

PMP Printing Precinct, Clayton

Urban Context Report

PMP Printing Clayton

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for **the Victorian Planning Authority**

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Figure 1 Aerial View (Source: NearMap)



01 INTRODUCTION

The PMP Printing Precinct, is a 10.1 hectare Study Area located in the Melbourne suburb of Clayton. Clayton is situated approximately 20 km south east of the CBD. The Study Area falls within the City of Monash, however the southern boundary of the Study Area is Centre Road which forms the border with the City of Kingston.

The Study Area consists of the PMP Printing site (with 2 lots, 8.16 hectares) which is the subject of a Comprehensive Development Plan (CDP) and planning scheme amendment that relates to this report.

The following document is an Urban Context Report supporting the development of a Comprehensive Development Plan and Planning Scheme Amendment for the PMP Printing site. The purpose of this document is to give an understanding of the existing context and the varying urban character in relation to the Study Area. This information will be used to assist the Project Control Group (PCG) to understand the potential for the Study Area. It will assist in the development of the Future Urban Structure Plan, urban design guidelines and built form controls to be included within a Comprehensive Development Plan (CDP).



Entrance gate 3 of PMP Printing, view east



Bendix Drive, view north



View of completed LXRA project



Centre Road intersection with Carinish Road, view north-west

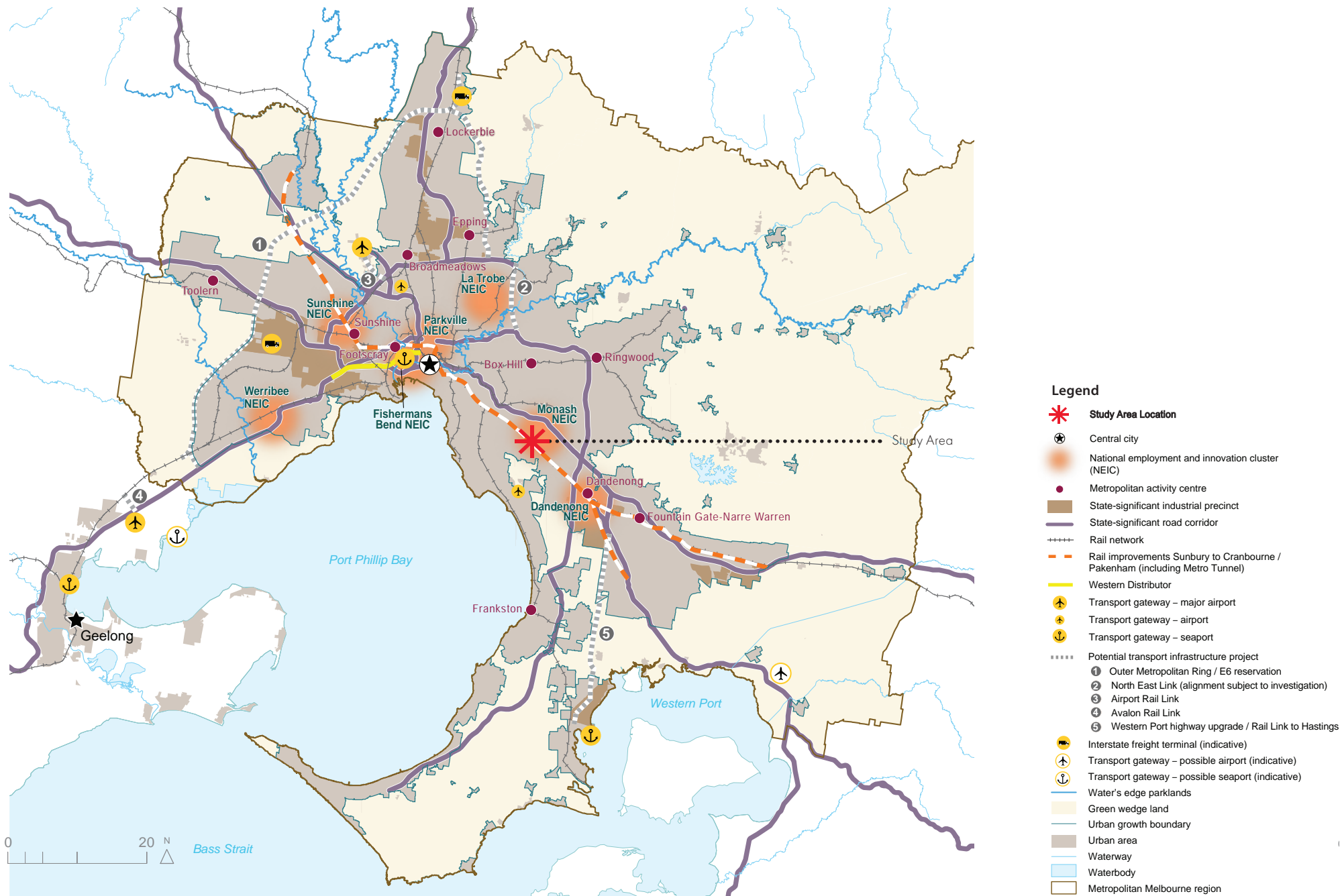


Figure 2 Melbourne 2050 Plan, Plan Melbourne. (Source: Department of Environment, Land, Water and Planning)

02 POLICY CONTEXT

2.1 Strategic Framework

The Study Area is located within the Monash National Employment and Innovation Cluster (NEIC) as outlined in Plan Melbourne, 2017 - 2050. Plan Melbourne is a long-term plan to accommodate Melbourne's future growth in population and employment.

2.2 Plan Melbourne

Plan Melbourne 2017-2050: Metropolitan Planning Strategy, the State Government's metropolitan strategy for Melbourne, was released in 2017 as an update from the initial 2014 strategy, and outlines the vision for Melbourne's growth to the year 2050. It seeks to define the kind of city Melbourne will be and identifies the infrastructure, services and major projects which need to be in place to underpin the city's growth.

Plan Melbourne identifies seven key outcomes and provides implementation strategies to guide Melbourne's growth. Outcome 1 is that 'Melbourne is a productive city that attracts investment, supports innovation and creates jobs'. A key action identified to achieve this are land-use and infrastructure plans for national employment and innovation clusters, including the Monash NEIC.

2.3 The NEIC

The Monash National Employment and Innovation Cluster (NEIC) is the largest concentration of employment outside the CBD. Its key strength is as an employment and innovation cluster based upon leading education, health, research and commercialisation facilities. The Cluster is home to a range of globally recognised organisations and is a major contributor to the Victorian economy supporting in excess of 75,000 jobs. With opportunities for further growth, the blend of knowledge and research-based activity will support existing businesses and produce products and services that can be competitive in the global market.

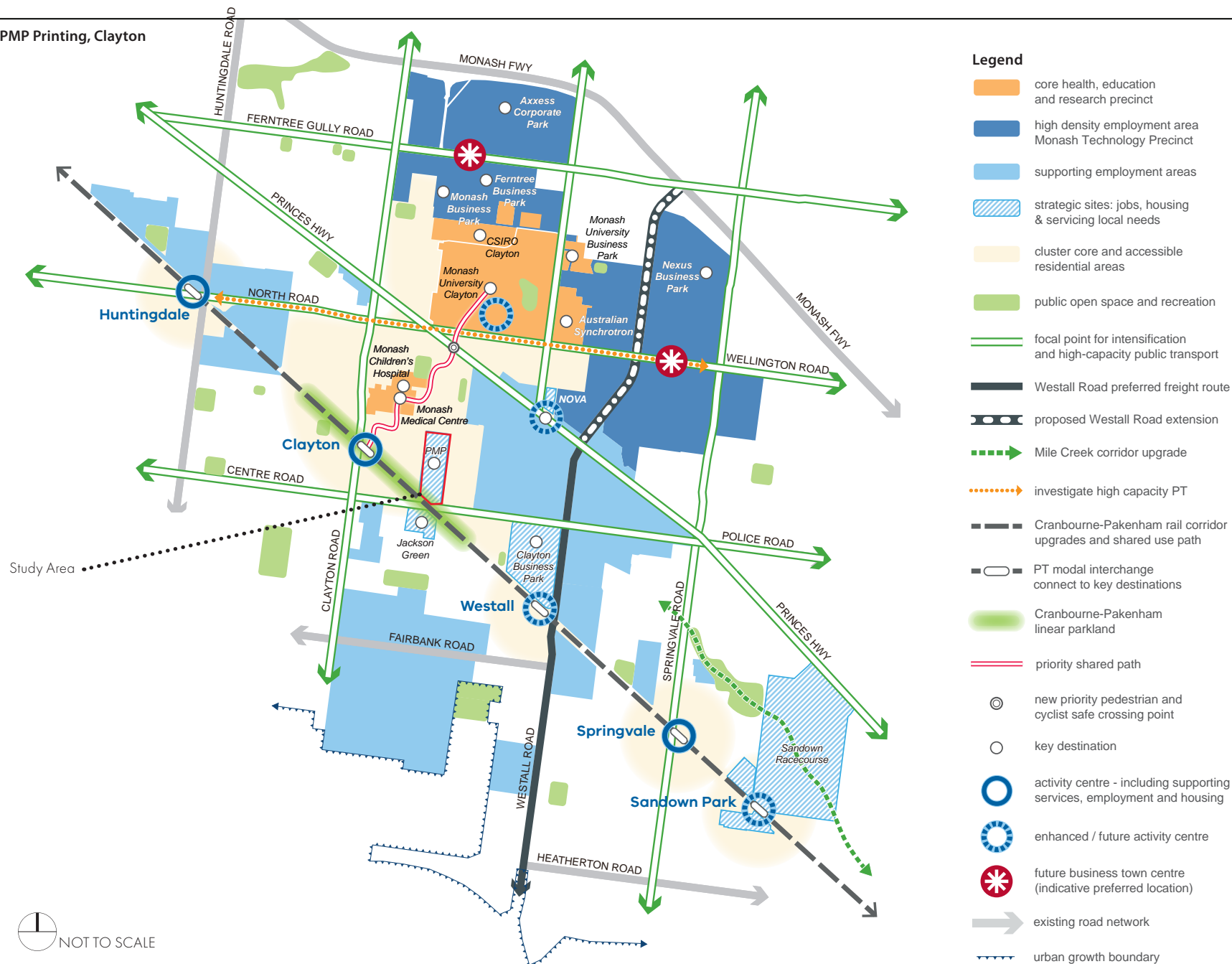
The key stakeholders for the NEIC include the City of Monash, City of Kingston, City of Greater Dandenong, Monash University, Monash Medical Centre, Australian Synchrotron, CSIRO & Monash Enterprise Centre.

The purpose of the NEIC is to;

- Improve the growth and clustering of business activity of national significance, particularly in knowledge-based industries

The Monash National Employment and Innovation Cluster (Monash Cluster) has and will continue to have the largest concentration of jobs outside of the Melbourne Central Business District. Positioned centrally within Melbourne's south-east on key arterial roads, bus routes and the Cranbourne- Pakenham railway line, the Monash Cluster has significant investment and specialised activities providing a good foundation for the growth of knowledge industries. "

Monash Employment and Innovation Cluster Draft Framework plan. March 2017



NOT TO SCALE

Figure 3 Monash National Employment and Innovation Cluster Draft Framework Plan. (VPA. March 2017)

- Develop places with a concentration of linked businesses and institutions providing a major contribution to the Victorian economy, with excellent transport links and potential to accommodate significant future growth in jobs & housing

The framework outlines a range of strategic priority outcomes to achieve this vision, including:

- Identifying priority projects and partnerships to support implementation of the framework plan;
- A transport plan to increase sustainable transport options and address congestion issues;
- Investigating high capacity public transport projects for Monash University and Monash Technology Precinct;
- Accelerating Westall Road extension project delivery;
- Planning for new business town centres and review of urban design guidelines for development in the Monash Technology Precinct;
- Precinct planning around railway stations and the Health, Education and Research Precinct to support local living and working opportunities; and

- Planning for mixed use urban renewal projects at strategic sites, e.g. Clayton Business Park and **PMP Printing (Clayton)**.

The following principles are defined to support decision-making and manage change within the cluster.

- A diverse economy with local community participation.
- Intensified and rejuvenated employment precincts.
- Attractive, vibrant and high-quality urban environments attracting investment.
- Easily recognisable destinations and activity centres where local elements are strongly connected to the broader Cluster's sense of place.
- Integrated transport networks that support economic growth.
- Affordable and diverse housing that are close to jobs.
- Sustainable social infrastructure and open space that meets the needs of people living, working and visiting the Cluster.
- Sustainable development with increased climate change resilience, integrated water management and resource efficiencies.

The Strategic outcomes for the Cluster are as follows:

STRATEGIC OUTCOME 1

Grow employment and innovation in the health, education and research precinct.

Actions of note:

- Address the need for diverse housing opportunities within a walkable distance.

STRATEGIC OUTCOME 2

Boost jobs growth and develop attractive employment areas with business town centres.

Actions of note:

- Allow residential hotels as a permissible use
- Support higher density employment and development

STRATEGIC OUTCOME 3

Transform the transport network to support economic growth of the cluster.

Actions of note:

- Develop a high quality walking and cycling network

STRATEGIC OUTCOME 4

Develop public open space and community infrastructure.

Actions of note:

- Establish public open space contribution rates that will ensure open space improvements, support anticipated change in employment, resident and visitor population needs and mitigate the urban heat island effect.

STRATEGIC OUTCOME 5

Plan and deliver urban renewal projects and strategic sites.

‘PMP Printing / Centre Road Precinct- Long Term Objectives:

Renewal of the industrial development to complement Clayton Activity Centre and the adjacent Centre Road commercial precinct with a range of employment opportunities, diverse housing and public open space will rejuvenate and enhance the character of the precinct. Regeneration of the adjacent Commercial 1 Zone will encourage shop-top housing and retail that serves the local community.’

Actions of note:

- The VPA (in collaboration with City of Monash) to prepare a structure plan addressing the future of industrial land at the PMP Printing site and surrounds

2.4 Planning Framework - State Planning Policy Framework

The following elements of the State Planning Policy Framework are relevant to the Study Area;

2.4.1 Clause 11 – Settlement

Clause 11 recognises the need for, and as far as practicable contribution towards;

- Health and safety.
- Diversity of choice.
- Adaptation in response to changing technology.
- Economic viability.
- A high standard of urban design and amenity.
- Energy efficiency.
- Prevention of pollution to land, water and air.
- Protection of environmentally sensitive areas and natural resources.
- Accessibility.
- Land use and transport integration.

Specific provisions within Clause 11 are also relevant:

- Clause 11.06-1 – Jobs and Investment

To create a city structure that drives productivity, attracts investment, supports innovation and creates jobs.

- Clause 11.06-2 Housing Choice

To provide housing choice close to jobs and services.

2.4.2 Clause 15 – Built Environment and Heritage

Clause 15 has the following relevant objectives;

- Planning should achieve high quality urban design and architecture that:
- Contributes positively to local urban character and sense of place.
- Reflects the particular characteristics, aspirations and cultural identity of the community.
- Enhances liveability, diversity, amenity and safety of the public realm.
- Promotes attractiveness of towns and cities within broader strategic contexts.
- Minimises detrimental impact on neighbouring properties.

2.4.3 Clause 16 – Housing

Clause 16 has the following relevant objectives;

- Planning should provide for housing diversity, and ensure the efficient provision of supporting infrastructure.
- New housing should have access to services and be planned for long term sustainability, including walkability to activity centres, public transport, schools and open space.
- Planning for housing should include providing land for affordable housing.

2.4.4 Clause 17 – Economic Development

Clause 17 has the following relevant objectives;

- Planning is to provide for a strong and innovative economy, where all sectors of the economy are critical to economic prosperity.
- Planning is to contribute to the economic well-being of communities and the State as a whole by supporting and fostering economic growth and development by providing land, facilitating decisions, and resolving land use conflicts, so that each district may build on its strengths and achieve its economic potential.

2.5 Local Planning Policy Framework

The work currently being undertaken by the VPA in part addresses this requirement of further strategic work being undertaken.

The following elements in the Local Planning Policy of the City of Monash Planning Scheme are relevant to the Study Area;

2.5.1 Clause 22.02 – Key Influences

- Moving towards sustainability.
- Maintaining the Garden City Character.
- Changing lifestyle choices and the demands of an ageing population.
- Activity Centre growth.
- Employment and economic development.
- The importance of neighbourhood character and heritage.
- The changing nature of industry and retail.

2.5.2 Clause 21.03 – A Vision for Monash

- Our City will promote a sustainable, quality environment where the community is actively encouraged to participate in community and civic life to enrich the cultural, social, environmental and economic viability of our City

2.5.3 Clause 21.05 – Economic Development

- To create an environment which is attractive to investors and fosters business growth.
- To develop strong links with members of the business community and ensure that Council is responsive to their needs.
- To increase the number and range of viable local employment opportunities.
- To facilitate the revitalisation of key areas and ensure that new development is of a high standard that adds to the attractiveness of business and industrial areas and enhances Garden City Character.
- To encourage appropriate mixed use development while ensuring that the amenity of neighbourhoods is not adversely affected.
- To facilitate innovation and growth in the knowledge economy, particularly in science, technology and emerging industries.
- To locate restricted retail uses on appropriate sites along Dandenong Road and part of Ferntree Gully Road.
- To minimise the adverse social and economic impacts associated with electronic gaming machines.

2.5.4 Clause 21.13 – Sustainability and Environment

- To ensure that planning, development and associated infrastructure complies with the principles of economic prosperity, social advancement and environmental protection.
- To minimise energy usage and increase utilisation of alternative energy resources, particularly renewable sources.
- To achieve building design which incorporates accessibility considerations and reduces the need to modify or alter structures in response to future changing needs and/or uses.
- To maintain and enhance biodiversity through the protection and management of areas of native vegetation including flora and fauna species.
- To increase water conservation and recycling, maximise the use of rainwater, stormwater and secondary water, and minimise the use of potable water.
- To reduce the environmental impact of urban development on waterways in the City and the wider catchment through adoption of water sensitive design principles and practices.
- To maximise the potential for drainage systems to contribute to the environmental and recreational qualities of Monash.

- To encourage best practice waste management techniques and recycling, particularly during demolition and construction of buildings, and by the community and industry.
- To minimise the adverse impact on air quality caused by exhaust fumes from motor vehicles using the main roads in Monash by maximising use of alternative modes of transport such as walking, cycling and public transport.
- To ensure that appropriate infrastructure is provided to meet changing community needs.
- To encourage all works in the public domain to sensitively respond to local conditions
- To ensure that there is incorporation of environmentally sustainable design principles when a new building is being designed.

2.5.5 Clause 22.03 – Industry and Business Development and Character Policy

- To ensure that new development is successfully integrated into existing business or industrial areas to enhance the streetscape character and amenity.
- To assist the sustainable and complementary development and operation of industrial, office and high technology land uses, that provide a variety of employment centres of high amenity, quality and enduring local image.

- To ensure that the scale and character of future development creates or enhances a high amenity built form environment and attractive landscape setting.
- To ensure that development contributes to the maintenance and development of a high quality urban environment within the industrial and business areas and their environs, including the enhancement of the image of industrial and business areas when viewed from any road.
- To provide greater certainty in terms of development outcomes and enhance existing private sector investment by encouraging well designed development.
- To ensure that all development is designed to protect the air environment, land, waterways and groundwater resources from polluting discharges and activities in accordance with all relevant State environment protection policies, EPA technical and best practice environmental management guidelines and in accordance with the principles of ecologically sustainable development.
- To promote high rise residential development within the Glen Waverley Principal and Oakleigh Major Activity Centres, to support ongoing economic prosperity, social advancement and environmental protection.

2.5.6 Clause 22.04 – Stormwater Management Policy

- To minimise the risk to personal injury and property from stormwater flows.
- To protect waterways, floodplains, wetlands and receiving bodies from the impacts of inappropriate development and a consequent decline in their water quality.
- To minimise the introduction of polluted stormwater to the drainage and waterway system.
- To promote and enhance the contribution the drainage system can make to environmental, social and economic benefits to the region.
- To ensure that development of land which is the subject of any overland flow is subject to floodplain management requirements.
- To manage nuisance flows from urban redevelopment.
- To encourage the provision of on-site retention systems so that stormwater discharge is maintained at pre-development levels.

