



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, 12 July 2016 at 5.30pm.**

Yours faithfully

ROBERT MIANICH
DIRECTOR CORPORATE SERVICES

7 July 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



 Assembly Area

 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

12 JULY 2016

ORDER OF BUSINESS

1. Declaration of Opening
2. Apologies and Members on Leave of Absence
3. Question Time for the Public
4. Confirmation of Minutes – 21 June 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*, the meeting will be required to be closed to the public prior to discussion of the following:

Confidential Item No.	Item Title	Reason
Item No. 6 & Confidential Schedules 8, 9 & 10	146–152 (Lots 2–8) Barrack Street, Perth – Proposed 'New Technology' Above Roof Sign With Third Party Advertising Content – Revised Plans (Reconsideration Under S.31 Of The State Administrative Tribunal Act 2004)	Section 5.23(2)(f)(i)

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
Confidential Schedule 4	Item 4 – Results of Further Assessment to Determine if the Identified Properties are of Cultural Significance and Worthy of Built Heritage Conservation	Section 5.23(2)(e)(iii)
Confidential Schedule 6	Item 5 – Proposed Entry of Rosie O'grady's Pub, 205 James Street, Northbridge, in the City Planning Scheme No. 2 Heritage List	Section 5.23(2)(e)(iii)

(Cont'd)

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:

- Alfresco Dining Local Law (raised PL21/06/16)

12. Closure

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ITEM NO: 1

3 (LOT 502) TRINITY AVENUE, EAST PERTH – 35 LEVEL RESIDENTIAL DEVELOPMENT CONTAINING 309 MULTIPLE DWELLINGS AND 296 CAR PARKING BAYS (WATERBANK PRECINCT ‘SITE B’)

RECOMMENDATION:

**(RECOMMENDATION TO
METROPOLITAN
REDEVELOPMENT AUTHORITY)**

That Council advises the Metropolitan Redevelopment Authority that it:

- 1. supports in principle the proposed 35 level residential development containing 309 multiple dwellings and 296 car parking bays on ‘Site B’ of the Waterbank Precinct at 3 (Lot 502) Trinity Avenue, East Perth subject to the following design revisions and considerations:***
 - 1.1 the height of the building being reduced to no greater than 30 storeys in accordance with the Waterbank Precinct Design Guidelines;***
 - 1.2 the design of the eastern and western podium façades being revised to achieve greater street level activation by replacing car bays and the substation and switch room with active uses, with all services/utilities being internalised or minimised and to provide for greater articulation at the upper podium levels noting that these façades will be the focus of The Causeway vista;***
 - 1.3 visitor car parking bays being provided on site in compliance with the maximum rate prescribed by the Waterbank Precinct Design Guidelines, with the total number of residential parking bays being reduced to allow for a reduced podium height as required by items 1.1 and 1.2 above;***

(Cont’d)

- 1.4 the entry/exit access arrangements for the parking area being revised with an additional crossover being provided on the eastern boundary, subject to the final design of the crossover space being integrated with any revised activation and articulation of the eastern ground level façade;**
 - 1.5 ground floor residential dwellings being designed as 'convertible' or 'adaptable' floors in terms of floor to floor height to allow for future commercial use, should the demand for commercial floor space within the development increase into the future;**
 - 1.6 corridors within the residential tower element being provided with increased access to natural light and ventilation in accordance with the provisions of the Waterbank Precinct Design Guidelines;**
 - 1.7 balconies being redesigned to achieve compliance with the minimum areas and dimensions prescribed by the Waterbank Precinct Design Guidelines. As a minimum, balconies shall have a minimum of 10m² useable area with a minimum dimension of 2 metres; and**
 - 1.8 visual truncation areas of minimum dimensions of 3 metres by 3 metres being provided on the north west and north east corners of the proposed ground floor of the building to provide for improved pedestrian safety and vehicular sightlines;**
- 2. recommends that, should an approval be granted by the Metropolitan Redevelopment Authority for the proposed 35 level mixed use development on 'Site B' of the Waterbank Precinct at 3 (Lot 502) Trinity Avenue, East Perth without further design refinement, the approval be subject to the following conditions:**
 - 2.1 final details and a sample board of the high quality and durable materials, colours and finishes for the proposed building being prepared in consultation with the City and being submitted to the Metropolitan Redevelopment Authority for approval prior to applying for a building permit;**

(Cont'd)

- 2.2 all development and works shown outside of the Lot boundaries including vehicle crossover/s, footpaths and alfresco areas, not forming part of this approval and being the subject of separate applications for approval and lease/licence arrangements where relevant;**
- 2.3 air conditioner condensers and any proposed external building plant, lift overruns, piping, ducting, water tanks, transformers, and fire booster cabinets shall be located so as to minimise any visual and noise impact on the future occupants of adjacent properties and being screened from public view, including any such plant or services located within the vehicle entrance of the development, with details of the location and screening of such plant and services being submitted and approved by the Metropolitan Redevelopment Authority prior to applying for a building permit;**
- 2.4 on-site stormwater disposal/management being to the City's specifications with details being submitted to the Metropolitan Redevelopment Authority for approval prior to applying for a building permit;**
- 2.5 all on-site residential car bays being for the exclusive use of the residents of the development and their visitors;**
- 2.6 the dimensions of all car parking bays, aisle widths and circulation areas complying with the Australian Standard AS2890.1, ensuring that vehicles can enter and exit the building in forward gear;**
- 2.7 a minimum of one residential store being provided for each residential dwelling with each store achieving a minimum internal dimension of 1.5 square metres and minimum area of 4 square metres;**
- 2.8 a detailed landscaping and reticulation plan being submitted and approved prior to the submission of an application for the relevant building permit, with the approved landscaping being installed prior to the occupation of the building and thereafter maintained to a high standard;**

(Cont'd)

- 2.9** *the recommendations contained in the Acoustic Report prepared by Herring Storer Acoustics dated February 2016 regarding the noise amelioration construction specifications and other noise management measures, being implemented in full to the satisfaction of the Metropolitan Redevelopment Authority and in consultation with the City with a detailed acoustic report demonstrating how the development will comply with the 'satisfactory' criteria of AS/NZS 2107:2000 and the Environmental Protection (Noise) Regulations 1997 being submitted and approved by the Metropolitan Redevelopment Authority, in consultation with the City, prior to applying for the relevant building permit;*
- 2.10** *the recommendations contained in the Wind Tunnel Study report prepared by CPP Wind Engineering and Air Quality Consultants dated February 2016 being incorporated into the detailed design with a final Wind Tunnel Study, together with details of the measures being introduced to mitigate any adverse wind impacts, being submitted and approved by the Metropolitan Redevelopment Authority, in consultation with the City, prior to applying for the relevant building permit;*
- 2.11** *the recommendations contained in the Jacobs Crime Prevention through Environmental Design report dated 9 February 2016 being incorporated into the detailed design of the building with the mitigation measures outlined in Appendix B of the report being implemented in full (where practical) to the satisfaction of the Metropolitan Redevelopment Authority and in consultation with the City;*
- 2.12** *the Waste Management Plan being updated and the plans being modified to address access/egress requirements to comply with the City's draft Waste Services Guidelines for New Development 2015 and the WALGA Multiple Dwellings Waste Management Plan Guidelines, including:*

(Cont'd)

- a) *alignment of proposed collection times with the City's services;*
- b) *clarification as to how the all the bins will be collected on service days, including figures showing the path bins will use to be transferred to the loading bay and where they will be collected from;*
- c) *details to demonstrate there is adequate space in the loading bay for all bins;*
- d) *bin store dimensions to be revised to allow for 1m² for every 240L of waste; and*
- e) *provision for collection vehicles to access/egress the site in forward gear;*

with a final Waste Management Plan being submitted and approved by the Metropolitan Redevelopment Authority, in consultation with the City, prior to applying for the relevant building permit;

2.13 *an updated Transport Statement addressing the following technical matters:*

- a) *the Traffic flow comparison to be 'total' flow into/out of the area;*
- b) *additional detail in relation to the design, function and maintenance responsibilities of the proposed 'Porte Cochere'; and*
- c) *proposed traffic signal phasings identified being in accordance with Main Roads Western Australia (MRWA) requirements;*

being submitted and approved by the Metropolitan Redevelopment Authority, in consultation with the City, prior to applying for the relevant building permit; and

2.14 *a construction management plan for the proposal being submitted for approval prior to applying for a building permit, detailing how it is proposed to manage:*

- a) *the delivery of materials and equipment to the site;*
- b) *the storage of materials and equipment on the site;*

(Cont'd)

- c) *the parking arrangements for the contractors and subcontractors;*
- d) *any dewatering of the site; and*
- e) *any other matters likely to impact on the surrounding properties.*

BACKGROUND:

SUBURB/LOCATION:	3 (Lot 502) Trinity Avenue, East Perth
FILE REFERENCE:	2016/5186
REPORTING UNIT:	Development Approvals
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	21 June 2016
MAP / SCHEDULE:	Schedule 1 – Location map and coloured perspectives for 3 Trinity Avenue, East Perth ('Site B')
3D MODEL PRESENTATION:	A 3D Model for this application will be available at the Committee meeting.
LANDOWNER:	Metropolitan Redevelopment Authority
APPLICANT:	Lend Lease (Waterbank) Pty Ltd
ZONING:	(MRS Zone) Redevelopment Scheme/Act Area (City Planning Scheme Precinct) East Perth (P15) (City Planning Scheme Use Area) N/A
APPROXIMATE COST:	\$100 million

SITE HISTORY:

The four hectare 'Waterbank Precinct' (the precinct) situated on the eastern edge of the city is bound by Trinity College to the north, the Swan River to the east, the Causeway interchange to the south and the Western Australian Police site to the west. The Precinct forms part of the Metropolitan Redevelopment Authority's (MRA) greater Riverside Project Area.

Council, at its meeting held on **11 August 2015**, considered the first stage of subdivision of the Waterbank Precinct and resolved to advise the MRA of its in principle support subject to conditions and the submission of additional details and information. The Minister for Planning (upon the advice and recommendations of the MRA) granted conditional approval for the subdivision on 9 February 2016.

Council, at its meeting held on **3 November 2015**, considered the first private realm development within the Precinct for a mixed use building on 'Site G' and resolved to advise the MRA of its support for the application subject to relevant design revisions and conditions. The Minister granted conditional approval for the development on 1 March 2016.

Council, at its meeting held on **2 February 2015**, considered an application for the design and construction of the entire infrastructure and public domain components

associated with the development of the Waterbank Precinct and resolved to advise the MRA of its support subject to conditions. The Minister has yet to determine this application.

Council, at its meeting held on **23 February 2016**, considered the second stage of subdivision of the Waterbank Precinct and resolved to advise the MRA of its in principle support subject to relevant design revisions and conditions. The Minister for Planning has yet to determine the second stage subdivision application.

DETAILS:

A development application for a new residential building for 'Site B' of the Waterbank Precinct has been referred to the City for comment by the MRA. The application is the second private realm development for the Precinct received by the MRA.

The development application proposes a podium element (six storeys) with one tower above of 29 storeys, comprising of car parking and residential apartments.

A summary of the main features of the proposed development are as follows:

Residential	A total of 309 residential dwellings will be provided at the podium and tower levels. The development will comprise of a mixture of dwelling types including nine studio, 87 one-bedroom apartments, 194 two-bedroom apartments and 19 three-bedroom apartments. A storeroom will be provided for each of the residential apartments.
Vehicle Parking	296 car parking bays will be provided at the ground floor level and levels 1 to 5. The car parking levels will be sleeved behind apartments on the north and south facades and screened on the east and west facades using a mix of materials and finishes.
Communal Facilities	A landscaped terrace with pool, decking area, gymnasium, community room, change facilities and barbecue/kitchenette facilities will be provided on the podium rooftop (Level 6).
Other Facilities	Mail room, main residential lobby and five alternative entrances, end of trip facilities, bicycle storage (115 bays) and bicycle 'hub/workshop' at the ground floor level. Building service facilities including substations, switch rooms, fire tank and pump rooms, bin storage and loading area, fire booster and control rooms will also be provided at the ground floor level.

