

21.04 ECONOMIC DEVELOPMENT

10/08/2017
C172

This Clause provides the local content to support Clause 11.01 (Activity Centres), Clause 11.02-3 (Structure Planning), Clause 17 (Economic Development) and Clause 19.02-3 (Cultural facilities) of the State Planning Policy Framework.

21.04-1 Activity centres

10/08/2017
C172

Key issues

- Acknowledging the need for activity centres to adapt to change by providing for a broader range of uses.
- Seeking enhanced local service provision at the neighbourhood level, especially in the eastern parts of the City.
- Acknowledging Stonnington as a premier retail and tourism destination with its unique attractions and shopping strips and Chadstone and Chapel Street as the premier centres.
- Achieving the right balance of local and visitor uses, day and night-time uses, residential and commercial uses and retail and office / service uses.
- Attracting and fostering businesses which can take advantage of Stonnington's locational assets and which can provide employment and services for the local community.
- Making more efficient use of commercial land including existing shop tops.
- Managing the amount and location of new residential development in activity centres to ensure it does not diminish future opportunities for retail and commercial expansion in core areas.
- Managing the challenge of increasing residential development in and beside activity centres combined with the increased after hours opening of commercial uses and the resultant amenity and residential interface issues arising from the close proximity of conflicting uses.

Objectives and strategies

Activity centres network, viability and identity

1. **To maintain and enhance a network of sustainable and viable activity centres.**
 - 1.1 Consolidate the activity centres hierarchy by promoting development and expansion as appropriate to the role and position of each centre as shown in the table below.
 - 1.2 Support land uses which contribute to the self-sufficiency of activity centres in the provision of daily and weekly retail goods and personal services, having regard to the role of the centre.
 - 1.3 Encourage businesses, goods and services which will enhance the viability of Stonnington's activity centres, especially small businesses and uses that are high value and low impact.
 - 1.4 Encourage a broader range of uses in small neighbourhood centres to improve their viability and community focus.
 - 1.5 Identify local centres that have the potential for upgrading to large local centres.
 - 1.6 Encourage uses associated with tourism, arts and culture, health and education.

Table to Clause 21.04-1

Activity centre hierarchy / role	Centre	Strategic directions
GROUP 1 - PRINCIPAL Regional centre with both local and regional roles accommodating larger scale retail uses, complementary entertainment uses and goods and services to meet everyday and specialty needs.	Chapel Street Activity Centre	Refer to the Chapel reVision Structure Plan, reference documents, background documents and Schedule 1 to the Activity Centre Zone.
	Chadstone	A premier planned regional centre, focussing on high quality goods in a high quality environment.
GROUP 2 - MAJOR Sub-regional centre with both local and sub-regional roles accommodating a variety of goods and services to meet both everyday and specialty needs.	Glenferrie Road, Malvern	Predominantly everyday and some specialty retailing, with a wider mix of office and service uses at the northern and southern ends.
	High Street, Armadale	Predominantly specialty retailing and food, particularly uses that attract tourists, visitors and weekend trade.
GROUP 3 – NEIGHBOURHOOD (LARGE) <ul style="list-style-type: none"> ▪ Larger local centres catering for everyday needs and wider specialty retail, office and service markets. 	Toorak Village	Predominantly retail, catering for everyday and some specialty needs.
	Toorak Road, South Yarra (west end)	Refer to the Chapel reVision Structure Plan, reference documents, background documents and Schedule 1 to the Activity Centre Zone.
	Chapel Street, Windsor	Refer to the Chapel reVision Structure Plan, reference documents, background documents and Schedule 1 to the Activity Centre Zone.
	Hawksburn	Predominantly retail, with a food shopping character, plus a wider mix of office and service uses at the western end.
GROUP 4 - NEIGHBOURHOOD (SMALL) Small local centres catering for local and everyday retail, office and service activities and needs of the surrounding area.	Waverley Road, Malvern East Malvern Road - Burke Road, Glen Iris Other small Activity Centres	A hub of retail uses for everyday needs with a complementary mix of uses in the peripheral areas such as specialty retailing, offices, services, residential and small scale entertainment uses, appropriate to the character and identity of the centre.
GROUP 5 – MIXED USE Small Mixed Use Areas (Mixed Use Zones) Areas scattered throughout Stonnington containing a mix of service and industrial uses but also some retail and residential uses.	GROUP 5 - MIXED USE Small Mixed Use Areas (Mixed Use Zones)	A compatible mix of small businesses and residential uses that complement the nearby retail and residential areas and enhance the variety and quality of goods and services available in Stonnington.

