

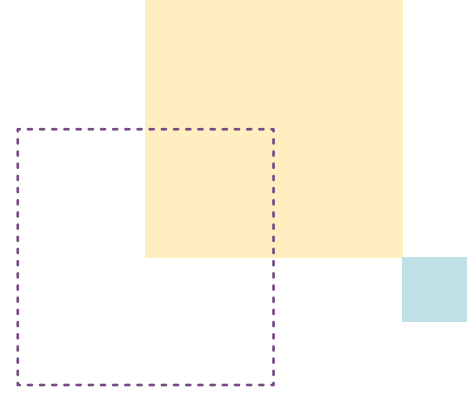
CHAPTER 04 PRODUCTIVITY



Plan Melbourne Outcome 1:
Melbourne is a productive
city that attracts investment,
supports innovation and creates
jobs

The Inner South East Metro Region contributes around 10 per cent of metropolitan Melbourne's total Gross Regional Product (GRP) and adds \$35 billion to the Victorian economy. The majority of contributions come from the business service sector with a value-add worth an estimated \$13.7 billion. The region does not have many remaining traditional industries, with the manufacturing and industrial sector contributing an estimated \$5.7 billion value-add to the region's economy.





Plan Melbourne creates a city structure that strengthens Melbourne's competitiveness for jobs and investment. It identifies national employment and innovation clusters (NEICs), state-significant industrial precincts (SSIPs), a network of metropolitan and major activity centres, transport gateways and state-significant health and education precincts to ensure employment growth occurs outside the Central City and is linked by sustainable transport.

State of play

The Inner South East Metro Region is largely a service-oriented economy with a strong retail sector. It is renowned for significant commercial areas along major roads such as Chapel Street (South Yarra), High Street (Armadale), Glenferrie Road (Malvern) and Burwood Road/Glenferrie Road (Hawthorn). Chadstone, Melbourne's largest freestanding shopping centre, is located at the region's east.

The region is well-served by public transport while the key roads of Nepean Highway, Dandenong Road-Princes Highway, Monash Freeway and the Eastern Freeway keep the region well connected to the Central City and other parts of metropolitan Melbourne.

The region's high level of amenity and access, professional workforce, strong presence of creative industries and proximity to the Central City creates a foundation on which to build a vibrant local economy and attract a greater proportion of knowledge-based, high-value jobs. The location of other key employment areas adjacent to the region, such as Monash and Dandenong NEICs, and SRL precincts, will also attract new residents and a strong local workforce. Very little traditional industry, which includes manufacturing, warehousing and other industry, remains in the region.

The Inner South East Metro Region's employment and activity centres comprise:

- State-significant education precincts at Swinburne University (Hawthorn) and Monash University (Caulfield)
- A network of 16 major activity centres, most of which are street-based centres, as well as Chadstone Shopping Centre
- Numerous neighbourhood activity centres, many of which are based around tram lines and railway stations
- The regionally-significant industrial precinct of Bayside Business District, and East Village in Bentleigh East.

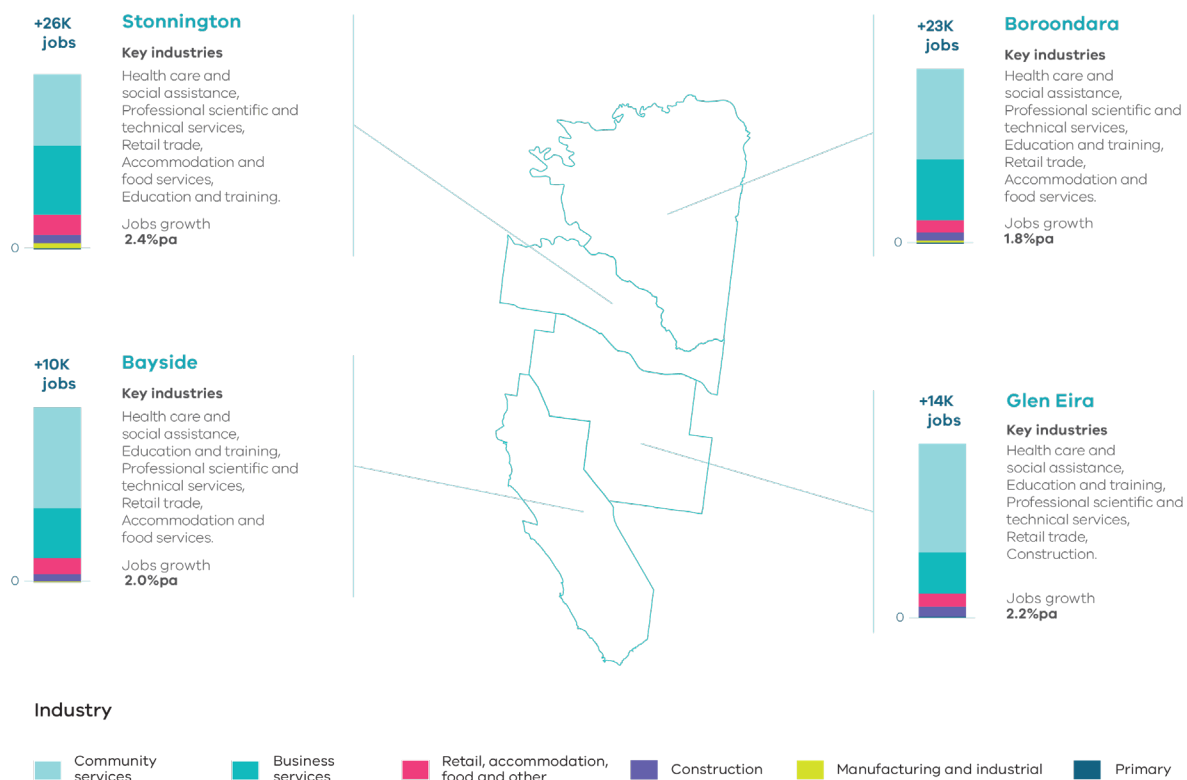
In 2016, there were a total of 220,500 jobs in the Inner South East Metro Region, which accounted for 10 per cent of all employment across metropolitan Melbourne.

