

TOWN PLANNING

1 ADVERTISING SIGNAGE THAT PROMOTES THE SALE OF LAND OR DWELLINGS, LMM PS714634, 2 TIMBERTOP BOULEVARD, OFFICER VIC 3809

FILE REFERENCE INT1846423

RESPONSIBLE GENERAL MANAGER Andrew Paxton

AUTHOR Emily Cook

RECOMMENDATION

That a Refusal to Grant Planning Permit T180276 be issued for advertising signage that promotes the sale of land or dwellings at LMM PS714634, 2 Timbertop Boulevard, Officer VIC 3809 on the following grounds:

- The proposal is contrary to the decision guidelines for Clause 52.05 Advertising Signs. The proposed sign is not compatible with the character of the area, detracts from views and vistas, is not compatible with the streetscape and landscape setting, is not reasonably required for identification and detracts from the safety and functionality of the area.
- The proposal is contrary to Clause 15.01-2 Urban Design Principles. The proposed sign detracts from the urban environment, reduces visual amenity and reduces personal safety.
- The proposal is contrary to Clause 22.04 Highway Development and detracts from the visual amenity of the Princes Highway.

Attachments

1	Locality map	1 Page
2	Development plans	7 Pages
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EXECUTIVE SUMMARY:

APPLICATION NO.:	T180276
APPLICANT:	Mr Guillermo Cabala on behalf of Veris Australia Pty Ltd
LAND:	LMM PS71463, 2 Timbertop Boulevard, Officer VIC 3809
PROPOSAL:	Advertising signage that promotes the sale of land or dwellings
PLANNING CONTROLS:	Urban Growth Zone – Schedule 3 Applied Zone, General Residential Zone Development Contribution Plan Overlay – Schedule 4 Clause 15.01-2 Urban Design Principles Clause 22.04 Highway Development Clause 52.05 Advertising Signs

Clause 65 Decision Guidelines
 Officer Precinct Structure Plan (September 2011)
 Officer Native Vegetation Precinct Plan (September 2011)
 Officer Development Contributions Plan (September 2011).

NOTIFICATION & OBJECTIONS: Pursuant to Section 52 of The Planning and Environment Act 1987 the proposal was not advertised as the application was not supported

KEY PLANNING CONSIDERATIONS: Clause 15.01-2 Urban Design Principles
 Clause 22.04 Highway Development
 Clause 52.05 Advertising Signs

RECOMMENDATION: It is recommended that the permit application be refused.

BACKGROUND:

The application relates to 2 Timbertop Boulevard, Officer, which is located on the north-east corner of the Princes Highway/Timbertop Boulevard/Fairweather Parade intersection. The site includes an estate entry feature for the Timbertop Estate. This feature includes signage, decorative structures, street furniture, pathways and landscaping.

In addition to the approved estate entry feature, a further sign has been erected on the site without a planning permit. This application is therefore seeking a retrospective planning permit for this additional sign.

SUBJECT SITE

An inspection of the site and the surrounding area has been undertaken.

The site is located on the northern side of the Princes Highway and the eastern side of Timbertop Boulevard. The site is a small reserve which is to remain in private ownership and which contains the Timbertop Estate entry feature.

The site currently contains the Timbertop Estate entry feature and the proposed sign.

The main characteristics of the surrounding area are:

- NORTH The Timbertop Mill Café and the Timbertop Estate.
- SOUTH The Princes Highway and the Prominence, Cherrington and Potters Grove Estates.
- EAST A drainage reserve (which is currently in private ownership but will ultimately be vested in Melbourne Water)
- WEST Timbertop Boulevard, the Timbertop Estate and the Rise Estate.

PROPOSAL

The proposal is for an advertising sign that promotes the sale of land or dwellings. This a retrospective permit and the proposed sign (albeit without advertising displays) has already been erected on the site.

The proposal consists of a free-standing double-sided sign. The sign is to be located 6 metres from Princes Highway and 1 metre from the existing footpath which is contained within the adjoining

open space drainage reserve. The sign includes a total advertising area of 10.3sqm. The sign is 6.6 metres in length and 3.8 metres wide. The sign is elevated by 4 uprights giving it a maximum height of 4.97 metres above ground level.

The sign is constructed from corrugated raw metal sheets which would be covered by advertising displays if approved.

