



DISPLAY HOMES POLICY

Adopted by Council
20 August 1996

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19 June 2001

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Responsible Department – Planning

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Preamble

In accordance with a resolution of Council on 21 June 2005 to include definitions of Council, Councillors and Council officers in all Council policy documents, the following definitions are provided:

Council – means Casey City Council, being a body corporate constituted as a municipal Council under the Local Government Act 1989

Councillors – means the individuals holding the office of a member of Casey City Council

Council officers – means the Chief Executive Officer and staff of Council appointed by the Chief Executive Officer.

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1 INTRODUCTION – WHAT IS THIS POLICY ABOUT?

The purpose of this policy is to provide advice and guidance to persons seeking to establish Display Homes within the City of Casey.

A Display Home is defined as:

"A building constructed as a dwelling, but used for display to induce people to enter into contracts to buy or construct similar buildings."

In this rapidly developing municipality, Council recognises that display homes form an important part of new residential estates, and provide a service to the community, particularly to the future residents of the municipality.

This policy aims to ensure that they are established in harmony with the development of the residential estates, by ensuring that sound locational and siting principles are applied in the application process.

2 OBJECTIVES – WHAT DOES THIS POLICY HOPE TO ACHIEVE?

- To enable the establishment of Display Homes within residential areas of the municipality.
- To ensure that the location and siting of Display Homes in residential areas is appropriate, having regard to orderly and proper planning principles.
- To ensure that Display Homes have minimal impact on the amenity of the area, with respect to overall design, traffic and car parking arrangements, and pedestrian movement.
- To ensure the appearance of the Display Homes and car parks is of a satisfactory standard for its residential location, with respect to landscaping of the car park and advertising signage.
- To ensure that the overall design of Display Villages will enable their efficient conversion back to normal residential use.

3 PERFORMANCE CRITERIA – WHAT ARE THE REQUIREMENTS OF THIS POLICY?

3.1 Location

- The preferred location for Display Homes is at the entrance to residential estates, or located along the major collector roads within the estate, where they are highly visible and accessible and do not generate non-local traffic within the actual estate.
- Applications for individual Display Homes (ie. not part of an overall Display Village) may be considered on roads less than collector road status, however the applicant must demonstrate to Council that no adverse impact on the immediate residential amenity will be caused.

3.2 Car Parking and Access

- Five (5) car parking spaces for each Display Home must be provided for up to five (5) contiguous dwellings. For each additional contiguous dwelling, an additional two (2) car spaces should be provided.
- Where an applicant proposes to share a car park already approved under another Display Home permit, approval in writing is required from the owner of the car park agreeing to allow additional Display Home operators to use the car park and construct the necessary additional spaces.
- The layout and dimension of car parking spaces must accord with the Planning Scheme requirements (applicants are advised to check with Council Officers).
- All parking is to be provided off-street. There should be no reliance on on-street parking (even where indented parking bays are provided in the street). With the possible exception of single Display Homes, this will usually require the designation of (a) separate lot/s for the provision of parking.
- In some instances, where Council considers that on-street parking may cause detriment to existing residents, Council may require the applicant to erect 'No Standing' or 'Residents Only Parking' signs along abutting streets.
- The car parking area must be highly visible and accessible from the street. Driveways accessing car parking not visible from the street will not be supported, as they will have a greater impact on neighbours' amenity and encourage on-street parking. Low level signs directing traffic into the car park and identifying direction of traffic flow (where applicable) must be erected by the applicant at the access points.
- The car parking area should preferably be contiguous with the Display Homes, so as to minimise any disturbance to residents from persons walking from the car park to the Display Homes. For larger Display Villages, the car park must be centrally located and easily accessible from any point on the Display Village. Preferably, pedestrian connections should be provided directly to the Display Homes and where necessary and practical, the use of perimeter fencing to enclose the village.
- All vehicles must be able to enter and leave the car park in a forward direction.
- The location and design of access points to the car park shall be to the satisfaction of Council's Engineering Department (and Vic Roads, where applicable).
- All car parking and access ways shall be constructed in crushed rock, which is to be drained and maintained to the satisfaction of Council's Engineering Department. Engineering Construction plans will be required to be approved as a condition on the planning permit.
- Car parking spaces must be able to be clearly defined on the site.

