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Moreland City Council Planning Scheme Amendment C169 Submission from the Outdoor Media Association

01 INTRODUCTION

The Outdoor Media Association (OMA) welcomes the opportunity to provide comments on the proposed Planning Scheme Amendment C169 (C169).

We support Moreland City Council's recognition of outdoor advertising signs and the essential role that Out of Home (OOH) advertising plays in the enhancing the urban fabric and character of the City of Moreland. The OMA continually works with its members to ensure that signage is appropriate, well designed and makes a positive contribution to the environment in which the signage is erected.

02 AMENDMENT C169

The OMA supports Council's proposal to allow signage within premier sporting reserves to be 'as of right' as specified in the 'Advertising Signs in Major Sports and Recreation Facilities Incorporated Document February 2018' and not restricted to the limitation of *Clause 52.05 – Advertising Signs*. We acknowledge that signage is an effective means for advertising of club sponsors and a way for clubs to obtain revenue from these sponsors.

The OMA also support Council's proposal to amend the classification of signage from 'Category 4' to 'Category 1' to allow for the erection of signage within a number of other reserves across the municipality. This change in classification will again enable a broader range of signage to be erected at recreation reserves, and greatly assist in providing sponsorship advertising opportunities.

03 OOH ADVERTISING SIGNAGE

While the OMA welcomes the proposed changes, we strongly submit that under Clause 52.05 the minimum advertisement area for 'as of right' signage be increased from 8m² to 18m². This recommendation is based on the fact that most large format OOH used by OMA members has a minimum of 18m². This size is also reflective of the signage currently located within sporting recreation reserves in the Moreland City region.

In order to enable promotion signs above 8m² to be 'as of right' in the identified reserves listed in the Schedule to *Clause 36.02 – Public Park and Recreation Zone*, we propose that as part of C169 the Schedule to *Clause 52.05 – Advertising* be amended. Specifically, we propose that the Schedule identify all 31 listed sporting reserves and state that signs within these areas are permitted to have an area of 18m² without the requirement for a planning permit.

The OMA considers that this recommendation supports Council's acknowledgement that 'advertising signage is a traditional component of local sport clubs, which provides them with a valid source of income'. We would also argue that it is not just premier sporting grounds that currently utilise promotional signage greater than 8m², but other sports recreation reserves across the municipality.

04 ADDITIONAL ISSUES

The OMA accepts the proposed change to *Clause 22.04 – Advertising Signs* which recognizes that business identification signs within open space areas 'will be discouraged except on specific reserves listed in Schedule to the Public Park and Recreation Zone as 'Category 1' and in the incorporated document – *Advertising Signs in Major Sports and Recreation Facilities Incorporated Document February 2018*'.

However, we consider that the policy initiative, at Clause 22.04, to 'discourage signs that are located in a freeway buffer zones or adjacent landscape area' should be removed from Clause 22.04. Removal of this policy as part of the proposed amendment will ensure that there is no conflict between the Council's policies. Specifically, a number of listed recreation reserves are open space areas located adjacent to freeway buffer zones and can be identified as 'adjacent landscape area'.

The OMA considers that the policy stating 'ensure that signs within freeway and road corridors do not have a detrimental amenity impact on surrounding areas', adequately addresses the Council's desired outcome with regards to signage within freeway and

road reserves.

05 CONCLUSIONS

The OMA fully supports the review of the existing Advertising Signage policy with regards to sporting reserves within the City of Moreland. The implementation of this new policy has the potential to facilitate better outcomes for all parties, and most importantly streamline the planning process and reduce the requirements for duplicates of information and approvals.

When the City of Moreland gives further consideration to its planning controls as they relate to OOH specifically, or those that relate to smart city technology such as digital signage or wayfinding panels, the OMA would be pleased to provide further information to the Council. I include, for your information, the OMA's Model Code for Advertising Devices for Victoria.

We would welcome the opportunity to discuss this submission with Council in further detail. Please contact the OMA's General Manager, Ms Tess Phillips, if you require further information on 02 9357 9900 or tess.phillips@oma.org.au

Yours sincerely

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