



CITY *of* PERTH

MINUTES


PLANNING COMMITTEE

31 MAY 2016

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

PRESIDING MEMBER'S

SIGNATURE


DATE: 21/6/16

PLANNING COMMITTEE

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Minutes of the meeting of the City of Perth **Planning Committee** held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 31 May 2016**.

MEMBERS IN ATTENDANCE

Cr McEvoy - Presiding Member
Cr Adamos
Cr Yong

OFFICERS

Mr Mileham - Chief Executive officer
Ms Barrenger - Acting Director Planning and Development
Ms Battista - Acting Director Economic Development and Activation
Ms Smith - Manager Development Approvals
Mr Smith - City Architect
Ms Best - Governance and Risk Officer

GUESTS AND DEPUTATIONS

Mr Carter - Pinnacle Planning
Mr Maasdrop - Pinnacle Planning

OBSERVERS

Cr Harley (entered the meeting at 5.33pm)

PL76/16 DECLARATION OF OPENING

5.30pm The Presiding Member declared the meeting open.

PL77/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

Nil

PL78/16 QUESTION TIME FOR THE PUBLIC

Nil

PL79/16 CONFIRMATION OF MINUTES

Moved by Cr Adamos, seconded by Cr Yong

That the minutes of the meeting of the Planning Committee held on 10 May 2016 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

PL80/16 CORRESPONDENCE

Nil

PL81/16 DISCLOSURE OF MEMBERS' INTERESTS

Nil

PL82/16 MATTERS FOR WHICH THE MEETING MAY BE CLOSED

Nil

DEPUTATION: **Agenda Item 1, PL83/16 – 189 (Lot 4) St Georges Terrace, Perth – Installation of LED Digital Screen (“New Technology Sign”) to Display Third Party Advertising**

5.32pm Mr Carter commenced the deputation and provided an overview of the proposed application and sought approval of the Planning Committee.

5.33pm Cr Harley entered the meeting

5.35pm The deputation concluded.

**PL83/16 189 (LOT 4) ST GEORGES TERRACE, PERTH –
INSTALLATION OF LED DIGITAL SCREEN (“NEW
TECHNOLOGY SIGN”) TO DISPLAY THIRD PARTY
ADVERTISING**

BACKGROUND:

| | |
|--------------------------|---|
| SUBURB/LOCATION: | 189 (Lot 4) St Georges Terrace, Perth |
| FILE REFERENCE: | 2016/5055 |
| REPORTING OFFICER: | J. Hancock |
| REPORTING UNIT: | Development Approvals |
| RESPONSIBLE DIRECTORATE: | City Planning and Development |
| DATE: | 2 May 2016 |
| MAP / SCHEDULE: | Schedule 1 – Location and Development Plans for 189 St Georges Terrace |
| 3D MODEL PRESENTATION: | N/A |
| | |
| LANDOWNER: | 189 St Georges Terrace - Therese Nga Hoang Brand 191 St Georges Terrace – Australian City Properties Pty Ltd |
| APPLICANT: | Pinnacle Planning |
| ZONING: | (MRS Zone) Central City Area (City Planning Scheme Precinct) St Georges Precinct 6 (City Planning Scheme Use Area) City Centre |
| APPROXIMATE COST: | \$500,000 |

SITE HISTORY:

The subject site is located on the southern side of St Georges Terrace near the intersection with Mill Street. The adjacent Parmelia House building at 191 St Georges Terrace is setback from the front boundary, allowing for views of the western side wall of the building at 189 St Georges Terrace from the western end of St Georges Terrace.

DETAILS:

Approval is sought to install an LED digital screen on the upper floor levels of the western elevation of the building at 189 St Georges Terrace to display third party advertising content. The proposed screen will measure 10 metres in height by seven metres in width and one metre in depth. The applicant is seeking an initial approval period of five years to provide certainty to the client whilst allowing the City to review the ongoing appropriateness and standard of the sign in this location.

