



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, 4 October 2016 at 5.30pm.**

Yours faithfully

**MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER**

29 September 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.

Any plans or documents contained in this agenda may be subject to copyright law provisions (Copyright Act 1968, as amended) and the express permission of the copyright owner(s) should be sought prior to their reproduction.

**PLANNING COMMITTEE
4 OCTOBER 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 – 13 September 2016**
- 5. Correspondence**
- 6. Disclosure of Members' Interests**
- 7. Matters for which the Meeting may be Closed**
- 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 Report:

 - **Alfresco Dining Local Law (raised PL21/06/16, updated 12/07/16, 02/08/16 and 23/08/16).**
- 12. Closure**

INDEX OF REPORTS

| Item | Description | Page |
|-------------|--|-------------|
| 1 | HAY AND MURRAY STREET MALLS – PROPOSED THIRD PARTY ADVERTISING TO NEW TELSTRA PAY PHONES | 1 |

ITEM NO: 1

HAY AND MURRAY STREET MALLS – PROPOSED THIRD PARTY ADVERTISING TO NEW TELSTRA PAY PHONES

RECOMMENDATION:

(APPROVAL)

That Council, in accordance with the provisions of the City Planning Scheme No. 2 and the Metropolitan Region Scheme, APPROVES an application for thirteen new technology signs displaying third party advertising signs affixed to new Telstra pay phones within Hay and Murray Street Malls as detailed on the Metropolitan Region Scheme Form One dated 29 July 2016, and as shown on the plans received on 21 September 2016 subject to:

- 1. the signs being installed generally in accordance with the approved plans with final details regarding the location of each sign being submitted for approval by the City prior to installation of the signs;*
- 2. the content displayed by the signs must not directly or by implication unduly undermine the City of Perth as the primary destination for retail and commerce, and/or compare the City of Perth unfavourably to the location the subject of the advertisement, with any sign content the City considers to be in conflict with this being removed from display within 24 hours of being required by the City;*
- 3. a comprehensive advertising strategy for the signs detailing the control of content, in accordance with Condition 2 above and the Australian Association of National Advertisers Code of Ethics, management and maintenance of the signs, being submitted to the City for approval by the City of Perth prior to the signs being installed;*
- 4. the advertisements displayed on the signs are not to flash or pulsate;*
- 5. the signs are to be operated in accordance with the applicable requirements of the Australian Standard: Control of the Obtrusive Effects of Outdoor Lighting (AS 4282-1997);*

(Cont'd)

6. ***the signs must have a default setting that will display an entirely black screen when no content is being displayed or when a malfunction occurs;***
7. ***structural certification for the signs and the phone structures being submitted for approval by the City prior to the installation of the signs;***
8. ***a construction management plan for the development shall be submitted for approval by the City of Perth prior to installation, detailing how it is proposed to manage the following during construction of the development:***
 - 8.1 ***delivery and storage of materials and equipment;***
 - 8.2 ***the parking arrangements for the contractors and subcontractors;***
 - 8.3 ***safe pedestrian movement within the Hay and Murray Street Malls; and***
 - 8.4 ***other matters likely to impact on Hay and Murray Street Malls and surrounding properties;***

BACKGROUND:

| | |
|--------------------------|--|
| SUBURB/LOCATION: | Hay and Murray Street Malls |
| FILE REFERENCE: | DA2016/5274 |
| REPORTING UNIT: | Development Approvals |
| RESPONSIBLE DIRECTORATE: | Planning and Development |
| DATE: | 19 September 2016 |
| MAP / SCHEDULE: | Schedule 1 – Map of locations of proposed signage Schedule 2 – Proposed signage and mock ups for Locations 2 and 4 Schedule 3 – Signage specifications |
| LANDOWNER: | City of Perth |
| APPLICANT: | Urbis Pty Ltd |
| ZONING: | (MRS Zone) Central City Area Zone (City Planning Scheme Precinct) – Precinct 5 Citiplace (City Planning Scheme Use Area) – Central City Area Zone |
| APPROXIMATE COST: | Nil |

HISTORY:

On 31 July 2006, a development application was lodged with the City of Perth to permit third party advertising on 54 Telstra telephone phone booths and pedestals in 41 locations. The Council did not support the third party advertising for the following reasons:

- “1. *the proposed signage would add to the visual clutter of the locality;*
2. *the proposed signage would add to the proliferation of phone booths and advertising;*
3. *the proposed signage would create maintenance concerns.”*

Following a State Administrative Tribunal (SAT) mediation session, the applicant submitted revised details for a number of the proposed sign locations. At its meeting held on **12 December 2006**, Council considered this revised proposal and resolved to advise the SAT that it did not support the application for third party advertising on the existing and new telephone pedestals in the Perth Central Area for the reason that the proposed signage was in contradiction of the Council’s Sign Policy.

