

21 June 2018

Chief Executive Officer
City of Vincent
PO Box 82
LEEDERVILLE WA 6902

Attention: Fiona Atkins - Urban Planner

Dear Fiona

**APPLICATION FOR DEVELOPMENT APPROVAL
PROPOSED THIRD PARTY SIGNAGE (DIGITAL/LED BILLBOARD SIGNAGE)
NO.500 (NO.2) EDWARD STREET, PERTH
CITY OF VINCENT (REF: DA 5.18.126.1)**

We act on behalf of the landowner/s as their consultant town planners and refer to the abovementioned development application currently being assessed by the City of Vincent for the erection of third party signage (i.e. 'Billboard') on the abovementioned property.

It is noted that the City's Local Planning Policy No.7.5.2 entitled '*Signs and Advertising*' does not permit billboards as of right within the City of Vincent and Council is afforded the discretion to consider any departures from the Policy, including the consideration for the erection of a billboard on land within Municipality. A key consideration of such an application is whether the proposal will have an impact on the established streetscape.

Clause No.1 ('Definitions') of the City's Local Planning Policy No.7.5.2 defines a 'billboard' as follows:

"a sign erected for the purpose of advertising products or services which are not being offered on a site on which the sign is erected."

In light of the above definition, the proposal is deemed a 'billboard'

Having regard for the application, we hereby submit the following information for the City's consideration in determining the application.

Details & facts regarding the application

The proposed billboard sign will comprise the following details (refer to the development plans):

- i) The proposed third party signage will be 9 metres long and 1.8 metres high and will be located above the lift and stair shaft of the existing three (3) storey commercial building on the subject land;
- ii) Dimension: The proposed sign will comprise a width 9 meters and a height of 1.8 metres (see attached Development Plans);
- iii) Height from natural ground level to underside of all signage: 12.9 metres (150c);
- iv) Height from natural ground level to top of signage: The overall height to the top of the sign is 17.7 metres. The sign will be located on top of the stair/lift shaft;

- v) Total building façade area: The sign itself will comprise an area of 16.2m². The area of the building taken into account include along Sommerville Street, Claisebrook Road, Edward Street and Chelsea Streets only (parapet boundary wall is not included – 33.53 metres). As such, the area of the building façade is calculated as 78.15 x 11.352 meters which equates to 887.158m² of building façade;
- vi) The proposed sign will be 1.8% of the building façade, which is considered to be very minor in scale. It is significant to note that the sign will not be placed on the façade of the building, but on the roof top. Therefore the sign is not technically occupying any the building façade. Given the location of the sign, it is contended that the sign will not be visible from the Edward Street road reserve abutting the building;
- vii) Sign setbacks on roof:
- 16 meters from the north-eastern boundary;
 - 9 Meters from the south-western boundary. In reviewing the setbacks, it is concluded that the sign will not be visible from the adjacent south-western property as the sign is only 1.8 meters high and Edward Street curves going towards the south-east direction adding an additional 8 meters setback for the sign (i.e. a total of 17 meters). Since the sign is only 1.8 meters high it physically can't be seen from any location on the left side of the building; and
 - 3.7 meters average from the land's south-eastern boundary. Given this, the sign will not be visible by neighbouring properties as there are no neighbouring properties to the front of the building (i.e. Graham Farmer Freeway is in front of the building).



Figure 1 – Aerial Site Plan

- viii) The sign will be digital/LED;
- ix) The sign will be programmed to display up to ten (10) different advertisements, with only one (1) advertisement being displayed at any one given time;
- x) The 'dwell time' for each separate advertisement to appear on the billboard sign is forty (40) seconds. The advertising sign is able to be programmed to comply with the relevant Australian Standards and Main Roads WA specifications in respect of luminance;

- xi) The sign will be orientated towards the Graham Farmer Freeway road reserve and will not be orientated to towards any adjoining properties or local streets;
- xii) The sign has extraordinary exposure to the Graham Farmer Freeway, which comprises an estimated 160,000 vehicle movements per day;
- xiii) The sign has been designed to satisfy the requirements of Main Roads WA in regards to illumination and movement of the display;
- xiv) The subject land protrudes forward of the existing lot boundaries along Edward Street, resulting in the building and sign being well forward of the adjoining and adjacent properties (see Figure 1 - Aerial Site Plan);
- xv) The sign will assist with generating income for the landowners to assist with the maintenance and upkeep of the commercial building on Lot 500 in the future; and
- xvi) The existing streetscape along this part of Edward Street is characterised by the Graham Farmer Freeway, vacant/used land, existing commercial and industrial development (see Figure 2).