2.5.7 Clause 22.05 – Tree Conservation Policy

- To maintain, enhance and extend the Garden City Character throughout Monash by ensuring that new development and redevelopment is consistent with and contributes to the Garden City Character as set out in the Municipal Strategic Statement.
- To promote the retention of mature trees and encourage the planting of new canopy trees with spreading crowns throughout Monash.

2.5.8 Clause 22.12 – Environmentally Sustainable Development Policy

- The development should achieve best practice in environmentally sustainable development from the design stage through to construction and operation.
- In the context of this policy best practice is defined as a combination of commercially proven techniques, methodologies and systems, appropriate to the scale of development and site specific opportunities and constraints, which are demonstrated and locally available and have already led to optimum ESD outcomes. Best practice in the built environment encompasses the full life of the build.

- It is a policy objective to encourage innovative technology, design and processes in all development, which positively influence the sustainability of buildings.

2.5.9 Monash Industrial Strategy

The Monash Industrial Strategy was prepared in February 2014 and adopted by the City of Monash in July 2014. The Strategy envisaged that the Site be redeveloped for residential uses.

It is noted however that an addendum to the report noted that the strategies relating to this precinct were not adopted by the Monash City Council, 'As there is a need to re-examine the precinct in light of the rezoning of industrial areas south of Centre Road.'

2.6 Zone Controls

Three planning zones are located within the Study Area. Industrial 1 Zone applies to the majority of the Study Area (approximately 11.01 ha), followed by General Residential 1 Zone (approximately 2 ha) and Commercial 1 Zone (approximately 0.29 ha). These zones contrast with the surrounding residential zones and are more reflective of the industrial areas to the east of the Study Area.

Industrial 1 Zone (IN1Z)

Seeks to provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.

General Residential 1 Zone (GRZ1)

Seeks to encourage development that respects the neighbourhood character of the area. Additionally it encourages a diversity of housing types and housing growth particularly in locations offering good access to services and transport. General residential allows for educational, recreational, religious, community and a limited range of other nonresidential uses to serve local community needs in appropriate locations.

Commercial 1 Zone (C1Z)

Seeks to create a vibrant mixed use commercial centres for retail, office, business, entertainment and community uses. Additionally it provides for residential uses at densities complementary to the role and scale of the commercial centre.

2.6.1 Monash New Residential Zones Amendment C125

Amendment C125 to the Monash Planning Scheme introduces the new residential zones to the municipality. The amendment has been submitted to the Minister for Planning for approval. The new zones are therefore considered to have 'serious weight' given that they have been adopted by Council.

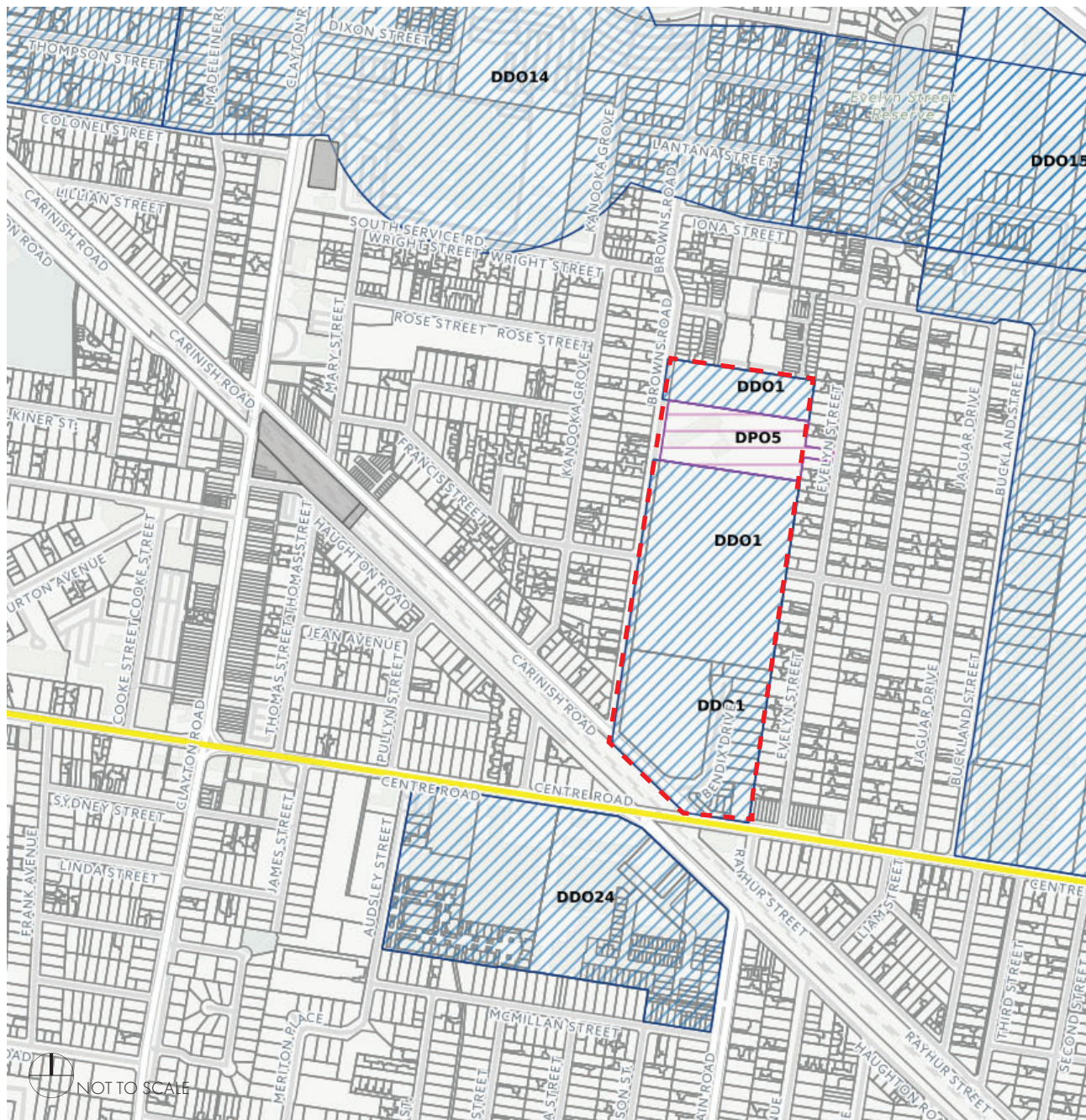
The amendment introduces the Monash Housing Strategy 2014 within the Monash Planning Scheme as a reference document, and updates the local planning policy framework to reflect the objectives, directions and actions of the Monash Housing Strategy. It also makes changes to the planning provisions for residential land in the Monash National Employment Cluster and the Clayton Activity Centre to encourage greater residential development in accordance with Plan Melbourne, Metropolitan Planning Strategy and the Monash Housing Strategy 2014.

The amendment rezones residential land within the Monash NEIC to Residential Growth Zone, and also introduces Design and Development Overlay 13 to this area to provide direction on preferred heights. A Development Contributions Plan Overlay will also apply to this land, as well as requirements for public open space contributions.

Zone	Maximum Building Height	Upper level setback from front façade
General Residential zone- Schedule 6 (GRZ6)	Two storeys: 9 metres: lot size less than 1,000m ² Three storeys: 11.5 metres: lot size above 1,000m ²	3rd storey: 3 metres
Residential Growth zone - Schedule 3 (RGZ3)	Two storeys: 9 metres: lot size less than 1,000m ² Three storeys: 11.5 metres: lot size above 1,000m ² Four storeys: 14.5 metres: lots above 1,400m ² Five storeys: 18 metres: lots above 2,000m ²	3rd and 4th storeys: 3 metres 5th storey: 6 metres
General Residential zone – Schedule 3 (GRZ3)	The building height must not exceed 11 metres; and The building must contain no more than 3 storeys at any point.	

Key Outcomes of the Monash New Residential Zones Amendment, C125 are the opportunity for;

- Consolidation of lots
- Increase the diversity of housing types
- Provision of student and affordable housing
- Introduce Residential Growth Zones



Legend

- Study Area
- ▨ Design and Development Overlay as noted on plan (DDO1) (DDO14) (DDO15) (DDO24)
- ▨ Development Plan Overlay 5 (DPO5)

Figure 6 Overlay Controls (Source: City of Monash Planning Scheme)

2.7 Overlay Controls

The Study Area is affected by the following Overlay Controls;

- Design and Development Overlay – Schedule 1 (DDO1)
- Development Plan Overlay – Schedule 5 (DPO5)

2.7.1 Design and Development Overlay – Schedule 1 (DDO1) ‘Industrial and Commercial Design and Development Area’

The design objectives of the DDO1 are to;

- Ensure that development, including front setbacks, is in keeping with and contributes to the Garden City Character as set out in the Municipal Strategic Statement.
- Ensure that the building scale and form in terms of height and bulk complements and does not visually overwhelm surrounding buildings.
- Ensure that streetscape engineering details of new developments integrate with the existing streetscape.
- Ensure that fences or planting along property boundaries do not adversely affect urban character or adjacent open space.
- Ensure that the landscape treatment within the front

setback contributes to the positive aspects of the applicable industry or business Character Type identified in Clause 22.03.

- Retain existing on-site vegetation if possible.
- Ensure that car parking, vehicle access and service areas do not visually impinge on front setbacks or affect streetscape elements such as trees and nature strips.
- Minimise visual clutter

2.7.2 Development Plan Overlay – Schedule 5 (DPO5) ‘Surplus Education Land’

The DPO5 outlines in the Development Plan;

- Where residential uses are proposed, provide a range of dwelling types to cater for a variety of housing needs.
- Where non-residential uses are proposed, details of the nature of the proposed use, including hours of operation, stall and visitor numbers, and traffic and parking management plan.
- Incorporate sustainable design features to address water and waste management, solar access and energy saving initiatives, to deliver lower living costs for future residents.
- Create a composition of varied building forms and heights across the site.
- Provide for a high quality of internal amenity for future

residents.

- Respect the amenity of adjoining interfaces for providing for a maximum of 2 storey built form adjacent to or opposite any existing single storey residential development.
- Any taller buildings across the balance of the site should be carefully graduated with reference to analysis of shadow, visual amenity impacts and the character of the area.
- Apply appropriate buffer treatments at the interface with any non-residential uses on adjoining properties.
- Create opportunities for improved local permeability through provision of new pedestrian/cycle pathways or new local street networks where appropriate.
- Incorporate any significant native vegetation into the design of the development.



Figure 7 Metropolitan Context Plan



Figure 8 Clayton Location Plan

Legend

- Study Area Boundary
- 400m / 5 mins walk from the Study Area
- Open Space
- Retail
- Education and Community Facilities
- Monash Employment and Innovation Cluster- Supporting Employment Areas
- Monash Employment and Innovation Cluster- Strategic Sites

03 CLAYTON CONTEXT

3.1 Introduction

The Study Area is located in Clayton, approximately 20 kilometres south east of Melbourne's CBD. It is situated within close proximity to key destinations including one of Victoria's largest hospital's, Monash Medical Centre and one of Victoria's largest universities, Monash University.

Within a 10 minute walk of the Study Area there are a range of retail options, community and recreational facilities, as well as public transport services. These include the Clayton Train Station, Clayton Activity Centre and Clayton Community Centre.

3.2 Office Space

Office use in Clayton is increasing in area as industrial uses decline and are redeveloped. The office space supplied is often of a large floor space which is needed by large companies. Small scale office provision seems to be lacking in Clayton due to the single storey nature of most of the retail, which would normally have office space on the upper floors. The closest incubator type space is available in Mulgrave 1.7km from the Study Area. Combined offices, large shared office space with multiple companies, may be provided in the area but further analysis is required for a complete understanding of office provision.

3.3 Retail and Services

The study area is located within close proximity to a range of retail options. Situated in the south east corner of the study area is a strip of local shops. This local convenience strip includes food and beverage outlets, beauty services, a news agency and a petrol station which provides for both local needs and the needs of vehicles passing on Centre Road. Other local shops include a single convenience shop located on Browns Road (situated within walking distance to the northern section of the Study Area).

Clayton Activity Centre has the most extensive retail offer within a walkable distance, approximately 800m to the west. The retail offer includes a wide range of stores including supermarkets, banking and postal services, food and beverage outlets and professional services.

That current trend of increasing residential population in the Clayton area will potentially increase the demand for local retail floor space. Therefore there is the opportunity for new retail and service offerings within the Study Area which warrants further investigation.

3.4 Community Facilities

There are a range of schools and community facilities located within reasonable walking distance from the study area. There

are three primary schools, St Peters Primary School is in walking distance (900m to the north west), Clayton North Primary School is 1.7km to the north and Westall Primary School is 1.9 km to the south east.

Westall Secondary College is the only secondary school close by and is located 1.7km to the south east.

Clayton Community Centre is Victoria's largest Community Facility. Its facilities include a Library, Pre-School and Fitness Centre. Located to the west of the Clayton Activity Centre, the Community Centre is just over 1km from the southern boundary of the Study Area.

There are multiple childcare facilities in the area on Clayton Road, North Road (and Wellington Road) and a few childcare facilities in the Clayton Activity Centre. Two childcare centres are located 300 metres south west of the Study Area. With only one child care facility close to the hospital additional facilities may be needed dependant on upon further needs analysis.

Dixon House is a neighbourhood centre located close to the Monash Medical Centre. They provide a range of affordable programs including English, computer and craft classes.

Clayton Hall also located close to Monash Medical Centre, 500m from the Study Area. It is a large hall accommodating 325 people and is managed by the City of Monash.

3.5 Entertainment

Businesses in Clayton tend to operate from 9am to 5pm with few entertainment activities catered for in the area. A ten pin bowling centre is located north of the site and the M-City development has a planned cinema, yet other entertainment facilities are lacking. After hours entertainment is an important factor in enlivening the suburb after hours, creating a place that is attractive for workers and students. It encourages people to stay local, deterring them from driving to other localities for entertainment, and ultimately contributes to a more walkable neighbourhood. A further needs analysis would need to be conducted.

3.6 Recreational Facilities

The closest open space to the Study Area is Fregon Reserve (3.1 ha), a short 8 minute walk, north-east of the Study Area, (approximately 700m). It offers recreational facilities including an oval and cricket nets and is home to local sporting clubs including the Waverley Oakleigh Panthers Rugby League Club and the Colombo Sports Cricket Club. Other facilities include a pavilion, picnic area, and playground.

Keeley Park (6.2 ha) is a 15 minute walk () south of the Study Area, in the City of Kingston. A sports field, pavilion and children's playground are currently being upgraded.

There is a gym and indoor bowling centre located within close proximity to the study area, but more facilities could be provided. For example, there are no indoor sports facilities (i.e. squash or rock climbing).

As part of the Level Crossing Removal Authority's (LXRA) Caulfield to Dandenong Project the rail between Clayton and Westall stations will be elevated providing the site with access to a new public linear open space opposite the site.

A recreational needs analysis is being undertaken to determine what capacity levels the existing recreational facilities are currently operating at.

3.7 Medical Facilities

Located within a 5 minute walk of the study area is one of Victoria's largest medical precincts. The Monash Medical Centre is located within 200m of the northern boundary of the study area. It operates as a general hospital, as well as a teaching hospital, children's hospital and intensive and emergency services. The precinct also has two additional private hospitals and various dental and allied health operators.

This provides the opportunity for the Study Area to take on additional medical uses including nursing homes, housing for the elderly or people with special needs which is limited in the area except for the Bupa Aged Care facility in the Clayton Activity Centre.

Accommodation for families visiting patients could also be catered for, as well as underground private parking facilities for hospital visitors.

3.8 University Uses

Clayton is the largest of Monash University's campuses. Located 1km to the north of the study area, the campus educates more than 26,000 students per year, and over 1200 live on campus. There are 12 residential halls providing housing for 1600 staff and students. The Clayton Campus is projected to grow significantly over the next 20 years. The Monash Masterplan outlines the Campus will experience an estimated 35% growth in full time students and an estimated 33% increase in students and staff living on campus over the next 20 years. Additionally, it is estimated that the total gross floor area will increase from 403,000m² to 652,000m² by 2030.

In addition to its educational role, the campus plays host to various cultural and sporting activities. On campus facilities include theatres, museums, playing fields, swimming pools and indoor sporting facilities. The opportunity exists to provide further housing in the form of student housing, staff housing, temporary hotel accommodation within the Study Area as well as the opportunity for private educational facilities.

3.9 NEIC- Supporting Employment Areas and Strategic Sites

The Monash Employment and Innovation Cluster (NEIC) Framework Plan designates the industrial areas to the east and west of the study area, and to the south of Centre Road, as supporting employment areas. (VPA Draft, March 2017). The strategic outcomes of these areas are to support and retain existing industries and provide ongoing employment opportunities for the community within these areas.

Being a Strategic Site of the NEIC, and in close proximity to the primary cluster employment areas, the Study Area will receive many benefits including transport improvements and increased provision of community infrastructure and open space.

The Study Area is designated in the NEIC as a 'Strategic Site: Jobs, Housing & Servicing Local Needs' with the following desired outcomes:

- The Study Area is to have uses that support the employment areas Walking and cycling connection between Centre Road and Monash Medical Centre
- Provision of a diverse range of housing
- Encourage shop top housing in the Commercial 1 Zone (long term objective)
- Provision of public open space



Monash Medical Centre



Monash University (Clayton Campus)

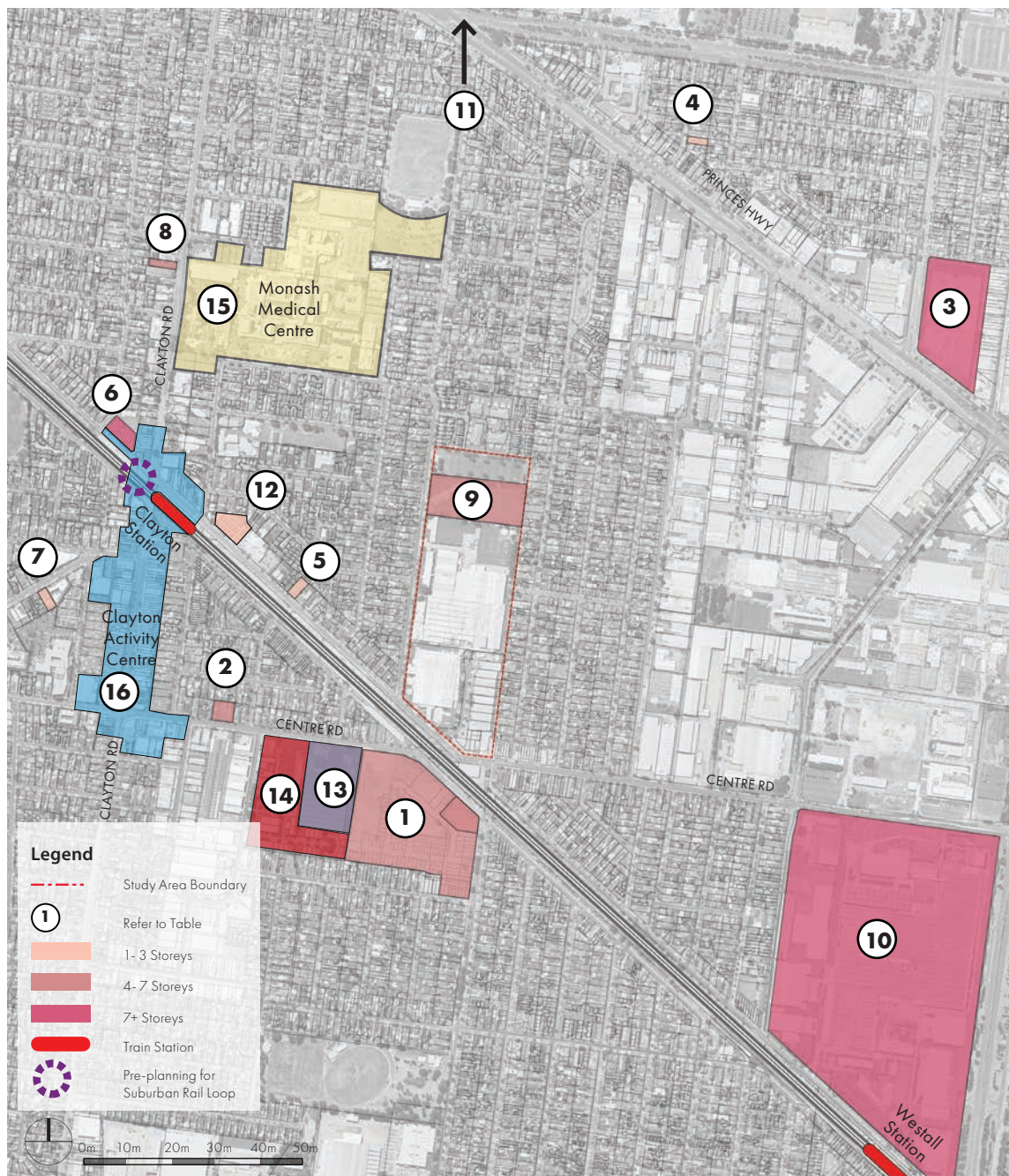


Figure 9 Proposed Significant Development

ITEM	ADDRESS	DWELLINGS	FLRS	TYOLOGY
1	Jackson Green including 1408-1418 Centre Rd 465 Haughton Road	300 Including 73 60	6 4	Apartments & Townhouses
2	1413-1417 Centre Rd Clayton	57	5	Apartments
3	2107 Dandenong Rd, Clayton (M-City)	635	14	Commercial offices, serviced apartments & hotel rooms, private apartments
4	14-18 Iwrin Street Clayton	39	3	Townhouses
5	179 Carinish Rd, Clayton	26	3	Apartments
6	99-121 Carinish Rd, Clayton	1 Building	10	Mixed use; Retail, Childcare, Townhouses
7	22 Burton Ave, Clayton	21	3	Apartments
8	261 Clayton Rd, Clayton	22	4	Ground level retail, apartments
9	29 Browns Rd, Clayton	250	4	Apartments & Townhouses
10	Clayton Business Park	5800	16	Contemporary mixed use precinct; Employment, Services, Housing & Public Spaces
11	Campus Serviced Apartments (1A Gardiner Road)		4	Serviced Apartments 1 to 2 storeys
12	163 Carinish Road, Clayton		3	Townhouses
13	1400 Centre Road			
14	Audsley Street East & 1376 to 1388 Centre Road			
15	Monash Medical Centre			
16	Clayton Activity Centre			

Figure 10 Table of Proposed Significant Development

3.10 Development Context

The surrounding area is currently in a state of transition from primarily single storey, low density housing, to medium and higher density apartment developments.

