



ORDINARY COUNCIL MEETING

Tuesday 15 September 2020

6:00pm

Via Zoom:

AGENDA

Item	Title	Page
1.	Commencement of Meeting, Welcome and Opening Prayer	
2.	Apologies	
3.	Leave of Absence	
4.	Disclosures of Conflicts of Interest	
5.	Confirmation of the Minutes of the Previous Council Meeting	2
6.	Reports from Committees Nil	
7.	Petitions Nil	
8.	Officer Reports	
8.1	NORTHERN VICTORIAN INTEGRATED MUNICIPAL EMERGENCY MANAGEMENT PLAN	4
8.2	DRAFT ACTIVE CENTRAL GOLDFIELDS RECREATION AND OPEN SPACE STRATEGY 2020-29	8
8.3	DRAFT INTEGRATED TRANSPORT STRATEGY	14
8.4	CARISBROOK ROAD & LEVEE CONSTRUCTION CONTRACT No G1441-2020	18
8.5	CENTRAL GOLDFIELDS SHIRE COUNCIL ECONOMIC RESPONSE AND RECOVERY – COVID-19	21
8.6	PLANNING SCHEME AMENDMENT C034CGOL – IMPLEMENTATION OF REVIEW	25
8.7	PLANNING APPLICATION 055/20 MAJOR PROMOTIONAL SIGN (NON-ILLUMINATED) At 4257 PYRENEES HIGHWAY, FLAGSTAFF	31
9.	Use of Common Seal Nil	
10.	Notices of Motion Nil	
11.	Urgent Business	
12.	Confidential Business Nil	
13.	Meeting Close	

5 CONFIRMATION OF THE MINUTES OF PREVIOUS COUNCIL MEETINGS

Author: Governance Officer

Responsible Officer: Chief Executive Officer

The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

SUMMARY/PURPOSE

To present for confirmation the minutes of the Council Meeting held on 25 August 2020.

LEGISLATION AND POLICY CONTEXT

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Organisation

Outcome: Central Goldfields Shire is proactive, well governed, professional and financially sustainable organisation.

4.3 Objective: Provide leadership in governance and Council decision making

BACKGROUND INFORMATION

The minutes of meetings remain unconfirmed until the next meeting of Council.

REPORT

Council keeps minutes of each meeting of the Council and Special Committees, and those minutes are submitted to the next appropriate meeting for confirmation.

CONSULTATION/COMMUNICATION

Once confirmed minutes become available, they will replace the unconfirmed minutes currently on the Council's website.

FINANCIAL & RESOURCE IMPLICATIONS

Costs included in the Governance and communications budgets.

RISK MANAGEMENT

This report addresses Council's strategic risk Governance - Failure to transparently govern and embrace good governance practices. This process conforms to the requirements of the Governance Rules. Publication of the minutes increases transparency and reduces the risk of maladministration.

CONCLUSION

The unconfirmed minutes of the Council Meeting held on 25 August 2020 are presented for confirmation.

ATTACHMENTS

1. Unconfirmed Minutes of Council Meeting held 25 August 2020

RECOMMENDATION

That Council confirms the Minutes of the Council Meeting held on 25 August 2020.

8. OFFICER REPORTS

8.1 NORTHERN VICTORIAN INTEGRATED MUNICIPAL EMERGENCY MANAGEMENT PLAN

Author: Emergency Management Coordinator

Responsible Officer: General Manager Community Wellbeing

The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

SUMMARY/PURPOSE

The purpose of this report is to present to Council the revised Northern Victorian Integrated Municipal Emergency Management Plan – Central Goldfields Shire (MEMP) in preparation for the audit scheduled for Thursday 29 October 2020.

The focus of this plan is to prescribe the municipal coordination arrangements that exist to support agencies which have a responsibility for emergencies.

LEGISLATION AND POLICY CONTEXT

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Community

Outcome: Central Goldfields Shire is a proactive, well governed, professional and financially sustainable organisation.

1.4 Objective: Provide Leadership in municipal emergency and fire prevention planning and strengthen public safety

Initiative: Coordinate Municipal Emergency Management Plans and Committee

The MEMP has been recommended to Central Goldfields Shire Council for endorsement by the Northern Victorian Integrated Municipal Emergency Management Planning Committee (NVIMEMPC) in accordance with the Emergency Management Act 1986. The NVIMEMPC adopted the MEMP on 6 August 2020.

BACKGROUND INFORMATION

On 17 October 2017 Council endorsed Version 1 of the Northern Victorian Integrated Municipal Emergency Management Plan (MEMP) pursuant to Section 21A(1) of the Emergency Management Act 1986.

Central Goldfields Shire Council is one of five councils who participate in an emergency management cluster. The Northern Victorian Emergency Management Cluster traverses the local government areas of City of Greater Bendigo, Loddon Shire, Central Goldfields Shire, Shire of Campaspe and Mount Alexander Shire.

Under the cluster arrangements a Northern Victoria Integrated Municipal Emergency Management Planning Committee (NVIMEMPC) has been formed. The NVIMEMPC comprises senior personnel from all emergency service organisations and has developed the Northern Victorian Integrated Municipal Emergency Management Plan (NVIMEMP) which encompasses all participating councils.

REPORT

The aim of the MEMP is to detail the agreed arrangements for the mitigation and prevention of, preparedness for, response to, and the recovery from emergencies as identified in Part 4 of the *Emergency Management Act 1986*, *Emergency Management Act 2013* and other relevant legislation, which could potentially occur in any of the five participating councils' boundaries.

The purpose of this plan is to:

- implement measures to prevent or mitigate the causes or effects of emergencies
- manage arrangements for the utilisation and implementation of municipal resources in response to emergencies
- manage support that may be provided to or from adjoining municipalities
- assist the affected community to recover following an emergency
- complement other local, regional and state planning arrangements
- work in partnership with the community, agencies and other organisations to implement an all hazards approach to improve emergency management, public safety and community resilience, and
- manage consequences.

In order to reflect localised differences between participating municipalities, the appendices have been adapted to each individual council. Each council can therefore endorse the NVIMEMP knowing that local content has been captured and reflected within the document.

Major changes to the MEMP include the following:

- A climate change lens has been given to the MEMP and a climate change impacts section has been included
- Inclusion of the *Emergency Management Legislation Amendment Bill 2018* planning reform
- Membership of the MEMP committee
- Demographic information in relation to traditional custodians of the land
- Updated history of local emergencies
- Updated Community Emergency Risk Assessment (CERA) data
- More detailed information in relation to the different tears in response arrangements
- Inclusion of the Evacuation Process
- Inclusion of Bushfire Recovery Victoria (BRV) a new dedicated government agency, and
- Updated sub-plans and SOP's, including their location.

Two minor changes to be made to the plan;

- Rewording on page 24 which currently reads as “Flooding has occurred on many occasions although the populated areas, except for the land along the Burnt Creek in Dunolly and areas of Carisbrook (in particular south of the Pyrenees Highway), are not susceptible to heavy flooding.” And will be amended to “Flooding has occurred on many occasions although the populated areas are not susceptible to heavy flooding, except for the land along the Burnt Creek in Dunolly and areas of Carisbrook (in particular south of the Pyrenees Highway).”
- And insertion of the correct date in the table on page 31

CONSULTATION/COMMUNICATION

All emergency service organisations have been consulted and participated in the development of the NVIMEMP through the NVIMEMPC.

Two workshops were conducted with Council's Emergency Management staff (approximately 20 staff) to provide feedback and input into the plan resulting in updates to the history of events, inclusion of the pandemic and the local information in the appendices.

FINANCIAL & RESOURCE IMPLICATIONS

The ability to develop a shared plan reduces time commitments and resources required across all five Local Government Areas to the development of individual plans. This format enables the attendance of emergency service and council personnel at one integrated meeting, rather than five individual Municipal Emergency Management Planning Committee meetings, ensuring that all agencies share and receive the same information simultaneously. Because of the adoption of the previous version of the NVIMEMP, the five participating councils have had a common shared information resource enabling a smoother transition of staff to neighbouring municipalities during a protracted emergency event.

