CHAPTER 04 PRODUCTIVITY



Plan Melbourne Outcome 1: Melbourne is a productive city that attracts investment, supports innovation and creates jobs The Eastern Metro Region contributes about 16 per cent of metropolitan Melbourne's total Gross Regional Product (GRP) and adds \$52 billion to the Victorian economy. With economic specialisations in the health, technology and education sectors, the region has the second largest number of jobs and second highest share of GRP for metropolitan Melbourne after the Inner Metro Region.



Photo credit: Tim Bell Studi

SRL East (Cheltenham to Box Hill) will facilitate growth and diversity within station precincts and open up employment opportunities by connecting established precincts such as the Monash National Employment and Innovation Cluster (NEIC), Deakin University. Box Hill Metropolitan Activity Centre, and Glen Waverley and Clayton major activity centres. The north-south alignment will increase access to jobs and services and increase the reach of businesses to attract workers from across the region and beyond. This transformational infrastructure will accelerate jobs and investment in the Eastern Metro Region.

Plan Melbourne creates a city structure that strengthens Melbourne's competitiveness for jobs and investment. It identifies 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 of the Central City linked by transport.

State of play

The Eastern Metro Region contains a total of 2,573 hectares of land zoned for industrial uses with less than 10 per cent available for future development. Around 70 per cent is concentrated in Knox and Maroondah LGAs while Manningham LGA has the lowest supply of industrial land. Based on an average annual consumption rate of 11 hectares per annum, the region only has about 12 years' supply of industrial land remaining.

A total of 761 hectares of land in the region is zoned for commercial uses. An estimated 2.8 million square metres of floorspace is occupied or available for commercial purposes on this land. Almost half of all existing floorspace supply is found in Monash and Whitehorse LGAs.

The Monash NEIC, located in the south-western corner of the Eastern Metro Region, contains the largest concentration of jobs in the region and is expected to see the most growth. The region is also home to the Upper Yarra Valley and Dandenong Ranges which are major tourism and agricultural assets producing nationally and internationally recognised wines and fresh produce.

The following places contribute to the productivity of the Eastern Metro Region:

- The Monash NEIC, supported by a network of state-significant technology, health and education precincts such as Monash University, Monash Medical Centre, Monash Children's Hospital, Eastern Innovation Business Centre, CSIRO, Australian Synchrotron, Victorian Heart Hospital and the Melbourne Centre for Nanofabrication
- Other state-significant health and/or education precincts at Box Hill Hospital, Box Hill Institute of TAFE Precinct, Deakin University (Burwood), Monash University Precinct (Clayton) and Knox Private Hospital
- Metropolitan activity centres at Box Hill and Ringwood
- Regionally-significant industrial precincts at Bayswater Business Precinct and Scoresby-Rowville Industrial Precinct, Clayton-Mulgrave Industrial Precinct (part of Monash NEIC), Nunawading MegaMile Home and Lifestyle Precinct, Blackburn Industrial Precinct, Rooks Road and Redland Estate
- Regionally-significant health and/or education precincts at Maroondah Hospital, Healesville Hospital, Angliss Hospital, Wantirna Health Precinct and Box Hill Institute (Lilydale campus)
- A network of 19 major activity centres, including freestanding shopping centres, strip-based centres and business parks
- Major tourism attractions and significant regional agricultural production areas for wine and intensive horticulture in the region's three green wedges of Yarra Valley and Yarra and Dandenong Ranges, Manningham and Southern Ranges.

In 2016, the region accounted for around 17 per cent of all employment across metropolitan Melbourne with over 396,000 jobs. The region's top five employment industries are healthcare and social assistance, retail trade, education and training, manufacturing, and construction. Employment growth is projected to continue in these same five industries (Figure 6).

Projected population growth in the Eastern Metro Region is less than that projected for regions with greenfield growth areas and the Inner Metro Region, and all of this growth will be accommodated in the established urban area. By 2031, an estimated 87,000 additional jobs will be required and almost 60 per cent of these will be expected within the Monash and Whitehorse LGAs.

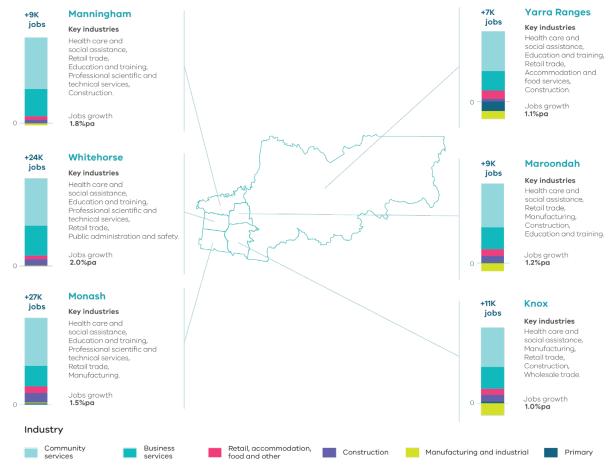


FIGURE 6. Projected employment growth for the Eastern Metro Region 2016 to 2031

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

Regional strengths

- The region has a strong network of health and education precincts, primarily anchored by the Monash NEIC.
- A specialisation in the health, medical technology, education, advanced technology and engineering, and retail sectors will continue to grow.
- The metropolitan activity centres of Box Hill and Ringwood are well connected and will be supported by infrastructure investment and improvements.
- A network of activity centres, transport corridors and regionally-significant industrial precincts can grow and diversify the employment base of the region.
- Productive green wedges support a strong visitor economy and are a food bowl of metropolitan Melbourne.

Regional challenges

 The region doesn't have any greenfield growth areas. This means existing employment land needs to be protected and new opportunities to expand, intensify and diversify employment activity within the existing urban context need to be explored.

Directions and strategies

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

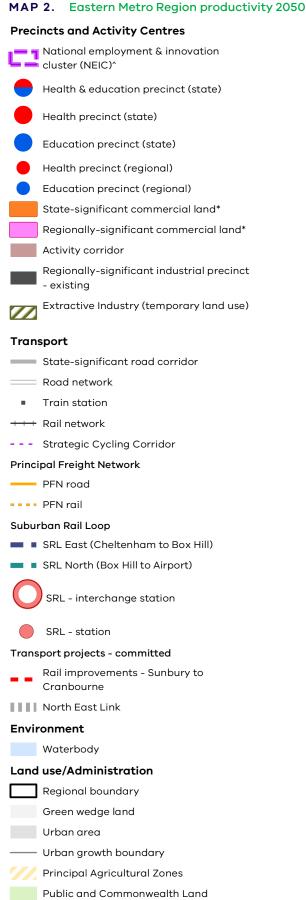
Direction 1	Facilitate the development of the Monash NEIC as a globally recognised health, education, technology and advanced manufacturing centre supported by increased transport connectivity
Direction 2	Ensure the region's strong health and/or education precincts continue to provide local jobs while supporting the region's growing population
Direction 3	Support the development of a strong network of activity centres to provide jobs closer to where people live
Direction 4	Intensify and diversify the range of employment uses within regionally-significant industrial precincts
Direction 5	Develop activity corridors to support increased employment and housing opportunities
Direction 6	Ensure protection of green wedges and support their role to provide agriculture, tourism and state infrastructure for the longterm benefit of all Victorians

Each direction is implemented through regionally-specific strategies identified in this LUFP.