The Jackson Green residential development (1) is located directly opposite the southern boundary of the Study Area, adjacent to the train line. This is a medium density development that is anticipated to accommodate approximately 300 dwellings once complete (townhouse and apartments). Jackson Green includes the Gardenia development (1408 -1418 Centre Road) and Wattle Apartments (465 Houghton Road).

M City is the tallest building (approximately 14 floors) under construction within close proximity to the Study Area. Its located on the corner of the Princes Highway and Blackburn Roads. The development approved will accommodate 635 dwellings, a hotel, commercial and retail floor space (mixed use).

To the north of the Study Area is the Campus Serviced Apartment development (11). Situated close to the campus of Monash University (street address is 6 Clarkson Court Clayton/ 1A Gardiner Road) and accommodates 60 serviced apartments.

Clayton Business Park is undergoing planning to be a mixed use and employment precinct with associated services, housing and public spaces. The precinct is envisaged to provide more jobs, housing and access to services and amenities for the community.

For more detail on development items 1, 2, 3, 4 & 6 please see the Benchmarking section on "07 Benchmarking" on page 52 of this report.

As with most established suburbs of Melbourne, residential development and consolidation is changing the neighbourhood character. The location of Clayton within the Monash NEIC, existing employment opportunities and significant investment in public transport have created development pressures for the area.

The housing types currently in development are diverse which may be due to local employment and demographics shifting from a manufacturing base to an education, training and medical base. This requires a diversity of housing choice to cater for the changing community. Further investigation would need to be taken to draw an exact conclusion.

3.11 Outcomes

In reviewing the Clayton Context of the Study Area the following outcomes have been found:

- A review is required to assess if small office space and incubator space is in demand
- More retail space may be required as population increases
- The area lacks entertainment and after hours activity uses
- Some indoor sports facilities are lacking in the area
- Child care space may be required in the area
- Medical uses, elderly housing and housing for people with special needs would synergise well with the Medical Centre
- Hotel or serviced apartments would synergise with the Medical Centre and University
- Underground parking facilities for the Medical Centre as part of a mixed use development
- Student and University staff housing
- Private educational and training facilities
- Shop top housing in Commercial 1 Zone (Centre Road)
- Greater access to public open space
- A need for diversity in housing choice to support a changing community

04 LOCAL CONTEXT

4.1 Introduction

This chapter describes the surrounding local context of the Study Area. Outlining areas of similar neighbourhood character, descriptions of surrounding local movement networks and new development projects in, and adjacent, to the Study Area.



Low height front fencing with a small scale garden on the west side of Moriah street

4.2 Neighbourhood Character

For the purposes of distinguishing between various types of urban structure within the Local Context. Areas with similar traits have been grouped together into character areas and are as followed:

4.2.1 Suburban Character

The majority of land adjacent to the Study Area area characterised as 'Suburban Character' with the following traits:

- Classified in the Monash Residential Character assessment as- '*Type B - Character derived from 1945-1965 development, flat topography and a grid subdivision pattern.*' The Desired Future Character of this area is to maintain setbacks and to be single storey unless graded back or trees are used to soften the transition. Front fences are to be low.
- 1950's double fronted weather board houses and 1980's renovated brick homes. Approximately half of the surrounding lots have been upgraded to post millennium multi- unit development (often 2 storey)
- Private front gardens consist of primarily exotic plant species with few canopy trees.

- The streetscape has medium sized native street trees with a regular rhythm of one to two storey high buildings evenly spaced and on average of a 6 metre setback. There is on street parking and generous verges.

This area is in transition from low density housing into single lot multi-unit development. Proposed development interfacing this area needs to consider the height and form of this Suburban Character Area to have a smooth transition.



Renovated imitation brick cladding on a typical weather board house west side of Moriah street



Figure 11 Suburban Transition character area



Recent multi- unit development on the corner of Bimbi and Moriah Streets



Weather board house east side of Moriah Street

Legend

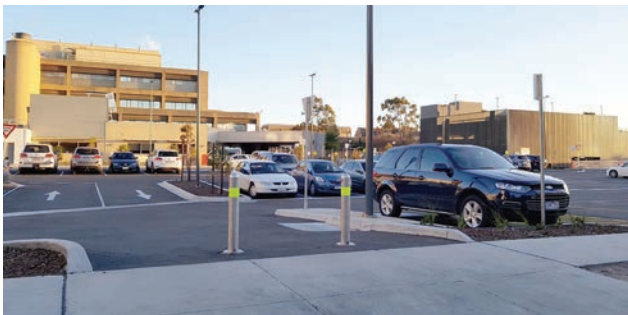
- Study Area Boundary
- Suburban Character

4.2.2 Campus Character

The Campus Character area relates to the Monash Medical Centre (Monash University is also of this character). It is a car oriented style of development from mid last century with the following traits:

- Campus style development is dominated by car parks and access roads
- Buildings range in age from the 1960's to present
- Predominantly native planting
- Setbacks on average are between 5 to 10 metres from the street
- Buildings range from 1 to 8 storeys

This form of development is dominated by vehicles lacks street activation and does not integrate with the surrounding context.



Monash Medical Centre Campus Character

4.2.3 School Character

St. Peters Primary School is the only school in the Local Context Area. It has the following characteristics:

- Consists of native tree planting and grassed playing fields
- Buildings range in age from 1960's to 80's and appear to be modernised
- Buildings primarily one to two storeys high

The playing fields in the school grounds are located 400m walking distance from the Study Area and dominate this location providing open space to the Neighbourhood although access is restricted.



St. Peters Primary School Playing Fields

4.2.4 Rail Corridor Character

The Rail Corridor interfaces with Carinish Road, along the southern site boundary. At a height of approximately 9m above the ground, the elevated rail is visually prominent and has become a defining element in the local cityscape. The visual impact of the elevated rail may be lessened if the surrounding built form increases in height. The character of the rail corridor has changed with the development of a linear park below the line, adjacent to the Carinish Road interface. The linear park has a range of sports facilities and a dog park to the south of Centre Road.

4.2.5 Local Shop Character

Within the Local Context Area are pockets of small retail uses that are destination points within the local neighbourhood. They have the following traits:

- Either suburban shops or other uses, including a Petrol Station and RSL
- Having parking in front and direct access from the street with some active frontages
- Setbacks range from 0 to 8 metres
- Buildings are one to two storeys high

These areas provide a focus for community activity, are compact in building form and provide for daily shopping needs.

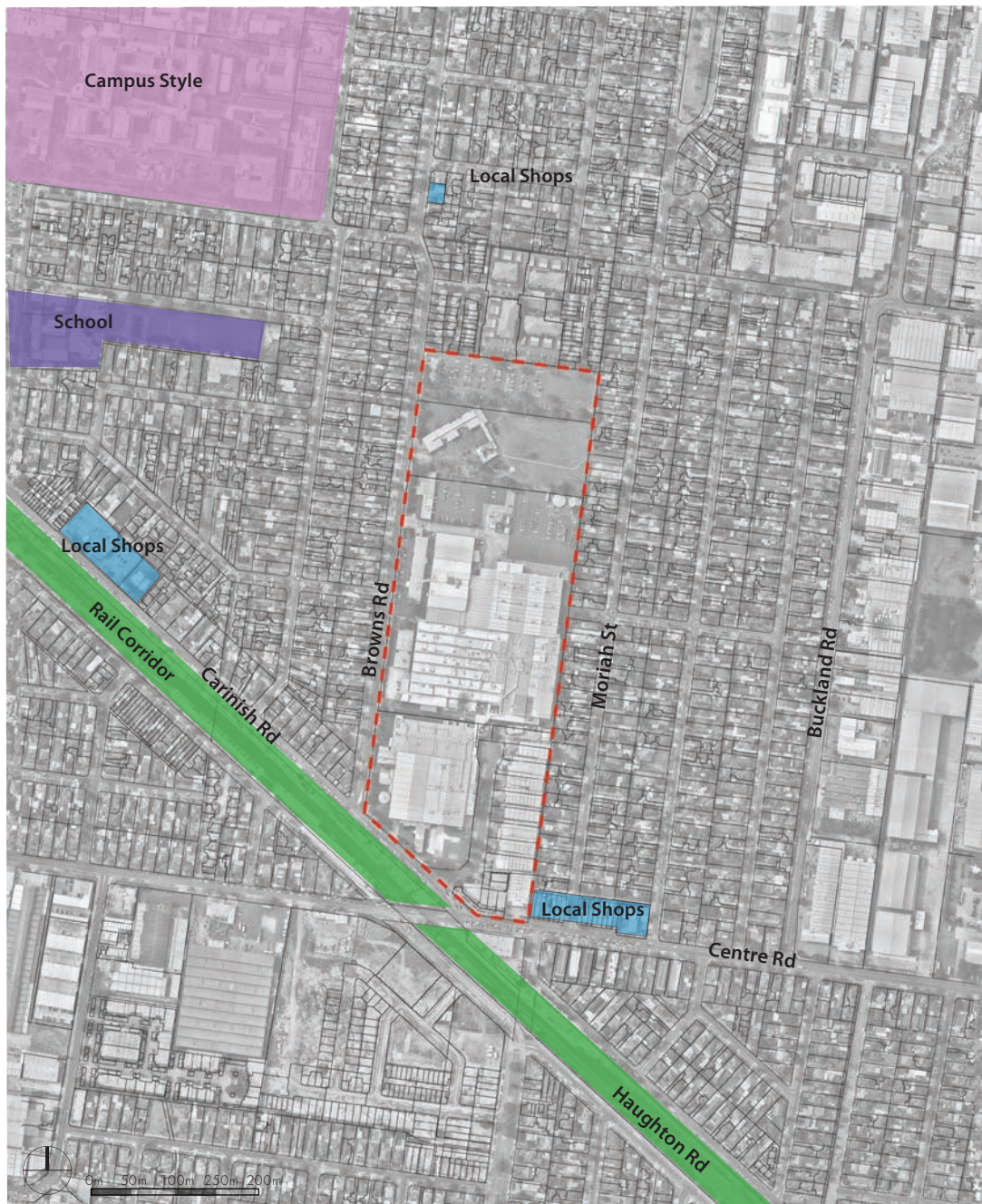


Figure 12 Local Context Character Areas



View of the Elevated rail looking down Browns Road to Carinish Road



Local retail at the corner of Centre Road and Moriah Street

Legend

- Study Area Boundary
- Campus Character
- School Character
- Rail Corridor Character
- Local Shops Character

4.2.6 Multi- Unit Character

Recent development in the Local Context area contrasts from other areas by being of higher density and larger scale than the typical single lot two unit development. This area tends to have the follow traits:

- A setback of approximately 5-6 metres from street
- Buildings 2-6 storeys high, some with basement parking
- Townhouses and apartment type development
- Primarily exotic planting

The prevalence of this character type in the Local Context will increase in time particularly on Centre Road. This is due to the ability of Centre road to absorb increased vehicular traffic and access to public transport.

4.2.7 Large Industrial Character

The Large Industrial Character areas have the following traits in common:

- Large industrial buildings behind fences or with large car parks
- Few exotic and native planting
- Building heights are 6 to 30 metres generally single storey

- Large concrete hardstands for trucks
- Setbacks on average 10 to 15 metres from the street

These areas currently have little activity after hours, have large truck movements and a poor quality frontage to the street. This Character Area is transitioning from manufacturing to office and mixed use as the goals of the NEIC are achieved.

4.2.8 Small Industrial Character

Factoryettes dominate this character area. They are diverse in use, ranging from church uses to retail and have the following characteristics:

- One to two Storey office on the street often with a warehouse behind (Factoryette)
- Setback approximately 10 metres from the street
- A mix of exotic and native planting
- Car parks in the front setback

These areas are less likely to transition into larger scale mixed use development due to the difficulties in consolidating lots. They do provide space for smaller start up business and will adapt as the NEIC is established.

4.2.9 Carpark

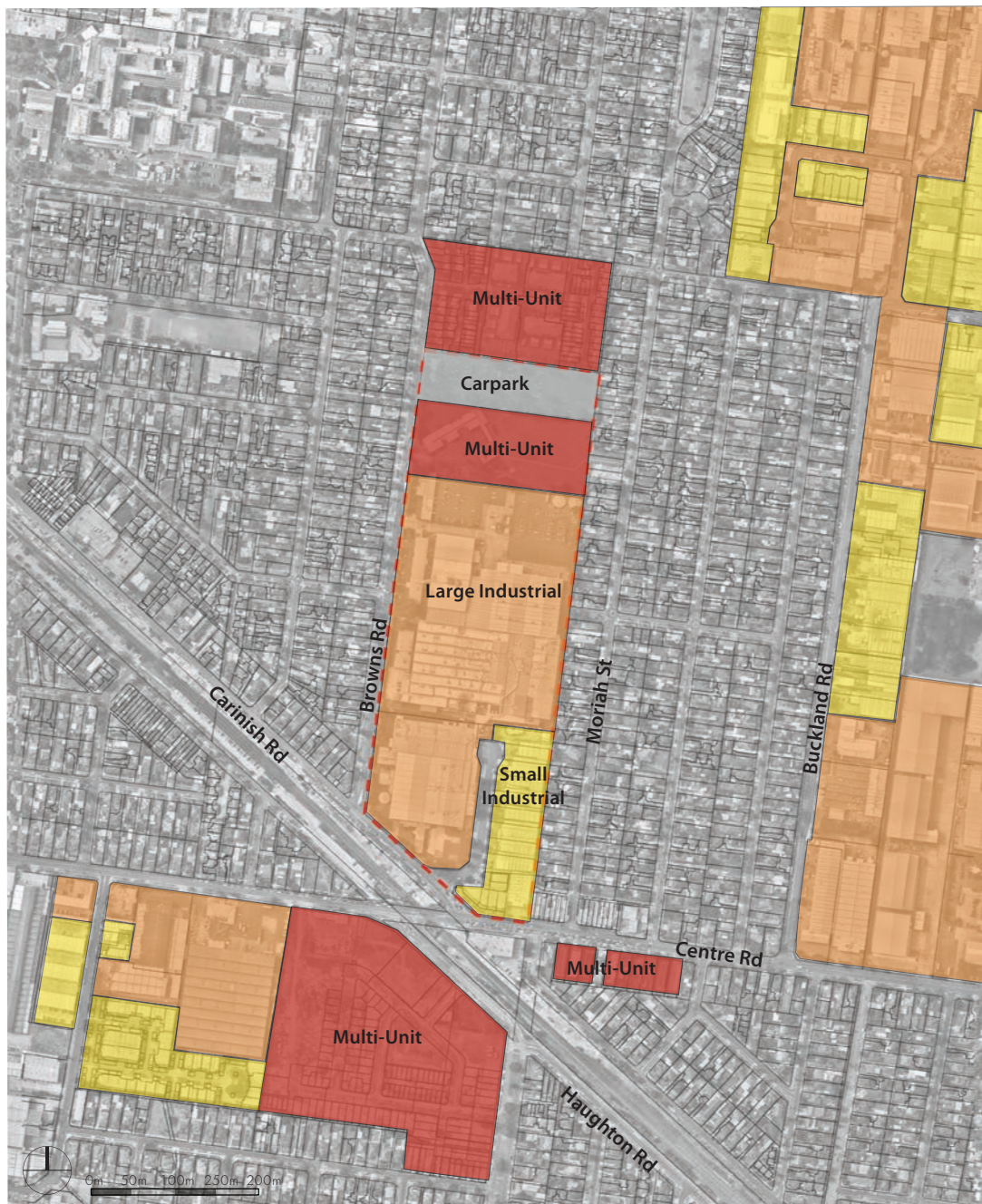
The Monash Medical Centre staff carpark is a different character area due to the following features:

- Open asphalt car park
- Native planting and mature canopy trees

The Monash Medical Centre have indicated they have no future plans for this site and it will retain its parking function for the foreseeable future.



