

Client
DFC (Ashbury) Pty Ltd

Date
6 October 2023

Planning

Transport

Urban Design

Waste Management

Town Planning Expert Evidence Amendment C383ggee

Amendment C383ggee – City of Greater Geelong Advertising Sign Guidelines May 2022

Report Prepared by: William Bromhead

Instructed By: HWL Ebsworth Lawyers

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Project
Amendment C383ggee – City of Greater
Geelong Advertising Sign Guidelines May
2022

Prepared for
DFC (Ashbury) Pty Ltd
Our reference
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1. Introduction

1.1. Overview

1. I have been instructed by HWL Ebsworth Lawyers on behalf of DFC (Ashbury) Pty Ltd (**DFC**) to review Greater Geelong Planning Scheme Amendment C383ggee (**Amendment**) in relation to the City of Greater Geelong Advertising Sign Guidelines May 2022 (**updated Guidelines**).
2. DFC is a residential land developer who oversee a large portfolio of residential subdivisions in Victoria and Queensland, including Ashbury Estate in Armstrong Creek. As a prominent greenfield land developer, DFC regularly submit planning permit applications for signs in their active estates and accordingly has an interest in the potential impacts of the proposed Amendment. These applications include roadside promotion signs advertising new estates, entry statements, wayfinding, business identification signs and display house and village signs.
3. Amendment C383ggee has been prepared by the City of Greater Geelong and proposes to:
 - Insert new Clauses 15.01-1L-03 (Signs in urban environments) and 15.01-6L (Signs in rural areas) which will require new signs to comply with the Guidelines.
 - Amend the schedule to Clause 72.04 (Documents Incorporated in this Planning Scheme) by replacing the existing *Advertising Signage Guidelines (City of Greater Geelong, November 1997, Amended October 2014)* (**current Guidelines**) with the updated Guidelines.
 - Include the *City of Greater Geelong Advertising Sign Guidelines Review – Issues and Options Paper (May 2022)* (**Issues and Options Paper**) as a background document to the Planning Scheme.
4. The Amendment applies to all land within the Greater Geelong Planning Scheme.
5. The updated Guidelines were prepared by Council in collaboration with Urban Design consultants Urban Fold and were formally adopted on 28 February 2023.
6. The Amendment was exhibited from 18 May to 26 June 2023 and eight submissions were received.
7. Council considered all submissions at the Ordinary Council Meeting on 30 August 2023 and resolved to request the Minister for Planning to appoint an Independent Planning Panel to consider all referred submissions in accordance with the Act.
8. Council also resolved to make various changes to policy within the Guidelines in response to some of the matters raised by submitters.
9. On 4 September 2023 Planning Panels Victoria notified Council and all submitters of an upcoming Panel Hearing for the matter on 16 October 2023, including a Directions Hearing on 18 September 2023. Following the Directions Hearing, Planning Panels Victoria issued Directions instructing parties about the way in which the Panel will proceed.

10. I have been instructed to consider the merits of Amendment C383ggee and in particular, my focus is on the impacts of the Guidelines on sign controls associated with new estates in growth areas.
11. In my assessment, I have considered the role that signs play in the built environment as a means of wayfinding and marketing and the need to balance their benefits with their potential impacts through regulation. I have also considered how the regulation of signs can be managed to mitigate these impacts whilst also facilitating the display of signs in a way that sets clear expectations for permit applicants and the community.

1.2. Instructions

12. I was instructed by HWL Ebsworth Lawyers on behalf of DFC on 8 September 2023 to provide an independent expert opinion on Greater Geelong Planning Scheme Amendment C383ggee.
13. I have been instructed to:
 - consider the proposed Guidelines and other material associated with Amendment C383ggee to the Greater Geelong Planning Scheme;
 - consider the ‘Day 1’ version of the Amendment documentation;
 - consider guidelines for signage for growth areas in other council areas;
 - consider and if appropriate, assess signage use on housing estates in other areas;
 - conduct an in-depth review of the Amendment documentation;
 - consider and formulate my own opinions, within the limits of my expertise, with respect to the appropriateness of the proposed amendment from a town planning perspective;
 - consider any other matter I deem appropriate.
 - prepare an expert evidence statement which sets out the conclusions I have reached, and clearly states the basis upon which I have arrived at those conclusions, including any facts I have relied upon or assumptions which I have made which form part of the reasoning by which I reach my conclusions; and
 - appear as an expert witness at the Hearing of this matter.

1.3. Name and Address

14. My name is William Bromhead. I am a Director of Planning at Ratio Consultants Pty Ltd which conducts its business at 8 Gwynne Street, Cremorne.

1.4. Qualification and Experience

15. I am a qualified town planner and have practiced since 1993. I have 30 years’ experience as a town planner working previously with Hansen Partnership Pty Ltd and Contour Consultants Pty Ltd. I hold a Bachelor of Applied Science (Planning) RMIT.
16. I am also a member of the Victorian Planning and Environmental Law Association (VPELA) and the Planning Institute of Australia (PIA).

1.5. Expertise to Make the Report

17. As a planning consultant for some 30 years, and a Director at Ratio Consultants Pty Ltd, I have had to assess and provide strategic and land-use planning advice on a wide range of town

planning issues. This experience has included the giving of evidence to VCAT and Planning Panels Victoria.

1.6. Investigations and Research

18. In the course of preparing this report, I have:
- Reviewed the Letter of Instruction and briefing package provided by HWL Ebsworth Lawyers.
 - Reviewed the relevant planning controls, policies and strategic documents in the Greater Geelong Planning Scheme.
 - Reviewed the exhibited material and supporting background documentation of Greater Geelong Planning Scheme Amendment C383ggee.
 - Reviewed the local signage policies within the Whittlesea, Wyndham, Melton, Casey, Hume and Cardinia Planning Schemes.
 - Reviewed the revised Amendment documentation and peer review of the Guidelines shared by City of Greater Geelong in accordance with Item 3 of the Directions issued by Planning Panels Victoria on 19 September 2023.
 - Reviewed the City of Greater Geelong Ordinary Council Meeting Agenda and Minutes (30 August 2023) relating to Council's response to all submissions received as part of Amendment C383ggee and its resolution to request the Minister for Planning to appoint an independent Panel to consider the submissions.
 - Reviewed the *Practitioner's guide to Victoria's planning schemes version 1.5, April 2022* prepared by the Department of Transport and Planning (formerly Department of Environment, Land, Water and Planning).
 - Reviewed Council's Part A (background and context) submission and all attachments.
 - Reviewed Council's expert witness report and attachments, prepared by Mark Marsden of Transect Planning Pty Ltd.

1.7. Assumptions

19. In forming my opinions regarding this Amendment, I have relied upon:
- The provisions of the Greater Geelong Planning Scheme and above referenced material.
 - The provisions of the Whittlesea, Wyndham, Melton, Casey, Hume and Cardinia Planning Schemes.
 - My inspections of new residential estate developments in Armstrong Creek, Lara and Fyansford.

1.8. Declaration

20. I was assisted by Justin Scriha (Associate Planner) and Paris Micelotta (Planner) of my office in the preparation of this report.
21. I have no relationship with the client other than a business engagement for the preparation of my expert opinion regarding this matter.
22. I have read and complied with Planning Panels Victoria Practice Note 1 (Expert Evidence) and declare that I have made all the inquiries that I believe are desirable and appropriate and no matters of significance which I regard as relevant have to my knowledge been withheld from the Panel.



William Bromhead
Director: Planning

2. Summary of Findings

23. In summary, it is my opinion that:

- There is a demonstrated need for the proposed updated signage policy, noting the age of the existing Guidelines and their status in the Greater Geelong Planning Scheme as an incorporated document but without any clear references in the Planning Policy Framework.
- The use of signage as a form of branding is legitimate, and local planning policy should, in my view, recognise this.
- In particular, new estate developments and subdivisions in greenfield areas rely on signage to market their product, as well as to establish a cohesive sense of community and as a means of wayfinding.
- I am not in favour of local policy objectives, strategies and guidelines that seek to constrain signage outcomes to the extent that limitations are imposed on the type, number, and size of signs associated with any given site or development. In my view, this approach fails to account for the broad variety of site conditions which should provide the primary guidance as to what is an acceptable outcome.
- I accordingly have some concerns with aspects of the updated Guidelines and have recommendations to make regarding these which are discussed and summarised within Section 5 of this statement.
- In forming my opinions, I have reviewed and considered the local signage policies of a number of growth area Councils in metropolitan Melbourne.
- Subject to the recommendations set out in this evidence statement, it is my opinion that Amendment C383 to the Greater Geelong Planning Scheme be approved.

3. Existing Planning Context

3.1. Introduction

24. In this section, I outline the existing statutory and policy context for the display of signs throughout Victoria and within Greater Geelong specifically.
25. The development of land for the display of signs in Victoria is primarily regulated through particular provisions at Clause 52.05, though state and local policies seek to guide the exercise of discretion through objectives, strategies and policy guidelines which can relate to elements such as signage design, typology, size, location, and illumination.

3.2. Planning policies for advertising signs in the State standard provisions

Planning Policy Framework (PPF)

26. There are two State standard provisions within the Planning Policy Framework which consider the display of signs. Both are broad and seek generally to mitigate the visual impact of signs on the built environment and road safety.
27. Clause 15.01-1S (Urban design) has the objective of creating urban environments that are safe, healthy, functional and enjoyable and provide a sense of place and cultural identity. One strategy to achieve this objective is to:
Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.
28. Clause 18.01-1S (Land use and transport integration) has the objective of leveraging integrated land use and transport outcomes to facilitate access to social, cultural and economic opportunities. Of relevance to the display of signs is the following strategy within the clause:
Design the transport system and adjacent areas to achieve visual outcomes that are responsible to local context with particular reference to:
 - *Landscaping.*
 - *The placement of signs.*
 - *Providing buffer zones and resting places.*

Clause 52.05 (Signs)

29. Particular provisions are controls which apply only to specific uses, developments or aspects of a land use or development. They can include permit requirements and exemptions, can prohibit certain outcomes and can impose applications and design requirements.
30. Clause 52.05 (Signs) is the main State standard provision that deals with signage regulation in Victoria. It has the following purposes:
To regulate the development of land for signs and associated structures.

To ensure signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character.

To ensure signs do not contribute to excessive visual clutter or visual disorder.

To ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road.

31. Pursuant to Clause 52.05-1, it applies to all applications for the development of land for signs.
32. Clause 52.05-2 provides that sign controls are divided into categories based on the provisions of a given zone. These categories are:
 - Category 1 – Commercial areas (Minimum limitation) – Clause 52.05-11.
 - Category 2 – Office and industrial (Low limitation) – Clause 52.05-12.
 - Category 3 – High amenity areas (Medium limitation) – Clause 52.05-13.
 - Category 4 – Sensitive areas (Maximum limitation) – Clause 52.05-14.
33. Within each category, signage types are allocated to sections which determine the level of control. These sections function in the same way as those in the Table of uses contained with zones. They include Section 1 (permit not required), Section 2 (permit required) and Section 3 (prohibited). As with the Table of uses within zones, a sign type must comply with any corresponding condition to fall under a specific section.
34. The City of Greater Geelong Advertising Sign Guidelines Review – Issues and Options Paper (May 2022) (Issues and Options Paper) provides the below useful overview of how the category system relates to land within the Greater Geelong Planning Scheme:
 - *Category 1 - minimum limitation. Includes Commercial 1 and 2 zones. It also applies to:*
 - *All precincts of the Central Geelong Activity Centre Zone schedule except precinct 3 (Waterfront).*
 - *Precinct 1 in the Armstrong Creek Town Centre (Urban Growth Zone, schedule 5).*
 - *Precincts 4, 5 and 6 of the Armstrong Creek North East Industrial Precinct (Urban Growth Zone, schedule 1).*
 - *Category 2 - low limitation. Includes Industrial 1, 2 and 3 zones, as well as the Port Zone. It also applies to:*
 - *Special Use Zone schedules 4 (Beckley Park) and 12 (Lara Energetic Materials Manufacturing Plant).*
 - *Precincts 2, 3 and 4 of the Armstrong Creek Town Centre (Urban Growth Zone, schedule 5).*
 - *Precincts 1, 2 and 3 of the Armstrong Creek North East Industrial Precinct (Urban Growth Zone, schedule 1).*
 - *The sports stadium at Kardinia Park (Public Park and Recreation Zone).*
 - *Category 3 – medium limitation. This category applies to most residential areas (including the Rural Living Zone). This category is the default category for the Mixed Use, Special Use and Comprehensive Development zones, other than those in which the schedule to the zone specifies a different category. It also applies to:*
 - *Central Geelong Waterfront (Activity Centre Zone schedule).*
 - *Precinct 5 of the Armstrong Creek Town Centre (Urban Growth Zone, schedule 5).*
 - *Ocean Grove Park (Public Park and Recreation Zone).*

- *Category 4 – maximum limitation. These areas include rural and public land zones. The Urban Floodway Zone is included in this category. The category also applies to schedules 1, 5 and 13 of the Special Use Zone.*

35. Clause 52.05-4 specifies that a permit for a sign, other than a major promotion sign, expires on the date specified in the permit or 15 years from the date of issue of a permit if no date is specified.
36. Clause 52.05-8 sets forth the decision guidelines that a responsible authority must consider, as appropriate, before deciding on an application for signage. These decision guidelines are extensive, and address matters relating to the character of the area, impacts of signs on views and vistas, the relationship of signs to the streetscape, setting or landscape, the relationship of signs to the site and building, impacts of sign structures, impact of any illumination, impact of any logo boxes associated with signs, the need and opportunities for identification on the site or locality and the impact on road safety. There are also specific decision guidelines for major promotion signs which consider the effects of major promotion signs based on site specific context.
37. Clause 52.05-9 requires that all permits for signs which specify an expiry date must include a condition that requires the removal of the sign and all associated structures built to support and illuminate it once the permit has expired.
38. Further to the above, there are the following mandatory conditions on all permits for major promotion signs:

A permit for a major promotion sign must include conditions that specify:

- *That the sign must not:*
 - *Dazzle or distract drivers due to its colouring.*
 - *Be able to be mistaken for a traffic signal because it has, for example, red circles, octagons, crosses or triangles.*
 - *Be able to be mistaken as an instruction to drivers.*
- *An expiry date that is 15 years from the date the permit is issued unless otherwise specified in this clause. This does not apply to a permit for major promotion sign for a special event or temporary building shrouding.*

A permit for a major promotion sign may specify an expiry date other than 15 years, but the date must not be less than 10 years or more than 25 years from the date the permit is issued. Before deciding to alter the specified expiry date of 15 years, the responsible authority must consider, as appropriate:

- *The purpose of the sign.*
- *The existing or desired character of the area.*
- *The Municipal Planning Strategy and the Planning Policy Framework in terms of the extent to which the proposed sign is consistent with any relevant policy direction and the extent to which the area may be expected to change over time.*
- *The extent to which the signage is physically and visually integrated into the architecture of the building.*

VicSmart

39. I note that certain applications for signs can be determined under the streamlined VicSmart permit application process.

40. Application classes which qualify for consideration under VicSmart are listed in Clause 52.05-2. These are limited to low impact signs in non-sensitive areas (such as commercial and industrial zones).

Clause 73.02 (Sign terms)

41. This clause provides a table of sign terms and definitions to assist in the defining and categorising of sign types for the purpose of assessment.

42. Of particular relevance to this matter are the following definitions:

– Display area:

The area of that part of a sign used to display its content, including borders, surrounds and logo boxes.

It does not include safety devices, platforms and lighting structures.

If the sign does not move or rotate, the area is one side only.

– Business identification sign:

A sign that provides business identification information about a business or industry on the land where it is displayed. The information may include the name of the business or building, the street number of the business premises, the nature of the business, a business logo or other business identification information.

– Major promotion sign:

A sign which is 18 square metres or greater that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.

– Pole sign:

A sign:

a) on a pole or pylon that is not part of a building or another structure;

b) that is no more than 7 metres above the ground;

c) with an advertisement area not exceeding 6 square metres; and

d) that has a clearance under it of at least 2.7 metres.

– Promotion sign:

A sign of less than 18 square metres that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.

3.3. Local advertising sign policies in the City of Greater Geelong

Planning Policy Framework (PPF)

43. There is currently no dedicated local sign policy within the PPF of the Greater Geelong Planning Scheme.
44. Instead, the local sign policy is an incorporated document to the planning scheme as discussed below.
45. The above notwithstanding, there are two minor references to signage within local policy in the PPF as described below.

46. Clause 15.01-1L-01 (Development in activity centres) applies to all buildings and works applications in activity centres and has the objective of ensuring that new development in activity centres is respectful of character, contributes positively to the streetscape/public realm and minimises amenity impacts on sensitive uses. The only strategy that specifically refers to signage to achieve this objective is to:

Ensure illuminated signage does not impact on sensitive land uses.

47. Clause 15.01-1L-02 (Pakington Street North urban design) applies specifically to the Pakington Street North precinct in Geelong West and includes a series of objectives, strategies and policy guidelines concerned with urban design outcomes. Those that relate to signs include:

Discourage signs that dominate the building or streetscape and detract from the pedestrian environment.

Consider as relevant:

- *Providing signs only on the awning fascia or under the awning wherever possible.*
- *If a flat wall sign is proposed, relating the sign to the architecture of the building in style and placement (i.e. individual letters as opposed to large, flat rectangular signs).*
- *Avoiding large, visually dominant signs, particularly above first floor level such as roof signs, sky signs and above awning signs.*
- *Avoiding large wall signs that do not relate to the building.*

Advertising Signage Guidelines (City of Greater Geelong, November 1997, Amended October 2014)

48. Currently, signage policy in the City of Greater Geelong is primarily contained within the Advertising Signage Guidelines (City of Greater Geelong, November 1997, Amended October 2014) (current Guidelines) which are an incorporated document pursuant to the schedule to Clause 72.04.
49. The current Guidelines were first prepared in 1997 and were updated in 2014 to include minor provisions for signage at Kardinia Park. As identified in the City of Greater Geelong Advertising Sign Guidelines Review – Issues and Options Paper (May 2022), the current Guidelines have no guidance for major promotion and electronic signs, and also include outdated references to signage types and policies which are now inconsistent with current planning scheme provisions.
50. The policies and guidelines of this document are not embedded within Planning Policy Framework in the Greater Geelong Planning Scheme; however, they carry the same weight being an incorporated document and accordingly are taken into consideration for all planning permit applications involving signs.
51. I note that whilst this document is incorporated into the scheme, it is not obvious from the reading of Clause 15.01 that the document is applicable to permit applications for signage. This is because there are no references to the document within the clause. I find this to be a confusing arrangement for users of the planning scheme who may not necessarily know to check the schedule to Clause 72.04.
52. The current Guidelines are comprised of:
- Series ‘A’ guidelines which set out signage policies according to zone and overlay areas. This includes six categories:
 - A1: Category 1 sign control areas (medium limitation – commercial areas).
 - A2: Category 2 sign control areas (low limitation – industrial areas).

- A3: Category 3 sign control areas (medium limitation – residential and rural areas).
 - A4: Category 4 sign control areas (sensitive areas – areas of high environmental significance, scenic beauty, and the public realm).
 - A5: Heritage overlay areas sign controls.
 - A6: Drysdale Commercial Area sign controls.
- Series ‘B’ guidelines which set out signage policies according to different sign typologies. Signage typologies include:
- B1: Above-verandah signs.
 - B2: Animated signs.
 - B3: Bunting signs.
 - B4: Business identification signs.
 - B4a: Awning signs.
 - B4b: Below-verandah signs.
 - B4c: Free standing signs.
 - B4d: Verandah fascia signs.
 - B4e: Wall signs.
 - B5: Direction signs.
 - B6: Floodlit signs.
 - B8: Internally illuminated signs.
 - B10: Panel signs.
 - B11: Pole signs.
 - B12: Promotion signs.
 - B13: Reflective signs.
 - B14: Sky signs.
- Series ‘C’ advisory notes which provide directions about signage design and location. These advisory notes are contained within both the Series A and B guidelines and can include sign type definitions, general and specific design guidelines, and illustrations of preferred outcomes.
53. I note that there are no policy guidelines, objectives or strategies within the current Guidelines which relate to signage in new estates.
54. My review of the guidelines confirms that they are outdated, somewhat confusing and that the need for the proposed Amendment is accordingly well justified.

3.4. Advertising sign policies in growth areas

55. In order to guide the Panel and to assist myself in understanding what are the types of criteria that are being considered for signs, I have undertaken a review of a number of other local sign policies contained within the planning schemes of various Metropolitan Councils.
56. I have paid particular attention to those policies within the growth areas of Melton, Wyndham, Whittlesea, Hume, Casey and Cardinia as they relate to the provision of signage within new estates and display villages.

57. I have focussed on the policies of the above-mentioned Councils because these municipalities encompass the most rapidly developing growth areas within Victoria. Accordingly, I consider that the signage policies of these Councils set a benchmark for the consideration of growth areas signage in Victoria.
58. A summary of each of these policies is set out below.

Melton – Clause 15.01-1L-04 (Signs)

59. Melton's local signage policy was first introduced into the Melton Planning Scheme as Clause 22.17 via Amendment C188 on 25 July 2019. Later, it was translated into Clause 15.01-1L-04 within the new format Planning Policy Framework as part of Amendment C219.
60. The policy is informed by the Advertising Signage Guidelines (Melton City Council 2017), however, it is a background document and the specific planning requirements it sets out are embedded within the clause.
61. General sign strategies seek to influence signage outcomes throughout the municipality. Specific policy guidelines and strategies are also provided for different land uses. There are no objectives listed in the clause, but there are general objectives included in the Advertising Signage Guidelines (Melton City Council 2017). The Advertising Signage Guidelines (Melton City Council 2017) also includes design guidelines for specific sign types and land uses.
62. There are clear strategies within Clause 15.01-1L-04 for display homes and display villages, including directions about the preferred location and length of time the signs should be installed. Policy guidelines around display homes and villages also outline what is discouraged, which largely relates to the number and size of promotion signs.
63. There is also policy guidance in relation to the siting and design of subdivision and new estate promotion signs. The guidelines set out specific criteria around minimum boundary setbacks, separation distance, and the number of signs per frontage. For example:

Subdivision and new estate promotion signs policy guidelines

Consider as relevant:

- *Limiting major promotion signs to not exceed 21 square metres in area per sign face.*
 - *Whether on-site promotion signs for new estates should be limited to one sign per road frontage, unless the road frontage is greater than one kilometre in length in which case two signs may be considered.*
 - *Encouraging signs to be set back a minimum of five metres from the title boundary. This setback is increased to 10 metres from highways and freeways.*
 - *Whether signs not on the subject site should be a maximum of five kilometres from the boundary of the subdivision or development to which they relate.*
 - *Encouraging off-site promotion signs for a development to be:*
 - *Limited to three in number, with a minimum separation distance of one kilometre between each sign.*
 - *Located at least 250 metres from any other subdivision or new estate promotion sign for a different development.*
 - *Set back 500 metres from on-ramps on freeways.*
64. The language used in this policy is varied, with some examples of 'positive' policy where certain outcomes are 'encouraged', as well as 'negative' policy where things are 'discouraged', 'limited', or to be 'avoided'. Noting the role of local policy to guide the exercise of discretion,

the use of language can in my opinion have a strong influence on how policies are interpreted and applied.

65. There are aspects of this clause, such as the preferred limitations on the maximum number of off-site estate promotion signs and maximum number of signs per road frontage, that I find to be overly prescriptive. I will discuss this in more detail in Section 5 of this statement.
66. A copy of this policy is included at Appendix B.

Wyndham – Clause 15.01-1L-02 (Signs)

67. Wyndham's local signage policy was first introduced into the Wyndham Planning Scheme as Clause 22.10 via Amendment C034 on 25 July 2002. Later, it was translated into Clause 15.01-1L-02 within the new format Planning Policy Framework as part of Amendment C258.
68. The policy has one objective:

To improve the visual amenity associated with signs and encourage the form and location of signs to respect the character of buildings to which they are attached and the setting they are located within.
69. To further the objective, general sign strategies seek to influence signage design throughout the municipality. Specific policy guidelines and strategies are also provided for different land uses in the categories as denoted in Clause 52.05 (Commercial areas, Office and industrial areas, High amenity areas and sensitive areas).
70. Additionally, policy guidelines stipulate tailored requirements for signage in new residential estates.
71. These guidelines set out parameters pertaining to the size of new estate signage, the number of new estate signs per lot frontage (based on frontage width), off-site estate signs and display village signs. This sets clear expectations for developers and the community about the number, location and size of signs in new estates.

Consider as relevant:

New residential and employment estates

- *Discouraging new estate signage that is larger than the preferred maximum area of 25 square metres.*
- *Limiting on-site estate signs on road frontages of less than 150 metres to one sign per road frontage.*
- *Allowing multiple on-site estate signs on road frontages of more than 150 metres provided there:*
 - *Is a minimum of 150 metres distance between each sign.*
 - *Are no more than four signs per frontage (excluding signage for land sales office and display homes or villages).*
- *Supporting off-site estate signs where:*
 - *The signs are located at least 200 metres from any other promotion sign advertising the same estate.*
 - *No more than four signs are erected per estate.*
 - *The signs are located within three kilometres of the subdivision to which they relate.*
- *Supporting display village signage where:*

- *The combined maximum area of signs does not exceed 7 square metres per display home frontage.*
- *Each sign does not exceed 2 square metres of advertisement area.*
- *The combined maximum area of signage for land sales office does not exceed 15 square metres.*
- *Perimeter signage associated with the sales office is used to screen construction works and provides opportunities for branding while the estate is in its development and sales phase.*

72. This policy is concise, easy to navigate, and generally uses positive language to encourage preferred outcomes rather than seeking to 'discourage' or 'avoid' certain outcomes. However, as with Melton's local policy, I consider some of the policy guidelines for new residential and employment estates to be unnecessarily limiting, particularly regarding limitations on the number of signs per estate.

73. A copy of this policy is included at Appendix B.

Whittlesea – Clause 15.01.1L (Signs)

74. Clause 15.01-1L was introduced into the Whittlesea Planning Scheme via Amendment C226 on the 24 February 2022.

75. There are three objectives:

To encourage signs that are designed, positioned and maintained in a manner that responds to the size and scale of development on the land.