Map 2 shows how productivity will be enhanced across the Eastern 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.



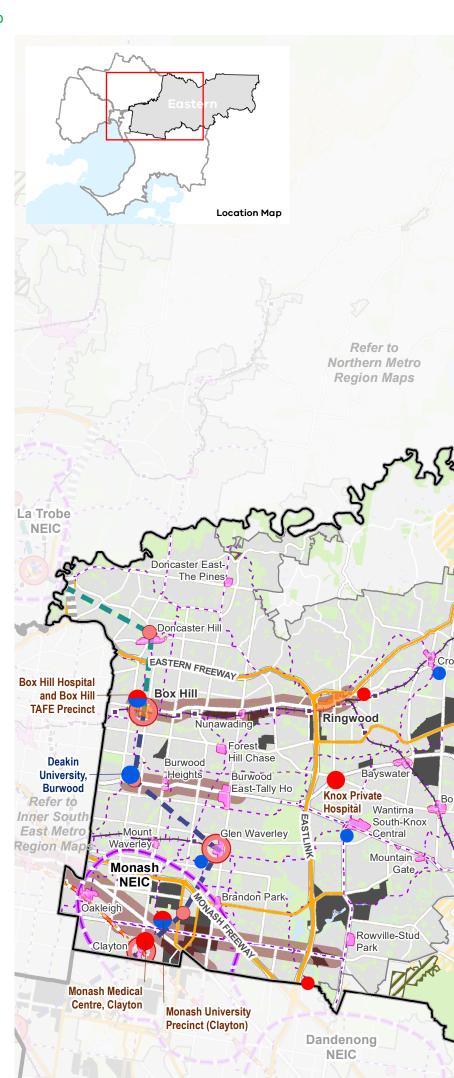
Photo credit: Department of Jobs, Precincts and Regions

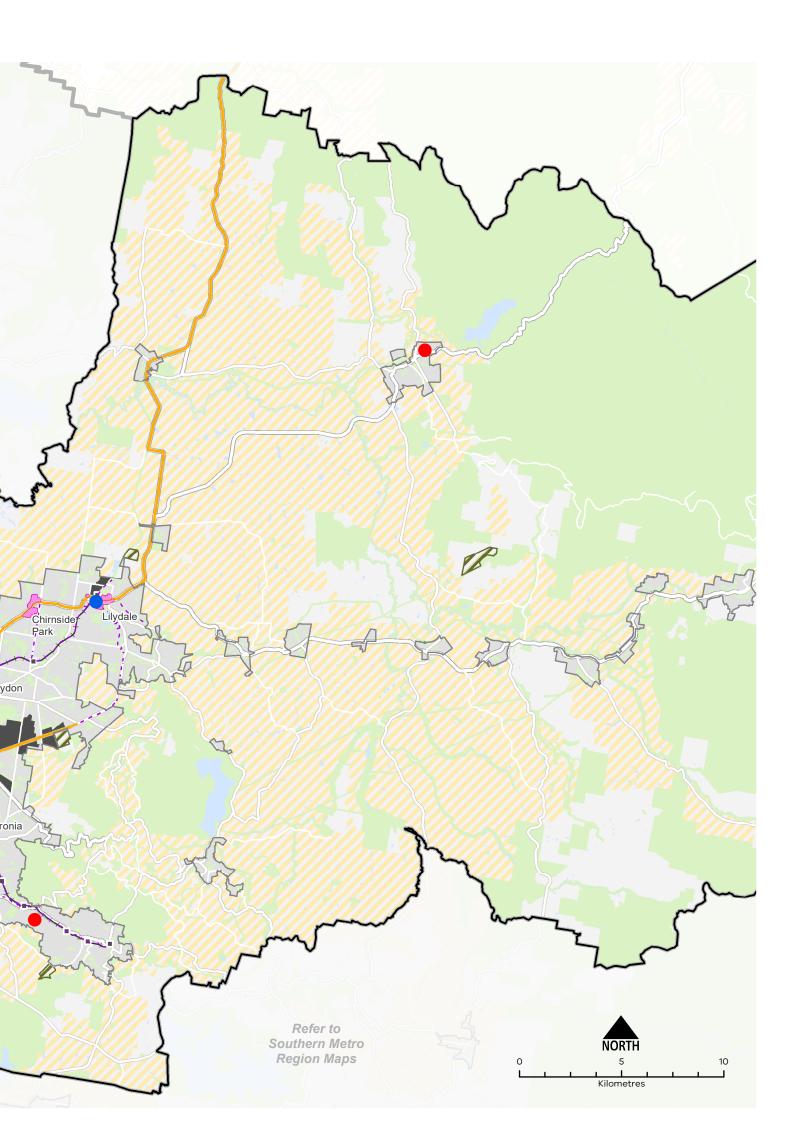


[^]NEIC boundary is indicative only and subject to detailed planning. *These layers are based on the state- and regionally-significant commercial land identified in MICLUP, 2019. The activity centre boundaries identified in local council planning schemes may differ.

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.





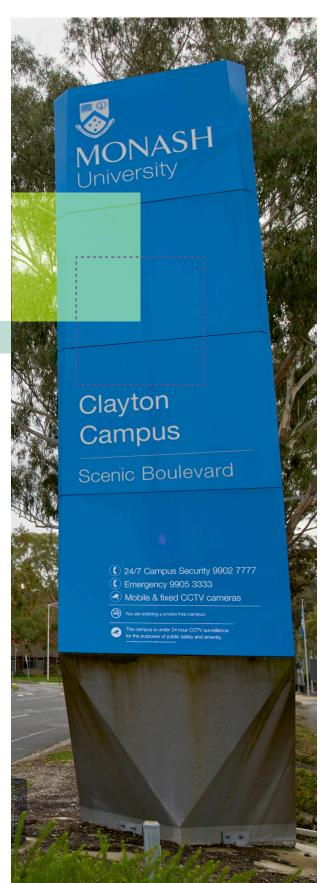


Photo credit: Tim Bell Studio

DIRECTION 01.

