

22.02 MONASH TECHNOLOGY PRECINCT POLICY

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This policy applies to land in Schedule 6 to the Special Use Zone, as shown on the attached map, titled Monash Technology Precinct.

22.02-1 Policy basis

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The Monash Technology Precinct is a world-class research, business and industrial precinct which hosts a wide range of institutional activities, collaborating to provide leadership in education, health, research and innovation in an attractive urban environment, which encourages creativity and values cultural diversity.

The Municipal Strategic Statement recognises the Monash Technology Precinct as one of the most important innovation precincts in Australia.

The Monash Technology Precinct forms the core of the *Monash Employment Cluster* under *Plan Melbourne*. Its economic productivity as a high-value and diverse employment destination is central to its developing role as a strong suburban employment centre in Melbourne's evolving polycentric city structure.

It contains some of the nation's most prestigious research organisations and high technology industries including Monash University, Monash Medical Centre, Robert Bosch Australia and Australia's only Synchrotron facility.

Business and related research facilities play a major role in the economic and commercial profile for the City. Monash has developed an international reputation as a "high tech" centre for industry.

It is important that research and development based activity is encouraged, technology specific industries are nurtured, linkages between firms and research institutions are fostered and a viable industrial base is maintained.

It is also important that the precinct continues to evolve and keep pace with changing needs and expectations from the business and research community. The precinct will include provision for a range of service, commercial and retail uses that have a primary role in servicing or supporting business and industry in the precinct.

22.02-2 Objectives

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- To build the profile of the Monash Technology Precinct as a key strategic location for high technology, research and development industries, through acknowledgement of the potential synergies between the university, medical centre, synchrotron and technology industries.
- To encourage leading businesses in their fields to locate within the Precinct, especially those which provide commercial, research, medical and educational synergies.
- To attract and retain existing small and medium-sized business, especially those with a primary focus on research and technology,
- To encourage further clustering of businesses within the Precinct.
- To attract and retain businesses which service the needs of other businesses/institutions in the Precinct.
- To encourage a range of appropriate non technology-based commercial activities which enhance economic development and employment opportunities in the Precinct. Such activities include office development and modern industrial/warehouse developments, suitably located residential hotels but exclude retail premises (including shops, warehouse sales, etc) and restricted retail (bulky goods, peripheral sales etc) uses.

- To facilitate community type services to locate within the precinct where there is a demonstrated need from the workforce of the precinct.
- To discourage 'out of centre' development.
- 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 encourage appropriate development within the Monash Technology Precinct that balances the needs of existing industry and the demand for office and high technology land uses by limiting new office development to areas where there is substantial existing or approved industrial components.
- To maintain and enhance high technology links within the municipality.
- To balance the need to maintain the operating conditions to ensure viability of traditional industrial land uses with the growing demand for office and high technology land uses.
- To achieve high quality design outcomes for the development of sites.
- To encourage high quality built form and streetscape throughout the Precinct so as to ensure a quality environment for activities pursued in the Precinct. This is regarded as a critical component in attracting new business investment to the Precinct.
- To promote a high level of amenity in streetscape and built form that reinforces the Precinct's significance on a local, regional, national and international scale.
- To ensure that residential areas are protected from the inappropriate use and development of sites.
- To promote the use of more sustainable forms of transport such as walking, cycling and public transport.
- To encourage development which is based upon Ecologically Sustainable Development (ESD) principles

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Policy

It is policy that:

- Maximum use is made of major elements of research infrastructure in the Monash Technology Precinct surrounding Monash University.
- The Monash Technology Precinct is promoted as a primary focus for technology and research and development enterprises which can extend and reinforce the linkages between the Precinct and Monash University, the Monash Medical Centre, the Synchrotron and other tertiary and research institutes.
- Service orientated and supporting enterprises that contribute to economic development and support the technology and research and development enterprises of the Precinct should be encouraged even though they may not be technology-oriented activities.
- Uses within the Monash Technology Precinct which undermine the primary economic function that sets the Precinct apart from other precincts or which compete with retail orientated activity centres should be discouraged. This includes retail (shops, warehouse sales, etc) and heavy, noxious and offensive industries uses.
- Residential hotels:
 - Locate centrally in relation to the two major catchments of the Precinct either side of Blackburn Road;
 - Have a strong street presence;

