

**GREATER GEELONG PLANNING SCHEME
AMENDMENT C353**

RESOLUTION TO EXHIBIT AMENDMENT

UNDER DELEGATION FROM COUNCIL IT IS HEREBY RESOLVED:

That Council:

- 1) Supports the preparation and exhibition of Amendment C353 to the Greater Geelong Planning Scheme to amend Schedule 4 to the Special Use Zone applying to Beckley Park; and**
- 2) Requests the Minister for Planning to authorise the preparation and exhibition of Amendment C353.**

SIGNED: 

DATE: 5/5/2017

**PETER BETTESS
DIRECTOR PLANNING & DEVELOPMENT**

**GREATER GEELONG PLANNING SCHEME
DELEGATED AUTHORITY REPORT
AMENDMENT C353 RESOLUTION TO EXHIBIT**

To: Peter Bettess – Director Planning & Development
From: Ian McCartney
Subject: Beckley Park signage
File number: C353
Date of Report: 5 May 2017

Purpose

The purpose of this report is to enable Council to consider an application to prepare and exhibit an amendment to vary the provisions of the Schedule to Special Use Zone 4 at Beckley Park to enable a permit to be sought for major promotional signage, subject to authorisation being obtained from the Minister for Planning.

Summary

- A Planning Scheme Amendment application has been made by Jewell Partnership acting on behalf of TOM Assets and the Beckley Park Committee of Management. It seeks to amend Schedule 4 to the Special Use Zone to enable a permit to be considered for major promotional signage.
- An amendment is necessary because the Special Use zone (Clause 37.01-5) applies the Category 3 set of controls to advertising signs “unless a schedule to this zone specifies a different category”. Category 3 provisions prohibit major promotional signage.
- The amendment being sought is to specify that the Beckley Park land falls within Category 2 for advertising controls thus enabling a permit to be sought for major promotional signs.
- Beckley Park is situated at a high profile location with long frontages to both Princes Highway and the Geelong ByPass which makes it an attractive site for large scale outdoor advertising.
- VicRoads does not object to the proposed amendment subject to conditions (which could be applied to any future permit to be approved). The proponent agrees with these requirements.
- Having regard to the high profile location of the site, it is considered desirable to place some limitations on the number & height of such signs as part of the amendment. It should also be noted that this proposal will be seeking approval for electronic signage which will be the first of its kind on a major road in Geelong.
- Other than being highly visible to traffic using Geelong ByPass and Princes Highway the proposed signs would have limited external impact.
- Subject to limiting the height of signs to two in number and 15 metres in height it is recommended the amendment be exhibited in the normal manner.

Recommendation

That Council:

- 1) Supports the preparation and exhibition of Amendment C353 to the Greater Geelong Planning Scheme to amend Schedule 4 to the Special Use zone applying to Beckley Park; and**
- 2) Requests the Minister for Planning to authorise the preparation and exhibition of Amendment C353.**

Background

A Planning Scheme Amendment application has been made by Jewell Partnership acting on behalf of TOM Assets and Beckley Park Committee of Management. It seeks to amend Schedule 4 of the Special Use zone to enable a permit to be considered for major promotional signage. The Committee of Management has obtained the agreement of the Land Management Policy section of DELWP to make this application.

This application arose out of recommendations of the Beckley Park Working Group chaired by the previous Member for Western Victoria with representatives of Beckley Park users, Committee of Management and Council with observers from various Government Departments. It met during 2012-2014 to investigate options to improve the on-going financial sustainability of the facility which operates on Crown land.

It is submitted these signs “will provide revenue and the funds can be used to offset operating costs and support future development works at Beckley Park”. It is the home of Geelong Harness Racing club, Geelong Greyhound Racing club, Geelong Karting club and Beckley Park Community Market.

This amendment is being sought because major promotional signs are prohibited by the current SUZ4 zone provisions. The Special Use zone provisions at Clause 37.10-5 applies the Category 3 set of controls to advertising signs “unless a schedule to this zone specifies a different category”. The Category 3 advertising provisions prohibit major promotional signage.