As a consequence of the Council’s rejection of the revised proposal, the SAT heard an appeal on 27 to 29 February 2007 and delivered its decision on 2 April 2007 dismissing the applicant’s application for review. The SAT was of the opinion that the application would involve a form of development which is uncharacteristic of each locality and which would diminish the character and amenity of each area. The applicant subsequently appealed this decision to the Supreme Court which was also dismissed.

In December 2014, a development application (DA2014/5404) was lodged with the City of Perth to permit third party advertising signs on 16 Telstra phone booths at nine locations in the Perth CBD. The application was given temporary approval for a period of six months by the Council at its meeting held on **17 March 2015**, subject to various conditions.

The signs were subsequently installed on 1 November, 2015, and upon impending expiry of the approval, an amendment to the development approval was approved under delegated authority (DA2016/5131) extending the approval period for a further three months until 1 August 2016. It is noted that one sign was removed due to CCTV sightline issues during the trial period.

DETAILS:

The application seeks approval for the permanent installation of new technology third party advertising signs within the City of Perth. The proposal includes installing a total of 12 new phone booths that incorporate digital advertising signage at a total of six locations. The six sites are located within the Hay, and Murray Street Malls (refer to Schedule 1). These booths will replace booths which were approved to have third party advertising displayed as part of the previous advertising trial.

Renders of the proposed booths have been provided by the applicant (refer to Schedule 3). The new booths, which will replace existing booths in the below locations, will be provided with the following components:

- New phone and booth infrastructure;
- USB charger;

- 32" (396mm x 703mm) Telstra information display on the front above the phone element; and
- 75" (1595mm x 897mm) LCD screen on the rear of the booth to display advertising.

The applicant has also advised that the new phones booths will only be installed if they can display third party advertising. While this proposal to upgrade a number of existing phone booths to digital signage in the Perth CBD is the first in Perth, this transition is occurring on a national and international basis with Adbooth involved in similar planning proposals which have been approved in Barcelona, Paris, and Kingston Upon Thames (United Kingdom). At a national level the expansion has been undertaken in Melbourne and Brisbane.

Each sign display will have dimensions of approximately 1,687mm x 970mm, and be included within a Rimex stainless steel frame with toughened glass. The signage panels do not extend visually beyond the extent of the proposed phone booth structures, and are completely integrated and flush with the design (refer to Schedule 3).

The signage is proposed to be digital animated (video) signage. Advertising content will be modified remotely and will change frequently.

The six locations (12 telephones) of the proposed Telstra public telephones and signage are listed below:

| No. | Location Description | Existing | Proposed | Signs Proposed |
|------------|--|--|---|-----------------------|
| 1 | Opposite 622-634 Hay Street Mall (David Jones). | 1 phone booth, facing west, with sign behind outside 612 Hay Street Mall to be relocated. | Relocate 2 upgraded phone booths (1 west, 1 east), with sign behind each. | 2 |
| 2 | 701 Hay St Mall (Outside Witchery Enex 100, opposite Carillon City) (South side of mall) | 2 phone booths (1 east, 1 west), with sign behind each. | 2 upgraded phone booths. Maintain existing orientation. | 2 |
| 3 | Outside 712-720 Hay Street Mall (Target). Northern side of mall | 2 phone booths (1 west, 1 east), with sign behind each outside 729 Hay Street Mall to be relocated | Relocate 2 upgraded phone booths (1 west, 1 east), with sign behind each. | 2 |

| No. | Location Description | Existing | Proposed | Signs Proposed |
|-----|---|--|---|----------------|
| 4 | 246 Murray Street Mall, near William Street. (Outside Forever New, near Perth Underground) (North side of mall) | 2 phone booths, facing east. 2 signs, facing west (oriented toward Perth Underground) | Reorient 2 upgraded phone booths (1 west, 1 east), with sign behind each. | 2 |
| 5 | 680-692 Hay Street Mall (Within Murray Street Opposite Carillon City) | 2 phone booths (both facing east) with sign behind each outside 183 Murray Street Mall to be relocated. | Relocate 2 upgraded phone booths (1 west, 1 east), with sign behind each. | 2 |
| 6 | 177 Murray Street Mall. (Outside David Jones, eastern) (South side of mall) | 2 phone booths (1 west, 1 east), with sign behind each. Westbound sign closer to footpath. Eastbound sign to mall. | 2 upgraded phone booths. (1 west, 1 east), with sign behind each. | 2 |

