

Attachment 4: Requested modifications to Clause 18.01-1L

18.01-1L EastLink environs

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Proposed
C144maro

Policy application

This policy applies to applications for development (excluding subdivision) on land identified in the map to this policy document ~~Corridor Plans—City of Maroondah (Connect East, August 2022)~~ to this clause.

Objective

To encourage a visually attractive interface between the EastLink motorway and adjoining land.

Strategies

Encourage building design and a site layout that maintains the visual amenity of the EastLink motorway.

Provide fencing and landscaping treatments that complements the established urban design treatment of the EastLink motorway.

Design signs to complement the established EastLink urban form.

Design and site development to protect existing viewlines from the EastLink motorway.

Integrate business identification signs into the design of buildings in a manner that reduces their visual impact on the EastLink motorway.

Discourage promotion signs, especially in locations that would pose a safety hazard to motorists traveling on the EastLink motorway.

Discourage major promotion and sky signs, other than where they would not have an adverse visual impact on the landscape and on the urban design of the EastLink motorway.

Discourage signs that would contribute to, or result in, a proliferation or repetition of similar signs.

Policy documents

Consider as relevant:

- *Approved outdoor advertising site locations on EastLink* (ConnectEast, June 2010)
- *EastLink Advertising Code* (Linking Melbourne Authority, November 2010)
- ~~*Corridor Plans—City of Maroondah* (Connect East, August 2022)~~

EastLink Environs Map