To encourage signs that are integrated into, and do not dominate, the host building or site.

To ensure that signs in, or visible from, residential areas do not adversely impact the amenity of the area.

76. As with other local policies, there are strategies which seek to influence the siting and design of signage and further the stated objectives. Specific strategies are also provided for different signage types.

77. There are limited yet succinct strategies relating to business identification signs, promotion and major promotion signs, precinct and estate signs, residential areas signs and shop front signs.

78. The promotion and major promotion signs and precinct estate sign strategies relate to how signs are designed with respect to site context and landscape character, and they generally seek to discourage visual clutter by encouraging a precinct-based approach for the siting and design of signs.

79. These strategies create clearer expectations around signage outcomes in new estates.

80. There are no policy guidelines relating to signage for display homes or villages.

81. This policy is relatively unique compared to other growth areas Councils in that it generally does not seek to prescribe outcomes such as the maximum number of signs per estate, size of signs or separation between signs. Instead, qualitative language is used to guide discretion, providing decision makers with more flexibility to consider each application on a case-by-case basis.

82. A copy of this policy is included at Appendix B.

Hume – Clause 15.01-1L-05 (signs)

83. Hume’s local signage policy has existed more or less in its current form since the early 2000s/late 1990s and I understand that it is originally based on the Hume City Council Planning Guidelines for Outdoor Advertising (1995). Later, a simplified version of the policy was translated into Clause 15.01-1L-05 within the new format Planning Policy Framework as part of Amendment C257 on 15 June 2023. I note that the Hume City Council Planning Guidelines for Outdoor Advertising (1995) is not an incorporated or background document to the Hume Planning Scheme.
84. This is a succinct policy which has no objectives but provides strategies which largely relate to the preferred location of signage and limiting visual clutter caused by signage proliferation.
85. There is a specific strategy for off-site estate promotion signs which supports such signs if they are not visually dominant and do not contribute to or create visual clutter.
86. There are also policy guidelines specifically relating to off-site estate promotion signs, as follows:
- Do not exceed six metres width or height.*
 - Have an individual panel area no greater than eight square metres.*
 - Provide an unobstructed area of two metres below the sign panel.*
 - Are located at least 150 metres from any other subdivisional promotion sign and 250 metres from a sign advertising the same estate.*
 - Are limited to a maximum of four for a particular subdivision.*
 - Are located within four kilometres of the subdivision to which they relate.*
 - Avoid locations along freeways and highways.*
87. Whilst the above guidelines are clear for permit applicants and decision makers, in my opinion some of the requirements are inappropriately seeking to limit or restrict signage outcomes. For example, the guideline limiting signage display areas to no more than eight square metres is contradictory to the controls at Clause 52.05 which specify where such signs can be entertained. I am also not supportive of policy guidelines that restrict how far promotion signs can be located from the subdivision to which they relate.
88. A copy of this policy is included at Appendix B.

Casey – Clause 22.04 (Advertising signs policy)

89. Clause 22.04 in its current form was introduced into the Casey Planning Scheme via Amendment C250 on 9 February 2017.
90. The policy is informed by the Advertising Signs Policy, City of Casey, 1997 which is an incorporated document that outlines design principles to assist with the preparation of a planning application relating to signage in the City of Casey. Some of the specific planning requirements it sets out are embedded within the clause.
91. There are policy objectives which are generally consistent with those of other councils, seeking to influence signage design and location to protect the amenity and character of the built environment. Notably, there is also an objective ‘to ensure that businesses in Casey have adequate opportunities to identify their location, name and nature of business’.
92. Further, the clause sets out policy guidelines, performance standards for different areas within the municipality and decision guidelines that outline signage criteria relating to size, design, location and number within the site context and neighbourhood character.

93. There is no policy guidance around display home village or estate signage embedded within Clause 22.04, instead the clause focuses on business identification signs.
94. The Advertising Signs Policy, City of Casey, 1997 offers design guidelines for Display Home Villages and Land Sales Offices signage. It sets out criteria generally relating to minimum boundary setbacks, separation distance, and the number of signs per frontage. The design guidelines for Residential Estate Promotion Signage includes the following:
- For large scale estates, major promotion or large-scale road side promotional signs should be located at least 250 metres apart.*
- Ensure that the total amount of signs proposed within the display village and sales office should not be excessive and detrimental to the amenity and safety of the area.*
- Signs located along Freeways and major arterial roads must be setback a minimum of 10 metres from the title boundary of private land.*
- Provide direction sign where car parking is not visible from the street or one-way traffic.*
95. This policy also includes decision guidelines to be considered in addition to those at Clause 52.05-8. These assist in further guiding the exercise of discretion.
96. Overall, whilst this policy has clear directions about preferred signage locations and dimensions, there is little guidance for promotion signs and signs in growth areas. Further, whilst the Advertising Signs Policy, City of Casey, 1997 complements the policy within Clause 22.04, in my view this arrangement is confusing to permit applicants because there are relevant policies in both the clause and the incorporated document. A better outcome would be to include all relevant content from the Advertising Signs Policy, City of Casey, 1997 within Clause 22.04.
97. A copy of this policy is included at Appendix B.

Cardinia – Clause 22.09 (Signs)

98. Clause 22.09 was introduced into the Cardinia Planning Scheme via Amendment C264 on 22 October 2021.
99. The policy is informed by the Advertising Signage Decision Guidelines (Cardinia Shire, Adopted 2020), an incorporated document that provides guidance for the design and location of signs and to assist applicants and residents in understanding what type of signs are supported in the municipality.
100. This policy has the following objective:
- To facilitate signs that allow for the reasonable identification and marketing of businesses in Cardinia while enhancing the character of a building, site and area.*
101. The policy sets out general strategies for all signs and specific strategies and policy guidelines for different zones and typologies.
102. Clause 22.09-5 – Display home village and new estate promotion signs outlines specific strategies and policy guidelines for signs associated with display homes, display villages and new estates.
103. The strategies include the following:
- Limit the display period of a sign for a display home village, land sales office, subdivision promotion or new estate promotion to the time the land:*
- *Is being used as a display home (as relevant).*
 - *Sales have ceased or when the planning permit expires (whichever comes first).*

Avoid promotional signs that:

- *Do not relate to product, goods or services offered for sale on the land.*
- *Are internally illuminated, floodlit, animated, electronic, or reflective and that have flags, streamers or other appurtenances.*

Avoid trailer signs or any form of moveable signage on the land being subdivided or any other land including road reserves.

104. The above strategies are to be achieved via the consideration of the following policy guidelines, as relevant:

- *Limiting subdivision and new estate promotion signs to:*
 - *A maximum of one per road frontage or no more than 4 in total where a minimum separation distance of 150 metres between each promotion sign can be achieved.*
 - *Signs with a minimum setback of 10 metres from the title boundary where the sign is located adjacent to a declared Freeway and/or Highway.*
 - *A maximum advertising area of 10 square metres.*
 - *A minimum setback of 500 metres from an on-off ramp on Freeways.*
- *Ensuring the removal of signs and reinstatement of the subject site prior to the issue of Statement of Compliance for the final stage of subdivision to the satisfaction of the Responsible Authority for promotional signs relating to subdivision.*

105. I consider this policy to have the most targeted and thorough guidance for signage in growth areas because it clearly outlines what outcomes are sought. However, as with other similar policies, I am critical of the inclusion of specific requirements which do not appropriately acknowledge that there will be individual conditions which influence whether a certain outcome is acceptable. For example, the guideline seeking a maximum of 4 promotion signs per road frontage with a minimum separation distance of 150 metres between each sign fails to account for a situation where the road frontage is large and capable of accommodating more than 4 signs.

106. A copy of this policy is included at Appendix B.

3.5. Summary

107. Local signage policies should be written in a way that guides discretion regarding the application of Clause 52.05 which requires consideration to be given to the character of the area, impacts of signs on views and vistas, the relationship of signs to the streetscape, setting or landscape, the relationship of signs to the site and building, impacts of sign structures, impact of any illumination, impact of any logo boxes associated with signs, the need and opportunities for identification on the site or locality and the impact on road safety.

108. I believe some aspects of the above policies assist with the application of the purposes and decision guidelines of Clause 52.05. Other aspects are less helpful and in my opinion are contradictory to key controls and therefore create confusion and uncertainty for all stakeholders in the application process.

109. My concern with some of the approaches seen in the above policies is that they can be interpreted as requirements that cannot be varied, and this becomes particularly problematic when dealing with sites of varying contexts. For example, the appropriate number of promotional signs associated with an estate development will in my view depend on the size of the particular estate. Policy guidelines seeking to prescribe a maximum number of signs fails to account for this inherent variety of situations in my opinion.

110. In my view, Whittlesea's policy at Clause 15.01-1L strikes the best balance between signage regulation and facilitation. The listed objectives and strategies clearly articulate the issues that the policy is trying to address, such as avoiding a proliferation of competing signs, but it does not dictate how said issues are to be addressed. This is achieved through qualitative language, such as:

Encourage a precinct-based approach for the siting and design of signs in residential, commercial and industrial estates.

111. I also note that Whittlesea's policy is the most recent of all of the policies reviewed, so it is especially relevant in this context as a recent example of growth area signage regulation.

4. The Amendment

4.1. Overview

- 112. Greater Geelong Planning Scheme Amendment C383ggee applies to all land within the Greater Geelong Planning Scheme.
- 113. The Amendment proposes to implement the City of Greater Geelong Advertising Sign Guidelines May 2022 (updated Guidelines) into the Greater Geelong Planning Scheme.
- 114. The Amendment seeks to do this by:
 - Inserting new Clauses 15.01-1L-03 (Signs in urban environments) and 15.01-6L (Signs in rural areas).
 - Removing *Advertising Signage Guidelines (City of Greater Geelong, November 1997, Amended October 2014 (current Guidelines))* from the schedule to Clause 72.04 (Documents incorporated in this Planning Scheme). Accordingly, the current Guidelines would no longer be an Incorporated Document in the Greater Geelong Planning Scheme.
 - Inserting the updated Guidelines into the schedule to Clause 72.04 (Documents incorporated in this Planning Scheme), making them an Incorporated Document in the Greater Geelong Planning Scheme.
 - Inserting the *City of Greater Geelong Advertising Sign Guidelines Review – Issues and Options Paper (May 2022) (Issues and Options Paper)* into the schedule to Clause 72.08 (Background Documents), making them a background document to the Greater Geelong Planning Scheme.

4.2. Proposed Planning Controls

Clause 15.01-1L-03 (Signs in urban environments)

- 115. Proposed Clause 15.01-1L-03 will apply to all urban land within the Greater Geelong Planning Scheme.
- 116. It will include one strategy which seeks all signage applications to be compliant with the updated Guidelines, as follows:

Ensure signs are in accordance with the City of Greater Geelong Advertising Sign Guidelines (May 2022).

Clause 15.01-6L (Signs in rural areas)

- 117. Clause 15.01-6L will apply to all rural land within the Greater Geelong Planning Scheme.
- 118. It will also include one strategy which seeks all signage applications to be compliant with the updated Guidelines, as follows:

Ensure signs are in accordance with the City of Greater Geelong Advertising Sign Guidelines (May 2022).

Updated Guidelines

119. The updated Guidelines will be an Incorporated Document to the Greater Geelong Planning Scheme.
120. Incorporated Documents carry the same weight as other parts of the planning scheme, meaning that the objectives, strategies and guidelines of the updated Guidelines would apply to signage applications as if they were embedded within the planning scheme.
121. The proposed updated Guidelines contain 13 categories which each include Objectives, Strategies and Guidelines.
122. The updated Guidelines describe the respective purposes of the Objectives, Strategies and Guidelines as:

Objectives specify the outcomes a decision under these guidelines should seek to achieve.

In addition to objectives, both strategies and guidelines must both be taken into account when making a decision.

Strategies describe how the objectives are to be achieved.

Guidelines provide detailed guidance for how objectives may be achieved.
123. The 13 categories contained within the updated Guidelines are largely based on those within Clause 52.05, as well as specific geographic areas within the municipality and also certain signage types, as outlined in Table 4.1.

Table 4.1: Categories in the updated Guidelines

Category	Application
General Guidelines	All land in the Greater Geelong Planning Scheme.
Commercial Areas (Pedestrian Oriented & Highway Oriented)	All land within Category 1 of Clause 52.05. Category 1 areas within Greater Geelong are designated as either a Pedestrian Oriented or a Highway Oriented Commercial Area by the policy, and there are objectives, strategies and guidelines for each.
Industrial Areas	All land within Category 2 of Clause 52.05.
High Amenity Areas	All land within Category 3 of Clause 52.05.
Sensitive Areas	All land within Category 4 of Clause 52.05.
Interface Areas	Signage applications on land within a Category 1 or 2 area, which are adjoining or opposite land in a Category 3 or 4 area.
Central Geelong	All land within the Activity Centre Zone, Schedule 1 (ACZ1) and Design and Development Overlay, Schedules 17 and 46 (DDO17 & DDO46).

Heritage Places	When a permit is required under the Heritage Overlay.
PAD Sites	All signs associated with freestanding service stations, retail premises, freeway service centres, medical centres and veterinary centres.
Growth Areas	All signs in greenfield and large infill development areas, generally included in the Urban Growth Zone, Development Plan Overlay, Design and Development Overlay.
Major Promotion Signs	Major promotional signs as defined in the planning scheme.
Electronic Signs	Electronic signs as defined in the planning scheme.

124. As identified in Table 4.1, the General Guidelines apply to all land and therefore would be applicable to all planning permit applications for signs.
125. In addition to the General Guidelines, the other categories will apply to a signage application as relevant. The updated Guidelines do a good job of explaining how to apply the categories using examples, as depicted below in Figure 4.1.

Figure 4.1: Example application of categories in the updated Guidelines

Example 2

An electronic major promotion sign in Central Geelong, facing the Waterfront precinct. The land on which it is proposed is in the Activity Centre Zone and Heritage Overlay.

- ☒ **General Guidelines**
- ☒ **Commercial (Category 1)**
Pedestrian Oriented Commercial Area
- ☐ Commercial (Category 1)
Highway Oriented Commercial Area
- ☐ Industrial Areas (Category 2)
- ☐ High Amenity Areas (Category 3)
- ☐ Sensitive Areas (Category 4)
- ☒ **Interface Areas**
- ☒ **Central Geelong**
- ☒ **Heritage Places**
- ☐ PAD sites
- ☐ Growth Areas
- ☒ **Major Promotion Signs**
- ☒ **Electronic Signs**

Source: Extract from *City of Greater Geelong Advertising Sign Guidelines May 2022*, page 7.

126. I note that illustrations are provided with some of the categories to depict a variety of appropriate signage outcomes, however, these are not provided for all categories.

127. For the benefit of the Panel and the purposes of my assessment I have reproduced the objectives, strategies and guidelines of the General, Growth Areas and Major Promotion Signs categories below. I have listed the three categories that I think are most relevant to my assessment of the likely signage types that will be sought in growth areas and greenfield locations.
128. I note that the below quotations reflect the 'Day 1' version of the Amendment documentation which reflects amendments proposed within Council's resolution of 30 August 2023 in response to submissions. I have underlined the wording that has been added and removed as a result of the amendments.

GENERAL

Objectives:

- *To ensure signs respond to the natural setting and urban context in which they are located.*
- *To ensure signs do not alter or obscure views to significant natural or built features.*
- *To ensure signs do not dominate the streetscape, host site or building.*
- *To avoid signs that interfere with movements and viewlines of pedestrians and cyclist ~~movements~~ and the safety of road and railways.*
- *To avoid visual clutter from signage.*

Strategies:

1. *Prioritise business identification signs as the main type of signage.*
2. *Encourage signs to be co-located and consolidated wherever possible, particularly where there is more than one tenancy.*
3. *Encourage signs that are integrated with and proportionate in height and scale to the host building, site and streetscape.*
4. *Minimise the number and repetition of signs on a single lot and streetscape.*
5. *Avoid any sign that would dominate or obscure business identification signs within a site or the surrounding area.*
6. *Avoid signs that alter, dominate or obscure architectural or landscape features of the host site or building.*
7. *Avoid signs that will impair the safety, movement, visibility and functionality of the public realm and infrastructure.*

Guidelines:

1. *Limit the number of signs by placing at strategic locations at a height easily read by pedestrians of all abilities.*
2. *~~Signs should only be located on the land to which they relate~~ Discourage signs that will adversely affect the safety of public transport and roads.*
3. *New development should nominate consistent areas for the display of signage for each business tenancy.*
4. *Encourage the preparation of signage strategies for non-residential proposals with a large floor area or multiple tenancies.*

5. *Flat signs on building walls should relate to the architecture of the building in style and placement.*
6. *Encourage use of individual letters as an alternative to large, flat signs on building walls where appropriate.*
7. *Discourage signs ~~on open sites where they will be a dominant visual element in the landscape~~ that detract from the visual and landscape amenity of a road, cycling, pedestrian or rail corridor.*
8. *Discourage multiple promotion signs that are advertising the same or similar message on a single site or visible across multiple sites.*
9. *Discourage 'V' shape signs.*
10. *~~Discourage signs that require earthworks or the removal of trees or landscaping~~
Encourage signage that retains existing trees and introduces new landscaping and vegetation.*
11. *Avoid illuminated and electronic signs that:*
 - *Detract from the overall character of the streetscape;*
 - *Will dominate neighbouring non-illuminated signs;*
 - *Detract from the architectural style or the heritage character of the building;*
 - *Have 'pop out' elements;*
 - *~~Have flickering or flashing content or blank screens, including between messages.~~*
 - *Result in glare or include visually obtrusive light fixtures.*
 - *~~Use multiple screens to advertise the same product or service.~~*
 - *Have exposed cabling/conduit systems and junction boxes.*
12. *Reflective signs should be avoided.*

GROWTH AREAS

Objectives:

- *To protect areas of new development from a proliferation of advertising signage.*

Strategies:

- ~~1. *Encourage signage management plans for new estates or where there are multiple tenancies operating on a single site.*~~
1. *Discourage branding of new estates through signage.*

Guidelines:

1. *Subdivision and new estate promotion signs should be limited to a maximum of one per road frontage.*
2. *Offsite estate promotional signs should be located within 1.6 km or the closest major intersection (whichever is closer) of the exterior boundary of the subdivision development to which they relate.*
3. *250 m separation should be provided between all off site estate promotional signs, and a maximum of 4 in total.*
4. *150 m separation should be provided between all signs within the same estate and a maximum of 4 in total.*

5. *The height or width of a promotion sign should not exceed 6 m and the total advertisement area should not exceed 8 square metres.*
6. *Ensure ~~promotional~~ signage stays relevant and well maintained, by allocating an expiry date to permits of up to 5 years from the date of issue of the permit, unless Clause 52.05 specifies otherwise.*
7. *Avoid trailer mounted signs or any form of moveable signage associated with land sales.*

MAJOR PROMOTION SIGNS

Objectives:

- *To ensure major promotion signs respect the scale and form of their built form and landscape context.*
- *To discourage major promotion signs in inappropriate locations.*
- *To avoid major promotion signs that adversely affect the character, amenity and functionality of a site or area.*
- *To avoid major promotion signs that dominate the surrounding area.*

Strategies:

1. *Encourage the provision of architectural interest in the design of major promotion signs.*
2. *Ensure major promotion signs are not located in, overshadow or result in loss of amenity to usable areas of the host site or adjoining land.*
3. *Ensure major promotion signs are spaced at a sufficient distance apart.*
4. *Avoid major promotion signs that dominate buildings and uses on the host site and adjoining land.*
5. *Avoid locating major promotion signs in land near sensitive interfaces including river corridors, passive open space and residential areas, particularly where it will form part of the skyline when viewed from these areas.*
6. *Strongly discourage major promotion signs outside Central Geelong, Highway Oriented Commercial Areas and Industrial Areas.*

Guidelines:

1. *Major Promotion Signs should be spaced at least 1 km from any other Major Promotion Sign on the same road.*
2. *Ensure major promotion signs stay relevant and well maintained, by allocating an expiry date to permits of ~~up to~~ 10 years from the date of issue of the permit.*
3. *Discourage major promotion signs that would restrict the development of a site or conflict with an identified strategic development objective.*
4. *Avoid 'pop out' elements.*
5. *Avoid more than one major promotion sign at any intersection.*
6. *Major promotion signs displayed on walls of a building should not cover more than:*
 - *20 per cent of an elevation less than 100 square metres; or*
 - *20 square metres of an elevation between 100 – 200 square metres.*

Issues and Options Paper

129. The Issues and Options Paper will be made background document to the Greater Geelong Planning Scheme.
130. The role of a background document is to provide context for a specific policy or provision. A background document is not part of the planning scheme and accordingly must not be relied upon for decision making, notwithstanding that it can provide decision makers and permit applicants with useful context about a specific policy or provision.
131. Accordingly, background documents must not contain content that is necessary for decision making.

5. Assessment

5.1. Introduction

132. Advertising signage forms an important part of our urban environment and is a legitimate means for a business to promote its products.
133. Businesses of all types use signage as a form of communication, most often communication about a product or service that the business is promoting and wanting to sell. In the case of DFC, the business is a developer who uses signs to advertise new housing estates and also to create a brand for these new subdivisions. It is fundamental in my view that greenfield property developers are given a reasonable opportunity to advertise and sell their product.
134. Signage on new greenfield sites is often temporary on the basis that once the community is established, the need for such advertising is reduced i.e., once the lots are sold the need to keep advertising is removed and often it is a case of the applicant wanting to remove the advertising so that the enquiries cease.
135. Extensive controls are provided at Clause 52.05 to deal with the establishment of signage in all Victorian planning schemes. These controls are extensive and detailed and have been part of the planning scheme in one form or another for many years.
136. It is important that any new local policies are consistent with existing State Planning Policy and controls. Local policies might provide additional guidance, but they should not, in my view, provide unreasonable restraints or conditions on advertising signs. They should also not contradict or provide confusion for permit applicants and decision makers in relation to the assessment of signs.
137. My review of the proposed policy primarily focusses on the sections related to growth areas and in forming my opinions I have considered the need to balance the sometimes conflicting objectives of facilitating the reasonable ability for businesses to market their products versus the need to protect the visual amenity, character and safety of an area.

5.2. General format of the updated Guidelines

138. I am generally satisfied that there has been extensive work carried out that will benefit the planning process and importantly will help describe in words and pictures examples of appropriate and inappropriate signage. I agree that the current Guidelines are outdated and that there is generally a role for local signage policies to fill in any gaps in Clause 52.05. In particular, local policies can account for and respond to the specific physical and spatial characteristics of a municipal area.
139. To this extent, I am supportive of the composition of the updated Guidelines which have been organised into categories and themes based on signage locations and typology.
140. I also generally find the updated Guidelines to be easy to read and clear in their application. The User Guide is detailed yet also concise and, in my opinion, it will ensure that the expectations of Council, permit applicants and the general public will be consistent with one another with respect to how the updated Guidelines are to be applied.

141. The use of 'Objectives', 'Strategies' and 'Guidelines' within the updated Guidelines is consistent with the form and content of Local Planning Policy as identified in the Department of Transport and Planning's Practitioner's guide to Victoria's planning schemes April 2022.
142. Notwithstanding the above, I do have some concerns with certain aspects of the content in the updated Guidelines under the 'General', 'Growth Areas' and 'Major Promotion Signs' categories as discussed below.

5.3. General Category

Objectives

143. The proposed General Objectives of the updated Guidelines are:
- To ensure signs respond to the natural setting and urban context in which they are located.*
 - To ensure signs do not alter or obscure views to significant natural or built features.*
 - To ensure signs do not dominate the streetscape, host site or building.*
 - To avoid signs that interfere with movements and viewlines of pedestrians and cyclist and the safety of road and railways.*
 - To avoid visual clutter from signage.*
144. I am comfortable with the General Objectives as proposed, noting that they will be applicable to all signage permit applications in the municipality. In my view, these objectives address the key issues that the policy is trying to resolve, being:
- Signs should respond to the built or natural character of the area in which they are located.
 - Signs should not inhibit views that are of natural, cultural or architectural significance.
 - Signs should not visually dominate a host building or overwhelm an area through a high level of proliferation.
 - Signs should not pose a danger to the safety of movement networks.
145. However, whilst these are legitimate issues for the policy to address, there should also be acknowledgement of the important role that signs play in our society and accordingly I would like to see this reflected in the General Objectives.
146. In conducting a review of the local signage policies for a series of growth area Councils in metropolitan Melbourne I note that many of them include positive language in their objectives. This includes:
- The *Advertising Signage Design Guidelines (Melton City Council, 2017)* which has an objective to "Allow for the reasonable identification and marketing of businesses in the City of Melton". While I acknowledge that this document has less policy weight as a background document, it is relevant as an example of a policy document which recognises the need for signage.
 - Wyndham's policy at Clause 15.01-1L-02 has a singular objective which uses positive language such as "improve" and "encourage" in order to guide the display of signs to be reflective of site context.
 - Whittlesea's policy at Clause 15.01-1L has three objectives, two of which also use the word "encourage".
 - Cardinia's Clause 22.09 has the following singular objective:
To facilitate signs that allow for the reasonable identification and marketing of businesses in Cardina while enhancing the character of a building, site and area.

147. I would accordingly suggest an additional General Objective with wording to the effect of:
- To facilitate the display of signage for businesses and community groups in order to provide opportunities for identification and promotion where appropriate.***
148. I consider that this wording is complementary to the five currently proposed objectives by recognising that the extent and typology of signage that is appropriate in a given location will be dependent on local conditions.
149. This objective would also provide some balance, noting that the five current proposed General Objectives are mostly seeking to ‘avoid’ or ‘discourage’ certain outcomes.
150. I also note that I support the ‘Day 1’ version of the objective to ‘*avoid signs that interfere with movements and viewlines of pedestrians and cyclist and the safety of road and railways*’.