Activity centre planning and land use balance

- To provide clear direction on the preferred location, level and mix of uses for each activity centre in the City.**

- 2.1 Ensure a mix of uses (retail, office, services, entertainment and residential uses) in all activity centres, to ensure safe and viable use of activity centres (as appropriate to the role and function of the activity centre).
- 2.2 Unless otherwise indicated in an adopted Structure Plan or urban design framework, consolidate new retail and commercial land use activities within the existing retail strips (Activity Centre, Commercial and Mixed Use Zones) of activity centres, rather than by expansion of retail strips.
- 2.3 Ensure sufficient zoned land is available to provide adequate space for the future expansion of businesses, as identified in any economic development strategy or Structure Plans.
- 2.4 Support proposals that will achieve more effective use of commercial properties, including the upper floors of commercial premises and properties that become vacant.
- 2.5 Facilitate the use of shop tops for office, residential and artist studios within main street activity centres.
- 2.6 As part of Structure Plan work, identify opportunities at the residential interface with a Commercial or Activity Centre zone.
- 2.7 On individual sites, seek a balance of land use in activity centres, with a preference for retail uses at ground level and office uses and / or residential uses in upper levels.
- 2.8 In high rise developments in Commercial, Activity Centre and Mixed Use Zones, avoid residential-only developments or make provision for adaptation to an alternative commercial use, by requiring higher ceiling heights at least at ground floor and preferably up to podium level.

Professional and business uses

- 3. To make provision for increased local employment in a broader range of commercial activities.**
- 3.1 Encourage businesses that will provide services and employment opportunities for the local community, including:
 - high technology, communication and distribution services;
 - services associated with the education, health, medical and professional services; and
 - services associated with creative / artistic activities and visitor accommodation.
- 3.2 In Structure Plans and urban design frameworks, identify locations within activity centres and mixed use areas that could accommodate an increase in office space to facilitate businesses and employment development in Stonnington.
- 3.3 Promote mixed use areas around principal and major activity centres shown on the Strategic Framework Plan that encourage a broad range of cultural, commercial and higher density housing opportunities.
- 3.4 Identify the preferred land uses and land use balance for individual mixed use areas.
- 3.5 Promote the Chapel Street Activity Centre as the primary mixed use office employment precinct in the City.

Residential uses in and beside activity centres

- 4. To ensure new residential development in activity centres does not compromise the primary commercial and cultural role of activity centres.**
- 4.1 Facilitate new residential development in activity centres having regard to approved Structure Plans and urban design frameworks.
- 4.2 Unless otherwise indicated in an approved Structure Plan or urban design framework, ensure residential use in Commercial and Mixed Use Zones is

located above or behind the ground floor frontage to allow for commercial active frontage at ground level.

- 4.3 Require new residential development in activity centres and mixed use areas to include adequate acoustic protection and amelioration.
- 4.4 Ensure that new residential development respects the character and amenity of any adjoining dwellings and the operations of any existing nearby commercial and industrial uses.

Implementation

The strategies in relation to activity centres will be implemented through the planning scheme by:

Policy guidelines

- Using the Chadstone Commercial Centre Policy (Clause 22.11), , the Toorak Village Activity Centre Policy (Clause 22.20) and any relevant Structure Plans and urban design frameworks in the consideration of planning applications in these centres.

Application of zones and overlays

- Applying the Commercial 1 Zone or the Activity Centre Zone to principal, major and large neighbourhood activity centres to support their primary retail roles.
- Applying the Commercial 1 Zone to small neighbourhood activity centres adjoining railway stations in support of their dual local and commuter service role.
- Applying the Mixed Use Zones to selected areas to facilitate a range of uses including offices and housing.
- Applying the Incorporated Plan Overlay to the Chadstone commercial centre.
- Applying the Design and Development Overlay to the Waverley Road Neighbourhood Activity Centre (DDO5)) and the Toorak Village Activity Centre (DDO9) and the Malvern Road- Burke Road Neighbourhood Activity Centre (DDO15).

Future strategic work

- Preparing an Activities Centres Strategy that identifies the hierarchy, role and preferred land use and zoning of retail and activity centres.
- Developing and implementing Structure Plans and urban design frameworks for principal, major and large neighbourhood activity centres and other selected centres to guide future use and development of these centres, commencing with Chadstone and Malvern/Armadale.
- Preparing a shop top strategy to facilitate more efficient utilisation of unused space above ground floor businesses.

