

Report to the Future Melbourne (Planning) Committee

Agenda item 6.3

Draft Amendment C274 RMIT University Advertising Sign Controls

6 December 2016

Presenter: Emma Appleton, Manager Urban Strategy

Purpose and background

1. This report seeks the Future Melbourne Committee's endorsement to request the Minister for Planning's authorisation of Amendment C274 to the Melbourne Planning Scheme. The Amendment seeks to change the advertising signage planning controls that apply to the western part of the RMIT University campus at 100-186 La Trobe Street, Melbourne ('the site'), refer Attachment 2.
2. The site is occupied by University buildings and is zoned Public Use Zone 2 – Education. Under Particular Provision Clause 52.05 (Advertising Signs) of the Planning Scheme, all land located in a Public Use Zone has a 'Category 4 – Sensitive Areas' signage control which provides for unobtrusive signs in areas requiring strong amenity control. The rest of the campus is also in the Public Use Zone with a small part in the Mixed Use Zone (refer Attachment 4).
3. The site is subject to three different heritage overlays: HO479 - Building No. 4, Bowen Street; HO481 – Former Foresters Hall, La Trobe Street which is on the Victorian Heritage Register (H1495); and HO482 – Storey Hall, Swanston Street which is also on the Victorian Heritage Register (H1498). Under the Heritage Overlay a planning permit is required for any sign. On a Victorian Heritage Registered property, Heritage Victoria is the issuing authority (refer Attachment 2).
4. This Amendment seeks to revise the Schedule to the Public Use Zone so that 'Category 2 – Office and Industrial' signage controls apply to the site. 'Category 4' controls will continue to apply to the remainder of the campus (refer Attachment 3).
5. 'Category 2' controls are designed for office and industrial areas and have less restrictive requirements on signage. A map of the current zoning and heritage overlays and a summary of the different Signage Category controls that apply in each zone and the extent of signage that is permitted in each category are detailed in Attachments 2 and 4.
6. The University has requested the Amendment so that it is able to identify its campus in keeping with its role as an international institution. They advise that Category 4 controls do not provide a suitable signage regime for an internationally renowned university.

Key issues

7. The site is within the Central City which is not an area requiring strong amenity control. It abuts the Capital City Zone (CCZ) to the south and west. Land that is zoned CCZ does not fall into a signage category under the Clause 52.05 (Advertising Signs) of the Planning Scheme as the CCZ Schedules contain their own permit requirements for advertising signs. These are the least restrictive in the Planning Scheme.
8. On the other side of the roads on all site frontages and throughout the CCZ are buildings on the Victorian Heritage Register. The State Library and forecourt is to the south of the site on the other side of La Trobe Street and will have views to the southern site façade, part of which is also on the Victorian Heritage Register.
9. While the Amendment opens the way for more signage on the site, Category 2 controls are more restrictive than the CCZ signage controls which apply to the surrounding area. Each application for signage will be considered on its merits; this includes an assessment of the heritage values and the character of the surrounding area.
10. Management supports the Amendment as an appropriate response to the site.

Recommendation from management

11. That the Future Melbourne Committee resolves to seek authorisation from the Minister for Planning for the City of Melbourne to prepare and give notice of Planning Scheme Amendment C274.

Attachments:

1. Supporting Attachment (page 2 of 13)
2. Current Planning Scheme Zone and Heritage Overlay controls (page 3 of 13)
3. Draft amendment documentation (page 5 of 13)
4. Comparison of signage controls (page 12 of 13)

Supporting Attachment

Legal

1. Divisions 1 and 2 of Part 3 of the *Planning and Environment Act 1987* (Act) deal with planning scheme amendments and set out the relevant provisions in relation to the exhibition and notification of proposed planning scheme amendments as well as the process for public submissions and the consideration of those submission by the planning authority or an appointed panel.
2. The recommendation set out in the report is consistent with the Act.

