



CITY of PERTH

Lord Mayor and Councillors,

NOTICE IS HEREBY GIVEN that the next meeting of the **Planning Committee** will be held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 21 June 2016 at 5.30pm.**

Yours faithfully

MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER

16 June 2016

Committee Members (appointed 22 October 2015):

Members:

Cr McEvoy (Presiding Member)
Cr Adamos
Cr Yong

1st Deputy:

Cr Green

2nd Deputy:

Cr Limnios



Please convey apologies to Governance on 9461 3250
or email governance@cityofperth.wa.gov.au

EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

The City of Perth values the health and safety of its employees, tenants, contractors and visitors. The guide is designed for all occupants to be aware of the emergency procedures in place to help make an evacuation of the building safe and easy.

BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

ALERT ALARM

beep beep beep

All Wardens to respond.

Other staff and visitors should remain where they are.

EVACUATION ALARM/PROCEDURES

whoop whoop whoop

On hearing the Evacuation Alarm or on being instructed to evacuate:

1. Move to the floor assembly area as directed by your Warden.
2. People with impaired mobility (those who cannot use the stairs unaided) should report to the Floor Warden who will arrange for their safe evacuation.
3. When instructed to evacuate leave by the emergency exits. **Do not use the lifts.**
4. Remain calm. Move quietly and calmly to the assembly area in **Stirling Gardens** as shown on the map below. Visitors must remain in the company of City of Perth staff members at all times.
5. After hours, evacuate by the nearest emergency exit. **Do not use the lifts.**



EVACUATION ASSEMBLY AREA



A Assembly Area

AA Alternate Assembly Area

PLANNING COMMITTEE

Established: 17 May 2005 (Members appointed 22 October 2015)

Members:	1st Deputy:	2nd Deputy:
Cr McEvoy (Presiding Member)	Cr Green	Cr Limnios
Cr Adamos		
Cr Yong		

Quorum: Two
Terms Expire: October 2017

TERMS OF REFERENCE: [Adopted OCM 24/11/15]

To oversee and make recommendations to the Council on matters related to:

1. development, building, demolition, sign and alfresco dining applications and proposals for subdivision or amalgamation;
2. the City Planning Scheme and planning policies;
3. identification of long term planning opportunities and major projects, including the Perth City Link, Elizabeth Quay and;
4. strategic town planning initiatives and economic development;
5. Heritage, including:
 - 5.1 the City of Perth Municipal Inventory;
 - 5.2 the Register of Places of Cultural Heritage Significance referred to in City Planning Scheme No. 2, and management of same;
 - 5.3 heritage incentive initiatives;
6. transport and traffic network planning issues;
7. environmental improvement strategies including environmental noise management;
8. liquor licensing;
9. land administration issues, such as street names, closures of roads and rights-of-way and vesting of reserves;
10. applications for events held within the City of Perth that require planning approval as a result of excessive noise or traffic management proposals;
11. legislation and compliance in relation to land use planning.

This meeting is open to members of the public.

INFORMATION FOR THE PUBLIC ATTENDING COMMITTEE MEETINGS

Question Time for the Public

- An opportunity is available at all Committee meetings open to members of the public to ask a question about any issue relating to the City. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible in order to allow the City sufficient time to prepare a response.
- The Presiding Person may nominate a Member or officer to answer the question, and may also determine that any complex question requiring research be answered in writing. No debate or discussion is allowed to take place on any question or answer.
- To ask a question please write it on the white Question Sheet provided at the entrance to the Council Chamber and hand it to a staff member at least an hour before the meeting begins. Alternatively, questions can be forwarded to the City of Perth prior to the meeting, by:-
 - Letter: Addressed to GPO Box C120, Perth, 6839;
 - Email: governance@cityofperth.wa.gov.au.
- Question Sheets are also available on the City's web site: www.perth.wa.gov.au.

Deputations

A deputation wishing to be received by a Committee is to apply in writing to the CEO who will forward the written request to the Presiding Member. The Presiding Member may either approve the request or may instruct the CEO to refer the request to the Committee to decide whether or not to receive the deputation. If the Presiding Member approves the request, the CEO will invite the deputation to attend the meeting.

Please refer to the 'Deputation to Committee' form provided at the entrance to the Council Chamber for further information on the procedures for deputations. These forms are also available on the City's web site: www.perth.wa.gov.au.

Disclaimer

Members of the public should note that in any discussion regarding any planning or other application that any statement or intimation of approval made by any Member or officer of the City during the course of any meeting is not intended to be and is not to be taken as notice of approval from the City. No action should be taken on any item discussed at a Committee meeting prior to written advice on the resolution of the Council being received.

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PLANNING COMMITTEE
21 JUNE 2016
ORDER OF BUSINESS

- 1. Declaration of Opening**
- 2. Apologies and Members on Leave of Absence**
Cr Yong (Leave of Absence)
- 3. Question Time for the Public**
- 4. Confirmation of Minutes – 31 May 2016**
- 5. Correspondence**
- 6. Disclosure of Members' Interests**
- 7. Matters for which the Meeting may be Closed**

In accordance with Section 5.23(2) of the *Local Government Act 1995*, should an Elected Member wish to discuss the content of the confidential schedule/s listed below, it is recommended that Committee resolve to close the meeting to the public prior to discussion of the following:

Schedule No.	Item No. and Title	Reason
11	Item 5 - City of Perth Heritage Award - 2016	Section 5.23(2)(e)(ii)

- 8. Reports**
- 9. Motions of which Previous Notice has been Given**
- 10. General Business**
 - 10.1 Responses to General Business from a Previous Meeting**
Nil
 - 10.2 New General Business**
- 11. Items for Consideration at a Future Meeting**
Outstanding Reports:
Nil
- 12. Closure**

INDEX OF REPORTS

Item	Description	Page
1	INITIATION OF AMENDMENT NO. 37 TO CITY PLANNING SCHEME NO. 2 TO INTRODUCE A SPECIAL CONTROL AREA OVER 480 (LOTS 23 AND 350) HAY STREET AND 15 - 17 (LOT 500) MURRAY STREET, PERTH	1
2	INITIATION OF AMENDMENT NO. 36 TO CITY PLANNING SCHEME NO.2 TO INTRODUCE A SPECIAL CONTROL AREA OVER 251-267 (LOTS 10,11 AND 412) ST GEORGES TERRACE, PERTH	6
3	PROPOSED AMENDMENTS TO THE PERTH PARKING MANAGEMENT ACT 1999	11
4	INITIATION OF AMENDMENT TO CITY PLANNING SCHEME NO. 2: SIGNS POLICY	20
5	CITY OF PERTH HERITAGE AWARD - 2016	33
6	INITIATION OF THE PERTH DIRECTIONS PROJECT	36
7	PROPOSED AMENDMENT TO COUNCIL POLICY 14.4 – EXTENDED TRADING PERMITS	46

ITEM NO: 1

**INITIATION OF AMENDMENT NO. 37 TO CITY PLANNING SCHEME NO. 2
TO INTRODUCE A SPECIAL CONTROL AREA OVER 480 (LOTS 23 AND
350) HAY STREET AND 15 - 17 (LOT 500) MURRAY STREET, PERTH**

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. pursuant to section 75 of the Planning and Development Act 2005 (the Act), resolves to initiate Amendment No. 37 to the City Planning Scheme No. 2, as detailed in Schedule 2 – Proposed Scheme Amendment No. 37;***
- 2. pursuant to regulation 35(2) of the Planning and Development (Local Planning Schemes) Regulations 2015 (the Regulations), resolves that Amendment No. 37 to the City Planning Scheme No. 2 is a standard amendment pursuant to regulation 34 of the Regulations for the following reasons:***
 - 2.1 the amendment would have minimal impact on land in the scheme area that is not the subject of the amendment; and***
 - 2.2 the amendment does not result in any significant environmental, social, economic or governance impacts on land in the scheme area;***
- 3. pursuant to section 81 of the Act, resolves to refer Amendment No. 37 to the City Planning Scheme No. 2 to the Environmental Protection Authority; and***
- 4. pursuant to section 84 of the Act, resolves to advertise Amendment No. 37 to the City Planning Scheme No. 2 for public inspection in accordance with regulation 47 of the Regulations.***

BACKGROUND:

FILE REFERENCE: P1032886
REPORTING UNIT: Strategic Planning
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 30 May 2016
MAP / SCHEDULE: Schedule 1 – Location Plan
Schedule 2 – Scheme Amendment Report

The subject site has an area of 8,352m², with frontages of 71.8 metres to Hay Street, 102.9 metres to Irwin Street and 75.5 metres to Murray Street.

Lots 23 and 350 were previously occupied by the Perth Central Fire Station and the headquarters of the (former) Fire and Emergency Services Authority ('FESA'). The FESA building has recently been demolished.

Also situated on Lot 23 fronting Murray Street is the State Heritage listed 'No.1 Fire Station', occupied by the Department of Fire and Emergency Services and the Fire Education and Heritage Centre.

Lot 500 was previously occupied by Perth Chest Clinic, which operated from two abutting buildings. The State Heritage listed 'Hibernian Hall' fronting Murray Street remains, while the 1956 building was recently demolished.

The Western Australian Planning Commission (WAPC) granted conditional approval for the resubdivision of the site on 29 July 2014. This resubdivision will result in the site being reduced to two lots, one lot occupied by the former No. 1 Fire Station and the other lot occupied by the Hibernian Hall and the recently approved development outlined below.

Refer to Schedule 1 – Location Plan

Development Approval

The City of Perth (City) Local Development Assessment Panel ('LDAP') approved an Application for Development Approval for a mixed use development on the subject site at its meeting on 26 February 2015. Works have commenced at the site, with construction of the hotel to commence within the coming months.

The mixed-use development comprises of:

- 362 room 'Westin' brand hotel operated by 'Starwood;
- 27 level office building;
- Restaurant and bar facing a new public plaza;
- Basement car park (including 66 short term public car parking bays) and loading dock;
- Conservation and adaptation of the State Heritage listed Hibernian Hall; and
- Retention of the State Heritage listed Fire Education and Heritage Centre.

Under the Perth Parking Policy (PPP) the site is eligible for a maximum of 125 tenant car parking bays. However, following the recommendations of the Department of Transport and the findings of the Traffic Impact Statement, the proposed development was approved with a maximum of 181 tenant car parking bays being provided on site. These bays being for the exclusive use of tenant or occupants of the development and their guests/customers, and being allocated to the uses on site as follows:

- a maximum of 100 bays allocated to tenants of the office building;
- four bays allocated to the Fire Education and Heritage Centre;
- the remaining (maximum of 77) bays allocated to the hotel staff and guests; and
- the car bays being marked or separated to clearly delineate the tenant parking for the office, the Fire Education and Heritage Centre and hotel uses.

A proposed modification to a condition on the original LDAP Development Approval was approved by the LDAP at its meeting held on the 15 October 2015. The proposed development was restricted to a maximum plot ratio of 7.45:1 inclusive of 49% bonus plot ratio on the basis of 36% bonus plot ratio for a new 'Special Residential' use (high quality hotel) and 13% bonus plot ratio for a Public Facility (public space) in accordance with clause 28 of the City's City Planning Scheme No. 2 (CPS2) and the requirements of the City's Bonus Plot Ratio Policy.

The applicant was advised that all other conditions and requirements detailed on the previous approval dated 26 February 2015 (LDAP meeting) and 6 March 2015 (approval letter) are to remain.

Condition 8 of the original LDAP Development Approval on the subject site dated 26 February 2015 requires the preparation and lodgement of a request to the City to amend the CPS2 for the purpose of establishing a Special Control Area (SCA) for the entire development site. The purpose for which is to ensure compliance with CPS2 provisions relating to plot ratio and car parking following the approved resubdivision and development of the site.

SCAs provide a mechanism to prescribe development standards for specific sites or areas within the Scheme Area.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	Clauses 75, 81 and 84 of the <i>Planning and Development Act 2005</i> Clause 56 and 57 of the City Planning Scheme No. 2 Clause 34, 35 and 47 of the <i>Planning and Development (Local Planning Schemes) Regulations 2015</i>
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Council Four Year Priorities: Perth as a Capital City S5 Increased place activation and use of underutilised space

Policy

Policy No and Name: City Centre Precincts 1 to 8 Plan

DETAILS:

A request has been received from Rowe Group on behalf of the landowner of the subject site to amend CPS2 to introduce a SCA over 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street, Perth.

This is to accord with Condition 8 of the LDAP Development Approval dated 16 February 2015 for the mixed use development whereby the CPS2 plot ratio and tenant car parking provisions have been assessed across the entire site.

A SCA will provide for plot ratio and tenant car parking to be distributed over the site. This would ensure compliance with provisions of CPS2 in relation to these two matters.

Please refer to Schedule 2 - Scheme Amendment Report.

FINANCIAL IMPLICATIONS:

Staff costs to progress and finalise the proposed Scheme Amendment have been calculated at \$3,532 based on Schedule 3 of the *Town Planning and Development Regulations 2009*. The cost is borne by the applicant.

The advertising and gazettal fees have been estimated at \$2,000 based on previous amendment fees and will be invoiced to the applicant in due course.

COMMENTS:

A SCA allows for the coordinated development of complex sites by treating the area as one site. An SCA will assist in facilitating the high quality redevelopment of the subject site whilst ensuring the retention, restoration and maintenance of two significant heritage buildings.

Accordingly, the proposal to establish a SCA over 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street, Perth is supported as it will:

- Allow for the subdivision of the subject land into two separate green title lots while maintaining the intent of the Development Approval and the provisions of the CPS2, specifically plot ratio and tenant car parking allowance over the site;
- Facilitate a coordinated approach to developing the property, enabling components of the development to commence while not impacting on the Development Approval;
- Facilitate the retention, restoration and maintenance of two State Listed heritage buildings;
- Provide for additional short stay accommodation; and

- Facilitate the activation of an underutilised site via introducing a range of uses which will add to the Precinct's day and night activation and will assist in creating a vibrant city.

The proposed SCA will ensure a holistic approach to the development of the site, allowing for flexibility of built form and use. Moreover, the lodgement of a Scheme Amendment request for the SCA is required to fulfil condition 8 of the Development Approval granted on 26 February 2015.

The proposed SCA is consistent with the relevant statutory planning framework provided by CPS2 and the intent of the City's strategic planning policies.

Planning and Development (Local Planning Schemes) Regulations 2015

The *Planning and Development (Local Planning Schemes) Regulations 2015 (Regulations 2015)* were gazetted on 25 August 2015 and came into effect on 19 October 2015.

The Regulations introduce a risk based approach to amending Local Planning Schemes including three new categories of amendments; Basic, Standard and Complex. It is considered that the proposed amendment would be a Standard amendment because:

- the amendment would have minimal impact on land in the scheme area that is not the subject of the amendment; and
- the amendment does not result in any significant environmental, social, economic or governance impacts on land in the scheme area.

Under a Standard amendment, the process is as follows:

- The Council decides to initiate an amendment to the CPS2;
- The City refers the amendment to the Environmental Protection Authority (EPA) who decide whether an environmental review is required. Once determined, the EPA inform the City of the outcome and ability to proceed;
- The amendment is advertised for public comment for a period of 42 days as required by the *Regulations*;
- The submissions received during the advertising period are reviewed by the City who then put the amendment forward for final adoption by Council;
- Once adopted, the City refers the amendment to the Western Australian Planning Commission (WAPC);
- The WAPC are required to submit the amendment documents and recommendations to the Minister for Planning within 60 days; and
- Once signed off by the Minister the amendment is gazetted and comes into effect.



SCHEDULE - 480 HAY STREET AND 15-17 MURRAY STREET, PERTH

City of Perth
City Planning Scheme
No. 2



Amendment No. 37



CITY of PERTH

PLANNING & DEVELOPMENT ACT 2005
RESOLUTION DECIDING TO AMEND A TOWN PLANNING SCHEME

CITY OF PERTH

CITY PLANNING SCHEME NO. 2

AMENDMENT NO. 37

RESOLVED that the Council, in pursuance of Section 75 of the *Planning and Development Act 2005*, amend City Planning Scheme No. 2 by:

1. Inserting after Clause 57A(1):
 - (x) 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.
2. Inserting the following in Schedule 9 Special Control Areas:
 - 24. 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.**
 - 24.1 Special Control Area
The following provisions apply to the land marked as Figure 24 being 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.
 - 24.2 Objectives
To facilitate the development of 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area. as a whole in a coordinated manner.
 - 24.3 Plot Ratio
For the purpose of determining plot ratio within the Special Control Area, the Special Control Area shall be treated as one lot.
 - 24.4 Car Parking
For the purpose of determining the tenant car parking allowance for the Special Control Area under the provisions of the Perth Parking Policy, the Special Control Area shall be treated as one lot.

The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.
3. Amending the City Centre (CC) Precinct Plan Map (P1 to 8) accordingly.
4. Inserting Figure 24 – 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area into Schedule 9 – Special Control Areas of the Scheme.

Dated this 28th day of June 2016

CHIEF EXECUTIVE OFFICER

SCHEME AMENDMENT REPORT

1.0 INTRODUCTION

The purpose of this amendment to City Planning Scheme No. 2 (CPS2) is to introduce a Special Control Area (SCA) over the land situated at 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street, Perth.

SCAs provide a mechanism to prescribe development standards for specific sites or areas within the Scheme Area.

The SCA over the subject area is proposed to accommodate a variation to the maximum permissible plot ratio and car parking provisions for the subject site. This is required to facilitate the development of a high quality hotel, office building, various commercial tenancies, public plaza, associated basement car parking and the retention of the State Heritage listed Fire Education and Heritage Centre, as well as the conservation and adaptation of the State Heritage listed Hibernian Hall.

2.0 BACKGROUND

Lots 23 and 350 were previously occupied by the Perth Central Fire Station and the headquarters of the (former) Fire and Emergency Services Authority ('FESA'). The FESA building has recently been demolished.

Also situated on Lot 23 fronting Murray Street is the State Heritage listed 'No.1 Fire Station', occupied by the Department of Fire and Emergency Services and the Fire Education and Heritage Centre.

Lot 500 was previously occupied by Perth Chest Clinic, which operated from two abutting buildings. The State Heritage listed 'Hibernian Hall' fronting Murray Street remains, while the 1956 building was recently demolished.

The City of Perth (City) Local Development Assessment Panel ('LDAP') approved an Application for Development Approval for the development mentioned above at its meeting on 26 February 2015. Works have commenced at the site, with construction of the hotel to commence within the coming months.

The mixed-use development comprises of:

- 362 room 'Westin' brand hotel operated by 'Starwood';
- 27 level office building;
- Restaurant and bar facing a new public plaza;
- Basement car park and loading dock;
- Conservation and adaptation of the Hibernian Hall; and
- Retention of the State Heritage listed Fire Education and Heritage Centre.

A proposed modification to a condition on the original LDAP Development Approval for the mixed use development was approved on by the LDAP at its meeting held on the **15 October 2015**. The proposed development was restricted to a maximum plot ratio of 7.45:1 inclusive of 49% bonus plot ratio on the basis of 36% bonus plot ratio for a new 'Special Residential' use (high quality hotel) and 13% bonus plot ratio for a Public

Facility (public space) in accordance with clause 28 of the City's City Planning Scheme No. 2 (CPS2) and the requirements of the City's Bonus Plot Ratio Policy.

The applicant was advised that all other conditions and requirements detailed on the previous approval dated 26 February 2015 (LDAP meeting) and 6 March 2015 (approval letter) are to remain.

Condition 8 of the Development Approval requires the preparation and lodgement of a request to the City to amend the CPS2 for the purpose of establishing a SCA for the entire development site. The purpose for which is to ensure compliance with CPS2 provisions relating to plot ratio and tenant car parking following the approved resubdivision and development of the site, prior to apply for a building permit.

3.0 SUBJECT SITE

The subject site is bound by Murray Street to the north, the City's 'Fire Station' car park to the east, Hay Street to the south and Irwin Street to the west. The subject site comprises three (3) separate allotments, having a combined land area of 8,352m².



Figure 1 – Aerial Photograph of Subject Site

4.0 PLANNING FRAMEWORK

4.1 Metropolitan Region Scheme

The subject site is zoned 'Central City Area' under the Metropolitan Region Scheme (MRS).

4.2 City Planning Scheme No. 2

4.2.1 Use Area and Precinct

The land is located in the 'City Centre Scheme Use Area' and the 'Victoria Precinct' (P4) as provided by CPS2. The intent of the 'Victoria Precinct' is to:

“continue to accommodate the city’s major medical facilities, centred on Royal Perth Hospital (RPH), as well as education, community services and some commercial uses. Residential (particularly west of Victoria Square) and visitor accommodation will also be encouraged throughout the precinct...Activities throughout the Precinct at street and pedestrian level will be varied, adding vitality and colour to the public and private environment.”

An extract of the CPS2 Scheme Use Area map is provided below.

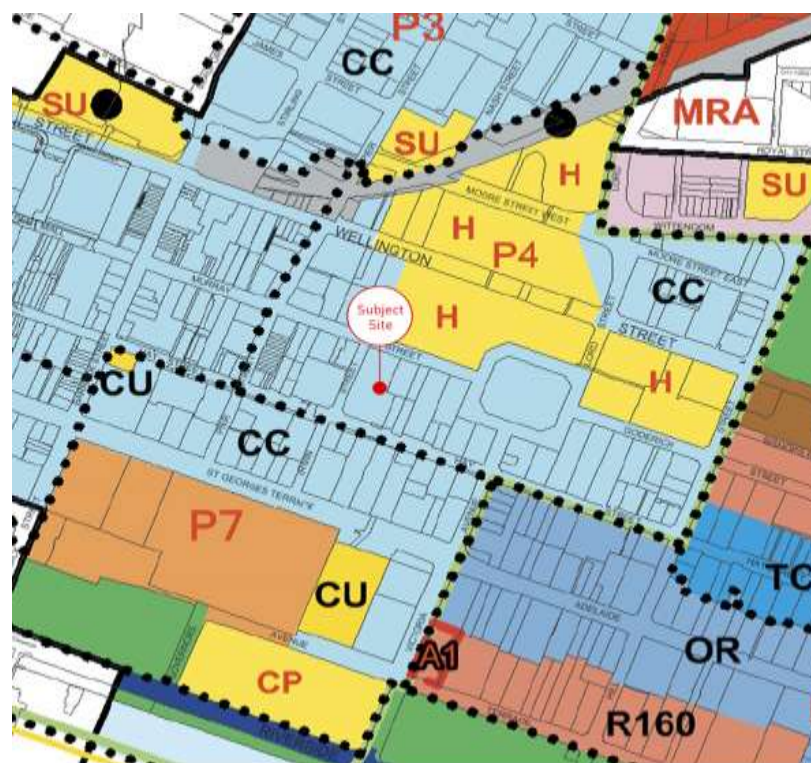


Figure 2 – Extract from City Planning Scheme No.2 Scheme Map

4.2.2 Preferred and Contemplated Uses

Preferred Uses within Precinct 4, as they apply to the site, are 'Civic', 'Community and Cultural', 'Education 1', 'Education 2', 'Healthcare 1', 'Healthcare 2' and 'Special Residential' (where it does not front the street at pedestrian level unless it provides pedestrian interest and activity).

Contemplated Uses include 'Business Services', 'Dining', 'Entertainment', 'Home Occupation', 'Industry – Service', 'Industry – Cottage', 'Mixed Commercial', 'Office', 'Recreation and Leisure', 'Residential' (provided it does not front the street at pedestrian level), 'Retail' (Central), 'Retail' (General), 'Retail' (Local) and 'Storage'.

4.2.3 Plot Ratio

A plot ratio of 5.0:1 applies to the site. With a land area of 8,352m², the site is capable of being developed with a plot ratio floor area of 41,760m², excluding Bonus Plot Ratio concessions.

Pursuant to Clause 28 of CPS2, Bonus Plot Ratio can be awarded for any combination of the following Eligible Facilities:

- Public Facilities and / or Heritage: 20%
- Residential: 20%
- Special Residential – Standard: 20%
- Special Residential – High Quality Hotel: 40%

A total maximum of 50% Bonus Plot Ratio (7.5:1) under CPS2 is available for the subject site.

The proposed development was originally restricted to a maximum plot ratio of 7.06:1. A modification to a condition on the original LDAP Development Approval was approved on by the LDAP at its meeting held on the **15 October 2015**. The proposed development was subsequently restricted to a maximum plot ratio of 7.45:1 inclusive of 49% bonus plot ratio on the basis of 36% bonus plot ratio for a new 'Special Residential' use (high quality hotel) and 13% bonus plot ratio for a Public Facility (public space).

4.2.4 Car Parking

Tenant Car Parking

Under the Perth Parking Policy (PPP) the site is eligible for a maximum of 125 tenant car parking bays. Following the recommendations of the Department of Transport and the findings of the Traffic Impact Statement, the proposed development was approved with a maximum of 181 tenant car parking bays being provided on site. These bays being for the exclusive use of tenant or occupants of the development and their guests/customers, and being allocated to the uses on site as follows:

- a maximum of 100 bays allocated to tenants of the office building;
- four bays allocated to the Fire Education and Heritage Centre;
- the remaining (maximum of 77) bays allocated to the hotel staff and guests; and

- the car bays being marked or separated to clearly delineate the tenant parking for the office, the Fire Education and Heritage Centre and hotel uses.

A condition of Development Approval also permits a maximum of 66 short term public car parking bays being provided on site.

5.0 PROPOSED SUBDIVISION

Approval subject to condition(s) has been granted by the Western Australian Planning Commission ('WAPC') on 29 July 2014 for the subdivision of the subject site (WAPC ref: 150066), which proposes to subdivide the subject site into two (2) freehold titles.

The approved plan of subdivision proposes to create a freehold title (Lot 1) of 1,231m² in area at the North West of the subject site. Lot 1 is proposed to enable the State Heritage listed 'No.1 Fire Station' occupied by the Department of Fire and Emergency Services Fire Education and Heritage Centre to be provided on an individual allotment. The balance of the subject site is to be a separate title (Lot 2), having an area of 7,114m² and to be occupied by the Hibernian Hall and the recently approved development. An extract of the approved plan of subdivision is provided below at Figure 3.

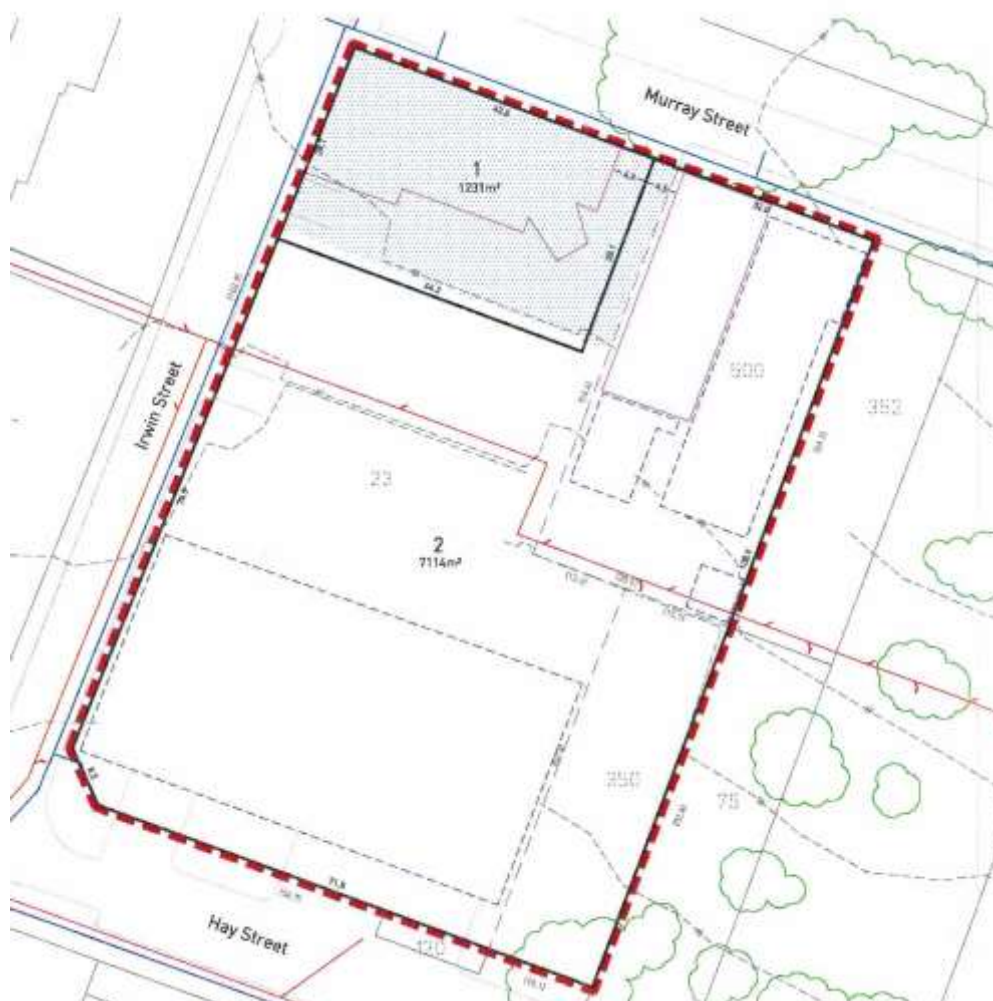


Figure 3 – Extract of the Approved Plan of Subdivision

However the proposed plot ratio and tenant car parking provision of the development is based on the entire site. A SCA will provide for plot ratio and parking to be distributed over the site. This would ensure compliance with provisions of CPS2 in relation to these two matters.

The proposed boundaries of the SCA shown within Figure 24 will not change as a result of the subdivision.

6.0 THE PROPOSAL

The purpose of this Scheme Amendment is to introduce a SCA into CPS2, for 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street, to facilitate the development of the land as a whole in a coordinated manner in order to achieve a high quality outcome for the site.

The proposed provisions of the SCA to be incorporated into Schedule 9 of the CPS2 Scheme Text are as follows.

24. 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.

24.1 Special Control Area

The following provisions apply to the land marked as Figure 24 being 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.

24.2 Objectives

To facilitate the development of 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area. as a whole in a coordinated manner.

24.3 Plot Ratio

For the purpose of determining plot ratio within the Special Control Area, the Special Control Area shall be treated as one lot.

24.4 Car Parking

For the purpose of determining the tenant car parking allowance for the Special Control Area under the provisions of the Perth Parking Policy, the Special Control Area shall be treated as one lot.

The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.

It is also proposed to amend the 'City Centre' Precinct Plan to indicate the SCA.

7.0 PLANNING CONSIDERATIONS

SCAs allow for the coordinated development of complex sites by treating the area as one site. A SCA will facilitate the mixed use development recently approved by the Perth LDAP applicable to the subject site. It is proposed to construct a mixed use

development at the site comprising a 362 room five-star hotel, office building, various commercial tenancies, public plaza, associated basement car parking. The State Heritage listed Fire Education and Heritage Centre will be retained. Hibernian Hall will also be conserved, adapted and integrated as part of the development.

The SCA will assist the City to meet its objectives in that it will:

- Allow for the subdivision of the subject land into two separate green title lots while maintaining the intent of the Development Approval and the provisions of the CPS2, specifically plot ratio and tenant car parking allowance over the site;
- Facilitate a coordinated approach to developing the property, enabling components of the development to commence while not impacting on the Planning Approval;
- Facilitate the retention, restoration and maintenance of two State Listed heritage buildings;
- Provide for additional short stay accommodation; and
- Facilitate the activation of an underutilised site via introducing a range of uses which will add to the Precinct's day and night activation and will assist in creating a vibrant city.

The Planning and Development (Local Planning Schemes) Regulations 2015 (Regulations 2015) were gazetted on 25 August 2015 and came into effect on 19 October 2015.

Under the *Regulations 2015* it is considered that the proposed amendment would represent a Standard amendment for the following reasons:

- The amendment would have minimal impact on land in the scheme area that is not the subject of the amendment; and
- The amendment does not result in any significant environmental, social, economic or governance impacts on land in the scheme area.

8.0 CONCLUSION

A SCA is proposed to apply to 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street, Perth to assist in facilitating the high quality redevelopment of the subject site whilst ensuring the retention, restoration and maintenance of two significant heritage buildings. The proposed SCA will ensure a holistic approach to the development of the site, allowing for flexibility of built form and use. Moreover, the lodgement of a Scheme Amendment request for the SCA is required to fulfil condition 8 of the Development Approval granted 26 February 2016.

The proposed SCA is consistent with the relevant statutory planning framework provided by CPS2 and the intent of the City's strategic planning policies.

**PLANNING AND DEVELOPMENT ACT 2005
CITY OF PERTH**

CITY PLANNING SCHEME NO. 2

AMENDMENT NO. 37

The City of Perth under and by virtue of the power conferred upon it in that behalf by the Planning and Development Act 2005 hereby amend City Planning Scheme No. 2 by:

1. Inserting after Clause 57A(1):
 - (x) 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.
2. Inserting the following in Schedule 9 Special Control Areas:
 - 24. 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.**
 - 24.1 Special Control Area
The following provisions apply to the land marked as Figure 24 being 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.
 - 24.2 Objectives
To facilitate the development of 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area. as a whole in a coordinated manner.
 - 24.3 Plot Ratio
For the purpose of determining plot ratio within the Special Control Area, the Special Control Area shall be treated as one lot.
 - 24.4 Car Parking
For the purpose of determining the tenant car parking allowance for the Special Control Area under the provisions of the Perth Parking Policy, the Special Control Area shall be treated as one lot.

The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.
3. Amending the City Centre (CC) Precinct Plan Map (P1 to 8) accordingly.
4. Inserting Figure 24 – 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area into Schedule 9 – Special Control Areas of the Scheme.

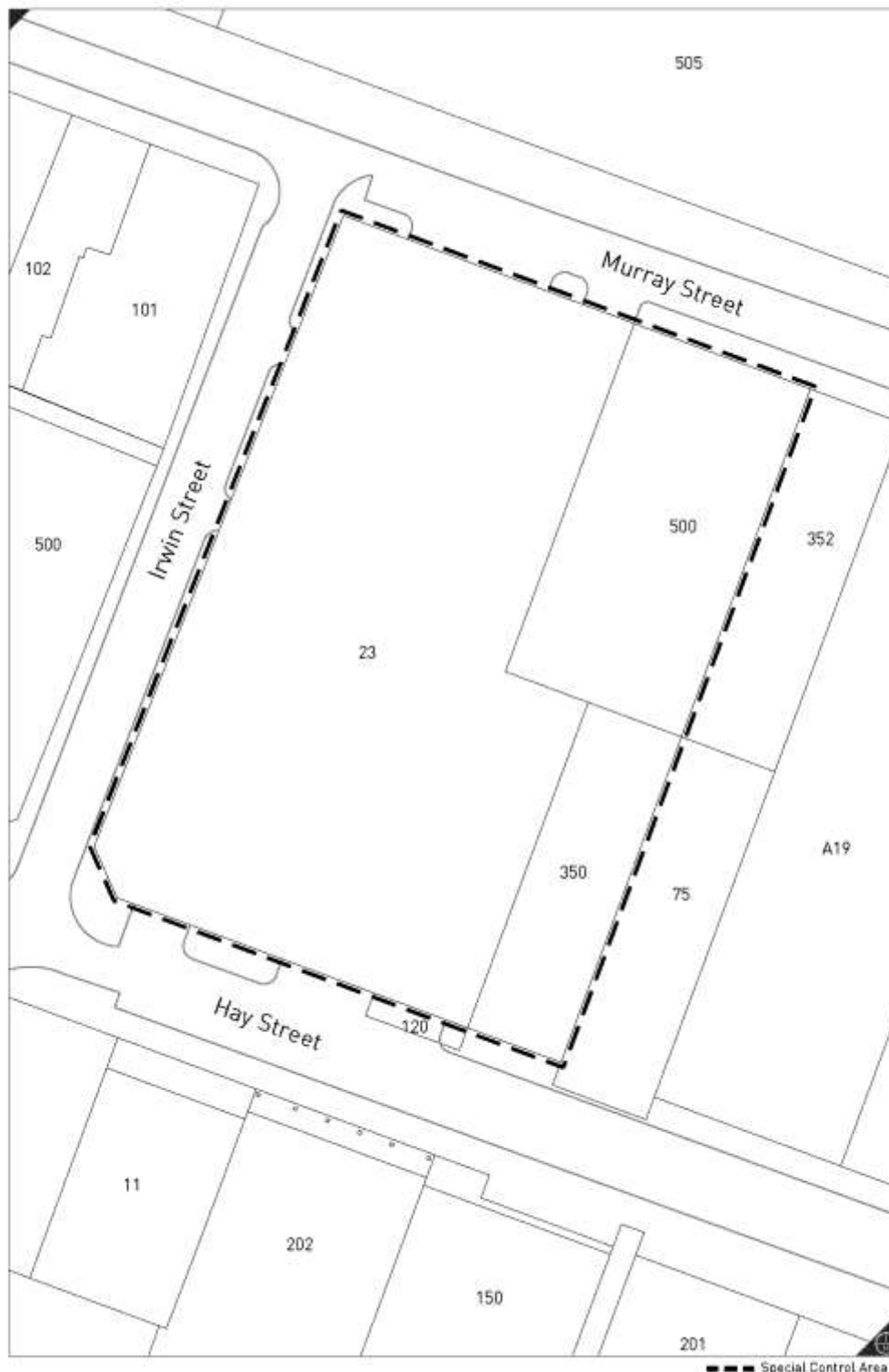


Figure 24 - 480 (Lots 23 and 350) Hay Street and 15-17 (Lot 500) Murray Street, Perth

LOT 23, 350, 500, 352, 75, 120, 11, 202, 150, 201, 102, 101, 505
 William Davidson 2 Jan 2019

ADOPTION

Adopted by resolution of the City of Perth at the Ordinary Meeting of the Council held on the 28th day of June 2016.

LORD MAYOR

CHIEF EXECUTIVE OFFICER

FINAL ADOPTION

Adopted for final approval by the City of Perth at the Ordinary Meeting of the Council held on the on the ____ day of _____ 2016, and the Common Seal of the City of Perth was hereunto affixed by the authority of a resolution of the Council in the presence of:

LORD MAYOR

CHIEF EXECUTIVE OFFICER

Recommended / Submitted for Final Approval

DELEGATED UNDER S.16 OF PD ACT 2005

DATE

FINAL APPROVAL GRANTED

MINISTER FOR PLANNING

DATE

SCHEDULE 1 EXISTING CITY CENTRE PRECINCTS PLAN (P1 TO 8)



SCHEDULE 2 PROPOSED CITY CENTRE PRECINCTS PLAN (P1 TO 8)

City Planning Scheme No.2

CITY CENTRE - Precincts 1-8

CITY CENTRE

Will continue to develop as the focus of business, retail, civic, cultural and entertainment activities in Western Australia

PRECINCTS

The City Centre contains the following Precincts:

P1 - Northbridge P5 - Cityplace
P2 - Cultural Centre P6 - St Georges
P3 - Stirling P7 - Civic
P4 - Victoria P8 - Foreshore

PARLIAMENT HOUSE AND SURROUNDS

A Clause 32 area which maintains the visual prominence of Parliament House and the aesthetic quality of development in the area.

MINOR TOWN / LOCAL PLANNING SCHEMES (TPS / LPS)

The additional Schemes which apply in the city centre are:

TPS 11 - Wesley Trust and WA Travel Centre
TPS 13 - State Government Insurance Office
TPS 16 - David Jones Site (now Central Park)
TPS 21 - F&I Site
TPS 23 - Paragon
LPS 26 - Normalised Redevelopment Areas

SPECIAL CONTROL AREAS

Special control areas apply in the city centre for these areas:

2 - CTA Building
5 - 240 St Georges Terrace & 889-915 Hay Street
6 - 141 & 125-137 St Georges Terrace & 18 Mounts Bay Road
8 - 126-144 Stirling Street
11 - 225-239 St Georges Terrace (Bishops Seal)
12 - 298-310 Murray Street
15 - 92-120 Roe Street
17 - St Martins
18 - 30 Beaufort Street
24 - 480 (Lots 23 and 250) Hay Street, and 15-17 (Lot 500) Murray Street

PLANNING POLICIES

Planning and design guidelines apply in the city centre for these areas:

- James, William, Roe and Lake Street
- King Street
- Godenich
- William Street Station Precinct



LEGEND

Scheme Area Boundary

CITY OF PERTH SCHEME RESERVES

Parks & Recreation
Public Purposes - Civic Use

CITY OF PERTH SCHEME USE AREAS

City Centre
Town Centre
Residential
Office/Residential
Residential/Commercial
Commercial

OTHER

Additional Uses
Normalised Redevelopment Area
Metropolitan Redevelopment Authority Area
City Centre Boundary
MRS Clause 32 Area
Minor Town / Local Planning Schemes and Number

SPECIAL CONTROL AREAS AND NUMBER

Other Planning Control Areas
Precinct Boundary
Precinct Number

METROPOLITAN REGION SCHEME RESERVES

Parks & Recreation
Railways
Civic & Cultural
Waterways
Public Purposes
• Hospital
• Car Park
• University
• SECWA
• Special Uses

ROADS

• Primary Regional Roads
• Other Regional Roads

NOTE: The Department of Planning should be consulted for full information on the actual land requirements for all Metropolitan Region Scheme Reserves.

ITEM NO: 2

INITIATION OF AMENDMENT NO. 36 TO CITY PLANNING SCHEME NO.2 TO INTRODUCE A SPECIAL CONTROL AREA OVER 251-267 (LOTS 10,11 AND 412) ST GEORGES TERRACE, PERTH

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. pursuant to section 75 of the Planning and Development Act 2005 (the Act), resolves to initiate Amendment No. 36 to the City Planning Scheme No. 2, as detailed in Schedule 4 – Proposed Scheme Amendment No. 36;***
- 2. pursuant to regulation 35(2) of the Planning and Development (Local Planning Schemes) Regulations 2015 (the Regulations), resolves that Amendment No. 36 to the City Planning Scheme No. 2 is a standard amendment pursuant to regulation 34 of the Regulations for the following reasons:***
 - 2.1 the amendment would have minimal impact on land in the scheme area that is not the subject of the amendment; and***
 - 2.2 the amendment does not result in any significant environmental, social, economic or governance impacts on land in the scheme area.***
- 3. pursuant to section 81 of the Act, resolves to refer Amendment No. 36 to the City Planning Scheme No. 2 to the Environmental Protection Authority; and***
- 4. pursuant to section 84 of the Act, resolves to advertise Amendment No. 36 to the City Planning Scheme No. 2 for public inspection in accordance with regulation 47 of the Regulations.***

BACKGROUND:

FILE REFERENCE: P1032827
REPORTING UNIT: Strategic Planning
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 10 June 2015
MAP / SCHEDULE: Schedule 3 – Location Plan
Schedule 4 – Scheme Amendment Report

Site Details

The subject site is comprised of three separate Lots being 251-267 (Lots 10, 11 and 412) St Georges Terrace, Perth.

251 (Lot 11) St Georges Terrace is the eastern most lot and is currently occupied by a nine storey office building and two levels of basement car parking accommodating 115 tenant car parking bays.

255 (Lot 412) St Georges Terrace is the central battle-axe Lot and is currently occupied by a two storey office building and two levels of basement car parking accommodating 27 tenant and 20 public car parking bays.

267 (Lot 10) St Georges Terrace is the western most lot which is currently occupied by a four storey office building with one level of basement car parking accommodating 39 tenant car parking bays.

Refer to Schedule 3 for the location plan.

Planning Approval

A development application for the subject area was approved by the City of Perth Local Development Assessment Panel (LDAP) on 18 September 2015. It consisted of a single storey television studio, the refurbishment of two existing office buildings, the construction of an enclosed pedestrian walkway connecting the buildings and changing the on-site car parking (resulting in 180 tenant car bays), end of trip facilities and landscape works to the remaining forecourt.

Plot Ratio

The development was approved with the following plot ratios on each lot;

No.	Approved	Permitted
267 (Lot 10)	1.9:1 (3,425m ²)	4:1 (7,156m ²)
251 (Lot 11)	2.95:1 (9,308m ²)	4:1 (12,588m ²)
255 (Lot 255)	0.92:1 (642m ²)	4:1 (2,788m ²)

Subdivision

The site is subject to a Subdivision Application lodged with the Western Australian Planning Commission. The Subdivision Application proposes the subdivision of No.

251 (Lot 11) St Georges Terrace into two freehold lots, with total areas of 1,337m² and 1,801m².

Car Parking

The approved development includes 180 tenant car parking bays, of which 15 bays will be set aside for Channel Nine special media/communication vehicles. Additional facilities will be provided for people accessing the site, including three service bays, seven motorcycle bays, 70 bicycles racks and end of trip facilities.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	Clauses 75, 81 and 84 of the <i>Planning and Development Act 2005</i> Clause 56 and 57 of the City Planning Scheme No. 2 Clause 34, 35 and 47 of the <i>Planning and Development (Local Planning Schemes) Regulations 2015</i>
--------------------	--

Integrated Planning and Reporting Framework Implications	Strategic Community Plan Council Four Year Priorities: Perth as a Capital City S5 Increased place activation and use of underutilised space
---	--

Policy

Policy No and Name: City Centre Precincts 1 to 8 Plan

DETAILS:

A request has been received from Rowe Group on behalf of the landowner of the subject site to amend the City Planning Scheme No. 2 (CPS2) to introduce a Special Control Area (SCA) over 251 (Lot 11), 255 (Lot 255) and 267 (Lot 10) St Georges Terrace, Perth. Establishing a SCA over the subject site will facilitate the reallocation of unused plot ratio as well as car parking allowances within the SCA.

FINANCIAL IMPLICATIONS:

Staff costs to progress and finalise the proposed Scheme Amendment have been calculated at \$3,661.39 based on Schedule 3 of the *Town Planning and Development Regulations 2009*. This cost is borne by the applicant.

The advertising and gazettal fees have been estimated at \$2,000 based on previous amendment fees and will be invoiced to the applicant in due course.

COMMENTS:

The proposal to establish a Special Control Area over 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace, Perth is supported as it will:

- Allow for the reallocation of unused maximum permissible plot ratio and car parking allocations within the SCA;
- Allow for the subdivision of Lot 11 into two separate green title lots while maintaining the intent of the planning approval and requirements of the CPS2; and
- Facilitate the redevelopment of the lots in a coordinated manner and allow for the continued construction of a new single storey television studio, refurbishment of two existing office buildings and various other works including parking, landscaping and a new pedestrian walkway.

The proposed Special Control Area for the subject site is seen as a rational and appropriate response to delivering the proposed development for this site.

Planning and Development (Local Planning Schemes) Regulations 2015

The *Planning and Development (Local Planning Schemes) Regulations 2015* (*Regulations 2015*) were gazetted on 25 August 2015 and came into effect on 19 October 2015.

The Regulations introduce a risk based approach to amending Local Planning Schemes including three new categories of amendments; Basic, Standard and Complex. It is considered that the proposed amendment is a Standard amendment because:

- the amendment would have minimal impact on land in the scheme area that is not the subject of the amendment; and
- the amendment does not result in any significant environmental, social, economic or governance impacts on land in the scheme area.

Under a Standard amendment, the process is as follows;

- The Council decides to initiate an amendment to the CPS2;
- The City refers the amendment to the Environmental Protection Authority (EPA) who decide whether an environmental review is required. Once determined, the EPA inform the City of the outcome and ability to proceed;
- The amendment is advertised for public comment for a period of 42 days as required by the *Regulations*; and
- The submissions received during the advertising period are reviewed by the City who then put the amendment forward for final adoption by Council;

- Once adopted, the City refers the amendment to the Western Australian Planning Commission (WAPC);
- The WAPC is required to submit the amendment documents and recommendations to the Minister for Planning within 60 days; and
- Once signed off by the Minister, the amendment is gazetted and comes into effect.



Location Plan

251-267 (lots 10, 11 and 412) St Georges Terrace, Perth.

City of Perth
City Planning Scheme
No. 2



Amendment No. 36



CITY of PERTH

PLANNING & DEVELOPMENT ACT 2005
RESOLUTION DECIDING TO AMEND A TOWN PLANNING SCHEME

CITY OF PERTH

CITY PLANNING SCHEME NO. 2

AMENDMENT NO. 36

RESOLVED that the Council, in pursuance of Section 75 of the *Planning and Development Act 2005*, amend City Planning Scheme No. 2 by:

1. Inserting after Clause 57A(1):

- (w) 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area.

2. Inserting the following in Schedule 9 Special Control Areas:

23. 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area

23.1 Special Control Area

The following provisions apply to the land marked as Figure 23, being 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area.

23.2 Objectives

To facilitate the development of 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area as a whole in a coordinated manner.

23.3 Plot Ratio

For the purpose of determining plot ratio within the Special Control Area, the Special Control Area shall be treated as one lot.

23.4 Car Parking

For the purpose of determining the tenant car parking allowance for the Special Control Area under the provisions of the Perth Parking Policy, the Special Control Area shall be treated as one lot.

The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.

3. Amending the City Centre (CC) Precinct Plan Map (P1 to 8) accordingly.
4. Inserting Figure 23 – 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area into Schedule 9 – Special Control Areas of the Scheme.

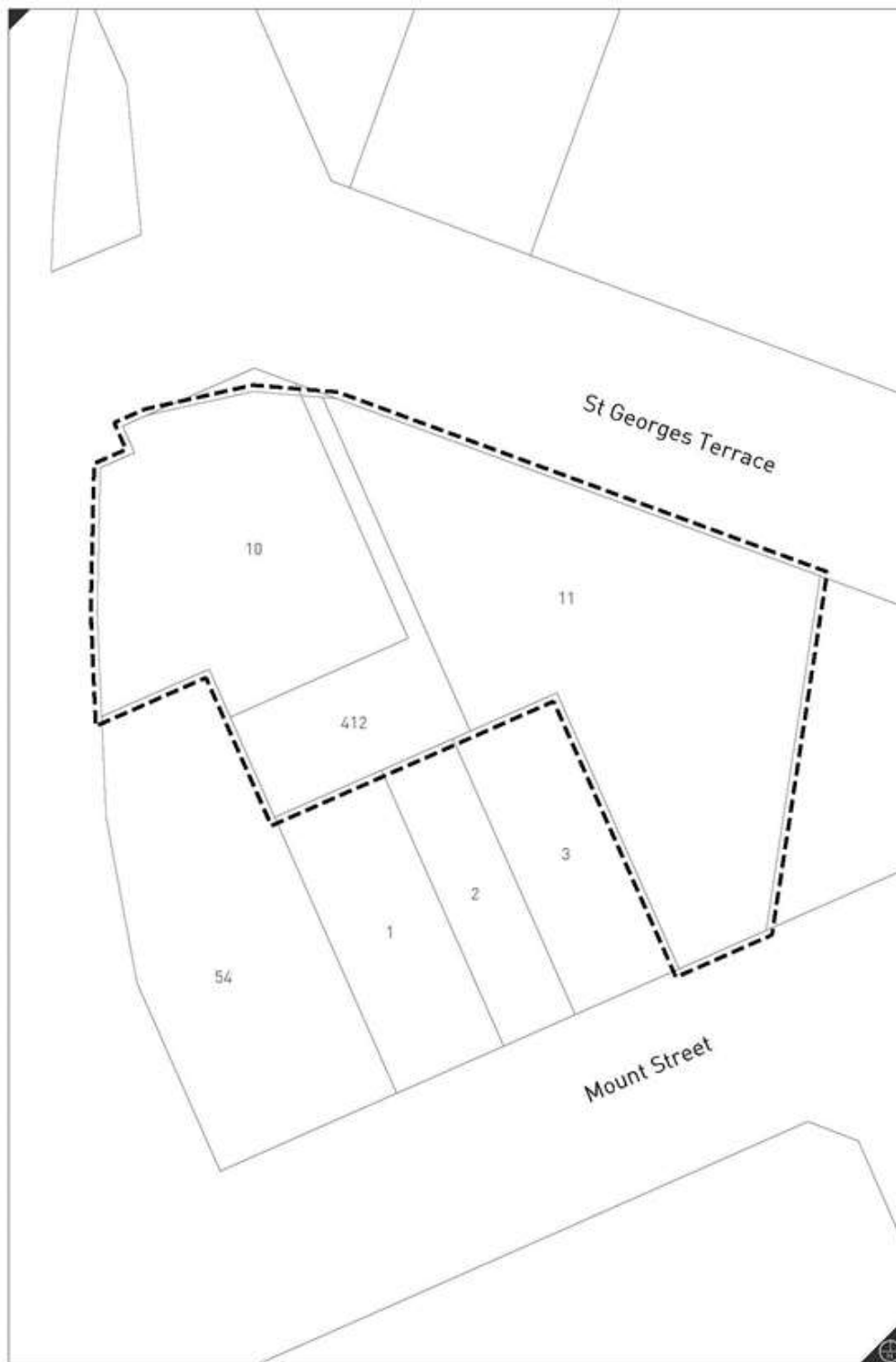


Figure 23 – 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area

Dated this day of2016

CHIEF EXECUTIVE OFFICER

SCHEME AMENDMENT REPORT

1.0 INTRODUCTION

The purpose of this amendment to City Planning Scheme No. 2 (CPS2) is to introduce a Special Control Area (SCA) over the land situated at 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace, Perth.