21.04-2

10/08/2017
C172

Entertainment uses

Key issues

- Achieving the right balance of entertainment uses with other commercial uses appropriate to the activity centre.
- Managing the potential negative impacts of licensed premises and other entertainment uses on retail viability and adjoining residential amenity, due to their late hours of operation, noise, traffic and parking congestion.
- Acknowledging the significant impact entertainment and gambling uses can have on personal health and wellbeing and crime.

Objective

- 1. To support entertainment uses in activity centres that reflect the role and function of individual centres whilst minimising adverse amenity impacts.**

Strategies

- 1.1 Discourage a predominance of entertainment uses in activity centres.
- 1.2 Direct larger scale regional entertainment uses to core areas in principal activity centres.
- 1.3 Support smaller scale entertainment uses in major and neighbourhood centres where they do not adversely affect residential amenity or displace the provision of retail goods and services.
- 1.4 Discourage the location of entertainment uses outside activity centres.
- 1.5 Discourage the concentration of licensed premises in any part of a centre.
- 1.6 Encourage licensed premises which trade after 11.00pm to locate at appropriate locations in principal and major activity centres and away from locations close to residential zones.
- 1.7 Address the issue of cumulative impact associated with the operating hours and patron numbers of licensed hotels, taverns and nightclubs operating after 12am.
- 1.8 In locations in or close to residential zones, ensure proposals will not adversely affect the amenity of adjoining residential properties by way of noise, hours of operation, traffic and parking issues and that there is adequate access to public transport or other transport (eg. taxi ranks).
- 1.9 Require entertainment uses in both new and existing buildings to be designed to reduce noise impacts from the premises and patrons attending / leaving.
- 1.10 Encourage pedestrian safety practices at high volume locations / entertainment precincts.
- 1.11 Improve links from entertainment venues to public transport and parking.
- 1.12 Manage the amenity and safety issues associated with outdoor dining and smoking.
- 1.13 Ensure that gaming venues are appropriately managed to minimise their impact on surrounding residential and / or commercial areas.

Implementation

The strategies in relation to entertainment uses will be implemented through the planning scheme by:

Application of zones and overlays

- Applying the Incorporated Plan Overlay to the Chapel Street Precinct, to specify requirements in relation to ‘Sources of Potential Harm Venues’.

Policy guidelines

- Using the Licensed Premises Policy (Clause 22.10) in the consideration of applications.
- Using the Activity Centre Zone Schedule 1 for the Chapel Street Activity Centre and the Toorak Village Activity Centre Policy (Clause 22.20) in the consideration of planning applications in these centres.

Future strategic work

- Preparing a Responsible Gambling Policy for inclusion in the Planning Scheme.

21.04-3

05/12/2013
C161

Tourism and the arts**Key issues**

- Capitalising on the City’s creative energy and its high quality recreational, cultural and social opportunities for the local community and visitors.

Objective

1. To promote Stonnington as a premier arts and cultural destination.

Strategies

- 1.1 Ensure the further enhancement of Stonnington's vibrant shopping centres by supporting the active use of footpaths consistent with local laws, and special events such as festivals, as appropriate to individual activity centres.
- 1.2 Identify potential spaces for incubators for creative industries.
- 1.3 Support festivals and cultural events which appeal to local, national and international visitors and deliver benefits to the community.
- 1.4 Promote Stonnington's diverse culture and indigenous heritage through activities and ventures that support the arts, traditions and heritage.
- 1.5 Encourage attractions and local tourism ventures in areas with capacity to accommodate visitation without adverse amenity and environmental impacts.
- 1.6 Require all festivals and events to minimise adverse amenity impacts on the surrounding land uses and environment.
- 1.7 Encourage the provision of public transport links and infrastructure to support tourism needs, including public transport and alternatives to private motor vehicle transport in high visitation locations.
- 1.8 Encourage 'wayfinding' amenities (including signage) in appropriate locations, to support the City's major tourist nodes and attractions and local cultural and arts activities and enterprises.
- 1.9 Support and encourage independent artist-managed exhibition spaces.

Implementation

Future strategic work

The strategies in relation to entertainment uses will be implemented through the planning scheme by:

- Identifying appropriate locations for creative industries.

