



# Planning Scheme Assessment

Planning Application No.: P016-25

Responsible Officer: Nicole Embling

Conflict of Interest

No

<i>Application Details</i>	
<b>APPLICANT</b>	Gawk Outdoor
<b>PROPOSAL</b>	Display of a Major Promotion Sign
<b>APPLICATION LODGED</b>	7 February 2025
<b>NOTICE AND SUBMISSIONS</b>	13
<i>Property Details</i>	
<b>PROPERTY ADDRESS</b>	8-10 Chenery Street Mansfield VIC 3722 Australia
<b>LAND DESCRIPTION</b>	Lot No: 2 on LP/PS: 311622F

## Mansfield Planning Scheme and Context Assessment

Mansfield Planning Scheme seeks to ensure that the objectives of planning in Victoria (as set out in Section 4 of the Planning and Environment Act 1987) are fostered through appropriate land use and development planning policies and practices which integrate relevant environmental, social and economic factors in the interests of net community benefit and sustainable development.

### Municipal Planning Strategy (MPS)

#### Clause 02.03-1 – Settlement

##### Mansfield Township

*The Hume Regional Growth Plan 2014 considers Mansfield Township a sub-regional moderate growth centre in the Central Hume sub-region that is serviced by larger regional towns further west and north. It is the only urban centre with significant growth potential in the Shire and provides all major services and infrastructure for the community. Commercial and retail growth will occur within and around the shopping centre. There is a need for more industrial land to service demand. Existing infrastructure is capable of servicing growth however there is a need to increase water storage capacity.*

##### Officer Response:

The subject land for the Display of a Major Promotion Sign is to be sited within the Mansfield Township, zoned Commercial 1 Zone and positioned in an area marked for Residential Development in the Mansfield Township Framework Plan (see yellow highlight in Figure 1). It is located next to a Ampol Service Station and opposite other commercial businesses including Better Electrical and Alpine Gym.

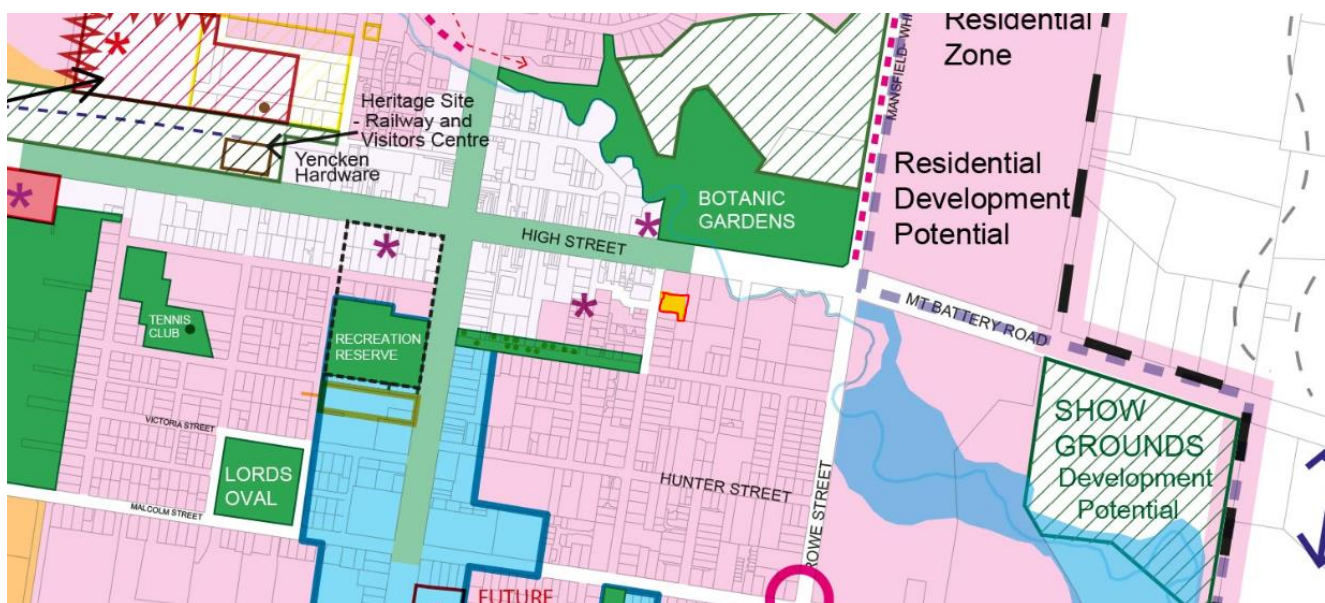


Figure 1. Mansfield Township Framework Plan - Site in Yellow Highlight

#### Clause 02.03-7 – Economic development

Council's strategic directions for economic development are to:

- Diversify the economic base, particularly to reinforce the role of the Shire as a year-round tourism destination.
- Support commercial and retail development that complements anticipated urban growth and infrastructure improvements.
- Attract high quality tourism development that is compatible with the environmental attributes and character of the area.

Officer response:

The proposal of a Display of a Major Promotion Sign would include the display of third-party advertising. Part of these adds may be enable Tourism operators to advertise which would align with the strategic directive in this Clause. However, there is no ability for Council to control the content of the signs and therefore there is no guarantee that the content would be beneficial to local businesses or tourism.

**Planning Policy Framework (PPF)**

**Clause 11.01-1L-01 – Mansfield Township**

Relevant objectives:

- Encourage a range of retail and commercial opportunities in the town centre.

Officer response:

The proposal does not serve any benefit to the business operating on the land or any nearby businesses. The sign would likely detract from the existing business identification signs in the area.

**Clause 17.04-1L Facilitating tourism in Mansfield Shire**

Diversification strategies

Support tourism development that will benefit the local economy by improving linkages between development, commercial operators and service providers.

Facilitate development that improves tourism links and facilities and capitalises on the through traffic along the Alpine approaches during peak holiday periods.

Encourage the development of quality affordable short and long term accommodation for visitors and temporary staff.

Support eco-tourism opportunities.

Location strategies

Locate tourism use and development in areas that are highly accessible and preferably serviced with sealed road access.

Avoid any tourism development in areas prone to high fire risk, flooding and erosion.

Discourage ribbon tourism development along the foreshore of Lake Eildon and Lake Nillahcootie as well as the Alpine Approaches and direct tourism development associated with these areas to existing settlements instead.

Support tourism development in rural areas that is compatible with surrounding agricultural uses, such as bed and breakfasts, host farms or tourist uses related to the agricultural use of the land or natural setting.

### Design strategies

Site and design tourism development to be unobtrusive and sympathetic to existing landscape features and complement the landscape character of the area.

Provide internal all-weather road access to sites.

Design signs for tourism uses to be sympathetic to the land on which it is to be located.

### Officer Response:

The siting and design of the Major Promotion Sign (2.2m high and 8.3m wide with an area of 18.26 square meters) is considered relatively large sign to be sited within the context of signs in Mansfield centre.



Figure 2 Northbound Perspective

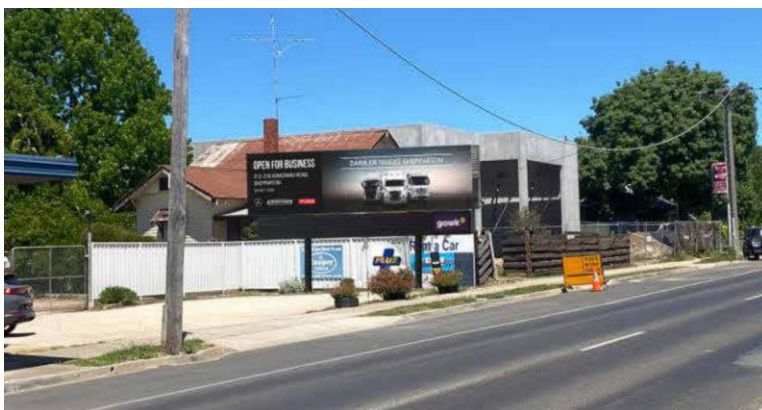
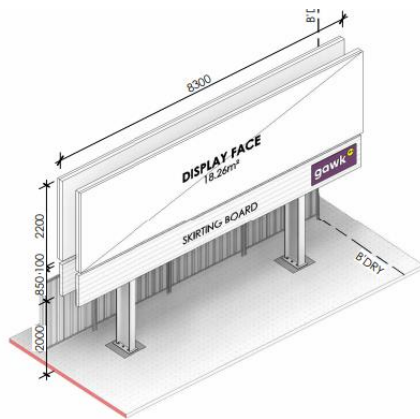