With respect to the physical design of the proposal, the applicant advises that the architecture of the building is based on the following principles:

- *'creation of a slender elegant tower on the skyline, with a highly identifiable presence to frame the eastern gateway to the city. The podium creates a humane streetscape with a composition of volumes & warm natural materials, to integrate with the park setting;*

- *tower form being sculpted into two volumes to emphasise its slenderness. These volumes come to the ground to further enhance their verticality;*
- *planning of the tower carefully considered to maximise light and ventilation to the residential apartments and to maximise the number of apartments with views to the south west towards Swan River and Kings Park;*
- *creation of a building that is highly identifiable on the Perth skyline. The building steps up in transition to the landmark tower, without dominating it;*
- *materials typified by rich, textural materials closer to ground that progressively become smoother and simpler as they rise up the tower. In this way the materials respond to the proximity of people to the building with a human scale at ground and distant scale in the sky; and*
- *palette selection of cool and urban materials; creating an authentic streetscape, while complimenting the tower beyond.'*

LEGISLATION / POLICY:

Legislation	<i>Metropolitan Redevelopment Authority Act 2011</i> Metropolitan Redevelopment Authority's Central Perth Redevelopment Scheme
Policy	Metropolitan Redevelopment Authority 's Riverside Master Plan 2008 Waterbank Precinct Design Guidelines 2015

COMPLIANCE WITH PLANNING SCHEME:

Land Use and Development Standards

Under the provisions of the *Metropolitan Redevelopment Authority Act 2011*, the MRA is responsible for planning and development control within the Central Perth Redevelopment Area (CPRA). The Riverside project area, which includes the Waterbank Precinct, is subject to the provisions of the MRA's Central Perth Redevelopment Scheme (CPRS). The general land use intent of the CPRS is to create diverse mixed land use urban environments, including creating high quality spaces for people through an activated and interesting public realm. Retail, Residential, Residential and Dining and Entertainment land uses are preferred uses within the Waterbank Precinct, whilst Culture and Creative Industry, Commercial and Community land uses are contemplated uses within the Precinct.

The form and function of development within the Precinct is guided by the MRA's associated Waterbank Precinct Design Guidelines, with the latest iteration of the Guidelines being adopted by the MRA on 4 May 2015. The Guidelines aim to facilitate a new mixed use precinct for Perth which provides a richness of architecture and diversity of uses that respond to the character of the Swan River and associated landscape. The vision of the Waterbank Precinct under the Guidelines is to:

“Create a prime visitor destination with a lively blend of entertainment, cultural, commercial, retail and residential uses within a Waterbank precinct of international standard.”

The specific statement of design intent for Site B within the Guidelines is as follows:

“Site B serves as an edge building as viewed from The Causeway and the structure should respond to its visual prominence from the Causeway. This building will also help to form an edge to one of the internal connections within Waterbank. This building serves as an entry point to the urban edge of the city.”

“Residential is a preferred use within the podium and tower and may be considered at ground level where it can be demonstrated that the design outcome will contribute positively to the activation and surveillance of the adjacent public realm, minimise level differences and ensure a high quality public interface.”

“Podium façades fronting The Causeway are in a high profile gateway position and are to provide high levels of visual interest and activation, with any podium car parking to be sleeved with active uses and Podium facades are to be designed to break up the horizontal bulk of the building through architectural treatments and fine grain detailing.”

The Central Perth Development Policies set out development approval requirements and performance standards for the development of land in the CPRA. The policies relevant to this development include Green Building Design, Sound and Vibration Attenuation, Providing Public Art, Signage, Affordable and Diverse Housing and Adaptable Housing.

COMMENTS:

Land Use

The residential land use proposed is generally in accordance with the preferred land uses stipulated in the CPRS and Design Guidelines. However a variation is proposed being the proposed residential dwellings located on the ground floor of the development. It is noted and acknowledged that full activation of the ground floor frontage for the entirety of the development with commercial, dining or retail uses may not be commercially viable, the presence of residential uses at the ground floor level can be supported. However at a minimum, opportunity exists for the proposed ground floor residential dwellings to be designed and designated as ‘convertible/adaptable floor spaces’ whereby they can be initially occupied as a residential dwelling and then potentially adapted (with minor modifications) for commercial use at an appropriate time when demand exists.

The design for flexibility and adaptability for different ground floor uses over time is considered to be an appropriate outcome to provide for streets becoming active as originally intended. It is therefore recommended that any viable design responses to prevent this occurring should be investigated and applied as appropriate.

Building Height and Setbacks

The development includes a variation to the height controls contained within the Design Guidelines. In particular, 29 storeys is proposed for the tower and a total development height of 35 storeys (inclusive of a compliant six storey podium) in lieu of the prescribed maximum 30 storey total development height. The variation has been justified by the applicant based on the following:

- *the proposed building complies with the overshadowing requirements contained within the Design Guidelines;*
- *it has been demonstrated that there will be no additional down draught of wind as a result of the additional height of the tower;*
- *the privacy and amenity of residents of the proposed tower and adjacent future development sites will not be impacted by the additional tower height;*
- *the tower meets the setback requirements of the Design Guidelines and also respects and retains designated view corridors;*
- *the tower presents as a slender form and the additional 5 storeys, while a minor variation, will assist in emphasising the sites location adjacent to the Causeway within Waterbank and will provide a positive contribution to the Perth City skyline; and*
- *the tower site coverage is only 27.8% of the site which is substantially less than the permitted maximum site coverage of 40%, thus limiting the bulk of the building.'*

Whilst the variation can be supported noting the above addresses potential concerns in relation to the tower element of the proposal, the additional height does create negative flow on effects for other aspects of the development. In particular, the additional height results in an increase in the number of apartments being developed which results in additional car parking provision. As no basement car parking is being proposed, this results in the podium being developed to the maximum six storeys permissible under the Guidelines and only being partly sleeved with apartments. The implications of this are discussed in greater detail in the Building Design section of this report. Therefore it is considered that the variation to the building height should only be supported subject to the additional height within the tower element being offset by a reduction in the podium height in addition to improvements to the design of the podium facades.

The development is compliant with respect to the setback and siting requirements of the Design Guidelines. The tower element is setback 28.5 metres from the northern boundary and 12.2 metres from the southern boundary, with the Guidelines prescribing minimum setbacks of 15 metres (northern) and nil (all other boundaries) respectively. The Guidelines permit the tower element to occupy 40% of the site and the proposed tower occupies approximately 28% of the podium roof space and site.

Building Design

The design of the building is generally in keeping with the Design Guidelines however there are concerns in relation to the design of the podium façades and internal configuration of the tower element.

The Guidelines require activation of the ground floor frontages for 80% of primary frontages (northern street) and 50% of secondary frontages (other streets). Whilst the northern and southern ground floor frontages are considered to be 'active' through the provision of residential dwellings inclusive of decking and major openings, the eastern and western facades are predominantly inactive. The eastern and western facades suffer from a proliferation of services and utilities being located within the ground floor frontage areas which results in less than 25% activation being achieved. In particular, the siting of services and utilities along the frontage means that these spaces are highly unlikely to ever be subject to any retrofitting due to the finality of such installations. Accommodating additional apartments or other uses or as a minimum placing screened car parking spaces along the frontage, whilst still not a desirable outcome, will result in greater flexibility in the future to accommodate any reconfiguration of the ground floor area. It is recommended that this form part of the City's recommendation to the MRA.

The upper levels of the eastern and western façades are not required to be sleeved given they are adjacent to secondary streets. However it is considered that further activation of the ground level and refinement of upper levels are required to provide for improved overall eastern and western podium elevations for the development. This is considered critical given this would be the primary vista for pedestrians and vehicles travelling west and north towards the site along the Causeway.

In its previous considerations of the Design Guidelines, most recently at its meeting held on **18 November 2014**, Council resolved to advise the MRA that the treatment of the interface of any development adjacent to the Causeway is critical and should reflect a fine urban grain and architectural detailing. In particular, the southern elevation should not constitute an extensive monotonous façade to shield potential car parking situated within the podium levels. Based on the above it is recommended that further refinement of the upper levels of the podium on the eastern and western facades be required.

With regards to the tower element, it is noted that no access to natural light and ventilation for the internal corridor spaces has been provided which is contrary to Section 3.1.1 of the Design Guidelines. The justification provided by the applicant relates to the amenity of the dwelling units being prioritised over that of the passageways which are only transient spaces. Whilst the intent is acknowledged, the City considers that communal spaces and improvements to an apartment's 'sense of arrival' are important design factors. Therefore it is recommended that the provision for access to natural light and ventilation be explored as part of any design refinement for the development.

Whilst each of the apartments is provided with an outdoor living space in the form of a balcony or terrace, only 5% of these spaces achieve compliance with the minimum area and dimensions required by the MRA's Design Guidelines being 12m² for one bedroom apartments and 15m² for two bedroom (and above) bedroom apartments. The applicant's justification for the reduced balcony sizes is based on:

- the prevailing wind conditions impacting on the site thus reducing the usability of balcony areas and a focus to provide increased internal amenity for residents; and
- encouraging residents to use the services and amenities within the public realm of Waterbank which will result in increased social and community interaction.

Notwithstanding the above, it is recommended that the majority, if not all, of the balconies should achieve the minimums prescribed by the Guidelines. As minimum, the City recommends balconies be redesigned to meet the 10m² area and minimum internal dimension of 2 metres generally applied to residential apartments in the City.

The associated Crime Prevention through Environmental Design (CPTED) report submitted by the applicant in support of the development confirms that consistent and good practice CPTED principles have been incorporated into the design of the building. However the report also provides recommendations in relation to aspects of the design which could be improved at the detailed design phase. It is recommended a relevant condition relating to these additional measures be included in any approval.

Car Parking and Traffic Management

The Design Guidelines require the provision of residential car parking at a maximum rate of 1.2 car parking bays per dwelling which equates to a maximum of 371 parking bays for the 309 dwellings proposed. Residential visitor bays are also required to be provided on site at a rate of 0.1 bays per dwelling being 31 bays for the subject development.

The development is near to being compliant with respect to provision of on-site vehicle parking for residents as 296 car parking bays are being provided which equates to a rate of 0.96 bays per dwelling. However the applicant is seeking a variation with regards to visitor car parking bays as no bays have been provided on site for visitors. The applicant proposes to utilise future adjacent on-street car parking bays (22 bays currently proposed) to cater for visitors to the site. Whilst this variation can be considered by the MRA, it should be noted that on street parking is likely to be time restricted (up to 3 hours maximum), with fees payable (as these will be available to the general public). For this reason it is recommended that adequate visitor parking provision be provided on-site in accordance with the Guidelines to ensure on street parking remains available to the general public visiting the area.

With regards to on-site car parking management, access to on-site car parking is proposed via a two-lane, two-direction entrance fitted with a remote control roller door system. Access to the bicycle parking facility is located on the opposite side of the building to that of vehicles to minimise risks of conflict between the two modes of transport. Whilst the minimisation of crossovers along the ground floor frontages is supported, there is concern in relation to the functionality of a single crossover serving 296 car parking bays. In particular, significant delays during peak AM and PM times are anticipated. It is therefore recommended that the existing access/egress arrangements be reviewed to provide for more efficient vehicle movements to and from the site.

The applicant submitted a Transport Statement in support of the application. The following matters have been identified by City officers and are recommended to be reviewed via the submission of an updated Statement at the building permit stage:

- the Traffic flow comparison should use a comparison of 'total' flow into/out of the area. The current assessment is selective and includes double counting;
- additional detail in relation to the design, function and maintenance responsibilities of the proposed 'Porte Cochere' are required; and
- the proposed traffic signal phasing identified is unlikely to be approved by Main Roads Western Australia (MRWA) as it significantly impacts on the eastbound traffic on Hay Street.

Council at its meeting held on **23 February 2016**, considered the Waterbank Stage 2 subdivision application which facilitates the creation of the lot for the subject development. In its consideration, Council noted that road truncations were not provided at the corners of lots at all intersections. Council therefore recommended that truncations be provided in accordance with the City's standard requirements to ensure safe vehicle sight lines and improved pedestrian movement at these intersections. The proposed does not account for any truncations in its design and it is therefore recommended that, as a minimum, 3 metre by 3 metre truncated areas provided at the north west and north east corners of the proposed building.

Waste Management

The proposed development will provide three separate bin storage areas to allow for separate and efficient collection of residential waste. Waste servicing needs to be further clarified via an updated Waste Management Plan (WMP) given additional information if required in relation to the proposed waste collection method. In particular, the City requires:

- alignment of proposed collection times with the City's services;
- clarification as to how the all the bins will be collected on service days, including figures showing the path bins will use to be transferred to the loading bay and where they will be collected from;
- figures to demonstrate there is adequate space in the loading bay for all bins;
- bin store dimensions to be revised to allow for 1m² for every 240L of waste; and
- provision for collection vehicles to access/egress the site in forward gear.

A relevant condition requiring the above matters to be addressed in a revised WMP with access/egress being appropriately modified, should be included in any approval.