Facilitate the development of the Monash NEIC as a globally recognised health, education, technology and advanced manufacturing centre supported by increased transport connectivity

The Monash NEIC (Figure 7) is expected to become a globally recognised precinct for employment, education, innovation, leading-edge technology and research.

The Monash NEIC already services the Eastern, Inner South East and Southern metro regions but once new stations are constructed in Clayton and Monash as part of SRL this could extend to the Latrobe Valley, with significant opportunities for inter-regional connectivity, investment and land use change.

A significant mixed-use activity area around the SRL station at Monash will support employment in the Monash NEIC. Further development of Clayton Major Activity Centre as a SRL precinct, as well as Clayton Business Park and regionally-significant industrial precincts, would also increase residential density, provide a range of complementary uses and enable more workers to live closer to where jobs are located.

Careful and collaborative planning across multiple municipal boundaries will ensure Monash NEIC's connected institutions maximise shared economic opportunities. A clear governance arrangement between relevant local councils and Victorian Government departments and agencies is needed to ensure the planning objectives for the Monash NEIC are realised.

STRATEGY 01. Strengthen Monash NEIC as a pre-eminent healthcare, education, technology, advanced manufacturing and health research provider and activity cluster in the Eastern Metro Region.

STRATEGY 02.

Facilitate land use and economic intensification of the Monash NEIC to leverage transport infrastructure investment and improved public transport connectivity, including Suburban Rail Loop.

FIGURE 7. Monash National Employment and Innovation Cluster

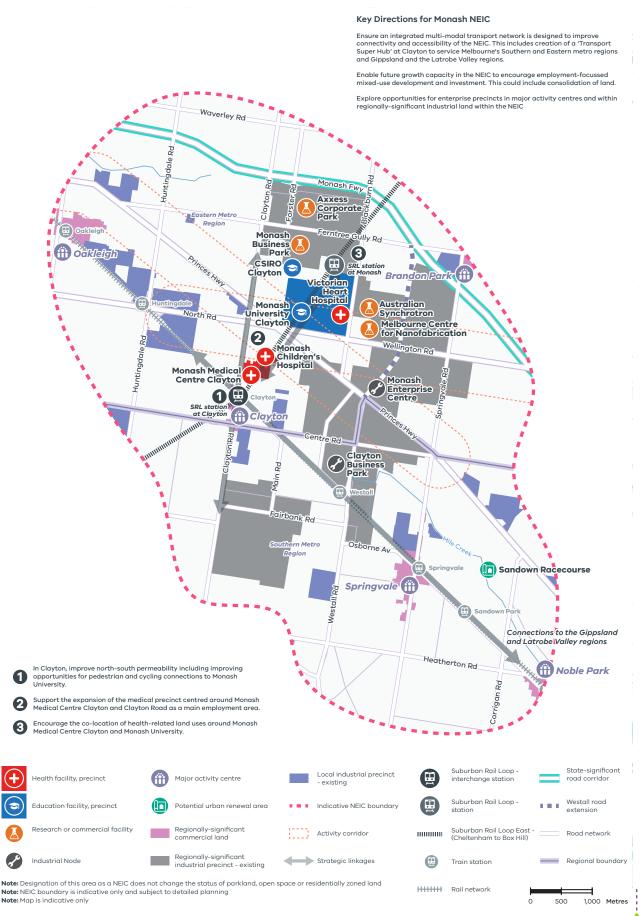




Photo credit: Tim Bell Studio

DIRECTION 02.

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

The Eastern Metro Region's health sector supports over 58,000 jobs across 20 major health facilities and 6,000 related businesses and organisations while the education sector supports over 40,000 jobs, 30 per cent of which are in the tertiary education sector (Regional Development Australia, 2020).

As the second largest exporter of education services in Melbourne, the Eastern Metro Region would benefit from significant investment in tertiary student support and short-term stays. Access to health and education is also a key aspect of liveability that underpins the region's economic success.

SRL has been purposely planned to connect key employment precincts and provide opportunities for ancillary businesses in the Eastern Metro Region, particularly where health and education precincts are co-located with metropolitan and major activity centres such as Box Hill, Burwood and Clayton. Precinct planning for SRL precincts would support improved inter-regional movement.

STRATEGY 03. Support significant land use change and higher-density development in SRL precincts.

STRATEGY 04. Encourage investment that will attract major anchor tenants, start-ups and specialised labour in the region's health and/or education precincts.

STRATEGY 05. Support convenience retail, service and business uses in health and/or education precincts and SRL precincts to provide ancillary business opportunities and amenities.

STRATEGY 06. Improve transport connections between health and/or education precincts in the Eastern Metro Region, particularly north-south connectivity.

STRATEGY 07. Improve pedestrian amenity, cycling access, public transport access and linkages within and between the region's health and/or education precincts and activity centres.

DIRECTION 03.

Support the development of a strong network of activity centres to provide jobs closer to where people live

The Eastern Metro Region's two metropolitan activity centres of Box Hill and Ringwood are located in the northern half of the region on the Belgrave-Lilydale railway line, with convenient access to the Central City.

Box Hill is a significant regional centre for retail, office, hospitality, civic, health and community uses and will play a significant regional role as the SRL interchange station integrated with the existing tram and bus network. Ringwood is predominantly retail-focused with a large-scale shopping centre. As the gateway to the Yarra Valley, Ringwood is a key employer for residents further east.

Across the region, there are 19 major activity centres that are either based around large freestanding shopping centres (e.g. Chirnside Park, Doncaster Hill, Forest Hill Chase, Glen Waverley, Nunawading and Wantirna South-Knox Central) or strip-based centres (e.g. Boronia, Croydon, Lilydale and Oakleigh).

Box Hill and Ringwood provide over 100,000 square metres of commercial floorspace each, along with three other larger major activity centres of Doncaster Hill, Glen Waverley and Wantirna South. It is anticipated that 837,000 square metres of additional commercial floorspace will be needed across the Eastern Metro Region by 2031.

With no future commercial areas identified, the Eastern Metro Region must rezone, consolidate or intensify land uses to accommodate future requirements. A significant proportion of the region's recent office development has been in freestanding business or office parks. There is a need to identify and supply additional commercial floorspace in designated activity centres close to public transport, including underutilised land and surplus state and local government land. Existing and future commercial floorspace requirements for the Eastern Metro Region are shown in Figure 8.

