

Background Report

BRANDON PARK MAJOR ACTIVITY CENTRE STRUCTURE PLAN

October 2013

Adopted: 29 October 2013

1. EXECUTIVE SUMMARY

The Brandon Park Major Activity Centre (BPMAC) is centred on the intersection of Ferntree Gully Road and Springvale Road within the suburbs of Glen Waverley, Wheelers Hill and Mulgrave. It is located 2.5km south of the Glen Waverley Principal Activity Centre in Springvale Road, Glen Waverley and the Monash Freeway abuts its south-western boundary.

The BPMAC is one of four major activity centres within the City of Monash. The other centres are Mount Waverley, Oakleigh and Clayton.

It is recognised by the State Government that a “one size fits all” approach will not produce satisfactory outcomes in managing how change will occur in activity centres. Accordingly, Councils have been encouraged to work with their communities to determine how their activity centres should grow, taking into account regional population trends and economic growth.

The background report is the first step in preparing a Structure Plan for the BPMAC. The report considers local issues, physical and social infrastructure and environmental conditions to provide the foundation for the BPMAC Structure Plan.

In particular, the options for growth within the BPMAC also need to consider the future of large parcels of existing vacant land located within the activity centre.

A number of key issues have been identified in the background report that will be addressed in the BPMAC Structure Plan.

2. INTRODUCTION

Aims and Scope of the Structure Plan

The BPMAC provides for a diverse range of land uses over a dispersed area. Land uses include retail shops, restricted retail, office, hotel, gaming, entertainment, car sales industry, petrol station, motor repairs, motel, education centre, community services, emergency services, recreation and public open space.

Major components of the BPMAC include the Brandon Park Shopping Centre, the Brandon Park Office Park, the Village Green Hotel, the former Brandon Park Secondary College and Barlow World Car Sales.

The Monash Freeway creates a significant physical barrier to the sphere of influence of the BPMAC. Land surrounding the BPMAC, from the north –west to the south-east, is used for residential purposes, mostly detached housing, with very little medium density housing.

Monash is a well established municipality, with an ageing population. Monash has the third largest population in metropolitan Melbourne, with residents from a wide range of different backgrounds and cultures. In 2011, the Estimated Residential Population of Monash was 177,970 persons. The Estimated Residential Population in the City of Monash was 168,708 in 2006. This is an average growth rate of 1.10% per year over five years.

The 2011 Census revealed that the average household size in Monash was 2.70 persons, slightly higher than the average of Greater Melbourne of 2.62 persons. The 2011 Census also showed that in Monash there were 65,498 dwellings, of which 4,200 were unoccupied.

Similar trends will affect the residential areas surrounding the BPMAC. The implications of the socio-economic indicators and trends are that:

- The BPMAC's role as a retail centre will continue to strengthen as a result of the continued population growth.
- There will be increasing demand for medium density housing reflecting an increase in the number of lone person households and new residents seeking more affordable housing options.

Melbourne @ 5 Million underpins the following investigations to enable the BPMAC to accommodate substantial growth in the future to help reduce urban sprawl. There are many issues that need to be addressed in order to provide clarity to the expectations of appropriate development within the Activity Centre. Among other things, a sustainable, pedestrian friendly centre is envisaged.

In 1991, Council commissioned a Structure Plan Study which recommended that a Structure Plan for the Brandon Park Activity Centre should achieve, among other things, a clear process and guidelines for the consolidation of the Brandon Park Activity Centre that achieve a more balanced role for the centre, including improvement of pedestrian safety, access and amenity of the area.

The Structure Plan is intended to build upon this previous work by addressing:

- A vision for Brandon Park as a Major Activity Centre, supporting its development as a shared aspiration for the community, Council and State Government.
- A framework for development that assists and coordinates public and private sectors, and recognises economic requirements and market pressures.
- The needs of residents and community groups to have confidence in the future direction for the centre and its surrounding areas.
- A circulation environment that supports walking as the principal means of access in the Activity Centre; that integrates all transport modes as part of development; and that enhances the street network for circulation, public activity and development frontages.
- The management of car parking to support growth of the centre while minimising its detrimental impacts.
- Strategies for increased development density to create a compact centre with appropriate transitions to established surrounding residential areas.
- Good urban places and a public open space network appropriate to the context of the Activity Centre.
- An implementation strategy to inform long and short term planning and works by Council and State Government and to guide private investors and developers.

3. POLICY CONTEXT

Melbourne @ 5 Million (2008)

This strategic document was produced by the Victorian State Government in order to plan for the population growth that is predicted to continue to occur in Melbourne. The strategy advocates stronger links between where people live and their access to public transport, jobs, retail and community facilities, particularly in Activity Centres. It is also proposed that nearly half of Melbourne's new households should be accommodated within the existing metropolitan area to make better use of the existing infrastructure, including the public transport network.

Activity Centres within the metropolitan area are identified as the preferred locations for new residential development, commercial offices and entertainment facilities. Melbourne @ 5 Million emphasises that more infill residential development is needed to meet the needs of the predicted population growth and that Activity Centres are to be the preferred locations for higher density residential development. Brandon Park is identified as a Major Activity Centre due to its existing range of shops, commercial offices, public transport infrastructure and role as a meeting place for the local community.

State Planning Policy Framework

The State Planning Policy Framework (SPPF) in the Monash Planning Scheme seeks to ensure that the objectives of planning in Victoria are fostered through appropriate land use and development planning policies and practices which integrate relevant environmental, social and economic factors in the interests of net community benefit and sustainable development. The policies in the SPPF that are relevant to the Brandon Park Major Activity Centre include:

- To build up activity centres as a focus of high quality development, activity and living for the whole community by developing a network of activity centres.
- To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres which provide a variety of land uses and are highly accessible to the community.
- The need for activity centres to be planned to:
 - Give clear direction in relation to preferred locations for investment.
 - Encourage a diversity of housing types at higher densities in and around activity centres.
 - Reduce the number of private motorised trips by concentrating activities that generate high numbers of trips in highly accessible activity centres.
 - Improve access by walking, cycling and public transport services and facilities for local populations.
 - Broaden the mix of uses in activity centres to include a range of services over longer hours appropriate to the type of centre and needs of the population served.
 - Provide a focus for business, shopping, working, leisure and community facilities.
 - Encourage economic activity and business synergies.
 - Locate significant new education, justice, community, administrative and health facilities that attract users from large geographic areas in or on the edge of the Activity Centre with good public transport.

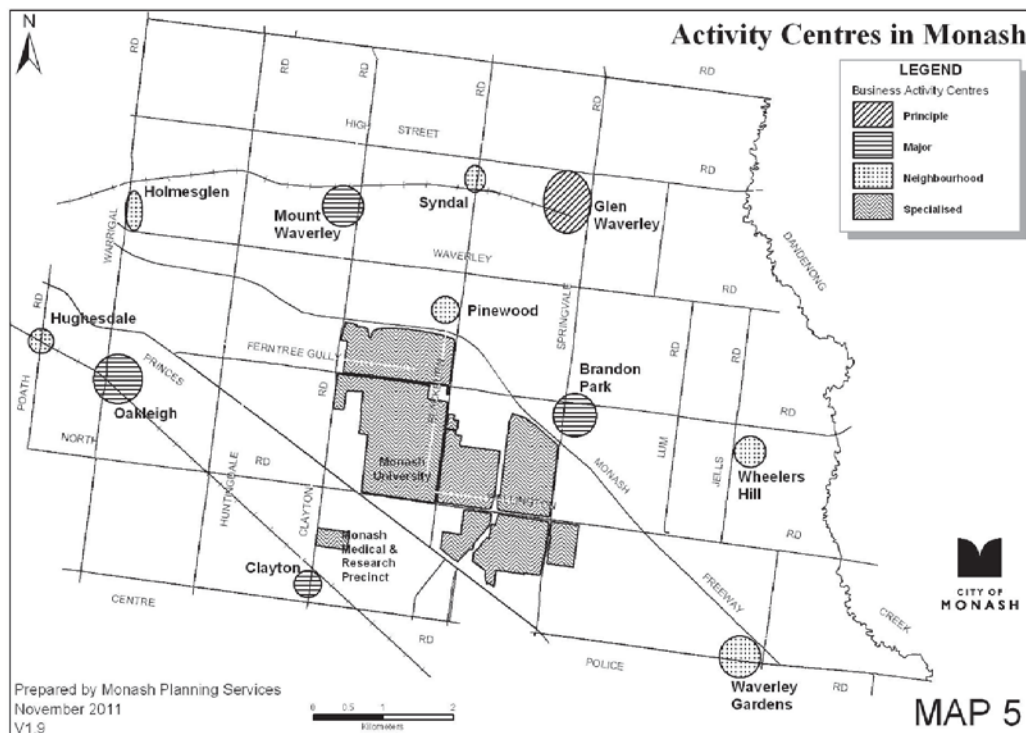
Clause 11 sets out the planning framework for development in metropolitan Melbourne. The Clause proposes that Major Activity Centres:

- Have a mix of activities that generate a high number of trips including business, retail, services and entertainment.
- Are well served by multiple public transport routes and are on the Principal Public Transport Network or capable of linking to that network.
- Have the potential to grow and support intensive housing developments without conflicting with surrounding land-uses.

In respect to urban design, Clause 15 of the SPPF proposes that new developments should contribute positively to the environment by:

- Ensuring that new development contribute to community and cultural life.
- Requiring development to respond to its context in terms of urban character, natural features and surrounding landscape.
- Promoting good urban design to make the environment more liveable and attractive.

Framework Plan from Clause 21.06 – Monash Planning Scheme.



Local Planning Policy Framework

The Local Planning Policy Framework of the Monash Planning Scheme uses Zones and Overlays and special provisions to control particular uses and development. The major strategic directions underpinning the Strategic Framework for Monash include:

- Identification of the hierarchy of the existing activity centres and promotion of the development and expansion of retail and related facilities appropriate to the centre's role.
- Maintenance of visually significant sites that enhance the image of Monash.
- Maintenance and enhancement of the established Garden City Character of Monash on both private and public land including along main roads.
- Integration of land use and transport planning around major arterial roads, fixed public transport routes and bicycle paths, in commercial, residential and industrial land use areas.

The Strategic Framework Plan identifies Brandon Park as one of a number of activity centres that form a hierarchy of centres in the municipality. The focus for intensive retail and commercial development will be located at Glen Waverly and Oakleigh activity centres. The planning framework indicates that Brandon Park is a Major Activity Centre. Hence, Brandon Park Major Activity Centre (BPMAC) is well situated to provide day to day services to local residents, and complements the higher order facilities and services located within the nearby Glen Waverley and Oakleigh activity centres.

Clause 21.06 (Retail) of the Monash Planning Scheme sets out Council's approach to further retail and commercial development:

Council is committed to maintaining and enhancing the cosmopolitan range of business activity centres across the municipality to continue to meet community needs and preferences for retail, entertainment, office and other commercial services. These activities contribute to the significant level of economic activity and employment in Monash,

Council wishes to see Glen Waverley continue to develop as a major entertainment and retail centre for the eastern metropolitan region. This centre is also the appropriate location for the development of high rise residential development.

Monash contains a well connected network of major and neighbourhood activity centres. The major centres of Oakleigh, Clayton, Brandon Park, and Mt Waverley are supported by smaller neighbourhood centres of Pinewood, Wheelers Hill, Waverley Gardens, Syndal, Hughesdale and other smaller centres.

Key issues identified include:-

Activity centres are likely to be the focus of change over the next 30 years. This change must be planned to ensure that the outcomes are consistent with the vision of Council for more sustainable development that is appropriately located, of a high standard of design and built form compatible with local neighbourhood character and accommodates the needs of the community.

Any development of the BPMAC including the expansion of the shopping centre will not challenge the status of the Glen Waverley Principal Activity Centre which is recognised as the major multi-functional activity centre which services the south-eastern metropolitan area.

The Monash Planning Scheme identifies at Clause 21.06-3 that the major focus of the BPMAC is for:-

- higher order goods
- specialty retailing
- entertainment
- mixed commercial uses
- offices
- apartments
- hotels
- community facilities
- public transport.

Strategic directions identified at Clause 21.06-3 for the BPMAC are:-

- Encourage redevelopment and concentration of activity as well as maintain the existing historical/cultural resources of the Centre.
- Encourage a wide range of arts, cultural and entertainment facilities.
- Encourage restaurant uses.
- Encourage office uses where contiguous retail frontage is not compromised.
- Encourage medium rise residential development within the Centre.
- Ensure pedestrian and cycling linkages are enhanced.
- Encourage greater public transport linkages and service.
- Ensure parking is provided to meet the needs of the Centre.

Poorly sited and designed business or industrial developments have the ability to progressively erode the basic fabric of the Garden City Character of Monash.

The objectives of Clause 22.03 Industry and Business Development and Character Policy are: (extract of part of Clause 22.03-2)

- To ensure that new development is successfully integrated into existing business or industrial areas to enhance the streetscape character and amenity.
- 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.

It is policy that (extract of part of Clause 22.03-3):

- Development complements the current character statement and contributory elements and satisfies the intent of the desired future character statement for the applicable industry or business Character Type identified in Clause 22.03-4.
- The Garden City Character of industrial and business areas be developed and enhanced.
- Buildings be set back from street frontages in context with the surrounding environment and to create open and spacious streetscapes.
- Development be set back from street frontages to visually unify diverse types of buildings and to enhance the quality of industrial and business areas.
- The Garden City Character be maintained and enhanced by providing space in setback areas for appropriate landscaping including the planting of semi mature canopy trees with spreading crowns.
- Development complements and does not visually overwhelm surrounding buildings, roads or spaces in terms of building scale, height and bulk.
- Development conforms with the scale and high quality design suitable for the locality.
- Medium rise development should be encouraged in the Brandon Park, Clayton and Mount Waverley Major Activity Centres, except where an adopted Structure Plan, or some other mechanism, has identified an appropriate height limit.

4. ACTIVITY CENTRE BOUNDARY

Practice Note 58, Structure Planning for Activity Centres, dated April 2010 details the following activity centre boundary criteria:

- a) Consider the following issues in determining the potential location of an Activity Centre boundary:
 - The location of existing commercial areas and land uses.
 - The location of existing government and institutional land uses.
 - The location of existing areas of public open space.
 - Commercial and residential needs.
 - Environmental and flooding constraints.
 - Heritage constraints.
 - Availability of strategic development sites, both existing and potential.
 - The location of residential areas, including whether they provide significant redevelopment opportunities or constraints for the centre.
 - Consideration of physical barriers and opportunities for their improvement.
 - Proximity to public transport, especially fixed rail (train or tram).
 - The location of existing and potential transport infrastructure including fixed rail, buses, bicycle paths, car parking areas and modal interchanges.
 - Walkability – opportunities to provide for and improve Walkability within 400 to 800 metres from the core of the centre (depending on topography and connectivity).
 - Consistency with State policy.
 - Consistency with local policy and Municipal Strategic Statement (MSS).
 - Impacts of the boundary on other Activity Centre boundaries.

- b) In setting a boundary for an Activity Centre, include:
 - Sufficient land to provide for the commercial (retailing, office, fringe retailing and support activities such as entertainment) activities needed over a 15 to 20 year time frame and then into the 30 year horizon.
 - Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong functional inter-relationship with the activity centre even where there are no or limited redevelopment opportunities.
 - Key public land uses that have a strong functional inter-relationship with the Activity Centre even where there are no or limited redevelopment opportunities.
 - Public open space areas that have or are intended to have a strong functional inter-relationship with the Activity Centre.

- c) In setting a boundary for the Activity Centre, generally exclude:
 - Residential land encumbered by significant constraints (such as Heritage Overlays) located at the edge of the activity centre.

The BPMAC is located around the intersection of Springvale and Ferntree Gully roads. The Monash Freeway abuts the southern edge of the Centre and has access/exit ramps to both Springvale Road and Ferntree Gully Road.

