

MELBOURNE PLANNING SCHEME

Incorporated Document

**North Melbourne Recreation Reserve Signage, 2022
204 to 206 Arden Street, North Melbourne**

Melbourne Planning Scheme Incorporated Document North Melbourne Recreation Reserve Signage

1. INTRODUCTION

This document is an incorporated document in the Melbourne Planning Scheme pursuant to Section 6(2)(j) of the *Planning and Environment Act 1987*.

The land identified in the document may be developed in accordance with the specific controls contained in the document.

If there is any inconsistency between the specific controls contained in the document and the general provisions of the Melbourne Planning Scheme, the specific controls will prevail.

2. ADDRESS OF THE LAND

204 to 206 Arden Street, North Melbourne (North Melbourne Recreation Reserve)

3. APPLICATION OF INCORPORATED DOCUMENT

This incorporated document allows the display of signs that would otherwise be prohibited or restricted by the Melbourne Planning Scheme. The incorporated plans are part of this document.

Despite any contrary provision in the Melbourne Planning Scheme, a planning permit is not required to construct or display signs in accordance with the incorporated plans, subject to the conditions in Section 4 of this document.

4. THE FOLLOWING CONDITIONS APPLY TO THIS DOCUMENT

A planning permit is not required to display a business identification sign or promotion sign if the following conditions are satisfied:

1. The signs must be in accordance with the incorporated plans in this document or such modified plans which may be substituted with the consent of the responsible authority.
2. Promotion signs on the oval fencing must only face inwards toward the playing field.
3. Except for Type J temporary promotion signs, as specified in the incorporated plans, signs must not cover more than 50% of the circumference of the oval fence and its location cannot be modified without the consent of the responsible authority.
4. Except for Type J temporary promotion signs, as specified in the incorporated plans, signs must maintain clear views from Macaulay Road to the oval, and from the club forecourt to the oval.
5. The promotion signs must not be animated, electronic, floodlit, internally illuminated or reflective.
6. The location and size of the signs must not be altered or modified in any way without the written consent of the responsible authority.
7. All signs must be constructed to the satisfaction of the responsible authority and maintained to the satisfaction of the responsible authority.

8. The signs will expire fifteen (15) years after the approval date or otherwise to the satisfaction of the responsible authority which may extend the period if a request is made in writing before the approval expires or within six months afterwards.

The Responsible Authority may grant a planning permit to vary any of the above conditions. In doing so, the Responsible Authority must have regard to the Purpose and Decision Guidelines of Clause 52.05 (Signs) and relevant provisions of the Planning Policy Framework of the Melbourne Planning Scheme.

END OF DOCUMENT

PAGE 2 OF 2

OFFICIAL





A1 A2 B



A1 A2 B

- A : Main External Building signage, Arden Street front entry. North Melbourne Football Club logo + type, backlit + main sponsor logo
- B : North Melbourne Football Club text cut into vertical feature and backlit (see night version)



signage schedule May 2010
Prepared by Kym Ramadge Design
on behalf of North Melbourne Football Club





C

**C : Fogarty Street wall signage.
Attached to wall, sitting between uplights**

signage schedule May 2010
Prepared by Kym Ramadge Design
on behalf of North Melbourne Football Club



OFFICIAL



D

E

F

D : East end of building, North Melbourne Football Club logo + Company AB attached to building wall

E : North Melbourne Football Club logo + Company AB attached to building wall.

Sign height approx 5m x approx 2.5m wide

F : North Melbourne Football Club type



signage schedule May 2010
Prepared by Kym Ramadge Design
on behalf of North Melbourne Football Club





D

D : East end of building, North Melbourne Football Club logo + company AB
Sign height approx 5m x approx 2.5m wide

signage schedule May 2010
Prepared by Kym Ramadge Design
on behalf of North Melbourne Football Club





G

G : tenants and street address on glass at front entrance

signage schedule May 2010
Prepared by Kym Ramadge Design
on behalf of North Melbourne Football Club



OFFICIAL

H H: Existing signage around internal perimeter of oval

Note: Graphics/content of signs will change from time-to-time but the extent of signs (at a maximum height of 1 metre around the oval perimeter) can not change without the consent of the Responsible Authority in accordance with Condition 1 if the Incorporated Document.



J: Temporary signs around the internal perimeter of the oval

The signs must only face inward toward the playing field. The signs must only be displayed temporarily for a game or event, not more than 20 times per year, for a maximum of four days at a time. The graphics/content of the signs may change from time to time but the extent of the signs (at a maximum height of 1 metre around the oval perimeter) must not change without the consent of the responsible authority, in accordance with condition 1 of the Incorporated Document.



signage schedule May 2010
Updated 2019 by North Melbourne Football Club