SRL precincts will support significant land use change and higher-density development opportunities in the Box Hill, Doncaster Hill, Clayton, and Glen Waverley activity centres (Figure 9). There will also be flow-on development opportunities in neighbouring activity centres along SRL alignment. New stations and interchanges must be strategically located to service existing land use, drive land use change and incentivise public and private investment.

STRATEGY 08. Direct high-value jobs and higherdensity development to Box Hill and Ringwood metropolitan activity centres as well as suitable major activity centres.

STRATEGY 09. Retain existing commercial zoned land and identify areas that can support future demand for commercial floorspace and new investment with a focus on metropolitan and major activity centres.

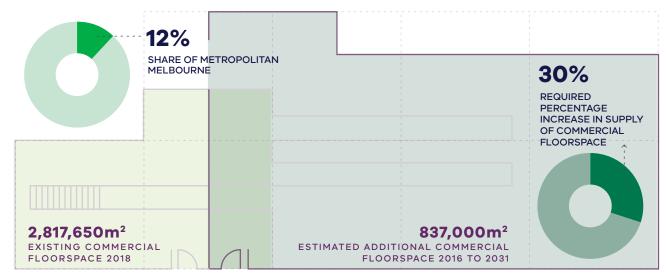
STRATEGY 10.

Maximise land use and economic intensification around Suburban Rail Loop precincts, particularly those co-located with activity centres, leveraging public transport improvements

STRATEGY 11.

Encourage the agglomeration of commercial investment by locating employment uses and office development in activity centres

FIGURE 8. Existing and future commercial floorspace requirements for the Eastern 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: Department of Jobs, Precincts and Regions

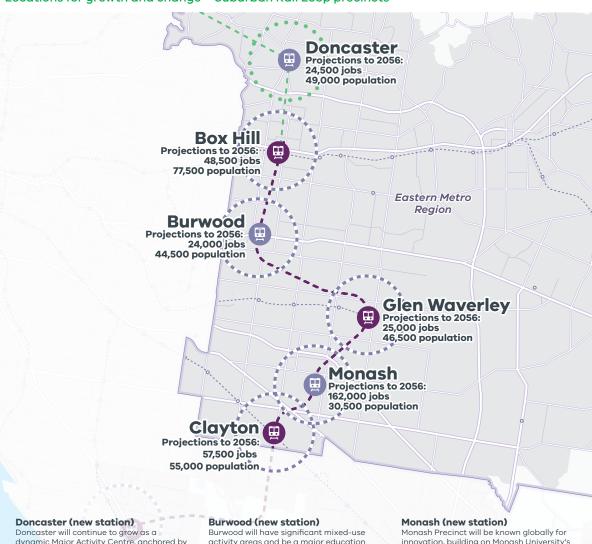


FIGURE 9. Locations for growth and change – Suburban Rail Loop precincts

Doncaster will continue to grow as a dynamic Major Activity Centre, anchored by the Westfield Shopping Centre and Manningham Civic Centre with a broad range of businesses, employment opportunities, community services, and a vibrant night time economy to support its diverse local community.

Box Hill (interchange station)

Box Hill will continue to grow as a Metropolitan Activity Centre and strategic multi-modal transport hub for Melbourne's east. Growth in health and public sector jobs will be supported by continued mixed use development and high quality landscaped central areas that are attractive for pedestrians. The precinct will remain a multicultural hub, providing amenity and community infrastructure for its diverse population.

Burwood will have significant mixed-use activity areas and be a major education precinct for Victoria, anchored by Deakin University's strengths as a leader in technology and commerce. An activated public realm along the Burwood Highway corridor will support more jobs and residents and enhanced access to Gardiners Creek will be supported by comprehensive walking and cycling links.

Glen Waverley (interchange station)

Glen Waverley will be a centre for workers, students and residents, accessible from across the eastern metropolitan region and anchored by a vibrant multicultural core.

Central Glen Waverley will grow through an intensified mix of businesses, retail, services and entertainment uses, within a pedestrian- and cycling-friendly local environment.

Monash Precinct will be known globally for innovation, building on Monash University's strengths in science, technology, engineering and mathematics (STEM) to attract and retain leading global firms. Significant employment growth will be supported by an attractive public realm, comprehensive walking, cycling and public transport networks, and a diverse lifestyle and hospitality offering.

Clayton (transport super hub & interchange station)

Clayton will be both a leading health cluster and 'transport super hub' for Melbourne's southern metropolitan and Gippsland region. Home to world-standard healthcare and leading-edge commercialised research and development innovations, it will also be a hub for local living services and maintain a high amenity environment.

Note: Precinct jobs and population figures are taken from the Suburban Rail Loop Business and Investment Case, August 2021



SRL - interchange station



Areas expected for higher levels of growth and change *Station location subject to future study and confirmation

- - SRL North (Box Hill to Airport)

SRL - station

Areas expected for higher levels
of growth and change

- - SRL East (Cheltenham to Box Hill)

LOCATIONS FOR GROWTH AND CHANGE - SRL PRECINCTS

The SRL Precinct Goals will evolve in line with future detailed structure planning for SRL Precincts.

DIRECTION 04.

Intensify and diversify the range of employment uses within regionallysignificant industrial precincts to be continued generators of economic activity and employment

The regionally-significant industrial precincts in the Eastern Metro Region should be carefully planned for and protected (Table 3). As the region is fully established, no future industrial precincts have been identified. Opportunities exist for underutilised land to be redeveloped, and for buildings and land to be recycled for new industrial uses. Existing and future industrial floorspace requirements for the Eastern Metro Region are shown in Figure 10.

The Bayswater Business Precinct is a large industrial area accommodating 40,000 jobs in 730 hectares of land in the Knox, Maroondah and Yarra Ranges LGAs. A coordinated approach to planning for this precinct will benefit the Eastern Metro Region as a whole. The precinct has less than 10 per cent vacant land available for future development. To remain economically competitive the precinct should encourage adaptation by existing businesses and attract new businesses. Increasing the amenity in and around the precinct will add to Bayswater Business Precinct's marketability for new businesses. Bayswater Major Activity Centre is located south-west of the precinct offering housing, retail and services for the precinct's workforce.

The Scoresby-Rowville Industrial Area accommodates a range of production and service industries as well as business parks and is located with direct access to EastLink. The Clayton-Mulgrave Industrial Precinct forms part of the broader Monash NEIC and has the potential to contribute to significant growth in technology, medical and health-based industries and advanced manufacturing.

