

**Report to the Future Melbourne (Planning) Committee**

**Agenda item 6.4**

**Planning Scheme Amendment C372 – North Melbourne Football Club  
Signage (204 to 206 Arden Street, North Melbourne)**

**4 February 2020**

**Presenter:** Kate Dundas, Acting Director City Strategy

**Purpose and background**

1. The purpose of this report is to recommend that the Future Melbourne Committee request the Minister for Planning to prepare and approve Amendment C372 (Attachment 2) pursuant to section 20(4) of the *Planning and Environment Act 1987* (the Act).
2. The North Melbourne Football Club (NMFC) is located within the Public Park and Recreation Zone (PPRZ). The PPRZ signage provisions are restrictive as most types of signs greater than three square metres are prohibited. The '*North Melbourne Recreation Reserve Signage, 2012*' Incorporated Document was gazetted on 15 November 2012 through Amendment C172 to introduce exemptions for the display of business identification signage. The Minister for Planning approved the amendment under section 20(4) of the Act.
3. Promotional signs on part of the NMFC's oval fence have been in place for several decades but were not considered as part of the suite of signs approved through Amendment C172 and therefore did not have approval. The City of Melbourne was alerted to this by the community. The NMFC requested the amendment to make the oval signs lawful.

**Key issues**

4. Amendment C372 seeks to update the Incorporated Document to include the existing signage on part of the oval fence (internal side only) and new signage on the scoreboard. Additionally, the amendment is required to include the subject site in the Specific Controls Overlay to comply with the requirements introduced by Amendment VC148 (Reforms to the Victoria Planning Provisions).
5. Sponsorship and promotional signage within reserves occupied by local sport clubs is a traditional characteristic. However, it is important that signage is regulated through the planning scheme to ensure that there are no material amenity impacts.
6. In addition to the business identification signage on the NMFC buildings, the proposal includes promotional signage on part of the oval fence (internal side only) and scoreboard. In consultation with Management, the NMFC has reduced the extent of promotional signage around the oval which improves passive surveillance and minimises the visual impact on the surrounding area. The score board signage is appropriate given it is static and internally facing. The conditions contained in the Incorporated Document have been updated to enable the signage to be altered under permit from Council, subject to complying with the amenity standards in the document (Attachment 2).
7. As the existing Incorporated Document was approved by the Minister under section 20(4) of the Act, management recommends that a request is made to the Minister to prepare and approve Amendment C372 under section 20(4) of the Act. Under section 20(4), the Minister can approve an amendment without exhibition. As the signage has been in operation for several decades, does not detract from the neighbourhood character, and has been reduced in extent, it is appropriate that the amendment is expedited without community consultation.

**Recommendation from management**

8. That the Future Melbourne Committee:
  - 8.1. Requests the Minister for Planning to prepare and approve Amendment C372 under section 20(4) of the *Planning and Environment Act 1987* in accordance with Attachment 2.
  - 8.2. Authorises the General Manager, Strategy, Planning and Climate Change to make any further minor editorial changes to Amendment C372 prior to submitting to the Minister for Planning for approval.

**Attachments:**

1. Supporting Attachment (Page 2 of 29)
2. Amendment Documents (Page 3 of 29)

## Supporting Attachment

---

### Legal

1. Part 3 of the Act sets out the procedure for a planning scheme amendment. Section 8(1) (b) of the Act provides that the Minister may prepare an amendment to any provision of a planning scheme. Under section 20(4), the Minister for Planning can exempt an amendment from any of the requirements of sections 17, 18 and 19 of the Act (i.e. no exhibition or Panel).

### Finance

2. All costs associated with the amendment will be incurred by NMFC as they are the proponent for this amendment.

### Conflict of interest

3. 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.

### Health and Safety

4. No Occupational Health and Safety issues or opportunities have been identified.

### Stakeholder consultation

5. Council officers met with the occupier of the land, NMFC, to discuss the amendment, preferred approach and timeframes.
6. Council officers met with officers at the Department of Environment, Land, Water and Planning to discuss the amendment and preferred approach.
7. No further consultation is proposed for this amendment.

### Relation to Council policy

8. Council Plan 2017-21 Goal 8 – A City Planning for Growth specifically *Champions high quality design in buildings, street and public spaces, as the basis of a healthy, safe and people-friendly environment.*
9. The relevant objectives in Clause 22.07 (Advertising signs) of the Melbourne Planning Scheme are:
  - *To allow for the reasonable identification and marketing of institutions, businesses and buildings and communication of messages.*
  - *To protect important vistas from obtrusive and insensitive advertising.*
  - *To ensure that signs in residential areas and other high amenity areas do not detract from the appearance or character of the area.*

### Environmental sustainability

10. There are no environmental impacts likely to arise from this amendment.

## AMENDMENT C372melb

## EXPLANATORY REPORT

**Who is the planning authority?**

The amendment has been prepared by the Minister for Planning who is the planning authority for this amendment.

The amendment has been made at the request of North Melbourne Football Club (NMFC).

**Land affected by the amendment**

The amendment applies to land at 204 to 206 Arden Street, North Melbourne, formally recognised as Crown Allotment 2 Section 75A at North Melbourne Parish of Jika Jika.

**What the amendment does**

The amendment updates the *'North Melbourne Recreation Reserve Signage, 2012'* Incorporated Document at Clause 72.04 of the Melbourne Planning Scheme.

The update to the Incorporated Document allows business identification signage on the North Melbourne Football Club buildings and promotional signage on part of the oval fence (internal side only) and around the scoreboard.

**Specifically, the amendment:**

- Amends the Schedule to Clause 45.12 (Specific Controls Overlay) to introduce a new Special Control Overlay in the Melbourne Planning Scheme to allow signage in accordance with the *'North Melbourne Recreation Reserve Signage, 2020'* Incorporated Document
- Updates the Schedule to Clause 51.01 (Specific Sites and Exclusions) to delete the *'North Melbourne Recreation Reserve Signage, 2012'* Incorporated Document
- Amends the Schedule to Clause 72.03 (What does this planning scheme consist of?) to include reference to SCO3 in the Melbourne Planning Scheme
- Amends the Schedule to Clause 72.04 (Documents Incorporated in this Planning Scheme) to include the updated *'North Melbourne Recreation Reserve Signage, 2020'* Incorporated Document

The subject site is located within the Public Park and Recreation Zone (PPRZ). Under Clause 36.02-8 (PPRZ), the signage requirements are contained in Category 4. Clause 52.05 (Advertising signage) states that the purpose of Category 4 (Sensitive areas) is to provide for unobtrusive signs in areas requiring strong amenity control. This means that most types of signs larger than 3 square metres are prohibited.