The South East Metro Region's top five employment industries are: healthcare and social assistance; retail trade; education and training; professional, scientific and technical services; and accommodation and food services (**Figure 6**). These industries are expected to experience the strongest employment growth. The region's 16 major activity centres and a significant number of neighbourhood activity centres will contribute to employment growth across the region. Chadstone Shopping Centre will continue to provide a significant retail and entertainment offer.

The Bayside Business District has the largest area of industrial land within the region. It provides a range of manufacturing and industrial uses and is gradually transforming towards a more professional services-oriented business area. East Village in Bentleigh East is a former industrial site transitioning into a mixed-use precinct, with an innovative employment and education focus.

By 2031, it is projected that 73,000 additional jobs will be accommodated in the region, with most employment growth in Boroondara and Stonnington LGAs.

FIGURE 6. Projected employment growth for the Inner South East Metro Region 2016 to 2031



Source: Melbourne Industrial and Commercial Land Use Plan, DELWP, 2020

Regional strengths

- The region has a strong network of major activity centres that support vibrant local economies and can continue to improve the provision of local employment opportunities.
- Significant, well-connected education precincts at Hawthorn and Caulfield provide local jobs and service the population.
- The region benefits from proximity to the Melbourne CBD and other significant employment precincts such as Monash NEIC and Alfred Medical Research and Education Precinct in Prahran which are located just outside the region.

Regional challenges

- There are no growth areas within the region, so existing employment land needs to be protected and new opportunities to expand, intensify and diversify employment activity need to be provided within the existing urban context.
- As the region has a limited supply of industrial land it either needs to be retained or transitioned to commercial business uses that can effectively complement the region's economy.
- The region has to manage strong competing land use pressures to ensure adequate employment land is identified and retained from conversion to residential uses.

Directions and strategies

The directions identified to achieve the 2050 vision for the Inner South East Metro Region in terms of Productivity and Outcome 1 of Plan Melbourne are:

Direction 1	Provide local jobs by retaining existing employment land and identifying opportunities to expand, intensify and diversify employment activity in activity centres
Direction 2	Ensure health and/or education precincts continue to provide local jobs while supporting the region’s growing population
Direction 3	Retain regionally-significant industrial precincts as generators of economic activity and employment

Each direction is implemented through regionally-specific strategies identified in this land use framework plan.

Map 2 shows how productivity will be enhanced across the Inner South East Metro Region by 2050 as a result of these directions and strategies, together with Plan Melbourne and other strategies and initiatives as outlined in Appendix 01.



MAP 2. Inner South East Metro Region productivity 2050

Precincts and Activity Centres

- Regionally-significant commercial area*
- Activity corridor
- Education precinct (state)
- Health precinct (regional)
- Education precinct (regional)
- Regionally-significant industrial precinct - existing
- Local industrial precinct - existing

Transport

- State-significant road corridor
- Road network
- Train station
- Rail network
- Principal Freight Network**
- PFN road
- PFN rail
- Suburban Rail Loop**
- SRL - interchange station