The Nunawading MegaMile Home and Lifestyle Precinct is home to over 250 businesses (mostly bulky goods retailing) and supports over 2,500 jobs. Nearby is the Blackburn Industrial Precinct as well as a number of other key industrial precincts such as Rooks Road and Redland Estate. These locations are important for small and medium-sized businesses.

The high concentration of technology and innovation-based industries already located in the Eastern Metro Region will likely see the development of creative industries, 'start-up' businesses and home-based businesses. The region has the potential to develop 'enterprise precincts' in areas that are well serviced by public transport, contain industrial land and are located close to services and amenities. Enterprise precincts facilitate the creation and commercialisation of new ideas and support metropolitan economies by growing jobs in ways that leverage their distinct economic attributes. The planning system should be flexible to support investment in these anticipated business

by establishing 'incubator' and co-working spaces to encourage collaboration. Additionally, some regionally-significant industrial land in the region, such as land around the Monash NEIC, could transition to higher-order employment opportunities.

STRATEGY 12.

Retain industrial zoned land at Bayswater Business Precinct, Scoresby-Rowville Industrial Area and Clayton-Mulgrave Industrial Precinct (within Monash NEIC) predominantly for industrial uses.

STRATEGY 13.

Retain regionally-significant industrial land by managing encroachment by other uses that would cause fragmentation and may compromise the development and efficient operation of existing businesses.

STRATEGY 14.

Improve the amenity, walking, cycling and public transport access of regionally-significant industrial precincts.

STRATEGY 15.

Maximise investment opportunities for start-ups and/or creative industries in the Bayswater Business Precinct, Scoresby-Rowville Industrial Area and Clayton-Mulgrave Industrial Precinct (within Monash NEIC) and across the activity centre network to support innovation and collaboration.

STRATEGY 16.

Identify and plan for future enterprise precincts that are well serviced by public transport, contain identified locally-significant industrial land and are located close to services and amenities provided.

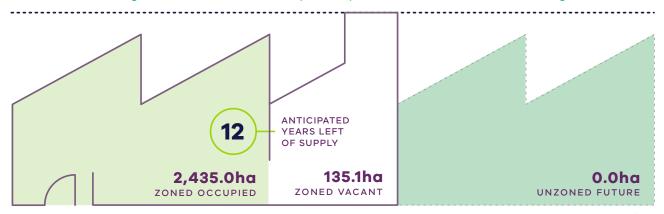
TABLE 3. Regionally-significant industrial precincts within the Eastern Metro Region

EXISTING PRECINCTS

- Bayswater Business Precinct
- Scoresby-Rowville Industrial Area
- Clayton Business Park (part of the Monash NEIC)
- Huntingdale Industrial Area (part of the Monash NEIC)
- Nunawading MegaMile Home and Lifestyle Precinct
- Blackburn Industrial Precinct
- Rooks Road Industrial Precinct
- Redland Estate Industrial Precinct

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

FIGURE 10. Existing and future industrial floorspace requirements for the Eastern Metro Region



TOTAL AVAILABLE SUPPLY EASTERN METRO REGION

135.1ha

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



Photo credit: Department of Jobs, Precincts and Regions

DIRECTION 05.

Develop activity corridors to support increased employment and housing opportunities

While activity centres will be the primary locations for concentrated development, the Eastern Metro Region has several 'activity corridors' that are heavily used by commuters or are undergoing city-shaping infrastructure upgrades. Often, they contain linear commercial, mixed-use and land zoned for increased housing densities.

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, given their high levels of accessibility, have the potential to link up the activity centre network and provide local-scale employment and higher-density housing. Activity corridors will become increasingly attractive locations as a result of SRL and other infrastructure projects.

Within activity corridors, existing commercial land should be retained and opportunities to support future demand for commercial floorspace investigated. Designation as an activity corridor could attract additional investment and development aligned to strategic land use objectives along each corridor. Neighbourhood activity centres in close proximity to activity corridors may also support increased housing opportunities.

The SRL station at Burwood will enable substantial uplift in jobs and housing in a well-connected precinct and growth corridor. Future employment growth should be targeted around Deakin University and existing employment areas that are well connected. It will also create an opportunity to facilitate increased investment and development along Burwood Highway.

STRATEGY 17.

Encourage increased investment and development along key activity corridors in the region, specifically:

- Whitehorse Road between Box Hill and Ringwood metropolitan activity centres, including Nunawading Mega Mile Home and Lifestyle Precinct (Nunawading Major Activity Centre)
- Burwood Highway between Deakin University (statesignificant education precinct and SRL station at Burwood), Burwood Heights and Burwood East-Tally Ho major activity centres
- Dandenong Road/Princes
 Highway between Caulfield
 and Chadstone major activity
 centres (Inner South East Metro
 Region) and the Monash NEIC
- North Road/Wellington Road from Monash NEIC to Rowville Major Activity Centre.

STRATEGY 18.

Facilitate land use and economic intensification of the SRL Burwood Precinct given improved public transport connectivity.

DIRECTION 06.

Ensure protection of green wedges and support their role to provide agriculture, tourism and state infrastructure for the long-term benefit of all Victorians

The Eastern Metro Region's green wedges are highly productive regions, valued for their landscape character, biodiversity and tourism offer.

The green wedges are protected from urban encroachment by the UGB and planning controls are in place to protect the environment and landscape in many areas. View lines to the treed slopes of the Dandenong Foothills, the Yarra River corridor and Christmas Hills are also a key consideration for adjacent urban areas.

The region's green wedges support the production of flowers and nursery plants, berries and orchard fruits, wine grapes, beef and grain. They also support a strong visitor economy based on local wine and food, farmers and makers markets, accommodation, outdoor activities such as walking and hiking, parklands and river corridors, cycling and horse-riding, and attractions such as Healesville Sanctuary and Puffing Billy. These significant natural landscapes and cultural values attract four million visitors each year and provide over 15,200 jobs across the region.

Non-urban areas of the Eastern Metro Region include townships such as Healesville, Warburton and Yarra Glen that provide services and facilities to the local population. Much of the land within the green wedges has significant conservation value for its natural bushland, which also brings a high bushfire risk. However, its contribution to the regional and national economy, based on rural produce and natural attractions, should be promoted and protected.

STRATEGY 19. Protect and optimise the productive potential of agricultural land for agricultural purposes to encourage jobs in the agricultural sector in the Eastern Metro Region.

STRATEGY 20. Support tourism and recreation activities that contribute to vibrant green wedge communities, economic growth, and which respect other green wedge priorities such as landscape and environmental values, biodiversity conservation, cultural heritage and agricultural production.

STRATEGY 21. Support value-adding sustainable agricultural uses and complementary tourism activities where they contribute to viable, productive operations.

