

Planning Scheme Amendment C308 Central City & Southbank Urban Design



Submission from the Outdoor Media Association

Via email: planningpolicy@melbourne.vic.gov.au

01 THE AUSTRALIAN OUT OF HOME INDUSTRY

Outdoor Media Association (OMA) members advertise third party products on digital and traditional signs across a variety of Out of Home (OOH) formats and locations, including airports, bicycle stations, billboards, buses, bus stations, cafés, doctors' surgeries, medical centres, office buildings and lifts, pedestrian bridges, railway stations, shopping centres, taxis, trains, trams, universities and street furniture.

OMA members make significant economic contributions to government and the community. Each year, OOH contributes close to \$647 million to Australia's GDP and supports 3,100 jobs. Most OMA members are Australian owned and operated, with profits going back to the Australian economy. Four OMA members are ASX listed, with two in the Top 200. The industry provides a revenue stream to government, returning \$1 in every \$2 of revenue in rent and taxes.¹ In 2017, OMA members donated \$36 million in media services and advertising placement to over 220 community groups and charities.

The industry delivers essential services and savings; OOH built and maintains \$352 million of public infrastructure. The 17,664 pieces of public infrastructure delivered by OOH make our cities more user-friendly – the industry is investing in innovation and providing digital utility such as Wi-Fi and wayfinding services. OOH is one of the most trusted channels to broadcast government and community awareness messages, including road safety, public health and community service campaigns.

02 THE OUTDOOR MEDIA ASSOCIATION

The OMA is the national peak industry body that represents 80% of Australia's traditional and digital OOH media display companies and production facilities. Part of the role of the OMA is to help develop policy and regulation for outdoor advertising that is fair and equitable to governments, the community and the industry. The industry's aim is to deliver high quality, well-designed and innovative signage that provides economic and utility benefits to communities.

¹ Deloitte Access Economics (2016). "Out of Home Adds Value: Out of Home Advertising in the Australian Economy," Outdoor Media Association.

03 PLANNING SCHEME AMENDMENT C308

The OMA is supportive of the proposed amendment that seeks to consolidate existing urban design policies that apply to the land generally located in the Hoddle Grid and Southbank. Specifically, we recognise that the amendment will:

- Delete Clause 22.01 Urban Design in the Capital City Zone policy;
- Replace Schedule 1 to the Design and Development Overlay Active Street Frontages with a new Schedule 1 to the Design and Development Overlay Urban Design in the Central City and Southbank. The proposed DDO1 includes development requirements to ensure a high standard of urban design, architecture and landscape architecture in all new development;
- Delete Schedule 4 to the Design and Development Overlay (Weather Protection – Capital City Zone) and incorporate the provisions of this schedule into the proposed DDO1;
- Replace the schedule to Clause 61.03 with a new schedule to Clause 61.03; and
- Delete Map No 8DDO1 and Map 8DDO4 and replacing with a new Map No 8DDO1.

04 OMA SUPPORT OF PROPOSED AMENDMENTS

We support Council's recognition of the importance of design and execution of the built environment within the Hoddle Grid and Southbank Area, as well as the consideration of the cumulative effect and impact elements such as buildings, streets and open spaces can have on a growing city.

We acknowledge that the proposed amended Schedule 1 of the Design and Development Overlay requires that application provide 'detail plan, elevation and section drawings (1:50 or 1:20) and a written statement describing the design of the lower levels of the buildings including entries, shop front design, services door or cabinets, weather protection canopies and integrated signage elements'.

Further we recognize that as specified in the Schedule, Table 5: Public Interfaces, a requirement of 'any signage or product display maintains views to and from the tenancy interior to the public realm' for both the 'general development area' and the 'special character area'.

We note that the proposed schedule does not included any specific advertising sign requirements and that advertising sign requirements are directed via the relevant zones and Clause 52.05 of the Melbourne Planning Scheme.

05 SUMMARY

Signage plays a key role within the urban fabric of Melbourne, particularly within the Hoddle Grid and Southbank area, and we seek to work with Council to ensure signage is provided in a manner that makes a positive contribution to the overall character of the city.

At this time, we request that we are kept informed of the status of the amendment and any changes that are undertaken to the amendment documentation. We also attach to this submission a copy of the OMA Model Advertising Devices Code: Victoria, that outlines best practice guidelines for the regulation of outdoor advertising.

Finally, should an Independent Planning Panel be appointed we seek the opportunity to be heard at the hearing.

If you have any questions or wish to discuss this submission please do not hesitate to contact me on 02 9357 9914 or via email siobhan.marren@oma.org.au