



City of Perth

**Design Advisory Committee  
Minutes**

**13 June 2019  
3.00pm**

**Committee Room 1  
Level 9  
Council House**

**APPROVED FOR RELEASE**

**MURRAY JORGENSEN  
CHIEF EXECUTIVE OFFICE**



City of Perth

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Minutes**

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3.00pm**

**Committee Room 1  
Level 9  
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Minutes to be confirmed at the next Design Advisory Committee meeting.

**THESE MINUTES ARE HEREBY CERTIFIED AS  
CONFIRMED**

**PRESIDING MEMBER'S SIGNATURE**

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**DATE:-----**

Minutes of the Design Advisory Committee meeting of the City of Perth held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Thursday, 13 June 2019**.

**Members in Attendance:**

Mr Hobbs	Acting Presiding Member – Deputy for Mr Karotkin and Mr Kerr
Mr Warn	
Mr Pullyblank	Deputy for Mr Brookfield
Mr Smith	City Architect – Deputy for Mr Farley

**Officers:**

Ms Smith	Manager Development Approvals
Mr Gericke	Principal Statutory Planner
Ms Vermeer	Statutory Planner
Ms Obern	Governance Administration Officer (Minutes)

**Guests and Deputations:**

Mr Read	Element Advisory
Mr Adenate	ADMATE
Mr Kish	Kish Consulting
Mr Atzemis	Owner 900 Hay Street

**1. Declaration of Opening**

**3:03pm** The City Architect, Mr Smith, declared the meeting open.

In accordance with Section 5.6 of the *Local Government Act 1995*, the City Architect sought nominations for a member to preside over the meeting.

Mr Warn nominated Mr Hobbs to preside over the meeting.

There being no further nominations, Mr Hobbs accepted the nomination and assumed the Chair.

**2. Apologies and Members on Leave of Absence**

Mr Karotkin – Apology  
Mr Mackay – Apology  
Mr Kerr – Apology  
Mr Brookfield – Apology  
Mr Ciemitis – Apology  
Mr Farley – Apology  
Ms Crook – Apology

3. Confirmation of Minutes

*Moved Mr Warn, seconded Mr Hobbs*

*That the minutes of the Design Advisory Committee meeting held on 18 April 2019 be CONFIRMED as a true and correct record.*

*The motion was put and carried*

The votes were recorded as follows:

**For:** Mr Hobbs, Mr Pullyblank, Mr Smith and Mr Warn

**Against:** Nil

4. Correspondence

Nil

5. Disclosures of Members' Interests

Nil

**Presentation:** **Agenda Item 6.1** – 900 (Lots 67, 104 and 105) Hay Street, Perth – Proposed Wall Mural

**3.05pm** The Statutory Planner commenced the presentation and provided an overview of the proposed development application. The City Architect and Statutory Planner then answered questions from the Design Advisory Committee. The City Architect also provided feedback from Ms Maggie Baxter, a member of the City's Public Art Advisory Panel on the proposed wall mural.

**3:18pm** The presentation concluded.

**Deputation:** **Agenda Item 6.1** – 900 (Lots 67, 104 and 105) Hay Street, Perth – Proposed Wall Mural

**3.19pm** Mr Read introduced the members of the deputation and Mr Adenate provided a comprehensive overview of the proposed development application. The deputation then answered questions from the Design Advisory Committee.

**3.47pm** The deputation concluded.

**4.05pm** Ms Smith departed the meeting and did not return.

**6. Reports****Item 6.1 900 (Lots 67, 104 and 105) Hay Street, Perth – Proposed Wall Mural**

FILE REFERENCE:	DA-2019/5191
REPORTING UNIT:	Development Approvals
RESPONSIBLE DIRECTORATE:	Planning and Development
REPORT AUTHOR DISCLOSURE OF INTEREST:	Nil
DATE:	29 May 2019
ATTACHMENT/S:	Attachment 6.1A – Site Plan Attachment 6.1B – Mural Location Plans Attachment 6.1C – LDAP Approval and Plans
3D MODEL PRESENTATION:	No
LANDOWNER:	900 Hay Street Pty Ltd
APPLICANT:	Element Advisory
ZONING:	(MRS Zone) Central City Area (City Planning Scheme Precinct) Citiplace (P5) (City Planning Scheme Use Area) City Centre
APPROXIMATE COST:	\$50,000

**Purpose and Background:**

The subject site has an area of 1,453m<sup>2</sup> with frontage to Hay Street of 46.26 metres. It is comprised of Lot 105, a colonnade lot (Lot 104) and Lot 67 which is utilised as a right of way which connects to Lot 66 to the rear of the site. The right of way services the subject site and the Wilson carpark to the rear and connects Murray Street through to Hay Street in a one-way southerly direction. The site is currently occupied by a two-storey commercial building.