The amendment being sought is to simply refer to the Beckley Park land being in Category 2 for advertising controls in a new Clause 4 of the Schedule 4 to the Special Use zone.

Appendix 1 shows the zoning of Beckley Park and the surrounding area. **Appendix 2** is an aerial photograph of the same area.

Plans submitted with the application show a major promotional sign is proposed to be erected in a generally central location on each of the Princes Highway and Geelong ByPass frontages such that they are very well clear of the residential area on the west side of Broderick Road.. The indicative drawings show two V shaped signs with each panel measuring 18.9m x 5.1m on top of a single pole with indicative drawings submitted with the application showing overall heights of 19.46m and 17.1m for the two signs respectively.

Discussion

Beckley Park is situated at a high profile location which makes it an attractive site for large scale outdoor advertising. On approaching Geelong from the direction of Melbourne, Beckley Park marks the entrance to the city’s northern

suburbs. At this location, large promotional signs similar in nature to the one at Avalon Airport will be very clearly visible to all road users coming to or leaving Geelong.

It is considered desirable as part of the amendment approval process to place a mandatory limitation on at least the number and height of the proposed major promotional signs in the proposed amended Schedule 4 provisions. The applicant's consultant has agreed with these proposed restrictions to limit the number of such signs to two with an overall height of 15 metres (originally nearly 19.5 metres proposed).

It should be noted that this application makes it clear that approval will be subsequently sought for these signs to comprise an electronic or digital component.. The indicative drawings show two V shaped signs with one face being electronic. There are two types of electronic signs, one with static or still images and the other with animated images like a TV. Static signs only are being proposed here, which are capable of having their image changed at regular intervals eg every 30 seconds.

It is not being recommended that a mandatory prohibition be placed on electronic advertising as part of this amendment. Therefore, the subsequent permit application will set a precedent for electronic advertising on major roads in Geelong where to date no approvals for such signage have been sought. Examples of such advertising on main roads in the metropolitan areas of Melbourne have been approved and VCAT has already supported some cases. In these circumstances, prohibition of electronic advertising on the Beckley Park site may be difficult to justify.

This application has been referred to Vicroads which has indicated it does not object to the permit subject to the imposition of conditions on any subsequent permit issued which substantially relate to electronic signage. **Appendix 3** is a copy of Vicroads' response. Similarly Council's traffic engineer raises no objection from a traffic safety viewpoint.

There are pros and cons to be considered in the assessment of this application. On the one hand Beckley Park is clearly an urban use where some form of substantial advertising would normally be considered acceptable, particularly as it is unlikely to be visible from the nearest residential areas to the west of Broderick Road. On the other hand, these proposed signs will be highly prominent at the entrance to urban Geelong and may be viewed as being at odds with the Council's long-standing program to beautify the city's northern entry along Princes Highway. It also raises the issue of whether the image created by the sight of visually prominent advertising at the city's busiest entrance creates a positive first and attractive impression of Geelong.

It is important to acknowledge (as does the applicant) that Council's support for this amendment does not bind Council's consideration of any future planning permit application which would be assessed against State and Council planning policies and the provisions of Clause 52.05 of the Planning Scheme, the purpose of which is:

- to achieve high quality visual standards for the siting of major promotion signs.
- to ensure that the signs are not detrimental to the appearance of their surroundings or the safe and efficient operation of the route through the application of consistent planning controls.

The decision guidelines to this Clause require Council to consider the effect of such signs on streetscapes, a significant view corridor, gateway location etc and a range of locational principles.

On balance, this amendment application is supported having regard to the history of the application as outlined above, the proposed limitation of signs to two in number with a maximum 15 metres height limit, as any such signage is unlikely to impact on nearby residential areas and would be located on the site of an existing substantial use within the urban area.