PLANNING SCHEME PROVISIONS:

State Planning Policy Framework (SPPF)

The relevant clauses of the SPPF are:

- Clause 15.01-2 Urban Design Principles

Local Planning Policy Framework (LPPF)

The relevant clauses of the LPPF are:

- Clause 22.04 Highway Development

Relevant Particular/ General Provisions and relevant incorporated or reference documents

The relevant provisions/ documents are:

- Clause 52.05 Advertising Signs
- Clause 65 Decision Guidelines
- Officer Precinct Structure Plan (September 2011)
- Officer Native Vegetation Precinct Plan (September 2011)
- Officer Development Contributions Plan (September 2011)

Cardinia Shire's Liveability Plan 2017-2029

Cardinia Shire's Liveability Plan 2017-2029 is not considered relevant to this signage application. However, the proposed signage may impact on the safety of the area because the sign is located at the intersection of a pedestrian path and a shared path (used by cyclists and pedestrians). The location, size and nature of the sign may impede people's ability to check for oncoming cyclists and pedestrians and, therefore detract from the safety and functionality of the area.

Zone

The land is subject to the Urban Growth Zone – Schedule 3 with the applied zone being the General Residential Zone.

Overlays

The land is subject to the following overlays:

- Development Contribution Plan Overlay – Schedule 4

PLANNING PERMIT TRIGGERS

The proposal for advertising signage that promotes the sale of land or dwellings requires a planning permit under the following clauses of the Cardinia Planning Scheme:

- Pursuant to Clause 5 of Schedule 3 to the Urban Growth Zone a planning permit is required for advertising signage that promotes the sale of land or dwellings.

PUBLIC NOTIFICATION

Pursuant to Section 52 of *The Planning and Environment Act 1987* the proposal was not advertised as the application was not supported.

DISCUSSION

The proposed sign is not compatible with the character of the area, detracts from views and vistas, is not compatible with the streetscape and landscape setting, is not reasonably required for identification and detracts from the safety and functionality of the area.

The proposed sign does not respect or enhance the character of the area in relation to the natural environment, nearby open space and emerging residential character. The site forms part of a gateway not only to the residential Timbertop Estate but also to the adjoining open space (drainage reserve) to the east. The sign is incompatible with the existing and desired future character of the area. Large signs promoting land sales are compatible with the early stages of residential estates, whereas the majority of the Timbertop Estate is complete. It is noted that given the provisions of Clause 5.0 of Schedule 3 to the Urban Growth Zone, it is not possible to restrict which dwellings and/or land could be advertised on the sign and therefore advertising display may not relate to the Timbertop Estate.

The subject site also contains a substantial 'estate entry feature' which identifies the Timbertop Estate and promotes the estate name. Further west, banner signs promoting the Timbertop Estate and signage associated with the Timbertop Display Village also exist. As such, it is considered that the cumulative impact of the proposed sign would detract from the character of an area (and route along the Princes Highway) and will result in excessive visual disorder and clutter of signs. Given the existing signage there is considered to be adequate opportunities for identification of the estate without the proposed sign.

The location of the proposed sign compromises the view to the existing open space from the Princes Highway looking east. The existing open space (drainage reserve) is an important public feature which is undergoing visual amenity improvements. The proposed sign obscures this view for road users and pedestrians on the Princes Highway and Timbertop Boulevard. The proposed sign also obscures views to the existing estate entry feature/signage looking west. The height and scale of the sign is considered to dominate the immediate skyline and as such is not supported.

The proportion, scale and form of the proposed sign is not supported in relation to the streetscape and landscape character. The existing estate entry feature/signage promotes the Timbertop Estate and is a complete landscaped feature comprising of signage, built form, street furniture, pathways and planting. This estate entry feature/signage has been designed to read as a single feature. The proposed sign fails to complement this existing feature and detracts for its visual prominence.

The height of the sign (maximum 4.97m) protrudes well above the existing landscaping. Given this height and the nature of the sign, landscaping cannot be used to reduce its visual impact. The existing estate entry feature is of a predominately human scale seen through the use of street furniture, planting and paths. The proposed sign is significantly larger than the existing feature and therefore is not responsive to the scale and characteristics of the host site.

While the sign is not expected to impact vehicle driver safety, it has the potential to obscure sightlines for pedestrians and cyclists. The sign is located at the intersection of a pedestrian path and a shared path. The location, size and nature of the sign may impede pedestrian and cyclists

ability to check for oncoming traffic and therefore detract from the safety and functionality of the area.

Clause 15.01-2 Urban Design Principles

The proposed sign does not contribute to good urban design. The proposal does not respond to the surrounding natural features and obscures views to the adjoining open space (drainage reserve). The height and massing fails to complement the existing estate entry feature and is not of a human scale. The proposal fails to protect the public realm (including the Princes Highway, pedestrian/shared paths and open space) and reduces visual amenity and view lines. The proposal detracts from the urban environment and obscures sightlines thereby decreasing personal safety in relation to the existing pedestrian and shared paths.