RISK MANAGEMENT

This report addresses Council's strategic risk Climate change - adaptation - Failure to appropriately respond to or prepare for the impacts of climate change. The development of this plan assists in having arrangements in place to reduce the impact on the community during an emergency and to provide support services to people who are affected within the municipality

Continued changes to the Emergency Management Manual Victoria and legislation will eventuate over the next year which will require ongoing alteration to the NVIMEMP and roles and responsibilities for council staff to enable the cluster model to continue.

CONCLUSION

The Emergency Management Coordinators from the five participating Councils and emergency service organisations have prepared the NVIMEMP to meet the requirements of the EMMV and associated legislation. The development of the NVIMEMP has ensured a superior version of the previous MEMP, strengthening the commitment from the emergency service organisations to the content of the plan.

The new NVIMEMP is now presented to Council for consideration and endorsement in accordance with the EMMV and Emergency Management Act 1986.

ATTACHMENTS

1. Northern Victorian Integrated Municipal Emergency management Plan – Central Goldfields Shire

RECOMMENDATION

That Council endorse the Northern Victorian Integrated Municipal Emergency Plan with the two minor changes listed in the report section of this document.

8.2 DRAFT ACTIVE CENTRAL GOLDFIELDS RECREATION AND OPEN SPACE STRATEGY 2020-29

Author: Coordinator Recreation and Sport

Responsible Officer: General Manager Community Wellbeing

The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

SUMMARY/PURPOSE

The purpose of this report is to present the Draft Active Central Goldfields Recreation and Open Space Strategy (ROSS) 2020-2029 to Council for adoption.

The Draft ROSS establishes a clear direction for the provision, development and management of high quality open space, sport and recreation opportunities, support services, spaces and facilities. The purpose of the strategy is to guide Council and community decision making for the next ten years.

LEGISLATION AND POLICY CONTEXT

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Community

Outcome: A supported, cohesive community, living full and healthy life.

1.6 Objective: Promote and enhance passive and active recreation.

Initiative
 Develop a Central Goldfields Recreation Plan
 Continue to implement priorities from the Major Recreation Reserves Master Plans
 Implement priorities from the Walking and Cycling Strategy

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Economy

Outcome: A vibrant local economy which contributes to the municipality's economic prosperity.

2.7 Objective: Capitalise on tourism and the visitor economy through growth of events and promotion of unique local experiences.

Initiative Identify opportunities for new events in the Central Goldfields Shire

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Built and Natural Environment

Outcome: Our Shire celebrates the rich built and natural heritage and a sustainable environment.

Municipal Public Health & Wellbeing Plan 2017-2021 (2019 refresh)

Priority1: Healthy Eating and Active Living

Area 4:Support walking, cycling and other physical movement.

BACKGROUND INFORMATION

With the Central Goldfields Shire Council's Recreation Strategy Plan 2008-2018 reaching its sunset, Council allocated \$30,000 in the 2019/20 budget towards developing the ROSS 2020-2029, which includes a stronger focus on open space.

The Council funds were used to match a successful 1:1 application to Sport and Recreation Victoria's (SRV) Community Sports Infrastructure Fund – Planning category. To meet the requirements of the SRV Funding Agreement a project brief for a Recreation and Open Space Strategy 2020-2029 was endorsed by SRV and a Project Steering Committee (PSC) was established.

After a competitive tendering process the Otium Planning Group (OPG) was contracted to develop the ROSS 2020-2029 through a community engagement process.

The five key components of the project were:

- a contextual analysis
- asset development, management and maintenance
- activation and participation
- sector development, plus
- clarification of Council's role and responsibilities.

The development of the Draft ROSS 2020-2029 involved significant consultation with the broader community, and sporting clubs and groups, and uses local, regional, state and national physical participation data.

The Draft ROSS 2020-2029 was available for public comment for a period of four weeks during July 2020 which resulted in minor changes and overall positive feedback.

REPORT

Project inception was in August 2019. Together with the PSC, OPG developed and implemented a Community and Stakeholder Engagement Plan which is detailed below in the Consultation/Communication section of this report.

Key activities undertaken by OPG were the:

- review of relevant documents and reports
- review of demographic data and reports

- analysis of sport and recreation trends
- engagement and consultation with stakeholders
- development of a specific Central Goldfields Shire Recreation and Open Space Participation and Trends Analysis
- development of facility hierarchies
- development of a facility inventory
- analysis of current provision and usage of facilities
- provision of potential management models and structures for facilities, and
- development of an issues and opportunities report based on key findings.

Based on the above information OPG compiled three draft reports which provided the information and analysis for the development of Volume 1: Draft Active Central Goldfields ROSS 2020-2029 (attachment 1).

These draft volumes are:

- Volume 2: Market Research and Engagement (attachment 2)
- Volume 3: Trends, Standards and Management Models (attachment 3), and
- Volume 4: Recreation and Open Space Inventory (attachment 4).

Other key components include a comprehensive facility inventory (attachment 5), recommended priority project assessment criteria (page 27 in the Draft ROSS) and a Capital Works Matrix (attachment 6).

Volume 1: Draft Active Central Goldfields ROSS 2020-2029 went on public display for four weeks in July. This step was important in raising community awareness and support. It provided community members with an opportunity to respond to a Strategy which will impact directly or indirectly on all of them.

The PSC has met on several occasions and members have provided much useful input and analysis.

The Draft Active Central Goldfields ROSS 2020-2029 has three focus areas:

- Active communities
- Active sport, recreation and open space sector, and
- Active places and spaces.

As one of Council's key strategic documents, the ROSS 2020-2029 will support Council's strategic decision making and recreation planning, and enhance Council's capacity to advocate to State and Federal governments to secure funding for recreation infrastructure projects. It will also help to improve the physical and mental health and wellbeing of the Central Goldfields communities through increasing participation in physical activities and the provision of appropriate facilities and open spaces.

Implementation will be facilitated by Council officers and contractors where appropriate.

CONSULTATION/COMMUNICATION

In conjunction with the PSC a Community and Stakeholder Engagement Plan was developed at the commencement of the project. As a result information to inform the Strategy was sourced from:

- key stakeholder consultations – internal and external
- a club and organisation survey
- a public survey
- three (3) youth cafes
- four (4) drop in sessions
- two (2) club forums, and
- public submissions.

Council's communication networks were utilised to widely publicise information and opportunities to input into the Strategy. Otium Planning Group then prepared the draft Strategy which went on public display during July 2020. Responses provided Council officers and OPG representatives with the opportunity to reconsider proposals which were of community concern.

In consideration of the COVID-19 restrictions, a range of community feedback opportunities were developed including public and club submission forms, virtual workshops and phone discussions.

These opportunities were flagged on social media and in the local press. Information was also directly forwarded to all organisations in the Leisure Services Directory and to schools.

No significant concerns were noted. There were not as many responses as anticipated, probably because so many clubs and organisations are in recess because of Covid-19 restrictions. Suggestions raised, and considerations gathered, during this final consultation phase have been discussed by Council officers and OPG resulting in minor proposed changes (attachment 7: Summary of Public Submissions). If approved, agreed changes will be incorporated into the final Active Central Goldfields ROSS 2020-2029 documentation.

After the adoption of the final Strategy, consideration could be given to a launch event with the Minister for Sport.

On-going engagement with the general community and with sporting and community organisations will be required to implement the recommendations and actions in the strategy.

FINANCIAL & RESOURCE IMPLICATIONS

The ROSS 2020-2021 will be the key document for advocacy activities and leveraging grant funding for planning, facility development and programming initiatives which will require the appropriate resourcing.

General oversight of the ROSS 2020-2029 implementation will be conducted by the Manager Community Partnerships and the Coordinator Recreation and Sport. Implementation will

require recreation planning, project coordination and capacity building skills from Council Officers and where appropriate, contractors.

The proposed actions will have significant implications for future budgets. A business case has been submitted for a 10-year financial commitment of \$10,000 per annum for the life of the Strategy to implement strategies including building the capacity of the sector.