- Are accessible to those travelling by foot or other sustainable transport options from locations within the precinct;
 - Have the opportunity to incorporate or co-locate with other retail and business service uses to form coherent and contained local destinations that are a focal point in the precinct;
 - Include provision for serving food or drink in a pleasant open space.
 - Are designed and built to minimise noise intrusion from surrounding employment or industrial uses.
- Restricted Retail (bulky good, peripheral sales) is an inappropriate use for the Precinct, with the exception of appropriate sites which front Ferntree Gully Road between Gardiners Road and Clayton Road.
 - The form and appearance of development in the Precinct, including front setbacks and landscaping, is designed to a high standard and quality that enhances the image of the Precinct. Excellence in urban design will assist in attracting further business investment, major corporate tenants, including national and international headquarters.
 - Sites within the Precinct which interface with residential and other sensitively used areas are developed and used in a manner which respects the amenity of these areas.
 - Development is designed to meet the objectives and design standards of the Urban Design Guidelines – Monash Technology Precinct, January 2008 (Monash Specialised Activity Centre).
 - Development is encouraged to utilise more sustainable forms of transport such as walking, cycling and the use of public transport. Preference will be given to developments that physically contribute to a local pedestrian/cycling network through incorporating these facilities into the design of sites.
 - Development is designed to ensure the protection of the air environment, land, waterways and groundwater resources from polluting discharges and activities in accordance with all relevant State environment protection policies, EPA technical and best practice environmental management guidelines and in accordance with the principles of ecologically sustainable development.
 - Office development with a net floor area greater than 1,800 square metres has at least 15% of the net floor area used for a research and development centre where the office is one of the following:
 - Part of the same corporate entity which occupies industrial or warehouse floor area in the Monash Technology Precinct;
 - Used principally for the purpose of offering services or support to the technology related or intensive uses in the Monash Technology Precinct; or
 - Part of a production oriented enterprise.

This does not apply where state, national or international organisational headquarters are located.

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Decision guidelines

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

- Whether the proposal is supportive of the objectives and directions of this Policy.
- The Monash Specialised Activity Centre (Final Strategy), January 2008.

- Whether the proposal satisfies the design objectives and standards of the Urban Design Guidelines – Monash Technology Precinct (Monash Specialised Activity Centre), City of Monash, January 2008.
- Whether the proposed form and appearance of the development, including front setbacks and landscaping, is designed to a high standard and quality that will enhance the image of the Precinct.
- Whether residential hotels are located on high profile, centrally located sites within the Monash Technology Precinct and provide a strong street presence.
- Whether the proposed development will have any adverse impact on the environment or existing or future employment opportunities.
- Whether the proposed development is compatible with adjacent land uses.
- Whether the proposed development complies with the State environment protection policy (Control of Noise from Commerce, Industry and Trade) No. N1.
- The human rights of any persons affected by the application or the proposed development