Noise

The applicant advised that the proposed development will be designed to ensure compliance with the MRA's requirements, the Environmental Protection (Noise) Regulations 1997 and the National Construction Code. In accordance with the MRA's Sound and Vibration Attenuation Policy, a further Acoustic Report will be submitted at the working drawings stage addressing all of the relevant considerations. Any

approval should include a condition requiring that the building be constructed and certified to comply with the requirements.

Wind

The applicant submitted a wind tunnel study in support of the proposed development which provides an analysis in relation to the development's impact on local wind conditions. The study found that the wind flow interaction with the proposed towers will create varying wind conditions around the perimeter of the site boundaries. In particular, windy conditions are anticipated to be experienced at locations close to the corners of the Tower at ground level. The study recommends further testing to best position screening and landscaping elements at the base of the tower. However it is noted these elements will likely need to be significant in size and will provide mostly localised shielding.

In addition, the podium roof space is also expected to experience wind conditions that will vary across the space due to wind flows interacting with the geometry of the towers which will cause changes in direction and wind speed. Other locations tested in and around the proposed development sites will benefit from the use of local vertical screening and landscaping to create suitable wind conditions for prolonged sitting and outdoor dining activities.

Noting the above it is recommended that a final wind tunnel study to address the preliminary findings be undertaken at the detailed design stage and be included as a condition of any approval.

Conclusion

Whilst the proposed development is generally consistent with the MRA's associated guiding documents, fundamental issues including ground floor residential uses, building height and podium design concerns have been identified. It is therefore recommended that the MRA be advised of the issues identified within this report, with the matters to be addressed by way of conditions on any development approval or subject to further details being provided to the City's satisfaction prior to any approval being issued by the MRA.



2016/5186; SITE B, 3 (LOT 502) TRINITY AVENUE, EAST PERTH



CENTRAL PARK PERSPECTIVE - LOOKING FROM NORTH EAST

2016/5186; SITE B, 3 (LOT 502) TRINITY AVENUE, EAST PERTH (PERSPECTIVES)



THE SWAN RIVER PERSPECTIVE - LOOKING FROM SOUTH EAST

2016/5186; SITE B, 3 (LOT 502) TRINITY AVENUE, EAST PERTH (PERSPECTIVES)



CENTRAL PARK PERSPECTIVE - LOOKING FROM NORTH TO PODIUM

2016/5186; SITE B, 3 (LOT 502) TRINITY AVENUE, EAST PERTH (PERSPECTIVES)

ITEM NO: 2

251 (STRATA PLAN 59114) ADELAIDE TERRACE, PERTH – PROPOSED LARGE BANNER SIGN

RECOMMENDATION: (REFUSAL)

That in accordance with the provision of the City Planning Scheme No. 2, Council refuses the application for a large banner sign at 251 (Strata Plan 59114) Adelaide Terrace, Perth as detailed on the Metropolitan Region Scheme Form One dated 23 May 2016 and as shown on the plans received on 30 May 2016 for the following reasons:

1. *the proposed sign does not comply with City Planning Scheme No. 2 Policy 4.6 – Signs given that:*
 - 1.1 *the display of a large banner sign for a further extended period of more than six months is contrary to the City’s Signs Policy 4.6 and will result in the visual quality and amenity of the area being diminished by the ongoing display of the third party advertising, which is contrary to the orderly and proper planning of the Precinct; and*
 - 1.2 *the renewal of the previous approved sign resulting in more than four large banner being displayed within the City of Perth at any one time which is contrary to the City’s Signs Policy 4.6 and results in visual noise with signage dominating the City streetscape;*
2. *the proposed sign will not comply with the City Planning Scheme No. 2 draft revised Policy 4.6 - Signs given that:*
 - 2.1 *the sign is considered excessive in scale and dimensions as it exceeds a vertical dimension of one tenth of the buildings height with a maximum height of two typical floors and is therefore under this draft policy considered out of place with the surroundings and dominating the skyline resulting in a negative impact on the visual quality and amenity of the area;*

(Cont'd)

2.2 the sign is in excess of 25% of the wall area and stretched the full width of the wall resulting in the sign being ill proportioned to the size of the building; and

2.3 third party advertising shall only be considered for a sign facing or in a public space where the sign is orientated for viewing within the space and not from adjacent streets.

BACKGROUND:

SUBURB/LOCATION: 251 Adelaide Terrace, Perth
FILE REFERENCE: 2016/5184
REPORTING UNIT: Development Approvals
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 17 June 2016
MAP / SCHEDULE: Schedule 2 – Map and colour perspective for 251 Adelaide Terrace, Perth

LANDOWNER: The Owners of 251 Adelaide Terrace, Perth
APPLICANT: EPICO
ZONING: (MRS Zone) Central City Area zone
(City Planning Scheme Precinct) Adelaide (P13)
(City Planning Scheme Use Area) Office / Residential
APPROXIMATE COST: Nil.

SITE HISTORY:

On the **6 December 2011**, Council approved the installation of the subject sign for the subject sign for a period of five years subject to the following conditions:

- “1. the sign displaying only advertisements with high quality graphics and vibrant artistic content that maintains or improves the visual amenity of the locality consistent with the City’s Signs Policy, with details of each advertisement being submitted and approved prior to the erection of any individual sign;*
- 2. details of the sail track system supporting the large banner sign being provided prior to the issue of a sign licence, addressing the tension and construction methodology to ensure that no detrimental amenity or noise impacts from wind will affect the occupants of the adjacent residential properties;*
- 3. any individual advertisement shall be displayed for a maximum period of six months with any approved replacement sign or advertisement being installed immediately following the removal of the previously approved sign;*

4. *the part of the sign occupied by corporate markings, logos, branding or the like occupying a maximum of 10% of the total sign area; and*
5. *the approval being limited to a maximum period of 5 years from the date of the planning approval. If no subsequent approval is granted extending this period then the subject signage and framing shall be removed and the building façade made good within 30 days of the expiry of the 5 year approval.”*

The sign licence was issued for the sign on the 10 February 2012 and the sign was erected shortly after. The content of the sign changes on a monthly basis and displays third party content for local, national and international brands.

DETAILS:

The current approval expires on 6 December 2016. The applicant is seeking Council's approval to extend the length of approval for the existing large banner sign on the subject site for an additional ten years. The large banner sign measures 25m by 25m (625m²) on the upper eight floors of the western elevation of the twenty storey retail and office building on the subject site. The applicant intends to display 'vibrant and artistic advertising', indicative of that displayed for the past five years and as shown on the conceptual perspective accompanying this report. The advertising signs will be installed on the existing sail track system. The sign is illuminated by offsite lighting from the adjoining property.

The application states it is intended that the sign will continue to be used to advertise special events, commercial events of special interest to the public and general advertising of high graphic quality. If approval is obtained the applicant will then approach prospective clients and each specific advertisement will be submitted to the City for approval (to be determined under delegated authority by the City's Administration) prior to being installed.

LEGISLATION / POLICY:

Legislation *Planning and Development Act 2005*
City Planning Scheme No. 2

Policy
Policy No and Name: 4.6 Signs. The revised policy was initiated for public consultation at the **28 June 2016** Council meeting and as such is considered to be 'seriously entertained' and can be taken into consideration when determining the application.
Precinct Plan No.13 – Adelaide

COMPLIANCE WITH PLANNING SCHEME:

Development Requirements

The subject site is located within the Office/Residential Use Area of the Adelaide Precinct (P13) where signs should not detract from the character and general environmental quality of the Precinct.

The Adelaide Precinct development standards for signs in the Office/Residential Area state that:

“2. Signs and Graphic Display:

- (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; and*
- (ii) 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.”*

In addition to the requirements set out in the Adelaide Precinct Plan, the City Planning Scheme No. 2 Policy 4.6 – Signs sets out the City’s requirements for the erection and management of signs on or adjacent to buildings within the City. The policy defines different types of signs and provides guidelines for their acceptable design and location.

It is noted that the City has completed a review of the Signs Policy 4.6 and a draft revised policy was approved by Council for public consultation at its meeting held on **28 June 2016**.

The proposed sign falls within the following definitions of the current Signs Policy 4.6:

*“**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.”*

*“**Third Party Advertising or General Advertising** is a sign:*

- 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*
- form part of the signage displayed the name, logo or symbol; of a company or other organisations that owns or substantially occupy the site or building on which the advertisement is located; or*

- *for any activity or event not occurring on the site on which the advertisement is located.”*

Under the revised draft City’s Signs Policy the proposed sign will fall within the following definitions:

“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.

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.”

Noting that Council has approved the draft revised Signs Policy for public consultation, it is considered to have sufficient ‘weight’ to be considered in determining this application. From a town planning perspective, the draft planning policy is considered to be a ‘seriously entertained proposal’. The proposal’s compliance with the current and draft revised Signs Policy is detailed in the proceeding comments section of this report.

The applicant is seeking Council’s discretion to support variations to the Signs Policy. Variations to the Signs Policy can only be granted by an absolute majority decision of Council, in accordance with Clause 47 of the City Planning Scheme No. 2 and provided Council is satisfied that:

- ‘47(c)(i) *if approval were to be granted, the development would be consistent with:*
- (A) *the orderly and proper planning of the locality;*
 - (B) *the conservation of the amenities of the locality; and*
 - (C) *the statement of intent set out in the relevant precinct plan; and*
- (ii) *the non-compliance would not have any undue adverse effect on:*
- (A) *the occupiers or users of the development;*
 - (B) *the property in, or the inhabitants of, the locality; or*
 - (C) *the likely future development of the locality’.*

COMMENTS:

It is relevant to note that when the current sign was approved for a five year period, the City recognised that the current Signs Policy had not been reviewed since 2005, and that trends in signage were changing. Therefore, the exercise of discretion in approving the sign with a time restriction was a reflection that new signage needed to be considered on a case by case basis until a contemporary and up-to-date Signs Policy was available.

The current Signs Policy outlines specific criteria for signs within the Office/Residential Area within the Adelaide Terrace Precinct. Signs within this precinct shall create an attractive daytime and evening atmosphere and help to

express the mixed residential, business and tourism environmental character. Any proposed sign should only be considered if it will add particular interest and vibrancy to the locality given its scale, position and proposed content.

The draft revised policy sets out additional requirements for signs within Adelaide and St Georges Terrace. Signs should be designed to reflect the character and role of St Georges and Adelaide Terrace that together form the principal city boulevard. Signage should principally be for the purpose of numbering and naming buildings and identifying their occupants with signage being limited in size and number per tenancy.

Signs are required under the current policy to be assessed in accordance with the general (relevant) criteria below:

Response to Location and Contribution to Local Character

The current Signs Policy 4.6 requires all new signs to 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. The sign is located within a prominent location and not only impacts the immediate locality it also can be seen from various distance viewpoints. The location of the sign being at the top of the building results in the sign being mainly oriented towards passing motorists driving east along Adelaide Terrace and St Georges Terrace.

Having regard to the statement of intent for signage within the precinct it is considered that the retention of a large banner sign with third party advertising content for a further ten years would be inconsistent with the design and types of signage generally permitted in the locality. The location the scale of the sign is considered to add to the visual noise of signage within the Precinct. Signage on buildings on Adelaide Terrace should create an attractive daytime and evening atmosphere and help to express the mixed residential, business and tourism environment character and display innovative graphic signs at lower levels. Whilst the display or international advertising does add to the business environment of the City the lack of local content is not considered to add to the tourism environment or support local businesses within Perth.

The installation of the large banner sign displaying third party content for a further ten years is not considered consistent with the intent of the Policy requirements within this precinct and has had a resultant negative impact on the streetscape within the area. Whilst the Policy does state that opportunities may exist for large banner signs in appropriate locations and temporary large banner signs may be permitted on construction site scaffolding the long term (permanent) installation of said signs are not considered appropriate to the Precinct.

Variety and Interest

The City recognises that signage can play an important role in the interest and appeal of a building or place and as such the City supports variety over monotonous

design. A sign should be appropriate to the building or site, and aim to attract attention in a way which is well thought out and well designed.

Since installation of the sign the City has had reoccurring issues in regulating what is deemed to be 'high quality graphics and vibrant artistic content that maintains or improves the visual amenity of the locality', as per condition one of the previous development approval. Even with this requirement, issues have been raised by the City regarding the lack of local content or vibrant artistic content, such an assessment has been subjective and arbitrary the signs have still been installed on the basis that they were national and international advertising campaigns that cannot be amended to incorporate any local context. It is not envisaged that this issue will change if an extension of approval time is granted and as such it is considered the sign will not enhance the visual amenity of the locality or of the City's skyline.

