



CITY of PERTH

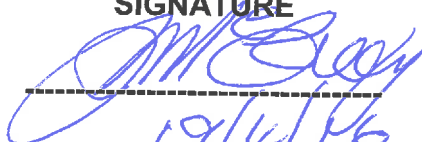
## MINUTES

# PLANNING COMMITTEE

29 MARCH 2016

THESE MINUTES ARE HEREBY CERTIFIED AS  
CONFIRMED

PRESIDING MEMBER'S  
SIGNATURE

  
DATE: 19/4/16

# PLANNING COMMITTEE

## INDEX

<b>Item</b>	<b>Description</b>	<b>Page</b>
PL34/16	DECLARATION OF OPENING	1
PL35/16	APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE	1
PL36/16	QUESTION TIME FOR THE PUBLIC	1
PL37/16	CONFIRMATION OF MINUTES	2
PL38/16	CORRESPONDENCE	2
PL39/16	DISCLOSURE OF MEMBERS' INTERESTS	2
PL40/16	MATTERS FOR WHICH THE MEETING MAY BE CLOSED	2
PL41/16	RESULTS OF LANDOWNER CONSULTATION ON HERITAGE ASSESSMENTS AND PRINCIPLES OF NEW HERITAGE ASSESSMENT PLANNING POLICY	3
PL42/16	MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN	14
PL43/16	GENERAL BUSINESS	15
PL44/16	ITEMS FOR CONSIDERATION AT A FUTURE MEETING	15
PL45/16	CLOSE OF MEETING	15

Minutes of the meeting of the City of Perth **Planning Committee** held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 29 March 2016**.

## **MEMBERS IN ATTENDANCE**

Cr McEvoy - Presiding Member  
Cr Adamos

## **OFFICERS**

Mr Mileham - Chief Executive Officer  
Mr Farley - Acting Director Planning and Development  
Mr Dunne - Acting Director Economic Development and Activation  
Mr Ridgwell - Manager Governance (departed the meeting at 5.51pm)  
Ms McMullan - Manager Arts, Culture and Heritage  
Ms Smith - Manager Development Approvals  
Ms Ferguson - Acting Manager Strategic Planning  
Mr Smith - City Architect  
Ms Morrison - Heritage Officer  
Ms Lees - Planning Officer  
Ms Best - Governance and Risk Officer

## **GUESTS AND DEPUTATIONS**

8 members of the public

### **PL34/16 DECLARATION OF OPENING**

**5.30pm** The Presiding Member declared the meeting open.

### **PL35/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE**

Cr Yong (LOA)

### **PL36/16 QUESTION TIME FOR THE PUBLIC**

Nil

**PL37/16      CONFIRMATION OF MINUTES**

*Moved by Cr McEvoy, seconded by Cr Adamos*

*That the minutes of the meeting of the Planning Committee held on 8 March 2016 be confirmed as a true and correct record.*

*The motion was put and carried*

The votes were recorded as follows:

For:        Crs McEvoy and Adamos

Against: Nil

**PL38/16      CORRESPONDENCE**

Nil

**PL39/16      DISCLOSURE OF MEMBERS' INTERESTS**

Nil

**PL40/16      MATTERS FOR WHICH THE MEETING MAY BE  
CLOSED**

The Presiding Member advised that in accordance with Section 5.23(2) of the *Local Government Act 1995*, the meeting will be required to be closed to the public prior to discussion of the following:

<b>Confidential Item / Schedule No.</b>	<b>Item No. and Title</b>	<b>Reason</b>
Confidential Schedule 1	Item PL41/16 – Results of Landowner Consultation on Heritage Assessments and Principles of New Heritage Assessment Planning Policy	Section 5.23(2)(e)(ii)

## PL41/16 RESULTS OF LANDOWNER CONSULTATION ON HERITAGE ASSESSMENTS AND PRINCIPLES OF NEW HERITAGE ASSESSMENT PLANNING POLICY

### BACKGROUND:

FILE REFERENCE: P1030920  
REPORTING UNIT: Arts, Culture and Heritage  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 9 March 2016  
MAP / SCHEDULE: Confidential Schedule 1 – List of heritage places and summary of preliminary consultation with affected landowners (Distributed to Elected Members under a separate cover)

This report is an amended version of a report previously presented to Council on **17 March 2015**. Amendments include a new 'Recommendation' and a 'Further Information' section provided at the end of this report that outlines the progress of preparing the draft planning policy and results of the owner consultation.

An Elected Member briefing session held on 28 October 2014 highlighted a need for a new planning policy to formalise the City's heritage assessment and registration process, particularly in relation to nominations and the demolition of potential heritage places. It was indicated that changes to the City Planning Scheme No.2 (CPS2) may also be required to support a more transparent, rigorous and efficient heritage assessment process.