The recently adopted 2020-21 budget includes:

- \$50,000 for ROSS implementation
- \$20,000 for recreation planning
- \$60,000 plus \$335,000 contribution sales for the skate and scooter park
- \$30,000 for splash park planning.

And, \$222,000 of Council funding will be included in the 2021-22 budget as an additional contribution to the \$4M Carisbrook Recreation Reserve project.

Funding for capital works will be sought from external funding bodies in combination with funding identified within the Council's emergent 10 capital works program. Several projects have been identified in Council's Priority Projects Plan.

RISK MANAGEMENT

This report addresses Council's strategic risk for Community Well-being - Failure to recognise and manage the impact of changing social and economic conditions on the community and Property and Assets - Failure to maintain, renew and expand our assets in a timely and robust way, that considers service and delivery needs.

To prosper, the sport and recreation sector is highly dependent upon volunteers who must be supported with resources and skills development. If CGSC is to address the serious health impacts of the current obesity problem of residents and low participation rates in physical activity, it must ensure opportunities and supports are available to enable 'More People, More Active, More Often'.

The ability to develop and maintain partnerships with key organisations will be essential in progressing implementation of the strategy.

CONCLUSION

The Draft Active Central Goldfields Recreation and Open Space Strategy 2020-2029 is presented for Council approval.

This documentation sets Council's strategic direction for the provision, development and management of high quality open space, sport and recreation spaces and facilities, support services and opportunities.

ATTACHMENTS

1. Active Central Goldfields Recreation and Open Space Strategy 2020-2029 Volume 1
2. Volume 2: Market Research and Engagement
3. Volume 3: Trends, Standards and Management Models
4. Volume 4: Recreation and Open Space Inventory
5. Recreation Strategy Facility Inventory Draft Work
6. Recreation Strategy Capital Works Matrix Template
7. Recreation Strategy Summary of Public Submissions

RECOMMENDATION

That Council adopt the Active Central Goldfields Recreation and Open Space Strategy in the form of the attached draft (Volume 1) with minor changes as recommended in attachment 7.

8.3 DRAFT INTEGRATED TRANSPORT STRATEGY

Author: Strategic Planner

Responsible Officer: General Manager Infrastructure Assets and Planning

The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

SUMMARY/PURPOSE

The purpose of this report is recommend the draft Integrated Transport Strategy (ITS) be adopted by Council.

The strategy examines the ways people living in and travelling to Central Goldfields access the various key destinations and how transport options could be improved. The strategy has explored the current transport networks including, active, public, private and community transport.

The strategy defines four outcomes and a number of actions that need to be undertaken to achieve these outcomes. The outcomes are:

- *An Active and Engaged Community*
- *Safe and Healthy Townships*
- *A Vibrant and Mobile Economy*
- *A Connected Shire*

LEGISLATION AND POLICY CONTEXT

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Community

Outcome: A supported, cohesive community, living full and healthy life.

Objective: 1.8 Maximise all forms of transport for the community

Initiative: Deliver local Community Transport Plan

Loddon Campaspe Transport Strategy (refresh) 2018

Central Highlands Regional Transport Strategy 2014

BACKGROUND INFORMATION

Central Goldfields Shire Council and the Victorian Government Department of Transport (DoT) have developed an ITS to demonstrate how Council will seek to address access and transport needs across the municipality. Movement and Place Consulting (M&PC) have been contracted to complete this work.

The strategy seeks to examine the ways people living in and travelling to Central Goldfields access the various key destinations and how transport options could be improved. The strategy has explored the current transport networks including, active, public, private and community transport.

As part of achieving Council's vision: 'To be a vibrant, thriving and inclusive community', Council is planning for Central Goldfields Shire's transport future to explore ways of offering higher levels of transport choice, particularly in enhancing the viability of lower cost options such as walking, bicycle riding and public transport. These recommendations will be implemented in an integrated way, by communication, involvement and action with various departments of Council.

REPORT

Following an analysis of transport networks, census data and community engagement taken over the past eight months, Council is presented with a draft strategy.

The strategy defines four outcomes:

An Active and Engaged Community

People across the Central Goldfields of various ages and backgrounds are actively engaged in a range of activities from learning to drive, to engaging with improving streets to carpooling.

Understanding this as a key strength enables the ITS to address how this can be further built to continue to achieve highly effective transport solutions.

Safe and Healthy Townships

Transport safety Shire-wide is a key issue. Improving this situation requires addressing critical gaps in the active transport network and ensuring the network is well-integrated with public transport. These outcomes will be key to making walking and bicycle-riding viable transport options for people.

A Vibrant and Mobile Economy

Increasing transport cost savings for households will also increase spending capacities in the local economy, creating additional opportunities for development.

Capitalising on these opportunities from a transport perspective means ensuring that people have access to work and education and that traders and industries' transport and freight needs are met.

A Connected Shire

There are a number of regional public transport links to centres such as Ballarat, Bendigo and Castlemaine that need to be improved.

Addressing these links will enable higher levels of connectivity to key services and activities available in the regional centres. It will also better enable people to visit the Shire, generating higher benefits from tourism.

The strategy has identified key issues, opportunities outcomes and actions and explains in detail how these concepts were drawn out from the research and community engagement. The consultants have worked continually with the community, council and DoT during the formation of this strategy.

Consultation July 2020

The second consultation round held during July 2020 resulted in two detailed written responses being received. This information was fed back into the strategy and shows the strong interest the community has regarding local transport. The submissions to the strategy discussed topics such as:

- Material for DoT to consider and Council to advocate, such as a freight and passenger train between Maryborough and Castlemaine; a passenger service between Dunolly and Maryborough; a rail service between Maryborough and Ararat, and greater passenger services on the Ballarat-Maryborough line;
- Support for encouraging industry to utilise rail for freight transport;
- Support for the tourism option for the existing track between Maryborough-Castlemaine (as an engine-based tourism attraction);
- Support for engaging with SteamRail for tourism opportunities

One response noted that the “proposed strategy which encourages mobility around the Shire by using community transport supporting the need for buses to meet trains and the upgrade of train services and connectivity is just what the Shire needs”. This response also asked that the strategy reconsider several footpath recommendations and consider that smaller towns should be included within the community bus route with further consultation.

CONSULTATION/COMMUNICATION

A second round of community consultation via digital media was conducted between 14 and 24 July, 2020. This ITS draft was shared on Council social media and website to encourage community comment. The notice about commenting on the draft ITS was also shared in the Maryborough Advertiser and smaller town local papers.

Community members who had provided comment either via telephone or email in the initial consultation were contacted directly. Council received detailed responses from four individuals, a summary of this is included as Appendix 2. As a result of these comments there has been some changes to the draft strategy.

The initial consultation period for the ITS was over several months, so a shorter two week targeted response time for the draft was considered adequate.

FINANCIAL & RESOURCE IMPLICATIONS

The strategy has been funded by DoT and Council, there are no additional financial or resources required.

RISK MANAGEMENT

This report addresses Council’s strategic risk Government policy changes - change in government policy and/or funding resulting in significant impact on the delivery of critical services by identifying the issues and options available for transport in the Shire, and making a raft of actions and methods of implementation.

CONCLUSION

The Draft Integrated Transport Strategy has been completed after a prolonged consultation period with numerous stakeholders from various sectors and groups within the community represented.

It is considered that the strategy will integrate with Council’s existing and proposed strategies and plans.

ATTACHMENTS

1. ITS: Strategy Draft
2. ITS: Community comments

RECOMMENDATION

That Council adopt the Integrated Transport Strategy in the form of the attached draft (Attachment 1)

8.4 CARISBROOK ROAD & LEVEE CONSTRUCTION CONTRACT No G1441-2020

Author: Coordinator Design & Projects

Responsible Officer: General Manager Infrastructure Assets and Planning

The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

SUMMARY/PURPOSE

The purpose of this report is to advise Council of the recent awarding of contract G1441-2020, for the construction of Stage 3 of the Carisbrook Levee. The works awarded in the contract include the levee/road construction along Pleasant Street from the Pyrenees Highway to the railway line, and the road construction along High Street from the railway line to Church Street

LEGISLATION AND POLICY CONTEXT

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Built and Natural Environment

Outcome: Central Goldfields Shire celebrates the rich built and natural heritage and a sustainable environment.