Amendment C372melb proposes to update the Incorporated Document to allow business identification signage on the North Melbourne Football Club buildings and promotional signage on part of the oval fence (internal side only) and around the scoreboard. Additionally, the amendment is required to include the subject site in the Specific Controls Overlay to comply with the requirements introduced by Amendment VC148.

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

The amendment seeks to implement the objectives of planning in Victoria by:

- Providing for the fair, orderly, economic and sustainable use, and development of land (section 4(1)(a) of the Act).
- Protecting public utilities and other assets and enabling the orderly provision and co-ordination of public utilities and other facilities for the benefit of the community (section 4(1)(e) of the Act)
- Facilitating development in accordance with the objectives set out above (section 4(1)(f) of the Act).
- Balancing the present and future interests of all Victorians (section 4(1)(g) of the Act).

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

The amendment is not expected to result in any negative environmental, social or economic effects given the signs have generally been in existence for several decades, or in the case of the scoreboard signage, are complementary to the function of the oval.

The additional advertising signs will create positive social and economic effects as they will promote the Club's activities and subsequently facilitate a wider array of community activities, including the Victorian Football League and Australian Women's Football League.

The signs have been sited to avoid impacts onto view lines and the amenity of nearby land, with the smaller signs on the scoreboard complementing the existing oval signs as well as the role and character of the long-established sports facility in the community.

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

This area is not prone to bushfire risk and bushfire planning provisions are not relevant.

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

#### Ministerial Direction – The Form and Content of Planning Schemes

The amendment complies with the Ministerial Direction on the form and content of Planning Schemes.

#### Ministerial Direction No. 9 Metropolitan Planning Strategy

The amendment has been prepared with regard to Ministerial Direction No. 9 – Metropolitan Strategy and is consistent with Plan Melbourne. Policy 4.2.1 of Plan Melbourne seeks to strengthen Melbourne's civic legacy of great places. In particular, this policy emphasises the need for urban redevelopment projects to provide opportunities for regionally significant cultural and sporting facilities. The amendment also supports *Plan Melbourne 2017-2050* by encouraging activation and the ongoing use of the Arden and Macaulay Urban Renewal Precincts for sport and recreation.

#### Ministerial Direction No. 11 Strategic Assessment of Amendments

The amendment has been prepared with regard to Ministerial Direction No.11 – Strategic Assessment of Amendments. This explanatory report addresses requirements listed under Ministerial Direction No. 11.

#### Ministerial Direction No. 15 The Planning Scheme Amendment Process

The amendment has been prepared with regard to Ministerial Direction No.15 - The Planning Scheme Amendment Process.

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

The amendment is consistent with, and gives effect to, the Planning Policy Framework (PPF), in particular:

Clause 15.01-1S (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 North Melbourne Football Club which is an important part of the community as well as preserving the amenity and safety of the public realm.

Clause 17.02-1S (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.

Clause 19.02-06S (Open Space)

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.

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

The amendment supports the Local Planning Policy Framework by encouraging activation and use of the Arden-Macaulay Urban Renewal Precinct, as listed under Clause 21.14-2. The amendment also supports the Municipal Strategic Statement (MSS) by effectively using existing infrastructure and contributing to the economic opportunities available across this key urban renewal area, while still protecting the existing neighbourhood character. These issues underpin the MSS vision in Clause 21.03 of the Melbourne Planning Scheme.

**Does the amendment make proper use of the Victoria Planning Provisions?**

As a consequence of Amendment VC148, Clause 51.01 is being phased out with new specific sites and exclusions being introduced through Clause 45.12 (Specific Controls Overlay). The amendment makes use of this new overlay. The proposal makes proper use of the Victoria Planning Provisions by updating the existing Incorporated Document and applying the Specific Controls Overlay. The existing zoning framework is to be retained and unchanged.

**How does the amendment address the views of any relevant agency?**

There are no relevant agencies for this amendment.

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

The requirements of the Transport Integration Act 2010 are not applicable to this amendment.

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

It is not anticipated that the planning provisions proposed by the amendment will have any significant impact on the administrative costs of the responsible authority.

*Planning and Environment Act 1987*

**MELBOURNE PLANNING SCHEME**

**AMENDMENT C372melb**

**INSTRUCTION SHEET**

The planning authority for this amendment is the Minister for Planning.

The Melbourne Planning Scheme is amended as follows:

**Planning Scheme Maps**

The Planning Scheme Maps are amended by a total of 1 attached map.

**Overlay Maps**

1. Insert a new Planning Scheme Map 4SCO in the manner shown on the attached map marked "Melbourne Planning Scheme, Amendment C372melb"

**Planning Scheme Ordinance**



The Planning Scheme Ordinance is amended as follows:

2. In Overlays – Clause 45.12, replace the Schedule with a new Schedule in the form of the attached document.
3. In Particular Provisions – Clause 51.01, replace the Schedule with a new Schedule in the form of the attached document.
4. In General Provisions – Clause 72.03, replace the Schedule with a new Schedule in the form of the attached document.
5. In Incorporated Documents – Clause 72.04, replace the Schedule with a new Schedule in the form of the attached document.

End of document



**LEGEND**

-  SCO - Specific Controls Overlay - Schedule 22
-  Local Government Area

**Disclaimer**

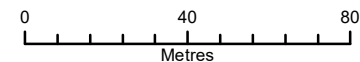
This publication may be of assistance to you but the State of Victoria and its employees do not guarantee that the publication is without flaw of any kind or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or other consequence which may arise from you relying on any information in this publication.