The SCA is proposed to facilitate the reallocation of unused maximum permissible plot ratio area and car parking allocations within the SCA area. The SCA application will facilitate the continued construction of a new single storey television studio, refurbishments to two existing office buildings and various other works including parking, landscaping and a new pedestrian walkway. It will also enable the further subdivision of the site.

SCAs provide a mechanism to prescribe development standards for specific sites or areas within the Scheme Area.

2.0 BACKGROUND

The subject site is comprised of three separate Lots being 251-267 (Lots 10, 11 and 412) St Georges Terrace, Perth.

251 (Lot 11) St Georges Terrace is the eastern most lot and is currently occupied by a nine storey office building and two levels of basement car parking accommodating 115 tenant car parking bays.

255 (Lot 412) St Georges Terrace is the central battle-axe Lot and is currently occupied by a two storey office building and two levels of basement car parking accommodating 27 tenant and 20 public car parking bays.

267 (Lot 10) St Georges Terrace is the western most lot which is currently occupied by a four storey office building with one level of basement car parking accommodating 39 tenant car parking bays.

3.0 SUBJECT SITE

The site comprises three parcels of land, described as follows:

- Lot 11 (251) on Diagram 63311, held on Certificate of Title Volume 1964 Folio 1;
- Lot 412 (255) on Diagram 72074, held on Certificate of Title Volume 1778 Folio 362; and
- Lot 10 (267) on Diagram 63312, held on Certificate of Title Volume 1778 Folio 361).

Lot 11 has an area of 3,147 square metres, with frontages of 82.7 metres to St Georges Terrace and 14.9 metres to Mount Street. Lot 412 is a battleaxe lot, with an area of 697 square metres and a frontage of 3.4 metres to St Georges Terrace. Lot 10 has a land area of 1,789 square metres with a frontage of 34.5 metres to St Georges Terrace.

The three land parcels have a combined area of 5,633 square metres.



Figure 1 – Aerial Photograph: Lots 10, 11 & 412 St Georges Terrace, Perth

4.0 PLANNING FRAMEWORK

4.1 Metropolitan Region Scheme

The subject site is zoned 'Central City Area' under the Metropolitan Region Scheme (MRS).

4.2 City Planning Scheme No. 2

4.2.1 Use Area and Precinct

The land is located in the City Centre Scheme Use Area and the St Georges Precinct (P6) as provided by CPS2. The intent of the St Georges Precinct is to:

"...continue to function as the State's principal centre for business, finance, commerce and administration. In this regard the tradition, prestige and convenience of the Precinct will be highlighted as a prime location for office activities."

An extract of the CPS2 Scheme Use Area map is provided below.

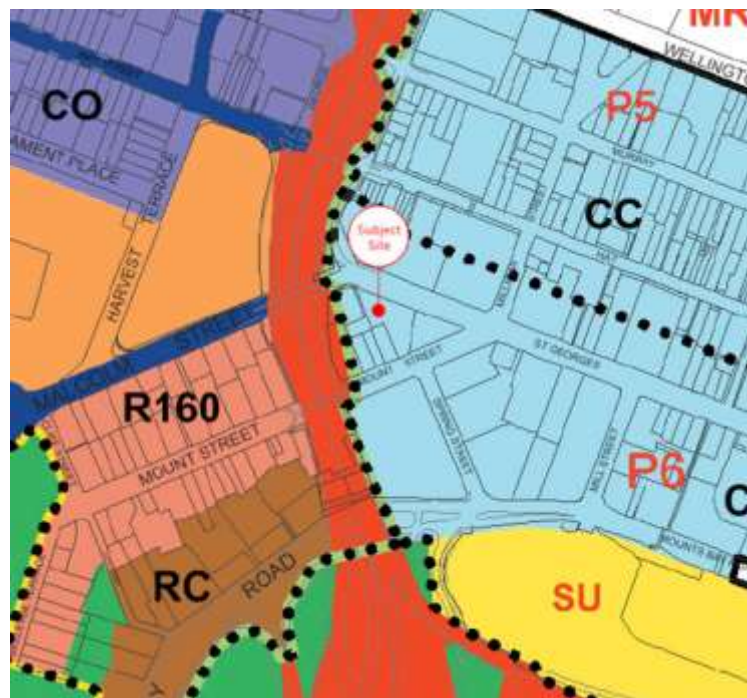


Figure 2 – Extract from City Planning Scheme No.2 Scheme Map

4.2.2 Preferred and Contemplated Uses

Preferred Uses within Precinct 6, as they apply to the site, are Business Services, Civic, Dining, Healthcare 1, Office and Special Residential where it fronts the street at a pedestrian level unless it provides pedestrian interest and activity.

Contemplated Uses include Community and Cultural, Education 2, Entertainment, Healthcare, 2, Home Occupation, Industry – Service, Industry – Cottage, Mixed Commercial, Retail (Central), Retail (General), Retail (Local) and Education 1,

Recreation and Leisure, Residential and Storage where it fronts the street at a pedestrian level.

5.0 PLANNING APPROVAL

5.1 Plot Ratio

In accordance with CPS2, the subject site is permitted to have a maximum plot ratio of 4.0:1. With an area of 5,633 square metres, the land within the SCA has the potential to be developed with a total plot ratio floor area of 22,524 square metres.

The current development was approved with the following plot ratios on each lot;

No.	Approved	Permitted
267 (Lot 10)	1.9:1 (3,425m ²)	4:1 (7,156m ²)
251 (Lot 11)	2.95:1 (9,308m ²)	4:1 (12,588m ²)
255 (Lot 255)	0.92:1 (642m ²)	4:1 (2,788m ²)

5.2 Parking

The approved development includes 180 tenant car parking bays, of which 15 bays will be set aside for Channel Nine special media/communication vehicles. Additional facilities will be provided for people accessing the site, including three service bays, seven motorcycle bays, 70 bicycles racks and end of trip facilities.

5.3 Subdivision Application

The subject site is also subject to a Subdivision Application lodged with the Western Australian planning Commission. The Subdivision Application proposes the subdivision of 251 (Lot 11) St Georges Terrace into two (2) freehold lots, with total areas of 1,337m² and 1,810m². 251 St Georges Terrace is contained wholly within the proposed SCA.

The surrounding borders of the SCA shown within Figure 23 will not change as a result of the proposed subdivision and subsequent approval. The SCA seeks to allow the allocation of the balance of unused plot ratio area to the new undeveloped landholding proposed by the Subdivision Application within the SCA.

Additional facilities will be provided for people accessing the site, including three service bays, seven motorcycle bays, 70 bicycles racks and end of trip facilities.

6.0 THE PROPOSAL

The purpose of this Scheme Amendment is to introduce a SCA into CPS2, for 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace to facilitate the development of the land as a whole in a coordinated manner in order to achieve a high quality outcome for the site.

The proposed provisions of the SCA are to be incorporated into Schedule 9 of the CPS2 Scheme Text are as follows.

23. 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area

23.1 Special Control Area

The following provisions apply to the land marked as Figure 23, being 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area.

23.2 Objectives

To facilitate the development of 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area as a whole in a coordinated manner.

23.3 Plot Ratio

For the purpose of determining plot ratio within the Special Control Area, the Special Control Area shall be treated as one lot.

23.4 Car Parking

For the purpose of determining the tenant car parking allowance for the Special Control Area under the provisions of the Perth Parking Policy, the Special Control Area shall be treated as one lot.

The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.

It is also proposed to amend the City Centre Precinct Plan to indicate the Special Control Area.

7.0 PLANNING CONSIDERATIONS

SCAs allow for the coordinated development of complex sites by treating the area as one site. The proposed SCA will ensure compliance with the CPS2 provisions relating to plot ratio and car parking following the approved subdivision and development approval of the site.

The Planning and Development (Local Planning Schemes) Regulations 2015 (Regulations 2015) were gazetted on 25 August 2015 and came into effect on 19 October 2015. *The Regulations 2015* replaced the *Town Planning Regulations 1967* and associated Model Scheme Text.

Under the *Regulations 2015* it is considered that the proposed amendment would represent a Standard amendment for the following reasons:

- The amendment would have minimal impact on land in the scheme area that is not the subject of the amendment; and
- The amendment does not result in any significant environmental, social, economic or governance impacts on land in the scheme area.

8.0 CONCLUSION

The proposed SCA over 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace will assist in facilitating the high quality redevelopment of the subject site and ensure a holistic approach to the development of the site, allowing for flexibility of built form and use.

The proposed SCA is consistent with the relevant statutory planning framework provided by CPS2.

**PLANNING AND DEVELOPMENT ACT 2005
CITY OF PERTH**

CITY PLANNING SCHEME NO. 2

AMENDMENT NO. 36

The City of Perth under and by virtue of the power conferred upon it in that behalf by the Planning and Development Act 2005 hereby amend City Planning Scheme No. 2 by:

1. Inserting after Clause 57A(1):

- (w) 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area.

2. Inserting the following in Schedule 9 Special Control Areas:

23. 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area

23.1 Special Control Area

The following provisions apply to the land marked as Figure 23, being 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area.

23.2 Objectives

To facilitate the development of 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area as a whole in a coordinated manner.

23.3 Plot Ratio

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23.4 Car Parking

For the purpose of determining the tenant car parking allowance for the Special Control Area under the provisions of the Perth Parking Policy, the Special Control Area shall be treated as one lot.

The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.

3. Amending the City Centre (CC) Precinct Plan Map (P1 to 8) accordingly.

4. Inserting Figure 23 – 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area into Schedule 9 – Special Control Areas of the Scheme.

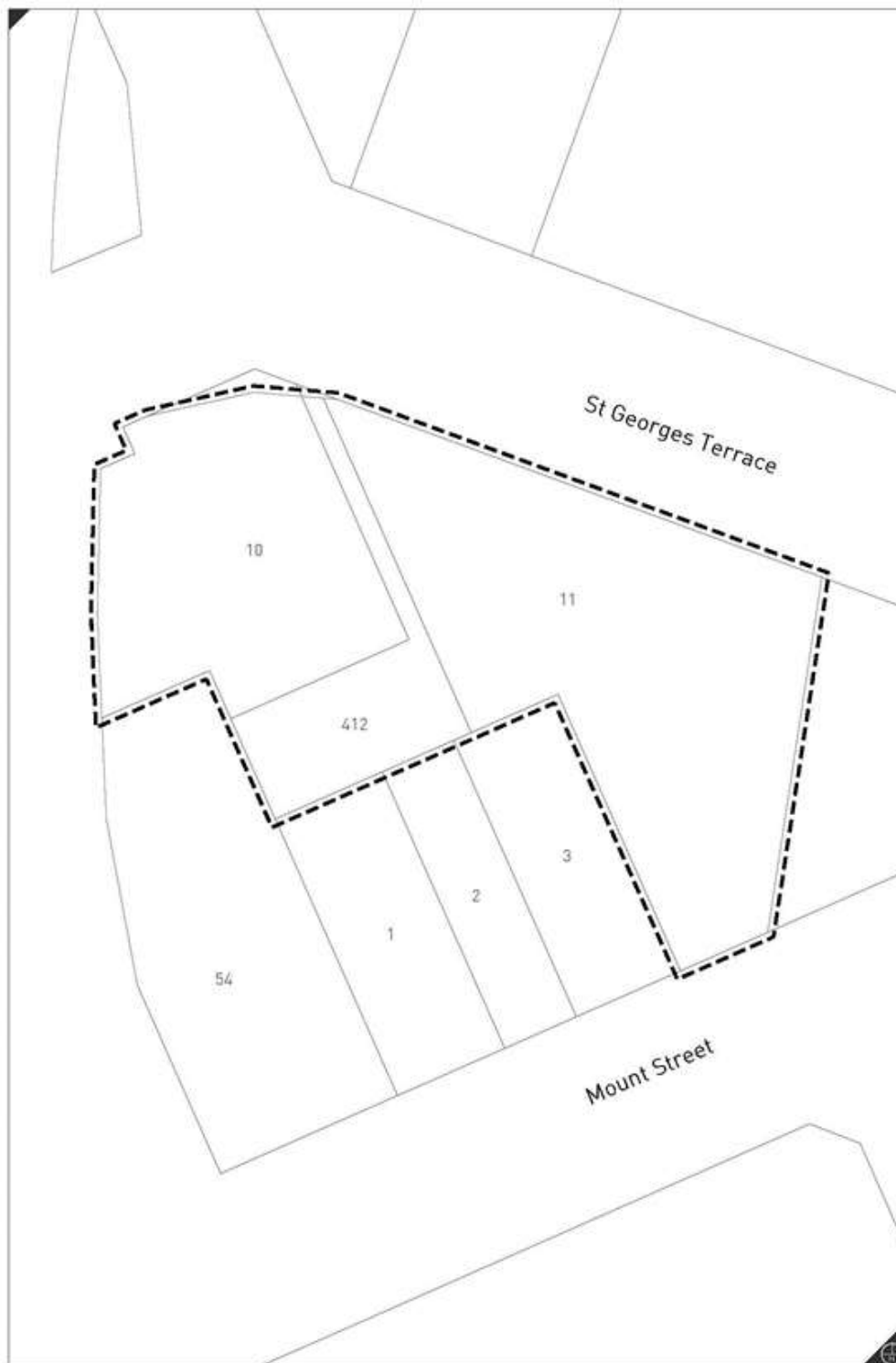


Figure 23 – 251 (Lot 11), 255(Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area

ADOPTION

Adopted by resolution of the City of Perth at the Ordinary Meeting of the Council held
on

The..... day of.....20.....

LORD MAYOR

CHIEF EXECUTIVE OFFICER

FINAL ADOPTION

Adopted for final approval by the City of Perth at the Ordinary Meeting of the Council held on the on the ____ day of _____ 20____, and the Common Seal of the City of Perth was hereunto affixed by the authority of a resolution of the Council in the presence of:

LORD MAYOR

CHIEF EXECUTIVE OFFICER

Recommended / Submitted for Final Approval

DELEGATED UNDER S.16 OF PD ACT 2005

DATE

FINAL APPROVAL GRANTED

MINISTER FOR PLANNING

DATE

SCHEDULE 1 EXISTING CITY CENTRE PRECINCTS PLAN (P1 TO 8)



SCHEDULE 2 PROPOSED CITY CENTRE PRECINCTS PLAN (P1 TO 8)



ITEM NO: 3

PROPOSED AMENDMENTS TO THE PERTH PARKING MANAGEMENT ACT 1999

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. advises the Department of Transport that it conditionally supports the proposed amendments to the Perth Parking Management Act 1999 subject to:***

- 1.1 Section 23 of the Perth Parking Management Act 1999 Act being amended to incorporate the following:***

- a. a clear and transparent process which outlines the formal consultation process to occur between the City of Perth and the Department of Transport;***
- b. the principles and objectives for the expenditure of the Perth Parking Licensing Account;***
- c. public reporting of expenditure of funds from the Perth Parking Licensing Account; and***
- d. appropriate timeframes for the expenditure of the funds in the Perth Parking Licensing Account;***

- 1.2 no additional controls for event parking being incorporated into the Perth Parking Management Act, Perth Parking Management Regulations or the Perth Parking Policy;***

- 1.3 consultation with the City of Perth regarding any future decision making on the setting of differing rates of licence fees;***

- 1.4 the requirement for public consultation for any key changes to the legislation or the Perth Parking Policy, being incorporated into an amendment procedure to promote accountability and transparency;***

(Cont'd)

- 1.5 a Communication Strategy being prepared by the Department of Transport to provide clear communication up front to all licensees on the implications of late payments; and**
 - 1.6 the City of Perth being provided with the opportunity to work collaboratively with the Department of Transport on addressing the issues identified in this report.**
- 2. advises the Department of Transport that the City of Perth seeks an increased role in the setting of priorities and the timing of expenditure of funds from the Perth Parking Licensing Account. That the City considers that the most appropriate mechanism to achieve this is through agreed implementation plans for appropriate high-level strategic transport plans including the recently endorsed Central Area Transport Plan. Further, that oversight of this could be through an appropriate joint governance body such as the City of Perth Committee or other agreed alternative.**

BACKGROUND:

FILE REFERENCE:	P1020501-2
REPORTING UNIT:	Strategic Planning
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	12 May 2016
MAP / SCHEDULE:	Schedule 5 – Proposed Amendments to the <i>Perth Parking Management Act 1999</i>

Perth Parking Management Act 1999 and Perth Parking Policy 2014

The principal objective of the *Perth Parking Policy (PPP)* is:

'To promote a balanced and sustainable transport system to gain access to central Perth and limit the growth of traffic congestion and deterioration of air quality in the central area';

The PPP was developed jointly by the State Government and the City to provide a consistent framework for managing parking within the city. It extends over the Perth Parking Management Area (PPMA), which is defined under the Regulations and includes the CBD, West and East Perth and Northbridge and a limited area within the City of Vincent. The PPP provides guidance to the State Government in exercising the powers conferred upon it by the *Perth Parking Management Act 1999* (the Act)

and to the City in providing a framework for assessing development applications for parking facilities under City Planning Scheme No. 2 (CPS2).

Under the Act, the State Government is charged with the responsibility of licensing parking facilities in the PPMA, with the exception of those for private residential use. Revenue collected under the Perth Parking Levy is credited into the Perth Parking Licensing Account. This provides a funding source for a range of transport initiatives including the free Central Area Transport (CAT) bus system, cycle paths and for funding a proportion of the Perth Busport. The Office of State Revenue is responsible for revenue collection and administration of the licensing system on behalf of the Director General – Transport.

Whilst the PPP has been reviewed twice by the State Government since its original gazettal in 1999, the Act has not been amended since being introduced in 1999.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation

Perth Parking Management Act 1999
Perth Parking Management Bill 1998
Perth Parking Regulations 1999

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Getting around Perth
S4 Enhancing accessibility in and around the city
including parking.

Policy

Policy No and Name: Perth Parking Policy 2014

DETAILS:

The Department of Transport (DoT) formally invited the City of Perth (the City) on 22 September 2015 to comment on the proposed modifications to the Act.

A number of key amendments include:

- Increasing penalties for non-compliance;
- Director General of Transport to have the authority to cancel or amend a license when a building is demolished or redeveloped;
- Enabling preliminary approval of a license to be given following a planning approval and providing the ability to remove or vary certain conditions on application by the owner;
- Prescribing standard expiry dates and providing for the automatic renewal of licenses and the provision of temporary licenses;
- Automatic cancellation of licenses if fees have not been paid on or before the Grace Period. It is likely that any new application for a license would be subject to the provisions of the version of the PPP current at the time of application;
- Setting up the head of power to create separate areas within the PPMA with different rates of license fees; and
- Restricting the provision of event parking.

Other governance and administrative changes are also proposed and include the following:

- Adding information to the Act which reflects the Act's objectives and supports the projects that are funded by Perth Parking Revenue – refer to PPMB – 2nd Reading Assembly 1998;
- Further detailing the process for amendment of the PPP to ratify the process previously used in 2012 and 2014;
- Strengthening the provisions to prevent advertising of the availability of parking that does not comply with the license;
- Transferring the exemption of parking where premises are used solely for private residential purposes from the Act to the Regulations and providing a definition of 'Private Residential Purposes';
- Allowing licenses to be surrendered; and
- Removing identified ambiguities such as improving the definition of 'Owner', providing definitions for 'Parking Bay' and 'Due Date'.

For further information please refer to Schedule 5 which also incorporates draft recommended responses.

The City's officers (from the Development Approvals, Transport, Parking Services and Commercial Parking units) attended two meetings with representatives from the DoT to discuss the proposed changes to the Act and its potential implications for the City.

The DoT has indicated that it will not be publically advertising the proposed Act amendments and will instead be targeting consultation to identified stakeholders. Furthermore, the proposed Act amendments will not be presented during this term of government.

FINANCIAL IMPLICATIONS:

Whilst there are no direct financial costs associated with this report, there may be implications in the future in relation to the Perth Parking Levy and the expenditure of the Perth Parking Licensing Account.

COMMENTS:

The majority of the proposed amendments to the Act are administrative and/or governance matters and as such are considered to be acceptable in principle. However, there are a number of issues which need to be addressed by the DoT as outlined below.

Item 1.12 - Creating separate areas within the Perth Parking Management Area with different rates of license fees

It is understood this provision will set up the head of power within the Act to create the ability to apply different rates of licence fees to different areas within the PPMA.

For example, this would enable the DoT to apply a reduced parking license rate for those areas outside of the catchment area for Free Transit Zone and the CAT bus system.

Whilst this is supported in principle, it is recommended that the City requests to be involved in any future decision making on the setting of differing rates of license fees to ensure that owners of parking within the city will not be penalised with higher license fees without corresponding higher levels of public transport, cycling or pedestrian transport infrastructure. This could have significant financial implications for the City's public parking (CPP) business.

It is also recommended that further guidance be incorporated into the Act on the expenditure of revenue in consultation with the City as discussed further in the report.

Item 1.13 - Restricting the provision and use of event parking

The DoT are proposing to provide additional controls on event parking and to allow for event parking to be provided by organisations other than just the City.

With respect to the additional controls, it is understood that the DoT has been concerned about the growth of event parking which has been contrary to the original intent of the PPP.

Section 11.2 of the PPP states the following:

"Land, including parks and reserves, may be used intermittently for parking vehicles in association with special events where it has been demonstrated that there is a requirement.

Events parking may be provided to address unforeseeable events such as public transport disruption; or in circumstances where it is expected that an event will create a spike in access and parking demand that cannot be accommodated by car parks in the vicinity or by existing or temporarily increased public transport provision. Events parking is only for the use of the event organiser, participants or patrons".

Currently an application for event parking must receive approval from the City, as the relevant planning authority.

The City's technical officers have discussed the above concerns with the DoT and informally agreed to consult with the DoT prior to making a determination on event parking. It is understood that this arrangement has been working well and reduced event parking on reserves.

Given this, it is considered that any additional controls on event parking are not warranted.

Notwithstanding the above, both the City and the DoT will need to give consideration to the event parking applications likely to arise from the new stadium (potentially 34 applications per annum).

Currently, most event parking occurs on reserves which are intended for 'recreational use' and this should generally take precedence over any need for event parking. Whilst it is acknowledged that some events may occur outside of regular public transport operating hours, it is important that existing public parking facilities are fully utilized prior to alternative measures being investigated, including use of reserves for event parking.

As outlined above, the DoT is also proposing to allow for event parking to be provided by organisations other than just the City. The existing legislation only permits the City to provide event parking, whereas other organisations may be able to offer their vacant tenant parking bays for event parking where appropriate (for example at Trinity College). This approach is supported in principle as it is likely to reduce the need for event parking on reserves and provide greater parking efficiency in those instances where the public parking facilities within the vicinity of an event are at full capacity. It is likely should such changes come into effect that the City, as the decision making authority, would be required to provide guiding principles within a Council policy for the assessment of such applications to ensure transparency and consistency in the decision making.

Item 2.1 - The Perth Parking Licensing Account

The DoT is seeking to incorporate information into the Act which reflects the Act's objectives and supports the projects that are funded by Perth Parking Levy (as outlined in the PPMB). The current preamble in the Act is very limited. Greater detail was provided in the Second Reading speech outlined in the PPMB. The stated objectives of the PPP are also wider than those of the Act.

Whilst the above additions to the Act are supported, there is considered a need to further enhance the provisions relating to expenditure of revenue from the Perth Parking Licensing Account.

Section 23(3) of the Act currently states in relation to this:

"There shall be charged to the Perth Parking Licensing Account, with the approval of the Minister, after consultation with the City of Perth, any amounts that are, in the opinion of the Minister, necessary or expedient –

- (a) For a purpose within the Perth parking management area that gives effect, or is connected with giving effect, to the Perth Parking Policy; or*
- (b) For the purpose of administering this Act or a purpose connected with its administration."*

There is poor transparency in the current process. Despite the current legislative requirement for consultation with the City, the City has had limited visibility on how the Perth Parking Levy funds are spent (apart from Officer level involvement in DoT's Central Area Transport Plan process). The costs associated with funding the free CAT bus service, subsidising the Free Transit Zone and other major capital sourced from the Perth Parking Levy are unclear.

There does not appear to be any requirements in the Act or Regulations on the timeframes in which the Perth Parking Levy funds should be spent. The Department of Treasury's Overview of State Taxes and Royalties 2014-15' showed that as at 2014/15, the Perth Parking Levy revenue collections equated to \$47.9 million.

It is recommended that, section 23 of the Act should be amended to incorporate the following:

- a clear and transparent process which outlines the formal consultation process to occur between the City and DoT, (providing greater weight to the City's Capital City status);
- appropriate timeframes for the expenditure of the funds in the Perth Parking Licensing Account;
- a requirement for annual public reporting on how the funds from the Perth Parking Licensing Account have been spent; and
- further enhancement of the principles and objectives for the expenditure of the revenue. These could include principles similar to those in the State Government's State Planning Policy 3.6 on Developer Contributions which includes principles relating to need and nexus, transparency, equity, certainty, efficiency, consistency, consultation and accountability.

The City will be seeking to increase its role in the expenditure of funds from the Perth Parking Licensing Account outlined under Section 23 of the PPMA. The City considers that the most appropriate mechanism to achieve this is through agreed implementation plans for appropriate high-level strategic transport plans including the recently endorsed Central Area Transport Plan.

Potential Role of the City of Perth Committee

The City of Perth Committee (CPC) created under the *City of Perth Act 2016* presents an opportunity to improve collaboration between the City and the State Government on strategic transport matters.

The *City of Perth Act 2016* outlines the role of the CPC as follows:

"To facilitate collaboration between the State and the City of Perth in order to further:

- i) identify and promote opportunities and strategies for strengthening the economic, cultural, social, physical and environmental development and growth of the Perth Central Business District and other residential and non-residential areas of the City of Perth.*
- ii) to assist in the identification and development of mechanisms that promote greater integration between the State's planning and development processes and those of the City of Perth;"*

Whilst it is acknowledged that the CPC is not a decision making body, there may be scope for section 23 (3) of the Act to be amended to acknowledge the role and objectives of the CPC by incorporating provision for the CPC to endorse high level strategic transport plans for the city, and any required Implementations Plans. This

would assist to inform the prioritising and timing of expenditure from the Perth Parking Licensing Account.

The City in conjunction with the State Government will be responsible for drawing up the terms of reference for the CPC, which has yet to progress. As such, it is recommended that the Council give consideration to advocating in the preparation of the terms of reference for the CPC that this matter be kept in view. Alternatively, another relevant joint governance body (such as the Central Perth Planning Committee) with representation from the City may also be appropriate.

Improved high-level collaboration will provide an opportunity for both the State Government's and the City's strategic transport objectives and projects to be delivered through Perth Parking Levy revenue and make efficient use of scarce resources.

Item 2.2 - Formal Public Consultation

The City understands that the DoT is seeking to incorporate a provision in the Act for the amendment of the PPP to ratify the process previously used.

This action is supported provided that the requirement for public consultation for any key changes to the legislation or the PPP is incorporated into an amendment procedure to promote accountability and transparency. The City has previously raised this matter with the DoT on a number of occasions when the PPP was amended in 2012 and 2014 without formal public consultation at the time (only key stakeholders were notified). The DoT has yet to comply with the City's request.

Minor Matter - Items 1.10 and 1.11 - Automatic cancellation/Suspension of license if the fee is not paid on or before the Grace Period

The DoT has advised that the provisions outlined in Items 1.10 and 1.11 are to address the growing issue of late and non-payment of the Perth Parking Licensing fees. It is likely that any new application for a parking license will be subject to the version of the PPP current at the time of application. This action may result in a need for a reduction in the total number of bays permitted on site or changes being required to the operations of public parking to comply with any new requirements under the current PPP. This may have implications for the operations of the CCP parking business should the parking license lapse.

Accordingly, the proposal is supported provided that a Communication Strategy is prepared by the DoT to provide clear communication upfront to all licensees on the implications of late payments.

CONCLUSION

There are a few concerns outlined in the above report which require further consideration. Overall, it is considered that the majority of the proposed amendments to the Act are administrative and/or governance matters and as such are acceptable in principle.

There may also be an opportunity during the preparation of the terms of reference for the new CPC to keep in view the potential for the CPC or an alternative joint governance body to endorse high level strategic transport plans for the city, which can then be used to better guide expenditure from the Perth Parking Licensing Account.



SCHEDULE A – Proposed Amendments

Perth Parking Management Act 1999

Note:

Act means the *Perth Parking Management Act 1999*

PPP means the *Perth Parking Policy*

Regulations means the *Perth Parking Management Regulations 1999*

CEO means the *Director General of Transport*

	Key Amendments	Objective	Detail
1.1	Increased penalties for non-compliance.	Improve incentive for compliance.	The modified and court-imposed penalties have not changed since 1999, despite the cost of annual licence fees and the market value of parking bays increasing significantly since then. It is evident that a number of parking bays are deliberately being used without payment of the annual licence fee and this amendment will provide greater incentive for compliance.
	City of Perth Response - No objection - proposed administrative changes		
1.2	Enable the CEO to cancel or amend a licence when a building is demolished or redeveloped and allow for definition of “redevelopment” in the Regulations.	Reduce ambiguity and ensure powers of the Act match original intent.	<p>The ability to manage the supply of parking over time is dependent on being able to apply the latest parking standards of the PPP to older buildings upon redevelopment - so existing parking bay numbers (which may be above new PPP limits) cannot be automatically provided in the new development. This intent was identified in the second reading speeches in the Legislative Assembly and the Legislative Council in 1999 and was included in the <i>Perth Parking Policy 1999</i>, gazetted the same day as the Act. However, the Act is not explicit on this power. It is proposed to make it clearer and explicit.</p> <p>The Act is also to be amended to enable “redevelopment” to be defined in the Regulations.</p>
	City of Perth Response – Support in principle - however need to confirm that the definition of ‘redevelopment’ will be as per the Perth Parking Policy (PPP)		
1.3	Formalise what is currently taken into account for determining the merits of a proposal for support under S. 9	Provide greater guidance to developers and consistency in	This will assist developers and provide more transparent and open decision making. It will be consistent with the proposed updates to the objectives of the Act (as per the original second

	(2) and (3) of the Act.	decision making.	reading speeches) and would include reference to the provision of cycle parking and end of trip facilities.
	City of Perth Response – No objection – the proposed provision will link the head of power with the PPP and promote better balanced transport outcomes.		
1.4	Enable conditions to be imposed on licences in particular situations.	Ensure that licences can be conditioned appropriately.	Section 10 of the Act provides for conditions to be imposed to ensure consistency with the PPP. It does not clearly provide for conditions imposed in other cases, for example, where additional parking has been approved by the Minister under S.9 (3). Often, these decision are based on an evaluation that there are other things being provided by the development which enable alternative travel choices for employees to driving – for example substantial extra bicycle parking and end of trip facilities being provided.
	City of Perth Response – Support in principle – provided that the conditions imposed on the licence are not inconsistent with the planning conditions.		
1.5	Enable preliminary approval of a licence to be given following a planning approval in the case of an application for parking that does not conform to the PPP.	Provide greater certainty to developers that they will be able to license agreed parking once built	Buildings may not be completed for a significant time, sometimes years, after planning approval for redevelopment has been obtained. Applications for licences are not able to be made until the building has at least reached practical completion. There may have been a change of Government, Minister or CEO between planning approval and licence application resulting in different decisions on applications that are not consistent with the PPP. Ability to approve such applications prior to building construction will address this issue.
	City of Perth Response – No objection – the proposed provision will ensure the validity of non-complying applications for the term of the Approval.		
1.6	Removal or variation of certain conditions in preliminary approval on application by the owner.	Provide greater flexibility for developers.	As per the amendment above, the CEO may only issue a licence consistent with the preliminary approval. Given the possible time lag between initial planning approvals and practical completion of larger developments (including multi-site developments, Special Control Areas and Special Parking Control Areas), the final development may be slightly varied rendering conditions irrelevant or impractical. For example a proposed hotel tower changes to office tower. It is proposed to enable the CEO, <i>on application from the Owner</i> , to remove or vary preliminary approval conditions that are to be imposed on a licence. In some cases this may include the tenant allowance being reduced or varied to that of the PPP which is in place at the time of the licence application and not the preliminary

			approval.
	City of Perth Response – Support in principle – provided that any proposed changes align with the planning approval and will not require a new planning approval or affect the conditions of the original planning approval.		
1.7	Provide for licences to expire at the end of the expiry date set out in the licence or prescribed standard expiry date unless sooner surrendered or terminated as provided for in the Act.	Improve the licensing process and provide for future flexibility.	Paragraph (b) for S.12 of the Act establishes a standard expiry date of 30 June if there is none provided on the licence. It is proposed to amend this to allow the standard expiry date to be prescribed. Delays in approval of new licence fees have sometimes resulted in limited notification to licensees of new fees so it may be preferable at some point to change the standard expiry date to a date later than 30 June.
1.8	Automatic renewal of licences.	Reduce the administrative burden on licensees.	It is proposed to delete Section 16 requiring licensees to reapply annually and to instead make provision for automatic renewal of a licence to the next standard expiry date unless sooner cancelled or surrendered. A temporary licence is to be renewed to the next standard expiry date or its stated end date, whichever first occurs.
1.9	Provide for temporary licences.	Address ultra vires practices and increase flexibility.	There is currently no mention in the Act of temporary licences such as those issued for vacant land for construction parking or for replacement parking to cater for temporarily displaced parking from a site undergoing refurbishment. It is proposed to amend the Act to formally allow for temporary licences.
	City of Perth Response – Items 1.7 – 1.9: No objection – proposed administrative changes		
1.10	Provide for automatic suspension of a licence if the fee or instalment has not been made on or before the due date.	Address growing issue of late and non-payment of licence fees.	Provide that a licence will be automatically suspended if full or instalment payment is not made on or before the due date. Compliance action may be taken against the licensee during suspension. The automatic suspension will not be subject to an application to the State Administrative Tribunal.
1.11	Automatic cancellation of licence if the fee, or instalment where allowed, is not paid on or before the expiration of the Grace Period.	Address the growing issue of late and non-payment.	Provide for automatic cancellation of a licence if the fee, or instalment where allowed, is not paid on or before the expiration of a Grace Period (if any) provided in the Regulations within which the licence may still be paid (for the full period). The automatic cancellation would not be subject to an application to the State Administrative Tribunal. Consequential amendments to the Perth Parking Policy 2014 may also be undertaken, thereby restricting any new application for a licence to be subject to the provisions of the version of the Perth Parking Policy current at the time of application.

	City of Perth Response – Items 1.10-1.11 Supported in principle – provided that the licence holder is informed of the implications if the licence is not paid that a new application is submitted. A Communication Strategy may be required.		
1.12	Create separate areas within the PPMA with different rates of licence fees.	Provide flexibility for the future.	Provision is to be made that Regulations may prescribe different licence fee rates for different areas of the Perth Parking Management Area.
	City of Perth Response – Support in principle – the proposed provision creates the ability for DoT to apply different rates of licence fees should the PPMA expand in the future. The City requests to be involved in any future decision making on the application of differing rates of licence fees to ensure that the city will not be penalised with higher parking rate without corresponding higher level in public transport, cycling etc. Principles of expenditure of licence fees should also be introduced (along the lines of those of the State Government for development contributions).		
1.13	Restrict unnecessary provision and use of event parking.	Ensure event parking is only provided where demonstrated to be necessary.	Provide for controls to be imposed on the approvals for Event Parking and allow for Event Parking to be provided by organisations other than just the City of Perth.
	<p>City of Perth Response – The City's technical officers have discussed the above concerns with the DoT and have informally agreed to consult with the DoT prior to making a determination on event parking. It is understood that this arrangement has been working well and reduced event parking on reserves. Given this, it is considered that any additional controls on event parking are not warranted.</p> <p>DoT advised that Regulations cl 5(d) – is proposed to be amended at a later date whereby event parking is no longer only provided by the City of Perth. This approach is supported in principle as it may assist to reduce event parking on reserves when nearby public parking facilities are at full capacity.</p>		

	Amendments for Improved Governance and Administration	Objective	Detail
2.1	Add information to the Act which reflects the Act's objectives and supports the projects that are funded by Perth parking revenue.	The amendment is intended to expressly state the objectives of the Act as originally provided in the Second Reading speeches.	<p>The current preamble is one line. Greater detail was provided in the Second Reading speeches making it apparent that the Act and the PPP were introduced to facilitate balanced and efficient transport outcomes for gaining access to central Perth and to limit the growth of congestion in the central area, with the revenue used to assist in achieving that purpose.</p> <p>The Preamble for the 1999 PPP, which commenced the same day as the Act, provides, amongst other things, that: <i>"The revenue raised through the licensing of parking spaces will be spent in the Perth Parking Management Area to give effect to this Policy ... Matters to be funded by the revenue include the Central Area Transit (CAT) System and improvements to that system, improving public transport access, enhancing the pedestrian</i></p>

			<p><i>environment, supporting bicycle access and other initiatives which support a balanced transport system for the city.”</i></p> <p>Section 23(3) of the Act provides that the revenue will, amongst other things, be used for giving effect to the Perth Parking Policy. The stated objectives of the Policy are wider than the stated objectives of the Act. It is intended to provide some of this background information from the Second Reading speech to state a guiding principle for the licensing of vehicle spaces and use of revenue.</p>
	<p>City of Perth Response - No objection to additional information from the Perth Parking Management Bill 1998 - 2nd Reading Speech to be incorporated into the Act. DoT has advised that it is intended to provide some of this background information to state the guiding principles for the licensing of vehicle spaces and use of Revenue as the current preamble is very light on in regards to purposes and aims of the Act. Additionally, it is recommended that, section 23 of the Act should be amended to incorporate the following:-</p> <ul style="list-style-type: none"> - a clear and transparent process which outlines the formal consultation process to occur between the City and DoT, (providing greater weight to the City's Capital City status); - appropriate timeframes for the expenditure of the funds in the Perth Parking Licensing Account; - a requirement for annual public reporting on how the funds from the Perth Parking Licensing Account have been spent; and - further enhancement of the principles and objectives for the expenditure of the revenue. <p>There is also an opportunity to recommend that the City of Perth Committee created under the City of Perth Act 2016, (or an alternative joint governance body) be able to endorse high level strategic transport plans for the city. This will assist to inform the prioritising and timing of the expenditure of funds from the Perth Parking Licensing Account.</p>		
2.2	Making express provision in the Act for amendment of the PPP and ratifying the process previously used.	Provide certainty around PPP amendment process.	<p>Section 5 of the Act provides that the PPP was developed in cooperation with the City of Perth and the Ministers for Planning and Environmental Protection but is not explicit about the process for amendment.</p> <p>The 1999 PPP provided for amendment following consultation with the City of Perth. The 2012 and 2014 PPP were amended following consultation with the City of Perth and the two Ministers.</p> <p>To avoid any doubt as to the validity of those amendments, the process of amendment of the PPP is to be ratified and provision made in the Act for future amendments.</p>
	<p>City of Perth Response – Please refer to Council's previous resolutions on this matter. For example Council at its meeting held on 28 January 2014, resolved to advise the DoT that “<i>the draft revised Perth Parking Policy (December 2013), should be publically advertised given the time that has passed since the original policy was reviewed for public comment in 2009. It is recommended that the requirement for a formal public comment period as part of any future policy review be incorporated into the Perth Parking Management Regulations 1999 when it is reviewed in 2014</i>”. Accordingly the requirement for public consultation, particularly for key changes to the legislation, should be incorporated into any amendment procedure to promote accountability and transparency.</p>		
2.3	Provide for restriction on the number of variations to a licence in a standard licence	Provide options to deal with a burgeoning administrative	<p>The Act is to be amended to provide that a licensee may only apply to vary a licence for a maximum number of times during a standard licence period (or part of such a period) as prescribed by</p>

	period.	burden.	<p>Regulation. Some licences are varied very frequently which significantly adds to the administrative and compliance costs.</p> <p>Note: this will provide an option to manage this issue in addition to the current option for fees for variations.</p>
2.4	Strengthen the provisions relating to advertising of availability of parking that does not comply with the licence.	Address the increasing incidence of advertising of parking bays where the use of the bays by a lessee will be contrary to the licence condition or where there is no licence.	Section 18 of the Act currently prohibits licensees from advertising parking availability contrary to the licence and prohibits owners of land without a licence from advertising parking availability. However, this does not address the growing market of advertising on websites and social media or by “car park sharing” companies. It is proposed to extend the prohibition from the owner to all persons (i.e., including website operators) on advertising or otherwise indicating parking availability contrary to the licence or where there is not a licence (or exemption from a licence).
2.5	Remove the requirement that a withdrawal of an Infringement Notice occur within 28 days after issue.	Remove restrictive requirements.	This requirement is an unnecessary restraint on withdrawal. Those served with an infringement notice may take considerable time to object and advise reasons for withdrawal and/or for the relevant officers to consider and determine withdrawal.
2.6	Provide protection from liability for persons performing functions under the Act.	Address an identified omission	It is proposed that the Act be amended to provide immunity from suit and liability along the lines of section 101(1) of the <i>Road Traffic Act 1974</i> .
2.7	Authorisation of refunds or part refunds in specified cases.	Address ultra vires practices.	<p>In line with current practice, the Act and the <i>Perth Parking Management (Taxing) Amendment Act 1999</i> are to be amended to permit refunds or part refunds of licence fees from the Perth Parking Licensing Account from revenue collected and in the OSR's holding account for situations such as:</p> <ul style="list-style-type: none"> • Licences were paid by mistake (subject to the <i>Limitations Act 2005</i>); • Change of ownership part way through a licence period; • Licences which are varied down or to categories of parking with lower fees; or • Licences which are surrendered or suspended. <p>Regulations will be amended to specify the extent of the refunds.</p> <p>To cater for refunds, provision is to be made for the net amount and not the total receipts of licence fees to be deposited in the Perth Parking Licensing Account.</p>

2.8	Varying requirements for consultation on charging the Perth Parking Licensing Account.	Streamline processes and address ultra vires practices.	Where refunds exceed the money in the OSR holding account for parking revenue, provision is to be made for refund directly from the Perth Parking Licensing Account without the need for approval from the Minister, or consultation with the City of Perth.
2.9	Power to waive or write off liability for licence fees.	Administrative requirement.	The Act and the <i>Perth Parking Management (Taxing) Act 1999</i> to be amended to permit waiver or write-off of any part of licence fees (refer sections 56-59 of the <i>Taxation Administration Act 2003</i>).
2.10	Enable short forms of standard conditions to be provided for in the Regulations.	Improve the administration of licences.	The Act is to be amended to enable standard general conditions for parking bay licences to be set out in the Regulations and for short form statements of such conditions also to be set out in the Regulations.
2.11	Transfer the exemption of parking where premises are used solely for private residential purposes from the Act to the Regulations and provide a definition of "private residential purposes".	Allow for changes to keep licences up with changing development trends and city environment.	<p>Section 7 currently allows for premises which are solely for residential purposes not to be licensed. It is intended that this become a prescribed circumstance rather than exempted via the Act. The exemption in the Act is causing inconsistency in the way residential parking is treated in regards to licensing. For example, an apartment block which might include a café on the site but no parking other than the residential parking requires all parking to be licensed.</p> <p>Prescribing licensing exemptions will allow for greater consistency in the treatment of residential parking and flexibility to deal with changing scenarios in mixed use developments.</p> <p>Associated with this is a need to provide a definition of "private residential purposes" in either the Act or the Regulations to remove ambiguity around this term.</p>
2.12	Combine notice of ownership change and application to transfer or surrender a licence.	Streamline processes for new licensees.	Currently, the new owner of a property must notify the change of ownership and at the same time apply for the transfer of the licence and pay the pro rata licence fee from the change of ownership to the next expiry date or stated end date, whichever first occurs or pro rata instalment. Unless the payment is made within the period prescribed in Regulations, the licence will be suspended.
2.13	Strengthen Inspector's Powers.	Address increasing complexity of parking supply and the compliance issues this raises.	The inspector's powers are to be strengthened to ensure that approved compliance staff are able to gain access to car parks as required and be provided with any information necessary to confirm if the use of parking is in compliance with the Licence or exemption from licence.

	<p>City of Perth Response – Items 2.3 – 2.13 Support in principle the proposed administrative changes provided the following matters are addressed:</p> <p>Item 2.11 - the Council' previous resolution dated 28 January 2014 requested that the term "Private Residential' be changed to 'Residential' and defined to accord with the provisions of the CPS2.</p> <p>Item 2.12 - the DoT should consider communications around how the new owner of a property is aware of the requirement to contact the DoT of the change of ownership and apply for the transfer of the licence (where appropriate).</p>		
3	Sundry Changes in Regards to Licences	Objective	Detail
3.1	Allow licences to be surrendered.	Improve licensing options for licensees.	Apart from section 14(2)(b) which permits new owners of land or a building to surrender a licence, the Act does not contain provision for a licensee to surrender a parking bay licence at other times and it would require that the licence be cancelled by the CEO which is a cumbersome administrative process. It is proposed to ensure that licensees have the option and ability to surrender a licence by their choice at any other time.
3.2	Allow licensees to apply for suspension of a licence.	Improve flexibility for licensees and address ultra vires practices.	There is currently a capacity to vary a licence down but not to vary it down to zero bays. It is proposed to provide for a licensee to suspend a parking bay licence in prescribed circumstances (such as office vacancy or refurbishment) and on prescribed conditions, and for a nil licence fee to be payable during the period of suspension.
3.3	Change in ownership of part of a licensed site.	Address identified omissions in the Act.	Allow for provisions to be prescribed in regard to what is to happen to licences when there is a change in ownership of <i>part</i> of a site. The intention is that the owners of the separate parts of a site that is the subject of one licence shall retain the rights that would apply on a variation of licence.
	<p>City of Perth Response – Items 3.1 - 3.3 No objection to the above proposed changes to licences</p>		

4	Remove Identified Ambiguities	Objective	Detail
4.1	Provide Parking Bay Definition.	Minimise potential confusion and disagreements between the developers, planning authorities and licensing	Provide definition for "parking bay" to the effect that it is an area used or able to be used for the parking of one vehicle of the type for which the bay was licensed.

		authority.	
4.2	Improve the definition of Owner.	Minimise potential confusion on responsibility and liability in regards to licences.	Improve the definition of “owner”, particularly in relation to S 4 (b) and (c) where it is currently unclear what is meant by “...land or building under the control of an authority of the government of the Commonwealth, a State or a Territory...”
4.3	Provide that all parking licences are not personal property.	Address identified omission.	The Act currently only provides at Section 9(6) that a licence issued under Section 9 (1) is not personal property for the purposes of <i>the Personal Property Securities Act 2009 (Commonwealth)</i> . Licences issued under Section 9(3) also need to be included.
4.4	Definition of Due Date.	Ensure clarity, particularly in an environment of increased focus on late and non-payment of fees.	A definition needs to be provided either in the Act or the Regulations.
4.5	Clarifying that parking vehicles in bays where the licence has been suspended or a licence fee or instalment has not been paid breaches section 7 of the Act.	Remove ambiguity.	The Act is to be amended to make it clear that the Section 7(b) exemption only applies if the licence remains in force, is not suspended and the licence fee or all instalments due have been paid.
4.6	Clarify the powers of strata companies in relation to licences.	Address perceived conflict between the Act and the <i>Strata Titles Act 1985</i> .	<p>The definition of “owner” in Section 4 of the Act at paragraph (a) of that definition creates conflict with the <i>Strata Titles Act 1985</i>. To meet the intention of the Act without this tension, the Act is to be amended to provide that:</p> <ul style="list-style-type: none"> a) The strata company has the necessary obligations, powers and authorities to take any required actions in respect of a licence. b) Any moneys payable under the Act or Regulations shall be an obligation of the strata company under Section 36(1) of the <i>Strata Titles Act 1985</i>. c) The default liability to bear the licence fee attributable to a parking bay shall be on the lot proprietors who have exclusive use of such parking bay unless by-laws expressly provide otherwise.
<p>City of Perth Response –Items 4.1 – 4.6 No objection as the above proposed administrative changes are required to reduce ambiguities.</p> <p>Recommend the DoT refer to the new definition of ‘owner’ outlined in the Planning and Development (Local Planning Scheme) Regulations 2015: Schedule 2 – Deemed Provisions for local planning schemes. This will provide some consistency. However, it is acknowledged there are some other issues for ownership that are specific to Perth Parking, particularly around Strata titles.</p>			

	Recommend DoT delete reference in Section 5 of the Act to the <i>'Town Planning and Development Act 1928'</i> and replace with the <i>'Planning and Development Act 2005'</i> .
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ITEM NO: 4

INITIATION OF AMENDMENT TO CITY PLANNING SCHEME NO. 2: SIGNS POLICY

RECOMMENDATION:

(APPROVAL)

That Council in accordance with Clause 5 of the Deemed Provisions of the Planning and Development (Local Planning Schemes) Regulations 2015 resolves to advertise for public comment for a minimum of 21 days an amendment to the City Planning Scheme No. 2 Signs Policy and associated amendments to various Precinct Plans, Planning Policies and Design Guidelines as detailed in the Schedules by:

- 1. placing a notice in a local newspaper;***
- 2. notifying relevant stakeholders in writing; and***
- 3. placing a notice and information on the City's website.***

BACKGROUND:

FILE REFERENCE:	P1032185
REPORTING UNIT:	Strategic Planning
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	8 June 2016
MAP / SCHEDULE:	Schedule 6 – Table of Existing and Amended Planning Policies
	Schedule 7 – Proposed Amended Signs Policy
	Schedule 8 – Plan of Areas with Place Specific Requirements
	Schedule 9 – Table of Existing and Amended Precinct Plans
	Schedule 10 – Table of Existing and Amended Planning Policies and Design Guidelines for Normalised Redevelopment Areas

The City Planning Scheme No. 2 (CPS2) Signs Policy was first adopted by Council on **26 June 2001** and amended on 13 December 2005 to expand the categories of exempt signs. All signs within the CPS2 Scheme Area require development approval unless exempt under the Deemed Provisions or Clause 37 of the CPS2. The Policy

defines types of signs and exempt signs and provides guidelines for the acceptable design and location of those signs which require development approval.

Signage plays an important role in way-finding and identifying and promoting businesses and buildings within the city. Signs can be a positive contributor to the look and feel of the city; they can also have a significant impact on the visual quality of the urban environment and on amenity and safety. The City has a responsibility to the community to ensure that these impacts are properly assessed and managed and that signage makes a positive contribution to the appearance of the city. While the existing Policy has done this successfully for many years it was recognised that some aspects of the Policy required updating. It was considered that a more robust and progressive policy should be prepared to better reflect changing approaches to signage and current community expectations and to clarify, where appropriate, the requirements for specific sign types and sign content.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	<i>Planning And Development Act 2005</i> City Planning Scheme No. 2
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Council Four Year Priorities: Living in Perth S9 Promote and facilitate CBD living.

Policy

Policy No and Name: City Planning Scheme No. 2 Planning Policy 4.6 - Signs

DETAILS:

A revised Signs Policy (the Policy) has been prepared and is now presented for the Council's consideration and initiation. Associated changes are also proposed to the requirements relating to signs in the various Precinct Plans and Planning Policies, including those applicable to the MRA Normalised Redevelopment Areas (areas now under the planning responsibility of the City of Perth).

A comparison of the existing and revised Policies, along with the rationale for the specific changes, is contained in Schedule 6. The revised Policy is also provided in its intended format in Schedule 7.

A summary of the proposed changes to the Policy is provided below.

Application of the Policy

The Deemed Provisions adopted under the *Planning and Development (Local Planning Scheme) Regulations 2015* include the following definition of an advertisement:

“any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing, and includes -

- (a) any hoarding or similar structure used, or adapted for use, for the display of advertisements; and*
- (b) any airborne device anchored to any land or building used for the display of advertising; and*
- (c) any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising.”*

Under the Policy, a “sign” is intended to have the same meaning as an advertisement and also include wall murals applied to the exterior of buildings. The definition is also extended to clarify that a sign incorporates any supporting structure, fixtures, fittings and any frame, border and background that contain letters, numbers, images and/or colour.

The Policy provides details on those signs which are exempt from the requirement to gain development approval in accordance with CPS2. Under the revised Policy these exemptions have been clarified and extended as will be discussed later in the report.

Operation of the Policy

The Policy has been restructured in a format consistent with recent CPS2 policy amendments, to incorporate objectives, principles and provisions. As with the current policy, general provisions will apply to all signs while additional provisions will also apply to:

- certain sign types;
- signs on places listed on the CPS2 Heritage List and within Heritage Areas; and
- signs in areas with place specific requirements.

In addition provisions specifically addressing sign content have been grouped together for clarity.