Strategies

151. The proposed General Strategies, which describe how the General Objectives are to be achieved, are:
1. *Prioritise business identification signs as the main type of signage.*
 2. *Encourage signs to be co-located and consolidated wherever possible, particularly where there is more than one tenancy.*
 3. *Encourage signs that are integrated with and proportionate in height and scale to the host building, site and streetscape.*
 4. *Minimise the number and repetition of signs on a single lot and streetscape.*
 5. *Avoid any sign that would dominate or obscure business identification signs within a site or the surrounding area.*
 6. *Avoid signs that alter, dominate or obscure architectural or landscape features of the host site or building.*
 7. *Avoid signs that will impair the safety, movement, visibility and functionality of the public realm and infrastructure.*
152. I am mostly supportive of the proposed General Strategies because in my opinion, they successfully respond to the issues that the Objectives are trying to address.
153. I would however suggest the deletion of Strategy 1.
154. This Strategy is redundant in my view because it does not further the General Objectives. There is nothing in the updated Guidelines or the Issues and Opportunities paper to suggest that only business identification signs are compatible with the General Objectives of the policy. That is to say, there is a place for all types of signs as they can all be designed to respond to the key issues identified by the policy.
155. Clause 52.05 will continue to provide the permit triggers for all types of signs and is constructed in a way that signage types such as promotion and major promotion signs require a permit in most instances. This enables the responsible authority to consider any local policy, which guide the exercise of discretion, when assessing such permit applications.
156. I note that Mr Marsden in his expert witness statement has recommended that Strategy 1 be reworded to discourage promotion signs where they may impact on opportunities for business identification signs, particularly where such promotion signs are not related to the land. Whilst I consider this alternative wording to be superior to the proposed wording, my preference would still be to delete General Strategy 1.
157. I also suggest the following minor alteration to the wording of Strategy 4:

~~Minimise~~ Manage the number and repetition of signs on a single lot and streetscape.

158. The use of the word 'minimise' is unnecessarily restrictive in my view as there is nuance to the acceptability of the number and repetition of signs on any single lot or streetscape. For example, a high proliferation of signage and repetitive messaging will likely be inappropriate in an established residential setting, but not necessarily so in a commercial area.
159. Considering that the role of the policy is to guide discretion in decision making, the use of the word 'manage' in lieu 'minimise' will still serve to further the General Objectives.

Guidelines

160. The proposed General Guidelines are:
1. *Limit the number of signs by placing at strategic locations at a height easily read by pedestrians of all abilities.*
 2. *Discourage signs that will adversely affect the safety of public transport and roads.*
 3. *New development should nominate consistent areas for the display of signage for each business tenancy.*
 4. *Encourage the preparation of signage strategies for non-residential proposals with a large floor area or multiple tenancies.*
 5. *Flat signs on building walls should relate to the architecture of the building in style and placement.*
 6. *Encourage use of individual letters as an alternative to large, flat signs on building walls where appropriate.*
 7. *Discourage signs that detract from the visual and landscape amenity of a road, cycling, pedestrian or rail corridor.*
 8. *Discourage multiple promotion signs that are advertising the same or similar message on a single site or visible across multiple sites.*
 9. *Discourage 'V' shape signs.*
 10. *Encourage signage that retains existing trees and introduces new landscaping and vegetation.*
 11. *Avoid illuminated and electronic signs that:*
 - *Detract from the overall character of the streetscape;*
 - *Will dominate neighbouring non-illuminated signs;*
 - *Detract from the architectural style or the heritage character of the building;*
 - *Have 'pop out' elements;*
 - *Result in glare or include visually obtrusive light fixtures.*
 - *Have exposed cabling/conduit systems and junction boxes.*
 12. *Reflective signs should be avoided.*
161. As with the General Objectives and Strategies, I am supportive of the General Guidelines subject to some changes to make them slightly less constrained.
162. I support the 'Day 1' drafting of Guideline 2 for the same reason that I recommend the deletion of Strategy 1. That is, I do not agree that the policy should be discouraging promotion signs and other forms of non-business identification signs in a general sense. I think it is more useful for the policy to be more specific about the circumstances where promotional and other signs

are to be discouraged, for example in areas where they are more likely to detract from a significant view or a valued character in the built environment.

163. General Guidelines 3, 4, 5 and 6 are clear, concise and in my view are good examples of using local policy to guide preferred signage outcomes. These types of Guidelines provide permit applicants with parameters to consider when designing for signs. They also synergise well with Guidelines in other categories of the policy, such as the Pedestrian Oriented Commercial Areas Guidelines which are also supplemented with illustrations to provide further directions to applicants.
164. Similarly, the 'Day 1' drafting of Guideline 7 allows for a more considered approach, recognising that prominent signs on open sites such as in greenfield areas are not inappropriate in and of themselves.
165. I do not support Guideline 8, which discourages multiple promotion signs with the same or similar messaging on a single site or visible across multiple sites. I find this Guideline to be inconsistent with a growth area setting where there is a genuine need to identify and provide wayfinding for new estate developments.
166. I note that the number and content of promotion signs will be controlled by the provisions of Clause 52.05 as well as other categories within the updated Guidelines.
167. In particular, in my opinion the repetition of messaging is appropriate in an open greenfield setting to enable the reasonable identification and location of estate development and to enable a sense of branding of a new community and lifestyle, and the Growth Area Guidelines later in the document seek to specifically address this situation by setting out some locational criteria for offsite estate promotional signs.
168. To avoid potential confusion with the Growth Area Guidelines I consider the following amendment to General Guideline 8 to be more appropriate:

Discourage multiple promotion signs that are advertising the same or similar message on a single site or visible across multiple sites, except for estate promotion signs in growth areas which should meet the locational criteria set out in the Growth Area Guidelines of this policy.
169. Notwithstanding the above, I have some concerns with the proposed locational criteria in the Growth Area Guidelines referred to above which I will discuss in Section 5.4 below.
170. I note that General Guideline 9 discourages 'V' shape signs, however, it is not clear to me that there is an identified concern or issue with such signs. Whilst an example of a 'V' shaped sign is provided in the Guidelines, I do not find this example particularly convincing as to the need to discourage these signs in general.
171. In my view, there will be situations and settings where a 'V' shaped sign is appropriate, particularly if it is designed in accordance with other Strategies and Guidelines in this policy. Accordingly, I believe that this Guideline should be deleted.
172. I have reviewed Mr Marsden's suggested wording for this Guideline and note that it elaborates on the wording to specify that 'V' shaped signs are discouraged on buildings and that free standing 'V' signs may be supported on corner sites.
173. I again find Mr Marsden's recommended wording to be more appropriate than what is proposed, however, I remain of the opinion that the Guideline should be deleted. In my inspection of growth area signage within Greater Geelong I came across one example of a 'V' sign situated opposite a 'T' intersection (see Photo 11 in Appendix A) and I see no reason why local policy should discourage such an outcome.
174. I support the 'Day 1' version of General Guideline 10, though I note I had no concerns with the originally proposed wording.

175. With regards to the 'Day 1' version of Guideline 11 I have no changes to suggest. I note that in the Council officer response to submissions there does not appear to be any reference to why two of the bullet points have been deleted, however I presume this is because of potential overlap with the provisions of Clause 52.05. The deleted bullet points read:
- Have flickering or flashing content or blank screens, including between messages.*
- Use multiple screens to advertise the same product or service.*
176. Finally, I am comfortable with Guideline 12 as the potential negative impacts of reflective signs are well known.

5.4. Growth Areas Category

Objectives

177. The Growth Areas category of the updated Guidelines has a singular objective, which seeks:
- To protect areas of new development from a proliferation of advertising signage.*
178. As the only Growth Areas Objective, it sets the tone for application of the updated Guidelines in this category and is unnecessarily limiting in my opinion.
179. As with the General Objectives of the policy, I consider that there is a need to acknowledge the important role of signage in growth areas as a means of wayfinding, as well as the legitimate need for new residential estates to market themselves and create a lifestyle brand.
180. The nature of greenfield sites is that they are often large and open, and this means that new housing estate developments can require multiple promotion and business identification signs to effectively identify and market themselves to the area. The typically large size of these estates means that whilst multiple signs are required, they can be spaced to ensure that they do not become visually dominant.
181. Further, new residential estates are often developed in stages, and this influences when and where signs are needed.
182. It is also important to recognise that this type of signage is often temporary i.e. generally only required until an estate has completed all stages of development.
183. Included within Appendix B of this statement is a series of photographs taken of promotional estate signage in Armstrong Creek, Lara and Fyansford. While I acknowledge that these above examples only represent selected growth areas location within Greater Geelong, I do not consider the 'proliferation' of signage observed to be an outcome that needs to be protected against. In my view, the signage is generally proportionate to the environment, spaced apart appropriately in most instances, and is not visually dominant.
184. My preferred wording for this objective is:
- To appropriately manage the visual impact of signage in areas of new development and to avoid unreasonable visual clutter.***
185. I consider that this wording, whilst still reflecting the broader aim of the policy to regulate signs, recognises that the need for signage in growth areas for new estates is legitimate. Further, this wording can still be related to the Growth Area Strategies which must specify how the Objective is to be achieved.
186. I further note that my proposed wording is generally consistent with the wording suggested by Mr Marsden in his expert witness report.

Strategies

187. The 'Day 1' version of the updated Guidelines has one Growth Areas Strategy, which seeks to discourage branding of new estates through signage.
188. I do not support this Strategy on the basis that, in my view, it is entirely appropriate for new estates to use branding. I consider branding to be a fundamental component of signs, particularly as a means of business identification. Signage can help people understand, through images and language, the type of community that is envisaged on land where no such community exists or where the build is in its early stages.
189. It can sometimes be appropriate to restrict branding in environments where there are certain visual qualities that need to be protected, such as on significant heritage buildings. In such cases, the branding restrictions can relate to things such as colours, logos, overall size of branding/signs, illumination and type of sign or supporting structure. The extent of regulation required is dependent on the significance of the setting.
190. Similar principles should be applied to the use of branding in new estates in my view. That is, it should only be discouraged where there is a specific need to regulate the visual environment. The default position should be that branding is an acceptable component of new estate signage because that is precisely what is trying to be conveyed in order to sell a lifestyle.
191. I again refer to the photographs of growth area promotional signs in Appendix A of this statement. Photos 4, 5, 8, 10 and 12 illustrate how branding has been used in new residential estates within the municipality. I find that the consistent motifs in the branding create an integrated precinct feeling which is appropriate to its context.
192. I agree with the assessment of Mr Marsden that the Issues and Options Paper prepared with this Amendment does not identify branding as an issue for growth areas.
193. I am therefore of a view that a precinct-based approach to growth area signs is preferable. As noted in the submission, this would be consistent with the policies of other growth area Councils such as Whittlesea, Wyndham and Hume. For the benefit of the panel, those policies are:
 - Wyndham's policy at Clause 15.01-1L-02 includes a general strategy to "*encourage the location and number of estate signs to be planned using a whole -of-estate approach*".
 - Whittlesea's policy at Clause 15.01-1L has a general strategy to "*Encourage a precinct-based approach for the siting and design of signs in residential, commercial and industrial estates*".
 - Hume's policy at Clause 15.01-1L-05 has a general strategy to "*Support 'off-site estate promotion signs' (signs related to new subdivision estates that are not located on the subject land) that avoid dominating their surroundings and avoid visual disorder or clutter*".
194. The undesired growth area signage outcome, in my opinion, is one where there is excessive visual clutter caused by a high number of signs in close proximity to one another. In this outcome, the problem is not that the signs are branded, but that they are visually dominant by virtue of numbers and placement.
195. I consider that this is the signage 'management' required in growth areas, and so I suggest that the Growth Areas Strategy is reworded to relate back to my proposed Objective, as follows:

Encourage a precinct or whole-of-estate approach to subdivision and new estate signage, ensuring that signs avoid visual clutter.
196. Again, I consider this to be a more positive approach to guiding discretion in signage applications and one which does not deny the importance of branding in estate developments.

I note also that whilst my suggested wording is different to that of Mr Marsden's, the principles are consistent.

Guidelines

197. The proposed Growth Areas Guidelines are:
1. *Subdivision and new estate promotion signs should be limited to a maximum of one per road frontage.*
 2. *Offsite estate promotional signs should be located within 1.6 km or the closest major intersection (whichever is closer) of the exterior boundary of the subdivision development to which they relate.*
 3. *250 m separation should be provided between all off site estate promotional signs, and a maximum of 4 in total.*
 4. *150 m separation should be provided between all signs within the same estate and a maximum of 4 in total.*
 5. *The height or width of a promotion sign should not exceed 6 m and the total advertisement area should not exceed 8 square metres.*
 6. *Ensure signage stays relevant and well maintained, by allocating an expiry date to permits of up to 5 years from the date of issue of the permit, unless Clause 52.05 specifies otherwise.*
 7. *Avoid trailer mounted signs or any form of moveable signage associated with land sales.*
198. I have relied on my analysis of the local signage policies of other growth area Councils in metropolitan Melbourne when considering the proposed Growth Area Guidelines. These municipalities have seen substantial greenfield development occurring in the last decades and therefore their policies are instructive as to how signage in growth areas is being managed.
199. I note that of the policies reviewed, four are relatively recent, with Wyndham's policy first coming into effect in 2014, Melton's in 2019, Cardinia's in 2021 and Whittlesea in 2022 and therefore provide contemporary examples of policies trying to address the issues that Greater Geelong is tackling.
200. Growth Areas Guideline 1 of the proposed updated Guidelines seeks to limit a maximum of one sign per frontage for subdivision and new estate promotion signs. There is no qualifying language about the size of a particular frontage and accordingly the Guideline is seeking a flat limit.
201. I consider that this does not appropriately account for the variations in road frontage lengths that are typical in greenfield areas. New estates are typically developed on former rural allotments which can have long road frontages where one sign will be insufficient for the purpose of identifying a development.
202. Whittlesea's local policy, which only contains strategies for precincts and estates, does not set a limitation on new state signs per road frontage. Instead, there is the strategy to encourage a precinct-based approach to new estate signs, as well as to ensure that major promotional real estate signs avoid a proliferation of competing signs and are respectful of the existing landscape and character. Under this approach, Whittlesea can make judgements about signage proliferation on a case-by-case basis having regard to the existing character of the area, and accounting for existing or approved signs associated with other estates.
203. In the Cardinia Planning Scheme, the Display home village and new estate promotion signs Policy guidelines of Clause 22.09-5 seek to limit subdivision and new estates signs to a

maximum of one per frontage, or no more than four in total with a minimum separation distance of 150 metres between each sign.

204. In Melton, the policy guideline is for one promotion sign per road frontage, and a maximum of two signs can be considered if the road frontage is greater than one kilometre in length.
205. Wyndham's policy guidelines for new residential and employment estates have the same criteria as Cardinia's, being a maximum of one estate promotion sign for a road frontage of 150 metres or less with a maximum of four signs for frontages larger than 150 metres in length, so long as there is a minimum of 150 metres distance between each sign.
206. My preferred approach to this issue is Whittlesea's because it doesn't seek to set an arbitrary limit on the number of signs per frontage, recognising that there will be a large variation in road frontage lengths for any given estate development.
207. However, in the absence of a 'limit', it is appropriate in my opinion to provide minimum separation distances between signs as a means of mitigating their cumulative impact.
208. Accordingly, my suggested wording for Growth Area Guideline 1 is:
- Subdivision and new estate promotion signs along the same road frontage should be spaced at least 150 metres apart.**
209. I find Growth Areas Guideline 2 to be similarly limiting. This Guideline requires off-site estate promotional signs to be within 1.6 kilometres of the boundary of the subdivision, or at the nearest major intersection, whichever is closer.
210. Two of the growth area Councils whose signage policies I reviewed are silent on this particular matter. In those Council areas (Whittlesea and Cardinia), whether or not an off-site estate promotion sign is located too far from the subdivision it is promoting would be determined based on an assessment of each sign on a case-by-case basis.
211. The policies of other growth areas Councils do specify maximum distances for off-site estate promotion signs; however, they are more generous than what is proposed here:
- Melton's policy guideline is for off-site promotion signs to be a maximum distance of five kilometres from the boundary of the subdivision or development to which they relate.
 - In Wyndham, the policy guideline is three kilometres.
 - Hume's policy guideline is also five kilometres.
212. My first view is that this Guideline should be deleted altogether as I don't see why there is a problem with having a sign promoting a new subdivision which is for example 10 kilometres away. To limit the distance could, in my view, be seen to be anti-competitive for no particular reason. If the objective is to avoid visual clutter arising from too many estate developments seeking to erect signs in one area, Council has the ability to manage this under the provisions of Clause 52.05.
213. Notwithstanding this, and noting that Geelong is a large municipality with urban areas that are often well separated from one another, if the Panel is of a view to retain such a guideline then I would recommend Growth Areas Guideline 2 be amended to read:
- Offsite estate promotional signs should be located within 5 km of the exterior boundary of the subdivision development to which they relate.**
214. Guideline 3 states that 250 metres separation should be provided between all off site estate promotion signs, and that there should be a maximum of four total signs.
215. I note that this is generally consistent with similar policy guidelines in the local signage policies of growth area Councils in the metropolitan area. Melton, Wyndham, Hume and Cardinia all

seek in their local policies to limit the number of off-site promotional signs per estate, with preferred maximums varying between three and four.

216. The minimum separation distance of 250 metres between off site estate promotion signs in Guideline 3 is similarly generally consistent with other policies I have reviewed. Notably, the preferred minimum separation distance for this type of sign in Hume and Cardinia is 150 metres. In Hume, signs advertising the same estate should provide 250 metres, whilst in Wyndham they should provide 200 metres.
217. I consider that by seeking to limit the number of off-site estate promotion signs per estate development, policies like this do not suitably account for the large variation in the size of estate developments. So, whilst I support the separation distance of 250 metres I do not agree that the number of signs should be limited to four.
218. My preferred wording for Growth Areas Guideline 3 is:
250 m separation should be provided between all off site estate promotional signs, and a maximum of 4 in total.
219. Similarly, Growth Areas Guideline 4 deals with signs provided within the same estate, where the preferred minimum separation between signs is 150 metres and the preferred maximum is a total of four.
220. I again find this Guideline to be overly restrictive for the context of a growth area setting by setting a preferred maximum number of signs. The wording also seems to suggest that this applies to all signs rather than just promotional signs.
221. This is applied differently in other growth area Councils. In some local government areas such as Wyndham and Melton, policy seeks to limit the number of on-site estate signs provided per road frontage, along with setting minimum separation distances between signs. Such policies do not seek to limit the overall number of signs within an estate, recognising that additional signs might be provided internally for things like land sales offices and display villages.
222. Having regard to my above critique of policy that seeks to arbitrarily limit the number of signs associated with a single estate development, I suggest the following wording for Growth Areas Guideline 4:
150 metre separation should be provided between all promotional signs within the same estate and a maximum of 4 in total.
223. Growth Areas Guideline 5 specifies that promotion signs in growth areas should have a maximum display area of 8 square metres, and a maximum dimension of 6 metres.
224. I find this Guideline to be at odds with the existing signage controls contained within Clause 52.05. As with my opinion regarding limitations on the number of signs provided, it is inappropriate in my view for local policy to set a preferred maximum area for this type of signage.
225. Under the provisions of Clause 52.05, a sign with a display area of up to 8 square metres can be displayed without a planning permit. Once again, it is relevant to consider that new estate developments in growth areas are typically an open setting by virtue of being land formerly used for farming. The lack of a built-up environment means that signs can be larger without becoming overly dominant in the environment.
226. It therefore does not make sense in my opinion to provide a limit (albeit a discretionary one) for the size of promotion signs in growth areas when these areas are much more likely to be capable of accommodating large signs without negatively impacting on character or impeding a significant view.

227. I observed major promotional estate signs during my inspection of the Ashbury Estate and surrounding area in Armstrong Creek, and examples of these can be seen at Photos 1, 3, 6, 7, 9, 11, 13 and 14 within Appendix A. I was not able to measure the signs, though I note that the 'Villawood' sign shown below in Photo 5.1 appears to have a length of approximately 7.3 metres based on aerial imagery, as shown below in Figure 5.1.
228. A sign of these proportions would be discouraged under the proposed wording of Guideline 5, though in my view it is clearly of an appropriate scale and proportion to its setting.
229. In terms of other local growth areas signage policies, I note the following:
- Wyndham's Clause 15.01.1L-02 has a policy guideline which discourages new estate signs that are larger than 25 square metres in area.
 - I note that Wyndham's policy initially proposed to limit such signs to a maximum width and height of five metres, but this was changed following the recommendations of the Panel Report for Amendment C201wynd. In that matter, the Panel took the view that the typical promotional sign for estate developments have a maximum area of 25 square metres, and sticking with this parameter offers more flexibility in signage design than seeking to specify preferred maximum dimensions.
 - Melton's preference is for major promotional estate signs to be no more than 21 square metres in area, pursuant to Clause 15.01-1L-04.
 - Clause 15.01-1L of the Whittlesea Planning Scheme does not set a preferred maximum display area for major promotional estate signs. Instead, the policy guidelines are based on a qualitative assessment, allowing decision makers to consider on-site conditions such as existing signage proliferation and landscape and built form character.
 - Cardinia's policy at Clause 22.09 specifies a preferred maximum advertising area of 10 square metres.
 - Hume's signs policy at Clause 15.01.1L-05 seeks to limit the size of off-site estate promotion signs only, with a preferred maximum display area of 8 square metres.
230. There is clearly some variation in the way that growth areas Councils in metropolitan Melbourne seek to address the size of new estate promotion signs. Again, I prefer Whittlesea's approach to avoid setting numerical limits or maximums and instead relying on an analysis of context in each specific application.
231. It is important to remember that when a promotion sign has an area exceeding 18 square metres, it is defined as a major promotion sign under Clause 73.02, and therefore needs to be considered against the relevant major promotion sign provisions of Clause 52.05. I therefore see no reason why the size of these types of signs should be limited to 8 square metres as proposed.
232. I am therefore of the view that the reference to the dimensions of the sign should be removed. If the Panel is of the view that setting a limit is appropriate then adopting a similar signage area to that of Wyndham (that has been reviewed by an independent panel) of 25 square metres would be acceptable.
233. Accordingly, I submit that Growth Areas Guideline 5 should be deleted.

Photo 5.1: 'Villawood' promotion sign in Armstrong Creek



Figure 5.1: Annotated aerial image of the 'Villawood' sign at the intersection of Boundary Road and Surf Coast Highway, Armstrong Creek



Source: <https://www.nearmap.com/au/en>

234. Growth Areas Guideline 6 has been modified in the 'Day 1' version of the amendment documents following Council's review of submissions. It now reads:
- Ensure signage stays relevant and well maintained, by allocating an expiry date to permits of up to 5 years from the date of issue of the permit, unless Clause 52.05 specifies otherwise.*
235. The original proposed wording referred to promotional signage only and did not include the qualifier about Clause 52.05.
236. I am sympathetic to the desire to impose time limits for estate promotion signs given that they are temporary by nature, however, it is my understanding that such signage would typically be required for a period of up to 10 years throughout the life of an estate development. In this regard, the proposed Guideline is not appropriate.
237. Clause 52.05-9 specifies that a permit for a major promotional sign must include a condition that specifies an expiration date of not less than 10 years and not more than 25 years from the date the permit is issued. Further, before deciding to impose an expiration date other than 15 years for major promotional signs, the responsible authority must consider, as appropriate:
- *The purpose of the sign.*
 - *The existing or desired character of the area.*
 - *The Municipal Planning Strategy and the Planning Policy Framework in terms of the extent to which the proposed sign is consistent with any relevant policy direction and the extent to which the area may be expected to change over time.*
 - *The extent to which the signage is physically and visually integrated into the architecture of the building.*
238. Accordingly, Guideline 6 would not be applicable to any proposed major promotion signs. Whilst the 'Day 1' wording makes reference to Clause 52.05, I consider that this could still create confusion as to when the Guideline is applicable.
239. As for other types of signs, Clause 52.05-4 requires that a permit for a sign (other than a major promotional sign) expires on the date specified in the permit, and if no date is specified, the default expiry date is 15 years.
240. Other signage policies I have reviewed adopt a varied approach to time limits. The policies of Whittlesea, Casey and Hume are all silent on this matter, so in these areas, the provisions of Clause 52.05 contain the primary guidance about signage expiry dates.
241. The City of Wyndham's local policy does not have a preferred general expiry timeframe for growth area signs except for perimeter signs associated with a 'sales office', which can be supported for the duration of the development and sales phase of an estate if the sign is used to screen construction works.
242. In Melton, the local Display homes and villages strategies seek to limit display home signs to the length of time the land is being used as a display home, whilst there is no preferred expiry duration for subdivision and new estate promotion signs.
243. In lieu of setting a preferred maximum time limit, Cardinia's Clause 22.09-5 (Display home village and new estate promotion signs) has the following strategy:
- Limit the display period of a sign for a display home village, land sales office, subdivision promotion or new estate promotion to the time the land:*
- *Is being used as a display home (as relevant).*
 - *Sales have ceased or when the planning permit expires (whichever comes first).*
244. I find Cardinia's approach to be the most flexible and realistic because it acknowledges the need for these signs to exist in some form or another for the duration of an estate development. Whilst I think this is the best worded policy, I am also of the opinion that the

provisions of Clause 52.05 sufficiently empower responsible authorities to apply a similar approach in their assessments.

245. I am therefore of the opinion that the controls at Clause 52.05 as they exist currently provide responsible authorities with sufficient scope to set expiration dates for signage permits. Accordingly, my recommendation is that Growth Areas Guideline 6 be deleted, or alternatively, a 10-year timeframe adopted instead of 5-years.
246. Finally, I am supportive of Growth Areas Guideline 7 which discourages trailer mounted signs and any form of movable signage associated with land sales. I agree that this type of signage should be purpose built and provided in a fixed location, enabling a precinct-based approach.

5.5. Major Promotion Signs Category

247. I have also turned my mind to the Objectives, Strategies and Guidelines for Major Promotion Signs given the potential overlap with Growth Areas signs, noting that such signs often have a display area exceeding 18 square metres.
248. In the interest of brevity, I will not describe and respond to each of the Objectives, Strategies and Guidelines within this category. Instead, I note that I am generally supportive of this category of the updated Guidelines as drafted in the 'Day 1' version, with two exceptions that I will discuss in turn.