The Monash Freeway provides a very clear boundary for the south western portion of the Activity Centre. The Brandon Park Shopping Centre along with the former Brandon Park Secondary College also provide a logical edge for the balance of this southern boundary.

It is noted that the Centre does not have a high level of pedestrian connectivity given the location of two major arterial roads in the middle of the Activity Centre. The high traffic volumes and wide road reservations result in poor pedestrian amenity and poor activity integration throughout the Centre. The numerous signalised intersections, noise and general amenity issues exacerbate the situation. The potential to remedy these conditions is limited and has had an impact on determining the Centre's boundary.

The boundary of the BPMAC has been largely determined by existing land use, development patterns and zoning. Retail, office, industry and service uses comprise the BPMAC. The former Brandon Park Secondary College site, which is currently vacant, is also within the Activity Centre boundary.

Below is a map showing the boundary of the BPMAC.



Currently, the zones in Victoria are in the process of being reformed by the State Government and will include the introduction of three new residential zones.

The Minister for Planning has now released the detail of the zones and a period of extensive consultation will be required prior to the implementation of these zones.

Due to these circumstances, no land that is currently zoned residential has been included within the BPMAC boundary given the uncertainty surrounding the implementation of the new residential zones.

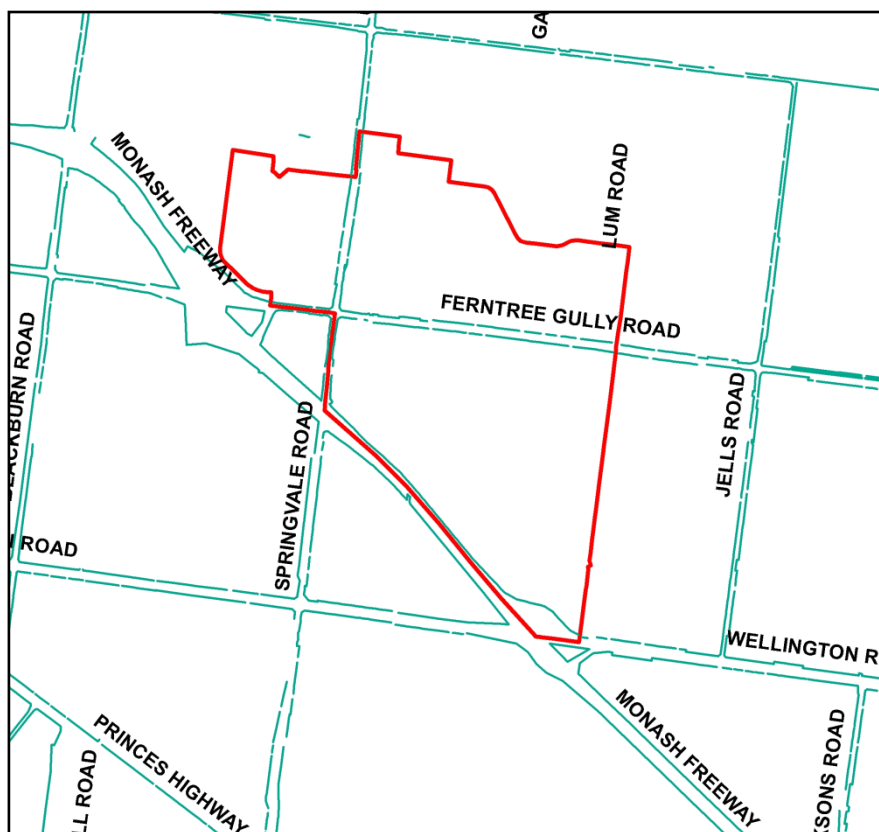
It is considered that by proceeding with the Structure Plan and limiting the boundary to the commercial areas of the centre, along with the former Brandon Park Secondary College site, will provide a clear foundation and guidance for the future residential zones which will support the role of the BPMAC.

5. DEMOGRAPHIC, HOUSING AND ECONOMIC PROFILE

Demographic Characteristics and profile

Although no residentially zoned land has been included in the BPMAC Structure Plan boundary, it is important to understand the demographic composition of households which supports the Activity Centre. The demographic data is obtained from an area surrounding the Centre, approximately 600 metres from the BPMAC boundary. It is restricted by the physical barriers of the Monash Freeway to the south-east and Lum Road to the east. Given that the demographic information has been obtained from the Census, the demographic data used is also largely determined by the boundaries of the Census Collection Districts.

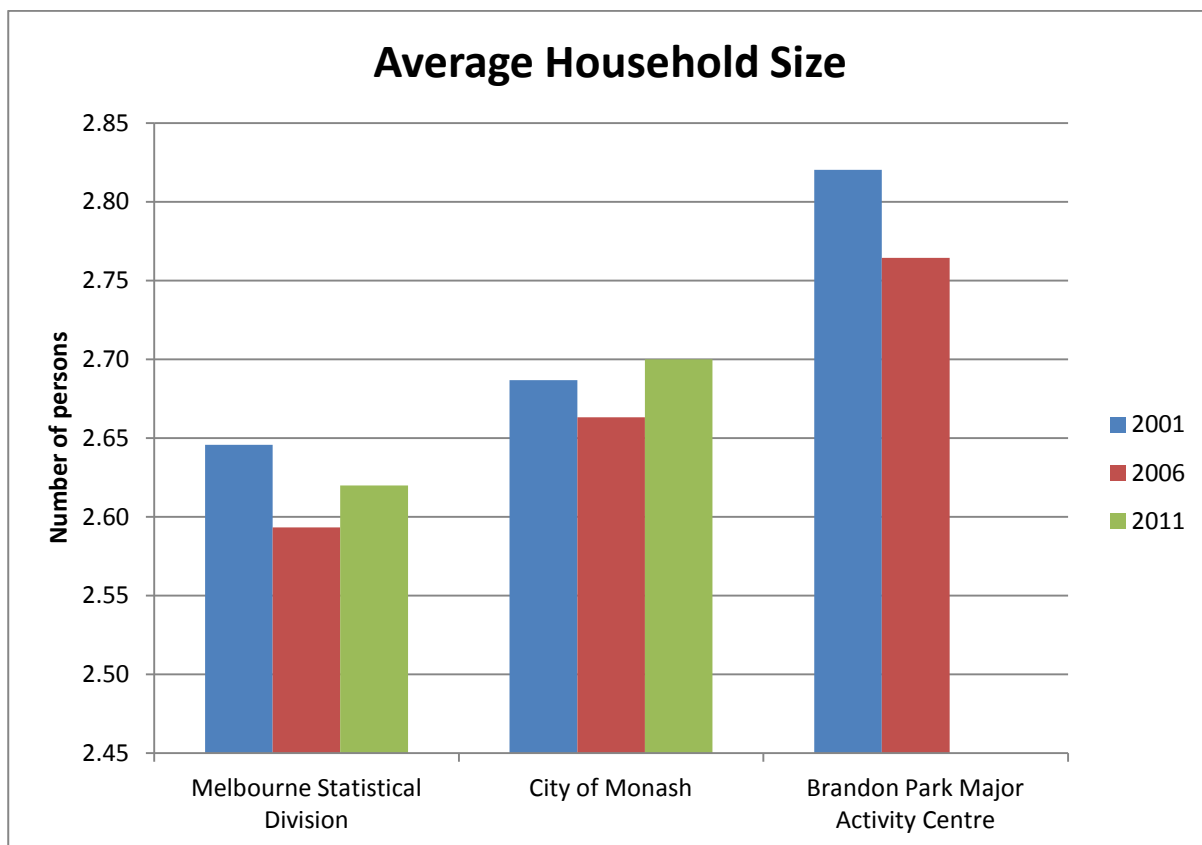
Below is a map showing the area where the demographic data was obtained.



The demographics data was obtained through Council's webpage accessed at www.monash.vic.gov.au. Specifically from the following sources:

- The City of Monash Community Atlas, results from the 2001 and 2006 Censuses, id Consulting.
- The City of Monash Community Profile, results from the 2001, 2006 and 2011 Censuses, id Consulting.
- The City of Monash Population Forecasts, id Consulting.

What is the average household size?



The average household size in the BPMAC, the City of Monash and Greater Melbourne decreased between 2001 and 2006. Between 2006 and 2011, the average household size in the City of Monash and Greater Melbourne increased.

In 2006, Brandon Park had an average household size of 2.76 persons.

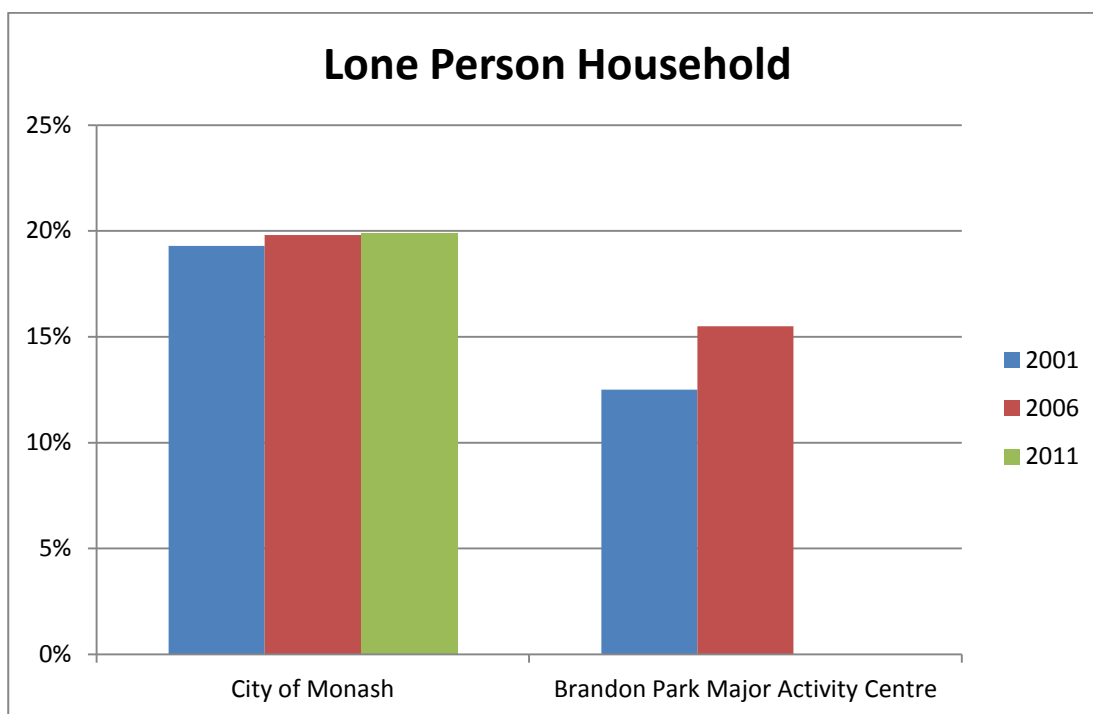
Although the average household size was declining in Greater Melbourne, Monash and Brandon Park prior to 2006, by 2011, it appears to have stabilised in Greater Melbourne and Monash.

Currently, the average household size for Brandon Park in 2011 is not available. This is because the data obtained from the 2011 Census relating to individual Census Collection Districts is not yet available.

It can be assumed that between 2006 and 2011 that the average household size in Brandon Park remained relatively steady given what has occurred in Monash and Greater Melbourne.

In 2001 and 2006, the average household size in the BPMAC was higher than the average household size in the City of Monash and Greater Melbourne. This may be due to Brandon Park being a typical middle ring suburban area, predominately comprised of relatively large detached dwellings on generous lots, which are often occupied by larger households rather than by lone persons.

How many lone person households are there?



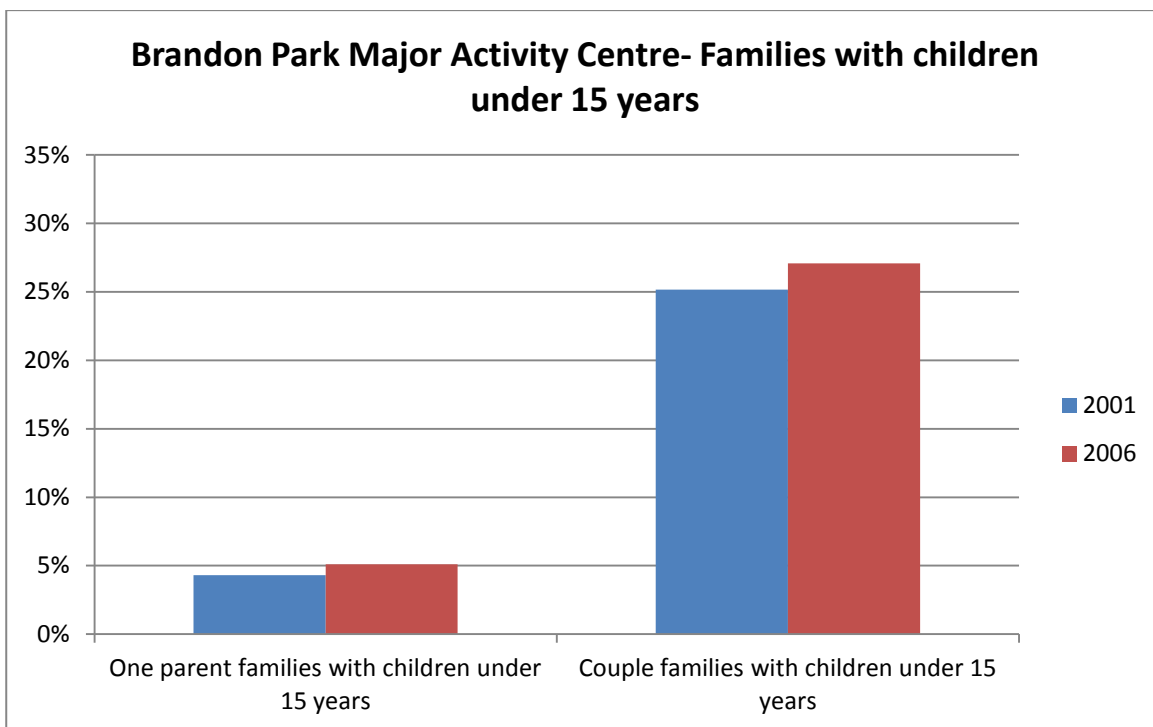
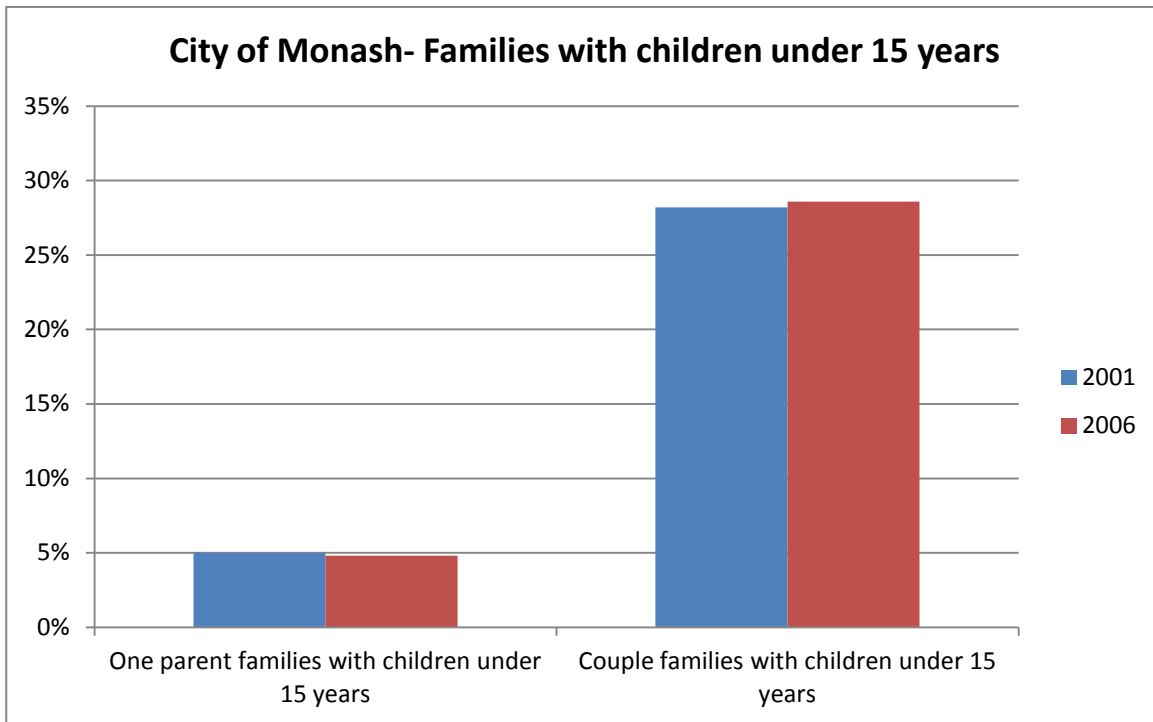
At this time, the figures for Brandon Park in 2011 are not available. This is because the data obtained from the 2011 Census relating to individual Census Collection Districts is not yet available.