At its meeting held on 10 March 2015, the Planning Committee considered the original report and recommended the following to Council:

*"That Council;*

- 1. notes that the draft Heritage and Registrations Planning Policy will be presented to Council after the Western Australian Planning Commission finalises the draft Planning and Development (Local Planning Schemes) Regulations 2014;*
- 2. approves further assessment, and consultation with affected landowners, of those properties detailed in the attached Confidential Schedule 11 for the purposes of possible inclusions in the City Planning Scheme No.2 Register of Places of Cultural Heritage Significance."*

At its meeting held on **17 March 2015**, Council considered the original report and resolved to refer consideration of the report back to the Planning Committee for the following reason:

*"Council were concerned that consultation with the people affected or potentially affected had not taken place and therefore agreed that the item should be referred back to the Planning Committee for further consultation."*

This was a procedural motion in line with Clause 21.1 of the Standing Orders.

As a result, the City engaged with affected landowners and the process and results are detailed later in this report.

The original report set out the principles to be considered in the drafting of a new planning policy for heritage assessments. It also noted that the new policy would be finalised following the gazettal of the *Planning and Development (Local Planning Schemes) Regulations 2015* ('Regulations'), to ensure that the new planning policy is consistent with the Regulations' requirements. The report also proposed that the City separately investigate a number of places to determine if they are of cultural heritage significance.

## LEGISLATION / STRATEGIC PLAN / POLICY:

### Legislation

*Planning & Development Act 2005 (WA)*  
*Planning & Development (Local Planning Schemes) Regulations 2015*  
*State Planning Policy 3.5 Historic Heritage Conservation*  
*Heritage of Western Australia Act 1990*  
City Planning Scheme No. 2

### Integrated Planning and Reporting Framework Implications

#### Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth  
S15 Reflect and celebrate the diversity of Perth.  
15.3 Review and further develop the City's approach to the conservation, management and celebration of its cultural heritage.

#### Strategic Community Plan

Council Four Year Priorities: Community Outcome  
Healthy and Active in Perth  
A city with a well-integrated built and green environment in which people and close families chose a lifestyle that enhances their physical and mental health and take part in arts, cultural and local community events.

## DETAILS:

### Need for New Planning Policy

In addition to the CPS2 Heritage List, the City also maintains a database of approximately 500 places that have been previously identified in existing surveys and studies as having potential heritage significance.

The surveys and studies which informed the database included the Anglican Church Inventory, the Catholic Church Inventory, Classified by the National Trust, HWCA Assessments (Below Threshold for State Registration), Register of the National Estate and the Mount and Goderich Street Precinct Built Form Urban Design Studies.

These places have not been assessed for inclusion in the CPS2 Heritage List and do not have any statutory protection.

Whilst the CPS2 allows for planning policies to be made to support the CPS2 provisions there is currently no planning policy to guide provisions relating to heritage assessments and registrations.

### **Objectives of New Planning Policy**

The new heritage assessments planning policy will contain information and guidance applicable to the assessment and registration of heritage places and areas within the City, with specific reference to relevant CPS2 heritage provisions. Specifically, it will standardise the process to ensure that decisions are informed, rigorous, consistent and transparent.

The proposed objectives of the new planning policy will be to:

- recognise and protect places and areas of cultural heritage significance within the City of Perth.
- support planning provisions which enable the Council to include heritage places in a Heritage List and designate Heritage Areas.
- support planning provisions which enable the Council to have regard to the cultural heritage significance of any land or building affected by a proposed development, including those involving demolition.
- provide clear guidelines for adding, deleting or amending places on the Heritage List.
- provide a framework and format for heritage assessments.

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- support planning provisions which enable the Council to have regard to the cultural heritage significance of any land or building affected by a proposed development, including those involving demolition;
- provide clear guidelines for adding, deleting or amending places on the Heritage List; and
- provide a framework and format for heritage assessments.

## **New Planning Policy Methodology**

### Identifying heritage places

The new policy will specify nomination requirements for any owner, community member or interested party wishing to nominate a place or area to be added to the CPS2 Heritage List. If the landowner is not the applicant, the landowner will be notified when a nomination has been received and when an assessment is progressed.

The policy will also provide a process for landowners wishing to apply for heritage registrations to be amended or deleted.

To enable the Council to consider the cultural heritage significance of any land or building affected by a Development Application involving demolition, it is intended to investigate a requirement for a heritage assessment where demolition of a potential heritage place is proposed.

Council will determine when an assessment will progress to the formal owner consultation stage prior to a declaration being made, which is a current CPS2 requirement.

### Progressing Assessments

Receipt of a nomination will not automatically mean that an assessment will be undertaken. Priority assessments will include those places nominated by the landowner, potential heritage places which are the subject of a demolition application and those where existing information suggests that a place is likely to be of cultural heritage significance to the city.

In addition to nominations, it is proposed that assessment priorities will also be set by the Council and may include places that are included on another heritage list or survey which has been prepared by a professional heritage agency (such as the State Heritage Office or the National Trust) and/or have a construction date that indicates possible heritage significance (eg over 100 years old).

### Heritage Assessment Criteria and Levels of Significance

To be considered for entry into the CPS2 Heritage List, the cultural heritage significance of a place must be demonstrated. The following process for determining significance will be adopted:

- assess against standard assessment criteria established by the State Heritage Office;
- recognise condition, integrity and authenticity;
- prepare statement of significance (summary of values); and
- assign level of significance and associated management category.



