

MORELAND PLANNING SCHEME

AMENDMENT C169

EXPLANATORY REPORT

Who is the planning authority?

This amendment has been prepared by Moreland City Council, which is the planning authority for this amendment.

The Amendment has been made at the request of Moreland City Council.

Land affected by the Amendment

The Amendment applies to:

Name of Reserve/Park	Address	Suburb
1. AG Gillon Oval	133A Hope Street	Brunswick
2. Allard Park	174A Donald Street	Brunswick East
3. ATC Cook Reserve (Glenroy Tennis Club, Glenroy Bowls Club)	133-165 Daley Street	Glenroy
4. Balfe Park	54-64 John Street	Brunswick East
5. Brearly Reserve	1-25 Heliopolis Street	Pascoe Vale South
6. Bridges Reserve (Coburg Moreland Bowls Club)	19-21 Harding Street	Coburg
7. Bush Reserve (West Coburg Bowls Club, Coburg Tennis Club)	227A Bell Street	Coburg
8. Campbell Reserve	11-49 Moreland Road	Coburg
9. CB Smith Reserve	79 Jukes Road	Fawkner
10. Charles Mutton Reserve	86 Lorne Street	Fawkner
11. City Oval	21 Harding Street	Coburg
12. Clifton Park	377 Albert Street	Brunswick
13. Cole Reserve	177B Cumberland Road	Pascoe Vale
14. De Chene Reserve	193 Urquhart Street	Coburg
15. Dunstan Reserve	24 Peacock Street	Brunswick West
16. Fleming Park	47-51 Albert Street	Brunswick East
17. Fraser Reserve (Glencairn Tennis Club)	16-24 Hopetoun Avenue	Brunswick West
18. Hallam Reserve	144 Landells Road	Pascoe Vale
19. Hollbrook Reserve	8 Jewell Crescent	Brunswick West
20. Hosken Reserve	39A Shorts Road	Coburg North

21. Jackson Reserve (Coburg Basketball Stadium, Harold Stevens Athletics Track)	1 Outlook Road	Coburg North
22. JP Fawkner Reserve	1A Francis Street	Oak Park
23. Mailer Reserve (Glencairn Tennis Club)	325C Moreland Road	Coburg
24. Martin Reserve	80A Domain Street	Hadfield
25. McDonald Reserve	66 Bell Street	Coburg
26. Middle Street Reserve (Hadfield Tennis Club)	90 Middle Street	Hadfield
27. Moomba Park	26A Somerlayton Crescent	Fawkner
28. Morris Reserve	11 Brentwood Avenue	Pascoe Vale South
29. Narre Narre Reserve (Oak Park Basketball Stadium)	9 Hillcrest Road	Oak Park
30. Oak Park Reserve	563A Pascoe Vale Road	Oak Park
31. Parker Reserve	2 Keady Street	Coburg North
32. Raeburn Reserve	8-42 Landells Road	Pascoe Vale
33. Rayner Reserve	46A Devon Road	Oak Park
34. Reddish Reserve	2-42 Domain Street	Hadfield
35. Richards Reserve	30-34 Charles Street	Coburg North
36. Sewell Reserve	33 Glenroy Road	Glenroy
37. Shore Reserve	20 Woodlands Avenue	Pascoe Vale South
38. Sumner Park	3 Alister Street	Brunswick East
39. Wallace Reserve	123 Justin Avenue	Glenroy

What the amendment does

The Amendment amends the Schedule to the Public Park and Recreation Zone to change the advertising signs category for 31 sporting reserves to Category 1, the Schedule to the Activity Centre Zone to change the advertising sign category for the Coburg Bowls Club (in 'precinct 4') to Category 1 and to reference the 'Advertising Signs in Major Sports and Recreational Facilities Incorporated Document 2018' as an Incorporated Document in the Moreland Planning Scheme. Subsequently the amendment also seeks to include the Incorporated Document in the Schedule to Clause 81.01 of the Moreland Planning Scheme (Incorporated Documents). The incorporated document exempts advertising signs from the requirements of Clause 52.05 (Advertising Signs) for 7 premier sporting reserves.