There is a lower proportion of lone person households in BPMAC as compared to the City of Monash. This is consistent with the higher average household size in Brandon Park than for Monash. This lower proportion of lone person households in Brandon Park is likely to be because Brandon Park is comprised of large, detached dwellings on generous allotments, which are being traditionally occupied by larger households rather than by lone persons.

Lone person households became more common in the Centre, increasing from 13% to 16% between 2001 and 2006. This change is likely to be due to a range of factors, including an ageing population (where one member of the couple passes away), couples separating and children moving out of home.

This increase in lone person households in Brandon Park is significant change and highlights the likely future demand for a greater diversity of housing to be available both within and surrounding the Centre.

How many families with children under 15 are there?

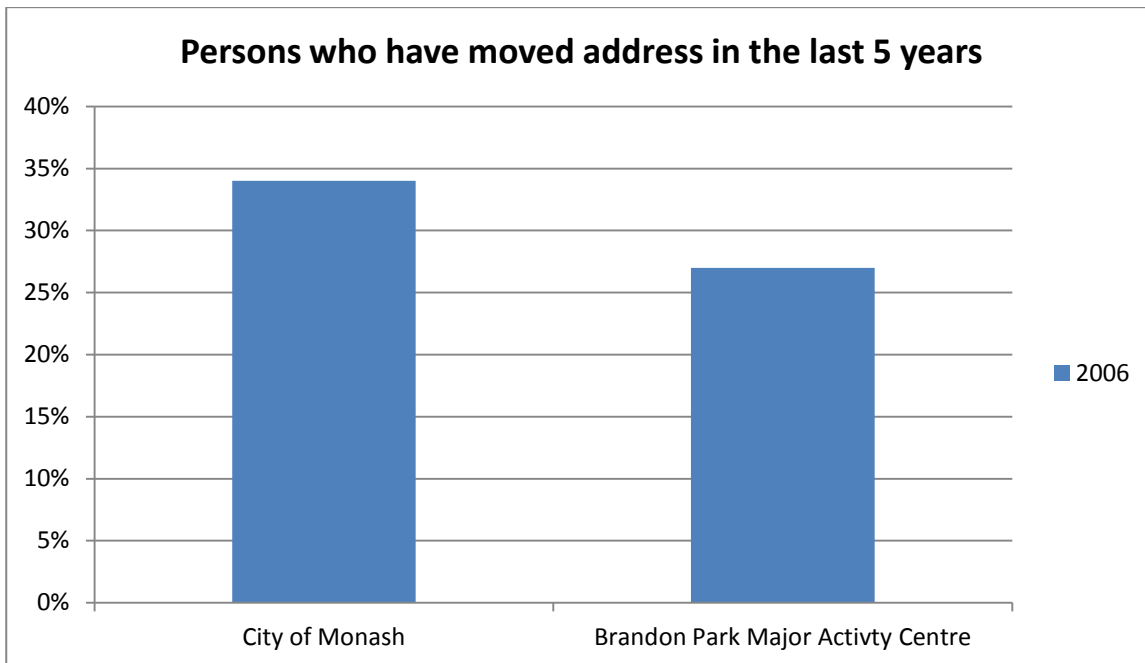


In 2001 and 2006, a higher proportion of households in Monash have children under 15 than in Brandon Park. This may be due to the higher house prices in Brandon Park, which reduces the likelihood that young families can afford to live there.

Between 2001 and 2006, in Brandon Park the proportion of one and two parent families with children under 15 increased. This is likely to be due to a greater proportion of people in Brandon Park having children. This is consistent with the baby boom that is currently being experienced in

Australia, which followed the introduction of the baby bonus in 2002. Accordingly, it is expected that the proportion of households with children under 15 in Brandon Park has continued to increase since 2006.

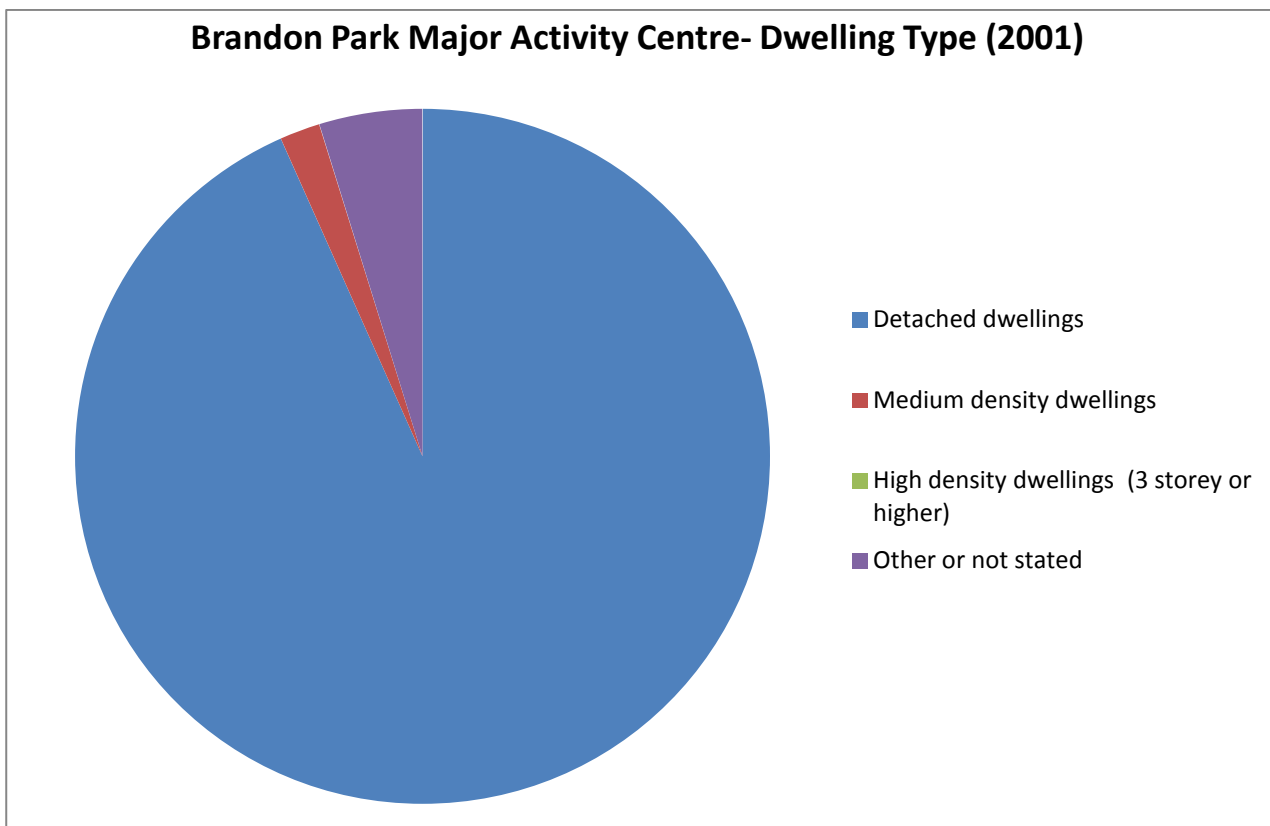
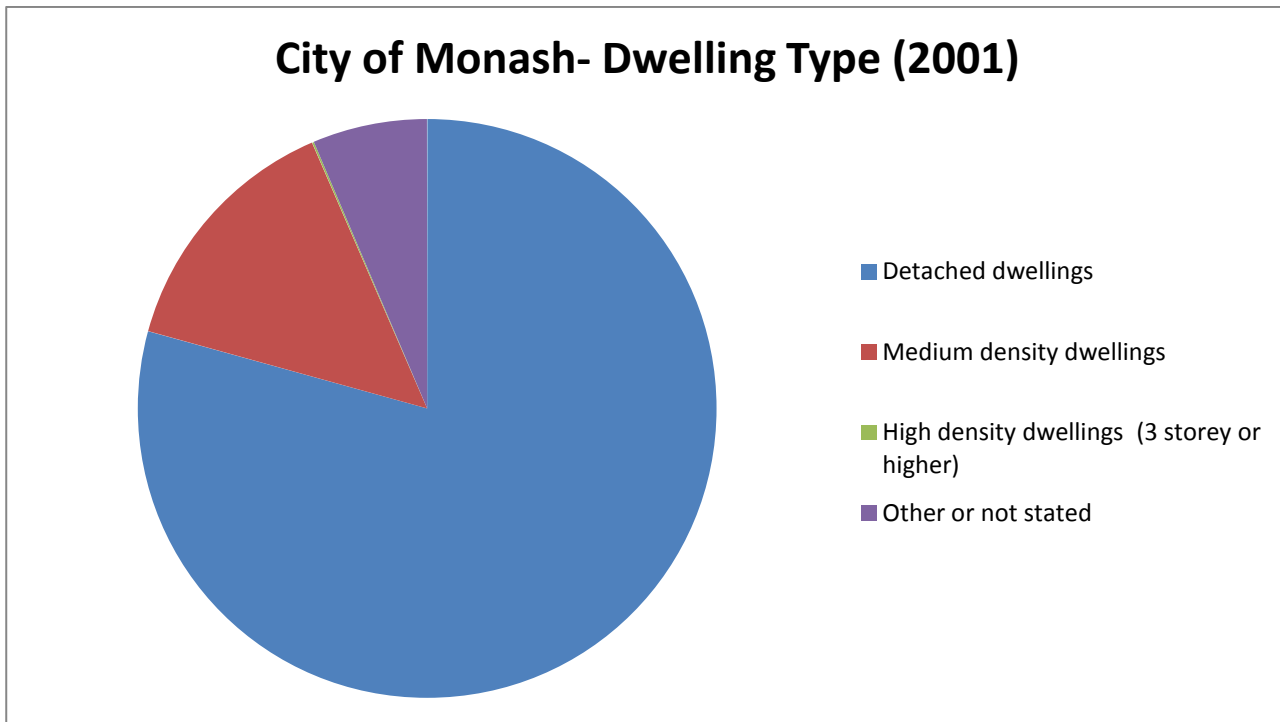
What proportion of people have moved address in the last 5 years?



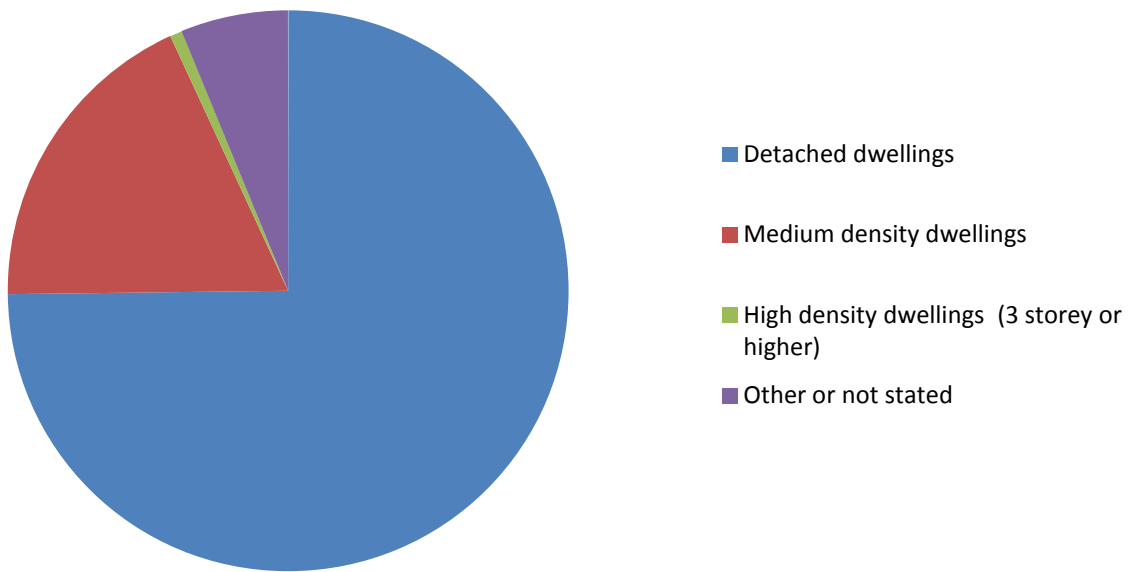
In 2006, just over a third of people in the City of Monash had moved address in the last five years; this figure was only 27% of persons who lived in Brandon Park.

Fewer people living in Brandon Park have moved address in the last five years than in Monash, which shows that the population of Brandon Park is more stable and less transient.

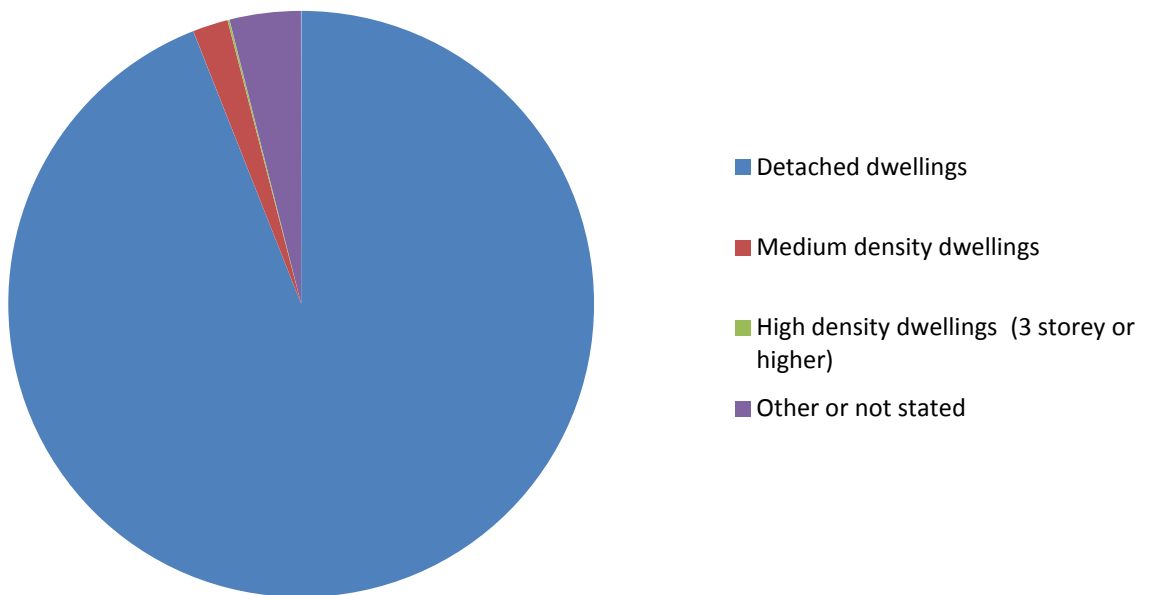
What type of dwellings do we live in?