© The State of Victoria Department of Environment, Land, Water and Planning 2019

Planning Group

Print Date: 17/12/2019

Amendment Version: 1



Environment,  
Land, Water  
and Planning

Part of Planning Scheme Map 4SCO



201920  
C372melb

## SCHEDULE TO CLAUSE 45.12 SPECIFIC CONTROLS OVERLAY

1.0

### Specific controls

201920  
C372melb

PS Map Ref	Name of incorporated document
SCO1	State Netball and Hockey Centre, Brens Drive, Royal Park, Parkville, May 2000 Incorporated Document (Amended September 2018)
SCO2	University of Melbourne Bio21 Project Parkville, November 2018
SCO3	Melbourne Central redevelopment March 2002 (Amended October 2019)
SCO4	Cliveden Hill Private Hospital, 29 Simpson Street, East Melbourne, July 1999
SCO5	Mirvac, Residential Towers, 236-254 St Kilda Road, Southbank
SCO6	Flinders Gate car park, Melbourne, July 1999
SCO7	Young and Jackson's Hotel, Promotional Panel Sky sign, Melbourne, July 1999
SCO9	Former Herald and Weekly Times building, 46-74 Flinders Street, Melbourne, August 2002
SCO10	The Games Village Project, Parkville, September 2015
SCO11	Advertising Signs - Mercedes-Benz, 135-149 Kings Way, Southbank
SCO12	70 Southbank Blvd, June 2014
SCO13	Shadow Controls, 555 Collins Street, Melbourne, February 2013
SCO15	55 Southbank Boulevard, Southbank, February 2017
SCO20	Illuminated high wall signs - 766 Elizabeth Street, Carlton
SCO21	Former Queen Victoria Hospital Site - Open Lot Car Park, Melbourne
<a href="#">SCO22</a>	<a href="#">North Melbourne Recreation Reserve Signage, 2020 - 204-206 Arden Street, North Melbourne</a>



[-/201920](#)  
[C372melb](#)

## SCHEDULE TO CLAUSE 51.01 SPECIFIC SITES AND EXCLUSIONS

**1.0**

### Specific sites and exclusions

[-/201920](#)  
[C372melb](#)

Address of land	Title of incorporated document
Kensington Banks Redevelopment Site, Kensington	Kensington Banks Development Plan (Subdivisions)
42 Clarendon Street, South Melbourne	Sky sign - 42 Clarendon Street, South Melbourne
346-376 Queen Street, 334-346 La Trobe Street and 142-171 A'Beckett Street	346-376 Queen Street, 334-346 La Trobe Street and 142-171 A'Beckett Street Open Lot Car Park, Melbourne
218 Berkeley Street, 243, 249, 251 and 253 Grattan Street, Vol 9586 Fol 585	University of Melbourne, University Square Campus, Carlton, November 1999
153 Barry Street, Vol 8277 Fol 993	
155 Barry Street, Vol 8277 Fol 994	
157 Barry Street, Vol 8733 Fol 185	
159 Barry Street, Vol 8252 Fol 839	
161-163 Barry Street, Vol 8273 Fol 464	
95 Barry Street, Vol 8651 Fol 154	
97 Barry Street, Vol 4454 Fol 890686	
99 Barry Street, Vol 9310 Fol 338	
101 Barry Street, Vol 990 Fol 598	
103-105 Barry Street, Vol 2659 Fol 700	
107 Barry Street, Vol 9605 Fol 235	
109 Barry Street, Vol 9605 Fol 236	
111-117 Barry Street, Vol 9968 Fol 851, Vol 4744 Fol 948694 and Vol 6549 Fol 1309658	
119-129 Barry Street, Vol 10042 Fol 777 Part (combined with 131-137 Barry Street and 200 Berkeley)	
179-187 Pelham Street, Vol 8149 Fol 784	
Leicester Street, Vol 4164 Fol 832756	
149 Leicester Street, Vol 8369 Fol 589 and Vol 8369 Fol 320	
62 Barry Street, Vol 8041 Fol 082	
239-241 Bouverie Street, Vol 9955 Fol 707	
Victorian Bowling Club, Grattan Street, Part Vol 0600 Fol 912	
216-222 Leicester Street, Graduate Union, subterranean rights for carpark access, Vol 9767 Fol 292	
202-216 Pelham Street also identified as 162-178 Berkeley Street, Vol 8986 Fol 351, Vol 9254 Fol 506, Vol 4152 Fol 341, Vol 1167 Fol 332, Vol 8986 Fol 350, Vol 8965 Fol 641, Vol 8390 Fol 463, Vol 8965 Fol 640	
Spencer Street Station redevelopment precinct generally bounded by Spencer Street, Collins Street, Wurundjeri Way and La Trobe Street Melbourne, (excluding the Melbourne City Mail Centre)	Spencer Street Station redevelopment, June 2013
Crown Allotment 21D, Power Street,	Promotional Panel sign, Crown Allotment

Address of land	Title of incorporated document
Southbank	21D, Power Street, Southbank, July 1999
95-129 Bourke Street, 113-149 Exhibition Street, and 78-120 Little Collins Street, Melbourne	Former Southern Cross Hotel site, Melbourne, March 2002
Land comprising public lands and sports and entertainment facilities within the area bounded generally by Flinders Street, Wellington Parade, Punt Road, South-Eastern Freeway, Batman Avenue and Exhibition Street Extension, Melbourne	Sports and Entertainment Precinct, Melbourne, August 2007
St Kilda Road adjacent to Princes Bridge Melbourne; Sports and Entertainment Precinct, (Batman Avenue and Swan Street), Melbourne	Federation Arch and Sports and Entertainment Precinct Signs, April 2002
Road reservations of Victoria Parade, East Melbourne, Gisborne Street, Macarthur Street, Collins Street and Spencer Street, Melbourne, and Clarendon Street and Normanby Road, South Melbourne	Tram Route 109 Disability Discrimination Act compliant Platform Tram Stops, August 2007
Melbourne Aquarium, Enterprise Park/Batman Park	Melbourne Aquarium Signs, July 2001
2-26 and 30-50 Southbank Boulevard, 17-23 Queensbridge Street and 127-131 and 133-141 Queensbridge Square, Southbank	Freshwater Place, Southbank, August 2001 (Amended 2012)
4 Lloyd Street, Kensington	Simplot Australia head office, Kensington, October 2001
South Tower -Rialto Towers, 525 Collins Street, Melbourne	Rialto South Tower Communications Facility Melbourne, November 2002
412-442 Victoria Parade, 167-225 Powlett Street and 148-178 Albert Street, East Melbourne	former Victoria Brewery site, East Melbourne – ‘Tribeca’ Redevelopment October 2003
Corner Swan Street and Batman Avenue, Melbourne	former Olympic Swimming Stadium, Collingwood Football Club signage, April 2004
Royal Melbourne Showgrounds, Epsom Road, Ascot Vale	Royal Melbourne Showgrounds Redevelopment Project - December 2004
110 Jeffcott Street, West Melbourne (Crown Allotment 19, Section 35, at West Melbourne, Parish of Melbourne North, City of Melbourne)	Judy Lazarus Transition Centre, March 2005
134-144 Southbank Boulevard, 21-43 Sturt Street, and part of Southbank Boulevard, adjacent to the northern boundary of the site, Southbank	Melbourne Recital Hall and MTC Theatre project, August 2005
Land at Princes Park, North Carlton (parkland area generally defined by Royal Parade, Cemetery Road West, Princes Park Drive and the pedestrian path connecting Princes Park Drive and Royal Parade located to the south of Optus Oval)	Big Day Out Music Festival, January 2006
Land comprising public lands and sports and entertainment facilities within the area bounded generally by Swan Street, Punt Road, Batman Avenue and Boulton Parade, Melbourne	Rectangular Pitch Stadium Project: Olympic Park and Gosch’s Paddock, Melbourne, August 2007