ACTIONS -Productivity

ACTION 1. Establish a long-term state and local government partnership to oversee, coordinate and manage land use planning for the Monash NEIC.

ACTION 2. Implement a program of State Government-led planning projects, in partnership with local government, to ensure metropolitan and 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.

ACTION 3. Undertake Precinct Planning for Suburban Rail Loop Precincts with local councils and other stakeholders to guide land use change, transport integration and the creation of liveable, walkable and prosperous precincts.

TABLE 4. Green wedges: current role and strategic opportunities

GREEN WEDGE	CURRENT ROLE	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Yarra Valley and Yarra and Dandenong Ranges Green Wedge	Landscape and open space Environment and biodiversity Water supply and catchments Agricultural land Tourism and recreation Cultural heritage Rural living	 Continue to support intensive horticulture and floriculture activities of state significance, including nurseries, cut flowers, fruit and nuts, grapes, berries and vegetables, and other value-added primary activities Provide a variety of land uses around the foothills of the Dandenong Ranges including tourism, restaurants, wineries, recreation activities and co-located agricultural and ancillary uses Focus tourism clusters around existing commercial and community facilities Build and maintain an economy based on agriculture, leisure, accommodation and tourism (with a focus on food, wine, art, culture and the natural environment), especially in the Macclesfield/Yellingbo Rural Areas and Dixons Creek/Upper Yarra Valley, where uses can provide for the protection of productive agricultural land
Manningham Green Wedge	Landscape and open space Agriculture Environment and biodiversity	 Support efforts to maintain environment and biodiversity in view of climate change, reduced water, risk of fire, pest management Provide an attractive permanent edge to urban development to manage the interface between urban and green wedge land Protect and enhance landscape character and environmental values when providing housing in these areas Provide commercial activity that complements and enhances the visual character and environmental significance of areas and does not negatively impact agricultural areas Support the viability of existing agricultural activities
Southern Ranges Green Wedge	 Landscape and open space Tourism and recreation Mineral, stone and resources 	 Support the rural and pastoral character of the valley and hills Continue to support the agricultural potential of the land Support the operation of quarries for 20-30 years

TABLE 5. Metropolitan and major activity centres: existing attributes and strategic opportunities

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES	
Metropolitan Activity Centres			
Box Hill (Whitehorse)			
 Hybrid centre along Whitehorse Road and integrated with Box Hill Station and transport interchange Plays a major service delivery role including retail, local community hub, commercial and accommodation uses State-significant health and education precinct Medium- and high-rise apartment buildings Box Hill Hospital and Box Hill Institute of TAFE, Epworth Hospital, Australian Taxation Office branch Train (Box Hill and Mont Albert stations) and tram services 	 SRL Box Hill Precinct, including an interchange station Level crossing removals at Mont Albert and Surrey Hills 20 years of apartment development approved for the activity centre core Connections to Box Hill Community Arts Centre and Aqualink Box Hill 	 Support significant growth and investment in retail, public transport, health, justice, education, entertainment, and medium- and higher-density residential development Support health and public sector jobs and maximise employment growth, accommodate more intensive and diverse range of activities Grow the state-significant health and education precinct and attract allied sectors Support higher-density housing beyond activity centre core Maximise integration and transit-oriented development opportunities with new SRL station Leverage new SRL interchange and improved amenity of the station and provide active transport connections to broader transport network 	
Ringwood (Maroondah)		·	
 Hybrid centre east of EastLink, north of Maroondah Highway and south of the Ringwood bypass Plays a major service delivery role including Eastland Shopping Centre, a major freestanding shopping centre surrounded by other large format retail and strip-based and bulky good retail along Maroondah Highway The Realm cultural hub and library is a gateway to the Yarra Valley Regionally-significant Ringwood Health Precinct Regionally-significant industrial land along Heatherdale Road Train (Ringwood and Heatherdale stations) and SmartBus services 	Mullum Mullum Creek (Aboriginal Cultural Heritage Sensitivity) Through traffic along Maroondah Highway is a challenge to pedestrian amenity Proximity to EastLink	 Reinforce role as principal retail, commercial, community, entertainment and employment focal point Centralise employment and office space Support higher-density housing development Consolidate small, fragmented allotments for greater opportunitie to intensify development Maximise opportunities to attract specific industries such as health and education Maximise opportunities afforded by connections to EastLink 	

EXISTING ATTRIBUTES WHAT NEEDS TO BE **FUTURE ROLE/STRATEGIC** CONSIDERED **OPPORTUNITIES Major Activity Centres** Bayswater (Knox) · Hybrid centre south of Directly to the west of • Support broad range of retail, Mountain Highway and west the Bayswater Business commercial and community uses of the Belgrave railway line Precinct (regionallyincluding retail activity within significant industrial the activity centre core; office, • Mountain High Shopping precinct), the largest showroom, entertainment and Centre and offices, and significant business community uses outside retail light industrial uses location in Knox core; and education and bulky • Knox Community Arts Centre goods uses east of railway line · Regionally-significant • Discourage industrial uses from industrial land locating within activity centre • Train (Bayswater Station) service and provide ancillary services to Bayswater Business Precinct • Support higher-density housing opportunities beyond the commercial areas and mixeduse/residential apartments on select sites and above active commercial ground floor uses in the core of the activity centre • Facilitate and support development as key employment destination and support transition from large format to a mix of site sizes Boronia (Knox) • Hybrid centre at the intersection · Connections to state-• Encourage increased activity while of Boronia Road and Dorset Road significant Knox ensuring development respects Basketball Centre Dandenong Ranges foothills • Two freestanding shopping centres, surrounded by retail, • Former Boronia Heights • Encourage broad range of retail, commercial, entertainment, College and Norvel Road commercial and community uses office and community Quarry urban renewal areas: • Encourage medium-rise residential uses on Dorset Road • Protected views towards development beyond the • Near the foothills of the Dandenong Ranges – commercial areas and mixed-Dandenong Ranges landscape setting and use/residential apartments on character to be respected select sites and above active • Train (Boronia Station) service (including building height) commercial ground floor uses in the core of the activity centre Vegetation Protection

