

## **GREATER GEELONG PLANNING SCHEME**

### **AMENDMENT C383ggee**

#### **EXPLANATORY REPORT**

##### **Who is the planning authority?**

This proposed amendment has been prepared by the City of Greater Geelong, which is the planning authority for this amendment.

The proposed amendment has been made at the request of City of Greater Geelong Council.

##### **Land affected by the amendment**

The amendment applies to all land within the Greater Geelong Planning Scheme.

##### **What the amendment does**

The amendment implements the City of Greater Geelong Advertising Sign Guidelines (May 2022) by replacing the current guidelines and making related changes to the Greater Geelong Planning Scheme. Specifically, the amendment:

- Inserts new Clauses 15.01-1L-03 (Signs in urban environments) and 15.01-6L (Signs in rural areas) to require signs in urban and rural areas to comply with the City of Greater Geelong Advertising Sign Guidelines (May 2022).
- Amends the schedule to Clause 72.04 (Documents Incorporated in this Planning Scheme) by removing Advertising Signage Guidelines, City of Greater Geelong 1997 and replacing it with City of Greater Geelong Advertising Sign Guidelines (May 2022) as an incorporated document.
- Amends the schedule to Clause 72.08 (Background Documents) by inserting the City of Greater Geelong Advertising Sign Guidelines Review – Issues and Options Paper (May 2022) as a background document.

##### **Strategic assessment of the amendment**

##### **Why is the amendment required?**

The amendment is required to implement the City of Greater Geelong Advertising Sign Guidelines (May 2022) and remove the current Advertising Signage Guidelines, City of Greater Geelong 1997. The new guidelines provide updated guidance to support decision making for the design and placement of signs, including digital signs, that are appropriate in different areas, and to assist developers, building owners, building tenants, planning permit applicants and residents in understanding what type of signs will be supported or not supported in the Greater Geelong Planning Scheme.

The Guidelines apply to planning applications for signs and establish performance based objectives, strategies and design for signs, including for different areas and sign types. They will:

- Encourage a place-based approach to signage, that reflects the different types of urban environments in the municipality.
- Provide direction for signage that respects the context of its location, having regard to impacts on buildings and the area.
- Promote equitable identification and marketing of businesses in the municipality.

- Encourage the protection of views and vistas to significant natural or man-made features from inappropriate signs.
- Address issues such as visual clutter or signs that dominate a site, building or streetscape.
- Provide guidance for electronic signs.

The guidelines are consistent with and will provide local guidance for the matters identified for consideration in Clause 52.05 (Signs).

### **How does the amendment implement the objectives of planning in Victoria?**

The proposed amendment implements the objectives of planning in Victoria by:

- Encouraging appropriate signage and its economic benefits in a manner that is fair, orderly and sustainable.
- Ensuring signage does not compromise pleasant and efficient working, living and recreational environments.
- Ensuring signs are respectful of heritage places.

### **How does the amendment address any environmental, social and economic effects?**

The amendment will ensure that the Greater Geelong Planning Scheme provides the framework to achieve positive environmental social and economic development outcomes within the municipality. The amendment updates the current Advertising Signage Guidelines, City of Greater Geelong 1997 (**1997 Guidelines**) with the City of Greater Geelong Advertising Sign Guidelines (May 2022) (**the new Guidelines**). The new Guidelines will provide contemporary guidance for signs to ensure they are appropriately designed, sited and of a scale that complements and enhances site and context in the varied built form environments across the municipality.

Signs have a significant impact on the public realm and the quality of the streetscape, site and buildings where they are located. Done well, signs can add to the vitality of an area and contribute to its character. Done poorly, signs can block important views or create an unattractive, cluttered appearance to an area, as well as reduce the effectiveness of other signs.

By implementing the guidelines into the planning scheme, signs in the built environment can be managed to balance the important economic role they play in identifying and promoting business, while ensuring good urban design outcomes are achieved and valued streetscape character, heritage and amenity are protected.

### **Does the amendment address relevant bushfire risk?**

The amendment will not result in any increased bushfire risk.

### **Does the amendment comply with the requirements of any Minister's Direction applicable to the amendment?**

The amendment complies with the requirements of the Ministerial Direction the Form and Content of Planning Schemes (section 7(5) of the Act) and is consistent with Ministerial Direction No. 11 Strategic Assessment Guidelines.