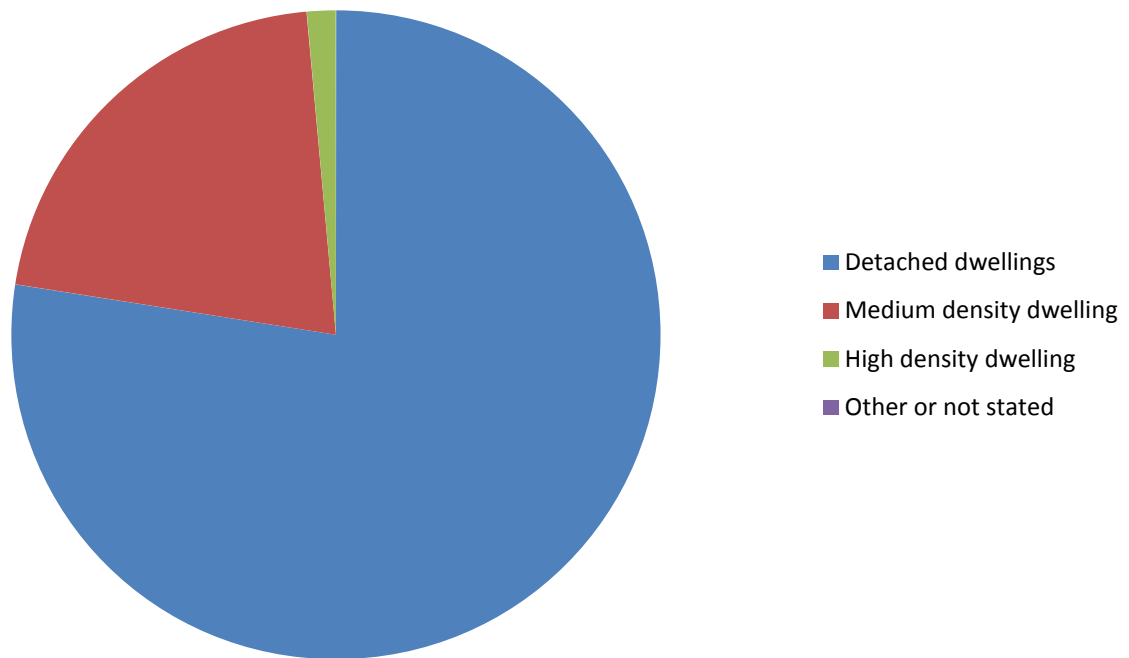
City of Monash- Dwelling Type (2006)



Brandon Park Major Activity Centre- Dwelling Type (2006)



City of Monash- Dwelling Type (2011)



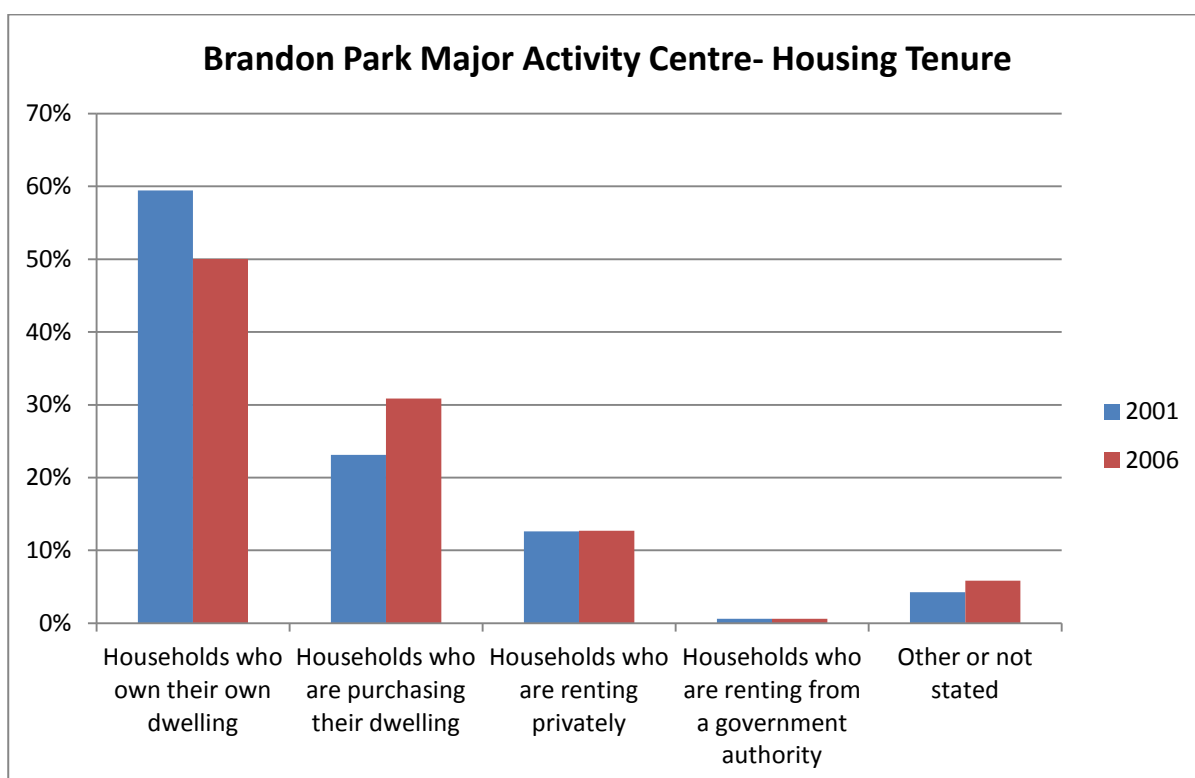
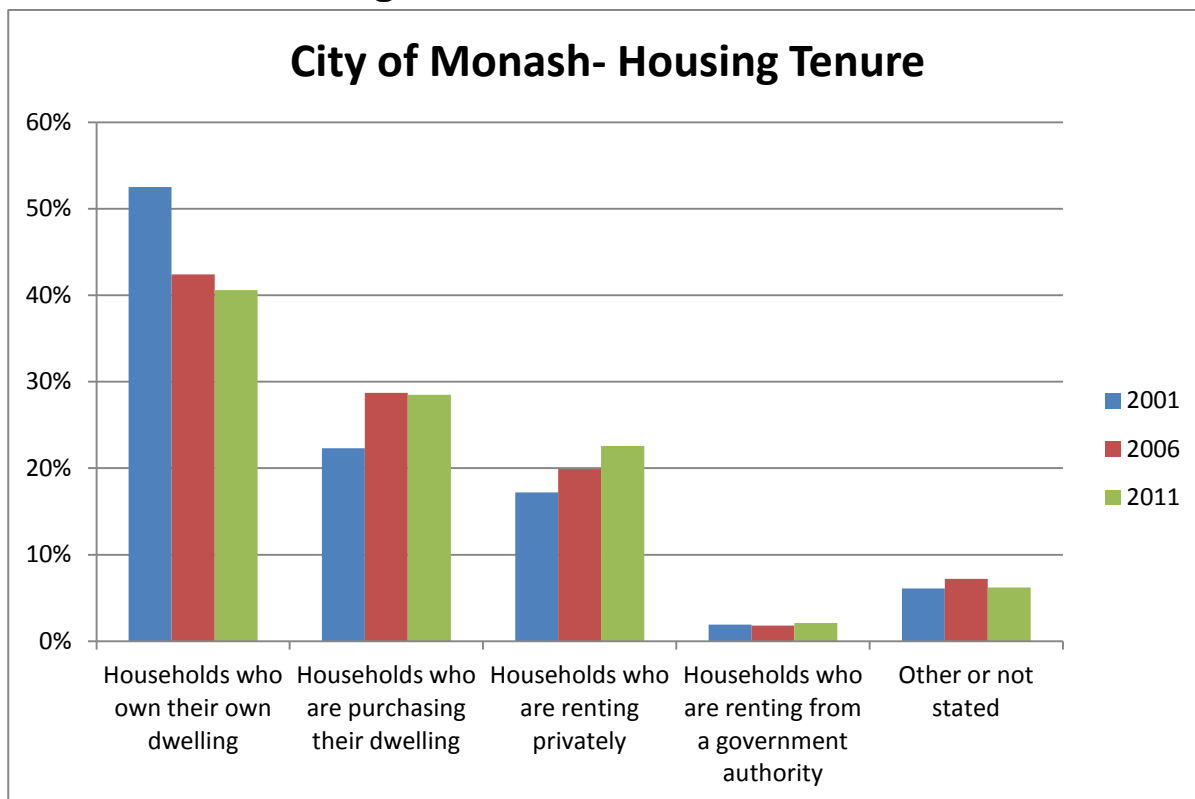
Currently, the dwelling type for Brandon Park in 2011 is not available. This is because the data obtained from the 2011 Census relating to individual Census Collection Districts is not yet available.

There are a much higher proportion of dwellings in the BPMAC that are detached as compared to Monash. This shows that there is a very limited diversity of dwellings in BPMAC. The demand for housing in the Centre is primarily focused on detached dwellings. The subdivision design at the time was responding to the market demand at that time, with the majority of housing in Brandon Park constructed in the 1970s. Detached dwellings on generous allotments remain the predominant housing type in Brandon Park.

It appears that there is limited demand for medium and high density dwellings within the Centre. This is reflected by the proportion of medium and higher density housing in Brandon Park remaining steady in the Centre between 2001 and 2006. This may be partly due to the size of the existing lots not being large enough for a developer to consider multi-dwelling development.

Changes to the demographics, such as an increase in lone person households and other external conditions will drive demand for a greater diversity of housing in accessible locations, including in Brandon Park. It is therefore expected that in the future there will be a greater demand for more diverse housing, including medium density dwellings in Brandon Park.

What is the housing tenure?



At this time, the figures for Brandon Park in 2011 are unavailable. This is because the data obtained from the 2011 Census relating to individual Census Collection Districts is not yet available.

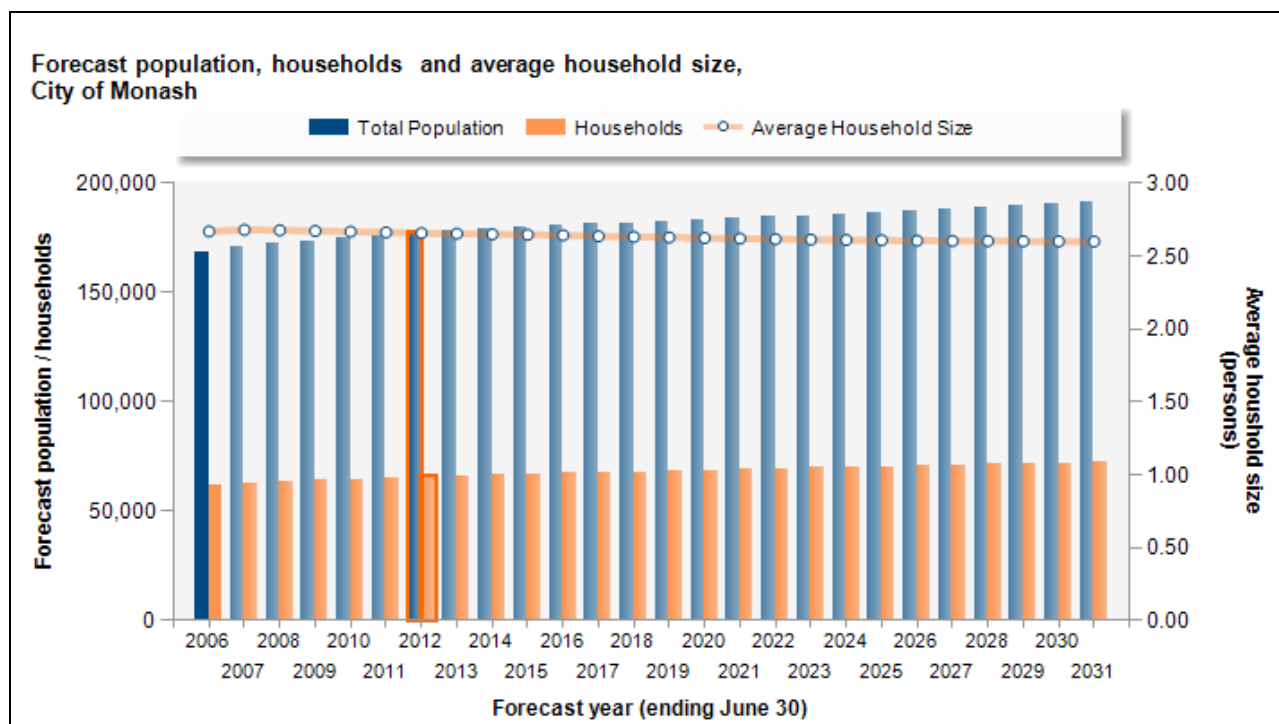
The proportion of households who own their own home is decreasing over time in Brandon Park and in Monash.

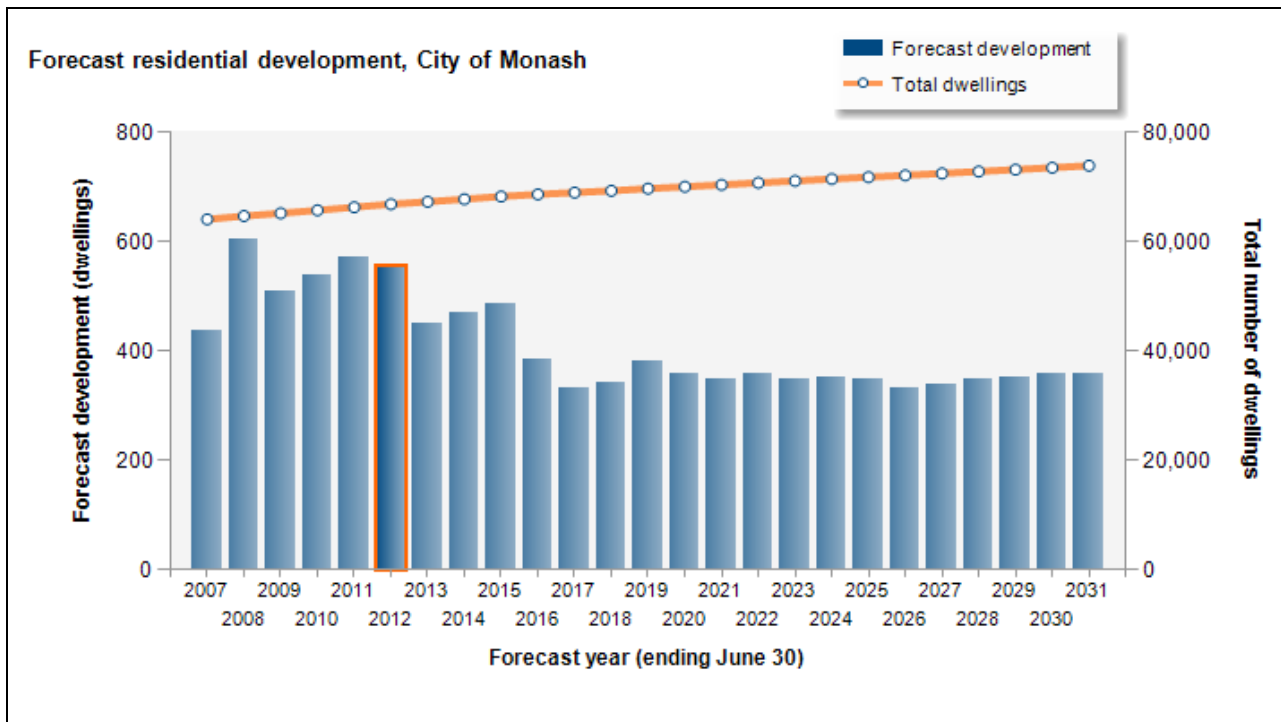
In 2006, approximately 10% more households in Brandon Park own their home than those households in Monash. This higher concentration of home owners in the Centre indicates a more settled, less transient area, with a higher proportion of long term residents. This is consistent with the lower incidence of people in the Centre who have moved address in the last five years as discussed previously. It also indicates that overall the households in the Centre are likely to have a higher socio-economic status. This is because many households must have a high household income to enable them to fully purchase their home. Furthermore, now that it is owned outright they are likely to have a greater disposable income as they no longer have a mortgage on their principal place of residence.