3.1 Objective: Ensure investment in roads, footpaths and buildings meet community needs now and in the future

Relevant policies:

Procurement Policy adopted 23 June 2020	This Policy is made under section 186A of the Local Government Act 1989 ("the Act"), which requires Council to prepare, approve and comply with a procurement policy encompassing the principles, processes and procedures applied to all purchases of goods, services and works by Council.
---	--

The Local Government Act 1989 section 208A requires Council to consider "Best Value". Section 186 of the Act requires councils to undertake competitive market testing processes before entering into contracts for purchase of goods or services or for the carrying out of works to the value of \$150,000 or above.

BACKGROUND INFORMATION

Carisbrook is located at the confluence of McCallum Creek and Tullaroop Creek. Following the flood events in September 2010 and January 2011, consultants Water Technology completed the Carisbrook Flood and Drainage Management Plan for North Central CMA in 2013.

Since the development of the plan, various stages of the recommended flood mitigation works have been implemented. These works have included the construction of Stage 1 – Western Levee (Pleasant Street/ levee north of the railway line) and Stage 2 – Williams Road Levee.

The remaining construction required for completion of the levee includes Stage 3 – Western Levee (railway line to Pyrenees Highway) and Stage 4 – Western Levee (south of Pyrenees Highway).

REPORT

The construction works for part of Stage 3 of the project were publicly tendered on 30 July 2020, and continues the progression of the delivery of the Carisbrook Flood Mitigation project.

The works tendered include the levee/road construction along Pleasant Street from the Pyrenees Highway to the railway line, and the road construction along High Street from the railway line to Church Street. The sections of the levee works containing the culvert construction will be undertaken in a later stage, as approvals and land acquisition are currently being formalised.

The public tender process closed on 26 August 2020, and Council received nine tender submissions.

The evaluation of the tenders was undertaken by a panel consisting of the Senior Procurement Officer, the Coordinator Design and Projects, the Acting Manager Infrastructure and the General Manager Infrastructure Assets and Planning. The Panel recommended that Doran Earthmoving Pty Ltd be awarded Contract No. G1441-2020 - Carisbrook Road & Levee construction for the lump sum amount of \$292,791.40 (GST incl.).

Doran Earthmoving P/L is a local business which has successfully undertaken various large construction projects for our community (on behalf of Council).

It is anticipated that the construction works will commence in the coming month with construction to be completed by the end of the calendar year.

CONSULTATION/COMMUNICATION

The tender was advertised using a standard process.

The request for tenders was advertised on the Council Tender Board and Council's Webpage in compliance with section 186 of the Local Government Act.

FINANCIAL & RESOURCE IMPLICATIONS

The proposed works are budgeted for and funded through Natural Disaster Resilience Grant Scheme. The tender price is within the allocated budget.

RISK MANAGEMENT

This report addresses Council's strategic risk Property and Assets - Failure to maintain, renew and expand our assets in a timely and robust way, that considers service and delivery needs by implementing construction works for the Carisbrook Flood and Drainage Management Plan.

CONCLUSION

This report is to inform Council that Contract No. G1441-2020 Carisbrook Road and Levee Construction has been awarded under the Chief Executive Officer's financial delegation to Doran Earthmoving Pty Ltd for the lump sum contract amount of \$292,791.40 (GST incl.).

ATTACHMENTS

Nil

RECOMMENDATION

That Council note Contract No. G1441-2020 Carisbrook Road and Levee Construction has been awarded to Doran Earthmoving Pty Ltd.

8.5 CENTRAL GOLDFIELDS SHIRE COUNCIL ECONOMIC RESPONSE AND RECOVERY – COVID-19

Author: **Manager Tourism, Events & Culture**
 Manager Strategy & Economic Development

Responsible Officer: **General Manager Infrastructure Assets and Planning**

The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

SUMMARY/PURPOSE

The purpose of this report is to inform Council on the range of response and recovery actions undertaken by Council's Economic Development and Tourism teams to support the region during and as it emerges from COVID-19.

LEGISLATION AND POLICY CONTEXT

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Economy

Outcome: A vibrant local economy which contributes to the municipality's economic prosperity.

2.4 Objective: Provide a supportive environment for existing business to prosper

Initiative: Include support for existing business in the Economic Development and Tourism Strategy

BACKGROUND INFORMATION

Since the economic impacts of the Covid-19 pandemic hit in March, Council has been working to support our local economy with a range of response and recovery actions, informed by the Economic Response and Recovery Taskforce. Comprising 10 local business representatives from a range of sectors, the Taskforce has met fortnightly to advise Council and its Economic Development and Tourism teams on how best to respond.

The appointment of two new staff in Economic Development through the Working for Victoria scheme and the ability of the Visitor Information Centre (VIC) staff to pivot their delivery during the COVID-19 shut-down has assisted with the delivery of many of the actions identified by this group.

REPORT

Pivoting the role of the VIC staff during Lockdown 1.0 and 2.0:

Data Integrity/Operator Health Check: VIC staff made over 300 calls to local operators during lockdown 1.0 as they worked to integrate three different databases into one. In addition to authenticating a data set for a Customer Relationship Management System to be used by the Council teams, this provided the perfect opportunity to 'check-in' with operators during unprecedented times. This database is currently being used by the Economic Development Team to send weekly newsletters, collating information on state, federal and regional sources of support, online events, and training in business adaptation.

Tourism Tribe Training: VIC staff are currently undertaking a 12-week online training program focused on helping tourism businesses emerge from COVID-19 with a stronger digital footprint. Content generation, operator stories and a willingness to branch out into Instagram are all positive outcomes from this program, as is the increased knowledge available to support our operators in developing their own online presence.

Australian Tourism Data Warehouse (ATDW) Sign-Up: VIC staff continue to reach out to operators on an individual basis during lockdown 2.0 and in addition to 'checking-in' are bringing focus to their digital footprint including listing on ATDW. By listing a product once in the ATDW database, Tourism Operators benefit from being listed on Visit Victoria's consumer website, the Australia.com website and through ATDW's extensive network of over 250 tourism distributors. Uptake in listings will position the Shire as providing a greater breadth of tourism content than is currently shown. Assistance is being provided to those operators who do not have the capacity or technical capability to generate these listings themselves.

Business Activation:

#GoLocalFirst: A coordinated online campaign targeting the whole community to spend money locally was launched in August. Promoted via Council's website and dedicated Facebook and Instagram pages, the campaign ties into a new nationwide strategy aimed at highlighting the vital role of small businesses in our nation's economic recovery from the COVID-19 pandemic. Encouraging individuals to choose local small businesses when they are purchasing products and services to help get the economy back on its feet, the campaign will also see businesses operating within the Shire individually profiled.

Jumpstart High Street: In partnership with the Committee for Maryborough, Council is collaborating with businesses to develop a Mainstreet Action Plan. Launched on Tuesday 18 August, with weekly webinars and team meetings, the project will see the implementation of a precinct-wide strategy with achievable short-term actions, which will have support and funding from Council.

Better Approvals: Council has implemented a streamlined 'concierge' process to assist new or expanding businesses through the planning, building and environmental health permit process.

Small Business Friendly Charter: Council has committed to a 12-month process to improve services to businesses and build relationships with business groups.

Promoting the region:

The VIC team have also formed a Central Goldfields Promotional Group (CGPG) with several tourism operators to discuss ways that the quality of marketing from the region can be improved. Three areas of focus are currently being discussed, all of which are being developed with reference to the Maryborough and Surrounds brand toolkit:

TV Campaign: The CGPG are overseeing the development of a 15 second TV commercial, with a view to airing on the regional terrestrial network aimed at attracting regional visitors to the Shire once current restrictions are relaxed.