21.04-4

10/08/2017
C172

Commercial and community uses in residential zones

Key issues

- Maximising the synergies of locating non-residential uses close to activity centres, public transport and other related uses and thus minimising trips.
- Acknowledging the different needs and impacts of large, purpose built, commercially oriented uses and smaller, community focused uses.
- Retaining existing residential stock in residential zones.
- Avoiding the erosion of the landscaped character of residential zones.

Objective

1 To ensure non-residential uses in residential zones are located to achieve maximum accessibility to the communities they serve and respect the preferred character of the area and residential amenity.

Strategies

- 1.1 Encourage commercial and community uses permissible in residential zones to locate close to activity centres, community hubs, public transport and other related uses.
- 1.2 Encourage home occupation and home office uses in residential areas that will not affect the amenity of the residential area.
- 1.3 Encourage the conversion of non-conforming uses to more compatible uses.

- 1.4 Encourage the retention of the existing residential stock to facilitate its future re-use for residential purposes.
- 1.5 Ensure large and / or purpose built, non-residential uses locate in or beside activity centres or beside those parts of main roads which have a mixed use character.
- 1.6 Accept small non-residential uses on land with a frontage to a main road.
- 1.7 Ensure non-residential uses do not have an adverse impact on the amenity of the surrounding residential area through noise, hours of operation, traffic or parking associated with the use.
- 1.8 Ensure development associated with the use (including landscaping and the location and extent of on-site car parking) respects the prevailing character of the area and meets other provisions in this planning scheme.

Implementation

The strategies in relation to commercial and community uses in residential zones will be implemented through the planning scheme by:

Policy guidelines

- Allowing small, non-residential uses to locate on land with frontage to a Road Zone (Category 1) provided they occupy an existing building constructed as a dwelling, a heritage building or the lower floors of a new residential development constructed and located in accordance with policy in this Scheme.
- Requiring purpose built, non-residential uses to locate in or beside activity centres or on land which fronts a main road and which has a mixed use character, in order of preference:
 - in Commercial or Mixed Use Zones, particularly in Group 4 commercial centres, or
 - on land with sideage to or opposite a Commercial, Activity Centre or Mixed Use Zone, or
 - on land which fronts a public car park, or
 - on land with a frontage to a Road Zone (Category 1), in locations that already have a mixed use character and are close to a Commercial, Activity Centre or Mixed Use Zones.
- Requiring an application to demonstrate how the proposal responds to the strategies and policy guidelines in this subclause.

21.04-5

10/08/2017
C172

Industrial uses

Key issues

- Addressing the challenge of loss of industries (in particular small scale service industries serving local needs) which are moving out and being replaced by higher order uses, especially in and around the activity centres.
- Addressing the challenge in some industrial areas that have poor access and small sites which limit their industrial capability.
- Addressing the conflicts between industrial and mixed use areas with residential areas.
- Attracting high technology, communication and distribution services which can take advantage of Stonnington's locational assets and which can provide employment and services for the local community.

Objective

1. **To provide for a wide variety of specialist industrial and local service uses in the City while protecting the character and amenity of surrounding residential areas.**

Strategies

- 1.1 Retain industrial properties for industrial use and development which:
 - is innovative, technology intensive or involves communications, information or distribution services;
 - provides opportunities for local employment; and
 - provides services of benefit to the local and regional community.
- 1.2 Encourage and maintain the following uses in local industrial areas:
 - large scale, technology intensive industries in the Weir Street industrial area;
 - a balance of small scale industry and service uses in the Paran Place mixed use area; and
 - small scale, low impact, high tech industrial uses in Prahran.
- 1.3 Manage the use and development of mixed-use and industrial areas in a way which is sensitive to the area's character, maintains the amenity of nearby residential uses, and respects the operation of nearby commercial uses.
- 1.4 Encourage service and medical uses to locate within mixed-use and industrial areas.

Implementation

The strategies in relation to industrial uses will be implemented through the planning scheme by:

Application of zones and overlays

- Applying the Industrial 3 Zone to land in Weir Street and Paran Place, Glen Iris, to protect existing industrial uses and facilitate retention of an industrial base in the City.
- Applying the Commercial 1 and Mixed Use Zones to other centres, to encourage the retention of a range of key service industries to provide the Stonnington community access to service industrial uses locally and facilitate a range of other compatible uses including offices and housing.

Future strategic work

- Reviewing the Industrial 3 Zoned land in Paran Place, Glen Iris and its potential for including a greater mix of uses.