



6

PUTTING THE STRATEGY INTO ACTION



Putting Melbourne's planning strategy into action is a task which will depend upon both public and private sector involvement, each with its own powers, responsibilities and interests.

The strategy provides the framework for decisions which will need to be co-ordinated at all levels, if they are to produce maximum benefits for the people of Melbourne.

6.1 The Need for Co-operation

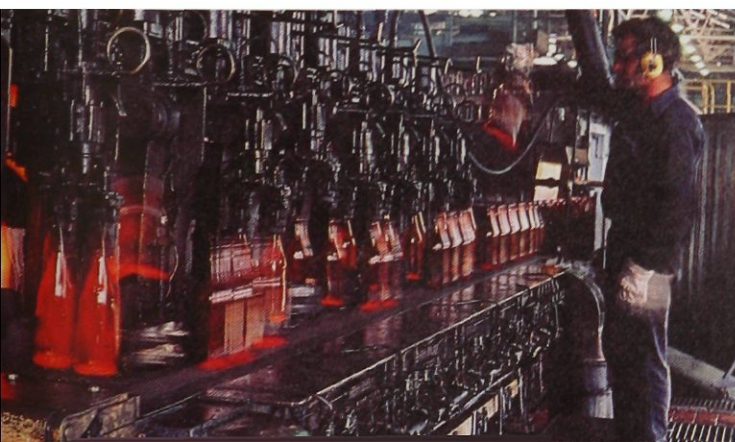
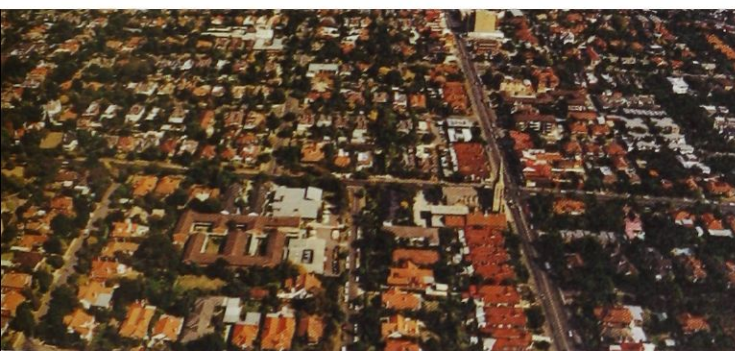
Many and various actions are available to the Board and others to implement the strategy. These include actions under the Melbourne Metropolitan Planning Scheme and local development schemes, preparing guidelines, and executive actions under existing powers. They also include measures over which the Board has no direct control, but which will be vital in achieving the various objectives.

The available actions are discussed in this chapter and set out in detail in action charts at the end of the chapter.

State Cabinet has directed that government departments and agencies devise a co-ordinated and uniform approach, through the State Co-ordination Council, for implementing the strategy.

A task group of the State Co-ordination Council, chaired by the Secretary for Planning, has been formed. Its terms of reference are to:

- examine the implementation measures proposed in the MMBW (Metropolitan Strategy, July 1980) report
- collate and review and then transmit to the MMBW the policy initiatives and other actions already taken by agencies in conformity with the strategy or which are consistent with the thrust of the strategy



- report on changes to existing and proposed programs and other relevant actions required to implement the strategy
- identify the ways and means of securing a co-ordinated approach to the preparation of implementation programs having regard to the strong interaction of the various individual programs involved
- identify the ways and means of ensuring continued co-ordination of agencies actions and monitoring the progress of programs directed at furthering the accepted strategy
- report periodically to the State Co-ordination Council.

The task group includes representatives of:

Department of Planning
 Ministry of Transport
 Ministry of Housing
 Education
 Treasury
 State Electricity Commission
 Gas and Fuel Corporation
 Melbourne and Metropolitan Board of Works
 State Rivers and Water Supply Commission
 State Co-ordination Council support staff
 Others to be co-opted as required.

6.2 Role of the Melbourne Metropolitan Planning Scheme

The major means of implementation available to the Board in its planning role is the Melbourne Metropolitan Planning Scheme. It is the established means of land use control in the metropolitan area.

As implementation of the strategy progresses, planning control will become a combination of the Metropolitan Planning Scheme and local development schemes. The Metropolitan Planning Scheme will continue to provide a consistent basis for control of development throughout the metropolitan area. It will continue to be administered by the Board and by councils under delegated authority from the Board.