Social Media: Initial project design work has been undertaken to increase the digital footprint of visitor economy businesses in the Shire. A short term social media campaign will work in conjunction with the TV campaign (noted above). This will be further complemented by a longer term approach to build targeted online content and increase followers on major social media platforms, in particular Facebook and Instagram (1455 and 85 followers respectively at present).

Image Library Development: A photographic competition developed by the CGPG to encourage the sharing of inspiring images from Maryborough and Surrounds on social media has been launched. While this will provide an uplift in the quality of content for the region, a concerted effort needs to be made to improve the quality of images available for our social channels into the future. Recent additions to the business library include many of our historical buildings, however, content that inspires engagement with the attractions, both natural and man-made is required to support these channels into the future. A complete audit of current content and a proposed way forward will be provided in the coming months.

CONSULTATION/COMMUNICATION

An Economic Response and Recovery Taskforce was formed in May and comprises 10 local business representatives from a range of sectors. The Taskforce has met fortnightly to advise Council and its Economic Development and Tourism teams on how best to respond to the impacts of COVID-19. The Taskforce has also met with several key stakeholders to advocate for additional support:

- Dr Ann Webster MP - to advocate for federal support measures to be extended
- Bendigo Regional Tourism Board - to advocate for a greater share of state funds to support local tourism
- Committee for Maryborough - to discuss collaborative actions

A Central Goldfields Promotions Group was established as a sub-committee of the Economic Development and Recovery Taskforce in June 2020. With the group consisting of tourism operators from the region, Visitor Information Centre Staff and the Manager Tourism, Events and Culture, the focus has been on gearing up for the release of localised content when the time is right. This group currently meets on a weekly basis and has identified several ideas for promoting the region as discussed above. The group has also consulted with subject matter experts in social media strategy, free-to-air commercial production and video/still content creation to help shape the quality and campaign direction of any material produced.

In partnership with the Committee for Maryborough, Council is collaborating with local businesses on the Jumpstart High Street campaign, with weekly webinars and team meetings informing the actions of the group.

A food and fibre working group is also to be established in the coming weeks.

FINANCIAL & RESOURCE IMPLICATIONS

Council has altered its resource allocation to respond to the COVID-19 Pandemic, employing two staff through the Working for Victoria Program to work exclusively on supporting economic development. Additionally, Council has been successful in attracting state and federal funding for local projects, which will underpin a \$15.9million 2020-21 capital works budget. In conjunction with a revised procurement policy with greater weighting for local content, these projects will provide support to local businesses and the creation of jobs in the works phase and lasting community infrastructure for the future. The projects include:

- Upgrades to the Maryborough Outdoor Pool - \$2 million
- Community halls and facilities improvements - \$565,000
- Upgrade to the Talbot Town Hall toilets - \$250,000
- Energy Breakthrough infrastructure upgrades - \$500,000 (\$1.5 million over three years)
- Central Goldfields Art Gallery redevelopment - \$675,000
- Construction of the Skate Park in Maryborough - \$645,000
- Upgrades to Carisbrook Recreation Reserve - \$4 million
- Repairs to Worsley Cottage - \$150,000

- Repairs to Carisbrook Scout Hall and Lions Club roof - \$10,000
- Carpark lighting and disability access - Maryborough Community House - \$10,000
- New footpaths in Bealiba, Carisbrook, Talbot and Dunolly - \$81,000

Council has also included in the 20/21 budget a permanent economic development officer position to continue to support economic development in the Shire through implementation of the recently developed Economic Development Strategy. This position will be advertised in the next two weeks.

RISK MANAGEMENT

This report addresses Council's strategic risk Community Well-being - Failure to recognise and manage the impact of changing social and economic conditions on the community by providing tangible support to business and tourism operators in the region as we emerge from COVID-19 restrictions.

Campaign content and timing targeting the tourism industry, will need to be mindful of community readiness for tourists to return. Social Media allows for much more agility in this regard, however, an overarching TV campaign that speaks to the target markets defined in the Maryborough and Surrounds branding toolkit will assist with brand recognition.

CONCLUSION

In consultation with the community, Council's Economic Development and Tourism functions have implemented a number of measures to support our community as we navigate the COVID-19 environment.

Focus has also been brought to the implementation of both the Economic Development and Tourism and Events Strategies. We are working closely with our business community to respond to the impacts of the pandemic. There have been a number of immediate actions including the Go Local First campaign and the revised tourism campaign. There is also a significant capital works budget planned for the year which will have a positive impact on our community.

The Taskforce and the subgroups are important to ensure we continue to deliver and support programs that are relevant and add value to our businesses as we negotiate the impacts of the pandemic.

ATTACHMENTS

1. Maryborough and Surrounds brand toolkit

RECOMMENDATION

That Council endorse the actions being taken in response to the economic impacts of the COVID-19 pandemic.

8.6 PLANNING SCHEME AMENDMENT C034CGOL – IMPLEMENTATION OF REVIEW

Author: Strategic Planner

Responsible Officer: General Manager Infrastructure Assets and Planning

The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

SUMMARY/PURPOSE

The purpose of this report is to recommend that Council resolve to commence the process for a planning scheme amendment C034cgol. This amendment will implement the findings of the Central Goldfields Planning Scheme Review 2020 and the land use and development directions of several other adopted strategies and plans.

The proposed amendment will update the Municipal Planning Statement (MPS) at Clause 02, relevant local policies at Clauses 11-19, zone and overlay schedules and provisions of the Central Goldfields Planning Scheme (CGPS).

LEGISLATION AND POLICY CONTEXT

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Built and Natural Environment

Outcome: Our Shire celebrates the rich built and natural heritage and a sustainable environment.

3.3 Objective: Protect and enhance the environment while planning for growth.

Initiative: Review and Update the Central Goldfields Planning Scheme and Municipal Strategic Statement (MSS).

The Planning and Environment Act 1987

Section 4(1) of the Planning and Environment Act 1987:

- a) To provide for the fair, orderly, economic and suitable use, and development of the land.
- c) To secure a pleasant, efficient and safe working, living and recreational environment for all Victorians and visitors to Victoria.

BACKGROUND INFORMATION

Council adopted a Planning Scheme Review in May 2020. The review (2020 Review) noted that the CGPS has not been effectively reviewed and updated in previous four-year cycles and that many provisions within it are out of date. The previous review of the CGPS in 2013 was adopted by Council and forwarded to the Minister for Planning but not implemented through a planning scheme amendment.

Since 2013, the State Government has carried out a number of review and reform processes in planning and has made many changes to the Victoria Planning Provisions to respond to changing needs and issues. The Minister for Planning has also approved a translation of the CGPS into a new format as part of a statewide reform of the Policy Planning Framework (PPF translation). The CGPS needs to evolve to integrate with these policy changes and the new framework.

Recently, Council has adopted several major strategies which make recommendations for updates to the CGPS or to inform its strategic directions. These documents include: Population, Housing and Residential Strategy 2020; Community Plans 2020; Recreation and Open Space Strategy 2020; Economic Development Strategy 2020; Tourism and Events Strategy 2020. There are also relevant directions from the Sustainability Action Plan 2012-2020, Rural Land Capability Project 2011 and the Integrated Transport Strategy that is due for adoption in September 2020.

REPORT

Planning schemes are the main tool for guiding decision making on the use, development and protection of land. They are given statutory effect by the Planning and Environment Act 1987. It is therefore important that the Central Goldfields Planning Scheme maintains its currency by accurately expressing Council's vision for land use planning and implementing the strategic directions Council has adopted, as well as conforming to state policy.

The combined effect of the 2020 Review recommendations, changes to the state planning policy framework and the need to integrate adopted Council strategies is that a comprehensive Planning Scheme Amendment is required.

Amendment C034col proposes to make significant changes to the ordinance (written provisions) of the CGPS. The overarching Municipal Planning Statement (MPS – formerly Municipal Strategic Statement/MSS) and local policy framework will have their content and format brought into line with current State Government guidelines and Council's strategic direction, as well as providing updated contextual data.