The Policy definitions and the details of exempt signs and sign content are proposed to be contained in appendices to assist with the readability of the Policy.

Objectives

The revised Policy seeks to ensure that signs within the city:

- achieve a high level of design quality and are comprised of durable materials;
- are located and designed in a coordinated manner across a site in a way that responds to and complements the architecture of the building to which they are attached, and where applicable, the cultural heritage significance of that building or an adjacent building;

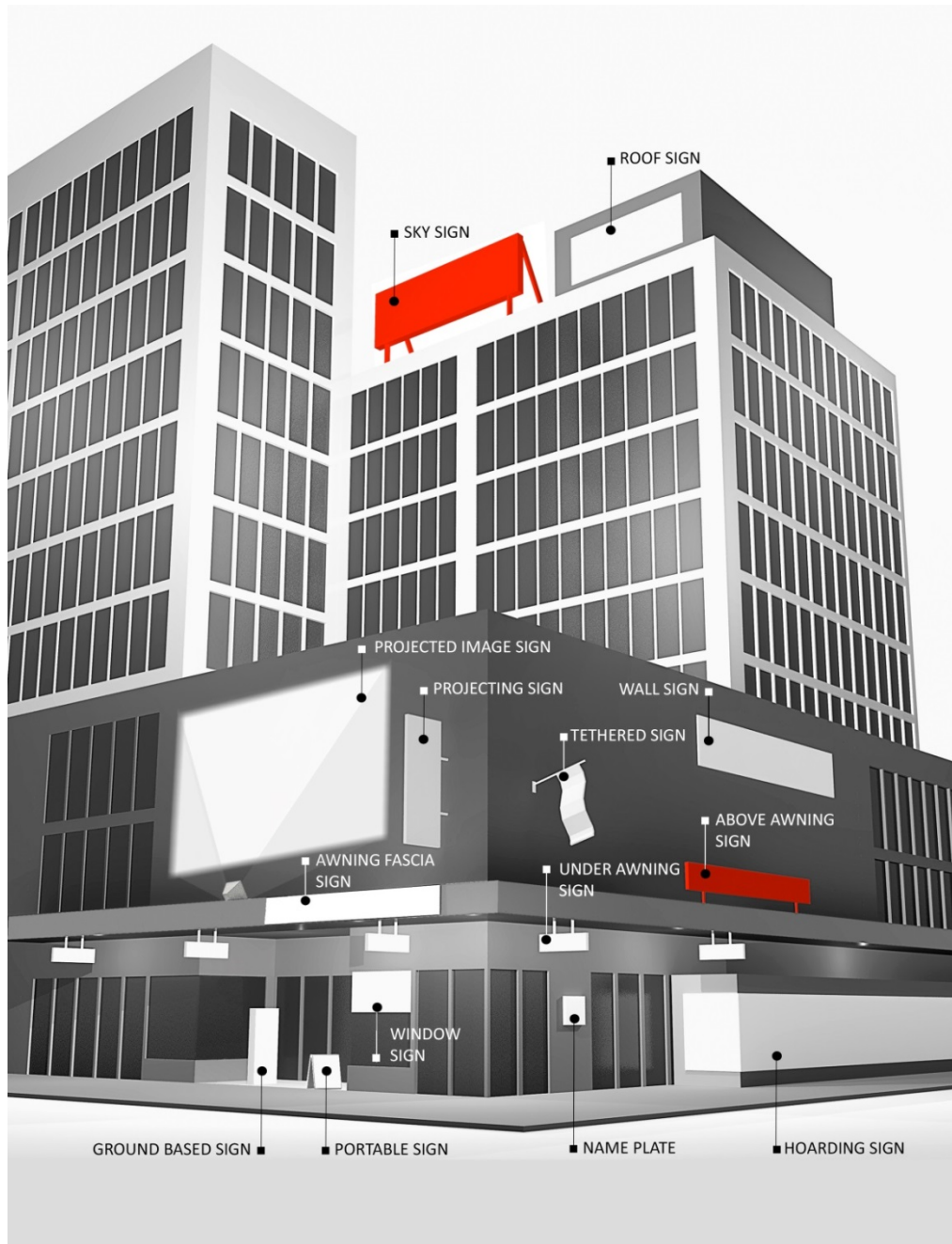
- respect and make a positive contribution to the streetscape and the intended character of the locality, and to important view corridors and the city skyline where applicable;
- are clear and efficient in communicating to the public and do not lead to visual clutter on and around buildings and within streetscapes and localities; and
- do not adversely affect the amenity of occupants or users of buildings and public spaces or the safety of road users and the public generally.

When applications are received for new signs on existing buildings, applicants will be encouraged to rationalise any existing signs in a manner that is consistent with the above objectives.

Definitions

The definitions within the Policy have been updated to provide terminology which is user friendly and reflects the types of signs which are now most commonly seen within the city.

A single diagram has been created to depict the majority of defined signs (refer below). It does not necessarily indicate the appropriate number, design or scale of the signs, and the sign types illustrated in red are not permitted under the Policy.



Key changes to definitions include:

- Animated or Variable Content - The term 'animated and new technology signs' has been removed and sign content which changes frequently will be dealt with as either animated or variable content. Animated content is sign content which is constantly in motion while variable content is static sign content that changes on a specified time cycle.
- Ground Based Signs and Portable Signs – Under the current Policy ground based signs and real estate signs are both defined as portable signs. There are also definitions for pylon signs and tower signs which are fixed, free standing signs. It is intended that these definitions be changed to either ground based signs which are fixed and free-standing, or portable signs which are movable.

- Large Banner Signs – This term was included in the current Policy to allow for high impact signs attached to the building or to scaffolding, to promote an event or exhibition and in certain circumstances display third party advertising. The signs were intended to be in place no longer than six months with a maximum of four permitted at any one time in the city.
- The large banner sign applications which have been received since the Policy was introduced have primarily been attached to the walls of buildings for the purpose of displaying third party advertising, with applicants commonly requesting that they be installed for longer than six months. Large banner signs to promote events or exhibitions have been limited. The detailed definition is therefore proposed to be removed and the signs assessed as wall signs or hoarding signs as applicable. As with other sign types, the content would be a separate consideration
- Third Party and On-Premises Advertising Content – The proposed Policy is intended to differentiate between third party advertising that relates to goods and services that are not available on site and on-premises advertising that relates to goods and services that are available on site, in order to provide greater flexibility for the latter.
- Roof Signs and Sky Signs – The current Policy includes roof signs and above roof or sky signs and the difference between these, and also between signs attached to the wall at the top of buildings, is not always clear. The proposed Policy removes reference to above roof signs (i.e. they would be referred to only as sky signs) and clarifies the differences between wall, roof and sky signs.
- Wall Signs – The current Policy includes horizontal signs and vertical signs which are both essentially wall signs with differing orientation. The orientation does not notably change the impact or assessment of the sign and therefore for simplicity they are both intended to be referred to as wall signs under the revised Policy.
- Window Sign – This term has been amended to include all signs displayed within one metre of a window as these can impact upon the public realm in relation to activation and passive surveillance.

Design Considerations

Applicants will be required to consider signage as an integral part of the design of developments. They will be required to submit a signage strategy with development applications proposing new buildings, substantial changes to existing buildings or signage on a heritage place with multiple tenants. This will ensure a coordinated and well considered approach to the placement of signs across a site and avoid excessive signage.

The proposed Policy requires that the design of signs should be of a high standard with signs appropriately located and integrated with the architecture of the building and constructed of high quality materials. Innovation in signage will be encouraged

where it is appropriate to the nature and form of the building and the character of the streetscape and the locality generally. An appendix to the Policy will provide local and overseas examples of innovative signage.

Guidance on the appropriate location and scale of signage on buildings is to be provided. Signage for the purpose of identifying businesses, services or products and addresses should generally be located at pedestrian level or to a lesser extent at first floor level and be relatively small in size given the immediate proximity to those intended to view it. Signage for the purpose of identifying the name of the building or its principal occupant is appropriate at the top of buildings and should be larger in scale, given it will be viewed from a distance, and designed to contribute to the city skyline. Signs at other locations on buildings should be limited to where the purpose and viewing audience is clear and justified. Guidance on how to determine the appropriate locations for signage on a building is provided in an appendix to the Policy.

Safety and amenity provisions have been revised. Signs must be adequately secured with all supporting structures and wiring concealed from view. Signs should not cause a distraction to road users or create a hazard or annoyance. Adequate clearances for pedestrians and vehicles must be provided.

Streetscape and Locality

The revised Policy incorporates more succinct objectives and principles to ensure that signs contribute to the intended character of the streetscape, locality, and where applicable the city skyline in a positive way and provide a diversity of experiences for the public.

The current Policy identifies areas within the city where signage should reflect a distinctive character. These areas have now been revised and expanded and the requirements updated to reflect the current vision and intent for advertising. Areas within the city with a consistent character that signage should respond to have been grouped together and place specific requirements identified. These areas are listed as follows and depicted on the attached plan which forms Schedule 8:

- Entertainment Area;
- Retail Core Area;
- Town Centre Areas;
- The Terraces Area;
- Residential Areas; and
- Civics and Parks Areas.

Sign Content

As with the current Policy, the revised Policy indicates that sign content should generally be limited to street numbering, the names and/or logos of the occupants of the premises or details of the businesses carried out at the premises.

Third Party and On-Premises Advertising Content

While there is increasing pressure from advertising companies to permit further third party advertising in the city, it is important that this type of advertising does not detract from the visual amenity of the city, from way-finding and from the advertising of city businesses and their goods and services. The Council has generally discouraged third party advertising on signs within the city in order to create a high quality public domain and reduce visual clutter but the current Policy lacks sufficient detail in this area.

The revised Policy will continue to limit third party advertising, but provide greater clarity on the circumstances under which it may be considered. The Policy seeks to limit third party advertising to only those areas where it will make a positive contribution to the visual amenity of the public realm and is compatible with the intended character of the locality. Accordingly it is proposed that third party advertising content be limited as follows:

- On signage within or facing a public space within the Entertainment Area, The Terraces Area, the Retail Core Area or the Town Centre Areas (as indicated on Schedule 8) where oriented for viewing within the space and where consistent with the nature of the public space. This is in recognition that in these areas some public spaces may be enhanced by third party advertising.
- On large wall signs on buildings within the Entertainment Area, the Retail Core Area or the Town Centre Areas (as indicated on Schedule 8) where the building was approved prior to June 2014 and has a large section of blank wall which would be enhanced by its addition. While this will have a similar outcome as the current large banner sign provisions, rather than limiting installation to a maximum of six months and the overall number in the city to four, it is proposed that they be limited to locations where they will enhance the appearance of a building and fit with the desired character of the locality.
- CPS2 Amendment No. 26 – Building Heights and Setbacks was gazetted in June 2014 and introduced side setbacks provisions across large sections of the city where previously there had been none. Before this date buildings with nil side setbacks were often designed with blank walls to meet Building Code of Australia requirements and there is potential in appropriate locations for these to be enhanced by signage.
- On hoarding signs during construction or redevelopment of a site where the temporary hoarding will also incorporate an image that will enhance the appearance of the site for the duration of the works.

Illumination of Signs

Provisions specifically relating to the illumination of signs, digital or otherwise, have been added to ensure that it does not negatively affect the amenity of the public realm or occupants of buildings. A Lighting Impact Assessment may be required to be submitted to analyse the likely impact of the illumination on existing and foreseeable development in the area and the locality generally and to determine maximum illumination levels.

Animated and Variable Content

As indicated the Policy will differentiate between animated and variable sign content recognising that their impacts vary, particularly with respect to safety.

Differentiation is also provided between small electronic screens, much like a television or computer screen, that are now popular in tenancy windows and large electronic screens generally located in highly visible public locations.

Small signs ($\leq 2\text{m}^2$) with animated or variable content are proposed to be permitted at the ground floor level or the pedestrian level of a building or as part of a ground based sign in a public space, except in Residential or Civic and Parks Areas.

Large electronic digital screens have become an increasingly popular signage medium over recent years, particularly for third party advertising, because of their ability to display constantly changing sign content which generates far greater revenue potential than traditional poster displays. The content can be managed remotely and adjusted instantly. The Policy has been updated to more effectively address this type of signage, while also being broad enough to deal with other technologies which may be developed to display animated or variable content in the future.

Careful management of the location of large signs ($> 2\text{m}^2$) with animated or variable content is required to avoid visual clutter and to ensure that they are appropriate to the setting and will make a positive contribution to its visual quality and vitality. It is also critical that appropriate levels of safety are maintained for road users and the public. For this reason it is intended that they be restricted to:

- Public spaces within the Entertainment Area, Retail Core Area or the Terraces Area (as indicated on Schedule 8) where they are orientated for viewing within the space and the space is designed and intended for people to gather. The animated or variable content should add to the character and vitality of the space.
- While animated content in public spaces should not be directly visible to road users, variable content may be where carefully controlled in terms of content, duration of display and transition times. Provisions are included within the Policy to address this, with duration of display and transition times required to comply with standards specified by the State Government transport authority and any standards considered by the City to be relevant.

- At the top of buildings greater than 29 metres in height (except in the Landscaped Mixed Use Areas, the Residential Areas or the Civic and Parks Areas as indicated on Schedule 8, where they will add interest and vitality to the city skyline and will not affect the amenity of adjacent buildings or distract road users. The name of the building or its major occupants would be permitted to be displayed, but not third party or on-premises advertising content.

Provisions for Specific Sign Types

As is the case in the existing Policy, additional provisions are proposed for specific sign types where appropriate. The key changes to these provisions are outlined as follows:

Above Awning Signs: It is proposed that these signs not be permitted where the awning is over a road reserve, as this is not a traditional location for signs and they would detract from the streetscape and built form.

Hoarding Signs: Signs on hoardings which will enhance the adjacent streetscape while building works are underway are encouraged. As indicated third party advertising content on these signs may be appropriate where it will facilitate the provision of an image/artwork on the hoarding to enhance the site at the same time.

Portable Signs: The revised Policy will clarify that only home open signs and community information signs for events approved by the City will be permitted within road reserves. This is consistent with the relevant Local Law.

Projecting Signs: Where these signs have a horizontal orientation, their horizontal dimension is to be limited to no more than twice their vertical dimension, to ensure that they are compatible with the vertical proportioning of the building.

Top of Building Signs: Consistent with the current Policy, sky signs (currently 'sky or above roof' signs) will not be permitted within the city. These are signs which are fixed to or above the roof, plant room, wall or architectural feature at the top of a building, extend more than 200mm above the height of the structure they are fixed to and are not integrated into the design of the building.

In relation to other signs located at the top of buildings (i.e. roof or wall signs) the Policy proposes to:

- limit the number to one per elevation;
- generally limit the vertical dimension to the equivalent of one tenth of the building height, but not more than the combined height of two typical floors of the building;
- encourage their illumination in locations where this will add interest and vibrancy to the city's night skyline;
- ensure that roof signs are designed in a manner which achieves a high degree of integration and compatibility with the form, materials, finishes and colours of

- the building to appear as if they were part of the original building or otherwise complement its architecture; and
- not allow third party advertising or on-premises advertising.

Window Signs: Provisions are proposed to ensure window signs at ground and first floor level are designed to allow views and daylight into and views out of windows. Product displays in shop windows are encouraged rather than large amounts of signage.

Under the current Policy signage which covers less than 50% of the window is exempt from development approval and in the case of a heritage place signage is limited to a maximum of 25% of the window area. It is proposed that this be amended to limit window signage in all buildings to a maximum of 25% of the combined area of the shop front windows of a tenancy or 10m², whichever is the lesser. Notwithstanding this the proposed Policy allows for more extensive temporary signage to advertise retail sales.

Window signage above first floor level which is not well located for viewing by pedestrians is discouraged.

Signs on Heritage Places and in Heritage Areas

The principles relating to signs on places on the heritage list or with a heritage area have been updated to reflect current best practice and to recognise the varied nature of existing and potential heritage areas identified under CPS2. In future any provisions specific to a heritage area will be located within the Planning Policy for that area.

Generally signs should be located where original or early signage was located on a building and they should not detract from the architectural form of the building or its cultural heritage significance. Roof signs will not be permitted.

The proposed Policy requires that corporate branding requirements be adapted to respect the cultural heritage significance of a heritage place or area. Third party advertising will not be permitted unless there is a clearly established historical precedent that contributes to the significance of the place. Animated or variable content will only be permitted on discrete small signs in shop windows.

Exemptions

Under the current Policy various sign types are exempt from the requirement to obtain development approval provided they comply with certain conditions. This is on the basis that they are minor and unlikely to have any adverse impact on the locality. These exemptions have been expanded where appropriate so that fewer signs will require development approval. The wording of the conditions has also been simplified where possible to provide a more user friendly reference.

Changing the content of a sign is not currently exempt from the requirement to obtain development approval. It is now proposed that it be exempt where the content is consistent with an approved signage strategy or the sign and its structure have a

valid development approval granted after June 2014. Requiring development approval for change of content on sign structures installed prior to this time enables the City to address any redundant or dilapidated signage on the premises. Where a sign structure has been assessed and granted development approval after June 2014 any redundant or dilapidated signage would have been addressed during assessment and it is generally appropriate that a change of content not require further development approval.

Associated Precinct Plan and Policy Changes

Requirements relating to signs are proposed to be removed from the various Precinct Plans and Planning Policies, including those applicable to the Normalised Redevelopment Areas. The intent is that the revised Signs Policy would generally become the single reference point in the CPS2 on signs to assist users and to ensure a consistent approach across the Scheme Area. Tables indicating the proposed changes to the Precinct Plans, Planning Policies and Design Guidelines are contained in Schedules 9 and 10.

City of Subiaco Advertising Signs Policy

As of 1 July 2016 in accordance with the *City of Perth Act 2016*, areas of the City of Subiaco will transfer to the City of Perth. Signage within these areas will be assessed in accordance with the City of Subiaco Town Planning Scheme No. 4 Advertising Signs Policy until such time as the City's local planning schemes are amended to incorporate provisions for these areas.

The City of Subiaco Policy was adopted on 24 August 2010. While the intent of the Policy is similar to the CPS2 revised Policy, the format and level of detail is significantly different. This difference is in part related to the different context of the areas and a business as usual approach to signage in the transferred areas is appropriate in the interim.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL16201000
BUDGET ITEM:	Community Amenities – Town Planning and Regional Development – Other Town Planning
BUDGET PAGE NUMBER:	9
BUDGETED AMOUNT:	\$1,281,009 (this component is \$231,709)
AMOUNT SPENT TO DATE:	\$ 825,720 (this component is \$37,486)
PROPOSED COST:	\$ 1,400
BALANCE:	\$ 453,889
ANNUAL MAINTENANCE:	nil
ESTIMATED WHOLE OF LIFE COST:	nil

All figures quoted in this report are exclusive of GST.

CONSULTATION:

If adopted for initiation, Clause 5 of the Deemed Provisions requires the proposed amendment to the Signs Policy and the associated amendments to the Precinct Plans, other Planning Policies and Design Guidelines to be advertised for a minimum period of 21 days, with a notice being placed in a newspaper circulating in the locality.

In addition to advertising in the newspaper, it is intended that letters would be sent to key stakeholders, including sign and advertising companies who have lodged applications with the City over the last two years, advising them of the opportunity to make a submission. Information regarding the proposed Policy and Precinct Plan amendments would also be placed on the City's website and an on-line submission form would be provided.

COMMENTS:

The revised Signs Policy responds to changes in the signage and advertising industries, community expectations and best practice since the original Policy was adopted in 2004. The revised Policy recognises the significant impact that signage has on the visual quality and amenity of the urban environment and the important role that it plays in way-finding and promoting businesses within the city and their products and services.

The revised Policy will deliver best practice through:

- clearer objectives, principles and standards;
- requirements for a more coordinated approach to signage on buildings with clearer guidance on appropriate design and location;
- updated requirements for specific sign types and sign content;
- updated place specific requirements and heritage provisions; and
- updated exemptions from development approval with regulation only where essential.

It is recommended that Council resolves to initiate the proposed amendment to the Signs Policy and the associated amendments to the Precinct Plans, other Planning Policies and Design Guidelines for the purpose of advertising for public comment.

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<p>application fee and a completed and signed checklist.</p> <p>The submission of the original MRS Form 1 is to be signed by the owner(s) of the land/property, or a person authorised in writing by the owner(s) to sign on their behalf. In this instance, a letter or authorisation signed by the owner(s) must be submitted along with the application.</p> <p>Any proposal affecting common property areas in a strata development, may be submitted by a Body Corporate (with the authority to act as a representative agent on behalf of the individual strata owners) and requires an attached copy of the agreement from the Body Corporate as well as a copy of the Body Corporate minutes.</p> <p>A current copy of the Certificate of Title (no older than 6 months from date of lodgement) including the diagram, is required to be submitted with the application in order to provide evidence of ownership, to confirm the details and dimensions of the lot/s and to indicate if there are any encumbrances on the title.</p> <p>3.0 ACCOMPANYING INFORMATION FOR APPLICATIONS</p> <p>The specific requirements for each application will vary with the nature of the proposal, its complexity and location. This section will include the following:</p> <p>3.1 Plans /Drawings /Photographs 3.2 Planning Report</p> <p>3.1 Plans/Drawings/Photographs</p> <p>The following will be a minimum requirement for each application:</p> <p>3.1.1 Location Plan</p> <p>3.1.2 Site analysis/feature survey plan(s)</p> <p>3.1.3 Design Plans</p> <p>3.1.4 Photomontage and/or coloured perspectives</p>	<p>clause 86 of the Deemed Provisions are to be submitted together with the application fee and a completed and signed checklist. In addition, where an advertisement/sign is proposed the additional form in clause 86 'Additional information for development approval for advertisements' will need to be submitted.</p> <p>The submission of the original Forms are to be signed by the owner(s) of the land/property. Owner is defined in the Deemed Provisions.</p> <p>A current copy of the Certificate of Title (no older than 6 months from date of lodgement) including the diagram, is required to be submitted with the application in order to provide evidence of ownership, to confirm the details and dimensions of the lot/s and to indicate if there are any encumbrances on the title.</p> <p>3.0 ACCOMPANYING INFORMATION FOR APPLICATIONS</p> <p>The specific requirements for each application will vary with the nature of the proposal, its complexity and location. This section will include the following:</p> <p>3.1 Plans /Drawings /Photographs 3.2 Planning Report</p> <p>3.1 Plans/Drawings/Photographs</p> <p>The following will be a minimum requirement for each application:</p> <p>3.1.1 Location Plan</p> <p>3.1.2 Site analysis/feature survey plan(s)</p> <p>3.1.3 Design Plan</p> <p>3.1.4 Photomontage and/or coloured perspectives</p> <p>3.1.5 Signage Strategy</p> <p>Where a new building, substantial changes to an existing building or signage on a place on the Heritage List are proposed and there will</p>	<p>Signage Strategy</p> <p>A Signage Strategy will be required to be submitted with development applications where there are multiple tenants to</p>
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<p>4.0 TECHNICAL REPORTS</p> <p>Other technical reports prepared by relevant experts may be required to be submitted at the time of lodgement of a development application to address such matters as traffic impacts and parking management, noise impacts, wind impacts, access audits and heritage assessment.</p> <p>4.1 Contaminated Sites</p> <p>4.2 Acid Sulphate Soils</p> <p>4.3 Acoustic Report</p> <p>4.4 Water Sensitive Urban Design and Energy Efficient Design</p> <p>4.5 Traffic and Parking Impact Statement</p> <p>A Traffic and Parking Impact Statement report prepared by a suitably qualified transportation planner or engineer will need to be provided for all applications:</p> <p>(a) seeking additional commercial tenant car parking beyond that permitted under City Planning Scheme No. 2;</p> <p>(b) for any public car parking proposals or alterations to an existing parking facility;</p> <p>(c) for any residential development providing in excess of 50 car parking bays; and</p> <p>(d) for any developments that in the City's opinion are likely to significantly impact on traffic generation/movement and parking within the locality.</p> <p>The report is required to assess the impact of the proposal on the local</p>	<p>be/are multiple tenants a Signage Strategy is required to be submitted with an application to demonstrate that signage has been given appropriate consideration and will be integrated within the building design and/or coordinated across a site</p> <p>The Strategy should include details of the location, type, size, method of illumination and total number of signs that are intended for a proposed development and details of the sign content if known. Where a Strategy relates to a place on the Heritage List or within a Heritage Area it should also indicate proposed materials, colours and fonts. Plans and drawings should be to a standard scale of 1:50 or 1:100.</p> <p>4.0 TECHNICAL REPORTS</p> <p>Other technical reports prepared by relevant experts may be required to be submitted at the time of lodgement of a development application to address such matters as traffic impacts and parking management, noise impacts, wind impacts, lighting impacts, access audits and heritage assessment.</p> <p>4.1 Contaminated Sites</p> <p>4.2 Acid Sulphate Soils</p> <p>4.3 Acoustic Report</p> <p>4.4 Water Sensitive Urban Design and Energy Efficient Design</p> <p>4.5 Traffic and/or Parking Impact Statement</p> <p>A Traffic and/or Parking Impact Statement report prepared by a suitably qualified transportation planner or engineer will need to be provided for all applications:</p> <p>(a) seeking additional commercial tenant car parking beyond that permitted under City Planning Scheme No. 2;</p> <p>(b) for any public car parking proposals or alterations to an existing parking facility;</p> <p>(c) for any residential development providing in excess of 50 car parking bays;</p> <p>(d) for any developments that in the City's opinion are likely to significantly impact on traffic generation/movement and parking within the locality; and</p> <p>(e). for signage that incorporates animated or variable content and will be visible from a road.</p> <p>The report is required to assess the impact of the proposal on the local</p>	<p>ensure appropriate consideration has been given to signage at the early design stage.</p> <p>Traffic and/or Parking Impact Statement</p> <p>Traffic Impact Statements will be required where signs are proposed to have animated or variable content and will be visible from a street in order to provide an assessment of their predicted impact on pedestrian and vehicular movement in the locality.</p>
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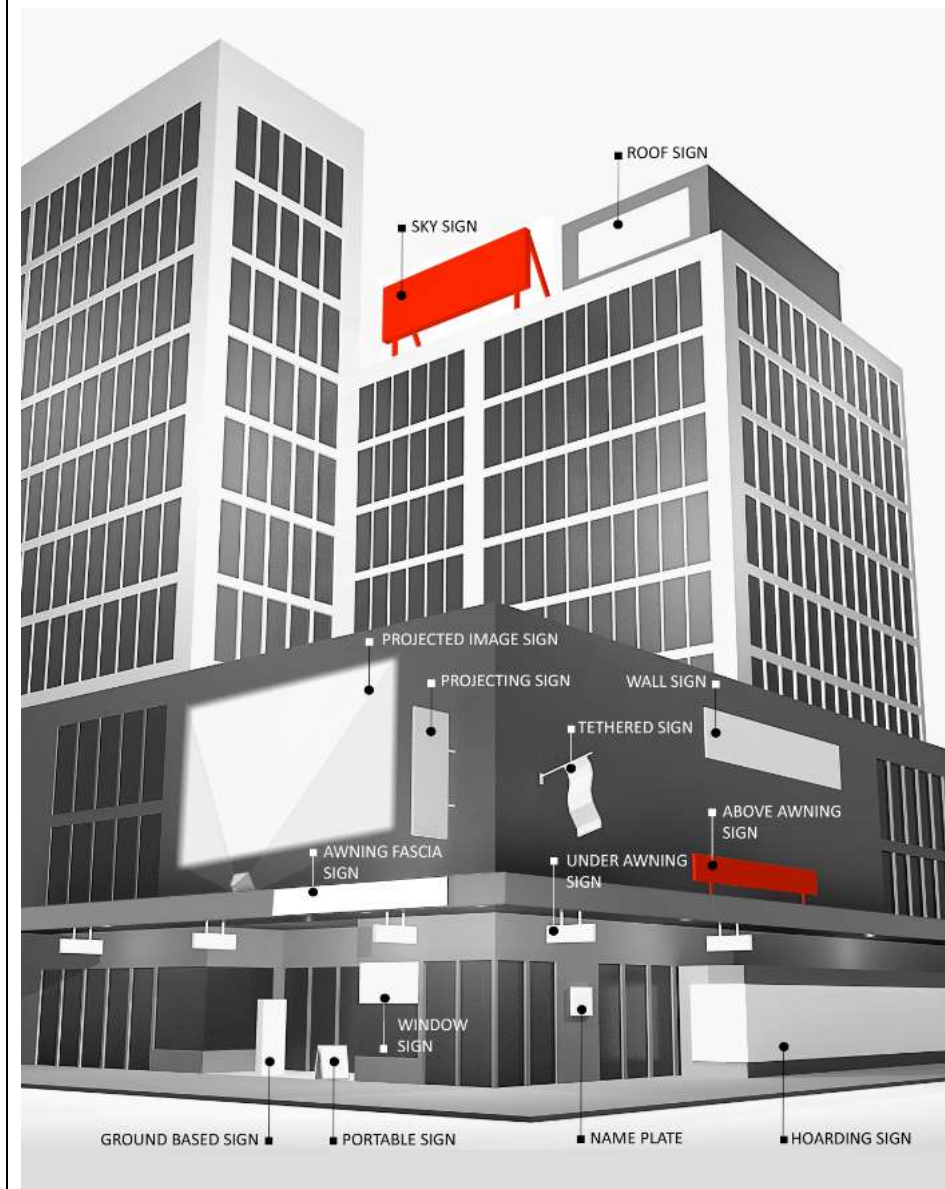
<p>road and traffic network and safety, pedestrian movement, and the proximity to public transport. The cumulative impact of vehicular traffic for specific proposals such as the use of laneways or availability of existing public car parking within the area should also be investigated.</p> <p>4.6 Universal Access</p> <p>4.7 Wind Impact</p> <p>4.8 Cultural Heritage/Conservation Plans</p> <p>5.0 ACCOMPANYING INFORMATION FOR APPLICATIONS OF A MINOR NATURE</p> <p>The Council may require less information to be submitted for the following types of relatively minor developments:-</p> <p>5.1 Minor external alterations and/or additions to existing buildings</p>	<p>road and traffic network and pedestrian movement and the safety of motorists, cyclists and pedestrians. In the case of applications referred to in (a) to (d) the proximity to public transport should be considered and the cumulative impact of vehicular traffic for specific proposals such as the use of laneways or availability of existing public car parking within the area should also be investigated.</p> <p>4.6 Universal Access</p> <p>4.7 Wind Impact</p> <p>4.8 Cultural Heritage/Conservation Plans</p> <p>4.9 Lighting Impact Assessment</p> <p>A Lighting Impact Assessment may be required to be submitted for applications that involve lighting that could impact on the amenity of a locality, including signage that incorporates illumination and/or animated or variable content. It should be prepared by a qualified lighting engineer or other appropriately qualified person and assess the light impact that the proposal will have on the public realm and adjacent building occupants. The assessment should consider the light intensity and impact relative to existing and foreseeable conditions (including environmental conditions and the cumulative impact of lighting in the area) statutory requirements and where applicable the provisions of the Signs Policy.</p> <p>4.10 Sign Management Plan</p> <p>A Sign Management Plan may be required to be submitted for an application that proposes signage with illumination, animated, variable, third party advertising and/or on-premises advertising content. The Plan should identify the operational and content management, maintenance and complaints handling arrangements. Content management should include the establishment of an activity log by the operator which is available to the local government to monitor compliance with any conditions of development approval.</p> <p>5.0 ACCOMPANYING INFORMATION FOR APPLICATIONS OF A MINOR NATURE</p> <p>The Council may require less information to be submitted for the following types of relatively minor developments:-</p> <p>5.1 Minor external alterations and/or additions to existing buildings</p>	<p>Lighting Impact Assessment</p> <p>This will provide the opportunity to require the submission of a Lighting Impact Assessment where illumination of proposed signage or other types of lighting proposed as part of a development may impact on the amenity of the locality. Illumination includes digital or other forms of technology to display animated or variable content.</p> <p>Sign Management Plan</p> <p>A Sign Management Plan will provide the local government with the details necessary to assess the appropriate ongoing management of the proposed sign content.</p>
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<p>5.2 Change of Use applications</p> <p>5.3 Signs and Advertisements</p> <p>In submitting an application for advertisements or signs the following minimum information is required:</p> <ul style="list-style-type: none"> (a) Application Form and Fees; (b) Application Format - a 3D digital model will not be required; (c) Planning Considerations, Policies and Development Control with particular regard to Planning Policy 4.7 relating to signs and advertisements; (d) A properly dimensioned and scaled site plan (1:100 or 1:200) including any building(s) on the site and showing the location of any existing signage and all proposed signs; (e) Plans showing the dimensions, materials, colours and content of each proposed sign; (f) Details on any proposed illuminated, animated or flashing signs (where applicable); and (g) A photograph of the site and/or building with the proposed signage superimposed showing the sign in context (including adjoining buildings), is required. <p>5.4 Demolition</p> <p>5.5 Excavation and Fill</p>	<p>5.2 Change of Use applications</p> <p>5.3 Signs and Advertisements</p> <p>In submitting an application for advertisements or signs the following minimum information is required:</p> <ul style="list-style-type: none"> (a) Application Forms and Fees; (b) Planning Considerations, Policies and Development Control with particular regard to the Signs Policy; (c) A properly dimensioned and scaled site plan (1:100 or 1:200) including any building(s) on the site and showing the location of any existing signage and all proposed signs; (d) Plans showing the dimensions, materials, supporting structure, colours and content of each proposed sign; (e) Details of any proposed illumination, including animated or variable content); and (f) A photograph of the site and/or building with the proposed signage superimposed showing the sign in context (including adjoining buildings). <p>Where an application involves signage on a place on the Heritage List and there will be/are multiple tenants a Signage Strategy should be submitted for approval by the local government if there is not an approved Strategy already in place.</p> <p>Additional technical reports may be required to be submitted for signage that incorporates animated or variable content and illumination. These reports include, but are not limited to, a Lighting Impact Assessment and a Traffic Impact Assessment.</p> <p>5.4 Demolition</p> <p>5.5 Excavation and Fill</p>	<p>Signs and Advertisements</p> <p>Changes to this section are proposed to reflect additional information that may be required to be submitted with an application for a sign or advertisement.</p>
<p><u>SIGNS POLICY</u></p> <p>CONTENTS</p> <ul style="list-style-type: none"> 1. Introduction 2. Aim 3. Objectives 4. Policy Area 5. Types of Signs - Definitions 6. General Policy 7. General Guidelines for all Sign Types 7.1 Headroom 7.2 Distance from Street Kerb 7.3 Inscriptions on Signs 	<p><u>SIGNS POLICY</u></p> <p>CONTENTS</p> <ul style="list-style-type: none"> 1.0 Intent 2.0 Application 3.0 Operation 4.0 Objectives 5.0 General Principles 6.0 General Provisions 6.1 Signage Strategy 6.2 Appropriate Location and Scale of Signage on Buildings 6.3 Safety 6.4 Specific Amenity Issues 	<p>CONTENTS</p> <p>The Contents table has been amended to reflect the proposed new format and provisions.</p>

<p>7.4 Location of Signs 8. Exempt Signs 9. Guidelines for Specific Sign Types 9.1 Above Roof or Sky Sign 9.2 Animated or “New Technology” Signs 9.3 Hoardings 9.4 Illuminated Signs 9.5 Large Banner Signs 9.6 Offensive Signs 9.7 Projected Signs 9.8 Roof Signs 9.9 Sign Types Not Listed 9.10 Tethered Signs 9.11 Third Party Advertising or General Advertising 9.12 Tower Signs 9.13 Wall Murals 10. Signs in Special Areas 10.1 Northbridge 10.2 Hay Street/Murray Street (Core Retail Area) 10.3 St Georges Terrace 10.4 Adelaide Terrace 10.5 King Street Heritage Precinct 10.6 West Perth 11. Signs on Heritage Buildings and Places 12. Areas Where Approval From Other Public Authorities Is Required</p> <p>1. INTRODUCTION</p> <p>This policy sets out the City of Perth’s requirements for the erection and management of signs on or adjacent to buildings within the City. It defines different types of signs and provides guidelines for their acceptable design and location.</p> <p>Signage is an important element of the built environment. The City recognises the legitimate need for signs to give direction and to identify and promote businesses and buildings. It also accepts a responsibility to the wider community to ensure that the visual impact of signage is properly assessed and managed. Signage should not negatively impact on the amenity of the city environment and should not be hazardous to pedestrians or motorists.</p> <p>All signs within the City of Perth require planning approval unless exempted under Clause 37 of City Planning Scheme No. 2. All signs also require a signage licence to be submitted and approved. Signs requiring structural design must also obtain a Building Licence from the</p>	<p>6.5 Construction and Maintenance 6.6 Sign Content 6.7 Illumination of Signs 6.8 Animated or Variable Content 6.9 Renewable Energy Sources 7.0 Provisions for Specific Sign Types 7.1 Above Awning Signs 7.2 Billpostings 7.3 Hoarding Signs 7.4 Portable Signs 7.5 Projected Image Signs 7.6 Projecting Signs 7.7 Roof Signs 7.8 Real Estate Signs 7.9 Sky Signs 7.10 Tethered Signs 7.11 Wall Signs 7.12 Window Signs 8.0 Signs on Places on the Heritage List or Within Heritage Areas 9.0 Place Specific Requirements 9.1 Entertainment Area 9.2 Retail Core And Town Centre Areas 9.3 The Terraces Area 9.4 Landscaped Mixed Use Areas 9.5 Residential Areas 9.6 Civic and Parks Areas Appendix 1 - Definitions Appendix 2 - Exempt Signs Appendix 3 - Appropriate Location and Scale of Signage Appendix 4 – Examples of Innovative Signage</p> <p>1.0 INTENT</p> <p>Signage plays an important role in way-finding and identifying and promoting businesses and buildings within the city. It can have a significant impact on the visual quality of the urban environment and on amenity and safety.</p> <p>The local government has a responsibility to the wider community to ensure that the impacts of signage are properly assessed and managed. This Policy seeks to enable signage which is well designed and positioned, innovative, responds to its setting and makes a positive contribution to the public realm and the visual appeal of the city without adversely affecting amenity and safety.</p> <p>Applicants are required to consider signage as an integral part of the design of developments, to adopt a co-ordinated approach to signage over sites and to rationalise existing signage where possible.</p>	<p>INTENT</p> <p>This section has been simplified and condensed to relate specifically to the purpose of the Policy.</p>
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<p>City of Perth.</p> <p>Exempted signs under Clause 37 of the City Planning Scheme No. 2 do not require planning approval, but do require a signage licence to be issued by the City of Perth.</p> <p>Signs within road reserves are the subject of <i>City of Perth Policy No. SU61: Directional Signs Within Road Reserves</i> and <u>are not covered by this policy</u>. Signs erected by service clubs are the subject of <i>City of Perth Policy No. SU51: Erection of Signs – Service Clubs</i> and <u>are not covered by this policy</u>.</p> <p>2. AIM</p> <p>The purpose of this Policy is to provide guidance for assessing sign proposals.</p> <p>3. POLICY AREA</p> <p>The Policy applies to the Scheme Area. Where indicated, specific provisions apply only to:</p> <ul style="list-style-type: none"> • Northbridge • Hay Street / Murray Street • St Georges Terrace • Adelaide Terrace • King Street Heritage • West Perth • East Perth (refer to the East Perth Redevelopment Scheme) <p>These areas are shown on the map in Figure 1.</p> <p><i>Figure 1 – Private Advertising/Signage Policy – Special Interest Areas</i></p>	<p>2.0 APPLICATION</p> <p>This Policy applies to the whole of the Scheme Area. All signs in Use Areas or on reserved land within the Scheme Area require development approval unless exempt under City Planning Scheme No. 2 and the Deemed Provisions. Details of exempt signs are contained in Appendix 2 of the Policy.</p> <p><i>Note: Refer to Schedule 8 of City Planning Scheme No. 2 and clause 61 of the Deemed Provisions.</i></p> <p>3.0 OPERATION</p> <p>All signs and all sign content will be assessed against the objectives, principles and general provisions of this Policy.</p> <p>Additional provisions also apply to:</p> <ul style="list-style-type: none"> • certain sign types; • signs on places listed on the Heritage List or within Heritage Areas; and • signs in areas with place specific requirements. <p>Definitions are contained in Appendix 1 of the Policy. A number of the defined sign types are also illustrated in Figure 1.</p> <p>Some signs may fall under more than one sign definition. For example, a real estate sign could also be a wall sign, a window sign or a tethered sign, etc. Where more than one definition is applicable, the provisions</p>	<p>AIM</p> <p>This section is no longer required and is removed for brevity.</p> <p>APPLICATION</p> <p>This section replaces Section 3 – Policy Area of the existing policy.</p> <p>The references to East Perth and the East Perth Redevelopment Scheme are removed as these are no longer applicable. The Metropolitan Redevelopment Authority (MRA) now has planning authority over the MRA Area. The MRA Area is not part of the Scheme Area as defined under clause 4 of the Scheme.</p> <p>OPERATION</p> <p>This section is provided to clarify the structure of the Policy and how it is to be used.</p> <p>Figure 1 provides an illustration of the possible types of signs that could be proposed within the city and replaces the various images of individual signs in the existing Policy. The figure is repeated in Appendix 1 –Definitions.</p>
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specified for all of the relevant sign types should be addressed.



*Figure 1- Illustration of Various Sign Types
This figure illustrates different sign types and not necessarily the appropriate number, design or scale. Sign types illustrated in red are not permitted.*

4. OBJECTIVES

The Policy has the following objectives:

- To prevent visual clutter caused by the unnecessary proliferation of signs.
- To encourage well designed and positioned signs that are appropriate to their location, and which enhance the visual

4.0 OBJECTIVES

To ensure that signs within the city:

- achieve a high level of design quality and are comprised of durable materials;
- are located and designed in a coordinated manner across a site in a way that responds to and complements the architecture of the

OBJECTIVES

The general objectives of the Policy have been refined to provide greater clarity and to reflect current community expectations.

<p>quality, amenity and safety of the City.</p> <ul style="list-style-type: none"> • To protect significant characteristics of buildings, streetscapes, vistas and the city skyline against inappropriate signage. • To ensure that signs are designed and located to avoid danger or unnecessary distraction to motorists or pedestrians. • To ensure that the appearance, size, illumination, materials and other aspects of signs do not adversely affect any area through overshadowing, glare or in any other way. • To encourage signs that adequately and effectively serve their purpose. • To encourage innovative, unique and creative signs where appropriate. • To encourage the rationalisation of existing signs where considered necessary. 	<p>building to which they are attached, and where applicable the cultural heritage significance of that building or an adjacent building;</p> <ul style="list-style-type: none"> • respect and make a positive contribution to the intended character of the streetscape, the locality, and where applicable the city skyline; • are clear and efficient in communicating to the public and do not lead to visual clutter on and around buildings and within streetscapes and localities; and • do not adversely affect the amenity of occupants or users of buildings and public spaces or the safety of road users and the public generally. <p>To encourage the rationalisation of existing signs within the city in a manner that is consistent with the objectives above.</p>	
<p>5. GENERAL POLICY</p> <ul style="list-style-type: none"> • Signs erected on or adjacent to a building are to be for the purpose of the identification / naming of the building, or the major activities carried on within it only. Signs for general advertising purposes will be considered only where it can be demonstrated that provision of such signs will enhance and not adversely affect the visual quality, amenity and safety of the City. • Signs should exhibit a high level of design quality and be visually interesting. Assessment of the visual quality of a sign will include consideration of the appropriateness of its position, location, design, shape, colour(s), materials, illumination/ lighting and any articulated or moving components. • Signs erected on or adjacent to buildings should be an integral part of the design and scale of the building and have regard to the materials, finishes, colours and fenestration of the building, ensuring that architectural features of the building are not obscured. This consideration is particularly important for signs on buildings of heritage and cultural significance. • Any documentation regarding a building's heritage significance should be used as a guide to assess the suitability of the proposed sign. Particular regard should be given to the sign's design, materials, style and method of attachment to the building. For signs on heritage buildings, see Section 11. 	<p>5.0 GENERAL PRINCIPLES</p> <p>This section contains principles that are applicable to all signs.</p> <ol style="list-style-type: none"> a) Signs should be constructed of durable materials. Their design should be simple and efficient with supporting structures concealed from view. Innovation in design which is appropriate to the building and the setting is encouraged. b) The size and location of signs on a premise should be appropriate for their intended audience. c) Signs should be compatible in scale and integrated with the architectural design of the building that they are erected on or adjacent to, having regard to the form, materials, finishes, colours and fenestration of the building/s. Architectural features of a building should not be obscured and daylight into and reasonable vision into and out of buildings should be maintained. d) Signs should not obstruct important view corridors or dominate the skyline. e) Signs on or adjacent to a place on the Heritage List or within a Heritage Area shall be designed and located to respect the cultural heritage significance of the place or Area. f) Signs should provide a legible and clear message. Signs that assist in way finding, such as those displaying street number and building names, are encouraged. 	<p>GENERAL PRINCIPLES</p> <p>The general principles have been revised to provide current and clearer intent. Reference to Corporate Policies and duplication of information more appropriately located elsewhere in the Policy has been removed.</p>