Multi-unit development at Panorama Street



Multi- Unit development on Centre Road



Small industrial factoryette Centre Road

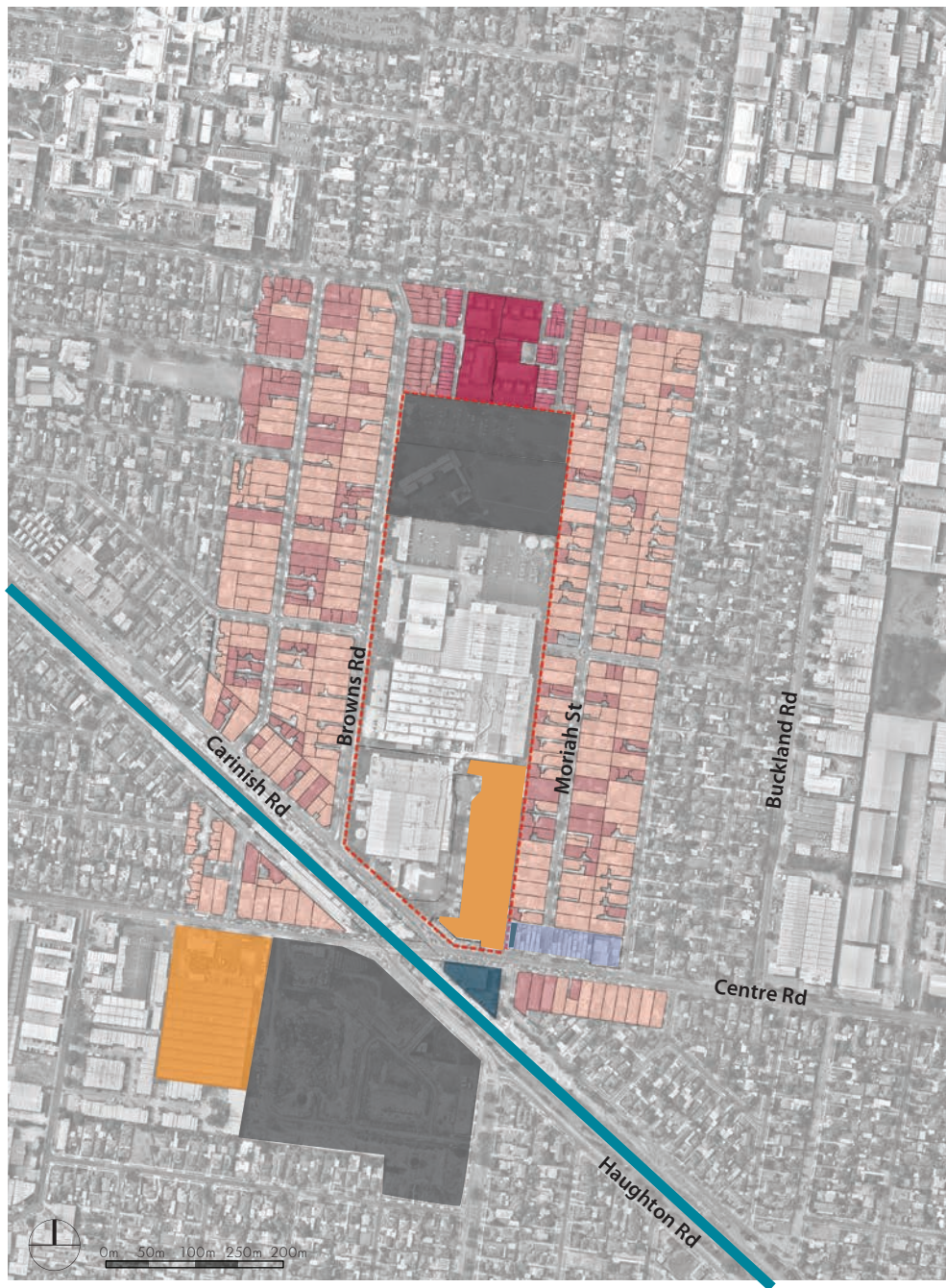


Large industrial units Buckland Street

Legend

- Study Area Boundary
- Large Industrial Character
- Small Industrial Character
- Carpark Character
- Multi-Unit Character

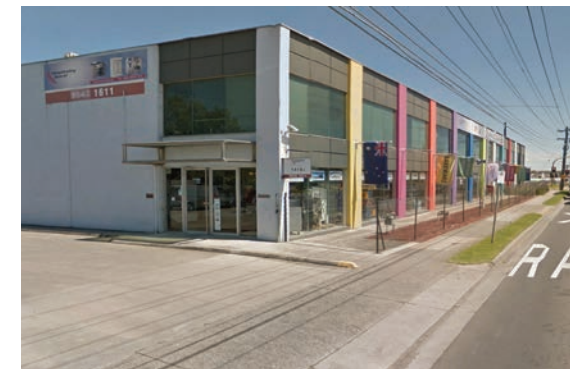
Figure 13 Local Context Character Areas



Legend

- Study Area Boundary
- Residential
 - 1 Storey
 - 2 Storey
 - 3 Storey
 - 4 Storey
- Retail
 - 1 Storey
 - 2 Storey
- Industrial
 - 1 Storey
- Other
 - Elevated Rail (9 - 10m)
 - Under Development/carpark

Figure 14 Current Building Heights



Two storey retail Centre Road south side



Completed elevated rail Carinish Road

4.3 Local Context Area Building Heights

Building heights within the Local Context range from one to four storeys high for residential, one storey for industrial (although some factories have office space which is two storey), and one to two storey for retail.

Heights for industrial buildings although, similar in floor count, vary greatly depending on the use requirements of the building. They can range from 4 to 16 metres with 16 metres equivalent to a four storey high residential building.

The overhead rail is to be constructed, at track level, to be between 9m (near the southern point of the study area) and 10m (near the west of the study area).

Development in the Local Context Area could achieve heights of three to four storey (residential) and still be considered in keeping within the heights of other buildings within the Local Context Area. Buildings taller than four storeys could be developed with appropriate setbacks and designs that mitigate visual bulk.



Recent multi-unit double storey development on the corner of Bimbi and Moriah Streets



Single storey multi-unit development Browns Road east side



Single storey house on the west side of Browns Road



Single storey house on the west side of Moriah Street

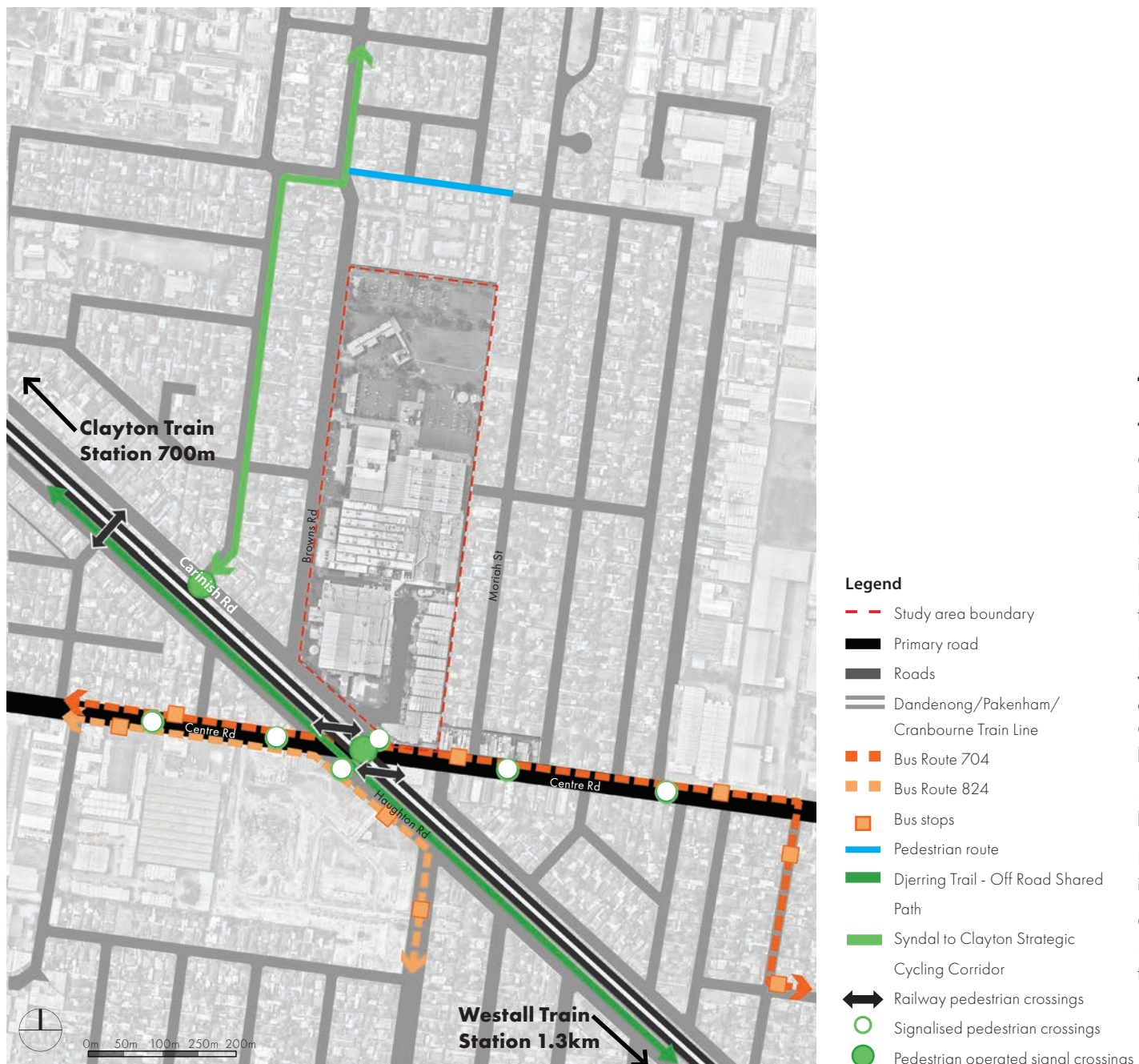


Figure 15 Local movement plan

4.4 Local Movement Network

4.4.1 Road Network

Centre Road is a secondary arterial (Road Zone 1) running in an east west direction along the Study Area's southern boundary. (Centre Road runs between the Nepean Highway in the west and the Princes Highway in the east). Carinish Road runs at a angle off Centre Road, forming part of the southern boundary connecting to Clayton Train Station and Clayton Activity Centre.

Browns Road, running adjacent to the site along the western boundary, is a local two way street (two lane configuration). It connects to the Monash Medical Centre and is a secondary ambulance entry to the hospital.

Moriah Street runs adjacent to the site in the east, between the site and residential housing.

Bendix Drive enters the Study Area at Carinish Road and is a cul-de-sac serving existing industrial properties.

Currently there are no east-west road links between Moriah Street and Browns Road between Centre Rd and the Princes Highway.

4.4.2 Public Transport

The Study Area has access to a range of public transport options. There is a train line running to the south of the site that services the Cranbourne and Pakenham lines. Clayton Train Station is located 700m to the west of the site, and Westall Train Station is located 1.3km to the south east of the site. As part of the Level Crossing Removal CD9 corridor project, the rail line has been elevated between Clayton and Westall stations, and Clayton Station has been redeveloped.

The VicRoads Smart Roads Operating Network identifies a bus priority route south of the site, running along Centre Road (from Houghton Road). Bus routes within vicinity of the site are:

- Bus route 704 runs from East Clayton to Oakleigh via Clayton and Huntingdale. The route connects the site to destinations such as the Clayton Shopping Centre, Oakleigh Central Shopping Centre, Huntingdale Primary School and Clayton Business Park. A bus stop is located on the southern boundary of the Study Area at the intersection of Centre Road and Moriah Street and the route runs along Centre Road.
- Bus route 824 runs from Moorabbin to Keysborough via Clayton and Westall. The route connects the site to destinations such as the Clarinda Shopping Centre, Parkmore Shopping Centre and Moorabbin Station. The nearest bus stop is located on the intersection of Centre and Houghton Roads, 50 metres from the Study Area.

Other bus routes can be accessed within a 10 minute walk within the Clayton Activity Centre including 631, 703, 733 and 821.

4.4.3 Bicycle Network

The Principal Bicycle Network (PBN) is a network of arterial cycling routes across metropolitan Melbourne that have been identified by Vic Roads.

Carinish and Centre Roads have been identified for upgrades as part of this network.

Bicycle Priority Routes (BPR) are a subset of the PBN and have been identified as providing priority access for cyclists to key destinations to support the PBN.

The proposed Syndal to Clayton Strategic Cycling Corridor (from Clayton Railway Station to Syndal Railway Station) is to be constructed along Browns Road and Kanooka Grove, providing an off-road path for increased safety.

Station Trail, has been upgraded as part of the elevated rail project. Its been renamed Djerring Trail and will extend from the 6.0km mainly off-road trail running along the railway line from Centre Road, Clayton to Hughesdale Station, to create a continuous route from Caulfield to the EastLink Trail in Dandenong.

The City of Monash in their Active Monash Strategy has identified an informal bicycle route running along Moriah Street, connecting the site to Monash University and Monash

Medical Centre.

The Monash Framework Plan identifies the need for better connections for pedestrians and cyclists accessing the site and key destinations.

The Study Area has multiple cycling options and future proposals should ensure integration into the bicycle network. The NEIC indicates a link from Centre Road through the site to Monash Medical Centre.

4.4.4 Pedestrian Routes

Roads in Clayton have pedestrian paths on both sides with standard ramps at crossing points. The Djerring Trail running through the linear park underneath the elevated rail, connects pedestrians to Clayton Activity Centre.

A pedestrian route exists from Dooga Street to Browns Road, this laneway has public safety issues due to the minimal width and high fences.

4.4.5 Conclusions

Opportunities for increased access points to the site and access points via the eastern portion of the site would improve the network access shortfalls. Improvements to pedestrian and cycle movement east-west would enhance public safety, increase neighbourhood permeability and access the local shops and key destinations. North-south access could be provided through the study area from Bendix Drive to create a more fully integrated neighbourhood.

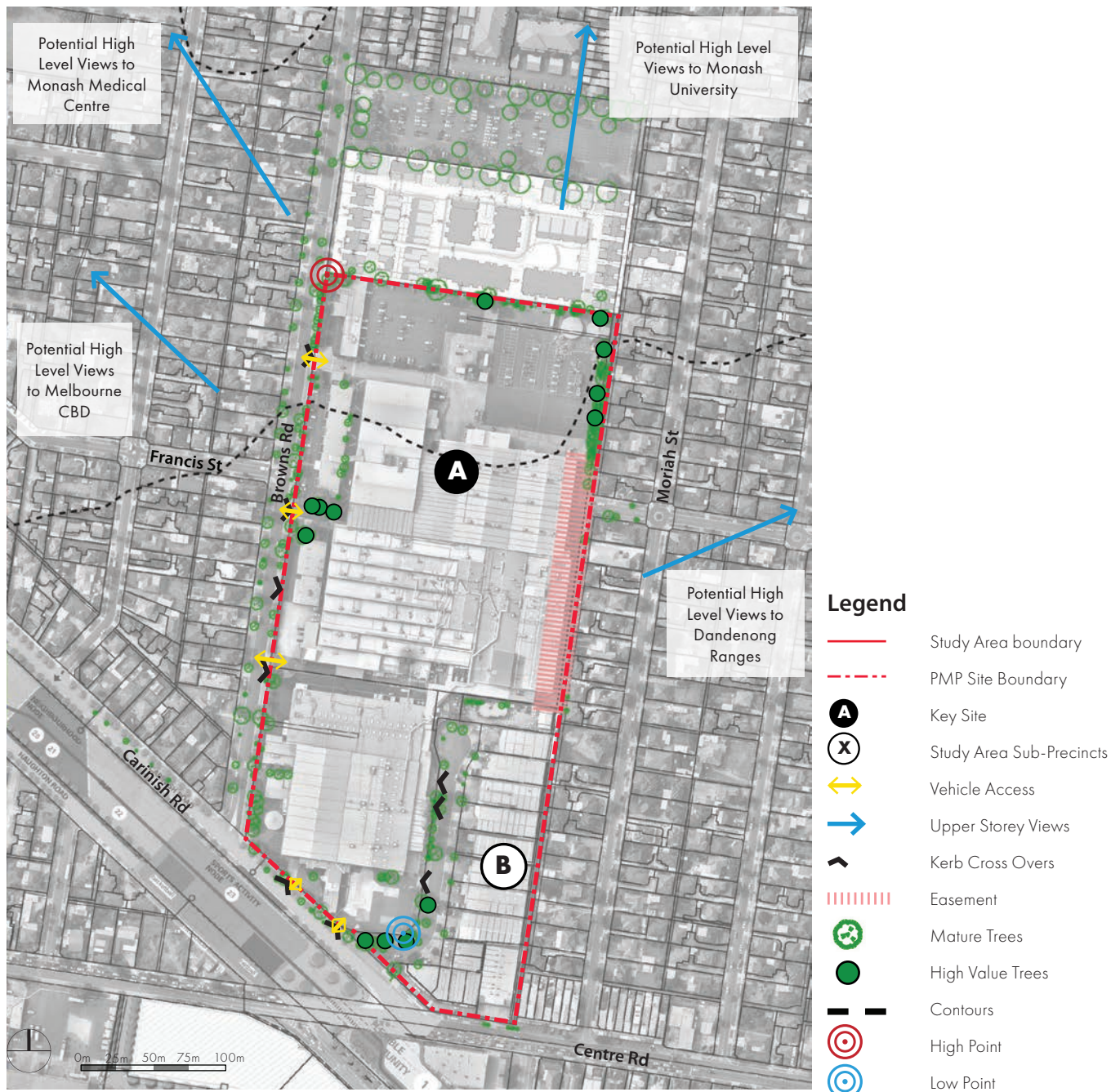


Figure 16 Existing key site features plan



Canopy trees at the intersection of Bendix Drive and Carinish Road



Existing trees along the easement provide screen to the lots on Moriah Street

05 KEY SITE FEATURES

5.1 History

The PMP Printing Site was opened on the 13th of September 1968 by the John Gorton, Australian Prime Minister. The site at its peak in the 1980's, employed over 1000 people, however with the changing nature of the printing industry, the current site employment is significantly lower (274 employees).

5.1.1 PMP Printing

PMP Limited was originally owned by Fitchett Bros. The founder was Thomas Shaw Fitchett around 1902. Fitchett Brothers changed the name of their company to Southdown Press (later renamed Pacific Magazines). Following World War II the company was acquired by Keith Murdoch and then became part of the Rupert Murdoch media. In 1997 News Limited divested its 45 percent stake in PMP, stating PMP no longer fit with its core operations.

News Ltd also consolidated their commercial printing operations, including two of the printing companies acquired from newspaper group Adelaide Advertiser being Griffin Press (est. 1858), Australia's leading book printer; and Wilke & Co Ltd (est. 1895) which was the largest commercial printing company in Melbourne specialising in magazines and directories. A few years earlier News had acquired the leading catalogue printing and letterbox distribution company Progress Press, and became the largest printing company in Australia under the name Pac-Rim Printing.

By 2017 PMP had undergone several large takeovers including a joint venture with Seven Network and a merge with IPMG.

PMP Printing has been a significant contributor to Melbourne's printing industry and the Clayton site has been central to this.

There is opportunity to reference and/or represent the sites printing heritage in future development of the site through landscape and/or building design.

5.2 The PMP Site Form

The PMP Site (sub precinct A) is 8.12 Hectares in size and is two land holdings, 209-211 Carinish Road and 27-49 Browns Road. The site is rectangular in form with Bendix Drive being the south eastern boundary, Carinish Road on an angle on the south western boundary, Browns Road as the western boundary, abutting 27-29 Browns Road and the backs of houses on Moriah Street.

5.3 Site Access

The Site has three vehicular and one pedestrian access point on Browns Road. Both Carinish Road and Bendix Drive have two vehicular access points and no pedestrian access. There are a number of unused cross overs. Future development could potentially use Bendix Drive, subject to redevelopment plans for those properties.

5.4 Existing Infrastructure

Currently the Site is serviced with sewer and water supply, electricity, gas and telecommunications infrastructure, and there are two easements running north south along the eastern Site boundary.

5.5 Existing Vegetation

The existing vegetation is predominately Australian Native canopy trees and is found along the perimeter of the site.

Some small native trees and shrubs are found in the verge and front setbacks in Bendix Drive.

Most trees found on site are poorly maintained and only make a small contribution to the surrounding street character, however there are some high value trees that should be retained (see Figure 16 for location of high value trees).

5.6 Topography

The Site is relatively flat with a slight slope to the south corner towards the low point of the area at Bendix Drive. The highest point is at the north east corner of the Site. The average slope across the Site is less than 3%, a total of approximately 14 metres fall. The Site contains constructed terraces that are not likely to impact development.



Typical factory building



Northern carpark view west to Browns Road entrance gate



Portico and substation



Internal view of the site with taller building forms

5.7 Views

Due to the flat slope of the Site there are no significant key views from the site at street level, however when the elevated rail is operational there will be views to and from the site (along the southern boundary).

Buildings greater than 4 storeys provide the opportunity for views towards Monash University in the north, Monash Medical Centre (north-west) and at greater heights the Dandenong Ranges (north-east) and potentially the Melbourne CBD (to the north-west).

5.8 Solar Access

The site has a north south orientation and due to its size, generally has minimal solar impact on neighbouring lots. The Browns Road residential interface is setback enough of a distance from the site that it is unlikely that future development will overshadow the existing housing (unless the building is of a significantly greater height).

On the eastern side of the site, where houses back onto the site, overshadowing in the private open space may be a potential challenge in the afternoon. To the south of the Site, the factoryettes located at 11-15 Bendix Drive could present a potential overshadowing challenge if changed to a residential land use.