LEGISLATION / POLICY:

Legislation

Telecommunications Act 1997;
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:

The Telstra public payphones are considered to be low impact facilities under the *Telecommunications (Low Impact Facilities) Determination 1997*, made under the *Telecommunications Act 1997*. In accordance with the determination, low impact

infrastructure facilities and advertising relating to the facilities do not require planning approval however, the proposed third party advertising is not exempt under this legislation and does require approval under the City Planning Scheme No. 2 (CPS2). The subject sites are located within the City Centre Use Area of the Citiplace Precinct (P5). The Citiplace Precinct will be enhanced as the retail focus of the State offering a wide range of general and specialised retail uses as well as a mix of other uses such as residential and visitor accommodation, entertainment, commercial, medical, service industry and minor office. The area centred on Hay and Murray Street malls will remain the retail and pedestrian core of the city.

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. The signs are to be assessed in accordance with clause 9.9 of Policy 4.6 which considers the design excellence of the proposed sign and the degree to which it meets the policy's objectives.

Under the Signs Policy the following definitions are applicable:

“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.”*

Under the City's revised draft Signs Policy, which has recently been advertised for public comment, the proposed sign will fall within the following definitions:

“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”

Under the provisions of Policy 4.6, signs for general advertising purposes will be considered only where, having regard to the character of the area in which 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. No sign may be erected so as to obstruct a view of traffic from a street or other public place such that it may cause a hazard to pedestrians or vehicles and hinder or obstruct pedestrian movement in any street or thoroughfare.

Policy 4.6 states that signs which contribute to the creation of a lively, colourful and stimulating pedestrian and retailing environment are appropriate in the Citiplace Precinct. Additionally the policy states that:

- signage should reflect the character of the area and its function as the retail core of the city; and
- 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.

The proposal's compliance with the Signs Policy is detailed in the following comments section.

Variations to the Signs Policy can be granted by an absolute majority decision of the Council, in accordance with Clause 47 of the City Planning Scheme and provided the 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."*

COMMENTS:

The applicant is aware of Council's and SAT's previous decisions in relation to third party advertising on phone booths in the city. This application seeks approval for general advertising on pay phones within a targeted area of the city, being the retail core, where advertising, including third party advertising, is more prevalent than in some other city precincts. Locations adjacent to heritage places or within prestigious business areas and residential precincts have been avoided.

As part of the trial period for third party advertising on phone booths in the subject locations the City received no complaints regarding the signage.

Signs Policy

Policy 4.6 requires that signs should reflect the character of the area and its function as the retail core of the city. The installation of the proposed signs would not have an increase in the overall number of signs within the mall area however and the signs could add visual interest within the Mall areas and assist in promoting the area as a major retail precinct while taking advantage of the public gathering spaces within the Malls.

In accordance with the Policy, signs are required to be assessed against the general (relevant) criteria below:

- *Response to location*

Signs are required to be appropriate to their setting. In this regard, the signs will be positioned at pedestrian level and are of a pedestrian scale. The principal view of the signs will be by pedestrians walking on the street or in the Malls. The signs are moderately taller and wider than the existing booths however area still considered to be of an acceptable scale to pedestrians.

The location of the phone booths within the Malls will not obstruct pedestrian movement with the booths being located in line with the planter beds and seating which allows for free flowing pedestrian traffic to be maintained.

The applicant has reduced the number of booths from 16 booths to 12 booths displaying third party advertising approved during the trial period to 12 signs. It is considered the reduction of the number of the booths and relocation of the booths to allow sufficient space between the 'clusters' of signs will allow sufficient spacing between the booths and will not add to visual clutter of signs within the Malls.

