

## MORELAND PLANNING SCHEME

### AMENDMENT C169more

#### 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/City Oval* (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. Clifton Park	377 Albert Street	Brunswick
12. Cole Reserve	177B Cumberland Road	Pascoe Vale
13. De Chene Reserve	193 Urquhart Street	Coburg
14. Dunstan Reserve	24 Peacock Street	Brunswick West
15. Fleming Park	47-51 Albert Street	Brunswick East
16. Fraser Reserve (Glencairn Tennis Club)	16-24 Hopetoun Avenue	Brunswick West
17. Hallam Reserve	144 Landells Road	Pascoe Vale
18. Hollbrook Reserve	8 Jewell Crescent	Brunswick West
19. Hosken Reserve*	39A Shorts Road	Coburg North
20. Jackson Reserve (Coburg Basketball Stadium, Harold Stevens Athletics Track)	1 Outlook Road	Coburg North
21. JP Fawkner Reserve	1A Francis Street	Oak Park
22. Mailer Reserve (Glencairn Tennis Club)	325C Moreland Road	Coburg
23. Martin Reserve	80A Domain Street	Hadfield
24. McDonald Reserve	66 Bell Street	Coburg

25. Middle Street Reserve (Hadfield Tennis Club)	90 Middle Street	Hadfield
26. Moomba Park	26A Somerlayton Crescent	Fawkner
27. Morris Reserve	11 Brentwood Avenue	Pascoe Vale South
28. Narre Narre Reserve (Oak Park Basketball Stadium)	9 Hillcrest Road	Oak Park
29. Oak Park Reserve	563A Pascoe Vale Road	Oak Park
30. Parker Reserve	2 Keady Street	Coburg North
31. Raeburn Reserve	8-42 Landells Road	Pascoe Vale
32. Rayner Reserve	46A Devon Road	Oak Park
33. Reddish Reserve	2-42 Domain Street	Hadfield
34. Richards Reserve	30-34 Charles Street	Coburg North
35. Sewell Reserve*	33 Glenroy Road	Glenroy
36. Shore Reserve	20 Woodlands Avenue	Pascoe Vale South
37. Sumner Park	3 Alister Street	Brunswick East
38. Wallace Reserve	123 Justin Avenue	Glenroy
*denotes major sports and recreation facility		

### What the amendment does

The amendment amends the Schedule to the Public Park and Recreation Zone to change the advertising signs category for 32 sporting reserves to Category 2, six 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 2 and to reference the 'Signage on Sports Ground Incorporated Document June 2019' as an Incorporated Document in the Moreland Planning Scheme. Subsequently the amendment also includes the Incorporated Document in the Schedule to Clause 72.04 of the Moreland Planning Scheme (Incorporated Documents). The incorporated document exempts specific low impact sponsorship signs from the requirements of Clause 52.05 (Advertising Signs) for six Major sporting reserves.

To achieve a consistent approach for signage in reserves, land known as Narre Narre Reserve is rezoned from the Neighbourhood Residential Zone 1 (NRZ1) to the Public Park and Recreation Zone (PPRZ).

The amendment also amends Council's local policy at Clause 22.04 Advertising Signs to provide consistency with Council's approach to allowing club name signs within its reserves.

The amendment makes the following changes to the Moreland Planning Scheme:

- Amends Clause 22.04 Advertising Signs – by adding the following text:  
“...except on specific reserves listed in the Schedule to the Public Park and Recreation Zone.”  
After “Discourage business identification signs” in section 22.03-3 for Open Spaces Areas.
- Amends the schedule to Clause 36.02 Public Park and Recreation Zone to change the signage category to Category 2 and Category 1 for the six major sports and recreation facilities.
- Amends the schedule to Clause 37.08 Activity Centre Zone to change the signage category for the Coburg Bowls Club land to Category 2.
- Inserts Clause 45.12 Specific Controls Overlay and the associated Schedule 1 into the Moreland Planning Scheme.
- Amends the schedule to Clause 72.03 What does this scheme consist of? to insert reference to the new Specific Controls Overlay maps being inserted into the Moreland Planning Scheme.
- Amends the schedule to Clause 72.04 Documents Incorporated into this Planning Scheme – to insert “*Signage on sports grounds June 2019*” as an incorporated document in the Moreland Planning Scheme.

- Rezones land known as Narre Narre Reserve from Neighbourhood Residential Zone 1 (NRZ1) to a Public Park and Recreation Zone (PPRZ).

## **Strategic assessment of the Amendment**

### **Why is the Amendment required?**

The amendment is required to better facilitate the signage needs for sporting clubs and community organisations.

The advertising categories stipulated in Clause 52.05 are considered to be too restrictive as most types of signs larger than 3m<sup>2</sup> 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.

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

The amendment will allow 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, including protecting the amenity of these reserves. 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 will facilitate 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 will ensure that signage is regulated, and the presence of signs will have minimal effect on the amenity of the subject reserves and surrounding land.

The 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 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?**

#### Clause 21.02-3 – MSS Strategic Directions

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

#### Clause 22.04 – Advertising Signs

The controls of the incorporated document – *Signage on sports grounds Incorporated document, June 2019* 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 reworded to affirm that business identification signs can be erected on specific reserves in accordance with the incorporated document.

### **How does the amendment support or implement the Municipal Planning Strategy?**

This strategic consideration does not apply because the planning scheme does not include an MPS at Clause 02.

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

The amendment utilises an Incorporated Document, to allow appropriate low impact signage on the six major sports and recreation facilities. The amendment will also allow sporting clubs to display forms of promotional and business identification signage which would otherwise be prohibited.

The insertion of Clause 45.12 Specific Controls Overlay will ensure that all users of the Moreland Planning Scheme are aware of the specific controls afforded through the introduction of the Incorporated Document.

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

The relevant agencies were 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?**

The amendment will create clarity for both community organisations and Council for the application and assessment of signage. It will reduce the administrative burden for Council by removing requirements for needing a planning permit for specific signs and to off-set planning enforcement cases related to prohibited signs that are currently displayed.

### **Where may you 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.planning.vic.gov.au/public-inspection](http://www.planning.vic.gov.au/public-inspection).