Strategy 6

249. This Strategy 'strongly' discourages major promotion signs outside of Central Geelong, Highway Oriented Commercial Areas and Industrial Areas as nominated in the updated Guidelines. I do not see the need for such a strategy given the existence of other Strategies and Guidelines which seek generally to ensure that major promotion signs are site responsive and do not detract significant viewlines.
250. The controls of Clause 52.05 also comprehensively deal with the potential impacts of major promotion signs. For example, the major promotion signs decision guidelines at Clause 52.05-8 include the following considerations (emphasis mine):
- The effect of the proposed major promotion sign on:
 - Significant streetscapes, buildings and skylines.
 - The visual appearance of a significant view corridor, viewline, gateway location or landmark site identified in a framework plan or local policy.
 - Residential areas and heritage places.
 - Open space and waterways.
 - When determining the effect of a proposed major promotion sign, the following locational principles must be taken into account:
 - Major promotion signs are encouraged in commercial and industrial locations in a manner that complements or enhances the character of the area.
 - Major promotion signs are discouraged along forest and tourist roads, scenic routes or landscaped sections of freeways.
 - Major promotion signs are discouraged within open space reserves or corridors and around waterways.
 - Major promotion signs are discouraged where they will form a dominant visual element from residential areas, within a heritage place or where they will obstruct significant viewlines.
 - In areas with a strong built form character, major promotion signs are encouraged only where they are not a dominant element in the streetscape and except for

transparent feature signs (such as neon signs), are discouraged from being erected on the roof of a building.

251. I accordingly find the proposed Major Promotion Signs Strategy 6 to unnecessarily overlap with the existing controls of the Victorian Planning Provisions at Clause 52.05. I therefore suggest that this Strategy be deleted.

Guideline 2

252. The 'Day 1' version of Major Promotion Signs Guideline 2 reads:

Ensure major promotion signs stay relevant and well maintained, by allocating an expiry date to permits of 10 years from the date of issue of the permit.

253. Once again, I find that this Guideline is seeking to influence a matter that is already comprehensively addressed in Clause 52.05.
254. As discussed in the Growth Areas Guidelines section of this statement, the provisions of Clause 52.05-9 regarding the expiration date of permits issued for major promotion signs are mandatory, and the 'standard' timeframe espoused by the clause is 15 years.
255. There is provision for a responsible authority to set an alternative expiry period which is not less than 10 years and not more than 25 years, and this decision must account for the matters listed in Clause 52.05-9.
256. The role of this policy should be to further guide the exercise of discretion rather than to prescribe a specific outcome, and I find it inappropriate therefore for the local policy guideline to specify a maximum 10 year timeframe for major promotion signs. I also am unclear as to what the policy means or is referring to when it seeks to ensure that major promotion signs stay relevant. The content of the sign itself is not controlled by the planning scheme and is usually free to respond to market forces. How are decision makers to judge what is relevant and what is not?
257. Accordingly, I recommend the deletion of Major Promotion Signs Guideline 2.

5.6. Summary

258. I recommend that Amendment C383ggee be supported subject to the following changes to the City of Greater Geelong Advertising Sign Guidelines May 2022 (**updated Guidelines**):

General

- The inclusion of an additional General Objective:

To facilitate the display of signage for businesses and community groups in order to provide opportunities for identification and promotion where appropriate.

- The deletion of General Strategy 1.
- General Strategy 4 modified to read:

Manage the number and repetition of signs on a single lot and streetscape.

- General Guideline 8 modified to read:

Discourage multiple promotion signs that are advertising the same or similar message on a single site or visible across multiple sites, except for offsite estate promotion signs in growth areas which should meet the locational criteria set out in the Growth Area Guidelines of this policy.

- The deletion of General Guideline 9.

Growth Areas

- The Growth Areas Objective modified to read:

To appropriately manage the visual impact of signage in areas of new development and to avoid unreasonable visual clutter.

- The Growth Areas Strategy modified to read:

Encourage a precinct or whole-of-estate approach to subdivision and new estate signage, ensuring that signs avoid visual clutter.

- Growth Areas Guideline 1 modified to read:

Subdivision and new estate promotion signs along the same road frontage should be spaced at least 150 metres apart.

- Growth Areas Guideline 2 modified to read:

Offsite estate promotional signs should be located within 5 km of the exterior boundary of the subdivision development to which they relate.

- Growth Areas Guideline 3 modified to read:

250 m separation should be provided between all off site estate promotional signs.

- Growth Areas Guideline 4 modified to read:

150 metre separation should be provided between all promotional signs within the same estate.

- The deletion of Growth Areas Guideline 5.

- The deletion of Growth Areas Guideline 6.

Major Promotion Signs

- The deletion of Major Promotion Signs Strategy 6.

- The deletion of Major Promotion Signs Guideline 2.

6. Conclusion

259. Following a review of the proposed updated Guidelines, it is my opinion that there is sufficient justification to support Amendment C383 subject to changes to aspects of the objectives, strategies and guidelines per my recommendations in Section 5.6 of this statement.
260. I accordingly recommend that Amendment C383 be supported subject to these recommendations.
261. I have made all the inquiries that I believe are desirable and appropriate and no matters of significance which I regard as relevant have to my knowledge been withheld from the Panel.

Appendix A Growth Areas Signs in Greater Geelong

Photo 1: 'Ashbury Estate' promotional sign, corner Boundary Road and Surf Coast Highway, Armstrong Creek



Photo 2: 'Ashbury Estate' direction sign, corner Boundary Road and Surf Coast Highway, Armstrong Creek



Photo 3: 'Villawood' major promotion sign, Boundary Road, Armstrong Creek



Photo 4: 'Ashbury Estate' sales office branding, Armstrong Creek



Photo 5: 'Ashbury Estate' branded pole signs, Armstrong Creek



Photo 6: Roadside 'Ashbury Estate' major promotion sign, Boundary Road, Armstrong Creek



Photo 7: Promotional signs on Surf Coast Highway (southbound), Armstrong Creek



Photo 8: Pole signs in 'Villawood Armstrong', Armstrong Creek



Photo 9: 'Lara Lakes' estate, Ohallorans, Road Lara



Photo 10: Pole signs in 'Coridale' estate display village, Lara



Photo 11: 'V' sign on Windemere Road, Lara



Photo 12: Internal 'Lara Lakes' estate signage, Lara



Photo 13: Major promotion sign in 'Austin Estate', Lara



Photo 14: 'Gen' Fyansford promotional signs



Photo 15: Display village and sales office signage, Dell Boulevard, Fyansford



Appendix B Growth Areas Sign Policies

Appendix B Growth Areas Sign Policies

15.01
31/07/2018
VC148

BUILT ENVIRONMENT

15.01-1S Urban design31/07/2018
VC148**Objective**

To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.

Strategies

Require development to respond to its context in terms of character, cultural identity, natural features, surrounding landscape and climate.

Ensure development contributes to community and cultural life by improving the quality of living and working environments, facilitating accessibility and providing for inclusiveness.

Ensure the interface between the private and public realm protects and enhances personal safety.

Ensure development supports public realm amenity and safe access to walking and cycling environments and public transport.

Ensure that the design and location of publicly accessible private spaces, including car parking areas, forecourts and walkways, is of a high standard, creates a safe environment for users and enables easy and efficient use.

Ensure that development provides landscaping that supports the amenity, attractiveness and safety of the public realm.

Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.

Promote good urban design along and abutting transport corridors.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-1R Urban design - Metropolitan Melbourne31/07/2018
VC148**Objective**

To create a distinctive and liveable city with quality design and amenity.

Strategies

Support the creation of well-designed places that are memorable, distinctive and liveable.

Integrate place making practices into road space management.

Strengthen Melbourne's network of boulevards.

Create new boulevards in urban-growth areas and selected existing road corridors across Melbourne.

Provide spaces and facilities that encourage and support the growth and development of Melbourne's cultural precincts and creative industries.

15.01-1L-Urban design

01

13/07/2023
C219melt

Strategies

Facilitate development that provide active interfaces to the public realm.

Design development to optimise opportunities for passive surveillance.

Facilitate opportunities for social interaction at interfaces between public and private areas.

Facilitate the inclusion of art that is visible from the public realm.

Reduce opportunities for graffiti and vandalism through design and the use of construction materials.

Support built form that includes colours, materials, architectural features and finishes that add visual interest and enhance the streetscape.

Orient streets and buildings to face any adjacent open space reserves.

15.01-1L-Industrial urban design

02

13/07/2023
C219melt

Policy application

This policy applies to:

- Industrial development on land in an Industrial 1 or 3 Zone or a Commercial 2 Zone.
- Industrial development on land in the Urban Growth Zone, where the applied zone is an Industrial 1 or 3 Zone or a Commercial 2 Zone, and there is no approved Urban Design Framework.

Objectives

To support industrial development that is designed to enhance the visual amenity of the area to attract businesses, workers and visitors.

To facilitate consistency in built form outcomes.

To facilitate the development of industrial subdivisions that:

- Respond to the local characteristics of their site and context.
- Cater to a variety of potential business types and sizes.

Building setbacks strategies

Provide setbacks to development that enhance the streetscape character.

Facilitate development that respects the predominant front setbacks of surrounding buildings. Structures over pedestrian entries (such as canopies) can protrude into the setback.

Building setback policy guidelines

Consider as relevant:

- Providing a minimum five metres setback where an industrial area has an interface to:
 - A residential area.
 - A road identified as a Road Zone Category 1 (RDZ1).
- Providing a minimum three metre building setback:

- To each street frontage on corner lots.
- Where there are no existing setbacks on surrounding properties.

Building design strategies

Design buildings to engage with the streetscape.

Locate customer service, retail, showroom and office areas at the front of the building so they are visible from the primary street frontage and visitor parking areas.

Avoid blank interfaces on buildings that address the public realm (such as streets, roads in a Road Zone Category 1, waterways, railway lines, conservation areas and public open space), through:

- Incorporating visual interest elements such as glazing and building articulation.
- Varying the alignment of buildings (such as staggered building planes and setbacks), feature cladding, detailing, materials, finishes and colours.

Improve passive surveillance to the public realm through:

- Building design.
- Glazing and the location of outdoor staff areas in development adjacent to a waterway.

Place feature treatments at the corner to address both street frontages, where a lot is a corner allotment.

Provide articulation and visual interest to the areas of built form that will be visible from the public realm, including side and rear facades.

Integrate exterior elements such as utilities into the design of the building or landscape (including fire hydrant boosters, plumbing, heating and ventilation).

Locate roof top services (such as lift overruns, solar panels, and air conditioning units) out of sight from the public realm or screen them from view by extending the height of the parapet.

Use external materials that have low reflectivity.

Avoid the use of untreated concrete panels.

Encourage the use of translucent sheeting in the building design on northern and southern facades of large format buildings.

Building height strategies

Encourage building heights to respect the scale of built form in the area, including any adjoining residential area.

Building height policy guidelines

Consider as relevant:

- Whether any office component should be at least 40 per cent of the height of the main building.
- Whether any office component should be limited to a maximum height of seven metres, and the main building limited to a maximum height of nine metres where the site adjoins land zoned for residential purposes.

Car parking loading and outdoor storage areas strategies

Locate car parking, loading and servicing at the side or rear of the site so they are screened from view by the building.

Provide screening in the form of fencing and landscaping to any car parking, loading and service infrastructure that is not located at the rear of the site.

Provide visitor parking close to the office entry.

Provide loading areas away from any boundary adjoining a residential area.

Provide loading and storage areas away from any waterway.

Locate external plant, service yards and outdoor storage areas at the side or rear of the lot where it can be screened from view by the building. Where this is not possible, provide screening in the form of fencing and landscaping.

Car parking loading and outdoor storage areas policy guidelines

Consider as relevant:

- Providing a five metre landscaping setback to screen any loading areas from street view, where it cannot be avoided that loading bays are located at the front of the property.

Fencing strategies

Encourage the use of landscaping rather than fencing to delineate the front and side boundaries of a lot.

Design fences that:

- Respect the character of the site and surrounding development.
- Are transparent and unobtrusive, to allow clear views between the public realm and the site.

Avoid the use of razor or barbed wire on high security fencing.

Locate high security fencing at or behind the front building line, with additional landscaping between the fencing and the front boundary.

Provide a black chain mesh or black steel picket fence on rail corridor boundaries.

Fencing policy guidelines

Consider as relevant:

- Limiting a fence to be no more than 1.5 metres in height.

Landscaping strategies

Provide landscaping to enhance on-site amenity and the streetscape setting.

Provide landscaping along street frontages and adjacent to waterway reserves.

Support low maintenance and hardy landscaping.

Provide a mix of trees, low shrubs and ground covers.

Provide vegetation that allows ground level views to and from the public realm to remain unobscured when the vegetation is mature.

Landscaping policy guidelines

Consider as relevant:

- Providing a landscape strip with a minimum depth of three metres in the front setback of a site where there is no residential interface or where the site is not located on a main road.
- Providing a landscape strip with a minimum depth of five metres:
 - Along any boundary of a site, including in a front setback, where there is a residential interface.
 - In the front setback of a site that is located on a main road.
- Providing a five metre landscaped setback along a site's side or rear boundary that has an interface with a high exposure traffic corridor (such as rail lines, highways and freeways) where the boundary facade is not treated with colour variation and three dimensional articulation (such as recessed concrete imprints or feature cladding).
- Providing a minimum two metre landscaped setback along a boundary with a waterway.

Subdivision design strategies

Provide an efficient grid network of connecting streets that is easy to navigate.

Provide a local road hierarchy that caters for all road users including heavy vehicles, buses, cars, cyclists and pedestrians.

Discourage heavy vehicle traffic from entering adjoining residential streets through the design of roads and the road hierarchy.

Provide a separation between industrial and residential uses such as through a landscaped central median or service road.

Orientate streets to be north-south and east-west and create lots that enable buildings to be sited to maximise solar efficiency.

Create lots that are regular in shape and square to the street.

Create a variety of lot sizes, ensuring lots are large enough to accommodate natural features, access, landscaping and desired built form outcomes.

Orientate lots so the primary frontage is to the higher order street.

Design the lot layout so that buildings have sufficient frontage to address the public realm.

Where street frontage lots screen lots at the rear, the office and pedestrian entry of the rear lots should be visible from the main street frontage.

Provide a frontage road along at least one side of any adjacent waterway.

Policy document

Consider as relevant:

- *Industrial Design Guidelines* (Melton City Council, March 2016)

15.01-1L-Activity centre design

03

13/07/2023
C219melt

Strategies

Support the refurbishment of activity centres and streetscapes.

Create a 'sense of place' by encouraging urban design and built form outcomes that enhance the identity of individual communities and areas.

Create a permeable network of streets and civic spaces that facilitate opportunities for social interaction.

Support the development of active street frontages to provide passive surveillance while responding to the human scale at street level.

Avoid blank walls on street frontages and civic spaces.

Design the built form of centres to address primary and secondary road frontages and residential or other sensitive interfaces.

Locate parking underground, undercroft or to the side or rear of buildings.

Support restaurants, including cafes, to include an outdoor seating area, particularly where this activates the use of open plaza areas.

Design activity centres to be highly permeable, to enable movement within and around them giving priority to pedestrian and cyclists.

Incorporate end of trip facilities into the design and refurbishment of activity centres.

Design restricted retail development to:

- Provide connections between activity centres and surrounding neighbourhoods.
- Positively contribute to the amenity of the pedestrian environment.
- Integrate into the surrounding area.

15.01-1L-Signs

04

13/07/2023
C219melt

General signs strategies

Advertise and identify the business and service provided on the site and not details of products sold.

Locate signs within the site the business operates on.

Provide adequate space for all occupancies to display signs where a building or site is occupied by more than one business.

Avoid signs that obscure a building's architectural form, features or glazed surfaces.

Avoid signs that protrude above rooflines or parapets, or beyond the edges of fascia or walls of the host building.

Design sign supporting structures so they do not visually detract from the façade of the building.

Conceal electrical services to a sign.

Design and locate signs to account for the long-term maintenance needs and the ease of changing messages when reusing the existing mountings and service installations.

Protect areas of environmental and natural significance by limiting signage adjoining or facing these areas.

Incorporate pole and free-standing panel signs into the landscaping treatment of Neighbourhood Centres, Metropolitan Activity Centres, Major Activity Centres, free-standing pad sites and in industrial and restricted retail areas.

Incorporate signs into the architectural design of the building form.

Avoid signs that obscure passive surveillance of pedestrian activity areas, car parking areas and streets.

Commercial (shop and office) strategies

Facilitate business identification signs that are consistent and uniform in size.

Locate business identification signs on the building's verandah fascia or parapet.

Limit individual business advertising on the exterior of the building to tenancies that have direct external frontage to a carpark for free standing shopping centres.

Discourage signs on external walls of free-standing pad sites from displaying information other than the names of the tenants or their business logo.

Limit the painting of corporate colours on the exterior of a building to the front façade of the tenancy where it has frontage to a car parking area or road for free standing pad sites.

Commercial (shop and office) policy guidelines

Consider as relevant:

- Whether signs on the façade of commercial buildings should be limited to occupy no more than 50 per cent of the wall area above the verandah, or if there is no verandah, 50 per cent of the total façade wall.
- Whether signs in commercial areas should be limited to:
 - Occupy no more than 50 per cent of an awning.
 - A maximum of eight square metres where the frontage of the building is less than five metres long.
- Whether pole and free-standing panel signs display the name of the shopping centre at the top of the sign and list tenants of the site beneath the name of the shopping centre.

- Whether pole and free-standing panel signs in free-standing shopping centres should be limited to:
 - One sign with a maximum height of six metres, in Neighbourhood Centres.
 - One sign on a RDZ1 and RDZ2 road in Metropolitan Activity Centres and Major Activity Centres.
- Whether pole and free-standing panel signs in free-standing pad sites should be limited to one sign per road frontage.
- Whether direction signs in free-standing pad sites should be limited to one per road entry point.

Industrial and restricted retail strategies

Limit signs to the front and side of buildings.

Design pole and free-standing panel signs to be:

- Located on main roads and set back from the road.
- Used to display only business identification information.

Where there is a grouping of restricted retail premises (such as a homemaker centre), business identification signs should only be located on the exterior of the building where the business has a direct frontage to the outside of the centre.

Discouraging pole signs for individual premises within a homemaker centre.

Encourage communal or precinct-based directory signs for an industrial building or estate to be located in a landscaped area.

Industrial and restricted retail premises policy guidelines

Consider as relevant:

- Limiting pole and free standing panel signs to:
 - One sign per premises where buildings are free-standing, or one sign for a group of premises (such as an estate or homemaker centre).
 - Less than seven metres in height.
- Limiting signs to a maximum of 20 square metres for any industrial premises or free-standing restricted retail premises that has a frontage greater than 40 metres and is well set back from a road.
- Limiting communal or precinct-based directory signs for an industrial building or estate to a maximum of 3 square metres in advertising area.
- Limiting the advertising area of all signs to a maximum of 12 square metres for any individual restricted retail premises.
- Limiting all other signs for an industrial premises to be a maximum of 10 square metres in area.

Residential areas strategies

Support signs that are affixed to the building.

Locate free-standing signs in front of the building, in a landscaped area and facing the street with the greatest amount of traffic (if the site has more than one street frontage).

Discourage internally illuminated, floodlit, animated, electronic and reflective signage in residential areas.

Residential areas policy guidelines

Consider as relevant:

- Whether signs should be limited to one business identification sign with an area of less than three square metres.

- Limiting free-standing signs to be no higher than two metres above natural ground level.

Display homes and villages strategies

Locate any promotion signs at the entry to the display village.

Support on-site direction signs where it identifies the car park and pedestrian entry to the display village.

Display signs only for the length of time the land is being used for a display home.

Support fixed pole signage with banner flags in display villages.

Display homes and village policy guidelines

Consider as relevant:

- Discouraging more than one display village promotion sign per display village.
- Limiting the number of display home promotion signs that identify the name of the builder or the name of the display home to no more than one sign per display home.
- Within a display village, limiting the number of display home promotion signs that identify the name of a builder to no more than one sign per building that is not a display home.
- Limiting display home promotion signs to be less than two square metres in area.

Subdivision and new estate promotion signs strategies

Locate subdivision and new estate promotion signs on the subject land that is being subdivided or sold.

Provide promotion signs for a residential estate only where the estate has a frontage to a freeway or highway.

Support on-site promotion signs that include fixed pole signs with banners along the main entrance road to the estate.

Discourage signs to be located within a road reserve.

Subdivision and new estate promotion signs policy guidelines

Consider as relevant:

- Limiting major promotion signs to not exceed 21 square metres in area per sign face.
- Whether on-site promotion signs for new estates should be limited to one sign per road frontage, unless the road frontage is greater than one kilometre in length in which case two signs may be considered.
- Encouraging signs to be set back a minimum of five metres from the title boundary. This setback is increased to 10 metres from highways and freeways.
- Whether signs not on the subject site should be a maximum of five kilometres from the boundary of the subdivision or development to which they relate.
- Encouraging off-site promotion signs for a development to be:
 - Limited to three in number, with a minimum separation distance of one kilometre between each sign.
 - Located at least 250 metres from any other subdivision or new estate promotion sign for a different development.
 - Set back 500 metres from on-ramps on freeways.

Rural and green wedge areas strategies

Support low scale signs in rural areas that respect the rural character.

Locate free-standing signs at the front of the property, incorporated into the landscape treatment.

Encourage colours that are compatible with the colour palette of the surrounding landscape.

Rural/green wedge areas policy guidelines

Consider as relevant:

- Discouraging more than one business identification sign to be located on any site.
- Limiting free-standing signs to be no more than two metres above ground level.

Policy document

Consider as relevant:

- *Advertising Signage Design Guidelines* (Melton City Council, 2017)

15.01-1L-Signs at gateway entrances

05

13/07/2023
C219melt

Objective

To encourage signs that enhance major gateway entrances to the City.

Strategies

Discourage major promotion signs and sky signs:

- In gateway locations.
- On empty sites that are devoid of built form, such as paddocks, where they will be a dominant visual element in the landscape and detract from the visual amenity of a road or rail corridor.

Discourage signs with distracting elements such as bunting, floodlit, animated, electronic and reflective signs.

Policy document

Consider as relevant:

- *Advertising Signage Design Guidelines* (Melton City Council, 2017)

Expiry

The local policy (Clause 15.01-1L-05) expires three years from the date of gazettal of Amendment C219melt.

15.01-2S Building design

10/06/2022
VC216

Objective

To achieve building design and siting outcomes that contribute positively to the local context, enhance the public realm and support environmentally sustainable development.

Strategies

Ensure a comprehensive site analysis forms the starting point of the design process and provides the basis for the consideration of height, scale, massing and energy performance of new development.

Ensure development responds and contributes to the strategic and cultural context of its location.

Minimise the detrimental impact of development on neighbouring properties, the public realm and the natural environment.

Improve the energy performance of buildings through siting and design measures that encourage:

- Passive design responses that minimise the need for heating, cooling and lighting.
- On-site renewable energy generation and storage technology.
- Use of low embodied energy materials.

Ensure the layout and design of development supports resource recovery, including separation, storage and collection of waste, mixed recycling, glass, organics and e-waste.

Encourage use of recycled and reusable materials in building construction and undertake adaptive reuse of buildings, where practical.

Encourage water efficiency and the use of rainwater, stormwater and recycled water.

Minimise stormwater discharge through site layout and landscaping measures that support on-site infiltration and stormwater reuse.

Ensure the form, scale, and appearance of development enhances the function and amenity of the public realm.

Ensure buildings and their interface with the public realm support personal safety, perceptions of safety and property security.

Ensure development is designed to protect and enhance valued landmarks, views and vistas.

Ensure development considers and responds to transport movement networks and provides safe access and egress for pedestrians, cyclists and vehicles.

Encourage development to retain existing vegetation.

Ensure development provides landscaping that responds to its site context, enhances the built form, creates safe and attractive spaces and supports cooling and greening of urban areas.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)
- *Apartment Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2021)
- *Waste Management and Recycling in Multi-unit Developments* (Sustainability Victoria, 2019)

15.01-2L-Commercial building design

01

13/07/2023
C219melt

Objective

To enhance the amenity and appearance of commercial areas.

Strategies

Design commercial buildings to minimise the adverse impacts of their business operation on any adjoining residential area interfaces.

Locate loading, car parking and service areas at the rear of the site with screening.

Incorporate landscaping into the site layout, and where appropriate also in the public realm.

15.01-2L-Stores and outbuildings

02

13/07/2023
C219melt

Strategies

Discourage outbuildings that are not designed to fit with the landscape, particularly the conversion of shipping containers.

Encourage the external finish of developments to be consistent with and compliment the landscape amenity.

Discourage the development of vehicle stores and the storage of shipping containers within residential areas.

Use mature screen planting to reduce the visual impact of the outbuilding from the neighbouring properties and the street.

Support development that is sited to minimise the removal of native vegetation.

Set back stores and outbuildings from the boundary of neighbouring properties so that its use or development does not have an adverse impact on the amenity of adjoining residents.

Set back stores and outbuildings from road frontages so that they do not dominate the landscape or adversely impact on sightlines to hills.

Encourage outbuildings and stores to be sited further back from the road than the front elevation of any existing dwelling, unless the outbuilding is used for agribusiness purposes.

Locate development in proximity to any existing structures.

Policy guidelines

Consider as relevant:

- Providing a 3 metre side and rear setback for outbuildings within Residential Zones.
- Encouraging outbuildings to have a smaller floor space or height than the existing residence.

Policy document

Consider as relevant:

- *Shire of Melton Store and Outbuilding Policy and Guidelines* (Melton Shire Council, 2010)

15.01-2L-Landscaping and green space

03

13/07/2023
C219melt

Objective

To improve the quality and functionality of green space.

Strategies

Support the planting of indigenous vegetation.

Incorporate canopy tree planting into landscaped setbacks.

Encourage planting in accordance with the *Landscape Guidelines for the Shire of Melton* (Melton Shire Council, 2010).

Policy document

Consider as relevant:

- *Landscape Guidelines for the Shire of Melton* (Melton Shire Council, 2010)

Expiry

This local policy expires three years from the date of gazettal of Amendment C219melt.

15.01-3S Subdivision design

10/06/2022
VC216

Objective

To ensure the design of subdivisions achieves attractive, safe, accessible, diverse and sustainable neighbourhoods.