Transport projects - committed

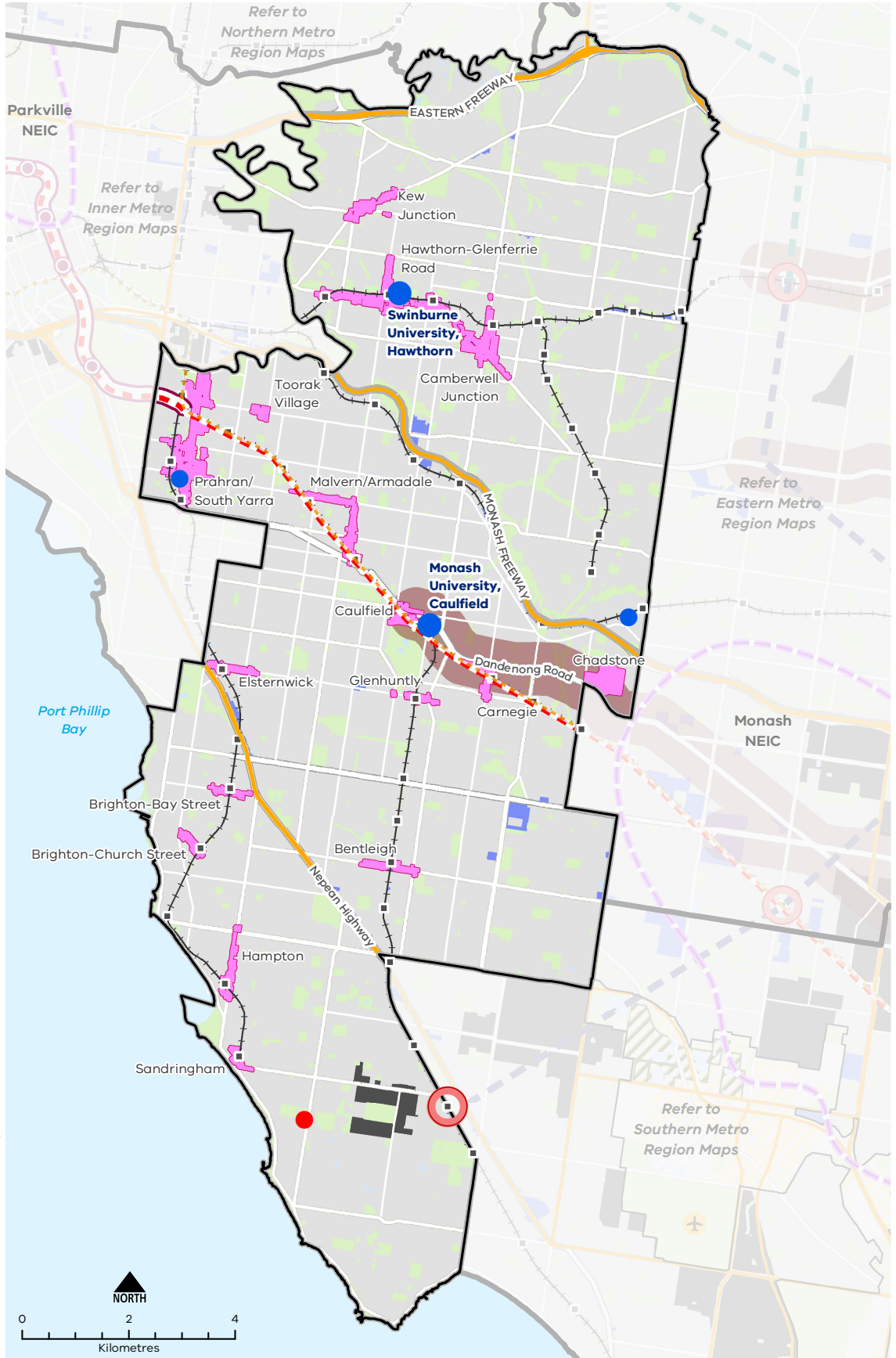
- Rail improvements Sunbury to Cranbourne
- Metro Tunnel (Rail)

Environment

- Waterbody

Land use/Administration

- Regional boundary
- Public and Commonwealth Land
- Urban area



*These layers are based on the state- and regionally-significant commercial land identified in MICLUP, 2019. The activity centre boundaries identified in local council planning schemes may differ.

Note: The Principal Freight Network reflects the version published in 2013 (Victoria the Freight State - the Victorian Freight and Logistics Plan, August 2013) in addition to Mordialloc Highway and West Gate Tunnel. East West Link has been removed. The Department of Transport is currently undertaking a review of the Principal Freight Network.



DIRECTION 01.**Provide local jobs by retaining existing employment land and identifying opportunities to expand, intensify and diversify employment activity in activity centres**

The region's network of 16 major activity centres has a critical role to play in terms of delivering jobs, housing and services, and meeting projected commercial floorspace demands. Only 32 per cent of Inner South East Metro Region residents currently work in the region, the lowest workforce containment levels in metropolitan Melbourne. The region's major activity centres are where most future employment-generating uses need to be located to improve local employment.

By 2031, around 783,000 square metres of additional commercial floorspace will be required across the region, with 73 per cent of the additional commercial floorspace required for office use and 23 per cent required for retail use (Figure 7). Commercial activity across the region needs to be prioritised over residential development, particularly in activity centres, to ensure the region can accommodate its future needs and improve its provision of local employment opportunities. It is anticipated that 70 per cent of the required additional floorspace will be located in Boroondara and Stonnington LGAs.

The Inner South East Metro Region also has an emerging 'activity corridor' along Dandenong Road/Princes Highway, commencing at the Caulfield Major Activity Centre and extending via the Chadstone Major Activity Centre to the Monash NEIC and SRL precincts at Clayton and Monash University (in the Eastern Metro Region). This corridor runs parallel to the Dandenong rail line and would align with the route of the potential Caulfield to Rowville link.

Plan Melbourne supports the development of a network of activity centres linked by transport. This includes encouraging increased diversity and density of developments on the PPTN, particularly at interchanges, activity centres and where principal public transport routes intersect. Activity corridors are locations for increased investment and development opportunities, aligned to strategic land use objectives, that connect and service job-rich locations along strategic corridors. The high levels of accessibility offered by these city-shaping infrastructure upgrades present an opportunity to provide local-scale employment and higher-density housing. The Chadstone Major Activity Centre also needs to be planned within this strategic context.