How many will live here in the future?

City of Monash

City of Monash	Forecast year					
	2006	2011	2016	2021	2026	2031
Population	168,709	175,959	180,807	183,834	187,298	191,336
Change in Population (5yrs)		7,250	4,848	3,027	3,464	4,038
Average Annual Change (%)		0.85	0.55	0.33	0.37	0.43
Households	62,086	64,927	67,215	68,939	70,640	72,351
Average Household Size (persons)	2.67	2.66	2.64	2.62	2.61	2.6
Population in non private dwellings	2,886	3,006	3,084	3,104	3,104	3,104
Dwellings	63,650	66,311	68,652	70,413	72,153	73,903
Dwelling occupancy rate	97.54	97.91	97.91	97.91	97.9	97.9



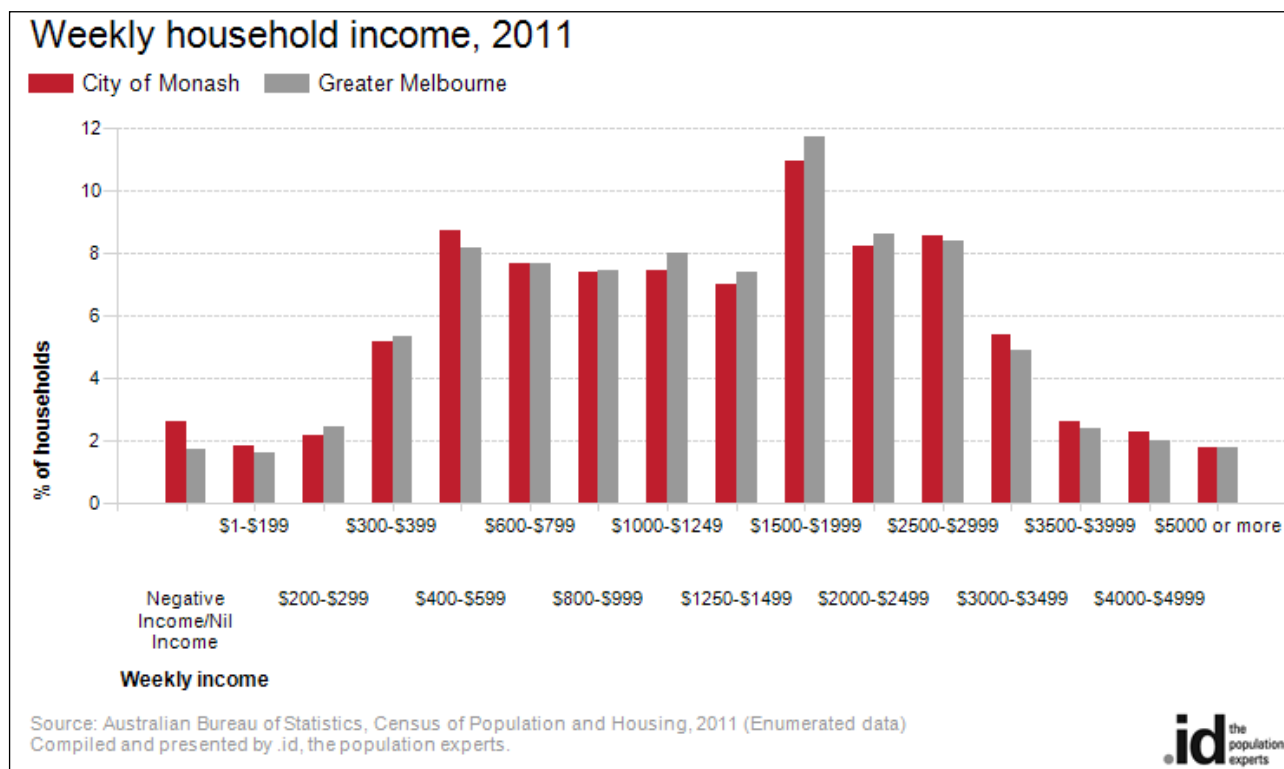


The table and graphs analyses data for the period 2006 to 2031, with residential development assumptions that were last reviewed on 27 January 2009. Accordingly, these forecasts were made prior to the 2011 Census.

The above forecasts are based on the total population estimate of the City of Monash, obtained in 2006 from Forecast id. In 2006, the total population of City of Monash was estimated to be 168,709 people. It is expected that Monash will experience an increase of over 15,100 people by 2021. It is expected that the population of Monash will be 183,834 by 2021, with an average annual growth rate of 0.57% per annum over 15 years.

It is forecast that over the next 20 years, the population of the City of Monash will increase, the average household size will decrease slightly and the number of dwellings will increase. Accordingly, more dwellings will need to be constructed in the City of Monash, including in the BPMAC, to meet this future demand for housing.

What is our weekly household income?



Analysis of household income levels in 2011 shows that the City of Monash there was a larger proportion of high income households (those earning \$2,500 per week or more) and a higher proportion of low income households (those earning less than \$600 per week) than in Greater Melbourne. Accordingly, there is a greater spread of weekly household income in Monash as compared with Greater Melbourne. This shows that overall there is greater inequality in income for households in Monash than in Greater Melbourne.

In 2006, the median household income in the City of Monash was \$1108 per week.

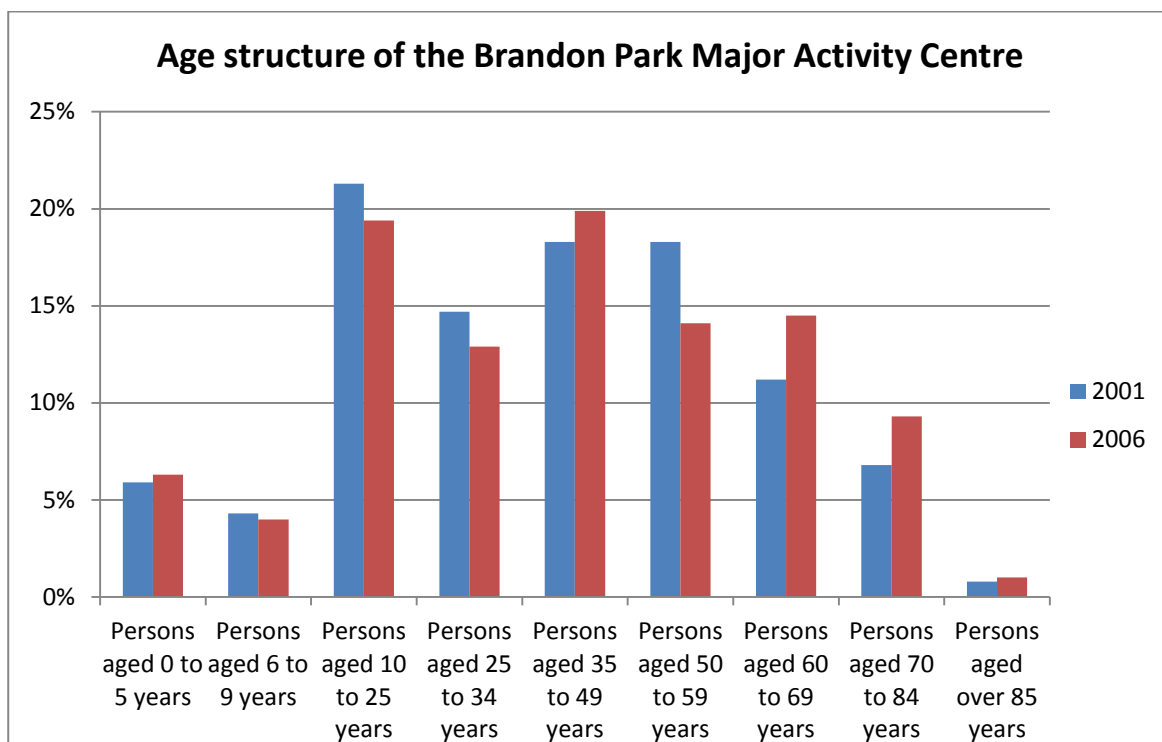
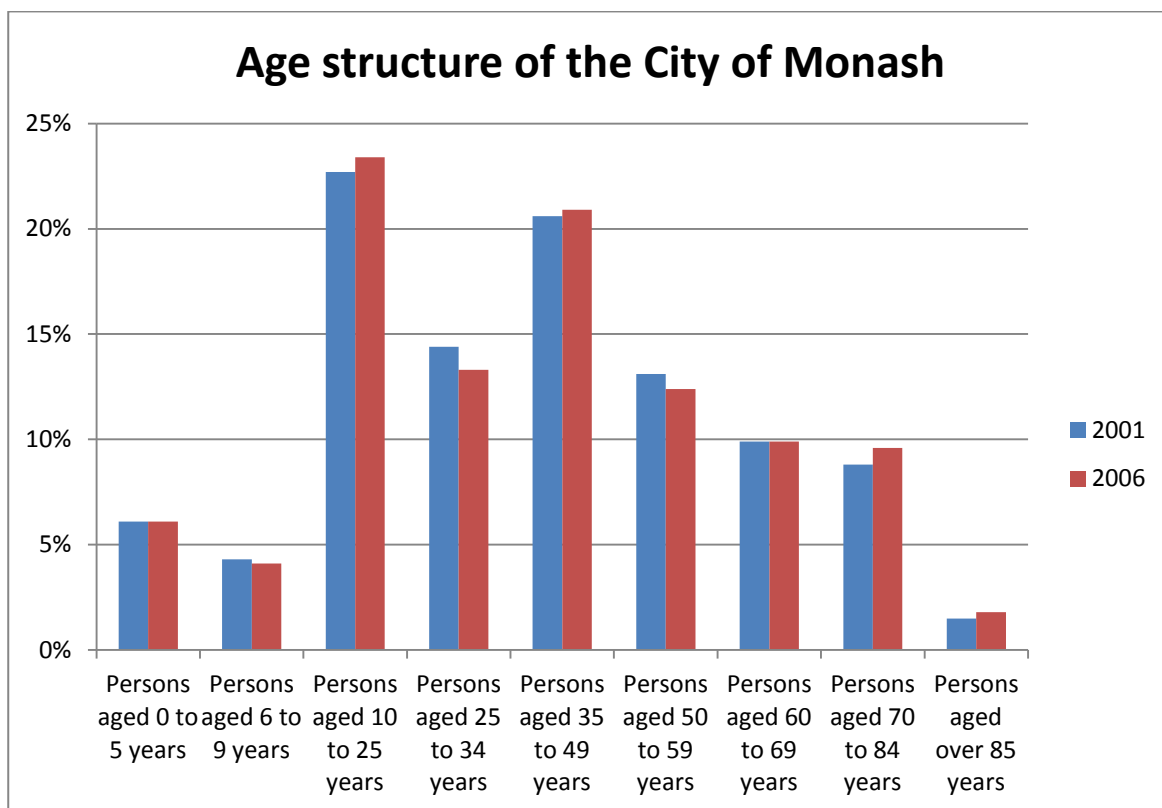
In Brandon Park, in 2006, the median weekly household income is \$1149, which is greater than median income for the City of Monash.

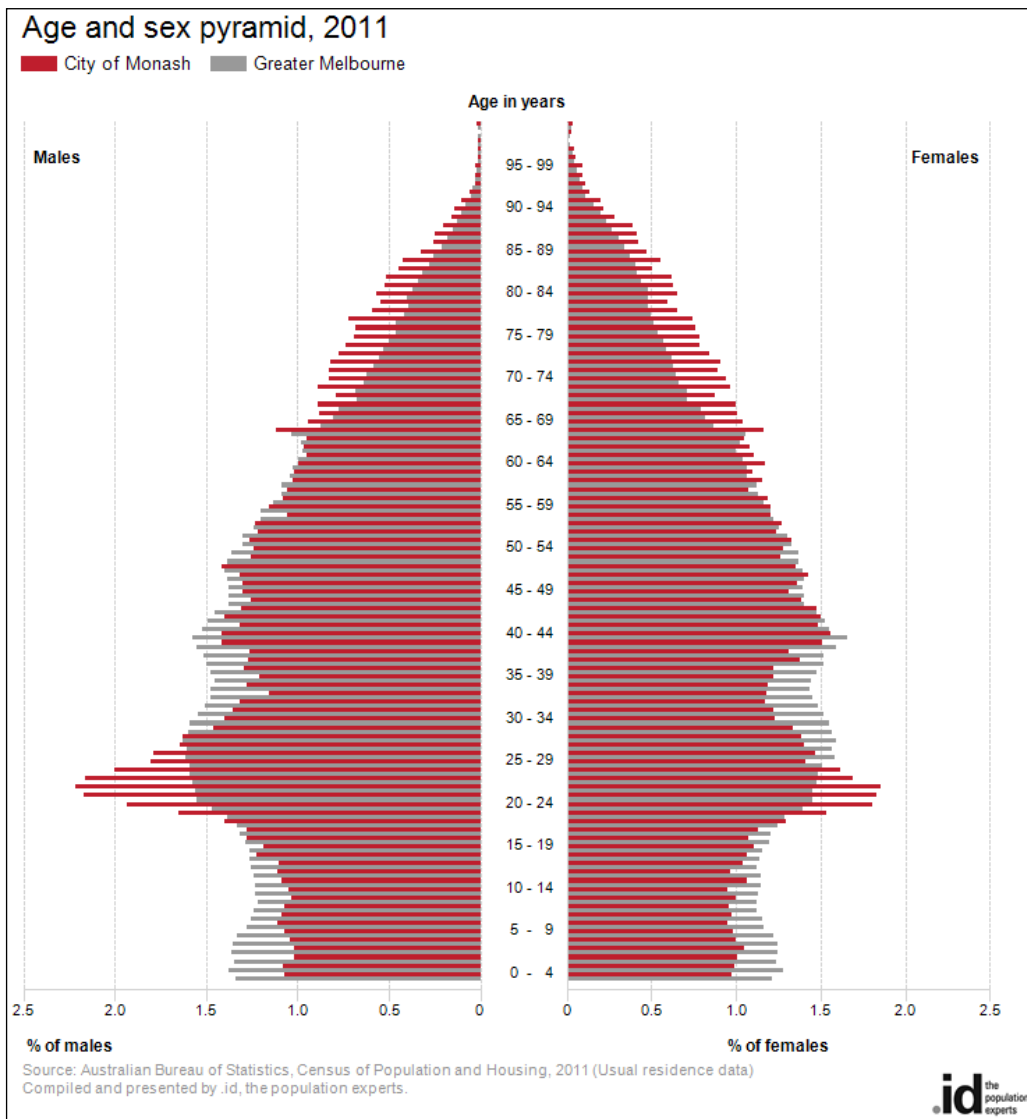
This shows that overall the households in Brandon Park have a greater disposable income than the households in Monash. The higher income of households in Brandon Park is expected given that there is a higher level of home ownership in Brandon Park than in Monash.

In 2011, in the City of Monash, the median household income was \$1321. It had increased by over 19% between 2001 and 2006.

At this time, the figures for Brandon Park in 2011 are not available. This is because the data obtained from the 2011 Census relating to individual Census Collection Districts is not yet available.

What is our age structure?





At this time, the age distribution for Brandon Park in 2011 is not available. This is because the data obtained from the 2011 Census relating to individual Census Collection Districts is not yet available. The age distribution for Monash in 2011 is not in the same form as the data from the 2001 and 2006 Censuses.

Between 2001 and 2006, the fastest growing age group in Brandon Park was aged 60-64 years.