5.9 The Site Building Heights

The site's existing industrial building heights are predominately single and two storey factories, ranging in height from 4.5m to 16m's (see Figure 17).



5.10 Site Area Interfaces

The Site has a number of key interfaces;

- Residential frontage to Browns Road
- Rear residential interface to Moriah Street
- Rail frontage to Carinish Road
- Industrial interface to Bendix Drive
- Factoryette Interface
- Residential interface with future residential development



Existing trees along the easement

5.10.1 Browns Road Residential Interface

Browns Road is a local, two way street with on street parking, characterised by established street trees. Houses address the site across Browns Road (see Figures 18 & 19).

5.10.2 Moriah Street Residential Interface

Moriah Street is a local, two way street with on street parking, characterised by established street trees and detached single/double storey houses. Dwellings address Moriah Street and the rear yards interface with the site. A large setback from the rear of the dwellings reduces overshadowing from the existing industrial building, however there are some lots that have been subdivided to accommodate townhouse dwellings. These dwellings interface with the site.

Access on the eastern side of the site is limited to a single existing entrance on Bimbi Street.

5.10.3 Rail frontage to Carinish Road

The southern boundary of the site is bounded by Carinish Road. The existing PMP building that addresses Carinish Road is approximately 8m high and is setback from Carinish Road by approximately 10m. The Elevated Rail is located on the opposite side of Carinish Road.

5.10.4 Bendix Drive Industrial Interface

Entered off Carinish Road, Bendix Drive is a cul-de-sac that has industrial uses on both sides. There is one existing access

point to the site and the existing industrial building currently does not address the street. On the eastern side of Bendix Drive, is a row of single storey (up to 8m high) factoryettes. The factoryettes are set back from Bendix Drive to accommodate vehicle parking.

5.10.5 Factoryette Interface

The Site shares a boundary with two single storey (up to 8m high) factory buildings (11-15 Bendix Drive). These factoryettes are setback from the boundary by approximately one metre. The PMP building appears to almost abut the rear of the two factoryettes. There appears to be no access and only two small windows on the southern elevation of the PMP building.

5.10.6 Interface with future Residential Development

29 Browns Road has a planning permit for the construction of residential development, which consists of town houses and apartments 1.3m to 4m from the site boundary, respectively. The apartments are to be 3 storeys and may overshadow the Site and will most likely overlook the Site. The town houses range from 2 to 3 storeys in height and will be visible from the Site.

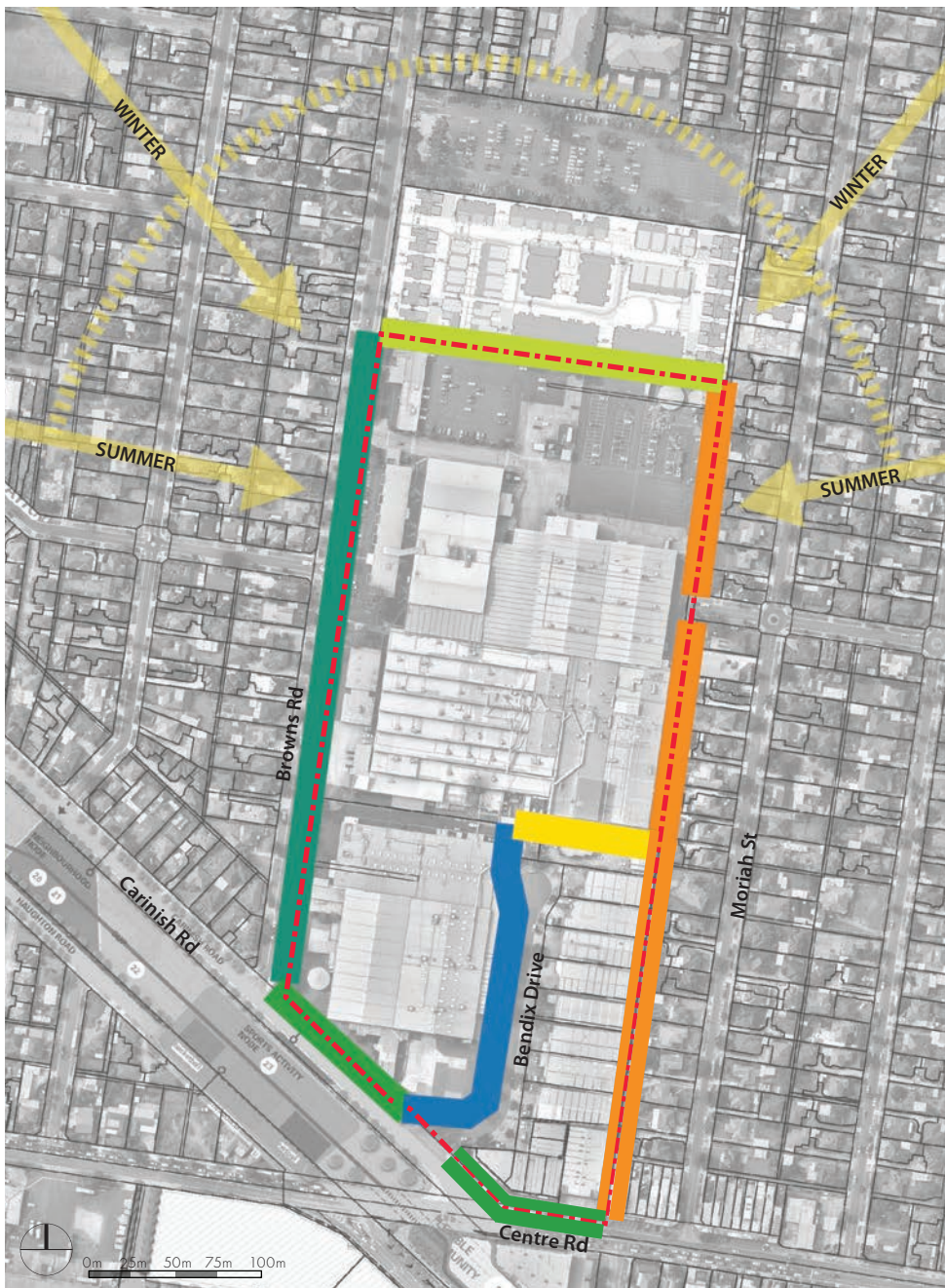


Figure 18 Site Interfaces Plan

Legend

- - - - - Site Boundary
- - - - - Solar Path
- Browns Road Residential Interface
- Interfacing with the rear of Moriah Street Residential
- Bendix Drive Interface
- Fronting Carinish Road/Centre Road and Elevated Rail and Linear Park
- Interfacing with Existing Factoryettes
- Interface with Future Residential Development



Bimbi Street entrance



Moriah Street residential interface

Browns Road Residential Interface



Section location

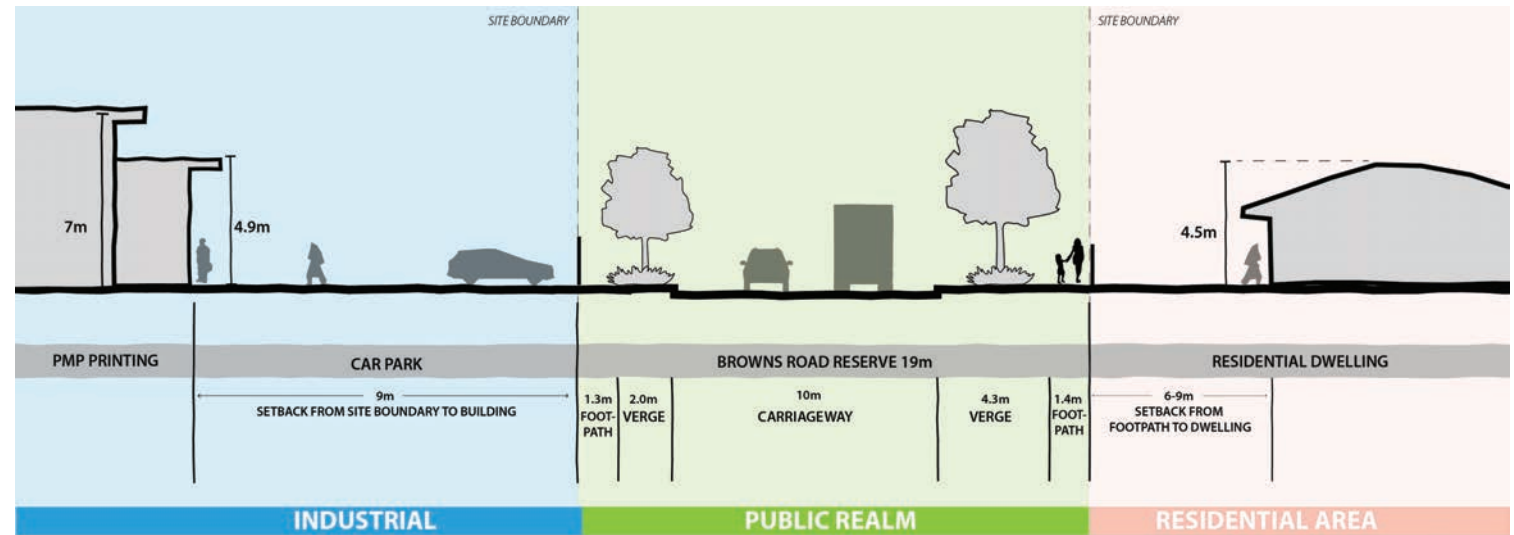


Figure 19 Browns Road Residential Interface



Figure 20 Browns Road interface

Moriah Street Residential Interface



Section location

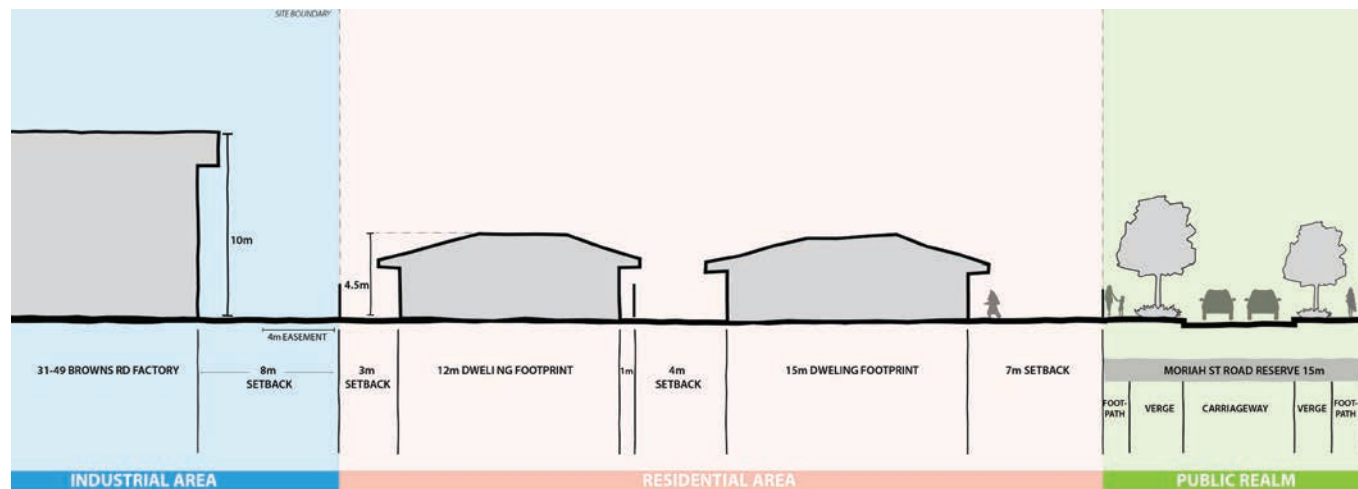


Figure 21 Moriah Street Residential Interface

Existing PMP building heights range from 4.5m to 16m

Existing single & double storey dwellings with 6-9m residential setbacks

Existing large street trees contribute to the streetscape character

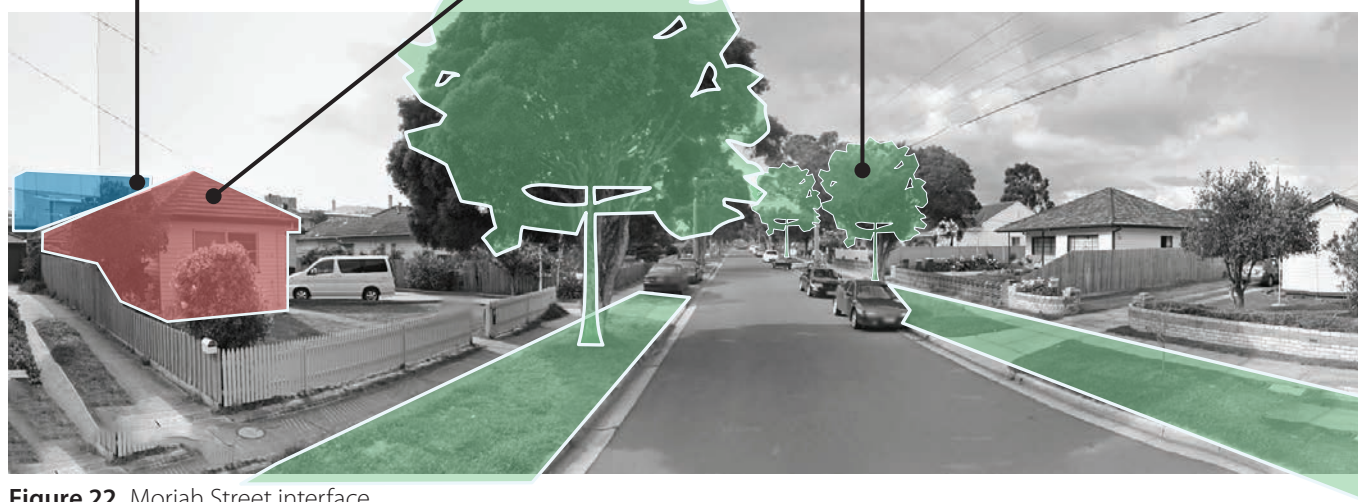


Figure 22 Moriah Street interface

Bendix Drive Industrial Interface



Section location

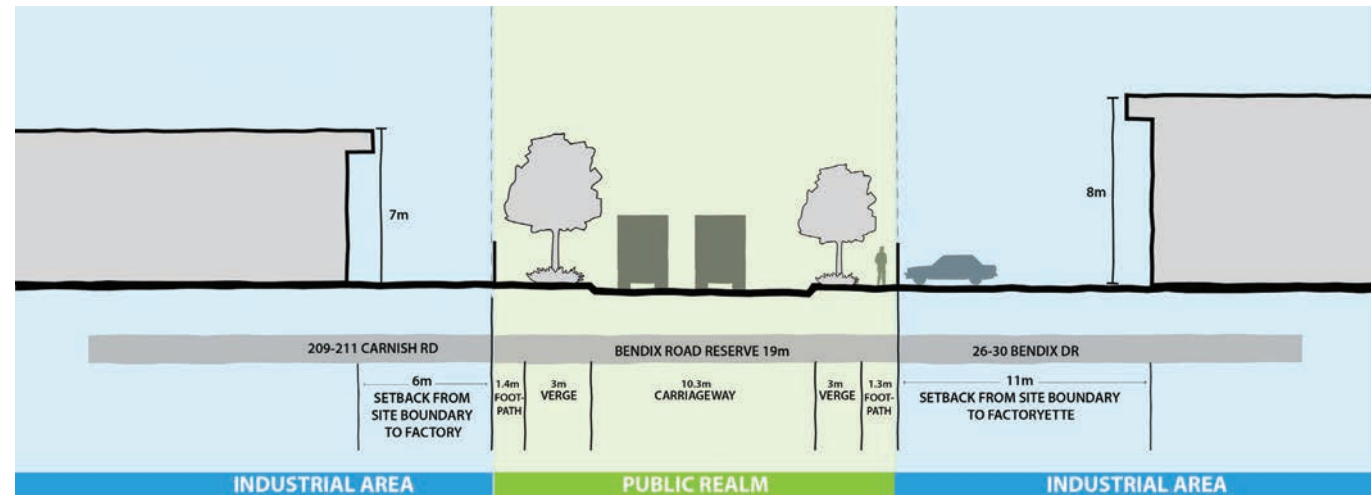


Figure 23 Bendix Drive Industrial Interface

Very few existing established street trees

No vehicular or pedestrian connection

A change in use on the PMP site may present potential amenity issues such as truck noise, dust and visual impact of the light industrial uses

Existing carpark addresses Bendix Drive



Figure 24 Bendix Drive Interface

Carinish Road Train Line/Future Sky Rail Interface



Section location

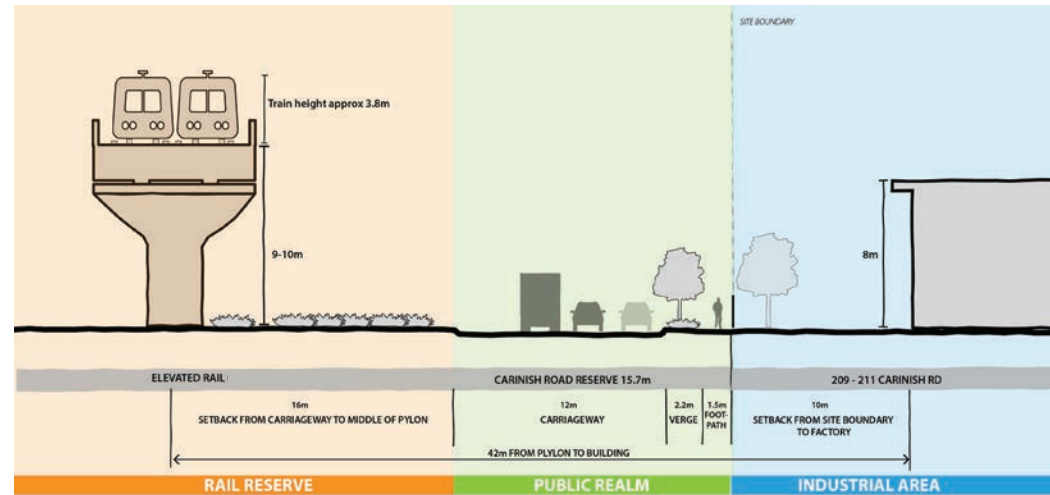


Figure 25 Carinish Road and Elevated Rail Interface



Elevated rail is approximately 9-10m high (+ train height)

The 20m setback from Carinish Road to the rail line has been reduced to accommodate the elevated rail

Figure 26 Elevated Rail Interface

Industrial Interface



Section location

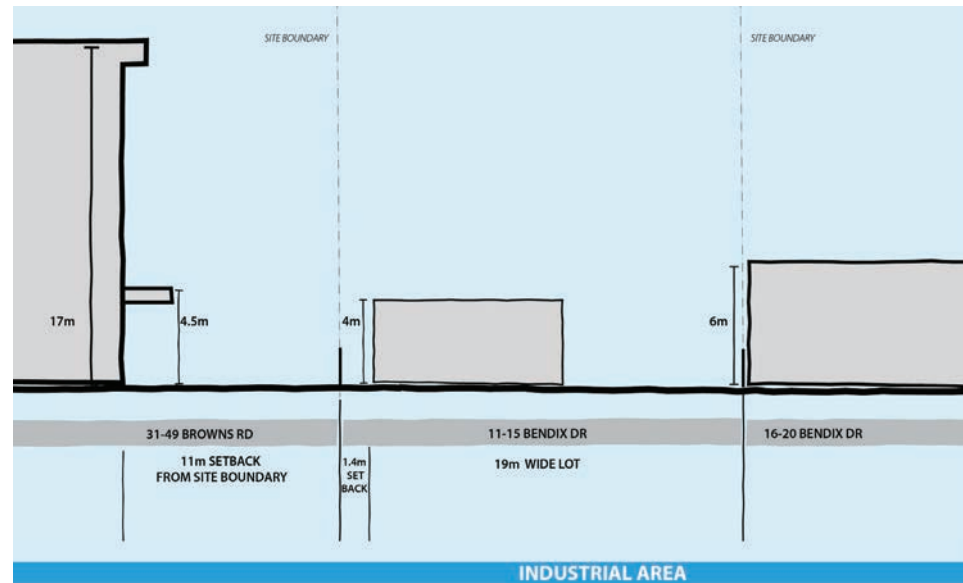


Figure 27 Existing Factoryettes Interface

A change in use on the PMP Site may present challenges such as mitigating factory and truck noise and dust, as well as managing views across to the adjacent factoryettes



Figure 28 Existing Factoryettes interface

Future PMP development might present opportunities for the factoryettes to provide supporting commercial and small office uses

5.11 Key Analysis Summary

Review of the strategic framework, the Clayton and site context has identified a significant opportunity for renewal of the PMP site.