To achieve a consistent approach for signage in reserves, it is proposed to rezone land known as Narre Narre Reserve from Neighbourhood Residential Zone 1 (NRZ1) to a Public Park and Recreation Zone (PPRZ) and include this reserve in Schedule 1 to be Category 1 for Advertising Signs.

Strategic assessment of the Amendment

Why is the Amendment required?

The amendment is required to better facilitate the signage needs for sports clubs.

The advertising categories stipulated in Clause 52.05 are considered to be too restrictive as most types of signs larger than 3m² are prohibited. It is recognised that sporting clubs should be allowed to place advertising signs within reserves that they occupy to identify the club and key sponsors who support them. It is understood that sponsors and associated advertising signage is a traditional component of local sports clubs, which provides them with a valid source of income. As such it is considered that Category 1 would be more appropriate than Category 4, as it would allow a greater realm of discretion over the extent and type of advertising signs that are allowed. Category 1 has an increased maximum for business identification signs (8sqm) and does not prohibit promotion signs.

An incorporated document to exempt some major sporting reserves from the requirements of Clause 52.05 is considered appropriate, as these reserves are premier sporting sites that provide a vital community function and benefit. It is understood that these sites require promotional signage outside of the maximum specified under Section 2 of Category 1 of the Advertising Sign provisions.

How does the Amendment implement the objectives of planning in Victoria?

The amendment allows for the ongoing display of appropriate promotional signage on sporting reserves that are in the Public Park and Recreation Zone (PPRZ), which will have significant benefits for sporting clubs and the surrounding community. The amendment will therefore implement the following objectives of planning in Victoria:

- To provide for the fair, orderly, economic and sustainable use, and development of land.
- To secure a pleasant, efficient and safe working, living and recreational environment for all Victorians and visitors to Victoria.

How does the Amendment address any environmental, social and economic effects?

The amendment facilitates the exposure of recreational and community based activities along with the opportunity to promote local business and allow sporting clubs to use signage as a valid source for income.

The amendment ensures that signage is regulated and the presence of signs will have minimal effect on the amenity of the subject reserves and surrounding land.

The proposed amendment does not pose any adverse environmental effects.

Does the Amendment address relevant bushfire risk?

The affected sites are not located in a designated bushfire prone area and do not present a bushfire risk.

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

The amendment has been prepared having regard to the Minister's Direction on the Form and Content of Planning Schemes under section 7(5) of the Act.

The amendment has been prepared having regard to the Minister's Direction 11 – Strategic Assessment of Amendments under section 12(2) of the Act. Ministerial Direction No 11 is addressed through this explanatory report and the strategic justification that supports the planning scheme amendment.

The amendment is consistent with Minister's Direction 9 – Metropolitan Strategy under section 12(2) of the Act. The amendment has been prepared having regard to the Metropolitan Strategy, Plan Melbourne 2017-2050. The following directions from Plan Melbourne 2017-2050: Metropolitan Planning Strategy are relevant to the amendment:

4.2 Build on Melbourne's cultural leadership and sporting legacy

5.2 Create neighbourhoods that support safe communities and healthy lifestyles

How does the Amendment support or implement the State Planning Policy Framework and any adopted State policy?

The Amendment is consistent with, and gives effect to, the State Planning Policy Framework (SPPF), in particular:

Clause 11.04-2 – Open Space Management

This Clause provides for the long term management of public open space. It is a strategy of this Clause to ensure that the occupation of parkland by community organisations is restricted to activities consistent with management objectives of the park to maximise broad community access to open space. The amendment is consistent with this Clause as it provides a mechanism for Council to assess signage on sportsgrounds.

Clause 15.01-1 Urban Design

This Clause seeks to create urban environments that are safe, functional and provide good quality environments with a sense of place and cultural identity. It is a strategy of this Clause to promote good urban design to make the environment more liveable and attractive. Consistent with this policy, the amendment enhances the viability of sports clubs which are an important part of the community while preserving the amenity and safety of the public realm.