An assessment documentation template will standardise assessments in accordance with the above and results of the assessment will be used to inform consistent recommendations to the Council.

As part of preparing the draft policy, Officers are also investigating options for including a peer review as part of the assessment process, to provide independent technical advice and recommendations to the Council in respect to heritage assessments.

#### Including, Removing and Modifying Heritage List Entries

The new policy will provide specific guidance including, removing and modifying entries on the Heritage List, particularly given that places could be nominated and subsequently declared without owner support. In this regard the Officers are investigating if landowners can appeal Council decisions or if a process can be introduced.

The assessment criteria will guide the Council to ensure that only those places with identified cultural heritage significance are included in the Heritage List. In cases where the landowner is not the nominee, landowners will have sufficient opportunity to make a submission on a proposed listing which will be considered by the Council when it determines the matter.

The new policy will also enable Officers to progress proposals from the landowner or the Council that propose removal of or amendment to an existing heritage listing. Such proposals must demonstrate that the listing no longer adequately satisfies the criteria or that amendment is appropriate.

The Council may consider deleting a place from the register where:

- a place has been demolished or substantially destroyed to the extent that its cultural heritage significance is significantly diminished or lost.
- it has been adequately demonstrated by a qualified heritage consultant that the cultural heritage significance of a place has changed to the extent that it no longer meets the threshold for inclusion in the Heritage List.

The Council may consider amending a heritage assessment where a qualified heritage consultant identifies proven errors in existing assessment documentation.

#### **Associated CPS2 Amendments**

The following possible amendments to the CPS2 are being investigated as part of the preparation of the new planning policy:

Possible Amendments	Rationale
Include a definition for heritage place	Whilst the CPS2 includes a definition for heritage area, there is currently no definition in the CPS2 for a heritage place.

(Cont'd)

Possible Amendments	Rationale
Requirement for heritage assessment where a development application involves demolition of a potential heritage place.	Enables the Council to consider the potential cultural heritage significance of a place prior to demolition.
Independent Peer Review	Provide the Council with high level independent technical advice on heritage assessments.
Enable the Council to defer (or consider concurrently) an application involving demolition where a heritage assessment is required.	Enable the Council to have regard to the potential cultural heritage significance of any land or building affected by a proposed application that involves demolition.
Delete requirement for owner consultation where owner has made nomination for place to be included in the Heritage List.	Owner submission is not necessary where owner has already indicated support for the proposed heritage registration.
Remove requirement for special planning policy where existing heritage planning policy is considered adequate.	Where no additional policy is required for new conservation areas do not create new planning policy (avoids duplication).

### **Draft Planning and Development (Local Planning Schemes) Regulations 2014**

The information included in this section of the original report has been superseded by new information included in the 'Further Information' section at the end of this report.

### **New Planning Policy**

The information included in this section of the original report has been superseded by new information included in the 'Further Information' section at the end of this report

### **Interim Heritage Assessments**

Prior to the finalisation of the new planning policy, the City will continue to progress heritage assessments in accordance with the above methodology where:

- a Landowner nomination is received;
- a development application involving demolition is received for a potential heritage place. Potential heritage places in this context include those places included in the Heritage Database and any other place that have a construction date that indicates possible heritage significance; and
- information exists to suggest that place may be of cultural heritage significance to the city.

At this stage Officers will not progress heritage assessments where a non-landowner nomination is received.

In accordance with the above, Officers have identified a list of heritage places for further investigation on the basis that they have a construction date prior to 1940,

have been classified by the National Trust and/or the Heritage Council has determined that the place does not meet the threshold for entry into the State Register (assessments can be provided on request).

The City has consulted with the landowners with respect to the possibility of listing these properties in the City's Heritage List. The results of consultation are detailed in Confidential Schedule 1 and below.

### **FINANCIAL IMPLICATIONS:**

The financial implications of this report relate to officer time to compile documentation, undertake consultation with owners (including internal inspections), and report to Council.

Once a property is included in the Heritage List, the landowner may be eligible to apply for the City's Heritage Rate Concession and Heritage Grants.

### **COMMENTS:**

A new heritage assessments planning policy will provide guidance and support to the CPS2 which enables the Council to register places and areas of cultural heritage significance. The new policy will:

- demonstrate best practice and commitment to heritage management;
- provide for an informed, rigorous, consistent and transparent approach;
- provide compliance with heritage legislation; and
- meet the City's Corporate Business Plan objective 15.3.

### **FURTHER INFORMATION**

The following additional information is provided for the consideration of the Council as a result of the referral back to the Planning Committee.

#### **New Planning Policy – Heritage Assessment & Registration**

Consultation for the new draft planning policy has not been undertaken by Officers given that Council has yet to adopt a draft policy for public consultation.

The report originally noted that it is considered premature to finalise the draft heritage planning policy prior to the gazettal of the new Planning and Development (Local Planning Schemes) Regulations 2015 (the new Regulations).