Large Banner Signs

The current Policy permits a maximum of four large banner signs in the city at any one time with any change in content requiring the approval of Council. There is however currently in excess of the maximum number of signs approved in the city since the original approval with the city centre deemed to be more appropriate for large banner signs focusing on the core retail area of the City.

The Policy also requires that large banner signs be erected on a temporary basis meaning no more than six months duration with a six month lapse between display periods. The applicant's proposal to display a large banner sign continuously for a minimum of ten years is contrary to this requirement. Previous variation to this Policy requirement was waived on the basis that in the interest of reinforcing the vibrancy and visual interest of the locality, the six month lapse between advertising is not considered necessary and the resultant blank façade and the supporting sail track system for six months between advertisements was not considered contributing to maintaining the visual amenity of the locality.

Large banner signs will be defined as a wall sign under the revised draft Policy. The revised Policy restricts the size of a wall sign at the top of a building to a maximum vertical dimension to the combined height of two typical floors of the building. The subject sign is significantly larger occupying approximately seven typical floor levels of the building. The sign size of the sign is considered excessive and out of place with the surroundings and will dominate the skyline within the area which is contrary to the provisions and intent of the proposed amended Policy and as such should not be supported.

Third party advertising

The current Signs Policy 4.6 states third party or general advertising will only be permitted where, having regard to the character of the area in which is the sign is to be situated, Council is satisfied that the visual quality, amenity and safety of the area will be enhanced, or at the very least, not diminished.

The initial information provided by the applicant was that third party, or general advertising will only be displayed when the sign is not being utilised to advertise

events or other similar promotions. The content of the sign has almost exclusively been used to advertise general advertising for international brands with no or little relation to local advertising and with limited local content. Whilst there was not minimum percentage of local events or promotions required to be displayed the constant display of general third party advertising is considered contrary to the original proposal and not considered to be beneficial to the streetscape of the area.

Creatively and sensitively designed and well placed advertising is a common characteristic of any modern international City pursuing a visually interesting and vibrant built environment, particularly where such signage represents an improvement to a featureless façade. The façade whilst largely blank is not completely featureless and in relatively good condition and is determined acceptable in terms of treatment.

Proposed Signs Policy

Under the draft revised Policy third party advertising content will only be permitted on signs within public spaces and on hoarding signs. Adelaide Terrace has been identified as an area where third party advertising on a wall sign would not be permitted with the signs limited to the entertainment, retail core and town centre areas.

The draft revised Policy also states that where a wall sign is located at the top of a building the sign shall not display third party advertising, should not be more than 25% of the wall area and should not extend to the full height or width of the wall as currently proposed. The maximum size of any such signs is however limited to the height of two typical floors of the building which would be approximately 6 metres whilst the vertical dimension of the current sign is 25 meters.

It is noted that one of the objectives and general principles of the draft revised Policy is to rationalise (including removal) of signs generally inconsistent with the Policy. The purpose of the time limit on the previous approval was to allow for an interim approval period after which the sign can be reconsidered in terms of its compliance with changing circumstances including the provisions of the new draft revised Policy and this is therefore the appropriate time to have the sign removed.

Having due regard to the proposed Policy any approval to extend the display of signage on the site would be contrary to the provisions and intent of the proposed amended Policy and as such should not be supported.

Conclusion

The placement of the sign over the last five years has enabled the Administration to reflect upon its contribution to the street; to its contribution to the city as a place. In the context of the outcomes sought by the current Signs Policy and the draft revised Signs Policy the application is not supported.

It is considered the proposed Large Banner Sign with third party advertising content is not appropriately located. It is not considered to sufficiently benefit the streetscape

and amenity, nor contribute to the vibrancy and visual interest of the area to warrant Council exercising discretion under the City Planning Scheme No. 2 (clause 47c(i)).

Other existing large banner signs approved within the City are considered to be more appropriately located having greater benefit to the area.

The extended display of the advertising is generally against the intent of the Policy and has had a resultant negative impact on the streetscape within the area. As the proposed sign does not meet the intent for large banner signs or third party content under the City's Signs Policy 4.6 it is recommended that the application be refused.



2016/5184 - 251 (STRATA PLAN 59114) ADELAIDE TERRACE, PERTH



2016/5184 - 251 (STRATA PLAN 59114) ADELAIDE TERRACE, PERTH

ITEM NO: 3

507 (LOT 501) MURRAY STREET, PERTH – PROPOSED NEW TECHNOLOGY ABOVE ROOF SIGN DISPLAYING THIRD PARTY ADVERTISING

RECOMMENDATION:

(REFUSAL)

That, in accordance with the provisions of the City Planning Scheme No. 2 and the Metropolitan Region Scheme, Council refuses the application for the proposed 'new technology' above roof sign with third party advertising content at 507 (Lot 501) Murray Street, Perth as indicated on the Metropolitan Region Scheme Form One dated 22 April 2016 and as shown on the plans received on 17 May 2016 for the following reasons:

1. *the proposed sign does not comply with City Planning Scheme No. 2 Policy 4.6 – Signs given that:*
 - 1.1 *above roof signs are not permitted anywhere within the city;*
 - 1.2 *the sign is not designed as an integral part of the building, and will be excessive in scale and inconsistent with the style of the building on which it will be located;*
 - 1.3 *the third party advertising content of the sign would be detrimental to the visual quality and amenity of the locality; and*
 - 1.4 *the sign is considered to be inappropriately located as it is intended to be viewed by passing motorists where it could create a safety hazard;*
2. *the proposed sign will not comply with the City Planning Scheme No. 2 draft revised Policy 4.6 Signs given that:*

(Cont'd)

2.1 the size, location, display of third party advertising and variable content which will dominate the skyline within the area, have a negative impact on the visual quality and amenity of the area and is likely to cause a distraction to road users; and

2.2 the sign will be defined as a sky sign which is not permitted anywhere within the City.

BACKGROUND:

SUBURB/LOCATION: 507 Murray Street, Perth
FILE REFERENCE: DA-2016/5127
REPORTING UNIT: Development Approvals
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 17 June 2016
MAP / SCHEDULE: Schedule 3 – Map and colour perspectives for 507 Murray Street, Perth

LANDOWNER: Mr G M Catlin and Mr L A Rausz
APPLICANT: Chaos Outdoor Media Pty Ltd
ZONING: (MRS Zone) Central City Area Zone
(City Planning Scheme Precinct) Precinct 5
Citiplace
(City Planning Scheme Use Area) City Centre
APPROXIMATE COST: \$500,000

SITE HISTORY:

On **4 November 2008** an application for the development of an eight storey office building was approved on the subject site.

A retrospective approval was granted on 3 September 2013 for the installation of energy saving louvers to the first floor level of the front elevation and the display of an animated LED roof sign measuring 8,416mm in length by 2,226mm in height displaying the names of companies operating in the building including 'Seamless Resourcing', 'Octave Consulting', 'Powertech Services', 'Precise Facilities' and 'Present Group'.

DETAILS:

The applicant seeks development approval to erect a 'new technology', above roof sign at the subject site. The sign is proposed to be 15 metres in width and 5 metres in height. The sign is proposed to be supported by charcoal grey and yellow structure which will measure 8.7 metres in height, 9.77 metres in depth and approximately 19.6 metres in overall length. It is proposed that the supporting structure will be tiered

to the rear of the sign which will be landscaped to screen the supporting structure providing a better outlook to those residents and future development to the south of the sign.

The applicant has indicated that the sign will display variable static advertising content that will change instantaneously but not move, flash or pulsate. Content is intended to change every 20 seconds in length with a 0.01 second transition. No details regarding the management of the content of the sign has been provided by the applicant.

LEGISLATION / POLICY:

Legislation

Planning and Development Act 2005;
City Planning Scheme No. 2

Policy

Policy No and Name: 4.6 Signs The draft revised Policy was initiated for public consultation at the **28 June 2016** Council meeting and as such is considered to be 'seriously entertained' and can be taken into consideration when determining the application.

COMPLIANCE WITH PLANNING SCHEME:

Development Requirements

The subject site is located within the City Centre Use Area of the Citiplace Precinct (P5) under the City Planning Scheme No. 2 (CPS2). The Precinct will be enhanced as the retail focus of the State providing a range of retail and related services more extensive than elsewhere in the metropolitan region. Building facades will incorporate interesting architectural elements thereby contributing to a lively, colourful and stimulating environment.

The Statement of Intent for the Citiplace Precinct does not specify any development provisions for signage.

The CPS2 Signs Policy (4.6) sets out the requirements for the erection and management of signs on or adjacent to buildings within the city, providing guidelines for their acceptable design and location.

Under the Signs Policy the proposed sign falls within the following definitions:

“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.

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.

Third Party Advertising or General Advertising is a sign:

- *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.”*

It is noted that the City has completed a review of the Signs Policy 4.6 and a draft revised Policy was approved by the Council for public consultation at the **28 June 2016** Council meeting. Under the City’s revised draft Signs Policy the proposed sign will fall within the following definitions:

“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.

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.

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”

Noting that Council has approved the draft revised Signs Policy for public consultation, it is considered to have sufficient ‘weight’ to be considered in determining this application. From a town planning perspective, the draft planning Policy is considered to be a ‘seriously entertained proposal’. The proposal’s compliance with the current and draft revised Signs Policy is detailed in the proceeding comments section of this report.

Council, pursuant to Clause 43 of CPS2, is to have ‘regard’ to the strategic and statutory planning framework when making determinations. Variations to the Signs Policy can be granted by an absolute majority decision of Council, in accordance with Clause 47 of the City Planning Scheme and provided Council is satisfied that:

- ‘47(c)(i) if approval were to be granted, the development would be consistent with:
- (A) the orderly and proper planning of the locality;
 - (B) the conservation of the amenities of the locality; and
 - (C) the statement of intent set out in the relevant precinct plan; and

- (iii) *the non-compliance would not have any undue adverse effect on:*
- (A) *the occupiers or users of the development;*
 - (B) *the property in, or the inhabitants of, the locality; or*
 - (C) *the likely future development of the locality'.*

COMMENTS:

The Signs Policy outlines specific criteria for signs within the Hay Street/ Murray Street (Core Retail Area). Signs within this area shall contribute to the creation of a lively, colourful and stimulating pedestrian and retailing environment. 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.

Signs are required under the Policy to be assessed in accordance with the general (relevant) criteria below:

Response to Location and Contribution to Local Character

The Signs Policy requires all signs to be compatible with the style, scale and character of the surrounding streetscape and the predominant uses in the locality. Signs are required to respond to the character of the street and the prevailing building style as well as making a positive contribution to its setting. Signs that 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. Consideration should also be given to the number and type of existing signs in the locality so as to avoid visual clutter. Enhancement of the desired environmental character of an area should be the primary consideration when judging the appropriateness of a new sign.

The sign is not considered to be compatible with the character of the area, appropriate to the building and does not make a positive contribution to the setting. Whilst the sign will generally not have a negative impact on the immediate neighbour's amenity due to the low scale of the existing developments the sign may have impacts from light spill and visual amenity for the future development of these properties. The residential apartment building located to the rear at 996 Hay Street will however view the rear of the sign. Due to the location and orientation of the sign, any large scale redevelopment of the adjacent lots to the west could result in the sign being partially or completely obscured from the sign's intended audience.

The sign is located within a prominent location and not only impacts the immediate locality it also can be seen from various distant viewpoints. The location of the sign being at the top of the building results in the sign being primarily oriented towards passing motorists south along the Freeway and limited views from Murray Street. The applicant has indicated that the sign will provide an "appropriate" entry statement to the City and an "easily recognisable landmark". Given this, it is not considered that signage which is of excessive scale is a desirable landmark within the City. It is noted that the location of the sign is not at the entryway to the City but rather the City Centre and as such the 'Welcome to Perth' motto located on the sign is not considered appropriate.

Variety and Interest

The Signs Policy recognises that signage can play an important part in the interest and appeal of a building, especially in shopping areas, and supports variety in design. However it also requires signage to be appropriate to the building and aim to attract attention in a way which is well thought out and well designed. 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 material finishes, colours and fenestration of the building, ensuring that architectural features of the building are not obscured.

Whilst the proposed sign does incorporate architectural elements from the existing building including colours and materials it is not considered the proposed sign is effectively and appropriately integrated with the building design.

The applicant has not provided details of how the sign content would be managed however it is recommended a condition be imposed on any approval granted requiring the submission and approval of a signage strategy. Given this, concern is raised regarding the regulating of content and what is deemed to be high quality graphics and vibrant artistic content that maintains or improves the visual amenity of the locality. The City's previous experience of third party advertising is that predominantly national and international advertising campaigns are displayed that cannot be amended to incorporate any local context. The City's draft amended Policy requires third party advertising content to be related to products, services or events available within the local government boundaries. As such it is considered the sign will not enhance the visual amenity of the locality or the City's skyline.