Address of land	Title of incorporated document
Land comprising the Melbourne Convention Centre Development Southbank and associated Northbank redevelopment Docklands, Precinct Plan area, generally bounded by Wurundjeri Way, the north-south alignment of Siddeley Street and its prolongation south to the Yarra River, Charles Grimes Bridge, Montague Street, the southern alignment of the West Gate Freeway, Normanby Road and Clarendon Street, the Yarra River southbank including south wharf and Dukes Dock and Orrs Dock, and parts of the northbank of the Yarra River in the vicinity of the western end of Siddeley Street, and part of the intervening Yarra River	Melbourne Convention Centre Development, Southbank and North Wharf redevelopment, Docklands, April 2006
Land comprising the Dynon Port Rail Link Project area generally bounded by Footscray Road (west of the City Link off ramp) and land to the north	Dynon Port Rail Link Project
Land between Yarraville and Doveton adjacent to and encompassing the West Gate Freeway, the City Link Southern Link and Western Link south of the Bolte Bridge, the Monash Freeway and the South Gippsland Freeway, insofar as the land is in the City of Melbourne	M1 Redevelopment Project, October 2006
Land at 167-177 and 181-191 Little Collins Street and 97-101, 103-107 and 109-113 Russell Street. Melbourne	Scots Church Site Redevelopment, Melbourne, May 2013
57-83 Kavanagh Street, Southbank	State Coronial Services Centre Redevelopment Project, August 2007
Land at 47 Whiteman Street, 25-31 Haig Street, 28 Haig Street, 35-39 Haig Street, 57-69 Clarendon Street, 71-77 Clarendon Street and 79-91 Clarendon Street, and 93 Clarendon Street, Southbank and roads bounded by the land	Crown Casino Third Hotel, September 2007
Land at 314-336 Bourke Street, 297-309 Little Bourke Street and 315-321 Little Bourke Street, Melbourne	Myer Melbourne Bourke Street store redevelopment, Melbourne, October 2007
The New Royal Children's Hospital Project Area, Flemington Road Parkville, generally bounded by Royal Park, Flemington Road, the tramway and the existing Royal Children's Hospital on the corner of Gatehouse Street and Flemington Road, Parkville	The New Royal Children's Hospital Project, Parkville, October 2007
Land at: 65-71 Haig Street, Southbank 9-15 Moray Street, South Melbourne 1-3 Cobden Street, South Melbourne	Major Promotion Signs, December 2008
Land at: 269, 271-73 and 275-321 Lonsdale Street, 266-78, 280-84, 286-88 and 290-316 Little Bourke Street (including Lynch Place), Melbourne, and Arcade Alley, Melbourne (Corporation Lane 63). The land generally bound by Little Bourke Street to the south, Caledonian Lane to the east, Lonsdale Street to the north and the Strand Central Arcade at 323-345 Lonsdale Street and the Pacific	Emporium Melbourne Development, July 2009

Address of land	Title of incorporated document
International Apartments building at 318-320 Little Bourke Street to the west	
Melbourne Park Redevelopment Area - All land bounded generally by Olympic Boulevard between Batman Avenue and Punt Road to the south, Punt Road to the east, the rail corridor and William Barak Bridge to the north and Batman Avenue between William Barak Bridge and Olympic Boulevard to the west. The Area includes the proposed pedestrian bridge alignment and landings over Batman Avenue linking Birrarung Marr and Melbourne Park and the constructed pedestrian bridge over Olympic Boulevard linking Melbourne Park and AAMI Park	Melbourne Park Redevelopment February 2014
Hamer Hall Redevelopment Area comprising Hamer Hall and land bound by Princes Bridge, St Kilda Road, Yarra River and Southgate Avenue and the Arts Centre lawn	Hamer Hall Redevelopment July 2010
The land required for the Regional Rail Link Project as identified in clause 3 of the incorporated document	Regional Rail Link Project Section 1 Incorporated Document, March 2015
Yarra Park Master Plan Area – The area includes the Yarra Park Reserve, the Melbourne Cricket Ground and the Richmond Cricket Ground/Punt Road Oval in Precinct 1. Precinct 1 is generally bordered by Brunton Avenue to the south, Punt Road to the east, Vale Street South and Vale Street to the north-east, the railway line running parallel to Wellington Parade to the north and Jolimont Street and Jolimont Terrace, East Melbourne, to the west. Precinct 2 on the Area Plan includes part of Wellington Parade South and parts of Wellington Park and Jolimont Reserve that correspond to the alignment of external infrastructure required to connect the source of wastewater to the water recycling facility to be constructed in Yarra Park	Yarra Park Master Plan Implementation September 2010
The '80 Collins Street Development Project' located at the combined property address of 72-74, 76-80, 82 and 84 Collins Street, Melbourne. The land includes Benson Lane, identified as the former Council owned Corporation Lane no.1405, the air space above the former Commercial Bank of Australia at 68-72 Collins Street, Melbourne and the bluestone Lane to the rear of 68-72 Collins Street Melbourne	80 Collins Street Melbourne Development, May 2013
Land on the northern bank of the Yarra River to the east and west of the Charles Grimes Bridge, and over the Yarra River under the Charles Grimes Bridge, as detailed in the "Charles Grimes Bridge Underpass Concept Plan"	Charles Grimes Bridge Underpass, December 2011
Visy Park, Royal Parade, Carlton North	"Visy Park Signage, 2012"
<del>North Melbourne Recreation Reserve, Arden Street, North Melbourne</del>	<del>"North Melbourne Recreation Reserve Signage 2012"</del>