LEGISLATION / POLICY:

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

Policy

Policy No and Name: 4.6 Signs Policy
Precinct Plan No.6 – St Georges

COMPLIANCE WITH PLANNING SCHEME:**Development Requirements**

The subject site is located in the City Centre Use Area of the St Georges Precinct 6 (P6). The Statement of Intent for the St Georges Precinct is to function as the State's principal centre for business, finance, commerce and administration. Buildings and signs will be of a high standard of design and presentation, in keeping with the prestigious character of the Precinct.

The Statement of Intent for the St Georges Precinct 6 does not contain any specific development standards for signage within the precinct however refers to the development standards of the City Planning Scheme No. 2 (CPS2) Policy Manual including the City's Signs Policy 4.6. Under the Signs Policy it is recognised that within the City there are several important streets and areas that have distinctive streetscapes within which the design of signs and the types of sign permissible are particularly important. The St Georges Terrace special area that corresponds to Precinct 6 is one such area. The Policy specifies that signage within this area should principally identify major tenants, building names and street numbers, and should be in keeping with the prestigious office environment. Illumination should be subtle. Illuminated roof signs are appropriate on St George's Terrace and these may be static, moving, but not flashing.

The proposed digital sign will fall within the following definitions of the Signs Policy 4.6:

“Animated or “New Technology” Signs means any sign or its content 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*
- *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.”*

The proposal's compliance with the Signs Policy is detailed in the proceeding comments section of this report. The applicant is seeking the 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(3)(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.”*

It is noted that the City is currently conducting a review of the City's Signs Policy 4.6 with a draft revised policy due to be presented at the **28 June 2016** Council meeting for the purpose of endorsing public consultation for the revisions.

Policy 4.6 – Signs

In accordance with the City's Signs Policy, proposed signs that require planning approval will be assessed based on the following performance criteria:-

Response to Location and Contribution to Local Character

The City's Signs Policy 4.5 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. Under section 9.2 (b) of the Signs Policy, 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) where retail and entertainment uses predominate. These signs must be compatible with the streetscape within which it is located. The most appropriate locations for new technology signs are outlined under section 9.2 (e) and include public plazas where their contents can be viewed by passing pedestrians and not by passing motorists.

The subject site is located in the St Georges Precinct which is not a designated area for the display new technology signs. The St Georges Precinct has undergone change in recent times, including upgrades to the public realm and a range of complementary food and beverage uses approved at the ground floor level of buildings to assist in activating the street and improving pedestrian amenity. The character of the St Georges Precinct however, remains primarily a prestigious business and administrative centre. All new signage located in the St Georges Precinct should be in keeping with the prestigious business character of the precinct.

It is considered that the proposed new technology sign with third party advertising content would be inconsistent with the design and types of signage generally permitted in the locality. Signage on buildings on St Georges Terrace should identify major tenants within the building, building names and use subtle forms of illumination. It is considered for these reasons, along with the general advertising content of the proposed sign, that there would be a detrimental impact to the St Georges Terrace streetscape and the prestigious corporate character of the St Georges Precinct.

The location of the sign will be mainly oriented towards passing motorists driving east along St Georges Terrace. The orientation of the sign towards primarily motorists is not in keeping with clause 9.2 (e) of the Signs Policy 4.6 in terms of its location. New technology signs should be oriented towards public places including public plazas where pedestrians gather.

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.

The applicant has not provided any details of how the sign content would be managed but has agreed to the submission and approval of a signage strategy which could be required as a condition of any approval. It could be considered that if the proposed third party advertising was appropriately controlled to display primarily content of a corporate business nature as well as community events relevant to the city that it could add variety and interest to the area. However, general advertising also adds to the proliferation of large signs and to visual clutter in the city and for this reason third party and new technology signs have generally been discouraged in the City's most prestigious commercial street.