3.3 Sales Offices

- Sales areas within the Display Home itself (ie. within the garage) are considered acceptable (and do not require a separate approval) provided they are limited in size so as to be ancillary to the use of the dwelling as a Display Home, and their function is limited to the sale of the display house and house/land packages being offered by that builder within the estate.
- Portable or other Sales Offices not attached to one specific Display Home are permitted only as part of a large, comprehensively planned Display Village, and must be primarily devoted to the promotion of Display Homes within the village, and house/land packages within the estate.
- Under no circumstances is a Sales Office (either within a Display Home or as a separate building) permitted to be used as a general real estate office. This constitutes an 'office' under the provisions of the Casey Planning Scheme and is prohibited in residential areas.
- Even though only of a temporary nature, the design of any Sales Office building should respect the residential character of the area (or future residential area), having regard to the appearance, facade treatment, setbacks, choice of building materials and colour scheme.

3.4 Hours of Operation

- For Display Homes, Council will generally restrict the hours of operation to:
 - 9.00 am - 6.00 pm - Seven days a week

Any proposal to operate a Display Home outside these hours should be submitted with the application, including the reasons for the request.

3.5 Landscaping

- The car parking area and the area surrounding any Sales Office (where it is a separate building) must be landscaped to soften the visual impact of the development and assist in its integration into the streetscape. As a general principle, the landscaping should complement and be compatible with the landscape character of the surrounding area.
- Along the street frontage, and where car parks abut residential properties, landscaping strips should be a minimum width of 2m which is generally considered appropriate for screen planting.
- The landscaping of individual Display Homes is not required as part of the planning permit, however it is expected that upon commencement of the use, each Display Home will be landscaped to an acceptable standard compatible with other dwellings in the locality.
- Applicants should discuss specific landscaping requirements and species selection with Council Officers prior to preparing detailed plans. For more detailed guidance on landscaping matters, applicants are referred to Council's Landscaping Policy.

3.6 Advertising Signs

- As a general principle, the size and type of advertising should be able to clearly identify the Display Homes and/or Display Village without detracting from its residential environs.
- The preferred level of advertising signage for individual display homes is as follows:
 - Maximum signage per display home should not exceed 2m² in area, and 1.8m in height.
 - Maximum of two (2) signs per site. One (1) low profile sign located in the front landscaped area is encouraged. Where a second sign is proposed, it should be located back on the building at eye level, adjacent to the entrance.
 - In lieu of one of the permitted signs, one flag may be displayed on a flagpole (maximum height 7m) outside each display home, displaying the name/logo of the relevant builder.
 - A low level direction sign adjacent to each access point to direct vehicles into the car park is required. These should also clearly identify the flow of traffic where there is a one-way flow of traffic in and out of the car park.
- For advertising signage associated with the overall Display Village, the following criteria apply:
 - Advertising signage for the overall Display Village should preferably be applied for by one applicant on behalf of all Display Home operators.
 - All advertising signs for the one village should form part of a coordinated package of signs (rather than an ad-hoc arrangement of unrelated signs).
 - Whilst the maximum area of signage will vary according to the size and location of each village, as a general principle 8 m² is considered an acceptable level of signage for most display villages to be able to adequately advertise the village. This is in addition to the individual signs pertaining to each Display Home.
- Where the individual Display Homes do not have a flag displayed on each site (as outlined above) the use of flags may be incorporated into the signage for the overall village subject to:
 - Each flag should identify the name/logo of individual builders or the organisation managing the operation of the village.
 - Each flagpole must not exceed 7 metres in height.
 - The flags must not be located on any road reserve or tree reserve. Preferably they should complement other signage for the display village, located on land associated with the car park or central sales office.
 - Any form of bunting is strictly not permitted (it is prohibited in residential zones).
- For more detailed assistance regarding Council's standards on advertising signs, applicants are also referred to Council's Outdoor Advertising Policy.

3.7 Reinstatement of Residential Use

- The design of the display village and parking areas shall take into account its ultimate conversion back to normal residential use.
- Upon the termination of the use, the car parking area will be required to be stripped of hard standing material and replaced with good quality top soil; the vehicular crossovers are to be removed and reinstated to nature strip; and all advertising signs are to be removed. These requirements will be placed as a condition on the planning permit.

NOTE

Applications should be accompanied by plans and/or documentation that enables a full and proper assessment of all objectives and performance criteria outlined in this Policy. Failure to do so may result in the processing of the application being delayed until such time as the information is submitted.