Minor changes to some schedules and provisions are proposed, which will substantially benefit statutory decision making and developer confidence. Revisions to some environmental overlays are proposed in response to recommendations of relevant referral authorities.

Proposed changes to mapping are more limited, as many of the framework maps have been updated recently via Ministerial Amendment C032cgol that gave effect to the PPF translation.

Care has been taken to ensure that the changes proposed in Amendment C034cgol are in accordance with Council's strategic established strategic direction as reflected in adopted strategies, plans and the 2020 Review.

The detail of proposed changes is captured in the attached ordinance and mapping documents. The changes affect the following clauses of the CGPS:

Municipal Planning Statement

- 2.01 Context and 02.03 Strategic Directions

Planning Policy Framework - clauses:

- 11.01-1L Settlement;

- 11.03-6L Regional and Local Places;
- 12.01-1S Protection of Biodiversity;
- 14.01-1S Protection of Agricultural Land;
- 14.01-2S Sustainable Agricultural Land Use;
- 14.02-2L Water Quality;
- 14.02-1S Catchment Planning and Management;
- 16.01-5L Integrated Housing;
- 16.01-2L Location of Residential Development;
- 16.01-3L Housing Diversity; Clause
- 16.01-4L Affordable Housing; Clause
- 16.01-5S Rural Residential Development;
- 17 Economic Development
- 17.04-1L Tourism
- 18 Transport
- 19 Infrastructure

Zones

- 37 Special Use Zone Schedule 1

Overlays

- 42.04 Environmental Significance Overlay Schedule 2 (and associated mapping changes, mainly revoking the ESO2 from the old Penney and Lang Abattoir site)
- 44.01 Erosion Management Overlay Schedule 1
- 44.02 Salinity Management Overlay Schedule 1

Particular Provisions

- 51.01 Specific Sites and Exclusions

General provisions

- 66.04 Referral Authorities

Operational Provisions

- 72.08 Background documents

- 74.01 Application of Zone Overlays and Provisions
- 74.02 Further Strategic Work

The amendment process

Requesting authorisation from the Minister is the first formal step in the amendment process. In the present timeframe surrounding council elections, it is appropriate that the current Council initiates this amendment that will implement a body of strategic work that has been adopted in recent years.

Ministerial authorisation will enable the amendment to progress through the exhibition stage and the incoming council will then be able to consider community submissions and decide whether to abandon the amendment or progress it, making changes in response to submissions if appropriate and referring unresolved submissions to an independent planning panel. The panel would report back to the council, which would decide whether or not to adopt the amendment (with or without any further changes) and submit it to the Minister for approval.

In essence, this means that the current council would be bringing together a body of work and enabling the incoming council to consider this, along with community input and independent advice, in making a key decision about bringing the Central Goldfields Planning Scheme up to date.

CONSULTATION/COMMUNICATION

While Amendment C034cgol proposes a substantial and complex set of changes to the Planning Scheme, it is implementing the recommendations of the 2020 Review and other key strategies that have all been through thorough community consultation and engagement processes prior to adoption.

The amendment itself will be subject to a statutory exhibition process that enables scrutiny by, and submissions from, community members as well as the Department of Environment, Land, Water and Planning (DELWP) and referral agencies. It is proposed that the exhibition process go beyond the minimum statutory requirements and involve a more extended timeframe and more active engagement activities. This will assist in explaining the complexities of the proposed changes and how community members might be affected by these, as well as enabling people to play an active role by submitting feedback.

There will be further opportunities for members of the community and referral authorities to have input through the independent planning panel process, if required, and through the normal processes when the panel report and any final documents are considered for adoption at a future Council meeting.

FINANCIAL & RESOURCE IMPLICATIONS

Amendment costs to Council can generally be categorised into staff time and fees.

Administration of the amendment process will be undertaken by staff in Council's Strategy and Economic development unit. The cost of staff time is included in the ongoing operational budget. For this amendment, Council is being assisted by the Catchment Management Authority and water authorities in drafting schedules to environmental overlays. DELWP has also assisted with revising the Salinity Management Overlay Schedule and revising early drafts of the amendment provisions. This officer time is provided by external agencies at no cost to Council.

Council has budget for the costs of exhibition and the likely cost of an independent planning panels in the 2020-2021 budget.

RISK MANAGEMENT

This report addresses Council's strategic risk Governance - Failure to transparently govern and embrace good governance practices by implementing the Council Plan and the recommendations from adopted Council strategies.

The Central Goldfields Planning Scheme should be a robust, up to date document based on strategic evidence and adopted policy that has been through rigorous scrutiny with opportunities for community input. The amendment is required to bring the CGPS up to this standard by updating the ordinance and the mapping that controls use, buildings and works on land within Central Goldfields Shire. This will ensure that development is appropriately managed, and enable clear guidance and decision making on potential uses and development of land.

From a consultation perspective, the amendment process is heavily prescribed in legislation and provides transparency and meaningful opportunities for community input. This explicitly defines the scope of community engagement activities and – along with the independent planning panel process – manages any risks associated with community perceptions of unfairness and a right to be heard.

CONCLUSION

Amendment C024cgol proposes to implement a substantial body of strategic work undertaken by Council, including the 2020 Review and a suite of recently adopted strategies and plans. It will provide much needed strategic and policy direction for the Central Goldfields Planning Scheme.

It is appropriate that Council now request authorisation from the Minister for Planning to prepare and exhibit Amendment C024cgol.

Prior to exhibition, minor changes to the proposed ordinance and mapping may be required by DELWP in order to ensure that the documentation complies with legislated policy and procedures. It is requested that the General Manager Infrastructure Assets and Planning be delegated to make any minor changes to enable exhibition to proceed.

ATTACHMENTS

1. Attachment 1 MPS track changes
2. Attachment 2 MPS clean
3. Attachment 3 SUZ track changes
4. Attachment 4 SUZ clean
5. Attachment 5 ESO2 track changes
6. Attachment 6 ESO2 clean
7. Attachment 7 EMO track changes
8. Attachment 8 EMO clean

9. Attachment 9 SMO track changes

10. Attachment 10 SMO clean

RECOMMENDATION

That Council:

- 1. Seek authorisation from the Minister for Planning for the amendment C034cgo1 in the form of the attached draft amendment documents (Attachment 1-10);*
- 2. Delegate the General Manager Assets and Infrastructure and Planning to make minor changes to the amendment in consultation with the Department of Environment, Land, Water and Planning;*
- 3. Place the amendment on public exhibition in accordance with the Planning and Environment Act 1987 after receiving authorisation from the Minister for Planning.*

8.7 PLANNING APPLICATION 055/20 MAJOR PROMOTIONAL SIGN (NON-ILLUMINATED) At 4257 PYRENEES HIGHWAY, FLAGSTAFF

Author: Coordinator Statutory Planning

Responsible Officer: General Manager Infrastructure Assets and Planning

The Officer presenting this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

SUMMARY/PURPOSE

The purpose of this report is to seek a determination on a planning permit application received by Council for a major promotional sign at 4257 Pyrenees Highway, Flagstaff.

Public notice of the application has been given and 3 objections have been received.

The Application has been assessed against the Planning Scheme and it is considered that the proposed development is appropriate

LEGISLATION AND POLICY CONTEXT

Central Goldfields Shire Council's Council Plan 2017-2021 (2018 Refresh) – Our Economy

Outcome: Central Goldfields Shire is a proactive, well governed, professional and financially sustainable organisation.

2.3 Objective: Promote Central Goldfields as a place of choice to live, work and play.

This report has been developed in accordance with the Planning and Environment Act 1986, the Central Goldfields Planning Scheme.

BACKGROUND INFORMATION

Planning application 055/20 for the construction and display of a major promotional sign at 4257 Pyrenees Highway, Flagstaff was received by Council on the 2 June 2020.