Clause 22.04 Highway Development

The proposed signage is excessive, fails to protect the visual amenity of the Princes Highway and does not provide for a high standard of design in this location. The proposed sign is highly visible from the Princes Highway and detracts from the existing estate entry feature as well as obscuring views to the adjoining open space (drainage reserve).

Clause 65 Decision Guidelines

The proposed sign is not considered to contribute to the orderly planning of the area. The proposal detracts from the visual amenity of the area, particularly the adjoining open space (drainage reserve) and the outlook from the Princes Highway. As above, the proposal is not considered to be in accordance with the applicable State Planning Policy Framework and the Local Planning Policy Framework.

Officer Precinct Structure Plan (September 2011), Officer Development Contributions Plan (September 2011) and Officer Native Vegetation Precinct Plan (September 2011)

The Officer PSP does not provide guidance in relation to signage in residential areas such as the proposed.

Development Contributions have been paid for the subject site as part of the original parent subdivision, no further action or conditions are therefore required under this permit.

The proposal does not include any vegetation removal, nor is there any significant vegetation to be protected under the NVPP in the vicinity of the sign.

CONCLUSION

The proposed advertising signage that promotes the sale of land or dwellings is not consistent with the purpose, objectives and decision guidelines of Clause 15.01-2 Urban Design Principles, Clause 22.04 Highway Development and Clause 52.05 Advertising Signs and is not supported for the following reasons:

1. The proposal is contrary to the decision guidelines for Clause 52.05 Advertising Signs. The proposed sign is not compatible with the character of the area, detracts from views and vistas, is not compatible with the streetscape and landscape setting, is not reasonably required for identification and detracts from the safety and functionality of the area.
2. The proposal is contrary to Clause 15.01-2 Urban Design Principles. The proposed sign detracts from the urban environment, reduces visual amenity and reduces personal safety.
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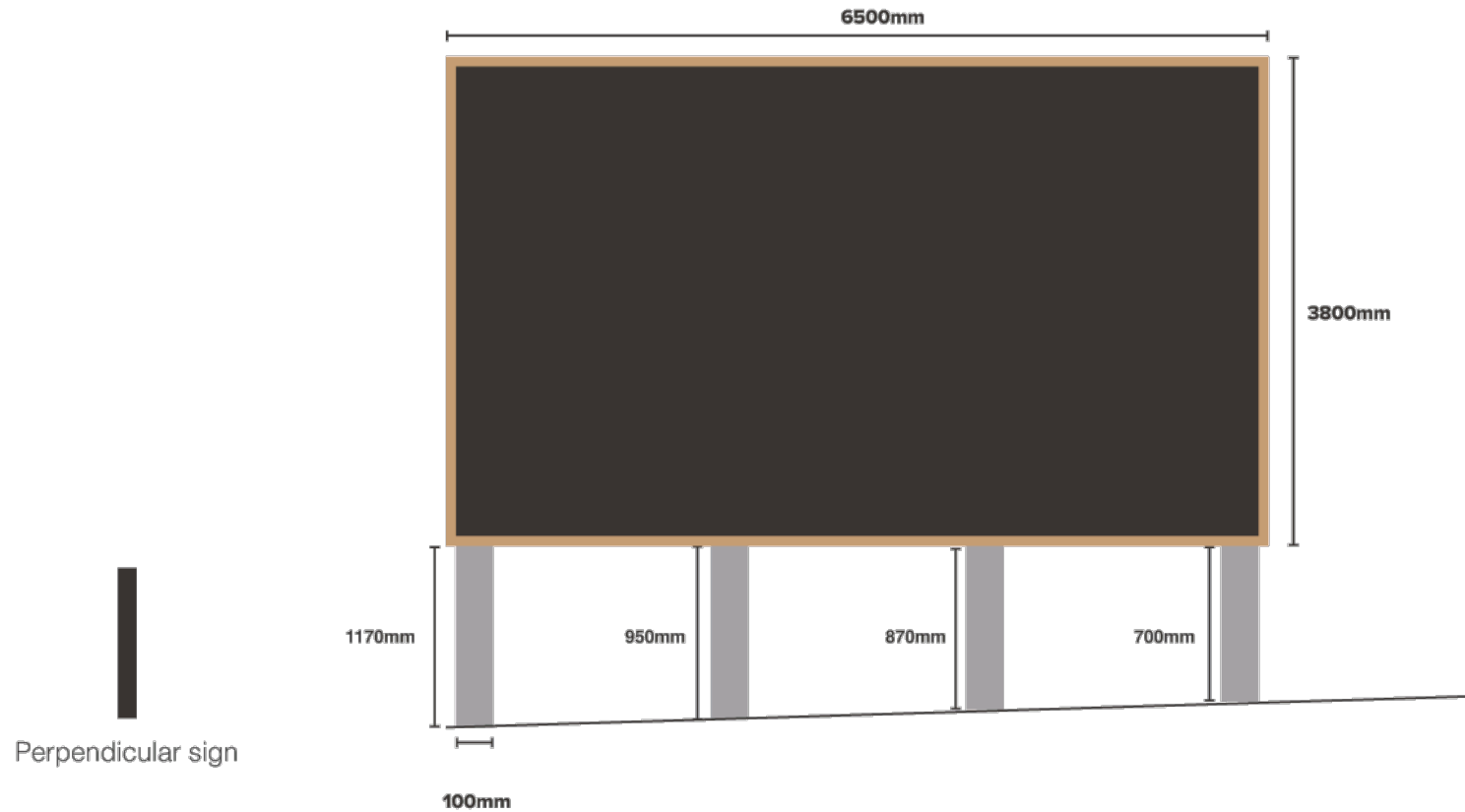