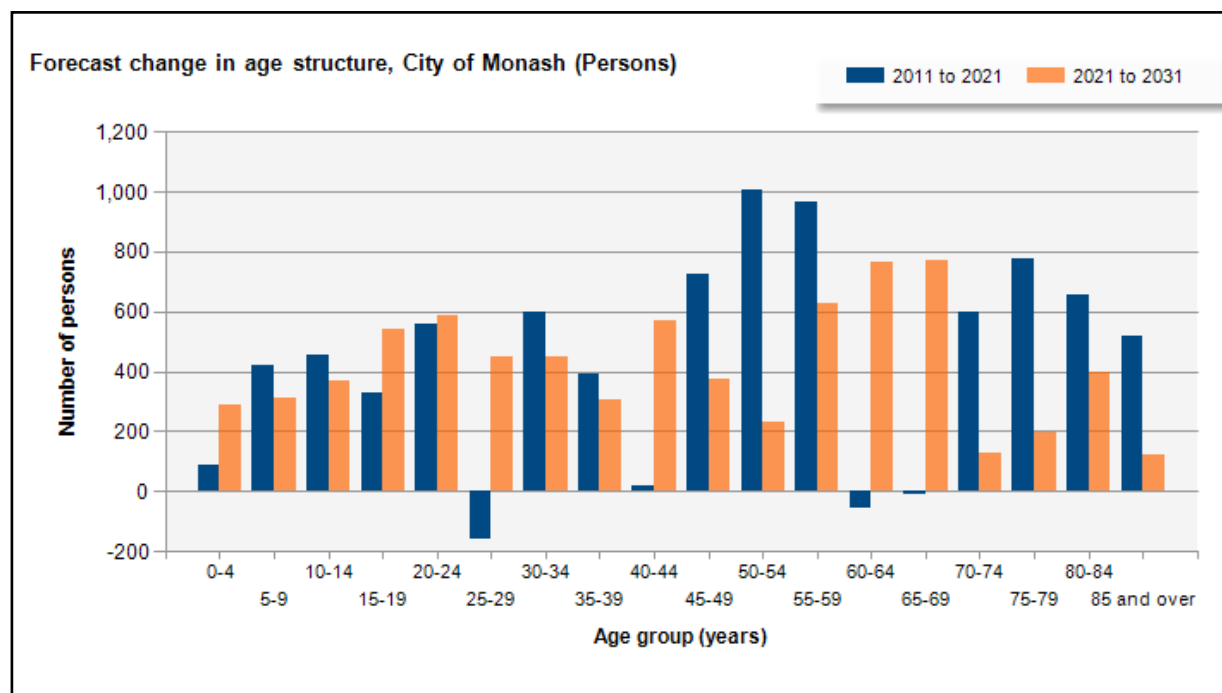
In Brandon Park, between 2001 and 2006, there was an increase in persons aged over 60. The greater proportion of persons aged over 60 indicates an ageing population and the possible need to provide additional services and housing for the aged in the future.

There was also an increase in households with persons under five in Brandon Park between 2001 and 2006. This is consistent with the baby boom that has been occurring in Australia since the introduction of the baby bonus in 2002.

In 2011, both males and females aged in their early twenties and over seventy are more common in Monash than in Greater Melbourne. The larger proportion of people in their twenties may be due to the higher student population present in Monash and is therefore not reflective of the demographics of Brandon Park.

How old will we be?

City of Monash

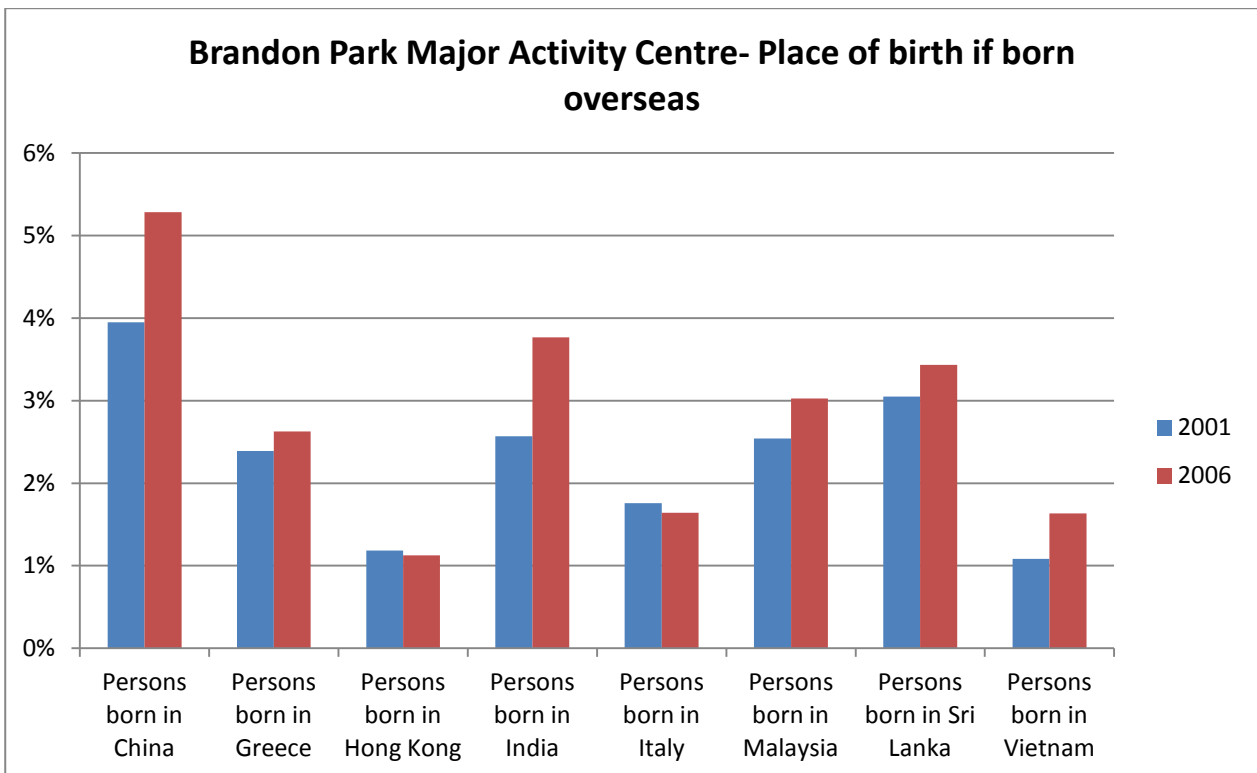
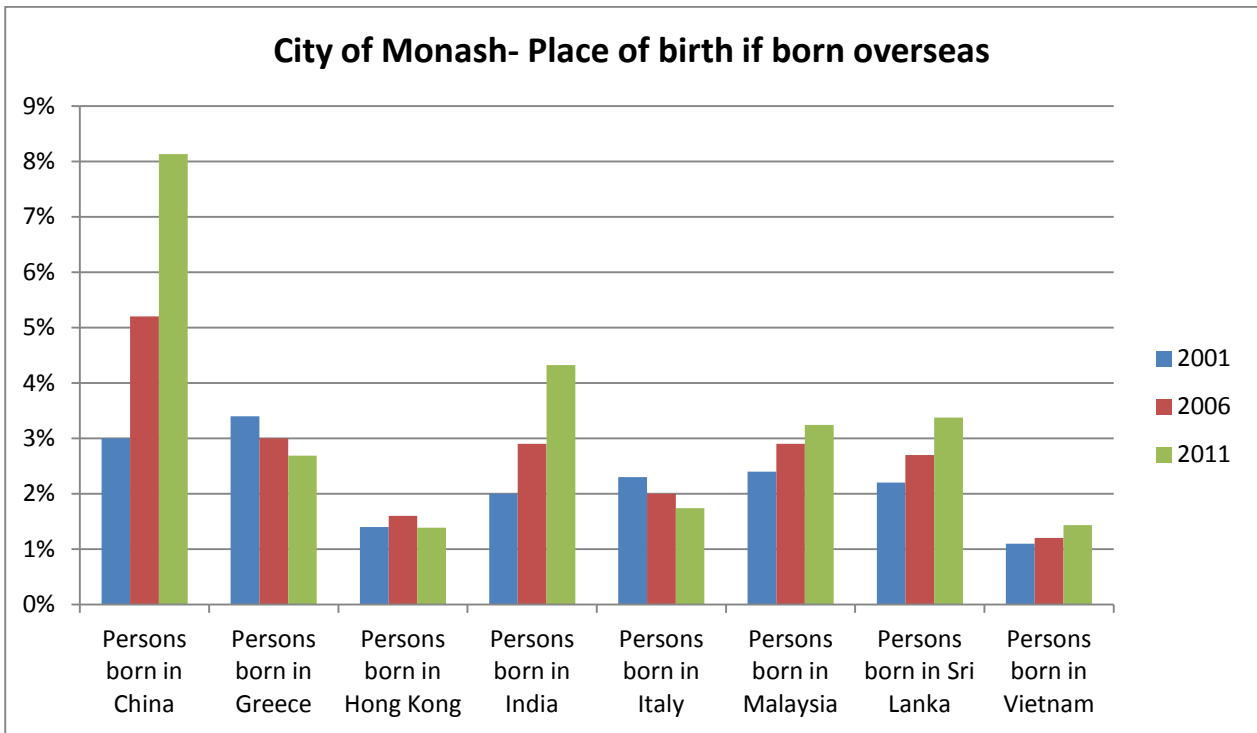


This graph analyses data for the period 2011 to 2031, with the residential development assumptions being last reviewed on 27 January 2009. Accordingly, these forecasts were made prior to the 2011 Census.

It is projected that in Monash, between 2011 and 2021, the population of all age groups except 25-29, 60-64 and 65-69 will increase. It is forecast that between 2011 and 2021, that the largest increase in population in Monash will occur in the 50-54 age group.

Between 2021 and 2031, it is projected that the population of all age groups in Monash will increase. It is projected between 2021 and 2031, in Monash that the 60-64 and 65-69 age groups will increase by the most.

Where were we born?



In 2001, 37.2% of people in Brandon Park were born overseas, which is slightly higher than the City of Monash figure of 36.2%. By 2006, 40.7% of people in Brandon Park were born overseas and 39.6% of people in Monash were born overseas. There was a substantial increase in people living in Brandon Park who were born in China and India between 2001 and 2006. There were also increases in people in the Centre who were born in Greece, Malaysia, Sri Lanka and Vietnam between 2001 and 2006.

At this time, the figures for Brandon Park in 2011 are not available. This is because the data obtained from the 2011 Census relating to individual Census Collection Districts is not yet available.

In the Centre, between 2001 and 2006 and between 2001 and 2011 in Monash, the proportion of persons born overseas increased substantially. By 2011, 44.7% of residents in Monash were born overseas. This indicates that the cultural diversity in Brandon Park and Monash is increasing substantially over time. This highlights the potential need to provide additional services and facilities in the Centre over time to cater for the needs of people from a diverse range of backgrounds.

6. MOVEMENT AND TRANSPORT

The BPMAC is located around the intersection of Springvale and Ferntree Gully roads. The Monash Freeway abuts the southern edge of the BPMAC and has access/exit ramps to both Springvale Road and Ferntree Gully Road.

All three roads are major arterial roads, that carry high volumes of vehicle movements, and that are heavily congested during both the morning and afternoon peak periods. This congestion has an impact on local traffic movements around the activity centre.

The absence of fixed rail within close proximity to the BPMAC increases the reliance on motor vehicles and the use of buses is the only viable public transport option available for residents.

EastLink opened in June 2008 and the surveys show that this has had a positive impact by reducing the traffic queue in Ferntree Gully Road approaching Springvale Road, from the east and hence the frequency of motorists seeking to use the local roads to avoid the busy intersection.

Local Area Traffic Management (LATM)

The principal Local Area Traffic Management (LATM) issue in the area is the high volume of car movements through the residential precinct to the southeast of the intersection of Springvale and Ferntree Gully Roads. This congestion occurs during the morning and afternoon peak periods to by-pass the traffic congestion on the arterial roads bordering the area.

The major focal points are Magid Avenue / Springvale Road and Brandon Park Drive / Ferntree Gully Road intersections with the two main “rat-run” links involving:

- Ferntree Gully Road traffic from the east and north east avoiding queues and delays associated with its intersection at Springvale Road; and,
- Wellington Road traffic from the southeast avoiding queues and delays associated with its intersection at Springvale Road and along Springvale Road itself.

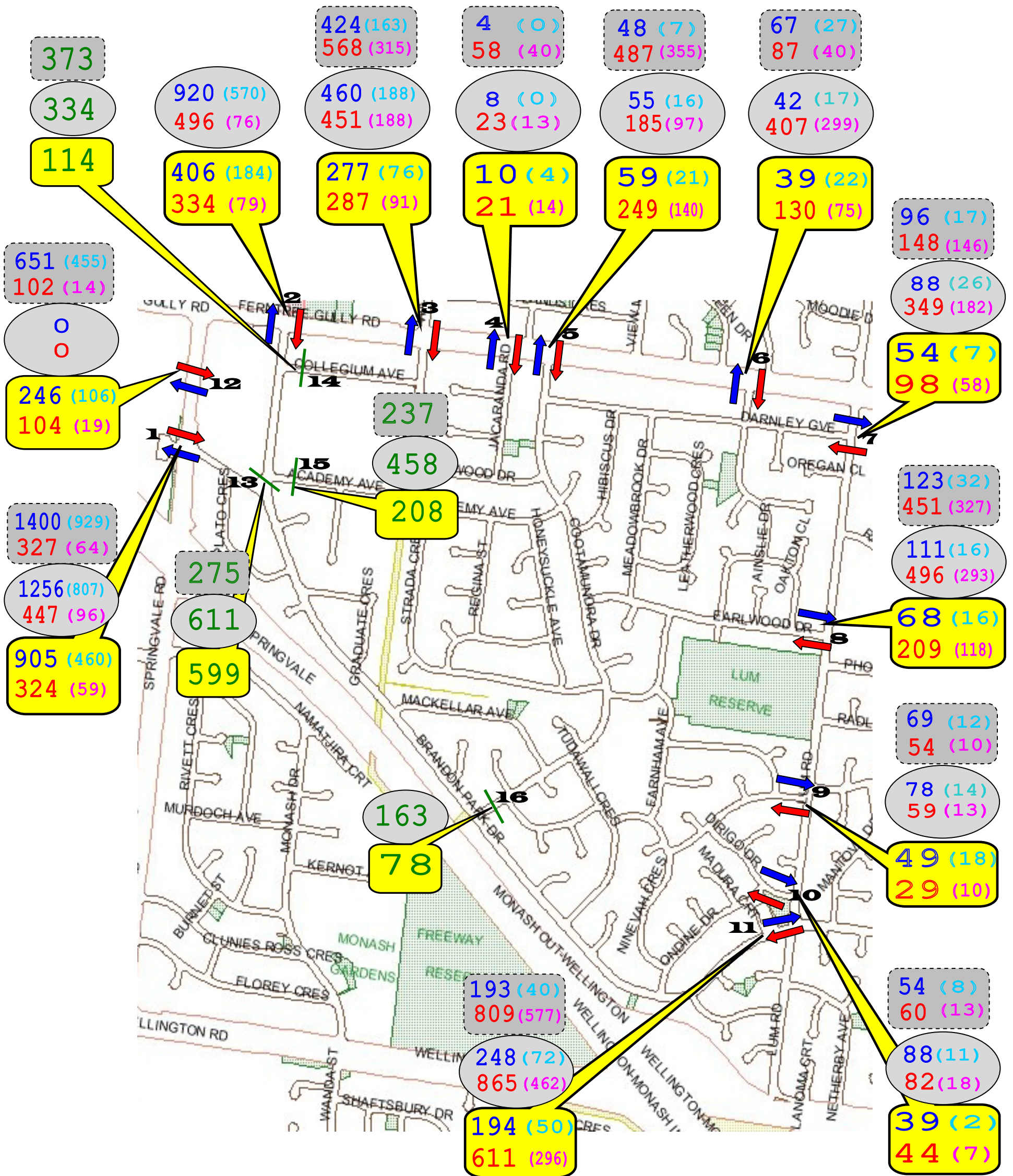
The Origin Destination surveys show that the majority of residential roads within the area have experienced a significant decline in through traffic after EastLink opened in June 2008.