The key drivers of this are;

- Support from the Monash Industrial Strategy (identifying residential as a more appropriate use for the site)
- The principles and strategic drivers of Plan Melbourne and the Monash Framework Plan
- The sites proximity to the largest concentration of employment outside of the CBD (Monash NEIC)
- The change in residential scale and density, led by surrounding key developments and supported by the Monash new Residential Zones Amendment C125
- The need for diversity in housing choice to support a changing community, and
- The sites proximity to the Clayton Activity Centre, which has been strengthened with the delivery of the Elevated Rail, Djerring Trail and proposed Syndal to Clayton Strategic Cycling Corridor. The elevated rail has changed the nature of Carinish Road interface in terms of height, traffic flow, pedestrian connectivity and open space provision.



Plaque commemorating the opening of the site



Coloured pipes of the old printing machinery on site



Eastern boundary of the PMP Printing site



Internal views within the site, facing west



Carpark at the northern end of the site



Internal view east with a two storey building in the foreground

06 ISSUES & CHALLENGES

6.1 Introduction

The PMP Printing Precinct presents as an island of industrial uses surrounded by a large residential catchment, separated from the primary NEIC cluster to the east but only by 300 metres. Changes from the current industrial land use, albeit to residential, commercial or mixed use, would greatly improve the amenity of the area.

The surrounding area is undergoing significant change of transitioning from lower density single dwellings and under utilised brownfield sites to higher density residential and mixed use development. The key drivers of change are:

- The Study Area being in the Monash NEIC in close proximity to Monash University and Monash Medical Centre.
- Changes in the General Residential Zoning increasing height allowances and opportunities for increased density
- Decline of the traditional form of printing

These changes are indicated within the Study Area, with the former Clayton Primary School transitioning to town house and apartment style residential built form.

Other development in Clayton indicates a demand for a diversity of housing products and the need for increased community amenities to service the growing population. With

a growing population, there comes the need for more job opportunities which may take the form of office space, retail space, home/office space and incubator space.

To the south of the Study Area within the City of Kingston is Jackson Green, a new medium density residential development containing town house and apartment style dwellings.

Significant government investment in the level crossing removal and elevated rail project has eased congestion of key arterial roads and has improved access to public open space and the nearby Clayton Activity Centre.

The draft Monash Open Space Strategy outlines a proposed Community Sports Hub, located directly adjacent to the southern boundary of the Site on Carinish Road. The Community Sports Hub will support the increasing housing density in the area by providing a program of formal and informal recreation activities in the space below the elevated rail. This will include formal games on small sports fields and less formal fitness activities.

As the neighbourhood undergoes a transition, more opportunities are presented for the PMP Site to develop into a more fitting land use to support the NEIC beyond large footprint industrial uses.



Construction of the level crossing removal on Centre Road (now complete)

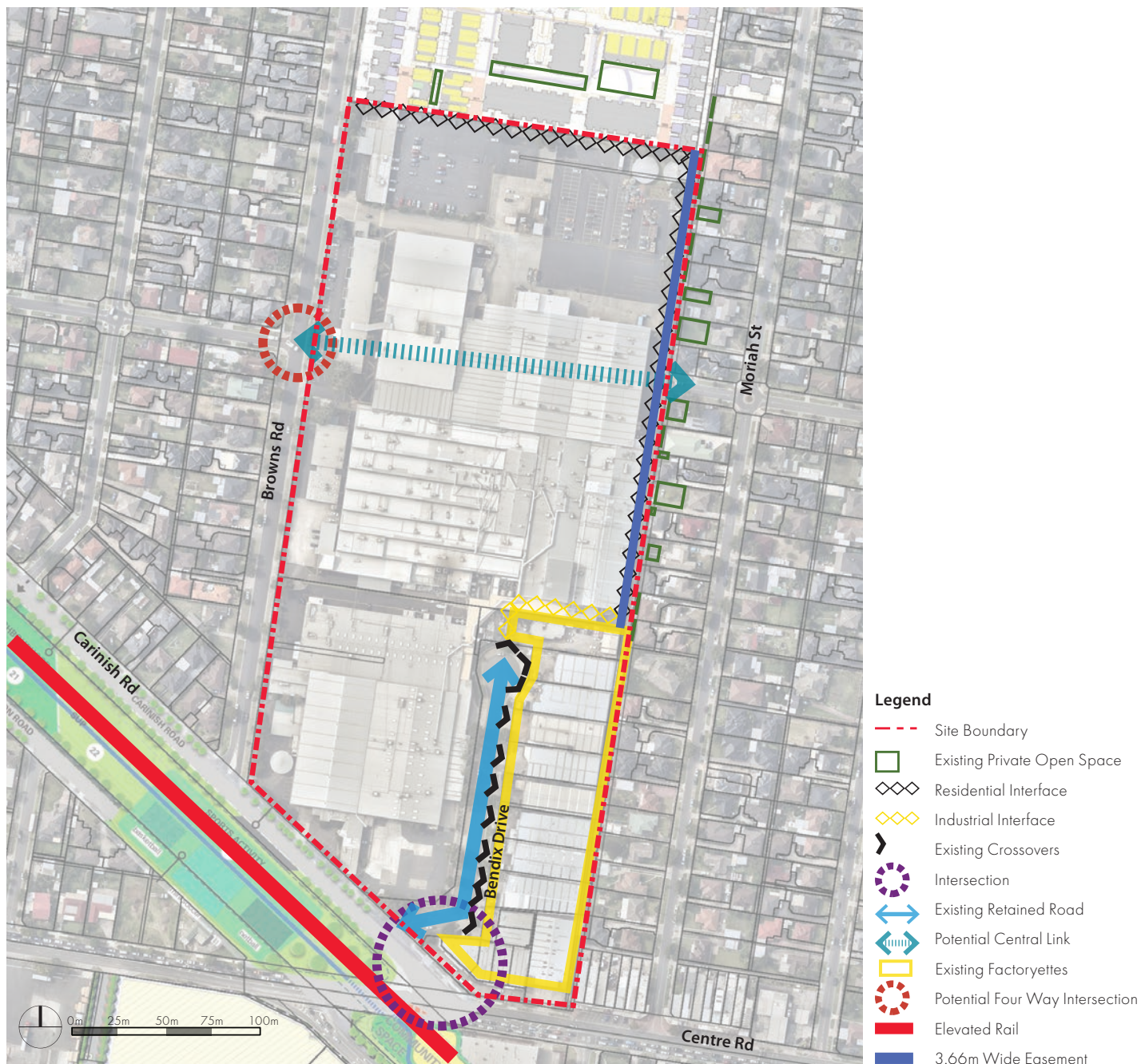


Figure 29 Key Issues Plan

6.2 Key Site Issues

Currently the Site is predominantly industrial use with the corresponding industrial impacts of large bulky buildings, truck movements and being devoid of activity at night. Its location surrounded by low density residential contrasts greatly with this use and the interfaces provide many challenges.

Key issues relating to the redevelopment of site include:

- Factoryettes on Bendix Drive are unlikely to be redeveloped in the short term offering development challenges that may change in the longer term.
- Detailed design will need to address issues with streets abutting the Site to deal with increased traffic congestion and the provision of sufficient visitor parking.
- Building designs need to consider the 9 to 10 metre elevated rail with potential noise and overlooking issues.
- Current building heights in the context area are single or double storey with newer development increasing in height. Building forms need to transition in height to minimise overlooking, overshadowing and visual bulk.
- The Bendix Drive cul-de-sac, its size and existing crossovers on the east need to be retained to allow access to the Factoryettes. Vehicle movements in this street will prevent it from becoming a residential scale/ pedestrian oriented street (eg. parking) and development would need to consider this street at its current level of use.
- Traffic volumes would need to be investigated if a road connection is introduced between Bimbi Street and Browns Road at Francis Street.
- The site at 29 Browns Road may have the potential to create pedestrian links into the Site. Meeting with landowners/developers of this site needs to take place to increase permeability within the neighbourhood.
- Private open space in the rear of houses fronting Moriah Street need to be considered to prevent overshadowing and overlooking.
- The interface with the factoryette at 11-15 Bendix Drive and the Site may require set backs to future proof this site to prevent overlooking and overshadowing.



Bendix Drive streetscape is likely to remain

07 BENCHMARKING

7.1 Local Proposals

Local proposals provide an indication to what the market currently requires.

- Jackson Green
 - 6 storeys
 - 300+ dwellings
 - 44 Dwellings per ha
 - 5.5% Open Space
- 1413 Centre Road
 - 5 storeys
 - 57 dwellings
 - 26 dwellings per ha
- 179 Carinish Road
 - 3 storeys
 - 26 dwellings

Outcomes

- Current local proposals indicate a demand for higher density housing typologies
- Town houses are used to transition from apartments to existing low density neighbourhood which lessens visual bulk, over shadowing and over looking.



(1) Jackson Green



(3) 163 Carinish Road



(1) Jackson Green



(1) Jackson Green

7.2 Local Mixed Use Proposal

Located one kilometre east of the Study Area is the M-City mixed use development. M-City is an indicator of the current level of development in the area at 14 storeys high. The development lacks a transition to low scale residential to the north but is of an appropriate scale for the wide Princes Highway.

- Site area: 3.5ha
- Total no. of dwellings: 635
- No. of dwellings/ha: 181.43
- Open space: unsure
- Retail: 60 speciality stores
- Other uses: 225 hotel rooms, 189 serviced apartments, pool + sporting facilities, 1 child care, 9 storey office tower

Outcomes

- Offers a mix of uses appropriate to the NEIC
- A range of 3, 2 and 1 bed apartments (with one car space per apartment) providing a diverse housing choice for the shifting Clayton market demands



7.3 Sandy Hill Serviced Apartments

The Sandy Hill serviced apartments in Sandringham are two residential buildings on Bay Road. Stage one has a unique architectural form providing visual interest. Has the appearance of a St.Kilda Road type development with large setbacks.

- Site area: 1.7ha
- Total no. of apartments: 330 (Stage 1- 200, Stage 2 - 130)
- No. of dwellings/ha: 194
- 6 & 8 Storeys
- Retail: IGA express store, cafe

Outcomes

- Stage 1 is unique in form and contributes positively to the street. The facades angle to provide views to different directions
- Potentially not as efficient hence stage 2 being of standard 'maximised' design
- Set back over 18m from the street. This may cause retail may struggle due to the lack of street presence.



Stage 1 Frontage



Stage 2 Frontage



Streetscape



Stage 2 balcony to stage 1

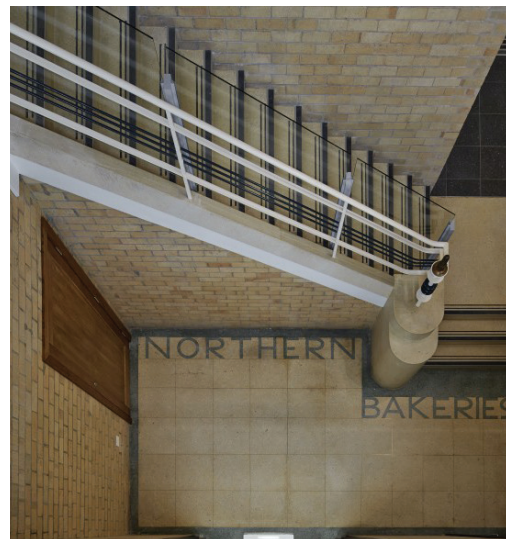
7.4 Tip Top, Brunswick East

Previously an industrial site, this development integrates retail, office, town houses and apartments while maintaining the urban fabric.

- Site area: 1.2ha
- Total no. of dwellings: 411
- No. of dwellings/ha: 342.5
- Open space: 0%
- Retail: 3 retail/office spaces
- Other uses: 1 childcare
- Architecture pays homage to previous use as Tip Top Bakeries
- 411 apartments (mix of 1 and 2 bedroom apartments) and luxury townhouses
- Mixed use site: 3 retail and office spaces (which is vacant), 1 rooftop child care centre
- 6 distinct blocks on 1.2ha site designed for greater public accessibility
- GFA 32,088m

Outcomes

- Successful integration of development typologies
- Maintains the urban fabric and historic industrial feel providing a sense of history and local identity



7.5 Studio Nine, Richmond

A mixed use development responding to existing sensitive interfaces to harmoniously transition into the existing urban fabric. Development includes new community facilities and a public open space network.

- 68 Townhouses
- 424 Apartments
- 6 Storeys
- Site area: 3ha
- Total no. of dwellings: 492
- No. of dwellings/ha: 164
- Open space: 12% (0.25ha)
- Mix of dwelling typologies across 4 precincts
- On site cafe & community centre (owned and operated by City of Yarra)

Outcomes

- A six level built form that successfully transitions into the existing low rise residential neighbourhood
- A diversity of product types including 5% affordable housing allowing for a more diverse community

- Pedestrian permeability through the site into the broader neighbourhood providing activity, increased surveillance and less reliance on cars.
- Varying types of public open space including a public square & community spaces provide for different forms of activity. (eg. passive uses, groups, active uses.)



7.6 Banbury Village, Footscray

This site is an example of an integrated urban renewal development that responds to its interface constraints.

- Site area: 8.8ha
- Total no. of dwellings: 430
- No. of dwellings/ha: 48.86
- Open space: 37.5% (3.3ha)
- Retail: none
- Other uses: none
- Former Industrial Site
- Multi-level Mixed Use Residential
- Mix of academic, social, community and retail facilities
- Stage 1 - Four-storey building, three wings and 101 one and two bedroom apartments
- External and internal surface treatments reference the site's former origin as a tyre factory

Outcomes

- Apartments oriented towards, and on the south of, open space. Prevents over shadowing of the space and provides amenity (and value) to more residents
- A diversity of product types allows for a more diverse community



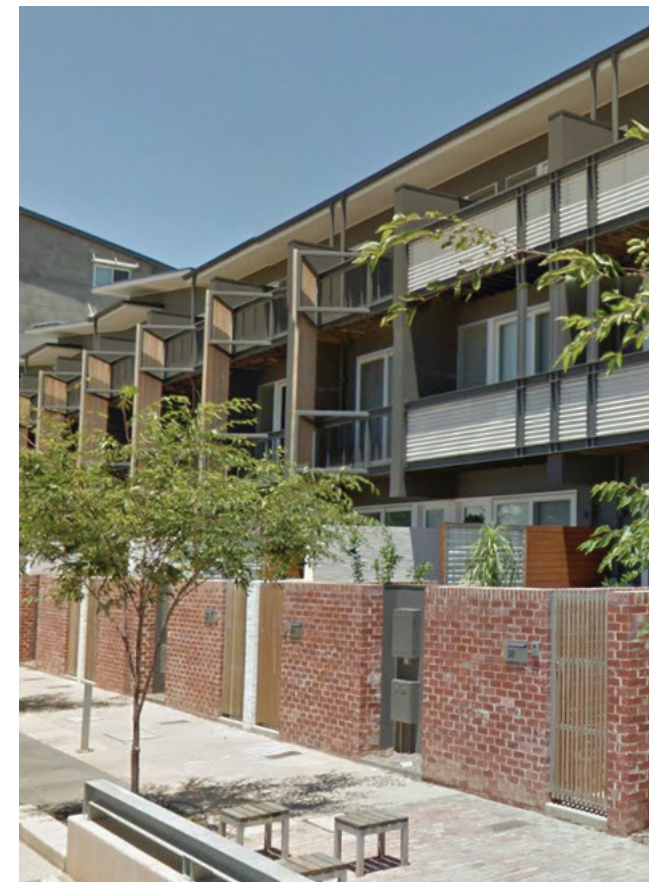
7.7 Bowden, South Australia

Bowden is a former industrial, mixed use precinct that centres around public open space and provides a diversity of housing types.

- Site area: 16ha
- Total no. of dwellings: 2400
- No. of dwellings/ha: 150
- Open space: 12.25% (1.96ha)
- Retail: 12000m²
- Other uses: 20000m² commercial, 15% of dwellings are affordable housing
- Mixture of residential, retail (including a small IGA supermarket) and commercial
- 16 boutique 1, 2 and 3 bedroom apartments - 3 Storeys high
- 6 Green Star rated community
- Walkable community designed to be safe at all hours close to train station
- High quality public realm

Outcomes

- A central village park with market, artists workshops and community centre creating a sense of place and providing opportunities for community interactions
- Historic materials are maintained and replicated providing a sense of history and local identity
- Streets are designed for low speed and pedestrian priority making a safer environment, opportunities for children to play outside and lessens the reliance on cars.



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08 COMMUNITY ENGAGEMENT PROCESS

8.1 Aims and Objectives

The VPA sought to maximise community participation by actively promoting the engagement activities; communicating outcomes which have been resolved through technical reports; and providing information to ensure feedback was informed.

The key objectives were to:

- Report back the key feedback heard in the first phase of engagement
- Inform the community about decisions that have been made to date in the planning process
- Consult the community and explain the features of the concept plan
- Provide opportunity for feedback
- Gain an understanding of the community's level of support for what was proposed in the concept plan.

8.2 Method of Engagement

Phase 2 engagement occurred from Monday 18 February – Friday 22 March 2019. The VPA prepared a concept plan based on feedback heard during Phase 1 and technical inputs from expert consultants. The concept plan was shared with the community in a community newsletter, which also outlined the planning background, key planning principles for the site and information on how the community could get involved.

The VPA used several different engagement methods to ensure that the engagement process was robust and inclusive.

8.3 Community Newsletter

A letter, community newsletter (Appendix 3) and an extract from Phase 1 community engagement was sent by the VPA to approximately 1,500 Clayton landowners and occupiers. This helped to inform the community of the decisions that had been made about the planning of this precinct to date and allowed the VPA to report back the findings of feedback previously heard by including an extract of the Phase 1 community engagement report.

8.4 Online Communication Tools

The VPA updated the PMP Printing site webpage on its website. The webpage hosts introductory information about the project, as well as more detailed "Key Ideas" to inform users. An online form was available where users could express their level of support for aspects of the concept plan. Social media channels were also used to engage with people online.

8.5 Direct Email to Community Groups

The VPA reached out to some known key community groups as part of this process. Direct emails were sent to the Chinese Community Leader Group and to the Clayton Leadership Group. These emails introduced the project and encouraged group members to provide their feedback as part of this process.

8.6 Community Drop-In Session

Phase 2 community engagement culminated in a face-to-face drop in on Wednesday 27 February 2019 from 4.30pm – 7.30pm.

Twenty people attended the community drop in session, which aimed to ascertain the level of support for the planning principles in the newsletter which had been distributed.

At the community drop-in session, five tables were dedicated to five different key themes for the site. These themes were building heights, open space and community infrastructure, jobs and services, traffic and parking and walking and cycling. Each table had a “fact map” with further planning information about the theme. These Fact Maps are found as Appendix 1 to this report.

At least one table expert was available at each table to unpack people’s questions. Attendees were encouraged to complete a “Good Idea” or “Bad Idea” feedback form for each theme. A blank version of this form can be found as Appendix 2 to this report.

8.7 Reflection and Improvements

The VPA reviews every engagement event it hosts, to build on success and amend processes that did not meet expectations. The VPA received favourable feedback from participants at the community drop in session about the format of the event. The availability of “technical experts” helped to address community concerns and answer questions about process. The good idea/bad idea sheets allowed community members to leave clear and direct feedback. The VPA will consider using this method of engagement again in the future.

However, community members were not able to evaluate the community drop in event as a participant survey was overlooked. The VPA will ensure that community members have the chance to evaluate events in the future.