Finance

3. The proponent is to pay all fees in accordance for the preparation and assessment of Planning Scheme Amendment C274 and will cover other costs associated with the 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. Public consultation will be undertaken through the formal exhibition of Planning Scheme Amendment C274, subject to authorisation being issued by the Minister for Planning. Affected property owners will be notified and the public will have the opportunity to make a written submission on the proposed change to the advertising signage controls.
6. Should the Minister appoint an independent panel (on Council's request) to review Amendment C274 and the written submissions received during exhibition, then the panel will consider all of these submissions and invite all submitters to present their submission to the public panel hearing.

Relation to Council policy

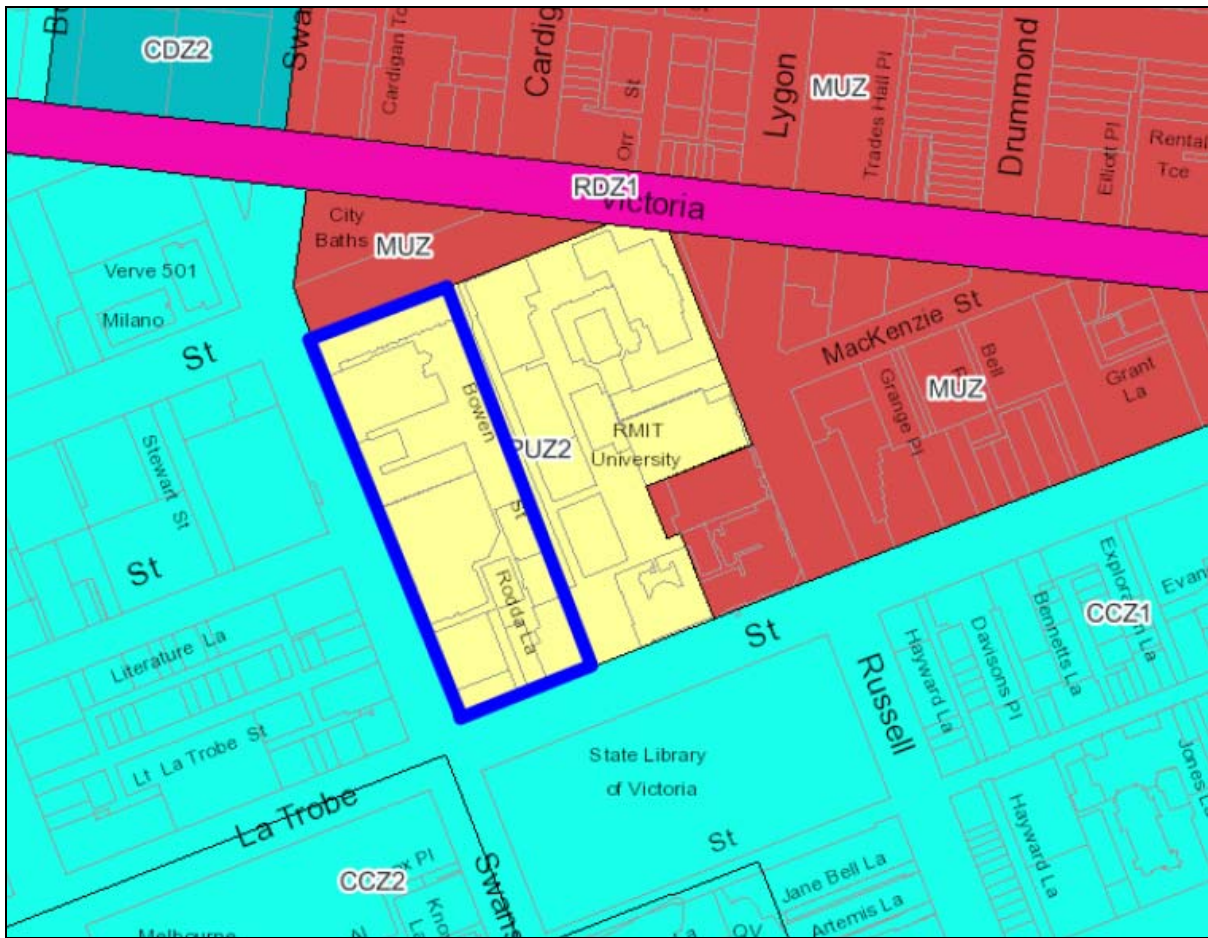
7. The Local Planning Policy Framework within the Melbourne Planning Scheme recognises the importance of key education facilities and their contribution to the knowledge economy and the vibrancy and vitality of Melbourne.
8. Clause 22.07 Advertising Signs provides the framework for decision making under 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