The Origin - Destination surveys have been undertaken during the 7.30am – 9.30am morning period in April 2004, June 2007 and November 2011.

A summary of the traffic movements for the area during the morning peak period between 7.30am and 9.30am for each of the three OD surveys is presented below.

ORIGIN-DESTINATION 7.30AM – 9.30AM SURVEYS SUMMARY			
Year	2004	2007	2011
Total Vehicles In	3621	3860	2440
Total Vehicles Out	3749	3354	2346
Total ‘Through’ Traffic	2011	1737	966

The table shows a substantial decrease in the volume vehicles entering and leaving the area during the morning peak period between 7.30am and 9.30am. The ‘through’ traffic has reduced to 966 vehicles during this period – a decrease of 44% between years 2007 and 2011.



Origin - Destination Surveys, BRANDON PARK

7.30am - 9.30am Thursday

	Apr 04	Jun 07	Nov 11	
Total In	3621	3860	2440	Total OUT
Total Out	3749	3354	2346	Thru' OUT
Total Thru	2011	1737	966	Total IN
				Thru' IN
				Thru' TOTAL (internal station)

The figure above shows the full record of traffic movements for each survey. Separate entry and exit movements are shown at each perimeter location with the bracketed numbers identifying the 'through' traffic component. Notable changes have occurred at Springvale Road / Magid Avenue, at Ferntree Gully Road with Brandon Park Drive, Strada Crescent and Ainslie Drive, and at Lum Road with Earlwood Drive and Brandon Park Drive.

There are also four internal stations that show the 'through' traffic volumes. Notable reductions in non-local traffic have occurred in Collegium Avenue and Academy Avenue.

While a considerable number of motorists continue to use the area as by-pass to the arterial roads irrespective of the indirect route forced on them, the Origin Destination surveys show that the number has effectively halved since 2004 with the opening of EastLink having a major influence on this change.

Implementation: Commence a study and analysis of the area to quantify the traffic profile, determine and verify the traffic related issues, and, if necessary, identify appropriate traffic management measures, including selective road closures and/or other traffic management treatments as required. Implement the works identified through a community consultative process.

Brandon Park Secondary College Site

Development of the former Brandon Park Secondary College site, for any use, would add local traffic to the surrounding streets and could be expected to have some impact on the through traffic issues. The former use of the site, as a Secondary College, contributed significant vehicle movements into the Centre.

Without a specific residential design, calculation of traffic volumes and their impact can only be generalised. Such an assessment has been undertaken based upon a potential yield of 189 dwellings, in a mix of apartments and semi-detached dwellings on the site. This yield was provided by Places Victoria, who has expressed interest in purchasing the site.

That assessment indicates that at peak periods, traffic generated from the future development of the sites will add, on average, up to 4 vehicles per traffic light cycle at the intersections of Ferntree Gully Road/ Strada Crescent, Ferntree Gully Road/Brandon Park Drive and Magid Avenue/Springvale Road.

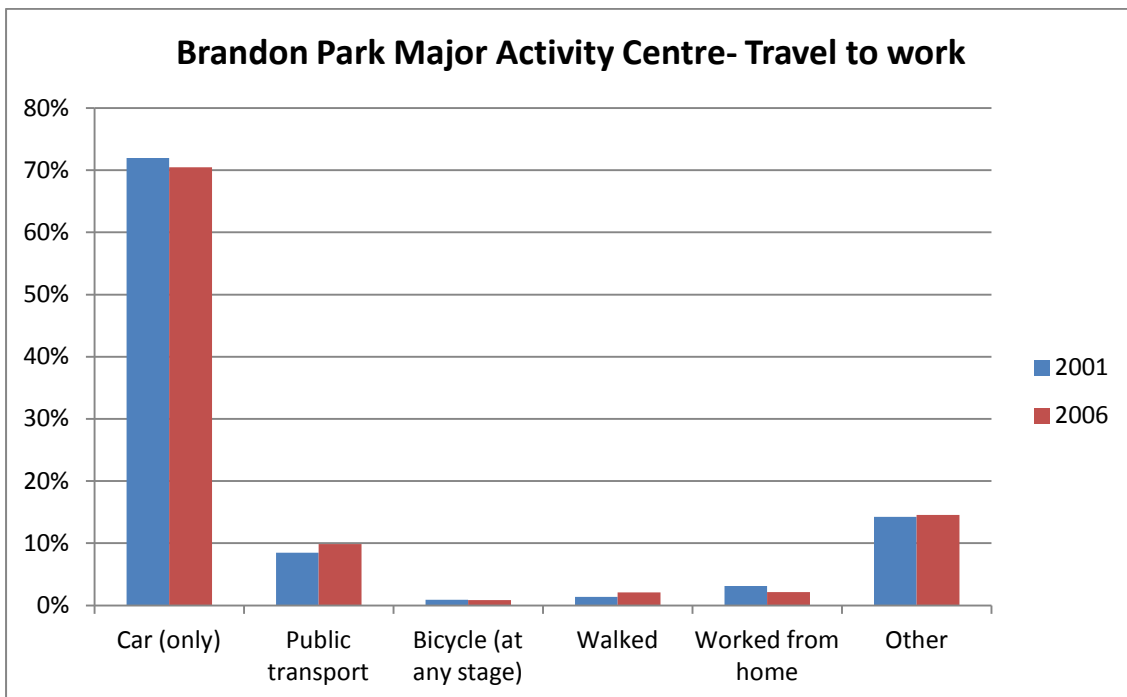
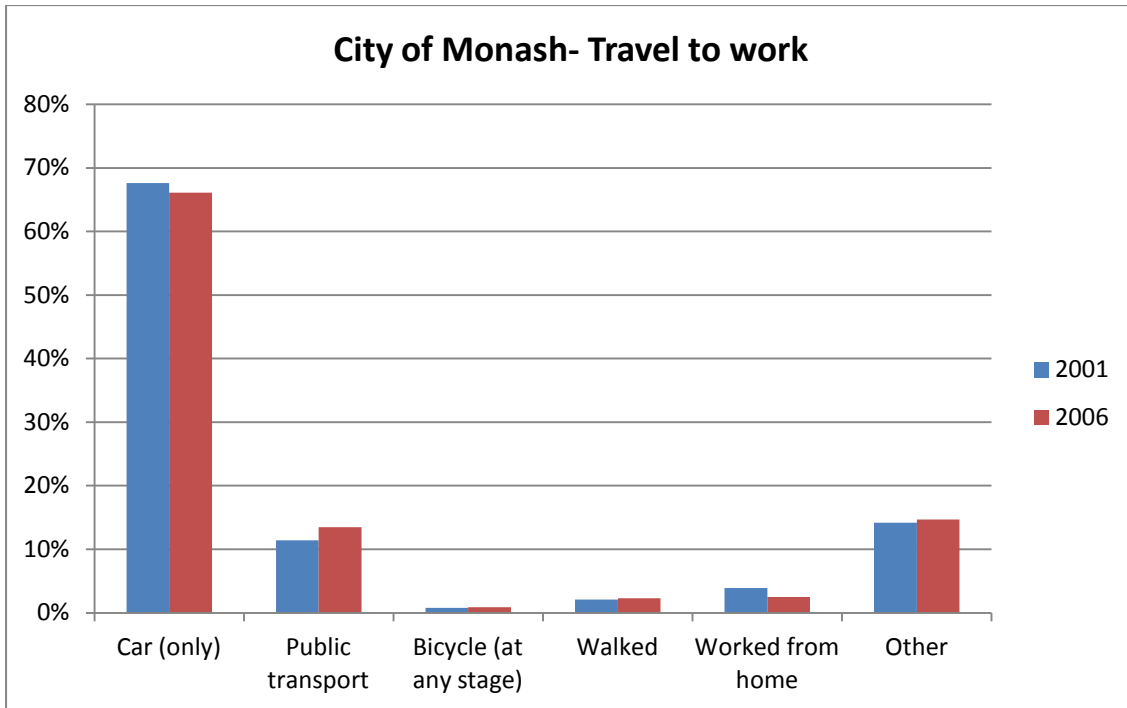
The Origin- Destination Survey that was undertaken in November 2011 shows that the number of vehicle movements throughout the area has effectively halved since the opening of the EastLink.

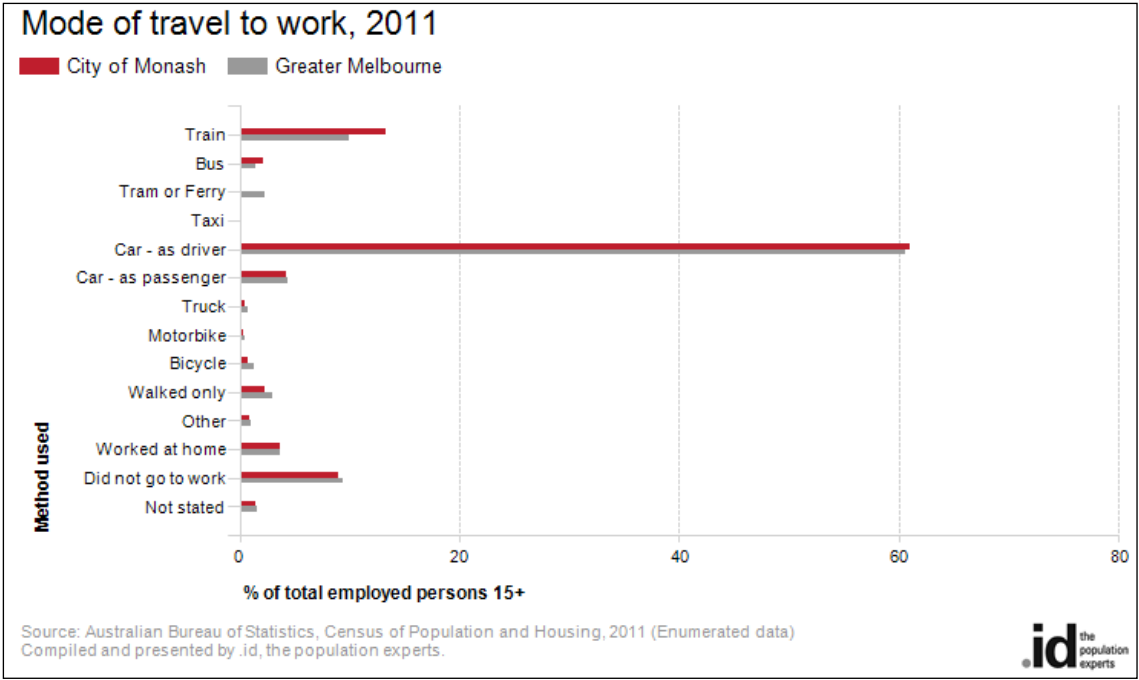
Therefore traffic generated from the future residential development of the former Brandon Park Secondary College is unlikely to have a significant impact on the traffic flow in the Centre.

Bus Routes

<p>Bus Routes and Stops</p> <p>BPMAC is serviced by Bus Routes:-</p> <ul style="list-style-type: none"> 885 – Glen Waverley - Springvale 888/889 – Nunawading - Chelsea 693 – Belgrave - Oakleigh 742 – Eastland - Chadstone 848 – Dandenong – Brandon Park 753 – Glen Waverley - Bayswater 850 – Dandenong – Glen Waverley 	
<p>Bike Paths</p> <p>Bicycle routes are generally located on- road and connect Brandon Park to Oakleigh along Ferntree Gully Road. A further network of on road and off road bicycle paths, connect the BPMAC to Jells Park.</p>	
<p>Vehicle Parking</p> <p>There are no public car park facilities in the BPMAC.</p> <p>Car parking is to be provided on-site as part of the use and/or development on each site within the BPMAC.</p>	

How did residents get to work?





Currently, the figures for Brandon Park in 2011 are not available. This is because the data obtained from the 2011 Census relating to individual Census Collection Districts is not yet available. The travel to work data for the 2011 Census for the City of Monash is not available in the same form as the data from the 2001 and 2006 Censuses.

Over time, between 2001 and 2011, the proportion of people in the City of Monash who travelled to work by car (either as a passenger or a driver) decreased. Conversely the proportion of people who travel to work by public transport in the City of Monash increased between 2001 and 2011. This is consistent with what occurred in Brandon Park between 2001 and 2006.

In 2001 and 2006, approximately 4% more residents in Brandon Park than residents of Monash travelled to work by car rather than by public transport. This may be because Brandon Park is well serviced by bus, but it is not accessible by foot to a train or tram. When travel to work data is analysed further as shown in the graph above, it shows that very few people catch the bus to work. In fact, in 2011, only about 2% of people in Monash caught the bus to work. Furthermore, the Monash Freeway is highly accessible to residents of Brandon Park, which may result in a greater proportion of residents travelling by car to work.

7. PHYSICAL INFRASTRUCTURE

Stormwater Drainage Management

A number of properties within the Mile Creek East catchment area are subject to overland flows during major storm events. The drains within the Brandon Park Drive area were designed to cater for stormwater from the more frequent storm events. In larger storm events, these drains reach their capacity, and overland flows result through these properties. The construction of the Monash Freeway has effectively stopped the stormwater from crossing the Freeway and reaching the retarding basin within Freeway Reserve.

Council has and is continuing to implement drainage strategies within this catchment in order to assist in protecting these properties.

Implementation:-

- Require all developments approved by a Town Planning permit to detain stormwater in accordance with Council's Stormwater management Policy detailed at Clause 22.04 of the Monash Planning Scheme.

For Precinct 3 - the Brandon Park Secondary College site, the developer will need to detain the stormwater on-site for the 1% AEP (1 in 100 year) storm event, which is required for large subdivisions. Therefore the stormwater runoff from this site will not exacerbate the stormwater issues experienced downstream of the site.

- Continue to implement the recommendations of the "Mile Creek East Catchment Drainage" report by GHD 1997 for the City of Monash, including the temporary retardation of water at the Brandon Park Reserve site in a similar manner to the recent works at Brentwood Reserve in Glen Waverley. This will ensure that stormwater upstream of Brandon Park Drive will be held for a short period of time during major storm events, to prevent it flowing through properties downstream.
- Continue the current investigation in conjunction with Melbourne Water and VicRoads into upgrading the stormwater drains under the Monash Freeway to enable a greater amount of stormwater to reach the Freeway Reserve Retarding Basin from the Brandon Park Drive area.

8. SOCIAL INFRASTRUCTURE

Community Services and facilities

- Community Hall:** The existing Community Hall in Ferntree Gully Road provides basic hall and meeting room with kitchen facilities. It is managed by separate committee of management and appears to be well patronised.
- There is a potential need for enhanced facilities and the development of new multi-purpose facility that include additional services for the elderly.
- Other facilities:** Library facilities for the area are provided at the Glen Waverley and Wheelers Hill libraries.
- Neighbourhood House facilities are located in Notting Hill, Mulgrave and Glen Waverley.
- Community Theatre facilities are available at Clayton and at Monash University.
- Senior Citizens:** These should be available as part of multi purpose facilities for all sectors of the community. A number of facilities within the area are currently utilised by aged groups. This includes the day centre for aged at Halcyon at St Marks. The need for further facilities should be included in the evaluation of future community hall facilities.
- Medical Centres:** Medical consulting room facilities, including Veterinary Clinics exist within or surrounding the Activity Centre. Some facilities are limited and are currently located in Magid Avenue and Ferntree Gully Road.
- Locating medical or veterinary centres within the Activity Centre are encouraged.
- Preferred locations are Precincts 1, 4, 5, 6 and 7. In the Residential Interface Area, preferred locations are properties fronting Springvale Road, Ferntree Gully Road, Magid Drive and Brandon Park Drive.
- Sporting facilities:** The area is well serviced with many sporting reserves and facilities within close proximity. They include:
- Brandon Park Reserve - Cricket & Soccer.
 - Central Reserve - Football, Cricket, Athletics, Lawn Bowls, Skateboard Ramp, Community Centre.
 - Brentwood Reserve - Football & Cricket.
 - Freeway Reserve - Cricket, Touch Football, Soccer, Archery.
 - Lum Reserve - Cricket & Soccer.
- In addition, the Notting Hill Pinewood Tennis Club and Glen Waverley Tennis Club are also nearby.