Since the original report the Regulations took effect on 19 October 2015. They include new Deemed Provisions for Local Planning Schemes, which are automatically applied to every local planning scheme at the date of gazettal, and override any scheme provisions that conflict with the Deemed Provisions. Existing provisions that do not conflict with the Deemed Provisions can remain in local planning schemes as supplementary provisions.

The deemed provisions are generally administrative in nature, however include the following changes to the CPS2 in relation to heritage assessment matters:

- require a heritage list to set out a description of each place and the reason for its entry;
- replace term 'Conservation Area' with 'Heritage Area';
- require a sign giving notice of a proposed heritage area to be erected in the subject heritage area;
- enable the Council to require a heritage assessment to be carried out prior to the approval of any development proposed in a heritage area or in respect of a heritage place;
- delete requirement for planning approval for demolition of single houses.

With regard to the heritage provisions, CPS2 Clauses 30(1) – (4) 'Declaration of Places of Cultural Heritage Significance,' Clause 31 'Declaration of a Conservation Area,' and Clause 32 'Register of Places of Cultural Heritage Significance' have been deleted and replaced with clauses 7 to 13 of the Deemed Provisions. Importantly, the City's former Register of Heritage Places of Cultural Heritage Significance is now known as the Heritage List and former Conservation Areas are now known as Heritage Areas.

On **15 March 2016** the Council resolved to prepare a basic amendment to:

- i) delete those provisions of the City of Perth's City Planning Scheme No 2 (CPS2) that have been superseded by the Deemed Provisions;
- ii) include a number of existing clauses of the CPS2 which are not covered in the Deemed Provisions but relate to these, in the Supplemental Provisions; and
- iii) amend the CPS2 provisions to make them consistent with the Deemed Provisions.

Whilst the basic amendment will not come into effect until granted approval by the Minister for Planning and published in the Government Gazette, the Deemed Provisions automatically apply without any action from the Council.

Given the above, Officers are in a position to report back to the Council with a draft Heritage Assessment Planning Policy that reflects the Deemed Provisions.

### **Heritage Investigations – Consultation Undertaken**

In response to the Council's referral of the report back to the Planning Committee on 17 March 2015, the City undertook four months of consultation with the 11 landowners affected by the City's investigations. The consultation comprised the following:

1. landowners notified in writing of the investigations and provided with a copy of the heritage assessment for their property and an opportunity to comment on the investigations;

2. provided landowners with an extension of time if requested;
3. receipt of submissions received confirmed in writing;
4. where no submission was received by the original due date, landowners notified in writing that the due date for submissions had been extended;
5. where no submission had been received by the extended due date, landowners notified in writing that the City did not receive a submission, and that the matter would be considered by the Council at a future date; and
6. All landowners notified in writing of the Committee and Council meeting dates for this report.

It should be noted that, whilst properties A and L were identified for investigation, consultation did not occur with the property landowners. Property A was not investigated given that Council included the proposed in the CPS2 Heritage List on 22 October 2015. Property L not investigated because the State Heritage Office could not provide Officers with a copy of the heritage assessment previously prepared by their office. Therefore, there was insufficient evidence to pursue the investigation.

### Heritage Investigations – Consultation Outcomes

Of the eleven landowners consulted, nine made a submission and two did not respond. It should also be noted that some submissions were prepared by the landowners, whereas some landowners engaged a consultant to provide independent advice. The submissions are summarised below, and detailed in Confidential Schedule 1:

Property	Submission Received	Position	Independent Advice
B(1)	No	Unknown	N/A
B(2)	Yes	Generally supportive	None referenced
C	No	Unknown	N/A
D	Yes	Not supportive	None referenced
E	Yes	Not supportive	None referenced
F	Yes	Generally supportive	Yes (planning and heritage consultant)
G	Yes	Generally supportive	Yes (heritage consultant)
H	Yes	Not supportive	None referenced
I	Yes	Not supportive	Yes (planning consultant)
J	Yes	Not supportive	Yes (architect)
K	Yes	Not supportive	Yes (heritage consultant)

### Heritage Investigations – Assessment Criteria

The *State Planning Policy 3.5 Historic Heritage Conservation* states that local governments should identify places of local significance in accordance with

assessment criteria published by the Heritage Council of Western Australia. In accordance with this, the City uses the State Heritage Office's *Criteria for the Assessment of Local Heritage Places and Areas* to determine if heritage places and heritage areas are of cultural heritage significance.

A heritage place will be of heritage significance to the locality if they meet one or more of the following criteria:

<b>Aesthetic Value</b>	Is it significant in exhibiting particular aesthetic characteristics.
<b>Historic Value</b>	It is significant in the evolution of pattern of the history of the local district.
<b>Research Value</b>	It has demonstrable potential to yield information that will contribute to an understanding of the natural or cultural history of the local district. It is significant in demonstrating a high degree of technical innovation or achievement.
<b>Social Value</b>	It is significant through association with a community or cultural group in the local district for social, cultural, educational or spiritual reasons.
<b>Rarity</b>	It demonstrates rare, uncommon or endangered aspects of the cultural heritage of the local district.
<b>Representativeness</b>	It is significant in demonstrating the characteristics of a class of cultural places or environments in the local district.

