

Appendix 3 – Assessment against relevant Planning Scheme controls

Planning Scheme Reference	Assessment
Planning Policy Framework (PPF)	
Clause 15.01-1S - Urban design	<p>The purpose of the policy is to create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.</p> <p>A relevant strategy contained in policy, includes the need to:</p> <ul style="list-style-type: none"> • Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads. <p>The proposal is considered to be inconsistent with the policy.</p>
Local Planning Policy Framework (LPPF)	
Clause 22.17 – Advertising Signs Policy	<p>The purpose of the policy is to provide guidance in the assessment of all planning permit applications for advertising signs within the municipality.</p> <p>The policy recognises that advertising signs have a significant impact on the public realm, the quality of the streetscape and the building with which they are visually associated. It acknowledges that well integrated signage in appropriate locations can add colour, vibrancy and interest to an area. Whilst, the proliferation of signs and poorly designed and located signs can significantly detract from the attractiveness and amenity of the City's urban and rural environments and gateways, as well as reducing the effectiveness of signs.</p> <p>The objective of the policy is to:</p> <ul style="list-style-type: none"> • 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.

	<p>The subject site, can potentially be seen as a “gateway entrance”, which is defined in the policy as “<i>prominent entries into the City of Melton which deserve appropriate protection from visual intrusions. Gateways are important as these areas are typically the most trafficked areas in the City of Melton and create an impression of the City for residents, visitors and those passing through.</i>” In particular, the policy seeks to:</p> <ul style="list-style-type: none"> • Discourage major promotion signs and sky signs in gateway locations. • Discourage major promotion signs and sky signs on open sites 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. <p>The proposal is considered to be inconsistent with the policy.</p>
<p>Zone</p>	
<p>Clause 33.01 - Industrial 1 Zone</p>	<p>The purpose of this clause is:</p> <ul style="list-style-type: none"> • To implement the Municipal Planning Strategy and the Planning Policy Framework. • To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities. <p>Clause 33.01-5 outlines that advertising sign requirements are at Clause 52.05, and this zone is in Category 2.</p>
<p>Particular Provisions</p>	
<p>Clause 52.05 – Signs</p>	<p>The purpose of this particular provision is:</p> <ul style="list-style-type: none"> • 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. <p>The proposed major promotion sign can be considered as:</p> <ul style="list-style-type: none"> • A <u>sky sign</u>, which is defined as “<i>A sign... fixed to a structure (not a building) so that part of it is more than 7 metres above the ground.</i>”; and • An <u>electronic sign</u>, which is defined as “<i>A sign that can be updated electronically. It includes screens broadcasting still or moving images.</i>”; and

	<ul style="list-style-type: none"> • A <u>major promotion sign</u>, which is defined as “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. <p>A permit is required for the proposed sign major promotion sign.</p> <p>The proposal is considered to be inconsistent with the decision guidelines provided in Clause 52.05-8 (Signs) of the Melton Planning Scheme. In particular, the proposal:</p> <ul style="list-style-type: none"> • Is inconsistent with the existing and desired future character of the area. • Will dominate the skyline. • Will impact on the quality of significant public views (particularly, along Ryans Creek).
<p>Clause 65 - Decision Guidelines</p>	<p>Because a permit can be granted does not imply that a permit should or will be granted. The responsible authority must decide whether the proposal will produce acceptable outcomes in terms of the decision guidelines of this clause.</p> <p>The proposal is considered to be inconsistent with the relevant local planning policy relating to advertising signage, the particular provision relating to the assessment of advertising signage application, and is likely to adversely impact on the amenity of the area. Therefore, the application should be refused in accordance with the decision guidelines at Clause 65.</p>