Strategies

In the development of new residential areas and in the redevelopment of existing areas, subdivision should be designed to create liveable and sustainable communities by:

- Creating compact neighbourhoods that have walkable distances between activities.
- Developing activity centres in appropriate locations with a mix of uses and services and access to public transport.
- Creating neighbourhood centres that include services to meet day to day needs.
- Creating urban places with a strong sense of place that are functional, safe and attractive.
- Providing a range of lot sizes to suit a variety of dwelling and household types to meet the needs and aspirations of different groups of people.
- Creating landscaped streets and a network of open spaces to meet a variety of needs with links to regional parks where possible.
- Protecting and enhancing habitat for native flora and fauna, and providing opportunities for people to experience nature in urban areas.
- Facilitating an urban structure where neighbourhoods are clustered to support larger activity centres served by high quality public transport.
- Reduce car dependency by allowing for:
 - Convenient and safe public transport.
 - Safe and attractive spaces and networks for walking and cycling.
 - Subdivision layouts that allow easy movement within and between neighbourhoods.
 - A convenient and safe road network.
- Minimising exposure of sensitive uses to air and noise pollution from the transport system.
- Being accessible to people with disabilities.
- Creating an urban structure that:
 - Responds to climate related hazards.
 - Incorporates integrated water management, including sustainable irrigation of open space.
 - Minimises peak demand on the electricity network.
 - Supports energy efficiency and solar energy generation through urban layout and lot orientation.
 - Supports waste minimisation and increased resource recovery.
- Providing utilities and services that support the uptake of renewable energy technologies, such as microgrids and energy storage systems, including batteries.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-4S Healthy neighbourhoods

31/07/2018
VC148

Objective

To achieve neighbourhoods that foster healthy and active living and community wellbeing.

Strategies

Design neighbourhoods that foster community interaction and make it easy for people of all ages and abilities to live healthy lifestyles and engage in regular physical activity by providing:

- Connected, safe, pleasant and attractive walking and cycling networks that enable and promote walking and cycling as a part of daily life.
- Streets with direct, safe and convenient access to destinations.
- Conveniently located public spaces for active recreation and leisure.
- Accessibly located public transport stops.
- Amenities and protection to support physical activity in all weather conditions.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-4R Healthy neighbourhoods - Metropolitan Melbourne

31/07/2018
VC148

Strategy

Create a city of 20 minute neighbourhoods, that give people the ability to meet most of their everyday needs within a 20 minute walk, cycle or local public transport trip from their home.

15.01-4L Healthy neighbourhoods13/07/2023
C219melt**Strategy**

Support development that provides private or shared garden space for food production.

15.01-5S Neighbourhood character09/10/2020
VC169**Objective**

To recognise, support and protect neighbourhood character, cultural identity, and sense of place.

Strategies

Support development that respects the existing neighbourhood character or contributes to a preferred neighbourhood character.

Ensure the preferred neighbourhood character is consistent with medium and higher density housing outcomes in areas identified for increased housing.

Ensure development responds to its context and reinforces a sense of place and the valued features and characteristics of the local environment and place by respecting the:

- Pattern of local urban structure and subdivision.
- Underlying natural landscape character and significant vegetation.
- Neighbourhood character values and built form that reflect community identity.

15.01-5L-Neighbourhood character**01**13/07/2023
C219melt**Strategy**

Design development to be consistent with the preferred character identified in the relevant character area outlined in the *House Rules Housing Character Assessment and Design Guidelines: Character Statements and Guidelines* (Planisphere, 2015).

Policy document

Consider as relevant:

- *House Rules Housing Character Assessment and Design Guidelines: Character Statements and Guidelines* (Planisphere, 2015)

Expiry

This local policy expires three years from the date of gazettal of Amendment C219melt.

15.01-5L-Low density residential character**02**13/07/2023
C219melt**Strategy**

Maintain the character of low density residential areas formed by the existing development density.

Policy guideline

Consider as relevant:

- Avoiding more than one dwelling per lot within the Low Density Residential Zone.

15.01-6S Design for rural areas

31/07/2018
VC148

Objective

To ensure development respects valued areas of rural character.

Strategies

Ensure that the siting, scale and appearance of development protects and enhances rural character.

Protect the visual amenity of valued rural landscapes and character areas along township approaches and sensitive tourist routes by ensuring new development is sympathetically located.

Site and design development to minimise visual impacts on surrounding natural scenery and landscape features including ridgelines, hill tops, waterways, lakes and wetlands.

15.01
31/07/2018
VC148

BUILT ENVIRONMENT

15.01-1S Urban design31/07/2018
VC148**Objective**

To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.

Strategies

Require development to respond to its context in terms of character, cultural identity, natural features, surrounding landscape and climate.

Ensure development contributes to community and cultural life by improving the quality of living and working environments, facilitating accessibility and providing for inclusiveness.

Ensure the interface between the private and public realm protects and enhances personal safety.

Ensure development supports public realm amenity and safe access to walking and cycling environments and public transport.

Ensure that the design and location of publicly accessible private spaces, including car parking areas, forecourts and walkways, is of a high standard, creates a safe environment for users and enables easy and efficient use.

Ensure that development provides landscaping that supports the amenity, attractiveness and safety of the public realm.

Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.

Promote good urban design along and abutting transport corridors.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-1R Urban design - Metropolitan Melbourne31/07/2018
VC148**Objective**

To create a distinctive and liveable city with quality design and amenity.

Strategies

Support the creation of well-designed places that are memorable, distinctive and liveable.

Integrate place making practices into road space management.

Strengthen Melbourne's network of boulevards.

Create new boulevards in urban-growth areas and selected existing road corridors across Melbourne.

Provide spaces and facilities that encourage and support the growth and development of Melbourne's cultural precincts and creative industries.

15.01-1L-Landscaping

01

10/02/2022
C258wynd

Objective

To improve the quality of development through landscaping.

Strategies

Ensure that multi-unit housing is well landscaped with trees and shrubs.

Ensure there is adequate scope for canopy tree planting in private properties and within street reservations.

Ensure buildings and works along Princes Highway maintain the treed boulevard character of the corridor.

15.01-1L-Signs**02**10/02/2022
C258wynd**Objective**

To improve the visual amenity associated with signs and encourage the form and location of signs to respect the character of buildings to which they are attached and the setting they are located within.

Strategies**General**

Prevent or minimise signage clutter, particularly in rural and residential areas, while providing for individual business identification and promotion signs.

Support the co-location of signage for multiple occupancies to reduce visual clutter.

Protect areas of environmental and natural significance by limiting signage adjoining or facing waterways and council reserves.

Encourage signage for new residential and industrial estates and business parks to be designed and located to:

- Respond to the site context.
- Limit visual impacts.
- Avoid visual clutter.
- Ensure road safety.

Discourage signs that inhibit or hinder views of important landscapes, streetscapes or architectural features.

Ensure signs are located on the land to which they relate and are contained wholly within property boundaries.

Discourage signs within or overhanging road reserves and Council owned land.

Ensure the lighting of signs is designed and baffled to limit light spill beyond site boundaries.

Encourage illuminated signs to be located at ground level provided they:

- Add vitality to a centre.
- Create a safer environment at night.
- Do not abut a Category 3 - High amenity area at Clause 52.05-9 of this Scheme.

Encourage the replacement or removal of existing poorly maintained or located signs when a new sign is being installed.

Ensure signage does not dominate gateways to the City or to business centres, along major arterials or pedestrian and railway corridors.

Support signs that define a gateway and complement adjoining land uses.

Discourage the following types of signs:

- Signs in the form of trailers, bunting and balloons.
- Signs that are reflective, flashing or animated.
- Signage in a V-Board configuration on verandahs or awnings, at intersections where they impede visibility, or dominate the streetscape.
- Sky signs that have a dominant impact on streetscape.
- Signs that protrude above the height of building rooflines, beyond fascias, parapets or walls.

- Signs adjacent to freeways and/or highways.

Encourage the location and number of estate signs to be planned using a whole -of-estate approach.

Ensure major promotion and promotion signs are located at focal points within major or regional commercial centres on main roads, industrial estates or on major transport routes, and are in scale with the built form of their immediate locality.

Category 1 – Commercial areas

Ensure pole signs are set back from street frontages and are limited to one pole sign per site frontage.

Discourage signage facing residential areas or zones that would adversely impact upon the amenity of the residential area or zone.

Category 2 – Office and industrial areas

Ensure pole signs are set back from street frontages and limited to one pole sign per site frontage.

Limit signs on building façades, walls, parapets or landscaped surroundings to the minimum required to promote the use/operation.

Ensure signs at the upper level façade are proportionate to the scale of the building.

Category 3 – High amenity areas

Support signs that are respectful of residential character and are not visually dominate.

Restrict the illumination of business identification signage to the operating hours of the business to which it relates.

Encourage signs to be fixed on buildings, except on heritage buildings.

Ensure signs above front fence height are set back from the road reserve to avoid dominating the streetscape.

Support signs on heritage places that are designed, coloured and located in a manner that conserves the heritage place.

Category 4 – Sensitive areas

Encourage signs facing areas of significance to be finished in muted and/or earthy tones and colours.

Limit wording on signs facing areas of significance to business identification.

Ensure freestanding signs face away from areas of public open space, the coastline and waterways.

Policy guidelines

Consider as relevant:

New residential and employment estates

- Discouraging new estate signage that is larger than the preferred maximum area of 25 square metres.
- Limiting on-site estate signs on road frontages of less than 150 metres to one sign per road frontage.
- Allowing multiple on-site estate signs on road frontages of more than 150 metres provided there:
 - Is a minimum of 150 metres distance between each sign.
 - Are no more than four signs per frontage (excluding signage for land sales office and display homes or villages).
- Supporting off-site estate signs where:
 - The signs are located at least 200 metres from any other promotion sign advertising the same estate.
 - No more than four signs are erected per estate.
 - The signs are located within three kilometres of the subdivision to which they relate.

- Supporting display village signage where:
 - The combined maximum area of signs does not exceed 7 square metres per display home frontage.
 - Each sign does not exceed 2 square metres of advertisement area.
 - The combined maximum area of signage for land sales office does not exceed 15 square metres.
 - Perimeter signage associated with the sales office is used to screen construction works and provides opportunities for branding while the estate is in its development and sales phase.

Category 3 areas

Allowing small scale non-residential uses in a residential zone (e.g. home occupation) to display low profile business identification signage not exceeding 1.8 metres in height and a total advertising area not exceeding 1 square metre.

Limiting signs for medical centres to a maximum area of 2 square metres.

Limiting signs for large scale free-standing non-residential uses (e.g. petrol stations) to a pole sign and a low-profile parapet/wall/fascia business identification sign.

Limiting signage on windows to 50 per cent of the window area.

15.01-2S Building design

10/06/2022
VC216

Objective

To achieve building design and siting outcomes that contribute positively to the local context, enhance the public realm and support environmentally sustainable development.

Strategies

Ensure a comprehensive site analysis forms the starting point of the design process and provides the basis for the consideration of height, scale, massing and energy performance of new development.

Ensure development responds and contributes to the strategic and cultural context of its location.

Minimise the detrimental impact of development on neighbouring properties, the public realm and the natural environment.

Improve the energy performance of buildings through siting and design measures that encourage:

- Passive design responses that minimise the need for heating, cooling and lighting.
- On-site renewable energy generation and storage technology.
- Use of low embodied energy materials.

Ensure the layout and design of development supports resource recovery, including separation, storage and collection of waste, mixed recycling, glass, organics and e-waste.

Encourage use of recycled and reusable materials in building construction and undertake adaptive reuse of buildings, where practical.

Encourage water efficiency and the use of rainwater, stormwater and recycled water.

Minimise stormwater discharge through site layout and landscaping measures that support on-site infiltration and stormwater reuse.

Ensure the form, scale, and appearance of development enhances the function and amenity of the public realm.

Ensure buildings and their interface with the public realm support personal safety, perceptions of safety and property security.

Ensure development is designed to protect and enhance valued landmarks, views and vistas.

Ensure development considers and responds to transport movement networks and provides safe access and egress for pedestrians, cyclists and vehicles.

Encourage development to retain existing vegetation.

Ensure development provides landscaping that responds to its site context, enhances the built form, creates safe and attractive spaces and supports cooling and greening of urban areas.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)
- *Apartment Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2021)
- *Waste Management and Recycling in Multi-unit Developments* (Sustainability Victoria, 2019)

15.01-2L-Environmentally sustainable development

01
10/06/2022
VC216

Policy application

This policy applies to residential and non-residential development, excluding subdivision, in accordance with the thresholds detailed in this policy.

Objective

To achieve best practice in environmentally sustainable development from the design stage through to construction and operation.

Strategies

Facilitate development that minimises environmental impacts.

Encourage environmentally sustainable development that:

- Is consistent with the type and scale of the development.
- Responds to site opportunities and constraints.
- Adopts best practice through a combination of methods, processes and locally available technology that demonstrably minimise environmental impacts.

Energy performance

Reduce both energy use and energy peak demand through design measures such as:

- Building orientation.
- Shading to glazed surfaces.
- Optimising glazing to exposed surfaces.
- Inclusion of or space allocation for renewable technologies.

Integrated water management

Reduce total operating potable water use through appropriate design measures such as water efficient fixtures, appliances, equipment, irrigation and landscaping.

Encourage the appropriate use of alternative water sources (including greywater, rainwater and stormwater).

Incorporate best practice water sensitive urban design to improve the quality of stormwater runoff and reduce impacts on water systems and water bodies.

Indoor environment quality

Achieve a healthy indoor environment quality, including thermal comfort and access to fresh air and daylight, prioritising passive design over mechanical heating, ventilation, cooling and lighting.

Reduce indoor air pollutants by encouraging use of low-toxicity materials.

Minimise noise levels and noise transfer within and between buildings and associated external areas.

Transport

Design development to promote the use of walking, cycling and public transport, in that order; and minimise car dependency.

Promote the use of low emissions vehicle technologies and supporting infrastructure.

Waste management

Promote waste avoidance, reuse and recycling during the design, construction and operation stages of development.

Encourage use of durable and reuseable building materials.

Ensure sufficient space is allocated for future change in waste management needs, including (where possible) composting and green waste facilities.

Urban ecology

Protect and enhance biodiversity by incorporating natural habitats and planting indigenous vegetation.

Reduce urban heat island effects through building design, landscape design, water sensitive urban design and the retention and provision of canopy and significant trees.

Encourage the provision of space for productive gardens, particularly in larger residential developments.

Policy guidelines

Residential

A Sustainable Design Assessment (including an assessment using BESS, STORM or other methods) for:

- 2 - 9 dwellings.
- A building used for accommodation other than dwellings with a gross floor area between 500 and 1999 square metres.

A Sustainability Management Plan (including an assessment using BESS/Green star, STORM/MUSIC or other methods) and a Green Travel Plan for:

- 10 or more dwellings.
- A building used for accommodation other than dwellings with a gross floor area of more than 2000 square metres.

Non-residential

A Sustainable Design Assessment (including an assessment using BESS and STORM/MUSIC or other methods) for:

- A non-residential building with a gross floor area of 500 to 1999 square metres.
- An extension to an existing non-residential building creating between 500 to 1999 square metres of additional gross floor area (excluding outbuildings).

A Sustainability Management Plan (including an assessment using BESS/Green star, STORM/MUSIC or other methods) and a Green Travel Plan for:

- A non-residential building with a gross floor area of more than 2000 square metres.
- An extension to an existing non-residential building creating more than 2000 square metres of additional gross floor area (excluding outbuildings).

Mixed use

Applicable assessments for the residential and non-residential components of the development.

Consider as relevant the following tools to support a Sustainable Design Assessment or Sustainability Management Plan:

- *Sustainable Design Assessment in the Planning Process* (IMAP, 2015)
- *Built Environment Sustainability Scorecard 'BESS'* (Council Alliance for a Sustainable Built Environment 'CASBE')
- *Green Star* (Green Building Council of Australia)
- *Model for Urban Stormwater Improvement Conceptualisation 'MUSIC'* (Melbourne Water)
- *Nationwide House Energy Rating Scheme 'NatHERS'* (Department of Climate Change and Energy Efficiency)
- *Stormwater Treatment Objective - Relative Measure 'STORM'* (Melbourne Water)
- *Urban Stormwater Best Practice Environmental Management Guidelines* (Victorian Stormwater Committee, 1999)
- *Waste Management and Recycling in Multi-Unit Developments - Better Practice Guide* (Sustainability Victoria, 2018).

Commencement

This policy does not apply to applications received by the responsible authority before 18 October 2018.

Expiry

This policy will expire when it is superseded by a comparable provision of the Victoria Planning Provisions.

15.01-2L Industrial and commercial design

10/02/2022
C258wynd

Strategies

Ensure new industrial and commercial development especially with a residential interface, compliments the character of the area.

15.01-2L-Heat island effects**03**10/06/2022
VC216**Objective**

To minimise the impacts of heat island through urban design responses.

Strategies

Minimise the extent of sealed ground surfaces.

Encourage the use of materials and finishes to buildings and pavements that minimise heat island effects.

Retain existing and promote additional canopy trees and landscaped surfaces.

Policy document

Consider as relevant:

- *Wyndham City Environment and Sustainability Strategy 2011- 2015* (Wyndham City Council, 2011)

15.01-3S Subdivision design10/06/2022
VC216**Objective**

To ensure the design of subdivisions achieves attractive, safe, accessible, diverse and sustainable neighbourhoods.

Strategies

In the development of new residential areas and in the redevelopment of existing areas, subdivision should be designed to create liveable and sustainable communities by:

- Creating compact neighbourhoods that have walkable distances between activities.
- Developing activity centres in appropriate locations with a mix of uses and services and access to public transport.
- Creating neighbourhood centres that include services to meet day to day needs.
- Creating urban places with a strong sense of place that are functional, safe and attractive.
- Providing a range of lot sizes to suit a variety of dwelling and household types to meet the needs and aspirations of different groups of people.
- Creating landscaped streets and a network of open spaces to meet a variety of needs with links to regional parks where possible.
- Protecting and enhancing habitat for native flora and fauna, and providing opportunities for people to experience nature in urban areas.
- Facilitating an urban structure where neighbourhoods are clustered to support larger activity centres served by high quality public transport.
- Reduce car dependency by allowing for:
 - Convenient and safe public transport.
 - Safe and attractive spaces and networks for walking and cycling.
 - Subdivision layouts that allow easy movement within and between neighbourhoods.
 - A convenient and safe road network.
- Minimising exposure of sensitive uses to air and noise pollution from the transport system.
- Being accessible to people with disabilities.

- Creating an urban structure that:
 - Responds to climate related hazards.
 - Incorporates integrated water management, including sustainable irrigation of open space.
 - Minimises peak demand on the electricity network.
 - Supports energy efficiency and solar energy generation through urban layout and lot orientation.
 - Supports waste minimisation and increased resource recovery.
- Providing utilities and services that support the uptake of renewable energy technologies, such as microgrids and energy storage systems, including batteries.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-3L Subdivision design

10/02/2022
C258wynd

Strategies

Ensure there is adequate scope for canopy tree planting in private properties and within street reservations.

Ensure new subdivisions creating rear loaded allotments and lanes are designed allowing sufficient space for landscaping, street lighting and services, by including requirements of any servicing authority early in the design process.

15.01-4S Healthy neighbourhoods31/07/2018
VC148**Objective**

To achieve neighbourhoods that foster healthy and active living and community wellbeing.

Strategies

Design neighbourhoods that foster community interaction and make it easy for people of all ages and abilities to live healthy lifestyles and engage in regular physical activity by providing:

- Connected, safe, pleasant and attractive walking and cycling networks that enable and promote walking and cycling as a part of daily life.
- Streets with direct, safe and convenient access to destinations.
- Conveniently located public spaces for active recreation and leisure.
- Accessibly located public transport stops.
- Amenities and protection to support physical activity in all weather conditions.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-4R Healthy neighbourhoods - Metropolitan Melbourne31/07/2018
VC148**Strategy**

Create a city of 20 minute neighbourhoods, that give people the ability to meet most of their everyday needs within a 20 minute walk, cycle or local public transport trip from their home.

15.01-4L Liveability

10/02/2022
C258wynd

Strategies

Create opportunities for people to connect through the creation of urban parks, pedestrian plazas and urban links.

15.01-5S Neighbourhood character09/10/2020
VC169**Objective**

To recognise, support and protect neighbourhood character, cultural identity, and sense of place.

Strategies

Support development that respects the existing neighbourhood character or contributes to a preferred neighbourhood character.

Ensure the preferred neighbourhood character is consistent with medium and higher density housing outcomes in areas identified for increased housing.

Ensure development responds to its context and reinforces a sense of place and the valued features and characteristics of the local environment and place by respecting the:

- Pattern of local urban structure and subdivision.
- Underlying natural landscape character and significant vegetation.
- Neighbourhood character values and built form that reflect community identity.

15.01-5L Wyndham preferred neighbourhood character10/02/2022
C258wynd**Policy application**

This policy applies to all planning permit applications for development in a residential zone.

General objectives

To retain the garden settings of buildings and the tree canopy of neighbourhoods.

To maintain the rhythm of spacing between buildings.

To minimise the loss of front garden space and the dominance of car parking structures.

To ensure new buildings or extensions do not dominate the streetscape.

To provide innovative and contemporary architectural responses that make a positive contribution to the streetscape character.

To respect the pattern of frontage treatment within the area.

To integrate buildings and landscape settings with open space and creek or river-side environs.

To ensure that the type, scale and design of development complements the neighbourhood character.

To minimise the loss of backyard areas and established vegetation.

General strategies

Provide landscaping within smaller garden settings.

Provide space for front gardens and planting around buildings.

Retain intact, older buildings that contribute to the character of the area.

Garden suburban**Strategies**

Retain the older, 'character' buildings of the Victorian, Edwardian or Interwar eras.

Retain well established canopy trees.

Provide new canopy trees where lacking.

Provide open frontages with low front fencing or no fencing.

Interface development with adjacent open spaces and creek or river corridors.

Policy guideline

Consider as relevant:

- Setting buildings back at least 1 to 2 metres from side boundaries.

Garden court type

Strategies

Provide a strong landscape character.

Retain well established canopy trees.

Provide new canopy trees where lacking.

Provide dwelling spacing by setting back buildings from side boundaries.

Provide open frontages with low front fencing or no fencing.

Interface development with open spaces and creek or river corridors.

Policy guidelines

Consider as relevant:

- Setting buildings back at least 1 to 2 metres from side boundaries.
- Setting buildings back at least 2 to 4 metres from side boundaries in Kingston Boulevard, Sayers Road and Tarneit Road, Hoppers Crossing.

Bush suburban type

Strategies

Retain existing canopy trees.

Provide new canopy trees where lacking.

Preserve and enhance the native landscaping theme.

Provide dwelling spacing by setting back buildings from side boundaries.

Provide open frontages with no fencing or rural style front fences.

Provide a rural road treatment.

Interface development with adjacent open spaces and creek or river corridors.

Policy guideline

Consider as relevant:

- Setting buildings back at least 4 to 8 metres from side boundaries.

Contemporary garden suburban type

Strategies

Provide new canopy trees.

Provide landscaping in small spaces.

Provide open front boundary treatment or very low fences.

Interface development with adjacent open spaces and creek or river corridors.

Coastal garden suburban type

Strategies

Protect the existing tree canopy, including many native trees and coastal planting.

Provide new canopy trees where lacking.

Provide a native or coastal landscaping theme.

Provide dwelling spacing by setting back buildings from side boundaries.

Provide open frontages with low front fencing or no fencing.

Provide a rural or informal road treatment.

Interface development with, and views to, Werribee River, Werribee South Beach and adjoining rural areas.

Policy guideline

Consider as relevant:

- Setting back buildings 1 metre from side boundaries.

Bush garden

Strategy

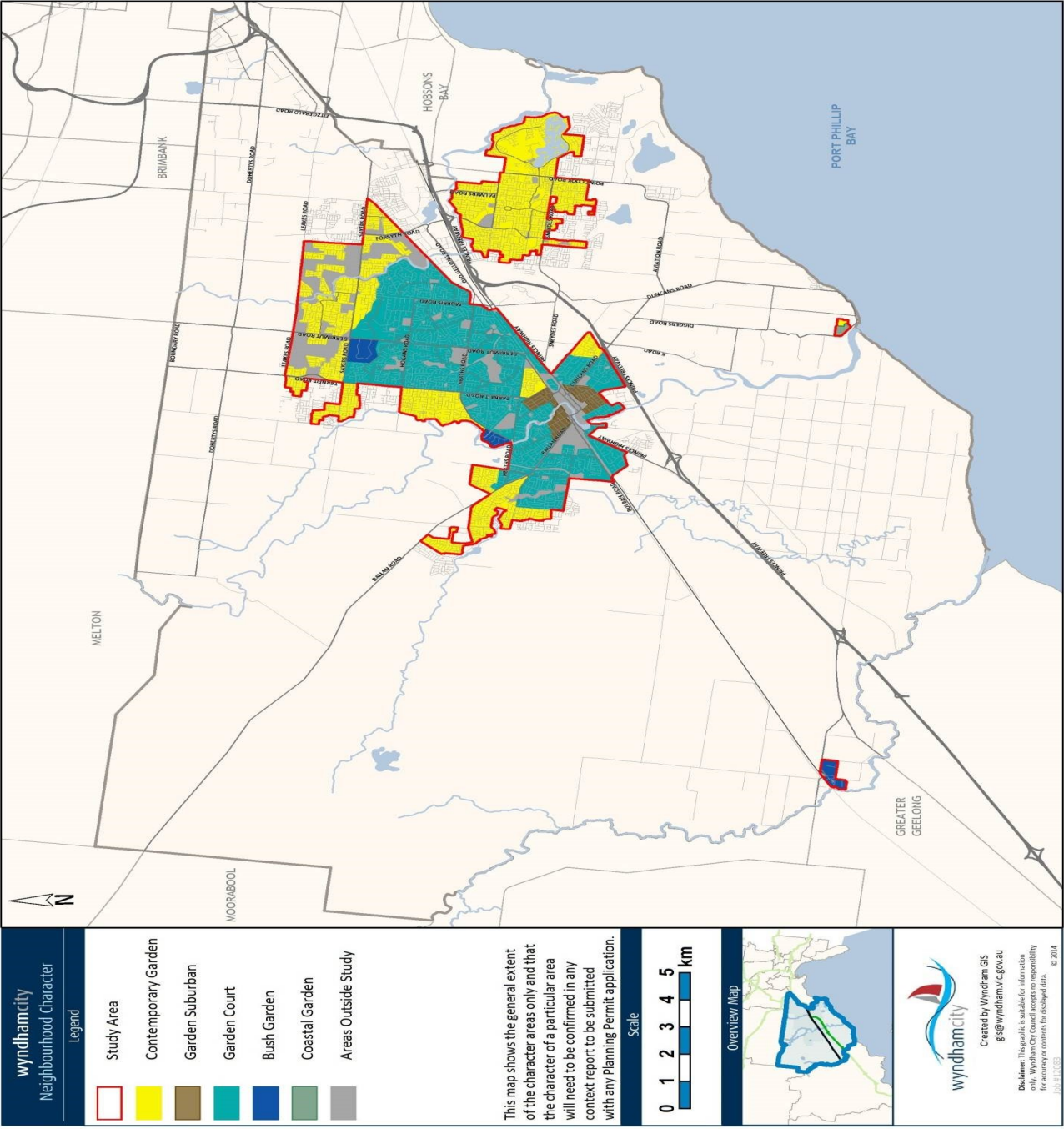
Hide built form on larger lots behind well-established gardens and canopy trees.