### **How does the amendment support or implement the Planning Policy Framework and any adopted State policy?**

The proposed amendment supports and implements the following provisions from the Planning Policy Framework:

- Clause 11.03-1L Activity Centres in Greater Geelong – by achieving the objective and strategies including:
  - Ensure that retail use and development on land within the Residential Growth Zone:
    - Is designed and sited to operate without amenity impacts to neighbouring residents.
- Clause 15.01-1S Urban design – by achieving the objective and relevant strategies including:
  - 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 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.
- Clause 15.01-6S Design for rural areas – by achieving the objective and strategies including:
  - 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.
- Clause 15.01-1L-02 Pakington Street North urban design – by achieving the objective and strategies including:
  - Discourage signs that dominate the building or streetscape and detract from the pedestrian environment.
- Clause 18.01-1S Land use and transport integration – by achieving the objective and relevant strategies including:
  - 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 – by achieving the purpose and providing further local guidance for the matters outlined for consideration in the decision guidelines at Clause 52.05-8, including:
  - The character of the area.
  - Impacts on views and vistas.
  - The relationship to the streetscape, setting or landscape.
  - The relationship to the site and building.
  - The impact of structures associated with the sign.

- The impact of any illumination.
- The impact of any logo box associated with the sign.
- The need for identification and the opportunities for adequate identification on the site or locality.
- The impact on road safety.

### **How does the amendment support or implement the Municipal Planning Strategy?**

The proposed amendment supports and implements the following provisions from the Planning Policy Framework:

- Clause 02.03-5 Built environment and sustainability

### **Does the amendment make proper use of the Victoria Planning Provisions?**

The amendment makes proper use of the Victorian Planning Provisions by implementing the recommendations in the City of Greater Geelong Advertising Sign Guidelines Review – Issues and Options Paper (May 2022) and replacing the current Guidelines with the new Guidelines into the Greater Geelong Planning Scheme, as well as referencing the Issues and Options Paper as a background document

### **How does the amendment address the views of any relevant agency?**

Relevant agencies were given the opportunity to review the amendment as part of the formal exhibition of the amendment and all submissions were considered.

### **Does the amendment address relevant requirements of the Transport Integration Act 2010?**

The amendment is unlikely to have a significant impact on the transport system and relevant authorities were consulted as part of the development of the new Guidelines.

### **Resource and administrative costs**

- **What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?**

The amendment will not result in additional planning permit applications being lodged with the council. The amendment will provide greater certainty on how the council will exercise its discretion when considering applications for signage. This will result in improved clarity for all parties on council's expectations when lodging applications for signage across the municipality.

For these reasons, the council does not expect the amendment will result in any increase in resources or administrative costs for the council.

### **Where you may inspect this amendment**

The proposed amendment is available for public inspection, free of charge, at:

- by appointment during office hours, City of Greater Geelong, Customer Service Centre – Wurriki Nyal, 137-149 Mercer St, Geelong – 8.00am to 5.00pm weekdays and subject to any public health directives that may be in place.
- 'Amendments' section of the City's website [www.geelongaustralia.com.au/amendments/](http://www.geelongaustralia.com.au/amendments/)

The amendment can also be inspected free of charge at the Department of Transport and Planning website at <http://www.planning.vic.gov.au/public-inspection> or by contacting the office on 1800 789 386 to arrange a time to view the amendment documentation.

## **Submissions**

Any person who may be affected by the amendment C383ggee may make a submission to the planning authority. Submissions about the amendment C383ggee must be received by Monday 26<sup>th</sup> June 2023.

A submission must be sent to:

The Coordinator  
Strategic Implementation  
City of Greater Geelong

- either by mail to: PO Box 104, GEELONG VIC 3220
- or by email to: [amendments@geelongcity.vic.gov.au](mailto:amendments@geelongcity.vic.gov.au)
- or lodged online at: [www.geelongaustralia.com.au/amendments](http://www.geelongaustralia.com.au/amendments)

## **Panel hearing dates**

In accordance with clause 4(2) of Ministerial Direction No.15 the following panel hearing dates have been set for this amendment:

- directions hearing: week beginning 18<sup>th</sup> September 2023
- panel hearing: week beginning 16<sup>th</sup> October 2023

## **Further information**

For further information about Amendment C383ggee please contact the Strategic Implementation Unit at the City of Greater Geelong on (03) 5272 4820 or via email [amendments@geelongcity.vic.gov.au](mailto:amendments@geelongcity.vic.gov.au)