A heritage area will be of significance for the local district if it meets one or more of the above and demonstrates a unified or cohesive physical form in the public realm with an identifiable aesthetic, historic or social theme associated with a particular period or periods of development.

### Heritage Investigations – City's Findings

To determine if the identified properties are of cultural heritage significance to the City, Officers have reviewed the heritage assessments previously prepared by the National Trust and the State Heritage Office in the context of the submissions received and the above assessment criteria.

Given that both the National Trust and the State Heritage Office use the above criteria to determine if places are of cultural heritage significance, the Officers' review primarily focused on determining if the identified heritage values have changed.

The findings of the City's review is summarised below and further detailed at Confidential Schedule 1.

### Properties A, B(1&2), C, D and E

These properties form a relatively intact streetscape with cultural heritage significance as a group that should be further investigated as a part of a possible Heritage Area. This process will involve Officers preparing a draft Heritage Area

Planning Policy for Council consideration prior to consultation with the affected landowners.

### **Properties F and G**

The properties continue to demonstrate the heritage values identified in the previous assessments. Whilst there have been some modifications to the physical fabric, the overall cultural heritage significance of the properties has not diminished. It is considered appropriate to individually include these properties in the Heritage List.

Excerpts from assessments prepared by the National Trust and State Heritage Office and advice provided by the consultant's prepared on behalf of the owners, will inform the heritage assessments which will be provided to the owners as part of the next formal stage of consultation. Officers will also request that landowners allow Officers to undertake internal site inspections to assess the internal condition and authenticity of the properties.

Results of the formal consultation will be presented to the Council in a future report.

### **Properties H, I and J**

Whilst the heritage assessments for these properties demonstrate that they may have some heritage significance, Officers consider that the heritage significance of these properties remains unproven until further assessment is undertaken.

An inspection of the properties is required to determine the internal condition and authenticity of properties. The results of the inspections and the further consultation will be reported back to the Council for a final decision.

### **Property K**

Officers concur with the consultant's conclusion that the place does not warrant individual inclusion on the Heritage List. Officers consider however that the place does make a contribution to the streetscape, and notes that the property forms part of a possible Heritage Area that is currently being investigated by Officers.

Officers will report back to the Council once informal consultation with affected landowners in this regard is complete.

*Moved by Cr Adamos, seconded by Cr McEvoy*

*That Council:*

- 1. In relation to the results of landowner consultation on heritage assessments:*
  - 1.1 notes that properties A, B, C, D & E are of possible cultural heritage significance as a group and that Officers will report to Council with a draft Heritage Area Planning Policy for the properties;*
  - 1.2 notes that property K forms part of a group of properties that are currently being investigated by Officers as a possible Heritage Area;*
  - 1.3 notes that further assessment is required to determine if properties H, I and J are of cultural heritage significance and worthy of built heritage conservation, and requests that Officers undertake internal site inspections of the properties to determine their internal condition and authenticity;*
  - 1.4 in accordance with Part 3 Clause 8 of the Planning and Development (Local Planning Scheme) Regulations 2015, proposes to include properties F and G in the Heritage List and gives each owner and occupier a description of the place, the reasons for the proposed entry and 21 days to make a submission on the proposal; and*
- 2. In relation to the principles of a new Heritage Assessment Planning Policy notes that Officers will report back to Council with a draft Heritage Assessment Planning Policy.*

*The motion was put and carried*

The votes were recorded as follows:

For: Crs McEvoy and Adamos

Against: Nil

**PL42/16      MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN**

Nil



**PL43/16      GENERAL BUSINESS****Responses to General Business from a Previous Meeting**

Nil

**New General Business****1.     Foundation Housing**

Cr Adamos brought to the attention of the Planning Committee correspondence received from Foundation Housing in relation to a Social housing Study, Cr Adamos advised that they approached him requesting if they can present their project at a Council Briefing session and whether the City of Perth would be interested in providing support in future research endeavours.

The Acting Director Planning and Development advised that the City is currently looking into affordable housing in a broader more strategic sense although this is not currently budgeted for in the 2015/16 budget.

The Chief Executive Officer advised that the City could engage with Foundation Housing to investigate their project and provide the outcome of consultation back to the Planning Committee.

**5.51pm**    The Manager Governance departed the meeting and did not return.

**2. Signs Policy Review**

The Acting Manager Strategic Planning provided a presentation on the Signs Policy Review, refer to Schedule 2. The Planning Committee discussed the presentation and agreed that given the importance of this subject this item be presented at a future Council Briefing session to ensure all members have some input before being presented to the Planning Committee and Council for endorsement.

