

22.1425/09/2014
C92**EASTLINK – BUILDINGS, WORKS AND SIGNAGE****Application**

The policy will apply:

- To sites that abut the freeway corridor;
- To sites that have an immediate proximity to the freeway corridor and that are prominent from the freeway.

Policy Basis

This policy builds on the MSS objective in Clause 21.07 to ensure the ongoing development of a quality and attractive built environment based on sound planning and consistent urban design principles and to protect and enhance the visual amenity of residential, commercial and industrial precincts and streetscape.

Objectives

- To enhance the driver experience of EastLink and promote and enhance a pleasant and safe driver experience of the motorway.
- To encourage a visually attractive interface between the EastLink motorway and adjoining land.
- To encourage all new development and buildings or works adjacent to the EastLink motorway to be designed in a manner that complements the motorway.
- To ensure that promotional signage on the periphery of the motorway corridor does not detract from the established EastLink urban form.
- To provide for the appropriate identification of the occupiers or users of industrial or business premises.
- To encourage business signage to be integrated with building form and good siting practices.
- To encourage buildings and works including signage to be of a high standard of design and layout with integrated landscape treatments.

Policy

It is policy to:

- Encourage building design and site layout that acknowledges and responds in an appropriate manner to the high visibility of land adjacent the EastLink motorway.
- Encourage building developments and site layouts that provide for a suitable interface treatment with the EastLink motorway corridor.
- Encourage landscaping treatments that complement the urban design treatment of the EastLink motorway corridor.
- Encourage well designed and modest business signage.
- Encourage signage that is designed and built to a high quality, and shows innovation and responsiveness in its relationship to the established EastLink urban form.
- Encourage the protection of significant views and vistas through the appropriate siting of buildings, works and signage.

- Encourage the development of buildings that feature purpose-built locations for business signage that is modest and does not adversely impact on the EastLink corridor.
- Discourage major promotional signs and sky signs where they will have an adverse visual impact in the landscape and design of the EastLink motorway corridor.
- Discourage signs that promote goods, services, an event or any other matter, not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.
- Discourage signage that will cause a 'repetitive' effect.
- Discourage promotional signage located along the motorway in areas requiring high levels of driver concentration.

Policy Reference

EastLink Preferred signage locations (produced by Connect East 2010) as per EastLink Concession Deed

EastLink Advertising Code (produced by Connect East 2008)

Maroondah Urban Design Framework, Michael Smith and Associates, 2006