On 17 December 2015, the City of Perth Local Development Assessment Panel (LDAP) conditionally approved a 27 level hotel development comprised of 250 hotel rooms, a hotel restaurant and bar and associated hotel facilities such as a business centre, swimming pool, garden, gymnasium and three ground level commercial tenancies fronting Hay Street. Works are due for completion by the end of 2019.

**Details:**

Approval is sought to install a wall mural to the eastern façade of the building measuring 81.25 metres in height and 9.2 metres in width. The mural will be installed to the core of the building and will replace the approved blue painted finish and powdercoated white sunshade blades to this portion of the façade.

The hotel operator has recently been nominated for the development, with the hotel now being an Art Series hotel. The development is the first Art Series hotel to be established in Western Australia, with eight hotels across Melbourne, Brisbane and Adelaide. The design concept of the hotels incorporates custom furnishings and original artworks. Each property is named after an artist and the overall style of the hotel reflects that artist.

The proposed artist behind the proposed wall mural has significant experience in designing and spray-painting wall murals across Australian and international cities. The artist is recognised for art that is largely culturally driven and has particularly strong links towards indigenous people. In doing so, he endeavours to represent the ideals of reclaiming ties to traditional ownership in modern urban localities.

The applicant has advised that the final content of the wall mural is yet to be finalised therefore approval is being sought for the location of the wall mural only, and not its final contents which will be a condition of any approval granted. However, it is noted that the mural will draw inspiration from indigenous cultures, consistent with the profile of the artist as outlined above. An indicative concept image providing an indication of the potential content of the mural will be circulated at the meeting.

**Compliance with Planning Scheme:**Development Requirements

The subject site is located in the City Centre use area of the Citiplace Precinct under City Planning Scheme No. 2. The Statement of Intent for the Citiplace Precinct requires building facades to incorporate interesting architectural elements thereby contributing to a lively, colourful and stimulating environment.

Signs Policy 4.6

The City Planning Scheme No. 2 Policy 4.6 – Signs (the policy) 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 place specific requirements to ensure signs are consistent with the desired character for the relevant Precinct and provide guidelines for their acceptable design and location.

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

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

Section 7.11 of the City’s Signs Policy states that wall murals shall only be permitted on a building where it complements the building’s architectural design and character and does not detract from its important features or fenestration. In addition to this, a wall mural shall only be permitted where it is consistent with the intended character of the area and the area will be enhanced by its introduction.

Section 6.2 of the City’s Signs Policy states that signs should be in an appropriate location and scale. Signage should be located at the ground floor or top of buildings. Signage at other locations on a building should be limited and may only be supported where the building has been designed to specifically accommodate signage at that location and where the purpose and viewing audience of the signage is clear and justified.

Section 6.5 of the City's Sign Policy requires consideration to be given to the maintenance of a sign at the design stage to ensure that it will be practical and safe and occurs with minimal disruption to the public and building occupants.

The property is located within the 'Retail Core Area and Town Centre Areas' precinct within the City's Signs Policy. Section 9.2 of the City's Signs Policy states that signs within this area 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. In addition to this, way-finding is particularly important in these areas where pedestrian numbers are very high.

**Conclusion**

The Design Advisory Committee is requested to comment on the aspects of the development detailed in the recommendation section of this report.

***Moved Mr Pullyblank, seconded Mr Warn***

***That the Design Advisory Committee, having CONSIDERED the proposed wall mural to the eastern façade of the hotel building under construction at 900 (Lots 67, 104 and 105) Hay Street, Perth:***

- 1. advises that it is not averse to bold artwork of this scale but considers that this proposal should be reviewed in order to demonstrate sensitivity to place and to the broader urban context and that the cultural message should be site specific with a connection to the local community; and***
- 2. requests that details be submitted to address the on-going maintenance of the mural and any external lighting proposal.***

***The motion was put and carried***

The votes were recorded as follows:

**For:** Mr Hobbs, Mr Pullyblank, Mr Smith and Mr Warn

**Against:** Nil

**8. General Business**

8.1 Responses to General Business from a Previous Meeting

Nil

8.2 New General Business

Nil

**9. Items for consideration at a future meeting**

Outstanding Items:

Nil

**10. Closure**

**4.17pm** The Acting Presiding Member declared the meeting closed.