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C149**EASTLINK – BUILDINGS, WORKS & SIGNAGE**

This policy applies to all land which adjoins or has exposure to the EastLink motorway. The policy relates to applications for 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

The Municipal Strategic Statement promotes good urban design outcomes and the promotion of high quality amenity environments. EastLink comprises and integrates: 39km of freeway-standard road (“the motorway”) connecting the city’s eastern and south-eastern suburbs; the 35km EastLink Trail bicycle and pedestrian path; more than 480 hectares of managed landscape including wetlands, park space, and preserved bushland; a dozen installations of public artworks; and recognizable architectural features.

The EastLink motorway encompasses high quality contemporary design by providing a continuity of form and experience. The design imparts a sense of connection and a high quality driver experience. Architectural design and land form shaping are used to ameliorate hard engineering impacts and as integral elements of the structure. Carefully selected landscaping, integrating with local ecology, assists with softening hard edges.

EastLink is a major commuter road and is the key intra-regional arterial route that connects three of the six Central Activities Areas (CAA) as designated by the State of Victoria (Ringwood, Dandenong and Frankston). The CAA are the focus of a substantial portion of employment growth and public investment in Melbourne.

The design approach has extended to the edges of the motorway corridor. Generally the outer flanks of the motorway corridor are extensively landscaped.

Development on land adjoining the motorway corridor has the potential to influence the EastLink design theme. This policy seeks to ensure that the assessment of proposals for buildings, works and signage along land adjacent or with exposure to EastLink takes into account or does not conflict with the design aesthetic achieved along the motorway corridor.

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

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.
- building developments and site layouts that provide for a suitable interface treatment with the EastLink motorway corridor.
- landscaping treatments that complement the urban design treatment of the EastLink motorway corridor.
- well designed and modest business signage.
- signage that is designed and built to a high quality, and shows innovation and responsiveness in its relationship to the established EastLink urban form.
- the protection of significant views and vistas through the appropriate siting of buildings, works and signage.
- the development of buildings that feature purpose-built locations for business signage that is modest and does not adversely impact on the EastLink corridor.

To 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;
- 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.
- signage that will cause a 'repetitive' effect.
- promotional signage located along the motorway in areas requiring high levels of driver concentration.

Policy Reference

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

EastLink Advertising Code (LMA 2010)