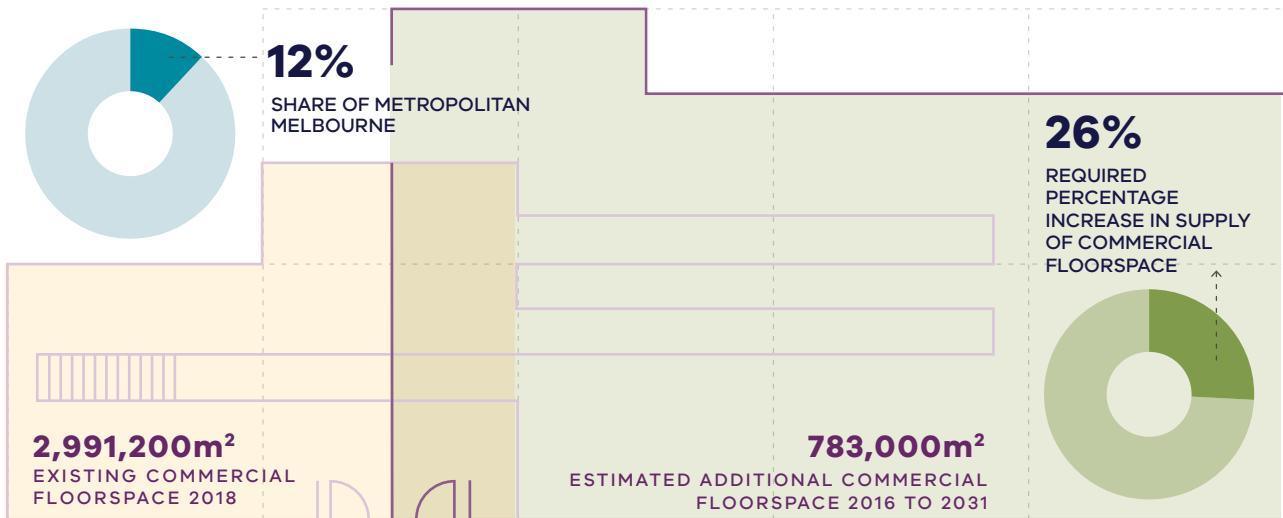
The region's major activity centres are supported by a range of smaller neighbourhood activity centres, which also provide local employment and contribute to the character of the region. Table 2 details the activity centres within the region as well as their strategic role.

STRATEGY 01. Retain existing commercial zoned land and identify areas that can support future demand for commercial floorspace and new investment with a focus on major activity centres.

STRATEGY 02. Prioritise opportunities for commercial uses in major activity centres over residential development to retain employment land in regionally-significant locations.

STRATEGY 03. Encourage increased investment and development along the Dandenong Road/Princes Highway activity corridor, between Caulfield Major Activity Centre, Chadstone Major Activity Centre and the Monash NEIC.

FIGURE 7. Existing and future commercial floorspace requirements for the Inner South East Metro Region



Source: Department of Environment, Land, Water and Planning (2020) *Melbourne Industrial and Commercial Land Use Plan*, State of Victoria, Melbourne, Australia.



Photo credit: Tim Bell Studio

DIRECTION 02.**Ensure health and/or education precincts continue to provide local jobs while supporting the region's growing population**

The healthcare and social assistance sector, and the education and training sector, are two of the top three employment sectors in the Inner South East Metro Region. This is expected to continue at least through to 2031. Both sectors are important for employment in the region while also providing essential facilities and services. Additionally, an ageing population will generate further demand for health-related facilities and social services, as well as other population-based services in the region.

Monash University (Caulfield) is located in a strategic area of the region adjacent to Caulfield Station, the gateway to the Metro Tunnel, making it highly accessible from any direction. It is adjacent to the Caulfield Racecourse, which has significant opportunities for development and re-use, and the potential Caulfield to Rowville tram link could connect Monash University's Caulfield campus to the Monash NEIC as well as to the University's Clayton campus. The Monash University campus is expected to expand and develop into a major innovation and knowledge hub complemented by other uses and civic services, including active recreational facilities, student housing and a night-time economy.

As the connectivity and demand for land continues to increase, strategic planning for Caulfield will need to ensure adequate land is provided to allow the health and education sectors to continue to develop while also planning for a cohesive precinct to build and diversify the economy of the region. The state-significant Alfred Medical Research and Education Precinct (located nearby in the Inner Metro Region) and its teaching and employment links to the Monash University campuses should be considered.

Swinburne University in Hawthorn is also a state-significant education precinct and a major focus for employment and economic activity, including complementary commercial and retail services and student accommodation. The Holmesglen College of TAFE in the region's outer east is a major provider of vocational skills-based training. While Swinburne University has a strong relationship with the Hawthorn-Glenferrie Road Major Activity Centre, the Holmesglen campus has the potential to be better integrated with the Holmesglen neighbourhood activity centre and the Chadstone Major Activity Centre and surrounding economic activity.

Long-established health facilities across the region will continue to provide a significant employment base, including Sandringham Hospital and St Vincent's Hospital (Kew). Private health facilities as well as allied health services should be coordinated and located near existing regionally-significant health facilities to access the benefits of having complementary sectors located in proximity.