<ul style="list-style-type: none"> Signs on buildings and building sites which indicate the street number, and if applicable, the building name, are encouraged. Signs are to be located and designed so as not to cause a hazardous distraction to motorists, pedestrians or other road users. Signs should be compatible with the style, scale and character of the surrounding streetscape, and the predominant uses within the locality. Consideration should be given to the number and type of existing signs in the locality so as to avoid visual clutter. A high standard of construction, materials and graphics is required. Structural components of signs should be concealed and/or the visual impact of the components minimised. Proponents wanting to erect signs associated with alfresco dining areas located on private land should use Council's "Alfresco Dining-Policy 2000" as a guide. In considering innovative design proposals for signs not envisaged by this Policy, or where there are issues of interpretation, the City of Perth will have regard to the design excellence of the proposed sign and its compliance with all the relevant objectives of this Policy. <p>7. GENERAL GUIDELINES FOR ALL SIGN TYPES</p> <p>This section contains design criteria applicable to all signs.</p>	<ul style="list-style-type: none"> g) Signs on or adjacent to a building should generally be for the purpose of the identification / naming of the building, or the occupants or activities carried on within the building. h) Third party advertising sign content shall only be permitted in limited locations within the city and where it is demonstrated that it will enhance and not adversely affect the visual quality, amenity, vibrancy and safety within the city. i) The rationalisation of existing signage including the removal of signs that are redundant, contributing to visual clutter and/or generally inconsistent with this Policy will be required along with the repair of deteriorated signs where appropriate. j) Signs that will present a hazard or obstruction on the footpath, block road users' views or are not well secured will not be approved. Signs with messages, illumination or noise that is likely to cause a distraction to road users or discomfort or loss of amenity generally for occupants of buildings or the public will also not be approved. <p>6.0 GENERAL PROVISIONS</p> <p>This section contains provisions that are applicable to all signs.</p> <p>6.1 Signage Strategy</p> <p>Where a new building, substantial changes to an existing building or signage on a place on the Heritage List are proposed and there will be/are multiple tenants a Signage Strategy should be submitted for approval by the local government. The approved Signage Strategy will be used to guide the appropriate introduction of new signs on premises, with all signs required to be consistent with an approved Strategy where one exists.</p> <p><i>Note: The Applications Policy provides details on the content of a Signage Strategy.</i></p> <p>6.2 Appropriate Location and Scale of Signage on Buildings</p> <p>Signage for the purposes of identifying tenancy business names and details and building addresses should be predominantly located at the ground floor or pedestrian level of a building and to a lesser extent at the first floor level and should be relatively small in size given its immediate proximity to the those intended to view it. Signage for the purpose of identifying the name of the building or its principal occupants is</p>	<p>GENERAL PROVISIONS</p> <p>Signage Strategy</p> <p>A Signage Strategy will be required in order to ensure a coordinated and well considered approach to the location of signage across a site, particularly where there are multiple tenants.</p> <p>Appropriate Location and Scale of Signage on Buildings</p> <p>Direction on the appropriate location and scale of signage is provided to ensure signs address their intended audience and do not dominate buildings or the streetscape. Generally signage should be focussed at the street level and the top of buildings. Signage at the mid levels of buildings with no clear purpose or audience would generally not be supported.</p>
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<p>7.1 Headroom</p> <p>Signs erected over any vehicular or pedestrian accessway on public or private land must be fixed to provide a clear headway under the sign of not less than 2,750mm, unless otherwise approved by Council.</p> <p>7.2 Distance from Street Kerb</p> <p>Where a sign projects over a footpath at a height of less than 4.5 metres, the sign is to be a minimum distance of 600mm from the outer edge of a street kerb.</p>	<p>appropriate at the top of buildings and should be of a larger scale and a design that contributes to the city's skyline during the day and night. Signage at other locations on a building should be limited and may only be supported where the building has been designed to specifically accommodate signage at that location and where the purpose and viewing audience of the signage is clear and justified.</p> <p>Appendix 3 provides guidance on identifying the appropriate location and scale of signs on buildings.</p> <p>6.3 Safety</p> <p>To ensure the safety of the public, signs shall:</p> <ul style="list-style-type: none"> a) be adequately installed and secured; b) have a minimum clear headway of 2750mm where they project over a pedestrian thoroughfare on public or private land by more than 50mm, unless approved otherwise by the local government; c) have a minimum clear headway of 4500mm where they project over a vehicular thoroughfare on public or private land by more than 50mm, unless approved otherwise by the local government; d) be a minimum distance of 600mm from the outer edge of a street kerb where they project over a footpath on public land at a height of less than 4500mm; e) not cause a potential distraction to road users or obscure road users' or pedestrians' views of vehicles, pedestrians or potentially hazardous road features; f) not cause confusion with, or reduce the effectiveness of traffic control devices; and g) not obstruct safe and convenient pedestrian movement. <p>6.4 Environmental Amenity</p> <ul style="list-style-type: none"> a) Signs should not contain reflective materials or finishes unless the reflective area is small and will not adversely affect amenity within the public realm or adjacent buildings b) Signs should not incorporate sound or vibration, unless it is considered compatible with the amenity and the intended character of the locality. <p>6.5 Construction and Maintenance</p>	<p>Safety</p> <p>General provisions relating to safety have been clarified and combined under one heading.</p> <p>Environmental Amenity</p> <p>The provisions are intended to ensure that these possible elements of signage do not detract from the amenity of a locality.</p> <p>Construction and Maintenance</p>
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<p>7.3 Inscriptions on Signs</p> <p>Except in the case of an approved community information sign, signs generally shall only display one or more of the following:-</p> <ul style="list-style-type: none"> (a) the name of one or more of the occupiers of the premises; (b) details of the business carried on in the premises; (c) details of the goods sold in the premises to which it is affixed and nothing more; (d) any other matter specifically approved by the Council. 	<ul style="list-style-type: none"> a) All supporting structures, cabling and conduits for signage shall be concealed from view. b) Consideration is required to be given to the maintenance of a sign at the design stage to ensure that it will be practical and safe and can occur with minimal disruption to the public. c) The local government may require the repair of a sign where it has deteriorated to a point that is in conflict with the aims of City Planning Scheme No. 2 and this Policy. <p><i>Note: Refer to clause 80 of the Deemed Provisions.</i></p> <ul style="list-style-type: none"> d) When granting development approval for new signage the local government may require that any redundant or dilapidated signage on the premises is removed and the affected fabric of the building is made good. This includes sign structures that are no longer displaying content, or are displaying content that no longer relates to the building name, or the occupants or activities carried out at the premises. <p>6.6 Sign Content</p> <ul style="list-style-type: none"> a) Sign content shall generally comprise street numbering, the building name, the names and/or logos of the occupants of the premises or details of the businesses or activities carried out at the premises. b) Offensive content shall not be permitted on any sign. c) Third Party Advertising or On-Premises Advertising Content <ul style="list-style-type: none"> i) Third party advertising or on-premises advertising content shall only be considered for development approval on: <ul style="list-style-type: none"> A) a sign facing or in a public space within the Entertainment Area, the Retail Core Area, a Town Centre Area or The Terraces Area (as identified in Figure 2) where the sign is oriented for viewing within the space and not from adjacent streets; B) a wall sign on a building within the Entertainment Area, the Retail Core Area or a Town Centre Area (as identified in Figure 2) where the subject building has a valid development approval granted prior to June 2014 and the wall sign is proposed to be installed upon a large section of blank wall that would be enhanced by its addition. The wall sign should comply with the provisions under clause 7.11(e); C) a hoarding sign that is not located within a Residential 	<p>Signage should be well designed to ensure that all structures and wiring are not visible from the public realm or from adjacent buildings.</p> <p>Provisions are proposed to address the feasible maintenance of signage and reduce visual clutter caused by redundant signage.</p> <p>Sign Content</p> <p>This section has been introduced to deal with the various elements of sign content that may impact on amenity and visual quality in the public realm and for building occupants.</p> <p>Third Party Advertising or On-Premises Advertising Content</p> <p>The Policy has been modified to provide greater direction on acceptable locations for third party and on-premises advertising. The Policy seeks to avoid visual clutter and limit signs with this type of content to locations where they are appropriate to the setting and will make a positive contribution to its visual quality and vitality. This is generally within key public spaces in the city centre and town centres, on blank walls in the entertainment and retail areas and on hoardings designed to enhance the appearance of a site during construction. On-premises advertising content is also appropriate within shop windows. Notwithstanding this any application for this type of sign content would need to meet the general objectives and principles of the Policy.</p> <p>City Planning Scheme No. 2 Amendment No. 26 - Building Heights and Setbacks was gazetted in June 2014. This amendment introduced side setbacks for buildings in many areas across the city to provide high levels of amenity to building occupants and separation between upper building levels to provide an enhanced public realm and views to the sky. Before this date</p>
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	<p>Area or a Civic and Parks Area (as identified in Figure 2) and complies with clause 7.3(d); and</p> <p>D) a window sign in the case of on-premises advertising content only.</p> <p>ii) Third party advertising or on-premises advertising content shall only be permitted on a sign facing or in a public space in accordance with (i)(A) above where the local government is satisfied that it:</p> <p>A) is compatible with the desired character of the public space;</p> <p>B) will enhance the visual quality of the public space;</p> <p>C) will increase the use and vibrancy of the public space, particularly at night.</p> <p>iii) Third party advertising or on-premises advertising content on a sign will not be permitted on a place on the Heritage List or within a Heritage Area except where in accordance with clause 8.2(l).</p> <p>iv) Third party advertising content shall be related to products, services or events available within the local government boundaries.</p> <p>v) A Signage Management Plan shall be submitted as part of a development application for a sign with third party advertising content.</p> <p><i>Note: The Applications Policy provides details on the contents of a Signage Management Plan.</i></p> <p>6.7 Illumination of Signs</p> <p>a) The illumination of signs must not cause an annoyance to the public or have an adverse effect on the amenity of occupants of adjacent buildings.</p> <p>b) Illumination of signs must comply with relevant Australian Standards (including AS 4282-1997) and any other standard considered by the local government to be relevant.</p> <p>c) Flashing, pulsating or flickering lights shall not be permitted except in accordance with clause 6.8.</p> <p>d) Where external illumination is permitted it shall be down lighting focussed directly on the sign. The escape of light beyond a sign is to be prevented or limited. The up-lighting of signs shall generally</p>	<p>buildings with nil side setbacks were often designed with blank walls to meet Building Code of Australia requirements and there is potential in appropriate locations for these walls to be enhanced by signage.</p> <p>Third party or on-premises advertising content would only be permitted on a place on the Heritage List or within a Heritage Area under limited circumstances. This is referenced under this sub-clause and dealt with in greater detail under Section 8.0 Signs on Places on the Heritage List and within Heritage Areas.</p> <p>Where third party advertising is proposed it will be required to related to relevant to the city in some way.</p> <p>Illumination of Signs</p> <p>This section has been added to ensure that illumination of signs, digital or otherwise, does not negatively affect the amenity of the city and building occupants. Additional guidance is provided to clarify acceptable illumination.</p>
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	<p>not be permitted.</p> <p>e) A Lighting Impact Assessment may be required to be submitted as part of a development application for illuminated signs.</p> <p><i>Note: The Applications Policy provides details on the contents of a Lighting Impact Assessment.</i></p> <p>f) The local government may limit the hours, intensity, spill and/or field of view of illumination of a sign where considered appropriate.</p> <p>6.8 Animated and Variable Content</p> <p>a) Animated or variable content on a small sign ($\leq 2\text{m}^2$ sign face) will generally only be permitted at the ground floor level or pedestrian level of a building or as part of a ground based sign located in a public space, except within a Residential Area or Civic and Parks Area (as identified in Figure 2) where it will not be permitted.</p> <p>b) Animated content on a large sign ($> 2\text{m}^2$ sign face) shall only be permitted:</p> <p>i) facing or in a public space within the Entertainment Area, the Retail Core Area or The Terraces Area (as identified in Figure 2) and where:</p> <p>A. the viewing area is designed and intended for pedestrians to linger for an extended period of time; and</p> <p>B. the sign is oriented for viewing within the public space and not from adjacent streets and is not directly visible to passing road users; or</p> <p>ii) where the large sign is a roof sign or wall sign at the top of a building which is greater than 29 metres in height and is not within a Landscaped Mixed Use Area, Residential Area or Civic and Parks Area (as identified in Figure 2).</p> <p>c) Variable content on a large sign shall only be permitted:</p> <p>i) facing or in a public space within the Entertainment Area, the Retail Core Area or The Terraces Area (as identified in Figure 2) and where:</p> <p>A. the viewing area is designed and intended for pedestrians to linger for an extended period of time; and</p> <p>B. the sign is oriented for viewing within the public space and not from adjacent streets and can only be viewed by passing road users if:</p>	<p>Animated and Variable Sign Content</p> <p>The Policy will differentiate between moving sign content (to be defined as animated) and sign content that is static and changes on a set time cycle (to be defined as variable) as it is recognised that the impacts of these two types of content vary, particularly with respect to safety.</p> <p>Differentiation is also provided between small electronic screens, much like a television or computer screen, that are now popular in tenancy windows and large electronic screens generally in located in highly visible public locations.</p> <p>Small signs ($\leq 2\text{m}^2$) with animated or variable content are proposed to be permitted at the ground floor level or the pedestrian level of a building or as part of a ground based signs in a public space.</p> <p>Large electronic digital screens have become an increasingly popular signage medium over recent years, particularly for third party advertising, because of their ability to display constantly changing sign content which generates far greater revenue potential than traditional poster displays. The content can be managed remotely and adjusted instantly. The Policy has been updated to more effectively address this type of signage, while also being broad enough to deal with other technologies which may be developed to display animated or variable content in the future.</p> <p>Careful management of the location of large signs ($> 2\text{m}^2$) with animated or variable content is required to avoid visual clutter and to ensure that they are appropriate to the setting and will make a positive contribution to its visual quality and vitality. It also critical that appropriate levels of safety are maintained for road users and the public. For this reason it is intended that they be restricted to:</p> <ul style="list-style-type: none"> public spaces within the city core where the public can stop and gather, where they will not distract road users and where they will add to the character and vitality of the space; and
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	<ol style="list-style-type: none"> 1. it has content that is completely static without any motion, animation or special effects for the duration of its display; 2. it has a specified duration of display and a transition time between display that comply with standards specified by the State Government transport authority and any other standards considered relevant by the local government; 3. each display comprises no more than 20% of its area as text and the text is large scale so that it can be easily and quickly read by road users; 4. it does not include any content that could be perceived to be providing public safety instructions to passing road users or pedestrians; and 5. it does not have any technology or mechanism that facilitates real time communication with road users or pedestrians. This includes any interaction, transmission or receipt of data, telecommunication, internet or radio signals; or <p>ii) where the large sign is a roof sign or wall sign at the top of a building which is greater than 29 metres in height and is not within a Landscaped Mixed Use Area, Residential Area or Civic and Parks Area (as identified in Figure 2).</p> <p>d) Animated or variable content on a large sign facing or in a public space shall only be permitted if the local government is satisfied that it:</p> <ol style="list-style-type: none"> i) is compatible with the desired character of the public space; ii) will enhance the visual quality of the public space; and iii) will make a positive contribution to the public space and its activation, particularly at night. <p>e) Animated or variable content on a large sign at the top of a building shall only be permitted if the local government is satisfied that it will:</p> <ol style="list-style-type: none"> i) add interest and vibrancy to the city's night skyline; and ii) not adversely affect the amenity of occupants of adjacent buildings or impact on the safety of road users. <p>f) Animated or variable content on a sign shall not be permitted on or adjacent to a place on the Heritage List or with in a Heritage Area except where in accordance with clause 8.2(n) and (o).</p>	<ul style="list-style-type: none"> • at the top of high rise buildings where they will add interest and vitality to the city skyline and will not affect the amenity of adjacent buildings or distract road users. <p>While animated content in public spaces should not be directly visible to road users, variable content may be where carefully controlled.</p> <p>Animated or variable content is only appropriate at the top of high rise buildings where it is distant from road users and not likely to be a distraction. A 29 metre high building would be approximately nine storeys tall and signage above this height would generally only be visible from some distance. The name of the building or its major occupants would be permitted but not third party or on-premises advertising.</p>
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<p>7.4 Location of Signs</p> <p>Unless otherwise approved by the Council, no sign may be erected or maintained:</p> <ul style="list-style-type: none"> (a) so as to obstruct a view of traffic from a street or other public place such that it may cause a hazard to pedestrians or vehicles; (b) if the sign is likely to obscure or cause confusion with or about a traffic light or traffic sign, or if the sign might be mistaken for a traffic light or traffic sign; (c) on any ornamental tower, spire, dome or similar architectural feature; (d) so as to obstruct the access to or from any door, fire escape or window (other than a window designed for the display of goods); (e) so as to hinder pedestrian movement and constitute a danger; (f) so as to obstruct the movement of any pedestrian or vehicle in any street or thoroughfare; (g) as a movable or portable sign in a street or public place, not affixed to a building; (h) on any light, power pole or traffic light or traffic sign; (i) on any tree, shrub or plant; (j) on any vehicle and/or trailer unless it advertises the business of the vehicle owner or occupier and is not parked so as to be general advertising; (k) such that the light from which, in the opinion of the Council, is so intense as to cause annoyance to the public. <p>Signs that are not exempt from the requirement for planning approval will be assessed based on the following performance criteria.</p>	<ul style="list-style-type: none"> g) Large signs with animated or variable content shall have a default setting that will display an entirely black display area if a malfunction occurs. h) A Traffic Impact Assessment, Lighting Impact Assessment and/or Sign Management Plan may be required to be submitted as part of a development application for a large sign with animated or variable content. <p><i>Note: The Applications Policy provides details on the contents of these reports.</i></p> <p>6.9 Renewable Energy Sources</p> <ul style="list-style-type: none"> a) The use of renewable energy to power illuminated signs, including those with animated or variable content, is encouraged. 	<p>Renewable Energy Sources</p> <p>This clause is intended to encourage the use of renewable energy to power large electronic signs and accords with the City Planning Scheme No. 2 objective to ensure that development is carried out in an efficient and environmentally responsible manner.</p> <p>Location of Signs</p> <p>These matters are now dealt with elsewhere in the Policy.</p> <p>These matters are now dealt with elsewhere in the Policy.</p>
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<p>Response to Location</p> <p>A sign should be appropriate to its setting. For example, a sign which may be suited to the entertainment area of Northbridge would probably not be appropriate in the central business area of St Georges Terrace. A new advertising sign should aim to respond to the character of the street, and the prevailing building style.</p> <p>Contribution to Local Character</p> <p>A new sign should make a positive contribution to its setting. Signs that block important views, are detrimental to their neighbour's amenity or are out of character with the streetscape, ultimately reduce the quality of the street as a whole, and as such have the potential to reduce the commercial viability of an area.</p> <p>Enhancement of the desired future environmental character of an area should be the primary consideration for judging the appropriateness of a new sign proposal.</p> <p>Variety & Interest</p> <p>The City of Perth recognises that signage can play an important part in the interest and appeal of a building or place, especially in shopping areas, and as such the City supports variety over monotonous design. A sign should reflect the quality of the service or the merchandise, be appropriate to the building or site, and aim to attract attention in a way which is well thought out and well designed.</p> <p>Community Expectations</p> <p>The community is becoming increasingly aware of issues relating to quality of amenity in their environments (i.e. views, overshadowing, visual clutter and pollution, "good neighbourliness"). Community expectations and better methods of promotion mean that some types of signs, such as hoardings, are ever less likely to receive approval from the City. Applicants are encouraged to have early discussions with Council staff, who will help to identify areas in which community expectations may mean that certain sign types will not gain approval. This should enable the applicant to select a more appropriate form of advertising signage.</p> <p>Safety</p> <p>A sign should in no way endanger the safety of the public. Signs that present a hazard or obstruction on the footpath, block motorists' views, block views of traffic information signage or traffic lights, or are not well secured, will not gain approval. Signs that are highly illuminated so as to cause discomfort to approaching motorists or to pedestrians are considered hazardous, and will not be supported.</p>		
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<p>Design, Construction & Maintenance</p> <p>Signs should be simple, clear and efficient. For example, building façades should not be visually spoiled by clumsy and unsightly methods of providing electrical services to the sign.</p> <p>On-going maintenance of signs should be as easy as possible, and thought should be given at the time of initial design as to the economics and ease of re-using existing mountings, service installations and framing.</p> <p>Signs should be located at a height which avoids impact from footpath maintenance vehicles, and which discourages vandalism.</p> <p>Signage to be Avoided</p> <ul style="list-style-type: none"> • Visual ‘Noise’: Visual noise results when too many signs compete for the viewer’s attention. Ad-hoc additions over the years, varieties of different styles and colours on one site, too much text, and building addresses buried under a mass of information combine to form a “mess of messages” which potential customers will not be able to read. • Incorrect Scale: A sign should be chosen with the target audience in mind. Is it motorists or pedestrians? A sign should be tailored in scale to address the needs of these groups. Pedestrians are pleased with detail and interest. Motorists are grateful for clear address numbers and succinct information. Building scale should always be taken into consideration when designing and locating a sign – a large sign on a small building looks out of scale and poorly designed, and reflects poorly on the building occupants. • Poor Quality: Signs which are ‘tacky’, poorly installed or badly designed, not only reduce the amenity of the streetscape as a whole, but reflect on the business itself. Customers will form their first impression of a business from the quality of signage it displays. • ‘Destructive’ Signage: Signs which require the destruction of important elements of the building fabric – especially in heritage areas – reduce the value of the building and destroy future opportunities for the life of the building. Care should be taken to fit signs into the ‘pattern’ of the building and to use the building as a frame for new signage. • Ad-hoc Signs: Signs which are attached to buildings in a thoughtless manner do not make the most of the building as a tool to strengthen the impact of the sign. <p>8. GUIDELINES FOR SPECIFIC SIGN TYPES</p> <p>This section contains design criteria for sign types not exempted from</p>	<p>7.0 PROVISIONS FOR SPECIFIC SIGN TYPES</p> <p>This section contains additional provisions that are applicable to specific</p>	<p>PROVISIONS FOR SPECIFIC SIGN TYPES</p>
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<p>planning approval. Sign types are defined in section 5 of this Policy.</p> <p>9.1 Above Roof or Sky Sign</p> <p>Above roof or sky signs are <u>not permitted</u> anywhere within the City of Perth.</p> <p>9.2 Animated or “New Technology” Signs</p> <ul style="list-style-type: none"> a) The content of an Animated or “New Technology” sign must also receive the approval of Council. b) Animated or “New Technology” signs are only permitted within the ‘City Centre’ Scheme Use Area of Precinct 5 (Citiplace), and the ‘City Centre’ Scheme Use Area of Precinct 1 (Northbridge). c) An Animated or “New Technology” sign must be compatible with the character of the streetscape within which it is proposed. Such signs will generally not be permitted within a designated heritage area, or on or adjacent to a heritage place. d) An Animated or “New Technology” sign must be designed as an integral part of a building or structure, but will not generally be approved where it takes the form of a pylon sign. e) The most appropriate locations for Animated or “New Technology” signs include plazas and public spaces where their contents can be viewed by gathered or passing pedestrians, but should not be able to be viewed by passing motorists, for whom may be a distraction and therefore a safety hazard. An Animated or “New Technology” sign may be constructed and located as to create a landmark in its immediate locality. f) The contents of an Animated or “New Technology” sign may move but not flash or pulsate in a manner likely to cause a hazard or nuisance to motorists or the occupants of neighbouring properties. 	<p>sign types.</p> <p>7.1 Above Awning Signs</p> <ul style="list-style-type: none"> a) Above awning signs that are located within/over a road reserve are not permitted. <p>7.2 Billpostings</p> <ul style="list-style-type: none"> a) Billpostings are not permitted. 	<p>Above Roof Sign</p> <p>This section has been deleted as these signs are to be referred to as ‘sky signs’ to avoid confusion with ‘roof signs’.</p> <p>Above Awning Signs</p> <p>Signage is not traditionally located above awnings. Above awning signs do not make a positive contribution to a streetscape or compliment building form and should therefore be avoided. Elsewhere they should be assessed on a case by case basis in accordance with the objectives, principles and provisions of this Policy.</p> <p>Animated or ‘New Technology’ Signs</p> <p>This section has been deleted as provisions for animated and variable sign content are located within the General Provisions section of the Policy.</p> <p>Billpostings</p> <p>It is proposed that these signs not be permitted within the city as they deteriorate over a short time period and detract from the amenity of buildings and a locality generally.</p>
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<p>Georges) excluding St Georges Terrace itself (see Section 10).</p> <ul style="list-style-type: none"> (ii) Only one large banner sign may be erected on any one building at a time. (iii) The content of large banner signs may only promote special events, exhibitions, commercial events of interest to the community and general advertising of an acceptable standard. The part of the sign occupied by corporate markings, logos, branding or the like should only occupy a maximum of 10% of the total sign area. (iv) Only four (4) large banner signs should be permitted to be on display within the municipality of the City of Perth at any one time. (v) Sign content and any change of content must be approved by Council. (vi) Large banner signs will only be permitted to be displayed on a temporary basis, and for the purposes of this section of the Policy, “temporary” means no more than six months’ duration. No further approval for a large banner sign on the same building will be considered by Council until at least six months have elapsed since a previously approved large banner sign was removed. <p>(b) Large Banner Signs on Scaffolding</p> <ul style="list-style-type: none"> (i) Large banner signs on scaffolding may be permitted only within the City Centre Scheme Use Area of Precinct P1 (Northbridge) east of Fitzgerald Street, the City Centre Scheme Use Area of Precinct P5 (Citiplace) west of Barrack Street, the Office Residential Scheme Use Area of Precinct P13 (Adelaide) and Precinct P6 (St Georges) (see Section 10). (ii) Only one large banner sign on scaffolding may be erected on any one building site at a time. (iii) The scaffolding must be directly associated with a building under construction, or a building undergoing conversion, ie: scaffolding must not be erected specifically for the purposes of advertising signage. (iv) The content of large banner signs on scaffolding may only promote the virtues of inner-city living or central commercial activities. The part of the sign occupied by corporate markings, logos, branding, the selling agency or the like should only occupy a maximum of 10% of the total sign area. Third party advertising should not be permitted. (v) Sign content and any change of content must be approved by Council. (vi) Large banner signs on scaffolding will only be permitted to be displayed on a temporary basis, and for the purposes of this Section of the Policy, “temporary” means no more than twelve months, or for the duration the scaffolding is in place, whichever period is the lesser. 		
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<p>9.8 Roof Signs</p> <p>(a) A roof sign must not project above the uppermost part of the building to which it is attached.</p> <p>(b) A roof sign may be illuminated, and its contents may move, but it cannot contain flashing lights.</p> <p>(c) High level illuminated roof signs are encouraged facing the Swan River on buildings within Precinct P13 (Adelaide) and Precinct P6 (St Georges) (see Section 10).</p> <p>(d) An illuminated roof sign will not be permitted if it is likely to adversely affect the amenity of adjoining, overlooking residents due to excessive glare.</p> <p>(e) Roof signs should only be permitted where it can be demonstrated that having regard to the character of the area in which they are to be situated, they would not adversely affect its amenities or those of other areas.</p> <p>(f) A roof sign must be compatible with the building upon which it is attached in terms of its size and design.</p> <p>(g) Roof signs are not permitted on heritage buildings.</p> <p>(h) The content of roof signs requires approval by Council.</p> <p>9.9 Sign Types Not Listed</p> <p>In considering innovative design proposals for signs not envisaged by this Policy, or where there are issues of interpretation, the City of Perth will consider the design excellence of the proposed sign, and the degree to which it meets the objectives of this Policy.</p> <p>9.10 Tethered Signs</p> <p>(a) If granted, planning approval for tethered signs will generally be for a maximum period of thirty days only. In determining an</p>	<p>a) A real estate sign shall be erected or installed for a maximum period of 12 months or removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to, whichever is the lesser.</p> <p>7.8 Roof Signs</p> <p>a) A roof sign must achieve a high degree of integration and compatibility with the form, materials, finishes and colours of the building that it is attached to. A roof sign should appear as if it is part of the original building, or otherwise match or complement its architecture, and not appear as an afterthought.</p> <p>b) A roof sign should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building.</p> <p>c) Only one roof sign or one wall sign at the top of the building shall be permitted per building elevation.</p> <p>d) A roof sign shall not display third party advertising or on-premises advertising content.</p> <p>e) The illumination of roof signs on buildings will be encouraged in locations where it will add interest and vibrancy to the city's night skyline and will not adversely affect the amenity of occupants of adjacent buildings.</p> <p><i>Note: Roof signs are not permitted on places on the Heritage List or within a Heritage Area</i></p> <p>7.9 Sky Signs</p> <p>a) Sky signs are not permitted.</p> <p>7.10 Tethered Signs</p> <p>a) Tethered signs, with the exception of flag poles displaying flags for community, diplomatic or cultural purposes, may only be granted</p>	<p>This provision limits the time a real estate sign may be in place to ensure redundant signs are removed and avoid unnecessary visual clutter</p> <p>Roof Signs</p> <p>The provisions applicable to roof signs have been reworded for greater clarity and to ensure a high degree of design quality that will enhance the city skyline.</p> <p>Sign Types Not Listed</p> <p>This clause has been deleted as all development applications for signs should be assessed in accordance with the objectives principles and provisions of the Policy.</p> <p>Sky Signs</p> <p>This provision was previously located under 'above roof signs' and has been relocated to reflect the change in terminology.</p> <p>Tethered Signs</p> <p>The provisions relating to this sign type have been simplified and these types of signs will be dealt with on a case by case basis.</p>
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<p>application for a tethered sign, the Council will have regard to the following:</p> <p>(i) Tethered signs should only be permitted on a private property for the purpose of identifying the use on-site, or for activities associated with that use;</p> <p>(ii) Tethered signs should only be permitted on properties where it can be demonstrated that having regard to the character of the area in which they will be situated, they will not adversely affect the visual amenity of the location or adjacent areas. More specifically:</p> <ul style="list-style-type: none"> • tethered signs should only be permitted on commercial premises where the device will not have a significant detrimental impact on surrounding residential dwellings; • particular attention should be given to preserving the visual amenity of commercial areas characterised by a unique built form, comprising historical and architecturally significant building stock, and other precincts/ locations considered by the Council as being of environmental, townscape or landscape value. <p>(b) Tethered signs should:</p> <p>(i) be located wholly within the boundaries of the subject lot;</p> <p>(ii) have a maximum vertical dimension of 750mm and a maximum area of 2.0m²;</p> <p>(iii) not be less than 2,750mm or greater than 8,000mm from ground level;</p> <p>(iv) be limited to a maximum of one sign per street frontage on any one lot; and</p> <p>(v) not be within 10.0m of a pylon sign.</p> <p>(c) Notwithstanding the provisions of the above clauses, tethered signs which consist of balloon or blimp-type objects should:</p> <p>(i) not exceed 7,000mm in diameter or 9,000mm in height; and</p> <p>(ii) not be displayed for more than 30 days in aggregate for any one calendar year.</p> <p>(d) Furthermore, the advertiser should supply to the Council prior to erecting such a sign a certificate from a qualified structural engineer certifying that the connection of the balloon or blimp-type object to its ground-based fixture is of a structurally sound design.</p>	<p>temporary development approval for a maximum period of thirty days.</p> <p>b) Tethered signs are not permitted to display third party advertising content.</p>	
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<p>9.11 Third Party Advertising or General Advertising</p> <p>Third party or general advertising will only be permitted where, having regard to the character of the area in which the sign is to be situated, the Council is satisfied that the visual quality, amenity and safety of the area will be enhanced, or at the very least, not diminished.</p> <p>9.12 Tower Signs</p> <p>(a) A tower sign:</p> <ul style="list-style-type: none"> (i) shall not, if illuminated, be a flashing sign; (ii) shall not exceed in height one sixth of the height of the mast, tower or chimney stack on which it is placed; (iii) shall not extend laterally beyond any part of such mast, tower or chimney stack. <p>9.13 Wall Murals</p> <p>Each application for a wall mural will be treated on its merits. In this regard, consideration will be given to the locational context and content of the proposed wall mural, and the overriding need to protect the character and general amenity of the locality.</p>	<p>7.11 Wall Signs</p> <ul style="list-style-type: none"> a) Any part of a wall sign should not extend above the parapet or eaves of a building. b) A wall sign at the top of a building should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building. c) Only one wall sign at the top of a building or one roof sign shall be permitted per elevation. d) A wall sign at the top of a building shall not display third party advertising or on-premises advertising content except where in accordance with 6.6(c)(i)(B). e) Where a wall sign with third party or on-premises advertising content is proposed in accordance with clause 6.6(c)(i)(B): <ul style="list-style-type: none"> i) it should have a maximum area of 25% of the wall area; ii) it should not extend to the full height or width of the wall; and iii) only one of these signs per elevation and two of these 	<p>Third Party Advertising or General Advertising</p> <p>This clause has been deleted as reference to third party advertising content is addressed within the General Provisions section of the Policy.</p> <p>Tower Signs</p> <p>Tower signs are no longer common within the city and should be assessed on a case by case basis in accordance with the objectives, principle and general provisions of the Policy. The illumination of signs is dealt with in the General Provisions section of the Policy.</p> <p>Wall Murals</p> <p>This provision has been deleted as it comprises general principles applicable to all sign types.</p> <p>Wall Signs</p> <p>Additional guidance is provided in relation to wall signs, including those previously addressed as 'large banner signs'.</p> <p>Limitations on the size of wall signs displaying third party or on-premises advertising content (previously dealt with as large banner signs) are provided to ensure that they have an appropriate border and do not dominate the building.</p>
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<p>11. SIGNS ON HERITAGE BUILDINGS AND PLACES</p> <p>The design and placement of signs on or near heritage buildings and places requires careful consideration to be compatible with and not detract from, the heritage significance of the building or place. In some cases new signs of a very traditional character are most appropriate, whereas in others signs should be clearly contemporary in design. Opportunities for placement of signs and acceptable media may be more limited than in other situations.</p> <p>It is necessary to have a good understanding of the nature of the significance of heritage buildings and places, and the relative significance of their various components, in order to most appropriately design and place new signage.</p> <p>Traditionally, signs were rarely placed on pilasters, architectural mouldings or across incised decorative patterns. They were placed so as to allow the architectural details of buildings to remain prominent.</p>	<p>signs per building will be permitted.</p> <p>f) The illumination of wall signs at the top of buildings will be encouraged in locations where it will add interest and vibrancy to the city's night skyline and will not adversely affect the amenity of occupants of adjacent buildings.</p> <p>7.12 Window Signs</p> <p>a) Window signs should only occupy:</p> <ul style="list-style-type: none"> - a maximum of 10m²; or - a maximum of 25% of the combined area of a tenancy's ground and first floor level windows which are visible from a street or a public area, whichever is the lesser. <p>b) Window signs at ground and first floor levels of a building which are visible from a street or a public area should be designed and located to allow views into and out of and daylight into the window.</p> <p>c) Window signs which advertise a sale within a tenancy and vary from the provisions of subclauses (a) and (b) may be installed in the window of the tenancy for a maximum of four times per year for a maximum continuous period of 28 days.</p> <p>d) Window signs above first floor level are discouraged.</p> <p>e) Product displays in shop windows are preferred to signs.</p> <p>8.0 SIGNS ON PLACES ON THE HERITAGE LIST OR WITHIN HERITAGE AREAS</p> <p>8.1 Principles</p> <p>This section applies to signs on places on the Heritage List or within a Heritage Area. This Policy should be read in conjunction with the Heritage Planning Policy and any specific Planning Policy for a Heritage Area, with those Policies taking precedence over this Policy.</p> <p>The design and placement of signs on places on the Heritage List or within a Heritage Area requires careful consideration.</p> <p>Signs shall be compatible with the place on the Heritage List and/or the Heritage Area without adversely affecting their important physical or visual qualities.</p> <p>All signage will be considered in the context of the cultural heritage significance of the place on the Heritage List and/or the Heritage Area, as well as any Conservation Plans and historical documentation. Existing signage, including redundant signage, will also be taken into consideration when assessing new signage for places on the Heritage</p>	<p>Window Signs</p> <p>These provisions are proposed to avoid signage that restricts passive surveillance and activation along the street frontage and daylight into buildings. The definition of a window sign and associated provisions have been expanded to deal with signage located close to the window to ensure it does not excessively restrict views into or out of windows.</p> <p>The Policy recognises the need for temporary signage to advertise retail sales. It also discourages signage located above first floor level which is not well located for viewing by pedestrians.</p> <p>SIGNS ON PLACES ON THE HERITAGE LIST OR WITHIN HERITAGE AREAS</p> <p>Principles and Provisions</p> <p>The principles relating to signs on places on the Heritage List or with a Heritage Area have been updated to provide clarity, to reflect current best practice and to recognise the varied nature of existing and potential Heritage Areas identified under the City Planning Scheme No. 2. In future any provisions specific to a Heritage Area will be located within the Planning Policy for that area.</p>
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<p>Generally the following areas on a heritage building are suitable for locating signage, although it is not suggested that all these opportunities should be exploited at the same time:</p> <ul style="list-style-type: none"> • the solid parapet above the cornice (horizontal sign); • the horizontal panel below the cornice (horizontal sign); • ground or first floor windows (window signs); • on upper storey side walls (horizontal signs); and • attached to verandahs (verandah fascia and under awning signs). <p>Some appropriate locations for signage on a commercial building are illustrated below.</p> <p><i>Figure – Some Appropriate Locations For Advertising Signage</i></p> <p>Modern signs can at times be accommodated as projecting vertical signs and as name plates beside the entrance door. All other sign types, including roof signs, are discouraged on buildings of heritage significance.</p> <p>External building colours varied during different historic periods and the colour range of paints available was more limited than today. Therefore it is wise to research appropriate colours for buildings in heritage areas. Paint scrapings can often reveal original colours. Heritage lettering styles may involve shaded letters, the mixing of sizes and styles of letters, and ornamental scrolls as relevant to the period of the building. Fluorescent and iridescent paints are inappropriate.</p> <p><u>Policy:</u></p> <ul style="list-style-type: none"> • Where specific information is available on the heritage significance of a building or place, such as a Conservation Plan, this should be consulted to determine appropriate placement and design of signs. • Generally, signs on individual buildings or within areas of special significance should be discreet, and should complement the building or area. The architectural characteristics of a building should always dominate. For example, signs should not be placed on cast iron, first floor verandahs, balustrades or in front of cast iron frieze work. • Advertising should be placed in locations on the building or item, which would traditionally have been used as advertising areas. 	<p>List or within a Heritage Area.</p> <p>It is acknowledged that there may be ways other than those identified below, to achieve signage that is appropriate for places on the Heritage List or within a Heritage Area. Alternative methods may be approved where it is demonstrated that they will not adversely affect the cultural heritage significance of the place or Heritage Area.</p> <p>8.2 Provisions</p> <ol style="list-style-type: none"> Original and early signage (including remnants) that contribute to the cultural heritage significance of a place on the Heritage List or Heritage Area should be retained and conserved. The location of previous original and early signage should be considered for the placement of new signs. Restoration, reconstruction or conservation of non-complying signage may be acceptable provided the signage contributes to the cultural heritage significance of the place on the Heritage List or the Heritage Area and is supported by a clearly established historical precedent. Signs shall not visually dominate or detract from the architectural characteristics of a place on the Heritage List or a Heritage Area. Matters to be considered in this regard include the location, scale, size, materials, design and the cumulative effects of signage. Signs shall not visually obscure architectural features of a building or disrupt the design, proportioning or fenestration of a building façade, including the parapet and roof. 	
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<ul style="list-style-type: none"> • No signs should break an historic parapet or roof line of a building. A possible exception is single-storey verandah roof lines, where signs sometimes project above verandah spouting or across the verandah roof ("Above Awning Sign"). • Side walls may provide opportunities, but require careful consideration. • Modern standardised 'trademark' advertising will not usually be appropriate. This is unless the presentation is modified by placing the modern sign in a panel with a perimeter margin and surrounding wall surface printed in sympathetic heritage colours. • Permanent signs on shop windows should not cover more than 25% of the window area, between the window sill and the door head. • Verandah fascia sign should have a maximum height of 175mm with lettering of 150mm in height. • Signs should be illuminated externally. Small neon signs hanging inside the windows of shops may be appropriate because they are more in the nature of a window display than of a dominant townscape element. There are exceptions to the use of internally illuminated, neon and flashing signs where they are an accepted component of the social history of an area, such as Northbridge. 	<ul style="list-style-type: none"> e) Roof signs shall not be permitted on a place on the Heritage List or within a Heritage Area. f) Signs shall not physically damage existing fabric and should be easily removable. For example, existing fixing points should be used and signs should be attached to mortar rather than masonry. g) Signs shall not be painted on previously unpainted surfaces or over historical signage which contributes to the cultural heritage significance of the place on the Heritage List or the Heritage Area. h) Signs for basement and ground floor occupants should be located on the façade at ground floor level or attached to the front or underside of the awning over the footpath. i) Where signage for upper floor occupants cannot be accommodated at ground floor level, high quality and discrete signage that does not visually dominate or detract from the place on the Heritage List or the Heritage Area may be acceptable at upper floor levels. j) Where multiple tenants require signage on a place on the Heritage List, a Signage Strategy should be submitted for the approval of the local government. k) Corporate branding requirements should be adapted to respect the cultural heritage significance of the place on the Heritage List or the Heritage Area. l) Third party advertising or on-premises advertising content on a sign shall not be permitted on a place on the Heritage List or within a Heritage Area except where: <ul style="list-style-type: none"> i) it is on a hoarding sign in accordance with clause 7.3(d); ii) in the case of on-premises advertising content it is on a window sign; or iii) it is reconstructed signage with a clearly established historical precedent that contributes to the cultural heritage significance of the place or Area. m) Signs should generally only be illuminated externally or utilise a 'halo' method of illumination (i.e. illumination from behind to form a 'halo' of light around silhouetted letters or symbols). Internal illumination of under awning signs where the illumination only applies to the lettering or logo may be appropriate where it does not visually detract from the place on the Heritage List or the Heritage Area. Neon and flashing signs are not permitted unless they are an accepted component of the cultural heritage significance of the place on the Heritage List or the Heritage Area. 	
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<p>10. SIGNS IN SPECIAL AREAS</p> <p>City Planning Scheme No. 2 identifies a Statement of Intent for each of the fifteen planning precincts within the City of Perth. Each Statement of Intent outlines the desired environmental character for that precinct. Signs should be consistent with the desired environmental character for each precinct.</p> <p>Within the City there are several important streets and areas that have distinctive streetscape or heritage values and within which the design of signs and the types of sign permissible are particularly important.</p> <p>These Special Areas are listed below and shown on Figure 1, and the following section describes objectives and policies for signage particular to each.</p> <ul style="list-style-type: none"> • Northbridge • Hay Street / Murray Street • St Georges Terrace • Adelaide Terrace • King Street Heritage • West Perth <p>10.1 Northbridge</p> <p>This area corresponds to City Centre Scheme Use Area of Precinct P1 (Northbridge), east of Fitzgerald Street. Northbridge is Perth's primary entertainment and night life area and in addition incorporates a variety of residential accommodation and commercial services. It is unique in terms of its mix of uses and its character and the social and cultural diversity that distinguishes it from other areas will be fostered.</p> <p>Innovative, unique and creative signs are appropriate in this area.</p> <p><u>Policy:</u></p> <ul style="list-style-type: none"> • Council will adopt a flexible and liberal approach to signage applications within Northbridge. However, good design principles in regard to the size, number, location and content of signs are still 	<div> <div> n) Animated or variable content on a sign shall not be permitted on a place on the Heritage List or within a Heritage Area, with the possible exception of a discrete small sign (≤2m² sign face) inside the window of a shop where it will not detract from the cultural heritage significance of the place or the Heritage Area. o) Animated or variable content on a sign adjacent to a place on the Heritage List and outside a Heritage Area may only be permitted where it will not detract from the cultural heritage significance of the adjacent place. </div> <div> <p>9.0 PLACE SPECIFIC REQUIREMENTS</p> <p>Signs should be consistent with the desired character for the relevant Precinct within the Scheme Area, as detailed within the relevant Precinct Plan. The additional provisions within this section apply to the areas listed below and identified in Figure 2. Where a sign is proposed on a place on the Heritage List or in a Heritage Area the provisions of Section 8.0 of this Policy take precedence.</p> <ul style="list-style-type: none"> • Entertainment Area • Retail Core Area • Town Centre Areas • The Terraces Area • Landscaped Mixed Use Areas • Residential Areas • Civic and Parks Areas <p><i>Insert Figure 2 – as attached.</i></p> <p>9.1 Entertainment Area</p> <p>Signs should contribute to the diverse and dynamic character of the area. A variety of colourful and innovative signs that assist in creating a stimulating pedestrian environment, both day and night, are encouraged.</p> <p>Window displays should be visually interesting and use product display as on-premises advertising rather than signs and banners.</p> </div> </div>	<p>PLACE SPECIFIC REQUIREMENTS</p> <p>This section has been updated and expanded to include areas within the city where signage should reflect or complement a specific character. Areas in the city that have a consistent character which new signage should respond to have been grouped accordingly.</p> <p>General descriptions of areas have been removed to avoid duplication and inconsistencies with Precinct Plans. Similarly provisions that duplicate general objectives or principles of the Policy have been removed.</p> <p>Provisions for the King Street Heritage Precinct have been deleted as requirements for specific Heritage Areas will be contained within separate Policies. General provisions applicable to signs on places on the Heritage List or within Heritage Areas are contained within Section 8.0 of this Policy.</p> <p>Entertainment Area</p> <p>This area bounded by Aberdeen, William, Roe and Milligan Streets and Russell Square, has a unique historic role and character as an entertainment area with the opportunity for greater variety and creativity in signage design.</p>
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<p>relevant.</p> <ul style="list-style-type: none"> • Council will generally encourage signage, which will add colour, interest and vibrancy to the area. • Council will generally encourage signs that are innovative and take the form of public art. <p>10.2 Hay Street/ Murray Street (Core Retail Area)</p> <p>This area corresponds to the City Centre Scheme Use Area of Precinct P5 (Citiplace) west of Barrack Street. The area centred on the Hay and Murray Street Malls is the main retail focus of the city and retailing and similar uses will be encouraged to expand and the pedestrian-friendly environment enhanced.</p> <p>Signs that contribute to the creation of a lively, colourful and stimulating pedestrian and retailing environment are appropriate in this area.</p> <p><u>Policy:</u></p> <ul style="list-style-type: none"> • Signage should reflect the character of the area and its function as the retail core of the city. However, restraint should be shown in the number of signs per tenancy. • Signs should be of high quality, visually interesting, and respond to the significant role of Hay and Murray Streets as major retail areas and public gathering spaces. All signs should be consistent with the objectives and proposed actions contained within the “Malls Action Plan”. • Opportunities exist for the erection of a limited number of temporary large banner signs on large, blank building facades or on construction site scaffolding (see Section 9.5). <p>10.3 St Georges Terrace</p> <p>This area corresponds to Precinct P6 (St Georges). St Georges Terrace is the State’s principal and most prestigious centre for business, finance, commerce and administration.</p> <p>The City’s tallest office buildings are located along the St Georges Terrace spine between Milligan and Barrack Street and this will be maintained. Views to the tall buildings within the area from across the Swan River and other vantage points are an important consideration in terms of the central city’s presentation and visitor appeal.</p> <p>Signs that create an attractive daytime and evening atmosphere, express the character of the business and commercial environment, and enhance views of the city skyline are appropriate in this area.</p>	<p>9.2 Retail Core Area and Town Centre Areas</p> <p>Signs should contribute to a lively, colourful and stimulating pedestrian environment with the character of signage reflecting the intended predominance of retail uses in the areas. The nature and concentration of signage in the Retail Core Area will vary marginally from that in the Town Centre Areas in recognition of its role as the focus for retail in the metropolitan area and the state.</p> <p>Way-finding is particularly important in these areas where pedestrian numbers are very high. Excessive signage that detracts from this should be avoided. Restraint should be shown in the number of signs per tenancy and signs should generally be limited to the ground and first floor levels of buildings.</p> <p>Window displays should be visually interesting and use product display as on-premises advertising rather than signs and banners.</p> <p>9.3 The Terraces Area</p> <p>Signs should be designed to reflect the character and role of St Georges and Adelaide Terrace that together form the principal city boulevard, with St Georges Terrace also forming the focus for business, finance, commerce and administration in the state.</p> <p>Signage should principally be for the purpose of numbering and naming buildings and identifying their occupants. Signage should be limited in size and number per tenancy.</p> <p>Signs integrated into the roof or top of buildings incorporating illumination that will enhance the city skyline are generally encouraged.</p>	<p>Retail Core Area and Town Centre Areas</p> <p>These areas are dominated by retail uses and incorporate major pedestrian routes where a lively and stimulating public realm is appropriate and signage is a key element. The nature and concentration of signage in the Retail Core Area should reflect its metropolitan role, while in the Town Centre Areas it should be appropriately reduced to reflect their more local role. This is reflected in provisions for animated and variable content on signs in public spaces, which may be permitted in public spaces in the Retail Core Area, but would not be consistent with the local character of the Town Centre Areas.</p> <p>The Terraces Area</p> <p>While this area comprises varying mixes and intensities of land use, it has a character which is unified by St Georges and Adelaide Terrace. The Terraces form the physical spine of the city that is the focus of business and commerce in the state and which dominates the city skyline. Signage should reflect and contribute to this prominence.</p>
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Policy:

- Signage within the area should principally identify major tenants, building names and street numbers, and should be in keeping with the prestigious office environment. The provision of identifying street numbers is especially encouraged.
- Illumination should be subtle. Flashing signs will not be approved.
- Opportunities may exist for large banner signs to be erected on buildings located on the outer edge of the area, such as The Esplanade (but not on St Georges Terrace itself). These signs should be temporary only (see Section 9.5).
- Illuminated neon roof signs are appropriate on St George's Terrace and The Esplanade. These may be static, moving, but not flashing (see Section 9.2).

10.4 Adelaide Terrace

This area corresponds to the Office Residential Scheme Use Area of Precinct P13 (Adelaide). The Adelaide Terrace area will be predominantly a short and long term residential quarter serviced by activities that support residential uses. It also functions as a secondary general office district, less intensive than St Georges Terrace. It will be open and spacious, characterised by medium-scale buildings, set back to incorporate landscaped forecourts. Adelaide Terrace will have grand scale and boulevard planting. Buildings in this area are also important to the city skyline.

Signs that create an attractive daytime and evening atmosphere and help to express the mixed residential, business and tourism environment character are appropriate in this area.

Policy:

- The provision of innovative graphic signs at lower levels and the sensitive illumination of buildings, signs and gardens, particularly closer to the Causeway, is considered appropriate.
- Opportunities may exist for large banner signs in appropriate locations and temporary large banner signs may be permitted on construction site scaffolding (see Section 9.5).
- Illuminated neon roof signs are appropriate on Adelaide Terrace. These may be static, moving, but not flashing.

10.5 King Street Heritage Precinct

The King Street Heritage Precinct is within the City Centre Scheme Use Area of Precinct 5 (Citiplace). It is significant for its streetscape dating from the Gold Boom period of the 1890s to the early 20th

<p>century and is recognised by State and Commonwealth heritage bodies, as well as being listed in both the register of Places of Cultural Heritage Significance of City Planning Scheme No. 2 (Register 8.1) and the City of Perth Municipal Heritage Inventory.</p> <p>The precinct is the subject of the King Street Heritage Precinct Design Guidelines, which contain provisions relating to signage.</p> <p>Policy:</p> <ul style="list-style-type: none">• All new signs and any alterations to existing signs should satisfy the King Street Design Guidelines, and the Signage Supplement to those Guidelines.• Existing non-conforming signs that detract from the architectural character of the Precinct should be removed as soon as possible.• The principles outlined in Section 11 of this policy should be adhered to. <p>10.6 West Perth</p> <p>This area corresponds to Precinct 10 (West Perth), north of Malcolm Street and south of the railway, and incorporates Office/Residential, Town Centre and Commercial Scheme Use Areas. The West Perth area has two primary functions. It is one of several residential quarters, accommodating a range of housing types and support facilities, and is also a secondary business area adjacent to the city centre. The town centre located on Hay Street provides a range of shopping and related services for residents and the work force.</p> <p>West Perth is one of the major entry points into the City of Perth.</p> <p>The Precinct Plan for West Perth in City Planning Scheme No. 2 includes provisions relating to signs. The West Perth Urban Design Study is also relevant. Signs that create a lively and attractive daytime and evening atmosphere within the Town Centre are appropriate, with signs outside the Town Centre having a more conservative quality.</p> <p>Policy:</p> <ul style="list-style-type: none">• Signage in the Office/Residential Scheme Use Area should be of high quality and be conservative and restrained in character, scale and form. Signage in the town centre should be more vibrant, interesting and colourful, to reflect the nature and character of the businesses.• Within the Office/Residential Scheme Use Area any sign or combination of signs should only be visible from a street or other public place provided:<ul style="list-style-type: none">- the sign(s) does not have a total area of more than 2m²; or- have or comprise any letter or numeral exceeding 300mm in height or width or any symbol or logo exceeding 500mm in height or width.• Larger signs at upper levels of office buildings located on Kings Park	<p>9.4 Landscaped Mixed Use Areas</p> <p>Signage is to be designed to respond to the landscaped context and/or the desired mixed use nature of these areas, the majority of which are intended to incorporate a strong residential element.</p> <p>Signage should generally only be for the purpose of numbering and naming buildings and identifying the occupants. Signs should be restrained in character, scale and form and limited in number.</p> <p>Signs at ground or first floor level should generally have a total combined area of 2m² facing a street.</p>	<p>Landscaped Mixed Use Areas</p> <p>While these areas are dispersed across the city, they have a consistent mixed use character that is primarily dominated by residential and special residential uses and that has an identifiable or intended open nature, either as a result of landscaping and setbacks between buildings or on adjacent land. Signage should be appropriately restrained to enhance this character.</p>
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Information on the boundaries of these areas may be obtained from the City of Perth.

12. TYPES OF SIGNS DEFINITIONS

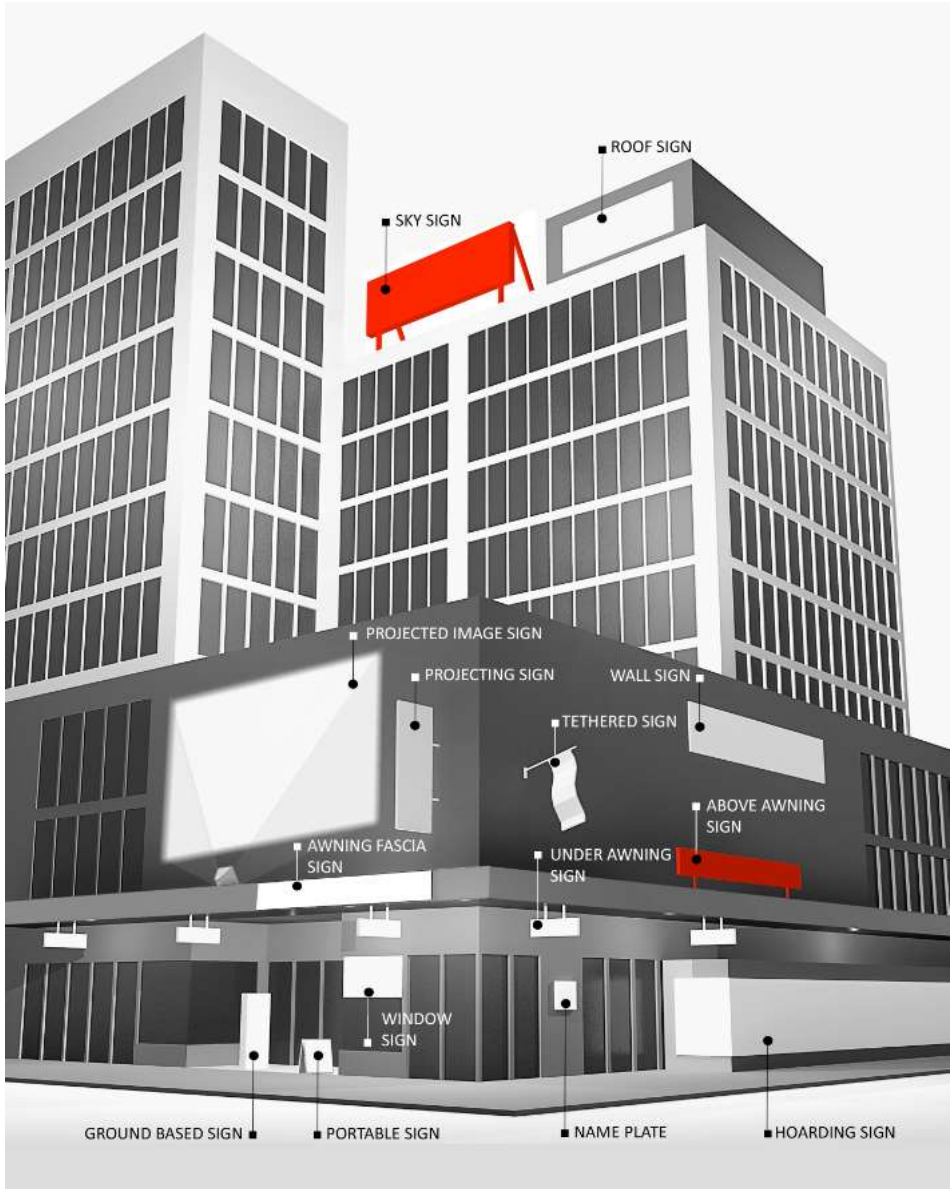
For the purposes of administering this policy, the following definitions apply:

APPENDIX 1 - DEFINITIONS

The Deemed Provisions contain a definition of the term 'advertisement'. Schedule 4 - Definitions of City Planning Scheme No. 2 contains a number of other definitions that apply to this Policy.

Note: Refer to clause 1 of the Deemed Provisions.

For the purposes of this Policy the definitions in this Appendix also apply. A number of the defined sign types are also illustrated in Figures 1 and 3.



DEFINITIONS

The definition of advertisement in the Deemed Provisions is as follows:

'Any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing and includes-

- (a) any hoarding or similar structure used, or adapted for use for display of advertisements; and*
- (b) any airborne device anchored to any land or building used for the display of advertising; and*
- (c) any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising.'*

Minor changes to a number of sign definitions have been made to ensure consistent wording. Figures illustrating individual sign types have been removed and replaced with a single figure illustrating the common types of signs on a building to provide clarity and simplicity. As with the current policy, it is not considered necessary to illustrate all sign types.