Community Expectations

The proliferation of general advertising along the Freeway is not considered to be a desirable outcome in terms of the presentation of the City as the corporate focus of the State. It is considered that there are more appropriate locations for this type of signage, as allowed under the Signs Policy, including facing onto public spaces where pedestrians gather such as pedestrian malls, piazzas, public plazas and in the entertainment districts.

Safety

The Signs Policy requires that signs be located and designed so as not to cause a hazardous distraction to motorists, pedestrians or other road users. As discussed above the sign is specifically designed to attract the attention of passing motorists and will potentially be a distraction; and therefore a safety hazard. A condition can be imposed on any approval issued to ensure compliance with the dwell and transition times for variable sign content recommended by the Main Roads Western Australia for a street of this nature to address safety for motorists and pedestrians however this will not totally remove potential distraction.

Design, Construction and Maintenance

Signs are required to be simple, clear and efficient with structural components and wiring concealed and/or the visual impact of the components minimised. The sign is

proposed to be supported by a tiered structure with landscaping installed to the rear and sides of the sign which will screen the supporting structure. The applicant has advised that the proposed landscaping will be artificial due to structural and water issues and constraints ensuring the longevity of the landscaping and reducing the need for maintenance of the landscaping. The applicant has stated that the landscaping will complement the building and enhance the area providing an improved outlook to those in adjoining office and apartment buildings who currently overlook the site.

Whilst the screening of the supporting structure is a positive outcome it is not considered that the treatment of the rear with the use of synthetic turf and plants is a desirable outcome in terms of quality design. The landscaping is also not considered to successfully integrate with the sign with the building and whilst innovating design responses are encouraged the design of the sign and structure does not fulfil this requirement.

Above Roof Signs

The sign does not meet the definition of a roof sign as it is '*not fixed to the fascia of the building or 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.*' Whilst the sign is fixed to the roof of the building, is not designed as an integral part of the building and '*protrudes above the normal roof line or building parapet*' by 8.7 metres and is therefore consistent with the definition of an above roof sign under the Signs Policy.

The Signs Policy states that: '*Above roof or sky signs are not permitted anywhere within the City of Perth.*'

Under the City's draft revised Signs Policy the sign will be defined as a sky sign which is not permitted anywhere within the city.

'New Technology' Signs

The following specific design criteria are relevant to animated or 'new technology' signs:

- a) *The content of an Animated or "New Technology" sign must also receive the approval of Council.*

As the sign is intended to display general advertising and would be regularly changing, compliance with this criterion is not practical. This can however be addressed by imposing a condition on any approval issued requiring the submission of an advertising strategy for approval, detailing the content, management and maintenance of the sign.

- 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).*

The sign complies with this requirement, intended to be located in the Citiplace Precinct.

- 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.*

The sign is not considered to have an impact on the immediate streetscape given the location on the roof of the building which will not be visible to pedestrians and motorists within the immediate vicinity. Given this the sign will have an impact on the broader streetscape and skyline of the city as viewed from the Freeway. The appropriateness of the sign in the streetscape is discussed further later in the report.

- 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.*

Whilst the applicant has made an attempt to integrate the sign and structure with the building by use of colours and materials and use of artificial landscaping it is not considered that the sign has been adequately designed to be an integral part of the building. The sign and associated structure have no relation to the existing structure of the building in terms of form and setbacks with the structure simply located on top of the building with little regard to it. The location and orientation of the sign also result in the sign not following existing building setbacks further exacerbating the issue.

- 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.*

Whilst the subject site is located within the Citiplace precinct the proposed site, position and orientation of the sign is not considered appropriate. The sign is located to the roof of an eight storey building directed towards motorists travelling on the Mitchell Freeway. As such it is not considered the sign meets the criteria for being viewed by passing or gathering pedestrians and may be considered a hazard to passing motorists on the Freeway.

The applicant has not submitted a Traffic Engineering Report as part of the application and as such it is unclear what impact the sign will have on traffic travelling south on the Freeway (noting it will not be visible to vehicles travelling north) . It is assumed that the predominant target audience would be vehicle passengers which will be largely the only people capable of seeing the sign. While limits on dwell and transition time and luminance levels would reduce the safety hazard created by the sign to some degree, this will not totally remove potential distraction. Given the size of the sign and its design being aimed at passing motorists it is considered that there will be some safety impact for passing motorists on the Freeway.

- 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.*

It is understood that the sign is not intended to flash or pulsate and a condition of any development approval issued could address this.

Under the City’s draft revised Signs Policy signs with variable content are only permissible in this area where the sign is defined as a roof sign or wall sign however the sign does not meet the definition of a roof or wall sign and is rather a sky sign and as such the sign is not permissible anywhere in the City.

Third Party Advertising

The Signs Policy states that: *‘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.’*

It is considered that the sign is likely to diminish the visual quality and amenity of the area and may impact on safety. The Council has generally discouraged third party advertising throughout the city to avoid a proliferation of signage and visual clutter. Because of its excessive size and orientation towards oncoming traffic on the Freeway the sign will dominate the skyline when travelling from the north on the Freeway and partially impact the streetscape as viewed from Murray Street.

Under the proposed revised Policy third party advertising content will only be permitted facing or in a public space within the Entertainment Area, the Retail Core Area, a Town Centre Area or The Terraces Area where the sign is oriented for viewing within the space and not from adjacent streets. The subject site does not fall within the above stated areas nor is the sign oriented towards a public space and will be directly oriented towards the Freeway.

Proposed Signs Policy

Having due regard to the proposed Policy it is noted that the sign will be defined as a sky sign which is not permitted anywhere within the city and that third party advertising content will only be permitted facing or in a public space within the Entertainment Area, the Retail Core Area, a Town Centre Area or The Terraces Area where the sign is oriented for viewing within the space and not from adjacent streets.

The approval of the proposed sign on the site would therefore be contrary to the provisions and intent of the proposed amended Policy and as such should not be supported.

Conclusion

Being an above roof sign, the proposed sign is not permitted anywhere within the city under the current Signs Policy. It also does not meet the criteria for 'new technology' signs or third party advertising applicable under the Policy or the provision, intent and requirements of the proposed revised Policy. It is considered to be excessive in scale with little regard for the design of the building or its central location within the city. It will be detrimental to the visual amenity of the locality and have a potential adverse impact on the amenity of adjacent buildings. It is therefore recommended that the application be refused.



2016/5127 - 507 (LOT 501) MURRAY STREET, PERTH



2016/5127 - 507 (LOT 501) MURRAY STREET, PERTH



2016/5127 - 507 (LOT 501) MURRAY STREET, PERTH

ITEM NO: 4

RESULTS OF FURTHER ASSESSMENT TO DETERMINE IF THE IDENTIFIED PROPERTIES ARE OF CULTURAL SIGNIFICANCE AND WORTHY OF BUILT HERITAGE CONSERVATION

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. in accordance with Part 3 Clause 8 of the Planning and Development (Local Planning Scheme) Regulations 2015, proposes to include Motor House, 68 Milligan Street, Perth in the City Planning Scheme No.2 Heritage List and gives the affected owner and occupier a description of the place, the reasons for the proposed entry and 21 days to make a submission on the proposal;***
- 2. notes that a report will be presented back to Council with the results of the consultation with the owners and occupiers located at 68 Milligan Street, Perth;***
- 3. recommends that the State Heritage Office consider Motor House, 68 Milligan Street, Perth for possible entry in the State Heritage Register given that it is of potential importance to the State of Western Australia for the following reasons:***
 - 3.1 the place represents a key stage in the development of modern architectural history in Western Australia;***
 - 3.2 the place was the first and only multi-story structure in Western Australia to be designed and constructed specifically to service the motor car; and***
 - 3.3 the place displays structural engineering and achievement and, at the time of construction, it incorporated what was then the largest clear span roof in Western Australia;***

(Cont'd)

- 4. determines that Kastellorizo (Wiluna Flats), 1298 Hay Street, does not meet the threshold for entry in the City Planning Scheme No. Heritage List due to its low authenticity and integrity.**

BACKGROUND:

FILE REFERENCE: P1023133-2
REPORTING UNIT: Arts, Culture and Heritage
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 13 June 2016
MAP / SCHEDULE: Confidential Schedule 4 – Informal Submissions
(distributed to Elected Members under separate cover)
Schedule 5 – Draft Heritage Place Assessments

At its meeting held on **5 April 2016**, Council considered a report including results of informal consultation undertaken by the City with owners affected by the possible inclusion of the following properties in the City Planning Scheme No. 2 Heritage List (CPS2 Heritage List): (Confidential Schedule 4):

1. Motor House, 68 Milligan Street, Perth (property H);
2. Kastellorizo (Wiluna Flats), 1298 Hay Street, West Perth (property J).

In relation to the subject properties, Council resolved the following (in part):

'That Council, 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.'

Note that property 'I' will be reported to Council as a separate future report.

The list of identified places was previously presented to the Council as confidential, given that Council would not have endorsed the list prior to it being made publically available. It is no longer considered necessary to present the list as confidential given that Council's decision above to progress the heritage assessments.

In response to the above resolution, Officers internally inspected all three properties, and the findings have been included in the draft Heritage Place Assessment for each property (Schedule 5).

The draft Heritage Place Assessments suggest that *Motor House*, 69 Milligan Street is of cultural heritage significance and meet the threshold for inclusion in the City Planning Scheme No.2 Heritage List. The draft Heritage Place Assessment for *Motor House* also suggest that the place may be of cultural heritage significance to Western Australia and for this reason it is considered appropriate to recommend that the State Heritage Office consider the place for entry into the State Heritage Register.

In relation to *Kastellorizo (Wiluna Flats)*, 1298 Hay Street, West Perth, the draft Heritage Place Assessment suggests that, whilst the place may be of cultural

heritage significance it is not worthy of built heritage conservation due to its poor low level of integrity and authenticity.

In accordance with Part 3 Clause 8 of the *Planning and Development (Local Planning Scheme) Regulations 2015* the local government must not enter a place in the heritage list unless the local government:

- (a) *notifies in writing each owner and occupier of the place and provides them with a description of the place and the reasons for the proposed entry;*
- (b) *invites each owner and occupier to make a submission on the proposal within 21 days on the day on which the notice is served or with a longer period specified in the notice;*
- (c) *carries out any other consultation the local government considered appropriate; and*
- (d) *following any consultation and consideration of the submissions made on the proposal, resolves that the place be entered in the heritage list with or without modification, or that the place be removed from the heritage list.*

Whilst the City has already undertaken informal consultation with affected owners, the next phase of consultation will allow affected owners to formally respond to the Council's proposed heritage listing, prior to it making a final decision on the matter.

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
Town Planning Regulations 1967
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.

DETAILS:

Preliminary Investigations

The City identified a number of places for possible heritage listing on the basis that they have a construction date prior to 1940 and have been classified by the National Trust (WA) and/or the Heritage Council has determined that the place does not meet the threshold for entry in the State Register.

Prior to Council considering the list of places, the City undertook informal consultation with affected owners with respect to the possible heritage listing, by way seeking owner feedback on the previous Heritage Assessment prepared by the National Trust and/or State Heritage Office (Confidential Schedule 4).

The reason for the subject properties being identified as places of interest, and the information submission summary is detailed below:

Place Name and Address	Construction Date	Heritage Status	Informal Submission
Motor House, 68 Milligan Street, Perth	1936	Classified by the National Trust	Not supportive
Kastellorizo (Wiluna Flats), 1298 Hay Street, West Perth	1904	State Heritage Office - Below Threshold	Not supportive

On **5 April 2016** Council considered a report which included the above information. In relation to the subject properties the report noted that:

'Whilst the heritage assessment for these properties demonstrates 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 the properties. The results of the inspections and the further consultation will be reported back to the Council for a final decision.'

As stated above, Council resolved the following:

'That Council, 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 undertaken internal site inspections of the properties to determine their internal condition and authenticity.'

Site Inspections

On 11 April 2016 the City notified affected owners in writing of the Council's resolution above and further advised that:

'... an Officer of the City would contact them shortly to arrange a site inspection of the above property. Any information gathered will be presented to the Council for its consideration. If an inspection is unable to be undertaken, the Council will be presented with available information to determine the heritage value of the property'

Subsequently, Officers undertook internal site inspections with the property owner or representative for each of the subject properties (photos are included in the draft Heritage Place Assessment at Schedule 5).