The continued growth of tertiary education campuses in the region also provides co-location and collaboration opportunities for innovative start-ups and established businesses. The region's state and private schools will also continue to be major employers.

STRATEGY 04. Coordinate state and local government planning for the Monash University (Caulfield) to ensure it continues to develop as a major innovation and knowledge hub. This includes planning for the Caulfield Station Precinct, Caulfield Major Activity Centre, Caulfield Racecourse and Reserve and strategic linkages and connections beyond the region to the Monash NEIC.

STRATEGY 05. Support Monash University (Caulfield) and Swinburne University (Hawthorn) in their role as major employment precincts in the region.

STRATEGY 06. Support convenience retail, service and business uses in health and/or education precincts to provide ancillary business opportunities and amenities.

DIRECTION 03.**Retain regionally-significant industrial precincts as generators of economic activity and employment**

While the Inner South East Metro Region has a diminished industrial role in comparison to other parts of Melbourne, existing industrial land is important for providing local employment opportunities and contributing to the region's economy.

The region has a total of 143 hectares set aside for industrial uses, with 141 hectares occupied and just over 2 hectares currently vacant (Figure 8). No land has been identified in the region for future industrial purposes. The region is not a preferred location for many traditional industrial uses due to relatively high land costs and limited availability of larger vacant lots compared to other regions. Many traditional industrial areas are transitioning into general business areas with a mix of activities.

Between 2000-01 and 2017-18 a total of 29 hectares of industrial land was rezoned across the region, with the majority of land rezoned for mixed-use or residential development. While traditional industrial uses may not be suited to the region, existing industrial land needs to be retained for employment-generating uses.

The Bayside Business District is the largest area of industrial land in the region and the only one identified as regionally significant. It provides employment for approximately 5000 people and supports a range of manufacturing and industrial uses. It will transition to a business services focus over time to accommodate commercial uses and provide employment opportunities suited to the local skills base. The Bayside Business District should be retained for industrial purposes and protected from incompatible uses so it can continue to accommodate businesses unsuited to activity centres due to potential off-site impacts, land size or access requirements.

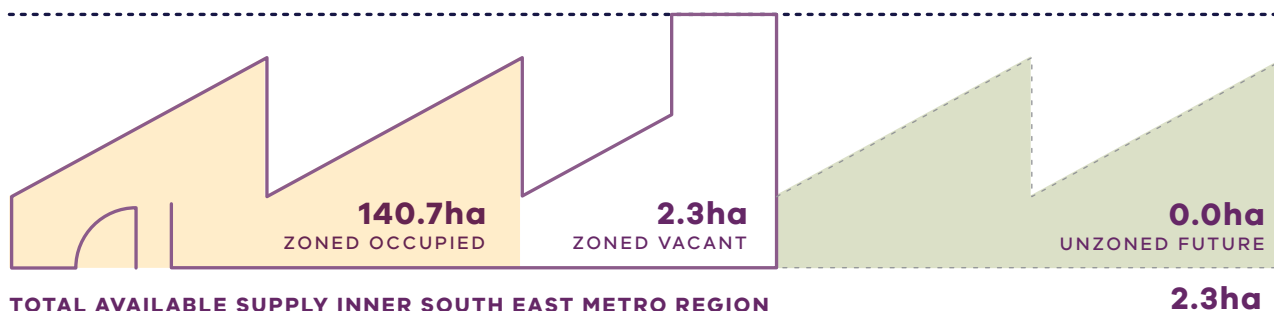
The Bayside Business District will play an important role in the local economy and support the growth of nearby activity centres, particularly the Cheltenham-Southland Major Activity Centre. Warehousing and wholesale trade activities service the growing retail sector and service businesses associated with Cheltenham-Southland. Many commercial businesses require a solely commercial location with a larger footprint. Given this, leasable floor areas within the Bayside Business District need to be appropriately sized to ensure they can accommodate a range of commercial uses.

Existing local industrial land will continue to provide important employment land for the region. Industrial land at East Village in Bentleigh East is transitioning into a new mixed-use precinct, with a focus on innovative employment and education opportunities. This includes gradually transitioning existing industrial and services business into commercial and other employment uses.

Industrial land along the Nepean Highway (Brighton East/Bentleigh), Canterbury Road (Canterbury/Surrey Hills), High Street and in Tooronga off the Monash Freeway are other notable local industrial areas that should be retained as employment land.

- STRATEGY 07.** Protect the Bayside Business District from encroachment of incompatible uses that would fragment the land and could compromise its development and efficient operation as a business location.
- STRATEGY 08.** Support East Village, Bentleigh East to provide local employment as it transitions from traditional industrial to commercial uses.
- STRATEGY 09.** Retain local industrial areas that contribute to employment land and support local communities in the Inner South East Metro Region.

FIGURE 8. Existing and future industrial floorspace requirements for the Inner South East Metro Region



Source: Department of Environment, Land, Water and Planning (2020) *Melbourne Industrial and Commercial Land Use Plan*, State of Victoria, Melbourne, Australia.