Figure 3 Southbound Perspective



PERSPECTIVE

Figure 4 Perspective Design Diagram

## Zoning

### Clause 34.01 – Commercial Zone 1

#### Purpose

To implement the Municipal Planning Strategy and the Planning Policy Framework.

To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.

To provide for residential uses at densities complementary to the role and scale of the commercial centre.

#### Officer Comment:

Assessment of the proposal against the Municipal Planning Strategy and the Planning Policy Framework is provided earlier in this report.

The proposal would likely draw attention away from the local businesses operating in Chenery Street, where all existing signs are business identification signs.

## Overlays

### Particular Provisions

#### Clause 52.05- Signs

##### Purpose

- To regulate the development of land for signs and associated structures.
- To ensure signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character.
- To ensure signs do not contribute to excessive visual clutter or visual disorder.

- *To ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road.*

### Decision guidelines

*Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:*

- *The character of the area including:*
  - *The sensitivity of the area in terms of the natural environment, heritage values, waterways and open space, rural landscape or residential character.*
  - *The compatibility of the proposed sign with the existing or desired future character of the area in which it is proposed to be located.*
  - *The cumulative impact of signs on the character of an area or route, including the need to avoid visual disorder or clutter of signs.*
  - *The consistency with any identifiable outdoor advertising theme in the area.*
- *Impacts on views and vistas:*
  - *The potential to obscure or compromise important views from the public realm.*
  - *The potential to dominate the skyline.*
  - *The potential to impact on the quality of significant public views.*
  - *The potential to impede views to existing signs.*
- *The relationship to the streetscape, setting or landscape:*
  - *The proportion, scale and form of the proposed sign relative to the streetscape, setting or landscape.*
  - *The position of the sign, including the extent to which it protrudes above existing buildings or landscape and natural elements.*
  - *The ability to screen unsightly built or other elements.*
  - *The ability to reduce the number of signs by rationalising or simplifying signs.*
  - *The ability to include landscaping to reduce the visual impact of parts of the sign structure.*
- *The relationship to the site and building:*
  - *The scale and form of the sign relative to the scale, proportion and any other significant characteristics of the host site and host building.*
  - *The extent to which the sign displays innovation relative to the host site and host building.*
  - *The extent to which the sign requires the removal of vegetation or includes new landscaping.*
- *The impact of structures associated with the sign:*
  - *The extent to which associated structures integrate with the sign.*
  - *The potential of associated structures to impact any important or significant features of the building, site, streetscape, setting or landscape, views and vistas or area.*
- *The impact of any illumination:*
  - *The impact of glare and illumination on the safety of pedestrians and vehicles.*

- *The impact of illumination on the amenity of nearby residents and the amenity of the area.*
- *The potential to control illumination temporally or in terms of intensity.*
- *The impact of any logo box associated with the sign:*
  - *The extent to which the logo box forms an integral part of the sign through its position, lighting and any structures used to attach the logo box to the sign.*
  - *The suitability of the size of the logo box in relation to its identification purpose and the size of the sign.*
- *The need for identification and the opportunities for adequate identification on the site or locality.*
- *The impact on road safety. A sign is a safety hazard if the sign:*
  - *Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.*
  - *Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background that may reduce the clarity or effectiveness of a traffic control device.*
  - *Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.*
  - *Is at a location where particular concentration is required, such as a high pedestrian volume intersection.*
  - *Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.*
  - *Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.*
  - *Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.*
  - *Is within 100 metres of a rural railway crossing.*
  - *Has insufficient clearance from vehicles on the carriageway.*
  - *Could mislead drivers or be mistaken as an instruction to drivers.*

Officer Comment:

As outlined in the Mansfield Planning Scheme (MPS) and Planning Permit Policy (PPS), the proposed Major Promotion Sign is of considerable scale. While Mansfield does feature several large signs, these are generally located outside the central business district.