**PL44/16      ITEMS FOR CONSIDERATION AT A FUTURE MEETING****Outstanding Items:**

Nil

**PL45/16      CLOSE OF MEETING**

**6.19pm**    There being no further business the Presiding Member declared the meeting closed.

**SCHEDULES  
FOR THE MINUTES OF THE  
PLANNING COMMITTEE  
MEETING  
HELD ON  
29 MARCH 2016**

Planning Committee  
Confidential Schedule 1  
(Minute PL41/16 refers)

Distributed to Elected Members under separate cover

Bound in Consolidated Committee  
Confidential Minute Book  
Volume 1 2016



CITY *of* PERTH

# City Planning Scheme No. 2

# Signs Policy Review

# Intent of the Policy

*Signage plays an important role in way-finding and identifying and promoting businesses and building.*

*This needs to be carefully managed to ensure it meets community expectations and enhances the appearance of the city.*

The Policy seeks to enable signage which is

- well designed
- innovative
- durable
- well positioned
- appropriate to setting

so that it makes a positive contribution to the visual quality and activation of the city.

# Key Changes

- Clearer objectives, principles and standards.
- A more coordinated approach to signage on buildings with clearer guidance on design and location.
- Updated requirements for specific sign types and sign content.
- Updated place specific requirements and heritage provisions.
- Updated exemptions with regulation only where essential.

# Essential Design Considerations

- High level of design quality and durable materials.
- Integrated with the design of the building.
- Design for purpose and location:

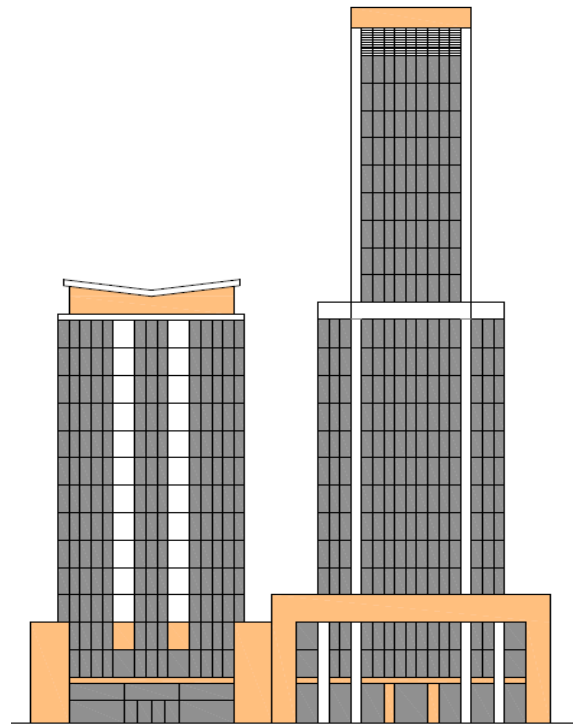
## **Street level signage**

- Identify tenants, activities and addresses.
- Small in scale given proximity to audience.

## **Top of building signage**

- Identify name of building or main tenant.
- Larger scale and contribute to skyline.

- Coordinated across large sites and where there are multiple tenants.



# Design for Streetscape and Locality

## LEGEND

Scheme Area Boundary

Metropolitan Redevelopment Authority Area

Areas with Place Specific Requirements

Entertainment Area

Retail Core Area

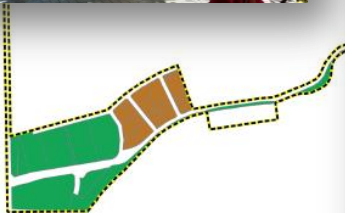
Town Centre Area

The Terraces Area

Landscaped Mixed Use Area

Residential Area

Civic and Parks Area





# Heritage Places and Heritage Areas

- Clearer and more robust provisions which reflect best practice.
- Roof signs and animated and variable sign content not permitted and third party advertising limited.
- Requirement for modification of corporate branding appropriate to the place.