Clause 17.01-1 – Business

This Clause seeks to encourage development which meets the communities' needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities. Promotional signage is an integral part of the operation of sporting clubs. It provides a means of identification and financial benefits for sporting clubs and is an opportunity to promote local businesses. The amendment is considered to be consistent with this policy.

How does the Amendment support or implement the Local Planning Policy Framework, and specifically the Municipal Strategic Statement?

Cause 21.02-3 – MSS Strategic Directions

Strategic Direction 5 - Environmentally Sustainable Design, recognises the importance of open space and recreation facilities. This amendment proposes to facilitate identification signage that will support the ongoing use of the land as a recreation and sporting facility.

Clause 22.01 – Advertising Signs

The controls of the incorporated document – Advertising and Club Signage in Open Space Reserves are consistent with the policy directions for open space areas which are:

- *Ensure that signs are designed and located so as to minimise the impact on the surrounding area*
- *Ensure that signs are sympathetic to the landscape character of the area.*

A third policy direction for open space areas is to 'discourage business identification signs'. This policy direction is proposed to be reworded to affirm that business identification signs can be erected on specific reserves in accordance with the Schedule to the PPRZ and the incorporated document. This change also assists users of the Moreland Planning Scheme by indicating the presence of the incorporated document.

Does the Amendment make proper use of the Victoria Planning Provisions?

The amendment utilises the Schedule to Clause 32.08 Public Park and Recreation Zone and 81.01 Incorporated Documents, to allow signage on the land affected by the amendment, where forms of promotional and business identification signage would otherwise be prohibited.

Utilising the Schedule to the PRRZ is the most stream-lined approach to varying the advertising sign requirement, being a primary land control that manages all use and development on the land for the purpose of public recreation and open space specifically.

The purpose of Clause 52.03 aligns with this amendment as it is intended to provide in extraordinary circumstances the specific controls designated to achieve a particular land use and development outcome. It is considered that utilising Clause 52.03 and introducing an incorporated document to the schedule to 81.01 is the best mechanism to facilitate improved signage guidelines and a streamlined application process specifically for sporting clubs that occupy Council reserves.

How does the Amendment address the views of any relevant agency?

The relevant agencies will be notified of the amendment as part of the exhibition period.

Does the Amendment address relevant requirements of the Transport Integration Act 2010?

The amendment will not have any impact on the transport system or the requirements of the *Transport Integration Act 2010*.

Resource and administrative costs

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

If the total area of business and promotion signage on a sporting reserve (excluding those forming part of the Incorporated Document) exceeds 8 square metres in total area, a planning permit will be required. The amendment is therefore expected to have a minor impact on the workload of the statutory planning approval process. It is however expected that this will subsequently off-set planning enforcement cases related to prohibited signs that are displayed.

Where you may inspect this Amendment

The Amendment is available for public inspection, free of charge, during office hours at the following places:

- **Moreland Civic Centre**, 90 Bell Street, Coburg
- **Brunswick Citizens Service Centre**, 233 Sydney Road, Brunswick
- **Brunswick Library**, 233 Sydney Road, Brunswick
- **Campbell Turnbull Library**, 220 Melville Road, Brunswick West
- **Coburg Library**, Corner of Victoria and Louisa Streets, Coburg
- **Fawkner Library**, 77 Jukes Road, Fawkner
- **Glenroy Citizens Service Centre**, 796N Pascoe Vale Road, Glenroy
- **Glenroy Library**, 737 Pascoe Vale Road, Glenroy

The Amendment can also be inspected free of charge at the Department of Environment, Land, Water and Planning website at www.delwp.vic.gov.au/public-inspection.

Submissions

Any person who may be affected by the Amendment may make a submission to the planning authority.

A submission must be emailed to: strategicplanning@moreland.vic.gov.au (Submission to Amendment C169 in the title header) or sent to the address below:

Moreland City Council
Strategic Planning Unit
Submission to Amendment C169
Locked Bag 10
MORELAND, VIC, 3058
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: To commence in the week of 28 May 2018
- panel hearing: To commence in the week of 25 June 2018

End of Document