A sign of this scale conflicts with the character and visual amenity of the town centre. The concentration of signage along Chenery Street—including the Ampol sign and the various signs at Martin's Garage— (Suburu, Nissan ect.) creates a sense of visual disorder and cumulatively contributes to sign clutter which is a term from within Clause 52.05 Signs.

Although the proposal is non-illuminated and will not introduce light pollution, its size and proximity to the heart of the Mansfield CBD are inappropriate. Overall, the new sign would exacerbate existing clutter on Chenery Street and look out of place within the heart of Mansfield.

The sign is proposed to be on a shared boundary with a residential property. The proposal to have a billboard blocking the north boundary from the front yard of a dwelling is not considered appropriate.

Whilst the character of Chenery Street and the Mansfield Township is not specifically defined in the Planning Scheme it is considered that the area has an established low-visual-impact character whereby the canopy trees are able to be viewed along streetscapes, and the area is very open with clear views to the sky. The proposed billboard sign is at risk of diminishing the existing character and encouraging a higher density of development, detracting from the rural character.

Additionally, Chenery Street is in the Transport Zone 2 and is a part of the major tourist route to the alpine region, including Mt Buller and Mt Stirling.

The introduction of large promotional signs would diminish the local rural character and bring an 'urban feel' to our landscape.

Chenery Street is a wide and open street, with on-street parking and footpaths on both sides of the road. It is a thoroughfare for pedestrian and vehicle traffic including locals and tourists, providing the most direct connection between the Mansfield township and the alpine region.

It is noted that the images provided by the Applicant include some traffic management signs and the road seems to be in disrepair. However, this is considered to be a misrepresentation of the character of the area as Chenery Street is typically well maintained with very neat nature strips and open views to the surrounding horizon.

## **General Provisions**

### **Clause 65.01 – Approval of An Application or Plan**

*Before deciding on an application or approval of a plan, the responsible authority must consider,*

*as appropriate:*

*The matters set out in section 60 of the Act.*

*Any significant effects the environment, including the contamination of land, may have on the use or development.*

*The Municipal Planning Strategy and the Planning Policy Framework.*

*The purpose of the zone, overlay or other provision.*

*Any matter required to be considered in the zone, overlay or other provision.*

*The orderly planning of the area.*

*The effect on the environment, human health and amenity of the area.*

*The proximity of the land to any public land.*

*Factors likely to cause or contribute to land degradation, salinity or reduce water quality.*

*Whether the proposed development is designed to maintain or improve the quality of stormwater within and exiting the site.*

*The extent and character of native vegetation and the likelihood of its destruction.*

*Whether native vegetation is to be or can be protected, planted or allowed to regenerate.*

*The degree of flood, erosion or fire hazard associated with the location of the land and the use, development or management of the land so as to minimise any such hazard.*

*The adequacy of loading and unloading facilities and any associated amenity, traffic flow and road safety impacts.*

*The impact the use or development will have on the current and future development and operation of the transport system.*

**Officer response:** The Mansfield Planning Scheme (MPS) and Planning Permit Policy (PPS) have been addressed under separate headings in the body of the report. The proposed major promotional sign in Mansfield Township presents notable drawbacks.

The considerable scale of the sign and location along Chenery Street raises concerns about visual clutter and incompatibility with Mansfield's small-town character. While it sits within a commercial cluster, its scale and design may conflict with the town's preferred character.

On balance, the speculative nature of any local economic benefit does not definitively justify the negative impact of such a proposal to Mansfield's character and visual amenity.

The proposed sign would exacerbate cumulative signage clutter of Chenery Street and undermine the small-town character of Mansfield.

Having assessed the application against the relevant clauses of the Mansfield Planning Scheme, it is considered that while the proposal addresses the purpose of the Commercial Zone 1 and other some other Clauses relating to Economic growth and Tourism, it fails to respond appropriately to built form clauses and existing / preferred future character of the area.

## **Conclusions**

The proposal's negative impacts on visual amenity and character outweigh the speculative economic and commercial benefits.

Overall, the proposed Display of a Major Promotion Sign is not supported.