Amendment 150 to the Metropolitan Planning Scheme specifies objectives for the first time, for various aspects of the Scheme. These provide the basis for a commitment to a course of action to ensure that planning decisions are integrated with the metropolitan strategic intent. This commitment to the strategy will provide a framework for greater certainty in decision making.

6.3 Local Development Schemes

Local development schemes will control local detail and will be developed and administered by local councils. There is a statutory requirement for Board certification that they are consistent with the objectives and provisions of the Melbourne Metropolitan Planning Scheme.

6.4 Other Board Actions

As well as its powers under the Metropolitan Planning Scheme, the Board has various administrative, financial and advocacy powers which it can apply to the task of achieving the metropolitan planning objectives.

All ways in which the strategy can be put into action need careful development. Some can be started readily under present powers. Some need legal changes. Some need changes to present procedures. Some actions lead to rapid results. Others need commitment over a long period if they are to produce results. The one aspect they have in common is that they help achieve the metropolitan objectives and so make Melbourne a better and more rewarding place to live and work.

Administrative: The Board could use its administrative powers, for instance, in land amalgamation, urban renewal, co-ordination of services and purchase of land or buildings for public use. Such action may be appropriate where there is broad consensus on the merit of a particular development, but to further it is beyond the resources of individual developers or councils.

Financial: The Board is aware that the objectives recommended in the metropolitan strategy will not be achieved unless positive action is taken to create an environment in which their implementation will be encouraged.

In addition to the proposals outlined in Chapter 1 of this report, the Board is now examining a number of options which might be adopted in order to create increased opportunities for development which would support the objectives of the Metropolitan Strategy. These are intended to support the promotion of Central Melbourne and district centres, and include:

- reduction in the present area contributions of up to 50 percent of that presently levied for development or redevelopment
- provision of a rate 'holiday' of up to two years for new development or

redevelopment. This rate holiday would be applied during construction provided that where any part of a development or redevelopment is sold or leased during that time then those parts sold or leased would be subject to normal rates

- where councils take an initiative leading to the redevelopment of land or property, the Board intends investigating ways and means of providing funds for:
 - purchase of lands for amalgamating sites, facilitating resubdivision or for such other purpose required to implement a redevelopment scheme. Any land so acquired would thereafter be placed on the market to enable private enterprise to implement the redevelopment scheme
 - temporary finance for purchase or redevelopment of the land, where councils accept responsibility for redevelopment proposals which are in accord with the Metropolitan Planning Scheme.

Advocacy: The Board will use its influence with the Federal and State Governments, public authorities, councils, institutions, community groups and individuals to advocate actions on their part which will further the metropolitan planning objectives.

This advocacy will take place at all appropriate levels to gain maximum action in implementing and achieving co-ordination of policy decisions, financial activity and other steps. Some of this advocacy needs co-ordinated executive and financial actions, on the part of other authorities and the Board, to achieve common goals.

Other forms of advocacy include the spread of information and publicity for metropolitan aims. The Board can act as a clearing house for statistical, physical and social information, and so help public and private bodies at all levels decide on development projects. By promoting its policies, the Board can give the people of Melbourne, acting together and as individuals, an insight into the aims and objectives of metropolitan planning and the benefits they will get from consistent decision-making and action.

6.5 Action Charts

The Action Charts which follow set out measures that can be used to implement the various planning objectives. The charts are interrelated and reflect the many issues that must be covered in planning.

One such chart deals with Central Melbourne, another with District Centres, another with Other Centres. Others deal with particular issues as set out in the strategic objectives. These are Industry, Residential, Community Services and Facilities, Recreation and Open Space, Urban Conservation, Natural Conservation, Metropolitan Countryside, Transport.

Each chart has five columns: the first lists the strategic objectives, and the other columns list actions that can be used to achieve the objectives.

The four action columns are:

Planning Scheme: actions the Board has taken in Amendment 150 and ongoing actions through the Metropolitan Planning Scheme.

Local Development Schemes: actions that municipal councils are expected to take through local development schemes.

Supporting Measures: actions the Board and councils can take under other powers.

Advocacy: actions the Board itself cannot take, but which it advocates to the authorities responsible.

The objectives are numbered according to their clause number in Amendment 150. Actions in each column are numbered for reference.