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

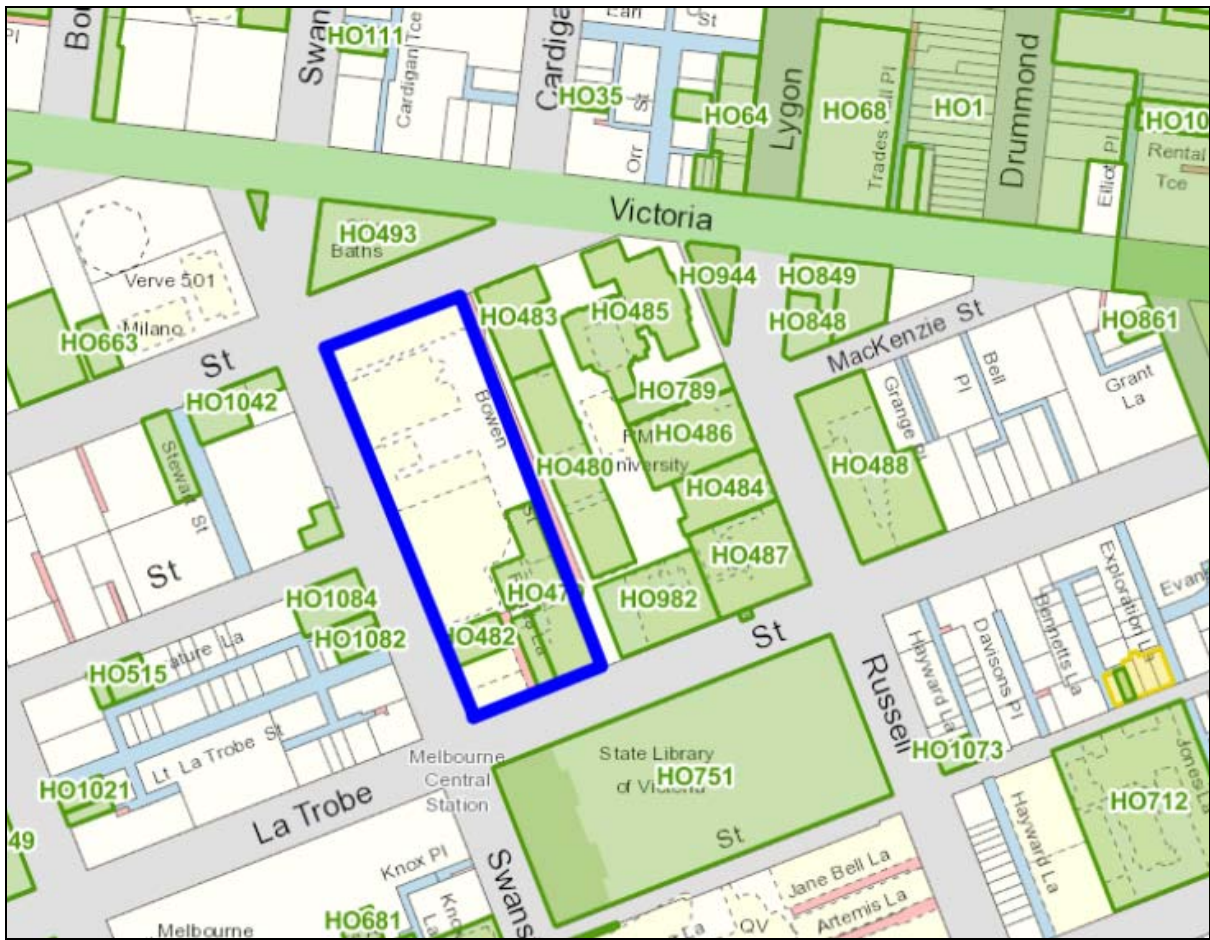
Current Planning Scheme Zone and Heritage Overlay controls

Map 1: Planning Scheme Zoning



- Capital City Zone (CCZ)
- Mixed Use Zone (MUZ)
- Public Use Zone (PUZ)
- Road Zone (RDZ)