Appendix 4 is a copy of the amended Schedule 4 to the Special Use zone with the proposed changes as described above highlighted. It should be noted reference has now also been made to Beckley Park in the Schedule name and Purpose to indicate it does not only apply to the Geelong Showgrounds and Racecourse.

Environmental Implications

The proposed amendment will have no environmental implications.

Financial Implications

The proposal will have no financial implications for Council.

Policy/Legal/Statutory Implications

Clause 18.02-4 Management of the road system has a Strategy requiring the need to “regulate the design of transport routes and nearby areas to achieve visual standards appropriate to the importance of the route with particular reference to landscaping, the control of outdoor advertising”...etc.

Clause 21.08-2 similarly highlights the importance of the presentation of development along highways and main roads. One of the Objectives of this clause is “To improve the appearance of transport routes at key entrances to townships and urban areas”.

Alignment to City Plan

The proposed amendment is consistent with City Plan’s Strategic Direction of Growing our Economy, in particular the Priority of Supporting Existing Businesses.

Officer Direct or Indirect Interest

No Council officers have a direct or indirect interest, in accordance with Section 80(c) of the Local Government Act, to which this amendment relates.

Risk Assessment

No risks have been identified in exhibiting Amendment C353 as being recommended by this report.

Social Considerations

This proposal will have a positive social outcome insofar as it will assist in the on-going financing of community facilities.