- *Contribution to Local Character*

It is considered that the signs will be compatible with the character of the area being a pedestrian retail focus area where advertising is prevalent. The signs will provide interest within the public realm whilst not detracting from the amenity of the area. There could be opportunity for local retailers to advertise at these locations and it is considered that the signs are consistent with the quality of the general locality and will not result in any detrimental impacts to views or to local amenity.

- *Variety and Interest*

The Policy requires a sign to provide variety and interest while being appropriate to the building or site and to attract attention in a way that is well thought out and designed. In this regard, the signage will be integrated with the phone booths. The signs will be rotating to regularly vary the message, and will be frequently replaced with new advertising and are considered to add visual interest to the Malls.

- *Community Expectations*

No objections or public response was received as part of the trial installation of the third party advertising within the City. It was also considered that the signage did not add to visual clutter throughout the City noting that the phone booths can contain telecommunications advertising without requiring any planning approval. However consideration should be given to the number of signs installed as to ensure the proliferation of signage within the Malls is appropriately managed.

The applicant has addressed this concern by proposing to reduce the number of signs within the Malls to three 'clusters' of two sign in each Mall. This will allow sufficient distance between the signs as to not add to visual noise within the Malls. It is also considered appropriate to impose a condition on any approval granted requiring the signs in each location to be oriented in opposite directions to ensure visibility of the booths is maintained and to avoid any visual clutter.

Given that the locations for the signs will be restricted and that advertising is regarded an integral part of any retail precinct or activity and has been installed on phone booths in other cities and locations it is considered that the signs will be consistent with public expectations.

It is recognised, however, that any sign content that might advertise suburban retail outlets or on-line shopping alternatives might not be in the City's interest and raise objections from local retailers. It is however considered that this can be appropriately addressed as part of the management of the content as part of any signage management plan.

- *Safety*

The proposed signage will not endanger the safety of the public by causing any obstruction to either pedestrians or drivers. The animation of the signs is considered to be acceptable within the Mall area however a condition should be imposed requiring the signs not to flash or pulsate.

- *Design, Construction and Maintenance*

The signs will be simple, clear and efficient with the content of the sign controlled by a signage management plan. All electrical components will be concealed and ongoing maintenance of the signs will be undertaken by Adbooth including weekly cleaning and a 24 hour service to register any complaints or maintenance issues. The applicant has advised that the signs will be constructed of 'bullet' proof glass to ensure the screens are not easily scratched or damaged.

- *'New Technology' Signs*

Animated or 'New Technology' signs are only permitted within the 'City Centre' Scheme Use Area of Precinct 5 (Citiplace) or Precinct 1 (Northbridge).

The subject site is located within the Citiplace Precinct 5.

- *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.*

All signs, including new technology signs, should be compatible with the style, scale and character of the surrounding streetscape. It is considered the proposed signs within the Malls area are acceptable with the character of area and will bring life and vitality to the Malls.

The location of the proposed signs are considered to provide sufficient distance between Heritage Listed properties located within the Malls to ensure there is no detrimental impact on the buildings. The applicant has modified the proposed location of the signs to ensure the signs are located within the most appropriate locations within the Mall to limit any impact on adjacent heritage listed buildings.

- *An Animated or 'New Technology' sign must be designed as an integral part of a building or structure, but will generally not be approved where it takes the form of a pylon sign.*

The sign is considered not to fit in to any definition under the City's current or revised draft signs policy. Given this, the signs are considered to be designed as an integral part of the structure to which they are attached by and as such consistent with the policy requirements.

- *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 construed and located to create a landmark in its immediate locality.*

The proposed signs will be located within the Malls area which will allow the sign to be viewed by gathered or passing pedestrians in accordance with the policy. Given the scale of the signs and the distance of the signs from any public street it is considered the signs will not cause a distraction to vehicular traffic.

- *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.*

The applicant has proposed that all signage is proposed to be digital animated signage. This is considered acceptable within the Malls area however it is recommended a condition be imposed on any approval granted requiring the signs to not flash or pulsate.

Under the City's draft revised Signs Policy 4.6, the sign is defined as a small animated and variable content sign (less than 2m²). These signs will only be permitted in the form of a ground based sign when located in a public space. The

proposed signs within the Hay and Murray Street Malls are considered to be consistent with the draft policy.

The draft revised policy also states that animated or variable content on a sign shall not be permitted adjacent to a place on the Heritage List or within a Heritage Area except where the sign will not detract from the cultural heritage significance of the adjacent place. There are a number of heritage listed buildings within both the Hay and Murray Street Malls and adjacent to the applicant's proposed sign locations.