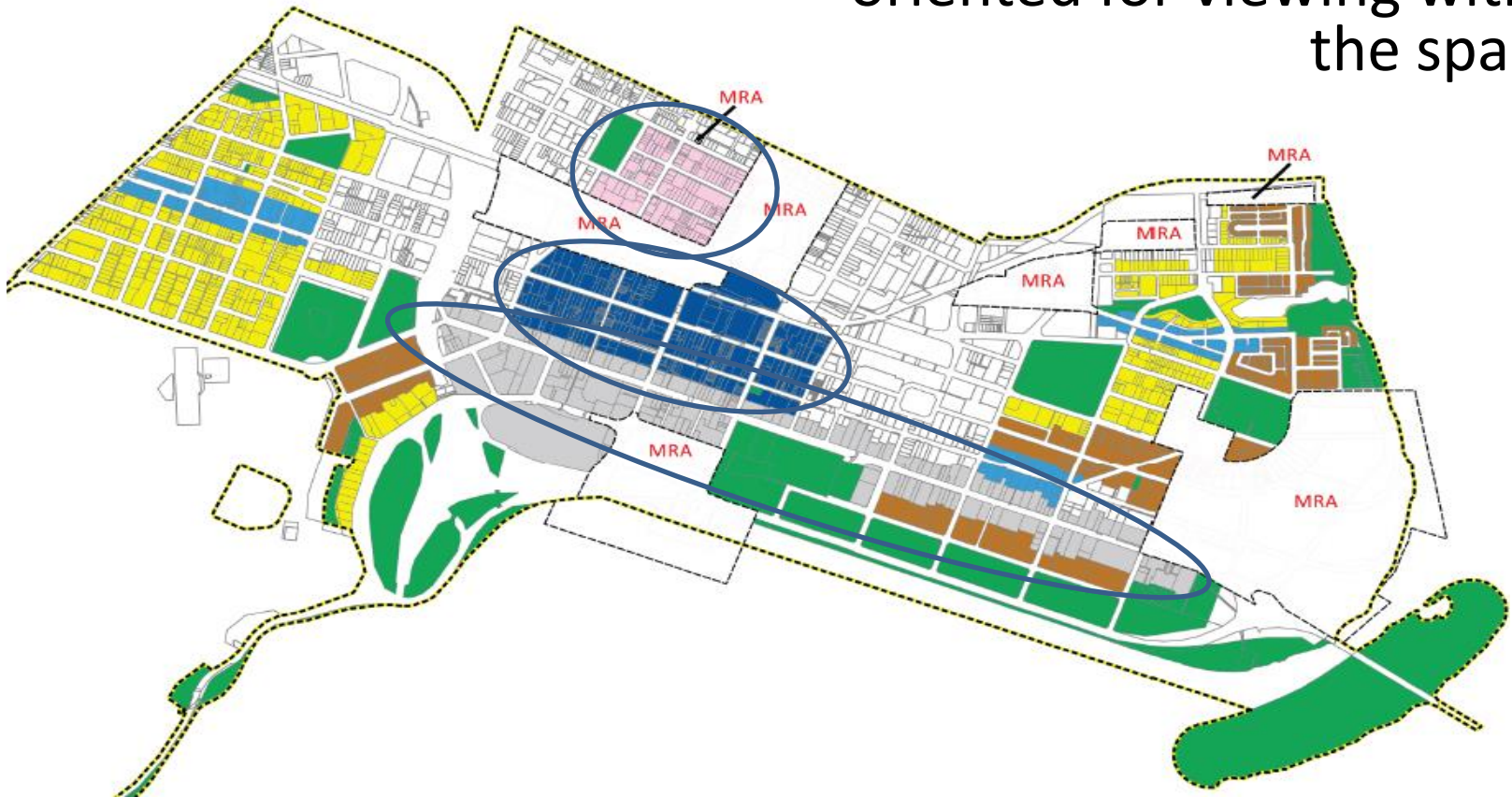


# Third Party vs On-Premises Advertising Content

- **Third Party Advertising** relates to businesses, goods or services not available at the premises.
- **On-Premises Advertising** relates to businesses, goods or services available at the premises.

# Third Party and On-Premises Advertising

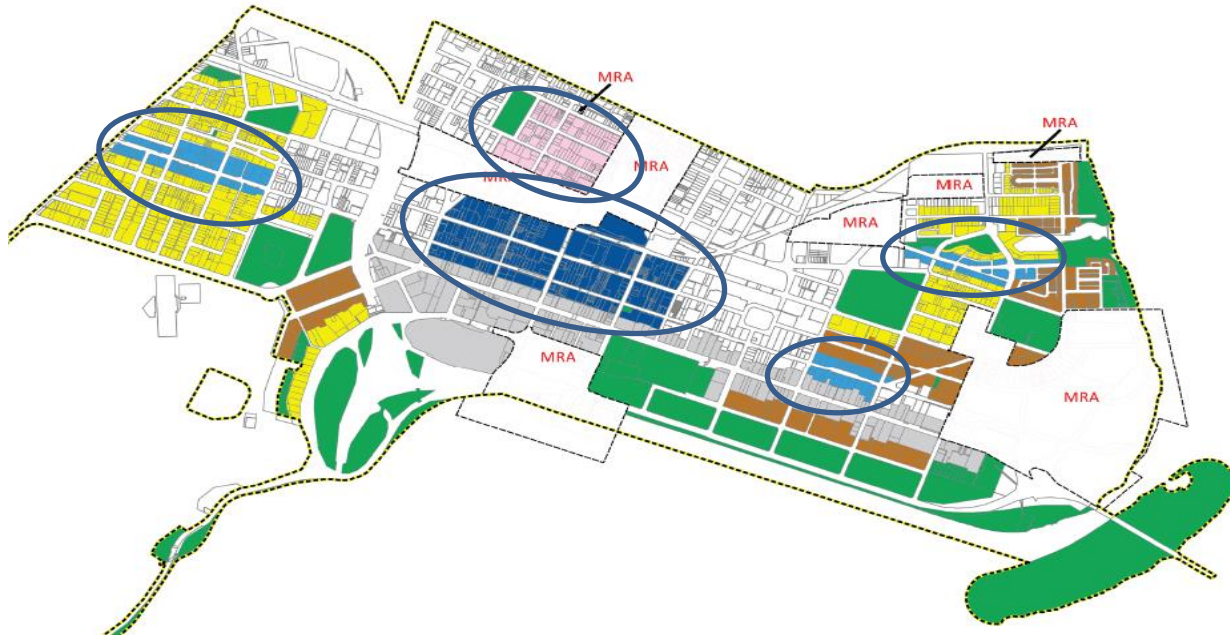
may be permitted on signs in public spaces where the sign is oriented for viewing within the space.





