

**21.09 KEY REGIONAL ASSETS**

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**Overview**

A number of Melbourne’s best known land marks are found in the City of Monash. These key regional assets include Monash University, Monash Medical Centre, Victoria Police Academy, Holmesglen TAFE College, Jells Park, the Monash Gallery of Art, Monash Aquatic and Recreation Centre and Waverley Netball Centre. Other facilities, such as golf courses, education and cultural establishments, private hospitals, service uses and extractive industry sites, while smaller in scale, also provide broad regional community services.

Monash University is the key tertiary institution in the eastern suburbs. Its role as an educational establishment as well as a major employer and business centre is vital to the economic viability of the region.

Monash Medical Centre is a major health care facility within the eastern suburbs. Its primary role as a health provider and teaching and research hospital provides one of the key services to Melbourne.

Education, recreation and service facilities all play an important role in the functioning of the municipality.

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**Key issues**

- Monash is the home of many key regional assets that have significance for the municipality and the surrounding areas as they contribute to the economic, business, educational, medical, sporting, recreational, cultural and social life of the community.
- Significant resources are utilised in maintaining and enhancing the network of community infrastructure such as sporting venues, recreation reserves, entertainment precincts, educational institutions and other community facilities.
- The ongoing development of supportive physical, social and commercial environments around key regional assets is important to assist them to remain leading edge institutions.
- Development of visually significant sites has an impact on the public’s perception of Monash and therefore should reflect the character of the municipality and enhance its image.

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**Objectives, strategies and implementation**

**Objectives**

- To develop supportive social, physical and commercial environments surrounding key regional assets in Monash.
- To retain and encourage development of private health facilities as an adjunct to key community medical resources.
- To enhance “high tech” links with Monash University, the Monash Medical Centre and the Australia Synchrotron.
- To retain the Monash University and Holmesglen TAFE campuses as significant educational facilities.
- To retain the range of public and private educational facilities in Monash.
- To retain and build on the recreational facilities within the municipality.

## Strategies

- Facilitate the development of appropriate industry, business and residential projects that cater for the needs of users of key regional assets.
- Promote education and medical linkages for national and international interests at Monash University, the Monash Medical Centre and the Australia Synchrotron.
- Identify and promote “high tech” links between local industry and businesses with Monash University, the Monash Medical Centre and the Australia Synchrotron.
- Encourage the preparation of master plans for development of constrained sites.
- Promote the City of Monash as an attractive location for business through the south-eastern regional group of Councils and the Regional Economic Development Strategy for Melbourne’s South East 2003 – 2030.
- Participate in regionally significant projects and continue to market the City of Monash locally, nationally and internationally.

## Implementation

These strategies will be implemented through the following actions.

## Policy and exercise of discretion

- Using local policy to promote appropriate development in support of key regional assets and ensuring that it is successfully integrated into existing areas with minimum impact and loss of streetscape character and amenity. (*Residential Development and Character Policy, Clause 22.01, Monash Technology Precinct Policy, Clause 22.02 and Industry and Business Development and Character Policy, Clause 22.03, Outdoor Advertising Policy, Clause 22.08, Non-residential Use and Development in Residential Areas Policy, Clause 22.09*)

## Zones and overlays

- Applying the Special Use Zone to an extractive industry site.
- Applying the Public Use Zone.
- Applying the Heritage Overlay to protect and conserve public buildings and places of heritage significance.

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## Reference documents

Monash 2012 – A Strategy for the Future, City of Monash, 2003

City of Monash Council Plan, 2004 - 2008. City of Monash

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

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