Granted the existing booths in the proposed locations already include signage and the proponent can install the new digital booths without the display of third party signage as of right it is considered that the best possible scenario should be pursued to ensure the signs do not have a detrimental impact on any surrounding properties. The City encouraged the applicant to modify the application to ensure the signs are located within the most appropriate locations within the Mall to ensure that any impact on adjacent heritage listed building are minimised with the proposed locations considered acceptable.

It is also recommended a condition be imposed requiring the luminance of the signs to be reduced in a way that would not compromise the future external 'up lighting' to any of the adjacent heritage buildings.

- *Third party advertising*

Third party advertising will only be permitted where the Council is satisfied that the visual quality, amenity and safety of the area will be enhanced, or at the very least, ensures that it is not diminished. In this regard, sensitively designed and placed advertising is a common characteristic of any modern international city pursuing a visually interesting and vibrant built environment. The applicant has advised that the content of the advertising will be in accordance with the standards applicable to outdoor advertising to ensure it is not offensive or otherwise inappropriate and all signs will be regularly maintained and replaced to ensure the visual quality and amenity of the Malls is maintained. It is considered the proposed third party signage meets the intent of the Policy however a signage management plan should be imposed as part of any approval granted detailing the management of the content of the signs and any complaints received.

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. Additionally third party advertising will only be permitted where the signs are compatible with the desired character of the public space, will enhance the visual quality of the public space and will increase the use and vibrancy of the public space, particularly at night.

The proposed signage within the Malls is considered to be compatible with the character of the area and will not detract from the visual quality of the space.

The City's draft revised policy requires third party advertising content to be related to products, services or events available within the local government boundaries. It is

not considered that this is feasible to be enforced however it is recommended a condition be imposed on any approval granted requiring any advertising not to directly or by implication unduly undermine the City of Perth as the primary destination for retail and commerce, and/or compare the City of Perth unfavourably to the location the subject of the advertisement. Further details relating to compliance with this requirement will be covered in a Signage Management Plan which should be required to be submitted as a condition of any approval.

- *Citiplace Precinct*

It is considered the proposed signs meet the objectives of the Policy within the Citiplace Precinct by contributing signage at a pedestrian scale that will be engaging and stimulating to passers-by.

The draft Sign policy states that signs should contribute to a lively, colourful and stimulating pedestrian environment with the character of signage reflecting the intended predominance of retail uses in the areas. Excessive signage that detracts from this should be avoided. Given the reduction of the number of signs and relocation of the signs to allow sufficient distance between them it is considered the signs will not add to visual clutter or noise within the Malls.