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Policy references

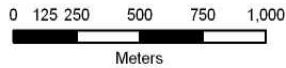
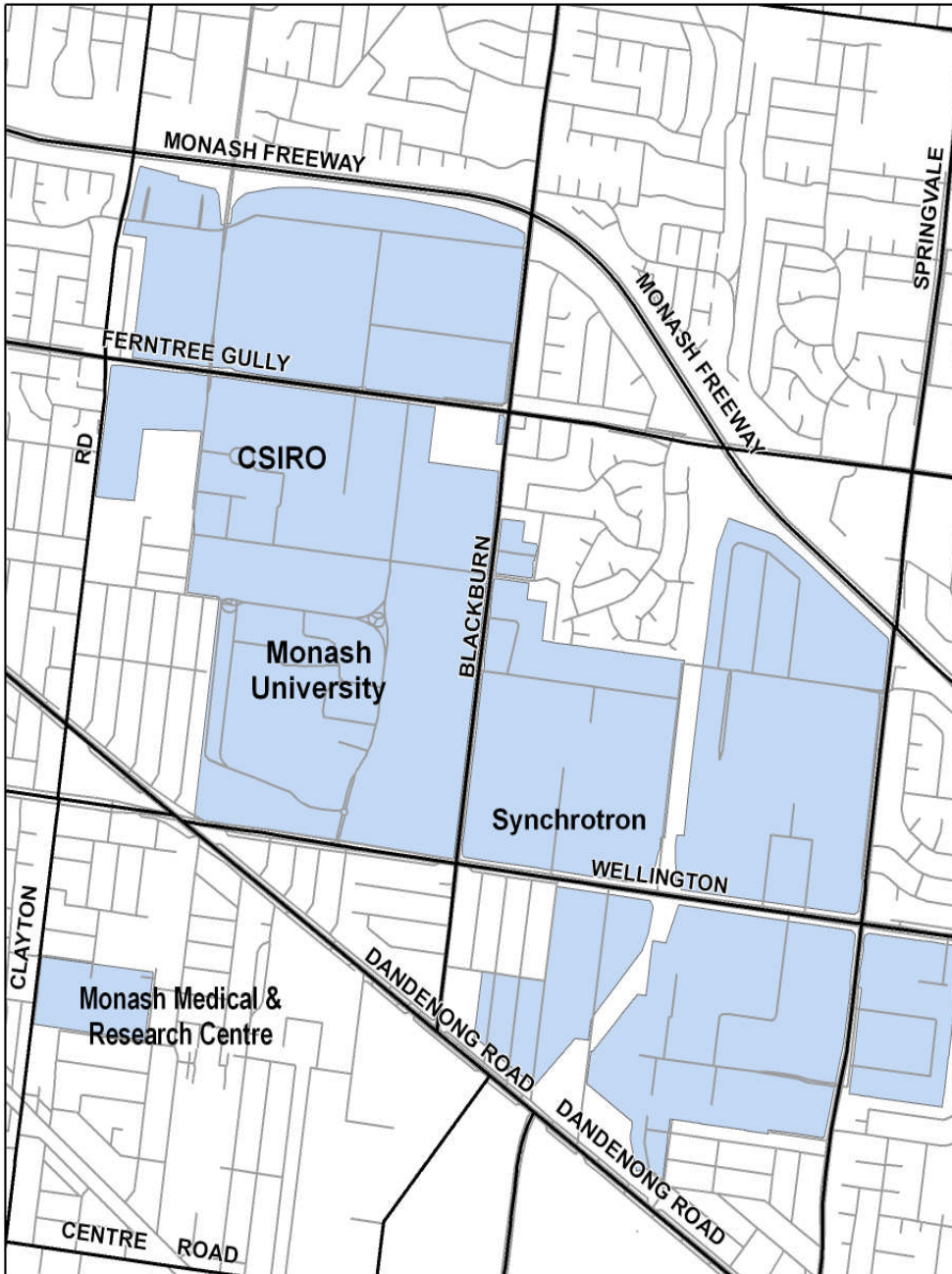
Monash Precinct Land Use Policy, City of Monash, September 1992

Plan Melbourne: Metropolitan Planning Strategy, Victorian Government, May 2014

Monash Specialised Activity Centre, Beca Pty Ltd & Essential Economics, Revised Final Strategy, January 2008

Urban Design Guidelines – Monash Technology Precinct (Monash Specialised Activity Centre), City of Monash, January 2008.

Monash Technology Precinct



LEGEND

 Monash Technology Precinct

Prepared by Monash Planning Services
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