

Report to the Future Melbourne (Planning) Committee

Agenda item 6.3

Amendment C257 Melbourne University Southbank Campus Advertising Sign Controls

1 December 2015

Presenter: Leanne Hodyl, Acting Manager Urban Strategy

Purpose and background

1. The purpose of this report is to seek the Future Melbourne Committee's support for the adoption of Melbourne Planning Scheme Amendment C257 Melbourne University Southbank Campus Advertising Sign Controls (the Amendment). Refer to attachment 2.
2. On 1 September 2015 the Future Melbourne Committee resolved to seek authorisation from the Minister for Planning for the Council to prepare and give notice of the Amendment and to limit notification to the land owner, Heritage Victoria and the prescribed ministers.
3. The Amendment seeks to revise the Schedule to the Public Use Zone so that Category 2 signage controls apply to the Victoria College of the Arts and the Victoria Police Mounted Branch, Southbank, rather than the current Category 4 controls. 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.
4. The Amendment will not apply to the Grant Street frontage where Category 4 controls will continue to apply within 20 metres of the street frontage (refer Attachment 2) in order to minimise any visual impact for residential neighbours on the south side of Grant Street.

Key issues

5. Authorisation was granted by the Minister for Planning on 14 September 2015 and the City of Melbourne notified the land owner, Heritage Victoria and the prescribed ministers.
6. All parties were given 2 weeks to make a submission. No submissions were received.
7. The Amendment is appropriate as it maintains strong amenity controls along Grant Street which has a residential interface, while allowing signage consistent with that of the surrounding area for the remainder of the campus, which is directly adjacent to the Capital City Zone.

Recommendation from management

8. That the Future Melbourne Committee recommends Council:
 - 8.1. Adopts Melbourne Planning Scheme Amendment C257 Melbourne University Southbank Campus Advertising Sign Controls as shown in Attachment 2, pursuant to Section 29 of the *Planning and Environment Act 1987*.
 - 8.2. Submits the Amendment to the Minister for Planning for approval.

Attachments:

1. Supporting Attachment
2. Amendment documentation

Supporting Attachment

Legal

1. Section 29(1) of the *Planning and Environment Act 1987* (Act) provides that after complying with Divisions 1 and 2 of the Act in respect of a planning scheme amendment, the planning authority may adopt the amendment with or without change.
2. The decision to adopt the Amendment cannot be made under delegation.

Finance

3. Under Section 6 of the *Planning and Environment (Fees) Interim Regulations 2014* a fee is to be paid when requesting the Minister approve an amendment and give notice in the Government Gazette of approval of an amendment. Once the Planning Scheme Amendment is approved, a notice will also be required to be placed in a newspaper circulating in the local area. These costs will be met by the University of Melbourne as the proponent for this Amendment.

Conflict of interest

4. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Stakeholder consultation

5. Stakeholder consultation was limited to the land owner and public land manager, being the Department of Environment, Land, Water and Planning, and to Heritage Victoria and prescribed Ministers as set out under Section 20(2) and (3) of the Act.

Relation to Council policy

6. 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.
7. Clause 22.07 Advertising Signs provides the framework for decision making under the proposed provisions. This includes the objective: "To allow for the reasonable identification and marketing of institutions, businesses and buildings and communication of messages".

Environmental sustainability

8. There are no environmental impacts likely to arise from the amendment.

*Planning and Environment Act 1987***MELBOURNE PLANNING SCHEME****AMENDMENT C257****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 the University of Melbourne.

Land affected by the Amendment

The Amendment applies to:

- The University of Melbourne, Victorian College of the Arts (VCA) Campus:
 - 204-234 St Kilda Road, Southbank;
 - 13-39 Dodds Street, Southbank; and
 - 45-99 Sturt Street, Southbank.

**What the amendment does**

The Amendment amends the Schedule to the Public Use Zone so that Category 2 signage controls apply to that part of the above listed land that is greater than 20 metres from Grant Street, rather than the current Category 4 signage controls. Along Grant Street only Category 4 signs may be erected within 20 metres of the street frontage.

Strategic assessment of the Amendment

Why is the Amendment required?

The University of Melbourne provides an educational facility, research and development roles, art 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 properly identify their individual buildings and secure philanthropic funding for a new art gallery, it is important that the signage controls on the campus allow for appropriate identification. Category 4 controls do not provide a suitable signage regime for an internationally renowned University. They are more restrictive than those that apply in the residential zones.

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?

There are no environmental, social or economic impacts likely to arise from the amendment.

Does the Amendment address relevant bushfire risk?

Not applicable.

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 The University of Melbourne and its composite parts, 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. This is cognisant of the role of The University of Melbourne in providing one of the renowned tertiary education facilities and being a significant part of the knowledge economy of Melbourne.