The VPA used renders drawn by artists to show how the future PMP Printing site might look. It was hoped that the renders would give an understanding of scale and feel of the new precinct. The building design, materials and finishes used in renders are artists’ impressions only and any future building on the site will look different to what is shown in the renders. The VPA received feedback that indicated confusion about the use of renders and will explain the designs more clearly in future processes.



09 URBAN DESIGN PRINCIPLES

The urban design approach for the PMP Printing Site aims to translate the Urban Context Analysis into a robust and logical set of urban design principles that inform all levels of design and detail for the development of the area. These principles will set the parameters for what development of the site should try to achieve in an urban design sense.

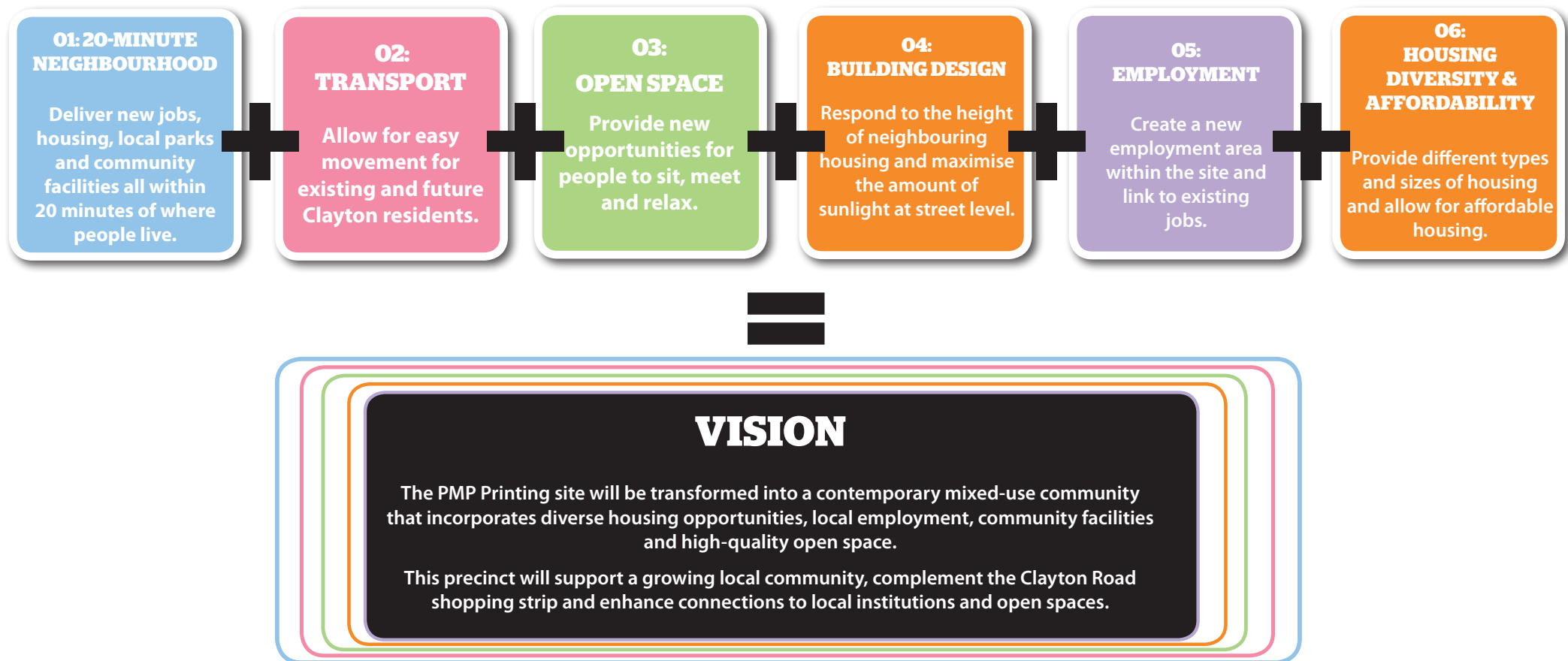
The Principles have been influenced by:

- The principles of Plan Melbourne's 20 minute neighbourhoods,
- The aims of the Monash National Employment and Innovation Cluster Draft Framework and other planning policies,
- The surrounding context analysis,
- The physical attributes of the site, and
- Benchmarking of similar types of development.



Figure 30 Plan Melbourne's 20 minute neighbourhoods (SOURCE: PLAN MELBOURNE)

The principles are as follows and help inform the vision created through community engagement and expert consultant input.



010 URBAN DESIGN ELEMENTS

10.1 Introduction

The former PMP Printing site in Clayton is strategically located within the Monash National Employment Cluster. Future renewal of the site will be transformative for Clayton, providing new housing and employment opportunities, as well as new parks and public spaces for future communities.

Renewal of the former industrial site supports Monash's vision for the NEIC, realising the '20 minute neighbourhood' by providing housing that is within walking and cycling distance of surrounding key destinations including Monash University, Monash Medical Centre and the Clayton Activity Centre.

Further, renewal of the PMP site will support the aims of the Monash NEIC Framework Plan to rejuvenate and enhance the character of Clayton by :

- Providing much needed housing to support the growing demands of the leading education, health, research and commercialisation facilities of the precinct,
- Increased and rejuvenated employment opportunities along Carninish road addressing the upgraded transport network
- Ensuring new development respects the existing neighbourhood character,
- Providing new open space to the dense urban fabric, and
- Increasing pedestrian and cycling permeability through the neighbourhood.



Figure 31 The PMP site is strategically located within the NEIC (Source: NEIC Cluster Draft Framework Plan VPA. March 2017)



Figure 32 Key elements of the Future Urban Structure

10.2 Land Use

Renewal of the PMP site presents a range of new housing, employment and open space opportunities for Clayton. Configuration of the desired land use within the precinct has been influenced by the desire to shamelessly integrate new development into the existing neighbourhood and to provide the local community with access to new public space.

The renewed precinct will have a higher density and greater mix of housing than the surrounding neighbourhood however, the proposed urban structure responds directly to its local context by;

- Designing new housing to integrate into the surrounding residential context,
- Locating commercial uses in the established commercial area to the south of the site,
- Providing a strong pedestrian and cycling connection from Bimbi Street through the site to Francis Street and beyond to the Djerring Cycle Trail and to the Syndal Strategic Cycling Corridor,
- Creating new pedestrian access points and pedestrian crossing points and providing better connection to Clayton Train Station, and
- Providing much needed open public space and public gathering places for the local community. These new open spaces will be located along the key view lines into the site, enabling them to be inviting to pedestrians moving around or through the precinct.

10.3 Open Space

Local parks are critical pieces of community infrastructure. The renewed precinct will significantly increase the amount of publicly accessible open space in the precinct and provide a range of new opportunities for people to sit, meet and relax. Open space is required within the site to provide respite from the built form, enable informal social and recreational activity and create linkages to existing open spaces.

A new passive open space has been strategically located in the centre of the precinct. Until recently, there has been no local public open space within 400 metres of the PMP Printing site, a deficit recognised in the City of Monash's Open Space Strategy (2018). The park will function as a central meeting place for both new and existing residents. Further, the siting of the park on the green link that connects Bimbi and Francis Streets, is a clear design gesture to invite the surrounding neighbourhood into the precinct, as well as supporting the retention of some high value trees. (Detailed site design should consider how to retain the high value trees that have been recommended to be retained in the Homewood Pre-construction Impact Arboricultural Assessment report).

The southern section of the precinct will benefit from the addition of an urban plaza. The plaza will be a focal point for people shopping and dining in the surrounding commercial area, and provide a pedestrian connection from Carinish Road to the adjacent Elevated Rail park, and the Djerring Trail.



Figure 33 Open Space Plan

This will create a connection across to the open space that been developed to the south of the site as part of the Level Crossing Removal Project. The linear park includes a mix of active (basketball courts, futsal court, and multipurpose courts) and passive space, such as picnic tables, rest areas and enclosed dig areas. The Djerring Shared Trail runs the length of the new elevated rail, improving connectivity to the site. There are also a number of local (minor) pocket parks and small open space reserves within 800 metres of the site, forming a network of green spaces.

The precinct will encourage environmentally sustainable design practices. There is the opportunity for bio-retention systems to be located within the passive open spaces subject to detailed design.



Figure 35 Looking through the Town Square to the Browns Road shared path and the linear park located under the elevated rail.



Figure 34 View of the BBQ and play areas area in Central Park.

10.4 Movement and Access

As the PMP site transitions from industrial use to a residential community the local population will increase. The surrounding road network is congested so it is important to support and encourage people to undertake local trips on foot, bike and public transport, where possible.

Located in close proximity to the Clayton Train Station and multiple bus routes, the PMP site is serviced well by public transport, however there is limited vehicle access to the site. Renewal of the site offers the opportunity to improve neighbourhood permeability, increase access points to the site and improve the overall walkability within the area.

Cardno's Access and Movement Report (2019) recommends;

- Vehicular access to the site could be improved by providing access points along the western side on Browns Road and along the eastern side via a connection to Bimbi Street,
- East west connectivity could be improved for pedestrians and cyclists by providing access via Bimbi Street,
- North south connectivity could be improved for pedestrians and cyclists by providing a minor access via the existing Bendix Drive connection.

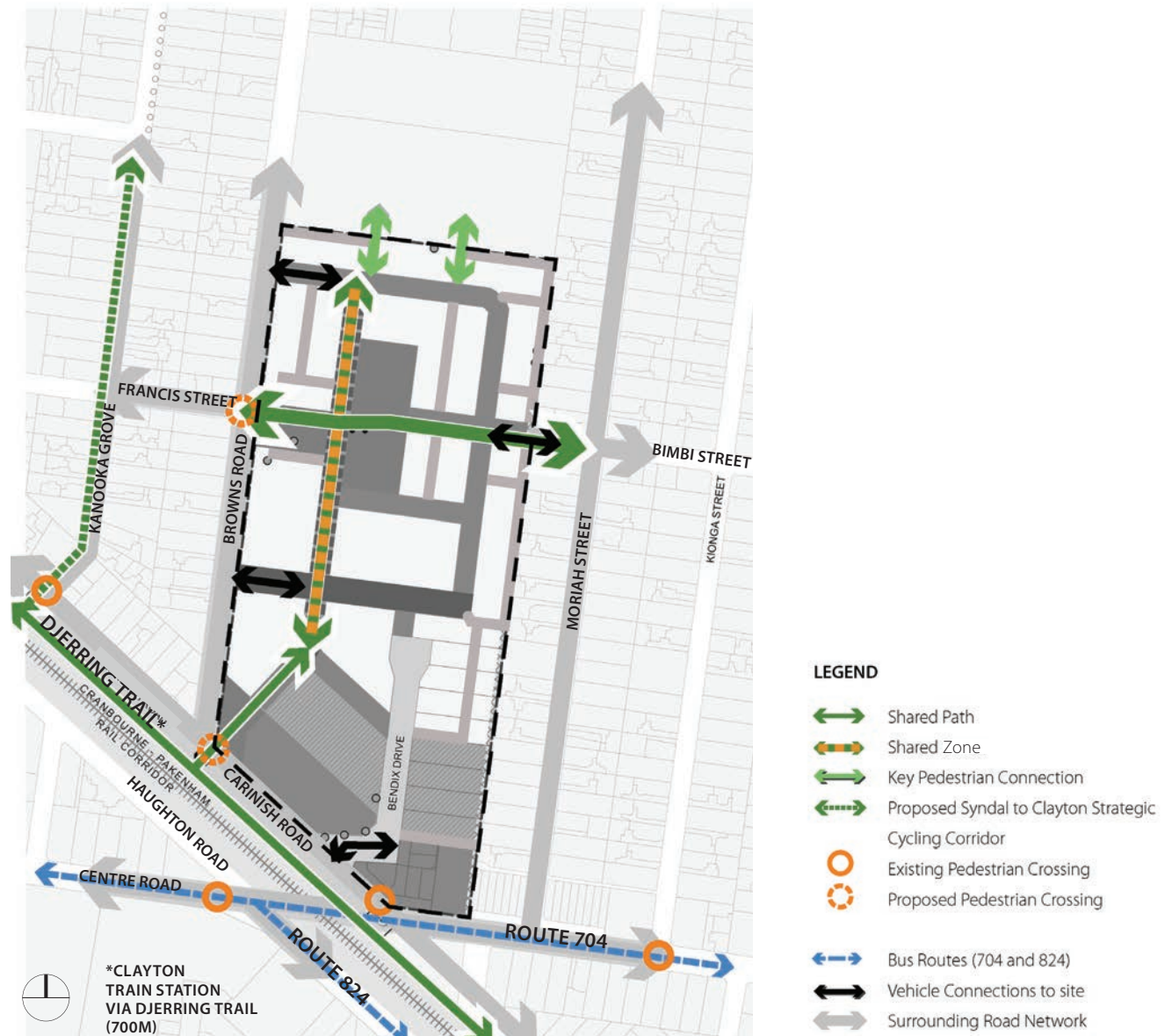


Figure 36 Movement and Access Plan

Further, laneways will increase pedestrian and cycling permeability throughout the site.

The internal street hierarchy has been designed to prioritise pedestrian and cyclists movements and efficiently integrate movement into the surrounding street network. Street widths will allow the planting of canopy trees and, where possible, reduce vehicle speeds to allow for a comfortable and safe mix of bikes and vehicles.

The site offers connections to wider walking and cycling networks. The new Djerring Trail, a shared path underneath the elevated rail, is located opposite the Carinish Road site interface. The trail connects pedestrians and cyclists to the Clayton Activity Centre, and when completed will run all the way between Caulfield and Dandenong. Two new pedestrian crossings, one at the intersection of Browns Road and Carinish Road, the second, at the intersection of Browns Road and Francis Street, will be delivered to facilitate safe pedestrian and cyclist access to the Djerring Trail.

It will be possible for cyclists travelling north to connect to Syndal, via the proposed Syndal to Clayton Strategic Cycling Corridor. For further details about movement and access, refer to the Cardno Access and Movement Assessment (2019) Report.



Figure 37 View from Bimbi Street to Central Park along the green link

10.5 Built Form

The PMP site and its surrounds are undergoing change. The site is transitioning from a former industrial use to a new residential community, whilst surrounding housing, predominately single storey detached dwellings, are in some cases, being replaced with multi- storey townhouse and dual occupancy dwellings.

The renewed precinct has the potential to increase the amount and types of housing in Clayton, accommodating a large share of Monash's expected population growth. As a result, the precinct will have a higher building density than that of the existing neighbourhood. Building design will however be considerate of the characteristics and context of the local neighbourhood. Building design will respond to its surrounds though consideration of building heights, building setbacks, and building orientation.



Figure 38 Apartments are orientated to overlook Central Park providing passive surveillance opportunities



Figure 39 The commercial use activates, whilst the residential balconies overlook the town square



Figure 40 Three storey townhouses will interface with the existing housing on Browns Road

Commercial/Mixed Use	
Retail/Commercial GFA	43,629 m ²
Residential GFA	14,912 m ²
Residential units	148 units
Maximum Building Height	8 storeys
Podium Height	3 storeys
Floorplate efficiency	80%
Tower separation	15m
Car Parking Configuration	At grade & basement

Residential Townhouse	
Yield	117 townhouses
Lot area m ² Range	150 - 190 m ²
Heights Max	3 storeys
Frontage Range	8-10m
Lot depth	14-27m
Vehicle Access	Front & Rear Loaded

Residential Apartments	
GFA	69,971 m ²
Lot area range	695 units
Average apartment size	70 m ²
Residential Floorplate efficiency	75%
Heights	Up to 8 storeys
Building Depth Range	14 - 20m

Open Space	
Area (10% of total site area)	8680 m ²
Minimum edge length	26m
Range	777 – 4,682 m ²
Over shadowing Equinox (23 rd September)	None between 11am - 2pm

Streets	
Local street	16 - 20m
Laneway	8m

**The above calculations are based on an indicative concept for potential development, which may be accommodated on the site, subject to approvals.*

Figure 41 Indicative built form assumptions table for PMP site

Building Heights

New buildings will be designed to smoothly transition from the existing neighbourhood into the new precinct. New buildings that interface with the existing neighbourhood will respond to the predominant scale of the surrounding built form.

Where new residential buildings interface with existing residential buildings, there will be a three storey height limit. New commercial buildings have been located to the south as this interface is less sensitive and more accessible from Carinish Road. The elevated rail running adjacent to the southern precinct boundary, has established a height precedent. Building heights along the southern frontage to Carinish and Centre Roads, will increase to a maximum of 8 storeys. Further, locating the taller buildings in the southern section of the precinct minimises overshadowing of existing housing and open spaces.



Figure 42 Maximum Proposed Building Heights

View from Moriah Street

Figure 43 opposite indicates the proposed townhouse development of up to 3 storeys, will not be visible, when standing on Moriah Street. This is due to the distance in which the new development is set back from Moriah Street. View A shows the view line incorporating the GRZ2 development envelope of up to 3 storeys. View B demonstrates the view from Moriah Street will always be of residential housing.

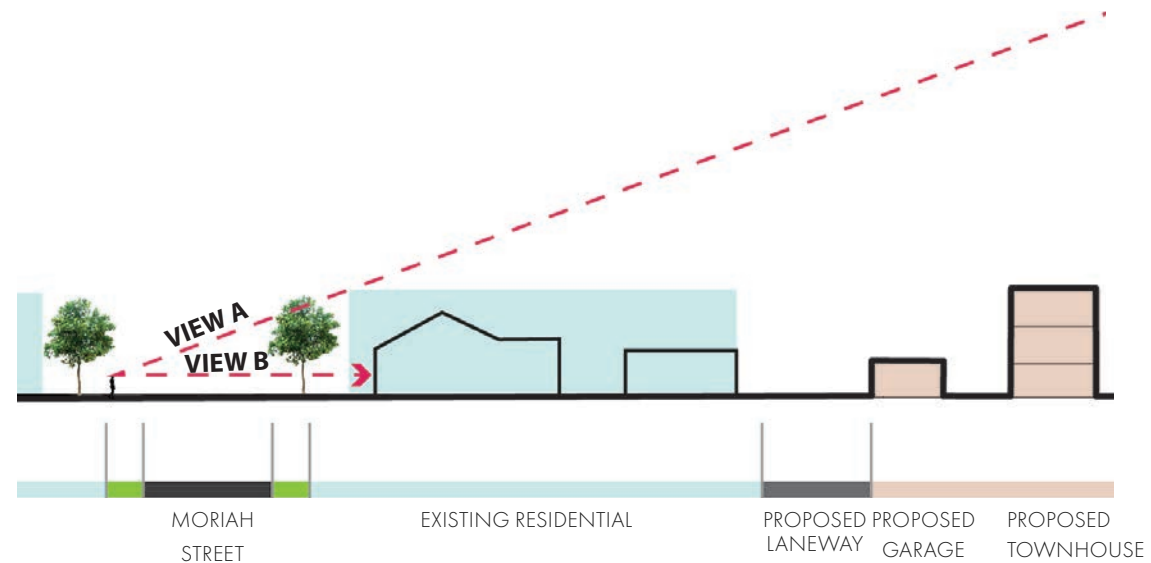


Figure 43 Looking south on Moriah Street, the proposed development is located on the western side of Moriah Street, and due to the distance between the street and the proposed townhouse, new development will not be visible.

View from Browns Road

Figure 44 demonstrates the view from Browns Road into the site will change with the introduction of three storey townhouses interfacing with the site boundary. In the case where there is a larger building, the street interface will be three storeys, and the height will increase at the podium level. Further, there will be a consistent street setback along Browns Road, ensuring a consistent, human scale street edge is created along Browns Road, maintaining the low scale feel of the neighbourhood.