Policy document

Consider as relevant:

- *Wyndham Neighbourhood Character Scoping Study* (Planisphere, 2012)

Neighbourhood character areas



15.01-6S Design for rural areas

31/07/2018
VC148

Objective

To ensure development respects valued areas of rural character.

Strategies

Ensure that the siting, scale and appearance of development protects and enhances rural character.

Protect the visual amenity of valued rural landscapes and character areas along township approaches and sensitive tourist routes by ensuring new development is sympathetically located.

Site and design development to minimise visual impacts on surrounding natural scenery and landscape features including ridgelines, hill tops, waterways, lakes and wetlands.

15.01
31/07/2018
VC148

BUILT ENVIRONMENT

15.01-1S Urban design31/07/2018
VC148**Objective**

To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.

Strategies

Require development to respond to its context in terms of character, cultural identity, natural features, surrounding landscape and climate.

Ensure development contributes to community and cultural life by improving the quality of living and working environments, facilitating accessibility and providing for inclusiveness.

Ensure the interface between the private and public realm protects and enhances personal safety.

Ensure development supports public realm amenity and safe access to walking and cycling environments and public transport.

Ensure that the design and location of publicly accessible private spaces, including car parking areas, forecourts and walkways, is of a high standard, creates a safe environment for users and enables easy and efficient use.

Ensure that development provides landscaping that supports the amenity, attractiveness and safety of the public realm.

Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.

Promote good urban design along and abutting transport corridors.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-1R Urban design - Metropolitan Melbourne31/07/2018
VC148**Objective**

To create a distinctive and liveable city with quality design and amenity.

Strategies

Support the creation of well-designed places that are memorable, distinctive and liveable.

Integrate place making practices into road space management.

Strengthen Melbourne's network of boulevards.

Create new boulevards in urban-growth areas and selected existing road corridors across Melbourne.

Provide spaces and facilities that encourage and support the growth and development of Melbourne's cultural precincts and creative industries.

15.01-1L Urban design in the City of Whittlesea18/12/2020
C250wsea**Strategies**

Support built form outcomes that create a connection to place and the community.

Design new activity centres with street based-activity along main streets.

Design industrial development to minimise visual intrusion in and around activity centres, along main roads and gateway sites.

Design development to orient toward rather than away from the street, and include landscaped setbacks in locations along existing and planned arterial roads (except in a designated activity centre).

Discourage the use of rear or side fences on major roads to encourage activation and passive surveillance.

Enhance the appearance of the municipality's major gateways through prominent and distinctive built form, urban design and landscape treatments that contribute to the amenity and visual appearance of the locality.

Encourage attractive and activated street interfaces for sites in key employment corridors such as Cooper Street, High Street and McDonalds Road.

Enhance the landscape values by retaining identified natural features in developments.

Encourage the use of built and natural shade in developments.

Encourage the planting of large canopy trees in developments.

Encourage canopy trees in urban streetscapes.

Plant trees along cycling and walking tracks to enhance shade provision.

Avoid visually-dominant car parks in developments.

Encourage the development of buildings that feature purpose-built locations for signage and advertising opportunities that do not visually dominate the streetscape and area.

Encourage a communal or precinct-based approach to directory signs in industrial estates to reduce the overall number of signs and increase user convenience and legibility.

Minimise adverse impacts of visual clutter associated with signage on land or buildings that adjoin or have exposure to major gateways and important transport corridors.

Policy document

Consider as relevant:

- *Guidelines for Urban Development* (City of Whittlesea, 2015)

15.01-1L Design of industrial premises18/12/2020
C250wsea**Policy application**

This policy applies to an application for the development of land for industry or warehouses.

Objective

To facilitate well-designed industrial developments.

Strategies

Encourage landscaping that enhances the appearance of industrial areas.

Encourage building setbacks that enhance the appearance of industrial areas.

Design development to orient toward rather than away from the street.

Encourage developments with larger or main road frontages to have a visually interesting facade and clad the front third of the building in tilt up concrete slab, glass or brick.

Encourage the use of one dominant construction material, such as concrete, brick masonry or glass.

Design and locate business signs to blend in the design of the front building façade of the buildings.

Discourage signs that are not necessary to identify the business on the site.

Discourage fencing along the front boundary or in front of the building line.

Ensure all external storage of goods and materials, refuse collection areas and garbage skips is fully screened from view using materials that blend with or complement the development.

Policy guideline

Consider as relevant:

- The provision of sufficient landscaping to enhance the appearance of large car parks of 20 or more spaces.

15.01-1L Signs

24/02/2022
C226wsea

Policy application

This policy applies to applications for the development of land for signs, except for land within Epping Central Precincts 4A, 6, and 7 as shown on the Epping Central Framework Plan, Plan 1 to Schedule 1 to Clause 37.08 Activity Centre Zone.

Objectives

To encourage signs that are designed, positioned and maintained in a manner that responds to the size and scale of development on the land.

To encourage signs that are integrated into, and do not dominate, the host building or site.

To ensure that signs in, or visible from, residential areas do not adversely impact the amenity of the area.

Strategies

General

Site signs to:

- Minimise protrusion beyond the edges of the host building.
- Avoid obscuring major view lines.
- Avoid dominating the landscape.
- Utilise the space allocated within the building design.
- Consolidate signs in one location for development with multiple tenancies.

Design signs to:

- Complement the appearance and functionality of the building or site on which they are displayed.
- Use colours and materials derived from the surrounding area or land.

Encourage signs that identify the business conducted on the property, rather than other promotions, to avoid visual clutter.

Provide an English translation where a sign is written in another language.

Avoid the use of bunting signs, banners, trailers, balloons, or streamers as permanent signs, unless they are associated with motor vehicle sales premises.

Ensure signs in association with community-based sporting clubs are located and designed to minimise the visual impact on open space.

Ensure portable signs (including A-frame, poster stand, free standing banner, teardrop signs) are located within the boundaries of the land where the advertised service is provided, and are:

- Secured or weighted at all times.
- Minimal in size and limited in numbers to avoid visual clutter.

Design signs on temporary construction hoardings and scaffolding mesh screen (or similar) to complement the locality, surrounding architecture, and the works being undertaken on the site.

Business identification signs

Encourage signs that are permanent and integrated into the façade of the building or development where the business is conducted.

Encourage businesses that share a frontage to consolidate their signs, in a consistent and proportionate approach.

Limit business signs that present towards the sky for aerial viewing to the minimum size required to assist way finding.

Promotion and major promotion signs

Ensure promotion signs are visually distinct from business identification signs.

Discourage promotion signs in Council reserves unless in association with community-based sporting clubs and where the size, height, and design are compatible with the natural and built environment of the reserve and surrounding area.

Precinct and estate signs

Encourage a precinct-based approach for the siting and design of signs in residential, commercial and industrial estates.

Encourage signs in purpose-built locations on buildings or structures.

Avoid visual saturation of display home centres and land sales office signs within an estate.

Support signs at key entry points to display home centres that create a sense of place.

Support fixed pole signs with banner flags in display home centres.

Ensure major promotion signs that advertise real estate:

- Avoid a proliferation of competing signs.
- Have regard to the existing landscape and character of the area.

Residential areas

Encourage signs that are:

- Modest in scale.
- Sensitive to the residential character and amenity of the area.
- Located within a landscaped setting inside the property boundary.

Discourage signs that are reflective or illuminated.

Shop fronts

Discourage signs on shop fronts that obscure active street frontages, passive surveillance and visual links into the premises.

Encourage signs mounted on a shop front or within windows that do not dominate the shop front nor compete with business identification signs.

Policy guidelines

Consider as relevant:

- Existing signs on a building or site when assessing new proposals.
- Achieving active shop frontages by limiting signs to comprise no more than 20 per cent of the shop front inclusive of window glazing.

15.01-2S Building design

10/06/2022
VC216

Objective

To achieve building design and siting outcomes that contribute positively to the local context, enhance the public realm and support environmentally sustainable development.

Strategies

Ensure a comprehensive site analysis forms the starting point of the design process and provides the basis for the consideration of height, scale, massing and energy performance of new development.

Ensure development responds and contributes to the strategic and cultural context of its location.

Minimise the detrimental impact of development on neighbouring properties, the public realm and the natural environment.

Improve the energy performance of buildings through siting and design measures that encourage:

- Passive design responses that minimise the need for heating, cooling and lighting.
- On-site renewable energy generation and storage technology.
- Use of low embodied energy materials.

Ensure the layout and design of development supports resource recovery, including separation, storage and collection of waste, mixed recycling, glass, organics and e-waste.

Encourage use of recycled and reusable materials in building construction and undertake adaptive reuse of buildings, where practical.

Encourage water efficiency and the use of rainwater, stormwater and recycled water.

Minimise stormwater discharge through site layout and landscaping measures that support on-site infiltration and stormwater reuse.

Ensure the form, scale, and appearance of development enhances the function and amenity of the public realm.

Ensure buildings and their interface with the public realm support personal safety, perceptions of safety and property security.

Ensure development is designed to protect and enhance valued landmarks, views and vistas.

Ensure development considers and responds to transport movement networks and provides safe access and egress for pedestrians, cyclists and vehicles.

Encourage development to retain existing vegetation.

Ensure development provides landscaping that responds to its site context, enhances the built form, creates safe and attractive spaces and supports cooling and greening of urban areas.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)
- *Apartment Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2021)
- *Waste Management and Recycling in Multi-unit Developments* (Sustainability Victoria, 2019)

15.01-2L Environmentally sustainable development

10/06/2022
VC216

Policy application

This policy applies to residential and non-residential development, excluding subdivision, in accordance with the thresholds detailed in this policy except where an ESD plan or framework has previously been approved by the responsible authority.

Objective

To achieve best practice in environmentally sustainable development from the design stage through to construction and operation.

General strategies

Facilitate development that minimises environmental impacts.

Encourage environmentally sustainable development that:

- Is consistent with the type and scale of the development.
- Responds to site opportunities and constraints.
- Adopts best practice through a combination of methods, processes and locally available technology that demonstrably minimise environmental impacts.

Energy performance strategies

Reduce both energy use and energy peak demand through design measures such as:

- Building orientation.
- Shading to glazed surfaces.
- Optimising glazing to exposed surfaces.
- Inclusion of or space allocation for renewable technologies.

Integrated water management strategies

Reduce total operating potable water use through appropriate design measures such as water efficient fixtures, appliances, equipment, irrigation and landscaping.

Encourage the appropriate use of alternative water sources (including greywater, rainwater and stormwater).

Incorporate best practice water sensitive urban design to improve the quality of stormwater runoff and reduce impacts on water systems and water bodies.

Indoor environment quality strategies

Achieve a healthy indoor environment quality, including thermal comfort and access to fresh air and daylight, prioritising passive design over mechanical heating, ventilation, cooling and lighting.

Reduce indoor air pollutants by encouraging use of low-toxicity materials.

Minimise noise levels and noise transfer within and between buildings and associated external areas.

Transport strategies

Design development to promote the use of walking, cycling and public transport, in that order; and minimise car dependency.

Promote the use of low emissions vehicle technologies and supporting infrastructure.

Waste management strategies

Promote waste avoidance, reuse and recycling during the design, construction and operation stages of development.

Encourage use of durable and reuseable building materials.

Ensure sufficient space is allocated for future change in waste management needs, including (where possible) composting and green waste facilities.

Urban ecology strategies

Protect and enhance biodiversity by incorporating natural habitats and planting indigenous vegetation.

Reduce urban heat island effects through building design, landscape design, water sensitive urban design and the retention and provision of canopy and significant trees.

Encourage the provision of space for productive gardens, particularly in larger residential developments.

Policy guidelines

Residential

A Sustainable Design Assessment (including an assessment using BESS, STORM or other methods) for:

- 2 - 9 dwellings.
- A building for accommodation other than dwellings with a gross floor area between 100 square metres and 1000 square metres.

A Sustainability Management Plan including an assessment using BESS, STORM, Green star, MUSIC or other methods) and a Green Travel Plan for:

- 10 or more dwellings.
- A building for accommodation other than dwellings with a gross floor area of more than 1000 square metres.

Non-residential

A Sustainable Design Assessment (including an assessment using BESS, STORM, MUSIC or other methods) for:

- A non-residential building with a gross floor area of 300 square metres to 1000 square metres.
- An extension to an existing non-residential building creating between 300 square metres to 1000 square metres of additional gross floor area (excluding outbuildings).

A Sustainability Management Plan (including an assessment using BESS, STORM, Green star, MUSIC or other methods) and a Green Travel Plan for:

- A non-residential building with a gross floor area of more than 1000 square metres.
- An extension to an existing non-residential building creating more than 1000 square metres of additional gross floor area (excluding outbuildings).

Mixed use

Applicable assessments or plans for the residential and non-residential components of the development.

Consider as relevant the following tools to support a Sustainable Design Assessment or Sustainability Management Plan:

- *Sustainable Design* Assessment in the Planning Process (IMAP, 2015)
- *Built Environment Sustainability Scorecard 'BESS'* (Council Alliance for a Sustainable Built Environment 'CASBE', 2015)
- *Green Star* (Green Building Council of Australia)
- *Model for Urban Stormwater Improvement Conceptualisation 'MUSIC'* (Melbourne Water)
- *Nationwide House Energy Rating Scheme 'NatHERS'* (Department of Climate Change and Energy Efficiency)
- *Stormwater Treatment Objective - Relative Measure 'STORM'* (Melbourne Water)

Commencement

This policy does not apply to applications received by the responsible authority before 18 October 2018.

Expiry

This policy will expire if it is superseded by a comparable provision in the Victoria Planning Provisions.

15.01-3S Subdivision design

10/06/2022
VC216

Objective

To ensure the design of subdivisions achieves attractive, safe, accessible, diverse and sustainable neighbourhoods.

Strategies

In the development of new residential areas and in the redevelopment of existing areas, subdivision should be designed to create liveable and sustainable communities by:

- Creating compact neighbourhoods that have walkable distances between activities.
- Developing activity centres in appropriate locations with a mix of uses and services and access to public transport.
- Creating neighbourhood centres that include services to meet day to day needs.
- Creating urban places with a strong sense of place that are functional, safe and attractive.
- Providing a range of lot sizes to suit a variety of dwelling and household types to meet the needs and aspirations of different groups of people.
- Creating landscaped streets and a network of open spaces to meet a variety of needs with links to regional parks where possible.
- Protecting and enhancing habitat for native flora and fauna, and providing opportunities for people to experience nature in urban areas.
- Facilitating an urban structure where neighbourhoods are clustered to support larger activity centres served by high quality public transport.
- Reduce car dependency by allowing for:
 - Convenient and safe public transport.
 - Safe and attractive spaces and networks for walking and cycling.
 - Subdivision layouts that allow easy movement within and between neighbourhoods.
 - A convenient and safe road network.
- Minimising exposure of sensitive uses to air and noise pollution from the transport system.
- Being accessible to people with disabilities.
- Creating an urban structure that:
 - Responds to climate related hazards.
 - Incorporates integrated water management, including sustainable irrigation of open space.
 - Minimises peak demand on the electricity network.
 - Supports energy efficiency and solar energy generation through urban layout and lot orientation.
 - Supports waste minimisation and increased resource recovery.
- Providing utilities and services that support the uptake of renewable energy technologies, such as microgrids and energy storage systems, including batteries.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-3L Subdivision design

18/12/2020
C250wsea

Objective

To design subdivisions to be site responsive.

Strategies

Design subdivisions to integrate with the surrounding environment and land use.

Provide a hierarchy of road cross-sections within new subdivisions that are compatible with adjacent land uses.

Incorporate important site features in to subdivision design.

Design neighbourhoods that:

- Feature interconnected grid-based road networks to maximise connectivity, accessibility, choice, and legibility.
- Are aligned to take advantage of views and create vistas to important buildings and spaces.

Design streets to maximise solar orientation of lots.

15.01-4S Healthy neighbourhoods31/07/2018
VC148**Objective**

To achieve neighbourhoods that foster healthy and active living and community wellbeing.

Strategies

Design neighbourhoods that foster community interaction and make it easy for people of all ages and abilities to live healthy lifestyles and engage in regular physical activity by providing:

- Connected, safe, pleasant and attractive walking and cycling networks that enable and promote walking and cycling as a part of daily life.
- Streets with direct, safe and convenient access to destinations.
- Conveniently located public spaces for active recreation and leisure.
- Accessibly located public transport stops.
- Amenities and protection to support physical activity in all weather conditions.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-4R Healthy neighbourhoods - Metropolitan Melbourne31/07/2018
VC148**Strategy**

Create a city of 20 minute neighbourhoods, that give people the ability to meet most of their everyday needs within a 20 minute walk, cycle or local public transport trip from their home.

15.01-4L Healthy neighbourhoods18/12/2020
C250wsea**Strategies**

Provide universal access for users that includes people of all abilities.

Design places, spaces and community facilities that facilitate community connection and are safe and inclusive.

Create walkable neighbourhoods defined by a 400-800 metre walk to facilities and open space.

Create a permeable, direct and well-connected pedestrian and cycling network between destinations including public transport stops, homes, services, schools and recreation spaces.

Policy guideline

Consider as relevant:

- Incorporating Crime Prevention Through Environmental Design (CPTED) principles when designing development.

15.01-5S Neighbourhood character09/10/2020
VC169**Objective**

To recognise, support and protect neighbourhood character, cultural identity, and sense of place.

Strategies

Support development that respects the existing neighbourhood character or contributes to a preferred neighbourhood character.

Ensure the preferred neighbourhood character is consistent with medium and higher density housing outcomes in areas identified for increased housing.

Ensure development responds to its context and reinforces a sense of place and the valued features and characteristics of the local environment and place by respecting the:

- Pattern of local urban structure and subdivision.
- Underlying natural landscape character and significant vegetation.
- Neighbourhood character values and built form that reflect community identity.

15.01-6S Design for rural areas31/07/2018
VC148**Objective**

To ensure development respects valued areas of rural character.

Strategies

Ensure that the siting, scale and appearance of development protects and enhances rural character.

Protect the visual amenity of valued rural landscapes and character areas along township approaches and sensitive tourist routes by ensuring new development is sympathetically located.

Site and design development to minimise visual impacts on surrounding natural scenery and landscape features including ridgelines, hill tops, waterways, lakes and wetlands.

15.01
31/07/2018
VC148

BUILT ENVIRONMENT

15.01-1S Urban design31/07/2018
VC148**Objective**

To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.

Strategies

Require development to respond to its context in terms of character, cultural identity, natural features, surrounding landscape and climate.

Ensure development contributes to community and cultural life by improving the quality of living and working environments, facilitating accessibility and providing for inclusiveness.

Ensure the interface between the private and public realm protects and enhances personal safety.

Ensure development supports public realm amenity and safe access to walking and cycling environments and public transport.

Ensure that the design and location of publicly accessible private spaces, including car parking areas, forecourts and walkways, is of a high standard, creates a safe environment for users and enables easy and efficient use.

Ensure that development provides landscaping that supports the amenity, attractiveness and safety of the public realm.

Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.

Promote good urban design along and abutting transport corridors.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-1R Urban design - Metropolitan Melbourne31/07/2018
VC148**Objective**

To create a distinctive and liveable city with quality design and amenity.

Strategies

Support the creation of well-designed places that are memorable, distinctive and liveable.

Integrate place making practices into road space management.

Strengthen Melbourne's network of boulevards.

Create new boulevards in urban-growth areas and selected existing road corridors across Melbourne.

Provide spaces and facilities that encourage and support the growth and development of Melbourne's cultural precincts and creative industries.

15.01-1L-Urban design – Transport corridors

01

15/06/2023
C257hume

Strategies

Establish and maintain boulevard treatments along the entire length of Aitken Boulevard, Donnybrook Road, Sunbury Road/Macedon Street, Riddell Road, Vineyard Road/Horne Street, Gap Road and Lancefield Road.

Ensure the widening and upgrade of Mickleham Road, Riddell Road, Gap Road, Macedon Street and Craigieburn Road retains existing trees in the road reserve and provides space for additional planting.

Ensure a strong landscaping treatment in the upgrade of Craigieburn Road, Donnybrook Road, Somerton Road, Sunbury Road, Lancefield Road and Vineyard Road.

Ensure a strong informal landscape treatment is established along the north-south connector road through the western end of the Inter Urban Break that reflects a rural landscape character.

Ensure upgrades of rural roads to an urban standard retains existing vegetation in the road reserve.

Establish new streetscape planting which enhances and reinforces Hume's landscape character.

15.01-1L-Urban design - Horne Street, Gap Road and Macedon Street, Sunbury

02

15/06/2023
C257hume

Policy application

This policy applies to the use and development of land on the:

- West side of Horne Street between Riddell Road and Mitchells Lane and land along both sides of Gap Road between Horne and Darbyshire streets as shown on the map to this Clause.
- North side of Macedon Street, between Jacksons Street and Ardcloney Drive, Sunbury.

Strategies

Ensure development provides built form and facade detail that interprets the traditional building form and rural town character present in Sunbury through the use of:

- Verandahs.
- Facia/parapet treatment.
- Articulated use of windows and doors.
- Pitched, hipped and gabled roofs.
- Vertical rectangular windows and openings.

Ensure front boundary treatments of development are consistent in style and appearance with the building on site and provide clear views of the building facade.

Maintain the efficient and safe operation of Horne Street by minimising the number of crossovers along Horne Street and Gap Road.

Maintain the importance of Macedon Street as a major entry to Sunbury in the use and development of land.

Horne Street, Gap Road and Macedon Street Precincts



15.01-1L-Urban design - Kalkallo and Bulla townships

03

15/06/2023
C257hume

Policy application

This policy applies to the use and development of land in the Township Zone in Bulla and as shown on the attached plan of Kalkallo.

Strategies

General

Ensure buildings are constructed of materials and painted in colours that blend with the surrounding landscape.

Site and design development to reflect the prevailing scale, orientation and setbacks of existing buildings in the

immediate vicinity of the site.

Design buildings intended for a commercial, business or other similar use in a rural town style, incorporating such features as bull-nose verandahs, brick face work and colourbond style roofing.

Encourage rural-style fencing such as post and wire.

Limit the number of dwellings to preserve the amenity of the townships and reduce the environmental impacts of development.

Bulla

For development and subdivision within the Deep Creek valley:

- Encourage access roads and service lines to follow contour lines.
- Avoid strong 'architectural statements' and buildings that are not residential in scale.
- Design development to be unobtrusive and blend into the contours of the valley.

Kalkallo

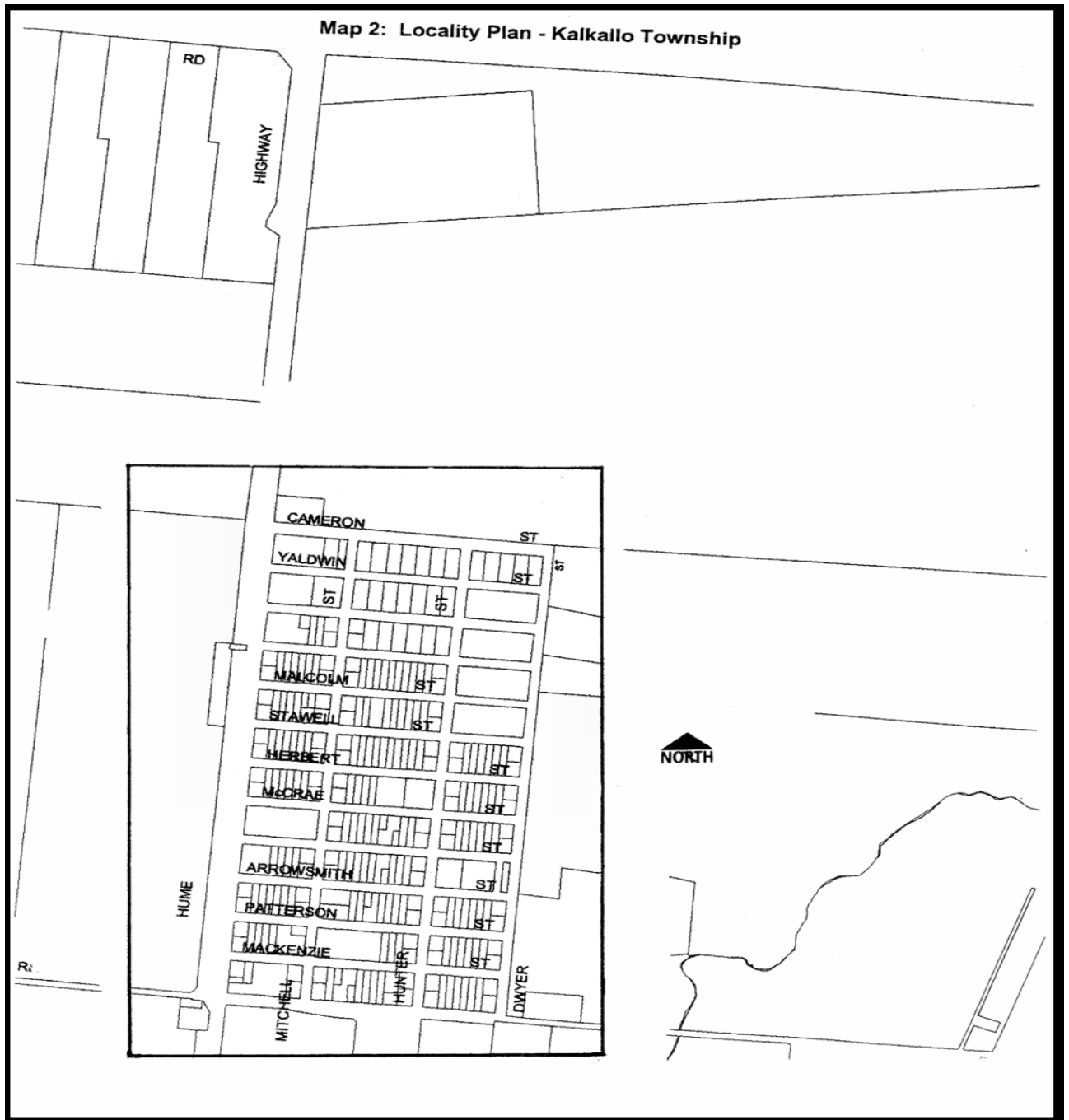
Protect the environmental and visual significance of Kalkallo Creek and its environs and the Kalkallo grasslands.