Map 2: Heritage Overlays



--- Heritage Overlay (HO)

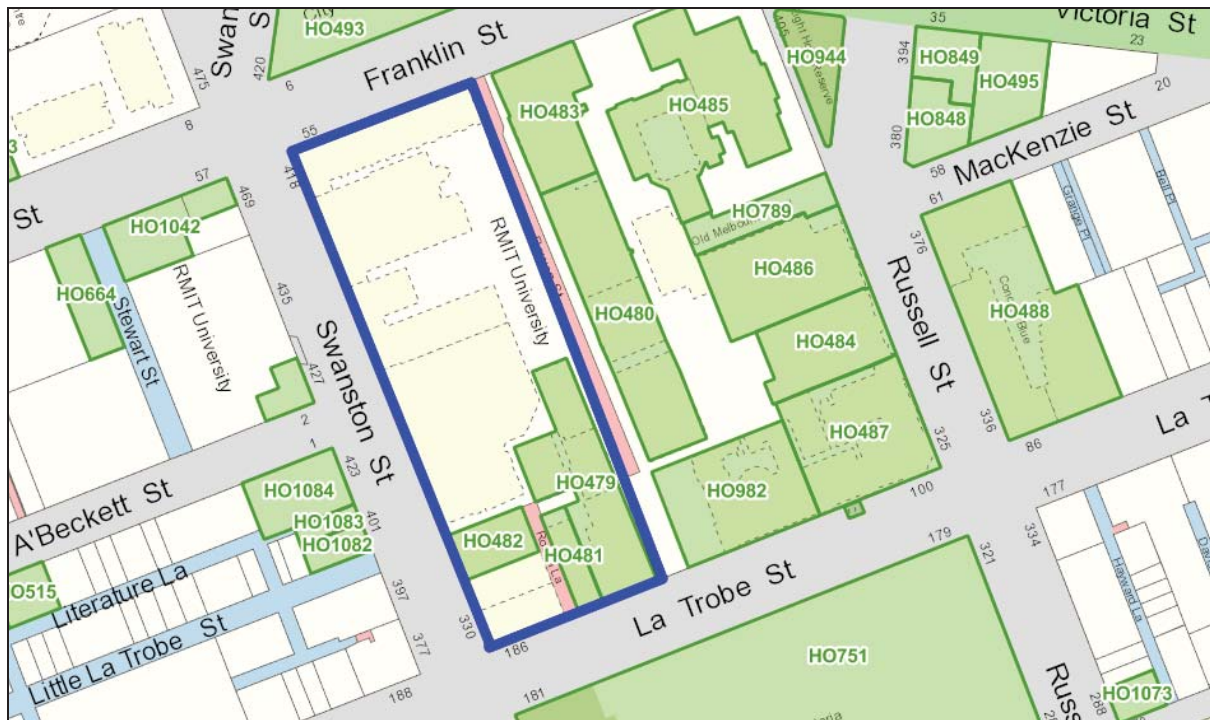
MELBOURNE PLANNING SCHEME**AMENDMENT C274****EXPLANATORY REPORT****Who is the planning authority?**

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.

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 **[insert submissions due date]**.

A submission must be sent to:

Robyn Hellman
Strategic Planning
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: **[insert directions hearing date]**
- panel hearing: **[insert panel hearing date]**

Planning and Environment Act 1987

MELBOURNE PLANNING SCHEME

AMENDMENT C274

INSTRUCTION SHEET

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

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.

