

## MELBOURNE PLANNING SCHEME

### AMENDMENT C274

#### EXPLANATORY REPORT

#### Who is the planning authority?

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

The Amendment has been made at the request of RMIT University.

#### Land affected by the Amendment

The Amendment applies to part of the RMIT University City Campus on the east side of Swanston Street, bounded by Franklin Street, Bowen Street and La Trobe Street, Melbourne.



#### What the amendment does

The Amendment changes the Schedule to the Public Use Zone so that Category 2 signage controls apply to part of the RMIT University site (shown above) rather than the current Category 4 signage controls.

#### Strategic assessment of the Amendment

#### Why is the Amendment required?

RMIT University provides Melbourne with an education facility, research and development opportunities, arts and culture and other activities of benefit to the community. The current sign controls limit the ability to identify the campuses and the component parts to both the institution users and the broader community.

The University has advised that to provide adequate and consistent signage across the city campus of RMIT University, it is important that the signage controls on the campus become

less restrictive. Category 4 controls do not provide a suitable signage regime for an internationally renowned University and are more restrictive than those that apply in the residential zones.

The land abutting the subject parcel to the north and east is included in the Mixed Use Zone which has a Category 3 signage control designed for high amenity areas. The land to the south and west is in the Capital City Zone Schedule 1 which is not included in any of the advertising signage categories and provides the least restrictive signage controls.

The surrounding land uses are generally institutional and commercial and there are no residential or sensitive land uses in the immediate vicinity of the subject site,

Category 2 controls are designed for office and industrial areas and have less restrictive requirements on the size and type of signage that is allowed.

The existing signage to the subject parcel of land is constrained by the Category 4 controls, which prohibits internally illuminated signage, and therefore it is not in keeping with the branding and signage outcome that is seen at other buildings within the University campus. Category 2 signage controls will provide for a consistent signage outcome for the University.

The amendment provides an increase in flexibility in the signage controls for this site which will better match the primary abutting interfaces of the site.

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

The amendment implements the objectives of planning in Victoria by providing an opportunity for the consideration of advertising signs associated with an education centre in accordance with Section 4(1) of the *Planning and Environment Act 1987*.

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

The amendment is not expected to have any adverse economic or environmental impacts. Any light spill from illuminated signage proposed at the site, would be assessed during the Planning Permit process.

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

The amendment affects land within inner metropolitan Melbourne which is not a bushfire prone area.

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

The amendment is consistent with the *Minister's Direction of the Form and Content of Planning Schemes* under section 7(5) of the Act.

The amendment is consistent with the Minister's Direction 11 – Strategic Assessment of Amendments under section 12(2) of the Act.

The amendment is consistent with the 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 Metropolitan Planning Strategy* (Department of Transport, Planning and Local Infrastructure, 2014). The following policy content from *Plan Melbourne* is relevant to the amendment:

- Initiative 4.4.1 Create Health and Education precincts to meet the needs of residents across Melbourne
- Initiative 4.4.2 A co-ordinated approach to the delivery of education, health, recreation and cultural facilities

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

The amendment will allow for the proper identification of RMIT University, in accordance with Clauses 15.01-1 (Urban Design), 15.01-5 (Cultural identity and neighbourhood character), 17.02-4 (Innovation and research), 19.02-2 (Education facilities) and 19.02-3 (Cultural facilities) of the State Planning Policy Framework.

The amendment would assist in securing and fostering the well-being of a globally recognised university, located within the CBD of Melbourne. The achievement of a reasonable level of advertising signage to enable the identification of the university would be a key factor in determining its long-term sustainability.

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

The Local Planning Policy Framework within the Melbourne Planning Scheme recognises the importance of key education facilities and their contribution to the knowledge economy and the vibrancy and vitality of Melbourne. The Amendment proposes to facilitate signage that will assist in the identification of the campuses of RMIT University.

The amendment supports the following relevant clauses of the Local Planning Policy Framework:

#### *Municipal strategic Statement (MSS)*

##### Clause 21.10-3 Education facilities

The amendment will contribute to supporting education activities by supporting the promotion and proper identification of RMIT University whilst protecting the amenity of the Mixed Use Zone to the east.

#### *Local Planning Policies*

##### Clause 22.07 Advertising Signs

The amendment supports this local policy by allowing for the reasonable and consistent signage across the city campus of RMIT University, while ensuring a suitable interface with the Mixed Use Zone to the east.

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

The amendment makes appropriate use of the Victoria Planning Provisions by properly utilising the Schedule to Clause 36.01 Public Use Zone which provides the opportunity to alter the relevant advertising sign category applicable to land within the Public Use Zone.

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

The views of relevant agencies will be considered through the exhibition process.

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

The amendment does not impact on 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?**

The amendment will allow planning applications for signs to be made. This is consistent with other land within the City of Melbourne attracting associated application fees.

### **Where you may inspect this Amendment**

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

Melbourne City Council  
Level 3, 240 Little Collins Street  
Melbourne 3000

The Amendment can also be inspected free of charge at the Department of Environment, Land, Water and Planning website at [www.dtpli.vic.gov.au/publicinspection](http://www.dtpli.vic.gov.au/publicinspection).

### **Submissions**

Any person who may be affected by the Amendment may make a submission to the planning authority. Submissions about the Amendment must be received by **29 June 2017**.

A submission must be sent to:

AmendmentC274@melbourne.vic.gov.au

Or

Team leader – Planning Policy  
City of Melbourne  
PO Box 1603  
MELBOURNE VIC 3001

### **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: 12 September 2017
- panel hearing: 3 October 2017