Council has previously considered 2 similar applications along the Pyrenees Highway. These were planning application 133/18 at 4189 Pyrenees Highway, Flagstaff and planning application 028/18 at 4027 Pyrenees Highway, Carisbrook

Planning application 28/18 was refused by Council on the following grounds:

- The sign would negatively impact on the rural landscape character of the locations as an entrance to an urban village, which is outlined in local policy.
- The proposed sign would not enhance the entrance to Carisbrook as required by local policy.
- The sign is excessive in scale to its surroundings and does not have any regard to the waterway or rural setting.
- The sign would be detrimental to the natural landscape character of the named waterway, Flagstaff Gully.
- The sign would have impact on a driver's line of sight given the location near Potts Lane and the Pyrenees Highway.

Planning application 133/18 was refused by Council on the following grounds:

- The sign would adversely impact the rural landscape character of the location as an entrance to a local settlement or urban village, which is outlined in local policy.
- The sign is excessive in scale to its surroundings and not sympathetic to the rural setting or urban village character that provides a welcoming entrance to the local settlement of Flagstaff.
- The sign would be a dominate element in the existing rural area and in the streetscape which is an entrance to the local settlement of Flagstaff and a significant approach to the larger towns of Maryborough and Carisbrook.
- The sign would have an impact on driver attention and safety given the location adjacent to the intersection of Madmans Lane with the Pyrenees Highway.

Both the previous applications were decided by VCAT with Council's decision to refuse the applications upheld.

The basis of the refusal mentioned above are heavily focused on preserving the rural character of the proposed subject sites and the surroundings areas. Attachment 1 shows the location of the subject site for planning application 133/18 and attachment 2 shows the subject site for planning application 028/18.

The currently proposed subject site is not considered to have the same rural character as the previously applied for locations, photos taken from the Planning Officers site inspection (attachment 3-6) demonstrates that the subject site should be considered industrial in nature as it is developed and is being used in such a manner.

REPORT

Proposal

Planning application 055/20 is proposing the display and construction of a major promotional sign (non-illuminated) at 4257 Pyrenees Highway, Flagstaff. The subject site is within the Industrial 1 Zone and is covered by the Bushfire Management Overlay, Environmental Significance Overlay and Salinity Management Overlay.

The site is covered by the Aboriginal Significance Overlay, however it is determined that a Cultural Heritage Management Plan is not required as the display and construction of a major promotional sign is not a high impact activity under the Aboriginal Heritage Regulations 2018.

The proposed sign will consist of a double sided display, both 18.26m² in size with a small 0.72m² business identification sign, displaying the Regional Billboard Co company name which will be a permanent fixture. The overall height of the sign will be 5.15 metres.

The sign is proposed to be located along the northern boundary of the site, setback approximately 2 metres from the existing chain-link fence. The sign will be orientated so the faces of the sign are displayed to traffic travelling in an eastern and western direction along the Pyrenees Highway (see attachment 7: proposed sign plans).

The sign is not proposed to be illuminated.

Site and Surrounds

The subject site is approximately 1.32 ha in size and contains two parcels. Each parcel is addressed separately but currently under the same ownership. The site currently contains a building supply business known as 'Skinners Building Materials' and a self-storage facility.

The site is characterised by medium scale industrial sheds/buildings and contains a number of various business identification and advertising signs. Existing signage is mainly located along the front fence of the property and on the existing buildings, they are not considered to be dominate features of the site.

Land to the east currently contains a single dwelling and a postal sorting facility. Land to the north, across the highway, contains a single residentially zoned lot which contains a single dwelling that is surrounded by the Maryborough State Forrest. Land to the south contains further industrial zoned lots which appear to be used for light industrial purposes. Despite the existence of the two dwellings on either side of the subject site, overall the character of the area could be characterised as a small light industrial estate.

All lots adjoining the subject site are within the Industrial 1 Zone.

Planning Permit Trigger

Land within the Industrial 1 Zone is listed as category 2 under Clause 52.05 (Signs). Category 2 is for office and industrial signs with low limitations implemented by the scheme. A planning permit is required under clause 52.05-12 (Signs) for the display and construction of a major promotional sign.

A planning permit is required under clause 44.02-2 (Salinity Management Overlay) for buildings and works.

A planning permit is required under clause 42.01 (Environmental Significance Overlay) for buildings and works.

Planning Policy Framework

15.01-1S Urban design

Objective

To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity

15.01-5S Neighbourhood character

Objective

To recognise, support and protect neighbourhood character, cultural identity, and sense of place.

15.01-6S Design for rural areas

Objective

To ensure development respects valued areas of rural character.

13.04-2S Erosion and landslip

Objective

To protect areas prone to erosion, landslip or other land degradation processes.

13.04-3S Salinity

Objective

To minimise the impact of salinity and rising water tables on land uses, buildings and infrastructure in rural and urban areas and areas of environmental significance and reduce salt load in rivers.

Local Planning Policy

21.07 Industrial Development

The relevant objective(s) of this clause include:

Objective 2

Identify and maximise opportunities for innovative enterprise development based on Maryborough's economic strengths and expertise base.

22.05 Industrial Development

Objectives

To facilitate well planned industrial areas with good road access and levels of visual amenity.

To ensure that development within industrial areas does not adversely affect the amenity of residential areas.

To encourage industrial development which adds value to local product.

Zones

33.01 Industrial 1 Zone

Purpose

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

To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.

Overlays

44.02 Salinity Management Overlay

Purpose

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

To identify areas subject to saline ground water discharge or high ground water recharge.

To facilitate the stabilisation of areas affected by salinity.

To encourage revegetation of areas which contribute to salinity.

To encourage development to be undertaken in a manner which brings about a reduction in salinity recharge.

To ensure development is compatible with site capability and the retention of vegetation, and complies with the objectives of any salinity management plan for the area.

To prevent damage to buildings and infrastructure from saline discharge and high watertable.

42.01 Environmental Significance Overlay

Purpose

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

To identify areas where the development of land may be affected by environmental constraints.

To ensure that development is compatible with identified environmental values.

44.04 Bushfire Management Overlay

A planning permit is not required under the BMO as the proposed use and development is not associated with a permit trigger listed under the overlay.

Particular Provisions

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.

General Provisions

65 Decision Guidelines

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.
- 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 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.

Referrals

The following tables outline the internal and external referrals undertaken under both clause 52 and 55 of the Central Goldfields Planning Scheme.

Department	Response
------------	----------

Department of Environment Land Water and Planning (S.55)	No Objection/no conditions
Planners comment:	Nil

Department	Response
VicRoads (S.55)	No objection/no conditions
Planners comment:	Nil

ASSESSMENT OF APPLICATION

Planners comment on objections

Whilst the concerns raised within the objections received are considered to be valid concerns that are often raised against major promotional signs; the Planning Officer offers the following points in response to the objections:

- The subject site is considered to be part of an established industrial area which is developed in accordance with the zoning.
- VicRoads have not objected or raised issues of safety.
- Clause 52.05 (Signs) encourages major promotional signs which enhance the character of the area on industrially zoned sites.
- Whilst the sign may be visible from nearby residents and even from inside dwellings, this does not constitute a reason for refusal.
- The dwellings on either side of the subject site are located within the Industrial 1 Zone and therefore must expect to experience a level of amenity consistent with this zoning.
- The approval of this application will not result in a precedence. The shire has seen two similar applications that have been refused on amenity grounds; each application and subject site is considered on its merits.

Assessment against Clause 52.05 Signs

An application made under Clause 52.05 must be considered against the following decision guidelines:

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.

Planner's comment: The proposed sign is considered to be in keeping with the character of the subject site. The site has little to offer in regards to heritage, environmental, residential or rural landscape character. The site is currently used for a mixture of light industrial uses and is developed with a number of sheds and other industrial related development.

- 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.

Planner's comment: The site does currently contain a number of smaller business identification signage, however approval of the proposal is not considered to create a cumulative impact. The majority of the existing signs are small business identification signs located either on the boundary fence facing the highway or existing buildings. There is not considered to be an outdoor advertising theme for 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.

Planner's comments: The subject site is not considered to hold any significant public views or impede any existing signs. Whilst the sign will be the largest on the site and being a major promotional sign will be a dominant feature of the site, the proposed sign is not considered to dominate the skyline of the site.