<p>Above Awning Sign means a sign consisting of free-standing letters, numbers or symbols and located above the outer fascia of a verandah, balcony or awning.</p> <p><i>Figure - Above Awning Sign</i></p> <p>Above Roof or Sky Sign means an advertising sign that protrudes above the normal roof line or building parapet and is not a roof sign.</p> <p><i>Figures - Above Roof or Sky Sign</i></p> <p>Advertising Sign means any word, letter, model, sign, pattern, placard, board, notice, plate, device or representation, whether illuminated or not, in the nature of and employed wholly or partly for the purpose of an advertisement, announcement or direction. It includes hoardings or any similar structure used or adapted for use for the display of advertisements. Advertising has a correlative meaning. The term includes any airborne device anchored to any land or building, and any vehicle or trailer or other similar object placed or located so as to serve the purpose of advertising.</p> <p>Animated or “New Technology” Signs means any sign or its contents that moves, and includes flashing or “chasing” lights, as well as video signs, and signs which are defined in the outdoor advertising industry as “trivisions”, “variable message”, “changing message” and “fibre optic” signs.</p> <p>Billboard / Posterpanel means a third party advertising sign with an area greater than 4.5m² attached to or painted onto the outside wall of a building.</p> <p>Billposting means the sticking of any bill or painting, stencilling or</p>	<p><i>Figure 3 -- Illustration of Various Sign Types</i> <i>This figure illustrates different sign types and not necessarily the appropriate number, design or scale. Sign types illustrated in red are not permitted.</i></p> <p>Above Awning Sign means a sign attached to and located above a verandah, balcony or awning.</p> <p>Alfresco Dining Sign means a sign attached or painted onto furniture, such as chairs, umbrellas, screens or planter boxes, and located in an outdoor area used for the consumption of food and/or beverages.</p> <p>Animated Content means sign content that incorporates images that are constantly in motion, including fading in and out or scrolling, and may incorporate sound but does not include the transition between content that is associated with variable content. Where displaying animated content, a small sign is one that has a sign face with an area of 2m² or less and a large sign is one that has a sign face with an area of greater than 2m².</p> <p>Awning Fascia Sign means a sign painted or fixed to the outer or return fascia of a verandah or awning.</p> <p>Billposting means a bill, notice or poster glued, pasted or fixed to a</p>	<p>Above Awning Sign This type of sign has been broadened to include any form of sign located above an awning.</p> <p>Above Roof or Sky Sign This type of sign will only be referred to as a ‘Sky Sign’ for simplicity and to avoid confusion with ‘Roof Signs’.</p> <p>Advertising Sign This term has been deleted as ‘Advertisement’ is defined under the Deemed Provisions.</p> <p>Alfresco Dining Sign This term has been added to address this specific type of signage and a relevant exemption.</p> <p>Animated Content This term has been clarified and amended to exclude specific technology types that change over time. New technology signs that are not covered by this or another definition would be assessed against the general objectives, principles and provisions.</p> <p>Small and large signs are defined to differentiate between small electronic screens, much like a television or computer screen, that are often proposed in tenancy windows and large electronic screens generally located in highly visible public locations.</p> <p>Awning Fascia Sign The term ‘Verandah Fascia Sign’ has been changed to ‘Awning Fascia Sign’ to be consistent with the terminology for other signs attached to awnings.</p> <p>Billboard / Posterpanel This type of sign has been deleted for brevity as it would fall under the definition of either a ‘Billposting’ or ‘Wall Sign’.</p> <p>Billposting This term has been simplified and also replaces what</p>
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<p>affixing any advertisement on any building, structure, fence, wall, hoarding, signpost, pole, blind or awning, so as to be visible to any person in a street, public place, public reserve or other land.</p> <p>Bunting means a group of flags or flimsy material attached to a rope or line stretched between two or more points.</p> <p>Cabinet Sign means a lockable compartment with a transparent face, fixed to a wall for the display of advertising.</p> <p><i>Figure – Cabinet Sign</i></p> <p>Community Information Sign means a temporary sign relating to or giving directions to a charitable, cultural, educational, recreational or other public or community function, exhibition, meeting, display, event or activity conducted by a community association other than for commercial gain.</p> <p>Election Sign means a sign which encourages persons to vote for a candidate, political party or matter, relating to any Federal, State or local government election.</p> <p>Fly Posting means advertising by means of posters placed on fences, walls, trees, rocks, vehicles or other like places and to “fly post” has a corresponding meaning.</p> <p>Ground-based Sign means a sign not attached to a building and include A-frame signs (sandwich boards), spinners and the like, and are generally portable.</p> <p>Heritage Building or Place means a building or place:</p> <ul style="list-style-type: none"> entered in the Register of Heritage Places under the Heritage of Western Australia Act (administered by the Heritage Council of WA); or subject to Division 2 of City Planning Scheme No.2, relating to places of cultural heritage significance; or listed in the City of Perth Municipal Heritage Inventory. <p>Hoarding means an advertising sign fixed to a free-standing structure that is not a building and that has one or more supports. The overall height (including supports) is less than the sign’s width (horizontal dimension).</p> <p>Horizontal Sign means a sign fixed to or painted upon a wall, having a</p>	<p>building or other structure.</p> <p>Community Information Sign means a temporary sign relating to or giving directions to a charitable, cultural, educational, recreational or other public or community function, exhibition, meeting, display, event or activity conducted by a community association other than for commercial gain.</p> <p>Election Sign means a sign that is erected or installed in connection with an election, referendum or other poll conducted under the <i>Commonwealth Electoral Act 1918</i> (Commonwealth), the <i>Electoral Act 1907</i> or the <i>Local Government Act 1995</i> and the primary purpose of the sign is for political communication in relation to the election, referendum or poll.</p> <p>Event Sign means a temporary sign relating to an event within the local government area conducted for commercial gain.</p> <p>Ground Based Sign means a sign that is fixed to a structure mounted on the ground, and is not portable or attached to a building. The structure may include one or more pylons or columns or a plinth and one or more sides or faces.</p> <p>Hoarding Sign means a sign fixed to or forming part of a temporary structure, such as a hoarding, scaffold or gantry used to fence off, cover or wrap a building or land during construction, renovation, restoration or demolition.</p>	<p>has previously been referred to as ‘Flyposting’.</p> <p>Bunting This type of sign has been deleted for brevity as it falls under the definition of ‘Tethered Sign’.</p> <p>Cabinet Sign This term has been deleted for simplicity as this type of sign would fall under the definition of a ‘Name Plate’ or ‘Wall Sign’.</p> <p>Election Sign This term has been amended in accordance with the Deemed Provisions.</p> <p>Event Sign This term has been added to address this specific type of signage and a relevant exemption.</p> <p>Fly Posting This sign type has been deleted as it is covered under the definition of ‘Billposting’.</p> <p>Ground Based Sign This term now refers to a permanent, freestanding sign and replaces ‘Pylon Sign’. It covers monolith, pillar and tower signs while A-frame signs and spinners have been renamed ‘Portable Signs’.</p> <p>Heritage Building or Place This term has been deleted as it is addressed under the Deemed Provisions.</p> <p>Hoarding Sign This term has been amended for accuracy and clarity and to allow for signs of varying proportions.</p> <p>Horizontal Sign This sign type has been deleted and for</p>
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<p>greater horizontal dimension than vertical dimension. It includes a single-faced sign painted, applied or fixed above the transom of an entrance door or display window, and includes a cabinet sign.</p> <p>Illuminated Sign means a sign capable of being lit from within or from without by artificial light provided solely or mainly for the purpose of lighting the sign.</p> <p>Large Banner Sign means a large-scale sign with static content attached to construction site scaffolding, or inside or outside a building and visible from the outside the building, which in its vertical dimension occupies more than the equivalent of one floor of that building.</p> <p>Name Plate means a sign identifying occupants of a property, such as medical practitioners, professionals or home-based businesses, affixed on or near the entrance to the building and having a maximum area of 0.5m².</p> <p><i>Figure Name Plate</i></p> <p>Offensive Sign means a sign the contents or design of which may, in the opinion of Council, cause offence to some or a majority of people. Offensive signage may involve the use of obscene or insulting language, the discriminatory or inappropriate portrayal of people including children, the portrayal of violence, the portrayal or suggestion of sex acts, nudity, and abuses of health and safety. (Any member of the community can complain regarding an advertisement in any medium to the Advertising Standards Board.)</p> <p>Projected Sign means a sign projected onto a building, screen or other structure.</p> <p><i>Figure Projected Sign</i></p> <p>Projecting Vertical Sign means a sign that is attached to a projection from the wall of a building, and includes a (hanging) sign suspended from a bracket attached to the wall of a building.</p> <p><i>Figure Projecting Vertical Sign</i></p> <p>Property Disposal Sign means a sign erected upon a land or premises indicating that the said land or premises is or are to be let or</p>	<p>Name Plate means a sign attached to a building near its entrance listing the occupants of the premises, and may include their occupation or profession or the business name, and may comprise a cabinet for this purpose.</p> <p>Offensive Content means the contents or design of a sign that may, in the opinion of the Council, cause offence to some or a majority of people. Offensive signage may involve the use of obscene or insulting language, the discriminatory or inappropriate portrayal of people including children, the portrayal of violence, the portrayal or suggestion of sex acts, nudity, and abuses of health and safety.</p> <p>On-Premises Advertising Content means sign content that advertises or promotes specific products, goods or services available at the premises where the sign content is displayed, but does not include sign content that relates to the occupant or business of the premises.</p> <p>Portable Sign means a movable sign that is not fixed to a building or the ground and includes A-frame signs (sandwich boards) and spinners, but excludes Alfresco Dining Signs.</p> <p>Projected Image Sign means a sign projected onto a building, screen or other structure and includes the devices used to project the image.</p> <p>Projecting Sign means a sign that extends out from the wall of the building that it is attached to, and includes a sign suspended (hanging) from a bracket attached to the wall. The sign may be made of a solid material or plastic, fabric or a similar flexible material.</p>	<p>simplicity will fall within the definition of 'Wall Sign'.</p> <p>Illuminated Sign This term has been deleted as illumination of signs is addressed under the General Provisions section and applies to a range of sign types.</p> <p>Large Banner Sign This sign type has been deleted for simplicity as it will now fall under the definition of 'Wall Sign'.</p> <p>Name Plate This term has been amended to provide greater clarity.</p> <p>Offensive Content Reference to the Advertising Standards Board has been deleted as it is no longer current and is detail that is not appropriate within Policy.</p> <p>On-Premises Advertising Content This term has been included to differentiate between third party advertising content where products are not sold on the premises and the advertising of products that are sold on-premises.</p> <p>Portable Sign This type of sign has been included to define movable signs previously referred to as 'Ground-based Signs'.</p> <p>Projected Image Sign This term has been amended to be distinct from a 'Projecting Sign' and to clarify that all related structures form part of the sign.</p> <p>Projecting Sign This term has been redefined to cover all projecting signs including those that are vertical or horizontal. Projecting horizontal signs are not currently defined.</p> <p>Property Disposal Sign This type of sign has been deleted and for clarity these signs will now fall under the definition of a 'Real</p>
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<p>for sale, including by auction and giving the name, address and telephone number of the agents or vendors and a description of the property and, in the case of land and premises to be auctioned, giving the time, date and venue for the sale, and showing, indicating or consisting of nothing else whatsoever.</p> <p>Pylon Sign means a sign that may be fixed to one or more supporting piers or columns, but is not attached to a building.</p> <p><i>Figure - Pylon Sign</i></p> <p>Real Estate Sign means a portable sign which is used to direct persons to and for the purposes of advertising a residential home open.</p> <p>Roof Sign means a sign fixed to the top of the fascia or wall of a building or a machinery or plant room, and designed as an integral part of the design of the building. A roof sign also includes a sign fixed to or painted upon the roof of a building.</p> <p>Sign means for the purposes of this Policy a board, placard, device, representation or similar, displayed in public and inscribed with or containing words or designs intended to inform and/or advertise goods or services. For the purposes of regulation by this Policy a sign is physically defined by the outer dimension of the frame or border or structure or silhouette containing the letters, numbers, illustrations and background which together constitute the total contents of the sign.</p> <p>Sign Type Not Listed means any other form of sign type or advertising which is not included within the other definitions contained in this Policy.</p> <p>Sun Blind means an awning of canvas, cloth, metal, glass or clear acrylic resin, either retractable or fixed, projecting from the face of a building over a door or window, to which a message is attached that is designed to be read from the street.</p>	<p>Real Estate Sign means a sign that is fixed upon land or to a building to advertise that the land or all or part of the building is for lease, for sale (including by auction) or to be re/developed or refurbished.</p> <p>Roof Sign means a sign fixed to the roof (but not an awning roof), to the wall of a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of a building, that may extend no more than 200mm above the roof top plant room or architectural feature that it is fixed to and that achieves a high degree of integration and compatibility with the architecture, materials, finishes and colours of the building.</p> <p>Sign has the same meaning as ‘Advertisement’ under the Deemed Provisions and also includes any wall mural applied to the exterior of a building. A sign incorporates any supporting structure, fixtures, fittings and any frame, border and background that contain letters, numbers, images and/or colour.</p> <p><i>Note: Refer to clause 1 of the Deemed Provisions.</i></p> <p>Sign Face means the portion of the sign that contains the sign content and any structures and background colour/s or images that form a frame or border to the content.</p> <p>Sky Sign means a sign fixed to or above the roof (but not an awning roof), plant room, parapet, wall or architectural feature at the top of a building, that extends more than 200mm above the height of the roof, plant room, parapet, wall or architectural feature that it is fixed to and that does not achieve a high degree of integration and compatibility with the architecture, materials, finishes and colours of the building.</p>	<p>Estate Sign’.</p> <p>Pylon Sign This term has been deleted and for simplicity these signs will now fall under the definition of a ‘Ground Based Sign’.</p> <p>Real Estate Sign A ‘Real Estate Sign’ as currently defined will fall under the definition of a ‘Portable Sign’ and does not need to be separately defined. A ‘Property Disposal Sign’ has been renamed as a ‘Real Estate Sign’ for clarity and the definition is simplified.</p> <p>Roof Sign This definition has been amended to relate only to those signs located on the roof of a building and not those attached to a wall at the top of a building that do not project above it. The requirement for an integrated design has also been expanded upon.</p> <p>Sign This term has been simplified and also extended to include artwork applied to the wall of a building.</p> <p>Sign Face This term has been included to provide clarity where it is referenced in provisions.</p> <p>Sign Type Not Listed This term has been deleted as the Operation section of the Policy indicates how signs that are not specifically defined will be assessed.</p> <p>Sky Sign The reference to this type of sign as both an ‘Above Roof or Sky Sign’ has been amended for simplicity and to avoid confusion with ‘Roof Signs’. Reference is also made to the lack of integration with the design of the building.</p> <p>Sun Blind As this type of sign is not common it has been deleted for brevity and would be assessed as a sign type not listed.</p>
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<p>Temporary Sign means any sign intended to be in situ for a defined period of time only, generally being up to 3 months.</p> <p>Tethered Sign means a sign suspended from or tethered (tied) to any structure, vehicle, tree or pole (with or without supporting framework). The sign may be made of paper, plastic, fabric, or any similar material. The term includes lighter-than air aerial devices, inflatables such as balloons and blimps, bunting, banners, flags and kites.</p> <p>Third Party Advertising or General Advertising is a sign:</p> <ul style="list-style-type: none"> • displaying the name, logo, or symbol of a company or other organisation that does not own or substantially occupy the site or building on which the advertisement is located; or • for a product or service not provided on the site on which the advertisement is located; or • for a product or service that does not form part of the signage displaying the name, logo or symbol; of a company or other organisation that owns or substantially occupy the site or building on which the advertisement is located; or • for an activity or event not occurring on the site on which the advertisement is located. <p>3-D Replica Object or Shape means a three dimensional replica object or shape used as an advertising device and designed to replicate or copy a real world object or shape. The replica may be enlarged, miniaturised or equal in scale, and may be attached to or constructed as part of a building, freestanding or form part of a freestanding sign such as a pylon sign.</p> <p><i>Figures - 3D Replica Object / Shape Sign</i></p> <p>Total Sign Area incorporates the outer dimension of the frame, border, structure or silhouette containing the letters, numbers, illustrations and background, which together constitute the total contents of the sign.</p> <p>Tower Sign means a sign fixed to or placed upon a chimney stack, open structural mast, or tower. A tower may include a purpose-built structure of two or more sides designed specifically to accommodate advertising but does not include a pylon sign.</p> <p><i>Figure - Tower Sign</i></p> <p>Under Awning Sign means a sign fixed to or suspended from the underside of a verandah or balcony or awning.</p> <p><i>Figure - Under Awning Sign</i></p>	<p>Tethered Sign means a sign suspended from or tied to any structure, vehicle, tree or pole (with or without supporting framework) but does not include a projecting sign. The sign may be made of paper, plastic, fabric, or any similar material. The term includes inflatables such as balloons and blimps, bunting, banners, flags and kites.</p> <p>Third Party Advertising Content means sign content that advertises businesses, products, goods or services not located or available at the premises where the sign content is displayed.</p> <p>Under Awning Sign means a sign fixed to or suspended from the underside of a verandah, balcony or awning.</p> <p>Variable Content means static sign content that changes automatically by electronic or programmable methods on a specified time cycle.</p>	<p>Temporary Sign This term is not required and the common definition of 'temporary' would apply.</p> <p>Tethered Sign This term has been simplified and clarified.</p> <p>Third Party Advertising Content This term has been simplified.</p> <p>3-D Replica Object or Shape As this sign type is not common it has been deleted for brevity and it would be assessed as a sign type not listed.</p> <p>Total Sign Area This term has been renamed 'Sign Face'.</p> <p>Tower Sign This term has been deleted as this type of sign is not common and will fall under the definition of a 'Ground Based Sign'.</p> <p>Variable Content This term has been added to differentiate between static content that changes frequently and animated or</p>
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<p>Verandah Fascia Sign means a sign painted or fixed to the outer or return fascia of a verandah or awning.</p> <p>Vertical Sign means a sign that is fixed to or painted upon a wall having a greater vertical dimension than horizontal dimension. No part of a vertical sign is to project above the lowest point of the eaves or ceiling of the building to which it is attached.</p> <p>Wall Mural means a graphic design that does not convey a defined advertising message.</p> <p>Window Sign means a sign fixed to or painted upon the interior or exterior of the glazed area of a window, any part of which is visible from outside the building.</p> <p><i>Figure - Window Sign</i></p> <p>EXEMPT SIGNS</p> <p>This section describes advertising signs that are exempt from the requirement to obtain Planning Approval in accordance with Clause 37 of City Planning Scheme No. 2.</p> <p>This section does not apply to the requirement for a sign licence, as all signs require an application for a sign licence to be submitted and approved.</p>	<p>Where displaying variable content, a small sign is one that has a sign face with an area of 2m² or less and a large sign is one that has a sign face with an area of greater than 2m².</p> <p>Wall Mural means a graphic design or artwork attached or applied to the exterior of a building that does not convey a defined advertising message.</p> <p>Wall Sign means a sign that is fixed flat or parallel to, or painted upon, the surface of a wall of a building (but not to a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of the building). It includes cabinets fixed to walls to display an advertisement.</p> <p>Window Sign means a sign fixed to or painted on the interior or exterior of the glazed area of a window or external door or displayed inside the building within one metre of a window or shopfront opening and includes signs on blinds, banners or similar and screens with animated or variable content, where they are located within one metre of the window. Signs on blinds, banners or similar and screens with animated or variable content shall be included in the calculation of the area of window signage where they restrict views into or out of the building or adversely affect the amenity of the public realm.</p> <p>APPENDIX 2 - EXEMPT SIGNS</p> <p>This Appendix identifies signs and changes of sign content that are exempt from the requirement to obtain development approval in accordance with the Deemed Provisions and Schedule 8 of City Planning Scheme No. 2.</p> <p><i>Note: Refer to clause 61 of the Deemed Provisions.</i></p> <p>In accordance with the Deemed Provisions and Supplemental Provisions, development approval of the local government is not required for:</p> <ul style="list-style-type: none"> an election sign where it is not erected or installed until the election, referendum or other poll is called and is removed no later than 48 hours after the election, referendum or other poll is conducted. work carried out by the local government, a public authority or a 	<p>constantly moving content.</p> <p>Verandah Fascia Sign This term has been renamed 'Awning Fascia Sign' for consistency within the Policy.</p> <p>Vertical Sign This sign type has been deleted and for simplicity will fall within the definition of 'Wall Sign'.</p> <p>Wall Mural This term has been amended for clarity</p> <p>Wall Sign This term has been added and includes signs previously referred to as cabinet, horizontal and vertical signs.</p> <p>Window Sign This term has been amended to include all signs displayed within one metre of a window as these can impact upon the public realm in relation to activation and passive surveillance.</p> <p>EXEMPT SIGNS</p> <p>This section has been relocated to form an Appendix to improve the readability of the Policy. The wording has been updated to be consistent with the Deemed Provisions and simplified wherever possible to provide a more user friendly reference.</p> <p>The range of exemptions has been reviewed to ensure that signs which are minor and unlikely to have any adverse impact on the locality are exempt from the requirement to obtain development approval.</p>
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<p>This section does not apply to signs which:</p> <p>a) Do not comply with Section 7 of this policy;</p> <p>b) Do not comply with Section 10 of this policy – Signs in Special Areas;</p> <p>c) Are third party or general advertising signs;</p> <p>d) Are located within or on a Heritage Building, Place or Area as defined in this policy;</p> <p>e) Are considered by the Council to be an offensive sign.</p>		<p>Commonwealth agency in connection with the maintenance or improvement of a public street, any public utility, or public works (and this work may include signage).</p> <p>2.1 Sign Types</p> <p>The types of signs listed in the following table are exempt from the requirement to obtain development approval provided they comply with the relevant conditions in the following table and:</p> <p>a) comply with an approved signage strategy where one is in place for the premises or site;</p> <p>b) comply with the general safety and amenity provisions in clauses 6.3 and 6.4 of this Policy;</p> <p>c) all supporting structures, cabling and conduits are concealed from view;</p> <p>d) do not have offensive content;</p> <p>e) do not have third party advertising, animated or variable content;</p> <p>f) do not have on-premises advertising content unless otherwise specified in the following table;</p> <p>g) are not illuminated unless otherwise specified in the following table;</p> <p>h) are not located within or on a place on the Heritage List or within a Heritage Area; and</p> <p>i) comply with Section 9 of this Policy – Place Specific Requirements.</p>													
<table><tr><th>Exempted Sign</th><th>Conditions Applying to the Exempted Sign</th></tr><tr><td>Above Awning Sign</td><td><ul style="list-style-type: none">Where the lettering, numbers or symbols is less than 400mm in height.Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public.</td></tr><tr><td></td><td></td></tr></table>	Exempted Sign	Conditions Applying to the Exempted Sign	Above Awning Sign	<ul style="list-style-type: none">Where the lettering, numbers or symbols is less than 400mm in height.Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public.				<table><tr><th>Exempt Sign</th><th>Conditions Applying to the Exempt Sign</th></tr><tr><td></td><td></td></tr><tr><td>Alfresco Dining Sign</td><td><ul style="list-style-type: none">In accordance with a valid Alfresco Dining License granted by the local government; orWhere located in an area where an Alfresco Dining License is not required, it does not exceed 10% of the area of the furniture that it is attached to, and displays only the name and/or logo of the tenancy or the name and/or</td></tr></table>	Exempt Sign	Conditions Applying to the Exempt Sign			Alfresco Dining Sign	<ul style="list-style-type: none">In accordance with a valid Alfresco Dining License granted by the local government; orWhere located in an area where an Alfresco Dining License is not required, it does not exceed 10% of the area of the furniture that it is attached to, and displays only the name and/or logo of the tenancy or the name and/or	<p>Above Awning Sign Above an awning is not a traditional location for signage. Above awning signs within the road reserve are not appropriate within the streetscape and elsewhere they should be assessed on a case by case basis in accordance with the objectives, principles and provisions of this Policy.</p> <p>Alfresco Dining Sign The addition of alfresco dining signs to the exemptions reflects current practice and is consistent with the Alfresco Dining Local Law.</p>
Exempted Sign	Conditions Applying to the Exempted Sign														
Above Awning Sign	<ul style="list-style-type: none">Where the lettering, numbers or symbols is less than 400mm in height.Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public.														
Exempt Sign	Conditions Applying to the Exempt Sign														
Alfresco Dining Sign	<ul style="list-style-type: none">In accordance with a valid Alfresco Dining License granted by the local government; orWhere located in an area where an Alfresco Dining License is not required, it does not exceed 10% of the area of the furniture that it is attached to, and displays only the name and/or logo of the tenancy or the name and/or														

				logo of products sold at the tenancy.	
			Awning Fascia Sign	<ul style="list-style-type: none"> Will not project beyond the outer frame or edges of the awning. A maximum of one awning fascia sign per tenancy/occupant of the building. 	<p>Awning Fascia Sign This sign type was previously named 'Verandah Fascia Sign'. The exemption conditions have been simplified.</p>
			Community Information Sign	<ul style="list-style-type: none"> A maximum area of 4m². Erected or installed no more than 28 days prior to and removed no more than seven days after the date of the function, exhibition, meeting, display, event or activity that it relates to. The function, exhibition, meeting, display, event or activity has been granted any required local government approvals, inclusive of the sign. 	<p>Community Information Sign This sign type has been added to allow for temporary signs that are related to an event approved by the City without development approval.</p>
Election Sign	<ul style="list-style-type: none"> With the approval of the owner of the property on which the sign is to be erected. Where the area of the sign is less than 0.75m² per property, except a corner property, which may display one sign facing each thoroughfare of the corner. Where the sign is erected for not longer than 28 days prior to the date of the election to which it relates. Where the sign is removed within 7 days of the date of the election. 				<p>Election Sign This type of sign is exempted under the Deemed Provisions. The Deemed Provisions also limit when it can erected and when it needs to be removed by.</p>
			Event Sign	<ul style="list-style-type: none"> Erected or installed no more than 28 days prior to and removed no more than seven days after the date of the event that it relates to. The event, inclusive of the sign, has been granted local government approval. 	<p>Event Sign This sign type has been added to allow for temporary signs that are related to an event approved by the City and which does not require development approval.</p>
			Ground Based Sign	<ul style="list-style-type: none"> A maximum height of 750mm where within a 2 x 2m driveway truncation and elsewhere 1800mm, and a maximum width of 500mm. A maximum of one ground based sign per site unless it is in accordance with a signage strategy approved by the local government. 	<p>Ground Based Sign 'Pylon Signs' have been renamed 'Ground Based Signs' and the definition includes pillar or monolith type signs that need not necessarily be attached to a pylon. The conditions for exemption have been modified to reflect this.</p>

				<ul style="list-style-type: none"> • Will not affect views to a place on the Heritage List. 	
			Hoarding Sign	<ul style="list-style-type: none"> • Fixed to a temporary structure that has a valid licence or permit issued by the local government. • A maximum of one hoarding sign per street frontage of a site. • A maximum area equal to 20% of the area of the hoarding, scaffold or gantry or 10m², whichever is the lesser. • The sign content relates to the lease, sale (including auction), re/development or refurbishment of the premises. • 	<p>Hoarding Sign This exemption has been added to address those hoarding signs that are relatively small as they are temporary and will have minimal impact.</p>
Horizontal Sign	<ul style="list-style-type: none"> • Where the sign has a minimum headway of 2.75 metres where it projects into a road reserve by less than 50mm. • Where the sign is fixed parallel to the wall of the building to which it is attached. • Where the sign projects less than 600mm from the wall to which it is attached. • Where the sign does not project above the lowest point of the eaves or ceiling on the building to which it is attached. • Where the vertical dimension of the sign is less than 750mm where the sign is less than 9 metres above ground level. • Where the vertical dimension of the sign is less than 1 metre where the sign is more than 9 metres above ground level. • Where the sign includes a motif or the first letter of each word is a capital, the height of that part of the sign may be increased by 50% of the maximum height. • There are no more than 2 rows of horizontal signs facing any one street on any building. • Where a sign identifies the owner of the building and is the only sign on that façade 				<p>Horizontal Sign This sign type has been deleted and they now fall under the term 'Wall Sign'.</p>

	<p>to do so the sign may be constructed to a maximum height of 1.2 metres.</p> <ul style="list-style-type: none">Where there is no roof sign on a building, a sign attached to the upper most storey or level may be constructed to a maximum height of 4.5 metres as long as no part of the sign is less than 12 metres above ground level below the sign.Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public.			<p>Name Plate The size of sign that is exempt has been increased as its impact on the public realm will be minimal. By definition a name plate is a sign that indicates the occupant/s of the building and this detail does not need to be included as a condition of exemption.</p> <p>Portable Sign The exemptions for home open signs and community information signs are consistent with the City of Perth Thoroughfares and Public Places Amendment Local Law 2015.</p> <p>Small portable signs located wholly within private property have been added to the exemptions. It is noted that they would need to comply with the provisions of the Policy relating to safety.</p> <p>Projected Image Sign This sign type has been added so that development approval would not be required where the sign relates to a temporary event as its impact would be limited and it would add to the vibrancy of the city.</p> <p>Projecting Sign The exemption conditions have been simplified for this sign type.</p>
Name Plate	<ul style="list-style-type: none">Where the sign is less than 0.5m² in area.Where the sign is erected or affixed on the front fence or front façade of a building.Where the sign indicates the name and occupation or profession of the occupier of the premises.	Name Plate	<ul style="list-style-type: none">A maximum of one name plate per public entrance to a building with a maximum area of 1.5m².Erected or fixed to the front fence or the façade of a building adjacent to a public entrance to the building.Fixed parallel to the wall or fence that it is attached to.	
		Portable Sign	<ul style="list-style-type: none">Where located on public or private land:<ul style="list-style-type: none">to direct attention to a dwelling that is for sale and is only in place during the hours of a home open for this dwelling; ora community information sign that complies with the conditions specified for a community information sign in this table.Where located wholly on private land:<ul style="list-style-type: none">a maximum of one sign per tenancy and not located within 10 metres of another portable sign.a maximum area of 1m² per sign.	
		Projected Image Sign	<ul style="list-style-type: none">Temporary and relates to an event that has been approved by the local government.Will not cause an unreasonable disturbance for occupants of adjacent buildings or a safety hazard.	
Projecting Vertical	<ul style="list-style-type: none">Where the sign is narrower than 500mm.	Projecting Sign	<ul style="list-style-type: none">Rectangular or square but not a cube, sphere or other shape.	

Sign	<ul style="list-style-type: none"> • Where the sign projects less than 750mm from the wall to which it is attached. • Where the sign has a vertical dimension less than 2 metres. • Where the sign has a minimum headway of 2.75 metres. • Where the sign is fixed parallel to the wall of the building to which it is attached. • Where the sign does not project above the lowest point of the eaves of the building to which it is attached. • Where the sign is greater than 500mm from either end of the wall to which it is attached. • Where the sign is greater than 4 metres from another projecting sign on the same building. • Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public. 			<ul style="list-style-type: none"> • Maximum dimensions of 1000mm vertical, 750mm horizontal including the fixings, and 500mm width. • Where the sign is rectangular with a horizontal orientation the horizontal dimension is no more than twice the vertical dimension, but does not exceed a horizontal dimension of 750mm. • Not located above the first floor level of the building and does not project above the top of the wall that it is attached to. • A minimum of 4 metres from any other projecting sign on the same building. • Does not incorporate fabric or any other flexible material. 	
Pylon Sign	<ul style="list-style-type: none"> • Where the sign is greater than 2.75m above ground level. • Where the sign is less than 6 metres above ground level. • Where the sign is less than 2.55 metres measured in any direction across the face of the sign. • Where the sign is less than 4m² in area. • Where the sign does not project more than 900mm into any street, footpath or other public place. • Where the sign does not project into any street, footpath or other public place at a height of less than 2.75 metres. • Where the sign is greater than 1.8 metre to a side boundary or any other sign erected on the same land. 				<p>Pylon Sign This sign type has been deleted and these signs now fall under the term 'Ground Based Sign'</p>

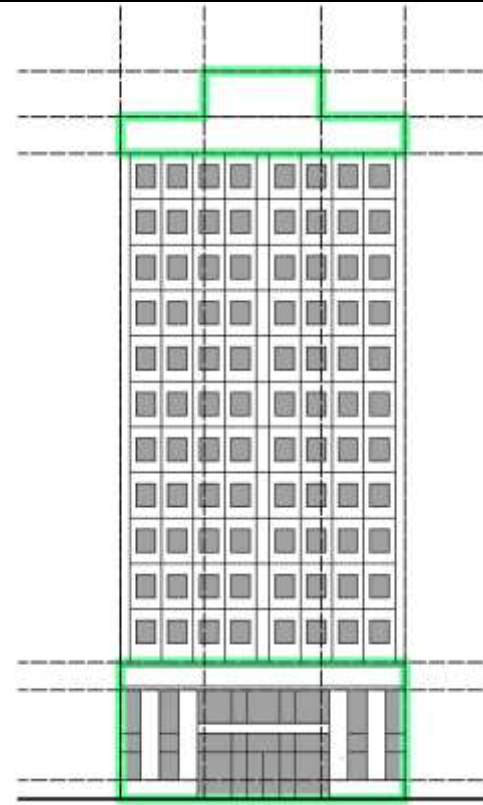
	<ul style="list-style-type: none"> Where only 1 pylon sign is provided on any one lot. Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public. 				
Property Disposal Signs and Real Estate Signs	<ul style="list-style-type: none"> Where the sign is less than 4.5 m² in area. 		Real Estate Sign	<ul style="list-style-type: none"> A maximum of two signs per site with a maximum total area of 10m². A maximum of 50% of the sign content to comprise details of the selling or leasing agent or the developer. Erected or installed for a maximum period of twelve months or removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to, whichever is the lesser. 	<p>Real Estate Signs Exemption conditions have been added to ensure these signs are removed within a timely manner after the completion of the sale or lease of the land and to allow more flexibility for larger signs to be installed without the requirement for development approval.</p> <p>Signs within Arcades Works within a building do not require development approval unless the building is a place on the Heritage List. Therefore this exemption does not need to be specified.</p> <p>Tethered Sign This has been added to clarify that flag poles are exempt where in accordance with the conditions specified in Schedule 8 of City Planning Scheme No. 2.</p> <p>Under Awning Signs The exemption conditions have been simplified for this sign type.</p>
Signs within Arcades	<ul style="list-style-type: none"> Where the signs, other than offensive signs, are located completely within buildings or arcades and are on private property. 				
			Tethered Sign	<ul style="list-style-type: none"> Flag poles where they meet the conditions specified in Schedule 8 of City Planning Scheme No. 2. 	
Under Awning Signs	<ul style="list-style-type: none"> Where the sign is greater than 2.75 metres between the bottom of the sign to the ground level below. Where the sign is less than 2.4 metres in length, 600mm in height and 0.9 metres in area. Where the sign is fixed at right angles to the wall of the building to which the sign is erected. Corner sites may be placed at an angle so as to be visible from both streets. Where the sign is less than 300mm in height; <ul style="list-style-type: none"> The sign shall not be located within 900mm of the end of the awning; The sign shall not be located within 1,800mm of another under awning sign. Where the sign is greater than 300mm but 		Under Awning Sign	<ul style="list-style-type: none"> A maximum of one per street frontage per tenancy. A maximum of 2.4 metres in length and 600mm in height. Orientated at right angles to the wall of the building that the sign is erected upon. On corner sites, the sign may be orientated at an angle so as to be visible from both streets. Does not project beyond the extent of the awning. Where illuminated, it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public. 	

	<p>not more than 600mm in height;</p> <ul style="list-style-type: none"> - The sign shall not be located within 1,350mm of the end of the awning; - The sign shall not be located within 2,700mm of another under awning sign. <ul style="list-style-type: none"> • Where the sign does not project beyond the extent of the awning. • Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public. 				
Verandah Fascia Signs	<ul style="list-style-type: none"> • Where the sign is less than 600mm in height. • Where the sign does not project beyond the outer metal frame or other surround of the fascia. • Where the sign is not a flashing illuminated sign. • Where the sign does not project beyond the bottom edge of the fascia. • Where fixed to the outer or return fascia or verandah of a theatre or cinema the sign is to be less than 1,200mm in height. • Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public. 				<p>Verandah Fascia Signs This section is deleted as this sign type is now renamed 'Awning Fascia Sign'</p>
Vertical Sign	<ul style="list-style-type: none"> • Where the sign has a minimum headway of 2.75 metres where it projects into a road reserve by more than 50mm. • Where the sign is fixed parallel to the wall of the building to which it is attached. • Where the sign projects less than 600mm from the wall to which it is attached. • Where the sign does not project above the lowest point of the eaves or ceiling on the building to which it is attached. • Where the horizontal dimension of the sign 				<p>Vertical Signs This section is deleted as this sign type is now renamed 'Wall Sign'</p>

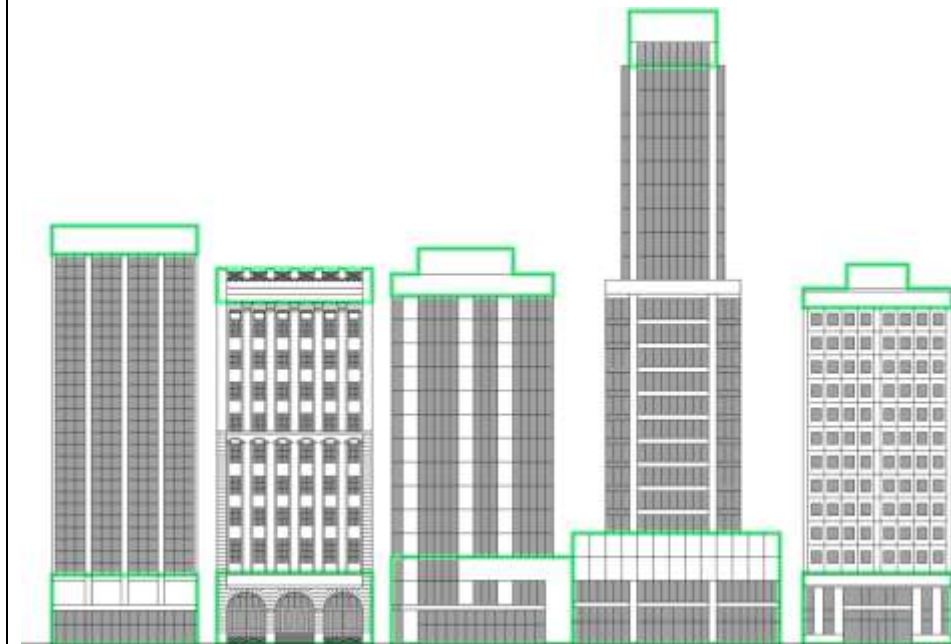
	<p>is less than 750mm if the sign is less than 9 metres above ground level.</p> <ul style="list-style-type: none"> • Where the horizontal dimension of the sign is less than 1 metre where the sign is more than 9 metres above ground level. • Where the sign includes a motif or the first letter of each word is a capital, the width of that part of the sign may be increased by 50% of the maximum height. • Where there are no more than 2 columns of vertical signs facing any one street on any building. • Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public. 				
			<p>Wall Sign (Note: Separate conditions apply to Name Plates.)</p>	<ul style="list-style-type: none"> • Either located less than eight metres above the adjoining footpath/ground level: <ul style="list-style-type: none"> – with a maximum area of 2m²; or – where the sign comprises only street numbers a maximum height of 750mm; or located within the top four metres of the building; <ul style="list-style-type: none"> – with a maximum area of 4m²; or – where the sign comprises only street numbers a maximum height of 1500mm. • Fixed parallel to the wall of the building that it is attached to. • Does not extend above the parapet or eaves of the building that it is attached to. • Where not in conflict with clauses 6.3(b), (c) and (d), a maximum projection of 600mm from the wall that it is attached to. • No more than two wall signs facing any one street on any building, not including name plates. Separate conditions apply to name plates. • Where illuminated, it does not flash, pulsate 	<p>Wall Signs 'Horizontal' and 'Vertical Signs' have been renamed 'Wall Signs' and the applicable exemption conditions have been simplified.</p>

				or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public.	
Window Signs	<ul style="list-style-type: none"> Where the advertisement is affixed to or painted on a shop window by the occupier thereof and relates to the business carried on therein. Where the sign is less than 50% of the window area or 10m² in area in aggregate per tenancy on a lot, whichever is the lesser. 		Window Sign	<ul style="list-style-type: none"> The sign content relates to the occupiers of the tenancy that the sign adjoins or the business carried on at the tenancy or is on-premises advertising. The window that the signage is installed upon/in is not located above first floor level. The sign and any existing signs occupy: <ul style="list-style-type: none"> a maximum of 5m²; or a maximum of 25%; of the combined area of the tenancy's ground and first floor level windows that are visible from a street or a public area, whichever is the lesser, and the sign is located to allow views into and out of and daylight into the window; <p>or</p> <p>the sign is to advertise a sale within the tenancy and is installed in the window of the tenancy a maximum of four times per year for a maximum continuous period of 28 days.</p>	<p>Window Signs The exemption conditions have been revised to reflect the general change in approach for this sign type.</p>
Signs that are not identified in the table above or exceed or do not comply with any of the requirements applicable to that sign, requires planning approval.		<p>2.2 Change of Content</p> <p>Where only a change to the content of an existing sign is proposed it is exempt from the requirement to obtain development approval if:</p> <ul style="list-style-type: none"> a) the proposed content is consistent with an approved signage strategy for the premises, and/or the sign and its structure and fixings have a valid development approval granted after June 2014; b) the sign is not located within or on a place on the Heritage List or within a Heritage Area; c) the proposed content is not third party advertising or animated or variable content, or the sign has a valid development approval for this type of content and the proposed content is consistent 			<p>Change of Content</p> <p>Requiring development approval for change of content on sign structures installed prior to this time enables the City to address any redundant or dilapidated signage on the premises. Where a sign structure has been assessed and granted development approval after June 2014 any redundant or dilapidated signage would have been addressed during assessment and it is generally appropriate that a change of content not require further development approval.</p>

	<p>with an approved signage management plan;</p> <p>d) the proposed content is not offensive ; and</p> <p>e) no other change to the sign, including to its illumination, external dimensions, surrounding or supporting structure, fixings or cabling, is proposed.</p> <p>APPENDIX 3 - GUIDELINES FOR APPROPRIATE LOCATION AND SCALE OF SIGNS ON BUILDINGS</p> <p>Generally signage is most appropriately located at the ground and the first floor levels of a building for viewing from the public realm adjacent to the building, and at the top of the building for more distant viewing within the skyline.</p> <p>A façade grid analysis can be used to identify appropriate sign opportunities on a building.</p> <p>While the technique generally relates to traditional building facades, the principles can be applied to most building forms.</p> <p>Signs do not necessarily have to be placed on a building's front facade. For example, in some instance their installation on a side wall may be appropriate provided they are located within the property boundary and do not interfere with the adjoining development. In these circumstances the principles of the technique still apply.</p> <p>To identify sign opportunities, the building's facade should be divided along its main design lines to form a series of panels. Most building designs can be easily broken into a grid based on the alignments of the parapet (skyline), awning fascia, windows and door/s.</p> <p>To identify possible signage locations, the rectangles of the grid may be used separately or be joined together to form horizontal or vertical panels.</p>	<p>GUIDELINES FOR APPROPRIATE LOCATION AND SCALE OF SIGNS ON BUILDINGS</p> <p>This appendix provides guidance on locating and designing signage on building facades, identifying the methodology that should ensure that signs fit appropriately within the architecture of a building.</p>
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Possible sign locations based on a grid analysis of the building's façade. Signs should be located within the areas bordered in green.



Not all of the areas indicated should be used to display a sign. Signs should be restricted to a limited number of locations within the green border to avoid visual clutter.

	<p>The scale of advertising signs should be compatible with the form of buildings they are on, and to some extent the form of nearby buildings, street widths and other existing signs. In most cases appropriate dimensions are achieved by restricting signs to within panels. This ensures that the architectural character of the building remains dominant.</p> <p>Not every panel identified using this technique should be used to display a sign. Visual clutter should be avoided and signage should generally be restricted to a limited number of panels at ground and first floor levels and at the top of the building. In deciding the panels that are appropriate spaces for signs, the following matters should also be considered:</p> <ul style="list-style-type: none">(a) the principles and objectives of the Signs Policy;(b) the number and location of existing signs; and(c) the character of the locality. <p>The size and detailing on a sign should reflect the distance that it will be viewed from, with signs at the top of buildings containing simple, larger scale text and logos than those at the ground or first floor level.</p> <p>APPENDIX 4 – EXAMPLES OF INNOVATIVE SIGNAGE</p> <p>Innovation in design is encouraged where it is appropriate to the building, the streetscape and the locality. The following images of innovative signage are provided to encourage variety and creativity in design in appropriate locations in the city.</p> <p><i>Images to be inserted.</i></p>	<p>EXAMPLES OF INNOVATIVE SIGNAGE</p> <p>Innovative signage is encouraged where appropriate to the streetscape and locality. Examples of innovative signage are provided as inspiration. They would do not form part of the formal Policy and would be updated from time to time.</p>
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<p><u>HERITAGE POLICY</u></p> <p>3.0 STATUS</p> <p>This Policy has been prepared in the context of the West Australian Planning Commission State Planning Policy 3.5, 'Historic Heritage Conservation'(2007). It has been developed to support the objective in the City Planning Scheme No.2 (CPS2) 'to promote and safeguard the cultural heritage of the City...' and is adopted as a Planning Policy under Clause 56 of the CPS2.</p> <p>The policy should be read in conjunction with the City Planning Scheme and its associated policies, with particular regard to:</p> <ul style="list-style-type: none"> • Policy 4.7 : Signs, particularly section 11, Signs on Heritage Buildings, • Policy 2.1÷ Applications; • Policy 4.10 : Residential Design Policy, particularly Element 8 – Building Conversion; • The planning policy for any local area or Conservation Area. <p>The provisions of this policy are not intended to substitute for existing policies. In cases where the implementation of an alternative policy would conflict with the conservation of cultural heritage significance, this policy will take precedence.</p>	<p><u>HERITAGE POLICY</u></p> <p>3.0 STATUS</p> <p>This Policy has been prepared in the context of the West Australian Planning Commission State Planning Policy 3.5, 'Historic Heritage Conservation'(2007). It has been developed to support the objective in the City Planning Scheme No.2 (CPS2) 'to promote and safeguard the cultural heritage of the City...' and is adopted as a Planning Policy under Clause 56 of the CPS2.</p> <p>The policy should be read in conjunction with the City Planning Scheme No. 2 and its associated policies, with particular regard to:</p> <ul style="list-style-type: none"> • the Applications Policy; • the Signs Policy, • the Residential Design Policy; and • the planning policy for any local area or Heritage Area. <p>The provisions of this policy are not intended to substitute for existing policies. In cases where the implementation of an alternative policy would conflict with the conservation of cultural heritage significance, this policy will take precedence.</p>	<p>HERITAGE POLICY</p> <p>STATUS</p> <p>The Policy numbers and reference to specific sections of Policies have been removed to overcome inconsistencies in the future as Policies are amended.</p>
<p><u>PARKING POLICY</u></p> <p>CONTENT</p> <ol style="list-style-type: none"> 1. INTRODUCTION 2. AIM 3. POLICY AREA 4. INTERPRETATION AND 5. OBJECTIVES 6. PRINCIPLES 7. POLICY <ol style="list-style-type: none"> 7.1 Provision of Parking 7.2 Specific purpose parking bays 7.3 Reciprocal and combined parking 7.4 Access 7.5 Traffic movement 7.6 Safety 7.7 Urban Design 7.8 Landscaping 7.9 Signs 7.10 Impacts on adjoining or nearby development 7.11 Layout and dimensions 8. ADDITIONAL MATTERS <ol style="list-style-type: none"> 8.1 Occasional parking 	<p><u>PARKING POLICY</u></p> <p>CONTENT</p> <ol style="list-style-type: none"> 1. INTRODUCTION 2. AIM 3. POLICY AREA 4. INTERPRETATION AND 5. OBJECTIVES 6. PRINCIPLES 7. POLICY <ol style="list-style-type: none"> 7.1 Provision of Parking 7.2 Specific purpose parking bays 7.3 Reciprocal and combined parking 7.4 Access 7.5 Traffic movement 7.6 Safety 7.7 Urban Design 7.8 Landscaping 7.9 Impacts on adjoining or nearby development 7.10 Layout and dimensions 8. ADDITIONAL MATTERS <ol style="list-style-type: none"> 8.1 Occasional parking 8.2 Vacant land 	<p>PARKING POLICY</p> <p>Provisions relating to signage have been removed from the Policy as this is generally covered under the Signs Policy. This provides a single reference point for users of the City Planning Scheme No. 2 and avoids inconsistencies.</p>

<p>8.2 Vacant land 8.3 Activities or uses within parking facilities 8.4 On street parking 8.5 Traffic/environmental impact statement</p> <p>9. REFERENCE DOCUMENTS</p> <p>7.9 Signs</p> <p>Signs in parking facilities are to be for the purpose of providing information on parking operations and access. Signs must not obstruct pedestrian and cyclist thoroughfares or driver vision.</p>	<p>8.3 Activities or uses within parking facilities 8.4 On street parking 8.5 Traffic/environmental impact statement</p> <p>9. REFERENCE DOCUMENTS</p> <p><i>(Signs Section deleted)</i></p>	
<p><u>DEVELOPMENT GUIDELINES: JAMES, WILLIAM, ROE AND LAKE STREET BLOCK</u></p> <p>2. STREET BLOCK OBJECTIVES</p> <p>To achieve the desired character for Northbridge as described in the Northbridge Study Report the following objectives have been established.</p> <ol style="list-style-type: none"> (1) Maintain diversity of activity in Northbridge. (2) Increase the opportunities for people to live and work in Northbridge. (3) Use planting and landscaping to create a unique character and quality for Northbridge. (4) Create attractive and humane public spaces in Northbridge. (5) Encourage public art in Northbridge to enliven the built environment and give expression to the cultural diversity of the area. (6) Encourage al fresco dining facilities which are attractive and safe. (7) Achieve a cohesive built environment within which a diversity of Northbridge activities can be accommodated. (8) Permit variety of signage in Northbridge to reinforce the area's colourful and interesting character. (9) Ensure that Northbridge continues to be a place where people are able to move about comfortably on foot. (10) Ensure that the movement of vehicles within Northbridge is not to the detriment of the positive attributes of the area. (11) Ensure that the provision of car parking is not to the detriment of the positive attributes of Northbridge. (12) Build a strong and diverse community in Northbridge. (13) Ensure that Northbridge is promoted as an attractive destination amongst the local population, interstate and overseas visitors to Perth. <p>APPENDIX 1</p> <p>BUILT FORM GUIDELINES</p>	<p><u>DEVELOPMENT GUIDELINES: JAMES, WILLIAM, ROE AND LAKE STREET BLOCK</u></p> <p>2. STREET BLOCK OBJECTIVES</p> <p>To achieve the desired character for Northbridge as described in the Northbridge Study Report the following objectives have been established.</p> <ol style="list-style-type: none"> (1) Maintain diversity of activity in Northbridge. (2) Increase the opportunities for people to live and work in Northbridge. (3) Use planting and landscaping to create a unique character and quality for Northbridge. (4) Create attractive and humane public spaces in Northbridge. (5) Encourage public art in Northbridge to enliven the built environment and give expression to the cultural diversity of the area. (6) Encourage al fresco dining facilities that are attractive and safe. (7) Achieve a cohesive built environment where a diversity of Northbridge activities can be accommodated. (8) Ensure that Northbridge continues to be a place where people are able to move about comfortably on foot. (9) Ensure that the movement of vehicles within Northbridge is not to the detriment of the positive attributes of the area. (10) Ensure that the provision of car parking is not to the detriment of the positive attributes of Northbridge. (11) Build a strong and diverse community in Northbridge. (12) Ensure that Northbridge is promoted as an attractive destination amongst the local population, interstate and overseas visitors to Perth. <p>APPENDIX 1</p> <p>BUILT FORM GUIDELINES</p>	<p>DEVELOPMENT GUIDELINES: JAMES, WILLIAM, ROE AND LAKE STREET BLOCK</p> <p>STREET BLOCK OBJECTIVES</p> <p>Provisions relating to signage have been removed from the Policy as this is generally covered under the Signs Policy. This provides a single reference point for users of the City Planning Scheme No. 2 and avoids inconsistencies.</p>

<p>Signage</p> <p>Design buildings with a strong, simple form to comfortably accommodate a variety of styles and types of signage.</p> <p>Canopies, awnings, and shopfront glazing throughout the commercial areas of Northbridge generally have a unifying effect on the size, type and style of signs whilst also permitting considerable variety. New commercial buildings should employ these principles.</p>	<p><i>(Signage guidelines deleted.)</i></p>	
<p><u>KING STREET HERITAGE PRECINCT DESIGN GUIDELINES</u></p> <p>5.5 Advertising Signage</p> <p>All signage on buildings in the King Street Conservation Area requires planning approval and should satisfy the City of Perth Signs Policy, particularly Section 11 of that policy – ‘Signs on Heritage Buildings and Places’.</p> <p>In addition, the following policies will be applied within the Conservation Area.</p> <ul style="list-style-type: none"> • Soft banners and flags may be acceptable at upper levels provided that they do not detract from the significance or character of the building façade. • Internally-lit or neon semaphore signs are not generally allowed, though may be considered if they are carefully located and designed so as not to dominate the street. • Intermittently flashing signs are inappropriate and will not be permitted. • No general, unrelated or third party advertising will be permitted. 	<p><u>KING STREET HERITAGE PRECINCT DESIGN GUIDELINES</u></p> <p>5.5 Advertising Signage</p> <p>All signage on buildings in the King Street Heritage Area requires development approval and should satisfy the City Planning Scheme No. 2 Signs Policy.</p>	<p><u>KING STREET HERITAGE PRECINCT DESIGN GUIDELINES</u></p> <p>Advertising Signage</p> <p>Provisions relating to signage have been removed from the Guidelines as this is covered under provisions for signage on Heritage Places and within Heritage Areas within the Signs Policy. This provides a single reference point for users of the City Planning Scheme No. 2 and avoids inconsistencies. .</p>



Planning Policy Manual – Part 1

Section 4.6

Signs



CONTENTS

1.0	Intent
2.0	Application
3.0	Operation
4.0	Objectives
5.0	General Principles
6.0	General Provisions
6.1	Signage Strategy
6.2	Appropriate Location and Scale of Signage on Buildings
6.3	Safety
6.4	Specific Amenity Issues
6.5	Construction and Maintenance
6.6	Sign Content
6.7	Illumination of Signs
6.8	Animated or Variable Content
6.9	Renewable Energy Sources
7.0	Provisions for Specific Sign Types
7.1	Above Awning Signs
7.2	Billpostings
7.3	Hoarding Signs
7.4	Portable Signs
7.5	Projected Image Signs
7.6	Projecting Signs
7.7	Roof Signs
7.8	Real Estate Signs
7.9	Sky Signs
7.10	Tethered Signs
7.11	Wall Signs
7.12	Window Signs
8.0	Signs on Places on the Heritage List or Within Heritage Areas
9.0	Place Specific Requirements
9.1	Entertainment Area
9.2	Retail Core and Town Centre Areas
9.3	The Terraces Area
9.4	Landscaped Mixed Use Areas
9.5	Residential Areas
9.6	Civic and Parks Areas
Appendix 1 - Definitions	
Appendix 2 - Exempt Signs	
Appendix 3 - Appropriate Location and Scale of Signage	
Appendix 4 – Examples of Innovative Signage	

1.0 INTENT

Signage plays an important role in way-finding and identifying and promoting businesses and buildings within the city. It can have a significant impact on the visual quality of the urban environment and on amenity and safety.