Visibility of Phone booths

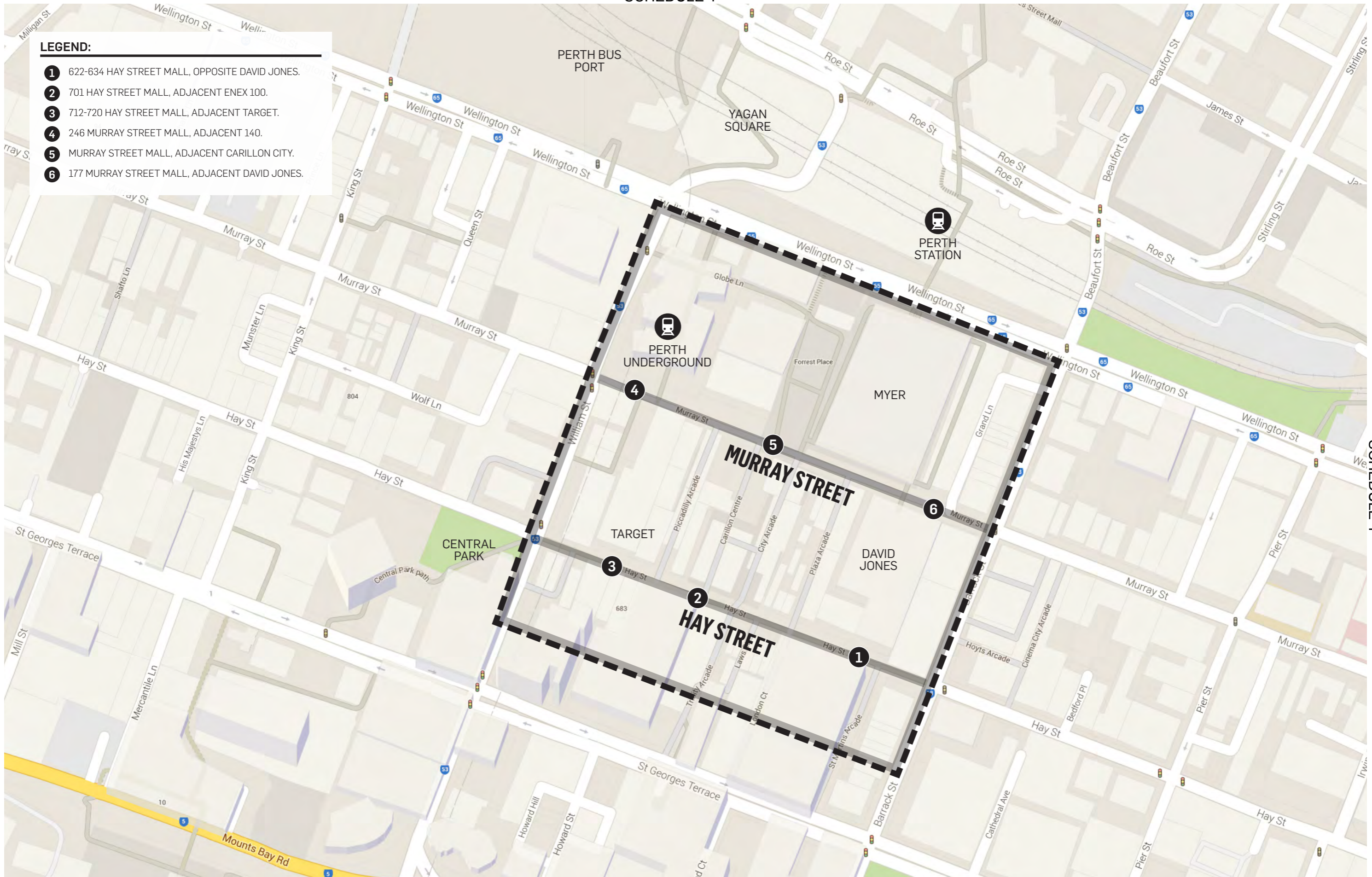
A concern of the previous temporary approval was that the phone booths will not be visible when viewed directly from the rear with a requirement for a Telstra logo to be incorporated. The new booths do not incorporate any identifier for Telstra to the rear of the signs however in all locations the positions of the booths is such that one sign will face west and one east allowing for visibility for pedestrians users walking in either direction in the Malls. It is considered that this is acceptable and will still sufficiently allow for pedestrians to identify the facility.

Conclusion

The proposed third party advertising signage is considered to be compatible with the surrounding developments and the character of the city's retail core and is unlikely to have an adverse impact on the amenity of the locality. It is therefore recommended that the application be approved subject to appropriate conditions.

LEGEND:

- 1 622-634 HAY STREET MALL, OPPOSITE DAVID JONES.
- 2 701 HAY STREET MALL, ADJACENT ENEX 100.
- 3 712-720 HAY STREET MALL, ADJACENT TARGET.
- 4 246 MURRAY STREET MALL, ADJACENT 140.
- 5 MURRAY STREET MALL, ADJACENT CARILLON CITY.
- 6 177 MURRAY STREET MALL, ADJACENT DAVID JONES.



LOCATION PLAN
PHONE BOOTH SIGNAGE - COP

DATE: 19.09.2016
 JOB NO: PA1074
 DWG NO: SIGN - 01
 REV: C



UPGRADED BOOTH MOCK-UP EXAMPLE:

- 2** HAY STREET MALL
2 upgraded phonebooths
- 5** MURRAY STREET MALL
2 upgraded phonebooths
- 7** MURRAY STREET MALL
1 upgraded relocated phonebooth



SCHEDULE 2



PHOTO MONTAGE PHONE BOOTH SIGNAGE - COP

DATE: 19.09.2016
 JOB NO: PA1074
 DWG NO: SIGN - 08
 REV: C





TELSTRA ELECTRONIC SIGNAGE
PHONE BOOTH SIGNAGE - COP

DATE: 19.09.2016
JOB NO: PA1074
DWG NO: SIGN - 09
REV: C