Address of land	Title of incorporated document
Land north of the Howe Parade reservation corresponding to the indicative alignment of new roads and intersections as detailed in the "Port Capacity Project, Webb Dock Precinct Concept Plan, October 2012"	Port Capacity Project, Webb Dock Precinct, Incorporated Document, October 2012 (Amended August 2016)
120-130 Southbank Boulevard and 102-118 Sturt Street, Southbank	ABC Melbourne New Office and Studio Accommodation Project (Southbank), December 2013
13-21 Little Lonsdale Street, 261-265 Spring Street and 267-271 Spring Street, Melbourne (part of the land contained in Certificate of Title Volume 10720 Folio 134 and described as Lot 1 on Plan of Subdivision 446765C)	271 Spring Street, Melbourne, Transitional Arrangements, May 2016
433-455 Collins Street Melbourne, (also known as 447 Collins Street Melbourne) contained in Certificate of Title Volume 100043 Folio 738 and being Crown Allotment 15 Section 3 City of Melbourne Parish of Melbourne North	271 Spring Street, Melbourne, Transitional Arrangements, May 2016
The land identified in clause 3 of the Melbourne Metro Rail Project Incorporated Document, May 2018	Melbourne Metro Rail Project Incorporated Document, May 2018
Land affected by Schedule 70 to the Design and Development Overlay	Melbourne Metro Rail Project – Infrastructure Protection Areas Incorporated Document, December 2016
Victoria Police Precinct at 263-283 Spencer Street and 313 Spencer Street, Docklands	Victoria Police Precinct, Sky Bridges Incorporated Document – June 2018
<p data-bbox="379 1106 901 1189">Land at 1-29 Queens Bridge Street, Southbank and land adjacent to these sites described as follows:</p> <ul style="list-style-type: none"> <li data-bbox="395 1193 901 1276">▪ 1-7 Queens Bridge Street, Southbank (Lot 1 on Title Plan 369606P and Lot 2 PS332539X )</li> <li data-bbox="395 1281 901 1337">▪ 9-15 Queens Bridge Street, Southbank (Lot 1 on Title Plan 873768Y)</li> <li data-bbox="395 1341 901 1397">▪ 17-23 Queens Bridge Street, Southbank (Lot B on Plan of Subdivision 504017Y)</li> <li data-bbox="395 1402 901 1458">▪ 25-29 Queens Bridge Street, Southbank (Lot 1 of Plan of Subdivision 505293S)</li> <li data-bbox="395 1462 901 1545">▪ 1-8 Whiteman Street (Allot. 58e City of South Melbourne, Parish of Melbourne South) OP112471</li> <li data-bbox="395 1550 901 1688">▪ Queensbridge Square (Allot. 2170 City of South Melbourne, Parish of Melbourne South, Allot. (State) 2168 City of South Melbourne, Parish of Melbourne South (Council)) OP121921A</li> <li data-bbox="395 1693 901 1727">▪ Queens Bridge Street – Government Road</li> <li data-bbox="395 1731 901 1814">▪ Sandridge Rail Bridge Allot 2011 Parish of Melbourne North – Council and Allot 2007 Parish Melbourne North – Council</li> <li data-bbox="395 1818 901 1852">▪ Southbank Boulevard – Government Road</li> <li data-bbox="395 1856 901 1951">▪ Southbank Promenade Allot 15B City of South Melbourne Parish of Melbourne South - Council</li> </ul>	One Queensbridge, 1-29 Queens Bridge Street, Southbank (Crown's Queensbridge Hotel Tower), February 2017

<b>Address of land</b>	<b>Title of incorporated document</b>
Land identified in Clause 3.0 of the Tramway Infrastructure Upgrades Incorporated Document, May 2017	Tramway Infrastructure Upgrades Incorporated Document, May 2017
Land affected by Schedules 65 and 66 to the Design and Development Overlay.	Hospital Emergency Medical Services - Helicopter Flight Path Protection Areas Incorporated Document, June 2017
Land identified in Clause 3.0 of the Metro Tunnel: Over Site Development – CBD South Incorporated Document, October 2017	Metro Tunnel: Over Site Development – CBD South Incorporated Document, October 2017
Land identified in Clause 3.0 of the Metro Tunnel: Over Site Development – CBD North Incorporated Document, October 2017	Metro Tunnel: Over Site Development – CBD North Incorporated Document, October 2017
The land identified in the Project Core Building, Federation Square, November 2017 incorporated document which applies to two portions of land within Federation Square with a site address of Tenancy 24-28/2 Swanston Street, Melbourne, and identified as lot 2 on title plan 18290B; together with surrounding land required for public realm works.	Project Core Building, Federation Square, December 2017
The land identified in clause 3 of the West Gate Tunnel Project Incorporated Document, December 2017	West Gate Tunnel Project Incorporated Document, December 2017
700 Swanston Street and 114-152 Grattan Street, Carlton	Carlton Connect Initiative Incorporated Document, March 2018
87-127 Queens Bridge Street, Southbank	87-127 Queens Bridge Street, Southbank, July 2018

[C372melb](#)

## SCHEDULE TO CLAUSE 72.03 WHAT DOES THIS PLANNING SCHEME CONSIST OF?

### 1.0

#### Maps comprising part of this planning scheme:

[C372melb](#)