The local government has a responsibility to the wider community to ensure that the impacts of signage are properly assessed and managed. This Policy seeks to enable signage which is well designed and positioned, innovative, responds to its setting and makes a positive contribution to the public realm and the visual appeal of the city without adversely affecting amenity and safety.

Applicants are required to consider signage as an integral part of the design of developments, to adopt a co-ordinated approach to signage over sites and to rationalise existing signage where possible.

2.0 APPLICATION

This Policy applies to the whole of the Scheme Area. All signs in Use Areas or on reserved land within the Scheme Area require development approval unless exempt under City Planning Scheme No. 2 and the Deemed Provisions. Details of exempt signs are contained in Appendix 2 of the Policy.

NOTE: Refer to Schedule 8 of City Planning Scheme No. 2 and clause 61 of the Deemed Provisions.

3.0 OPERATION

All signs and all sign content will be assessed against the objectives, principles and general provisions of this Policy.

Additional provisions also apply to:

- certain sign types;
- signs on places on the Heritage List or within Heritage Areas; and
- signs in areas with place specific requirements.

Definitions are contained in Appendix 1 of the Policy. A number of the defined sign types are also illustrated in Figure 1.

Some signs may fall under more than one sign definition. For example, a real estate sign could also be a wall sign, a window sign or a tethered sign, etc. Where more than one definition is applicable, the provisions specified for all of the relevant sign types should be addressed.

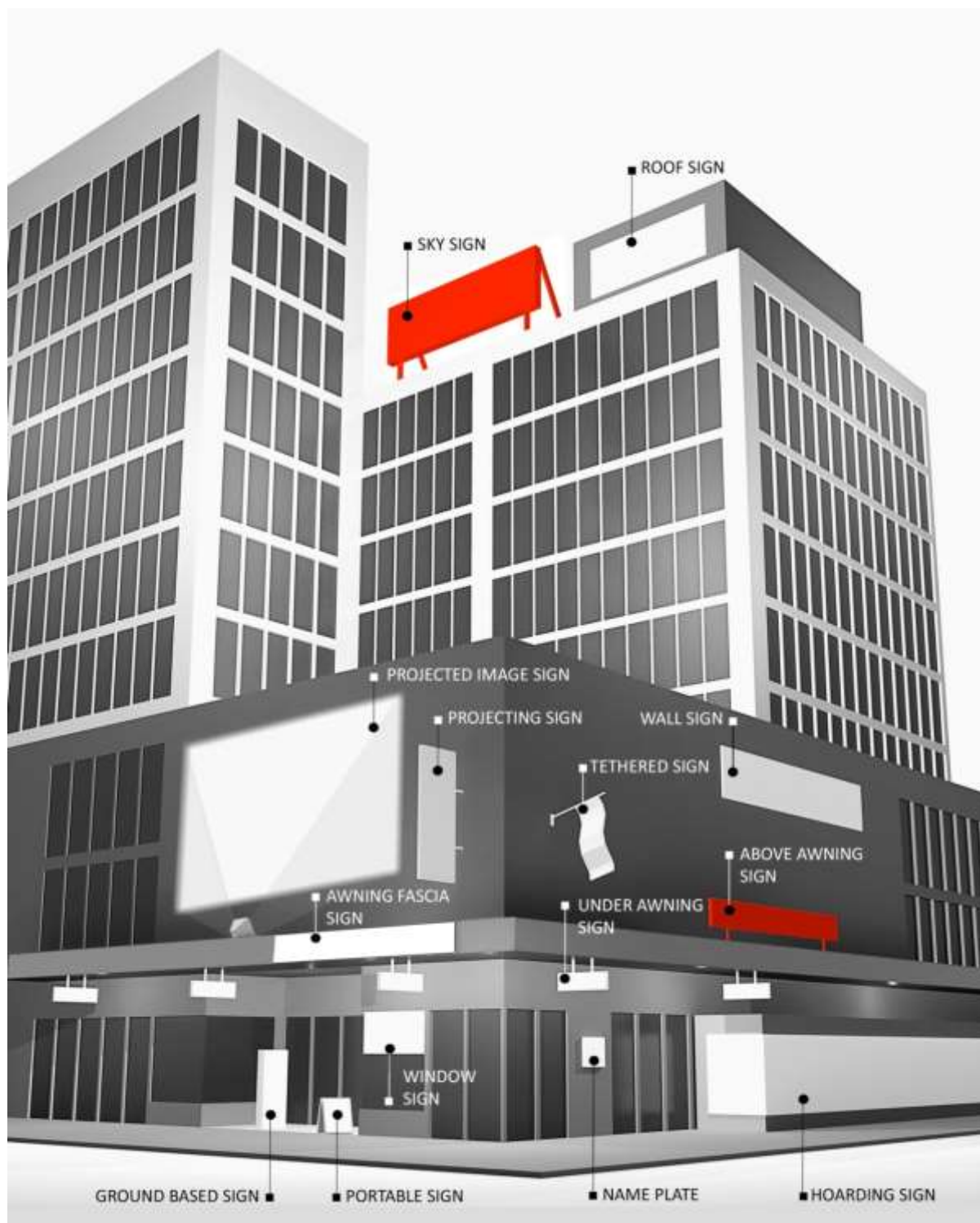


Figure 1 - Illustration of Various Sign Types.

This figure illustrates different sign types and not necessarily the appropriate number, design or scale. Sign types illustrated in red are not permitted.

4.0 OBJECTIVES

- To ensure that signs within the city:
 - achieve a high level of design quality and are comprised of durable materials;
 - are located and designed in a coordinated manner across a site in a way that responds to and complements the architecture of the building to which they are attached, and where applicable the cultural heritage significance of that building or an adjacent building;
 - respect and make a positive contribution to the streetscape, the locality, and where applicable the city skyline;
 - are clear and efficient in communicating to the public and do not lead to visual clutter on and around buildings and within streetscapes and localities; and
 - do not adversely affect the amenity of occupants or users of buildings and public spaces or the safety of road users and the public generally.
- To encourage the rationalisation of existing signs within the city in a manner that is consistent with the objectives above.

5.0 GENERAL PRINCIPLES

This section contains principles that are applicable to all signs.

- a) Signs should be constructed of durable materials. Their design should be simple and efficient with supporting structures concealed from view. Innovation in design which is appropriate to the building and the setting is encouraged.
- b) The size and location of signs on a premise should be appropriate for their intended audience.
- c) Signs should be compatible in scale and integrated with the architectural design of the building on that they are erected on or adjacent to, having regard to the form, materials, finishes, colours and fenestration of the building/s. Architectural features of a building should not be obscured and daylight into and reasonable vision into and out of buildings should be maintained.
- d) Signs should not obstruct important view corridors or dominate the skyline.
- e) Signs on or adjacent to a place on the Heritage List or within a Heritage Area shall be designed and located to respect the cultural heritage significance of the place or Area.
- f) Signs should provide a legible and clear message. Signs that assist in way finding, such as those displaying street number and building names, are encouraged.
- g) Signs on or adjacent to a building should generally be for the purpose of the identification / naming of the building, or the occupants or activities carried on within the building.
- h) Third party advertising sign content shall only be permitted in limited locations within the city and where it is demonstrated that it will enhance and not adversely affect the visual quality, amenity, vibrancy and safety within the city.
- i) The rationalisation of existing signage including the removal of signs that are redundant, contributing to visual clutter and/or generally inconsistent with this Policy will be required along with the repair of deteriorated signs where appropriate.



- j) Signs that will present a hazard or obstruction on the footpath, block road users' views or are not well secured will not be approved. Signs with messages, illumination or noise that is likely to cause a distraction to road users or discomfort or loss of amenity generally for occupants of buildings or the public will also not be approved.

6.0 GENERAL PROVISIONS

This section contains provisions that are applicable to all signs.

6.1 Signage Strategy

Where a new building, substantial changes to an existing building or signage on a place on the Heritage List are proposed and there will be/are multiple tenants a Signage Strategy should be submitted for approval by the local government. The approved Signage Strategy will be used to guide the appropriate introduction of new signs on premises with all signs required to be consistent with an approved Strategy where one exists.

NOTE: *The Applications Policy provides details on the content of a Signage Strategy.*

6.2 Appropriate Location and Scale of Signage on Buildings

Signage for the purposes of identifying tenancy business names and business details and building addresses should be predominantly located at the ground floor or pedestrian level of a building and to a lesser extent at the first floor level and should be relatively small in size given its immediate proximity to the those intended to view it. Signage for the purpose of identifying the name of the building or its principal occupants is appropriate at the top of buildings and should be of a larger scale and design that contributes to the city's skyline during the day and night. Signage at other locations on a building should be limited and may only be supported where the building has been designed to specifically accommodate signage at that location and where the purpose and viewing audience of the signage is clear and justified.

Appendix 3 provides guidance on identifying the appropriate location and scale of signs on buildings.

6.3 Safety

To ensure the safety of the public, signs shall:

- a) be adequately installed and secured;
- b) have a minimum clear headway of 2750mm where they project over a pedestrian thoroughfare on public or private land by more than 50mm, unless otherwise approved by the local government;
- c) have a minimum clear headway of 4500mm where they project over a vehicular thoroughfare on public or private land by more than 50mm, unless otherwise approved by the local government;
- d) be a minimum distance of 600mm from the outer edge of a street kerb where they project over a footpath on public land at a height of less than 4500mm;
- e) not cause a potential distraction to road users or obscure road users' or pedestrians' views of vehicles, pedestrians or potentially hazardous road features;
- f) not cause confusion with, or reduce the effectiveness of traffic control devices; and
- g) not obstruct safe and convenient pedestrian movement.

6.4 Environmental Amenity

- a) Signs should not contain reflective materials or finishes unless the reflective area is small and will not adversely affect amenity within the public realm or adjacent buildings.
- b) Signs should not incorporate sound or vibration, unless it is considered compatible with the amenity and the intended character of the locality.

6.5 Construction and Maintenance

- a) All supporting structures, cabling and conduits for signage shall be concealed from view.
- b) Consideration is required to be given to the maintenance of a sign at the design stage to ensure that it will be practical and safe and occurs with minimal disruption to the public.
- c) The local government may require the repair of a sign where it has deteriorated to a point that is in conflict with the aims of City Planning Scheme No. 2 and this Policy.

NOTE: Refer to clause 80 of the Deemed Provisions.

- d) When granting development approval for new signage the local government may require that any redundant or dilapidated signage on the premises is removed and the affected fabric of the building is made good. This includes sign structures that are no longer displaying content, or are displaying content that no longer relates to the building name or the occupants or activities carried out at the premises.

6.6 Sign Content

- a) Sign content shall generally comprise street numbering, the building name, the names and/or logos of the occupants of the premises or details of the businesses or activities carried out at the premises.
- b) **Offensive content** shall not be permitted on any sign.
- c) **Third Party Advertising or On-Premises Advertising Content**
 - i) Third party advertising or on-premises advertising content shall only be considered for development approval on:
 - A) a sign facing or in a public space within the Entertainment Area, the Retail Core Area, a Town Centre Area or The Terraces Area (as identified in Figure 2) where the sign is oriented for viewing within the space and not from adjacent streets;
 - B) a wall sign on a building within the Entertainment Area, Retail Core Area or Town Centre Area (as identified in Figure 2) where the subject building has a valid development approval granted prior to June 2014 and the wall sign is proposed to be installed upon a large section of blank wall that would be enhanced by its addition. The wall sign should comply with the provisions under clause 7.11(e);





- C) a hoarding sign that is not located within a Residential Area or Civic and Parks Area (as identified in Figure 2) and complies with clause 7.3(d); and
- D) a window sign in the case of on-premises advertising content only.
- ii) Third party advertising or on-premises advertising content shall only be permitted on a sign facing or in a public space in accordance with (i)(A) above where the local government is satisfied that it:
 - A) is compatible with the desired character of the public space;
 - B) will enhance the visual quality of the public space;
 - C) will increase the use and vibrancy of the public space, particularly at night.
- iii) Third party advertising or on-premises advertising content on a sign will not be permitted on a place on the Heritage List or within a Heritage Area except in accordance with clause 8.2(l).
- iv) Third party advertising content shall be related to products, services or events available within the local government boundaries.
- v) A Signage Management Plan shall be submitted as part of a development application for a sign with third party advertising content.

NOTE: *The Applications Policy provides details on the contents of a Signage Management Plan.*

6.7 Illumination of Signs

- a) The illumination of signs must not cause an annoyance to the public or have an adverse effect on the amenity of occupants of adjacent buildings.
- b) Illumination of signs must comply with relevant Australian Standard (including AS 4282-1997) and any other standard considered by the local government to be relevant.
- c) Flashing, pulsating or flickering lights shall not be permitted except in accordance with clause 6.8.
- d) Where external illumination is permitted it shall be down lighting focussed directly on the sign. The escape of light beyond a sign is to be prevented or limited. The up-lighting of signs shall generally not be permitted.
- e) A Lighting Impact Assessment may be required to be submitted as part of a development application for illuminated signs.

NOTE: *The Applications Policy provides details on the contents of a Lighting Impact Assessment.*

- f) The local government may limit the hours, intensity, spill and/or field of view of illumination of a sign where considered appropriate.

6.8 Animated and Variable Content

- a) Animated or variable content on a small sign ($\leq 2\text{m}^2$ sign face) will generally only be permitted at the ground floor level or pedestrian level of a building or as part of a ground

based sign located in a public space, except within a Residential Area or Civic and Parks Area (as identified in Figure 2) where it will not be permitted.

b) Animated content on a large sign (>2m² sign face) shall only be permitted:

i) facing or in a public space within the Entertainment Area, the Retail Core Area or The Terraces Area (as identified in Figure 2) and where:

- A) the viewing area is designed and intended for pedestrians to linger for an extended period of time; and
- B) the sign is oriented for viewing within the public space and not from adjacent streets and is not directly visible to passing road users; or

ii) where the large sign is a roof sign or wall sign at the top of a building which is greater than 29 metres in height and is not within a Landscaped Mixed Use Area, Residential Area or Civic and Parks Area (as identified in Figure 2).



c) Variable content on a large sign shall only be permitted:

i) facing or in a public space within the Entertainment Area, the Retail Core Area or The Terraces Area (as identified in Figure 2) and where:

- A) the viewing area is designed and intended for pedestrians to linger for an extended period of time; and
- B) the sign is oriented for viewing within the public space and not from adjacent streets and can only be viewed by passing road users if:

1. it has content that is completely static without any motion, animation or special effects for the duration of its display;
2. it has a specified duration of display and a transition time between display that comply with standards specified by the State Government transport authority and any other standards considered relevant by the local government;
3. each display comprises no more than 20% of its area as text and the text is large scale so that it can be easily and quickly read by road users;
4. it does not include any content that could be perceived to be providing public safety instructions to passing road users or pedestrians; and
5. it does not have any technology or mechanism that facilitates real time communication with road users or pedestrians. This includes any interaction, transmission or receipt of data, telecommunication, internet or radio signals; or



- ii) where the large sign is a roof sign or wall sign at the top of a building which is greater than 29 metres in height and is not within a Landscaped Mixed Use Area, Residential Area or Civic and Parks Area.
- d) Animated or variable content on a large sign facing or in a public space shall only be permitted where the local government is satisfied that it:
 - i) is compatible with the desired character of the public space;
 - ii) will enhance the visual quality of the public space; and
 - iii) will make a positive contribution to the public space and its activation, particularly at night.
- e) Animated or variable content on a large sign at the top of a building shall only be permitted if the local government is satisfied that it will:
 - i) add interest and vibrancy to the city's night skyline; and
 - ii) not adversely affect the amenity of occupants of adjacent buildings or impact on the safety of road users.
- f) Animated or variable content on a sign shall not be permitted on or adjacent to a place on the Heritage List or with in a Heritage Area except where in accordance with clause 8.2(n) and (o).
- g) Large signs with animated or variable content shall have a default setting that will display an entirely black display area if a malfunction occurs.
- h) A Traffic Impact Assessment, Lighting Impact Assessment and/or Sign Management Plan may be required to be submitted as part of a development application for a large sign with animated or variable content.

NOTE: *The Applications Policy provides details on the contents of these reports.*

6.9 Renewable Energy Sources

- a) The use of renewable energy to power illuminated signs, including those with animated or variable content, is encouraged.

7.0 PROVISIONS FOR SPECIFIC SIGN TYPES

This section contains additional provisions that are applicable to specific sign types.

7.1 Above Awning Signs

- a) Above awning signs that are located within/over a road reserve are not permitted.

7.2 Billpostings

- a) Billpostings are not permitted.

7.3 Hoarding Signs

- a) Where a hoarding sign is proposed to be attached to a temporary structure within a road reserve the temporary structure must have a valid licence or permit issued by the local government.
- b) The temporary structure that a hoarding sign is attached to must be directly associated with a building or land during construction, renovation, restoration or demolition and not erected specifically for the purposes of displaying signage.
- c) Hoarding signs that enhance the appearance of a site and the adjacent streetscape during construction, renovation, restoration or demolition are encouraged.
- d) A hoarding sign may be permitted to display third party advertising content where:
 - i) it is not located within a Residential Area or Civic and Parks Area (Figure 2);
 - ii) the temporary structure that it is attached to will cover a large proportion of the building being constructed, renovated or restored and incorporate an image or artwork designed to improve the visual appearance of the site. The image or artwork should be a 1:1 scale representation of the existing or proposed building or other similar artwork as approved by the local government;



- iii) the third party advertising content and the image or artwork will be high quality;
- iv) only one hoarding sign with third party advertising content is proposed per street frontage of the site.



7.4 Portable Signs

- a) Portable signs are not permitted within road reserves or other public reserves except where they are:
 - i) to direct attention to a dwelling that is for sale and are only in place during the hours of a home open for this dwelling; or
 - ii) community information signs for a function, exhibition, meeting, display, event or activity that has been granted any required local government approvals, inclusive of the sign/s.

In all other cases they will only be considered for development approval where they are located wholly within private property.

7.5 Projected Image Signs

- a) An application for development approval for a projected image sign must relate to both the site where the devices used to project the image are to be located and the site to where the image is to be projected.
- b) The devices used to project the image should be limited in size and number and located to have minimal visual impact.
- c) Subject to sub-clause (b), projected image signs will be encouraged in locations where they will add interest and vibrancy to streetscapes and the city generally.

7.6 Projecting Signs

- a) Where a projecting sign has a horizontal orientation the horizontal dimension should be no more than twice the vertical dimension.
- b) Projecting signs that are made of fabric or another flexible material will only be granted temporary development approval for a maximum period of three years.



7.7 Real Estate Signs

- a) A real estate sign shall be erected or installed for a maximum period of 12 months or removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to, whichever is the lesser.

7.8 Roof Signs

- a) A roof sign must achieve a high degree of integration and compatibility with the form, materials, finishes and colours of the building that it is attached to. A roof sign should appear as if it is part of the original building, or otherwise match or complement its architecture, and not appear as an afterthought.
- b) A roof sign should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building.
- c) Only one roof sign or one wall sign at the top of the building shall be permitted per building elevation.
- d) A roof sign shall not display third party advertising or on-premises advertising content.
- e) The illumination of roof signs on buildings will be encouraged in locations where it will add interest and vibrancy to the city's night skyline and will not adversely affect the amenity of occupants of adjacent buildings.



NOTE: Roof signs are not permitted on places on the Heritage List or within a Heritage Area.



7.9 Sky Signs

- a) Sky signs are not permitted.

7.10 Tethered Signs

- a) Tethered signs, with the exception of flag poles displaying flags for community, diplomatic or cultural purposes, may only be granted temporary development approval for a maximum period of thirty days.
- b) Tethered signs are not permitted to display third party advertising content.

7.11 Wall Signs

- a) Any part of a wall sign should not extend above the parapet or eaves of a building.
- b) A wall sign at the top of a building should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building.
- c) Only one wall sign at the top of a building or one roof sign shall be permitted per elevation.
- d) A wall sign at the top of a building shall not display third party advertising or on-premises advertising content except where in accordance with clause 6.6(c)(i)(B).
- e) Where a wall sign with third party or on-premises advertising content is proposed in accordance with clause 6.6(c)(i)(B):
 - i) it should have a maximum area of 25% of the wall area;
 - ii) it should not extend to the full height or width of the wall; and
 - iii) only one of these signs per elevation and two of these signs per building will be permitted.



- f) The illumination of wall signs at the top of buildings will be encouraged in locations where it will add interest and vibrancy to the city's night skyline and will not adversely affect the amenity of occupants of adjacent buildings.

7.12 Window Signs

- a) Window signs should only occupy:

- i) a maximum of 10m² ; or
- ii) a maximum of 25%

of the combined area of a tenancy's ground and first floor level windows which are visible from a street or a public area, whichever is the lesser.

- b) Window signs at ground and first floor levels of a building which are visible from a street or a public area should be designed and located to allow views into and out of and daylight into the window.
- c) Window signs which advertise a sale within a tenancy and vary from the provisions of subclauses (a) and (b) may be installed in the window of the tenancy for a maximum of four times per year for a maximum continuous period of 28 days.
- d) Window signs above first floor level are discouraged.
- e) Product displays in shop windows are preferred to signs.



8.0 SIGNS ON PLACES ON THE HERITAGE LIST OR WITHIN HERITAGE AREAS

8.1 Principles

This section applies to signs on places on the Heritage List or within a Heritage Area. This Policy should be read in conjunction with the Heritage Planning Policy and any specific Planning Policy for a Heritage Area, with those Policies taking precedence over this Policy.

The design and placement of signs on places on the Heritage List or within a Heritage Area requires careful consideration.

Signs shall be compatible with the place on the Heritage List and/or the Heritage Area without adversely affecting their important physical or visual qualities.

All signage will be considered in the context of the cultural heritage significance of the place on the Heritage List and/or the Heritage Area, as well as any Conservation Plans and historical documentation. Existing signage, including redundant signage, will also be taken into consideration when assessing

new signage for places on the Heritage List or within a Heritage Area.

It is acknowledged that there may be ways other than those identified below, to achieve signage that is appropriate for places on the Heritage List or within a Heritage Area. Alternative methods may be approved where it is demonstrated that they will not adversely affect the cultural heritage significance of the place on the Heritage List or the Heritage Area.

8.2 Provisions

- a) Original and early signage (including remnants) that contributes to the cultural heritage significance of a place on the Heritage List or Heritage Area should be retained and conserved. The location of previous original and early signage should be considered for the placement of new signs.
- b) Restoration, reconstruction or conservation of non-complying signage may be acceptable provided the signage contributes to the cultural heritage significance of the place on the Heritage List or the Heritage Area and is supported by a clearly established historical precedent.
- c) Signs shall not visually dominate or detract from the architectural characteristics of a place on the Heritage List or a Heritage Area. Matters to be considered in this



regard include the location, scale, size, materials, design and the cumulative effects of signage.

- d) Signs shall not visually obscure architectural features of a building or disrupt the design, proportioning or fenestration of a building façade, including the parapet and roof.
- e) Roof signs shall not be permitted on a place on the Heritage List or within a Heritage Area.
- f) Signs shall not physically damage existing fabric and should be easily removable. For example, existing fixing points should be used and signs should be attached to mortar rather than masonry.
- g) Signs shall not be painted on previously unpainted surfaces or over historical signage which contributes to the cultural heritage significance of the place on the Heritage List or the Heritage Area.
- h) Signs for basement and ground floor occupants should be located on the façade at ground floor level or attached to the front or underside of the awning over the footpath.
- i) Where signage for upper floor occupants cannot be accommodated at ground floor level, high quality and discrete signage that does not visually dominate or detract from the place on the Heritage List or the Heritage Area may be acceptable at upper floor levels.
- j) Where multiple tenants require signage on a place on the Heritage List a Signage Strategy should be submitted for the approval of the local government.
- k) Corporate branding requirements should be adapted to respect the cultural heritage significance of the place on the Heritage List or the Heritage Area.



- l) Third party advertising or on-premises advertising content on a sign shall not be permitted on a place on the Heritage List or within a Heritage Area except where:
 - i) it is on a hoarding sign in accordance with clause 7.3(d);
 - ii) in the case of on-premises advertising content it is on a window sign; or
 - iii) it is reconstructed signage with a clearly established historical precedent that contributes to the cultural heritage significance of the place or Area.
- m) Signs should generally only be illuminated externally or utilise a 'halo' method of illumination (i.e. illumination from behind to form a "halo" of light around silhouetted letters or symbols). Internal illumination of under awning signs where the illumination only applies to the lettering or logo may be appropriate where it does not visually detract from the place on the Heritage List or the Heritage Area. Neon and flashing signs are not permitted unless they are an accepted component of the cultural heritage significance of the place on the Heritage List or the Heritage Area.



Examples of "halo" illumination

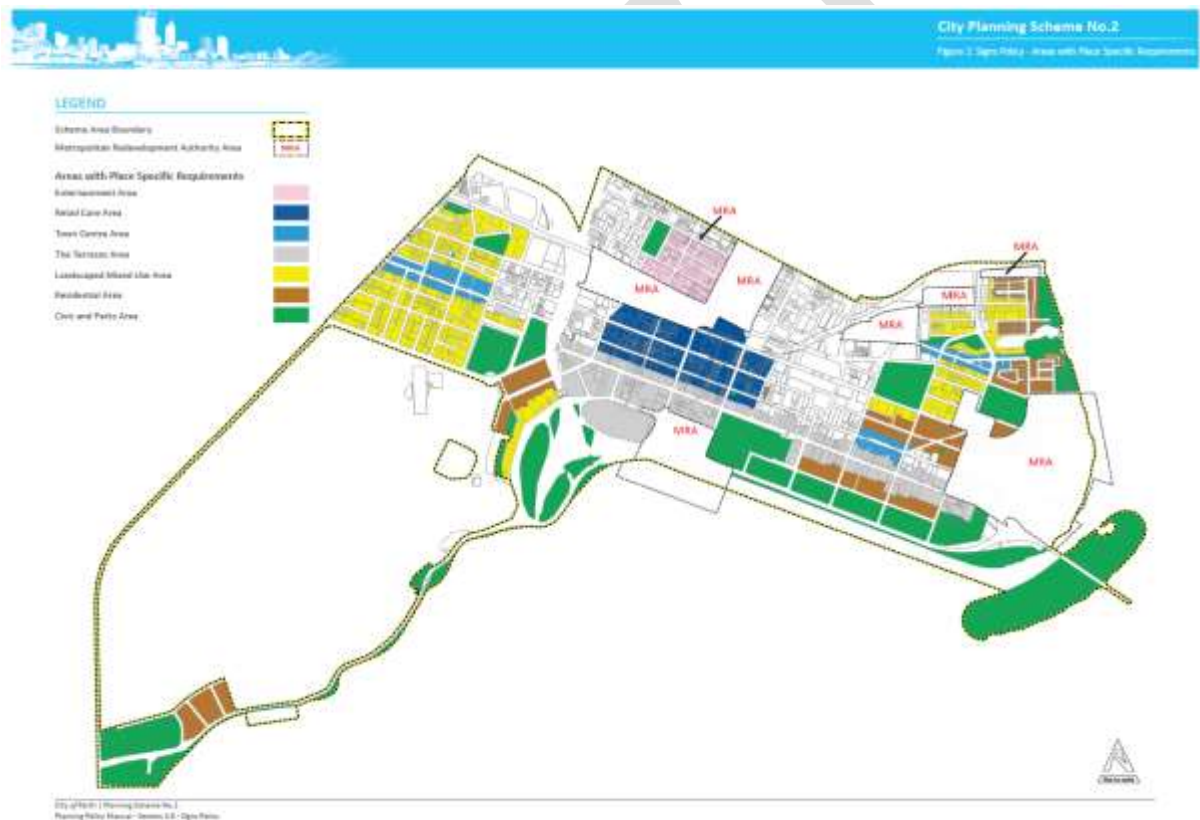
- n) Animated or variable content on a sign shall not be permitted on a place on the Heritage List or with in a Heritage Area, with the possible exception of a discrete small sign ($\leq 2\text{m}^2$ sign face) inside the window of a shop where it will not detract from the cultural heritage significance of the place or the Heritage Area.
- o) Animated or variable content on a sign adjacent to a place on the Heritage List and outside a Heritage Area may only be permitted where it will not detract from the cultural heritage significance of the adjacent place.



9.0 PLACE SPECIFIC REQUIREMENTS

Signs should be consistent with the desired character for the relevant Precinct within the Scheme Area as detailed within the relevant Precinct Plan. The additional provisions within this section apply to the areas listed below and identified in Figure 2. Where a sign is proposed on a place on the Heritage List or in a Heritage Area the provisions of Section 8.0 of this Policy take precedence.

- Entertainment Area
- Retail Core Area
- Town Centre Areas
- The Terraces Area
- Landscaped Mixed Use Areas
- Residential Areas
- Civic and Parks Areas





9.1 Entertainment Area

Signs should contribute to the diverse and dynamic character of the area. A variety of colourful and innovative signs that assist in creating a stimulating pedestrian environment, both day and night, are encouraged.

Window displays should be visually interesting and use product display as on-premises advertising rather than signs and banners.



9.2 Retail Core Area and Town Centre Areas

Signs should contribute to a lively, colourful and stimulating pedestrian environment with the character of signage reflecting the intended predominance of retail uses in the areas. The nature and concentration of signage in the Retail Core Area will vary marginally from that in the Town Centre Areas in recognition of its role as the focus for retail in the metropolitan area and the state.

Way-finding is particularly important in these areas where pedestrian numbers are very high. Excessive signage that detracts from this should be avoided. Restraint should be shown in the number of signs per tenancy and signs should generally be limited to the ground and first floor levels of buildings.

Window displays should be visually interesting and use product display as on-premises advertising rather than signs and banners.





9.3 The Terraces Area

Signs should be designed to reflect the character and role of St Georges and Adelaide Terrace that together form the principal city boulevard, with St Georges Terrace also forming the focus for business, finance, commerce and administration in the state.

Signage should principally be for the purpose of numbering and naming buildings and identifying their occupants. Signage should be limited in size and number per tenancy.

Signs integrated into the roof or top of buildings incorporating illumination that will enhance the city skyline are generally encouraged.



9.4 Landscaped Mixed Use Areas

Signage is to be designed to respond to the landscaped context and/or the desired mixed use nature of these areas, the majority of which are intended to incorporate a strong residential element.

Signage should generally only be for the purpose of numbering and naming buildings and identifying the occupants. Signs should be restrained in character, scale and form and limited in number.

Signs at ground or first floor level should generally have a total combined area of 2m² facing a street.



9.5 Residential Areas

Signage is to be designed to complement the dominant residential character of these areas.

Signs should be unobtrusive. They should be limited in number and generally small in scale with subtle use of colour.

Signs should only be located at the ground floor level of buildings or within the street setback area. The exception to this is within the Terrace Road Design Policy Area. In this Area signs integrated into the roof or top of buildings that incorporate illumination to enhance the city skyline are generally encouraged where they will not adversely affect the amenity of adjacent building occupants.



9.6 Civic and Parks Areas

Signage is to be designed to complement these key open space areas and centres of civic, judicial and parliamentary activities.

Signage should be unobtrusive. Signs should be primarily for the purpose of way-finding or to provide community information and be designed and located to minimise their impact on their surroundings.



APPENDIX 1 - DEFINITIONS

The Deemed Provisions contain a definition of the term ‘advertisement’. Schedule 4 - Definitions of City Planning Scheme No. 2 contains a number of other definitions that apply to this Policy.

NOTE: Refer to clause 1 of the Deemed Provisions.

For the purposes of this Policy the definitions in this Appendix also apply. A number of the defined sign types are also illustrated in Figures 1 and 3.

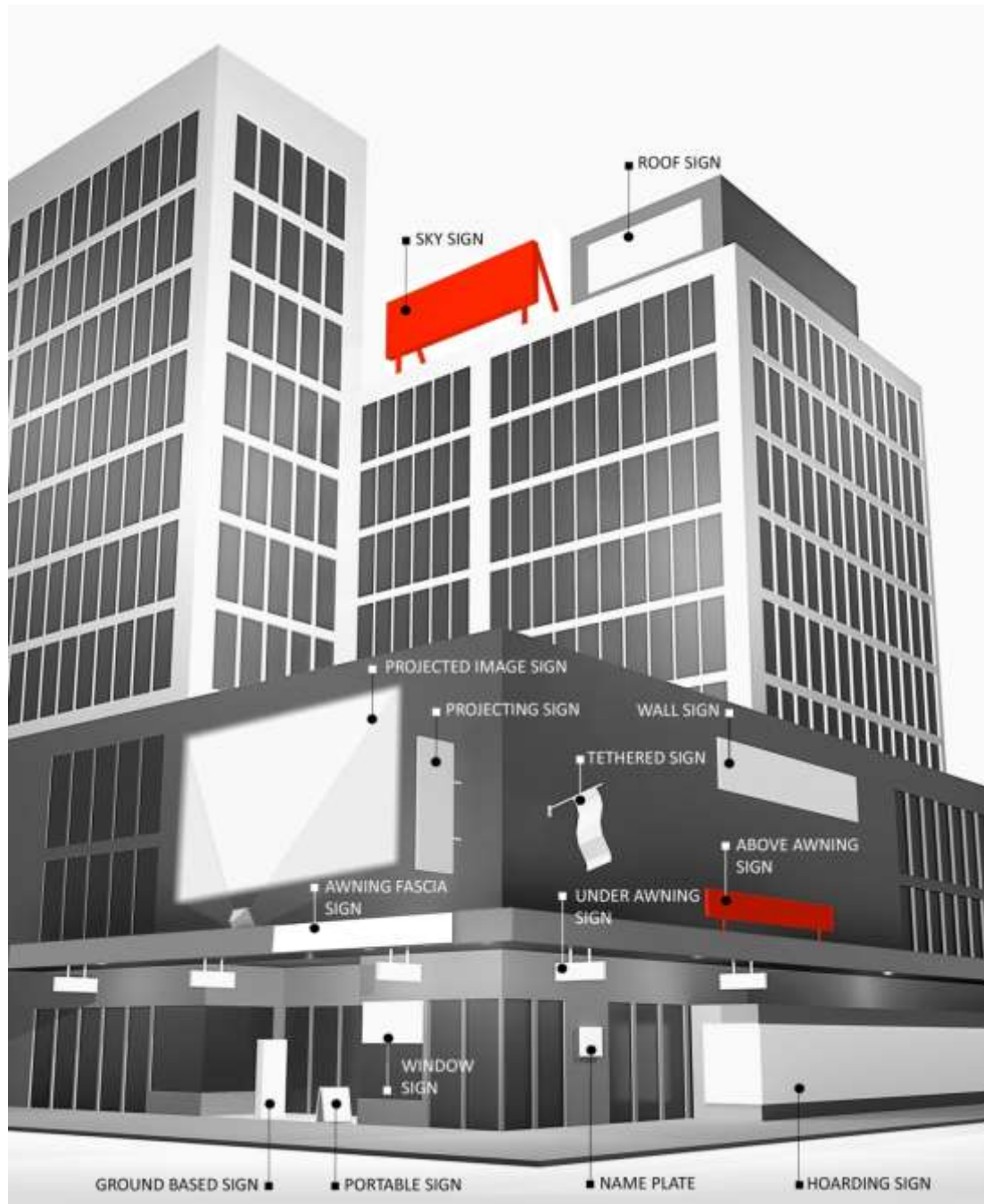


Figure 3 – Illustration of Various Signs Types

This figure illustrates different sign types and not necessarily the appropriate number, design or scale. Sign types illustrated in red are not permitted.

Above Awning Sign means a sign attached to and located above a verandah, balcony or awning.

Alfresco Dining Sign means a sign attached or painted onto furniture, such as chairs, umbrellas, screens or planter boxes, and located in an outdoor area used for the consumption of food and/or beverages.

Animated Content means sign content that incorporates images that are constantly in motion, including fading in and out or scrolling, and may incorporate sound but does not include the transition between content that is associated with variable content. Where displaying animated content, a small sign is one that has a sign face with an area of 2m^2 or less and a large sign is one that has a sign face with an area of greater than 2m^2 .

Awning Fascia Sign means a sign painted or fixed to the outer or return fascia of a verandah or awning.

Billposting means a bill, notice or poster glued, pasted or fixed to a building or other structure.

Community Information Sign means a temporary sign relating to or giving directions to a charitable, cultural, educational, recreational or other public or community function, exhibition, meeting, display, event or activity conducted by a community association other than for commercial gain.

Election Sign means a sign that is erected or installed in connection with an election, referendum or other poll conducted under the Commonwealth Electoral Act 1918 (Commonwealth), the Electoral Act 1907 or the Local Government Act 1995 and the primary purpose of the sign is for political communication in relation to the election, referendum or poll.

Event Sign means a temporary sign relating to an event within the local government area conducted for commercial gain.

Ground Based Sign means a sign that is fixed to a structure mounted on the ground, and is not portable or attached to a building. The structure may include one or more pylons or columns or a plinth and one or more sides or faces.

Hoarding Sign means a sign fixed to or forming part of a temporary structure, such as a hoarding, scaffold or gantry used to fence off, cover or wrap a building or land during construction, renovation, restoration or demolition.

Name Plate means a sign attached to a building near its entrance listing the occupants of the premises, and may include their occupation or profession or the business name, and may comprise a cabinet for this purpose.

Offensive Content means the contents or design of a sign that may, in the opinion of the Council, cause offence to some or a majority of people. Offensive signage may involve the use of obscene or insulting language, the discriminatory or inappropriate portrayal of people including children, the portrayal of violence, the portrayal or suggestion of sex acts, nudity, and abuses of health and safety.

On-Premises Advertising Content means sign content that advertises or promotes specific products, goods or services available at the premises where the sign content is displayed, but does not include sign content that relates to the occupant or business of the premises.

Portable Sign means a movable sign that is not fixed to a building or the ground and includes A-frame signs (sandwich boards) and spinners, but excludes Alfresco Dining Signs.



Projected Image Sign means a sign projected onto a building, screen or other structure and includes the devices used to project the image.

Projecting Sign means a sign that extends out from the wall of the building that it is attached to, and includes a sign suspended (hanging) from a bracket attached to the wall. The sign may be made of a solid material or plastic, fabric or a similar flexible material.

Real Estate Sign means a sign that is fixed upon land or to a building to advertise that the land or all or part of the building is for lease, for sale (including by auction) or to be re/developed or refurbished.

Roof Sign means a sign fixed to the roof (but not an awning roof), to the wall of a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of a building that may extend no more than 200mm above the roof top plant room or architectural feature that it is fixed to and that achieves a high degree of integration and compatibility with the architecture, materials, finishes and colours of the building.

Sign has the same meaning as ‘Advertisement’ under the Deemed Provisions and also includes any wall mural applied to the exterior of a building. A sign incorporates any supporting structure, fixtures, fittings and any frame, border and background that contain letters, numbers, images and/or colour.

NOTE: Refer to clause 1 of the Deemed Provisions.

Sign Face means the portion of the sign that contains the sign content and any structures and background colour/s or images that form a frame or border to the content.

Sky Sign means a sign fixed to or above the roof (but not an awning roof), plant room, parapet, wall or architectural feature at the top of a building, that extends more than 200mm above the height of the roof, plant room, parapet, wall or architectural feature that it is fixed to and that does not achieve a high degree of integration and compatibility with the architecture, materials, finishes and colours of the building.

Tethered Sign means a sign suspended from or tied to any structure, vehicle, tree or pole (with or without supporting framework) but does not include a projecting sign. The sign may be made of paper, plastic, fabric, or any similar material. The term includes inflatables such as balloons and blimps, bunting, banners, flags and kites.

Third Party Advertising Content means sign content that advertises businesses, products, goods or services not located or available at the premises where the sign content is displayed.

Under Awning Sign means a sign fixed to or suspended from the underside of a verandah, balcony or awning.

Variable Content means static sign content that changes automatically by electronic or programmable methods on a specified time cycle. Where displaying variable content, a small sign is one that has a sign face with an area of 2m² or less and a large sign is one that has a sign face with an area of greater than 2m².

Wall Mural means a graphic design or artwork attached or applied to the exterior of a building that does not convey a defined advertising message.

Wall Sign means a sign that is fixed flat or parallel to, or painted upon, the surface of a wall of a building (but not to a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of the building). It includes cabinets fixed to walls to display an advertisement.

Window Sign means a sign fixed to or painted on the interior or exterior of the glazed area of a window or external door or displayed inside the building within one metre of a window or shopfront opening and includes signs on blinds, banners or similar and screens with animated or variable content, where they are located within one metre of the window. Signs on blinds, banners or similar and screens with animated or variable content shall be included in the calculation of the area of window signage where they restrict views into or out of the building or adversely affect the amenity of the public realm.

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APPENDIX 2 - EXEMPT SIGNS

This Appendix identifies signs and change of sign content that are exempt from the requirement to obtain development approval in accordance with the Deemed Provisions and Schedule 8 of City Planning Scheme No. 2.

NOTE: Refer to clause 61 of the Deemed Provisions.

In accordance with the Deemed Provisions and Supplemental Provisions, development approval of the local government is not required for:

- an election sign where it is not erected or installed until the election, referendum or other poll is called and is removed no later than 48 hours after the election, referendum or other poll is conducted.
- work carried out by the local government, a public authority or a Commonwealth agency in connection with the maintenance or improvement of a public street, any public utility, or public works (and this work may include signage).

2.1 Sign Types

The types of signs listed in the following table are exempt from the requirement to obtain development approval provided they comply with the relevant conditions in the following table and:

- a) comply with an approved signage strategy where one is in place for the premises or site;
- b) comply with the general safety and amenity provisions in clauses 6.3 and 6.4 of this Policy;
- c) all supporting structures, cabling and conduits are concealed from view;
- d) do not have offensive content;
- e) do not have third party advertising, animated or variable content
- f) do not have on-premises advertising content unless otherwise specified in the following table;
- g) are not illuminated unless otherwise specified in the following table;
- h) are not located within or on a place on the Heritage List or within a Heritage Area; and
- i) comply with Section 9 of this Policy – Place Specific Requirements.

Exempt Sign	Conditions Applying to the Exempt Sign
Alfresco Dining Sign	<ul style="list-style-type: none"> • In accordance with a valid Alfresco Dining License granted by the local government; or • Where located in an area where an Alfresco Dining License is not required, it does not exceed 10% of the area of the furniture that it is attached to, and displays only the name and/or logo of the tenancy or the name and/or logo of products sold at the tenancy.
Awning Fascia Sign	<ul style="list-style-type: none"> • Will not project beyond the outer frame or edges of the awning.

	<ul style="list-style-type: none"> A maximum of one awning fascia sign per tenancy/occupant of the building.
Community Information Sign	<ul style="list-style-type: none"> A maximum area of 4m². Erected or installed no more than 28 days prior to and removed no more than seven days after the date of the function, exhibition, meeting, display, event or activity that it relates to. The function, exhibition, meeting, display, event or activity has been granted any required local government approvals, inclusive of the sign.
Event Sign	<ul style="list-style-type: none"> Erected or installed no more than 28 days prior to and removed no more than seven days after the date of the event that it relates to. The event, inclusive of the sign, has been granted local government approval.
Ground Based Sign	<ul style="list-style-type: none"> A maximum height of 750mm where within a 2 x 2m driveway truncation and elsewhere 1800mm, and a maximum width of 500mm. A maximum of one ground based sign per site unless it is in accordance with a signage strategy approved by the local government. Will not affect views to a place on the Heritage List.
Hoarding Sign	<ul style="list-style-type: none"> Fixed to a temporary structure that has a valid licence or permit issued by the local government. A maximum of one hoarding sign per street frontage of a site. A maximum area equal to 20% of the area of the hoarding, scaffold or gantry or 10m², whichever is the lesser. The sign content relates to the lease, sale (including auction), re/development or refurbishment of the premises.
Name Plate	<ul style="list-style-type: none"> A maximum of one name plate per public entrance to a building with a maximum area of 1.5m². Erected or fixed to the front fence or the façade of a building adjacent to a public entrance to the building. Fixed parallel to the wall or fence that it is attached to.
Portable Sign	<ul style="list-style-type: none"> Where located on public or private land: <ul style="list-style-type: none"> to direct attention to a dwelling that is for sale and is only in place during the hours of a home open for this dwelling; or a community information sign that complies with the conditions specified for a community information sign in this table. Where located wholly on private land: <ul style="list-style-type: none"> a maximum of one sign per tenancy and not located within 10 metres of another portable sign. a maximum area of 1m² per sign.



Projected Image Sign	<ul style="list-style-type: none"> • Temporary and relates to an event that has been approved by the local government. • Will not cause an unreasonable disturbance for occupants of adjacent buildings or a safety hazard.
Projecting Sign	<ul style="list-style-type: none"> • Rectangular or square but not a cube, sphere or other shape. • Maximum dimensions of 1000mm vertical, 750mm horizontal including the fixings, and 500mm width. • Where the sign is rectangular with a horizontal orientation the horizontal dimension is no more than twice the vertical dimension, but does not exceed a horizontal dimension of 750mm. • Not located above the first floor level of the building and does not project above the top of the wall that it is attached to. • A minimum of 4 metres from any other projecting sign on the same building. • Does not incorporate fabric or any other flexible material.
Real Estate Sign	<ul style="list-style-type: none"> • A maximum of two signs per site with a maximum total area of 10m². • A maximum of 50% of the sign content to comprise details of the selling or leasing agent or the developer. • Erected or installed for a maximum period of twelve months or removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to, whichever is the lesser.
Tethered Sign	<ul style="list-style-type: none"> • Flag poles where they meet the conditions specified in Schedule 8 of City Planning Scheme No. 2.
Under Awning Sign	<ul style="list-style-type: none"> • A maximum of one per street frontage per tenancy • A maximum of 2.4 metres in length and 600mm in height. • Orientated at right angles to the wall of the building that the sign is erected upon. On corner sites the sign may be orientated at an angle so as to be visible from both streets. • Does not project beyond the extent of the awning. • Where illuminated, it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public.
Wall Sign (Note: Separate conditions apply to Name Plates.)	<ul style="list-style-type: none"> • Either located less than 8 metres above the adjoining footpath/ground level: <ul style="list-style-type: none"> - with a maximum area of 2m²; or - where the sign comprises only street numbers a maximum height of 750mm; or located within the top 4 metres of the building: <ul style="list-style-type: none"> - with a maximum area of 4m²; or - where the sign comprises only street numbers a maximum height of 1500mm.

	<ul style="list-style-type: none"> Fixed parallel to the wall of the building that it is attached to. Does not extend above the parapet or eaves of the building that it is attached to. Where not in conflict with clauses 6.3(b), (c) and (d), a maximum projection of 600mm from the wall that it is attached to. No more than two wall signs facing any one street on any building, not including name plates. Separate conditions apply to name plates. Where illuminated, it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public.
Window Sign	<ul style="list-style-type: none"> The sign content relates to the occupiers of the tenancy that the sign adjoins or the business carried on at the tenancy or is on-premises advertising. The window that the signage is installed upon/in is not located above first floor level. The sign and any existing signs occupy: <ul style="list-style-type: none"> a maximum of 5m²; or a maximum of 25%; of the combined area of the tenancy's ground and first floor level windows that are visible from a street or a public area, whichever is the lesser, and the sign is located to allow views into and out of and daylight into the window; <p>or</p> <p>the sign is to advertise a sale within the tenancy and is installed in the window of the tenancy a maximum of four times per year for a maximum continuous period of 28 days.</p>

2.2 Change of Content

Where only a change to the content of an existing sign is proposed it is exempt from the requirement to obtain development approval if:

- the proposed content is consistent with an approved signage strategy for the premises, and/or the sign and its structure and fixings have a valid development approval granted after June 2014;
- the sign is not located within or on a place on the Heritage List or within a Heritage Area;
- the proposed content is not third party advertising or animated or variable content, or the sign has a valid development approval for this type of content and the proposed content is consistent with an approved signage management plan;
- the proposed content is not offensive ; and
- no other change to the sign, including to its illumination, external dimensions, surrounding or supporting structure, fixings or cabling, is proposed.



APPENDIX 3 - GUIDELINES FOR APPROPRIATE LOCATION AND SCALE OF SIGNS ON BUILDINGS

Generally signage is most appropriately located at the ground and the first floor levels of a building for viewing from the public realm adjacent to the building, and at the top of the building for more distant viewing within the skyline.

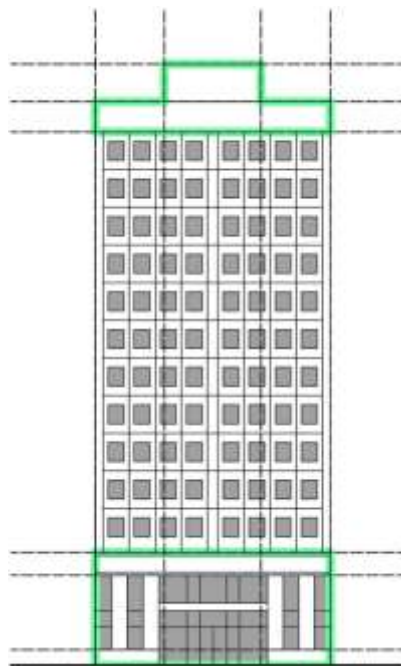
A façade grid analysis can be used to identify appropriate sign opportunities on a building.

While the technique generally relates to traditional building facades, the principles can be applied to most building forms.

Signs do not necessarily have to be placed on a building's front facade. For example, in some instances their installation on a side wall may be appropriate provided they are located within the property boundary and do not interfere with the adjoining development. In these circumstances the principles of the technique still apply.

To identify sign opportunities, the building's facade should be divided along its main design lines to form a series of panels. Most building designs can be easily broken into a grid based on the alignments of the parapet (skyline), awning fascia, windows and door/s.

To identify possible signage locations, the rectangles of the grid may be used separately or be joined together to form horizontal or vertical panels.



Possible sign locations based on a grid analysis of the building's façade. Signs should be located within the areas bordered in green.



Not all of the areas indicated should be used to display a sign. The size and number of signs should be restricted to a limited number of locations within the green border to avoid visual clutter.

The scale of advertising signs should be compatible with the form of buildings they are on, and to some extent the form of nearby buildings, street widths and other existing signs. In most cases appropriate dimensions are achieved by restricting signs to within panels. This ensures that the architectural character of the building remains dominant.