# Third Party and On-Premises Advertising

may be permitted on wall signs on pre 2014 buildings where they will enhance large sections of blank wall.



# Third Party and On-Premises Advertising

may be permitted on hoarding signs which are designed to improve the appearance of a site during construction.

- *except within Residential Areas or Civic and Parks Areas*



## On-Premises Advertising

will also be permitted on window signs.

# Animated vs Variable Content

- **Animated content** is constantly in motion, including fading in and out or scrolling.
- **Variable content** is static content that changes automatically by electronic or programmable methods on a specified time cycle.

# Animated or Variable Content - Small Signs (<2m<sup>2</sup>)

Appropriate at ground floor level of buildings or as part of a ground based sign.





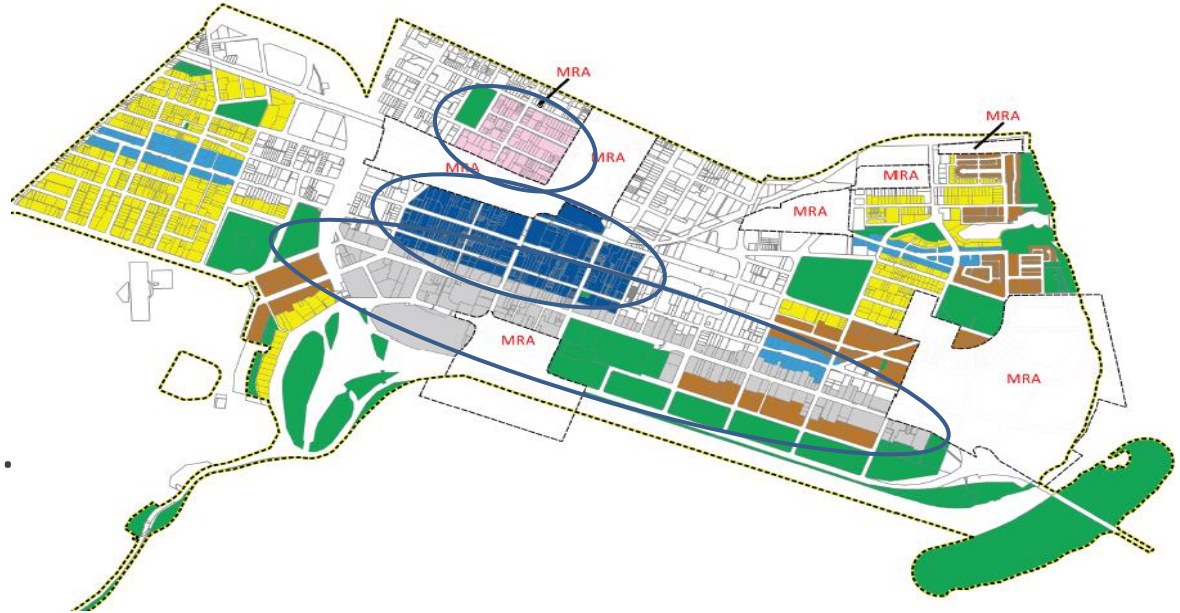
# Animated or Variable Content Large Signs (>2m<sup>2</sup>)

Animated content not directly visible to passing road users; and

Variable content only visible to road users under strict conditions.

May be permitted in key areas:

- in or facing public spaces where people can gather;
- at the top of buildings.





# Top of Building Signs

- Only one wall sign or roof sign per elevation.
- Roof signs must
  - ✓ achieve a high degree of integration with the building
  - ✓ appear as if they were part of the original building.
- Illumination is encouraged to contribute to the city skyline.



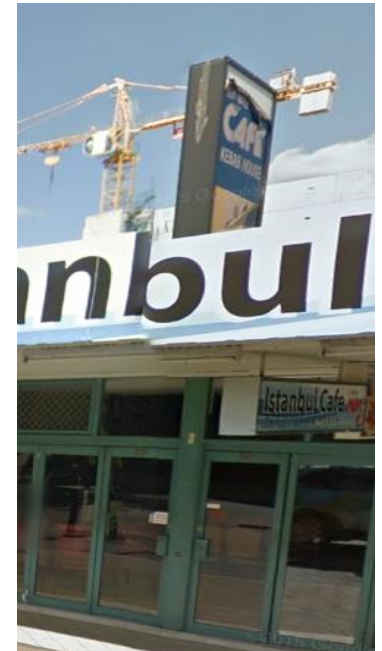
# Window Signs

- Definition to include the area inside the building within one metre of the window.
- Maximum area reduced from 50% to 25% of the area of the window.
- Required to allow views into and out of the window.



# Rationalisation of Existing Signage

- The removal of existing signs and sign structures that are redundant, contribute to visual clutter or generally conflict with the Policy objectives will be encouraged.



# Next Steps

