

22.06 DEVELOPMENT ON HIGHWAYS, MAIN ROADS AND TOURIST ROUTES

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This policy applies to all land within the Green Wedge Zone and Farming Zone adjoining highways, main roads and tourist routes.

22.06-1 Policy basis

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The Municipal Strategic Statement emphasises the importance of the landscape in the regional recreational role of the Peninsula. The network of highways, main roads and tourist routes serving the Peninsula provide the key point of contact between visitors and the landscape, and the visual sequences along main roads and tourist routes may be regarded as a key recreational asset. Equally, the distinctive character of the Peninsula is in part defined by a number of relatively vulnerable “strategic landscapes”. These are the rural and coastal areas between and around the edge of townships. These areas strongly contribute to the sense of place that distinguishes the Peninsula from Metropolitan Melbourne.

The Municipal Strategic Statement also aims to strengthen the hierarchy of activity centres. It seeks to promote the growth of major and township activity centres and avoid inappropriate out-of-centre commercial development. Commercial strip development along highways and main roads may undermine the activity centres policy.

In this context, the establishment of commercial or industrial developments, including service stations, convenience shops and restaurants/takeaway food shops, and associated advertising signs, along main roads and tourist routes in rural areas, may have a significant negative impact that is disproportionate to the improved level of community service.

22.06-2 Objectives

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- To protect highways, main roads and access routes in rural areas from inappropriate commercial and visual intrusion, including advertising signs.
- To maintain the rural character of land adjoining main roads and tourist routes and the visual amenity of the outlook from these roads.
- To maintain the integrity of strategic landscapes between and around the Peninsula’s townships and the recreational value of visual sequences along main roads and tourist routes.
- To prevent commercial strip development along highways, main roads and tourist routes and avoid out-of-centre commercial developments along these roads that undermine the activity centres policy.
- To ensure the safe and efficient movement of traffic along highways, main roads and tourist routes in the municipality and to avoid a proliferation of access points.
- To ensure that facilities to meet the needs of people travelling along highways, main roads and tourist routes are provided through existing nodes to the maximum extent possible.
- To ensure a high standard of design associated with developments along highways, main roads and tourist routes.

22.06-3 POLICY

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It is policy that:

- Commercial developments that service the needs of people travelling along highways, main roads and tourist routes must as far as possible be limited to existing

activity centres. Proposals for out-of-centre commercial developments that undermine the activity centres policy at Clause 22.02 will not be supported.

- Commercial and industrial use and development which is not required to service the rural area or which is not associated with major recreational facilities, should be directed to locate in appropriate alternative locations, such as business areas or industrial areas within existing townships.

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Decision guidelines

Before deciding on an application to use or develop land adjoining a highway, major road or tourist route, the responsible authority must consider, as appropriate:

- The extent to which the application meets the objectives and directions of this policy.
- The protection of arterial roads and access routes in rural areas from inappropriate commercial developments and visual intrusion, including advertising signs.
- The extent to which any commercial development would be better located in an existing activity centre.
- Protecting visual sequences along access routes.
- Preventing the development of commercial strips along major rural roads.
- The impact of the development on the outlook and visual amenity of the highway, major road or tourist route.
- The need to avoid a proliferation of access points along major roads that detract from their safety and efficiency.
- The need to limit access in some areas and to protect pedestrians and equestrians from vehicle traffic.
- The objectives and principles of the “Freeway Service Centre Design Guidelines”, May 1997.