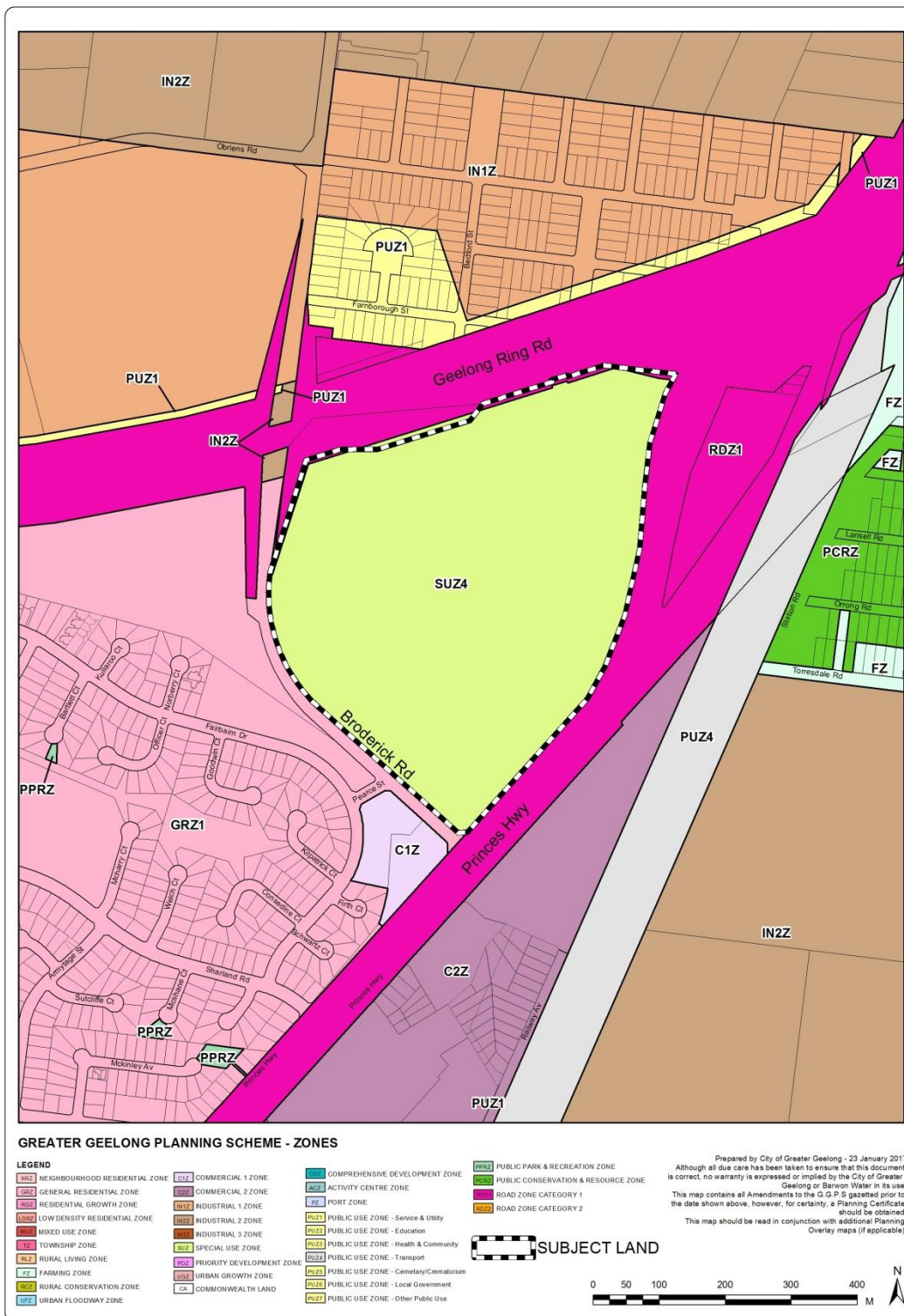
Human Rights Charter

The Amendment will not impact on any basic human rights, freedoms and responsibilities as set out in the Charter.

Consultation and Communication

The amendment will be exhibited in the normal manner enabling any affected person to make a submission and appear before an Independent Panel appointed by the Minister for Planning if they wish.

Appendix 1 – Existing Zoning



Appendix 2 – Aerial Photograph





Mr Peter Smith
Coordinator Strategic Implementation
City of Greater Geelong
P O Box 104
GEELONG VIC 3220

Contact: Lakshani Rodrigo
Our Ref: 3734098 QD
Your Ref: C353
File No: SY 030 GLG 001

3 January 2017

Dear Mr Smith,

GREATER GEELONG PLANNING SCHEME AMENDMENT C353

The above amendment seeks to vary the provisions of the Special Use Zone (Schedule 4) to enable the consideration of major promotional signage at Beckley Park.

VicRoads understands that the proposed amendment is required to allow for promotion sign to be considered for a planning permit and these changes proposed are limited to Beckley Park only.

Given the above VicRoads does not object to the implementation of the proposed amendment subject to the following conditions.

1. No advertisement may be displayed for less than 30 seconds.
2. The transition from one advertisement to another must be instantaneous.
3. In relation to the images displayed on the sign:
 - i. Sequences of images giving the illusion of continuous movement must not be displayed.
 - ii. Images capable of being mistaken for traffic signals or traffic control devices because they, for example, contain red, amber or green circles, octagons, crosses or triangles must not be displayed.
 - iii. Images or text capable of being mistaken as an instruction to a road user must not be displayed.
 - iv. Flashing background, flashing text or flashing images must not be displayed.
4. The sign must not dazzle or distract road users due to its colouring.
5. The luminance of the advertising sign must be such that it does not give a veiling luminance to the driver, of greater than 0.25 cd/m², throughout the driver's approach to the advertising sign

6. Prior to commencement of the construction of the advertising sign a lighting report from a suitably qualified lighting engineer demonstrating how the lighting output prescribed at condition 5 will be achieved must be provided to the Roads Corporation for approval. When approved, the report will form part of the planning permit and the sign must at all times operate in accordance with the report.
7. The signage Strategy and a Road Safety Audit on the media screen should be provided to VicRoads for review and approval prior to start the works.

Should you wish to discuss this matter further, please contact Christine Delaney at this office on telephone number 5225 2584 or via email lakshani.rodriago@roads.vic.gov.au

Yours sincerely



The image shows a handwritten signature in black ink. The signature is cursive and appears to read 'S. Pirrotta'. Below the signature, the word 'FOR.' is written in a smaller, simpler font.