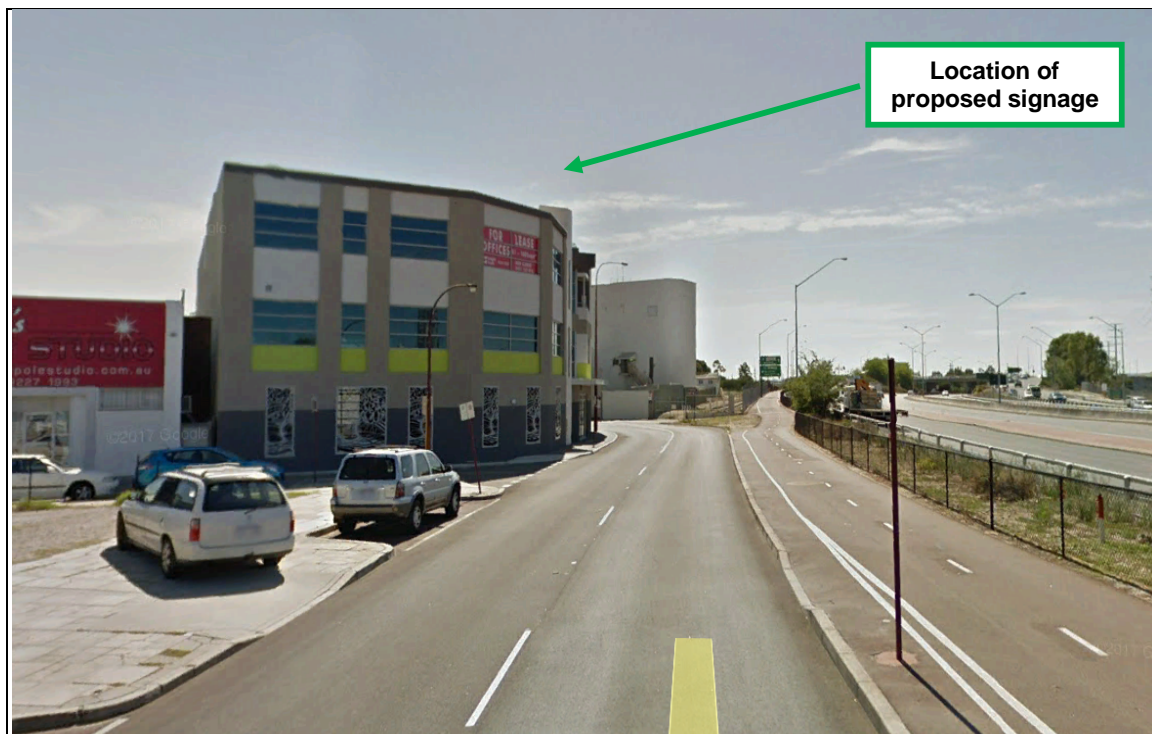


Figure 2 –Edward Street streetscape



Figure 3 – Location Plan

As part of its assessment of the development application, the City has requested that additional information be provided to address the key points listed below:

Point 1: Written justification to demonstrate that consideration has been given to the impact of the signage on the amenity of the adjacent property and surrounding area:

The following information is provided in support of the application:

- i) The subject land is located within an area of the Perth locality that is undergoing change (gentrification) and has been historically used for industrial purposes. Given this the streetscape within the immediate locality is characterised by an eclectic mix of new and old commercial/industrial developments. As such, the proposed billboard sign will not have an adverse impact on the local streetscape in terms of visual distraction and visual pollution;
- ii) The application proposes only one (1) sign and does not result in the proliferation of signage within the immediate locality;
- iii) The sign will be located at a considerable height above ground/street level, resulting in the sign not being visible from any of the road reserves abutting the subject land;
- iv) The proposed sign will provide a focal point of interest to the building, therefore improving its appearance and creating a vibrant and colourful façade, which is currently bland with little visual interaction with the immediate locality; and
- v) The subject land protrudes forward of the boundary line of existing lots along Edward Street, therefore allowing the sign to be visible from the adjacent Graham Farmer Freeway and the nearby Claisebrook Train Station, but not from the local street network or adjoining properties. As such, the proposed signage will not adversely impact the adjoining properties or the local streetscape.

Point 2: The proposed signage respects the amenity of the area:

The following information is provided in support of the application:

- i) The proposed sign is setback on to the roof space and will not be visible from the adjoining/adjacent properties within the immediate locality. Given this the proposal will not have an adverse impact on the amenity of the locality;
- ii) The sign will be orientated towards the Graham Farmer Freeway and may be visible from the landholdings on the south-eastern boundary of the Freeway reserve (opposite the subject land approximately 133 metres away), which a rail stock yard (see Figure 3). Given this and the aforementioned information provided regarding the adjoining properties, it is contended that the proposal will not have an adverse impact on the streetscape or the adjoining properties;
- iii) The digital sign will be colour co-ordinated with the façade of the building to complement the aesthetic value of the building. Electronic advertising is acknowledged as providing activation and interest in otherwise dormant areas. Lot 500 is surrounded by industrial and warehouse buildings which are quiet, dark and lifeless at night making it an intimidating area to traverse; and
- iv) The sign will provide visual interest and activity to the area thereby adding much needed security to the area via the increased activity.