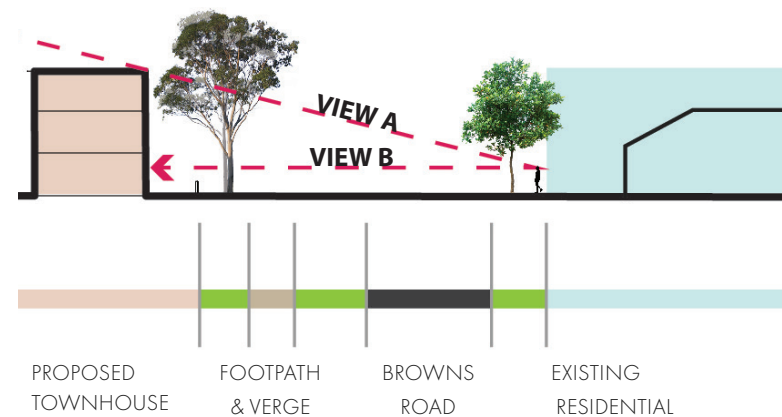


Figure 44 Looking south along Browns Road, the proposed development is located on the eastern side of Browns Road and will be visible as development will address Browns Road.

Setbacks

All new development will respect existing building setbacks, reinforcing the preferred neighbourhood character.

Along Browns Road the established building setback from the street will be continued. Maintaining the predominant front setback will create opportunities for landscaped garden areas and contribute to a cohesive and pedestrian friendly streetscape.

Along the western boundary of the precinct, new development will interface with existing housing, however, new development will be setback from the site boundary by 5m to accommodate an existing easement.

No building setback will be required for new commercial buildings fronting Carinish and Centre Roads.

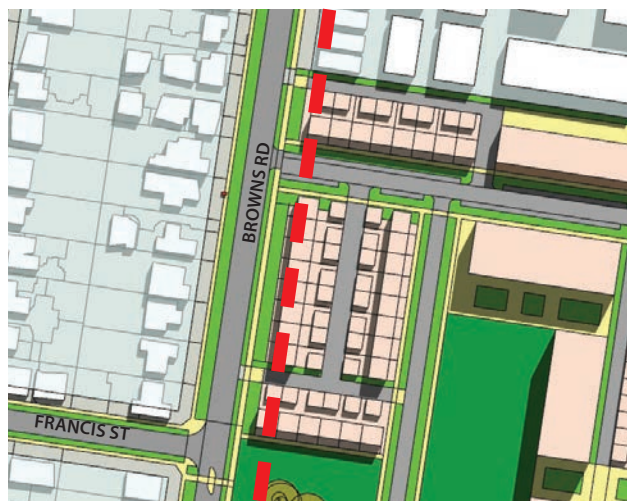


Figure 45 The alignment of the townhouses along Browns Road in the north west corner of the site align with the adjacent site at 29 Browns Road.

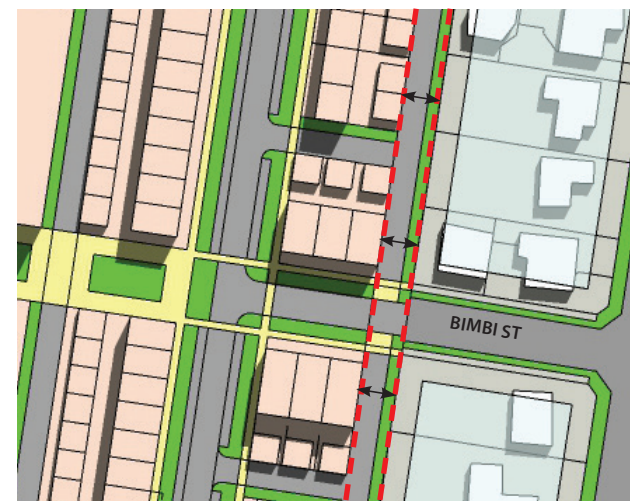


Figure 46 There will be a 5m building setback from the eastern site boundary to accommodate an existing easement.

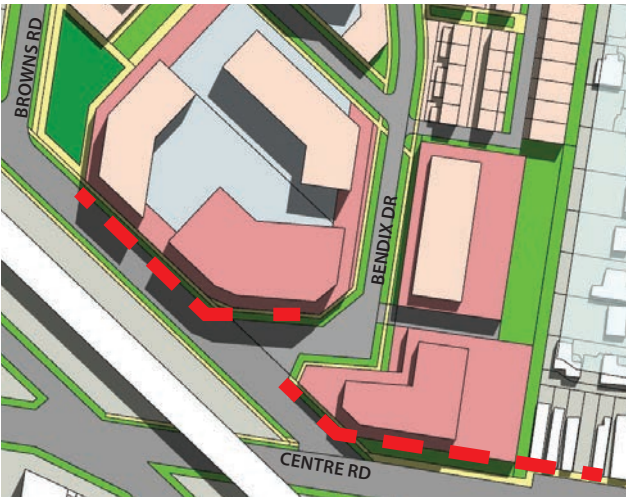


Figure 47 No building setback will be required for new commercial buildings fronting Carinish and Centre Roads.

Building Orientation

To encourage activation and passive surveillance opportunities new residential and commercial buildings will be designed to address primary street frontages and open space areas.

Townhouses and apartment will be orientated so the building frontage is adjacent and overlooking the Browns Road Open Space.

The commercial and mixed use buildings situated in the southern part of the precinct will be designed to abut the town square. The buildings will be orientated so balconies overlook the public space, and so all loading and servicing occurs at the rear of the building.

Where possible new development will be orientated to maximise passive solar opportunities and minimise potential conflicts between vehicles, pedestrians and cyclists.

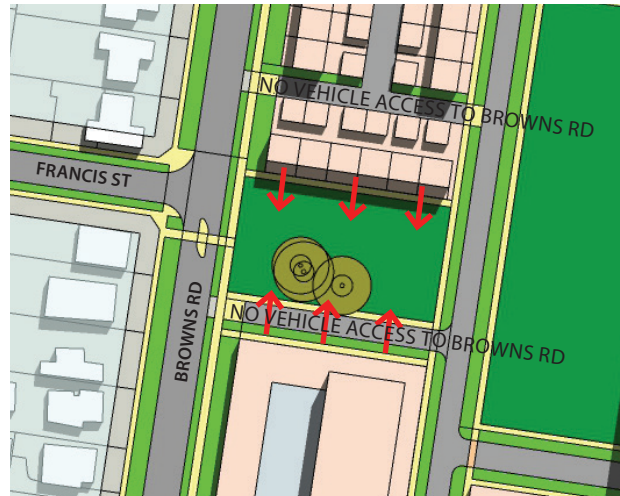


Figure 49 Townhouses and apartments will be orientated to face and overlook the Browns Road park.

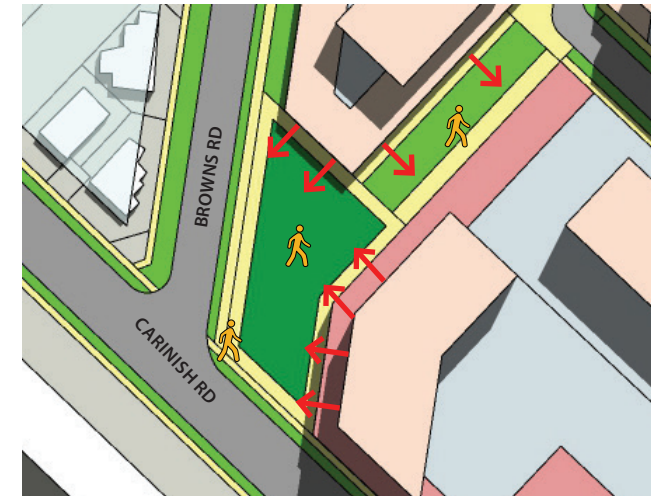


Figure 50 The commercial buildings on the Carinish and Browns Road intersection will be orientated to overlook the town square.

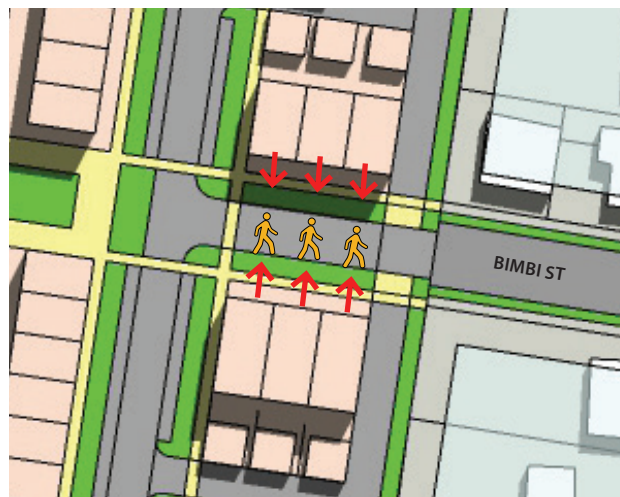


Figure 48 On key pedestrian routes townhouses will be rear loaded to reduce the amount vehicle crossovers and minimise potential vehicle and pedestrian conflict.

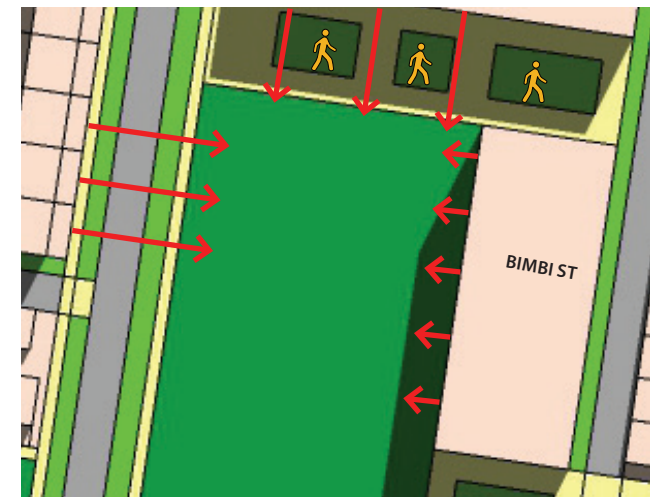


Figure 51 Townhouses and apartments will be orientated to face and overlook the central park.

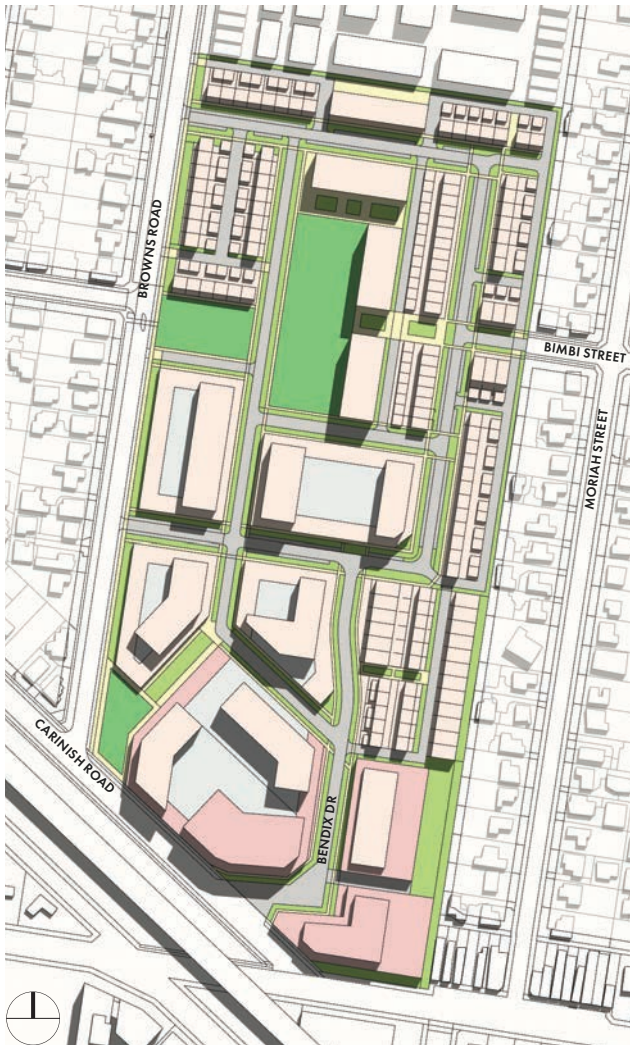


Figure 52 Overshadowing modelling (23rd September 11am)

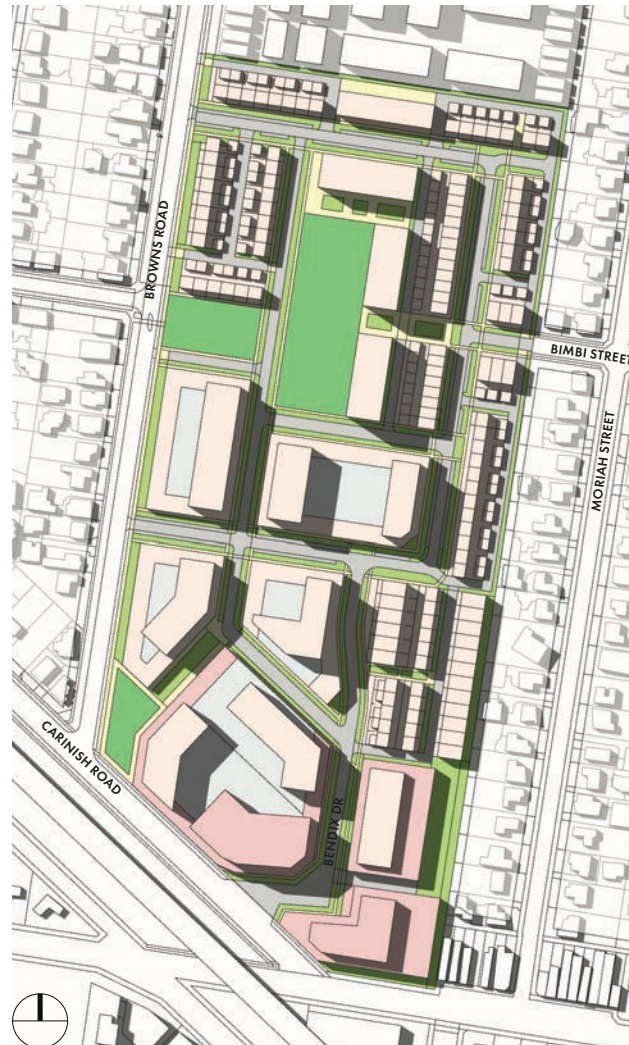


Figure 53 Overshadowing modelling (23rd September 3pm)

Residential Density

The changing nature of Clayton and the local demand for housing diversity, such as townhouse and apartments, is demonstrated by the future redevelopment of 29 Browns Road, located to the north of the site, and Jackson Green, located in close proximity to the PMP site, just south of the train line on Centre Road. Both of these residential redevelopments are providing a range of housing typologies and heights. 29 Browns Road will have a maximum building height of 4 storeys and Jackson Green has a maximum height of 6 storeys.

These developments have demonstrated how new development can successfully integrate into an existing low scale residential neighbourhood (noting that 29 Browns Road is not yet constructed).

Responding to the indicated demand for increased housing diversity in Clayton, modelling the potential yield for the renewed precinct there has resulted in the following density targets:

- 120+ townhouses, and
- 800+ apartments.

New townhouses and apartments will have private open space area, and residents will have access to a range of local open space areas. 10% of the net developable area will be required as a contribution for public open space.

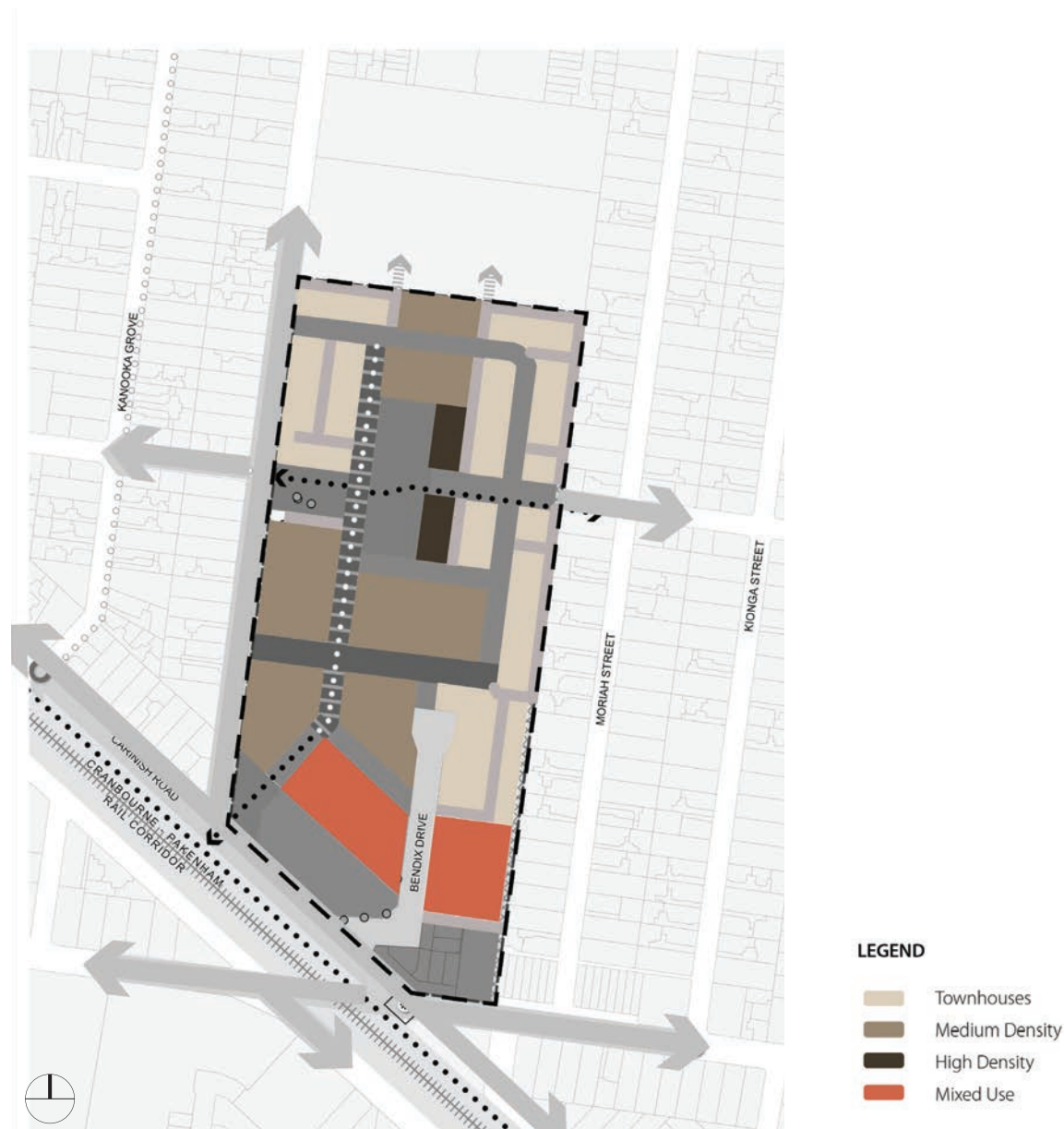


Figure 54 Housing Typology Plan

011 CONCLUSION

The vision for the renewal of the PMP Printing site is to transform a former industrial site into a contemporary mixed-use community. This is particularly important as the strategically located within the Monash NEIC, the largest employment area outside Melbourne's CBD. The PMP site is an important opportunity to provide much needed housing, employment and recreational facilities in Clayton. As we aim to create 20 minute neighbourhoods throughout our cities, renewal of the site provides opportunities for people to live and work in Monash.

Fundamental to supporting a new community in Clayton is the need to provide a range of housing options that are well serviced by public and active transport modes. Consideration will be given to integrating new housing and commercial buildings into the existing neighbourhood, respecting the established local character and building heights.

The established commercial centre located to the south of the site, on Centre Road will be expanded along Carinish Road. New commercial buildings will overlook a public plaza and the linear park underneath the elevated rail. Workers and visitors will be able to walk or cycle from the nearby Clayton Train Station along the new Djerring Trail.

With improved pedestrian and cycling connection the renewed precinct will support the Clayton Activity Centre and local shopping strips.

The precinct and surrounding neighbourhoods will benefit from a range of new public open spaces. Residents, workers and visitors will have access to a centrally located large park, as well as smaller pocket parks and a town square.

The design of the precinct has considered how to minimise the impact that the precincts additional traffic will generate.

These elements will contribute to achieving the future vision for the former industrial site as a vibrant and contemporary mixed use community.



Figure 55 Afternoon activities in the new linear park at Clayton Station

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