SAM PIRROTTA
MANAGER PLANNING
SOUTH WESTERN VICTORIA

13/12/2012
C258**SCHEDULE 4 TO THE SPECIAL USE ZONE**Shown on the planning scheme map as **SUZ4**.**GEELONG SHOWGROUNDS AND RACECOURSE AND BECKLEY PARK****Purpose**

To encourage the use and development of the Geelong Showgrounds and Racecourse and **Beckley Park** for a range of entertainment, recreational, commercial and community activities.

To encourage a variety of uses of the land and buildings within the Geelong Showgrounds and Racecourse facility and **Beckley Park** in order to enable its usage throughout the year.

To ensure that the combination of uses, their hours of operation and the form of any development do not prejudice the amenity of surrounding areas.

1.0**Table of uses**13/12/2012
C258**Section 1 - Permit not required**

Use	Condition
Agriculture (other than dog breeding, extensive animal husbandry and intensive animal husbandry)	
Caravan and camping park	Provided use is in association with other uses.
Caretaker's house	
Equestrian supplies	Must be in conjunction with activities/ events at the showgrounds or racecourse.
Exhibition centre	
Function centre	
Major sports and recreation facility	
Market	Must not occupy the land for a period greater than seven consecutive days.
Minor sports and recreation facility (other than outdoor recreation facility)	
Motor racing track	
Retail premises	Must not occupy the land for a period greater than seven consecutive days and not more frequently than twice in any 12 month period.
Showground	
Any use listed in Clause 62.01	Must meet the requirements of Clause 62.01.

Section 2 - Permit required

Use	Condition
Car park	
Food and drink premises (other than convenience restaurant)	
Market	
Outdoor recreation facility)	
Place of assembly	
Restricted place of assembly	
Rural store	
Shop	Must be in conjunction with activities/ events at the showgrounds or racecourse.
Utility installation (other than Minor utility installation)	
Veterinary centre	Must be in association with a racecourse
Any use in Section 1 if the condition is not met	
Any other use not in Section 1 or 3	

Section 3 - Prohibited

Use
Convenience restaurant
Dog breeding
Extensive animal husbandry
Intensive animal husbandry

2.0
19/01/2006
VC37

Use of land

The use of land must not adversely affect the amenity of the neighbourhood by:

- Traffic and car parking generated by the use.
- Noise generated by the use.
- Any events or functions held on the site.
- The transport of materials or goods to or from the land.
- The appearance of any building, works or materials.

Any use of the Showgrounds or racecourse and **Beckley Park** must comply with the applicable State Environment Protection Policy of the Environment Protection Authority.

3.0 Buildings and works

19/01/2006
VC37

Application requirements

An application to construct a building or construct or carry out works must be accompanied by the following information, as appropriate:

A plan drawn to scale which shows.

- The boundaries and dimensions of the site.
- Adjoining roads.
- Relevant ground levels.
- The layout of existing and proposed buildings and works.
- Driveways and vehicle parking and loading areas.
- Proposed landscape areas.
- External storage and waste treatment areas.

Elevation drawings to scale which show the colour and materials of all buildings and works.

Construction details of all drainage works, driveways and vehicle parking and loading areas.

A landscape layout which includes the description of vegetation to be planted, the surfaces to be constructed, a site works specification and the method of preparing, draining, watering and maintaining the landscape area.

Decision guidelines

Before deciding on an application to construct a building or construct or carry out works the responsible authority must consider, as appropriate:

The provision of car parking.

Any increase in traffic generation.

The height, siting and form of proposed buildings (including the set back of buildings from lot and street boundaries).

The interface of the site with adjoining zones.

The provision of land for landscaping.

The storage of rubbish and materials for recycling.

4.0 Advertising signs

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Advertising controls are at Clause 52.05. Land at Beckley Park, Corio is in Category 2. No more than two major promotional signs can be permitted at Beckley Park and these signs must not exceed 15m in height.