Policy guidelines

Consider as relevant:

- A maximum of one dwelling per restructured allotment.
- For development within the Bulla Township, designing single-storey or split-level buildings.

Locality Plan for Kalkallo township



15.01-1L-Industrial areas and business parks

04

15/06/2023
C257hume

Policy application

This policy applies to:

- Land located in the Industrial 1 and Industrial 3 Zones.
- The following land in the Commercial 2 Zones shown on Map 1 and Map 2 to this clause and identified below as:
 - Precinct 1: Land bounded by Camp Road, Upfield Railway Line, Geach Street and Dallas Drive, Broadmeadows (known as Northcorp Industry Park).
 - Precinct 2: Land bounded by Jack Roper Reserve and Merlynston Creek, Camp Road, Upfield Railway Line, and Western Ring Road, Broadmeadows.

- Precinct 3: Land to the north of the Tullamarine Freeway within Westmeadows and bounded by the Tullamarine Freeway to the south, Mickleham Road to the east and residential properties to the north.
- Precinct 4: Land to the south of the Tullamarine Freeway within Tullamarine and bounded by Mickleham Road, Derby Street, and Springbank Street.
- Precinct 5: Land within Tullamarine bounded by Melrose Drive, Post Office Street, Airport Drive, and Trade Park Reserve.
- Precinct 6: Land within Tullamarine bounded by Annandale Road, Keilor Park Drive, Keilor Park Recreation Reserve, and Commonwealth land.

Land at 640 and 700 Hume Highway, Craigieburn covered by Schedule 16 to the Development Plan Overlay is excluded from this policy.

To create attractive park-like settings in the City's business parks focussing on ample landscaped open areas complemented by high quality architecture and urban design.

Strategies

Subdivision design

Design new subdivisions to provide a range of lot sizes that cater for different types of employment uses.

Design subdivisions so that natural heritage places become a feature or focus of the development, rather than concealing backing onto these places.

Discourage groupings of small allotments along major road frontages or adjacent to non-industrial zones.

Locate large lots on service roads or along roads in a Road Zone.

Encourage high amenity, larger scale developments that will benefit from close proximity to the metropolitan freeway network and Melbourne Airport to locate on Annandale Road.

Architecture

Design development adjacent to open space areas and waterways to complement the scale and appearances of the environs.

Ensure that office components of industrial and warehouse development front the street.

Ensure outbuildings and/or ancillary installations in business parks are compatible with the design theme established by primary buildings on the respective site.

Conceal plant and equipment in developments located in business parks or, in the case of freestanding plant and equipment, screen the structures from view.

Design buildings in Area A of the Northcorp Industrial Park to be responsive to their prominent position in Camp Road, including addressing this frontage and Northcorp Boulevard and/or Lakeside Drive, where relevant.

Ensure development located at key gateways into and within the municipality shown in Clause 2.04 Strategic Framework Plans – (Regional context map) enhances the visual appearance of that location.

Building materials and finishes

Construct buildings in masonry or other material suited to the type of building and its use with appropriate use of glazing incorporated into street frontages.

Finish external walls with a quality textured coating.

Avoid the use of timber as a dominant building material.

Except in the Cooper Street precinct, avoid constructing buildings with colourbond materials.

In the Cooper Street Precinct, utilise a combination of colourbond steel and precast concrete and avoid constructing buildings with galvanised iron unless they are adequately screened from roadways and abutting properties.

Fencing

Design fencing along the frontage of a site to be low, highly transparent and located behind a front landscape setback.

Ensure a consistent, unobtrusive fencing character for the precinct.

Car Parking and access

Design the site layout to facilitate visual contrast and safe vehicular movements.

Design large car parking areas to include shade trees and shrubs.

Encourage loading and service areas to be located at the rear of sites, screened from the street and the public realm.

Discourage car parking in site frontages and encourage car parking areas to be located at the rear, softening the visual appearance of these areas through landscaping treatments including canopy trees.

Ensure loading and servicing areas are integrated into the development of each site.

Ensure that land uses generating regular truck movements provide designated truck parking in addition to spaces provided within loading bays.

Storage

Integrate storage areas into the design of buildings.

Screen and design outside storage areas to prevent the proliferation of litter and other material within and beyond the site.

Ensure front setbacks are not used to store goods, materials or waste.

Lighting

Locate and direct lighting to limit light spill beyond the site boundaries.

Ensure premises provide external lighting, including for car parking areas and accessways, to facilitate site security and the safety and security of users after dark.

Landscaping

Ensure high quality landscaping that is proportionately scaled in the front setback, and includes shade trees.

Establish landscape screens to side and rear setback areas.

Development abutting Cooper Street

Establish street trees within centre median and nature strips, utilising tree species recommended in the Cooper Street Precinct Strategy Landscape Design Guidelines.

Position planting in new developments to enhance entry walls at road intersections, using tree species recommended in Cooper Street Precinct Strategy Landscape Design Guidelines.

Utilise understorey planting arranged in a massed formation at entry/signage walls to create a visually striking groundplane.

Balance of Cooper Street precinct

Ensure development at the intersection of Cooper Street with the Hume Highway incorporates gateway features to identify the Cooper Street precinct.

Provide a consistent built form and landscaping character along Cooper Street.

Provide landscape buffers incorporating landforming and planting along street frontages.

Provide street tree planting in nature strips, utilising species recommended in Cooper Street Precinct Strategy Landscape Design Guidelines.

Ensure new roads should have a footpath on at least one side.

Pave roundabout aprons with local basalt, bluestone or with a material that is related to local basalt, such as exposed aggregate concrete. Avoid brick, segmental pavers and other similar materials. Ensure roundabout aprons are of sufficient width to protect planting in roundabout centre.

Ensure signs do not project above the building line.

Policy guidelines

Consider as relevant:

- Designing car parking and accessways to provide:
 - A 1.5 metre wide landscaped area between car parking and buildings / side property boundaries.
 - Landscape islands to break up large car parking areas.
 - A minimum of one (1) shade tree for every 10 car parks, distributed evenly across the site.
- Designing new lots to:
 - Be at least 4000 square metres in area, where adjoining a road included in a Road Zone.
 - Be at least 800 square metres in area, where adjoining any other road.
 - Have a frontage to a road that is at least 21.2 metres wide.
 - Have a depth of at least 30 metres.
- Designing side and rear boundary fences to consist of black plastic-coated cyclone wire.
- For development in the Cooper Street Precinct, designing fencing to consist of:
 - Security fencing: Black chainmesh or steel.
 - Screen fencing: Solid timber, avoiding 'earthy' coloured colourbond steel fencing.
- Designing the roadway to include basalt walls:
 - At the intersection of the Hume Highway and Cooper Street and at collector road intersections to act as signage walls and entry statements.
 - Along the Hume Highway and Cooper Street frontages.
- Utilising bluestone threshold paving at roads that intersect with Cooper Street.
- Establishing boulevard planting along the full length of Cooper Street, using similar planting styles and species.
- Utilising basalt plinths or endwalls, and solid timber or earthy 'coloured' colourbond steel fencing along property frontages to Cooper Street.
- Utilising lighting in a simple boom and mast style powdercoated design that reflects the contemporary nature of the surrounding area.
- Utilising bollard style fencing that is reminiscent of rural post and rail fencing but constructed of materials reflective of the contemporary nature of surrounding development.
- Ensuring steel work in new development is in non-reflective earthy colours.
- Paving road entrances to new estates with local basalt or bluestone cobbles to indicate an entry or gateway.
- Applying the following setbacks to new developments, except in established industrial areas where existing developments have established an alternative consistent character:

Location	Setback
Roads included in a Road Zone	20 metres from a front boundary (including at least a 3 metre landscape strip)

Location	Setback
Any other road	6 metres (including a 3 metre landscape strip) plus 0.5 metre per 1000 square metres of site area above 4000 square metres
Vineyard Road frontage	A 20 metre wide, with a densely planted landscape strip to screen new development from view
Side boundaries	5 metres (including a 1.8 metre wide landscape strip)
Northcorp Industrial Park	
Area A – Camp Road	As shown in the attached Northcorp Industry Building Areas plan
Area A – Northcorp Boulevard	9 metres
Lakeside Drive	6 metres
Areas B, D-G	6 metres
Area C	5 metres
Annandale Road	
Keilor Park Drive and Annandale Road	A landscaped area of at least 5 metres
All other frontages and sideages to a road	A landscaped area of at least 3 metres

Map 1: Location of Commercial 2 Zone land



Map 2: Northcorp Industry Building Areas plan

Avoid signs in the Sunbury Town Centre that:

- Obscure views of the steam locomotive water towers, Sunbury Railway Station, Mt. Holden or surrounding hills.
- Are flashing or animated.

Avoid promotion, animated, sky, floodlit, reflective and pole signs in Neighbourhood Activity Centres.

Support 'off-site estate promotion signs' (signs related to new subdivision estates that are not located on the subject land) that avoid dominating their surroundings and avoid visual disorder or clutter.

Policy guidelines

Consider as relevant:

- Providing for off-site estate promotion signs that:
 - Do not exceed six metres width or height.
 - Have an individual panel area no greater than eight square metres.
 - Provide an unobstructed area of two metres below the sign panel.
 - Are located at least 150 metres from any other subdivisional promotion sign and 250 metres from a sign advertising the same estate.
 - Are limited to a maximum of four for a particular subdivision.
 - Are located within four kilometres of the subdivision to which they relate.
 - Avoid locations along freeways and highways.
- Providing for illuminated signs in Industrial or Business Park areas that is:
 - Enclosed within an internally lit box or sensitively designed with spot lighting.
 - Freestanding, low level and integrated with planting in front setback areas.
- Limiting signs in Business Parks to one sign located in the front setback area (not including any standard business signage provided by the park's developer).
- Providing for under-verandah signs that are:
 - At least 2.7 metres above the ground to ensure that adequate clearance from footpath level is provided.
 - Limited to one sign per shop entry.
- Providing for pole signs that:
 - Do not overhang any part of a road reserve.
 - Are not be erected closer to a road than a distance equal to half the height of the sign.
- Limiting signs external to activity centres to:
 - The name of the centre.
 - Identification of the major tenancies or 'anchor' businesses.
 - A brief description of minor tenancies (for example, "20 specialty shops").

15.01-2S Building design

10/06/2022
VC216

Objective

To achieve building design and siting outcomes that contribute positively to the local context, enhance the public realm and support environmentally sustainable development.

Strategies

Ensure a comprehensive site analysis forms the starting point of the design process and provides the basis for the consideration of height, scale, massing and energy performance of new development.

Ensure development responds and contributes to the strategic and cultural context of its location.

Minimise the detrimental impact of development on neighbouring properties, the public realm and the natural environment.

Improve the energy performance of buildings through siting and design measures that encourage:

- Passive design responses that minimise the need for heating, cooling and lighting.
- On-site renewable energy generation and storage technology.
- Use of low embodied energy materials.

Ensure the layout and design of development supports resource recovery, including separation, storage and collection of waste, mixed recycling, glass, organics and e-waste.

Encourage use of recycled and reusable materials in building construction and undertake adaptive reuse of buildings, where practical.

Encourage water efficiency and the use of rainwater, stormwater and recycled water.

Minimise stormwater discharge through site layout and landscaping measures that support on-site infiltration and stormwater reuse.

Ensure the form, scale, and appearance of development enhances the function and amenity of the public realm.

Ensure buildings and their interface with the public realm support personal safety, perceptions of safety and property security.

Ensure development is designed to protect and enhance valued landmarks, views and vistas.

Ensure development considers and responds to transport movement networks and provides safe access and egress for pedestrians, cyclists and vehicles.

Encourage development to retain existing vegetation.

Ensure development provides landscaping that responds to its site context, enhances the built form, creates safe and attractive spaces and supports cooling and greening of urban areas.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)
- *Apartment Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2021)
- *Waste Management and Recycling in Multi-unit Developments* (Sustainability Victoria, 2019)

15.01-2L-Building design - Hume

01

15/06/2023
C257hume

Strategies

General

Ensure that the siting and design of development on hillsides responds to contours to minimise its visual impact on the landscape and avoid extensive earthworks which will substantially alter the natural landform.

Ensure development in rural areas is sited and designed to:

- Consolidate building footprints.
- Minimises visual bulk.
- Follow the natural land form, minimising the need for cut and fill.
- Retain and protect the existing vegetation.
- Complements the surrounding landscape.

Encourage built form to incorporate architectural treatments and use of colours, materials and finishes that are visually interesting and engaging, particularly for industrial, commercial and high density residential development, key gateway sites as identified within the Strategic Framework Plan to Clause 02.04 and in areas with a high volume of pedestrian traffic.

Ensure development maintains uninterrupted views in all directions from Redstone Hill, Jacksons Hill, Bald Hill, Mount Holden, Mount Ridley and Mount Aitken.

Ensure landscaping is used to soften the visual appearance of development on hillsides.

Encourage front fencing that is low and/or permeable.

Ensure the redevelopment of corner sites includes side fencing that is designed to achieve a balance between providing privacy and maintaining visual connections to the public realm.

Encourage basement car parking in multi-level development.

Design development to highlight Macedon Street as a major entry to Sunbury.

Activity centres

Ensure development provides active frontages to the public realm and incorporates a high level of glazing at the ground floor.

Ensure multi storey developments provide windows and balconies that overlook the public realm.

Encourage on-street dining and entertainment spaces that promote street edge activity.

Ensure that building facades incorporate design detailing and articulation that reflects a human scale at street level.

Ensure development presents a defined street wall and incorporates appropriate weather protection.

Ensure development minimises the adverse effects of wind down drafts and provides wind protection in public spaces.

Ensure large scale loading, storage and servicing areas are:

- Located at the rear of development.
- Integrated with the main building.
- Accessed via vehicle access ways that are separated from primary pedestrian and cycling routes.

Ensure there are clear pedestrian routes through car parking areas and car park entries/exits are clearly marked to avoid conflict between vehicle and pedestrian traffic.

15.01-2L-Energy and resource efficiency - Hume

02

15/06/2023
C257hume

Strategies

Ensure the design of new subdivisions and the siting of buildings maximises passive solar design outcomes.

Encourage the use of sustainable building materials including recycled materials.

Encourage the retention of buildings, or parts of buildings, that can be adapted to a variety of uses.

Support development that incorporates opportunities for local food production.

Encourage development to maximise the use of permeable surfaces.

Incorporate and protect existing vegetation, including scattered trees within open space, road reserves and tree reserves and ensure these areas are linked through the subdivision and connected to the wider landscape.

Ensure the retention of existing vegetation incorporates the necessary buffers to appropriately manage its ongoing protection.

Incorporate drought tolerant plants into landscape treatments.

Ensure development contributes towards an increase in canopy cover across Hume.

15.01-2L-Environmentally sustainable development - Hume

03

15/06/2023
C257hume

Policy application

This policy applies to residential and non-residential development, excluding subdivision, in accordance with the thresholds detailed in this policy.

Objective

To achieve best practice in environmentally sustainable development from the design stage through to construction and operation.

Strategies

Facilitate development that minimises environmental impacts.

Encourage environmentally sustainable development that:

- Is consistent with the type and scale of the development.
- Responds to site opportunities and constraints.
- Adopts best practice through a combination of methods, processes and locally available technology that demonstrably minimise environmental impacts.

Energy performance

Reduce both energy use and energy peak demand through design measures such as:

- Building orientation.
- Shading to glazed surfaces.
- Optimising glazing to exposed surfaces.
- Inclusion of or space allocation for renewable technologies.

Integrated water management

Reduce total operating potable water use through appropriate design measures such as water efficient fixtures, appliances, equipment, irrigation and landscaping.

Encourage the appropriate use of alternative water sources (including greywater, rainwater and stormwater).

Incorporate best practice water sensitive urban design to improve the quality of stormwater runoff and reduce impacts on water systems and water bodies.

Indoor environment quality

Achieve a healthy indoor environment quality, including thermal comfort and access to fresh air and daylight, prioritising passive design over mechanical heating, ventilation, cooling and lighting.

Reduce indoor air pollutants by encouraging use of low-toxicity materials.

Minimise noise levels and noise transfer within and between buildings and associated external areas.

Transport

Design development to promote the use of walking, cycling and public transport, in that order; and minimise car dependency.

Promote the use of low emissions vehicle technologies and supporting infrastructure.

Waste management

Promote waste avoidance, reuse and recycling during the design, construction and operation stages of development.

Encourage use of durable and reuseable building materials.

Ensure sufficient space is allocated for future change in waste management needs, including (where possible) composting and green waste facilities.

Urban ecology

Protect and enhance biodiversity by incorporating natural habitats and planting indigenous vegetation.

Reduce urban heat island effects through building design, landscape design, water sensitive urban design and the retention and provision of canopy and significant trees.

Encourage the provision of space for productive gardens, particularly in larger residential developments.

Policy guidelines

Residential

A Sustainable Design Assessment (including an assessment using BESS, STORM or other methods) for:

- 2-9 dwellings.
- A building used for accommodation other than dwellings with a gross floor area between 100 square metres and 1000 square metres.

A Sustainability Management Plan (including an assessment using BESS/Green star, STORM/MUSIC or other methods) and a Green Travel Plan for:

- 10 or more dwellings.
- A building used for accommodation other than dwellings with a gross floor area of more than 1000 square metres.

Non-residential

A Sustainable Design Assessment (including an assessment using BESS and STORM/MUSIC or other methods) for:

- A non-residential building with a gross floor area of 300 square metres to 1000 square metres.
- An extension to an existing non-residential building creating between 300 square metres to 1000 square metres of additional gross floor area (excluding outbuildings).

A Sustainability Management Plan (including an assessment using BESS/Green star, STORM/MUSIC or other methods) and a Green Travel Plan for:

- A non-residential building with a gross floor area of more than 1000 square metres.
- An extension to an existing non-residential building creating more than 1000 square metres of additional gross floor area (excluding outbuildings).

Mixed use

Applicable assessments for the residential and non-residential components of the development.

Consider as relevant the following tools to support a Sustainable Design Assessment or Sustainability Management Plan:

- *Sustainable Design Assessment in the Planning Process* (IMAP, 2015)
- *Built Environment Sustainability Scorecard 'BESS'* (Council Alliance for a Sustainable Built Environment 'CASBE')
- *Green Star* (Green Building Council of Australia)
- *Model for Urban Stormwater Improvement Conceptualisation 'MUSIC'* (Melbourne Water)
- *Nationwide House Energy Rating Scheme 'NatHERS'* (Department of Climate Change and Energy Efficiency)
- *Stormwater Treatment Objective - Relative Measure 'STORM'* (Melbourne Water)
- *Urban Stormwater Best Practice Environmental Management Guidelines* (Victorian Stormwater Committee, 1999)
- *Waste Management and Recycling in Multi-Unit Developments - Better Practice Guide* (Sustainability Victoria, 2018).

Commencement

This policy does not apply to applications received by the responsible authority before the gazettal date of this clause.

Expiry

This policy will expire when it is superseded by a comparable provision of the Victoria Planning Provisions.

15.01-3S Subdivision design

10/06/2022
VC216

Objective

To ensure the design of subdivisions achieves attractive, safe, accessible, diverse and sustainable neighbourhoods.

Strategies

In the development of new residential areas and in the redevelopment of existing areas, subdivision should be designed to create liveable and sustainable communities by:

- Creating compact neighbourhoods that have walkable distances between activities.
- Developing activity centres in appropriate locations with a mix of uses and services and access to public transport.
- Creating neighbourhood centres that include services to meet day to day needs.
- Creating urban places with a strong sense of place that are functional, safe and attractive.
- Providing a range of lot sizes to suit a variety of dwelling and household types to meet the needs and aspirations of different groups of people.
- Creating landscaped streets and a network of open spaces to meet a variety of needs with links to regional parks where possible.
- Protecting and enhancing habitat for native flora and fauna, and providing opportunities for people to experience nature in urban areas.
- Facilitating an urban structure where neighbourhoods are clustered to support larger activity centres served by high quality public transport.
- Reduce car dependency by allowing for:
 - Convenient and safe public transport.
 - Safe and attractive spaces and networks for walking and cycling.

- Subdivision layouts that allow easy movement within and between neighbourhoods.
- A convenient and safe road network.
- Minimising exposure of sensitive uses to air and noise pollution from the transport system.
- Being accessible to people with disabilities.
- Creating an urban structure that:
 - Responds to climate related hazards.
 - Incorporates integrated water management, including sustainable irrigation of open space.
 - Minimises peak demand on the electricity network.
 - Supports energy efficiency and solar energy generation through urban layout and lot orientation.
 - Supports waste minimisation and increased resource recovery.
- Providing utilities and services that support the uptake of renewable energy technologies, such as microgrids and energy storage systems, including batteries.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-3L Subdivision design - Hume

15/06/2023
C257hume

Strategies

Ensure properties have road frontage and walking and cycling paths are provided as part of new development adjoining ridgelines and escarpments along Jacksons Creek and Emu Creek, Sunbury.

Maintain views to hilltops, escarpments, ridgelines and creek valleys through the alignment of local subdivision roads.

Locate and align open space areas to capture significant views.

Border conservation reserves with road frontage where possible.

15.01-4S Healthy neighbourhoods

31/07/2018
VC148

Objective

To achieve neighbourhoods that foster healthy and active living and community wellbeing.

Strategies

Design neighbourhoods that foster community interaction and make it easy for people of all ages and abilities to live healthy lifestyles and engage in regular physical activity by providing:

- Connected, safe, pleasant and attractive walking and cycling networks that enable and promote walking and cycling as a part of daily life.
- Streets with direct, safe and convenient access to destinations.
- Conveniently located public spaces for active recreation and leisure.
- Accessibly located public transport stops.
- Amenities and protection to support physical activity in all weather conditions.

Policy documents

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)

15.01-4R Healthy neighbourhoods - Metropolitan Melbourne

31/07/2018
VC148

Strategy

Create a city of 20 minute neighbourhoods, that give people the ability to meet most of their everyday needs within a 20 minute walk, cycle or local public transport trip from their home.

15.01-5S Neighbourhood character09/10/2020
VC169**Objective**

To recognise, support and protect neighbourhood character, cultural identity, and sense of place.

Strategies

Support development that respects the existing neighbourhood character or contributes to a preferred neighbourhood character.

Ensure the preferred neighbourhood character is consistent with medium and higher density housing outcomes in areas identified for increased housing.

Ensure development responds to its context and reinforces a sense of place and the valued features and characteristics of the local environment and place by respecting the:

- Pattern of local urban structure and subdivision.
- Underlying natural landscape character and significant vegetation.
- Neighbourhood character values and built form that reflect community identity.

15.01-5L Hume preferred neighbourhood character15/06/2023
C257hume**Policy application**

This policy applies to all residential development in the numbered precincts in the Township of Sunbury and the Suburbs of Tullamarine and Westmeadows, as shown on the Maps to this Clause.

General strategies

Maintain and enhance the garden setting of dwellings and the openness of the streetscapes.

Reflect the existing rhythm of spacing between dwellings.

Ensure that new buildings and extensions do not dominate the streetscape.

Provide trees and shrubs in landscaping.

Sunbury preferred character strategies

Limit paving in front setbacks, except in Precinct 5.

Limit site excavation and impact on the natural slope of the site.

Retain existing vegetation, especially on steeply sloping sites.

For development in precincts 1 and 4, set second storeys back from front and side facades.

For development in precincts 1, 2 and 3, provide pitched roof forms.

Sunbury preferred character policy guidelines

Consider as relevant:

- Setting upper levels back where there is a dominance of single storey buildings in Precinct 3.

Tullamarine preferred character strategies

Set second storeys back from front and side ground storey facades, except in Precinct 4.

Provide low pitched roof forms or split roof forms in precinct 4.

Limit site excavation and impact on the natural slope of the site in Precinct 4.

Retain existing vegetation, especially on steeply sloping sites in Precinct 4.

Provide materials consistent with the streetscape in Precinct 1.

Tullamarine preferred character policy guidelines

Consider as relevant:

- Incorporating timber or other non-masonry surfaces where weatherboard/timber dwellings are predominant in the streetscape in Precinct 1.

Westmeadows preferred character strategies

Maintain and strengthen the physical linkage between established garden settings and the Moonee Ponds Creek environs in Precinct 1.

Provide materials consistent with the streetscape in Precinct 1.

Limit site excavation and impact on the natural slope of the site in Precinct 2.

Retain existing mature trees and other substantial vegetation, especially on steeply sloping sites in Precinct 2.