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 the University of Melbourne.

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 University of Melbourne to attract philanthropic donations whilst protecting the amenity of the Mixed Use Zone to the south.

Local Planning Policies

Clause 22.07 Advertising Signs

The amendment supports this local policy by allowing for the reasonable identification of buildings within the University's Southbank campus, while ensuring a suitable interface with the residential area to the south.

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?

Support for the Amendment request was provided by the Department of Environment, Land, Water and Planning as the Public Land Manager and owner for the relevant land parcels.

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.

SCHEDULE TO THE PUBLIC USE ZONE

19/01/2006
~~VCA37~~
 Proposed C257

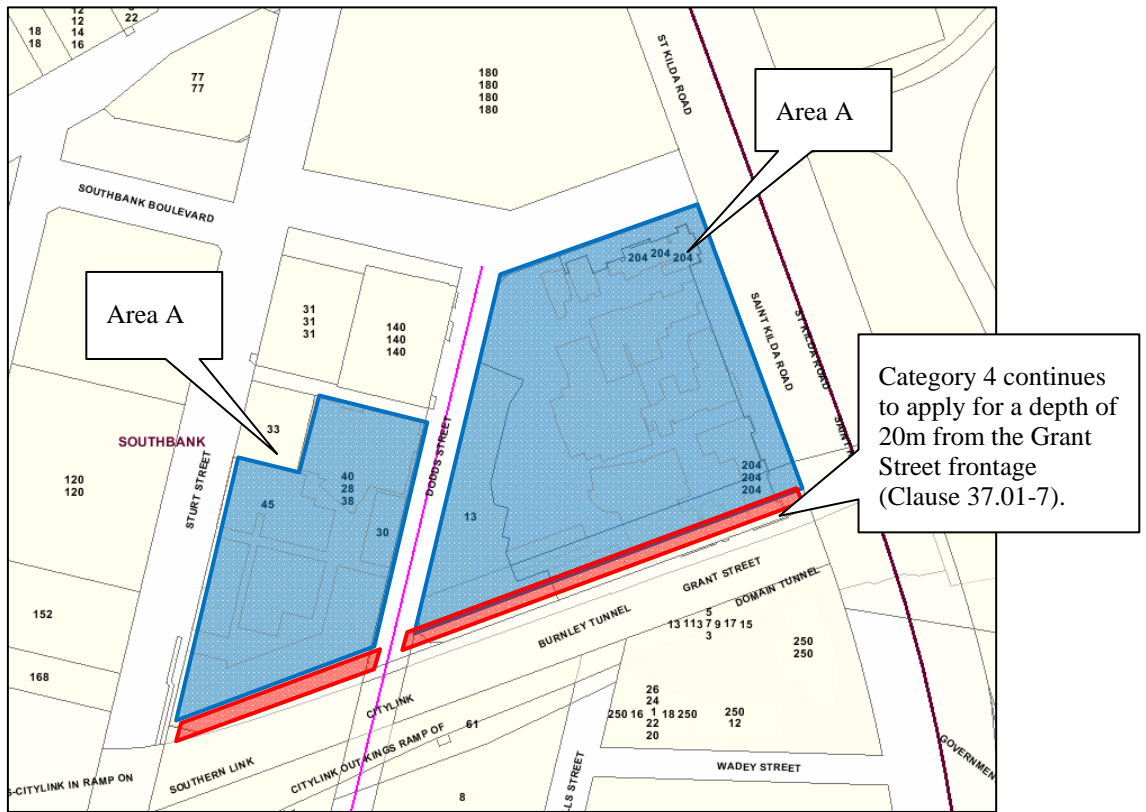
PUBLIC LAND	USE OR DEVELOPMENT	CONDITIONS
None specified		

LAND	ADVERTISING SIGN CATEGORY
161-169 Moore Street, Southbank, described in Title Volume 4613 Folio 516	Category 1

The University of Melbourne, VCA Campus, described as Area A in Map 1 to this Schedule and also known as part of:

- 204 St Kilda Road, Southbank;
- 13-39 Dodds Street, Southbank; and
- 28-40 Dodds Street and 45 Sturt Street, Southbank.

Map No. 1 to the Schedule to Clause 36.01



Planning and Environment Act 1987

MELBOURNE PLANNING SCHEME

AMENDMENT C257

INSTRUCTION SHEET

The planning authority for this amendment is the Melbourne City Council.

The Melbourne Planning Scheme is amended as follows:

Planning Scheme Ordinance

The Planning Scheme Ordinance is amended as follows:

1. In Zones – Clause 36.01, replace the Schedule with a new Schedule in the form of the attached document.