The Monash Aquatic & Recreation Centre is located in Waverley Road, a short distance to the north.

Implementation:

Further evaluation of the potential need for enhanced Community Hall facilities and the development of new multi-purpose facility, including additional services for the elderly, should be undertaken.

9. BUILT FORM

The BPMAC is centred around the Brandon Park Shopping Centre which is a free standing planned retail complex developed in the early 1970s. The construction of offices, in more recent times, has broadened the activity and employment base of the Centre. Additionally, entertainment and industrial uses are located in the western portion of the Activity Centre.

BPMAC has an urban design form that is particular to this section of the City of Monash and has evolved as a result of the historical process of development. Buildings do not define the corner of Springvale Road and Ferntree Gully roads as they are set back some distance and the intersection is poorly defined.

There are no notable landmarks or buildings and as one travels along the east side of Springvale Road from Brandon Office Park to the Monash Freeway, there is a sequence of Business and Residential Zones. Offices, petrol stations, a major shopping centre and detached residential uses are the main uses along the road.

Along the west side of Springvale Road, north of Ferntree Gully Road is a Residential Zone, while south of Ferntree Gully Road there is an Industrial Zone. Residential, petrol station, hotel, car sales and retail showroom uses currently occur.

The built form could be described as suburban and bland with little architectural merit apart from some of the newer office buildings within the Centre. It would appear that the function of buildings was of primary importance in the development of the design. It is acknowledged however that the architecture within the Centre is a product of the times in which the buildings were developed. They were constructed prior to the current emphasis on new development being required to achieve high standards in architecture and urban design (as specified in Clause 15.01-2 of the Monash Planning Scheme) rather than any intended minimal response to design.

With this in mind, the BPMAC has been divided into 8 distinct precincts, surrounded by a residential interface area mainly used for residential purposes.

Below is a map showing each of the Precincts in the BPMAC.



Within the 8 precincts the general approach to building height is as follows.

Precinct 1 – Brandon Park Shopping Centre

This precinct is dominated by the Brandon Park Shopping Centre with a petrol station located on the south east corner of Springvale Road and Ferntree Gully Road. The consolidation of the retail core is preferred within this precinct, with the inclusion of medical centre facilities. At the moment the existing built form is up to 2 storeys in height with rooftop car parking. Preferred height is 4 storeys (16 metres) and 3 storeys (12 metres) within 50 metres of Magid Avenue.

Precinct 2 – between Ferntree gully Road and Collegium Avenue

Existing development comprises multi storey office buildings (3 and 4 storeys), a preschool and residential dwellings up to two storeys in height. Preferred height is 4 storeys (16 metres) for offices with a two storey transition adjacent to abutting residential uses.

Precinct 3 – former Brandon Park Secondary College

Precinct 3 was the site of the former Brandon Park Secondary College. A new Special Developmental School has been constructed within the south east corner of the site. The balance of the site is currently vacant with a stand of sugar gums covered by a Heritage Overlay located along the eastern boundary of the precinct.

The preference is for the vacant portion of the land to be developed for residential development with a mix of housing types including a significant component of Affordable Housing. It is considered heights up to 4 storey (14 metres) adjacent to Brandon Park Drive with a transition to ResCode residential (9 metres) opposite existing residential development in Collegium Avenue is appropriate.

Precinct 4 –west side of Springvale Road

The existing land uses within this precinct are the Village Green Hotel, car sales and restricted retail uses. Given the prominent location of the Village Green at the south west corner of Springvale Road and Ferntree Gully Road it is considered that the hotel should be redeveloped to create a “landmark” building at this important intersection. A preferred height of 5 storeys (20 metres) is considered appropriate in the precinct as there will be minimal amenity impacts on surrounding areas with the increase in height.

Precinct 5 – Rosemary Court

Precinct 5 contains a mix of industrial, service industry and car sales uses. A Preferred building height of 4 storeys (16 metres) is considered appropriate throughout the precinct.

Precinct 6 – VicRoads site

VicRoads operates a works depot from the site. It is considered that the future development of the land is inappropriate for all forms of retail type uses including car/boat sales due to problems with vehicle access to and from the site. The exception would be convenience shop facilities for employees of the site. A preferred building height of 4 storeys (16 metres) is appropriate.

Precinct 7 – north of Ferntree Gully Road and east of Springvale Road

Existing development comprises of an office/business park, petrol station and a take away food premises.

It is considered that more robust development can be accommodated near the intersection of Springvale Road and Ferntree Gully Road, accordingly a building height of 6 storeys (24 metres) is suggested within 130 metres of the intersection of the two roads. In the area between 50-68 metres of the northern boundary of 530-540 Springvale Road and within 50 metres of the eastern boundary of Springvale Road, 3 storeys (12 metres) is suggested. A 4 storey (16 metre) height on the remainder of 530-540 Springvale Road is suggested, except for a 2 storey (8 metres) height within 50 metres of the northern boundary of the site to provide for an appropriate transition to the residential area to the north.

Precinct 8 – north of Ferntree Gully Road and east of Springvale Road

Given the civic nature of this Precinct and its open space function, minimal change to the building height and built form is preferred.

Residential Interface Areas

The interface area includes residentially used and zoned land generally within 400 metres of the retail core of the Activity Centre. This area is mainly used for residences, comprising detached dwellings on each lot. There are a few medium density developments. All of the dwellings in this precinct are one or two storeys, and most have been developed within the past 30 years. The area includes several medical clinics. There are few opportunities for new residential developments due to the lack of vacant land and the relative newness of the existing housing. Preferred development will continue to provide housing for families in single and two storey detached dwellings with provision of increased housing diversity and choice by the further development of medium density multi-dwelling developments.

10. HERITAGE

The only heritage site within the BPMAC relates to a row of approximately 50 sugar gums (*Eucalyptus dadocalyx*) located along the east boundary of the former Brandon Park Secondary College site adjacent to Strada Crescent. A permit is required to remove any of this vegetation. A copy of the Heritage Citation for the site is provided below.



Photo: January 2008

Existing designations:

Heritage Council Register: Nil

National Estate Register: Nil

National Trust Register: Nil

Description: A row of approximately 50 sugar gums (*Eucalyptus dadocalyx*) located along the east boundary of the former Brandon Park Secondary College site adjacent to Strada Crescent. Almost all of the trees are considered to be mature with only a couple of small trees, possibly being regrowth from past coppicing. All trees are approximately 20-25 metres in height and with canopy spreads of approximately 20 metres.

Condition: Fair. The trees within the row display fair health typical of the species in such an environment.

Integrity: Medium. A long row exists with approx. 50 trees. A section is towards the southern end of the row. Several trees have had at least one leader removed in the past

with some trees having the typical resultant regrowth that has altered the form of several of the trees. The strong continuous form of the windrow however, is still evident

History: The Sugar Gum plantation along Strada Crescent, Wheelers Hill marked a boundary on the Brandon Park Estate. The property on the corner of Springvale and Ferntree Gully roads was owned by Sir George Steward (1865-1920), who named it Brandon Park. At this time, 1902, Steward was Secretary to the Governor General. The property was sold on to the Chirnside Family in 1921 who ran it as a Jersey Stud. The property remained as a farm until 1965 when it was sold to a developer. Land at the corner of Springvale and Ferntree Gully roads was transformed into a shopping centre and named Brandon Park after the estate. The land where the trees are located was used for the Brandon Park Technical School (later Secondary College) in 1978.

The stand of trees, probably planted around the time of World War Two marked a boundary on the property and provided a wind break. The trees formerly extended further north along what is now Strada Crescent to Ferntree Gully Road. The planting of both natives and various types of pine trees to provide windbreaks and indicate boundaries was a common practice in the Mulgrave / Glen Waverley area when the land was mainly given over to agricultural pursuits, particularly market gardening. The Monash Heritage Study of 1998 listed 12 similar stands or hedgerows. Similar plantations can also be found in Doncaster and Springvale. As such the trees are of local interest only and are a remnant of the early agricultural history of what is now Monash.

References:-

Thematic Context:

Developing local, regional and national economies:
Developing Primary Production

Statement of Significance: The row of sugar gums along the Strada Crescent boundary of 6-30 Brandon Park Drive, originally planted to provide a windbreak and indicate a boundary, is historically important (Criterion A) through its association with the former farm. The trees are also a valued landscape feature (Criterion E).

Recommendation:

Recommended for inclusion in the Schedule to the Heritage Overlay in the City of Monash Planning Scheme.

Assessment:

Heritage Victoria – September 2006
Arboricultural Assessment and Report – Treelogic – January 2008

11. RECREATION FACILITIES AND NEEDS

The BPMAC has a large open space reserve known as the Brandon Park Reserve. The BPMAC is also well serviced by the Monash Aquatic and Recreation Centre (MARC), which is located about two kilometres from the Centre. Since its opening in 2001, the Centre has been widely utilised by the community. It is recognised in the leisure industry as a leader in modern facility design. Jells Park is also located approximately two kilometres to the east of the BPMAC. Jells Park is a 127 hectare park, with over nine kilometres of paths and trails. It attracts over 900,000 visitors each year.

Whilst there are not extensive recreation facilities within the BPMAC, there are two significant and distinct types of facilities located approximately two kilometres from the Centre, which can be readily utilised by residents of the BPMAC.

In addition, additional privately owned recreation facilities may be established within the Centre in the future. The market will largely determine whether this occurs.

Below is a photo of the Brandon Park Reserve.



12. COMMUNITY ARTS AND CULTURAL

The Monash Gallery of Art is located at 860 Ferntree Gully Road, Wheelers Hill, which is located approximately two kilometres to the east of the BPMAC.

The Monash Gallery of Art is recognised as one of Australia's leading public art galleries. It is a key cultural facility, with a nationally significant collection of Australian photography.

The Arts and Development Unit of the City of Monash aims to facilitate a sense of community belonging and vitality that builds on cultural diversity and strengthens local communities. A number of community based arts and cultural activities have been developed to support communities and are encompassed in the Creative Community – Monash Arts and Cultural Development Strategy 2007-2010.

Below is a photo of the Monash Gallery of Art.



13. OPEN SPACE

Council actively encourages healthy lifestyles for members of the community through the provision of over 125 parks and reserves throughout the municipality. The Brandon Park Reserve is located within the BPMAC.

Council has developed an Active Reserves Strategy to understand the needs of clubs and guide the future provision of sport and sporting facilities situated within the Monash, including in the Centre.

14. ENVIRONMENT AND SUSTAINABILITY

As discussed previously, there is a row of approximately 50 sugar gums (*Eucalyptus dadocalyx*), which are located along the eastern boundary of the former Brandon Park Secondary College site. Almost all of the trees are considered to be mature with only a couple of small trees. All trees are approximately 20-25 metres in height and with canopy spreads of approximately 20 metres. These trees marked a boundary of the Brandon Park Estate and provide a wind break, and are considered historically important. For this reason, they are included in the Schedule to the Heritage Overlay (HO102). Any future development of the former Brandon Park Secondary College site will need to take into account the heritage value of these trees.

There are no other significant environmental or landscape constraints within the BPMAC.

Below is a photo of the row of sugar gums, which are located on the eastern boundary of the former Brandon Park Secondary College site.



15. COMMUNITY ENGAGEMENT STRATEGY

The BPMAC Structure Plan was informed by discussions that were held with every property owner within the boundary of the Activity Centre. All property owners advised Council of their vision for the BPMAC and their future needs and wants.

The Draft Brandon Park Major Activity Centre Structure Plan also went through an extensive public exhibition process in March 2009. A total of 99 written submissions were received. Following completion of notification, and assessment of the submissions Council resolved to modify the Draft Structure Plan.

The engagement with key stakeholders identified and confirmed the following for the BPMAC:

Opportunities

- The Brandon Park Shopping Centre is well established, has strong market presence and has a wide range of shops and services.
- The Centre has a substantial employment base.
- The BPMAC can be accessed via various bus routes providing connections to the fixed rail network and to many other centres.
- The Centre is located in a region with a relatively high disposable income.
- The population is ageing and households are becoming smaller, creating a more possible demand for a more diverse range of dwellings and aged accommodation.
- Springvale Road has emerged as a preferred location for high quality corporate offices.
- The former Brandon Park Secondary College is now vacant, and the site can be developed for a range of uses.
- The former VicRoads site in Ferntree Gully Road is now vacant.
- The boulevards and the former school site have established canopy trees that provide a sense of identity and positively contribute to the local environment.
- Springvale Road, Ferntree Gully Road and the Freeway create a discrete precinct within which a higher built form would not cause detriment to other areas.

Constraints

- Monash Freeway comprises a major barrier to people accessing the centre from the south.
- Ferntree Gully Road and Springvale Road are wide, heavily trafficked and pose significant barriers to pedestrian access and integration of the Centre's various elements.
- There is little integration amongst the various uses.
- The landscape on the main roads is relatively harsh and hostile due to heavy traffic, car parking and lack of activation of frontages.
- The Brandon Park Shopping Centre is inward looking.
- Apart from the Hotel, the Centre lacks recreation venues.

- Brandon Park Drive, with its signalised intersections with Springvale Road and Ferntree Gully Road carries excessive traffic.
- The Centre is significantly car based and relatively inaccessible for pedestrians and cyclists.

Following the consultation, key issues to be addressed in the BPMAC Structure Plan include:

- Ensuring that the Centre remains an attractive and safe place to work and visit.
- Traffic management and circulation through the Centre.
- Facilitating more housing and commercial uses in a higher built form.
- Making the Centre more friendly for public transport users, pedestrians and cyclists.
- Encouraging the Centre to provide more cultural and entertainment activities.

16. VISION

The vision for the Brandon Park Major Activity Centre is that:

The Brandon Park Major Activity Centre will be an attractive, safe and highly accessible place where people can access shops and services to meet most of their daily and weekly needs.

The Centre will provide a range of employment opportunities in enterprises that provide a diverse range of services to the community.

The Centre shall include elegantly designed medium scale residential buildings to enable a greater choice of housing for the community.



17. SUMMARY OF RECOMMENDATIONS

The following recommendations are suggested:

- Encourage the redevelopment and concentration of activity as well as maintain the existing historical/cultural resources of the Centre.
- Encourage a wide range of arts, cultural and entertainment facilities in the BPMAC.
- Encourage restaurant uses within the Centre.
- Encourage office uses where contiguous retail frontage is not compromised.
- Encourage medium density residential development within the Centre.
- Ensure that pedestrian and cycling linkages are enhanced.
- Encourage greater public transport linkages and service.
- Ensure parking is provided to meet the needs of the Centre.
- To maximise opportunity and choice in the BPMAC, while ensuring community well being and connection to place.
- Encourage housing that is diverse in size and form, and of sufficient quality to accommodate all household types to meet the needs of all of the community.
- Ensure that enterprise is able to establish and grow to meet future demand on the Centre.
- Civic, cultural and community facilities and services will be high quality, integrated and accessible to the community.
- Ensure buildings enhance public spaces, connect well to their streets, are energy and resource efficient and able to accommodate changing uses over their lifetime.
- Ensure that public places, streets and parks are accessible, comfortable, safe and well maintained.
- Ensure that pedestrian needs have priority on streets, with improved access to public transport.
- Ensure that areas of cultural and heritage significance will be conserved, enhanced and integrated into both public and private developments.
- Encourage the redevelopment of the former Brandon Park Secondary College site.
- Encourage the provision of cultural and entertainment activities in the Centre.

18. REFERENCES

- Melbourne 2030 (Department of Sustainability and Environment, 2002).
- Melbourne 2030: A planning update Melbourne @ 5 million (Department of Planning and Community Development, 2008).
- City of Monash Community Atlas, results from the 2001 and 2006 Censuses, id Consulting.
- City of Monash Community Profile, results from the 2001, 2006 and 2011 Censuses, id Consulting.
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