Community Expectations

In recent times it has become apparent that community expectations regarding certain signage, particularly 'new technology' and animated signs, has shifted. The City's Signs Policy 4.6 is currently under review to address these changes in community expectations as well as various aspects of the policy which are now considered to be outdated. Notwithstanding, the proliferation of general advertising along St Georges Terrace is not considered to be a desirable outcome in terms of the presentation of the street as the corporate focus of the city and 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 4.6 requires that signs be located and designed so as not to cause a hazardous distraction to motorists, pedestrians or other road users. The proposed sign is intended to attract the attention of passing motorists as well as pedestrians

and will potentially be a distraction and therefore could be a safety hazard. The applicant however has indicated that only static images will be displayed with no cinematic advert displays. The applicant is also agreeable to a condition 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. This can be required as a condition should the application be considered for approval.

Design, Construction and Maintenance

The location of the sign at the upper floor levels will prevent any issues in terms of vandalism. The applicant has confirmed that the LED screen is comprised of a series of panels or tiles which are easy to maintain and replace should there be any damage. A management and maintenance plan for the sign could be required as a condition should the application be considered for approval.

All new technology signs must be designed as an integral part of a building or structure. The proposed sign will project approximately one metre from the side elevation of 189 St Georges Terrace, encroaching over the property boundary of the adjacent Parmelia House. The proposed sign will therefore appear as an add-on structure, with a substantial projection from the western elevation and not designed as an integral part of the building. It is therefore considered that the proposed sign will detrimentally impact the visual quality and amenity of the locality and the streetscape.

Third Party or General Advertising

Under the City's Signs Policy 4.6 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 proposed third party sign will not be in keeping with the prestigious business character of the St Georges Precinct, particularly noting that sign content is difficult to control beyond the standards set by outdoor advertising bodies, and will detrimentally impact on the visual quality and amenity of the area.

Conclusion

The proposed LED digital screen ('new technology') with third party advertising content is considered to be inappropriately located. The City's Signs Policy does not permit new technology signs anywhere within the St Georges Precinct. New technology signs should be strategically positioned where they can be viewed in public places where pedestrians congregate rather than oriented towards passing motorists. Furthermore it is considered that the proposed LED screen and third party content of the sign will be detrimental to the prestigious business character of the St Georges Precinct and the visual amenity and quality of the locality.

Although the Council has previously varied the policy requirements to approved similar advertising signs at 267 and 81 St Georges Terrace, the sign at 267 St Georges Terrace faces the freeway and is not visible from St Georges Terrace, while

the other proposed sign at 81 St Georges Terrace was to face the public forecourt area of Allendale Square where it could be viewed primarily by pedestrians, was integrated with the design of the building and was not visible other than for the a short section of St Georges Terrace, east of the site. It is noted that this sign has not been installed.

The proposed sign has not been designed as an integral part of the building and will appear as an add-on structure, detrimentally impacting on the character and appearance of the streetscape. As the proposed sign does not meet the above criteria for 'new technology' signs or third party content under the City's Signs Policy 4.6 it is recommended that the application be refused.

Moved by Cr McEvoy, seconded by Cr Adamos

That, in accordance with the provisions of the City Planning Scheme No. 2 and the Metropolitan Region Scheme, the Council REFUSES the application for the proposed LED digital screen ('new technology sign') to display third party advertising content at 189 (Lot 4) St Georges Terrace, Perth as indicated on the Metropolitan Region Scheme Form One dated 4 January 2016 and as shown on the plans received on the 8 March 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 'new technology' signs are not permitted within the 'City Centre' Scheme Use Area of Precinct 5 (Citiplace) and the 'City Centre' Scheme Use Area of Precinct 1 (Northbridge);***
 - 1.2 the third party advertising content of the sign will be detrimental to the prestigious business character of the St Georges Precinct and the visual quality and amenity of the locality;***
 - 1.3 the sign is not designed as an integral part of the building and will detrimentally impact on local amenity and the streetscape;***
 - 1.4 the new technology sign is inappropriately located as it is primarily oriented towards passing motorists rather than facing onto a public space where its contents can be viewed by gathered or passing pedestrians; and***
 - 1.5 noting 1.2 to 1.4 above, the visual quality, amenity and safety of the area will be diminished by the third party advertising sign, which is contrary to the orderly and proper planning of the Precinct***