Point 3: The size and impact of the proposed signage responds to the size of the premises on which the signage is to be displayed and the surrounding buildings.

The following information is provided in support of the application:

- i) The sign only occupies 1.8% of the façade of the existing building on Lot 500, therefore the sign will not dominant nor will it detract from the appearance of the building when viewed from the adjoining street network;
- ii) It is contended that a sign with make different displays that change over a period is a better outcome and will provide visual interest than a static billboard sign similar to those approved throughout the City;
- iii) The location and height of the sign from ground level will not result in the sign having an adverse impact on the traffic safety and will not result in any conflict with existing traffic/pedestrian signage at ground level; and
- iv) The sign will not be visible from the adjoining or adjacent properties, which a predominantly commercial and industrial uses.

Point 4: The Proposed signage does not negatively impact on the appearance and efficiency of a road or other public way in terms of colour, brightness and location:

The following information is provided in support of the application:

- i) The sign will not impact on the road or neighbours as it is setback on to the roof of the building.
- ii) The sign will not impact on the appearance and efficiency of the Graham Farmer Freeway as the sign is relatively small and well setback from the Graham Farmer Freeway reserve. The sign only occupies 1.8% of the building façade area and is considered small in terms of bulk and scale;
- iii) The sign is able to be programmed to comply with Main Roads WA Standards and with the relevant Australian Standards in respect of luminance; and
- iv) The signage will not adversely impact existing traffic and pedestrian signage within the adjoining street network or within the Graham Farmer Freeway reserve.

Point 5: The pattern and theme of the proposed signage matches that of existing signage in the area:

The following information is provided in support of the application:

- i) There are no surrounding buildings that adjoin Lot 500;
- ii) The proposed signage is consistent in size with other signage within the immediate locality;
- iii) Whilst billboard signage is not permitted as of right, the City of Vincent has granted approval for such signage in the past (including recently at its March meeting of Council). The best examples are the billboard signage approved on the corner of Newcastle Street/Loftus Street and Newcastle Street/Fitzgerald Street; and
- iv) Electronic billboard signage has been approved by the City of Perth (along Roberts Road, Subiaco and the Mitchell Freeway, Perth) and the Town of Cambridge (along Roberts Road, West Leederville). As such, the proposed signage is consistent with other similar electronic billboard signage approved throughout the metropolitan area.

Point 6: The proposed signage responds to any objects of scenic, historic, architectural, scientific or cultural interest.

The following information is provided in support of the application:

- i) This part of the Perth locality comprises no clear architectural character (other than the new and stylish building on Lot 500) or any significant cultural interest;
- ii) The sign will contribute to visual interest and colour and will promote activity to the area via exposure to the Freeway, whilst benefiting business activity on the Lot 500 and the surrounding commercial/industrial area;
- iii) The sign will create and promote interest in the locality, will entice new business investment in the area to further grow, activate the surrounding commercial/industrial area and create more employment opportunities in the long term; and
- iv) The proposed will add significant value to an iconic part of the City which has been left dormant and grossly undeveloped to date.

Point 7: The proposed signage does not dominate the streetscape

The following information is provided in support of the application:

- i) In light of the location of the sign on the roof, it will not be visible from the street level;
- ii) The sign will be visible from the Freeway and will assist in bringing attention to the immediate locality and help to increase patronage and business activities within the locality;
- iii) The proposed sign is vital for existing businesses operating from Lot 500 (i.e. office space leasing and general advertising/exposure);
- iv) The proposed sign will stimulate activity within this part of the Perth locality, which has become sterile. The increase activity will provide improved passive surveillance, improved awareness at street level, resulting in improved security and less chance of entrapment; and
- v) As previously mentioned the sign is on the roof top of the existing on Lot 500, being 13.5 meters above the ground level and setback 3.5 meters from the front boundary. Given this the sign will not be visible from the road or by neighbouring properties. It will only be visible from the Graham Farmer Freeway and adjacent Claisebrook Train Station.

Conclusion

In light of the above information and justifications, we respectfully request the City's favorable consideration and approval of the development application for the erection of a third party sign (i.e. 'billboard') on top of the existing commercial building on Lot 500 (No.2) Edward Street, Perth in accordance with the plans prepared in support of the application.

Should you have any queries or require any additional information regarding any of the matters raised above please do not hesitate to contact me on 0407384140 or carlof@people.net.au.

Yours faithfully,



Carlo Famiano
Principle Town Planner
CF Town Planning & Development