End of document

23/06/2016
C257
Proposed C274

SCHEDULE TO THE PUBLIC USE ZONE

Public Land	Use Or Development	Conditions
None specified		

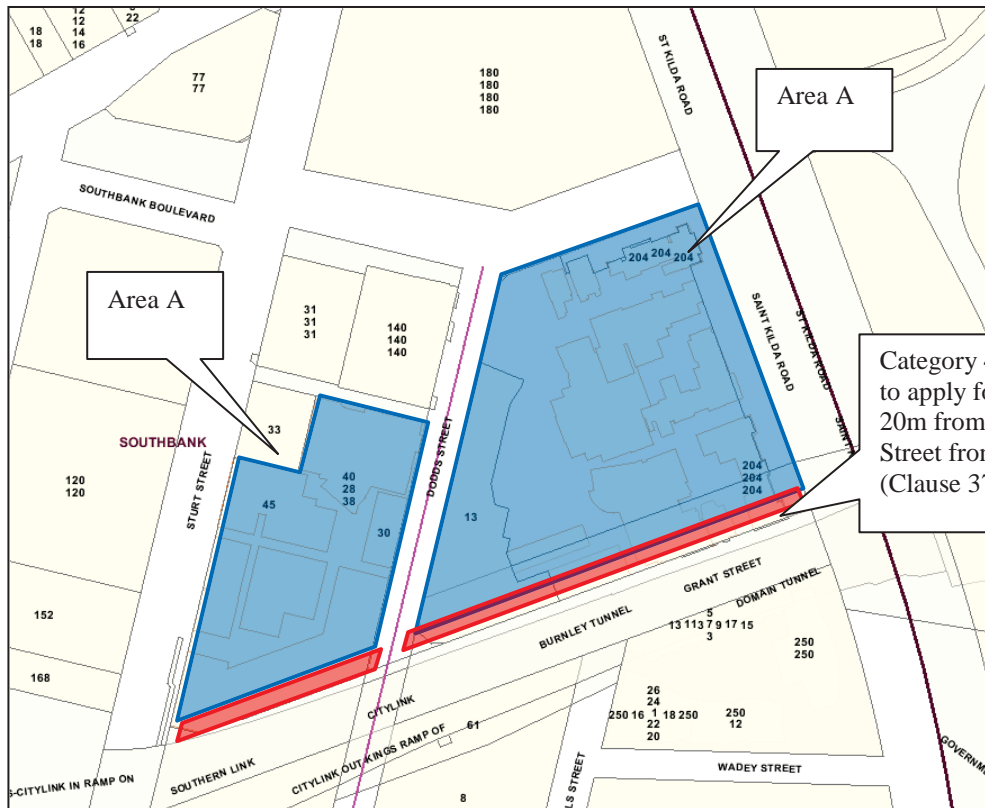
Land	Advertising Sign Category
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161-169 Moore Street, Southbank, described in Title Volume 4613 Folio 516 Category 1

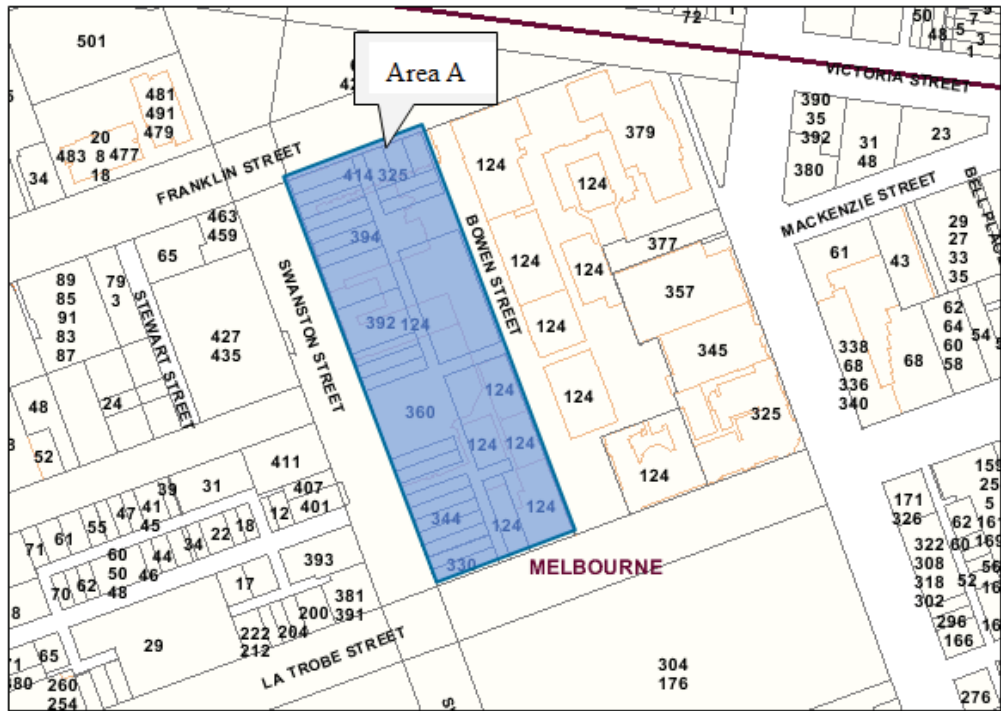
The University of Melbourne, VCA Campus, described as Area A in Map 1 to this Schedule and also known as part of:
204 St Kilda Road, Southbank;
13-39 Dodds Street, Southbank; and
28-40 Dodds Street and 45 Sturt Street, Southbank. Category 2

