



A Thriving Community
where everyone belongs



City of Melton
Public Exhibition Brochure 2018

Amendment C174
Industrial Design Guidelines

Amendment C188
Advertising Signage Design Guidelines

Industry is a key contributor to the City of Melton's employment base. It is important that industrial areas are well designed and positively contribute to the amenity and appearance of the City to attract business and employment to the City of Melton.

Well integrated signage in appropriate locations can add colour, vibrancy and interest to an area. Too many signs that are poorly designed and located can significantly detract from the attractiveness and amenity of the City's urban and rural environments, streets and gateways, including reducing the effectiveness of signs.

To achieve good design outcomes and to retain the amenity of residential and sensitive areas, Melton City Council has prepared Industrial Design Guidelines (adopted 4 April 2016) and Advertising Signage Design Guidelines (adopted 18 September 2017).

Council has prepared two planning scheme amendments that will introduce these local policies into the Melton Planning Scheme to ensure:

- that development in industrial areas is functional, attractive and sustainable (Amendment C174); and
- businesses can effectively identify their business without a detrimental impact on the amenity of an area through the proliferation of poorly designed and located signs (Amendment C188).

This brochure provides information to assist landowners and occupiers to understand both amendments which will be exhibited between 27th March and 27th April 2018.

Amendment C174

Industrial Design Guidelines

Melton City Council adopted the Industrial Design Guidelines at its Ordinary Meeting on 4 April 2016.

A copy of the adopted guidelines can be viewed at melton.vic.gov.au/IDG

Land Affected by the Amendment C174

The amendment will apply to all land located in an Industrial 1 or 3 Zone, or a Commercial 2 Zone.

The amendment also applies to all land subject to the Urban Growth Zone where the applied zone is an Industrial 1 or 3 or a Commercial 2 Zone, where there is no approved Urban Design Framework.

What the Amendment C174 Does

The amendment proposes to change the Melton Planning Scheme by:

- Inserting a new planning objective related to creating industrial areas, which are attractive and desirable places in which to work and do business in Clause 21.03-2.
- Inserting a new local planning policy in relation to the design of industrial development at Clause 22.15.

What does Amendment C174 mean for me?

As a landowner with a property within an industrial area, if you require a planning permit for subdivision, or to construct a building, or carry out works, you will be required to conduct an assessment against the objectives and policy outcomes outlined in proposed local policy at Clause 22.15 of the Melton Planning Scheme.

The objectives of the proposed Local Policy are:

- To facilitate the development of industrial subdivisions that respond to the local characteristics of their site and its context.
- To ensure industrial subdivisions cater to a variety of business types and sizes.
- To ensure that the subdivision of industrial land provide lots of adequate size to achieve appropriate access, landscaping and built form outcomes.
- To ensure that new industrial development is well designed and enhances the visual amenity of the area.
- To establish and maintain a high quality industry environment that attracts businesses, workers and visitors to the City of Melton's industrial estates.
- To encourage principles of environmental sustainability within industrial developments.
- To facilitate consistency in built form outcomes throughout the municipality.

The local policy includes:

- Development design outcomes (such as setbacks, design, height, building materials, parking areas, fencing and landscaping).
- Interface outcomes with residential areas, main roads and railway corridors, and waterways.



Amendment C188

Advertising Signage Design Guidelines

Melton City Council adopted the Advertising Signage Design Guidelines at its Ordinary Meeting on 18 September 2017.

A copy of the adopted guidelines can be viewed at melton.vic.gov.au/ADG

Land Affected by Amendment C188

The amendment will apply to all land in the City of Melton.

What Amendment C188 Does

The amendment proposes to change the Melton Planning Scheme by:

- Inserting a new planning objective related to ensuring advertising signs support business and contribute to an attractive image for the municipality in Clause 21.03-2.
- Inserting a new local planning policy in relation to advertising signs at Clause 22.17.

What does Amendment C188 mean for me?

If you require a planning permit for signage within the City of Melton, you will be required to conduct an assessment against the objectives and policy outcomes outlined in the proposed local policy at Clause 22.17 of the Melton Planning Scheme.

The objectives of the proposed Local Policy are:

- Allow for the reasonable identification and marketing of businesses in the City of Melton.
- Require advertising signage to respond to and enhance the character, scale, architectural quality and appearance of a building, site and landscape setting.
- Support signs that contribute to the interest, vitality and improve the quality of commercial and industrial areas.
- Ensure that signs enhance residential areas and other high amenity built and natural areas and do not detract from the appearance or character of the area.
- Maximise the effectiveness of signs by minimising and consolidating signage to avoid visual clutter.
- Enhance the character and amenity of the City of Melton's gateways.

The Local Policy includes:

- Specific guidance for the design and siting of advertising signage in commercial areas (shops and offices) free-standing shopping centres, free-standing pad sites, industrial and restricted retail areas, residential areas, display homes and villages, subdivision and new estate promotion signs, rural / green wedge areas, and gateway entrances.



Where to from here?

Amendments C174 and C188 to the Melton Planning Scheme are on public exhibition from 27th March to 27th April 2018. Full copies of the amendments can be viewed at the following locations:

Melton Civic Centre: 232 High Street Melton
Monday - Friday 8:30 - 5pm

Caroline Springs Civic Centre/Library: 193-201 Caroline Springs Boulevard Caroline Springs
Monday, Wednesday: 8am - 8pm
Tuesday, Thursday, Friday: 8am - 6pm
Saturday: 10am - 4pm
Sunday: 1pm - 4pm

Department of Environment, Land, Water and Planning's website:

www.delwp.vic.gov.au/public-inspections

How to Have Your Say

Submissions relating to Amendments C174 and / or C188 should be addressed to: Manager City Design, Strategy & Environment.

Submissions can be sent by post to:

Melton City Council
PO Box 21
MELTON VIC 3337

or by email to: citysupport@melton.vic.gov.au

If you would like to object or request changes to either or both of the amendments, your submission must identify what amendment you are submitting on, what is of concern to you about the proposal(s) and the specific reasons why.

If you support the amendment(s) or have no objection, there is no need to respond to Council, although you may lodge a submission stating your position if you wish.

Council will consider all submissions and any outstanding objections will be referred to an independent Planning Panel.

The Planning Panel (if required) will then make a recommendation to the Council who must consider the report.

The final amendment documents will be reported to Council for Council's resolution which may be to adopt, change or abandon the amendment and will then be sent to the Minister for Planning who makes the final decision on the amendment(s).

If you have any queries please contact Council officers in the City Strategy team.

Phone: 9747 7200
Email: citysupport@melton.vic.gov.au
Website: melton.vic.gov.au

Planning Scheme Amendment Process