- 1, 1HO, 1SBO, 1PO.
- 2, 2CLPO, 2DDOPT3, 2 ESO, 2HO, 2SBO, 2PAO, 2SCO.
- 3, 3HO, 3LSIO, 3PAO, 3PO.
- 4, 4CLPO, 4DCPO, 4DDOPT1, 4DDOPT3, 4DPO, 4EAO, 4ESO, 4HO, 4IPO, 4LSIO, 4PAO, 4SBO, 4PO, [4SCO](#).
- 5, 5DDOPT1, 5DDOPT3, 5ESO, 5HO, 5IPO, 5PAO, 5RXO, 5SBO, 5SCO, 5DPO, 5PO.
- 6, 6ESO, 6LSIO.
- 7, 7CLPO, 7DDOPT1, 7DDOPT3, 7DPO, 7EAO, 7ESO, 7HO, 7ICO, 7LSIO, 7PAO, 7SBO, 7PO.
- 8, 8CLPO, 8DDO1, 8DDO2\_14\_62, 8DDO3, 8DDO4, 8DDO5, 8DDO6, 8DDOPT1, 8DDOPT2, 8DDOPT3, 8DDOPT7, 8DDOPT8, 8DDO10, 8DPO, 8EAO, 8ESO, 8HO, 8HO1, 8HO2, 8IPO, 8LSIO, 8PAO, 8RXO, 8SBO, 8SCO, 8PO.
- 9, 9CLPO, 9DDOPT1, 9ESO, 9HO, 9LSIO, 9PAO, 9SBO, 9PO, 9SCO.
- 10, 10ESO.
- 11, 11DDOPT1, 11DDOPT2, 11DDOPT3, 11DDOPT7, 11EAO, 11ESO, 11HO, 11LSIO, 11RXO, 11PO.

[/201920](#)  
[C372melb](#)

## SCHEDULE TO CLAUSE 72.04 DOCUMENTS INCORPORATED IN THIS PLANNING SCHEME

### 1.0

#### Incorporated documents

[/201920](#)  
[C372melb](#)

Name of document	Introduced by:
271 Spring Street, Melbourne, Transitional Arrangements, May 2016	C287
55 Southbank Boulevard, Southbank, February 2017	C288
346-376 Queen Street, 334-346 La Trobe Street and 142-171 A'Beckett Street Open Lot Car Park, Melbourne	NPS1
447 Collins Street, Melbourne, Transitional Arrangements, May 2016	C289
70 Southbank Blvd, June 2014	C239
80 Collins Street Melbourne Development, May 2013	C219
87-127 Queens Bridge Street, Southbank, July 2018	C284
ABC Melbourne New Office and Studio Accommodation Project (Southbank), December 2013	C226
Advertising Signs - Mercedes-Benz, 135-149 Kings Way, Southbank	C103
Arden Macaulay Heritage Review 2012: Statements of Significance June 2016	C207
Big Day Out Music Festival, January 2006	C112
Building Envelope Plan – Replacement Plan No.1, DDO 20 Area 45	NPS1
Carlton Brewery Comprehensive Development Plan October 2007	C126
Central City (Hoddle Grid) Heritage Review: Statements of Significance June 2013	C186(Part 1)
Carlton Connect Initiative Incorporated Document, March 2018	C313
Charles Grimes Bridge Underpass, December 2011	C191
City North Heritage Review 2013: Statements of Significance (Revised June 2015)	C198
Cliveden Hill Private Hospital, 29 Simpson Street, East Melbourne, July 1999	C6
Caulfield Dandenong Rail Upgrade Project, Incorporated Document, April 2016	C349melb
Crown Casino Third Hotel, September 2007	C136
David Jones Melbourne City Store Redevelopment, May 2008	C139
Dynon Port Rail Link Project	C113
Emporium Melbourne Development, July 2009	C148
Federation Arch and Sports and Entertainment Precinct Signs, April 2002	C66
Flinders Gate car park, Melbourne, July 1999	C6
Former Fishmarket Site, Flinders Street Melbourne, September 2002	C68
Former Herald and Weekly Times building, 46-74 Flinders Street, Melbourne, August 2002	C69
Former Olympic Swimming Stadium, Collingwood Football Club signage, April 2004	C91
Former Queen Victoria Hospital Site - Open Lot Car Park, Melbourne	NPS1
Former Southern Cross Hotel site, Melbourne, March 2002	C64



Name of document	Introduced by:
Former Victoria Brewery site, East Melbourne – ‘Tribeca’ Redevelopment October 2003	C86
Freshwater Place, Southbank, August 2001 (Amended 2012)	C193
Guildford and Hardware Laneways Heritage Study May 2017: Heritage Inventory, November 2018 (Amended May 2019)	C355melb
Guildford and Hardware Laneways Heritage Study May 2017: Statements of Significance, November 2018 (Amended May 2019)	C355melb
Hamer Hall Redevelopment July 2010	C166
Heritage Places Inventory March 2018	C324
High wall signs - 766 Elizabeth Street, Carlton	NPS1
Hilton on the Park Complex Redevelopment, December 2004	C101
Hobsons Road Precinct Incorporated Plan, March 2008	C124
Hoddle Grid Heritage Review: Heritage Inventory, September 2018	C327
Hoddle Grid Heritage Review: Statements of Significance, September 2018	C327
Hospital Emergency Medical Services - Helicopter Flight Path Protection Areas Incorporated Document, June 2017	GC49
Hotham Estate	C134
Incorporated Plan Overlay No. 1 – 236-254 St Kilda Road	NPS1
Judy Lazarus Transition Centre, March 2005	C102
Kensington Heritage Review Statements of Significance, March 2018	C324
M1 Redevelopment Project, October 2006	C120
Major Promotion Signs, December 2008	C147
Melbourne Aquarium Signs, July 2001	C11
Melbourne Central redevelopment, March 2002 (Amended October 2019)	C344melb
Melbourne City Link Project – Advertising Sign Locations, November 2003	VC20
Melbourne Convention Centre Development, Southbank and North Wharf redevelopment, Docklands, April 2006, Amended May 2016	GC44
Melbourne Girls Grammar – Merton Hall Campus Master Plan, June 2002	C22
Melbourne Grammar School Master Plan - Volume One, Senior School South Yarra Campus, Issue Date 14 October 2003.	C90
Melbourne Metro Rail Project Incorporated Document, May 2018	GC82
Melbourne Metro Rail Project – Infrastructure Protection Areas Incorporated Document, December 2016	GC45
Melbourne Park Redevelopment February 2014	C229
Melbourne Planning Scheme Incorporated Plan, June 2016, Melbourne Water Permit Exemptions to the Schedule to Clause 43.01 for the Moonee Ponds Creek (HO1092)	C207
Melbourne Recital Hall and MTC Theatre project , August 2005	C111
Metro Tunnel: Over Site Development – CBD North Incorporated Document, October 2017	C315
Metro Tunnel: Over Site Development – CBD South Incorporated Document, October 2017	C316
Metropolitan Hotel Statement of Significance, June 2018	C326