[Part of RMIT University, City Campus, described as Area A in Map 2 to this Schedule, being the land bounded by Swanston Street, Franklin Street, Bowen Street and La Trobe Street, Melbourne.](#) Category 2

Map 1 to the Schedule to Clause 36.01



[Map 2 to the Schedule to Clause 36.01](#)



Signage controls in Categories 1, 2, 3 and 4 of Clause 52.05 and in the Capital City Zone Schedule 1 & 2

	Schedules 1 & 2 to the Capital City Zone Current controls for land to the south and west of the site	Category 1 – Commercial areas Minimum limitation	Category 2 – Office and industrial Proposed category for the western half of the site	Category 3 – High amenity areas Current category for the Mixed Use Zone to the north and east of the site	Category 4 – Sensitive areas Current category for the site and proposed category to remain for the eastern half of the site
Section 1 Permit not required	<p>Under-verandah business sign - <i>Subject to condition</i></p> <p>Ground floor business sign cantilevered from a building - <i>Subject to conditions</i></p> <p>Window display</p> <p>Non-illuminated sign on a verandah fascia provided no part of the sign protrudes above or below the fascia</p> <p>Renewal or replacement of an existing internally illuminated business identification sign</p>	<p>Bed and breakfast sign; Business identification sign; Home occupation sign; Promotion sign</p> <p>- <i>The total advertisement area of all signs to each premises must not exceed 8 sq m. This does not include a sign with an advertisement area not exceeding 1.5 sq m that is below a verandah or, if no verandah, that is less than 3.7m above pavement level.</i></p> <p>Direction Sign</p> <p>Internally illuminated sign - <i>The total advertisement area to each premises must not exceed 1.5 sq m.</i> - <i>No part of the sign may be above a verandah or, if no verandah, more than 3.7m above pavement level.</i> - <i>The sign must be more than 30 m from a residential zone or pedestrian or traffic lights.</i></p>	<p>Bed and breakfast sign; Business identification sign; Pole sign; Home occupation sign</p> <p>- <i>The total advertisement area of all signs to each premises must not exceed 8 sq m. This does not include a direction sign</i></p> <p>Direction Sign - <i>Only one to each premises</i></p> <p>Internally illuminated sign - <i>The advertisement area must not exceed 1.5 sq m. The sign must be more than 30 m from a residential zone or pedestrian or traffic lights.</i></p>	<p>Bed and Breakfast sign - <i>Only one to each premises</i></p> <p>Home occupation sign - <i>The advertisement area must not exceed 0.2 sq m</i></p> <p>Direction sign</p>	<p>Bed and Breakfast sign - <i>Only one to each premises</i></p> <p>Home occupation sign - <i>The advertisement area must not exceed 0.2 sq m</i></p> <p>Direction sign</p>
Section 2 Permit required	Any sign not listed above	Any sign not in Section 1	Any sign not listed above	Above-verandah sign; Business identification sign; Floodlit sign; Internally-illuminated sign; Pole sign;	Business identification sign - <i>The total advertisement area to each premises must not exceed 3 sq m</i>

				<p>Reflective sign</p> <p>High-wall sign <i>- Must be a business logo or street number</i></p> <p>Promotion sign <i>- The advertisement area must not exceed 2 sq m</i></p>	Floodlit sign
Prohibited	Nil	Nil	Nil	Any sign not in Sections 1 or 2	