Heritage 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 met one or more of the following criteria:

Aesthetic Value	Is it significant in exhibiting particular aesthetic characteristics.
Historic Value	It is significant in the evolution of pattern of the history of the local district.
Research Value	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.
Social Value	It is significant through association with a community or cultural group in the local district for social, cultural, educational or spiritual reasons.
Rarity	It demonstrates rare, uncommon or endangered aspects of the cultural heritage of the local district.
Representativeness	It is significant in demonstrating the characteristics of a class of cultural places or environments in the local district.

Draft Heritage Assessments (Schedule 5)

Motor House, 68 Milligan Street, Perth

The Draft Heritage Place Assessment for *Motor House* demonstrates that the place has cultural heritage significance at both a local and state level for its aesthetic, historic and research values. It is also considered rare and has a moderate level of integrity and a high degree of authenticity.

Based on the above, the place meets the threshold for entry into to the CPS2 Heritage List and it is considered appropriate to suggest that the State Heritage Office consider the place for possibly entry into the State Heritage Register.

Kastellorizo (Wiluna Flats), 1298 Hay Street, West Perth

The Draft Heritage Place Assessment for *Kastellorizo (Wiluna Flats)* demonstrates whilst the place has heritage value its low integrity and authenticity warrant it not worthy of entry in the CPS2 Heritage List.

Deemed Provisions – Requirements

As outlined above, at this stage the City has only undertaken information consultation with affected owners. Should Council resolve to propose that places be included in the CPS2 Heritage List, the *Planning and Development (Local Planning Scheme) Regulations 2015* requires formal consultation to be undertaken prior to places being included in the CPS2 Heritage List.

Formal consultation will include providing affected owners and occupiers with a copy of the draft Heritage Place Assessment and a period of 21 days to make a submission on the proposal.

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

Whilst the City has already undertaken informal consultation with affected owners, the next phase of consultation will allow affected owners to formally respond to Council's proposed heritage listing, prior to it making a final decision on the matter.

FINANCIAL IMPLICATIONS:

If additional places are included in the CPS2 Heritage List property landowners will be eligible to apply for the City's heritage grants, heritage awards and heritage rate concession.

COMMENTS:

The draft Heritage Place Assessments demonstrate that *Motor House* and *Grand Central Hotel* warrant entry, and that *Kastellorizo* does not warrant entry, in the CPS2 Heritage List.

Formal consultation will be undertaken with affected owners prior to Council making its final decision on the proposed heritage listings.

The places included in the CPS2 Heritage List will be subject to the benefits and controls of the CPS2 Heritage policies, and the owner will be eligible to apply for the heritage program incentives noted above. Retention and conservation of the significant elements of the places will be encouraged as part of any future development applications.

CONFIDENTIAL SCHEDULE 4
ITEM 4 – RESULTS OF FURTHER ASSESSMENT TO
DETERMINE IF THE IDENTIFIED PROPERTIES ARE OF
CULTURAL HERITAGE SIGNIFICANCE AND WORTHY
OF BUILT HERITAGE CONSERVATION

FOR THE PLANNING COMMITTEE MEETING

12 JULY 2016

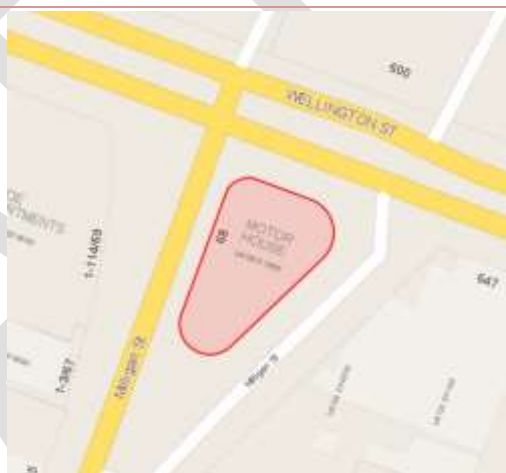
DISTRIBUTED TO ELECTED MEMBERS UNDER
SEPARATE COVER

Heritage Place Assessment

NAME AND LOCATION DETAILS

Building Name	Motor House
Former Name	-
Street Name and Suburb	Milligan Street, Perth
Street Number	68
Former Location	-
Lot Details	Lot 100 D 73692
Property Key	174956
Location Description	South-east corner of the Milligan Street and Wellington Street intersection. The place fully occupies the triangular site boarded by Wellington Street and the two arms of Milligan Street.

Location Diagram



BUILDING DETAILS

Building Type	Heritage Building
Heritage listings	Classified by the National Trust (WA) 8 July 2002 Art Deco Significant Building Survey 30 June 1994
Place Type	Individual Building
Construction Date	1935-36 (alterations 1990s)
Architect/Designer	W.G Bennett & Messers Powell, Cameron & Chisholm
Builder	Missen and Mills
Date Source	National Trust Place Assessment June 2001 City of Perth Site Inspection 12 May 2016

IMAGES

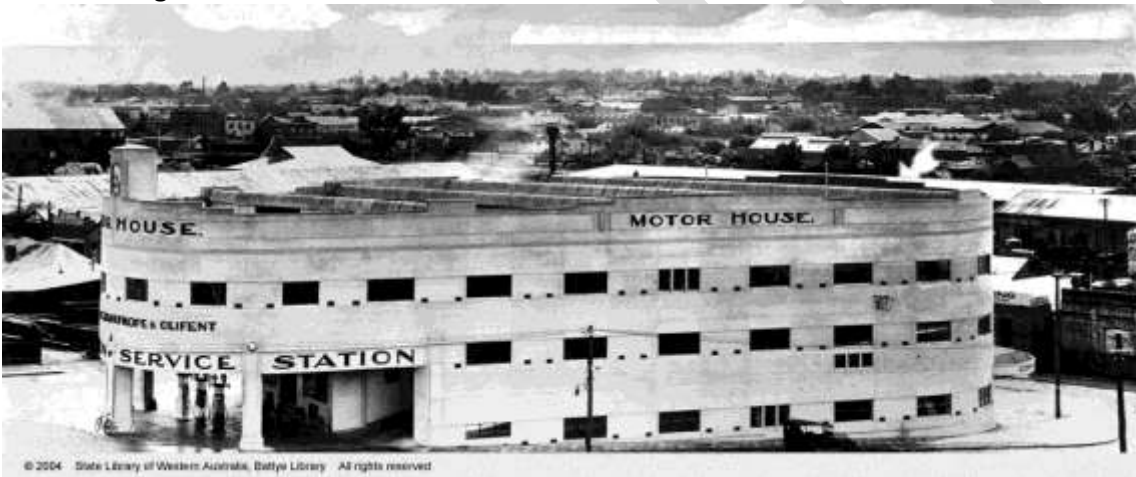
Current Images



City of Perth, 2016



Archival Images



State Library, 1936



State Library (c.1940)



State Library of Western Australia

State Library, 1952



State Library of Western Australia



State Library of Western Australia

State Library, 1955



State Library of Western Australia



State Library, 1982



STATEMENT OF SIGNIFICANCE

Aesthetic Value	<p>The place is a fine representative example of an early Moderne style building (also described as Inter-War Functionalist).</p> <p>The place has characteristic Art Deco stylistic elements and is a competent design interpretation that represents an important stage in the development of modern architecture in Western Australia.</p> <p>The place has landmark qualities and prominence in the city streetscape due to its simple geometric shapes and prominent rounded corners that proclaim its modernity, together with the space around it.</p>
Historic Value	<p>The place represents a key stage in the development of modern architectural history in Western Australia and reflects the establishment of facilities for the advent of motor vehicles in the city of Perth.</p> <p>Its prominent position fronting the major intersection of Milligan Street and Wellington Street marks it significant place in the historical development of the central business district perimeter and the provision of facilities for the housing, servicing and maintenance of the motor vehicles of the city business people.</p> <p>The place was the first multi-story structure in Western Australia to be designed and constructed specifically to service the motor car.</p>
Research Value	<p>The place demonstrates a degree of structural engineering innovation and achievement. It was a novel development in the city at the time and incorporated what was then the largest clear span roof in the State.</p>
Social Value	-
Rarity	<p>The place is a unique and rare distinctive example of a 1930s building designed in the modern style and was the first and only multi-level car specifically to service the motor car in Western Australia.</p> <p>The place is unusual, being different in style to other buildings in the City of Perth and represents the only example of a metropolitan CBD structure design by this collaboration of well-known architects.</p> <p>The place is one of only a few Moderne buildings still standing.</p>
Representativeness	-

PHYSICAL DESCRIPTION

Architectural Period	<p>Inter-War modern (Inter War Functionalist) style with Art Deco detail characteristics</p>
Materials	<p>The building was built entirely out of fire-resistant materials, with brick walls, steel and concrete floors finished with a granolithic surface, corrugated asbestos roof sheeting and steel window frame. The building was surfaced externally with white cement and white sand,</p>

and incised to give a stonework effect. The only woodwork in the building was in the fittings and smaller doorways.

External

The place features symmetrical massing, simple geometric shapes, continuous ribbon metal framed windows, rendered wall surfaces, prominent rounded corners and the roof structure is concealed by a parapet.

The site slopes quite steeply northward down towards Wellington Street, allowing a lower floor with entrance for vehicles at that level. There are three levels in all with the mid-level floor having access directly from Milligan Street. From there the original upper floor vehicle access was by short carefully graded ramps each side of the building at the apex of the triangle.

A feature of the building structure was the absence of internal supporting pillars on the upper floor where the roof trusses reached from wall to wall over a span of approximately 104 feet (914 meters), which was at that time one of the largest roof spans in the State. The roof above this structure is of the 'saw tooth type' hidden behind a deco stepped parapet.

A prominent feature of the building was a large Art Deco electric clock that projects above the south facing parapet and was visible from Hay Street. The clock has now been replaced with a large advertisement hoarding.

The external walls have recessed bands which originally linked the fenestration to give the effect of ribbon windows, emphasising the horizontal elements of the building. These windows have now been deepened, so that the recessed bands no longer coincide with the sills. The exterior of the building is currently painted cream with blue and red bands that further emphasise the horizontal design of the design.

Internal

The service station originally incorporated into the Southern apex of the triangular site, could be approached by car through different entrances at the mid-level, thus avoiding congestion. All levels were fully trafficable. The office and showroom were located behind the service station. These entrances and the service station are now replaced with a reception lobby behind modern plate glass doors forming the main entrance and which is approached by semi-circular steps. This lobby provides access to the open plan offices on the first and second floors. The original three large openings at street level on the Wellington Street façade continue to provide direct access into the lower floor of the building by motor car.

USE

Original use

Garage, Showroom and Engineering Workshop

Present Use

Vacant (for lease)

Other Use

Auto Shop (1960s); Roller Skating Rink (c.1965); Parking & Service Station (1982) Offices (2016);

DESCRIPTION NOTES

Condition	The condition of the place is good and it is being well maintained.
Integrity	<p>Moderate</p> <ul style="list-style-type: none"> The building is no longer used as a garage, but parking is provided on the lower floor and the significant parts of the exterior structure and parts of the interior represent the building's original purpose.
Authenticity	<p>High</p> <ul style="list-style-type: none"> Due to the quality of the original design and construction the building refurbishments have not involved any major reconstruction or alteration (other than internal office fit-outs which have retained the original space). Whilst the building has been renovated internally to provide office accommodation, there is still vehicle parking on the lower level and the building is superficially as constructed. Externally the place is almost original condition except for the colour scheme, window modifications, and removal of the clock. Although altered internally it retains the original structural form.