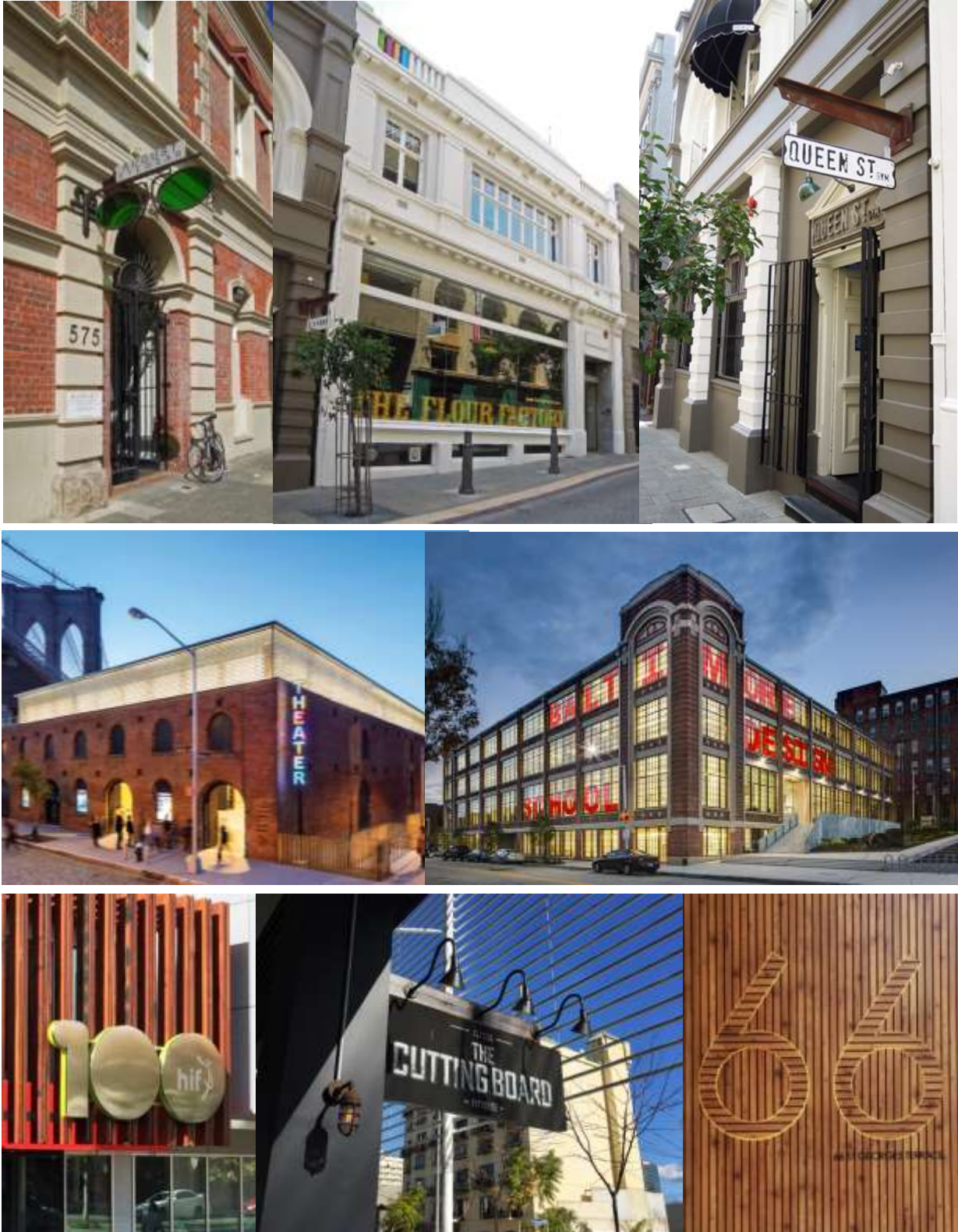
Not every panel identified using this technique should be used to display a sign. Visual clutter should be avoided and signage should generally be restricted to a limited number of panels at ground and first floor levels and at the top of the building. In deciding the panels that are appropriate spaces for signs, the following matters should also be considered:

- a) the principles and objectives of the Signs Policy;
- b) the number and location of existing signs; and
- c) the character of the locality.

The size and detailing on a sign should reflect the distance that it will be viewed from with signs at the top of buildings containing simple, larger scale text and logos than those located at the ground or first floor level.

APPENDIX 4 – EXAMPLES OF INNOVATIVE SIGNAGE

Innovation in design is encouraged where it is appropriate to the building, the streetscape and the locality. The following images of innovative signage are provided to encourage variety and creativity in design in appropriate locations in the city.





Credits:

Baltimore Design School & MICA: <http://ashton-design.com/blog/tag/ada/>
 Harvey Nichols: *courtesy Harvey Nichols*

LEGEND

Scheme Area Boundary

Metropolitan Redevelopment Authority Area

Areas with Place Specific Requirements

Entertainment Area

Retail Core Area

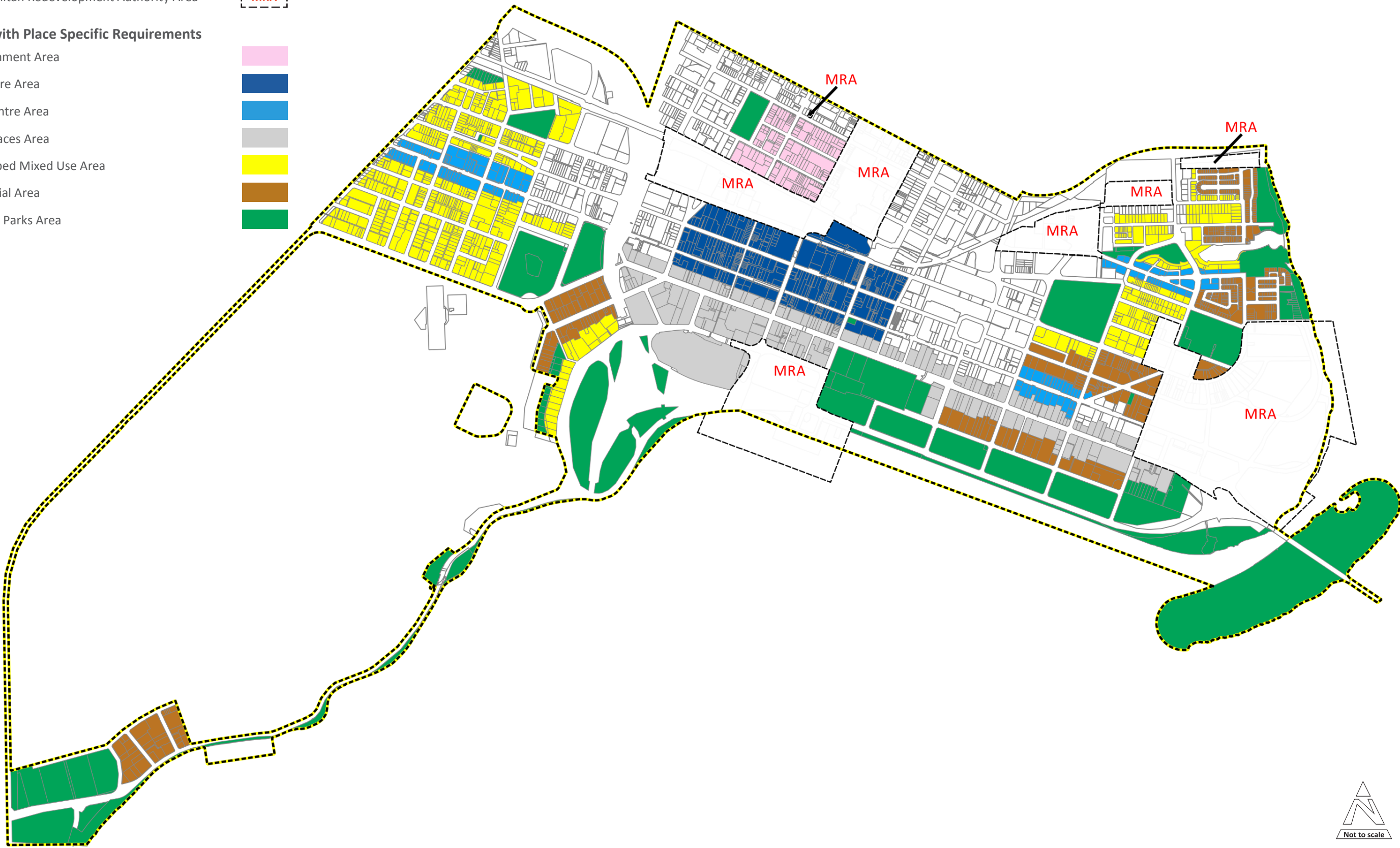
Town Centre Area

The Terraces Area

Landscaped Mixed Use Area

Residential Area

Civic and Parks Area



SCHEDULE 8



CITY PLANNING SCHEME NO. 2 – PRECINCT PLANS		
EXISTING PRECINCT PLAN - Proposed wording to be deleted is highlighted in red.	PROPOSED PRECINCT PLAN - Proposed new wording is highlighted in red. - Wording highlighted in <i>italics</i> (black or red) does not form part of the Precinct Plan text.	RATIONALE
PRECINCT PLAN NO. 1 – NORTHBRIDGE <u>Statement of Intent</u> <i>Paragraph 5:</i> This Precinct will also be characterised by versatile building forms which will be easily adaptable to new uses and be able to accommodate a variety of interesting and informative signs. The facades will also add interest and vitality to the street, and be characterised by continuous shop fronts and traditional designs, incorporating verandahs, awnings and artwork.	PRECINCT PLAN NO. 1 – NORTHBRIDGE <u>Statement of Intent</u> <i>Paragraph 5:</i> This Precinct will also be characterised by versatile building forms which will be easily adaptable to new uses. The facades will also add interest and vitality to the street, and be characterised by continuous shop fronts and traditional designs, incorporating verandahs, awnings and artwork.	It is proposed that all objectives, principles and provisions specifically relating to signage be contained within the Signs Policy. This will provide a single reference point for users of the City Planning Scheme No. 2 and ensure a consistent approach across the Scheme Area. The following amendments to the Precinct Plans reflect this and remove detail relating to signage.
PRECINCT PLAN NO. 3 – STIRLING <u>Statement of Intent</u> <i>Paragraph 3:</i> New development will incorporate attractive facades, with open areas such as car parks and servicing areas located behind buildings. In addition, the development of verandahs and awnings over footpaths is strongly encouraged to provide weather protection for pedestrians. Showrooms and warehouses are not encouraged unless they are designed to incorporate interactive street frontages and the architectural detailing contributes positively to the streetscape. Development along the railway will present an attractive aspect to the line recognising it as a major entry route to the city. Beaufort Street will be further developed as a grand tree-lined promenade whilst the width of the carriageway in Stirling Street should be reduced giving opportunities for extensive environmental improvements. The construction or placement of signs will not be permitted to detract from the amenity of the Precinct. Signs will be in keeping with the design and character of host buildings and their placement will permit safe and convenient pedestrian and vehicle movement. Requirements for signs will be given careful consideration in the design of new buildings.	PRECINCT PLAN NO. 3 – STIRLING <u>Statement of Intent</u> <i>Paragraph 3:</i> New development will incorporate attractive facades, with open areas such as car parks and servicing areas located behind buildings. In addition, the development of verandahs and awnings over footpaths is strongly encouraged to provide weather protection for pedestrians. Showrooms and warehouses are not encouraged unless they are designed to incorporate interactive street frontages and the architectural detailing contributes positively to the streetscape. Development along the railway will present an attractive aspect to the line recognising it as a major entry route to the city. Beaufort Street will be further developed as a grand tree-lined promenade whilst the width of the carriageway in Stirling Street should be reduced giving opportunities for extensive environmental improvements.	

<p>PRECINCT PLAN NO. 4 – VICTORIA</p> <p><u>Statement of Intent</u> <i>Paragraph 5:</i></p> <p>Public spaces will continue to be improved and footpaths are to be widened and made more attractive with tree planting, public seating, street lighting and the floodlighting of buildings. Signs are to be appropriately designed and located to ensure an emphasis on information and interest. To ensure views and heritage elements are not detrimentally affected, signs in the Precinct should be primarily for the identification of buildings and facilities, unobtrusive, small scale signs will be only considered appropriate for advertising purposes in special circumstances.</p>	<p>PRECINCT PLAN NO. 4 – VICTORIA</p> <p><u>Statement of Intent</u> <i>Paragraph 5:</i></p> <p>Public spaces will continue to be improved and footpaths are to be widened and made more attractive with tree planting, public seating, street lighting and the floodlighting of buildings</p>	
<p>PRECINCT PLAN NO. 7 – CIVIC</p> <p><u>Statement of Intent</u> <i>Paragraph 5:</i></p> <p>Signs are to be appropriately designed and located to maintain an emphasis on information and interest. To ensure views, parkland and heritage elements are not detrimentally affected, signs in the Precinct are to be primarily for the identification of buildings and facilities and will be unobtrusive and small scale.</p>	<p>PRECINCT PLAN NO. 7 – CIVIC</p> <p><u>Statement of Intent</u> <i>Paragraph 5:</i></p> <p><i>(Paragraph deleted.)</i></p>	
<p>PRECINCT PLAN NO. 10 – WEST PERTH</p> <p><u>Town Centre</u> <i>Paragraph 4:</i></p> <p>The construction or location of signs will not detract from the amenity of the Precinct. Signs will be in keeping with the design and character of buildings and their location should permit safe and convenient pedestrian and vehicle movement. Requirements for signs should be given careful consideration in the design of new buildings.</p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Residential Development • Parking and Access <p>In addition the following standards apply:</p> <p>1. Signs: Structural components of signs will be concealed and/or the impact of the components minimised. Any sign which is visible from Hay Street or other major roads will be of a high</p>	<p>PRECINCT PLAN NO. 10 – WEST PERTH</p> <p><u>Town Centre</u> <i>Paragraph 4:</i></p> <p><i>(Paragraph deleted.)</i></p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Residential Development • Parking and Access <p>In addition the following standards apply:</p> <p>1. Pedestrian Amenity: Continuous and consistent awnings/verandahs will be provided, where practicable, on buildings fronting Hay Street.</p>	

<p>standard of materials, construction and graphics.</p> <p>2. Pedestrian Amenity: Continuous and consistent awnings/verandahs will be provided, where practicable, on buildings fronting Hay Street.</p> <p>3. Heights and Setbacks:</p> <p><u>Office/Residential Area</u> <i>Paragraph 4:</i></p> <p>The construction or location of signs will not detract from the amenity of the area. Signs are to be in keeping with the design and character of buildings and their location will permit safe and convenient pedestrian and vehicle movement. Requirements for signs should be given careful consideration in the design of new buildings. The provision of innovative signs at lower levels and the sensitive illumination of buildings, signs and gardens, particularly adjacent to parklands and Kings Park, is appropriate.</p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Residential Development • Parking and Access <p>In additions to these the following standards apply:</p> <ol style="list-style-type: none"> 1. <u>Landscaping</u>: A minimum of twenty five per cent of a site developed for either residential and/or non-residential purposes must be landscaped area. The landscaped area of any site must include the predominant portion of the primary street and secondary street setback areas. Any lot with a primary frontage of less than 16 metres in width, and where vehicular access can only be achieved from a primary street, a minimum of 20% of high quality in ground landscaping for the site is required. Additionally, more than 50% of the front setback area of these narrow lots should comprise of high quality in ground landscaping. 2. <u>Signs and Graphic Display</u>: Signs and graphics shall be carefully controlled to ensure compatibility with the desired character of the area. Any sign, or any combination of signs, shall only be visible from a street or other public place provided: <ol style="list-style-type: none"> i. the sign(s) does not have a total area of: <ol style="list-style-type: none"> a. more than 0.5 square metres without first having applied for and obtained town planning approval of the Council; or b. more than 2 square metres; or ii. having or comprising: <ol style="list-style-type: none"> a. any letter or numeral exceeding 0.3 metres in height or width; or b. any symbol or logo exceeding 0.5 metres in height or width; and iii. structural components of signs are to be concealed 	<p>2. Heights and Setbacks:.....</p> <p><u>Office/Residential Area</u> <i>Paragraph 4:</i></p> <p>(Paragraph deleted.)</p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Residential Development • Parking and Access <p>In additions to these the following standards apply:</p> <ol style="list-style-type: none"> 1. <u>Landscaping</u>: A minimum of twenty five per cent of a site developed for either residential and/or non-residential purposes must be landscaped area. The landscaped area of any site must include the predominant portion of the primary street and secondary street setback areas. Any lot with a primary frontage of less than 16 metres in width, and where vehicular access can only be achieved from a primary street, a minimum of 20% of high quality in ground landscaping for the site is required. Additionally, more than 50% of the front setback area of these narrow lots should comprise of high quality in ground landscaping. 2. <u>Mixed Development</u>: 3. <u>Setbacks</u>: 4. <u>Fencing</u>: 5. <u>Basements</u>:
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<p>and/or the impact of the components minimised. Any sign which is visible from major entry points to the Municipality and the city centre or other major roads are to be of a high standard of materials, construction and graphics.</p> <p>3. <u>Mixed Development</u>:</p> <p>4. <u>Setbacks</u>:</p> <p>5. <u>Fencing</u>:</p> <p>6. <u>Basements</u>:</p> <p><u>Residential/Commercial Area</u> Mounts Bay Road <i>Paragraph 3:</i></p> <p>The construction or location of signs will not detract from the amenity of the area. Signs are to be in keeping with the design and character of buildings and their location will permit safe and convenient pedestrian and vehicle movement. Requirements for signs should be given careful consideration in the design of new buildings. The provision of innovative graphic signs at lower levels and the sensitive illumination of buildings, signs and gardens particularly adjacent to parklands and Kings Park is appropriate. Free standing and roof signs are not appropriate.</p> <p>Former Metropolitan Markets on Wellington Street <i>Paragraph 4:</i></p> <p>The construction or location of signs will not detract from the amenity of the area. Signs are to be in keeping with the design and character of host buildings and their location must permit safe and convenient pedestrian and vehicle movement. Requirements for signs will be given careful consideration in the design of new buildings. The illumination of building facades is appropriate. Large free standing and roof signs are not appropriate in this prominent location.</p> <p>Development Standards Mounts Bay Road</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none">• Development and Design• Residential Development• Parking and Access <p>In additions to these the following standards apply:</p> <ol style="list-style-type: none">1. Development shall comply with2. <u>Mixed Development</u>:.....3. <u>Landscaping</u>:.....4. <u>Car Parking</u>:.....5. <u>Signs</u>: Structural components of signs will be concealed and/or the impact of the components minimised. Any sign which is visible from Mounts Bay Road or the Freeway is to be of a high standard of construction, materials and graphics.6. <u>Setbacks</u>:.....	<p><u>Residential/Commercial Area</u> Mounts Bay Road <i>Paragraph 3:</i></p> <p>(Paragraph deleted.)</p> <p>Former Metropolitan Markets on Wellington Street <i>Paragraph 4:</i></p> <p>(Paragraph deleted.)</p> <p>Development Standards Mounts Bay Road</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none">• Development and Design• Residential Development• Parking and Access <p>In additions to these the following standards apply:</p> <ol style="list-style-type: none">1. Development shall comply with2. <u>Mixed Development</u>:.....3. <u>Landscaping</u>:.....4. <u>Car Parking</u>:.....5. <u>Setbacks</u>:....6. <u>Building Height</u>:....
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7. <u>Building Height</u> :....		
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<p>PRECINCT PLAN NO. 11 – HAMILTON PRECINCT</p> <p><u>Residential/Commercial Area</u> <i>Paragraph 5:</i></p> <p>The construction or location of signs must not detract from the amenity of the area. Signs are to be in keeping with the design and character of buildings and their location is to permit safe and convenient pedestrian and vehicle movement. Requirements for signs should be given careful consideration in the design of new buildings or structures.</p> <p>Development Standards</p> <p>5. Signs and Graphic Display</p> <p>Signs and graphics shall be carefully controlled to ensure compatibility with the desired character of the area. Structural components of signs are to be concealed and/or the impact of the components minimised. All signs are to be of a high standard of construction, materials and graphics. An integrated signage strategy may be required for any major development.</p>	<p>PRECINCT PLAN NO. 11 – HAMILTON PRECINCT</p> <p><u>Residential/Commercial Area</u> <i>Paragraph 5:</i></p> <p><i>(Paragraph deleted.)</i></p> <p>Development Standards</p> <p><i>(Section deleted.)</i></p>	
<p>PRECINCT PLAN NO. 12 – LANGLEY</p> <p><u>Statement of Intent</u> <i>Paragraph 3:</i></p> <p>An exuberant character enhanced through urban design treatments which integrate the major activity elements and give the Precinct a coherent and distinctive identity will be encouraged. Buildings, places and other objects having historical, architectural or other significance will be preserved and maintained. <i>Signs will be primarily for the purpose of information and not for general advertising. The construction or location of signs will not detract from the amenity of the Precinct and are to permit safe and convenient pedestrian and vehicle movement. Requirements for signs will be given careful consideration in the design of new buildings or structures.</i></p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Parking and Access <p>The following additional requirements apply:</p> <p>(1) Setbacks:</p> <p>(2) Landscaping:</p>	<p>PRECINCT PLAN NO. 12 – LANGLEY</p> <p><u>Statement of Intent</u> <i>Paragraph 3:</i></p> <p>An exuberant character enhanced through urban design treatments which integrate the major activity elements and give the Precinct a coherent and distinctive identity will be encouraged. Buildings, places and other objects having historical, architectural or other significance will be preserved and maintained.</p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Parking and Access <p>The following additional requirements apply:</p> <p>(1) Setbacks:</p> <p>(2) Landscaping:</p>	

(3) Signs: Structural components are to be concealed and/or the visual impact of structural components minimised. All signs are to be of a high standard of materials, construction and graphics.



<p>PRECINCT PLAN NO. 13 – ADELAIDE</p> <p><u>Office Residential Area</u> Paragraph 3:</p> <p>The construction or location of signs will not detract from the amenity of the area. Signs are to be in keeping with the design and character of buildings and their location will permit safe and convenient pedestrian and vehicle movement. Requirements for signs will be given careful consideration in the design of new buildings. The provision of innovative graphic signs at lower levels and the sensitive illumination of buildings, signs and gardens, particularly in the vicinity of the Causeway, is considered appropriate.</p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none">• Development and Design• Residential Development• Parking and Access <p>In addition to these the following standards apply:</p> <p>(1) Development within the Goderich Policy Area as shown on the Precinct Plan map will comply with the Goderich Design Policy.</p> <p>(2) Signs and Graphic Display:</p> <ol style="list-style-type: none">i. Signs and graphics shall be carefully controlled to ensure compatibility with the desired character of the area. Signs and lettering shall be small scale, discreet in colour and style and well integrated with the building or space on or in which they are placed; andii. Structural components of signs shall be concealed and/or the impact of the components minimised. A high standard of construction, materials and graphics is required. <p>(3) Mixed Development: Conflict between non-residential and residential uses will be minimised.</p>	<p>PRECINCT PLAN NO. 13 – ADELAIDE</p> <p><u>Office Residential Area</u> Paragraph 3:</p> <p>The sensitive illumination of buildings, signs and gardens, particularly in the vicinity of the Causeway, is considered appropriate.</p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none">• Development and Design• Residential Development• Parking and Access <p>In addition to these the following standards apply:</p> <p>(1) Development within the Goderich Policy Area as shown on the Precinct Plan map will comply with the Goderich Design Policy.</p> <p>(2) Mixed Development: Conflict between non-residential and residential uses will be minimised.</p>	
<p>PRECINCT PLAN NO. 14 – GODERICH</p> <p><u>Town Centre</u> Paragraph 3:</p> <p>Whilst signs are fundamental to the character of the area, their construction or location on buildings and land is not to detract from the amenity of the area. Signs are to be in keeping with the design and character of buildings and are to permit safe pedestrian and vehicle movement. Regard should be had for sign requirements in the design and site location of new buildings.</p>	<p>PRECINCT PLAN NO. 14 – GODERICH</p> <p><u>Town Centre</u> Paragraph 3:</p> <p>(Paragraph deleted.)</p>	

Development Standards

Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:

- Development and Design
- Residential Development
- Parking and Access

In addition the following standards apply:

- (1) Development shall comply with the Goderich Design Policy.
- (2) Pedestrian Amenity: Continuous and consistent awnings/verandahs should be provided, where practicable, on buildings fronting Hay Street.
- (3) Signs: Structural components of signs are to be concealed and/or the impact of the components minimised. Any sign which is visible from Hay Street or other major roads should be of a high standard of construction, materials and graphics.

Residential/Commercial Areas

Paragraph 4:

The construction of signs or advertising devices in Residential/Commercial areas must not in any way cause a reduction in residential amenity. Signs will be small scale structures, contained predominantly at the entrance to a building and wall mounted. Free standing and roof signs are not appropriate.

Development Standards

Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:

- Development and Design
- Residential Development
- Parking and Access

In addition to these the following standards apply:

- (1) Development shall comply with the Goderich Design Policy.
- (2) Conflict between non-residential and residential uses
- (3) The Council may consider variation of the standards
- (4) Open Space:
- (5) Car Parking:
- (6) Signs: Reduction in residential amenity by reason of illumination, noise, overshadowing and/or aesthetics will not be approved. A high standard of construction, materials and graphics is required.

Development Standards

Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:

- Development and Design
- Residential Development
- Parking and Access

In addition the following standards apply:

- (1) Development shall comply with the Goderich Design Policy.
- (2) Pedestrian Amenity: Continuous and consistent awnings/verandahs should be provided, where practicable, on buildings fronting Hay Street.

Residential/Commercial Areas

Paragraph 4:

(Paragraph deleted.)

Development Standards

Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:

- Development and Design
- Residential Development
- Parking and Access

In addition the following standards apply:

- (1) Development shall comply with the Goderich Design Policy.
- (2) Conflict between non-residential and residential uses
- (3) The Council may consider variation of the standards
- (4) Open Space:
- (5) Car Parking:

CITY PLANNING SCHEME NO. 2 - PLANNING POLICIES AND DESIGN GUIDELINES FOR NORMALISED REDEVELOPMENT AREAS		
EXISTING CONTENT - Proposed wording to be deleted is highlighted in red.	PROPOSED CONTENT - Proposed new wording is highlighted in red. - Wording highlighted in <i>italics</i> (either <i>black</i> or <i>red</i>) does not form part of the text.	RATIONALE
<u>PLANNING POLICIES</u>		
<u>PLANNING POLICY 1.1 CLAISEBROOK VILLAGE PROJECT AREA</u> 4.11 Signage <ul style="list-style-type: none">The physical form of signs, quality of graphic design and the extent to which they are integrated into the architectural design will have a strong impact on the overall quality of any development. Poorly designed, unplanned and ad hoc signage has the capacity to destroy the integrity of even the best designed building.A high standard of signage is expected and will be required to comply with this policy, the City Planning Scheme No.2 Policy on Signs and the City’s Signs Local Law 2005.Signs attached to buildings shall be integral with and complimentary to the architectural form of the façade. Signs should not obscure architectural features.The following signs will not be permitted:<ul style="list-style-type: none">bunting or flags other than the national, state or corporate flags of moderate scale and maintained in good condition;hoardings (boarding used for bill posting);rotating or moving signs;sequinned or glittering signs; andintermittent flashing illuminated signs.The following signs may only be considered in exceptional circumstances or for a limited time:<ul style="list-style-type: none">roof (“sky”) signs;blimps or balloons;box-like or three dimensional signs, generally only for small signs to be internally illuminated and exuding a “soft” light;illuminated signs, unless as described for box-like signs or backlit such that lighting tubes are not visible;signage on fencing or retaining walls.In some cases temporary signage for a specific purpose and period of time may be considered. These may be free-standing or attached to the building and are required to be of a scale and	<u>PLANNING POLICY 1.1 CLAISEBROOK VILLAGE PROJECT AREA</u> 4.11 Signage <p>Signage should comply with the City Planning Scheme No. 2 Signs Policy.</p>	<p>It is proposed that all content relating to signage within the Planning Policies and Design Guidelines for the Normalised Redevelopment Areas be deleted. All objectives, principles and provisions relating to signage will be contained within the City Planning Scheme No. 2 (CPS2) Signs Policy in order to provide a single reference point for users of the CPS2 and a consistent approach to signage across the CPS2 Scheme Area. Where specific guidance is appropriate for signage in an area it will be contained within the amended CPS2 Signs Policy.</p> <p>The following amendments to the Planning Policies and Design Guidelines for the Normalised Redevelopment Areas reflect this approach.</p>

<p>design complimentary to the premises. No more than one temporary sign fronting each street of the subject property will be permitted.</p> <ul style="list-style-type: none">• Signs carrying messages unrelated to the site or occupancy of the site will generally not be allowed.• No signs are permitted for residential buildings other than in the form of a discrete plaque on the building or adjacent to the property entrance. Plaques are to be of high quality finish and presentation of not more than 400mm dimension if placed on that portion of building setback a minimum of 3 metres from the street, or 250mm dimension if placed on a fence at the property entrance, or on that portion of building less than 3 metres from the street.		
<p><u>PLANNING POLICY 1.2 NEW NORTHBRIDGE PROJECT AREA</u></p> <p>CONTENTS</p> <p>1.0 APPLICATION</p> <p>2.0 RELATIONSHIP TO PLANNING SCHEME, PLANNING POLICIES AND DESIGN GUIDELINES</p> <p>3.0 AIM</p> <p>4.0 POLICY</p> <p>4.1 Awnings</p> <p>4.2 Place Activation</p> <p>4.3 Mixed Uses</p> <p>4.4 Roof Form</p> <p>4.5 Walls</p> <p>4.6 Windows</p> <p>4.7 Balconies</p> <p>4.8 Corner Sites</p> <p>4.9 Fencing</p> <p>4.10 Activation of Streets, Rear Laneways and Under-width Roads</p> <p>4.11 Vehicle Access Gates, Carports and Garages</p> <p>4.12 Heritage Listed Properties</p> <p>4.13 Northbridge Tunnel Development Standards</p> <p>4.14 Site Services and Service Enclosures</p> <p>4.15 Power Supply and Western Power Sub-stations</p> <p>4.16 Sewer Easements</p> <p>4.17 Storage Areas</p> <p>4.18 Modifications to the Public Domain</p>	<p><u>PLANNING POLICY 1.2 NEW NORTHBRIDGE PROJECT AREA</u></p> <p>CONTENTS</p> <p>1.0 APPLICATION</p> <p>2.0 RELATIONSHIP TO PLANNING SCHEME, PLANNING POLICIES AND DESIGN GUIDELINES</p> <p>3.0 AIM</p> <p>4.0 POLICY</p> <p>4.1 Awnings</p> <p>4.2 Place Activation</p> <p>4.3 Mixed Uses</p> <p>4.4 Roof Form</p> <p>4.5 Walls</p> <p>4.6 Windows</p> <p>4.7 Balconies</p> <p>4.8 Corner Sites</p> <p>4.9 Fencing</p> <p>4.10 Activation of Streets, Rear Laneways and Under-width Roads</p> <p>4.11 Vehicle Access Gates, Carports and Garages</p> <p>4.12 Signage</p> <p>4.13 Heritage Listed Properties</p> <p>4.14 Northbridge Tunnel Development Standards</p> <p>4.15 Site Services and Service Enclosures</p> <p>4.16 Power Supply and Western Power Sub-stations</p> <p>4.17 Sewer Easements</p> <p>4.18 Storage Areas</p> <p>4.19 Modifications to the Public Domain</p> <p>4.12 Signage</p> <p>Signage should comply with the City Planning Scheme No. 2 Signs Policy.</p> <p>4.13 Heritage Listed Properties</p> <p>.....</p>	

	<p>4.14 Northbridge Tunnel Development Standards</p> <p>4.15 Site Services and Service Enclosures</p> <p>4.16 Power Supply and Western Power Sub-stations</p> <p>4.17 Sewer Easements</p> <p>4.18 Storage Areas</p> <p>4.19 Modifications to the Public Domain</p>	
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DESIGN GUIDELINES

<p><u>EAST PERTH AREA 3 –BELVIDERE</u></p> <p>6.0 DEVELOPMENT CATEGORIES</p> <p>6.1 Western Commercial Lots :Lots 151-154 Tully Road, backing onto East Parade (refer Figure 1)</p> <p>6.1.10 Signage Signs on buildings may be located in an approved combination of the following (refer Figure 4):</p> <p>A. Suspended beneath awning structures over footpaths at right angles to the building provided that there is a minimum clearance between the bottom of the sign and the pavement of 2.7m and the maximum dimensions of the sign are 2m in length, 600mm high and 0.9m² in area.</p> <p>B. Within the parapet or on the wall of a building provided that no part of the sign is closer than 1m to the sides of the parapet/wall and the sign is no more than 600mm high. The maximum area of such signs will be determined by the City taking into account the scale and design of the building.</p> <p>C. Above door and window transoms on ground floor facades, provided that no such sign is more than 400mm high. The maximum area of such signs will be determined by the City taking into account the scale and design of the building.</p> <p>D. On ground floor windows provided that the sign is limited to 15% of the glazed area of the window and non-fluorescent colours used.</p> <p>E. On spandrel or transom panels on upper floors provided that</p>	<p><u>EAST PERTH AREA 3 –BELVIDERE</u></p> <p>6.0 DEVELOPMENT CATEGORIES</p> <p>6.1 Western Commercial Lots :Lots 151-154 Tully Road, backing onto East Parade (refer Figure 1)</p> <p><i>(Section 6.1.10 Signage to be deleted)</i></p>	
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<p>any such sign is aligned with window design lines. Spandrel signs must not be closer than 1m to the side of the building and may be no more than 600mm high. The maximum area of such signs will be determined by the City taking into account the scale and design of the building.</p> <p>F. Vertical signs on upper floors provided that such signs on a single building are identical in format and do not exceed 450mm wide or 1.5m high. Vertical signs must not project above the parapet or roof line and must project no more than 1m from the face of the wall to which it is attached. Vertical signs must be spaced at least 3.6m apart on the same building and no vertical sign may be closer than 1.8m from the end of the wall to which it is attached except on street corners.</p> <p>A sign identifying the name of the building may be permitted in a location not specified above subject to it being designed as an integral part of the building's architecture. Proposals for such signs will be considered on their merits.</p> <p>Figure 4 – Permitted sign locations</p> <p>In addition to those stipulated in Policy 1.1 – Claisebrook Village Project Area, the following signs are not permitted on buildings:</p> <ul style="list-style-type: none">• Roof (of “sky”) signs projecting above or outside the line of a roof or parapet;• Fascia signs to awning structures, including balconies;• Internally illuminated signs apart from signs fronting onto east Parade or the East Parade / Kensington Street corner;• Flashing signs;• Rotating or moving signs;• General advertising signs; and• Window mounted neon signs except to windows facing East Parade or Kensington Street. <p>Generally, each commercial building tenancy will be limited to the following number of signs, although consideration will be given to proposals to provide more in exceptional circumstances:</p> <ul style="list-style-type: none">• Two ground floor signs for each street level commercial tenancy;• One sign per upper floor level individual tenancy. <p>In buildings with numerous tenants shared signage is preferred.</p> <p>BUILDING FORM</p> <p>6.1.11 Articulation</p> <p>6.1.12 Detail</p> <p>6.1.13 Roof Form</p>	<p>BUILDING FORM</p> <p>6.1.10 Articulation</p> <p>6.1.11 Detail</p> <p>6.1.12 Roof Form</p>	
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<div>6.1.14 Roof Materials</div> <div>6.1.15 Corner Lots</div> <div>6.1.16 Blank Walls</div> <div>6.1.17 Tilt Up Construction</div> <div>6.1.18 Wall Finishes</div> <div>6.1.19 Glazing</div> <div>6.1.20 Setbacks</div> <div>6.1.21 Development Height</div> <div>6.1.22 Building Envelopes</div> <div>6.2 Kensington Street / Tully Road Mixed Use Lots</div> <div>6.2.12 Signage</div> <div>Signs on buildings may be located in an approved combination of the following (refer Figure 8):</div> <div>A. Suspended beneath awning structures over footpaths or awning/verandah structures within the property at right angles to the building, provided that there is a minimum clearance between the bottom of the sign and the pavement of 2.7m and the maximum dimensions of the sign are 2m in length, 600mm high and 0.9m² in area.</div> <div>B. Above door and window transoms on ground floor facades, provided that no such sign is more than 400mm high. The maximum area of such signs will be determined by the City taking into account the scale and design of the building.</div> <div>C. On ground floor windows provided that the sign is limited to 15% of the glazed area of the window and non-fluorescent colours used.</div> <div>D. Vertical wall mounted signs not to exceed 450mm wide or 1.5m high.</div>	<div>6.1.13 Roof Materials</div> <div>6.1.14 Corner Lots</div> <div>6.1.15 Blank Walls</div> <div>6.1.16 Tilt Up Construction</div> <div>6.1.17 Wall Finishes</div> <div>6.1.18 Glazing</div> <div>6.1.19 Setbacks</div> <div>6.1.20 Development Height</div> <div>6.1.21 Building Envelopes</div> <div>6.2 Kensington Street / Tully Road Mixed Use Lots</div> <div>(6.2.12 Signage deleted.)</div>	
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<p>E. Flush wall mounted/painted signs.</p> <p>Figure 8 – Permitted sign locations.</p> <p>In addition to those stipulated in Policy 1.1 – Claisebrook Village Project Area, the following signs are not permitted on buildings:</p> <ul style="list-style-type: none">• Signs above the first floor level;• Fascia signs to pedestrian awning structures;• Internally illuminated signs;• Flashing signs;• Rotating or moving signs;• Box like or three dimension signs;• General advertising signs; and• Pylon signs.		
<p><u>EAST PERTH AREA 6 – FIELDER STREET</u></p> <p>CONTENTS</p> <p>1.0 INTRODUCTION</p> <p>2.0 APPLICATION</p> <p>3.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>4.0 GUIDELINES OBJECTIVES</p> <p>5.0 DESIRED CHARACTER</p> <p>6.0 PREFERRED LAYOUT</p> <p>7.0 BUILDING ENVELOPE</p> <p>8.0 TRANSMISSION TOWER</p> <p>9.0 SETBACKS</p> <p>10.0 ACCESS AND PARKING</p> <p>10.1 Pedestrian Access</p> <p>10.2 Vehicle Parking</p> <p>10.3 Bicycles</p> <p>11.0 LANDSCAPING</p> <p>12.0 BALCONIES, VERANDAHS AND AWNINGS</p> <p>13.0 BUILDING FORM</p> <p>13.1 Security</p> <p>13.2 Roof Form</p> <p>13.3 Articulation</p> <p>13.4 Detail</p> <p>13.5 Blank Walls</p> <p>14.0 COLOURS AND TEXTURES</p> <p>14.1 Walls</p> <p>14.2 Windows</p> <p>14.3 Roofs</p> <p>15.0 BUILDING SERVICES</p> <p>16.0 SIGNAGE</p> <p>17.0 INTEGRATION OF ART</p> <p>16.0 SIGNAGE</p>	<p><u>EAST PERTH AREA 6 – FIELDER STREET</u></p> <p>CONTENTS</p> <p>1.0 INTRODUCTION</p> <p>2.0 APPLICATION</p> <p>3.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>4.0 GUIDELINES OBJECTIVES</p> <p>5.0 DESIRED CHARACTER</p> <p>6.0 PREFERRED LAYOUT</p> <p>7.0 BUILDING ENVELOPE</p> <p>8.0 TRANSMISSION TOWER</p> <p>9.0 SETBACKS</p> <p>10.0 ACCESS AND PARKING</p> <p>10.1 Pedestrian Access</p> <p>10.2 Vehicle Parking</p> <p>10.3 Bicycles</p> <p>11.0 LANDSCAPING</p> <p>12.0 BALCONIES, VERANDAHS AND AWNINGS</p> <p>13.0 BUILDING FORM</p> <p>13.1 Security</p> <p>13.2 Roof Form</p> <p>13.3 Articulation</p> <p>13.4 Detail</p> <p>13.5 Blank Walls</p> <p>14.0 COLOURS AND TEXTURES</p> <p>14.1 Walls</p> <p>14.2 Windows</p> <p>14.3 Roofs</p> <p>15.0 BUILDING SERVICES</p> <p>16.0 INTEGRATION OF ART</p> <p><i>(16.0 Signage deleted)</i></p>	

A high standard of signage is expected and will be required to comply with the requirements of these guidelines, City Planning Scheme policies on Signs and the City of Perth Signs Local Law 2005.

Signs attached to the building should be aligned with and relate to the design lines of the facades, and should not obscure or conflict with architectural features. The proposed locations for signs should be nominated at the time of application for planning approval of the development.

17.0 INTEGRATION OF ART

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16.0 INTEGRATION OF ART

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EAST PERTH AREA 7 – SAUNDERS STREET

CONTENTS

1.0 INTRODUCTION

- 1.1 Application
- 1.2 About These Guidelines
- 1.3 Relationship to Planning Scheme and Planning Policies

2.0 PART ONE - GENERAL DESIGN GUIDELINES

- 2.1 Building Envelope
- 2.2 Pedestrian Access
- 2.3 Landscaping
- 2.4 Balconies, Canopies and Awnings
- 2.5 Privacy

3.0 BUILDING FORM

- 3.1 Aesthetic Vision Statement
- 3.2 Security
- 3.3 Roof Form
- 3.4 Articulation
- 3.5 Detail
- 3.6 Blank Walls

4.0 COLOURS AND TEXTURES

- 4.1 Walls
- 4.2 Windows
- 4.3 Roofs
- 4.4 Building Services

4.5 Signage

4.6 Integration of Art

5.0 PART TWO - SITE SPECIFIC DESIGN GUIDELINES

- 5.1 Lot 15 Saunders Street
- 5.2 Lot 1 Brown Street
- 5.3 Lots 2 to 8 Brown Street
- 5.4 Lot 9 Brown Street
- 5.5 Lot 10 Boans
- 5.6 Lot 16 Henry Street
- 5.7 Lots 18 to 22 Bakery Lane

4.0 COLOURS AND TEXTURES

4.5 Signage

EAST PERTH AREA 7 – SAUNDERS STREET

CONTENTS

1.0 INTRODUCTION

- 1.1 Application
- 1.2 About These Guidelines
- 1.3 Relationship to Planning Scheme and Planning Policies

2.0 PART ONE - GENERAL DESIGN GUIDELINES

- 2.1 Building Envelope
- 2.2 Pedestrian Access
- 2.3 Landscaping
- 2.4 Balconies, Canopies and Awnings
- 2.5 Privacy

3.0 BUILDING FORM

- 3.1 Aesthetic Vision Statement
- 3.2 Security
- 3.3 Roof Form
- 3.4 Articulation
- 3.5 Detail
- 3.6 Blank Walls

4.0 COLOURS AND TEXTURES

- 4.1 Walls
- 4.2 Windows
- 4.3 Roofs
- 4.4 Building Services

4.5 Signage

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- 5.4 Lot 9 Brown Street
- 5.5 Lot 10 Boans
- 5.6 Lot 16 Henry Street
- 5.7 Lots 18 to 22 Bakery Lane

4.0 COLOURS AND TEXTURES

(4.5 Signage deleted)

<p>A high standard is expected for any external signage. All such signs require the planning approval of the City of Perth and must comply with the City Planning Scheme No.2 policy on signage and advertising and the City of Perth Signs Local Law 2005.</p> <p>Signs attached to the building should be aligned with and relate to the design lines of the facades and should not obscure or conflict with architectural features. The proposed locations for signs should be nominated at the time of application for planning approval of the development.</p> <p>4.6 Integration of Art</p>	<p>4.5 Integration of Art</p>	
<p><u>EAST PERTH AREA 8 – BOANS WAREHOUSE</u></p> <p>5.0 REQUIRED RETENTION / REPLACEMENT / TREATMENT OF BUILT FABRIC</p> <p>5.1 External Requirements <i>(Section 5:)</i></p> <p>Signage</p> <ul style="list-style-type: none">Signage for the redevelopment shall be in keeping with the heritage character of the buildings, be low key in style and comply with City of Perth signage requirements. <p>6.0 PERMITTED AND ENCOURAGED CHANGES TO BUILT FABRIC</p> <p>6.1 External changes <i>(Section 2:)</i></p> <p>Walls</p> <ul style="list-style-type: none">..........Existing external signage may be removed, including the painted Boans signage on Saunders Street.	<p><u>EAST PERTH AREA 8 – BOANS WAREHOUSE</u></p> <p>5.0 REQUIRED RETENTION / REPLACEMENT / TREATMENT OF BUILT FABRIC</p> <p>5.1 External Requirements <i>(Section 5 deleted)</i></p> <p>6.0 PERMITTED AND ENCOURAGED CHANGES TO BUILT FABRIC</p> <p>6.1 External changes <i>(Section 2:)</i></p> <p>Walls</p> <ul style="list-style-type: none">..........	
<p><u>EAST PERTH AREA 9 – BROOK STREET</u></p> <p>CONTENTS</p> <p>1.0 APPLICATION</p> <p>2.0 CONTEXT</p> <p>2.1 Scheme Provisions</p> <p>2.3 General Site Characteristics</p> <p>3.0 BUILDING FORM</p> <p>3.1 Building Height</p> <p>3.2 Fencing</p>	<p><u>EAST PERTH AREA 9 – BROOK STREET</u></p> <p>CONTENTS</p> <p>1.0 APPLICATION</p> <p>2.0 CONTEXT</p> <p>2.1 Scheme Provisions</p> <p>2.3 General Site Characteristics</p> <p>3.0 BUILDING FORM</p> <p>3.1 Building Height</p> <p>3.2 Fencing</p>	

<div>3.3 Car Parking and Access</div> <div>3.4 Bicycles</div> <div>3.5 Open Space</div> <div>3.6 Balconies</div> <div>3.7 Security</div> <div>3.8 Blank Walls</div> <div>3.9 Building Services</div> <div>3.10 Landscaping</div> <div>3.11 Signage</div> <div>3.12 Crossovers</div> <div>3.13 Integration of Art</div> <div>3.14 Building Character</div> <div>3.15 Roofs</div> <div>3.16 Walls and Windows</div> <div>3.11 Signage<ul style="list-style-type: none">A high standard of signage is expected. All signs require the planning approval of the City of Perth.The proposed locations of signs are to be nominated at the time of application for planning approval for the building. Variations to the approved locations will require further approval. No additional signs will be approved in other than exceptional circumstances.Signs attached to buildings should be aligned with and relate to the architectural design lines of a building facade. Signs should not obscure architectural features or detract from the significance of buildings.</div> <div>3.12 Crossovers</div> <div>.....</div> <div>3.13 Integration of Art</div> <div>.....</div> <div>3.14 Building Character</div> <div>.....</div> <div>3.15 Roofs</div> <div>.....</div> <div>3.16 Walls and Windows</div> <div>.....</div>	<div>3.3 Car Parking and Access</div> <div>3.4 Bicycles</div> <div>3.5 Open Space</div> <div>3.6 Balconies</div> <div>3.7 Security</div> <div>3.8 Blank Walls</div> <div>3.9 Building Services</div> <div>3.10 Landscaping</div> <div>3.11 Crossovers</div> <div>3.12 Integration of Art</div> <div>3.13 Building Character</div> <div>3.14 Roofs</div> <div>3.15 Walls and Windows</div> <div>(3.11 Signage deleted.)</div> <div>3.11 Crossovers</div> <div>.....</div> <div>3.12 Integration of Art</div> <div>.....</div> <div>3.13 Building Character</div> <div>.....</div> <div>3.14 Roofs</div> <div>.....</div> <div>3.15 Walls and Windows</div> <div>.....</div>	
<div><u>EAST PERTH AREA 10 - BROOK STREET (P & O SITE)</u></div> <div>CONTENTS</div> <div>1.0 INTRODUCTION</div> <div>1.1 Application</div> <div>1.2 Relationship to Planning Scheme and Policies</div> <div>2.0 GUIDELINES</div> <div>2.1 Desired Character</div> <div>2.2 Building Envelope</div>	<div><u>EAST PERTH AREA 10 - BROOK STREET (P & O SITE)</u></div> <div>CONTENTS</div> <div>1.0 INTRODUCTION</div> <div>1.1 Application</div> <div>1.2 Relationship to Planning Scheme and Policies</div> <div>2.0 GUIDELINES</div> <div>2.1 Desired Character</div> <div>2.2 Building Envelope</div>	

<div>2.3 Setbacks</div> <div>2.4 Balconies, Verandahs and Awnings</div> <div>2.5 Open Space</div> <div>3.0 ACCESS AND PARKING</div> <div>3.1 Pedestrian Access</div> <div>3.2 Vehicle and Service Access and Parking</div> <div>3.3 Bicycles</div> <div>4.0 BUILDING FORM</div> <div>4.1 Security</div> <div>4.2 Roof Form</div> <div>4.3 Corners</div> <div>4.4 Articulation</div> <div>4.5 Detail</div> <div>4.6 Blank Walls</div> <div>5.0 COLOURS AND TEXTURES</div> <div>5.1 Walls</div> <div>5.2 Windows</div> <div>5.3 Roofs</div> <div>5.4 Building Services</div> <div>5.5 Landscape</div> <div>5.6 Signage</div> <div>5.7 Crossovers</div> <div>5.8 Integration of Art</div> <div>5.6 Signage</div> <div>Development on the subject site will be exposed to considerable volumes of passing traffic on East Parade in particular, and also highly visible from Claisebrook Walk and the Eastbrook area across the Claisebrook Valley. A high standard of signage is therefore expected, and all signs require the planning approval of the City of Perth, including location, design and content.</div> <div>While it is accepted that the content of signage may not be able to be defined until building occupiers are known, the proposed locations for signs should be nominated at the time of application for planning approval of the development. Variations to locations approved at that time will require further consideration and approval from the City of Perth. No additional signs will be subsequently approved other than in exceptional circumstances.</div> <div>Signs attached to the building should be aligned with and relate to the design lines of the facades, and should not obscure or conflict with architectural features.</div> <div>5.7 Crossovers</div> <div>.....</div> <div>5.8 Integration of Art</div> <div>.....</div>	<div>2.3 Setbacks</div> <div>2.4 Balconies, Verandahs and Awnings</div> <div>2.5 Open Space</div> <div>3.0 ACCESS AND PARKING</div> <div>3.1 Pedestrian Access</div> <div>3.2 Vehicle and Service Access and Parking</div> <div>3.3 Bicycles</div> <div>4.0 BUILDING FORM</div> <div>4.1 Security</div> <div>4.2 Roof Form</div> <div>4.3 Corners</div> <div>4.4 Articulation</div> <div>4.5 Detail</div> <div>4.6 Blank Walls</div> <div>5.0 COLOURS AND TEXTURES</div> <div>5.1 Walls</div> <div>5.2 Windows</div> <div>5.3 Roofs</div> <div>5.4 Building Services</div> <div>5.5 Landscape</div> <div>5.6 Crossovers</div> <div>5.7 Integration of Art</div> <div>(5.6 Signage deleted)</div> <div>5.6 Crossovers</div> <div>.....</div> <div>5.7 Integration of Art</div> <div>.....</div>	
<div>EAST PERTH AREA 11 – CHINESE CONSULATE</div>	<div>EAST PERTH AREA 11 – CHINESE CONSULATE</div>	

