a range of recreational and sporting experiences and activities to enrich the quality of life and provide lifestyle options.
- Maintaining and improving the environmental health of waterways in Monash.
- Minimising the impact of stormwater flows in Monash.
- Maintaining and enhancing the established Garden City Character of Monash on both private and public land including along main roads.
- Identifying existing treed environments where the special leafy character valued by the community is to be protected by the Vegetation Protection Overlay.
- Maintaining visually significant sites that enhance the image of Monash.

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Monash's Garden City Character

While the majority of the municipality has been cleared for agriculture and urban development, significant areas of remnant indigenous tree canopy still remain. Subsequent plantings of indigenous, native and introduced species have tended to follow planting trends, with the older areas often dominated by introduced species and the new areas, those which have been established since the 1960s, dominated by native species.

Planning controls introduced into earlier planning schemes and interim development orders dating back to the 1950s provided a framework that has created high quality and well established landscaped environments in Monash. . These areas, found in industrial and commercial zones as well as in residential areas, are characterised by significant plantings of trees with spreading crowns which provide a soft, green, leafy atmosphere that is visually appealing.

The Garden City Character is a core value held by Council and is an important consideration in all land use and development decisions. Planning decisions should seek outcomes which continue to contribute to, consolidate and enhance this character and image.

The Garden City vision aims to maintain and enhance the established canopy treed environment throughout the municipality, continuing its significance in defining the character of Monash. This vision covers all land use types including residential, industrial, business, commercial, public land, special purpose, transport and open space areas. It includes the following elements:

- Landscape areas within residential, industrial, business and commercial building setbacks;
- Landscape areas associated with highways, roads, streets and railway lines;
- Reserves, open space corridors and easements; and
- Identified significant landscape areas.

Strategies have been developed to ensure maintenance of the Garden City Character where new development is proposed. The Vegetation Protection Overlay identifies areas where

canopy trees are of particular significance and provides controls regarding removal of this vegetation.

The Garden City Character is also identified in Monash's planning policy framework as a key consideration in the assessment of land development, especially when considering aspects such as:

- Setbacks of buildings and car parks from roads, public spaces and other buildings;
- Mass and scale of building envelopes;
- Well designed building facades;
- Quality of building materials;
- Location of car parking and accessways;
- Canopy tree and other vegetation used in landscaping;
- Location of services;
- Street planting;
- Front fencing; and
- Promotional material and signage.

Development proposals are required to consider the above elements in the context of the Garden City Character to achieve the best overall design and development outcome.

The Garden City Character represents a core value held by the City of Monash and is an important consideration in all land use and development decisions. Planning decisions should seek outcomes which continue to contribute to, consolidate and enhance this character and image.

Other strategies undertaken by Council to maintain the Garden City Character include planting of street trees. Monash's main roads provide some opportunities to develop boulevard effects through the comprehensive planting of vegetation. Such roads include Springvale Road, Wellington Road, Ferntree Gully Road and Princes Highway. Promotion signs and large signs are discouraged to maintain the visual significance of these boulevards.

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Key Strategic Statements

Strategic statements for ten land use and development issues have been developed. Implementation of the strategies, further strategic work and other actions will achieve Council's vision for the municipality. The ten issues are described in Clauses 21.04 to 21.13 and are:

- Residential development
- Economic development
- Activity Centres
- Business parks and industry
- Transport and traffic
- Key regional assets
- Open space
- Physical infrastructure
- Heritage
- Sustainability and environment