ACTIONS – Productivity

ACTION 1. Identify activity centres where commercial development should be prioritised to accommodate future needs and generate local employment opportunities. Review the capacity of the identified major activity centres within the region to feasibly accommodate additional commercial floorspace within their relevant precinct boundary.

ACTION 2. Undertake Precinct Planning for the Cheltenham Suburban Rail Loop Precinct with local councils and other stakeholders to guide land use change, transport integration and the creation of a liveable, walkable and prosperous precinct.

ACTION 3. Implement a program of State Government-led planning projects, in partnership with local government to ensure major activity centres and urban renewal areas maximise their respective strategic opportunities. Priority will be given to those which deliver significant jobs and housing; leverage investment in state infrastructure; and play an important role in the growth corridor and/or region. State-led planning for these state- and regionally-significant places will contribute to creating liveable communities and achieving more dwellings and jobs in established areas and identify implementation and coordination actions that support growth and economic investment.



TABLE 2. Major activity centres: existing attributes and strategic opportunities

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Major Activity Centres		
Bentleigh (Glen Eira)		
<ul style="list-style-type: none"> Strip-based centre on Centre Road between Jasper Road and Wheatley Road A focus on mixed retail, commercial and hospitality Train (Bentleigh, McKinnon and Patterson stations) services 	<ul style="list-style-type: none"> Heritage significance Flooding risk in parts of the activity centre 	<ul style="list-style-type: none"> Provide a broad range of retail, commercial and community uses to serve the local population Encourage a complementary mix of smaller-scale office, business and service uses to support the activity centre's role as a community focal point Support emerging vibrant café and restaurant culture and opportunities for employment-generating uses Encourage a mix of housing types, with a particular focus on higher-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas Support transit-oriented development around the train station
Brighton – Bay Street (Bayside)		
<ul style="list-style-type: none"> Strip-based centre on Bay Street between Nepean Highway and Cochrane Street, dissected by the Sandringham railway line A focus on specialty retail, commercial, restaurant and café uses, and a cinema Train (North Brighton Station) service 	<ul style="list-style-type: none"> Heritage significance Flooding risk in parts of the activity centre 	<ul style="list-style-type: none"> Encourage a broad range of retail, commercial and community uses to serve the local population, focused in the existing shopping area between Hillcrest Avenue and Asling Street Encourage office and employment uses at the western end of the activity centre Provide opportunities for community activity, based around a vibrant public realm Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas Retain heritage character and scale Support transit-oriented development around the train station

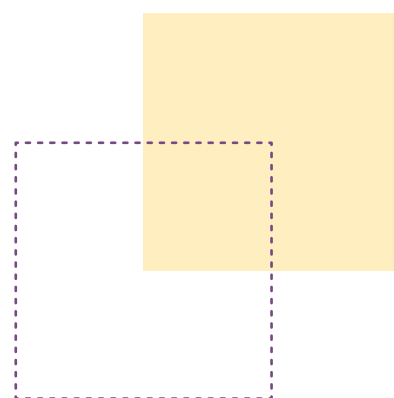
EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Brighton – Church Street (Bayside)		
<ul style="list-style-type: none"> • Strip-based centre on Church Street between New Street and Male Street, dissected by the Sandringham railway line • A focus on specialty retail and commercial with restaurant and café uses, and a cinema • Notable visitor attraction, Brighton Bathing Boxes, located on Middle Brighton Beach within close proximity • Train (Middle Brighton Station) service 	<ul style="list-style-type: none"> • Heritage significance • Flooding risk in parts of the activity centre 	<ul style="list-style-type: none"> • Support the activity centre’s role as a local focal point for retail, commercial and community uses, within the existing shopping area between St Andrews and Male streets • Encourage allied health services to complement the role of the hospital • Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas, particularly the at-grade carparks behind the shops • Retain heritage character and scale • Support transit-oriented development around the train station
Camberwell Junction (Boroondara)		
<ul style="list-style-type: none"> • Hybrid centre at the intersection of three major arterial roads – Burke, Camberwell and Riversdale roads • Speciality and higher-order retail, commercial, restaurant and hospitality uses, including a cinema and fresh food market, and The Well Shopping Centre • Civic and community functions around council offices • Train (Camberwell, East Camberwell, Riversdale, Auburn and Willison stations) and tram services 	<ul style="list-style-type: none"> • Heritage significance 	<ul style="list-style-type: none"> • Strengthen the distinctive offer of Camberwell Junction’s mixed-use retail, commercial and hospitality/entertainment • Recognise Camberwell Junction’s role as a high-profile office location in the eastern suburbs • Encourage a complementary range of social, cultural, entertainment, recreational and other community-related facilities, set around a vibrant and active public realm • Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas • Retain the traditional strip shopping centre character • Support transit-oriented development around Camberwell station