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

PL84/16 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil

PL85/16 GENERAL BUSINESS

Responses to General Business from a Previous Meeting

Nil

New General Business

Nil

PL86/16 ITEMS FOR CONSIDERATION AT A FUTURE MEETING

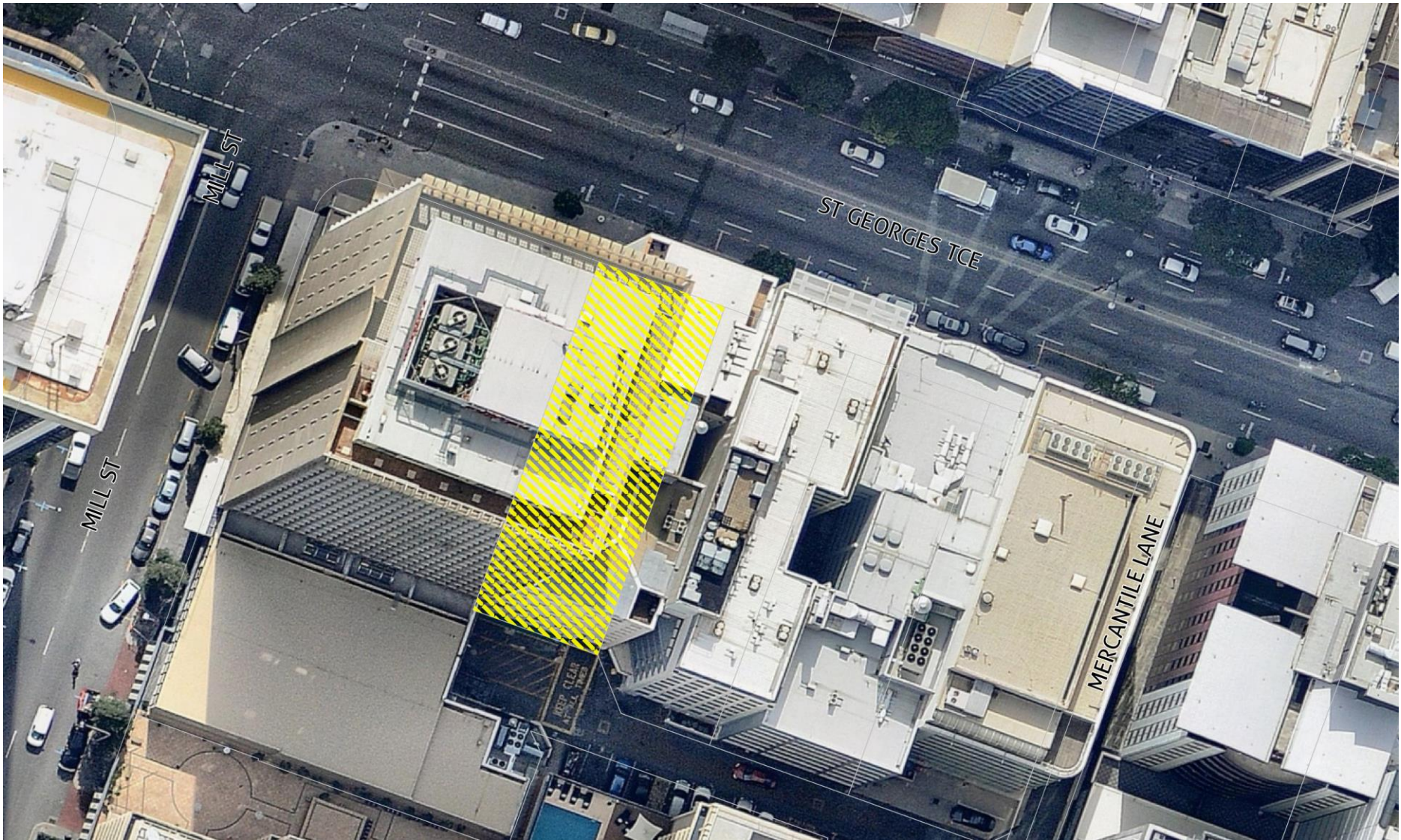
Outstanding Items:

Nil

PL87/16 CLOSE OF MEETING

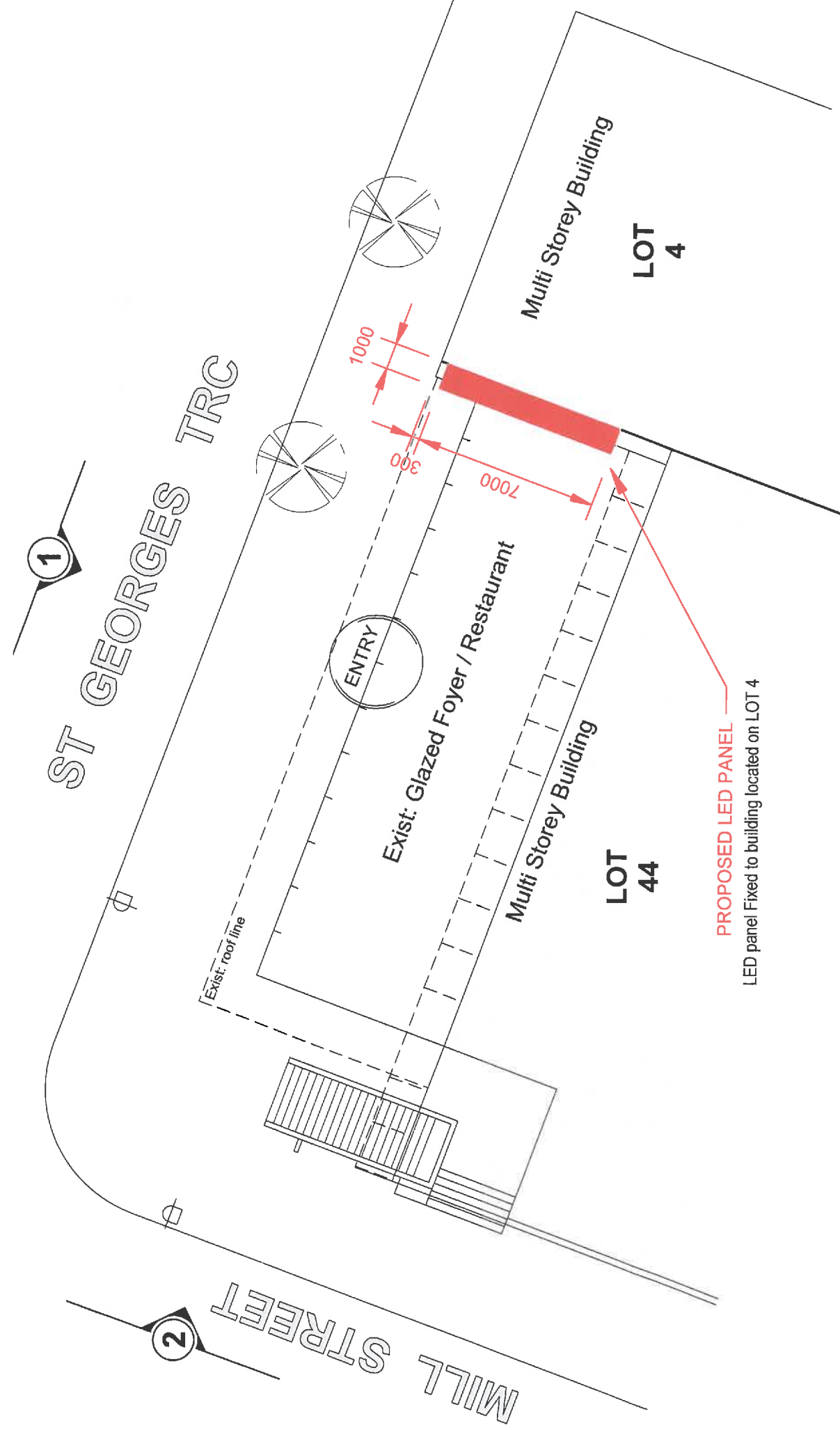
5.46pm There being no further business the Presiding Member declared the meeting closed.