Overlay over activity centre

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES			
Brandon Park (Monash)					
 Freestanding shopping centre at the intersection of Springvale and Ferntree Gully roads, north of Monash Freeway Retail, large format retail, entertainment, mixed commercial, offices, hotel and community facilities surrounded by residential uses Regionally-significant industrial land 	Between Monash NEIC and Glen Waverley Major Activity Centre, both future SRL station precincts North of regionally-significant industrial land in Mulgrave	Support redevelopment and concentration of activity Locate higher-density housing in proximity to the SRL station at Monash to maximise inter- and cross-regional opportunities to access employment, educational and health services Support improvement to pedestrian and cycling linkages and greater public transport linkages and services			
Burwood East-Tally Ho (Whitehorse))				
 Freestanding business park at the intersection of Burwood Highway and Springvale Road A mix of large offices, information technology-based businesses, health services, retail and community uses surrounded by residential uses Tram and SmartBus services 	Proximity to Burwood Heights Major Activity Centre and Deakin University Burwood campus to the west Future SRL Burwood Precinct Part of the Burwood Highway Activity Corridor	 Promote as a key office, knowledge and technology-based business and innovation precinct for the region Encourage continued investment in high-quality office space in attractive settings with extensive landscaping Promote as preferred location for further retail and commercial activities Support and complement office precincts with growth in neighbourhood convenience retail, housing, hospitality and associated infrastructure Plan for and support land use change from access to SRL Burwood Precinct and role in the activity corridor 			
Burwood Heights (Whitehorse)					
 Hybrid centre at the intersection of Burwood Highway and Middleborough Road A retail centre with a retirement village, the RSPCA and a 20-hectare former brickworks strategic redevelopment site including the Burwood Brickworks Shopping Centre and a mix of residential development densities Tram services 	 Future SRL Burwood Precinct State significant education precinct, Deakin University Burwood, to the west Regionally-significant industrial precinct to the north 	 Encourage growth as a large activity centre that accommodates a mix of uses including retail, commercial, community, entertainment, health, leisure, residential and other associated requirements that respond to the needs of the local and regional population Accommodate significant proportion of higher-density new dwellings 			

FUTURE ROLE/STRATEGIC **EXISTING ATTRIBUTES** WHAT NEEDS TO BE CONSIDERED **OPPORTUNITIES Chirnside Park (Yarra Ranges)** • Freestanding shopping centre • Proximity to Lilydale • Encourage a thriving, compact on Maroondah Highway near Major Activity Centre activity centre with mixed uses, Manchester Road, Edward including a broad range of retail, • Close to green wedge Road and Kimberly Drive entertainment, commercial • Identified as a priority for and community facilities • A retail and entertainment stormwater management focus with community facilities • Encourage redevelopment of key Maroondah Highway and large format retailing sites for community facilities, is a barrier to activity and redevelopment sites businesses and employment uses centre integration along Maroondah Highway • Promote opportunities for more • Principal retail activity centre intensive redevelopment including in Yarra Ranges LGA employment-generating commercial uses and higher-• Gateway to the Yarra Ranges density housing • Local industrial precinct • Encourage provision of additional to the south public open space in strategic locations • Improve bus services and supporting infrastructure and increase the provision of shared use paths

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Clayton (Monash)		
 Strip-based centre on Clayton Road from its intersection with Carinish Road to Centre Road A major focus on retail, entertainment, mixed commercial, offices, apartments and community facilities State-significant health precinct at Monash Medical Centre to the north Regionally-significant industrial land to the east Train (Clayton Station) service 	Within the Monash NEIC and proximity to state-significant health, and health and education precincts Location of the future SRL Clayton interchange station Near potential Caulfield to Rowville Link At the border of Southern Metro Region, boundary of Monash and Kingston LGAs	 Support future role as a health cluster and transport super hub for the Eastern and Southern metro regions and Gippsland Region (La Trobe Valley) Continue support for major highdensity, high amenity, lifestyle and service hub for the Monash NEIC Encourage the growth of healthrelated uses and stronger integration with Monash Medical Centre Encourage higher-density development Connect higher-density housing to the station to maximise interand cross-regional opportunities to access employment, educational and health services Encourage public and active transport improvements to existing transport infrastructure and new projects Support a wide range of arts, cultural and entertainment facilities, and hospitality and office uses where contiguous retail frontage is not compromised Maximise integration with transitoriented development opportunities around the future SRL station
Croydon (Maroondah)		
Hybrid centre focused on Main Street and Mt Dandenong Road and dissected by the Lilydale rail line Strip-based retail and commercial with extensive open space and industrial, employment and education uses Regionally-significant education precinct at Swinburne University of Technology, Croydon Train (Croydon Station) service		Strengthen retail, industrial, business and employment role, and opportunities for integration and mixed uses Provide a range of higher-density housing Encourage redevelopment around the Croydon Station precinct

EXISTING ATTRIBUTES WHAT NEEDS TO BE FUTURE ROLE/STRATEGIC CONSIDERED **OPPORTUNITIES** Doncaster East -The Pines (Manningham) • Freestanding shopping centre • Neighbouring green wedge Encourage mixed-use at the intersection of Reynolds and low-density residential, development, higher-density Road and Blackburn Road fringe of urban area housing, and arts, community, cultural and entertainment facilities • A focus on retail, commercial • Preservation of biosites and and community uses habitat on Andersons Park • Provide apartment-style and along road reserves development within and • Higher-density residential adjacent to the activity development centre to maximise use of the • PPTN interchange with commercial and social facilities SmartBus services • Promote greater use and frequency of public transport to and from the activity centre and well-defined bicycle and pedestrian access Doncaster Hill (Manningham) • Future SRL Doncaster • Support Doncaster Hill as the Freestanding shopping centre, Westfield Doncaster station civic hub for the municipality Shoppingtown, around the with quality civic, education, • Proximity to Eastern intersection of Doncaster community services and facilities Freeway and Doncaster Road and Williamsons Road Park and Ride facility • Promote as prime location · Retail, recreation, for higher-density mixed-use Views of Dandenong accommodation, education, development including residential, Ranges, Kinglake Ranges large format retailing, and commercial and community uses and Melbourne city skyline community and civic uses, as • Encourage the connection between well as medium- and high-rise higher-density housing and the apartment development train station to maximise inter- PPTN interchange with and cross-regional opportunities SmartBus services to access employment, educational and health services • Support active transport improvements to existing transport infrastructure and new projects • Maximise integration and transit-oriented development opportunities with future SRL station (Box Hill to Airport) including pedestrian, bicycle and public transport Forest Hill Chase (Whitehorse) • Freestanding shopping centre at • Promote as preferred the intersection of Canterbury location for further retail, commercial, entertainment Road and Mahoneys Road and cultural activities • Retail, cinema complex and entertainment facilities · Accommodate housing growth in surrounding residential areas • PPTN interchange with SmartBus services Enhance the amenity of the activity centre