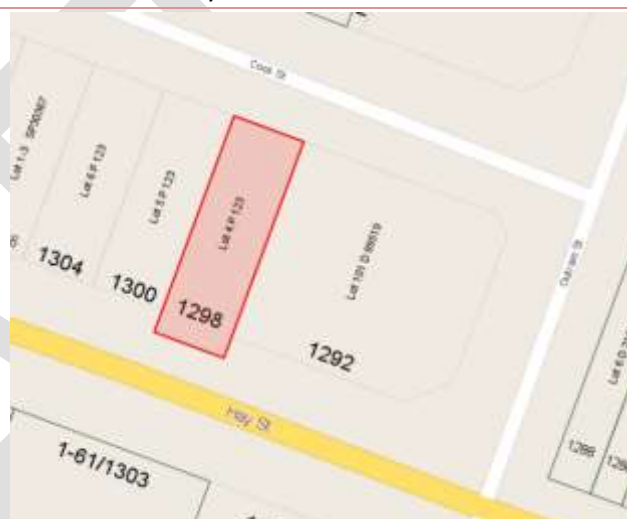
HISTORICAL NOTES

History	<p>Originally built as a garage, service station and engineering workshop for Messers Courthope and Olifent, the place was the first multi-level garage specifically to service the motor car built in Western Australia. The site was previously occupied by St John's Church, which was demolished under protest in order to construct Motor House. Much of the furniture and fittings from the church were incorporated into the 1930s Church of St. Peter, Victoria Park.</p>
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Heritage Place Assessment

NAME AND LOCATION DETAILS

Building Name	Kastellorizo
Former Name	(Wiluna Flats)
Street Name and Suburb	Hay Street, West Perth
Street Number	1298
Former Location	868 Hay Street
Lot Details	Lot 4 P123
Property Key	176156
Location Description	North side of Hay Street west of Outram Street.
Location Diagram	



BUILDING DETAILS

Building Type	Heritage Building
Heritage listings	Below Threshold State Register October 1999
Place Type	Individual Building
Construction Date	1904 (1933;1993)
Architects/Designer	Hine and Selby (1904); Powell, Cameron and Chisholm (1933); John Kannis (1993)
Builder	C. Ross (1904); A Toms (1933)
Date Source	State Heritage Office Place Assessment October 1999 City of Perth Site Inspection 12 May 2016

IMAGES

Current Images



Archival Images -

STATEMENT OF SIGNIFICANCE

Aesthetic Value

The place is an unusual example of a residential building originally dating from the early 1900s but extensively altered and extended in the inter-war period.

It is a distinctive landmark in central Hay Street.

The place has a prominent front elevation in the Inter-War Mediterranean style and the Federation Queen Anne style of the northern section of the eastern elevation.

The place is an attractive building that contributes to the streetscape.

Historic Value

The place reflects the way of life of the wealthier residents of Perth in the late nineteenth and early twentieth century.

The place demonstrates the changing fortunes of West Perth from the quality residential suburb of rental accommodation for working people to an extension of the central business district.

Research Value

-

Social Value

-

Rarity

-

Representativeness

The place is representative of an inner city residence that has been converted to commercial premises.

PHYSICAL DESCRIPTION

Materials

Brick, terra-cotta tiles and iron. timber floors, timber doors and windows.

External

Two story former residential building with side verandahs with timber posts and ornamental brackets. Smooth render to walls with some rustication ornament on the corners of the projecting facade, gable with Oriel windows.

Front additions were constructed in 1933 in the Inter-War Mediterranean style.

The 1993 renovations included replacing rooms on the east and west of the 1930s extension with two storey verandahs and replacement of the 1930s steel framed windows with timber windows, rendering the rear of the place and the construction of a false timber balustrade at roof level near the rear.

The entrance opening has a new door with original half glazed side lights and fan light.

Internal

Internally the building has been extensively altered and adapted. The

original staircase remains extant as do some doors, windows and bricked in fire places. Recent (1993) adaptation has involved the introduction of extensive new material.

The 1930s renovation included three rooms on the ground and first floor at the front of the house (addressing Hay Street). Original Art Deco ceilings, decorative sash windows and skirting boards remain in the 1933 front addition. Original steel framed windows have been replaced with timber.

The 1993 renovations included replacing timber floor in the ground floor passage with concrete, converting three ground floor rooms into a tea room and toilets, and the construction of a garage and carport.

Architectural Period	Federation Queen Anne style with Inter-War Mediterranean style front addition, and Federation Queen Anne style east elevation.
USE	
Original use	Residence
Present Use	Office
Other Use	Apartments
DESCRIPTION NOTES	
Condition	Good condition. The 1993 refurbishment has resulted in the replacement of nearly all defective fabric.
Integrity	Low. The place is no longer used as a residence however the original intended use is visible.
Authenticity	<p>Addition to the front part of the building in c. 1940 and major additions in 1933 for Kate Brice (conversion of residence to flats) and significance alterations in 1993 for the current owner.</p> <p>Due to the substantial 1993 refurbishment the authenticity of the place is low. Has been extensively restored; various alterations to original details. Large amount of internal fabric is of recent origin.</p>
HISTORICAL NOTES	
History	<p>West Perth developed as a suburban residential area in the late 1890's, and at the turn of the century it was one of Perth's prestigious residential address for its proximity to the city centre and Kings Park (then known as Perth Park), and elevated location close to the railway which provided healthy site drainage as well as cooling breezes and views over the city and hills. The area had social status already associated with addresses in nearby Mount Street and access to the city's piped water system. The area was subdivided into large residential lots for development and priced accordingly.</p> <p>The homes built in West Perth from the early 1900's included prestigious mansions built in prominent locations and smaller working class cottages in the narrower back streets and towards the northern end of the area adjacent to railway.</p>

The subject site was purchased in in 1895 by a butler named George Cresford and later sold in Jan 1904 as a vacant lot to Anne Birch, the widow of the former state MP and Perth City Councilor Edmund Birch, who built the two storied residence.

Between 1912 and 1928 the property was exchanged between various owners and tenants who used it for residential and office purposes. In 1933 the then owner, Kate Brice, had the house converted to flats (known as 'Wiluna,') which was popular to do in the 1930s due to the recovery of the depression with the goldboom.

The property was transferred between various owners from 1958 until it was purchased by the current owner Kannis Holdings Pty Ltd in 1972. From the 1960s to the 1980s the place was used as both residential and offices. The building remained substantially unchanged until restorations works were carried out in 1993. It continues to be used for commercial purposes.

DRAFT

ITEM NO: 5

PROPOSED ENTRY OF ROSIE O'GRADY'S PUB, 205 JAMES STREET, NORTHBRIDGE, IN THE CITY PLANNING SCHEME NO. 2 HERITAGE LIST

RECOMMENDATION:

(APPROVAL)

That Council, in accordance with Part 3 Clause 8 of the Planning and Development (Local Planning Scheme) Regulations 2015:

- 1. notes the submission received in response to the Council's proposal to include Rosie O'Grady's Pub, 205 James Street, Northbridge in the City Planning Scheme No. 2 Heritage List (Confidential Schedule 6);***
- 2. enters Rosie O'Grady's Pub, 205 James Street, Northbridge, in the City Planning Scheme No. 2 Heritage List; and***
- 3. gives notice of (2) above to the Heritage Council of Western Australia and the owner and occupier of the place.***

BACKGROUND:

FILE REFERENCE: P1023133-2
REPORTING UNIT: Arts, Culture and Heritage
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 7 June 2016
MAP / SCHEDULE: Confidential Schedule 6 – Submission (distributed to Elected Members under separate cover)
Schedule 7 – Heritage Assessment

The subject site at 205 James Street Northbridge contains a two storey brick and iron building known as Rosie O'Grady's Pub. The place was constructed in 1885 in the Victorian Georgian architectural style and has been identified by the City as having heritage significance at a local level.

On **5 April 2016**, Council resolved the following (in part):

"That Council, 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.”

In response to the above resolution, and on behalf of the owner, Planning Solutions provided a submission in relation to property ‘F’, being Rosie O’Grady’s Pub, 205 James Street, Northbridge (Confidential Schedule 6).

The submission received (Confidential Schedule 6), and the up-dated Heritage Assessment (Schedule 7), are now presented to Council to enable it to make an informed decision on the proposed heritage listing.

Consultation with the owner of Property ‘G’ was not undertaken given that the City’s investigation into the heritage significance of the property revealed that a previous Council decision to include the property in the Heritage List had not been implemented and required action. To rectify the oversight the property has been entered into the Heritage List and the owner advised accordingly.

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
Town Planning Regulations 1967
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:

Preliminary Investigation

The City identified a number of places for possible heritage listing on the basis that they have a construction date prior to 1940 and have been classified by the National

Trust (WA) and/or the Heritage Council has determined that the place does not meet the threshold for entry in the State Register.

Rosie O'Grady's Pub, 205 James Street Northbridge, was identified as a place of interest given that it was constructed in 1885, is classified by the National Trust (WA) and has been determined to be below threshold for State Registration.

Prior to the Council considering the list of places, the City undertook informal consultation with affected landowners with respect to the possible heritage listing. With respect to Rosie O'Grady's, the submission received on behalf of the owner acknowledged that there would be sufficient evidence for the City to include the place in the Heritage List and that entry is warranted.

On **5 April 2016**, Council considered a report which outlined the findings of the city's investigations and the preliminary owner consultation. In relation to Rosie O'Grady's the report noted that:

- the owner is generally supportive of the proposed heritage listing;
- the place continues to demonstrate the heritage values identified in the previous assessments; and
- whilst there have been some modifications to the physical fabric, the overall heritage significance of the property has not diminished.

The Council resolution in relation to Rosie O'Grady's Pub is stated above.

Consultation

On 27 April 2016 the City advised the owner in writing of Council's resolution made on **5 April 2016**, and provided the owner with a copy of the draft Heritage Assessment and details of the period for which to make a submission.

On 5 May 2016 Heritage Officers met on site with owner representatives from Planning Solutions and Griffiths Architects to inspect the place and discuss the draft Heritage Assessment.

On 9 May 2016 the City provided Planning Solutions with a copy of the revised draft Heritage Assessment which included up-dated details on the physical description, internal condition and authenticity (Schedule 7).

Submission

The submission received from Planning Solutions, on behalf of the owner (Confidential Schedule 6) concluded that Planning Solutions are supportive of the draft Heritage Assessment subject to the chronology prepared by Griffith's Architects being included in the assessment document to provide further clarification on the evolution of the property (note that the chronology is referenced the final Heritage Assessment).

Heritage Assessment

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 met one or more of the following criteria:

Aesthetic Value	Is it significant in exhibiting particular aesthetic characteristics.
Historic Value	It is significant in the evolution of pattern of the history of the local district.
Research Value	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.
Social Value	It is significant through association with a community or cultural group in the local district for social, cultural, educational or spiritual reasons.
Rarity	It demonstrates rare, uncommon or endangered aspects of the cultural heritage of the local district.
Representativeness	It is significant in demonstrating the characteristics of a class of cultural places or environments in the local district.

The Heritage Assessment for Rosie O'Grady's Pub (Schedule 7) demonstrates the place has cultural heritage significance for the following reasons:

Aesthetic Value	<p>The place contributes to the visual quality of its location.</p> <p>The place makes a significant contribution to the streetscape, standing on a prominent corner addressing the open space of Russell Square and forming the entry to the built up part of James Street.</p> <p>The place is an example of a commercial building constructed during the period of economic affluence and increased development that followed the gold boom.</p> <p>The aesthetic qualities of its building fabric have associations with both late nineteenth and early twentieth century architecture.</p>
Historic Value	<p>The place represents the development of the City of Perth in the period before the gold rush of the 1890s.</p> <p>The place has a long close association with the Swan</p>

	<p>Brewery Company, which owned the place from the time that its managing director, John Ferguson and William Mumme, purchased it in 1887 until it was sold by the Company to private investors in 1982.</p> <p>The place reflects the new design of two-storey hotels, many of which were situated on a street corner, with public rooms on the ground floor and accommodation on the first floor. The erection of purpose built hotels was popular during the gold rush period and was further consolidated by the Liquor Licensing Amendment Act of 1922.</p> <p>The place is closely associated with the prominent and long-standing Perth construction company of A.T. Brine and Sons, who conducted the major renovations and additions in 1927-1928.</p>
Research Value	-
Social Value	<p>The place represents a special place for members of the community associated with the development of that area.</p> <p>The place has been a popular place of leisure and entertainment since c. 1885</p>
Rarity	-
Representativeness	<p>The place is representative of nineteenth century hotels which have been significantly altered in the Inter-War years and later, and which have recently been restored to simulate their original period. The Federal Hotel and the Orient Hotel in Fremantle are other examples.</p>

Based on the above, the place meets the threshold for entry into to the CPS2 Heritage List.

FINANCIAL IMPLICATIONS:

If the place is included in the City Planning Scheme No.2 Heritage List the property landowners will be eligible to apply for the City's heritage grants, heritage awards and heritage rate concession.

COMMENTS:

The heritage assessment demonstrates that the place has sufficient cultural heritage significance to warrant entry in the CPS2 Heritage List, and the owner is generally supportive of the proposed heritage listing.

If included in the CPS2 Heritage List the place will be subject to the benefits and controls of the CPS2 Heritage policies, and the owner will be eligible to apply for the heritage program incentives noted above. Retention and conservation of the original and early elements of the place will be encouraged as part of any future development applications.