Name of document	Introduced by:
Mirvac, Residential Towers, 236-254 St. Kilda Road, Southbank	NPS1
Moonee Ponds Creek Concept Plan	C134
Myer Melbourne Bourke Street store redevelopment, Melbourne, October 2007	C137
<a href="#">North Melbourne Recreation Reserve Signage, 2020</a>	C372melb
North West Corner of Mark and Melrose Street, North Melbourne	C134
One Queensbridge, 1-29 Queens Bridge Street, Southbank (Crown's Queensbridge Hotel Tower), February 2017	C310
Port Capacity Project, Webb Dock Precinct, Incorporated Document, October 2012 (Amended August 2016)	GC54
Project Core Building, Federation Square, December 2017	C314
Promotional Panel sign, Crown Allotment 21D, Power Street, Southbank, July 1999	C6
Rectangular Pitch Stadium Project: Olympic Park and Gosch's Paddock, Melbourne, August 2007	C130
Regional Rail Link Project Section 1 Incorporated Document, March 2015	GC26
Rialto South Tower Communications Facility Melbourne, November 2002	C57
Royal Melbourne Showgrounds Redevelopment Master Plan – December 2004	C100
Royal Melbourne Showgrounds Redevelopment Project – December 2004	C100
Scots Church Site Redevelopment, Melbourne, May 2013	C202
Shadow Controls, 555 Collins Street, Melbourne, February 2013	C216
Shrine of Remembrance Vista Control April 2014	C220
Simplot Australia head office, Kensington, October 2001	C52
Sky sign - 42 Clarendon Street, South Melbourne	NPS1
Southbank and Fishermans Bend Heritage Inventory, January 2017	C276
Southbank Heritage Review: Statements of Significance, January 2017	C276
Southbank Heritage Inventory, February 2018	C304
Southbank Statements of Significance, February 2018	C304
Spencer Street Station redevelopment, June 2013	C218
Sports and Entertainment Precinct, Melbourne, August 2007	C130
State Coronial Services Centre Redevelopment Project, August 2007	C130
State Netball and Hockey Centre, Brens Drive Royal Park, Parkville, May 2000 (Amended September 2018)	C341
The Games Village Project, Parkville, September 2015	C281
The New Royal Children's Hospital Project, Parkville, October 2007	C128
Tram Route 109 Disability Discrimination Act compliant Platform Tram Stops, August 2007	C130
Tramway Infrastructure Upgrades Incorporated Document, May 2017	GC68
University of Melbourne Bio 21 Project Parkville, November 2018	C342melb
University of Melbourne, University Square Campus, Carlton, November 1999	C17

Name of document	Introduced by:
Victoria Police Precinct, Sky Bridges 263 – 283 Spencer Street and 313 Spencer Street, Docklands Incorporated Document June 2018	C317
Visy Park Signage, 2012	C172
West Gate Tunnel Project Incorporated Document, December 2017	GC93
Yarra Park Master Plan Implementation September 2010	C158
Young and Jackson's Hotel, Promotional Panel Sky sign, Melbourne, July 1999	C6

~~MELBOURNE PLANNING SCHEME~~

**MELBOURNE PLANNING SCHEME**

**Incorporated Document**

~~‘North Melbourne Recreation Reserve Signage, 2012-  
2020’  
204 to 206 Arden Street, North Melbourne~~

~~This document is an incorporated document in the Melbourne Planning Scheme  
pursuant to Section 6(2)(j) of the *Planning and Environment Act 1987*~~

**Melbourne Planning Scheme Incorporated Document**  
**~~North Melbourne Recreation Reserve Signage, 2012~~**

**INTRODUCTION**

This document is an incorporated document in the Melbourne Planning Scheme pursuant to Section 6(2)(j) of the *Planning and Environment Act 1987*.

~~This document is an Incorporated Document in the Schedule to Clause 81 of the Melbourne Planning Scheme and gives effect to a specific site control of Clause 52.03 of the Scheme.~~

The land identified in the document may be developed in accordance with the specific controls contained in the document. ~~The specific controls may exclude other controls of the Scheme.~~

If there is any inconsistency between the specific controls and the general provisions of the ~~S~~scheme, the specific controls will prevail.

**ADDRESS OF THE LAND**

204 to 206 Arden Street, North Melbourne (North Melbourne Recreation Reserve), ~~Arden Street, North Melbourne.~~

**APPLICATION OF INCORPORATED DOCUMENT ~~PLANNING SCHEME PROVISIONS~~**

This incorporated document allows the display of signs that would otherwise be prohibited or restricted by the planning scheme. The incorporated plans are part of this document.

Clauses 36.02 (Public Park and Recreation Zone), 44.04 (Land Subject to Inundation Overlay) and 52.05 (Signs) of the scheme do not apply to 204 to 206 Arden Street, North Melbourne, unless specifically provided for in this incorporated document.

**THE FOLLOWING CONDITIONS APPLY TO THIS DOCUMENT**

A planning permit is not required to display a business identification sign or promotion sign if the following conditions are satisfied:

1. The signs must be in accordance with the incorporated plans in this document or such modified plans which may be substituted with the consent of the responsible authority.
2. The promotion signs on the oval fencing must face inwards toward the playing field.
3. The signage must not cover more than 50% of the circumference of the oval fence and its location cannot be modified without the consent of the responsible authority.
4. The promotion signs must not be animated, electronic, floodlit, internally illuminated or reflective.
5. The location and size of the signs must not be altered or modified in any way without the written consent of the responsible authority.
6. All signs must be constructed to the satisfaction of the responsible authority and maintained to the satisfaction of the responsible authority.
7. The signs will expire fifteen (15) years after the approval date or otherwise to the satisfaction of the responsible authority which may extend the period if a request is made in writing before the approval expires or within six months afterwards.