EXISTING ATTRIBUTES WHAT NEEDS TO BE FUTURE ROLE/STRATEGIC CONSIDERED **OPPORTUNITIES** Glen Waverley (Monash) Hybrid centre at the Future SRL Glen • Future role as a regional business, intersection of High Street Waverley Precinct retail, community services, civic Road and Springvale Road, and entertainment centre Proximity to regionallyincluding The Glen Shopping significant health and • Encourage further development Centre and strip shopping of retail, entertainment, education precinct focused around Kingsway at Waverley Private office, medical services and Regional focus for highercommunity facilities Hospital and Holmesglen order goods, specialty Institute of TAFE Glen • Facilitate a wide range of arts, retailing, department stores, Waverley Campus cultural and entertainment uses entertainment, mixed • Encourage medium- and highercommercial, offices, apartments, density housing and mixedresidential hotels, community use in appropriate locations facilities and public transport in and around the centre · Civic functions including Support active/sustainable council offices transport improvements to • Train (Glen Waverley Station) existing transport infrastructure and SmartBus services and new projects Lilydale (Yarra Ranges) • Gateway to the Yarra Valley • Level crossing removal • Reinforce regional service role in retail, business and community at Maroondah Highway · Civic and administrative activity services supporting tourism, centre for Yarra Ranges • Benefits of the level agriculture and regional businesses crossing removal, and new • Employment hub, convenience station and bus interchange • Facilitate further expansion of shopping, education, Box Hill Institute of TAFE Precinct • Lilydale Quarry urban commercial functions and improve integration with renewal area • Regionally-significant education Lilydale Major Activity Centre precinct at Box Hill Institute • Reinforce retail core and avoid - Lilydale Lakeside campus further dispersal of retail activities Supports agricultural • Encourage redevelopment of producers and rural key sites for mixed business and industries in Yarra Valley higher-density residential use · Encourage provision of additional housing at higher densities within the centre Mountain Gate (Knox) • Poor access to public • Hybrid centre on • Encourage and support broad range of retail activities, cafés, Ferntree Gully Road transport which limits development potential restaurants and community · A focus on bulky goods, (only serviced by facilities, and consolidate retail restricted retail uses, small-scale local bus routes) uses within the retail core offices, and light and service industries, and includes the • Protected views towards • Improve public transport services Mountain Gate Shopping Centre (number and frequency) Dandenong Ranges • Scoresby-Rowville Industrial • 609-621 Burwood Precinct to the west Highway, Knoxfield, and the Norvel Road Quarry urban renewal areas

EXISTING ATTRIBUTES WHAT NEEDS TO BE **FUTURE ROLE/STRATEGIC** CONSIDERED **OPPORTUNITIES Mount Waverley (Monash)** • Strip-based centre on • Proximity to the Monash • Encourage retail uses with Stephensons Road NEIC located to the south an emphasis on food and multicultural strengths • A focus on higher-order Proximity to the regionallygoods, specialty retailing, significant health and • Support medium-rise residential development within the centre entertainment, mixed education precinct commercial, offices, apartments, at Waverley Private • Encourage a wide range of arts, hotels and community facilities Hospital and Holmesglen cultural, entertainment facilities Institute of TAFE Glen • Train (Mount Waverley and restaurant uses (and office Waverley Campus Station) service uses where contiguous retail frontage is not compromised) • Enhance pedestrian and cycling linkages, and greater public transport linkages and services **Nunawading (Whitehorse)** • Part of the Whitehorse Hybrid centre along • Encourage development Whitehorse Road, known as Road Activity Corridor and promote of as one of the Nunawading Megamile and between Box Hill and Melbourne's largest shopping Home and Lifestyle Centre Ringwood metropolitan districts for bulky goods retailing activity centres and restricted retail uses · A focus on bulky goods retailing • Whitehorse Road which and motor vehicle sales Support mixed-use commercial/ is major barrier for office/residential apartments • Regionally-significant on select sites and in key the activity centre industrial land hubs within the retail strip • Train (Mitcham and Nunawading • Promote future development stations) and SmartBus services opportunities with large lots Oakleigh (Monash) • Hybrid centre at the Near the Dandenong • Encourage redevelopment intersection of Atherton Road/Princes Highway and concentration of activity Road and Atkinson Street **Activity Corridor** while maintaining historical/ cultural elements • A focus for higher-order • Precincts and buildings • Promote retail uses with a food goods, specialty retailing, with heritage significance entertainment, mixed emphasis and as a Greek precinct commercial, offices, apartments, • Develop a wide range of arts, hotels and community facilities, cultural and entertainment and public transport facilities, and restaurant uses (and Multicultural and offices where contiguous retail culinary shopping and frontage is not compromised) community services • Promote as a preferred • Train (Oakleigh Station) location for higher-density and SmartBus services residential development • Support higher-density housing and mixed-use development that results in integrated housing, workplaces, shopping, recreation and community services

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
Rowville-Stud Park (Knox)		
 Hybrid centre on Stud Road Library, restaurants, offices large format retailing and the Stud Park Shopping Centre PPTN interchange serviced by SmartBus services 	Near the Wellington Road Activity Corridor and Eastlink Proximity to the Scoresby- Rowville Industrial Precinct Proposed Caulfield to Rowville Link	 Encourage a more diverse mix of activities, services, retail, dining and entertainment options and public spaces in the commercial core Support a variety of shops, cafés and outdoor dining with high pedestrian amenity and improved opportunities for local jobs Provide opportunities for higher-density housing and mixed-use development Support public transport improvement opportunities Promote Caulfield to Rowville Link as a catalyst for jobs and housing growth along this corridor
Wantirna South-Knox Central (Knox)	
 Freestanding shopping centre at the intersection of Burwood Highway and Stud Road The Westfield Knox Shopping Centre is a local employment centre offering specialty retailing, department stores, entertainment, mixed commercial, offices and community facilities Higher-density residential development Major open space connections to the north and along Blind Creek to the east Regionally-significant education precinct at Swinburne University of Technology, Wantirna PPTN interchange serviced by SmartBus services 	 Proximity to Wantirna Health Precinct (proposed mixed-use community anchored by new health facilities) Lewis Park and Blind Creek corridor interface 609-621 Burwood Highway urban renewal area 	Continue to develop activity centre's regional retail role Facilitate employment growth to develop a major commercial and employment focus and intensify level of activity Support the expansion of the Westfield Knox City Shopping Centre and diversification of retail business and employment opportunities in existing industrial areas Promote development of underutilised land for higher-density housing and mixed-use as well as institutional, employment and residential uses Support active/sustainable transport improvements to existing transport infrastructure and new projects Promote connections to future

SRL stations to the west