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Timbertop Estate
Billboard Proposal

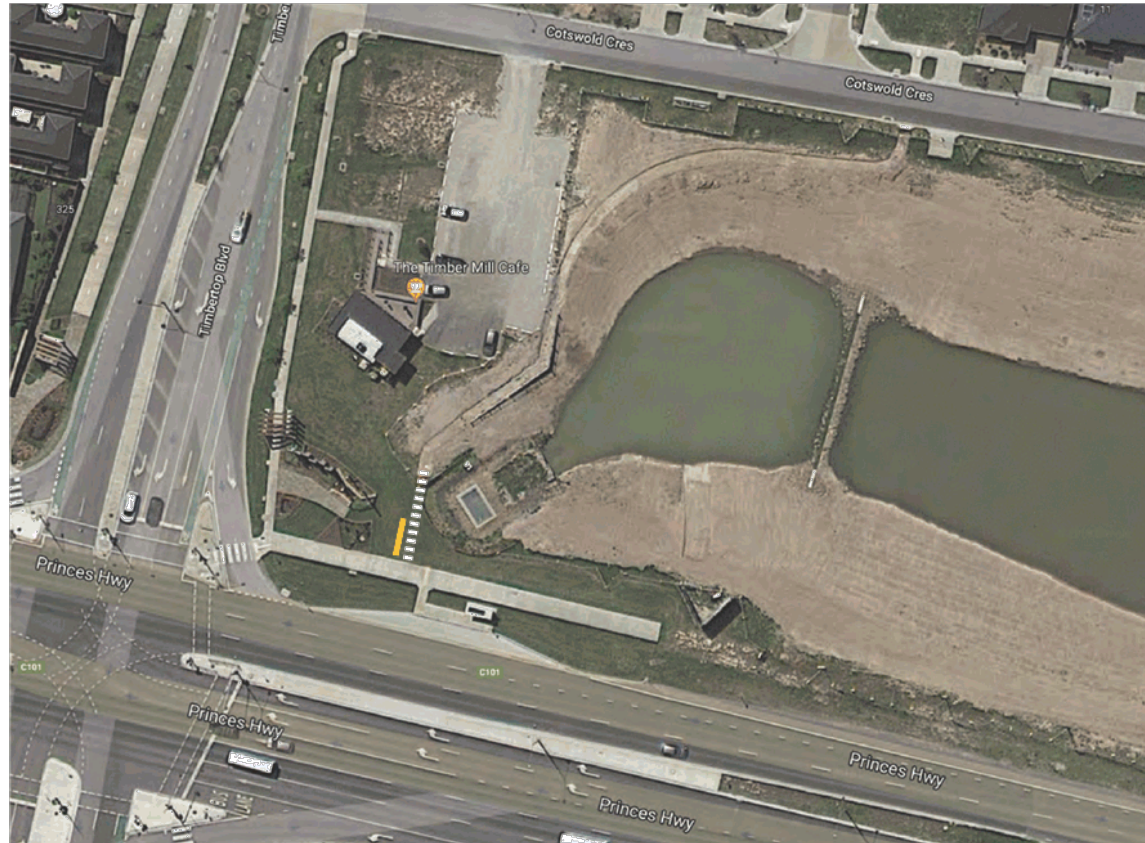
30 April 2018

DIMENSIONS



LOCATION

- Billboard
- ▬ Footpath



SETBACK



To Pakenham,
Princes Hwy on right.



Timbermill Cafe on right,
Princes Hwy on left.



Looking towards
Princes Hwy.



Looking towards wetlands.
Pakenham to right.

Setback from Princes Hwy 6m

Setback from path (Princes Hwy) 1m

Setback from path (to wetlands) 1m

Measurements are approximate

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Timbertop Estate - Billboard Plan | 4

ARTWORK



TOWARDS BERWICK



ARTWORK



TOWARDS PAKENHAM





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