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Carnegie (Glen Eira)		
<ul style="list-style-type: none"> Strip-based centre on Koornang Road, between Neerim Road and Dandenong Road A mix of retail, cafés and restaurants, civic and community uses Train (Carnegie and Murrumbeena stations) and tram services 	<ul style="list-style-type: none"> Heritage significance Flooding risk in parts of the activity centre Potential redevelopment site at the council library car park 	<ul style="list-style-type: none"> Strengthen the activity centre's role in providing for a range of retail, hospitality and employment-generating uses to serve the local community and supporting a range of businesses Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas Support opportunities for higher-density housing and commercial development along the Dandenong Road/Princes Highway activity corridor Encourage opportunities for community and cultural spaces
Caulfield (Glen Eira)		
<ul style="list-style-type: none"> Hybrid centre on Derby Road, Dandenong Road and Normanby Road A mix of retail, commercial, hospitality and community uses, including Caulfield Plaza Shopping Centre State-significant education facility at Monash University Regionally-significant recreation facilities at Caulfield Racecourse and Caulfield Park Train (Caulfield Station) and tram services 	<ul style="list-style-type: none"> Heritage significance Flooding risk in parts of the activity centre Metro Tunnel will connect Caulfield to city stations and north-west suburbs, provide a direct link to ANZAC Station and Caulfield Station will be a major interchange station Potential Caulfield to Rowville Link Caulfield Village urban renewal Redevelopment of Caulfield Racecourse as a major recreational facility 	<ul style="list-style-type: none"> Encourage the activity centre's role as a regional destination for education, employment and events, anchored by Monash University Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas Encourage mixed-use development of Caulfield Village urban renewal site Encourage opportunities for student housing in proximity to Monash University Support opportunities for higher-density housing and commercial development along the Dandenong Road/Princes Highway activity corridor Maximise integration and transit-oriented development opportunities with future role of Caulfield Station and potential Caulfield to Rowville Link via Monash University, Clayton

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Chadstone (Stonnington)		
<ul style="list-style-type: none"> • Freestanding shopping centre on Dandenong Road • Higher-order and speciality retail, recreation and entertainment uses, as well as high-rise hotel and office developments • Major tourism site for its specialty retail offer (fashion) • Holmesglen TAFE regional education facility • Train (Holmesglen Station) and SmartBus services • PPTN interchange 	<ul style="list-style-type: none"> • Potential Caulfield to Rowville Link 	<ul style="list-style-type: none"> • Support Chadstone’s role as a premier regional shopping centre and visitor attraction with complementary entertainment and accommodation focus • Support opportunities for higher-density housing and commercial development along the Dandenong Road/Princes Highway activity corridor • Improve integration with Holmesglen TAFE and nearby commercial uses along Dandenong Road
Elsternwick (Glen Eira)		
<ul style="list-style-type: none"> • Strip-based centre on Glen Huntly Road, between Nepean Highway and Shoobra Road, dissected by the Sandringham train line • A wide range of retail, commercial and hospitality uses • Significant heritage/tourism site of Ripponlea House and Gardens • Cultural role for the Jewish community, with the Jewish Holocaust Centre and several Jewish schools • Train (Elsternwick Station) and tram services 	<ul style="list-style-type: none"> • Heritage significance • Flooding risk in parts of the activity centre • Elsternwick Urban Renewal Area South • Heritage Overlay and Neighbourhood Character Overlay in residential areas surrounding the commercial core 	<ul style="list-style-type: none"> • Encourage a broad range of retail, commercial, cultural and community uses to serve the local and visitor populations • Enhance the activity centre’s role as a vibrant cultural and entertainment precinct, with active streetscapes and historic character • Ensure protection of heritage buildings and streetscapes • Support allied health services to complement the role of the regional health facility • Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas • Encourage higher-density housing along Nepean Highway within the urban renewal area • Support transit-oriented development around the train station

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Glen Huntly (Glen Eira)		
<ul style="list-style-type: none"> Strip-based centre on Glen Huntly Road, between Booran Road and Grange Road, dissected by the Frankston train line A wide range of retail, commercial and hospitality uses Train (Glenhuntly Station) and tram services 	<ul style="list-style-type: none"> Level crossing removals at Neerim and Glenhuntly roads Flooding risk in parts of the activity centre Redevelopment of Caulfield Racecourse Reserve as a major recreational facility 	<ul style="list-style-type: none"> Encourage a broad range of retail, commercial and community uses with a local community focus Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas Strengthen links to the Caulfield Racecourse Reserve Support transit-oriented development around the train station
Hampton (Bayside)		
<ul style="list-style-type: none"> Strip-based centre on Hampton Street, between South Road and Beach Road, dissected by the Sandringham train line A range of retail, commercial, hospitality and recreational uses Train (Hampton Station) service 	<ul style="list-style-type: none"> Heritage significance Flooding risk in parts of the activity centre 	<ul style="list-style-type: none"> Encourage a range of retail, commercial and community uses between Willis Street and the railway line, extending to the upgraded Willis Street precinct, to serve the local population Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas Support a community-focused, active streetscape setting with a safe and attractive public realm Support transit-oriented development around the train station

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Hawthorn – Glenferrie Road (Boroondara)		
<ul style="list-style-type: none"> • Strip-based centre around the intersection of Glenferrie and Burwood roads, dissected by the Lilydale/Belgrave train line • A range of specialty and large-format retail, commercial, hospitality and recreational uses • Civic, arts and cultural activities around the Hawthorn Town Hall • State-significant education precinct at Swinburne University of Technology • Train (Glenferrie and Auburn stations) and tram services 	<ul style="list-style-type: none"> • Heritage significance • Flooding risk in parts of the activity centre 	<ul style="list-style-type: none"> • Support the activity centre’s regional role as a retail, commercial, community, civic and cultural focal point, and continued investment in education, innovation and allied businesses • Encourage a mix of housing types, including student accommodation, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas • Retain the distinctive heritage character while supporting high-quality new development • Support the activity centre’s vibrant hospitality and entertainment role, set around a safe and attractive public realm • Support transit-oriented development including higher-density development, where appropriate, around the train station, train line and Swinburne University of Technology



EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Kew Junction (Boroondara)		
<ul style="list-style-type: none"> Strip-based centre based around High Street and Cotham Road Mixed retail, commercial, community, cultural and recreational uses and some large-scale offices Tram services 	<ul style="list-style-type: none"> Heritage significance 	<ul style="list-style-type: none"> Strengthen the activity centre's mixed retail, commercial and hospitality/entertainment offer, and its role as a high-profile office location Encourage a complementary range of social, cultural, entertainment, recreational and other community-related facilities Provide a high-quality pedestrian environment with improved pedestrian links and public spaces Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas Encourage development of key sites, such as surface car parks and the VicRoads site, for mixed-use development and an improved public realm
Malvern/Armadale (Stonnington)		
<ul style="list-style-type: none"> Hybrid centre based around High Street (between Glenferrie Road and the Frankston/Pakenham train line) and Glenferrie Road (south of High Street to Dandenong Road) A range of specialist and higher-order retail, commercial, community, cultural and recreational uses with a focus on antiques and furnishing retailers, and Malvern Central Shopping Centre Train (Armadale and Malvern stations) and tram services 	<ul style="list-style-type: none"> Heritage significance Flooding risk in parts of the activity centre 	<ul style="list-style-type: none"> Support the mix of specialty and other retail, commercial, cultural and community uses Support allied health services to complement the role of the regional health facility Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas Encourage higher-density housing along Dandenong Road Support transit-oriented development around the train stations

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Moorabbin (Bayside part of the activity centre)		
<ul style="list-style-type: none"> • Strip-based centre at the intersection of the Nepean Highway and South Road • A focus on big box retail, commercial uses and civic facilities • Regionally-significant industrial land located to the east • Train (Moorabbin Station) service 	<ul style="list-style-type: none"> • At the junction of three LGA boundaries (Kingston, Glen Eira and Bayside) and divided by major arterial roads • Proximity to SRL Cheltenham Precinct 	<ul style="list-style-type: none"> • Support appropriate growth in retail, commercial and civic use • Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas • Encourage higher-density housing along Nepean Highway within the urban renewal area • Activate and enhance cultural uses • Support transit-oriented development around the train station
Prahran/South Yarra (Stonnington)		
<ul style="list-style-type: none"> • Strip-based centre along Chapel Street, between Toorak Road and Dandenong Road • A regional retail and entertainment role including specialty and higher-order retail, hospitality and vibrant night-time economy • Arts, cultural and civic uses • State-significant health precinct at the Alfred Hospital, and regional education precinct at Melbourne Polytechnic Prahran • Visitor attractions of Como House, Prahran Market and Chapel Street shopping and entertainment precinct • Train (South Yarra, Prahran, Hawksburn and Windsor stations) and tram services 	<ul style="list-style-type: none"> • Heritage significance • Flooding risk in parts of the activity centre • South Yarra Station which is undergoing master planning and station upgrades • Forrest Hill Precinct urban renewal area with significant higher-density residential developments 	<ul style="list-style-type: none"> • Reinforce the role as a visitor destination and regional retail, entertainment, hospitality and entertainment focus • Encourage commercial and employment land uses, including new incubator and creative businesses (specifically the digital and craft industries) • Strengthen and expand cultural and education role • Revitalise former light industrial areas behind Chapel Street to provide high-quality mixed-use development opportunities • Ensure an activated, safe and attractive public realm to support the role as a focus for local community activity and as a visitor destination

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Sandringham (Bayside)		
<ul style="list-style-type: none"> Strip-based centre between Bay Road, Beach Road and Abbott Street A range of retail, commercial, hospitality, community and recreational uses Adjacent to Port Phillip Bay Train (Sandringham Station) service and bus depot adjacent to train station 	<ul style="list-style-type: none"> Close to Hampton Major Activity Centre Heritage significance Flooding risk in parts of the activity centre 	<ul style="list-style-type: none"> Consolidate the local retail, hospitality and service role Encourage a broad range of retail, commercial and community uses Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the activity centre and on sites adjoining the commercial areas Retain the scale and character, with well-designed buildings set within a safe and attractive public realm Support transit-oriented development around the train station
Toorak Village (Stonnington)		
<ul style="list-style-type: none"> Strip-based centre on Toorak Road, between Orrong and Williams roads A range of specialty retail, commercial, hospitality and recreational uses, and visitor attraction at Como House Tram services 	<ul style="list-style-type: none"> Heritage significance Flooding risk in parts of the activity centre 	<ul style="list-style-type: none"> Consolidate the local retail and service role Encourage a broad range of retail, commercial and community uses Encourage a mix of housing types, with a particular focus on medium-density housing above active commercial ground floor uses in the core of the centre and on sites adjoining the commercial areas



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