

17.04-1L Tourism, arts and culture

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Proposed C269yara

Objective

To promote Yarra as a pre-eminent tourism, arts and cultural destination in metropolitan Melbourne.

Strategies

Promote a diversity of arts and cultural uses, including live music venues, performance spaces, galleries and artist studios.

Promote the creative industries and artistic sectors by encouraging the provision of affordable workspaces for artists and public art installations.

Encourage public realm enhancements in locations that support visitor attractions.

Support proposals for visitor accommodation (including hotels and serviced apartments) where they contribute to the area's economic role or tourism offer, have good access to public transport, and are designed to avoid amenity impacts on residents within the same building or surrounding area.