CONFIDENTIAL SCHEDULE 6
ITEM 5 – PROPOSED ENTRY OF ROSIE O’GRADY’S PUB,
205 JAMES STREET, NORTHBRIDGE, IN THE CITY
PLANNING SCHEME NO. 2 HERITAGE LIST

FOR THE PLANNING COMMITTEE MEETING

12 JULY 2016

DISTRIBUTED TO ELECTED MEMBERS UNDER
SEPARATE COVER

Heritage Place Assessment

NAME AND LOCATION DETAILS

Building Name	ROSIE O'GRADY'S PUB
Former Name	Milligan's Tavern, Victoria Tavern, Victoria Hotel
Street Name	James Street
Street Number	205
Former Location	101 Milligan Street, Northbridge
Lot Details	Lot 9 D 43168
Property Key	175847
Location Description	South-east corner of the T junction at James Street and Milligan Street

Location Diagram



BUILDING DETAILS

Building Type	Heritage Building
Heritage listings	Classified - National Trust (11/10/1999) Below Threshold - State Heritage (26/03/1999)
Place Type	Individual Building
Construction Date	1885, 1927, 1992, 1993, 1998
Date Source	National Trust Place Assessment (03/1999) State Heritage Office Place Assessment P3973 (26/03/1999) Internal and External Site Inspection 05/05/2016
Chronology	Refer to Chronology prepared by Griffiths Architects dated 25 May 2016 (forms part of this assessment documentation)



IMAGES

Current Images



Source: City of Perth 05/05/16

Archival Images



Source: Copy of photograph displayed at the place 'courtesy of Warren A Marwick' Late 1800s



Source: Copy of photograph displayed at the place.



Source: Copy of photograph displayed at the place 1926

STATEMENT OF SIGNIFICANCE

Aesthetic Value	<p>The place contributes to the visual quality of its location.</p> <p>The place makes a significant contribution to the streetscape, standing on a prominent corner addressing the open space of Russell Square and forming the entry to the built up part of James Street.</p> <p>The place is an example of a commercial building constructed during the period of economic affluence and increased development that followed the gold boom.</p> <p>The aesthetic qualities of its building fabric have associations with both late nineteenth and early twentieth century architecture.</p>
Historic Value	<p>The place represents the development of the City of Perth in the period before the gold rush of the 1890s.</p> <p>The place has a long close association with the Swan Brewery Company, which owned the place from the time that its managing director, John Ferguson and William Mumme, purchased it in 1887 until it was sold by the Company to private investors in 1982.</p> <p>The place reflects the new design of two-storey hotels, many of which were situated on a street corner, with public rooms on the ground floor and accommodation on the first floor. The erection of purpose built hotels was popular during the gold rush period and was further consolidated by the Liquor Licensing Amendment Act of 1922.</p> <p>The place is closely associated with the prominent and long-standing Perth construction company of A.T. Brine and Sons, who conducted the major renovations and additions in 1927-1928.</p>
Research Value	-
Social Value	<p>The place represents a special place for members of the community associated with the development of that area.</p> <p>The place has been a popular place of leisure and entertainment since c. 1885.</p>
Rarity	-
Representativeness	<p>The place is representative of nineteenth century hotels which have been significantly altered in the Inter-War years and later, and which have recently been restored to simulate their original period. The Federal Hotel and the Orient Hotel in Fremantle are other examples.</p>

PHYSICAL DESCRIPTION

Materials	Rendered Brick, Zincalume
External	Two-storey, roughcast rendered brick hotel building with truncated

brick, steeply pitched hipped corrugated iron roof and tall chimneys.

Original U shaped plan remains with truncated entry.

Original face-brick has been obscured with render and the original and early verandah and balcony has been removed and replaced with a modern verandah, and a modern cantilevered awning has been introduced to the eastern end of the north elevation on James Street.

Original ground floor windows and side entries have been enlarged and replaced with bay windows and French doors, and original entry door also replaced.

Existing first floor openings to the Streets reflect the original opening pattern however doors to the balcony have been replaced with double hung windows. Opening to the hollow of the U plan reflect the original.

Refer to State Heritage Office and National Trust Assessments for detailed external description of the place at 1999.

Note that all fabric associated with changes undertaken in the late Twentieth Century and early Twenty-first Century is considered intrusive.

Internal

Largely modified at ground floor with remnants of original room layout (such as wall nibs). Timber staircase original but has been relocated.

Modified floor space at first floor with evidence of former room layout evidence through fire places and wall nibs. Some original detail remains including lathe and plaster ceiling molded dado wall panels (anaglypta wall covering) with timber bead, timber floor, skirting, doors and architraves.

Early and original accommodation wings at first floor largely reflect the original layout.

Refer to State Heritage Office and National Trust Assessments for detailed internal description of the place at 1999.

Note that all fabric associated with changes undertaken in the late Twentieth Century and early Twenty-first Century is considered intrusive.

Architectural Period

Originally Victorian Georgian (c.1840-c.1890) but overlaid with Inter-War and modern additions

USE

Original use	Commercial – Hotel/Tavern/Inn
Present Use	Commercial - Pub
Other Use	-

DESCRIPTION NOTES

Condition	The condition of the place is good. The external appearance and internal bar and function areas of the place are being maintained for the current use.
Integrity	Moderate. <ul style="list-style-type: none"> • The original intention of the building has been lost through continual alterations. • The current use is compatible. • Very altered but could be restored.
Authenticity	Low <ul style="list-style-type: none"> • Ground floor interiors have been remodeled and the external fenestration of the elevations at ground floor has been replaced with bay windows and French doors with a modern awning. • Some extant original fabric and early at first floor, including 1885 and 1927 accommodation wings, staircase (though relocated) and location of external openings.

HISTORICAL NOTES

History

Hotel dating from the period of commercial expansion in Perth following the gold rush of the 1890s.

At this period a large number of hotels or ‘pubs’ were built in Perth, the outskirts of the city and in country towns. They provided accommodation and refreshment to travellers and the large number of immigrants arriving in the state, including the large proportion of working men from Victoria. Typically the hotel was constructed on a corner with the entrance to the public bar addressing the corner and the entrance for residents on one of the streets. There was often a tower or other feature on the corner and a verandah with elaborate cast iron decoration along the street facades.

(Extracted from M. Pitt Morrison and J. White in C. T. Stannage, *A New History of Western Australia*; U.W.A. 1981)

In the early years of the Swan River Colony the area to the north of Perth (now known as Northbridge) was low lying and swampy and was therefore settled more slowly than the better land closer to the river. It was also further from the river port and the main means of transport.

In 1854 some of the swampy land to the north of Perth was drained producing some fertile land for farming and later subdivision. The land was subdivided into allotments circa 1860. Land in the area was taken up by discharged soldiers, artisans and small landholders. The area at

this period was characterised by small cottages and businesses.

In 1881 the railway from Fremantle to Guildford was opened and became the main transport route. From that period commerce and trade tended to focus more fashionable with smaller commercial enterprises and manufacturing to the north. It was less fashionable to live north of the railway line, however the area was close to the city and during the 1890's and early 1900's was substantially redeveloped with further subdivision of lots and mixed residential and commercial development. A number of trade and community organisations had their origins in the area at this time.

Over the years the population of the area changed as people relocated to suburban areas of the city. As a result Northbridge became the home for successive migrant communities. for example, communities including Greek, Italian, Chinese and more recently Vietnamese migrants have settled here as property remained relatively cheap and had the advantage of being close to the city. These communities have over the years given this area a distinctive character, generally recycling the existing buildings rather than redeveloping the area.

(Extracted from M. Pitt Morrison and J. White in C.T. Stannage, A New History of Western Australia; U.W.A. 1981 and Michael Bosworth, Thematic Historical framework, City of Perth Unpub. 1995).

The place has a long association with the Swan Brewery Company from when it was purchased by the managing directors in 1887 until sold in 1982.

Little is known of the early history of the Hotel except that it was most likely a two-storey structure and was built for a business called Smith and Company. The first mention of the Victoria Hotel in the government Gazette licensing notices was in March 1885. In 1887 the Hotel was purchased by the partnership of John Ferguson and William Mumme, who were at the time managing directors of the successful Swan Brewery

The place reflects the new design of two-storey hotels, many of which were situated on a street corner, with public rooms on the ground floor and accommodation on the first floor.

Northbridge is an inner suburban area, named because it is just north of Perth across the railway bridge. It was approved as a suburb name in 1982.

Also refer to State Heritage Office and National Trust Place Assessments.

CONFIDENTIAL ITEM NO: 6

146–152 (LOTS 2–8) BARRACK STREET, PERTH – PROPOSED ‘NEW TECHNOLOGY’ ABOVE ROOF SIGN WITH THIRD PARTY ADVERTISING CONTENT – REVISED PLANS (RECONSIDERATION UNDER S.31 OF THE STATE ADMINISTRATIVE TRIBUNAL ACT 2004)

RECOMMENDATION:

(REFUSAL)

That, in accordance with section 31(1) of the State Administrative Tribunal Act 2004, Council having considered the revised plans submitted by the applicant on 20 June 2016, affirms its decision of 22 September 2015 to refuse the application for development approval for a proposed ‘new technology’ above roof sign with third party advertising content and associated building alterations at 146–152 (Lots 2–8) Barrack Street, Perth, for the following reasons:

- 1. the proposed sign does not comply with City Planning Scheme No. 2 Policy 4.6 – Signs given that:**
 - 1.1 above roof signs are not permitted anywhere within the city;**
 - 1.2 the sign is not designed as an integral part of the building, is not discreet, will be excessive in scale and will be inconsistent with the style of the building on which it will be located;**
 - 1.3 ‘new technology’ signs are generally not permitted within heritage areas while the sign is proposed to be located at the entry to in within the Barrack Street Heritage Area;**
 - 1.4 the sign will detrimentally impact on local amenity, the streetscape and the Barrack Street Heritage Area and contribute to visual clutter given existing signage in the locality;**

(Cont’d)

- 1.5 the third party advertising content of the sign would be detrimental to the visual quality and amenity of the locality noting that modern standardised trademark advertising signs are not appropriate in heritage areas and particularly the Barrack Street Heritage Area;**
- 1.6 the sign is considered to be inappropriately located as it is intended to be viewed by passing motorists and pedestrians entering an intersection, where it could create a safety hazard;**
- 1.7 the structural components of the sign are likely to adversely impact upon the visual amenity of the occupants of adjacent buildings viewing the sign from above and behind; and**
- 1.8 internal illuminated signs are not appropriate in heritage conservation areas;**
- 2. the proposed sign will not comply with the draft revised Signs Policy (proposed Signs Policy) given that:**
 - 2.1 the sign will be defined as a roof sign which is not permitted anywhere within a Heritage Area;**
 - 2.2 the sign's vertical dimension is equal to a third of the buildings height which significantly exceeds the Policy provision limiting roof signs to a maximum of one tenth of the building's height;**
 - 2.3 the sign will not have a high degree of integration and compatibility with the form of the building it is attached to and the proposed building modifications are not successful as they do not appear to be part of the original building or match or complement its architecture;**
 - 2.4 the size of the sign is considered excessive and out of place with the surroundings and will dominate the skyline and streetscape;**
 - 2.5 third party advertising content is not permitted on a place within a Heritage Area; and**

(Cont'd)

2.6 the size, location, display of third party advertising and variable content which will have a negative impact on the visual quality and amenity of the area and is likely to cause a distraction to road users.

BACKGROUND:

SUBURB/LOCATION: 146-152 (Lots 2-8) Barrack Street, Perth
FILE REFERENCE: 2015/5267
REPORTING UNIT: Development Approvals
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 29 June 2016
MAP / SCHEDULE: Confidential Schedule 8 – Map of 146-152 Barrack Street, Perth;
Confidential Schedule 9 – Original coloured perspective for proposed new technology sign;
Confidential Schedule 10 – Revised coloured perspective for proposed new technology sign.

In accordance with Section 5.23(2)(f)(i) of the *Local Government Act 1995*, this Item and relevant Schedules are confidential and have been distributed to the Elected Members under separate cover.

CONFIDENTIAL SCHEDULES 8, 9 & 10
ITEM 6 – 146–152 (LOTS 2–8) BARRACK STREET, PERTH
– PROPOSED ‘NEW TECHNOLOGY’ ABOVE ROOF
SIGN WITH THIRD PARTY ADVERTISING CONTENT –
REVISED PLANS (RECONSIDERATION UNDER S.31
OF THE STATE ADMINISTRATIVE TRIBUNAL ACT
2004)

FOR THE PLANNING COMMITTEE MEETING

12 JULY 2016

DISTRIBUTED TO ELECTED MEMBERS UNDER
SEPARATE COVER