<p>CONTENTS</p> <p>1.0 INTRODUCTION</p> <p>1.1 About These Guidelines</p> <p>PART ONE - LOTS 161 AND 162 EAST PARADE</p> <p>2.0 GENERAL</p> <p>2.1 Application</p> <p>2.2 Relationship to Planning Scheme and Planning Policies</p> <p>2.3 About These Guidelines</p> <p>2.4 Geotechnical Site Conditions</p> <p>3.0 BUILDING DESIGN PARAMETERS</p> <p>3.1 Desired Character</p> <p>3.2 Preferred Uses</p> <p>3.3 Integration of Art</p> <p>3.4 Setbacks3.5 Building Envelopes</p> <p>3.6 Balconies, Verandahs and Awnings</p> <p>3.7 Access and Parking</p> <p>3.8 Open Space</p> <p>3.9 Building Form</p> <p>3.10 Materials, Colours and Textures</p> <p>3.11 Signage</p> <p>4.0 EXTERNAL WORKS</p> <p>4.1 Landscape</p> <p>4.2 Services</p> <p>4.3 Fences and Retaining Walls</p> <p>4.4 Crossovers</p> <p>PART TWO - LOT 163 BROWN STREET</p> <p>5.0 GENERAL</p> <p>5.1 Application</p> <p>5.2 Relationship to Planning Scheme and Planning Policies</p> <p>5.3 About These Guidelines</p> <p>5.4 Geotechnical Site Conditions</p> <p>6.0 BUILDING DESIGN PARAMETERS</p> <p>6.1 Development Potential</p> <p>6.2 Setbacks</p> <p>6.3 Building Envelope</p> <p>6.4 Access and Parking</p> <p>6.5 Open Space</p> <p>6.6 Building Design</p> <p>6.7 Privacy</p> <p>6.8 Balconies</p> <p>6.9 Roof Form</p> <p>6.10 Articulation, Detailing and Street Presence</p> <p>6.11 Materials and Colour</p> <p>6.12 Roofs and Shade Structure Covering</p> <p>6.13 Blank Walls</p> <p>7.0 EXTERNAL WORKS</p> <p>7.1 Landscape</p> <p>7.2 Services</p> <p>7.3 Fences and Retaining Walls</p> <p>7.4 Crossovers</p> <p>3.11 Signage</p>	<p>CONTENTS</p> <p>1.0 INTRODUCTION</p> <p>1.1 About These Guidelines</p> <p>PART ONE - LOTS 161 AND 162 EAST PARADE</p> <p>2.0 GENERAL</p> <p>2.1 Application</p> <p>2.2 Relationship to Planning Scheme and Planning Policies</p> <p>2.3 About These Guidelines</p> <p>2.4 Geotechnical Site Conditions</p> <p>3.0 BUILDING DESIGN PARAMETERS</p> <p>3.1 Desired Character</p> <p>3.2 Preferred Uses</p> <p>3.3 Integration of Art</p> <p>3.4 Setbacks3.5 Building Envelopes</p> <p>3.6 Balconies, Verandahs and Awnings</p> <p>3.7 Access and Parking</p> <p>3.8 Open Space</p> <p>3.9 Building Form</p> <p>3.10 Materials, Colours and Textures</p> <p>4.0 EXTERNAL WORKS</p> <p>4.1 Landscape</p> <p>4.2 Services</p> <p>4.3 Fences and Retaining Walls</p> <p>4.4 Crossovers</p> <p>PART TWO - LOT 163 BROWN STREET</p> <p>5.0 GENERAL</p> <p>5.1 Application</p> <p>5.2 Relationship to Planning Scheme and Planning Policies</p> <p>5.3 About These Guidelines</p> <p>5.4 Geotechnical Site Conditions</p> <p>6.0 BUILDING DESIGN PARAMETERS</p> <p>6.1 Development Potential</p> <p>6.2 Setbacks</p> <p>6.3 Building Envelope</p> <p>6.4 Access and Parking</p> <p>6.5 Open Space</p> <p>6.6 Building Design</p> <p>6.7 Privacy</p> <p>6.8 Balconies</p> <p>6.9 Roof Form</p> <p>6.10 Articulation, Detailing and Street Presence</p> <p>6.11 Materials and Colour</p> <p>6.12 Roofs and Shade Structure Covering</p> <p>6.13 Blank Walls</p> <p>7.0 EXTERNAL WORKS</p> <p>7.1 Landscape</p> <p>7.2 Services</p> <p>7.3 Fences and Retaining Walls</p> <p>7.4 Crossovers</p> <p>(3.11 Signage deleted)</p>	
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<ul style="list-style-type: none">• A high standard of signage is expected. All signs (location, design and content) require the planning approval of the City of Perth.• The proposed locations for signs in accordance with these guidelines are to be nominated at the time of application for planning approval for the building. Variations to the approved locations will require further approval. No additional signs will be approved in other than exceptional circumstances.• Signs attached to buildings should be aligned with and relate to the architectural design lines of a building facade. Signs should not obscure architectural features.• The following types of signs are not permitted on buildings:<ul style="list-style-type: none">○ Roof (or "sky") signs○ Internally illuminated or flashing signs○ Rotating or moving signs○ Sequinned or glittering signs○ Box-like or three dimensional signs○ Bunting or flags other than the national, state or corporate flags maintained in good condition○ Hoardings○ General advertising signs• It should be noted that the City of Perth Signs By-law applies except where it conflicts with these guidelines.• In buildings with numerous tenants shared signage is preferred.• Dependant on demand, the City of Perth will consider providing a shared pylon for commercial directional signage appropriately located within public space.		
<p><u>EAST PERTH AREA 13 – HARBOURSIDE</u></p> <p>CONTENTS</p> <p>1.0 INTRODUCTION</p> <p>1.1 Application</p> <p>2.0 ABOUT THESE GUIDELINES</p> <p>2.1 Relationship To Planning Scheme and Planning Policies</p> <p>2.2 Site Context and Desired Character</p> <p>2.3 Preferred Uses</p> <p>2.4 Integration of Art</p> <p>2.5 Building Envelope and Building Height</p> <p>2.6 Setbacks</p> <p>3.0 BUILDING DESIGN/FORM</p> <p>3.1 Balconies</p> <p>3.2 Privacy and Separation of Uses</p> <p>3.3 Blank Walls</p> <p>3.4 Detail</p>	<p><u>EAST PERTH AREA 13 – HARBOURSIDE</u></p> <p>CONTENTS</p> <p>1.0 INTRODUCTION</p> <p>1.1 Application</p> <p>2.0 ABOUT THESE GUIDELINES</p> <p>2.1 Relationship To Planning Scheme and Planning Policies</p> <p>2.2 Site Context and Desired Character</p> <p>2.3 Preferred Uses</p> <p>2.4 Integration of Art</p> <p>2.5 Building Envelope and Building Height</p> <p>2.6 Setbacks</p> <p>3.0 BUILDING DESIGN/FORM</p> <p>3.1 Balconies</p> <p>3.2 Privacy and Separation of Uses</p> <p>3.3 Blank Walls</p> <p>3.4 Detail</p>	

<div>3.5 Articulation and Corners</div> <div>3.6 Security</div> <div>3.7 Roof Forms</div> <div>4.0 MATERIALS AND COLOUR</div> <div>4.1 Walls and Windows</div> <div>4.2 Colours</div> <div>4.3 Roofs</div> <div>5.0 SIGNAGE</div> <div>6.0 OPEN SPACE</div> <div>7.0 LANDSCAPE TREATMENT</div> <div>8.0 RETAINING WALLS AND FENCES</div> <div>9.0 ACCESS AND PARKING</div> <div>9.1 Pedestrian Access</div> <div>9.2 Vehicle Access</div> <div>9.3 Parking</div> <div>9.4 Bicycles</div> <div>10.0 SERVICES</div> <div>10.1 Drainage Easement</div> <div>10.2 Sub-station</div> <div>5.0 SIGNAGE</div> <div><div><div>•</div><div>A high standard of signage is expected. All externally visible signs require the planning approval of the City of Perth, covering matters such as location, design and content.</div></div><div><div>•</div><div>Signs attached to the buildings should be aligned with and related to the architectural design lines of the facade. Signs should not obscure or dominate architectural features.</div></div><div><div>•</div><div>The proposed locations of signs should be nominated at the time of application for planning approval of the development, so that they can be assessed as part of the overall design. Any subsequent variation from these approved locations requires further approval, and no additional signs will be approved except in exceptional circumstances.</div></div></div> <div>6.0 OPEN SPACE</div> <div>.....</div> <div>7.0 LANDSCAPE TREATMENT</div> <div>.....</div> <div>8.0 RETAINING WALLS AND FENCES</div> <div>.....</div> <div>9.0 ACCESS AND PARKING</div> <div>.....</div> <div>9.1 Pedestrian Access</div> <div>.....</div> <div>9.2 Vehicle Access</div> <div>.....</div>	<div>3.5 Articulation and Corners</div> <div>3.6 Security</div> <div>3.7 Roof Forms</div> <div>4.0 MATERIALS AND COLOUR</div> <div>4.1 Walls and Windows</div> <div>4.2 Colours</div> <div>4.3 Roofs</div> <div>5.0 OPEN SPACE</div> <div>6.0 LANDSCAPE TREATMENT</div> <div>7.0 RETAINING WALLS AND FENCES</div> <div>8.0 ACCESS AND PARKING</div> <div>8.1 Pedestrian Access</div> <div>8.2 Vehicle Access</div> <div>8.3 Parking</div> <div>8.4 Bicycles</div> <div>9.0 SERVICES</div> <div>9.1 Drainage Easement</div> <div>9.2 Sub-station</div> <div>(5.0 SIGNAGE deleted)</div> <div>5.0 OPEN SPACE</div> <div>.....</div> <div>6.0 LANDSCAPE TREATMENT</div> <div>.....</div> <div>7.0 RETAINING WALLS AND FENCES</div> <div>.....</div> <div>8.0 ACCESS AND PARKING</div> <div>.....</div> <div>8.1 Pedestrian Access</div> <div>.....</div> <div>8.2 Vehicle Access</div> <div>.....</div>	
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<div>9.3 Parking</div> <div>9.4 Bicycles</div> <div>10.0 SERVICES</div> <div>10.1 Drainage Easement</div> <div>10.2 Sub-station</div>	<div>8.3 Parking</div> <div>8.4 Bicycles</div> <div>9.0 SERVICES</div> <div>9.1 Drainage Easement</div> <div>9.2 Sub-station</div>	
<div><u>EAST PERTH AREA 17 – EAST PERTH PRIMARY SCHOOL</u></div> <div>CONTENTS</div> <div>1.0 INTRODUCTION</div> <div>1.1 Guideline Objectives</div> <div>1.2 Guiding Principles</div> <div>1.3 General Site Characteristics</div> <div>2.0 GENERAL GUIDELINES APPLICABLE TO ALL LOTS</div> <div>2.1 Building Height</div> <div>2.2 Fencing</div> <div>2.3 Pedestrian access</div> <div>2.4 Car Parking</div> <div>2.5 Bicycles</div> <div>2.6 Open Space</div> <div>2.7 Balconies</div> <div>2.8 Security</div> <div>2.9 Blank Walls</div> <div>2.10 Building Services</div> <div>2.11 Landscaping</div> <div>2.12 Signage</div> <div>2.13 Crossovers</div> <div>2.14 Integration of Art</div> <div>3.0 SPECIFIC GUIDELINES APPLICABLE TO LOT 7 ROYAL STREET</div> <div>3.1 Setbacks</div> <div>3.2 Height</div> <div>3.3 Parking and Access</div> <div>3.4 Building Character</div> <div>3.5 Roofs</div> <div>3.6 Walls and Windows</div> <div>3.7 Trees</div> <div>4.0 SPECIFIC GUIDELINES APPLICABLE TO LOT 6 ROYAL STREET</div> <div>4.1 Setbacks</div> <div>4.2 Height</div> <div>4.3 Parking and Access</div> <div>4.4 Building Character</div> <div>4.5 Roofs</div>	<div><u>EAST PERTH AREA 17 – EAST PERTH PRIMARY SCHOOL</u></div> <div>CONTENTS</div> <div>1.0 INTRODUCTION</div> <div>1.1 Guideline Objectives</div> <div>1.2 Guiding Principles</div> <div>1.3 General Site Characteristics</div> <div>2.0 GENERAL GUIDELINES APPLICABLE TO ALL LOTS</div> <div>2.1 Building Height</div> <div>2.2 Fencing</div> <div>2.3 Pedestrian access</div> <div>2.4 Car Parking</div> <div>2.5 Bicycles</div> <div>2.6 Open Space</div> <div>2.7 Balconies</div> <div>2.8 Security</div> <div>2.9 Blank Walls</div> <div>2.10 Building Services</div> <div>2.11 Landscaping</div> <div>2.12 Crossovers</div> <div>2.13 Integration of Art</div> <div>3.0 SPECIFIC GUIDELINES APPLICABLE TO LOT 7 ROYAL STREET</div> <div>3.1 Setbacks</div> <div>3.2 Height</div> <div>3.3 Parking and Access</div> <div>3.4 Building Character</div> <div>3.5 Roofs</div> <div>3.6 Walls and Windows</div> <div>3.7 Trees</div> <div>4.0 SPECIFIC GUIDELINES APPLICABLE TO LOT 6 ROYAL STREET</div> <div>4.1 Setbacks</div> <div>4.2 Height</div> <div>4.3 Parking and Access</div> <div>4.4 Building Character</div> <div>4.5 Roofs</div> <div>4.6 Walls and Windows</div>	

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<p><u>EAST PERTH AREA 18 – EASTBROOK TERRACE</u></p> <p>CONTENTS</p> <p>1.0 APPLICATION</p> <p>2.0 ABOUT THESE GUIDELINES</p> <p>3.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>4.0 PART ONE - GUIDELINES APPLICABLE TO ALL LOTS</p> <p>4.1 Desired Character</p> <p>4.2 Preferred Uses</p> <p>4.3 Building Envelopes</p> <p>4.4 Balconies, Verandahs and Awnings</p> <p>4.5 Access and Parking</p> <p>4.6 Open Space</p> <p>4.7 Building Form</p> <p>4.8 Materials and Colours</p> <p>4.9 Retaining Walls and Fences</p> <p>4.10 Building Services</p> <p>4.11 Landscape</p> <p>4.12 Signage</p> <p>4.13 Crossovers</p> <p>5.0 PART TWO - GUIDELINES APPLICABLE TO SPECIFIC LOTS</p> <p>5.1 Lot 1007</p> <p>5.2 Lots 200 and 201</p> <p>5.3 Lot 203</p> <p>5.4 Lot 204</p> <p>5.5 Lot 205</p> <p>5.6 Lot 206</p> <p>5.7 Lot 207</p>	<p><u>EAST PERTH AREA 18 – EASTBROOK TERRACE</u></p> <p>CONTENTS</p> <p>1.0 APPLICATION</p> <p>2.0 ABOUT THESE GUIDELINES</p> <p>3.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>4.0 PART ONE - GUIDELINES APPLICABLE TO ALL LOTS</p> <p>4.1 Desired Character</p> <p>4.2 Preferred Uses</p> <p>4.3 Building Envelopes</p> <p>4.4 Balconies, Verandahs and Awnings</p> <p>4.5 Access and Parking</p> <p>4.6 Open Space</p> <p>4.7 Building Form</p> <p>4.8 Materials and Colours</p> <p>4.9 Retaining Walls and Fences</p> <p>4.10 Building Services</p> <p>4.11 Landscape</p> <p>4.12 Crossovers</p> <p>5.0 PART TWO - GUIDELINES APPLICABLE TO SPECIFIC LOTS</p> <p>5.1 Lot 1007</p> <p>5.2 Lots 200 and 201</p> <p>5.3 Lot 203</p> <p>5.4 Lot 204</p> <p>5.5 Lot 205</p> <p>5.6 Lot 206</p> <p>5.7 Lot 207</p> <p>5.8 Lot 209</p>	

<p>5.8 Lot 209 5.9 Lots 211 and 212 5.10 Lots 214 and 215 5.11 Lot 217</p> <p>4.12 Signage</p> <ul style="list-style-type: none"> • A high standard of signage is expected. All signs (location, design and content) require the planning approval of the City of Perth. • The proposed locations for signs in accordance with these guidelines are to be nominated at the time of application for planning approval for the building. Variations to the approved locations will require further approval. No additional signs will be approved in other than exceptional circumstances. • Signs attached to buildings should be aligned with and relate to the architectural design lines of a building facade. Signs should not obscure architectural features. • Signs on buildings may be located in an approved combination of the following (Figure 5 refers): <ul style="list-style-type: none"> ○ The fascia of a verandah or awning, provided that no part of the sign is closer than 60mm to the outside edges of the fascia. ○ Suspended beneath a verandah at right angles to the building provided that there is a minimum clearance between the bottom of the sign and the pavement of 2.7m and the maximum dimensions of the sign are 2m wide and 600mm high. ○ Within the parapet of a building provided that only one such sign employed on any building facade and no part of the sign is closer than 1 m to the sides of the parapet and the sign is no more than 600mm high. The maximum area of such signs will be determined by the City of Perth taking into account the scale and design of the building. ○ Above the door and window transoms on the ground floor facades, provided that no such sign is more than 400mm high. The maximum area of such signs will be determined by the City of Perth taking into account the scale and design of the building. ○ On ground floor windows provided that the sign is limited to 15% of the glazed area of the window and non-fluorescent colours used. ○ On spandrel or transom panels on upper floors provided that any such sign is aligned with window design lines and no more than one such sign is employed on any building facade. Spandrel signs must not be closer than 1 m to the side of the building and may be no more than 600mm high. 	<p>5.9 Lots 211 and 212 5.10 Lots 214 and 215 5.11 Lot 217</p> <p><i>(4.12 Signage deleted)</i></p>	
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<p>The maximum area of such signs will be determined by the City of Perth taking into account the scale and design of the building.</p> <ul style="list-style-type: none">○ Vertical signs on upper floors provided that all such signs on a single building are identical except for wording and do not exceed 450mm wide or 1.5m high. Vertical signs must not project above the parapet or roof line and must project no more than 1m from the face of the wall to which it is attached. Vertical signs must be spaced at least 3.6m apart on the same building and no vertical sign may be closer than 1.8m from the end of the wall to which it is attached except on street/lane corners. <p>Figure 5:- Permitted sign locations</p> <ul style="list-style-type: none">• A sign identifying the name of the building may be permitted in a location not specified above subject to it being designed as an integral part of the building's architecture. Proposals for such signs will be judged on their merits.• The following types of signs are not permitted on buildings:<ul style="list-style-type: none">○ Roof (or "sky") signs;○ Internally illuminated or flashing signs;○ Rotating or moving signs;○ Sequinned or glittering signs;○ Box-like or three-dimensional signs;○ Bunting or flags other than the national, state or corporate flags maintained in good condition;○ Hoardings;○ General advertising signs.• It should be noted that the City of Perth Signs Local Law applies except where overridden by these guidelines.• Generally, each commercial building tenancy will be limited to the following number of signs, although the City of Perth will consider proposals to provide more in exceptional circumstances:<ul style="list-style-type: none">○ Two ground floor signs for each street level commercial tenancy.○ One sign per upper floor level individual tenancy.• In buildings with numerous tenants shared signage is preferred.• Apart from a building name, no signs are permitted for residential buildings.• Dependent on demand, the City of Perth will consider providing a shared pylon for commercial directional signage appropriately located within public space. <p>4.13 Crossovers</p>		
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<p><u>EAST PERTH AREA 20 - SOUTH COVE</u></p> <p>CONTENTS</p> <p>PART ONE – GENERAL</p> <p>1.0 APPLICATION</p> <p>2.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>3.0 ABOUT THESE GUIDELINES</p> <p>4.0 DESIRED CHARACTER AND PREFERRED USES</p> <p>5.0 BUILDING ENVELOPES</p> <p>6.0 BUILDING DESIGN</p> <p>6.1 Generally</p> <p>6.2 Floor to Floor height</p> <p>6.3 Windows</p> <p>6.4 Security</p> <p>6.5 Balconies</p> <p>6.6 Roof Form</p> <p>6.7 Articulation and Detailing</p> <p>6.8 Geo-technical Site Conditions</p> <p>6.9 Integration of Art</p> <p>7.0 ACCESS AND PARKING</p> <p>7.1 Pedestrian Access</p> <p>7.2 Motor Vehicle and Service Access Parking</p> <p>7.3 Bicycles</p> <p>8.0 CROSSTOVERS</p> <p>9.0 BALCONIES, VERANDAHS AND AWNINGS</p> <p>10.0 OPEN SPACE</p> <p>11.0 MATERIALS AND COLOURS</p> <p>11.1 Walls and Windows</p> <p>11.2 Colour</p> <p>11.3 Roof and Shade Structure Covering</p> <p>12.0 BLANK WALLS</p> <p>13.0 LANDSCAPE</p> <p>14.0 SERVICES</p> <p>15.0 FENCES AND RETAINING WALLS</p> <p>16.0 SIGNAGE</p> <p>PART TWO - GUIDELINES APPLICABLE TO LOT 71</p> <p>.....</p> <p>.....</p> <p>16.0 SIGNAGE</p> <ul style="list-style-type: none"> A high standard of signage is expected. The location, design and content of all signs require the Planning Approval of the City of Perth. The proposed locations for signs are to be nominated at the time of applying for Planning Approval for the building. Variations to the approved locations will require further approval. No additional signs will be approved other than in the exceptional circumstances. 	<p><u>EAST PERTH AREA 20 - SOUTH COVE</u></p> <p>CONTENTS</p> <p>PART ONE – GENERAL</p> <p>1.0 APPLICATION</p> <p>2.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>3.0 ABOUT THESE GUIDELINES</p> <p>4.0 DESIRED CHARACTER AND PREFERRED USES</p> <p>5.0 BUILDING ENVELOPES</p> <p>6.0 BUILDING DESIGN</p> <p>6.1 Generally</p> <p>6.2 Floor to Floor height</p> <p>6.3 Windows</p> <p>6.4 Security</p> <p>6.5 Balconies</p> <p>6.6 Roof Form</p> <p>6.7 Articulation and Detailing</p> <p>6.8 Geo-technical Site Conditions</p> <p>6.9 Integration of Art</p> <p>7.0 ACCESS AND PARKING</p> <p>7.1 Pedestrian Access</p> <p>7.2 Motor Vehicle and Service Access Parking</p> <p>7.3 Bicycles</p> <p>8.0 CROSSTOVERS</p> <p>9.0 BALCONIES, VERANDAHS AND AWNINGS</p> <p>10.0 OPEN SPACE</p> <p>11.0 MATERIALS AND COLOURS</p> <p>11.1 Walls and Windows</p> <p>11.2 Colour</p> <p>11.3 Roof and Shade Structure Covering</p> <p>12.0 BLANK WALLS</p> <p>13.0 LANDSCAPE</p> <p>14.0 SERVICES</p> <p>15.0 FENCES AND RETAINING WALLS</p> <p>PART TWO - GUIDELINES APPLICABLE TO LOT 71</p> <p>.....</p> <p>.....</p> <p><i>(16.0 SIGNAGE deleted)</i></p>	
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and in keeping with the heritage character and significance of the place.		
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ITEM NO: 5

CITY OF PERTH HERITAGE AWARD - 2016

RECOMMENDATION:

(APPROVAL)

That Council resolves to:

- 1. receive the City of Perth Heritage Award and confirms the winner of the 2016 Heritage Award as detailed in Confidential Schedule 11; and***
- 2. acknowledges the unsuccessful applicant as detailed in Confidential Schedule 11.***

BACKGROUND:

FILE REFERENCE:	P1023307
REPORTING UNIT:	Arts Culture and Heritage
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	20 May 2016
MAP / SCHEDULE:	Confidential Schedule 11 – Consolidated Panel Assessment (distributed to Elected Members under separate cover)

This report presents the applications for the 2016 City of Perth Heritage Award and provides a recommendation to the Council for consideration.

The Heritage Award is part of the Heritage Incentives Program which was officially launched by the City on 10 March 2004. The Award recognises individuals and groups that have made a significant contribution to the conservation, promotion and enhancement of the city's heritage.

Held every two years, the Award consists of one major cash prize of \$10,000 presented to the winner who demonstrates the most outstanding overall entry.

The winners of previous Heritage Awards since 2004 are:

- 2006 - the adaptive reuse of the Aston Stable located at Lot 800 Mayfair Street, West Perth;
- 2008 - the adaptive reuse of the Sara & Cook Warehouse at 484 Murray Street Perth;
- 2010 - the restoration of the Episcopal Palace Hay Street Perth;
- 2012 – the St Georges Cathedral and Newspaper House as joint winners, and
- 2014 Restoration of the balconies at the former Land Titles Office on St Georges Terrace.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	City Planning Scheme No. 2.
Integrated Planning and Reporting Framework Implications	Corporate Business Plan Council Four Year Priorities: Living in Perth S9 Promote and facilitate CBD living. 9.2 Review the City's approach to Conservation of Heritage Places.

DETAILS:

On Tuesday, 29 March 2016 the City invited all heritage listed property owners, and heritage consultants to apply for the 2016 City of Perth Heritage Award.

The closing date for entries to the Award was Friday, 28 March 2016. Two submissions were received:

- St George's College located at 44 Mounts Bay Road Crawley nominated for Conservation/Restoration works to its building; and
- Royal Perth Hospital Heritage Society located at 24 Murray Street Perth nominated itself for the Community Achievement category.

A panel consisting of the City Architect, Manager of Arts Culture and Heritage and the Executive Officer from Heritage Perth, assessed the applications against criteria adopted by Council on **14 October 2003**.

The applications have been given a score based on demonstrated compliance with the criteria as specified in the entry form. A consolidated assessment of the submissions is at Confidential Schedule 11.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	93204000-7901
BUDGET ITEM:	Recreation & Culture – Heritage – Heritage Inventory
BUDGET PAGE NUMBER:	10
BUDGETED AMOUNT:	\$460,000
AMOUNT SPENT TO DATE:	
PROPOSED COST:	\$ 10,000
BALANCE:	\$450,000
ANNUAL MAINTENANCE:	Na
ESTIMATED WHOLE OF LIFE COST:	Na

All figures quoted in this report are exclusive of GST.

COMMENTS:

Confidential Schedule 11 provides a consolidated assessment of the applications against the categories and judging criteria.

The number of applications for the 2016 City of Perth Heritage Award is lower than in 2014, where 8 applications were received.

The lower participation rate is reflective of the amount of development and restoration work on heritage places within the city since 2014.

A review of the Heritage and History Awards will be undertaken and a report presented back to Council in the 2016/2017 financial year.

Recommendation:

The Council view the attached confidential schedule and confirm a winner.

Presentation Ceremony:

The Award should be officially presented at a Council meeting once a cheque and certificates have been arranged for presentation.

CONFIDENTIAL SCHEDULE 11
ITEM 5 – CITY OF PERTH HERITAGE AWARD - 2016

FOR THE PLANNING COMMITTEE MEETING

21 JUNE 2016

DISTRIBUTED TO ELECTED MEMBERS UNDER
SEPARATE COVER

ITEM NO: 6

INITIATION OF THE PERTH DIRECTIONS PROJECT

RECOMMENDATION:

(APPROVAL)

That Council endorse the initiation of the Perth Directions Project which will deliver a City Planning Strategy, Strategic Community Plan and Perth City Snapshot 2016.

BACKGROUND:

FILE REFERENCE:	P1030633#02
REPORTING UNIT:	Strategic Planning
RESPONSIBLE DIRECTORATE:	Planning and Development and Corporate Services
DATE:	13 June 2016
MAP / SCHEDULE:	N/A

The Perth Directions Project will deliver three key outputs:

1. City Planning Strategy (including City Spatial Plan and Precinct Plans);
2. Strategic Community Plan; and
3. Perth City Snapshot 2016.

The Project outputs will address the City of Perth geographical boundaries and land areas therein, as at 1 July 2016.

Project Drivers

The new *City of Perth Act 2016* (the Act) redefines and elevates the role of the City in a governance structure that is appropriate for a capital city. The expectation and opportunity of the Act is that the City of Perth demonstrates leadership in the long-term strategic planning of the city.

The Perth Directions is a defining project for the new City of Perth. It will provoke thoughtful engagement and positive debate with the community and stakeholders on issues and opportunities influencing the sustainability of the city as it matures and is endorsed locally, nationally and internationally. As outlined above, the Perth Directions Project will deliver three outputs. The project drivers for these are as follows:

1) City Planning Strategy

Local Governments need a planning strategy by legislation to set out the long term vision of the planning and development, apply State planning policy and provide the rationale for the zoning and classification of land in a planning scheme.

The opportunity presented by the City Planning Strategy is more than this. There are many private and public stakeholders influencing the development of the city, however, it is only the City of Perth that geographically represents the city in its entirety. It is intended that the City Planning Strategy will span both the private and public realms as well as the various planning areas. The City Planning Strategy will inform the review of the City's planning scheme and, like the Strategic Community Plan, will also guide the City's business planning and investment decisions. It has the potential to help inform external investment decisions, as the outcome being sought is for a clearly communicated whole-of-city vision that aligns both the City and State expectations.

It is essential that the City's long term vision is communicated to external stakeholders. Critical to successful communication of the City Planning Strategy is the visual presentation of the City's priorities in a spatial plan at city-wide and precinct level.

2) Strategic Community Plan

The Strategic Community Plan draws its legislative requirement from the *Local Government (Administration) Regulations 1996*. The City is required to have in place a Strategic Community Plan to plan for the future of the district. The City's first 'Vision 2029+: Strategic Community Plan' was adopted in 2013.

The Capital City Act with the City's heightened role and responsibility, coupled with an enlarged local government area, highlights the opportunity for a more holistic view of the city and the role of the organisation within it and to its broader community.

The Strategic Community Plan will guide the City's business planning and investment decisions and ensure that these are undertaken in an informed and strategic manner.

3) Perth City Snapshot 2016

The 'Perth City Snapshot 2016' will deliver:

- sound secondary research methodology to verify data;
- a universal understanding of the city within the organisation and externally to inform decisions and strategy development; and
- the basis for the establishment of an ongoing research program.

The Perth City Snapshot collates and verifies data to create an evidenced-based picture of the 'state' or 'health' of the city. The Snapshot will draw on research, data and commentary about Perth city that has been produced over recent years in specific topic areas, for specific projects. The Snapshot will provide coverage of the following city theme areas:

- Natural environment;
- Built environment;
- Economic environment;
- Transport;
- Social environment;
- Culture; and
- Governance and leadership.

The Perth City Snapshot process will help in the development of a set of measures which can be revisited at regular intervals to monitor the sustainability of the city over time.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation

Local Government Act 1995
Planning and Development Act 2005
Planning and Development (Local Schemes) Regulations 2015

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Major Strategic Investments

S1 Improve customer focus of the organisation

S1.1 Strategic Review of the City's Planning approach
(Local Planning Strategy)

Council Four Year Priorities: Capable and Responsive
Organisation

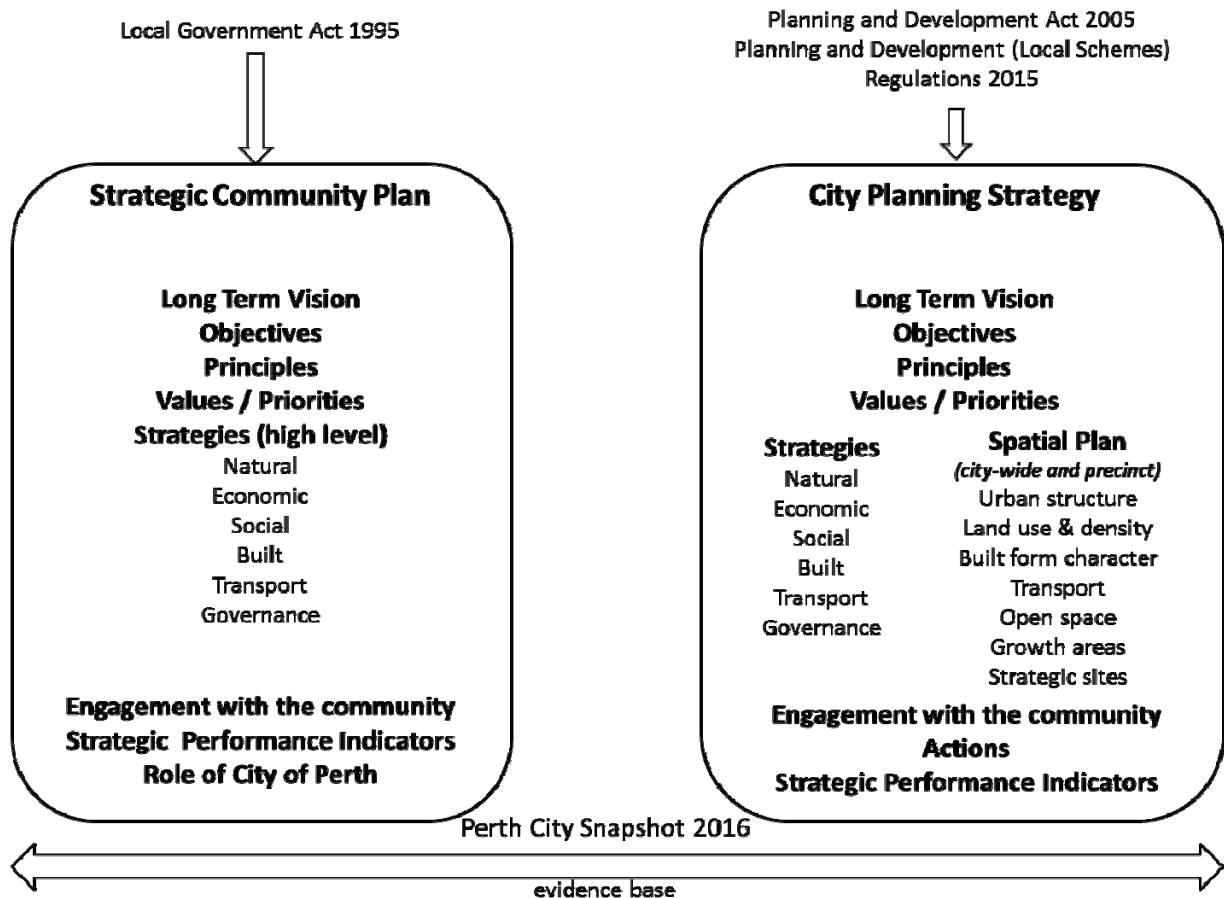
S19 Ensure that major developments effectively
integrate into the city with minimal disruption and
risk.

S19.4 Conduct a review of the Strategic Community Plan

DETAILS:

Figure 1 illustrates the similarities in scope between the Strategic Community Plan and the City Planning Strategy. Each needs to establish background information (the Perth City Snapshot) to ensure a valid basis for establishing the vision, objectives, priorities and strategies as well as involve the community in their preparation.

Figure 1 Scope of Strategic Community Plan and City Planning Strategy



Strategic Community Plan

The *Local Government Act 1995* requires local governments to plan for the future of their districts. The *Local Government (Administration) Regulations 1996* requires local governments to make a Strategic Community Plan for the district which:

- Covers a period of at least 10 years;
- Sets out the vision, aspirations and objectives of the community;
- Has regard to the capacity of its current/ future resources, strategic performance indicators and demographic trends;
- Is prepared in consultation with electors and ratepayers of its district; and
- Is reviewed every 4 years.

The Department of Local Government and Communities Integrated Planning and Reporting Guidelines provide further guidance.

The Strategic Community Plan is required to address social, economic, environmental and civic leadership issues and set out the vision, priorities, objectives, strategies and assessment of the local government area.

The City's current Strategic Community Plan was adopted by Council in 2013 and therefore is required to undergo a major review in 2017.

City Planning Strategy

Planning legislation requires the City to prepare a 'local planning strategy'. Given the *City of Perth Act 2016* and the wider role and context that Perth plays in the metropolitan area and state, this is considered more appropriately titled City Planning Strategy. The planning legislation requires, as a minimum, the City Planning Strategy to:

- set out the long term planning directions of the local government;
- apply State and regional planning policies; and
- provide the rationale for the zones and other provisions of the planning scheme.

There is no prescribed format for a planning strategy however the Department of Planning provides guidance in its Local Planning Manual (2010) as follows:

Part 1 – Strategy

- Vision and planning principles – this should outline a vision for the planning and development of the local government area, and may also include a statement of principles on which to base future planning decisions.
- Objectives – this should detail the objectives that will guide the preparation of the strategic plan and provide the basis for detailed policies and planning provisions to be included in the local planning scheme.
- Strategic Plan – this is the focus of the strategy and should generally include a diagrammatic representation (spatial plan) of strategic land uses, development, infrastructure and natural resources.
- Strategies and actions – this should set out the strategies and actions by which the objectives are to be pursued and the strategic plan is to be implemented. The actions should suggest local planning scheme provisions such as zoning, reservation and development control, as well as proactive measures such as infrastructure development, promotion, direct investment or other development initiatives.

Part 2 – Background Information and Analysis

This should include the relevant background to the strategy, including analysis of information and the rationale for the strategy.

The Planning Regulations prescribe the process for the preparation for local planning strategies including the need for local governments to refer the strategy to the Western Australian Planning Commission for certification prior to public advertising and for final endorsement following advertising.

The City does not currently have a City Planning Strategy. Preparation of City Planning Scheme No. 2 (CPS2) was guided by the draft Central Area Policy Review (1993) and draft Capital City Perth: A 10 Year Strategy for the Perth City Area (November 2004) which were both jointly prepared by the City of Perth and the

Department of Planning equivalent at the time. The City has, however, undertaken two major pieces of strategic planning work in the form of its Urban Design Framework (2010) and Growth Needs for the Future - Plot Ratio and Built Form Study (2008 – 2011) which resulted in major amendments to CPS No. 2 mentioned above.

The Council's adopted Corporate Business Plan 2015-2019 identifies this project to be delivered from 2015/16 to 2017/18.

Combined Approach

Given the above, and that both processes require engagement with the community, it is proposed that the preparation of the two strategies will be treated as one project. This will provide the following benefits:

- clarity (internally and externally) as to the role of, and inter-relationship between City strategies;
- community engagement undertaken for both projects once to ensure effective engagement;
- shared vision and objectives; and
- task bundling to offer project cost savings, cross collaboration and smarter use of resources and delivery effectiveness.

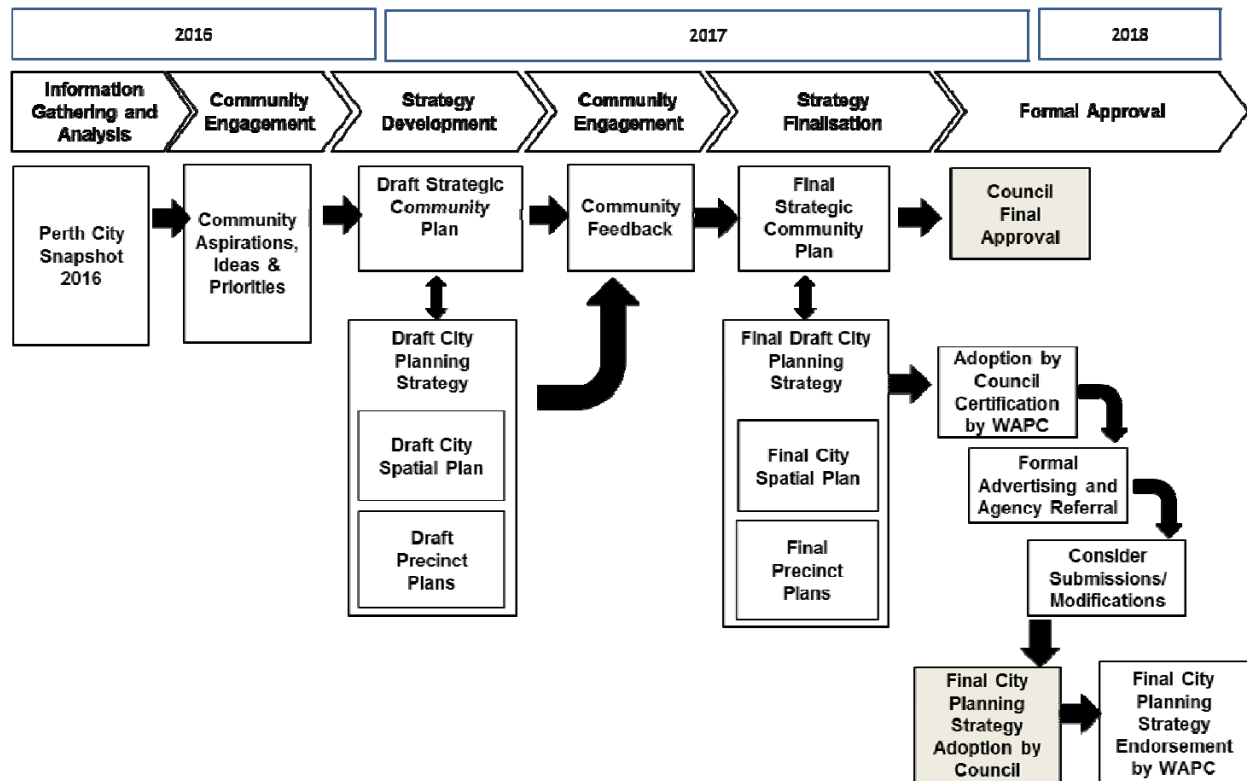
Timeframes

It is estimated that the Perth Directions Project will take approximately 2 years to fully complete.

The Strategic Community Plan will be finalised earlier, by June 2017 as per legislative requirements. The City Planning Strategy will require a longer phase of strategy development as it is required to profile the city at both a city-wide and precinct level. The Perth City Snapshot component of the project will inform the review of City Planning Scheme No.2 to be commenced by October 2017; a requirement of the new Planning Regulations.

It is also a requirement that the Department of Planning and Western Australian Planning Commission (WAPC) is involved in the City Planning Strategy development process, with the WAPC being required to approve the draft strategy prior to formal community engagement and when it is finalised. Long delays have been experienced by other local governments waiting for WAPC approval and this cannot be fully accounted for in the timeline (refer to Figure 2 below).

Figure 2 Project timeline



Engagement

External engagement on the project will reflect best practice guidance provided by the International Association for Public Participation (IAP2). The IAP2 recommends that organisations strive to increasingly involve the community in project planning and delivery, reflecting the City's own aspirations for meaningful and contemporary engagement and communications as set out in the City's Strategic Community Plan and as reflected in the *City of Perth Act 2016*.

The following principles apply to the Perth Directions Project engagement task:

- **Suitable:** use engagement methods appropriate to the particular topic of engagement.
- **Accessible:** ensure that there are a variety of interactive communication methods and opportunities to participate, while removing barriers to participation by using a combination of media, providing translation services and outreach to under-represented groups.
- **Transparent:** report back on the results of engagement and demonstrate how it has informed strategy development and decision-making.
- **Representative:** seek to take into account a proportional representation of views and opinions based on an inclusive view of 'the public' – residents, ratepayers, visitors and workers of all ages, abilities and cultural and linguistic backgrounds.

There are a number of drivers influencing the need for, and informing the approach to engagement on the Perth Directions Project:

- *The City of Perth Act 2016*: The Act confers special status to Perth as the State's capital and states an object of the City of Perth is to 'represent the community and encourage community participation in decision making'.
- *Integrated Planning and Reporting Framework*: The Framework and accompanying Guidelines (draft, October 2015) provide for three parties to share responsibilities in the development and implementation of plans: the community, the Council and the CEO and staff of local government. It sets the imperative that the community 'provides genuine and representative input to articulate the aspirations of the community and establish a vision for the district'. Community engagement must involve at least 500 or 10% of community members (whichever is fewer) and is conducted by at least 2 documented mechanisms.
- *Planning and Development (Local Planning Schemes) Regulations 2015* and guidelines provided in the WAPC's *Local Planning Manual (2010)*: The Regulations require a local government to advertise a draft local planning strategy by way of public notices, website availability and for 'inspection by the public' at Council offices for a period of 21 days, during which time the public can provide a written submission. The Department of Planning also circulates a draft local planning strategy to other government departments for comment. The Guidelines recommend additional engagement with government departments and the community during discussion paper and draft strategy preparation.
- *City of Perth Vision 2029+ Strategic Community Plan*: The current Plan indicates that meaningful and contemporary community engagement and communications are a means to being a capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city.
- *City of Perth Strategic Decision Making Framework*: This policy sets criteria for Council's decision making, and includes the requirement to determine 'what does the community think? Have we collected community feedback and input to inform the decision?'
- *City of Perth Policy No. 1.2 Community Consultation*: Council's community consultation policy indicates that the City of Perth will ensure that community consultation is an integral part of its planning and decision making processes, in order to meet the diverse and changing needs of the public, including residents, ratepayers and the wider community; provides adequate time for the public to participate, doesn't predetermine outcomes and encourages partnerships with stakeholders.

Two engagement phases are planned; at the finalisation of the Perth City Snapshot 2016 report and following the preparation of the draft Strategic Community Plan/ City Planning Strategy as detailed in *Figure 2*. Formal advertising of the City Planning Strategy by the WAPC is also required following the first two phases of engagement.

A detailed Communication and Engagement Plan will be prepared to ensure that the full diversity of the city's stakeholders, as referenced by the *City of Perth Act 2016*, has the opportunity to participate in the project and to ensure where possible, that participation mirrors the demographic profile of the city's residents, visitors and workers. Engagement planning will include a briefing to Elected Members.

Various engagement methods and tools are likely to be applied to the task. These could include the optimised use of the EngagePerth website and various workshops and focus groups to examine the various questions that will be generated by the Perth City Snapshot report and the two draft strategy documents.

Central Perth Planning Committee

The Central Perth Planning Committee (CPPC) is to oversee and guide the strategic planning of the city, under delegation by the Western Australian Planning Commission. CPPC membership includes City of Perth Elected Member representatives (Lord Mayor and Chair of Planning Committee) and the Directors' General of key State Government agencies.

It is proposed that the CPPC will be an external advisory committee to the project. At key points along the project time line, the CPPC's advice will be sought. It is envisaged that the CPPC's involvement will assist in aligning the Perth Directions Project with State Government initiatives and vice versa.

The CPPC will be briefed and its input sought with respect to the following:

- High level scope of project and draft Perth City Snapshot report including issues and opportunities;
- Visioning;
- City Planning Strategy development; and
- Draft City Planning Strategy.

The CPPC briefings will occur after Council briefings.

City of Perth Committee

Consideration has been given to the City of Perth Committee, which has been assigned the following role:

"To identify and promote opportunities and strategies for strengthening the economic, cultural, social, physical and environmental development and growth of the Perth CBD and other residential and non-residential areas of the City of Perth."

It is anticipated that the outputs of the Perth Directions Project will assist the Committee by providing information and analysis on key city issues as well as strategic direction around these.

Resourcing

City managers were widely canvassed to gain an understanding of the capability and capacity available within the organisation to deliver the Perth Directions Project. Consultants will be engaged only where internal capacity is not available or where specialist skills are required to add value to the project outcomes.

FINANCIAL IMPLICATIONS:

This report has no direct financial implications. A budget of \$445,000 has been proposed in the 2016/17 budget and will be drawn upon, when necessary, for specialist skills and advice in economic, social, commercial and housing market research and analysis, community engagement, visitor forecasts, and scenario development.

COMMENTS:

The Perth Directions is a defining project for the new City of Perth. It is an opportunity for the City to demonstrate its leadership, long term strategic planning foresight and governance over its capital city jurisdiction; a geographic area of importance to the Perth metropolitan region and state of Western Australia over which no other single agency or organisation has provenance. It will provoke thoughtful engagement and positive debate with the community and stakeholders on issues and opportunities influencing the sustainability of the city as it matures and is endorsed locally, nationally and internationally as an important gateway to Australia on the Indian Ocean rim.

ITEM NO: 7

PROPOSED AMENDMENT TO COUNCIL POLICY 14.4 – EXTENDED TRADING PERMITS

RECOMMENDATION:

(APPROVAL)

That Council amend Council Policy 14.4 Extended Trading Permits as outlined in Schedule 12.

BACKGROUND:

FILE REFERENCE:	P1020501-2
REPORTING UNIT:	Strategic Planning
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	13 June 2016
MAP / SCHEDULE:	Schedule 12 - Proposed Policy No. 14.4 Extended Trading Permits

At its meeting held on **9 October 2001**, Council adopted Policy SU64 (now 14.4) - Extended Trading Permits (ETP) to provide guidance when responding to the Department of Racing, Gaming and Liquor on applications for ETPs.

The Council has adopted several amendments since then to:

- resolve issues with the interpretation and implementation of the original policy;
- allow for longer extended trading hours for special events;
- delegate decision making to the Administration for venues that have operated without incident or complaint; and
- update the policy to align with changes to the *Liquor Control Act 1988*.

On the **26 April 2016**, Council endorsed the commencement of four projects aimed at improving the way the City of Perth (the City) manages the interaction of entertainment and residential/special residential land uses in Northbridge in relation to noise. The projects included:

- the preparation of a minor Amendment to Council Policy 14.4 Extended Trading Permits;
- a review of conditions placed on planning approvals in relation to noise management;

- the preparation of a new City Planning Scheme No.2 planning policy to consolidate and enhance the City's development standards relating to noise management; and
- the investigation of setting more appropriate noise levels in Northbridge using the "Approved Venue" provisions under Regulation 19B of the *Environmental Protection (Noise) Regulations 1997*.

Council also endorsed the City requesting the Minister for Tourism and the Minister for the Environment to amend the *Environmental Protection (Noise) Regulations 1997* to introduce designated Entertainment Precincts to enable the setting of more appropriate noise levels to protect and enhance the State's premier entertainment precincts, including Northbridge.

At the same meeting, Council resolved to invite representatives from peak bodies for the hospitality and entertainment industry, the Business Improvement Group of Northbridge (BigN), Australian Hotels Association, Perth City Liquor Accord and State Government on to a reference group to assist the City in identifying the specific implications and practicalities of implementing a precinct approach to noise management in Northbridge.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	Section 60 of the <i>Liquor Control Act 1988</i>
Integrated Planning and Reporting Framework Implications	Corporate Business Plan Council Four Year Priorities: Major Strategic Investment S1 Ensure that major development effectively integrates into the City with minimal disruption and risk. 1.1 Strategic Review of the City's Planning Approach

Policy

Policy No and Name: Council Policy 14.4 – Extended Trading Permits

DETAILS:

Entertainment venue operators can apply for "Extended Trading Permits" with the Department of Racing Gaming and Liquor (DRGL). When granted, these permits allow venues to operate beyond their usual hours. The DRGL refers these applications to the City for comment.

The City's ETPs Policy provides guidance for City Officers when responding to the DRGL for applications for ETPs for Taverns, Hotels, Small Bars, Nightclubs and Special Facility Licenses.

The Policy states that ETPs will be supported within specific time periods when similar events have previously been approved and conducted within the past 12 months without incident. The extended hours must also be to host a special or

unique event and have appropriate management strategies regarding noise and patron behaviour in place. To grant extended hours the venue must not have been subject to any recent noise or other complaints and the extended hours must not unreasonably impact upon nearby residents.

This report proposes changes to the ETP Policy to allow greater discretion, as endorsed by Council at its meeting on **26 April 2016**. The current wording relating to Northbridge takes a one size fits all approach to ETPs. The wording of the policy is not considered appropriate as it places into policy an operational outcome; that is that all ETPs will not cause an unreasonable or adverse impact.

It is considered more suitable for applications to be assessed on a case by case basis, with the policy more appropriately stating applications will be generally supported unless there is an unreasonable impact.

FINANCIAL IMPLICATIONS:

There are no financial implications related to this report.

COMMENTS:

The growth of residential and special residential development in Northbridge over the last two decades is increasing the potential for land use conflict with entertainment venues which have been predominant in the area for many decades.

The ETP Policy was adopted by Council in 2001 when there was minimal residential and special residential development in Northbridge. As such, it was considered appropriate to support entertainment uses by stating that within the “core entertainment precinct” there would not be any unreasonable or adverse impact to residential amenity. Since this time there has been significant growth in the residential population (see table below).

	2001	2006	2011	2016	% Growth 2001-2016
Population of Northbridge	424	676	1009	1220	187%

It is proposed to amend this statement so that applications can be assessed on an individual basis.

Whilst the City continues to promote and support Northbridge as an entertainment led precinct (in alignment with the *City of Perth Act 2016*), in some cases supporting an ETP may not be appropriate. For example, if the venue has recently received noise complaints or it directly abuts an existing residential development. The proposed change is aimed at ensuring a reasonable level of amenity is provided to any existing residential or special residential developments by assessing applications for ETPs on a case by case basis, in line with the approach taken for the remainder of the city. The City needs to be able to support or not support applications for ETPs

when responding to the DRGL but this discretion does not currently exist for Northbridge under the policy.

It is considered appropriate to continue the practice of comments being provided at an Officer level as guidance is provided through the policy and because referrals are often made only a few days prior to a proposed event which the ETP is required for. This timeframe would not allow for endorsement by Council.

While the ETP Policy has successfully provided guidance for the City when considering applications for ETPs, the growth of residential and special residential uses in Northbridge, particularly over the last two decades, has created the need to update the Council Policy as detailed in Schedule 12.

CP14.4 Extended Trading Permits

POLICY OBJECTIVE

To establish guidelines for the times that the Council considers appropriate to support the granting of Extended Trading Permits to Liquor Licensed premises.

POLICY STATEMENT

1. Taverns, Hotels and Small Bars

- 1.1 Applications for extended trading permits for taverns, hotels and small bars to extend the trading hours until 2.00am on Monday to Saturday and to 12 midnight on Sundays will be supported, other than where premises are in close proximity to and may unreasonably impact upon nearby residents.
- 1.2 Applications for a temporary extended trading permit beyond the hours specified in part 1.1 above will be supported only under the following circumstances:-
 - 1.2.1 the proposed extended trading hours do not exceed the hours permitted under part 1.1 above by more than 90 minutes, or the trading hours can be extended up to 6.00am if a similar event has previously been approved and conducted at the premises within the past 12 months;
 - 1.2.2 the extended hours are required to host a special event or to provide occasional access to a facility that is unique to a particular premises;
 - 1.2.3 the licensee of the premises has management strategies in place to contain noise and to control patron behaviour associated with the extended trading hours, particularly as patrons disperse from the premises at the conclusion of the event;
 - 1.2.4 the premises has not been the subject of any recent noise complaints, or other complaints concerning the operation of the licensed venue; and
 - 1.2.5 the extended hours will not unreasonably impact upon nearby residents;

CP 14.4 Extended Trading Permits

2. Nightclubs

Applications for extended trading permits for nightclubs on Mondays to Saturdays will not be supported. Applications for extended trading permits for nightclubs to extend the trading hours up to 2.00am on Mondays will be supported, other than where premises are in close proximity to and may unreasonably impact upon nearby residents.

3. Special Facility Licenses

Applications for extended trading permits for special facility licenses to extend their trading hours will be considered on their merits and supported only where the premises are not in close proximity to and may unreasonably impact upon nearby residents.

4. Northbridge

In regard to Northbridge, applications to extend trading hours in accordance with the times listed in Clauses 1, 2 and 3 above for premises located within the core entertainment precinct bounded by Roe, William, Aberdeen, Milligan and Parker Streets ~~will not be considered to have any unreasonable or adverse impact upon the amenity of residents in the locality~~ will be assessed on an individual basis and generally be supported unless likely to unreasonably impact upon nearby residents.

Document Control Box						
Document Responsibilities:						
Custodian:	Manager Environment and Public Health			Custodian Unit:	Environment and Public Health	
Decision Maker:	Council					
Compliance Requirements:						
Legislation:	Section 60 of the Liquor Control Act 60					
Industry:	n/a					
Organisational:	Strategic Community Plan, Corporate Business Plan					
Document Management:						
Risk Rating:			Review Frequency:		Next Due:	
					TRIM Ref:	[AP####]
Version #	Decision Reference:		Synopsis:			
1.	OCM 9/10/2001		Policy previously SU64			
2.	OCM 14/09/04 (641/04)					
3.	OCM 14/03/06 (160/06)					
4.	OCM 20/02/07 (99/07)					
5.	OCM 28/06/11 (307/11)					
6.	OCM 28/06/16		Amended			