**END OF DOCUMENT**

~~The following Clauses of the Melbourne Planning Scheme do not apply to the land identified in this Incorporated Document, unless specifically provided for in this Incorporated Document:—~~

- ~~□ Clause 36.02 Public Park and Recreation Zone—~~
- ~~□ Clause 44.04 Land Subject to Inundation Overlay—~~
- ~~□ Clause 52.05 Advertising signs—~~

~~Despite anything to the contrary stated in this Incorporated Document, the advertising sign provisions of Clause 52.05-4 'Signs not requiring a permit' in the Melbourne Planning Scheme, continues to apply.—~~

### ~~THIS DOCUMENT ALLOWS—~~

~~The development of the land for the installation and display of signage generally in accordance with the following 'Incorporated Plans':—~~

~~**North Melbourne Football Club — Arden Street Redevelopment  
External Signage**~~

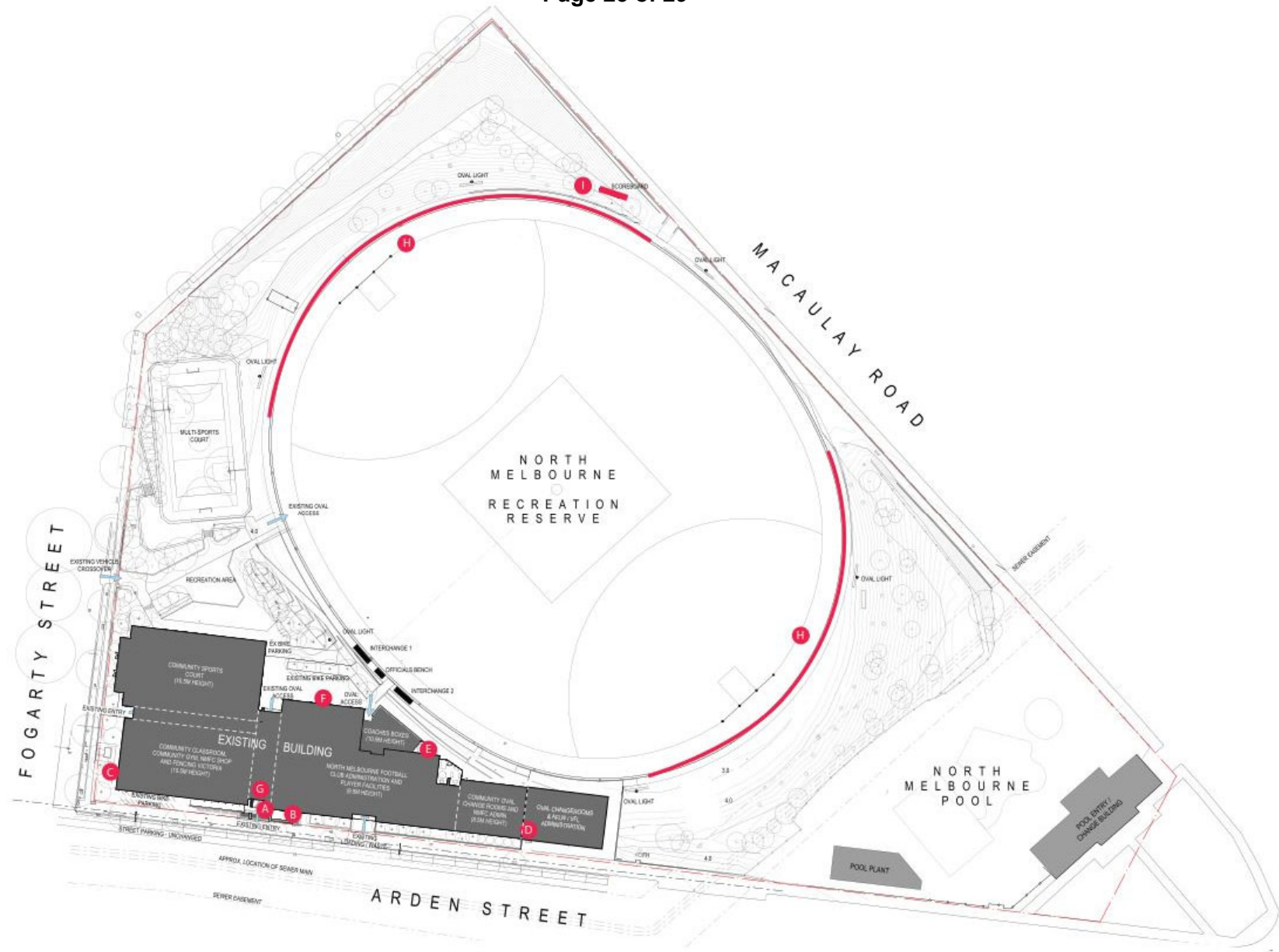
~~**Signage schedule plans May 2010 (Updated 2019) prepared by Kym Ramadge  
Design on behalf of North Melbourne Football Club showing Signs A - G**~~

~~The Incorporated Plans form part of this document.—~~

### ~~THE FOLLOWING CONDITIONS APPLY TO THIS DOCUMENT—~~

- ~~1. The development must be carried out generally in accordance with the incorporated plans endorsed by the Minister for Planning or such modified plans which may be substituted with the consent of the Responsible Authority.—~~
- ~~2. The location, size, material of construction, colours, wording and degree of illumination of the signs, must not be altered or modified in any way without the written consent of the responsible authority.—~~
- ~~3. The signs hereby permitted must not be animated or contain any flashing light.—~~
- ~~4. All signs must be constructed to the satisfaction of the Responsible Authority and maintained to the satisfaction of the Responsible Authority.—~~
- ~~5. The signs will expire fifteen (15) years after the approval date or otherwise to the satisfaction of the responsible authority which may extend the period if a request is made in writing before the approval expires or within three six months afterwards.—~~

~~**END OF DOCUMENT—**~~





A1 A2 B



A1 A2 B



- A : Main External Building signage, Arden Street front entry. North Melbourne Football Club logo + type, backlit + main sponsor logo
- B : North Melbourne Football Club text cut into vertical feature and backlit (see night version)







**C** : Fogarty Street wall signage.  
Attached to wall, sitting between uplights



D

E

F

D : East end of building, North Melbourne Football Club logo + Company AB attached to building wall

E : North Melbourne Football Club logo + Company AB attached to building wall.

Sign height approx 5m x approx 2.5m wide

F : North Melbourne Football Club type





D

D : East end of building, North Melbourne Football Club logo + company AB  
Sign height approx 5m x approx 2.5m wide



**G**

**G : tenants and street address on glass at front entrance**

**H** H: Existing signage around internal perimeter of oval

Note: Graphics/content of signs will change from time-to-time but the extent of signs (at a maximum height of 1 metre around the oval perimeter) can not change without the consent of the Responsible Authority in accordance with Condition 1 if the Incorporated Document.

