



Agenda Briefing Forum

20/07/2021

Item 12.1 refers

Tabled Attachment 1

Amendment No.16 to Local Planning Scheme No.15 – Third Party Signage Presentation

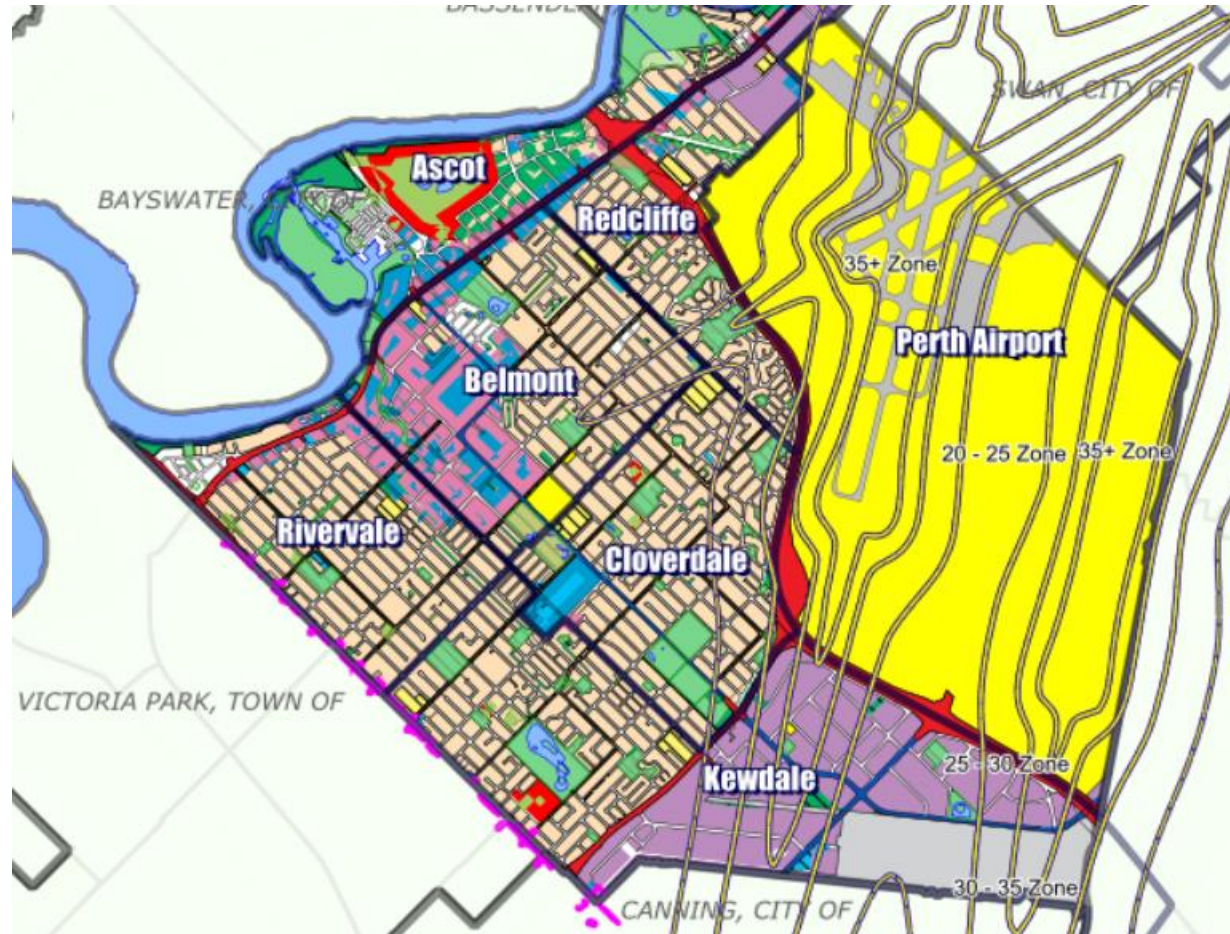
CITY OF BELMONT AGENDA BRIEFING FORUM

Item No. 12.1

Amendment No. 16 to Local Planning Scheme No. 15 – Third Party Signage

Location

- Amendment applies to entire Scheme Area



Background

- Amendment 16 was initiated at the 23 February 2021 OCM and proposes to:
 - Insert ‘Third Party Signage’ as a land use
 - Define the land use as follows:

“Third Party Signage: Means any advertisement sign advertising services and products unrelated to the subject site.”
 - Designate ‘Third Party Signage’ as an ‘X’ land use (not permitted) in all zones
 - Add Third Party Signage to the existing prohibited signage clause

Background

- The proposed amendment is consistent with the existing policy position
- Third party signage does not assist with advertising the business or activities on a site and is considered to be an unnecessary type of advertising
- Unnecessary signage leads to unnecessary economic, amenity and traffic safety impacts
- Inconsistent with the aims of the Scheme
- Several arterial roads in Belmont are susceptible to proliferation
- Since the amendment was adopted a number of proposals have been refused

Advertising Period

- Amendment was advertised from 7 May 2021 to 21 June 2021
- 11 submissions were received
- Seven of these were from government agencies, four were from the public
- Government agencies raised no objections
- All four public submissions raised concerns with the amendment

Submissions

- Submissions against the amendment raised the following broad concerns:
 - Questioning the planning purpose of the amendment
 - That the amendment applies to all zones
 - That the amendment applies to all forms of third-party signage
 - Category of the amendment is ‘Complex’ rather than ‘Standard’

Recommendation

- Request Amendment No. 16 to LPS 15 be approved by the Minister without modification
- Note the submissions received and advise submitters of Council's decisions
- Direct the CEO to seek a retraction of comments made in a submission in relation to the purpose of the amendment