SCHEDULES
FOR THE MINUTES OF THE
PLANNING COMMITTEE
MEETING HELD ON
31 MAY 2016



2016/5055 - 189 (LOT 4) ST GEORGES TERRACE, PERTH

PERSPECTIVE VIEW

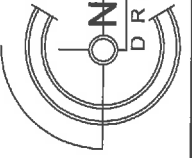


PROPOSED LED PANEL
LED panel Fixed to building located on LOT 4



PLAN VIEW
Scale 1:200

Development Approvals Unit
08 MAR 2016
APPLICATION ACCEPTED

| | | |
|-------------------------------|---|----------------|
| Revision details | Revision: R3.1 | DATE: 17/09/15 |
| | Location: 189 ST GEORGES TERRACE PERTH | |
| Client: | Skyline Digital Pty Ltd PO Box 749, Subiaco, WA, 6904 M: 0439909318 P: 08 93644955 | |
| Proposed: | LED PANEL | |
| ph 93772312 mob 0417930701 |  | |
| SHEET SIZE: A3 | | P2 of 5 |

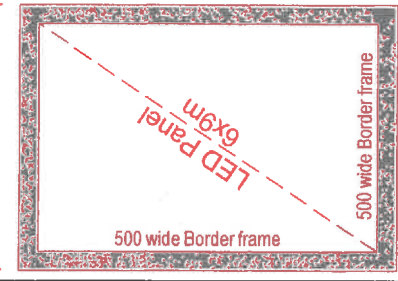
LOT 44
Multi Storey Building

LOT 4
Multi Storey Building

7900
Check measurement on Site

PROPOSED LED PANEL

300
7000



10000
5500
7000
Check measurement on Site

Exist: Glazed Foyer / Restaurant structure

ST GEORGES TRC Street Level

MILL ST ... Street Level

ELEVATION 2
Mill Street

Scale 1:200

Revision details

ph 93772312
mob 0417930701

08 MAR 2016

APPLICATION ACCEPTED

CONCEPT DRAFTING

Client:

Skyline Digital Pty Ltd
PO Box 749, Subiaco, WA, 6904
M: 0439909318
P: 08 93644955

Proposed:

LED PANEL

Revision: R3.1

Location:

189 ST GEORGES TERRACE
PERTH

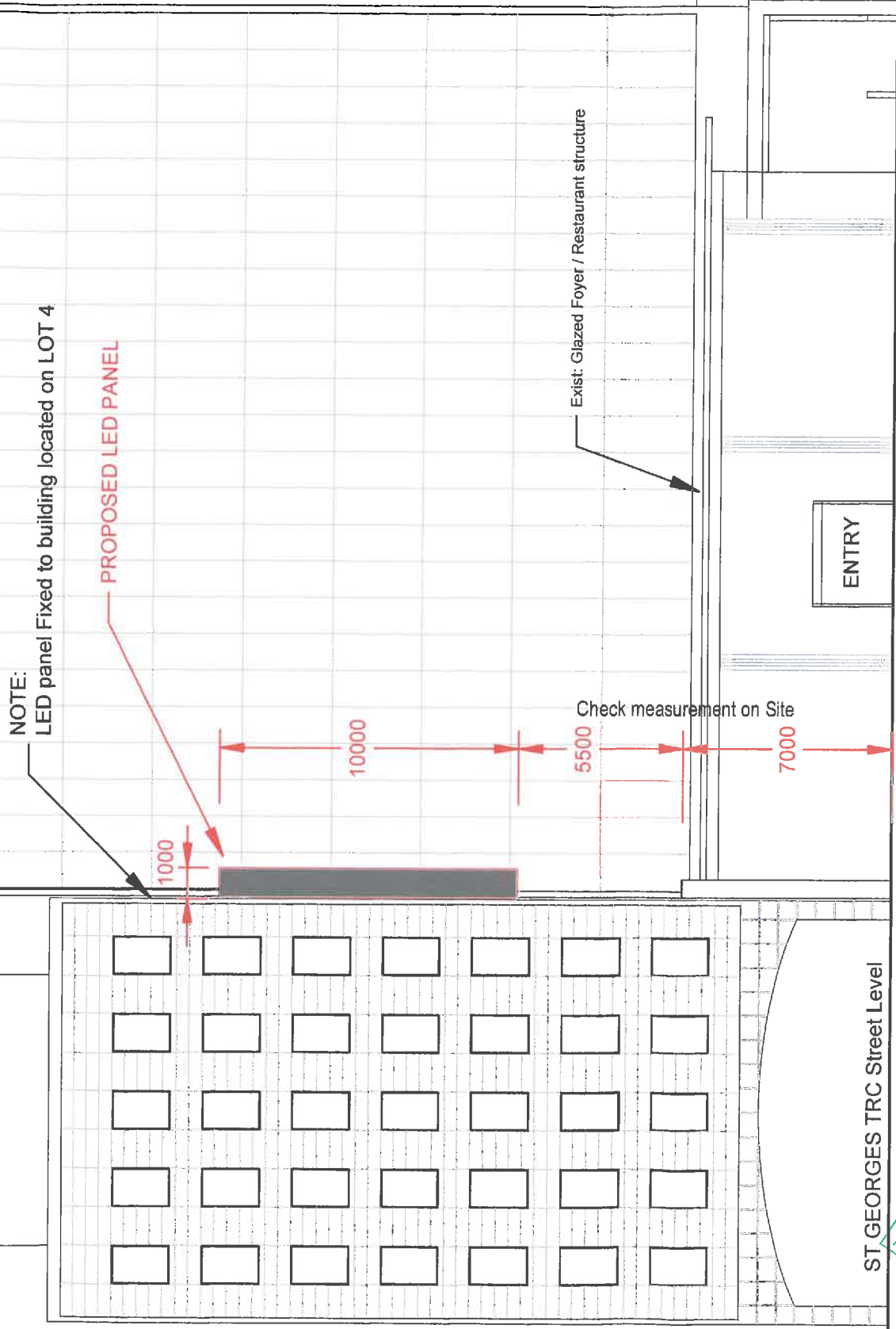
SHEET SIZE: A3

P4 of 5

DATE: 17/09/15

LOT 44
Multi Storey Building

LOT 4
Multi Storey Building

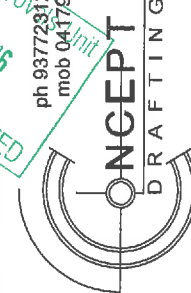


ELEVATION 1
ST Georges Terrace Scale 1:200

Development Approval
08 MAR 2016
APPLICATION ACCEPTED

Revision details

ph 93772312
mob 0417930701



Client:

Skyline Digital Pty Ltd
PO Box 749, Subiaco, W.A. 6904
M: 0439909318
P: 08 93644955

Proposed:

LED PANEL

Revision: R3.1 DATE: 17/09/15

Location:
**189 ST GEORGES TERRACE
PERTH**

SHEET SIZE: A3

P3 of 5

PROPOSED LED PANEL
LED panel Fixed to building located on LOT 4



SITE PLAN
Scale 1:500



Development Approvals Unit
08 MAR 2016
APPLICATION ACCEPTED

| | | |
|-------------------------------|--|----------------|
| Revision details | Revision: R3.1 | DATE: 17/09/15 |
| | Location: 189 ST GEORGES TERRACE PERTH | |
| Client: | Skyline Digital Pty Ltd PO Box 749, Subiaco, WA, 6904 M: 0439909318 P: 08 93644955 | |
| Proposed: | LED PANEL | |
| ph 93772312 mob 0417930701 | | |
| SHEET SIZE: A3 | | P1 of 5 |