Westmeadows preferred character policy guidelines

Consider as relevant:

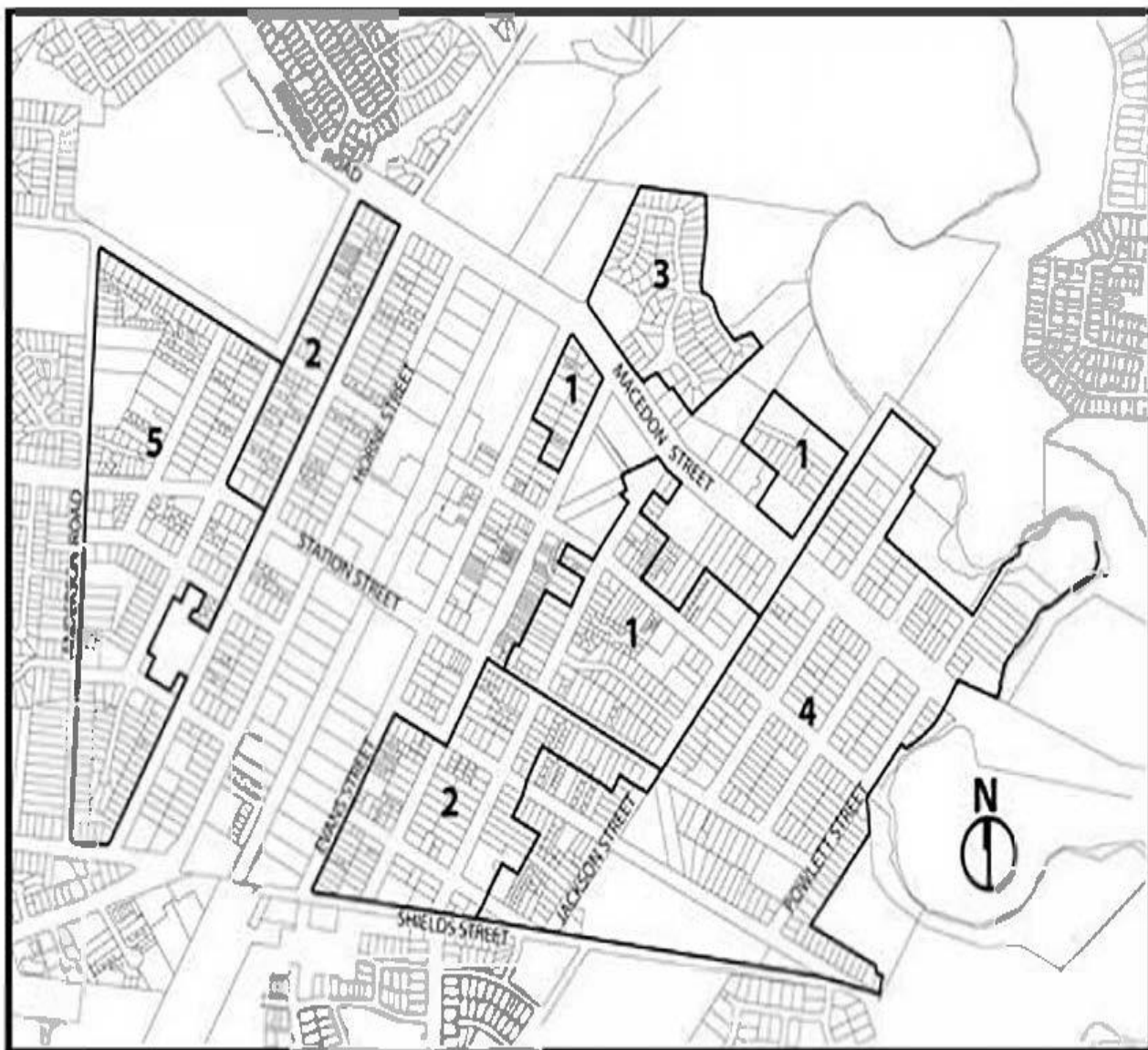
- In Precinct 1 where the site adjoins a heritage building, reflect the dominant building forms, including roof forms.

Policy documents

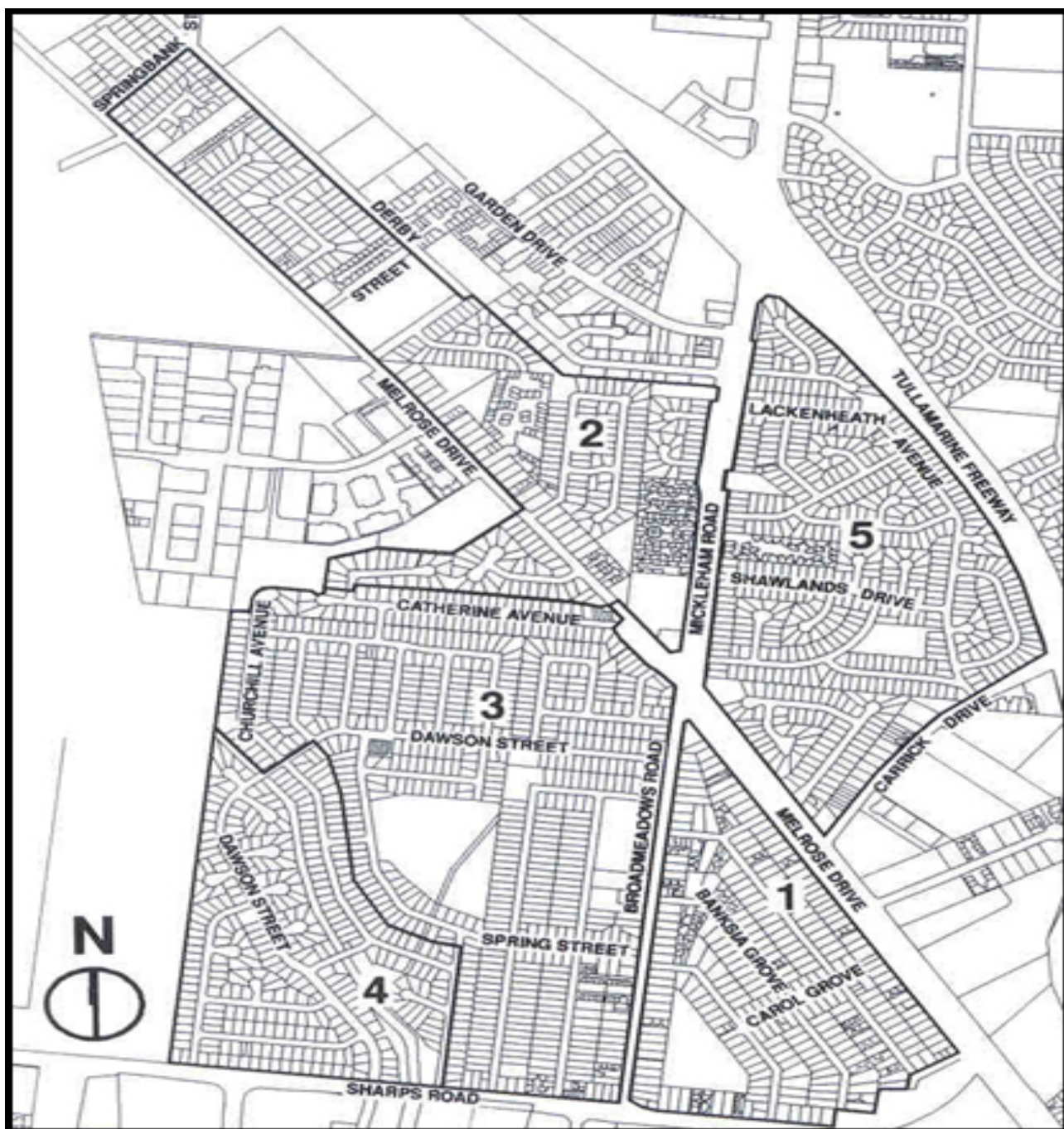
Consider as relevant:

- *Hume City Council Neighbourhood Character Study* (Hume City Council, Planisphere and John Curtis, 2002)

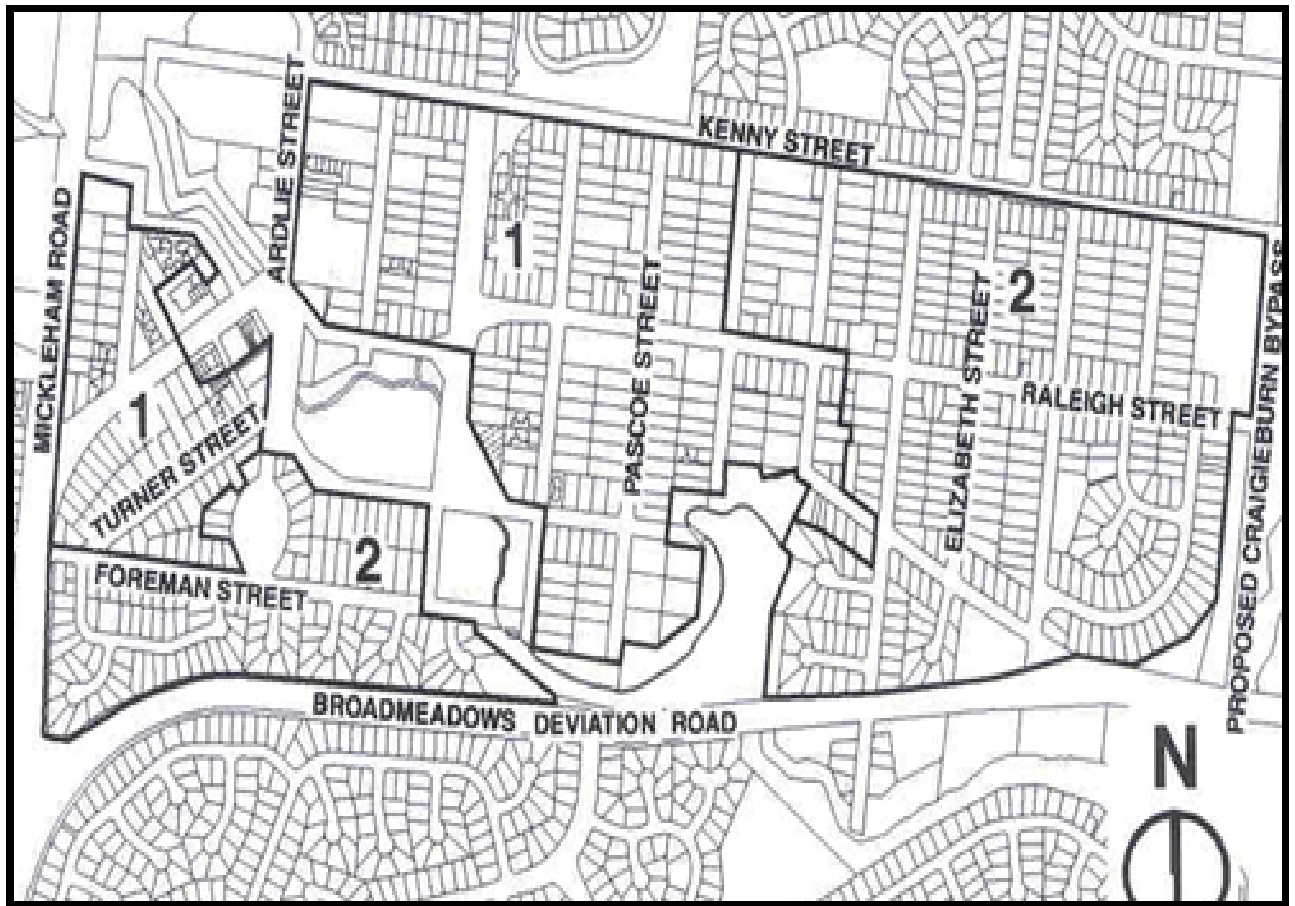
MAP 1 – Sunbury Township Residential Neighbourhood Character Precincts



MAP 2 – Tullamarine Township Residential Neighbourhood Character Precincts



MAP 3 – Westmeadows Township Residential Neighbourhood Character Precincts



15.01-6S Design for rural areas

31/07/2018
VC148

Objective

To ensure development respects valued areas of rural character.

Strategies

Ensure that the siting, scale and appearance of development protects and enhances rural character.

Protect the visual amenity of valued rural landscapes and character areas along township approaches and sensitive tourist routes by ensuring new development is sympathetically located.

Site and design development to minimise visual impacts on surrounding natural scenery and landscape features including ridgelines, hill tops, waterways, lakes and wetlands.

22.04 ADVERTISING SIGNS POLICY

03/05/2018
C233

Where the policy applies

This policy applies to all land.

22.04-1 Policy basis

09/02/2017
C250

Fostering a positive image of Casey as having a desirable living environment is a key strategic direction in the *Casey C21: A vision for our future* strategy and the Municipal Strategic Statement. Control over advertising signs is one means of ensuring high standards of visual amenity in Casey's built environment. Local guidelines on advertising signs are needed to supplement the decision guidelines in Clause 52.05-3.

22.04-2 Policy objectives

09/02/2017
C250

- To ensure that businesses in Casey have adequate opportunities to identify their location, name and nature of business.
- To ensure that the display of advertising signs does not detract from the visual amenity of the surrounding area.
- To maintain a degree of uniformity and equity in the extent of advertising permitted.
- To ensure that signs are in keeping with the scale and character of the host building.
- To provide and maintain a degree of public safety for persons using any public way.

22.04-3 Policy

09/02/2017
C250

It is policy that:

- Signs be attractive, well presented and do not promote visual clutter, particularly along arterial roads or in activity centres.
- Fewer signs displaying simple, clear messages that are easy to read be encouraged.
- Signs be architecturally integrated with, and complement the style and character of the host building, abutting buildings and the overall landscape or streetscape.
- Multiple signs on a premises form an integrated and coordinated package in terms of colour, graphical content and placement.
- The size and type of signs clearly identifies the use without detracting from the amenity of the area or adjoining land uses.
- The use of creative signs that may also act as public art be encouraged in appropriate locations.
- High-wall signs, panel signs, promotion signs and sky signs be discouraged.
- Pole signs be limited to a maximum of one per site and of a height and area that is proportional to the scale of development on the site.
- Internally illuminated/floodlit signs be permitted only if light spillage does not detrimentally affect the character and amenity of the surrounding area.
- Animated signs be permitted only where the sign(s) forms part of an established entertainment area and does not create a traffic hazard or cause any loss of amenity to the surrounding area.
- A-frame signs and other temporary signs (including bunting) be discouraged.
- Signs in Berwick Village protect and enhance the visual amenity of the "English village" style and character of the streetscape.
- Signs associated with non-residential uses in residential areas have regard to the scale of the development to which they relate and the character of the development in the vicinity of the site.

- Signs in 'green wedge' areas be complementary to the character of the rural locality, being low-key in appearance and primarily relating to the advertising of tourism-oriented businesses.
- Advertising be designed and located in a manner that complements heritage places, protecting and enhancing what is valued about the building or place.
- The objectives and requirements of this policy apply to the display of all signs, regardless of whether they are associated with sites that are remote from general public access or vision.

22.04-4 Performance standards

25/07/2019
C224case

It is policy that proposals are assessed against the following performance standards, as appropriate:

All areas

- Signs on a premises should be restricted to business identification only.
- Business identification signs should not exceed 7 metres in height.
- Business identification signs for individual occupancies in multi-occupancy premises should be integrated on a single sign less than 7 metres in height.
- Business identification signs for individual occupancies in joint occupancy buildings should be of a uniform size, shape and presentation.
- Signs should not obscure:
 - The view of signs on neighbouring premises, when viewed from a middle- to near-distance perspective.
 - Land forms, vegetation or buildings that make a significant contribution to the existing character of the area.
- Signs on or attached to a building should align with, and relate to, the architectural design lines on the building's facade or, in the absence of architectural detail or decoration, the design lines on the facades of adjacent buildings.
- Signs should not project above parapet lines.
- Signs should not face adjoining residential development.

Commercial and retail areas

- Signs associated with a major freestanding commercial/retail centre should only promote the centre itself and/or identify the major occupancies.
- Business identification signs on each premises should include no more than one under-verandah sign, one verandah fascia sign and one parapet wall sign that primarily display the company name/logo and nature of business, provided the latter sign does not cover the entire parapet wall or any architectural features of the building.
- Business identification signs on the windows of premises should occupy no more than 25 per cent of the glazed area/panel and not detract from the use of the windows for the display of goods.
- Business identification signs on premises in Berwick Village should have a total area of no more than 8 square metres.
- For freestanding commercial/retail premises, business identification signs may include one pole sign comprising a single flag displaying the company name/logo only that should be erected in the landscaped setback area.
- In the Fountain Gate-Narre Warren CBD Metropolitan Activity Centre, where properties abut the Monash Freeway, Princes Highway or Narre Warren North Road and the main entrance or front of the building is directed away from these road frontages, signs should be limited to one business identification sign per business that is attached to or integrated into the building façade.

Industrial areas

- Entrance signs or directory boards should be used to identify the name of an industrial estate and individual occupancies.

- A maximum of two large business identification signs should be displayed on each premises to clearly identify the business without detracting from the visual amenity of the area.
- Business identification signs on each premises should include no more than one pole sign and one fascia/wall sign per road abuttal that primarily display the company name/logo and nature of the business.

Residential areas

- For large freestanding non-residential developments abutting arterial roads (e.g. convenience restaurants), business identification signs should include no more than one pole sign and one fascia/wall sign per elevation visible from the road that primarily display the company name/logo and nature of business.
- For small-scale non-residential developments (e.g. medical centres, child care centres), business identification signs should not exceed 1.8 metres in height and 2 square metres in total area.

Green Wedge areas

- Business identification signs for non-agricultural developments should be limited to two per site, which may include one double-sided freestanding sign and one sign located on an associated building.

Heritage places

- Signs should comprise finishes and colours that are consistent with the heritage significance and period of the place.
- Signs on a building should be located in areas traditionally used for advertising.

Service stations

- Business identification signs should include no more than one pole sign to display company name/logo, petrol prices and the name/logo of other tenants, one petrol price board per road abuttal, and canopy fascia signs displaying the company name only, where the fascia has a maximum width of 900 millimetres.
- Business identification signs relating to associated activities occupying a separate freestanding building on the same site (e.g. car wash, workshop) should be limited to one fascia/wall sign per building.

Car sales

- Business identification signs should include no more than one pole sign and one fascia/wall sign per elevation visible from the road that display the company name/logo and nature of business only.
- Business identification signs displayed as a backdrop on walls or fences at the rear of an open car yard should be in proportion to the size of the yard and adjoining buildings, and not exceed the height of adjoining fascia/wall signs.

22.04-5 Decision guidelines

09/02/2017
C250

Before deciding on an application, it is policy that the responsible authority considers:

- Whether the sign is proportional to the size and scale of the building/premises on which it is being displayed and complements the style and character of the building, abutting buildings and the overall streetscape.
- The colours, graphic content and placement of the sign.
- Whether architectural/design features of the host building are used to advantage, to enhance the impact of the sign.
- Whether the sign is part of an integrated and coordinated sign package.
- The amount and type of existing signs on premises and on adjoining premises.
- Whether the sign, or any supporting structure, contributes to visual clutter and a proliferation of signs that will have an adverse effect on the existing or preferred character of the surrounding area.

22.04-6 Policy references

09/02/2017
C250

Advertising Signs Policy, City of Casey, 1997.

Casey C21: A vision for our future, City of Casey, 2002.

Casey C21: Building a Great City, City of Casey, 2011.

22.09
22/10/2021
C264card

Signs

Objective

To facilitate signs that allow for the reasonable identification and marketing of businesses in Cardinia while enhancing the character of a building, site and area.

22.09-1
22/10/2021
C264card

General

Strategies

Enable signs that identify the business and service provided on the site and avoid signs that promote other businesses or details of product/s sold.

Maximise the effectiveness of signs and sensitively respond to the character of the building, site and area by minimising and consolidating signage to avoid visual clutter.

Ensure that signs are not located on the road or rail reserve.

Design signs to integrate with heritage buildings or objects to ensure the building's and architectural features and detailing are not obscured.

Design signs to complement the architectural design, form and scale of the host building or land and avoid signs that:

- Obscure a building's architectural form, features or glazed surfaces
- Protrude above rooflines or parapets, or beyond the edges of fascia or walls of the host building.

Use materials and lighting to achieve energy efficiency.

Conceal electrical services to a sign.

Design and locate signs in a manner that accounts for the long-term maintenance needs and the ease of changing messages.

Provide adequate space for all occupancies to display signage where a building or site is occupied by more than one business.

Ensure signs do not compromise the structural integrity and safety of the host building/structure.

Design signs to be clearly legible in order to support safe pedestrian, cyclist and road movements, using:

- Concise content.
- Materials and colours that have sufficient contrast between the text and background.
- Letters/symbols that are readable both during the day as well as the night.
- Measures to eliminate glare.

Ensure signs do not impair the effectiveness of surrounding security and emergency signs.

Ensure signs do not affect road or rail safety through glare and reflection or the obscuring of sightlines.

Discourage internally illuminated, floodlit, animated, electronic and reflective signs on sites or in locations where they will impact upon residential amenity.

Design signs to be compatible with and complement the character of existing signs in the streetscape and surrounding area.

Design signs to enhance major entrances and gateways to the municipality.

Encourage innovative signs that enrich the pedestrian visual experience.

Protect areas of environmental and natural significance by limiting signage within, adjoining or facing these areas.

Policy guidelines

Consider as relevant:

Locating signs at a safe clearance above the footpath (a minimum of 2700mm from ground level) and are set back at least 750mm from the kerb line if the signs are located on street fronting development and protrude from the property boundary.

Providing for direction signs that are:

- Limited to one per road entry point.
- Less than 0.3 square metres in size.

22.09-2 Commercial (shop and office) signs

22/10/2021
C264card

Strategies

Signs located in commercial (shop and office) areas should stimulate interest in the business or service provided on the site and enhance the vitality and visual amenity of the commercial area.

Design signs on freestanding land used for commercial purposes, including service station, retail premises, freeway service centre, office (medical centre) and veterinary centre land uses to be incorporated into the building form and contribute to good urban design outcomes.

Avoid views from windows being obscured to maintain passive surveillance of pedestrian activity areas, car parking areas and streets.

Policy Guidelines

Consider as relevant:

- Limiting signs painted in corporate colours on the exterior of a building with a direct frontage to a road or car parking area to the front façade.

Commercial (shop and office) areas

- Avoiding above verandah signs, sky signs, high wall signs and bunting signs.
- Limiting signs to no more than 50% of the wall area above a verandah, or if no verandah 30% of the total front facade wall.
- Limiting signs to no more than 75% of an awning fascia.

Freestanding 'Pad' sites

- Limiting business identification signs to signs that are:
 - Consistent in size and form, where there is more than one sign.
 - Located on the awning fascia, verandah fascia or parapet.
- Providing for pole and free-standing panel signs that are:
 - Limited to one sign per road frontage.
 - Less than seven (7) metres in height.
 - Incorporated into the landscaping treatment.

22.09-3 Industrial and restricted retail signs

22/10/2021
C264card

Strategy

Ensure signs in industrial and restricted retail areas do not appear as a dominant feature of a building or its

surroundings.

Policy guidelines

Consider as relevant:

- Limiting business identification signage on buildings to signs that:
 - Are located on walls, awning fascias, verandahs fascias or parapets.
 - Are located at the front and sides of buildings.
 - Are consistent in size and form, where there is more than one sign.
 - Front a Road Zone 1 for freestanding premises in industrial areas.
 - Are no greater than 30% of the combined (street facing) or 50% of a wall or parapet above an awning or verandah.
- Comprise a maximum signage area of 10 square metres or a maximum area of 20 square metres where the frontage is greater than 40 metres wide and is set back by 10 metres or more from a road.
- Avoiding sign types that have an adverse effect on the visual amenity of the area including above verandah/awning (or roof), sky, bunting, animated, electronic and reflective signs.
- Providing for no more than one pole sign or freestanding panel sign of no greater than 7 metres in height for:
 - An industrial area where multiple tenants exist on a site.
 - An industrial building or restricted retail premises (or complex) that is freestanding.
 - A grouping of restricted retail premises (such as in a homemaker centre).
- Incorporating pole or freestanding panel signs into a landscaped area.

22.09-4 Residential areas

22/10/2021
C264card

Strategy

Ensure signs in residential areas are compatible with the surrounding residential area.

Policy guidelines

Consider as relevant:

- Limiting signs to one business identification sign with an area of less than three square metres.
- Limiting free standing signage to be:
 - Located at the front of the building.
 - Located on the street with the greatest amount of traffic (if the site has more than one street frontage).
 - No higher than two metres above footpath level.
 - Incorporated into the landscape treatment.

22.09-5 Display home village and new estate promotion signs

22/10/2021
C264card

Strategies

Limit the display period of a sign for a display home village, land sales office, subdivision promotion or new estate promotion to the time the land:

- Is being used as a display home (as relevant).
- Sales have ceased or when the planning permit expires (whichever comes first).

Avoid promotional signs that:

- Do not relate to product, goods or services offered for sale on the land
- Are internally illuminated, floodlit, animated, electronic, or reflective and that have flags, streamers or other appurtenances

Avoid trailer signs or any form of moveable signage on the land being subdivided or any other land including road reserves.

Policy guidelines

Consider as relevant:

- Limiting subdivision and new estate promotion signs to:
 - A maximum of one per road frontage or no more than 4 in total where a minimum separation distance of 150 metres between each promotion sign can be achieved.
 - Signs with a minimum setback of 10 metres from the title boundary where the sign is located adjacent to a declared Freeway and/or Highway.
 - A maximum advertising area of 10 square metres.
 - A minimum setback of 500 metres from an on-off ramp on Freeways.
- Ensuring the removal of signs and reinstatement of the subject site prior to the issue of Statement of Compliance for the final stage of subdivision to the satisfaction of the Responsible Authority for promotional signs relating to subdivision.

22.09-6 Rural and green wedge signs

22/10/2021
C264card

Strategies

Ensure signs in rural areas and green wedge areas:

- Are of a low scale to respect the rural character of the surrounding area.
- Are incorporated into the landscape treatment along the boundary of the property.
- Provide colours that are compatible with the surrounding landscape character.

Policy guidelines

Consider as relevant:

- Limiting signs in rural areas and green wedge areas to one business identification sign per site that identifies the business or service provided (but not a product).
- Not be internally illuminated, floodlit, animated, electronic and reflective.
- Discouraging internally illuminated, floodlit, animated, electronic, and reflective signs. Where signage is free standing, directing signage to be located at the front of the property and at a height of no more than 2 metres above ground level.

Policy documents

Consider as relevant:

Advertising Signage Design Guidelines (Cardinia Shire, Adopted 2020)