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.

Planner's comment: The proposed sign is a major promotional sign and therefore is likely to become a somewhat dominant feature of the site. The sign will be located within close proximity to the highway as vehicles travelling along the Pyrenees Highway are the target audience. In relation to the rest of the site, the proposed sign is not considered to be of an inappropriate scale in relation to the scale of existing buildings located on the site.

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.

Planner's comment: The proposed sign is considered to be of an appropriate scale for the site. It has an overall height of 5.1 metres, the scale of the sign is considered to be of a similar scale to the existing buildings.

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.

Planner's comment: The proposed sign is not considered to impact on road safety and is not considered to be easily confused with a road traffic sign. The sign is not proposed to be illuminated. Further, the application was referred to VicRoads for comment and they did not object to the proposal.

When considering Major promotion signs the following decision guidelines under Clause 52.05 must be considered:

The effect of the proposed major promotion sign on:

- Significant streetscapes, buildings and skylines.
- The visual appearance of a significant view corridor, view line, gateway location or landmark site identified in a framework plan or local policy.
- Residential areas and heritage places.
- Open space and waterways.

Planner's comment: The proposed sign is not considered to be located within close proximity to any of the areas mentioned above.

When determining the effect of a proposed major promotion sign, the following locational principles must be taken into account:

- Major promotion signs are encouraged in commercial and industrial locations in a manner that complements or enhances the character of the area.
- Major promotion signs are discouraged along forest and tourist roads, scenic routes or landscaped sections of freeways.
- Major promotion signs are discouraged within open space reserves or corridors and around waterways.
- Major promotion signs are discouraged where they will form a dominant visual element from residential areas, within a heritage place or where they will obstruct significant view lines.
- In areas with a strong built form character, major promotion signs are encouraged only where they are not a dominant element in the streetscape and except for transparent feature signs (such as neon signs), are discouraged from being erected on the roof of a building.

Planner's comment: The proposed subject site is within an industrially zoned and developed area. The site is not considered to contain any of the heritage or environmental values aimed to be protected in the guideline above.

Overall the proposed major promotional sign is considered to be appropriate. The proposed sign is considered to be acceptable given the existing industrial context and form of the subject site. Whilst it is considered that the sign is likely to become a dominate feature of the site, the scale of the sign is not considered to be inappropriate given the scale of the existing buildings on the site.

CONSULTATION/COMMUNICATION

The application was advertised via mail to 28 surrounding land owners as well as via newspaper and Councils website. The application attracted 3 objections. The issues raised in the objections are as follows:

- The sign will be visually intrusive on the highway;
- The proposed signage will not promote businesses or services located on the subject site;
- The sign will cause driver distraction along the highway;
- Approval of the sign would set a precedent for further major promotional signs to be approved in other areas of the shire;
- Negative visual amenity impacts on dwellings located within close proximity to the site;
- The sign will be obtrusive in the existing landscape; and
- Lack of net community benefit.

The applicant has responded to the objections with the following points (summarised):

1. The proposal would not be a dominant element, due to the following considerations:
 - A. Siting the proposal to be lower than adjoining built forms on the subject site.
 - B. Scaling the proposal to be modest in comparison to the warehouse/storage sheds on the subject site. Which will always dominate the skyline.
 - C. Locating the proposal to ensure all views to the sign include built forms framing the view.
 - D. Proposing the smallest industry standard size of billboard.
 - E. Having no form of illumination, so the sign will only be visible during daylight hours.
2. Road Safety

A similar issue was raised by objectors in the previous planning application 133/18. Member Templar (VCAT) made a range of finding on this issue including:

 - VicRoads did not object to the application.
 - The appropriate setback from the road pavement and the sign elevated much of the safety concerns.
 - The proposed sign will have no impact on the existing sightlines to the east of the review site and that the application should not be refused on traffic safety grounds.
 - The current proposal has been referred to VicRoads who have not objected.
3. Community benefit, content compliance and community contribution.

The current proposal for the signage differs vastly from that of a large solar farm as suggested within one of the objections and therefore so do the contributions Reginal Billboard Co are able to offer to community. However the applicant has in the past

offered permanent local advertising in the form of regional or Council tourism messaging (see attachment 8: Bridgewater example).

FINANCIAL & RESOURCE IMPLICATIONS

The assessment of planning permit applications is within the normal operational budget of Council.

Should any party appeal any decision that Council makes there would be a VCAT hearing. Additional costs will be incurred if a VCAT hearing occurs.

RISK MANAGEMENT

This report addresses Council's strategic risk Legislative compliance - Failure to manage our compliance with relevant legislative requirements. The risk management issues in relation to this planning permit application have been discussed in the Report and Assessment of Application sections above.

The risk to Council of not making a decision on the application is a 'failure to determine' appeal at VCAT.

Should the proposal be approved by Council and VCAT (upon appeal) there is a risk to non-compliance with the permit conditions. Council has a planning compliance function to mitigate this risk.

CONCLUSION

The planning application proposed the development and display of a major promotional sign at 4257 Pyrenees Highway, Flagstaff. The Planning Officer's recommendation is that the proposal is consistent with the relevant clauses of the Central Goldfields Shire Planning Scheme and therefore a planning permit should be granted subject to the conditions detailed within this report.

A Council determination is sought as the application received three objections.

Council is asked to determine a position on the application for a planning permit and take one of the following options:

- i. Issue a refusal to grant the planning permit or;
- ii. Issue a Notice of Decision to approve the planning permit for the development and display of a major promotional sign at 4257 Pyrenees Highway, Flagstaff.

ATTACHMENTS

1. Attachment 1: 133/18 subject site
2. Attachment 2: 028/18 subject site
3. Attachment 3: Officer site inspection photo 1
4. Attachment 4: Officer site inspection photo 2
5. Attachment 5: Officer site inspection photo 3
6. Attachment 6: Officer site inspection photo 5
7. Attachment 7: Proposed plans
8. Attachment 8: Bridgewater example

RECOMMENDATION

That Council, having caused notice of Planning Application No. 055/20 to be given under Section 52 of the Planning and Environment Act 1987 and the Central Goldfields Planning Scheme and having considered all the matters generally required, determines to issue a notice of decision to grant planning permit 055/20 in respect of the land known and described as 4257 Pyrenees Highway, Flagstaff, for a major promotion sign, subject to the following conditions:

No alteration layout

1. *The sign(s) permitted by this permit as shown on the endorsed plan(s) and/or described in the endorsed documents must not be altered or modified (for any reason) except with the prior written consent of the Responsible Authority.*

No flashing light/driver distraction

2. *Flashing or intermittent lights must not be used in the sign(s) permitted by this permit except with the prior written consent of the Responsible Authority.*
3. *In the opinion of the Responsible Authority the sign must not:*
 - a) *Dazzle or distract drivers due to its colouring*
 - b) *Contain images that may be mistaken for traffic signals*
 - c) *Be able to be mistaken as an instruction to drivers.*

No floodlighting or illumination

4. *The sign(s) permitted by this permit must not be floodlit or illuminated by external lights except with the prior written consent of the Responsible Authority.*

5. *The sign permitted by this permit must not contain any illuminated displays/advertisements.*

No reflection or animation

6. *The sign shall not be reflective or animated.*

No bunting, streamers etc.

7. *Bunting, streamers, flags, windvanes or similar material must not be displayed except with the prior written consent of the Responsible Authority.*

No moving parts

8. *Moving parts must not be used in the sign(s) permitted by this permit.*

Drivers line of sight

9. *The signage, including appurtenances such as lighting is erected within the property line and does not obstruct a driver's line of sight at a corner or bend, or between roads at a junction or any point of egress.*

Maintain in good condition

10. *The sign(s) permitted by this permit must be maintained in good condition to the satisfaction of the Responsible Authority.*

Expiry

11. *The major promotion sign as permitted by this permit will expire 15 years from the date this permit is issued. The expiry date must be annotated on the bottom right corner of the sign.*